

1 Introduced by Council President at the request of the Duval County
2 Tourist Development Council and Substituted by the Neighborhoods,
3 Community Services, Public Health & Safety Committee:
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6 **ORDINANCE 2020-356-E**

7 AN ORDINANCE REGARDING THE DUVAL COUNTY
8 TOURIST DEVELOPMENT PLAN; AMENDING CHAPTER 70
9 (DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL),
10 SECTIONS 70.102 (MEMBERSHIP; TERMS), 70.104
11 (POWERS AND DUTIES), AND 70.105
12 (ADMINISTRATION OF TOURIST DEVELOPMENT PLAN),
13 *ORDINANCE CODE*; AMENDING CHAPTER 111 (SPECIAL
14 REVENUE AND TRUST ACCOUNTS), PART 6 (ECONOMIC
15 AND COMMUNITY DEVELOPMENT), SECTIONS 111.600
16 (TOURIST DEVELOPMENT TAX SPECIAL REVENUE FUND;
17 DEVELOPMENT, CONTINGENCY, CONVENTION GRANTS
18 AND EQUESTRIAN CENTER GRANTS ACCOUNTS), AND
19 111.601 (TOURIST DEVELOPMENT DONATIONS AND
20 SPONSORSHIPS SPECIAL REVENUE FUND), *ORDINANCE*
21 *CODE*; AMENDING CHAPTER 666 (DUVAL COUNTY
22 TOURIST DEVELOPMENT PLAN), SECTIONS 666.106
23 (TOURIST DEVELOPMENT TAX), AND 666.108
24 (TOURIST DEVELOPMENT PLAN), *ORDINANCE CODE*;
25 REPEALING ORDINANCES 2018-472-E AND 2019-152-E
26 (TOURIST DEVELOPMENT COUNCIL GRANT
27 GUIDELINES); PROVIDING FOR CODIFICATION
28 INSTRUCTIONS; PROVIDING AN EFFECTIVE DATE.
29

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

1 **Section 1. Amending Chapter 70 (Duval County Tourist**
2 **Development Council), Section 70.102 (Membership; terms), Section**
3 **70.104 (Powers and duties), Section 70.105 (Administration of**
4 **tourist development plan) Ordinance Code.** Chapter 70 (Duval County
5 Tourist Development Council) Section 70.102 (Membership; terms),
6 Section 70.104 (Powers and duties), Section 70.105 (Administration
7 of tourist development plan) *Ordinance Code*, is hereby amended to
8 read as follows:

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

10 *** * ***

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

12 (a) The Tourist Council shall be composed of nine members
13 appointed by the City Council in accordance with the following
14 requirements:

15 (1) The City Council President shall be a member ex
16 officio.

17 (2) ~~One member shall be the City Council Vice President~~
18 ~~at the time of the initial appointment. Upon a vacancy of such~~
19 ~~seat, the City Council Vice President at the time of such vacancy~~
20 ~~shall be appointed to such seat for the duration of the appointment~~
21 ~~term~~ The City Council Vice President shall be a member ex officio.

22 (3) One member shall be a current City Council member,
23 with preference given to a past City Council President or a City
24 Council member with an ~~demonstrated~~ interest and experience in
25 tourism.

26 (4) Three members shall be owners or operators of motels,
27 hotels, recreational vehicle parks or other tourist accommodations
28 located in the General Services District and subject to the tourist
29 development tax levied by the city. Such members shall be involved
30 in the tourist industry and have demonstrated an interest in
31 tourist development.

1 (5) One member shall have experience and background in
2 the commercial airline industry or the Jacksonville Aviation
3 Authority. Such member shall also be involved in the tourist
4 industry and have demonstrated an interest in tourist development.

5 (6) Two members shall be persons who are involved in the
6 tourist industry and who have demonstrated an interest in tourist
7 development, but who are not persons described by subsection (a)(4)
8 of this section.

9 (7) All nine members shall be electors of the General
10 Services District.

11 (8) At least two of the nine members shall be residents
12 of the Second, Third, Fourth or Fifth Urban Services District, or
13 owners or operators of tourist accommodations or attractions
14 located within the Second, Third, Fourth or Fifth Urban Services
15 District, or individuals whose involvement in the tourist industry
16 is directly related to activities within the Second, Third, Fourth
17 or Fifth Urban Services District. Such members may be elected
18 municipal officials, if permitted by law.

19 (b) All members of the Tourist Council, ~~except the Council~~
20 ~~President,~~ shall serve for staggered terms of four years. All terms
21 of office shall begin on July 1 and members shall serve until their
22 successors have been appointed.

