

1 Introduced by Council President at the request of the Duval County
2 Tourist Development Council and Co-Sponsored by Council Member
3 Hazouri:
4
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6 **ORDINANCE 2021-280-E**

7 AN ORDINANCE APPROPRIATING \$358,000 (\$195,000 OF
8 RETURNED TOURIST DEVELOPMENT COUNCIL OPERATIONS
9 DOLLARS, \$109,000 OF TOURIST DEVELOPMENT COUNCIL
10 CONVENTION SALES BUDGET DOLLARS, AND \$54,000 OF
11 TOURIST DEVELOPMENT COUNCIL TOURIST
12 BUREAU/DESTINATION SERVICES BUDGET DOLLARS) TO
13 THE TOURIST DEVELOPMENT COUNCIL MARKETING
14 ACTIVITY ACCOUNT; PURPOSE; AMENDING THE TOURIST
15 DEVELOPMENT COUNCIL FISCAL YEAR 2020-2021 BUDGET
16 (REVISED SCHEDULE W) APPROVED BY ORDINANCE 2020-
17 504-E (CITY'S ANNUAL BUDGET), TO RETURN FUNDS
18 CONSERVED DUE TO COVID-19 RESTRICTIONS IN FISCAL
19 YEAR 2019-2020 TO MARKETING USES; PROVIDING AN
20 EFFECTIVE DATE.
21

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, Convention
29 Sales Account, and Tourist Bureau/Destination Services Account to the
30 TDC Marketing Account to replenish the funds that were conserved due
31 to COVID-19 restrictions in fiscal year 2019-2020; now therefore

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

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

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

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

10 (a) Appropriated from:

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

12 (b) Appropriated to:

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

14 (c) **Explanation of Appropriation.** This ordinance appropriates
15 \$358,000 (\$195,000 of returned Tourist Development Council
16 Operations Budget dollars, \$109,000 of Tourist Development
17 Council Convention Sales Budget Dollars, and \$54,000 of
18 Tourist Development Council Tourist Bureau/Destination
19 Services Budget dollars) to the Tourist Development Council
20 Marketing Account.

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

24 **Section 4. Amending the TDC Fiscal Year 2020-2021 Budget**
25 **(Revised Schedule W) approved by Ordinance 2020-504-E (City's Annual**
26 **Budget).** There is hereby amended the Fiscal Year 2020-2021 budget for
27 the Tourist Development Council by replacing Revised Schedule W,
28 approved by Ordinance 2020-504-E (City's annual budget), with the
29 Second Revised Schedule W attached hereto as **Exhibit 2** and
30 incorporated herein by this reference, to provide funding for TDC
31 marketing efforts and uses.

1 **Section 5. Oversight.** The TDC shall oversee the funds
2 appropriated herein.

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

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9 Form Approved:

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11 /s/ Paige H. Johnston

12 Office of General Counsel

13 Legislation Prepared By: David M. Migut

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