

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Ordinance 2021-280

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

Date of Introduction: May 11, 2021

Committee(s) of Reference: F

Date of Analysis: May 13, 2021

Type of Action: Appropriation; TDC budget amendment

Bill Summary: The bill appropriates \$358,000 of Tourist Development Council funding unspent by Visit Jacksonville, Inc. from the FY19-20 budget to the FY20-21 budget in the marketing activities account. It amends the TDC's FY20-21 budget (Schedule W of the City budget ordinance) to reflect the addition of these funds to the current budget.

Background Information: Because of the dramatic slowdown in travel activity during the period of the COVID-19 pandemic, Visit Jacksonville, acting as the City's tourism and convention marketing arm, reduced its activities substantially due to the near impossibility of attracting travelers. The organization thereby realized a total savings of \$358,000 (\$195,000 in the operations account, \$109,000 in the convention sales account, and \$54,000 in the tourist bureau/destination services account). The City's accounting system does not allow savings from one fiscal year to be deposited into a different fiscal year without a Council appropriation action. This bill deposits the savings from the FY19-20 budget into the FY20-21 TDC budget in the marketing account for future uses to be determined by the TDC.

Policy Impact Area: TDC budget

Fiscal Impact: The bill appropriates \$358,000 in TDC budget savings from FY19-20 to FY20-21.

Analyst: Clements