

BUSINESS IMPACT ESTIMATE

Pursuant to Section 166.041(4), F.S., the City is required to prepare a Business Impact Estimate for ordinances that are NOT exempt from this requirement. A list of ordinance exemptions are provided below. Please check all exemption boxes that apply to this ordinance. If an exemption is applicable, a Business Impact Estimate IS NOT required.

- The proposed ordinance is required for compliance with Federal or State law or regulation;
- The proposed ordinance relates to the issuance or refinancing of debt;
- The proposed ordinance relates to the adoption of budgets or budget amendments, including revenue sources necessary to fund the budget;
- The proposed ordinance is required to implement a contract or an agreement, including, but not limited to, any Federal, State, local, or private grant or other financial assistance accepted by the municipal government;
- The proposed ordinance is an emergency ordinance;
- The ordinance relates to procurement; or
- The proposed ordinance is enacted to implement the following:
 - a. Part II of Chapter 163, Florida Statutes, relating to growth policy, county and municipal planning, and land development regulation, including zoning, development orders, development agreements and development permits;
 - b. Sections 190.005 and 190.046, Florida Statutes, regarding community development districts;
 - c. Section 553.73, Florida Statutes, relating to the Florida Building Code; or
 - d. Section 633.202, Florida Statutes, relating to the Florida Fire Prevention Code.

If none of the boxes above are checked, then a Business Impact Estimate IS REQUIRED to be prepared by the using agency/office/department and submitted in the MBRC filing packet along with the memorandum request, legislative fact sheet, etc. A Business Impact Estimate form can be found at: <https://www.coj.net/departments/finance/budget/mayor-s-budget-review-committee>

Business Impact Estimate

This form must be posted on the City of Jacksonville's website by the time notice of the proposed ordinance is published.

ORDINANCE 2024-298

AN ORDINANCE APPROPRIATING \$100,000 FROM THE COUNCIL PRESIDENT'S DESIGNATED CONTINGENCY TO THE COUNCIL STAFF SERVICES OTHER PROFESSIONAL SERVICES ACCOUNT TO PROCURE THE PROFESSIONAL SERVICES OF YELLOW DOG MEDIA, LLC, D/B/A WANDER MEDIA COMPANY ("WANDER MEDIA"), TO REBRAND AND RECONFIGURE THE CITY'S PUBLIC ACCESS CHANNEL (CHANNEL 99) AND TO DEVELOP A COMPANION DIGITAL STREAMING CHANNEL FOR VARIOUS STREAMING DEVICES AND CHANNELS; INVOKING THE EXEMPTION IN SECTION 126.107(G) (EXEMPTIONS), PART 1 (GENERAL REGULATIONS), CHAPTER 126 (PROCUREMENT CODE), ORDINANCE CODE, TO ALLOW FOR A DIRECT CONTRACT WITH YELLOW DOG MEDIA, LLC, D/B/A WANDER MEDIA COMPANY; APPROVING AND AUTHORIZING THE MAYOR, OR HER DESIGNEE, AND THE CORPORATION SECRETARY TO EXECUTE AND DELIVER A CONTRACT WITH WANDER MEDIA, FOR THE PROVISION OF PROFESSIONAL SERVICES RELATED TO CHANNEL 99 AND A COMPANION DIGITAL CHANNEL ON VARIOUS STREAMING DEVICES AND CHANNELS; PROVIDING FOR OVERSIGHT BY THE COUNCIL DIRECTOR; PROVIDING AN EFFECTIVE DATE.

1. Summary of the proposed ordinance (must include a statement of the public purpose, such as serving the public health, safety, morals, and welfare): N/A

2. An estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the City of Jacksonville, if any:
(a) An estimate of direct compliance costs that businesses may reasonably incur;
(b) Any new charge or fee imposed by the proposed ordinance or for which businesses will be financially responsible; and
(c) An estimate of the City of Jacksonville's regulatory costs, including estimated revenues from any new charges or fees to cover such costs. N/A

3. Good faith estimate of the number of businesses likely to be impacted by the proposed ordinance: N/A

4. Additional information the governing body deems useful (if any): N/A