23 * * *

24 **Sec. 70.104. - Powers and duties.**

25 The Tourist Council shall have the following powers and
26 duties:

27 (a) To conduct public hearings to receive information from the
28 public with respect to the effectiveness of the existing tourist
29 development efforts by both public and private agencies,
30 organizations and businesses and the need for additional or
31 different tourist development efforts;

1 (b) To recommend a method of coordination of existing tourist
2 development efforts by both public and private agencies,
3 organizations and businesses and of new or additional tourist
4 development efforts to obtain maximum economy, efficiency and
5 effectiveness of the tourist development efforts in and for the
6 General Services District-; i

7 (c) To identify and recommend methods of eliminating
8 unnecessary duplications in existing tourist development efforts by
9 both public and private agencies, organizations and businesses and
10 preventing or minimizing such duplications of new or proposed
11 tourist development efforts-; i

12 (d) To identify and develop new tourist development efforts by
13 both public and private agencies, organizations and businesses-; i

14 (e) To create, prepare and submit to the Council a tourist
15 development plan in the manner prescribed by F.S. § 125.0104, and,
16 from time to time thereafter, make recommendations to the Council
17 for changes to the tourist development plan-; i

18 (f) From time to time, to make recommendations to the Council
19 for the effective operation of the special projects or uses of the
20 tourist development tax revenue provided for in the tourist
21 development plan-; i

22 (g) To review the expenditures of revenues from the Tourist
23 Development Tax Special Revenue Fund and to report unauthorized
24 expenditures to the City Council and the State Department of
25 Revenue as required by F.S. § 125.0104-; i

26 (h) To adopt, amend and repeal rules and to implement the
27 provisions of any ordinance for which it is responsible-; i

28 (i) To submit an annual report to the Mayor and the Council of
29 its activities and of the problems and progress of the tourist
30 development efforts in and for the General Services District-; i

1 (j) To implement and administer the Tourist Development Plan
2 provided in Section 666.108, Ordinance Code, and in accordance with
3 Section 70.105, Ordinance Code-;

4 (k) ~~Award~~ To establish grant guidelines consistent with the
5 Tourist Development Plan without further City Council approval, and
6 to award grants pursuant to such Tourist Council approved grant
7 guidelines ~~the Tourist Development Council Grant Guidelines~~
8 ~~approved in Ordinance 2018-472-E ("Grant Guidelines") and recommend~~
9 ~~to City Council for approval amendments to the Grant Guidelines~~
10 ~~provided that such amendments are consistent with the Tourist~~
11 ~~Development Plan.;~~

12 (l) To recommend activities and projects to the City Council
13 to be funded from the Development Account ~~and Contingency Account~~
14 established pursuant to Sections 111.600 and 666.108, Ordinance
15 Code;

16 (m) To authorize during each contract year of a contract term
17 a one-time lump sum advance payment to the City's contracted
18 "county destination marketing organization (DMO)", as defined in
19 F.S. § 288.923, of up to ten percent of each year's contract
20 amount, including any renewal terms, to provide necessary start-up
21 funds for the DMO to commence services under the Plan for the
22 contract year; and

23 (n) To develop and implement rules, policies and restrictions
24 regarding the advance payments authorized by the Tourist Council
25 under subsection (m) of this Section.

26 **Sec. 70.105. - Administration of tourist development plan.**

27 The Tourist Council shall be responsible for administration of
28 the Tourist Development Plan prescribed in in Section 666.108,
29 Ordinance Code. Any deviation by the Tourist Council from the
30 services, activities and uses described in the Tourist Development
31 Plan shall require approval by the City Council by way of an

1 amendment to the plan. The Tourist Council shall annually submit a
2 proposed budget to the Mayor, at the time and in the manner
3 specified by the Mayor, and the Mayor shall submit a legislative
4 budget for the Tourist Council as a part of his annual budget
5 proposal. The Tourist Council shall administer the budget approved
6 by the City Council in accordance with the Tourist Development
7 Plan, subject to the provisions of Chapter 106 and Chapter 666,
8 Ordinance Code. The Tourist Council shall have authority to
9 negotiate and award necessary contracts with organizations, firms
10 and persons in order to implement and administer the Tourist
11 Development Plan, subject to the competitive solicitation
12 requirements of Chapter 126, Ordinance Code, unless otherwise
13 exempt under Chapter 126. ~~For purposes of this Section, contract~~
14 ~~approval and awards by the Tourist Council shall be approved by the~~
15 ~~Tourist Council in the same manner as independent agencies as set~~
16 ~~forth in Section 126.303, Ordinance Code. The Tourist Council, not~~
17 ~~the Mayor, shall have final approval of all recommendations from~~
18 ~~the Professional Services Evaluation Committee (PSEC), the~~
19 ~~Competitive Sealed Proposal Evaluation Committee (CSPEC) and the~~
20 ~~General Governmental Awards Committee (GGAC).~~ All contracts
21 negotiated and awarded by the Tourist Council pursuant
22 to Chapter 126 shall be executed by the Mayor and Corporation
23 Secretary and countersigned by the Tourist Council Chairman.
24 Additionally, the Mayor and the Corporation Secretary are
25 authorized to execute all grant contracts awarded by the Tourist
26 Council pursuant to the grant guidelines established by the Tourist
27 Council ~~City Council approved Tourist Development Council Grant~~
28 ~~Guidelines~~ without further approval by the City Council.
29 Reimbursement and approval of travel expenses for TDC contract
30 providers providing services under the Tourist Development Plan
31 shall be governed by Section 106.717, Ordinance Code.

