

1 Introduced by Council Member Bowman and Co-Sponsored by Council
2 Members Freeman, Newby, Carrico & Pittman and amended by the
3 Neighborhoods, Community Services, Public Health and Safety
4 Committee:

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6
7 **ORDINANCE 2022-515-E**

8 AN ORDINANCE REGARDING THE DUVAL COUNTY TOURIST
9 DEVELOPMENT COUNCIL ("TOURIST DEVELOPMENT
10 COUNCIL") AND THE DUVAL COUNTY TOURIST
11 DEVELOPMENT PLAN; AMENDING SECTION 70.102(B)
12 (MEMBERSHIP; TERMS), CHAPTER 70 (DUVAL COUNTY
13 TOURIST DEVELOPMENT COUNCIL), *ORDINANCE CODE*;
14 AMENDING SECTION 111.600 (TOURIST DEVELOPMENT
15 TAX SPECIAL REVENUE FUND; DEVELOPMENT,
16 CONTINGENCY, CONVENTION GRANTS, AND EQUESTRIAN
17 CENTER GRANTS ACCOUNTS), PART 6 (ECONOMIC AND
18 COMMUNITY DEVELOPMENT), CHAPTER 111 (SPECIAL
19 REVENUE & TRUST ACCOUNTS), *ORDINANCE CODE*;
20 AMENDING SECTION 666.106 (TOURIST DEVELOPMENT
21 TAX) AND SECTION 666.108 (TOURIST DEVELOPMENT
22 PLAN), CHAPTER 666 (DUVAL COUNTY TOURIST
23 DEVELOPMENT PLAN), *ORDINANCE CODE*; AUTHORIZING
24 THE MAYOR OR HIS DESIGNEE AND THE CORPORATION
25 SECRETARY TO EXECUTE DIRECT CONTRACTS (THE
26 "CONTRACTS") WITH JACKSONVILLE & THE BEACHES
27 CONVENTION & VISITORS BUREAU, INC. DOING
28 BUSINESS AS "VISIT JACKSONVILLE" TO PERFORM
29 SERVICES FOR THE TOURIST DEVELOPMENT COUNCIL IN
30 ACCORDANCE WITH THE TOURIST DEVELOPMENT PLAN;
31 INVOKING THE EXEMPTION OF SECTION
32 126.107(G) (EXEMPTIONS), PART 1 (GENERAL

1 REGULATIONS), CHAPTER 126 (PROCUREMENT CODE),
2 ORDINANCE CODE; WAIVING SECTION 118.107
3 (NONPROFITS TO RECEIVE FUNDING THROUGH A
4 COMPETITIVE EVALUATED AWARD PROCESS), PART 1
5 (GENERAL PROVISIONS), CHAPTER 118 (CITY GRANTS),
6 ORDINANCE CODE, TO ALLOW A DIRECT CONTRACT WITH
7 JACKSONVILLE AND THE BEACHES CONVENTION &
8 VISITORS BUREAU, INC., DOING BUSINESS AS "VISIT
9 JACKSONVILLE"; PROVIDING FOR OVERSIGHT BY THE
10 TOURIST DEVELOPMENT COUNCIL; PROVIDING FOR
11 CODIFICATION INSTRUCTIONS; PROVIDING AN
12 EFFECTIVE DATE.

13
14 **WHEREAS**, Visit Jacksonville has provided certain tourist bureau
15 information, marketing, and convention services to the City of
16 Jacksonville (the "City") for over twenty (20) years; and

17 **WHEREAS**, TDC has identified Visit Jacksonville, by virtue of
18 its employees, leadership, and experience, as uniquely and strongly
19 positioned to serve the tourism interests of the City for the
20 foreseeable future; and

21 **WHEREAS**, TDC desires to cement an extended relationship with
22 Visit Jacksonville to provide stability to the parties as they
23 implement a long-term tourism strategy that benefits the City and its
24 citizens; and

25 **WHEREAS**, in lieu of preparing an RFP to solicit tourism bureau
26 information, marketing, and convention services (the "Services") in
27 connection with the potential expiration of TDC's current contracts
28 with Visit Jacksonville, TDC desires to direct contract with Visit
29 Jacksonville for a term of not less than ten (10) years, with at
30 least one ten (10) year renewal term, subject to the City's ability
31 to terminate the contract at any time for convenience; and

32 **WHEREAS**, the Council of the City of Jacksonville ("City

Council") on April 12, 2022, approved Resolution 2022-174-A, which supported and encouraged the TDC to file legislation with the City Council to direct contract with Visit Jacksonville for the Services based on the reasons stated above; now therefore

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

Section 1. Recitals. The recitals above are incorporated herein by reference.

