

1 Introduced by Council President Salem and Co-Sponsored by Council
2 Members Carrico, Lahnen, Pittman, Arias, White and Carlucci and
3 amended by the Finance Committee:
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6 **ORDINANCE 2023-869-E**

7 AN ORDINANCE APPROPRIATING \$1,500,000.00 FROM
8 TOURIST DEVELOPMENT COUNCIL FUND BALANCE TO
9 PROVIDE ADDITIONAL FUNDING TO JACKSONVILLE AND
10 THE BEACHES CONVENTION & VISITORS BUREAU, INC.
11 D/B/A "VISIT JACKSONVILLE" TO INCREASE
12 SUBSTANTIALLY THE CITY'S INVESTMENT IN THE
13 PROMOTION OF SPORTS TOURISM TO THE CITY;
14 APPROVING AND AUTHORIZING THE MAYOR AND
15 CORPORATION SECRETARY TO EXECUTE AND DELIVER,
16 FOR AND ON BEHALF OF THE CITY, AMENDMENTS TO THE
17 EXISTING SPORTS TOURISM CONTRACT BETWEEN THE
18 CITY AND VISIT JACKSONVILLE TO REFLECT SUCH
19 ADDITIONAL FUNDING AND OTHER CHANGES AS MAY BE
20 NECESSARY, PROVIDED THE TOURIST DEVELOPMENT
21 COUNCIL SHALL FIRST APPROVE THE TERMS THEREOF;
22 AMENDING REVISED SCHEDULE W TO ORDINANCE
23 2023-504-E; PROVIDING FOR OVERSIGHT BY THE TDC;
24 PROVIDING FOR AN EFFECTIVE DATE.
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27 **WHEREAS,** the City Council recognizes the financial and civic
28 benefits of bringing high-profile sporting events to Jacksonville and
29 desires to refocus and renew the City's efforts in this area; and

30 **WHEREAS,** the City and Visit Jacksonville are currently parties
31 to an existing sports tourism agreement with a maximum City

1 indebtedness of \$182,544.89 authorized pursuant to Ordinance
2 2020-318-E (the "Sports Tourism Agreement"); and

3 **WHEREAS**, to reflect the City's renewed commitment to sports
4 tourism, the City Council desires to allocate additional funding to
5 Visit Jacksonville in the amount of \$1,500,000 under the Sports
6 Tourism Agreement; and

7 **WHEREAS**, in addition to the appropriation of funds to Visit
8 Jacksonville to support sports tourism in Jacksonville as provided
9 herein, the City Council is also committed to working with the Tourist
10 Development Council and Visit Jacksonville to encourage the creation
11 of a new non-profit organization to serve as a Sports Foundation in
12 Jacksonville; and

13 **WHEREAS**, it is the Council's intent that this non-profit
14 organization will ultimately serve as the primary entity responsible
15 for securing and promoting sports tourism events in Jacksonville and
16 that it will identify and seek private funding to support this
17 endeavor; and

18 **WHEREAS**, given that the scope of services provided by Visit
19 Jacksonville under the Sports Tourism Agreement may require updating
20 due to the additional funding, the Tourist Development Council ("TDC")
21 shall first approve the terms of any amendment thereto (the
22 "Amendment"), including modifications to the scope of services and
23 approved budget, to determine how the additional funding may best be
24 allocated to achieve the City's sports tourism objectives; now
25 therefore

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

27 **Section 1. Recitals.** The recitals set forth above are true
28 and correct and incorporated herein by reference.

29 **Section 2. Appropriation.** For the 2023-2024 fiscal year,
30 within the City's budget, there is hereby appropriated the indicated
31 sum from the account listed in subsection (a) to the account listed

1 in subsection (b):

2 (The account information is attached hereto as **Exhibit 1** and
3 incorporated herein by this reference):

4 (a) Appropriated from:

5 See attached **Exhibit 1** \$1,500,000.00

6 (b) Appropriated to:

7 See attached **Exhibit 1** \$1,500,000.00

8 (c) Explanation of Appropriation.

9 This Ordinance appropriates \$1,500,000 from Tourist
10 Development Council fund balance to the TDC Operations
11 trust fund authorized expenditures account to provide
12 additional funding to Visit Jacksonville under the Sports
13 Tourism Agreement.

14 **Section 3. Purpose.** The purpose of the appropriation in
15 Section 1 is to provide additional funding to Visit Jacksonville
16 under the Sports Tourism Agreement to pursue and attract sporting
17 events of regional and national significance to Jacksonville.

18 **Section 4. Authority to execute amendments to the Sports**
19 **Tourism Agreement.** The Mayor, or her designee, and the Corporation
20 Secretary are hereby authorized to execute and deliver an amendment
21 to the Sports Tourism Agreement between the City and Visit
22 Jacksonville (the "Amendment"), reflecting the additional funding of
23 \$1,500,000 and any other changes consistent with this Ordinance,
24 provided that the TDC shall first approve the terms of the Amendment,
25 including changes to the scopes of services to be provided by Visit
26 Jacksonville and approved budget. The Amendment may include such
27 additions, deletions, and changes as may be reasonable, necessary,
28 and incidental for carrying out the purpose thereof, as may be
29 acceptable to the Mayor or her designee, with such inclusion and
30 acceptance being evidenced by execution of the Amendment by the Mayor
31 or her designee, provided no modification of the Amendment may

1 increase the financial obligations or the liability of City authorized
2 herein and any such modification shall be technical only and shall
3 be subject to appropriate legal review and approval of the General
4 Counsel or his or her designee and all other appropriate action
5 required by law. For the purposes of this Ordinance, "technical
6 changes" is defined as those changes having no financial impact to
7 the City, and other non-substantive changes that do not substantively
8 increase the duties and responsibilities of the City under the
9 provisions of the Agreement. The Mayor, or her designee, and the
10 Corporation Secretary, are also authorized to execute any subsequent
11 amendments or renewals to the Sports Tourism Agreement, as may be
12 approved by the TDC, that do not increase the financial obligations
13 of the City.

14 **Section 5. Amending Revised Schedule W to Ordinance 2023-504-E.**

15 There is hereby amended for the fiscal year 2023-2024 budget for TDC
16 by substituting in the place of the Revised Schedule W, approved by
17 Ordinance 2023-504-E, the Second Revised Schedule W, attached hereto
18 as **Exhibit 2** and incorporated herein by this reference. The Second
19 Revised Schedule W reflects the funds appropriated herein.

20 **Section 6. Oversight.** The TDC shall oversee the funds
21 appropriated herein.

22 **Section 7. Effective Date.** This Ordinance shall become
23 effective upon signature by the Mayor or upon becoming effective
24 without the Mayor's signature.

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26 Form Approved:

27
28 /s/ Mary E. Staffopoulos

29 Office of General Counsel

30 Legislation Prepared By: Harry M. Wilson, IV

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