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2 **Section 2. Amending Chapter 111 (Special Revenue and**
3 **Trust Accounts) Part 6 (Economic and Community Development),**
4 **Section 111.600. (Tourist Development Tax Special Revenue Fund;**
5 **Development, Contingency, Convention Grants and Equestrian Center**
6 **Grants Accounts), Section 111.601. (Tourist Development Donations**
7 **and Sponsorships Special Revenue Fund Ordinance Code.** Chapter 111
8 (Special Revenue and Trust Accounts) Part 6 (Economic and Community
9 Development), Section 111.600. (Tourist Development Tax Special
10 Revenue Fund; Development, Contingency, Convention Grants and
11 Equestrian Center Grants Accounts), Section 111.601 (Tourist
12 Development Donations and Sponsorships Special Revenue Fund)
13 *Ordinance Code* is hereby amended to read as follows:

CHAPTER 111. SPECIAL REVENUE AND TRUST ACCOUNTS

* * *

PART 6. Economic and Community Development

17 **Sec. 111.600. - Tourist Development Tax Special Revenue Fund;**
18 **Development, Contingency, Convention Grants, and Equestrian Center**
19 **Grants Accounts.**

20 (a) *Creation.* There is created the *Tourist Development Tax*
21 *Special Revenue Fund*, a permanent special revenue fund of the City,
22 into which shall be paid all moneys received from the Tax Collector
23 as proceeds of the tourist development tax levied by the City
24 Council and approved by the people. The funds in the Tourist
25 Development Tax Special Revenue Fund shall be expended in
26 accordance with the Tourist Development Plan in Section 666.108,
27 Ordinance Code, as approved by the people, and thereafter as may be
28 amended by the City Council. The Director of Finance and
29 Administration is authorized and directed to make disbursements
30 from this fund upon the ~~written~~ requisition of the Executive
31 Director and/or the Chairman of the Duval County Tourist

1 Development Council; provided, that payments of the debt service
2 requirements of any revenue bonds issued pursuant to the Tourist
3 Development Plan shall be made from this fund as required by the
4 revenue bonds. All revenues and funds deposited into this fund
5 shall not lapse to the General Fund.

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

1 deposited into the Development Account shall not lapse to the
2 General Fund. Any projects and activities funded from the
3 Development Account shall be approved by the City Council.

4 (c) Contingency Account; expenditures. There is hereby
5 established, in addition to the Tourist Development Tax Special
6 Revenue Fund, a separate contingency account ("Contingency
7 Account") to receive the funding allocations and appropriations to
8 the Tourist Development Plan component described in
9 subsection 666.108(b)(7), Ordinance Code, to be used for unforeseen
10 opportunities of major significance to tourism in the City. ~~Any~~
11 ~~activities and projects funded from the Contingency Account shall~~
12 ~~be approved by the City Council. Any unspent and unencumbered funds~~
13 ~~in the Contingency Account at the end of each fiscal year shall~~
14 ~~accumulate from year to year.~~ All revenues and funds deposited into
15 the Contingency Account shall not lapse to the General Fund.

16 (d) Convention Grants Account; expenditures. There is hereby
17 established, in addition to the Tourist Development Tax Special
18 Revenue Fund, a separate account ("Convention Grants Account") to
19 receive funding allocations and appropriations to the Tourist
20 Development Plan subcomponent for convention grant awards described
21 in 666.108(b)(3)(vi), Ordinance Code. Monies in this account shall
22 only be used for convention grant awards. Monies and interest
23 appropriated into this account shall be for the purpose set forth
24 herein and shall not lapse to the General Fund at the close of any
25 fiscal year, but instead shall carry over into subsequent fiscal
26 years. Subject to the availability of appropriated funds in this
27 account, the Director of Finance and Administration, or his
28 designee, is authorized and directed to make disbursements from
29 this account upon receipt of the Tourist Development Council
30 Executive Director's ~~written~~ disbursement request.

31 (e) Equestrian Center Grants Account; expenditures. There is

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

16 **Sec. 111.601. - Tourist Development Donations and Sponsorships**
17 **Special Revenue Fund.**

18 There is created within the Special Revenue Funds a special
19 revenue fund account to be known as the Tourist Development
20 Donations and Sponsorships Special Revenue Fund ("Fund"), into
21 which shall be deposited all donations, monetary gifts, sponsorship
22 monies, and other non-tourist development tax monies designated for
23 the approved uses in this section. Monies deposited into the Fund
24 shall be used to defray the costs and expenses related to (i) the
25 Tourist Development Plan components described in Section 666.108,
26 Ordinance Code; and (ii) existing and future tourist activities,
27 tourist facilities and tourist attractions in Duval County.
28 Expenditures from the Fund shall not be subject to the Tourist
29 Development Plan requirements set forth in Chapter 666, Ordinance
30 Code. All monies and interest placed into the Fund are hereby
31 appropriated for the purposes of the Fund and such shall not lapse

1 to the General Fund at the close of any fiscal year, but instead
2 shall carry over to the next fiscal year. The Executive Director of
3 the Tourist Development Council shall make expenditure
4 recommendations to the Tourist Development Council ("TDC") for
5 approval. The Director of Finance and Administration, or his
6 designee, is authorized and directed to make disbursements from the
7 Fund upon receipt of the Executive Director's ~~written~~ request and
8 upon approval of such expenditure recommendations by the TDC,
9 subject to the availability of funds in the Fund. Each Fund
10 expenditure by the TDC in excess of \$75,000 shall require prior
11 approval by the City Council.

