



## OFFICE OF THE CITY COUNCIL

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JACKSONVILLE, FLORIDA 32202

## AGENDA

**TOURIST DEVELOPMENT COUNCIL MEETING**  
**Honorable Anna Lopez Brosche, TDC Chairman**  
**Thursday, May 17, 2018**  
**1:00 P.M.**  
**117 West Duval Street**  
**City Hall, Fourth Floor**  
**Conference Room A**

### **I. CALL TO ORDER**

#### **Roll Call**

City Council President Anna Lopez Brosche, Board Chairperson  
City Council Vice President Aaron Bowman, Board Vice Chairperson  
City Council Member Lori N. Boyer, Board Member  
Barbara Goodman, Board Member  
Steven Grossman, Board Member  
Kirit Patidar, Board Member  
Craig Smith, Board Member  
Dawn Southworth, Board Member-Late Arrival  
Jeffrey Truhlar, Board Member

Dr. Cheryl L Brown, Director – Jacksonville City Council  
Annette Hastings, TDC Executive Director  
Jeff Clements, Chief of Research  
Kim Taylor, Assistant Council Auditor  
Phillip Peterson, Council Auditor's Office  
Lawsikia Hodges, Deputy General Counsel

**Meeting Convened**

**Meeting Adjourned:**

## **II. Introduction-Bill Prescott, Visit Jacksonville Board Chairman**

- Michael Corrigan, Visit Jacksonville President & CEO
- Presentation to TDC Chair/Council President Anna Lopez Brosche

## **III. Approval of Minutes**

- TDC Quarterly Meeting-February 15, 2018
- TDC Special Meeting-April 11, 2018

**Action Item:** \_\_\_\_\_

## **IV. TDC Financial Report and Budget FY 2018-2019**

- TDC Financial Report..... Kim Taylor ,Assistant Council Auditor
- TDC Proposed Budget FY 2018-2019

**Public Comments**

**Action Item:** \_\_\_\_\_

## **V. Agenda Encumbrances Visit Jacksonville Convention Grants**

**Presenter:** Monica Smith, Vice President of Sales and Services

**Total Encumbrance Request CVB Grant Fund FY 2017-2018 \$11,676.00**

**Total Room Nights: 1,130**

**1. Name of Group:** DP Technology

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** June 1-9, 2019

**Room nights:** 1,380 (at \$3 per room)

**Estimated Attendance:** 450

**Funds Use:** A/V

**Funds to be encumbered:** \$4,140.00

**Summary:** DP Technology is a leading developer and supplier of computer-aided manufacturing (CAM) software for a full range of machine tool applications. ESPRIT, DP Technology's flagship product, is a powerful, high-performance, full-spectrum programming system for milling, turning, wire EDM, and multi-tasking machine tools. In 2019, DP Technology will be hosting their ESPRIT World Conference in Jacksonville.

**2. Name of Group:** International Society for Computerized Electrocardiology

**Hotel(s) Utilized:** One Ocean Resort & Spa

**Date:** April 9-13, 2019

**Room nights:** 432 (at \$3 per room)

**Estimated Attendance:** 130

**Funds Use:** A/V or Reception (F&B Only)

**Funds to be encumbered:** \$1,296.00

**Summary:** The International Society for Computerized Electrocardiology (ISCE) was established in 1984 in the state of California as a non-profit organization devoted to the advancement of electrocardiology through the application of computer methods. ISCE aims to connect academia, industry, and users through their annual conference and online forums.

**3. Name of Group:** Independent College Bookstore Association

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** February 7-16, 2019

**Room nights:** 2,080 (at \$3 per room)

**Estimated Attendance:** 550

**Funds Use:** Group Transportation, Reception (Food and Beverage Only)

**Funds to be encumbered:** \$6,240.00

**Summary:** Independent College Bookstore Association (ICBA) continues to be the only professional cooperative dedicated exclusively to institutional collegiate retail stores. The ICBA mission is to provide the programs and services that will establish the institutional store model as the preferred management solution for higher education. In 2019, they will be hosting their annual conference in Jacksonville.

## **Public Comments**

**Action Item:** \_\_\_\_\_

### **VII. Jacksonville Jazz Festival Signature Event-2018- Brent Fine, Special Events Manager**

A technical amendment to the Jacksonville Jazz Festival 2018 award/offer letter to reduce the required sample size for the survey data from 1,500 attendees to 750 attendees . This will have a sample error of only +/- 3.5 percent points.

## **Public Comments**

**Action Item:**\_\_\_\_\_

### **VIII. Visit Jacksonville Reports and Contracts**

- **Quarterly Reports**
  - Tourist Bureau Services
    - Tourist Information Bureau Quarterly Report
  - Convention Sales & Services
    - Convention Sales & Service Quarterly Report
    - Convention Sales & Services FY 2017/2018 Annual Plan
    - Presentation Deck for Marketing & Convention Sales
    - Q2 Marketing Dashboard for Meetings
  - Marketing Services
    - Marketing Quarterly Report
    - Marketing Advertising Quarterly Dashboard
    - Marketing Calendar Quarterly Update
  - Visit Jacksonville Quarterly Financial Statement

