

1 Introduced by Council Member Bowman and Co-Sponsored by Council
2 Members Freeman, Newby, Carrico & Pittman and amended by the
3 Neighborhoods, Community Services, Public Health and Safety
4 Committee:

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6
7 **ORDINANCE 2022-515-E**

8 AN ORDINANCE REGARDING THE DUVAL COUNTY TOURIST
9 DEVELOPMENT COUNCIL ("TOURIST DEVELOPMENT
10 COUNCIL") AND THE DUVAL COUNTY TOURIST
11 DEVELOPMENT PLAN; AMENDING SECTION 70.102(B)
12 (MEMBERSHIP; TERMS), CHAPTER 70 (DUVAL COUNTY
13 TOURIST DEVELOPMENT COUNCIL), *ORDINANCE CODE*;
14 AMENDING SECTION 111.600 (TOURIST DEVELOPMENT
15 TAX SPECIAL REVENUE FUND; DEVELOPMENT,
16 CONTINGENCY, CONVENTION GRANTS, AND EQUESTRIAN
17 CENTER GRANTS ACCOUNTS), PART 6 (ECONOMIC AND
18 COMMUNITY DEVELOPMENT), CHAPTER 111 (SPECIAL
19 REVENUE & TRUST ACCOUNTS), *ORDINANCE CODE*;
20 AMENDING SECTION 666.106 (TOURIST DEVELOPMENT
21 TAX) AND SECTION 666.108 (TOURIST DEVELOPMENT
22 PLAN), CHAPTER 666 (DUVAL COUNTY TOURIST
23 DEVELOPMENT PLAN), *ORDINANCE CODE*; AUTHORIZING
24 THE MAYOR OR HIS DESIGNEE AND THE CORPORATION
25 SECRETARY TO EXECUTE DIRECT CONTRACTS (THE
26 "CONTRACTS") WITH JACKSONVILLE & THE BEACHES
27 CONVENTION & VISITORS BUREAU, INC. DOING
28 BUSINESS AS "VISIT JACKSONVILLE" TO PERFORM
29 SERVICES FOR THE TOURIST DEVELOPMENT COUNCIL IN
30 ACCORDANCE WITH THE TOURIST DEVELOPMENT PLAN;
31 INVOKING THE EXEMPTION OF SECTION

1 126.107(G) (EXEMPTIONS), PART 1 (GENERAL
2 REGULATIONS), CHAPTER 126 (PROCUREMENT CODE),
3 *ORDINANCE CODE*; WAIVING SECTION 118.107
4 (NONPROFITS TO RECEIVE FUNDING THROUGH A
5 COMPETITIVE EVALUATED AWARD PROCESS), PART 1
6 (GENERAL PROVISIONS), CHAPTER 118 (CITY GRANTS),
7 *ORDINANCE CODE*, TO ALLOW A DIRECT CONTRACT WITH
8 JACKSONVILLE AND THE BEACHES CONVENTION &
9 VISITORS BUREAU, INC., DOING BUSINESS AS "VISIT
10 JACKSONVILLE"; PROVIDING FOR OVERSIGHT BY THE
11 TOURIST DEVELOPMENT COUNCIL; PROVIDING FOR
12 CODIFICATION INSTRUCTIONS; PROVIDING AN
13 EFFECTIVE DATE.
14

15 **WHEREAS**, Visit Jacksonville has provided certain tourist bureau
16 information, marketing, and convention services to the City of
17 Jacksonville (the "City") for over twenty (20) years; and

18 **WHEREAS**, TDC has identified Visit Jacksonville, by virtue of its
19 employees, leadership, and experience, as uniquely and strongly
20 positioned to serve the tourism interests of the City for the
21 foreseeable future; and

22 **WHEREAS**, TDC desires to cement an extended relationship with
23 Visit Jacksonville to provide stability to the parties as they
24 implement a long-term tourism strategy that benefits the City and its
25 citizens; and

26 **WHEREAS**, in lieu of preparing an RFP to solicit tourism bureau
27 information, marketing, and convention services (the "Services") in
28 connection with the potential expiration of TDC's current contracts
29 with Visit Jacksonville, TDC desires to direct contract with Visit
30 Jacksonville for a term of not less than ten (10) years, with at
31 least one ten (10) year renewal term, subject to the City's ability

1 to terminate the contract at any time for convenience; and

2 **WHEREAS**, the Council of the City of Jacksonville ("City
3 Council") on April 12, 2022, approved Resolution 2022-174-A, which
4 supported and encouraged the TDC to file legislation with the City
5 Council to direct contract with Visit Jacksonville for the Services
6 based on the reasons stated above; now therefore

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

8 **Section 1. Recitals.** The recitals above are incorporated herein
9 by reference.

