Introduced by Council President Wilson and Co-Sponsored by Council Member Hazouri:

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TOURIST DEVELOPMENT COUNCIL CONTINGENCY ACCOUNT TO FUND A SPORTS TOURISM INITIATIVE

ORDINANCE 2019-554-E

AN ORDINANCE APPROPRIATING \$350,000 FROM THE

CONSISTENT WITH THE DUVAL COUNTY TOURIST

DEVELOPMENT PLAN IN SECTION 666.108, ORDINANCE

CODE, FOR THE PURPOSE OF INCREASING TOURIST

SPORTS EVENTS IN DUVAL COUNTY; PURPOSE;

AMENDING THE TDC FISCAL YEAR 2018-2019 BUDGET

(REVISED SCHEDULE W) APPROVED BY ORDINANCE

2018-504-E (CITY'S ANNUAL BUDGET) AND AMENDED

BY ORDINANCE 2019-152-E, TO PROVIDE FUNDING

FOR A SPORTS TOURISM INITIATIVE; AMENDING

CHAPTER 70 (DUVAL COUNTY TOURIST DEVELOPMENT

COUNCIL), SECTION 70.103 (ORGANIZATION;

EXECUTIVE DIRECTOR AND OTHER EMPLOYEES;

APPLICABLE LAWS), ORDINANCE CODE; AMENDING

CHAPTER 666 (DUVAL COUNTY TOURIST DEVELOPMENT

PLAN), SECTION 666.108 (TOURIST DEVELOPMENT

PLAN), ORDINANCE CODE; PROVIDING FOR

CARRYOVER; PROVIDING FOR OVERSIGHT BY DUVAL

COUNTY TOURIST DEVELOPMENT COUNCIL; PROVIDING

FOR CODIFICATION INSTRUCTIONS; PROVIDING AN

EFFECTIVE DATE.

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WHEREAS, youth sports tourism is the fastest-growing segment in travel, and when combined with competitive sports tourism, inspires more than \$16 billion in domestic consumer spending each year; and

WHEREAS, Duval County currently has multiple underutilized facilities and natural resources that could benefit from a sports tourism initiative that could develop and inspire significant increases in the City's tourist development tax revenue; and

WHEREAS, the Duval County Tourist Development Council (the "TDC") desires to partner with the City's destination marketing organization, Jacksonville and the Beaches Convention & Visitors Bureau, Inc., doing business as "Visit Jacksonville", and other agencies and organizations, to increase the TDC's efforts and investment in sports related tourism initiatives; and

WHEREAS, funds made available through the Tourist Development Council Contingency Account would allow the TDC to expand its sports tourism initiative that would include, without limitation, a strategic sports assessment and investment plan for the Jacksonville market, sports recruitment focused personnel, establishment of strategic sports incentive programs, and additional necessary sports marketing materials; now therefore

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

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

Section 2. Appropriation. For the 2018-2019 fiscal year, within the City's budget, there are hereby appropriated the indicated sum(s) from the account(s) listed in subsection (a) to the account(s) listed in subsection (b):

(The account information is attached hereto as **Exhibit 1** and incorporated herein by this reference)

(a) Appropriated from:

See attached Exhibit 1

\$350,000.00

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(b) Appropriated to:
 See attached Exhibit 1

\$350,000.00

(c) Explanation of Appropriation. This ordinance appropriates \$350,000.00 from the Tourist Development Council Contingency Account to fund the sports tourism initiative services and activities more particularly described in Exhibit 2, attached hereto ("Sports Tourism Initiative").

Section 3. Purpose. The purpose of the appropriation above is to fund the Sports Tourism Initiative, subject to and consistent with the Duval County Tourist Development Plan set forth in Section 666.108, Ordinance Code.

Section 4. Amending the TDC Fiscal Year 2018-2019 Budget (Revised Schedule W) approved by Ordinance 2018-504-E (City's Annual Budget), and amended by Ordinance 2019-152-E. There is hereby amended the Fiscal Year 2018-2019 budget for the Tourist Development Council by replacing Revised Schedule W, approved by Ordinance 2018-504-E (City's annual budget) and amended by Ordinance 2019-152-E, with the Third Revised Schedule W attached hereto as Exhibit 3 and incorporated herein by this reference, to itemize funding for the Sports Tourism Initiative.

Section 5. Amending Chapter 70 (Duval County Tourist Development Council), Section 70.103 (Organization; Executive Director and other employees; Applicable Laws), Ordinance Code. Chapter 70 Tourist Development Council), (Duval County Section (Organization; Executive Director and other employees; Applicable Laws), Ordinance Code, is hereby amended to read as follows:

## CHAPTER 70 DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

\* \* \*

Sec. 70.103. - Organization; Executive Director and other employees; Applicable Laws.

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Plan components by M

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(c) Meetings; voting; quorum . The Tourist Council shall meet at least eight (8) times each fiscal year. All meetings shall be open to the public and subject to Florida's open meetings laws. The Tourist Council shall establish rules of procedure necessary to its governing and the conduct of its affairs, consistent with the applicable provisions of the Ordinance Code. All decisions and recommendations of the Tourist Council shall require a concurring vote of a majority of the members present, but in no event less than four (4) concurring votes. Five (5) members physically present shall constitute a quorum.