## **No Action Item Required**

- **Proposed Travel for Visit Jacksonville CEO/President, Michael Corrigan**

## **Public Comments**

**Action Item:** \_\_\_\_\_

- **Proposed Visit Jacksonville Tourist Information Bureau Capital Items**

**Public Comments**

**Action Item:** \_\_\_\_\_

- **Proposed Research Projects for Development and Planning Plan Component**

**Public Comments**

**Action Item:** \_\_\_\_\_

#### **IX. Special Events Grant Presentation**

##### **Beaches Oktoberfest 2018**

**Applicant:** Beaches Oktoberfest, Inc.

**Presenter:** Charles Wagner, Managing Partner

**Date:** October 17-18, 2018

**Location:** Jacksonville Seawalk Pavilion

**Grant Amount:** \$25,000.00

**Event Attendance:** 75,000

**Tourists Attendance:** TBD

**Room Nights:** 2,500

**Funds Use:** Regional Digital /E-Mail Database Advertising

**Public Comments**

**Action Item:** \_\_\_\_\_

#### **X. TDC Advisory Committee Special Events and Convention Grant Guidelines Update**

- TDC Recommendations Update - Council Member Lori Boyer
- Special TDC Meeting in June to finalize TDC Grant Guidelines

**No Action Item Required**

**XI. Legislation Filing Update - Lawsikia Hodges, Deputy General Counsel**

- Trust Fund –Approved Legislation 2018-236-E

**XII. Other Business**

- Longwood Study Visitor Profile Agreement 2016, 2017, 2018

**Public Comments**

**Action Item: \_\_\_\_\_**

- Travel Policy (include this topic in Special TDC Meeting regarding TDC Grant Guidelines)

**XIII. Closing Comments**

- Next Quarterly Meeting August- Date TBD

**XIV. Adjourn**

**\*\*\*Other Items may be added or deferred at discretion of the Chair. \*\*\***

# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

## Financial Report - March 31, 2018

### Summary of Amounts Remitted to Trust Fund

<b>Collections</b>					
<b>Received In</b>	<b>FY 2013/2014</b>	<b>FY 2014/2015</b>	<b>FY 2015/2016</b>	<b>FY 2016/2017</b>	<b>FY 2017/2018</b>
<b>October</b>	399,998.61	431,801.69	496,948.63	541,604.68	668,044.01
November	372,400.06	573,437.03	605,465.38	587,941.11	637,536.54
December	532,027.94	481,192.50	495,702.99	699,596.30	764,027.06
January	373,105.79	429,454.58	453,379.14	530,509.12	602,791.23
February	425,695.05	515,053.07	551,386.34	592,966.57	664,396.01
<b>March</b>	483,576.64	531,359.25	626,218.30	653,410.71	<b>708,906.83</b>
April	567,571.80	630,863.12	712,788.88	769,115.39	
May	560,224.43	622,788.38	675,913.27	710,688.08	
June	585,089.59	613,152.36	679,849.55	723,941.13	
July	542,750.16	562,866.99	662,553.02	656,112.00	
August	547,880.04	616,882.30	675,028.85	713,000.13	
September	501,821.14	529,195.91	581,582.03	610,751.15	
<b>Totals</b>	<b>\$ 5,892,141.25</b>	<b>\$ 6,538,047.18</b>	<b>\$ 7,216,816.38</b>	<b>\$ 7,789,636.37</b>	<b>\$ 4,045,701.68</b>

#### Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending March, 2018	\$ 8,229,309.56
12 months ending March, 2017	\$ 7,593,744.09
Change over prior 12 months	<u>\$ 635,565.47</u>
Percentage change	8.37%

#### Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

6 months ending March, 2018	\$ 4,045,701.68
6 months ending March, 2017	\$ 3,606,028.49
Change over prior year to date	<u>\$ 439,673.19</u>
Percentage change	12.19%

#### Comparison of Collections, This Month vs. Same Month Last Year

March, 2018	708,906.83
March, 2017	653,410.71
Change over prior year	<u>\$ 55,496.12</u>
Percentage change	8.49%

# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

## Tourist Development Plan Components - March 31, 2018

	Budget
<b>(1) Tourist Bureau</b>	\$ 315,000.00
Transfers In	\$ 155,611.00
Less Disbursements to Visit Jacksonville	(151,222.55)
Less Encumbrances: Visit Jacksonville Contract	(319,388.45)
	(319,388.45)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(2) Marketing</b>	\$ 2,648,838.00
Transfers In	\$ 120,000.00
Less Disbursements to Visit Jacksonville	(808,908.28)
Less Other Disbursements	(79,611.70)
Less Encumbrances: Visit Jacksonville Contract	(1,660,591.72)
Florida's First Coast of Golf Marketing 2017/18	(69,226.30)
P1 Powerboat Racing	(20,000.00)
	(1,749,818.02)
<b>Budgetary Balance Available</b>	<b>\$ 130,500.00</b>
<b>(3) Convention Sales</b>	\$ 2,250,000.00
Less Disbursements to Visit Jacksonville	(718,422.20)
Less Other Disbursements	(13,430.00)
Less Encumbrances: Visit Jacksonville Contract	(1,373,347.80)
Other	(18,900.00)
CVB Grants (Approved)	(79,375.00)
CVB Grants Remaining Balance	(45,625.00)
	(1,517,247.80)
<b>Budgetary Balance Available</b>	<b>\$ 900.00</b>
<b>(4) Development and Planning</b>	\$ 150,000.00
Less Disbursements	(26,067.00)
Less Encumbrances:	-
	-
<b>Budgetary Balance Available</b>	<b>\$ 123,933.00</b>
<b>(5) Special Event Grants</b>	\$ 850,000.00
Less Disbursements	(20,000.00)
Less Encumbrances: Gator Bowl Game 2017	(460,000.00)
The Players Regional Tourism Coop 2018	(138,233.00)
Jacksonville Jazz Festival 2018	(50,000.00)
FHSAA Track & Field Championship 2018	(20,000.00)
Spartan Race Opening Ceremony SeaWalk Pavilion 2018	(60,000.00)
	(728,233.00)
<b>Budgetary Balance Available</b>	<b>\$ 101,767.00</b>
<b>Remaining to Spent in Accordance with TDC Plan</b>	<b>\$ 140,320.00</b>
<b>Accounts Requiring Additional City Council Action</b>	
<b>(6) Development Account</b>	\$ 1,750,000.00
Transfers In	2,057,937.51
Less Encumbrances:	-
	-
<b>Budgetary Balance Available</b>	<b>\$ 3,807,937.51</b>
<b>(7) Contingency Account</b>	\$ 1,750,000.00
Transfers In	500,000.00
Less Disbursements	(100,000.00)
Less Encumbrances: Jacksonville Zoo Marketing	(687,000.00)
	(687,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 1,463,000.00</b>



