

**CITY COUNCIL RESEARCH DIVISION  
LEGISLATIVE SUMMARY**



**JEFFREY R. CLEMENTS**  
Chief of Research  
(904) 255-5137

117 West Duval Street  
City Hall, Suite 425  
Jacksonville, FL 32202  
FAX (904) 255-5229

**Bill Type and Number:** Ordinance 2020-318

**Introducer/Sponsor(s):** Council President at the request of the Tourist Development Council

**Date of Introduction:** June 9, 2020

**Committee(s) of Reference:** NCSPHS, F, R

**Date of Analysis:** June 11, 2020

**Type of Action:** Authorization to execute contract; invocation of Procurement Code direct contracting provision; designation of oversight agency; request for one-cycle fast track approval

**Bill Summary:** The bill authorizes the execution of a contract between the Tourist Development Council and Visit Jacksonville, Inc. for that agency to administer a Sports Tourism Initiative in accordance with Ordinance 2019-554-E. It invokes the provision in Ordinance Code Sec. 126.107(g) (Procurement Code) exempting the contract from competitive solicitation requirements as directed by City Council and designates the TDC as the oversight agency for use of the funds. One-cycle fast track approval is requested.

**Background Information:** By Ordinance 2019-554-E the Council appropriated \$350,000 from the TDC's Contingency Account for the purpose of increasing tourism in the county via a Sports Tourism Initiative, in hopes of attracting amateur and professional sporting events to Jacksonville and thereby increase visitorship, hotel occupancy, and utilization of existing sports facilities in the city. The TDC anticipated that Visit Jacksonville Inc. would lead that effort, but the previous legislation did not specifically award a management contract to Visit Jax. The TDC feels that Visit Jax is the logical entity to undertake this initiative and requests that this ordinance be enacted to invoke the competitive procurement exemption in the Procurement Code and award the management contract directly to Visit Jacksonville Inc.

**Policy Impact Area:** Tourism promotion

**Fiscal Impact:** None from this bill. The Council previously appropriated \$350,000 from the TDC's Contingency Account to fund the sports tourism initiative.

**Analyst:** Clements