12 **Section 3. Amending Chapter 666 (Duval County Tourist**
13 **Development Plan), Section 666.106 (Tourist Development Tax),**
14 **Section 666.108 (Tourist Development Plan) Ordinance Code.** Chapter
15 666 (Duval County Tourist Development Plan), Section 666.106
16 (Tourist Development Tax), Section 666.108 (Tourist Development
17 Plan) *Ordinance Code*, is hereby amended to read as follows:

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

19 * * *

20 **Sec. 666.106. - Tourist Development Tax.**

21 (a) *Amount; taxable privileges.* There is hereby levied and
22 imposed throughout the General Services District an "original"
23 tourist development tax at a rate of two percent pursuant to F.S. §
24 125.0104(3)(c), and, commencing on the effective date as provided
25 by law, an (i) "additional" tourist development tax at a rate of
26 one percent pursuant to F.S. § 125.0104(3)(1), and (ii) an
27 "additional" tourist development tax at a rate of one percent
28 pursuant to F.S. § 125.0104(3)(n) of the whole and major fraction
29 of each dollar of the total rental charged every person who rents,
30 leases or lets for consideration any living quarters or
31 accommodations in any hotel, apartment hotel, motel, resort motel,

1 apartment, apartment motel, rooming house, mobile home park,
2 recreational vehicle park, condominium, or timeshare resort for a
3 term of six months or less. When receipt of consideration is by way
4 of property other than money, the tax shall be levied and imposed
5 on the fair market value of such nonmonetary consideration. The tax
6 shall be in addition to any other tax imposed pursuant to F.S. Ch.
7 212 and in addition to all other taxes, fees and consideration for
8 the rental or lease.

9 (b) *Collection; limitations; prohibitions.* The tax shall be
10 charged by the person receiving the consideration for the lease or
11 rental and it shall be collected from the lessee, tenant or
12 customer at the time of payment of the consideration for such lease
13 or rental. The provisions contained in F.S. § 125.0104(3) shall be
14 applicable to persons collecting the tax, except that the tax shall
15 be remitted by the person receiving the tax to the Duval County Tax
16 Collector pursuant to F.S. § 125.0104(10). Such tax shall be
17 administered according to the provisions of F.S. Ch. 212, pt. I.
18 The prohibitions and penalties contained in F.S. § 125.0104(8)
19 shall be applicable.

20 (c) *Administration; recordkeeping; audit; enforcement.* The
21 initial collection of the tax shall be made in the same manner as
22 the tax imposed under F.S. Ch. 212, pt. I. Tax revenues shall be
23 used only in accordance with F.S. § 125.0104. The Tax Collector
24 shall keep appropriate books, records and accounts for the purpose
25 of the collection, administration, and remittance of this tax. The
26 provisions for payment of a dealer's credit, as required by F.S.
27 Ch. 212, pt. I, shall be provided for by the Tax Collector and the
28 payment of such credit is hereby authorized. Pursuant to F.S. §
29 125.0104, three percent of the tax collected shall be used by the
30 City for actual administrative costs incurred. Such three percent
31 for administrative costs shall be allocated within the City, with

1 one third of the three percent allocated to the Tax Collector.~~as~~
2 ~~follows: (i) one percent shall be allocated to the Tax Collector,~~
3 ~~and (ii) two percent shall be allocated to the Tourist Council.~~

4 (d) County and city responsibilities. The County hereby
5 assumes all responsibility for auditing the records and accounts of
6 dealers, and assessing, collecting and enforcing payment of
7 delinquent taxes and penalties. The Director of Finance and
8 Administration of the City of Jacksonville may use any power
9 granted by F.S. § 125.0104 to the State Department of Revenue to
10 determine the amount of tax, penalties, and interest to be paid by
11 each dealer and to enforce payment of such tax, penalties, and
12 interest. The Council Auditor is hereby authorized to audit all
13 such collection and administration transactions.

14 * * *

15 **Sec. 666.108. - Tourist Development Plan.**

16 (a) *Legislative findings; plan adoption.* The City Council
17 finds and declares that the Duval County Tourist Development Plan
18 ("Tourist Development Plan" or "Plan"), consisting of the eight
19 components described in Section 666.108(b) below, will provide for
20 the advancement, generation, growth and promotion of tourism,
21 enhancement of the tourist industry, attraction of conventioners
22 and tourists from within and without the state to the City. The
23 City Council hereby adopts, creates and establishes the Tourist
24 Development Plan which shall be funded by the "original" tourist
25 development tax revenues imposed by Section 666.106, Ordinance
26 Code, and deposited into the Tourist Development Tax Special
27 Revenue Fund pursuant to this Chapter and Section 111.600,
28 Ordinance Code.