# Duval County Tourist Development Council Budget Proposal

<b><u>REVENUE</u></b>	<b>Amended Budget</b>	<b>FY 2018/19 Draft Budget</b>
Tourist Development Taxes	\$ 7,900,000	\$ 8,500,000
Interest Earnings	10,000	10,000
Subtotal Revenue	7,910,000	8,510,000
Surplus Return from Visit Jacksonville	240,320	-
Total Estimated Revenue	<u>\$ 8,150,320</u>	<u>\$ 8,510,000</u>
<b><u>EXPENDITURES</u></b>		
<b>Plan Components</b>		
(1) Tourist Bureau	\$ 470,611	\$ 300,000
(2) Marketing	2,768,838	2,350,000
(3) Convention Sales	2,250,000	2,000,000
(4) Development and Planning	123,933	50,000
(5) Special Event Grants	830,000	800,000
Remaining to be spent in accordance with Plan Components 1-5	140,320	1,800,000
(6) Development Account	1,000,000	500,000
(7) Contingency Account	400,000	500,000
<b>Total Plan Components</b>	<u>\$ 7,983,702</u>	<u>\$ 8,300,000</u>
Administration	166,618	210,000
Total Estimated Expenditures	<u>\$ 8,150,320</u>	<u>\$ 8,510,000</u>
 Employee Cap	 1	 2
Estimated Salaries and Benefits	\$ 92,460	\$ 131,792

**Notes:**

1) The Proposed Budget is set at the FY 2018/19 minimum amounts for the Plan Components as established in Section 666.108 of the Ordinance Code.

2) The Proposed Budget is a recommendation to MBRC for inclusion in the Mayor's Proposed Budget and is subject to changes by both the Mayor and City Council prior to final adoption.

**Michael Corrigan**  
**Out of County Travel**

<b>Show/Event Name</b>	<b>Location</b>	<b>Dates</b>	<b>Approx Cost</b>
JinkoSolar VIP Customer Event	San Francisco, CA	7/8/18 - 7/10/28	1,700
American Society of Association Executives Annual Conference	Chicago, IL	8/17/18 - 8/22/18	3,400
Florida Governor's Conference on Tourism	Orlando, FL	9/12/18 - 9/14/18	1,000
JAX Chamber Annual Leadership Conference	TBA - Denver, CO(?)	10/10/18 - 10/12/18	3,500
Chamber - Jaguars London Trip	London	10/23/18 - 10/29/18	<u>7,000</u>
Total			<u><u>16,600</u></u>



## Tourist Information Bureau Requested Capital Expenses

Expense	Estimated Cost
Kiosks (3)	\$40,000
Interstate & Wayfinding Signage	\$5,000
Upgrades to Centers – indoor displays & signage:	
- New Large-scale Maps	\$1,500
- New brochure display racks	\$2,000
- Outdoor signage hardware, new graphics and flags	\$3,000
360 Video/Virtual Reality Set-up (headsets purchase, phone purchase, programming of hardware)	\$15,000
360 Videos (4 videos)	\$30,000
<hr/>	
MAXIMUM TOTAL:	\$96,500

Grant category	Where Application Submitted	Qualifiers	Use of Funds	Proof of compliance with qualifier	Expenditure Documentation	Source of Funds
Conventions; meetings; conferences	Visit Jacksonville	\$5.00 per room night, or less	AV, food and Bev, Transportation	Room night pickup from hotels	Receipts for authorized use expenditures	Conventions sales and service plan component- allocation determined by TDC based on recommendation from Visit Jacksonville; adopted by City Council in annual budget
Special Events- sporting events, music, museum exhibits, festivals, etc.	TDC	Tier 1- 25,000 tourists, or 10,000 room nights, or matrix Tier 2- 5000 tourists  AND- must demonstrate MAIN purpose of event is attraction of tourists AS EVIDENCED BY PROMOTION TO TOURISTS	Venue rental offset, marketing, other event expenses - wide latitude for use of funds if qualifying criteria satisfied	Must demonstrate room nights through room night pickups or tourists through paid admissions from out of region, registrants from out of region, survey data, or other means accepted by TDC for specific event; must demonstrate MAIN purpose through % of attendance and % of promotion budget dedicated to outside region	Receipts for authorized use expenditures  AND evidence of promotion outside region in compliance with approved budget to demonstrate main purpose was attraction of tourists	Special Events Grants Plan component- available budget established annually by TDC and included in annual budget adopted by City Council
Marketing	TDC	Must be promoting tourism to Jacksonville in advertising outside of region- currently no criteria as to % of ad value- marketing plan to be reviewed by Visit Jacksonville and incorporate brand elements	Marketing, advertising, promotion of Jacksonville to tourists	Evidence of ads run in accordance with approved marketing plan	Receipts for cost of production, publication, media buys, etc. including location, market, etc.	Marketing Plan component- excess over Visit Jacksonville contract amount that is included in annual TDC budget and included in annual budget adopted by City Council