Section 2. Amending Section 70.102(b) (Membership; terms), Chapter 70 (Duval County Tourist Development Council), Ordinance Code. Section 70.102(b) (Membership; terms), Chapter 70 (Duval County Tourist Development Council), *Ordinance Code*, is hereby amended to read as follows:

CHAPTER 70. DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

* * *

Sec. 70.102. - Membership; terms.

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

* * *

(b) All members of the Tourist Council shall serve for staggered terms of four years, and may serve two consecutive four year terms, except that the City Council President, Vice President, and current City Council member shall serve a term of one (1) year. All terms of office shall begin on July 1 and members shall serve until their successors have been appointed.

* * *

Section 3. Amending Section 111.600 (Tourist Development Tax Special Revenue Fund; Development, Contingency, Convention Grants, and Equestrian Center Grants Accounts), Part 6 (Economic and Community Development), Chapter 111 (Special Revenue and Trust Accounts),

1 **Ordinance Code.** Section 111.600 (Tourist Development Tax Special
2 Revenue Fund; Development, Contingency, Convention Grants, and
3 Equestrian Center Grants Accounts), Part 6 (Economic and Community
4 Development), Chapter 111 (Special Revenue and Trust Accounts),
5 *Ordinance Code*, is hereby amended to read as follows:

6 **CHAPTER 111. SPECIAL REVENUE AND TRUST ACCOUNTS**

7 * * *

8 **PART 6. Economic and Community Development**

9 **Sec. 111.600. - Tourist Development Tax Special Revenue Fund;**
10 **Development, Contingency, Convention Grants, Sponsorships and**
11 **Promotions, and Equestrian Center Grants Accounts.**

12 * * *

13 (b) *Development account, expenditures.* There is hereby
14 established, in addition to the Tourist Development Tax
15 Special Revenue Fund, a separate development account
16 ("Development Account"). The Executive Director and/or
17 Administrator of the Tourist Council shall keep a record
18 of the balances, and these funds shall be available for
19 withdrawal as provided in this Section. The Development
20 Account funds shall be for the purpose of acquiring,
21 constructing, extending, enlarging, remodeling, or
22 improving publicly owned convention centers, coliseums
23 (e.g., arena) or auditoriums (e.g., performing arts center)
24 and aquariums or museums that are publicly owned and
25 operated or owned and operated by a not for profit
26 organization and open to the public. In acquiring,
27 constructing, extending, enlarging, remodeling, or
28 improving such facilities, the usual City procedures shall
29 be followed. No funds in the Development Account shall be
30 used for the general or routine maintenance, operating or
31 promotion of such facilities. It is not required that the
32 funds in the Development Account be expended on an activity

1 or project in each fiscal year, and any such funds
2 transferred or appropriated to the Development Account be
3 expended on an activity or project in each fiscal year,
4 and any such funds transferred or appropriated to the
5 Development Account pursuant to Section 666.108 (~~dc~~),
6 Ordinance Code, shall accumulate from year to year until
7 sufficient funds are available to adequately fund an
8 acquisition, construction, extension, enlargement,
9 remodeling, or improvement project for such facilities.
10 All revenues and funds deposited into the Development
11 Account shall not lapse to the General Fund. Any projects
12 and activities funded from the Development Account shall
13 be approved by the City Council.

14 (c) *Contingency Account; expenditures.* There is hereby
15 established, in addition to the Tourist Development Tax
16 Special Revenue Fund, a separate contingency account
17 ("Contingency Account") to receive the funding allocations
18 and appropriations to the Tourist Development Plan
19 component described in subsection 666.108(b)(~~75~~),
20 Ordinance code, to be used for unforeseen opportunities of
21 major significance to tourism in the City. All revenues
22 and funds deposited into the Contingency Account shall not
23 lapse to the General Fund.