29 (b) *Plan components.* The Tourist Development Plan shall
30 consist of the eight components described in Section 666.108(b)(1)-
31 (8). Tax revenues shall only be expended on the services,

1 activities and/or uses described in each component. The Tourist
2 Council shall implement and administer the Plan in strict
3 compliance with the Plan components. The Tourist Council shall not
4 deviate from the Plan components and the services, activities
5 and/or uses described therein in the implementation and
6 administration of the Plan without City Council approval pursuant
7 to a Plan amendment. The eight Plan components are as follows:

8 (1) ~~Tourist Bureau~~ Destination Services. This component
9 shall require the establishment of a tourist bureau, which shall
10 operate and serve as the City's premier expert on tourist
11 attractions, activities and events, accommodations, and restaurants
12 available to tourists who visit the City, which includes Atlantic
13 Beach, Neptune Beach, Jacksonville Beach (collectively, the
14 "Beaches") and the town of Baldwin. Such tourist bureau shall
15 provide the following services:

16 (i) *Visitor Centers*. The establishment, operation
17 and staffing of a visitor kiosk at the Jacksonville Airport, as
18 well as any additional locations as determined and funded by the
19 Tourist Council. ~~at least one visitor center in Downtown~~
20 ~~Jacksonville, and one visitor center in the Atlantic, Neptune and~~
21 ~~Jacksonville Beaches area (individually and collectively, the~~
22 ~~"Visitor Center" or "Visitor Centers"). Each Visitor Center shall~~
23 ~~be open a minimum of 50 hours per week, including both Saturday and~~
24 ~~Sunday for a minimum of five hours each day. The Visitor Centers~~
25 ~~shall be located so as to maximize visibility and accessibility by~~
26 ~~tourists and preference shall be given to use of City-owned~~
27 ~~property for such purpose. Signage on the Interstate directing~~
28 ~~tourists to the Visitor Center shall be pursued and installed.~~
29 ~~Supplemental unstaffed kiosks at strategic tourist attractions~~
30 ~~shall be pursued;~~

31 (ii) *Comprehensive listings*. The establishment of

1 continually updated comprehensive and all-inclusive listings as
2 determined by the Tourist Council, which may include, without
3 limitation, ~~of~~ all public and private museums including library
4 special collections; guided tours; event listings at all City-owned
5 facilities such as the arena, performing arts center, baseball
6 grounds, stadium and other City-owned venues; other events and
7 activities submitted to the website host which are open to the
8 public; golf courses and other sports facilities open to the
9 public; activity rentals (bicycle, kayak, power boats, etc.);
10 charter fishing captains; manufacturing facility tours; links to
11 Jacksonville Parks, Libraries and other public facilities offered
12 within the City of Jacksonville; hotels, motels, bed and breakfasts
13 and other accommodations; restaurants, bars, clubs, and similar
14 food and entertainment establishments; and other similar listings
15 of tourist oriented facilities and activities. Such listings may
16 not show preference to, or otherwise emphasize, any particular
17 event or service provider. This service shall also include a pro-
18 active development of such listings by reaching out to a wide
19 spectrum of community organizations and resources to ascertain the
20 activities, facilities, and events currently available, and such
21 activity shall be an on-going and continuous effort to ascertain
22 all that the City has to offer tourists. ~~While some listings may be~~
23 ~~acquired by the purchase of prepared lists, others will require in-~~
24 ~~house research and creation;~~ and

25 (iii) *Assembly of available information.* The
26 assembly or creation of available information ~~on, or creation of as~~
27 determined by the Tourist Council, which may include, without
28 limitation, new running routes/trails; bicycling tour routes;
29 scenic walks; historic walking tours; tourist attraction and
30 activity locations; public docks, boat ramps, non-motorized
31 launches and waterfront facilities accessible to those on the water

1 such as restaurants with docks, etc., and such other maps and
2 guides that identify attributes of the City for which tourists
3 commonly search.

4 (2) *Marketing of existing tourist-oriented facilities,*
5 *attractions, activities and events, located or occurring within the*
6 *City, and identified in Plan component (1) above through*
7 *advertising and marketing campaigns as described below or through*
8 *the marketing of the City ~~pursuant to Marketing Grants~~. This*
9 *component shall require the marketing of existing tourist-oriented*
10 *facilities, attractions, activities and events identified in Plan*
11 *component (1) above through advertising and marketing campaigns*
12 *conducted outside the City, regionally, nationally and*
13 *internationally, which may include, without limitation ~~through~~ the*
14 *maintenance of a website, publication of an annual visitor*
15 *magazine, and publication or production of brochures, maps, videos*
16 *and similar materials for distribution at Visitor Centers and*
17 *tourist facilities, or through the marketing of the City pursuant*
18 *to Marketing Grants awarded in accordance with the grant guidelines*
19 *established by the Tourist ~~Development~~ Council ~~Grant Guidelines~~*
20 *~~approved by City Council~~. Within the overall funding allocation for*
21 *this component (2), adequate funding shall be set aside annually*
22 *for subparts (v), (vii), (ix) and (x) to perform the activities in*
23 *each such subpart of this component. The marketing services to be*
24 *provided under this component shall include, without limitation,*
25 *the following advertising, tourist engagement strategies and*
26 *marketing services:*

27 (i) *Name branding.* Branding of Jacksonville as a
28 unique destination focusing on our waterways, beaches, and parks
29 and opportunities for outdoor adventure; the City's extraordinary
30 cultural and historical resources; ~~and~~ the City's passion for
31 sports by showcasing the City's numerous sporting events, and