<b>TDC budget categories and plan components</b>	<b>Plan allocation amount and Revised 17/18 budget</b>	<b>Permissible use of funds</b>	<b>Criteria</b>	<b>FL Statute reference</b>
<b>Tourist Bureau/ visitor centers</b>  Visit Jacksonville contract Visit Jacksonville- Capital related	per plan 300,000 minimum  \$370,611 \$100,000	operate visitor centers, research	VJ per contract and approved annual plan	125.0104(5)(a)4
<b>Marketing</b>  Visit Jacksonville Florida First Coast of Golf P1 Powerboat Marketing Event Unallocated Marketing Efforts Longwood Study Total	per plan 2.3 million minimum  \$2,469,500 \$148,838 \$ 20,000 \$100,000 \$ 30,500 \$2,768,838	to market and promote to tourists through advertising and media	VJ per contract and approved plan;  ad hoc criteria for others	125.0104(5)(a)3
<b>Promotion of the City as a convention and meeting site</b>  Visit Jacksonville contract (includes allocation for convention and meeting grants, this year \$125,000) STR Report	per plan 2 M min, 2,250,000 max  \$2,216,770 \$33,230	to operate convention bureau  grants- AV, transportation, food and bev	VJ per contract and approved annual plan  Per documented room night (\$5/room max) Min 200 room nights, min 1K per grant	125.0104(5)(a)4  125.0104(5)(a)3
<b>Special Events</b>	per plan 800,000 min  \$830,000	May be <u>expended for event</u> IF main purpose is attraction of tourists <u>AS EVIDENCED BY PROMOTION TO TOURISTS</u>	25K tourists or 10K room nights, 250,000 max 5k tourists in public venue, 100,000 max grant; Eval. criteria proposed by subcommittee	125.0104(5)(a)3
<b>Research and studies</b>	per plan 100,000 minimum  \$123,933 (originally \$150,000)	to vet new opportunities, plan new or enhanced attractions	TDC determines as presented	125,0104(5)(a) all
<b>Acquisition and Improvements to eligible facilities</b>	per plan 500,000 min plus residual \$1,000,000	to enlarge, expand, enhance, etc. eligible facilities	TDC recommends, City Council approves or could be initiated by City Council	125.0104(5)(a)1
<b>Contingency</b>	per plan 500,000 minimum \$400,000 remaining - \$100,000 moved to Marketing	to be used for special opportunities of significance as they may arise	TDC recommends, City Council approves or could be initiated by City Council	125.0104(5)(a)1

\*COJ Plan could also include: Promotion of City owned eligible venues such as equestrian center and zoo

# Current grant categories

## Marketing grants:

These are grants exclusively for marketing rather than tied to a particular event and attendance: examples are Florida First Coast of Golf, P-1 powerboats where value is international TV and boat branding on circuit of races, recent zoo request -these requests come directly to TDC, no clear grant criteria or established application form- these are NOT Special Event Grants: payment tied to receipts for advertising and value assigned to the promotion by TDC; these must be *funded through budget added to the marketing component of the plan* and are a qualified expenditure based on the marketing and promotion criteria of the statute. Funds are expended on the advertising

Considerations:

1. Should 100% of marketing \$ go through VJ contract for their allocation per their annual plan and let them decide if proposed marketing is worth the ask?
2. If TDC wishes to retain ability to provide these separate grants, an application process and criteria for award should be developed

## Convention and meeting grants:

These grants are generated through Visit Jacksonville requests, are directly tied to room nights, do not require advertising and promotion but are deemed to be part of convention sales and service activity, not separately eligible under statute, but are considered essential to promotion of City as a meeting site. We have an established process for requests, and review and these are presented by VJ to TDC Board quarterly for approval (cannot be entirely delegated) The ordinance plan establishes a floor of 2000 room nights or 1000, established cap of \$5 per room night subject to TDC waiver; funds may be used for group transportation, audiovisual, food and beverage

## Special Event Grants:

Criteria in plan setting max grant amounts based on event size and room nights; tied to evidence of tourist attendance or room nights, funds not exclusively for marketing and promotion- ie FIGA school safety zones, offset venue rentals, etc. May be used for expended for event only if: main purpose of event is attraction of tourists and that purpose is evidenced by advertising and promotion to tourists. In this case we use various criteria to establish that the event is promoted to tourists and to establish their attendance; we have an application and are reviewing criteria

\*Potential for grants to promote City venues such as Equestrian center- could be added to plan as a category

## Special Event Grants

Upon receipt of an application, the application would be reviewed by staff to insure that answers were provided to the following questions in addition to other information requested.

1. Who do you anticipate will attend your event and why? In other words, what are the expected demographics of your audience/attendees and where will they come from? What percent of your audience/attendees will come from outside a \_\_\_\_ mile radius of Jacksonville (City boundaries) and what are you relying on to make that assumption?

