

1 Introduced by Council President Wilson:
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3

4 **ORDINANCE 2019-554**

5 AN ORDINANCE APPROPRIATING \$350,000 FROM THE
6 TOURIST DEVELOPMENT COUNCIL CONTINGENCY
7 ACCOUNT TO FUND A SPORTS TOURISM INITIATIVE
8 CONSISTENT WITH THE DUVAL COUNTY TOURIST
9 DEVELOPMENT PLAN IN SECTION 666.108, *ORDINANCE*
10 *CODE*, FOR THE PURPOSE OF INCREASING TOURIST
11 SPORTS EVENTS IN DUVAL COUNTY; PURPOSE;
12 AMENDING THE TDC FISCAL YEAR 2018-2019 BUDGET
13 (REVISED SCHEDULE W) APPROVED BY ORDINANCE
14 2018-504-E (CITY'S ANNUAL BUDGET) AND AMENDED
15 BY ORDINANCE 2019-152-E, TO PROVIDE FUNDING
16 FOR A SPORTS TOURISM INITIATIVE; AMENDING
17 CHAPTER 70 (DUVAL COUNTY TOURIST DEVELOPMENT
18 COUNCIL), SECTION 70.103 (ORGANIZATION;
19 EXECUTIVE DIRECTOR AND OTHER EMPLOYEES;
20 APPLICABLE LAWS), *ORDINANCE CODE*; AMENDING
21 CHAPTER 666 (DUVAL COUNTY TOURIST DEVELOPMENT
22 PLAN), SECTION 666.108 (TOURIST DEVELOPMENT
23 PLAN), *ORDINANCE CODE*; PROVIDING FOR
24 CARRYOVER; PROVIDING FOR OVERSIGHT BY DUVAL
25 COUNTY TOURIST DEVELOPMENT COUNCIL; PROVIDING
26 FOR CODIFICATION INSTRUCTIONS; PROVIDING AN
27 EFFECTIVE DATE.

28
29 **WHEREAS**, youth sports tourism is the fastest-growing segment in
30 travel, and when combined with competitive sports tourism, inspires
31 more than \$16 billion in domestic consumer spending each year; and

1 **WHEREAS,** Duval County currently has multiple underutilized
2 facilities and natural resources that could benefit from a sports
3 tourism initiative that could develop and inspire significant
4 increases in the City's tourist development tax revenue; and

5 **WHEREAS,** the Duval County Tourist Development Council (the "TDC")
6 desires to partner with the City's destination marketing organization,
7 Jacksonville and the Beaches Convention & Visitors Bureau, Inc., doing
8 business as "Visit Jacksonville", and other agencies and
9 organizations, to increase the TDC's efforts and investment in sports
10 related tourism initiatives; and

11 **WHEREAS,** funds made available through the Tourist Development
12 Council Contingency Account would allow the TDC to expand its sports
13 tourism initiative that would include, without limitation, a strategic
14 sports assessment and investment plan for the Jacksonville market,
15 sports recruitment focused personnel, establishment of strategic
16 sports incentive programs, and additional necessary sports marketing
17 materials; now therefore

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

19 **Section 1. Recitals.** The recitals above are incorporated
20 herein by reference.

21 **Section 2. Appropriation.** For the 2018-2019 fiscal year,
22 within the City's budget, there are hereby appropriated the
23 indicated sum(s) from the account(s) listed in subsection (a) to
24 the account(s) listed in subsection (b):

25 (The account information is attached hereto as **Exhibit 1** and
26 incorporated herein by this reference)

27 (a) Appropriated from:

28 See attached **Exhibit 1** \$350,000.00

29 (b) Appropriated to:

30 See attached **Exhibit 1** \$350,000.00

31 (c) **Explanation of Appropriation.** This ordinance appropriates

1 \$350,000.00 from the Tourist Development Council
2 Contingency Account to fund the sports tourism initiative
3 services and activities more particularly described in
4 **Exhibit 2**, attached hereto ("Sports Tourism Initiative").

5 **Section 3. Purpose.** The purpose of the appropriation
6 above is to fund the Sports Tourism Initiative, subject to and
7 consistent with the Duval County Tourist Development Plan set forth
8 in Section 666.108, *Ordinance Code*.