1 teams, and venues for at all levels; ~~(culinary destinations, ale~~
2 ~~trails, and medical tourism capacity may be included in the~~
3 ~~branding but shall not be a primary focus area of the branding~~
4 ~~plan);~~

5 (ii) *Market targeting.* Target geographic markets
6 based on ~~study~~ industry data and past tourist tracking as provided
7 by the Tourist Council before the start of each fiscal year;

8 (iii) Demographic Audience targeting. Target
9 audiences of the destination branding attributes identified in (i)
10 above, with advertising and promotions, also including (a)
11 Jacksonville Jaguars and other professional sports teams' opponents
12 around away game cities and grow out of town visitation for home
13 games, and local leisure tourism by targeting opponent's cities,
14 and (b) audiences based on activities unique to the area and that
15 attract large numbers of tourists (i.e. golf, beaches and
16 watersports, etc.); and

17 (iv) *Targeting direct flight markets.* Coordination
18 with Jacksonville Aviation Authority to advertise in direct flight
19 markets and assist in attraction and retention of direct flight
20 service activities.

21 (v) *Website.* The establishment and maintenance of a
22 continually updated website as the official tourist website for the
23 City. Such website shall contain comprehensive and all-inclusive
24 listings of all existing tourist oriented facilities, attractions,
25 activities and events identified in (1) above. While accommodations
26 and restaurants are recognized as essential to the tourist
27 experience, equal emphasis shall be given to things to do and see
28 in the City. Such listings shall be all-inclusive and may not show
29 preference to, or otherwise emphasize, any particular event or
30 service provider, in exchange for monetary or in-kind support.
31 Listings shall be sortable by business type/special interest

1 category. Individual locations, venues and activities may be
2 featured in specific content articles and itineraries but based on
3 consumer interest ratings, or recognized tourist attraction rating
4 entities, ~~and not on any request or payment by the entity~~
5 ~~advertised.~~ If out of City day trips are promoted through such
6 website, contributions from the jurisdictions in which such
7 facilities are located shall be negotiated and used to offset the
8 expense of publication. In no event shall the primary focus of any
9 local webpage be devoted to out of City activities, venues, or
10 services unless paid for by such jurisdiction;

11 (vi) *Social media sites and digital advertising.*

12 The maintenance of social media sites which shall include links to,
13 excerpts from, and mirror the material contained in the website
14 above. Individual locations, venues, and activities may be featured
15 in specific content articles and itineraries but based on consumer
16 interest ratings, or recognized tourist attraction rating entities
17 and not on any request or payment by the entity advertised. This
18 subpart shall also include online digital advertising to targeted
19 markets of the destination branding attributes identified in (i)
20 above;

21 (vii) *Visitor magazine.* The ~~publication~~ production
22 of an electronic or hard copy Visitor Magazine ~~no less often than~~
23 ~~annually which shall also include the comprehensive listings~~
24 ~~described above~~ at a frequency determined by the Tourist Council.

25 Individual locations, venues, and activities may be featured in
26 specific content articles and itineraries ~~but~~ based on consumer
27 interest ratings, or recognized tourist attraction rating entities
28 and ~~not on any request or payment by the entity advertised~~ not in
29 exchange for monetary or in-kind contributions. If out of City day
30 trips are promoted through such Visitor magazine, contributions
31 from the jurisdictions in which such facilities are located shall

1 be negotiated and used to offset the expense of publication. In no
2 event shall the primary focus of any publication be devoted to out
3 of City activities, venues, or services unless paid for by such
4 jurisdiction;

5 (viii) *Media Relations*. Promotion of the City's
6 tourist related facilities and programs on a state, national and
7 international level to media writers of magazines, newspapers,
8 blogs, websites and other public relations oriented outlets;

9 (ix) *Maps*. The publication of maps on the website
10 and in print may include, without limitation, identifying running
11 routes/trails; bicycling tour routes; scenic walks; historic
12 walking tours; tourist attraction and activity locations; public
13 docks, boat ramps, non-motorized launches and waterfront facilities
14 accessible to those on the water such as restaurants with docks,
15 etc.;

16 (x) *Topic specific brochures, videos, etc.* The
17 publication of other topic specific brochures and videos, such as
18 brochures and videos focused on water related activities and parks
19 and outdoor adventures, area history trails and brochures or other
20 types of businesses if expressly requested by and deemed
21 appropriate by the Tourist Council; and

22 (xi) *Collection of brochures, videos, etc.* The
23 collection and distribution of brochures, videos, and other
24 advertising prepared by existing tourist oriented facilities,
25 attractions, activities, and events at all visitor centers, kiosks,
26 and such other opportunities as may arise.