FOR TDC Evaluation: Is the main purpose of the Event, the attraction of tourists from outside the 50 mile radius? Yes or No Only proceed to next question if the answer is yes

2. How do you plan to promote the event to potential attendees outside a \_\_\_\_ radius of Jacksonville (City Boundaries) and what % of the Marketing Budget is dedicated to outside the region versus local advertising?

FOR TDC Evaluation: Does the promotion of this event to tourists (outside the 50 mile radius) evidence that the main purpose of the event is attraction of tourists? Yes or No Only proceed to the next question if answer is yes

3. Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria? Failure to meet the criteria renders you ineligible for ANY funds.

25,000 tourists or more?

10,000 Room nights or more?

Combination matrix standard ?

5000 tourists or more?

For TDC Evaluation: Which criteria did applicant select and does the suggested documentation offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been met? Yes or No Only if yes, proceed to evaluate the application on scoring matrix

Criteria	Qualifier	Considerations/Factors	Maximum Points	Total Points
Total Tourism Impact	Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for Jacksonville	Overall projected direct economic impact, room nights generated, potential for attendees outside of 150 mile radius, potential for generating tourists beyond a specific event based on exposure, new markets, etc.		
Brand Opportunity	Will the campaign or promotion successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National or international television broadcast, exposure. Visibility of destination marketing logos, imagery, media coverage. Promotional items, prizes that carry City name, logos, imagery.		
Marketing Plan After Review from Visit Jacksonville	Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with Visit Jacksonville's Marketing Plan?	Traditional advertising, electronic and social media, PR and earned media, collaborative, partnership and influence marketing. After review by Visit Jacksonville, were there findings of innovation, uniqueness?		
Return on Investment	Does the value of the proposed campaign or promotion substantially exceed the grant amount?	How does the market value of the advertising provided compare to the amount of the grant request? Is it worth a minimum of 2x the grant amount?		
Stewardship	Does the campaign or promotion have leverage opportunities for Jacksonville	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent		
Quality of Life Impact?				
		Total Points Awarded		



### Special Events defined:

Events open to the public, although they may charge ticketed admission, where a large number of people are brought together to watch or participate, of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Examples include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, exhibition or the like open to the public. Special events do not include invitation only events, private events, member only events or fundraising events. Also excluded are corporate and trade events. Special events do not include commercial events whose primary purpose is for the organizers to make a profit by selling products, food & beverages, or entertainment.

Matrix showing number of tourists, number of room nights, or combination thereof that would qualify for Tier 1 grants.

<b>Tourists</b>	<b>Room Nights</b>
25,000	0
20,000	7000
15,000	7750
10,000	8500
5,000	9250
0	10,000

## **Tourist Development Council Potential Research Projects:**

### **Consumer Intercept Surveys, Visitor Profile, Destination Ratings, Visitor Volumes:**

- MMGY Global
- UNF Public Opinion Research Laboratory Intercept Surveys
- UF Tourism Institute Visitor Intercept Surveys
- DK Shifflet

### **Advertising Effectiveness & Brand Awareness**

- SMARInsights

### **Meetings Market Research:**

- CBRE

### **Other potential research projects if funds are available:**

- AirDNA Solutions
- AllTheRooms Analytics Reports

## Consumer Intercept Surveys, Visitor Profile, Destination Ratings, Visitor Volume Options:

### MMGY Global - Consumer Survey (\$22,500)

Conduct a consumer survey of 400 past and 400 prospective Jacksonville visitors. Respondents will reside in Jacksonville's top origin markets (to be determined by Visit Jacksonville).

- Past visitors will be defined as those who have vacationed in Jacksonville in the past three years for reasons other than visiting family or friends.
- Prospective visitors will be defined as those who have not vacationed in Jacksonville but are interested in visiting during the next two years.

Survey topics for each group will include but are not limited to:

#### METHODOLOGY

PAST VISITORS	PROSPECTIVE VISITORS
<ul style="list-style-type: none"><li>• Reason for visiting</li><li>• Activities participated in and satisfaction with those experiences</li><li>• Likelihood to return and the reasons why or why not</li><li>• When likely to visit again</li><li>• Awareness of destination activities and offerings</li><li>• Potential offerings that could have made the vacation a better experience</li><li>• Satisfaction with vacation</li><li>• Timing of most recent visit</li><li>• Travel party composition</li><li>• Length of stay</li><li>• Demographic information</li></ul>	<ul style="list-style-type: none"><li>• Perception of Jacksonville as a vacation destination</li><li>• Reason for not having visited in the past</li><li>• Awareness of destination activities and offerings</li><li>• Likelihood of visiting and when</li><li>• Time of year interested in visiting</li><li>• Activities interested in participating in</li><li>• Likely travel party composition</li><li>• Likely length of stay</li><li>• Demographic information</li></ul>

(Examples of this study have been requested)

### UNF Public Opinion Research Laboratory Intercept Surveys (Price dependent on the volume of surveys requested monthly)

We have worked previously with the University of North Florida on similar studies in the past. They could design a survey to gather tourists' experiences after exiting local tourism attractions and things to do, etc. The surveys could also include visitor spending and demographics in the questionnaires to develop a more detailed study.