10 **Section 2. Amending Section 70.102(b) (Membership; terms),**
11 **Chapter 70 (Duval County Tourist Development Council), Ordinance**
12 **Code.** Section 70.102(b) (Membership; terms), Chapter 70 (Duval County
13 Tourist Development Council), *Ordinance Code*, is hereby amended to
14 read as follows:

15 **CHAPTER 70. DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**

16 * * *

17 **Sec. 70.102. - Membership; terms.**

18 (a) The Tourist Council shall be composed of nine members
19 appointed by the City Council in accordance with the
20 following requirements:

21 * * *

22 (b) All members of the Tourist Council shall serve for
23 staggered terms of four years, and may serve two
24 consecutive four year terms, except that the City Council
25 President, Vice President, and current City Council member
26 shall serve a term of one (1) year. All terms of office
27 shall begin on July 1 and members shall serve until their
28 successors have been appointed.

29 * * *

30 **Section 3. Amending Section 111.600 (Tourist Development Tax**
31 **Special Revenue Fund; Development, Contingency, Convention Grants,**

1 **and Equestrian Center Grants Accounts), Part 6 (Economic and Community**
2 **Development), Chapter 111 (Special Revenue and Trust Accounts),**
3 **Ordinance Code.** Section 111.600 (Tourist Development Tax Special
4 Revenue Fund; Development, Contingency, Convention Grants, and
5 Equestrian Center Grants Accounts), Part 6 (Economic and Community
6 Development), Chapter 111 (Special Revenue and Trust Accounts),
7 *Ordinance Code*, is hereby amended to read as follows:

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

9 * * *

10 **PART 6. Economic and Community Development**

11 **Sec. 111.600. - Tourist Development Tax Special Revenue Fund;**
12 **Development, Contingency, Convention Grants, Sponsorships and**
13 **Promotions, and Equestrian Center Grants Accounts.**

14 * * *

15 (b) *Development account, expenditures.* There is hereby
16 established, in addition to the Tourist Development Tax
17 Special Revenue Fund, a separate development account
18 ("Development Account"). The Executive Director and/or
19 Administrator of the Tourist Council shall keep a record
20 of the balances, and these funds shall be available for
21 withdrawal as provided in this Section. The Development
22 Account funds shall be for the purpose of acquiring,
23 constructing, extending, enlarging, remodeling, or
24 improving publicly owned convention centers, coliseums
25 (e.g., arena) or auditoriums (e.g., performing arts center)
26 and aquariums or museums that are publicly owned and
27 operated or owned and operated by a not for profit
28 organization and open to the public. In acquiring,
29 constructing, extending, enlarging, remodeling, or
30 improving such facilities, the usual City procedures shall
31 be followed. No funds in the Development Account shall be

1 used for the general or routine maintenance, operating or
2 promotion of such facilities. It is not required that the
3 funds in the Development Account be expended on an activity
4 or project in each fiscal year, and any such funds
5 transferred or appropriated to the Development Account be
6 expended on an activity or project in each fiscal year,
7 and any such funds transferred or appropriated to the
8 Development Account pursuant to Section 666.108 (~~et~~),
9 Ordinance Code, shall accumulate from year to year until
10 sufficient funds are available to adequately fund an
11 acquisition, construction, extension, enlargement,
12 remodeling, or improvement project for such facilities.
13 All revenues and funds deposited into the Development
14 Account shall not lapse to the General Fund. Any projects
15 and activities funded from the Development Account shall
16 be approved by the City Council.

17 (c) *Contingency Account; expenditures.* There is hereby
18 established, in addition to the Tourist Development Tax
19 Special Revenue Fund, a separate contingency account
20 ("Contingency Account") to receive the funding allocations
21 and appropriations to the Tourist Development Plan
22 component described in subsection 666.108(b)(7~~5~~),
23 Ordinance code, to be used for unforeseen opportunities of
24 major significance to tourism in the City. All revenues
25 and funds deposited into the Contingency Account shall not
26 lapse to the General Fund.

27 (d) *Convention Grants, Sponsorships, and Promotions*
28 *Account; expenditures.* There is hereby established, in
29 addition to the Tourist Development Tax special Revenue
30 Fund, a separate account ("Convention Grants, Sponsorship
31 and Promotions Account") to receive funding allocations

1 and appropriations to the Tourist Development Plan
2 subcomponent for convention grant awards, sponsorship and
3 promotions as described in 666.108(b) ~~(3)~~ ~~(vi)~~ (1) (iv),
4 Ordinance code. Monies in this account shall only be used
5 for convention grant awards, sponsorship and promotions.
6 Monies and interest appropriated into this account shall
7 be for the purpose set forth herein and shall not lapse to
8 the General Fund at the close of any fiscal year, but
9 instead shall carry over into subsequent fiscal years.
10 Subject to the availability of appropriated funds in this
11 account, the Director of Finance and Administration, or
12 his designee, is authorized and directed to make
13 disbursements from this account upon receipt of the Tourist
14 Development Council Executive Director's disbursement
15 request.