27 ~~(xii) *Marketing Grants*. Marketing of the City as a~~
28 ~~tourism destination pursuant to Marketing Grants awarded in~~
29 ~~accordance with the Tourist Development Council Grant Guidelines~~
30 ~~approved by the City Council.~~

31 (3) ~~*Promotion of the City as a convention and meeting*~~

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

5 (i) *Promotion to Tourist Groups*. Promotion and
6 marketing of the City as a convention and meeting destination to
7 meeting planners, trade associations, industry groups, professional
8 associations, etc.;

9 (ii) *Convention market targeting*. Target markets
10 based on study data and past tourist tracking;

11 (iii) *Convention sales activities*. Convention sales
12 activities actively pursuing potential meetings, conferences,
13 conventions and groups and coordinating bookings with conference
14 and convention facilities and accommodations that meet the
15 expressed needs of the group. Preferences for accommodations or
16 facilities shall be based solely on the needs of the group and not
17 as a result of monetary or in-kind exchange ~~In this regard, no~~
18 ~~preference shall be shown to any particular private accommodation~~
19 ~~or facility;~~

20 (iv) *Coordination with City convention center*
21 *manager*. Coordination with the City's convention center manager to
22 assist with fully booking that facility and meeting the
23 accommodation needs of conventions booked at the Convention Center;

24 (v) *Convention service activities*. Convention
25 service activities that support the needs of tourists attending
26 conventions and conferences in the City; and

27 (vi) *Convention grants*. Convention grants payable to
28 or on behalf of convention or conference groups or businesses as
29 incentives for selection of the City as their destination for group
30 or business conventions, conferences, or meetings in accordance
31 with the grant guidelines established by the Tourist Development

1 Council ~~Grant Guidelines approved by City Council~~. Convention
2 grants shall be funded from the Convention Grants Account set forth
3 in Section 111.600(d), Ordinance Code.

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

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

16 (ii) *Planning*. Development of a strategic plan for
17 the expansion of business at existing tourist accommodations, and
18 expansion of existing developed tourist attractions ~~(attractions~~
19 ~~herein shall not include accommodations or dining, but~~
20 ~~entertainment and recreation venues and opportunities)~~ for
21 coordination of development efforts, advertising and promotion of
22 such facilities.

23 (5) ~~Special Event~~ Grants. This component shall authorize
24 the Tourist Council to award special event grants in accordance
25 with grant guidelines established by the Tourist Development
26 ~~Council Grant Guidelines approved by the~~ without further City
27 Council approval.

28 (6) Development. Acquisition of and improvements to
29 certain publicly owned facilities or certain facilities publicly
30 owned and operated or owned and operated by a not for profit and
31 open to the public. This component shall consist of a development

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

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

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

22 (c) *Funding Allocations for Plan Components*. The Plan
23 components shall be funded with tax revenues. Minimum and maximum
24 funding levels, as applicable, for each Plan component shall be
25 allocated as a percentage of the Tourist Council's
26 anticipated/budgeted tourist development tax revenue ~~over a three~~
27 ~~year period (fiscal years 2016-2017, 2017-2018, and 2018-2019), and~~
28 ~~it is anticipated that the tax revenues, less administrative costs~~
29 ~~pursuant to Section 666.106(c), will be at least \$6,500,000 per~~
30 ~~fiscal year during this period.~~ The funding allocations for each
31 Plan component are provided in Table 1.1 below. ~~Allocations of tax~~

1 ~~revenues in future fiscal years will be made by the City Council by~~
 2 ~~means of an amendment to the Plan in the manner prescribed in~~
 3 ~~subsection (g) below. In the event that City Council does not amend~~
 4 ~~the Plan prior to the end of the third fiscal year (2018-2019), the~~
 5 ~~allocations listed for the third fiscal year in Table 1.1 shall~~
 6 ~~also be applied to future fiscal years.~~ The Tourist Council shall
 7 adhere to the minimum ~~and maximum~~ funding levels, as applicable,
 8 provided in Table 1.1 in the preparation of its annual budget
 9 submittal to the Mayor.

10 **Table 1.1**

11 **Funding Allocations for Plan Components**

12

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./Max. Funding Amount FY16-17	Min./Max. Funding Amount FY17-18	Min./Max. Funding Amount FY18-19
(b) (1) Tourist bureau <u>Destination Services</u>	\$ 300,000 <u>4%</u>	\$300,000	\$300,000
(b) (2) Marketing (including Marketing Grants)	\$ 2,250,000 <u>30%</u>	\$2,300,000	\$2,350,000
(b) (3) <u>Convention/Group Attraction Promotion of the City as a convention and meeting site*</u> (see note below) (including Convention Grants)	\$2,000,000 (maximum of \$2,250,000) <u>25%</u>	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000

(b) (4) Development and planning of additional tourist facilities <u>Planning & Research</u>	\$150,000 <u>0%</u>	\$100,000	\$50,000
(b) (5) Special event grants	\$800,000 <u>0%</u>	\$800,000	\$800,000
(b) (6) Acquisition of and improvements to certain publicly owned facilities <u>Development</u>	\$500,000 plus any amounts transferred pursuant to Section 666.108(d) <u>0%</u>	\$500,000 plus any amounts transferred pursuant to Section 666.108(d)	\$500,000 plus any amounts transferred pursuant to Section 666.108(d)
(b) (7) Contingency	\$500,000 <u>0%</u>	\$500,000	\$500,000
(b) (8) Promotion of Equestrian Center	n/a <u>0.25%</u>	n/a	\$20,000

1 ~~*This Plan component (Section 666.108(b)(3)) has a maximum funding~~
 2 ~~level due to the limited nature of the City's existing convention~~
 3 ~~center facility (i.e., Prime Osborn Center) as a tourist meeting~~
 4 ~~site. At such time that the existing facility is improved, or a new~~
 5 ~~facility is constructed, to better accommodate tourist meetings~~
 6 ~~(e.g., substantial increase in meeting space, attached lodging,~~
 7 ~~etc.), the minimum funding level for this component may be~~
 8 ~~increased or the maximum funding level deleted.~~

9 (d) Separate accounts established.

