

1 Introduced by the Council President at the request of the Mayor and
2 Co-Sponsored by Council Members Johnson and Arias and amended by the
3 Neighborhoods, Community Services, Public Health and Safety
4 Committee:

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7 **ORDINANCE 2026-396-E**

8 AN ORDINANCE MAKING CERTAIN FINDINGS, AND
9 APPROVING AND AUTHORIZING THE PUBLIC INVESTMENT
10 POLICY OF THE OFFICE OF ECONOMIC DEVELOPMENT TO
11 ADD ENDOWMENT GRANTS TO THE JACKSONVILLE
12 FOSTERING FILMMAKERS GRANT PROGRAM; AMENDING
13 SECTION 111.635 (JACKSONVILLE FILM AND
14 TELEVISION OFFICE TRUST FUND), PART 6 (ECONOMIC
15 AND COMMUNITY DEVELOPMENT), CHAPTER 111 (SPECIAL
16 REVENUE AND TRUST ACCOUNTS), *ORDINANCE CODE*, TO
17 AUTHORIZE USE OF TRUST PROCEEDS TO FUND
18 ENDOWMENT GRANTS; REPLACING FORMER PUBLIC
19 INVESTMENT POLICY AS APPROVED BY ORDINANCE 2016-
20 382-E AND SUBSEQUENTLY AMENDED BY ORDINANCE
21 2018-370-E, ORDINANCE 2019-243-E, ORDINANCE
22 2022-372-E, ORDINANCE 2022-726-E, AND ORDINANCE
23 2024-286-E; PROVIDING AN EFFECTIVE DATE.

24
25 **WHEREAS**, the City Council approved a revised Public Investment
26 Policy of the Office of Economic Development by adoption of Ordinance
27 2016-382-E, which has been amended by Ordinance 2018-370-E, Ordinance
28 2019-243-E, Ordinance 2022-372-E, Ordinance 2022-726-E, and Ordinance
29 2024-286-E; and

30 **WHEREAS**, the Film and Television Office of the Office of
31 Economic Development has designed an Endowment Grant to augment the

1 Jacksonville Fostering Filmmakers Grant Program by authorizing
2 endowment grants funded by City Council or third-party donations to
3 the Jacksonville Film and Television Office Trust Fund, in the maximum
4 amount of \$10,000 per endowment grant; and

5 **WHEREAS,** the City Council desires to add such program to the
6 Public Investment Policy of the Office of Economic Development; and

7 **BE IT ORDAINED** by the Council of the City of Jacksonville:

8 **Section 1. Findings.** It is hereby ascertained, determined,
9 found and declared as follows:

10 (a) The incentives and programs authorized hereby and contained
11 in the Public Investment Policy will promote and further the public
12 and municipal purposes of the City.

13 (b) Enhancement of the City's tax base and revenues, are
14 matters of State and City policy and State and City concern in order
15 that the State and its counties and municipalities, including the
16 City, shall not continue to be endangered by unemployment,
17 underemployment, economic recession, poverty, crime and disease, and
18 consume an excessive proportion of the State and City revenues because
19 of the extra services required for police, fire, accident, health
20 care, elderly care, charity care, hospitalization, public housing and
21 housing assistance, and other forms of public protection, services
22 and facilities.

23 (c) The authorizations provided by this Ordinance are for
24 public uses and purposes for which the City may use its powers as a
25 county, municipality and as a political subdivision of the State of
26 Florida and may expend public funds, and the necessity in the public
27 interest for the provisions herein enacted is hereby declared as a
28 matter of legislative determination.

29 **Section 2. Approval and Authorization of Public Investment**
30 **Policy.** The Council hereby approves and authorizes the Public
31 Investment Policy of the Office of Economic Development substantially

1 in the form of the draft dated June 2026 (the "Public Investment
2 Policy"), a copy of which has been placed **Revised On File** with the
3 Legislative Services Division.

