

1 Introduced by Council President at the request of the Duval County
2 Tourist Development Council:

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5 **ORDINANCE 2021-280**

6 AN ORDINANCE APPROPRIATING \$358,000 (\$195,000
7 OF RETURNED TOURIST DEVELOPMENT COUNCIL
8 OPERATIONS DOLLARS, \$109,000 OF TOURIST
9 DEVELOPMENT COUNCIL CONVENTION SALES BUDGET
10 DOLLARS, AND \$54,000 OF TOURIST DEVELOPMENT
11 COUNCIL TOURIST BUREAU/DESTINATION SERVICES
12 BUDGET DOLLARS) TO THE TOURIST DEVELOPMENT
13 COUNCIL MARKETING ACTIVITY ACCOUNT; PURPOSE;
14 AMENDING THE TOURIST DEVELOPMENT COUNCIL
15 FISCAL YEAR 2020-2021 BUDGET (REVISED SCHEDULE
16 W) APPROVED BY ORDINANCE 2020-504-E (CITY'S
17 ANNUAL BUDGET), TO RETURN FUNDS CONSERVED DUE
18 TO COVID-19 RESTRICTIONS IN FISCAL YEAR 2019-
19 2020 TO MARKETING USES; PROVIDING AN EFFECTIVE
20 DATE.

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22 **WHEREAS**, the Duval County Tourist Development Council (the
23 "Tourist Development Council" or "TDC"), pursuant to Chapter 70,
24 *Ordinance Code*, administers the Tourist Development Plan set forth
25 in Chapter 666, *Ordinance Code*; and

26 **WHEREAS**, the TDC at its regular meeting on April 15, 2021,
27 unanimously voted to recommend to the City Council for approval a
28 total transfer of \$358,000 from the TDC Operations Account,
29 Convention Sales Account, and Tourist Bureau/Destination Services
30 Account to the TDC Marketing Account to replenish the funds that

1 were conserved due to COVID-19 restrictions in fiscal year 2019-
2 2020; now therefore

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

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

6 **Section 2. Appropriation.** For the 2020-2021 fiscal year,
7 within the City's budget, there are hereby appropriated the
8 indicated sum(s) from the account(s) listed in subsection (a) to
9 the account(s) listed in subsection (b):

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

12 (a) Appropriated from:

13 See attached **Exhibit 1** \$358,000.00

14 (b) Appropriated to:

15 See attached **Exhibit 1** \$358,000.00

16 (c) **Explanation of Appropriation.** This ordinance appropriates
17 \$358,000 (\$195,000 of returned Tourist Development
18 Council Operations Budget dollars, \$109,000 of Tourist
19 Development Council Convention Sales Budget Dollars, and
20 \$54,000 of Tourist Development Council Tourist
21 Bureau/Destination Services Budget dollars) to the
22 Tourist Development Council Marketing Account.

23 **Section 3. Purpose.** The purpose of the appropriation
24 above is to transfer funding conserved due to COVID-19 restrictions
25 during fiscal year 2019-2020 to TDC marketing efforts and uses.

26 **Section 4. Amending the TDC Fiscal Year 2020-2021 Budget**
27 **(Revised Schedule W) approved by Ordinance 2020-504-E (City's**
28 **Annual Budget).** There is hereby amended the Fiscal Year 2020-2021
29 budget for the Tourist Development Council by replacing Revised
30 Schedule W, approved by Ordinance 2020-504-E (City's annual
31 budget), with the Second Revised Schedule W attached hereto as

1 **Exhibit 2** and incorporated herein by this reference, to provide
2 funding for TDC marketing efforts and uses.

3 **Section 5. Oversight.** The TDC shall oversee the funds
4 appropriated herein.

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

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11 Form Approved:

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13 /s/ David M. Migut

14 Office of General Counsel

15 Legislation Prepared By: David M. Migut

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