\* \* \*

Section 6. Amending Chapter 666 (Duval County Tourist Development Plan), Section 666.108 (Tourist Development Plan), Chapter 666 (Duval County Tourist Development Ordinance Code. Plan), Section 666.108 (Tourist Development Plan), Ordinance Code, is hereby amended to remove the maximum funding level for Fiscal Year 2018-2019 in Table 1.1 of the Tourist Development Plan for the Tourist Development Plan component set forth in Section 666.108(b)(3), Ordinance Code, pertaining to promotion of the City as a convention and meeting site, and as amended shall read as follows:

## CHAPTER 666 DUVAL COUNTY TOURIST DEVELOPMENT PLAN

\* \* \*

Sec. 666.108 - Tourist development plan.

\* \* \*

(c) Funding Allocations for Plan Components.

## Table 1.1

## Funding Allocations for Plan Components

abbreviated reference to Section 666.108 subsections only See Plan component descriptions in Section 666.108 (b) (1)—(8) for full component descriptions (b) (1) Tourist bureau (b) (2) Marketing (including Marketing Grants) (b) (3) Promotion of the City as a convention and meeting site* (see (maximum of note below) (including Convention Grants) (b) (4) Development and planning of additional tourist facilities (b) (5) Special event grants		I	I	
Section 666.108 subsections only See Plan component descriptions in Section 666.108 (b) (1)—(8) for full component descriptions  (b) (1) Tourist bureau  (b) (2) Marketing (including (including Marketing Grants)  (b) (3) Promotion of the City as a convention and meeting site* (see (maximum of note below) (including Convention Grants)  (b) (4) Development and planning of additional tourist facilities  (b) (5) Special \$800,000 \$800,000 \$800,000	abbreviated	Funding Amount	Funding Amount	Funding Amount
subsections only         See Plan component           descriptions in         Section 666.108           (b) (1) - (8) for full         component           descriptions         \$300,000         \$300,000           (b) (1) Tourist         \$300,000         \$300,000           bureau         \$2,250,000         \$2,300,000           (b) (2) Marketing         \$2,250,000         \$2,300,000           Marketing Grants)         \$2,000,000         \$2,350,000           Marketing Grants)         \$2,000,000         \$2,000,000           meeting site* (see         (maximum of (maximum of maximum of the City as a convention and \$2,250,000)         \$2,250,000)           (including         \$2,250,000)         \$2,250,000)           (including         \$2,250,000)         \$2,250,000)           (b) (4) Development and planning of additional tourist facilities         \$150,000         \$100,000         \$50,000           (b) (5) Special         \$800,000         \$800,000         \$800,000	reference to	FY16-17	FY17-18	FY18-19
See Plan component   descriptions in   Section 666.108   (b) (1) - (8) for full   component   descriptions   (b) (1) Tourist   \$300,000   \$300,000   \$300,000   bureau   (b) (2) Marketing   (including   \$2,250,000   \$2,300,000   \$2,350,000   Marketing Grants)   (b) (3) Promotion of the City as a   convention and   s2,000,000   \$2,000,000   \$2,250,000   \$2,250,000   (including   Convention Grants)   (b) (4) Development   and planning of additional tourist facilities   (b) (5) Special   \$800,000   \$800	Section 666.108			
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(b) (1) - (8) for full component descriptions  (b) (1) Tourist \$300,000 \$300,000 \$300,000 bureau  (b) (2) Marketing (including \$2,250,000 \$2,300,000 \$2,350,000 Marketing Grants)  (b) (3) Promotion of the City as a convention and \$2,000,000 \$2,000,000 \$2,000,000 meeting site* (see (maximum of note below) \$2,250,000) \$2,250,000) \$2,250,000) \$2,250,000)  (including Convention Grants)  (b) (4) Development and planning of additional tourist facilities  (b) (5) Special \$800,000 \$800,000 \$800,000	descriptions in			
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(b) (1) Tourist \$300,000 \$300,	component			
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(b)(5) Special \$800,000 \$800,000 \$800,000				
\$800,000 \$800,000 \$800,000				
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	event grants			
(b)(6) Acquisition \$500,000 plus \$500,000 plus \$500,000 plus	(b)(6) Acquisition	\$500,000 plus	\$500,000 plus	\$500,000 plus

of and improvements	any amounts	any amounts	any amounts	
to certain	transferred	transferred	transferred	
publically owned	pursuant to	pursuant to	pursuant to	
facilities	Section	Section	Section	
	666.108(d)	666.108(d)	666.108(d)	
(b)(7) Contingency	\$500,000	\$500,000	\$500,000	
(b)(8) Promotion of	n/a	n/a	\$20,000	
Equestrian Center	11/ a	11/ a	720,000	

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Form Approved:

Office of General Counsel

Legislation Prepared By: Lawsikia J. Hodges

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Section 7. Carryover. The funds appropriated hereby shall not lapse but shall carryover as appropriated from year to year until such funds are expended.

Section 8. Oversight. The Tourist Development Council shall oversee the Sports Tourism Initiative, subject to and consistent with the Duval County Tourist Development Plan set forth in Section 666.108, Ordinance Code.

Section 9. Codification Instructions. The Codifier and the Office of General Counsel are authorized to make all changes to the Ordinance Code consistent with the intent of this legislation.

Section 10. Effective Date. This ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.