24 (d) *Convention Grants, Sponsorships, and Promotions*
25 *Account; expenditures.* There is hereby established, in
26 addition to the Tourist Development Tax special Revenue
27 Fund, a separate account ("Convention Grants, Sponsorship
28 and Promotions Account") to receive funding allocations
29 and appropriations to the Tourist Development Plan
30 subcomponent for convention grant awards, sponsorship and
31 promotions as described in 666.108(b)(~~3~~)(~~vi~~)(1)(iv),
32 Ordinance code. Monies in this account shall only be used

1 for convention grant awards, sponsorship and promotions.
2 Monies and interest appropriated into this account shall
3 be for the purpose set forth herein and shall not lapse to
4 the General Fund at the close of any fiscal year, but
5 instead shall carry over into subsequent fiscal years.
6 Subject to the availability of appropriated funds in this
7 account, the Director of Finance and Administration, or
8 his designee, is authorized and directed to make
9 disbursements from this account upon receipt of the Tourist
10 Development Council Executive Director's disbursement
11 request.

12 (e) *Equestrian Center Grants Account; expenditures*. There
13 is hereby established, in addition to the Tourist
14 Development Tax special Revenue Fund, a separate account
15 ("Equestrian Center Grants Account") to receive funding
16 allocations and appropriations to the Tourist Development
17 Plan component for equestrian center grant awards described
18 in 666.108(b)~~(8)~~(6), Ordinance Code. Monies in this account
19 shall only be used to award equestrian center grants.
20 Monies and interest appropriated into this account shall
21 be for the purpose set forth herein and shall not lapse to
22 the General Fund at the close of any fiscal year, but
23 instead shall carry over into subsequent fiscal years.
24 Subject to the availability of appropriated funds in this
25 account, the Director of Finance and Administration, or
26 his designee, is authorized and directed to make
27 disbursements from this account upon receipt of the Tourist
28 Development Council Executive Director's disbursement
29 request.

30 **Section 4. Amending Section 666.106 (Tourist Development**
31 **Tax) and Section 666.108 (Tourist Development Plan), Chapter 666**
32 **(Duval County Tourist Development Plan), Ordinance Code.** Section

1 666.106 (Tourist Development Tax) and Section 666.108 (Tourist
2 Development Plan), Chapter 666 (Duval County Tourist Development
3 Plan), *Ordinance Code*, are hereby amended to read as follows:

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

5 * * *

6 **Sec. 666.106. Tourist development tax.**

7 (a) *Amount; taxable privileges.* There is hereby levied and
8 imposed throughout the General Services District an
9 "original" tourist development tax at a rate of two percent
10 pursuant to F.S. § 125.0104(3)(c), and, commencing on the
11 effective date as provided by law, an (i) "additional"
12 tourist development tax at a rate of one percent pursuant
13 to F.S. § 125.0104(3)(1), and (ii) an "additional" tourist
14 development tax at a rate of one percent pursuant to F.S.
15 § 125.0104(3)(n) of the whole and major fraction of each
16 dollar of the total rental charged every person who rents,
17 leases or lets for consideration any living quarters or
18 accommodations in any hotel, apartment hotel, motel, resort
19 motel, apartment, apartment motel, rooming house, mobile
20 home park, recreational vehicle park, condominium,
21 timeshare resort or vacation rental property (such as
22 AIRBNB or VRBO) for a term of six months or less. When
23 receipt of consideration is by way of property other than
24 money, the tax shall be levied and imposed on the fair
25 market value of such nonmonetary consideration. The tax
26 shall be in addition to any other tax imposed pursuant to
27 F.S. Ch. 212 and in addition to all other taxes, fees and
28 consideration for the rental or lease.

29 * * *

30 **Sec. 666.108. Tourist development plan.**

31 (a) *Legislative findings; plan adoption.* The City Council finds

1 and declares that the Duval County Tourist Development Plan
2 ("Tourist Development Plan" or "Plan"), consisting of the ~~eight~~
3 six components described in Section 666.108(b) below, will provide
4 for the advancement, generation, growth and promotion of tourism,
5 enhancement of the tourist industry, attraction of conventioners
6 and tourists from within and without the state to the City. The
7 City Council hereby adopts, creates and establishes the Tourist
8 Development Plan which shall be funded by the "original" tourist
9 development tax revenues imposed by Section 666.106, Ordinance
10 Code, and deposited into the Tourist Development Tax Special
11 Revenue Fund pursuant to this Chapter and Section 111.600,
12 Ordinance Code.