**UF Eric Friedheim Tourism Institute (about \$1000 monthly plus additional to have staff out polling at attractions)**

Visit Jacksonville has worked with the University of Florida over the last couple of years to conduct a Visitor Center Study. On-site interviews were conducted of visitors to a visitor center using a brief questionnaire that was administered by visitor center staff. Surveys were conducted (using both paper-based questionnaires and questionnaires administered by iPads). This study collects customer data within a visitor center and sends visitors a follow-up survey on their experience and their trip activities and spending. (study attached) With this study we could expand and send survey takers out to ask visitors at some of Duval's biggest attractions (i.e. the beach areas, zoo, St Johns Town Center, sporting events, etc.) to make sure we are getting a true feel of the visitors and their visitation spots, spending, etc. (Longwood's and all visitor profiles depend on panels of people and most skew towards leisure/transient. We are likely not hearing from the "Bleisure"- combined business/leisure guests, etc.).

**FIRST AMENDMENT TO  
CONTRACT FOR TOURIST BUREAU INFORMATION SERVICES  
(Duval County Tourist Development Plan)**

**THIS FIRST AMENDMENT TO CONTRACT FOR TOURIST BUREAU INFORMATION SERVICES (DUVAL COUNTY TOURIST DEVELOPMENT PLAN)** (the "**First Amendment**") is effective as of April 30, 2018, by and between the **CITY OF JACKSONVILLE**, a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida (the "**City**" or "**TDC**"), and **JACKSONVILLE AND THE BEACHES CONVENTION & VISITORS BUREAU, INC.**, doing business as "Visit Jacksonville", a Florida non profit corporation ("**Contractor**").

**RECITALS:**

**WHEREAS**, effective on February 1, 2018, the parties made and entered into a professional services agreement (City Contract #7393-16) (the "**Contract**") authorized by Procurement Award No. ESC-0575-17 and approved by the Tourist Development Council (the "**TDC**") to perform certain tourist bureau information services within Duval County; and

**WHEREAS**, pursuant to the amended Procurement Award No. ESC-0575-17 dated April 30, 2018 and the TDC's approval at its April 11, 2018 meeting, the parties desire to increase the maximum indebtedness by \$100,000.00 to a new total not-to-exceed amount of \$365,611.00, with all other terms, provisions, and conditions remaining unchanged; now therefore

**IN CONSIDERATION** of the Contract and of the mutual promises herein contained and for other good and valuable consideration, the parties agree as follows:

1. **Recitals.** The above-stated recitals are true and correct and by this reference are incorporated herein and made a part hereof.

2. **Capitalized Terms.** Unless otherwise defined in this First Amendment, all capitalized terms shall have the meanings given to them in the Contract.

3. **Amendment to Section 5 (Maximum Indebtedness; Restrictions on Use of Funds).** Section 4 of the Contract is amended to increase the City's maximum indebtedness by \$100,000.00 to a new total not-to-exceed amount of \$365,611.00, and as amended shall read as follows:

5. **Maximum Indebtedness; Restrictions on Use of Funds.**

(a) **Maximum Indebtedness.** As required by Section 106.431, *Ordinance Code*, the City shall pay Contractor an amount not to exceed THREE HUNDRED SIXTY-FIVE THOUSAND SIX HUNDRED ELEVEN AND 00/100 DOLLARS (\$365,611.00) for Fiscal Year 2017-2018 (the "**Maximum Indebtedness Amount**"), contingent upon the existence of lawfully appropriated funds for the Contract. At the time of execution of this Agreement, Contractor acknowledges and understands that only \$239,544.00 of the Maximum Indebtedness Amount for the

Services shall be encumbered and available to the Contractor to perform the Services. Contractor also understands and acknowledges that \$26,067.00 of the Maximum Indebtedness Amount (the "***Contingent Amount***") is contingent upon the approval and appropriation of said funding by the City Council pursuant to Ordinance 2018-850, which is currently pending at City Council (the "***TDC Budget Amendment Ordinance***"). In the event, City Council does not appropriate the Contingent Amount in the TDC Budget Amendment Ordinance for the uses described herein, Contractor agrees to execute any necessary amendments to this Contract as required by the TDC to reduce the Maximum Indebtedness, the Scope of Work, the Approved Annual Budget, and the Annual Tourist Information Bureau Operation Plan within twenty (20) days of demand thereof. In the event, the Contingent Amount is appropriated in the TDC Budget Amendment Ordinance for the uses described herein, the Maximum Indebtedness Amount shall automatically become effective and the Contingent Amount shall be encumbered and available to the Contractor to perform the Services with no further necessary actions required by the parties.

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4. **Authority.** Contractor represents and warrants to City that Contractor has full right and authority to execute and perform its obligations under the Contract as amended by this First Amendment, and Contractor and the person(s) signing this First Amendment on Contractor's behalf represent and warrant to City that such person(s) are duly authorized to execute this First Amendment on Contractor's behalf without further consent or approval by anyone. Contractor shall deliver to City promptly upon request all documents reasonably requested by City to evidence such authority.

5. **Effectiveness; Ratification of the Contract.** This First Amendment to the Contract is effective the date first written above. The provisions of the Contract remain in full force and effect except as expressly provided in this First Amendment.

6. **Entire Agreement.** This First Amendment is the entire agreement of the parties regarding the modifications to the Contract provided herein, and supersedes all prior agreements and understandings regarding such subject matter, and may be modified only by a writing executed by the party against whom the modification is sought to be enforced, and shall bind and benefit the parties and their respective heirs, successors, legal representatives, and assigns.

7. **Counterpart Execution.** This First Amendment may be executed in a number of identical counterparts, each of which for all purposes is deemed an original, and all of which constitute collectively one agreement.