16 (e) *Equestrian Center Grants Account; expenditures.* There
17 is hereby established, in addition to the Tourist
18 Development Tax special Revenue Fund, a separate account
19 ("Equestrian Center Grants Account") to receive funding
20 allocations and appropriations to the Tourist Development
21 Plan component for equestrian center grant awards described
22 in 666.108(b) ~~(8)~~ (6), Ordinance Code. Monies in this account
23 shall only be used to award equestrian center grants.
24 Monies and interest appropriated into this account shall
25 be for the purpose set forth herein and shall not lapse to
26 the General Fund at the close of any fiscal year, but
27 instead shall carry over into subsequent fiscal years.
28 Subject to the availability of appropriated funds in this
29 account, the Director of Finance and Administration, or
30 his designee, is authorized and directed to make
31 disbursements from this account upon receipt of the Tourist

1 Development Council Executive Director's disbursement
2 request.

3 **Section 4. Amending Section 666.106 (Tourist Development**
4 **Tax) and Section 666.108 (Tourist Development Plan), Chapter 666**
5 **(Duval County Tourist Development Plan), Ordinance Code.** Section
6 666.106 (Tourist Development Tax) and Section 666.108 (Tourist
7 Development Plan), Chapter 666 (Duval County Tourist Development
8 Plan), *Ordinance Code*, are hereby amended to read as follows:

9 **CHAPTER 666. DUVAL COUNTY TOURIST DEVELOPMENT PLAN**

10 * * *

11 **Sec. 666.106. Tourist development tax.**

12 (a) *Amount; taxable privileges.* There is hereby levied and
13 imposed throughout the General Services District an
14 "original" tourist development tax at a rate of two percent
15 pursuant to F.S. § 125.0104(3)(c), and, commencing on the
16 effective date as provided by law, an (i) "additional"
17 tourist development tax at a rate of one percent pursuant
18 to F.S. § 125.0104(3)(1), and (ii) an "additional" tourist
19 development tax at a rate of one percent pursuant to F.S.
20 § 125.0104(3)(n) of the whole and major fraction of each
21 dollar of the total rental charged every person who rents,
22 leases or lets for consideration any living quarters or
23 accommodations in any hotel, apartment hotel, motel, resort
24 motel, apartment, apartment motel, rooming house, mobile
25 home park, recreational vehicle park, condominium,
26 timeshare resort or vacation rental property (such as
27 AIRBNB or VRBO) for a term of six months or less. When
28 receipt of consideration is by way of property other than
29 money, the tax shall be levied and imposed on the fair
30 market value of such nonmonetary consideration. The tax
31 shall be in addition to any other tax imposed pursuant to

1 F.S. Ch. 212 and in addition to all other taxes, fees and
2 consideration for the rental or lease.

3 * * *

4 **Sec. 666.108. Tourist development plan.**

5 (a) *Legislative findings; plan adoption.* The City Council finds
6 and declares that the Duval County Tourist Development Plan
7 ("Tourist Development Plan" or "Plan"), consisting of the ~~eight~~
8 six components described in Section 666.108(b) below, will provide
9 for the advancement, generation, growth and promotion of tourism,
10 enhancement of the tourist industry, attraction of conventioners
11 and tourists from within and without the state to the City. The
12 City Council hereby adopts, creates and establishes the Tourist
13 Development Plan which shall be funded by the "original" tourist
14 development tax revenues imposed by Section 666.106, Ordinance
15 Code, and deposited into the Tourist Development Tax Special
16 Revenue Fund pursuant to this Chapter and Section 111.600,
17 Ordinance Code.

18 (b) *Plan components.* The Tourist Development Plan shall consist
19 of the ~~eight~~ six components described in Section
20 666.108(b)(1)-~~(8)~~ (6). Tax revenues shall only be expended
21 on the services, activities and/or uses described in each
22 component. The Tourist Council shall implement and
23 administer the Plan in strict compliance with the Plan
24 components. The Tourist Council shall not deviate from the
25 Plan components and the services, activities and/or uses
26 described therein in the implementation and administration
27 of the Plan without City Council approval pursuant to a
28 Plan amendment. The ~~eight~~ six Plan components are as
29 follows:

30 ~~(1) Destination Services. This component shall require the~~
31 ~~establishment of a tourist bureau, which shall operate~~

1 ~~and serve as the City's premier expert on tourist~~
2 ~~attractions, activities and events, accommodations, and~~
3 ~~restaurants available to tourists who visit the City,~~
4 ~~which includes Atlantic Beach, Neptune Beach,~~
5 ~~Jacksonville Beach (collectively, the "Beaches") and the~~
6 ~~town of Baldwin. Such tourist bureau shall provide the~~
7 ~~following services:~~

8 ~~(i) Visitor Centers. The establishment, operation and~~
9 ~~staffing of a visitor kiosk at the Jacksonville~~
10 ~~Airport, as well as any additional locations as~~
11 ~~determined and funded by the Tourist Council. The~~
12 ~~Visitor Centers shall be located so as to~~
13 ~~maximize visibility and accessibility by tourists~~
14 ~~and preference shall be given to use of City-~~
15 ~~owned property for such purpose.~~

16 ~~(ii) Comprehensive listings. The establishment of~~
17 ~~continually updated comprehensive and all-~~
18 ~~inclusive listings as determined by the Tourist~~
19 ~~Council, which may include, without limitation,~~
20 ~~all public and private museums including library~~
21 ~~special collections; guided tours; event listings~~
22 ~~at all City-owned facilities such as the arena,~~
23 ~~performing arts center, baseball grounds, stadium~~
24 ~~and other City-owned venues; other events and~~
25 ~~activities submitted to the website host which~~
26 ~~are open to the public; golf courses and other~~
27 ~~sports facilities open to the public; activity~~
28 ~~rentals (bicycle, kayak, power boats, etc.);~~
29 ~~charter fishing captains; manufacturing facility~~
30 ~~tours; links to Jacksonville Parks, Libraries and~~
31 ~~other public facilities offered within the City~~

1 of Jacksonville; hotels, motels, bed and
2 breakfasts and other accommodations;
3 restaurants, bars, clubs, and similar food and
4 entertainment establishments; and other similar
5 listings of tourist oriented facilities and
6 activities. Such listings may not show preference
7 to, or otherwise emphasize, any particular event
8 or service provider. This service shall also
9 include a pro-active development of such listings
10 by reaching out to a wide spectrum of community
11 organizations and resources to ascertain the
12 activities, facilities, and events currently
13 available, and such activity shall be an on-going
14 and continuous effort to ascertain all that the
15 City has to offer tourists.

16 ~~(iii) Assembly of available information.~~ The
17 assembly or creation of available information as
18 determined by the Tourist Council, which may
19 include, without limitation, new running
20 routes/trails; bicycling tour routes; scenic
21 walks; historic walking tours; tourist attraction
22 and activity locations; public docks, boat ramps,
23 non-motorized launches and waterfront facilities
24 accessible to those on the water such as
25 restaurants with docks, etc., and such other maps
26 and guides that identify attributes of the City
27 for which tourists commonly search.

28 ~~(2) Marketing of existing tourist-oriented facilities,~~
29 ~~attractions, activities and events, located or occurring~~
30 ~~within the City, and identified in Plan component (1) above~~
31 ~~through advertising and marketing campaigns as described below~~

1 ~~or through the marketing of the City. This component shall~~
2 ~~require the marketing of existing tourist-oriented facilities,~~
3 ~~attractions, activities and events identified in Plan~~
4 ~~component (1) above through advertising and marketing~~
5 ~~campaigns conducted outside the City, regionally, nationally~~
6 ~~and internationally, which may include, without limitation the~~
7 ~~maintenance of a website, publication of an annual visitor~~
8 ~~magazine, and publication or production of brochures, maps,~~
9 ~~videos and similar materials for distribution at Visitor~~
10 ~~Centers and tourist facilities, or through the marketing of~~
11 ~~the City pursuant to Marketing Grants awarded in accordance~~
12 ~~with the grant guidelines established by the Tourist Council.~~
13 ~~Within the overall funding allocation for this component (2),~~
14 ~~adequate funding shall be set aside annually for subparts (v),~~
15 ~~(vii), (ix) and (x) to perform the activities in each such~~
16 ~~subpart of this component. The marketing services to be~~
17 ~~provided under this component shall include, without~~
18 ~~limitation, the following advertising, tourist engagement~~
19 ~~strategies and marketing services:~~

- 20 ~~(i) Name branding. Branding of Jacksonville as a unique~~
21 ~~destination focusing on our waterways, beaches, and parks~~
22 ~~and opportunities for outdoor adventure; the City's~~
23 ~~extraordinary cultural and historical resources; the~~
24 ~~City's passion for sports by showcasing the City's numerous~~
25 ~~sporting events, teams, and venues for all levels; culinary~~
26 ~~destinations, ale trails, and medical tourism capacity;~~
27 ~~(ii) Market targeting. Target geographic markets based on~~
28 ~~industry data and past tourist tracking as provided by the~~
29 ~~Tourist Council before the start of each fiscal year;~~
30 ~~(iii) Demographic Audience targeting. Target audiences of~~
31 ~~the destination branding attributes identified in (i)~~

