

1 Introduced by Council President Freeman and amended on the Floor of
2 Council:

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4
5 **ORDINANCE 2022-514-E**

6 AN ORDINANCE APPROPRIATING \$938,000 FROM TOURIST
7 DEVELOPMENT COUNCIL FUND BALANCE RELATED TO
8 SAVINGS/UNSPENT FUNDS FROM PRIOR YEAR CONTRACTS
9 TO THE TOURIST DEVELOPMENT COUNCIL MARKETING
10 ACTIVITY (\$540,000), CONVENTION SALES AND
11 SERVICES ACTIVITY (\$300,000), AND TOURIST BUREAU
12 ACTIVITY (\$98,000); PURPOSE; REQUESTING ONE
13 CYCLE EMERGENCY PASSAGE; PROVIDING AN EFFECTIVE
14 DATE.

15
16 **WHEREAS**, the Duval County Tourist Development Council (the
17 "Tourist Development Council" or "TDC"), pursuant to Chapter 70,
18 *Ordinance Code*, administers the Tourist Development Plan set forth
19 in Chapter 666, *Ordinance Code*; and

20 **WHEREAS**, pursuant to a request for proposals for services
21 related to the Tourist Development Plan, the TDC awarded multi-year
22 contracts to the Jacksonville and the Beaches Convention and Visitors
23 Bureau, Inc. ("Visit Jacksonville") for marketing services,
24 convention sales and services, and tourist information bureau
25 services; and

26 **WHEREAS**, due to the COVID-19 pandemic, savings were realized
27 during the 2019/20 fiscal year by Visit Jacksonville and the full
28 amounts of the contracts for that year were not paid to Visit
29 Jacksonville; and

30 **WHEREAS**, the TDC authorized Visit Jacksonville to use the
31 savings from their fiscal year 2019/20 contracts in the subsequent

1 fiscal year; however, the funds were not properly carried over from
2 fiscal year 2019/20 to 2020/21 and as a result, fell to fund balance
3 and now require appropriation in order to be used for their intended
4 purpose; now therefore

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

6 **Section 1. Recitals.** The recitals set forth above are true
7 and correct and incorporated herein by reference.

8 **Section 2. Appropriation.** For the 2021-2022 fiscal year,
9 within the City's budget, there are hereby the appropriated the
10 indicated sum(s) from the account(s) listed in subsection (a) to the
11 account(s) listed in subsection (b):

12 (The account information is attached hereto as **Revised Exhibit 1**,
13 labeled as "Revised Exhibit 1, Rev B.T., August 1, 2022 - NCSPHS" and
14 incorporated herein by this reference)

15 (a) Appropriated from:

16 See attached **Revised Exhibit 1** \$938,000.00

17 Appropriated to:

18 (b) See attached **Revised Exhibit 1** \$938,000.00

19 (c) **Explanation of Appropriation.** This ordinance appropriates
20 \$938,000 from the Tourist Development Council Fund Balance
21 to the Tourist Development Council Marketing activity
22 (\$540,000), Convention Sales and Services activity
23 (\$300,000) and Tourist Bureau activity (\$98,000) to provide
24 funding for the Visit Jacksonville contracts.

25 **Section 3. Purpose.** The purpose of the appropriation above
26 is to appropriate fund balance resulting from unspent dollars related
27 to the fiscal year 2019/20 approved contracts with Visit Jacksonville
28 in order to allow Visit Jacksonville to utilize the funding for the
29 current fiscal year ending September 30, 2022.

30 **Section 4. Requesting emergency one cycle passage pursuant**
31 **to Council Rule 4.901 Emergency.** One cycle emergency passage of this

1 legislation is requested. The nature of the emergency is that the
2 appropriation is needed in order to fund operations of Visit
3 Jacksonville the remainder of the fiscal year.

4 **Section 5. Effective Date.** This ordinance shall become
5 effective upon signature by the Mayor or upon becoming effective
6 without the Mayor's signature.

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8 Form Approved:

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11 /s/ Paige H. Johnston
12 Office of General Counsel

13 Legislation Prepared By: Harry M. Wilson, IV

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