**[Remainder of page left blank intentionally. Signature page follows immediately.]**

**IN WITNESS WHEREOF**, the parties hereto have executed this Agreement the day and year first above written.

**CITY:**

**ATTEST:**

**CITY OF JACKSONVILLE**

**By:** \_\_\_\_\_  
James R. McCain, Jr.  
Corporation Secretary

**By:** \_\_\_\_\_  
Lenny Curry,  
Mayor

**Countersigned by:**

\_\_\_\_\_  
Anna Lopez Brosche,  
Council President

In accordance with Section 24.103(e), *Ordinance Code*, I do hereby certify that there is an unexpended, unencumbered, and unimpounded balance in the appropriation sufficient to cover the foregoing agreement, and that provision has been made for the payment of monies provided therein to be paid.

\_\_\_\_\_  
Director of Finance

Form Approved:

\_\_\_\_\_  
Office of General Counsel

**CONTRACTOR:**

**JACKSONVILLE AND THE BEACHES  
CONVENTION & VISITORS BUREAU,  
INC. d/b/a VISIT JACKSONVILLE**

**By:** \_\_\_\_\_  
**Print Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_





# Public Opinion Research Laboratory

## City of Jacksonville/Special Events

### Jazz Fest Economic Impact Report

May 25 – 27, 2018

Estimated Cost

#### Deliverables: Overview

This economic impact report of Jacksonville's Jazz Fest will provide information about visitors attending the event concerning their spending habits, length of stay, overnight accommodations, awareness of different attractions, and overall experience. This information will be used to estimate the economic impact of Jazz Fest on the City of Jacksonville.

#### Deliverables

1. Consultation with the City of Jacksonville/Special Events on the final format of the individual survey questions and questionnaires.
2. Formatting and programming the questionnaire into our computer assisted personal interview (CAPI) software (a software package that allows us to maintain quality data collection by automatic data tabulation).
3. Overseeing the implementation of the project, including hiring and training of interviewers, as well as event day management of interviewers to ensure a completion target of 750 respondents.
4. Data entry and analysis (frequencies and cross tabulations on the data, for the purposes of analysis and reporting).
5. A draft report will be forwarded to the client for review. A project timeline will be created once an agreement with the client has been made.
6. Consultation with the client on the draft report and suggested changes/additions will be made.
7. Final Report Submission. The report will be provided in electronic format. The report will contain methods, key findings, and graphical interpretations of the data collected.
8. The PORL staff is available to present findings as well as meet with potential collaborators upon request.

#### Estimated Cost

The Public Opinion Research Laboratory will be responsible for the overall conduct of the work. Until final deliverables are approved, all costs listed below are based on certain assumptions that are subject to change. City of Jacksonville/Special Events will be consulted on any changes to the cost estimates. Either City of Jacksonville/Special Events or UNF can withdraw from this partnership at any time, provided a given survey is not already in the field.

Project	Estimated Cost
<b>Jazz Fest Intercept Survey Memorial Weekend 2018</b> <ul style="list-style-type: none"><li>• Sample of 750 Jazz Fest unique attendees</li><li>• Margin of Sampling Error: +/- 3.5 percentage points</li><li>• Sampling Days<ul style="list-style-type: none"><li>○ Friday May 25</li><li>○ Saturday May 26</li><li>○ Sunday May 27</li></ul></li></ul>	<b>\$7,500</b>



# UNF Public Opinion Research Laboratory

## Faculty Director

Michael Binder, Ph.D. is an Associate Professor in the Department of Political Science and Public Administration at the University of North Florida. He received his Ph.D. from the University of California, San Diego and was a Visiting Scholar at Stanford University's Hoover Institution. His research interests include voter decision-making, direct democracy and American politics. His research has been published in *Political Research Quarterly*, *Political Behavior*, *American Review of Politics*, the *California Journal of Public Policy* and the *California Western Law Review*. He was involved in the first ever statewide Deliberative Poll® held in California and has served as the Principal Investigator for projects at the Public Opinion Research Laboratory at the University of North Florida since 2012.

## Assistant Director

Andrew Hopkins, M.P.A. is the assistant director of the Public Opinion Research Lab (PORL) at the University of North Florida, oversees operations of each project conducted, including assessing client needs, establishing a sampling plan, developing the survey instrument, as well as the data collection and analysis process. Hopkins previously worked with the Jacksonville Civic Council, and served on the Medical/Life Sciences Task Force. He also worked in UNF's athletic department as a media relations assistant through its Division-1 reclassification, 2008-2011. There Hopkins became the sports information/data contact for women's soccer, softball, and track & field collegiate sports.

He received his Masters degree in Public Administration, with a focus in Local Government, in 2013 from UNF. Hopkins received his undergraduate degree at UNF in 2009 with a Bachelor of Science in Sport Management and Business Administration. Current member of the American Association of Public Opinion Researchers (AAPOR) and the Association of Academic Survey Research Organizations (AASRO) and 2018 winner of the John Tarnai Memorial Scholarship.

NOTE: The information provided with this statement is in the form of a draft. It has not been reviewed by appropriate administrators at the University of North Florida and is therefore subject to modification or adjustment when those reviews occur.

## Contact Us At:

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Website: [www.unf.edu/coas/porl/](http://www.unf.edu/coas/porl/)

[www.facebook.com/UNFPublicOpinionResearchLab](https://www.facebook.com/UNFPublicOpinionResearchLab)



# Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

**TO:** Duval County Tourist Development Council  
**FR:** David W. Reese - Florida's First Coast of Golf, Inc.  
**RE:** FY 18 Q3 Duval County TDC Report  
**DATE:** May 17, 2018

## 1. ADVERTISING & MARKETING UPDATES

Continue to focus majority of advertising on top 5 markets ATL, NYC/NJ, DC, ORL, Boston and smaller amounts on CHI, Tampa, PHI, DET, Charlotte. We have Visa card holder spend top 20 markets for golf transactions in NE FL by month which will assist our decision making by market and time of year. Additional financial resources would increase bandwidth in top 5 and enable FFCCG to cover markets 6-10 more adequately. Website traffic is up 132% CYTD.

