

LEGISLATIVE FACT SHEET

DATE: 04/06/2022

BT or RC No: **BT22-071 (under separate legislation - see notes in BT section)**

(Administration & City Council Bills)

SPONSOR: **Office of Economic Development**

(Department/Division/Agency/Council Member)

Contact for all inquiries and presentations: **Office of Economic Development**

Provide Name: **Kirk Wendland, Executive Director** Contact No: **255-5455**

Email: kwendland@coj.net

PURPOSE: White Paper (Explain why this legislation is necessary. Provide, who, what, when where, how and the impact.) Council Research will complete this form for Council introduced legislation and the Administration is responsible for all other legislation. (Minimum of 350 words – Maximum of 1 page)

Breeze Airways, a relatively new passenger airline company, has selected Jacksonville International Airport (JIA) to be added to the airports it serves. Breeze is headquartered in Darien, Connecticut and its flight operations are based in Salt Lake City Utah. Their founder, David Neelman, also launched Jet Blue. Recently, Breeze announced that they will begin non-stop flights between Jacksonville and seven cities, including Las Vegas and New Orleans. The company has indicated that more routes to and from JIA will be announced in the coming year. Breeze offers both low-cost and first-class seating options to its passengers. Jacksonville Aviation Authority (JAA) officials stated that “this is the single largest air announcement in the airport’s history”.

The City of Jacksonville will commit up to \$1,000,000 to help fund Breeze Airways initial marketing efforts for the various routes they are establishing to/from JIA. The cap will be \$100,000 per route, for up to 10 routes, with funding provided on a reimbursement basis. In discussions with Breeze representatives, it was stated that the City of Jacksonville financial incentives were a material factor in their decision to expand into the Jacksonville market.

APPROPRIATION: Total Amount Appropriated \$0 as follows: List the source **name** and provide Object and Subject Numbers for each category listed below:

(Name of Fund as it will appear in the title of the legislation)

Name of Federal Funding Source(s)

From: _____ Amount: _____

To: _____ Amount: _____

Name of State Funding Source(s)

From: _____ Amount: _____

To: _____ Amount: _____

Name of City Funding Source(s)

From: _____ Amount: _____

To: _____ Amount: _____

Name of In-Kind Contributions:

From: _____ Amount: _____

To: _____ Amount: _____

Name & No. of Bond Account(s):

From: _____ Amount: _____

To: _____ Amount: _____

PLAIN LANGUAGE OF APPROPRIATION/FINANCIAL IMPACT/OTHER:

Explain: Where are the funds coming from, going to, how will the funds be used? Does the funding require a match? Is the funding for a specific time frame? Will there be ongoing maintenance and staffing obligation? Per Chapter 122 & 106 regarding funding of anticipated post-construction operation costs. (Minimum of 350 words – maximum of 1 page.

The City of Jacksonville will commit up to \$1,000,000 to help fund Breeze Airways initial marketing efforts for the various routes they are establishing to/from JIA.

- The cap will be \$100,000 per route for up to 10 routes.
- The Agreement will remain in place for 24 months from the effective date.
- Funds will be disbursed on a reimbursement basis. Breeze will submit documentation of the marketing expenses and the City will reimburse them, subject to the provisions stated above.
- Visit JAX will be given the opportunity to collaborate on marketing materials related to the Jacksonville market flights.

ACTION ITEMS: Purpose/Check List. If “Yes” please provide detail by attaching justification and code provisions for each.

ACTION ITEMS:

Emergency? Yes _____ No **X** _____

Justification of Emergency: If yes, explanation must include detailed nature of emergency.

Federal or State Mandate? Yes _____ No **X** _____

Explanation: If yes, explanation must include detailed nature of mandate include Statue or Provision.

Fiscal Year Carryover? Yes **X** _____ No **X** _____

Note: If yes, note must include explanation of all-year subfund carryover language.

Funds will carry over from fiscal year to fiscal year in accordance with the terms of the Agreement.

CIP Amendment? Yes _____ No **X** _____

Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.

Contract/Agreement Approval? Yes No

Attachment & Explanation: If yes, attach the Contract/Agreement & provide name of the Department and include contact name and telephone number of the person r that will provide oversight. Indicate if negotiations are on-going and with whom. Has OGC reviewed/drafted? OED will provide oversight and administration.

Related RC/BT? Yes No If yes, attach appropriate RC/BT form(s)

This legislation will need to reference the corresponding legislation appropriating funds via BT22-071, which will include the Breeze Airways appropriation.

Waiver of Code? Yes No

Code Reference: If yes, identify code section(s) in space below & provide detailed explanation (including impacts) within white paper.

The proposed incentives in the legislation are not authorized by the City's Public Investment Policy (Res. 2016-382-E), so it will need to be waived.

Code Exception: Yes No

Code Reference: If yes, identify code section(s) in space below & provide detailed explanation (including impacts) within white paper.

Related Enacted Ordinances? Yes No

Code Reference: If yes, identify related code section(s) and ORD reference number in the space below & provide detailed explanation and any changes necessary within whitepaper.

ACTION ITEMS CONTINUED: Purpose/Check List. If "Yes" please provide detail by attaching justification and code provisions for each.

ACTION ITEMS:

Continuation of Grant? Yes No

Explanation: How will the funds be used? Does the funding require a match? Is the funding for a specific time frame and/or multi-year? If multi-year, note year of grant. Are there long-term implications for the General Fund?

Surplus Property Certification? Yes No Attachment: If yes, attach appropriate form(s)

Reporting Requirements? Yes No

Explanation: List agencies (including City Council/Auditor) to receive reports and frequency of reports, including when reports are due. Provide name of the Department and include contact name and telephone number of the person responsible for generating.

Executive Director: 
(Signature)

Date: 03/08/2022

Prepared By: 
(Signature)

Date: 03/08/2022

ADMINISTRATIVE TRANSMITTAL

To: MBRC, Budget Office, St. James Bldg., Suite 325

Thru: N/A
(Name, Job Title, Department)

From: Kirk Wendland, Executive Director, Office of Economic Development (OED)
Initiating Department Representative (Name, Job Title, Department)

Phone: 255-5455 E-Mail: kwendland@coj.net

Primary Contact: Kirk Wendland, Executive Director, Office of Economic Development
(Name, Job Title, Department)

Phone: 255-5455 E-Mail: kwendland@coj.net

CC: Rachel Zimmer, Director of Intergovernmental Affairs, Office of the Mayor

Phone: 255-5006 E-Mail: rachelz@coj.net

COUNCIL MEMBER/INDEPENDENT AGENCY/CONSTITUTIONAL OFFICER TRANSMITTAL

To: Peggy Sidman, Office of General Counsel, St. James Bldg., Suite 480

Phone: 255-5055 E-Mail: psidman@coj.net

From: N/A
Initiating Council Member/Independent Agency/Constitutional Officer

Phone: _____ E-Mail: _____

Primary Contact: N/A
(Name, Job Title, Department)

Phone: _____ E-Mail: _____

CC: Rachel Zimmer, Director of Intergovernmental Affairs, Office of the Mayor
Phone: 255-5006 E-Mail: rachelz@coj.net

Legislation from Independent Agencies requires a resolution from the Independent Agency Board approving the legislation

Independent Agency Action Item:

Board(s) Action/Resolution? Yes _____ No **X** _____

Attachment: If yes, attach appropriate documentation. If no, when is board action scheduled?

FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED