

1 Introduced by Council Member Bowman and co-sponsored by Council
2 President Freeman and Council Member Newby:

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4
5 **ORDINANCE 2022-515**

6 AN ORDINANCE REGARDING THE DUVAL COUNTY TOURIST
7 DEVELOPMENT COUNCIL ("TOURIST DEVELOPMENT
8 COUNCIL") AND THE DUVAL COUNTY TOURIST
9 DEVELOPMENT PLAN; AMENDING SECTION 70.102(B)
10 (MEMBERSHIP; TERMS), CHAPTER 70 (DUVAL COUNTY
11 TOURIST DEVELOPMENT COUNCIL), *ORDINANCE CODE*;
12 AMENDING SECTION 111.600 (TOURIST DEVELOPMENT
13 TAX SPECIAL REVENUE FUND; DEVELOPMENT,
14 CONTINGENCY, CONVENTION GRANTS, AND EQUESTRIAN
15 CENTER GRANTS ACCOUNTS), PART 6 (ECONOMIC AND
16 COMMUNITY DEVELOPMENT), CHAPTER 111 (SPECIAL
17 REVENUE & TRUST ACCOUNTS), *ORDINANCE CODE*;
18 AMENDING SECTION 666.106 (TOURIST DEVELOPMENT
19 TAX) AND SECTION 666.108 (TOURIST DEVELOPMENT
20 PLAN), CHAPTER 666 (DUVAL COUNTY TOURIST
21 DEVELOPMENT PLAN), *ORDINANCE CODE*; AUTHORIZING
22 THE MAYOR OR HIS DESIGNEE AND THE CORPORATION
23 SECRETARY TO EXECUTE DIRECT CONTRACTS (THE
24 "CONTRACTS") WITH JACKSONVILLE & THE BEACHES
25 CONVENTION & VISITORS BUREAU, INC. DOING
26 BUSINESS AS "VISIT JACKSONVILLE" TO PERFORM
27 SERVICES FOR THE TOURIST DEVELOPMENT COUNCIL IN
28 ACCORDANCE WITH THE TOURIST DEVELOPMENT PLAN;
29 INVOKING THE EXEMPTION OF SECTION
30 126.107(G) (EXEMPTIONS), PART 1 (GENERAL
31 REGULATIONS), CHAPTER 126 (PROCUREMENT CODE),

1 ORDINANCE CODE; PROVIDING FOR OVERSIGHT BY THE
2 TOURIST DEVELOPMENT COUNCIL; PROVIDING FOR
3 CODIFICATION INSTRUCTIONS; PROVIDING AN
4 EFFECTIVE DATE.

5
6 **WHEREAS**, Visit Jacksonville has provided certain tourist bureau
7 information, marketing, and convention services to the City of
8 Jacksonville (the "City") for over twenty (20) years; and

9 **WHEREAS**, TDC has identified Visit Jacksonville, by virtue of its
10 employees, leadership, and experience, as uniquely and strongly
11 positioned to serve the tourism interests of the City for the
12 foreseeable future; and

13 **WHEREAS**, TDC desires to cement an extended relationship with
14 Visit Jacksonville to provide stability to the parties as they
15 implement a long-term tourism strategy that benefits the City and its
16 citizens; and

17 **WHEREAS**, in lieu of preparing an RFP to solicit tourism bureau
18 information, marketing, and convention services (the "Services") in
19 connection with the potential expiration of TDC's current contracts
20 with Visit Jacksonville, TDC desires to direct contract with Visit
21 Jacksonville for a term of not less than ten (10) years, with at
22 least one ten (10) year renewal term, subject to the City's ability
23 to terminate the contract at any time for convenience; and

24 **WHEREAS**, the Council of the City of Jacksonville ("City
25 Council") on April 12, 2022, approved Resolution 2022-174-A, which
26 supported and encouraged the TDC to file legislation with the City
27 Council to direct contract with Visit Jacksonville for the Services
28 based on the reasons stated above; now therefore

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

30 **Section 1. Recitals.** The recitals above are incorporated herein
31 by reference.

1 **Section 2. Amending Section 70.102(b) ("Membership; terms"),**
2 **Chapter 70 (Tourist Development Council), Ordinance Code.** Section
3 70.102(b) ("Membership; terms"), Chapter 70 (Tourist Development
4 Council), *Ordinance Code*, is hereby amended to read as follows:

5 **CHAPTER 70. DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**

6 * * *

7 **Sec. 70.102. - Membership; terms.**

8 (a) The Tourist Council shall be composed of nine members
9 appointed by the City Council in accordance with the
10 following requirements:

11 * * *

12 (b) All members of the Tourist Council shall serve for
13 staggered terms of four years, and may serve two
14 consecutive four year terms, except that the City Council
15 President, Vice President, and current City Council member
16 shall serve a term of one (1) year.

17 * * *

18 **Section 3. Amending Section 111.600 (Tourist Development Tax**
19 **Special Revenue Fund; Development, Contingency, Convention Grants,**
20 **and Equestrian Center Grants Accounts), Part 6 (Economic and Community**
21 **Development), Chapter 111 (Special Revenue and Trust Accounts),**
22 **Ordinance Code.** Section 111.600 (Tourist Development Tax Special
23 Revenue Fund; Development, Contingency, Convention Grants, and
24 Equestrian Center Grants Accounts), Part 6 (Economic and Community
25 Development), Chapter 111 (Special Revenue and Trust Accounts),
26 *Ordinance Code*, is hereby amended to read as follows:

27 **CHAPTER 111. SPECIAL REVENUE AND TRUST ACCOUNTS**

28 * * *

29 **PART 6. Economic and Community Development**

30 **Sec. 111.600. - Tourist Development Tax Special Revenue Fund;**

1 **Development, Contingency, Convention Grants, Sponsorships and**
2 **Promotions, and Equestrian Center Grants Accounts.**

3 * * *

4 (b) *Development account, expenditures.* There is hereby
5 established, in addition to the Tourist Development Tax
6 Special Revenue Fund, a separate development account
7 ("Development Account"). The Executive Director and/or
8 Administrator of the Tourist Council shall keep a record
9 of the balances, and these funds shall be available for
10 withdrawal as provided in this Section. The Development
11 Account funds shall be for the purpose of acquiring,
12 constructing, extending, enlarging, remodeling, or
13 improving publicly owned convention centers, coliseums
14 (e.g., arena) or auditoriums (e.g., performing arts center)
15 and aquariums or museums that are publicly owned and
16 operated or owned and operated by a not for profit
17 organization and open to the public. In acquiring,
18 constructing, extending, enlarging, remodeling, or
19 improving such facilities, the usual City procedures shall
20 be followed. No funds in the Development Account shall be
21 used for the general or routine maintenance, operating or
22 promotion of such facilities. It is not required that the
23 funds in the Development Account be expended on an activity
24 or project in each fiscal year, and any such funds
25 transferred or appropriated to the Development Account be
26 expended on an activity or project in each fiscal year,
27 and any such funds transferred or appropriated to the
28 Development Account pursuant to Section 666.108 (~~et~~),
29 Ordinance Code, shall accumulate from year to year until
30 sufficient funds are available to adequately fund an
31 acquisition, construction, extension, enlargement,

1 remodeling, or improvement project for such facilities.
2 All revenues and funds deposited into the Development
3 Account shall not lapse to the General Fund. Any projects
4 and activities funded from the Development Account shall
5 be approved by the City Council.

6 (c) *Contingency Account; expenditures.* There is hereby
7 established, in addition to the Tourist Development Tax
8 Special Revenue Fund, a separate contingency account
9 ("Contingency Account") to receive the funding allocations
10 and appropriations to the Tourist Development Plan
11 component described in subsection 666.108(b)(75),
12 Ordinance code, to be used for unforeseen opportunities of
13 major significance to tourism in the City. All revenues
14 and funds deposited into the Contingency Account shall not
15 lapse to the General Fund.

16 (d) *Convention Grants, Sponsorships, and Promotions*
17 *Account; expenditures.* There is hereby established, in
18 addition to the Tourist Development Tax special Revenue
19 Fund, a separate account ("Convention Grants, Sponsorship
20 and Promotions Account") to receive funding allocations
21 and appropriations to the Tourist Development Plan
22 subcomponent for convention grant awards, sponsorship and
23 promotions as described in 666.108(~~31~~)(1)(~~vii~~iv), Ordinance
24 code. Monies in this account shall only be used for
25 convention grant awards, sponsorship and promotions.
26 Monies and interest appropriated into this account shall
27 be for the purpose set forth herein and shall not lapse to
28 the General Fund at the close of any fiscal year, but
29 instead shall carry over into subsequent fiscal years.
30 Subject to the availability of appropriated funds in this
31 account, the Director of Finance and Administration, or

1 his designee, is authorized and directed to make
2 disbursements from this account upon receipt of the Tourist
3 Development Council Executive Director's disbursement
4 request.

5 (e) *Equestrian Center Grants Account; expenditures.* There
6 is hereby established, in addition to the Tourist
7 Development Tax special Revenue Fund, a separate account
8 ("Equestrian Center Grants Account") to receive funding
9 allocations and appropriations to the Tourist Development
10 Plan component for equestrian center grant awards described
11 in 666.108(~~bc~~§4), Ordinance Code. Monies in this account
12 shall only be used to award equestrian center grants.
13 Monies and interest appropriated into this account shall
14 be for the purpose set forth herein and shall not lapse to
15 the General Fund at the close of any fiscal year, but
16 instead shall carry over into subsequent fiscal years.
17 Subject to the availability of appropriated funds in this
18 account, the Director of Finance and Administration, or
19 his designee, is authorized and directed to make
20 disbursements from this account upon receipt of the Tourist
21 Development Council Executive Director's disbursement
22 request.

23 **Section 4. Amending Section 666.106 (Tourist Development**
24 **Tax) and Section 666.108 (Tourist Development Plan), Chapter 666**
25 **(Duval County Tourist Development Plan), Ordinance Code.** Section
26 666.106 ("Tourist Development Tax") and Section 666.108 (Tourist
27 Development Plan), Chapter 666 Duval County Tourist Development
28 Plan), *Ordinance Code*, are hereby amended to read as follows:

29 **CHAPTER 666. DUVAL COUNTY TOURIST DEVELOPMENT PLAN**

30 * * *

31 **Sec. 666.106. Tourist development tax.**

1 (a) *Amount; taxable privileges.* There is hereby levied and
2 imposed throughout the General Services District an
3 "original" tourist development tax at a rate of two percent
4 pursuant to F.S. § 125.0104(3)(c), and, commencing on the
5 effective date as provided by law, an (i) "additional"
6 tourist development tax at a rate of one percent pursuant
7 to F.S. § 125.0104(3)(l), and (ii) an "additional" tourist
8 development tax at a rate of one percent pursuant to F.S.
9 § 125.0104(3)(n) of the whole and major fraction of each
10 dollar of the total rental charged every person who rents,
11 leases or lets for consideration any living quarters or
12 accommodations in any hotel, apartment hotel, motel, resort
13 motel, apartment, apartment motel, rooming house, mobile
14 home park, recreational vehicle park, condominium,
15 timeshare resort or vacation rental property (such as
16 AIRBNB or VRBO) for a term of six months or less. When
17 receipt of consideration is by way of property other than
18 money, the tax shall be levied and imposed on the fair
19 market value of such nonmonetary consideration. The tax
20 shall be in addition to any other tax imposed pursuant to
21 F.S. Ch. 212 and in addition to all other taxes, fees and
22 consideration for the rental or lease.

23 * * *

24 **Sec. 666.108. Tourist development plan.**

25 (a) *Legislative findings; plan adoption.* The City Council finds
26 and declares that the Duval County Tourist Development Plan
27 ("Tourist Development Plan" or "Plan"), consisting of the eight
28 six components described in Section 666.108(b) below, will provide
29 for the advancement, generation, growth and promotion of tourism,
30 enhancement of the tourist industry, attraction of conventioners
31 and tourists from within and without the state to the City. The

1 City Council hereby adopts, creates and establishes the Tourist
2 Development Plan which shall be funded by the "original" tourist
3 development tax revenues imposed by Section 666.106, Ordinance
4 Code, and deposited into the Tourist Development Tax Special
5 Revenue Fund pursuant to this Chapter and Section 111.600,
6 Ordinance Code.

7 (b) *Plan components.* The Tourist Development Plan shall consist
8 of the ~~eight~~ six components described in Section
9 666.108(b)(1)-(8) (6). Tax revenues shall only be expended
10 on the services, activities and/or uses described in each
11 component. The Tourist Council shall implement and
12 administer the Plan in strict compliance with the Plan
13 components. The Tourist Council shall not deviate from the
14 Plan components and the services, activities and/or uses
15 described therein in the implementation and administration
16 of the Plan without City Council approval pursuant to a
17 Plan amendment. The ~~eight~~ six Plan components are as
18 follows:

19 ~~(1) *Destination Services.* This component shall require the~~
20 ~~establishment of a tourist bureau, which shall operate~~
21 ~~and serve as the City's premier expert on tourist~~
22 ~~attractions, activities and events, accommodations, and~~
23 ~~restaurants available to tourists who visit the City,~~
24 ~~which includes Atlantic Beach, Neptune Beach,~~
25 ~~Jacksonville Beach (collectively, the "Beaches") and the~~
26 ~~town of Baldwin. Such tourist bureau shall provide the~~
27 ~~following services:~~

28 ~~(i) *Visitor Centers.* The establishment, operation and~~
29 ~~staffing of a visitor kiosk at the Jacksonville~~
30 ~~Airport, as well as any additional locations as~~

1 ~~determined and funded by the Tourist Council. The~~
2 ~~Visitor Centers shall be located so as to~~
3 ~~maximize visibility and accessibility by tourists~~
4 ~~and preference shall be given to use of City-~~
5 ~~owned property for such purpose.~~

6 ~~(ii) Comprehensive listings. The establishment of~~
7 ~~continually updated comprehensive and all-~~
8 ~~inclusive listings as determined by the Tourist~~
9 ~~Council, which may include, without limitation,~~
10 ~~all public and private museums including library~~
11 ~~special collections; guided tours; event listings~~
12 ~~at all City owned facilities such as the arena,~~
13 ~~performing arts center, baseball grounds, stadium~~
14 ~~and other City owned venues; other events and~~
15 ~~activities submitted to the website host which~~
16 ~~are open to the public; golf courses and other~~
17 ~~sports facilities open to the public; activity~~
18 ~~rentals (bicycle, kayak, power boats, etc.);~~
19 ~~charter fishing captains; manufacturing facility~~
20 ~~tours; links to Jacksonville Parks, Libraries and~~
21 ~~other public facilities offered within the City~~
22 ~~of Jacksonville; hotels, motels, bed and~~
23 ~~breakfasts and other accommodations;~~
24 ~~restaurants, bars, clubs, and similar food and~~
25 ~~entertainment establishments; and other similar~~
26 ~~listings of tourist oriented facilities and~~
27 ~~activities. Such listings may not show preference~~
28 ~~to, or otherwise emphasize, any particular event~~
29 ~~or service provider. This service shall also~~
30 ~~include a pro-active development of such listings~~
31 ~~by reaching out to a wide spectrum of community~~

1 organizations and resources to ascertain the
2 activities, facilities, and events currently
3 available, and such activity shall be an on-going
4 and continuous effort to ascertain all that the
5 City has to offer tourists.

6 ~~(iii) Assembly of available information.~~ The
7 assembly or creation of available information as
8 determined by the Tourist Council, which may
9 include, without limitation, new running
10 routes/trails; bicycling tour routes; scenic
11 walks; historic walking tours; tourist attraction
12 and activity locations; public docks, boat ramps,
13 non-motorized launches and waterfront facilities
14 accessible to those on the water such as
15 restaurants with docks, etc., and such other maps
16 and guides that identify attributes of the City
17 for which tourists commonly search.

18 ~~(2) Marketing of existing tourist-oriented facilities,~~
19 ~~attractions, activities and events, located or occurring~~
20 ~~within the City, and identified in Plan component (1) above~~
21 ~~through advertising and marketing campaigns as described below~~
22 ~~or through the marketing of the City.~~ This component shall
23 require the marketing of existing tourist-oriented facilities,
24 attractions, activities and events identified in Plan
25 component (1) above through advertising and marketing
26 campaigns conducted outside the City, regionally, nationally
27 and internationally, which may include, without limitation the
28 maintenance of a website, publication of an annual visitor
29 magazine, and publication or production of brochures, maps,
30 videos and similar materials for distribution at Visitor

1 ~~Centers and tourist facilities, or through the marketing of~~
2 ~~the City pursuant to Marketing Grants awarded in accordance~~
3 ~~with the grant guidelines established by the Tourist Council.~~
4 ~~Within the overall funding allocation for this component (2),~~
5 ~~adequate funding shall be set aside annually for subparts (v),~~
6 ~~(vii), (ix) and (x) to perform the activities in each such~~
7 ~~subpart of this component. The marketing services to be~~
8 ~~provided under this component shall include, without~~
9 ~~limitation, the following advertising, tourist engagement~~
10 ~~strategies and marketing services:~~

11 ~~(i) Name branding. Branding of Jacksonville as a unique~~
12 ~~destination focusing on our waterways, beaches, and parks~~
13 ~~and opportunities for outdoor adventure; the City's~~
14 ~~extraordinary cultural and historical resources; the~~
15 ~~City's passion for sports by showcasing the City's numerous~~
16 ~~sporting events, teams, and venues for all levels; culinary~~
17 ~~destinations, ale trails, and medical tourism capacity;~~

18 ~~(ii) Market targeting. Target geographic markets based on~~
19 ~~industry data and past tourist tracking as provided by the~~
20 ~~Tourist Council before the start of each fiscal year;~~

21 ~~(iii) Demographic Audience targeting. Target audiences of~~
22 ~~the destination branding attributes identified in (i)~~
23 ~~above, with advertising and promotions, also including (a)~~
24 ~~Jacksonville Jaguars and other professional sports teams'~~
25 ~~opponents around away game cities and grow out of town~~
26 ~~visitation for home games, and local leisure tourism by~~
27 ~~targeting opponent's cities, and (b) audiences based on~~
28 ~~activities unique to the area and that attract large~~
29 ~~numbers of tourists (i.e. golf, beaches and watersports,~~
30 ~~etc.); and~~

1 ~~(iv) Targeting direct flight markets. Coordination with~~
2 ~~Jacksonville Aviation Authority to advertise in direct~~
3 ~~flight markets and assist in attraction and retention of~~
4 ~~direct flight service activities.~~

5 ~~(v) Website. The establishment and maintenance of a continually~~
6 ~~updated website as the official tourist website for the~~
7 ~~City. Such website shall contain comprehensive and all-~~
8 ~~inclusive listings of all existing tourist oriented~~
9 ~~facilities, attractions, activities and events identified~~
10 ~~in (1) above. While accommodations and restaurants are~~
11 ~~recognized as essential to the tourist experience, equal~~
12 ~~emphasis shall be given to things to do and see in the~~
13 ~~City. Such listings shall be all-inclusive and may not show~~
14 ~~preference to, or otherwise emphasize, any particular event~~
15 ~~or service provider, in exchange for monetary or in-kind~~
16 ~~support. Listings shall be sortable by business~~
17 ~~type/special interest category. Individual locations,~~
18 ~~venues and activities may be featured in specific content~~
19 ~~articles and itineraries but based on consumer interest~~
20 ~~ratings, or recognized tourist attraction rating entities.~~
21 ~~If out of City day trips are promoted through such website,~~
22 ~~contributions from the jurisdictions in which such~~
23 ~~facilities are located shall be negotiated and used to~~
24 ~~offset the expense of publication. In no event shall the~~
25 ~~primary focus of any local webpage be devoted to out of~~
26 ~~City activities, venues, or services unless paid for by~~
27 ~~such jurisdiction;~~

28 ~~(vi) Social media sites and digital advertising. The~~
29 ~~maintenance of social media sites which shall include links~~
30 ~~to, excerpts from, and mirror the material contained in~~

1 ~~the website above. Individual locations, venues, and~~
2 ~~activities may be featured in specific content articles~~
3 ~~and itineraries but based on consumer interest ratings, or~~
4 ~~recognized tourist attraction rating entities and not on~~
5 ~~any request or payment by the entity advertised. This~~
6 ~~subpart shall also include online digital advertising to~~
7 ~~targeted markets of the destination branding attributes~~
8 ~~identified in (i) above;~~

9 ~~(vii) *Visitor magazine.* The production of an electronic or~~
10 ~~hard copy Visitor Magazine at a frequency determined by~~
11 ~~the Tourist Council. Individual locations, venues, and~~
12 ~~activities may be featured in specific content articles~~
13 ~~and itineraries based on consumer interest ratings, or~~
14 ~~recognized tourist attraction rating entities and not in~~
15 ~~exchange for monetary or in-kind contributions. If out of~~
16 ~~City day trips are promoted through such Visitor magazine,~~
17 ~~contributions from the jurisdictions in which such~~
18 ~~facilities are located shall be negotiated and used to~~
19 ~~offset the expense of publication. In no event shall the~~
20 ~~primary focus of any publication be devoted to out of City~~
21 ~~activities, venues, or services unless paid for by such~~
22 ~~jurisdiction;~~

23 ~~(viii) *Media Relations.* Promotion of the City's tourist~~
24 ~~related facilities and programs on a state, national and~~
25 ~~international level to media writers of magazines,~~
26 ~~newspapers, blogs, websites and other public relations~~
27 ~~oriented outlets;~~

28 ~~(ix) *Maps.* The publication of maps on the website and in~~
29 ~~print may include, without limitation, identifying running~~
30 ~~routes/trails; bicycling tour routes; scenic walks;~~

1 ~~historic walking tours; tourist attraction and activity~~
2 ~~locations; public docks, boat ramps, non-motorized~~
3 ~~launches and waterfront facilities accessible to those on~~
4 ~~the water such as restaurants with docks, etc.;~~

5 ~~(x) Topic specific brochures, videos, etc. The publication of~~
6 ~~other topic specific brochures and videos, such as~~
7 ~~brochures and videos focused on water related activities~~
8 ~~and parks and outdoor adventures, area history trails and~~
9 ~~brochures or other types of businesses if expressly~~
10 ~~requested by and deemed appropriate by the Tourist Council;~~
11 ~~and~~

12 ~~(xi) Collection of brochures, videos, etc. The collection~~
13 ~~and distribution of brochures, videos, and other~~
14 ~~advertising prepared by existing tourist oriented~~
15 ~~facilities, attractions, activities, and events at all~~
16 ~~visitor centers, kiosks, and such other opportunities as~~
17 ~~may arise.~~

18 ~~(3) Convention/Group Attraction & Services. This component shall~~
19 ~~require the promotion and further expansion of the City as a~~
20 ~~convention and meeting site for tourists. The promotion~~
21 ~~services to be provided under this component shall include:~~

22 ~~(i) Promotion to Tourist Groups. Promotion and marketing of~~
23 ~~the City as a convention and meeting destination to meeting~~
24 ~~planners, trade associations, industry groups,~~
25 ~~professional associations, etc.;~~

26 ~~(ii) Convention market targeting. Target markets based on~~
27 ~~study data and past tourist tracking;~~

28 ~~(iii) Convention sales activities. Convention sales~~
29 ~~activities actively pursuing potential meetings,~~

1 ~~conferences, conventions and groups and coordinating~~
2 ~~bookings with conference and convention facilities and~~
3 ~~accommodations that meet the expressed needs of the group.~~
4 ~~Preferences for accommodations or facilities shall be based~~
5 ~~solely on the needs of the group and not as a result of~~
6 ~~monetary or in-kind exchange;~~

7 ~~(iv) Coordination with City convention center manager.~~
8 ~~Coordination with the City's convention center manager to~~
9 ~~assist with fully booking that facility and meeting the~~
10 ~~accommodation needs of conventions booked at the Convention~~
11 ~~Center;~~

12 ~~(v) Convention service activities. Convention service~~
13 ~~activities that support the needs of tourists attending~~
14 ~~conventions and conferences in the City; and~~

15 ~~(vi) Convention grants. Convention grants payable to or on~~
16 ~~behalf of convention or conference groups or businesses as~~
17 ~~incentives for selection of the City as their destination~~
18 ~~for group or business conventions, conferences, or meetings~~
19 ~~in accordance with the grant guidelines established by the~~
20 ~~Tourist Council. Convention grants shall be funded from~~
21 ~~the Convention Grants Account set forth in Section~~
22 ~~111.600(d), Ordinance Code.~~

23 (1) Tourism Marketing, Sales, Experiences and Promotion.

24 This component shall require the establishment of a
25 contract with a county destination marketing organization
26 to be selected by the City Council (the "Contract") to
27 provide services for the promotion and betterment of
28 tourism within and for the County in the following
29 subcategories:

30 (i) Destination Experience. This component shall

1 require the establishment of a team of tourism staff
2 members which shall operate and serve as the City's
3 premier experts on tourist attractions, activities
4 and events, accommodations, and restaurants available
5 to tourists and groups who visit the City, which
6 includes Atlantic Beach, Neptune Beach, Jacksonville
7 Beach (collectively, the "Beaches") and the town of
8 Baldwin.

9 (ii). Marketing Services. This component shall
10 require the marketing of existing tourist-oriented
11 facilities, attractions, activities and events,
12 located or occurring within the City through
13 advertising and marketing campaigns, and through
14 social media, print and other mediums, including
15 campaign branding targeting groups and meetings to
16 select the City as the destination for their event.

17 (iii). Convention and Group Sales. This component
18 shall require active sales efforts and work for
19 further expansion of the County as a convention and
20 meeting site for groups and conferences.

21 (iv). Convention grants, sponsorships and promotions.
22 This component shall require active efforts for
23 grants, sponsorships, promotions, marketing co-ops
24 and other opportunities for groups, sporting events,
25 meetings, conferences, conventions and other
26 organizations to entice them to come to the City with
27 their tourism business or to supplement existing
28 tourism businesses within the City with marketing and
29 promotional endeavors. The specific services and
30 deliverables to be provided under each of the above
31 subcategories shall be set forth in the annual plans

1 as mutually agreed by the Tourist Council and the
2 selected county destination marketing organization.

3 ~~(2)~~ (4) *Planning and Research.* This component shall require the
4 development and planning of additional tourist facilities and
5 attractions in the City. The services to be provided under
6 this component shall include:

7 (i) *Identification of undeveloped tourist attractions.*
8 Identification of potential or undeveloped tourist
9 attractions, (other than a convention center), in the City
10 which will include a study to determine the existence,
11 location, and potential tourist benefit to the City of such
12 attractions, and the beginning of a short range plan to
13 develop such of these attractions as may indicate an
14 economically feasible benefit; and

15 (ii) *Planning.* Development of a strategic plan for the
16 expansion of business at existing tourist accommodations,
17 and expansion of existing developed tourist attractions
18 for coordination of development efforts, advertising and
19 promotion of such facilities.

20 ~~(3)~~ ~~(5)~~ (3) *Event Grants.* This component shall authorize the Tourist
21 Council to award special event grants in accordance with grant
22 guidelines established by the Tourist Council without further
23 City Council approval.

24 ~~(4)~~ ~~(6)~~ (4) *Development.* Acquisition of and improvements to certain
25 publicly owned facilities or certain facilities publicly owned
26 and operated or owned and operated by a not for profit and
27 open to the public. This component shall consist of a
28 development account used to acquire, construct, extend,
29 enlarge, remodel or improve publicly owned convention centers,

1 coliseums (e.g., arena) or auditoriums (e.g., performing arts
2 center), or aquariums or museums that are publicly owned and
3 operated or owned and operated by a not for profit
4 organization. Such facilities owned and operated by a not for
5 profit corporation must be open to the public. Activities and
6 projects funded from this account shall be approved by the
7 City Council.

8 (5) ~~(7)~~ *Contingency for any uses authorized under F.S. §*
9 *125.0104(5)(a).* This component shall consist of a reserve
10 account used to fund unforeseen opportunities of major
11 significance to tourism in the City. Activities and projects
12 funded from this account may be for any uses authorized under
13 F.S. § 125.0104(5)(a).

14 (6) ~~(8)~~ *Promotion of the Jacksonville Equestrian Center.* This
15 component shall require the promotion of the Jacksonville Equestrian
16 Center. The promotion services to be provided under this component
17 shall be awarded through Equestrian Center Grants in accordance with
18 the grant guidelines established by the Tourist Council. Equestrian
19 Center grants shall be for:

20 ~~(c)Funding Allocations for Plan Components.~~ The Plan components
21 shall be funded with tax revenues. Minimum and maximum funding levels,
22 as applicable, for each Plan component shall be allocated as a
23 percentage of the Tourist Council's anticipated/budgeted tourist
24 development tax revenue, less administrative costs pursuant to
25 Section 666.106(c). The funding allocations for each Plan component
26 are provided in Table 1.1 below. The Tourist Council shall adhere to
27 the minimum funding levels, as applicable, provided in Table 1.1
28 below in the preparation of its annual budget submittal to the Mayor.

29 **Table** **1.1**
30 ~~Funding Allocations for Plan Components~~

Plan components by abbreviated reference to Section 666.108 subsections only See Plan Component descriptions in Section 666.108(b)1-8 for full component descriptions	Minimum Funding Amount
(1) Tourism Marketing, Sales, Experience and Promotion	70%
(2) Planning and Research	0%
(3) Event Grades	0%
(4) Development	0%
(5) Contingency	0%
(6) Promotion of Equestrian Center	0.25%

(dc) *Separate accounts established.*

(1) *Development account.* There shall be a separate development account ("Development Account") established, in addition to the Tourist Development Tax Special Revenue Fund, to receive the annual budgeted allocations. The development account shall only be used to fund the Plan component activities described in subsection (b) (~~64~~) (i.e., acquisition, construction, extension, enlargement, remodel or improvement of publicly owned convention centers, coliseums (e.g., arena) or auditoriums (e.g., performing arts center), or aquariums or museums that are publicly owned and operated or owned and operated by a not for profit organization and open to the public). The

1 Development Account shall be created pursuant to Section
2 111.600, Ordinance Code, and any activities and projects
3 funded from the account shall be approved by City Council.

4 (2) *Contingency Account.* There shall be a separate contingency
5 account ("Contingency Account") established within the
6 Tourist Development Tax Special Revenue Fund to receive
7 the funding allocated to the Plan component described in
8 subsection 666.108(b)(7) to be used for unforeseen
9 opportunities of major significance to tourism in the City,
10 and any awards funded from this account shall not require
11 further City Council approval. The Contingency Account
12 shall be created pursuant to Section 111.600, Ordinance
13 Code.

14 (3) *Convention Grants, Sponsorships and Promotions Account.*
15 There shall be a separate ~~convention grants~~ account
16 (Convention Grants, Sponsorships and Promotions Account)
17 established within the Tourist Development Tax Special
18 Revenue Fund to receive the funding allocated to the Plan
19 subcomponent described in subsection ~~666.108(b)(3)(vi)~~
20 666.108(b)(1)(iv) to be used for such ~~convention~~ grants
21 ~~awards~~, sponsorships and promotions as approved annually
22 by the Tourist Council. The Convention Grants, Sponsorships
23 and Promotions Account shall be created pursuant to Section
24 111.600, Ordinance Code, and any ~~convention grant awards~~
25 award funded from this account shall not require further
26 City Council approval. Any unspent balance in the
27 Convention Grants, Sponsorships and Promotions Account at
28 the end of each fiscal year shall carry over to the next
29 fiscal year.

30 * * *

1 ~~(e)~~(d) *Contract providers.* Contract providers of Plan components
2 shall be procured pursuant to Chapter 126, *Ordinance Code*, with
3 the exception that any contract entered between City and Visit
4 Jacksonville shall be exempt therefrom. Contract providers that
5 are contracted to market and promote the area for tourism or
6 convention business shall be deemed "county destination marketing
7 organizations" as defined in F.S. § 288.923.

8 ~~(f)~~(e) *Plan Review.* The Tourist Council pursuant to Chapter 70,
9 *Ordinance Code*, shall conduct a continuing review of the progress
10 of the Plan, the effectiveness of the current allocation of tax
11 revenues and the problems and deficiencies of the Plan in order
12 to make recommendations to the City Council for changes in the
13 Plan, including the addition or deletion of Plan components and
14 changes to the services, activities and/or uses contained therein,
15 including changes to the amount of funding allocated to the
16 designated county destination marketing organization.

17 ~~(g)~~ (f) *Amendments.* As required by F.S. § 125.0104, the Plan
18 created and established in this Section may not be amended except
19 by an ordinance enacted by an affirmative vote of a majority plus
20 one additional member of the City Council.

21 **5. Approval and authorization to execute.** The Mayor, or his
22 designee, and the Corporation Secretary are hereby authorized to
23 execute a direct contracts, including any renewals or amendments
24 thereto, with the City of Jacksonville and the Beaches Convention &
25 Visitors Bureau, Inc., doing business as "Visit Jacksonville" to provide
26 the Services. Any such contracts, including renewals or amendments,
27 shall be approved by the TDC via written board resolution prior to
28 execution by the Mayor, or his designee, and the Corporation Secretary.

29 **Section 6. Invoking the exception to Sec. 126.107(g),**
30 **Ordinance Code.** The City is hereby authorized to enter into the

1 direct contracts authorized in Section 5 above. Pursuant to Section
2 126.107(g), Ordinance Code, procurement of such direct contracts is
3 exempted from competitive solicitation.

4 **Section 7. Oversight.** The TDC shall oversee the direct
5 contracts authorized in Section 5 above.

6 **Section 8. Codification Instructions.** The Codifier and the
7 Office of General Counsel are authorized to make all chapter and
8 division "table of contents" consistent with the changes set forth
9 herein. Such editorial changes and any others necessary to make the
10 *Ordinance Code* consistent with the intent of this legislation are
11 approved and directed herein, and changes to the *Ordinance Code* shall
12 be made forthwith and when inconsistencies are discovered with
13 notification to and approval of the TDC.

14 **Section 9.** This Ordinance shall become effective upon
15 signature by the Mayor or upon becoming effective without the Mayor's
16 signature.

17
18 Form Approved:

19
20 _____
21 Office of General Counsel

22 Legislation prepared by: Harry M. Wilson, IV

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