1 above, with advertising and promotions, also including (a)
2 Jacksonville Jaguars and other professional sports teams'
3 opponents around away game cities and grow out of town
4 visitation for home games, and local leisure tourism by
5 targeting opponent's cities, and (b) audiences based on
6 activities unique to the area and that attract large
7 numbers of tourists (i.e. golf, beaches and watersports,
8 etc.); and

9 ~~(iv) Targeting direct flight markets. Coordination with~~
10 ~~Jacksonville Aviation Authority to advertise in direct~~
11 ~~flight markets and assist in attraction and retention of~~
12 ~~direct flight service activities.~~

13 ~~(v) Website. The establishment and maintenance of a continually~~
14 ~~updated website as the official tourist website for the~~
15 ~~City. Such website shall contain comprehensive and all-~~
16 ~~inclusive listings of all existing tourist oriented~~
17 ~~facilities, attractions, activities and events identified~~
18 ~~in (1) above. While accommodations and restaurants are~~
19 ~~recognized as essential to the tourist experience, equal~~
20 ~~emphasis shall be given to things to do and see in the~~
21 ~~City. Such listings shall be all-inclusive and may not show~~
22 ~~preference to, or otherwise emphasize, any particular event~~
23 ~~or service provider, in exchange for monetary or in-kind~~
24 ~~support. Listings shall be sortable by business~~
25 ~~type/special interest category. Individual locations,~~
26 ~~venues and activities may be featured in specific content~~
27 ~~articles and itineraries but based on consumer interest~~
28 ~~ratings, or recognized tourist attraction rating entities.~~
29 ~~If out of City day trips are promoted through such website,~~
30 ~~contributions from the jurisdictions in which such~~
31 ~~facilities are located shall be negotiated and used to~~

1 ~~offset the expense of publication. In no event shall the~~
2 ~~primary focus of any local webpage be devoted to out of~~
3 ~~City activities, venues, or services unless paid for by~~
4 ~~such jurisdiction;~~

5 ~~(vi) — Social media sites and digital advertising. The~~
6 ~~maintenance of social media sites which shall include links~~
7 ~~to, excerpts from, and mirror the material contained in~~
8 ~~the website above. Individual locations, venues, and~~
9 ~~activities may be featured in specific content articles~~
10 ~~and itineraries but based on consumer interest ratings, or~~
11 ~~recognized tourist attraction rating entities and not on~~
12 ~~any request or payment by the entity advertised. This~~
13 ~~subpart shall also include online digital advertising to~~
14 ~~targeted markets of the destination branding attributes~~
15 ~~identified in (i) above;~~

16 ~~(vii) — Visitor magazine. The production of an electronic or~~
17 ~~hard copy Visitor Magazine at a frequency determined by~~
18 ~~the Tourist Council. Individual locations, venues, and~~
19 ~~activities may be featured in specific content articles~~
20 ~~and itineraries based on consumer interest ratings, or~~
21 ~~recognized tourist attraction rating entities and not in~~
22 ~~exchange for monetary or in-kind contributions. If out of~~
23 ~~City day trips are promoted through such Visitor magazine,~~
24 ~~contributions from the jurisdictions in which such~~
25 ~~facilities are located shall be negotiated and used to~~
26 ~~offset the expense of publication. In no event shall the~~
27 ~~primary focus of any publication be devoted to out of City~~
28 ~~activities, venues, or services unless paid for by such~~
29 ~~jurisdiction;~~

30 ~~(viii) — Media Relations. Promotion of the City's tourist~~
31 ~~related facilities and programs on a state, national and~~

1 international level to media writers of magazines,
2 newspapers, blogs, websites and other public relations
3 oriented outlets;

4 ~~(ix) Maps. The publication of maps on the website and in~~
5 ~~print may include, without limitation, identifying running~~
6 ~~routes/trails; bicycling tour routes; scenic walks;~~
7 ~~historic walking tours; tourist attraction and activity~~
8 ~~locations; public docks, boat ramps, non-motorized~~
9 ~~launches and waterfront facilities accessible to those on~~
10 ~~the water such as restaurants with docks, etc.;~~

11 ~~(x) Topic specific brochures, videos, etc. The publication of~~
12 ~~other topic specific brochures and videos, such as~~
13 ~~brochures and videos focused on water related activities~~
14 ~~and parks and outdoor adventures, area history trails and~~
15 ~~brochures or other types of businesses if expressly~~
16 ~~requested by and deemed appropriate by the Tourist Council;~~
17 ~~and~~

