

CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY

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Bill Type and Number: Ordinance 2025-140

Introducer/Sponsor(s): Council Members Salem and White

Date of Introduction: February 25, 2025

Committee(s) of Reference: NCSPHS, F

Date of Analysis: February 27, 2025

Type of Action: Appropriation; designation of oversight agency; fiscal year carry-over; fund reverter provision; designation of oversight agency

Bill Summary: The bill appropriates \$100,000 from the Special Council Contingency fund to the Office of Sports and Entertainment to use as a contribution to incentivize the NCAA's Atlantic Sun Conference to hold its men's and women's basketball tournaments in Jacksonville. The funds are authorized to carry-over to FY25-26 if not used in this fiscal year. A reverter clause provides that if the conference does not bring the championship games to Jacksonville in 2025, the funds shall revert to their original fund. The Office of Sports and Entertainment is designated as the City's oversight agency for this funding.

Background Information: The ASUN Conference, of which Jacksonville University and the University of North Florida are members, moved its headquarters to Jacksonville from Atlanta in 2024. The 12-team conference last held single-site men's and women's basketball championship tournaments in 2013 and since then has played all tournament games at on-campus sites hosted by the higher seeded team. This funding is intended to help convince the conference leadership to return to a single-site tournament hosted in Jacksonville, which would result in a substantial economic impact from the participating teams, school officials, pep bands, cheerleaders, and fans from the participating teams booking hotel rooms, eating in restaurants and shopping in Jacksonville.

Policy Impact Area: Sports tourism

Fiscal Impact: The bill appropriates \$100,000 from the Special Council Contingency fund

Analyst: Clements