

1 Introduced by the Council President at the request of the Mayor:  
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4 **ORDINANCE 2026-396**

5 AN ORDINANCE MAKING CERTAIN FINDINGS, AND  
6 APPROVING AND AUTHORIZING THE PUBLIC INVESTMENT  
7 POLICY OF THE OFFICE OF ECONOMIC DEVELOPMENT TO  
8 ADD ENDOWMENT GRANTS TO THE JACKSONVILLE  
9 FOSTERING FILMMAKERS GRANT PROGRAM; AMENDING  
10 SECTION 111.635 (JACKSONVILLE FILM AND  
11 TELEVISION OFFICE TRUST FUND), PART 6 (ECONOMIC  
12 AND COMMUNITY DEVELOPMENT), CHAPTER 111 (SPECIAL  
13 REVENUE AND TRUST ACCOUNTS), *ORDINANCE CODE*, TO  
14 AUTHORIZE USE OF TRUST PROCEEDS TO FUND  
15 ENDOWMENT GRANTS; REPLACING FORMER PUBLIC  
16 INVESTMENT POLICY AS APPROVED BY ORDINANCE 2016-  
17 382-E AND SUBSEQUENTLY AMENDED BY ORDINANCE  
18 2018-370-E, ORDINANCE 2019-243-E, ORDINANCE  
19 2022-372-E, ORDINANCE 2022-726-E, AND ORDINANCE  
20 2024-286-E; PROVIDING AN EFFECTIVE DATE.  
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22 **WHEREAS**, the City Council approved a revised Public Investment  
23 Policy of the Office of Economic Development by adoption of Ordinance  
24 2016-382-E, which has been amended by Ordinance 2018-370-E, Ordinance  
25 2019-243-E, Ordinance 2022-372-E, Ordinance 2022-726-E, and Ordinance  
26 2024-286-E; and

27 **WHEREAS**, the Film and Television Office of the Office of  
28 Economic Development has designed an Endowment Grant to augment the  
29 Jacksonville Fostering Filmmakers Grant Program by authorizing a  
30 maximum of up to three endowment grants funded by City Council or  
31 third-party donations to the Jacksonville Film and Television Office

1 Trust Fund, in the maximum amount of \$10,000 per endowment grant; and

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

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

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

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

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

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

26 **Section 2. Approval and Authorization of Public Investment**  
27 **Policy.** The Council hereby approves and authorizes the Public  
28 Investment Policy of the Office of Economic Development substantially  
29 in the form of the draft dated June 2026 (the "Public Investment  
30 Policy"), a copy of which has been placed **On File** with the Legislative  
31 Services Division.

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

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

9                                   \* \* \*

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

11                                   \* \* \*

12           **Sec. 111.635. - Jacksonville Film and Television Office Trust**  
13 **Fund.**

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

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

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27 **Section 4. Replacing Former Public Investment Policy.** The  
28 Public Investment Policy amends, replaces and supersedes the Public  
29 Investment Policy of the City of Jacksonville adopted by Ordinance  
30 2016-382-E, and subsequently amended by Ordinance 2018-370-E,  
31 Ordinance 2019-243-E, Ordinance 2022-372-E, Ordinance 2022-726-E, and

1 Ordinance 2024-286-E.

2           **Section 5.           Effective Date.**   This Ordinance shall become  
3 effective upon signature by the Mayor or upon becoming effective  
4 without the Mayor's signature.

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6 Form Approved:

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9 Office of General Counsel

10 Legislation Prepared By: John Sawyer

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