9 **Section 4. Amending the TDC Fiscal Year 2018-2019 Budget**
10 **(Revised Schedule W) approved by Ordinance 2018-504-E (City's**
11 **Annual Budget), and amended by Ordinance 2019-152-E.** There is
12 hereby amended the Fiscal Year 2018-2019 budget for the Tourist
13 Development Council by replacing Revised Schedule W, approved by
14 Ordinance 2018-504-E (City's annual budget) and amended by
15 Ordinance 2019-152-E, with the Third Revised Schedule W attached
16 hereto as **Exhibit 3** and incorporated herein by this reference, to
17 itemize funding for the Sports Tourism Initiative.

18 **Section 5. Amending Chapter 70 (Duval County Tourist**
19 **Development Council), Section 70.103 (Organization; Executive Director**
20 **and other employees; Applicable Laws), Ordinance Code.** Chapter 70
21 (Duval County Tourist Development Council), Section 70.103
22 (Organization; Executive Director and other employees; Applicable
23 Laws), *Ordinance Code*, is hereby amended to read as follows:

24 **CHAPTER 70 DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**

25 * * *

26 **Sec. 70.103. - Organization; Executive Director and other**
27 **employees; Applicable Laws.**

28 * * *

29 (c) *Meetings; voting; quorum* . ~~The Tourist Council shall meet at~~
30 ~~least eight (8) times each fiscal year.~~ All meetings shall be
31 open to the public and subject to Florida's open meetings laws.

The Tourist Council shall establish rules of procedure necessary to its governing and the conduct of its affairs, consistent with the applicable provisions of the Ordinance Code. All decisions and recommendations of the Tourist Council shall require a concurring vote of a majority of the members present, but in no event less than four (4) concurring votes. Five (5) members physically present shall constitute a quorum.

* * *

Section 6. Amending Chapter 666 (Duval County Tourist Development Plan), Section 666.108 (Tourist Development Plan), Ordinance Code. Chapter 666 (Duval County Tourist Development Plan), Section 666.108 (Tourist Development Plan), *Ordinance Code*, is hereby amended to remove the maximum funding level for Fiscal Year 2018-2019 in Table 1.1 of the Tourist Development Plan for the Tourist Development Plan component set forth in Section 666.108(b)(3), *Ordinance Code*, pertaining to promotion of the City as a convention and meeting site, and as amended shall read as follows:

CHAPTER 666 DUVAL COUNTY TOURIST DEVELOPMENT PLAN

* * *

Sec. 666.108 - Tourist development plan.

* * *

(c) *Funding Allocations for Plan Components.*

* * *

Table 1.1

Funding Allocations for Plan Components

Plan components by abbreviated reference to Section 666.108	Min./Max. Funding Amount FY16-17	Min./Max. Funding Amount FY17-18	Min./Max. Funding Amount FY18-19

subsections only See Plan component descriptions in Section 666.108 (b) (1)–(8) for full component descriptions			
(b) (1) Tourist bureau	\$300,000	\$300,000	\$300,000
(b) (2) Marketing (including Marketing Grants)	\$2,250,000	\$2,300,000	\$2,350,000
(b) (3) Promotion of the City as a convention and meeting site* (see note below) (including Convention Grants)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)
(b) (4) Development and planning of additional tourist facilities	\$150,000	\$100,000	\$50,000
(b) (5) Special event grants	\$800,000	\$800,000	\$800,000
(b) (6) Acquisition of and improvements to certain publically owned	\$500,000 plus any amounts transferred pursuant to	\$500,000 plus any amounts transferred pursuant to	\$500,000 plus any amounts transferred pursuant to

facilities	Section 666.108 (d)	Section 666.108 (d)	Section 666.108 (d)
(b) (7) Contingency	\$500,000	\$500,000	\$500,000
(b) (8) Promotion of Equestrian Center	n/a	n/a	\$20,000

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Section 7. Carryover. The funds appropriated hereby shall not lapse but shall carryover as appropriated from year to year until such funds are expended.

Section 8. Oversight. The Tourist Development Council shall oversee the Sports Tourism Initiative, subject to and consistent with the Duval County Tourist Development Plan set forth in Section 666.108, *Ordinance Code*.

Section 9. Codification Instructions. The Codifier and the Office of General Counsel are authorized to make all changes to the *Ordinance Code* consistent with the intent of this legislation.

Section 10. Effective Date. This ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.

Form Approved:

/s/ Lawsikia J. Hodges

Office of General Counsel

Legislation Prepared By: Lawsikia J. Hodges

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