13 (b) *Plan components.* The Tourist Development Plan shall consist
14 of the ~~eight~~ six components described in Section
15 666.108(b)(1)-(8)(6). Tax revenues shall only be expended
16 on the services, activities and/or uses described in each
17 component. The Tourist Council shall implement and
18 administer the Plan in strict compliance with the Plan
19 components. The Tourist Council shall not deviate from the
20 Plan components and the services, activities and/or uses
21 described therein in the implementation and administration
22 of the Plan without City Council approval pursuant to a
23 Plan amendment. The ~~eight~~ six Plan components are as
24 follows:

25 ~~(1) *Destination Services.* This component shall require the~~
26 ~~establishment of a tourist bureau, which shall operate~~
27 ~~and serve as the City's premier expert on tourist~~
28 ~~attractions, activities and events, accommodations, and~~
29 ~~restaurants available to tourists who visit the City,~~
30 ~~which includes Atlantic Beach, Neptune Beach,~~
31 ~~Jacksonville Beach (collectively, the "Beaches") and the~~

1 town of Baldwin. Such tourist bureau shall provide the
2 following services:-

3 (i) ~~Visitor Centers.~~ The establishment, operation and
4 staffing of a visitor kiosk at the Jacksonville
5 Airport, as well as any additional locations as
6 determined and funded by the Tourist Council.
7 The Visitor Centers shall be located so as to
8 maximize visibility and accessibility by tourists
9 and preference shall be given to use of City-
10 owned property for such purpose.-

11 (ii) ~~Comprehensive listings.~~ The establishment of
12 continually updated comprehensive and all-
13 inclusive listings as determined by the Tourist
14 Council, which may include, without limitation,
15 all public and private museums including library
16 special collections; guided tours; event listings
17 at all City-owned facilities such as the arena,
18 performing arts center, baseball grounds, stadium
19 and other City-owned venues; other events and
20 activities submitted to the website host which
21 are open to the public; golf courses and other
22 sports facilities open to the public; activity
23 rentals (bicycle, kayak, power boats, etc.);
24 charter fishing captains; manufacturing facility
25 tours; links to Jacksonville Parks, Libraries
26 and other public facilities offered within the
27 City of Jacksonville; hotels, motels, bed and
28 breakfasts and other accommodations;
29 restaurants, bars, clubs, and similar food and
30 entertainment establishments; and other similar
31 listings of tourist oriented facilities and
32 activities. Such listings may not show preference

1 ~~to, or otherwise emphasize, any particular event~~
2 ~~or service provider. This service shall also~~
3 ~~include a pro-active development of such listings~~
4 ~~by reaching out to a wide spectrum of community~~
5 ~~organizations and resources to ascertain the~~
6 ~~activities, facilities, and events currently~~
7 ~~available, and such activity shall be an on-going~~
8 ~~and continuous effort to ascertain all that the~~
9 ~~City has to offer tourists.~~

10 ~~(iii) Assembly of available information. The~~
11 ~~assembly or creation of available information as~~
12 ~~determined by the Tourist Council, which may~~
13 ~~include, without limitation, new running~~
14 ~~routes/trails; bicycling tour routes; scenic~~
15 ~~walks; historic walking tours; tourist attraction~~
16 ~~and activity locations; public docks, boat ramps,~~
17 ~~non-motorized launches and waterfront facilities~~
18 ~~accessible to those on the water such as~~
19 ~~restaurants with docks, etc., and such other maps~~
20 ~~and guides that identify attributes of the City~~
21 ~~for which tourists commonly search.~~

22 ~~(2) Marketing of existing tourist-oriented facilities,~~
23 ~~attractions, activities and events, located or occurring~~
24 ~~within the City, and identified in Plan component (1) above~~
25 ~~through advertising and marketing campaigns as described below~~
26 ~~or through the marketing of the City. This component shall~~
27 ~~require the marketing of existing tourist-oriented facilities,~~
28 ~~attractions, activities and events identified in Plan~~
29 ~~component (1) above through advertising and marketing~~
30 ~~campaigns conducted outside the City, regionally, nationally~~
31 ~~and internationally, which may include, without limitation~~
32 ~~the maintenance of a website, publication of an annual visitor~~