18 ~~(xi) Collection of brochures, videos, etc. The collection~~
19 ~~and distribution of brochures, videos, and other~~
20 ~~advertising prepared by existing tourist oriented~~
21 ~~facilities, attractions, activities, and events at all~~
22 ~~visitor centers, kiosks, and such other opportunities as~~
23 ~~may arise.~~

24 ~~(3) Convention/Group Attraction & Services. This component shall~~
25 ~~require the promotion and further expansion of the City as a~~
26 ~~convention and meeting site for tourists. The promotion~~
27 ~~services to be provided under this component shall include:~~

28 ~~(i) Promotion to Tourist Groups. Promotion and marketing of~~
29 ~~the City as a convention and meeting destination to meeting~~
30 ~~planners, trade associations, industry groups,~~
31 ~~professional associations, etc.;~~

1 ~~(ii) Convention market targeting. Target markets based on~~
2 ~~study data and past tourist tracking;~~

3 ~~(iii) Convention sales activities. Convention sales~~
4 ~~activities actively pursuing potential meetings,~~
5 ~~conferences, conventions and groups and coordinating~~
6 ~~bookings with conference and convention facilities and~~
7 ~~accommodations that meet the expressed needs of the group.~~
8 ~~Preferences for accommodations or facilities shall be based~~
9 ~~solely on the needs of the group and not as a result of~~
10 ~~monetary or in-kind exchange;~~

11 ~~(iv) Coordination with City convention center manager.~~
12 ~~Coordination with the City's convention center manager to~~
13 ~~assist with fully booking that facility and meeting the~~
14 ~~accommodation needs of conventions booked at the Convention~~
15 ~~Center;~~

16 ~~(v) Convention service activities. Convention service~~
17 ~~activities that support the needs of tourists attending~~
18 ~~conventions and conferences in the City; and~~

19 ~~(vi) Convention grants. Convention grants payable to or on~~
20 ~~behalf of convention or conference groups or businesses as~~
21 ~~incentives for selection of the City as their destination~~
22 ~~for group or business conventions, conferences, or meetings~~
23 ~~in accordance with the grant guidelines established by the~~
24 ~~Tourist Council. Convention grants shall be funded from~~
25 ~~the Convention Grants Account set forth in Section~~
26 ~~111.600(d), Ordinance Code.~~

27 (1) Tourism Marketing, Sales, Experiences and Promotion.

28 This component shall require the establishment of a
29 contract with a county destination marketing organization
30 to be selected by the City Council (the "Contract") to
31 provide services for the promotion and betterment of

1 tourism within and for the County in the following
2 subcategories. The specific services and deliverables to
3 be provided under each of the following subcategories shall
4 be set forth in the annual plans as mutually agreed by the
5 Tourist Council and the selected county destination
6 marketing organization:

7 (i) Destination Experience. This component shall
8 require the establishment of a team of tourism staff
9 members which shall operate and serve as the City's
10 premier experts on tourist attractions, activities
11 and events, accommodations, and restaurants available
12 to tourists and groups who visit the City, which
13 includes Atlantic Beach, Neptune Beach, Jacksonville
14 Beach (collectively, the "Beaches") and the town of
15 Baldwin.

16 (ii). Marketing Services. This component shall
17 require the marketing of existing tourist-oriented
18 facilities, attractions, activities and events,
19 located or occurring within the City through
20 advertising and marketing campaigns, and through
21 social media, print and other mediums, including
22 campaign branding targeting groups and meetings to
23 select the City as the destination for their event.

24 (iii). Convention and Group Sales. This component
25 shall require active sales efforts and work for
26 further expansion of the City as a convention and
27 meeting site for groups and conferences.

28 (iv). Convention grants, sponsorships and promotions.
29 This component shall require active efforts for
30 grants, sponsorships, promotions, marketing co-ops
31 and other opportunities for groups, sporting events,

1 meetings, conferences, conventions and other
2 organizations to entice them to come to the City with
3 their tourism business or to supplement existing
4 tourism businesses within the City with marketing and
5 promotional endeavors.

6 (2) (4) Planning and Research. This component shall require the
7 development and planning of additional tourist facilities and
8 attractions in the City. The services to be provided under
9 this component shall include:

10 (i) *Identification of undeveloped tourist attractions.*

11 Identification of potential or undeveloped tourist
12 attractions, (other than a convention center), in the City
13 which will include a study to determine the existence,
14 location, and potential tourist benefit to the City of such
15 attractions, and the beginning of a short range plan to
16 develop such of these attractions as may indicate an
17 economically feasible benefit; and

18 (ii) *Planning.* Development of a strategic plan for the
19 expansion of business at existing tourist accommodations,
20 and expansion of existing developed tourist attractions
21 for coordination of development efforts, advertising and
22 promotion of such facilities.

