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## ORDINANCE 2025-265-E

5 AN ORDINANCE APPROPRIATING \$3,000,000 FROM GENERAL FUND OPERATING RESERVES TO THE GENERAL 6 7 FUND OPERATING SUBSIDIES AND CONTRIBUTIONS TO 8 OTHER GOVT ACCOUNT TO PROVIDE FUNDS TO THE 9 UNIVERSITY OF NORTH FLORIDA ("UNF") FOR THE UNF ESPORTS PROGRAM (THE "PROGRAM") AS DESCRIBED 10 HEREIN; PROVIDING FOR CARRYOVER TO FISCAL YEAR 11 2025-2026; WAIVING SECTION 118.107 (NONPROFITS 12 13 TO RECEIVE FUNDING THROUGH A COMPETITIVE EVALUATED AWARD PROCESS), PART 1 (GENERAL 14 15 PROVISIONS), CHAPTER 118 (CITY GRANTS), ORDINANCE CODE, TO ALLOW FOR A DIRECT CONTRACT 16 WITH UNF; APPROVING, AND AUTHORIZING THE MAYOR, 17 OR HER DESIGNEE, AND THE CORPORATION SECRETARY 18 TO EXECUTE AND DELIVER ON BEHALF OF THE CITY A 19 20 GRANT AGREEMENT BETWEEN THE CITY OF JACKSONVILLE 21 AND UNF FOR THE PROGRAM; FINDING THAT THE 22 PROGRAM CONSTITUTES WORKFORCE DEVELOPMENT ΤN DUVAL COUNTY FOR PURPOSES OF MEETING A PORTION 23 24 OF THE SUPPLEMENTAL CITY FINANCIAL COMMITMENT FOR THE COUNTYWIDE STRATEGIC FOCUS AS DESCRIBED 25 THE SUPPLEMENTAL JACKSONVILLE STADIUM 26 IN COMMUNITY BENEFITS AGREEMENT APPROVED BY 27 ORDINANCE 2024-905-E; PROVIDING FOR OVERSIGHT BY 28 THE GRANTS AND CONTRACT COMPLIANCE DIVISION OF 29 30 THE FINANCE DEPARTMENT; REQUESTING EMERGENCY PASSAGE UPON INTRODUCTION; PROVIDING AN 31

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3 BE IT ORDAINED by the Council of the City of Jacksonville: 4 Section 1. Appropriation. For the 2024-2025 fiscal year, 5 within the City's budget, there is hereby appropriated the indicated 6 sum(s) from the account(s) listed in subsection (a) to the account(s) 7 listed in subsection (b): (The account information is attached hereto as **Exhibit 1** 8 and 9 incorporated herein by this reference) 10 (a) Appropriated from: See Exhibit 1 \$3,000,000 11 Appropriated to: 12 (b) See Exhibit 1 \$3,000,000 13 Explanation of Appropriation: 14 (C) The funding above is an appropriation of \$3,000,000 from 15 General Fund Operating Reserves to the General Fund 16 17 Operating Subsidies and Contributions to Other Govt account to provide a grant to the University of North Florida 18 ("UNF") for the UNF Esports Program (the "Program") as 19 described herein. 20

21 Section 2. Purpose. The purpose of the appropriation in 22 Section 1 is to provide funding from the City of Jacksonville to the University of North Florida for its new Esports Program as described 23 24 in **Exhibit 2**, attached hereto and incorporated herein by this 25 reference. The Program's primary focus is to enhance student 26 engagement and provide workforce development and skills training opportunities for Jacksonville students interested in a career in the 27 28 Esports and gaming industry. This initiative, in conjunction with 29 hosting local and regional Esports events, is intended to position 30 Jacksonville as a regional leader in the rapidly growing Esports industry. Through partnerships with local high schools, the Program 31

will offer annual Esports tournaments, mentorship and skills training 1 2 for high school students interested in pursuing collegiate Esports, 3 workshops on career pathways in gaming, game development, 4 broadcasting Esports management, integration and and of 5 Esports-related curricula in high school STEM and business programs.

A portion of the City funds will be used to pay the salaries and benefits for several positions to manage and administer the Program. In addition, a large portion of the City funds will be used to purchase, install and configure audio visual equipment for the Esports arena, to purchase high-performance computers, software and other equipment to support the Program, to pay for printing and advertising costs, and to purchase team uniforms for Esports tournaments.

13 Section 3. Carryover. The funds appropriated herein shall
14 not lapse but shall carryover to fiscal year 2025-2026.

Waiver of Section 118.107, Ordinance Code. 15 Section 4. The provisions of Section 118.107 (Nonprofits to receive funding through 16 17 a competitive evaluated award process), Part 1 (General Provisions), Chapter 118 (City Grants), Ordinance Code, are hereby waived to allow 18 19 for a direct contract with UNF. This waiver is justified because the 20 Program provides a unique opportunity for students in Jacksonville 21 to develop the necessary skills and talent to obtain and maintain 22 high-demand careers in the rapidly-growing and competitive digital 23 economy.

Approval and Authorization to Execute. There is 24 Section 5. 25 hereby approved, and the Mayor, or her designee, and the Corporation 26 Secretary are hereby authorized to execute and deliver on behalf of the City a grant agreement with UNF in an amount not-to-exceed 27 28 \$3,000,000, subject to the Term Sheet and Budget more particularly 29 described in Exhibit 2, for a term commencing on May 1, 2025 through September 30, 2026, and all other contracts and documents, including 30 extensions, renewals and amendments to the agreement, and to otherwise 31

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1 take all action necessary to effectuate the intent of this Ordinance, 2 subject to appropriate legal review and approval by the General 3 Counsel, or his or her designee, and the City's Risk Management 4 Division for appropriate insurance and indemnification requirements 5 in accordance with Section 128.601, Ordinance Code.

Finding that the Program Constitutes Workforce 6 Section 6. 7 Development for Purposes of Meeting a Portion of the Supplemental City Financial Commitment as Described in the Supplemental Community 8 9 Benefits Agreement Approved by Ordinance 2024-905-E. The City has 10 determined that the \$3,000,000 investment with UNF for the Program as described herein provides a unique opportunity for workforce 11 development within Duval County. Therefore, this contribution shall 12 be counted toward the Supplemental City Financial Commitment for the 13 Countywide Strategic Focus as outlined in the 14 Supplemental Jacksonville Stadium Community Benefits Agreement between the City 15 of Jacksonville and Jacksonville Jaguars, LLC, as described in and 16 17 approved by Ordinance 2024-905-E.

18 Section 7. Oversight Department. The Grants and 19 Contract Compliance Division of the Finance Department shall oversee 20 the project described herein.

21 Section 8. Requesting Emergency Passage Upon Introduction 22 Pursuant to Council Rule 4.901 Emergency. Emergency passage upon 23 introduction of this legislation is requested. The nature of the 24 emergency is that UNF has requested these funds be made available as 25 soon as possible as Program activities are scheduled to begin on May 26 1, 2025.

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

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1	Form Approved:
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3	/s/ Mary E. Staffopoulos
4	Office of General Counsel
5	Legislation Prepared By: Mary E. Staffopoulos
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