1 magazine, and publication or production of brochures, maps,
2 videos and similar materials for distribution at Visitor
3 Centers and tourist facilities, or through the marketing of
4 the City pursuant to Marketing Grants awarded in accordance
5 with the grant guidelines established by the Tourist Council.
6 Within the overall funding allocation for this component (2),
7 adequate funding shall be set aside annually for subparts (v),
8 (vii), (ix) and (x) to perform the activities in each such
9 subpart of this component. The marketing services to be
10 provided under this component shall include, without
11 limitation, the following advertising, tourist engagement
12 strategies and marketing services:—

13 (i) ~~Name branding.~~ Branding of Jacksonville as a unique
14 destination focusing on our waterways, beaches, and parks
15 and opportunities for outdoor adventure; the City's
16 extraordinary cultural and historical resources; the
17 City's passion for sports by showcasing the City's numerous
18 sporting events, teams, and venues for all levels; culinary
19 destinations, ale trails, and medical tourism capacity;—

20 (ii) ~~Market targeting.~~ Target geographic markets based on
21 industry data and past tourist tracking as provided by the
22 Tourist Council before the start of each fiscal year;—

23 (iii) ~~Demographic Audience targeting.~~ Target audiences of
24 the destination branding attributes identified in (i)
25 above, with advertising and promotions, also including (a)
26 Jacksonville Jaguars and other professional sports teams'
27 opponents around away game cities and grow out of town
28 visitation for home games, and local leisure tourism by
29 targeting opponent's cities, and (b) audiences based on
30 activities unique to the area and that attract large
31 numbers of tourists (i.e. golf, beaches and watersports,
32 etc.); and—

1 ~~(iv) Targeting direct flight markets. Coordination with~~
2 ~~Jacksonville Aviation Authority to advertise in direct~~
3 ~~flight markets and assist in attraction and retention of~~
4 ~~direct flight service activities.~~

5 ~~(v) Website. The establishment and maintenance of a continually~~
6 ~~updated website as the official tourist website for the~~
7 ~~City. Such website shall contain comprehensive and all-~~
8 ~~inclusive listings of all existing tourist oriented~~
9 ~~facilities, attractions, activities and events identified~~
10 ~~in (1) above. While accommodations and restaurants are~~
11 ~~recognized as essential to the tourist experience, equal~~
12 ~~emphasis shall be given to things to do and see in the~~
13 ~~City. Such listings shall be all-inclusive and may not~~
14 ~~show preference to, or otherwise emphasize, any particular~~
15 ~~event or service provider, in exchange for monetary or~~
16 ~~in-kind support. Listings shall be sortable by business~~
17 ~~type/special interest category. Individual locations,~~
18 ~~venues and activities may be featured in specific content~~
19 ~~articles and itineraries but based on consumer interest~~
20 ~~ratings, or recognized tourist attraction rating entities.~~
21 ~~If out of City day trips are promoted through such website,~~
22 ~~contributions from the jurisdictions in which such~~
23 ~~facilities are located shall be negotiated and used to~~
24 ~~offset the expense of publication. In no event shall the~~
25 ~~primary focus of any local webpage be devoted to out of~~
26 ~~City activities, venues, or services unless paid for by~~
27 ~~such jurisdiction;~~

28 ~~(vi) Social media sites and digital advertising. The~~
29 ~~maintenance of social media sites which shall include links~~
30 ~~to, excerpts from, and mirror the material contained in~~
31 ~~the website above. Individual locations, venues, and~~
32 ~~activities may be featured in specific content articles~~

1 and itineraries but based on consumer interest ratings, or
2 recognized tourist attraction rating entities and not on
3 any request or payment by the entity advertised. This
4 subpart shall also include online digital advertising to
5 targeted markets of the destination branding attributes
6 identified in (i) above;

7 (vii) ~~Visitor magazine.~~ The production of an electronic or
8 hard copy Visitor Magazine at a frequency determined by
9 the Tourist Council. Individual locations, venues, and
10 activities may be featured in specific content articles
11 and itineraries based on consumer interest ratings, or
12 recognized tourist attraction rating entities and not in
13 exchange for monetary or in-kind contributions. If out of
14 City day trips are promoted through such Visitor magazine,
15 contributions from the jurisdictions in which such
16 facilities are located shall be negotiated and used to
17 offset the expense of publication. In no event shall the
18 primary focus of any publication be devoted to out of City
19 activities, venues, or services unless paid for by such
20 jurisdiction;

21 (viii) ~~Media Relations.~~ Promotion of the City's tourist
22 related facilities and programs on a state, national and
23 international level to media writers of magazines,
24 newspapers, blogs, websites and other public relations
25 oriented outlets;

26 (ix) ~~Maps.~~ The publication of maps on the website and in
27 print may include, without limitation, identifying running
28 routes/trails; bicycling tour routes; scenic walks;
29 historic walking tours; tourist attraction and activity
30 locations; public docks, boat ramps, non-motorized
31 launches and waterfront facilities accessible to those on
32 the water such as restaurants with docks, etc.;

1 ~~(x) Topic specific brochures, videos, etc.~~ The publication of
2 other topic specific brochures and videos, such as
3 brochures and videos focused on water related activities
4 and parks and outdoor adventures, area history trails and
5 brochures or other types of businesses if expressly
6 requested by and deemed appropriate by the Tourist Council;
7 and

8 ~~(xi) Collection of brochures, videos, etc.~~ The collection
9 and distribution of brochures, videos, and other
10 advertising prepared by existing tourist oriented
11 facilities, attractions, activities, and events at all
12 visitor centers, kiosks, and such other opportunities as
13 may arise.

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

18 ~~(i) Promotion to Tourist Groups.~~ Promotion and marketing of
19 the City as a convention and meeting destination to meeting
20 planners, trade associations, industry groups,
21 professional associations, etc.;

22 ~~(ii) Convention market targeting.~~ Target markets based on
23 study data and past tourist tracking;

24 ~~(iii) Convention sales activities.~~ Convention sales
25 activities actively pursuing potential meetings,
26 conferences, conventions and groups and coordinating
27 bookings with conference and convention facilities and
28 accommodations that meet the expressed needs of the group.
29 Preferences for accommodations or facilities shall be based
30 solely on the needs of the group and not as a result of
31 monetary or in-kind exchange;

32 ~~(iv) Coordination with ¹/₄ City convention center manager.~~

1 ~~Coordination with the City's convention center manager to~~
2 ~~assist with fully booking that facility and meeting the~~
3 ~~accommodation needs of conventions booked at the Convention~~
4 ~~Center;~~

5 ~~(v) Convention service activities. Convention service~~
6 ~~activities that support the needs of tourists attending~~
7 ~~conventions and conferences in the City; and~~

8 ~~(vi) Convention grants. Convention grants payable to or on~~
9 ~~behalf of convention or conference groups or businesses as~~
10 ~~incentives for selection of the City as their destination~~
11 ~~for group or business conventions, conferences, or meetings~~
12 ~~in accordance with the grant guidelines established by the~~
13 ~~Tourist Council. Convention grants shall be funded from~~
14 ~~the Convention Grants Account set forth in Section~~
15 ~~111.600(d), Ordinance Code.~~

16 (1) Tourism Marketing, Sales, Experiences and Promotion.

17 This component shall require the establishment of a
18 contract with a county destination marketing organization
19 to be selected by the City Council (the "Contract") to
20 provide services for the promotion and betterment of
21 tourism within and for the County in the following
22 subcategories. The specific services and deliverables to
23 be provided under each of the following subcategories shall
24 be set forth in the annual plans as mutually agreed by the
25 Tourist Council and the selected county destination
26 marketing organization:

27 (i) Destination Experience. This component shall
28 require the establishment of a team of tourism staff
29 members which shall operate and serve as the City's
30 premier experts on tourist attractions, activities
31 and events, accommodations, and restaurants available
32 to tourists and groups who visit the City, which

1 includes Atlantic Beach, Neptune Beach, Jacksonville
2 Beach (collectively, the "Beaches") and the town of
3 Baldwin.

4 (ii). Marketing Services. This component shall
5 require the marketing of existing tourist-oriented
6 facilities, attractions, activities and events,
7 located or occurring within the City through
8 advertising and marketing campaigns, and through
9 social media, print and other mediums, including
10 campaign branding targeting groups and meetings to
11 select the City as the destination for their event.

12 (iii). Convention and Group Sales. This component
13 shall require active sales efforts and work for
14 further expansion of the City as a convention and
15 meeting site for groups and conferences.

16 (iv). Convention grants, sponsorships and promotions.
17 This component shall require active efforts for
18 grants, sponsorships, promotions, marketing co-ops
19 and other opportunities for groups, sporting events,
20 meetings, conferences, conventions and other
21 organizations to entice them to come to the City with
22 their tourism business or to supplement existing
23 tourism businesses within the City with marketing and
24 promotional endeavors.