23 (3) (5) Event Grants. This component shall authorize the Tourist
24 Council to award special event grants in accordance with grant
25 guidelines established by the Tourist Council without further
26 City Council approval.

27 (4) (6) Development. Acquisition of and improvements to certain
28 publicly owned facilities or certain facilities publicly owned
29 and operated or owned and operated by a not for profit and
30 open to the public. This component shall consist of a
31 development account used to acquire, construct, extend,

1 enlarge, remodel or improve publicly owned convention centers,
2 coliseums (e.g., arena) or auditoriums (e.g., performing arts
3 center), or aquariums or museums that are publicly owned and
4 operated or owned and operated by a not for profit
5 organization. Such facilities owned and operated by a not for
6 profit corporation must be open to the public. Activities and
7 projects funded from this account shall be approved by the
8 City Council.

9 (5) ~~(7)~~ *Contingency for any uses authorized under F.S. §*
10 *125.0104(5)(a).* This component shall consist of a reserve
11 account used to fund unforeseen opportunities of major
12 significance to tourism in the City. Activities and projects
13 funded from this account may be for any uses authorized under
14 F.S. § 125.0104(5)(a).

15 (6) ~~(8)~~ *Promotion of the Jacksonville Equestrian Center.* This
16 component shall require the promotion of the Jacksonville Equestrian
17 Center. The promotion services to be provided under this component
18 shall be awarded through Equestrian Center Grants in accordance with
19 the grant guidelines established by the Tourist Council. Equestrian
20 Center grants shall be for:

21 ~~(c)Funding Allocations for Plan Components.~~ The Plan components
22 shall be funded with tax revenues. Minimum and maximum funding levels,
23 as applicable, for each Plan component shall be allocated as a
24 percentage of the Tourist Council's anticipated/budgeted tourist
25 development tax revenue, less administrative costs pursuant to
26 Section 666.106(c). The funding allocations for each Plan component
27 are provided in Table 1.1 below. The Tourist Council shall adhere to
28 the minimum funding levels, as applicable, provided in Table 1.1
29 below in the preparation of its annual budget submittal to the Mayor.

30 **Table** **1.1**

31 **Funding Allocations for Plan Components**

Plan components by abbreviated reference to Section 666.108 subsections only See Plan component descriptions in Section 666.108(b)(1) — (8) for full component descriptions	Minimum Funding Amount
(b)(1) Destination Services	4%
(b)(2) Marketing	30%
(b)(3) Convention/Group Attraction	25%
(b)(4) Planning & Research	0%
(b)(5) event grants	0%
(b)(6) Development	0%
(b)(7) Contingency	0%
(b)(8) Promotion of Equestrian Center	0.25%

1
2 (~~d~~c) *Separate accounts established.*

3 (1) *Development account.* There shall be a separate development
4 account ("Development Account") established, in addition
5 to the Tourist Development Tax Special Revenue Fund, to
6 receive the annual budgeted allocations. The development
7 account shall only be used to fund the Plan component
8 activities described in subsection (b) (~~6~~4) (i.e.,
9 acquisition, construction, extension, enlargement, remodel
10 or improvement of publicly owned convention centers,
11 coliseums (e.g., arena) or auditoriums (e.g., performing
12 arts center), or aquariums or museums that are publicly
13 owned and operated or owned and operated by a not for

1 profit organization and open to the public). The
2 Development Account shall be created pursuant to Section
3 111.600, Ordinance Code, and any activities and projects
4 funded from the account shall be approved by City Council.

5 (2) *Contingency Account*. There shall be a separate contingency
6 account ("Contingency Account") established within the
7 Tourist Development Tax Special Revenue Fund to receive
8 the funding allocated to the Plan component described in
9 subsection 666.108(b) ~~(7)~~ (5) to be used for unforeseen
10 opportunities of major significance to tourism in the City,
11 and any awards funded from this account shall not require
12 further City Council approval. The Contingency Account
13 shall be created pursuant to Section 111.600, Ordinance
14 Code.

15 (3) *Convention Grants, Sponsorships and Promotions Account*.
16 There shall be a separate ~~convention grants~~ account
17 (Convention Grants, Sponsorships and Promotions Account)
18 established within the Tourist Development Tax Special
19 Revenue Fund to receive the funding allocated to the Plan
20 subcomponent described in subsection ~~666.108(b)(3)(vi)~~
21 666.108(b)(1)(iv) to be used for such convention grants
22 ~~awards~~, sponsorships and promotions as approved annually
23 by the Tourist Council. The Convention Grants, Sponsorships
24 and Promotions Account shall be created pursuant to Section
25 111.600, *Ordinance Code*, and any ~~convention grant awards~~
26 award funded from this account shall not require further
27 City Council approval. Any unspent balance in the
28 Convention Grants, Sponsorships and Promotions Account at
29 the end of each fiscal year shall carry over to the next
30 fiscal year.

