

**OFFICE OF THE CITY COUNCIL**

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**April 1, 2014**

**5:00p.m.**

## Duval County Tourist Development Council

**Special Meeting**

**TDC Minutes**

**March 27, 2014**

**Conference Room A, Fourth Floor, Suite 425**

**City Hall @ St. James**

**Meeting Convened: 10:05a.m.** **Meeting Adjourned: 10:35a.m.**

**Roll Call:**

Council President Bill Gulliford

Council Member Richard Clark

Council Member Warren Jones

Sonny Bhikha

Henry Fonde-Excused

Barbara Goodman

M G Orender

David Potts-Excused

Fred Pozin

Annette R. Hastings, Executive Director

Janice Billy, Assistant Council Auditor

Kyle Billy, Principal Council Auditor

Phillip Peterson, Council Auditor’s Office

Jim McCain, Asst. General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Joel Lamp, Interim Director, City of Jacksonville Sports & Entertainment; Jacksonville Sports & Entertainment; Bill McConnell, General Manager, SMG; Larry Wilson, Regional Vice President, SMG; Polly Govreau, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Laurie Kipstad, Visit Jacksonville; David Reese, Florida’s First Coast of Golf; Larry Walshaw, CEO, Xero Gravity Extreme Sports Resorts; Martin Ramos, President ,Kona Skate Park.

**Call to Order:**

Chairman, Bill Gulliford, called the meeting to order at 10:05 a.m., noting the presence of a quorum.

**Purpose of the Special TDC Meeting**:

Chairman Gulliford stated the purpose of this special called TDC meeting was to consider for approval the application for US Soccer Send-Off Series 2014.

**Application Presentation:**

**US Soccer Send-Off Series-2014**

**Presenter:** Joel Lamp, Interim Director

City of Jacksonville Sports & Entertainment

**Date:** June 1-7, 2014

**Location:**  EverBank Field

**Grant Amount:** $100,000.00

**Room Nights:** Guarantee 5,000 @ $20.00 per room night

Project 10,000 @ $10.00 per room night

**Room Night Rebate**: None

**Funds Use:** Promotion/Marketing

**Discussion:**

* Bill McConnell, SMG General SMG Jacksonville was joined by Mr. Joel Lamp, Interim Director for the City of Jacksonville Sports and Entertainment in making the presentation for the US Soccer Send-Off Series 2014 between the men’s teams from the USA and Nigeria. This was a competitive process and we were awarded the match and as part of the commitment US Soccer is requiring $125,000.00 of tourism funding for marketing assets they will be bringing to the table. Mr. Lamp stated this was a collaborative partnership between the City of Jacksonville, and the Jacksonville Jaguars. The presentation covered (see attached pdf presentation):
  + Event would put Jacksonville on the map along with New York, and San Francisco in US Soccer Send-Off Series before World Cup in Brazil.
  + Jacksonville will get worldwide viewership as Fédération Internationale de Football Association(FIFA) World Cup is the most watch sporting event in the world.
  + Jacksonville will be guaranteed live exposure on ESPN on a national and international stage as part of the package.
  + Media outlets in the US and the world will be in Jacksonville for the week leading up to the game.
  + The estimated economic impact will be between $8-$10 million dollars, with 60,000 expected attendance, and 20,000 of those would be from outside Jacksonville.
* Ms. Goodman asked for clarification regarding income sources. Mr. Lamp explained that US Soccer controlled all assets of the game and were covering all their own expenses and Jacksonville is the host of the event. The $150,00.00 would be used

for strictly marketing Jacksonville and the game.

* Councilman Clark supported the event and made a motion to approve the grant request in the amount of $100,000.00.
* Councilman Jones asked how they tracked and documented out of town attendees and Mr. Lamp said it was based on Ticket Masters.
* Mr. Astleford asked if Sports & Entertainment would be contributing and Mr. Lamp stated it was not funded in the Sports & Entertainment City Budget for 2013-2014.
* Mr. Bhikha inquired about marketing to Nigeria and Visit Jacksonville being given access to tickets for packaging to hotels.
* Ms. Billy restated for clarification the motion would be:
  + TDC maximum reimbursement grant $100,000.00 and would be a straight grant not tied to a specific number of room nights.
* Being no further discussion a motion was made and seconded to approve $100,000.00 for US Soccer Send-Off Series 2014 as presented.

**TDC Action:**

A motion was made and seconded to approve a maximum reimbursement award grant of $100,000.00 for the US Soccer Send-Off Series 2014. Conditions of the grant are the funds will be used for purchasing in-game marketing assets from US Soccer for advertising promoting the game and Jacksonville as the destination.

**Approved 7-0.**

**Presentation:**

**JaX Sports & River Fest**

**Presenter:** Larry Walshaw-CEO

Xero Gravity Extreme Sports Resorts Martin Ramos-President

Kona Skate Park  **Date:** July 4 & 5, 2015

**Location:**  Metropolitan Park

* Mr. Paul Astleford, President of Visit Jacksonville, stated he had asked Mr. Walshaw to come to the TDC meeting and make a presentation to TDC members regarding action sports. This will be only an introduction to their event, JaX Sports & River Fest.
* Mr. Walshaw noted that speaking with individuals within the City and based on the short window to pull this together, they had made the decision to push this event to next year.
* Mr. Walshaw distributed copies of the presentation (see attached pdf presentation) of the JaX Sports River Fest to be held July 4th& 5th  of 2015, at Metropolitan Park. It would be sports demonstrations, contests and interactive play.
* Mr. Martin Ramos, President of Kona Skate Park, went over the history and opportunity of action sports in Jacksonville.
* The TDC members briefly discussed actions sports and its benefits to Jacksonville, noting that JaX Sports & River Fest would come back to the TDC at a later date requesting funding.

**Public Comments:**

* Since there were no speaker cards submitted the public comment section was closed.

**Adjourned:**

* There being no further business to discuss, the meeting was adjourned at 10:35 a.m.

**The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, please access web link audio at:**

[**http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx**](http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx)

**NOTE: “DRAFT” of Minutes from TDC meeting of March 27, 2014, to be approved at TDC Quarterly Meeting May 15, 2014.**

**The following items are on file in City Council Legislative Service Division, 117 West Duval Street, Fourth Floor, and Suite #430**

**Minutes:** Annette R. Hastings-TDC 03/27/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 04/01/12

TDC Meeting Notice March 27, 2014

Agenda

Sign-in Sheet

Application Packet: US Soccer Send-Off Series 2014

Presentation: JaX Sports River Fest