25 (2)(4) Planning and Research. This component shall require
26 the development and planning of additional tourist facilities
27 and attractions in the City. The services to be provided under
28 this component shall include:

29 (i) Identification of undeveloped tourist attractions.
30 Identification of potential or undeveloped tourist
31 attractions, (other than a convention center), in the City
32 which will include a study to determine the existence,

1 location, and potential tourist benefit to the City of
2 such attractions, and the beginning of a short range plan
3 to develop such of these attractions as may indicate an
4 economically feasible benefit; and

5 (ii) *Planning*. Development of a strategic plan for the
6 expansion of business at existing tourist accommodations,
7 and expansion of existing developed tourist attractions
8 for coordination of development efforts, advertising and
9 promotion of such facilities.

10 (3) ~~(5)~~ *Event Grants*. This component shall authorize the Tourist
11 Council to award special event grants in accordance with grant
12 guidelines established by the Tourist Council without further
13 City Council approval.

14 (4) ~~(6)~~ *Development*. Acquisition of and improvements to certain
15 publicly owned facilities or certain facilities publicly owned
16 and operated or owned and operated by a not for profit and
17 open to the public. This component shall consist of a
18 development account used to acquire, construct, extend,
19 enlarge, remodel or improve publicly owned convention centers,
20 coliseums (e.g., arena) or auditoriums (e.g., performing arts
21 center), or aquariums or museums that are publicly owned and
22 operated or owned and operated by a not for profit
23 organization. Such facilities owned and operated by a not for
24 profit corporation must be open to the public. Activities and
25 projects funded from this account shall be approved by the
26 City Council.

27 (5) ~~(7)~~ *Contingency for any uses authorized under F.S. §*
28 *125.0104(5)(a)*. This component shall consist of a reserve
29 account used to fund unforeseen opportunities of major
30 significance to tourism in the City. Activities and projects
31 funded from this account may be for any uses authorized under
32 F.S. § 125.0104(5)(a). - 17 -

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 Funding Amount
(b)(6) Development	0%
(b)(7) Contingency	0%
(b)(8) Promotion of Equestrian Center	0.25%

1
2
3 (~~d~~c) *Separate accounts established.*

4 (1) *Development account.* There shall be a separate development
5 account ("Development Account") established, in addition
6 to the Tourist Development Tax Special Revenue Fund, to
7 receive the annual budgeted allocations. The development
8 account shall only be used to fund the Plan component
9 activities described in subsection (b)(~~6~~4) (i.e.,
10 acquisition, construction, extension, enlargement, remodel
11 or improvement of publicly owned convention centers,
12 coliseums (e.g., arena) or auditoriums (e.g., performing
13 arts center), or aquariums or museums that are publicly
14 owned and operated or owned and operated by a not for
15 profit organization and open to the public). The
16 Development Account shall be created pursuant to Section
17 111.600, Ordinance Code, and any activities and projects
18 funded from the account shall be approved by City Council.

19 (2) *Contingency Account.* There shall be a separate contingency
20 account ("Contingency Account") established within the
21 Tourist Development Tax Special Revenue Fund to receive
22 the funding allocated to the Plan component described in
23 subsection 666.108(b)(~~7~~)(5) to be used for unforeseen

1 opportunities of major significance to tourism in the City,
 2 and any awards funded from this account shall not require
 3 further City Council approval. The Contingency Account
 4 shall be created pursuant to Section 111.600, Ordinance
 5 Code.

- 6 (3) *Convention Grants, Sponsorships and Promotions Account.*
 7 There shall be a separate ~~convention grants~~ account
 8 (Convention Grants, Sponsorships and Promotions Account)
 9 established within the Tourist Development Tax Special
 10 Revenue Fund to receive the funding allocated to the Plan
 11 subcomponent described in subsection ~~666.108(b)(3)(vi)~~
 12 666.108(b)(1)(iv) to be used for such convention grants
 13 ~~awards. , sponsorships and promotions as approved annually~~
 14 by the Tourist Council. The Convention Grants, Sponsorships
 15 and Promotions Account shall be created pursuant to Section
 16 111.600, *Ordinance Code*, and any ~~convention grant awards~~
 17 award funded from this account shall not require further
 18 City Council approval. Any unspent balance in the
 19 Convention Grants, Sponsorships and Promotions Account at
 20 the end of each fiscal year shall carry over to the next
 21 fiscal year.