4 **Section 3. Amending Section 111.635 (Jacksonville Film and**
5 **Television Office Trust Fund), Part 6 (Economic and Community**
6 **Development), Chapter 111 (Special Revenue and Trust Accounts),**
7 **Ordinance Code.** Section 111.635 (Jacksonville Film and Television
8 Office Trust Fund), Part 6 (Economic and Community Development),
9 Chapter 111 (Special Revenue and Trust Accounts), *Ordinance Code*, is
10 hereby amended to read as follows:

11 **CHAPTER 111 - SPECIAL REVENUE AND TRUST ACCOUNTS**

12 * * *

13 **PART 6. ECONOMIC AND COMMUNITY DEVELOPMENT**

14 * * *

15 **Sec. 111.635. - Jacksonville Film and Television Office Trust**
16 **Fund.**

17 There is created and established an account to be known as the
18 Jacksonville Film and Television Office Trust Fund, into which shall
19 be deposited all donations, gifts, grants, appropriations, and
20 revenues generated by the Jacksonville Film and Television Office.
21 The monies deposited into this trust fund are hereby appropriated for
22 the purposes set forth herein and shall not lapse at the end of any
23 fiscal year. The Director of Finance ~~and Administration~~ is authorized
24 and directed to make disbursements from this trust fund upon the
25 written request of the Mayor or his or her designee, for the purpose
26 of paying for the expenses of marketing Jacksonville as a film
27 production site and other operations of the Film and Television
28 Office. The following are some examples of approved uses of the
29 Jacksonville Film and Television Office Trust Funds; film recruitment
30 meals (breakfast, lunch, or dinner); traveling (airfare, lodging and
31 car rental); advertising and other marketing tools; printing, and

1 registration, and endowment grant funding for the issuance of grants
2 pursuant to the Fostering Filmmakers Grant Program authorized by the
3 City's Public Investment Policy. Furthermore, the Mayor, or his or
4 her designee, is authorized to negotiate and execute contracts and
5 agreements with entertainers, promoters, co-sponsors, concessionaires
6 and other public or private parties or entities which are necessary
7 to outline and define the duties and responsibilities of the City and
8 such other persons or entities to assure a successful film festival,
9 provided the Director of Finance ~~and Administration~~ shall certify on
10 such contracts or agreements that there are current funds available
11 in this trust fund or in the current appropriation to the Jacksonville
12 Film and Television Office ~~Division~~ or other City entity incurring the
13 expense to fund the particular expense item, and provided further
14 that an Assistant Counsel in the Office of General Counsel shall
15 approve such contracts and agreements as to form. To the extent
16 disbursements are made, the funds disbursed shall be considered
17 appropriated for the purpose of the disbursement and shall be
18 considered a part of the budget of the agency on whose behalf the
19 disbursement was requested. Notwithstanding any other provision of
20 the Ordinance Code to the contrary, and for the purpose of generating
21 revenues to defray the expenses of film recruitment and other
22 expenses, the Economic Development Officer (f/k/a the Executive
23 Director) of the Office of Economic Development, or designee, shall
24 be authorized to produce and sell souvenirs, charge admission to
25 events, receive profits from concessions, charge fees for sponsorship
26 and participation in events to deposit into the trust fund. The
27 Economic Development Officer, or designee, shall make a final
28 accounting and report annually to the Council on the revenues and
29 expenditures of this trust fund.

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31 **Section 4. Replacing Former Public Investment Policy.** The

1 Public Investment Policy amends, replaces and supersedes the Public
2 Investment Policy of the City of Jacksonville adopted by Ordinance
3 2016-382-E, and subsequently amended by Ordinance 2018-370-E,
4 Ordinance 2019-243-E, Ordinance 2022-372-E, Ordinance 2022-726-E, and
5 Ordinance 2024-286-E.

6 **Section 5. Effective Date.** This Ordinance shall become
7 effective upon signature by the Mayor or upon becoming effective
8 without the Mayor's signature.
9

10 Form Approved:

11
12 /s/ Mary E. Staffopoulos

13 Office of General Counsel

14 Legislation Prepared By: John Sawyer

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