- Notable campaigns: Golf Channel's Golf Advisor – August-March 2018
  1. Total Impressions = 1,440,107 | AVG CTR = 1.28%
  2. Geo targeted email open totals = 36,719 with CTR over 5%
- Facebook Campaign Q2(Jan-Mar 2018) updates
  1. Total impressions = 2,581,683 & 24,263 clicks with 1.66% CTR

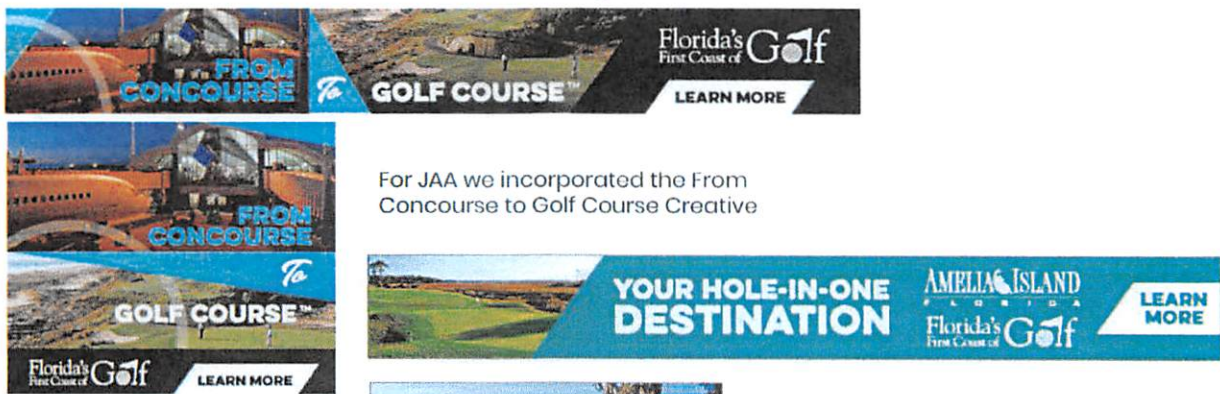


## Facebook Screenshots



- Co-op Marketing – January-March
  1. Total Impressions JAA- 464,818 | AVG CTR= .62%
  2. Total Impressions Amelia Island – 385,199 | AVG CTR .12%
- Pre Roll Campaign – January – March
  1. Total Impressions – 395,039 with over 15K views

## Co-Op Creative



- Print Campaigns:
  2. Golf Georgia Mar/Apr Print & Digital
  3. VA Golfer Jan/Feb & Mar/Apr Print & Digital
  4. Met Golfer Feb/Mar Print & Digital – 3 page value add
  5. GolfStyles Spring Print
- b) Website traffic is up 132% CYTD
- c) Top 5 Markets – web visitation for March
  - States: Massachusetts, Georgia, Texas, Virginia, California
  - Countries: Canada, United Kingdom, Spain, Peru, India

## 2. PROMOTIONS & EARNED MEDIA REPORT

Earned media from promotions from PLAYERS, Jaguars and special opportunities stands at \$939,692 in value and 10,457,114 impressions this FY.

- a) Visit Florida Promotion. Fish & Chips. Detroit. Ran Feb-Mar.

- Earned Media Value= \$243,875 | Impressions = 4,702,701
- b) Visit Florida PLAYERS Promotion. Philadelphia. Ran February-April
  - Earned Media Value= \$154,022 | Impressions = 2,646,000
- c) Visit Florida PLAYERS Promotion. Atlanta. Ran April
  - Earned Media Value= \$270,000 | Impressions = 2,646,000

### 3. STATE, REGIONAL & COMPETITIVE SET ROUNDS PLAYED

	NE FLORIDA	SOUTH ATLANTIC	SOUTH CAROLINA	FLORIDA	NATIONAL
JAN	-24%	-21.40%	-34.90%	-16.60%	-5.40%
FEB	5%	-9.10%	-7.00%	-3.50%	-8.50%
MAR	5%	-4.30%	-4.50%	-0.70%	-3.80%

Comparisons Total Paid Rounds YTD, source- Golf Data Tech

### 4. UPCOMING & OTHER ACTIVITIES

- NAC (North American Convention) – Oregon June 24-27, 2018
- BET Trip May 13-18, 2018 - #1 outbound golf tour operator in China, Fujian Ez2trip/Golden Shine Holiday and a representative from each of 18 satellite affiliates across China
- Hosting editor of Golf Magazine China May 11-14<sup>th</sup>. Second Visit.
- Website face lift ongoing and onboarding CHUTE – social media user generated content.
- Developing new product – International Golf Fest and Pre/Post Master's trips to pitch to international golf tour operators
- Fine tuning integration with the Visit Jacksonville Meetings & Convention Sales team. Golf part of Jacksonville's DNA. Tournament with meeting or stay an extra day with special rate for meeting goers.
- IGTM December 2018
  - Our team met with over 60 tour operators and media members from around the world during the scheduled 1 on 1 appointments and participated in networking events throughout the 4 day conference.