

# CITY COUNCIL RESEARCH DIVISION

## LEGISLATIVE SUMMARY

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**Bill Type and Number:** Ordinance 2019-554

**Introducer/Sponsor(s):** Council President Wilson

**Date of Introduction:** August 13, 2019

**Committee(s) of Reference:** NCSPHS, F

**Date of Analysis:** August 15, 2019

**Type of Action:** Appropriation; budget amendment; Ordinance Code amendment; fiscal year carry-over; designation of oversight agency

**Bill Summary:** The bill appropriates \$350,000 from the Tourist Development Council's contingency account to an expenditure account for the purpose of increasing tourism in the county via a Sports Tourism Initiative. The bill amends the FY18-19 City budget by attaching a Third Revised Schedule W to reflect the appropriation of the \$350,000 within the TDC budget to the new initiative. It also amends Ordinance Code Chapter 666 – Duval County Tourism Development Plan – to remove the maximum cap of \$2,250,000 per year on expenditures for Plan Component (b)(3) – Promotion of the City as a convention and meeting site. The TDC is designated as the oversight agency for the new initiative.

**Background Information:** The TDC believes that there is untapped tourism potential in Jacksonville by attracting more participant sports events, including youth sports, to the City's under-utilized sports facilities. The Sports Tourism Initiative will include an assessment of available assets, development of a strategic investment plan, an analysis of Jacksonville's competitive advantages and opportunities compared to surrounding markets, consideration of marketing materials, sports-focused convention sales and service personnel, potential incentives and infrastructure developments, and economic impact measurement and assessment. The TDC's contingency fund currently holds \$2,263,000 and is required by the Tourist Development Plan to be supplemented by at least \$500,000 per year. The FY19-20 budget proposes a \$600,000 allocation to contingency. Use of the contingency fund by the TDC requires City Council appropriation of the fund out of that account.

**Policy Impact Area:** Tourism promotion

**Fiscal Impact:** The bill appropriates \$350,000 from the TDC's contingency account to fund a new initiative.

**Analyst:** Clements