

Chapter 27 - OFFICE OF SPORTS AND ENTERTAINMENT

PART 1. - OFFICE OF SPORTS AND ENTERTAINMENT

Sec. 27.101. - Office of Sports and Entertainment Established.

There is created and established within the executive branch the Office of Sports and Entertainment. The functions and activities of the Office of Sports and Entertainment shall include, but not be limited to:

- (a) Overseeing and managing sports and entertainment interactions with the City of Jacksonville;
- (b) Identification of Sports and Entertainment opportunities, benchmarking and assessment of opportunities, ensuring the development of a program design, relationship management, identification of funding mechanisms to support the events, and the tracking of value created through sports and entertainment opportunities;
- (c) Overseeing the Sports and Entertainment Trust Fund, pursuant to Section 111.155, Ordinance Code.
- (d) Operating the Office of Special Events;
- (e) Operating the Jacksonville Film and Television Office;
- (f) Provide support to the Mayor's Advisory Commission on Television, Motion Picture and Commercial Production established by Executive Order 99-3.

(Ord. 2016-140-E, § 11)

Sec. 27.102. - Sports and Entertainment Officer.

The chief operating officer of the Office of Sports and Entertainment shall be the Sports and Entertainment Officer (the "Officer"), who shall be appointed by the Mayor subject to the confirmation by Council. The Officer shall have a bachelor's degree or higher from an accredited university or college. The officer shall possess at least 5 years professional experience in sports and/or entertainment management, with a preference given to a candidate with collegiate, Olympic, professional, or municipal sports experience. The Officer shall be responsible for managing the affairs of the Office subject to the supervision of the Chief Administrative Officer, and shall serve at the pleasure of, the Mayor. The Officer will employ the personnel to administer and operate the Office in accordance with applicable law, available appropriations, and employee authorizations.

(Ord. 2016-140-E, § 11)

Sec. 27.103. - Powers; Functions and duties of the Sports and Entertainment Officer regarding the Sports Complex and Other Designated Facilities.

The Sports and Entertainment Officer (the "Officer") shall have the following powers, functions and duties with respect to the City-owned facilities including but not limited to the Veterans Memorial Arena, the Baseball Grounds of Jacksonville, EverBank Field, The Ritz Theatre, the Convention Center, the Times Union Performing Arts Center, and any other facility assigned to the Officer by Council (collectively hereinafter referred to as the "facilities" or the "facility"):

- (a) The Sports and Entertainment Office shall be responsible for the operation and maintenance of the facilities (whether directly or through a facility manager retained in accordance with the requirements and limitations of Chapter 126), and the Chief Administrative Officer, may, in conjunction with the facilities manager when appropriate, execute fixed dollar amount promotional and/or sponsorship contracts and agreements with sponsors, promoters, exhibitors, performers and other persons for the use of the facility, including agreements with renters of the

facility to staff and maintain restroom facilities at the facility through contractual services, volunteers or through a nominal gratuity system, approved by the Officer. A nominal gratuity system would allow the City to include parking and/or meals complimentary to the volunteers, pursuant to a budget previously approved by Council. Except for revenue producing events approved by contract, all other use of the facilities shall be reserved to the City.

- (b) The Sports and Entertainment Office shall participate in and make recommendations to the Mayor and the Council concerning the planning and financing of City sponsored events at the facilities.
- (c) The Sports and Entertainment Office shall solicit and generate bids for the direct marketing for City-sponsored events to be held at the facilities.
- (d) The Sports and Entertainment Office shall authorize the expenditure of funds lawfully appropriated by the Council for hospitality expenses in the interest of promoting the facility for City-sponsored events and shall comply with expenditures on food, pursuant to § 106.1202, Ordinance Code.

(Ord. 2016-140-E, § 11)

Sec. 27.104. - Special Events.

The function of the Special Events Office is housed within Office of Sports and Entertainment.

- (a) The Office of Sports and Entertainment shall be responsible for the coordination, planning, and implementation of all special events conducted by the City, and implement the provisions of Chapter 191 (Special Events), Ordinance Code.
- (b) The Office of Sports and Entertainment no later than 60 days after the last day of an event, shall deliver to the Financial Services Officer (a/k/a the Chief Financial Officer) and the Council Auditor a complete accounting of revenues by source, and expenditures by category and source including, but not limited to, General Fund, Trust Fund, and any other funds.
- (c) There is established a liaison relationship between the Special Events Office and the Downtown Investment Authority Chief Executive Officer. Upon request, but at least quarterly, the Special Events Office shall provide the Downtown Investment Authority Chief Executive Officer information regarding special event permits Downtown.

(Ord. 2016-140-E, § 11)