31 * * *

1 ~~(e)~~(d) *Contract providers.* Contract providers of Plan components
2 shall be procured pursuant to Chapter 126, *Ordinance Code*, with
3 the exception that any contract entered between City and Visit
4 Jacksonville shall be exempt therefrom. Contract providers that
5 are contracted to market and promote the area for tourism or
6 convention business shall be deemed "county destination marketing
7 organizations" as defined in F.S. § 288.923.

8 ~~(f)~~(e) *Plan Review.* The Tourist Council pursuant to Chapter 70,
9 *Ordinance Code*, shall conduct a continuing review of the progress
10 of the Plan, the effectiveness of the current allocation of tax
11 revenues and the problems and deficiencies of the Plan in order
12 to make recommendations to the City Council for changes in the
13 Plan, including the addition or deletion of Plan components and
14 changes to the services, activities and/or uses contained therein,
15 including changes to the amount of funding allocated to the
16 designated county destination marketing organization.

17 ~~(g)~~ (f) *Amendments.* As required by F.S. § 125.0104, the Plan
18 created and established in this Section may not be amended except
19 by an ordinance enacted by an affirmative vote of a majority plus
20 one additional member of the City Council.

21 **Section 5. Approval and authorization to execute.** The
22 Mayor, or his designee, and the Corporation Secretary are hereby
23 authorized to execute a direct contracts, including any renewals or
24 amendments thereto, between the City and Jacksonville and the Beaches
25 Convention & Visitors Bureau, Inc., doing business as "Visit
26 Jacksonville" to provide the Services. Any such contracts, including
27 renewals or amendments, shall be approved by the TDC via written board
28 resolution prior to execution by the Mayor, or his designee, and the
29 Corporation Secretary.

30 **Section 6. Invoking the exception to Sec. 126.107(g),**
31 **Ordinance Code.** The City is hereby authorized to enter into the

1 direct contracts authorized in Section 5 above. Pursuant to Section
2 126.107(g), Ordinance Code, procurement of such direct contracts is
3 exempted from competitive solicitation.

4 **Section 7. Waiver of Section 118.107 (Nonprofits to receive**
5 **funding through a competitive evaluated award process), Part 1**
6 **(General Provisions), Chapter 118 (City Grants), Ordinance Code.** The
7 provisions of Section 118.107 (Nonprofits to receive funding through
8 a competitive evaluated award process), Part 1 (General Provisions),
9 Chapter 118 (City Grants), *Ordinance Code*, are hereby waived to allow
10 for a direct contract between the City of Jacksonville and
11 Jacksonville and The Beaches Convention & Visitors Bureau, Inc.,
12 doing business as "Visit Jacksonville". The City of Jacksonville,
13 through the TDC, and Visit Jacksonville are currently parties to
14 three separate contracts regarding the provisions of tourist bureau
15 information services, marketing, and convention services, each of
16 which expires September 30, 2022, though each is subject to at least
17 one renewal term at the City's discretion. The TDC has identified
18 Visit Jacksonville, by virtue of its employees, leadership and
19 experience, as uniquely and strongly positioned to serve the tourism
20 interests of the City of Jacksonville for the foreseeable future and
21 desires to cement an extended relationship with Visit Jacksonville,
22 as evident by the TDC unanimously approving a direct contract with
23 Visit Jacksonville at their February 24, 2022 meeting, to provide
24 stability to the parties as they implement a long-term tourism
25 strategy that benefits the City of Jacksonville and its citizens.

26 **Section 8. Oversight.** The TDC shall oversee the direct
27 contracts authorized in Section 5 above.

28 **Section 9. Codification Instructions.** The Codifier and the
29 Office of General Counsel are authorized to make all chapter and
30 division "table of contents" consistent with the changes set forth
31 herein. Such editorial changes and any others necessary to make the

1 *Ordinance Code* consistent with the intent of this legislation are
2 approved and directed herein, and changes to the *Ordinance Code* shall
3 be made forthwith and when inconsistencies are discovered with
4 notification to and approval of the TDC.

5 **Section 10.** This Ordinance shall become effective upon
6 signature by the Mayor or upon becoming effective without the Mayor's
7 signature.

8
9 Form Approved:

10
11 /s/ Paige H. Johnston

12 Office of General Counsel

13 Legislation prepared by: Harry M. Wilson, IV

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