

1 Introduced by the Council President at the request of the Mayor &
2 Co-Sponsored by Council Member Bowman and amended on the Floor of
3 Council:

4
5
6 **ORDINANCE 2020-679-E**

7 AN ORDINANCE APPROPRIATING \$1,600,000 FROM
8 SPECIAL EVENTS - FLORIDA GEORGIA GAME
9 CONTINGENCY AND SPECIAL EVENTS - FLORIDA
10 GEORGIA GAME TO PROVIDE FUNDING IN CONNECTION
11 WITH THE 2020 FLORIDA-GEORGIA NCAA COLLEGE
12 FOOTBALL GAME TO BE HELD AT TIAA BANK FIELD,
13 AS INITIATED BY REVISED B.T. 21-022; PURPOSE
14 OF APPROPRIATION; AUTHORIZING THE MAYOR, OR
15 HIS DESIGNEE, AND CORPORATION SECRETARY TO
16 EXECUTE AND DELIVER A MEMORANDUM OF
17 UNDERSTANDING AMONG THE CITY OF JACKSONVILLE,
18 THE UNIVERSITY ATHLETIC ASSOCIATION, INC., AND
19 THE UNIVERSITY OF GEORGIA ATHLETIC
20 ASSOCIATION, INC., TO AMEND CERTAIN FINANCIAL
21 AND OTHER TERMS AMONG THE PARTIES UNDER THE
22 EXISTING AGREEMENT AS TO THE 2020 GAME ONLY;
23 REQUESTING EMERGENCY PASSAGE UPON
24 INTRODUCTION; PROVIDING FOR OVERSIGHT BY THE
25 SPORTS AND ENTERTAINMENT OFFICE; PROVIDING AN
26 EFFECTIVE DATE.

27
28 **WHEREAS**, the City of Jacksonville ("City"), the University
29 Athletic Association, Inc. ("University of Florida"), and
30 University of Georgia Athletic Association, Inc. ("University of

1 Georgia"), have previously entered into that certain Amendment and
2 Restatement of Agreement for 2017-2021 (the "Agreement") dated
3 November 7, 2017 (the "Agreement"), whereby the City hosts the
4 annual Florida-Georgia NCAA college football game at TIAA Bank
5 Field through the 2021 game; and

6 **WHEREAS**, in October of 2019, the University of Florida, the
7 University of Georgia (collectively, the "Schools"), and the City
8 reached an agreement in principal (the "New Agreement") for the
9 City to continue hosting the annual Florida-Georgia NCAA football
10 game at TIAA Bank Field, with the revised terms commencing with the
11 2020 game and extending through the 2025 game; and

12 **WHEREAS**, as a result of the impacts of the COVID-19 pandemic,
13 the Schools and the City did not finalize the New Agreement in time
14 for the City to file legislation seeking its approval so that the
15 new economic and other terms will apply to the 2020 game; and

16 **WHEREAS**, the Schools and the City wish to enter into the MOU
17 attached hereto as **Exhibit 1** to provide for revised economic and
18 other terms as set forth therein applicable to the 2020 game, as a
19 result of the impacts COVID-19 will have on the game, including
20 reduced seating capacity at TIAA Bank Field, reduced ticket
21 revenues and reduced sponsorship opportunities and economic impact
22 activity traditionally associated with the annual game, with all
23 other terms and conditions of the current Agreement remaining
24 unchanged; and

25 **WHEREAS**, the Schools and the City will finalize the New
26 Agreement in the near future and the City will subsequently file
27 legislation seeking to authorize the City to enter into the New
28 Agreement; now therefore

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

30 **Section 1. Appropriation.** For the 2020-2021 fiscal year,
31 within the City's budget, there are hereby appropriated the

1 indicated sum(s) from the account(s) listed in subsection (a) to
2 the account(s) listed in subsection (b):

3 (Revised B.T. 21-022, attached hereto as **Revised Exhibit 2**, labeled
4 as "Revised Exhibit 2, Revised B.T. 21-022, October 27, 2020 -
5 Floor" and incorporated herein by this reference)

6 (a) Appropriated from:

7 See Revised B.T. 21-022 \$1,600,000

8 (b) Appropriated to:

9 See Revised B.T. 21-022 \$1,600,000

10 (c) Explanation of Appropriation

11 The appropriation authorizes a minimum guarantee of
12 \$600,000 to each school and \$400,000 for advertising and
13 promotion for the 2021 game.

14 **Section 2. Purpose.** The purpose of the appropriation in
15 Section 1 is to provide a base payment of \$600,000 to each school
16 and \$400,000 for advertising and promotion costs for the 2021 game.

17 **Section 3. Authorization.** The Mayor, or his designee,
18 and Corporation Secretary are hereby authorized to execute and
19 deliver that certain Memorandum of Understanding for the 2020 game
20 ("MOU") between and among the City of Jacksonville ("City"), the
21 University Athletic Association, Inc., and University of Georgia
22 Athletic Association, Inc., in substantially the form attached
23 hereto as **Exhibit 1** and incorporated herein. The MOU supersedes
24 certain economic and other terms as set forth in the Agreement as
25 to the 2020 game only, and provides for each school to receive an
26 adjusted guarantee of \$600,000 (reduced from \$1,000,000 as proposed
27 for the New Agreement), providing \$400,000 in advertising and
28 promotion costs for the 2021 game, reducing the number of tickets
29 to be purchased by the City for the 2020 game from 1,000 to 300,
30 and insuring compliance with COVID-19 public gathering protocols,
31 with all others terms and conditions of the existing Agreement

1 remaining unchanged.

2 **Section 4. Requesting emergency passage upon introduction**
3 **pursuant to Council Rule 4.901 Emergency.** Emergency passage upon
4 introduction of this legislation is requested. The nature of the
5 emergency is that the Georgia-Florida game is scheduled to be
6 played at TIAA Bank Field on November 7, 2020 and the parties wish
7 to implement new economic and other terms for the 2020 game in
8 light of the proposed new agreement and as a result of the impacts
9 of COVID-19 pandemic on the 2020 game.

10 **Section 5. Oversight.** The Sports and Entertainment Office
11 shall oversee the agreement described herein.

12 **Section 6. Effective Date.** This ordinance shall become
13 effective upon signature by the Mayor or upon becoming effective
14 without the Mayor's signature.

15
16 Form Approved:

17
18 /s/ Margaret M. Sidman

19 Office of General Counsel

20 Legislation prepared by: John Sawyer

21 GC-#1398999-v1-2020-679-E.docx