22 * * *

23 ~~(e)~~(d) *Contract providers.* Contract providers of Plan components
 24 shall be procured pursuant to Chapter 126, *Ordinance Code*, with
 25 the exception that any contract entered between City and Visit
 26 Jacksonville shall be exempt therefrom. Contract providers that
 27 are contracted to market and promote the area for tourism or
 28 convention business shall be deemed "county destination marketing
 29 organizations" as defined in F.S. § 288.923.

30 ~~(f)~~(e) *Plan Review.* The Tourist Council pursuant to Chapter 70,
 31 *Ordinance Code*, shall conduct a continuing review of the progress
 32 of the Plan, the effectiveness₂₀ of the current allocation of tax

1 revenues and the problems and deficiencies of the Plan in order
2 to make recommendations to the City Council for changes in the
3 Plan, including the addition or deletion of Plan components and
4 changes to the services, activities and/or uses contained therein,
5 including changes to the amount of funding allocated to the
6 designated county destination marketing organization.

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

11 **Section 5. Approval and authorization to execute.** The
12 Mayor, or his designee, and the Corporation Secretary are hereby
13 authorized to execute a direct contracts, including any renewals or
14 amendments thereto, between the City and Jacksonville and the Beaches
15 Convention & Visitors Bureau, Inc., doing business as "Visit
16 Jacksonville" to provide the Services. Any such contracts, including
17 renewals or amendments, shall be approved by the TDC via written board
18 resolution prior to execution by the Mayor, or his designee, and the
19 Corporation Secretary.

20 **Section 6. Invoking the exception to Sec. 126.107(g),**
21 **Ordinance Code.** The City is hereby authorized to enter into the
22 direct contracts authorized in Section 5 above. Pursuant to Section
23 126.107(g), Ordinance Code, procurement of such direct contracts is
24 exempted from competitive solicitation.

25 **Section 7. Waiver of Section 118.107 (Nonprofits to receive**
26 **funding through a competitive evaluated award process), Part 1**
27 **(General Provisions), Chapter 118 (City Grants), Ordinance Code.** The
28 provisions of Section 118.107 (Nonprofits to receive funding through
29 a competitive evaluated award process), Part 1 (General Provisions),
30 Chapter 118 (City Grants), *Ordinance Code*, are hereby waived to allow
31 for a direct contract between the City of Jacksonville and
32 Jacksonville and The Beaches Convention & Visitors Bureau, Inc.,

1 doing business as "Visit Jacksonville". The City of Jacksonville,
2 through the TDC, and Visit Jacksonville are currently parties to
3 three separate contracts regarding the provisions of tourist bureau
4 information services, marketing, and convention services, each of
5 which expires September 30, 2022, though each is subject to at least
6 one renewal term at the City's discretion. The TDC has identified
7 Visit Jacksonville, by virtue of its employees, leadership and
8 experience, as uniquely and strongly positioned to serve the tourism
9 interests of the City of Jacksonville for the foreseeable future and
10 desires to cement an extended relationship with Visit Jacksonville,
11 as evident by the TDC unanimously approving a direct contract with
12 Visit Jacksonville at their February 24, 2022 meeting, to provide
13 stability to the parties as they implement a long-term tourism
14 strategy that benefits the City of Jacksonville and its citizens.

15 **Section 8. Oversight.** The TDC shall oversee the direct
16 contracts authorized in Section 5 above.

17 **Section 9. Codification Instructions.** The Codifier and the
18 Office of General Counsel are authorized to make all chapter and
19 division "table of contents" consistent with the changes set forth
20 herein. Such editorial changes and any others necessary to make the
21 *Ordinance Code* consistent with the intent of this legislation are
22 approved and directed herein, and changes to the *Ordinance Code* shall
23 be made forthwith and when inconsistencies are discovered with
24 notification to and approval of the TDC.

25 **Section 10.** This Ordinance shall become effective upon
26 signature by the Mayor or upon becoming effective without the Mayor's
27 signature.

28
29 Form Approved:

30
31 /s/ Paige H. Johnston

32 Office of General Counsel

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2

Legislation prepared by: Harry M. Wilson, IV

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