10 (1) *Development account.* There shall be a separate
 11 development account ("Development Account") established, in
 12 addition to the Tourist Development Tax Special Revenue Fund, to
 13 receive the annual budgeted allocations. ~~, the unspent and~~
 14 ~~unencumbered balances of appropriated funds allocated to the Plan~~
 15 ~~components and subcomponents described in subsections~~
 16 ~~(b) (1), (2) (3) (i)-(v), (4), (5) and (8) above at the end of each~~
 17 ~~fiscal year, and any unallocated funds remaining in the special~~
 18 ~~revenue fund at the end of each fiscal year. The development~~

1 account shall only be used to fund the Plan component activities
2 described in subsection (b)(6) (i.e., acquisition, construction,
3 extension, enlargement, remodel or improvement of publicly owned
4 convention centers, coliseums (e.g., arena) or auditoriums (e.g.,
5 performing arts center), or aquariums or museums that are publicly
6 owned and operated or owned and operated by a not for profit
7 organization and open to the public). The Development Account shall
8 be created pursuant to Section 111.600, Ordinance Code, and any
9 activities and projects funded from the account shall be approved
10 by City Council.

11 (2) *Contingency Account*. There shall be a separate
12 contingency account ("Contingency Account") established within the
13 Tourist Development Tax Special Revenue Fund to receive the funding
14 allocated to the Plan component described in
15 subsection 666.108(b)(7) to be used for unforeseen opportunities of
16 major significance to tourism in the City, and any awards funded
17 from this account shall not require further City Council approval.
18 The Contingency Account shall be created pursuant to Section
19 111.600, Ordinance Code, ~~and any activities and projects funded~~
20 ~~from the account shall be approved by City Council.~~

21 (3) *Convention Grants Account*. There shall be a separate
22 convention grants account ("Convention Grants Account") established
23 within the Tourist Development Tax Special Revenue Fund to receive
24 the funding allocated to the Plan subcomponent described in
25 subsection 666.108(b)(3)(vi) to be used for convention grant
26 awards. The Convention Grants Account shall be created pursuant
27 to Section 111.600, Ordinance Code, and any convention grant awards
28 funded from this account shall not require further City Council
29 approval. Any unspent balance in the Convention Grants Account at
30 the end of each fiscal year shall carry over to the next fiscal
31 year.

1 (4) *Equestrian Center Grants Account*. There shall be a
2 separate equestrian center grants account ("Equestrian Center
3 Grants Account") established within the Tourist Development Tax
4 Special Revenue Fund to receive the funding allocated to the Plan
5 component described in subsection 666.108(b)(8) to be used for
6 equestrian center grant awards. The Equestrian Center Grants
7 Account shall be created pursuant to Section 111.600, Ordinance
8 Code, and any equestrian center grant award funded from this
9 account shall not require further City Council approval action.
10 Any unspent balance in the Equestrian Center Grants Account at the
11 end of each fiscal year shall carry over to the next fiscal year.

12 (e) *Contract providers*. Contract providers of Plan components
13 shall be procured pursuant to Chapter 126, Ordinance Code. Contract
14 providers that are contracted to market and promote the area for
15 tourism or convention business shall be deemed "county destination
16 marketing organizations" as defined in F.S. § 288.923.

17 (f) *Plan Review*. The Tourist Council pursuant to Chapter 70,
18 Ordinance Code, shall conduct a continuing review of the progress
19 of the Plan, the effectiveness of the current allocation of tax
20 revenues and the problems and deficiencies of the Plan in order to
21 make recommendations to the City Council for changes in the Plan,
22 including the addition or deletion of Plan components and changes
23 to the services, activities and/or uses contained therein.

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

28 **Section 4. Repeal of Section 3 of Ordinance 2018-472-E**
29 **and Section 6 of 2019-0152-E (Tourist Development Council Grant**
30 **Guidelines).** Section 3 of Ordinance 2018-472-E and Section 6 of
31 Ordinance 2019-0152-E (Tourist Development Council Grant

1 Guidelines) are hereby repealed.

2 **Section 5. Codification Instructions.** The Codifier and
3 the Office of General Counsel are authorized to make all chapter
4 and division "table of contents" consistent with the changes set
5 forth herein. Such editorial changes and any others necessary to
6 make the *Ordinance Code* consistent with the intent of this
7 legislation are approved and directed herein, and changes to the
8 *Ordinance Code* shall be made forthwith and when inconsistencies are
9 discovered with notification to and approval of the Tourist
10 Development Council.

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

14
15 Form Approved:

16
17 /s/ Paige H. Johnston

18 Office of General Counsel

19 Legislation Prepared By: David M. Migut

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