

**OFFICE OF THE CITY COUNCIL**

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**A G E N D A**

**TOURIST DEVELOPMENT COUNCIL MEETING**

**Honorable Lori N. Boyer, TDC Chairman**

**Wednesday, August 17, 2016**

**2:00 PM**

**117 West Duval Street**

**City Hall, First Floor**

**Lynwood Roberts Room**

**I. CALL TO ORDER**

**Roll Call**

City Council President Lori Boyer, Board Chairperson

City Council Vice President John Crescimbeni, Board Vice Chairperson

City Council Member Greg Anderson, Board Member

Barbara Goodman, Board Member

M. G. Orender, Board Member

Kirit Patidar, Board Member

Craig Smith, Board Member

Jeffrey Truhlar, Board Member

Dr. Cheryl L Brown, Director – Jacksonville City Council

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Kyle Billy, Assistant Council Auditor

Phillip Peterson, Council Auditor’s Office

Lawsikia Hodges, Deputy General Counsel

**Meeting Convened Meeting Adjourned:**

**II. Introduction**

**III. Approval of Minutes**             May 19, 2016

May 25, 2016

**IV. Opening Remarks-Time Line FY 2016-2017**

1. **Partial Year Budget Operation**
2. **Tourist Development Plan**
3. **Request for Proposal (RFP)**
4. **Discussion to Identify Recommendations for New Tourist Development Opportunities**

**V. Public Comments**

**VI. Reports**

Presentation……………………………………………………………….Rick Catlett, President, Gator Bowl Sports

Florida First Coast of Golf Quarterly Report……………....David Reese, President

TDC Liaison Representative Visit Jacksonville…………….. M.G. Orender

TDC Policy Subcommittee Grant Application Guidelines –Deferred TDC Meeting November 17, 2016

**VII. TDC FINANCIAL REPORT**

TDC Financial Report………………………………… Kyle Billy, Assistant Council Auditor

* Bid Fees
* CVB Convention Grants TDC Budget FY 2016-2017

**VIII. New TDC Grant Funding Requests**

**PRESENTATIONS**

**1.          Georgia-Florida Football Game 2016**

**Applicant:**City of Jacksonville Office of Sports & Entertainment

**Presenter:**David Herrell, Manager, Office of Sports & Entertainment

**Date:**                         October 28-29, 2016

**Location:**                   Everbank Field

**Grant Amount:** $60,000.00

**Room Nights:**20,000 (TDC Signature Event)

**Room Night Rebate:** None

**Funds Use:**Event Signage/Promotional Materials

OperationStudent Sideline Safety Z ones

**2.          Florida’s First Coast of Golf Marketing Cooperative FY 2016-2017**

**Applicant:** Florida’s First Coast of Golf

**Presenter:** David W. Reese, President, Florida’s First Coast of Golf

**Date:**                           October 1, 2016-September 30, 2017

**Grant Amount:** $148,838.00

* Ist Quarterly Payment - $37,209.50
* 2nd Quarterly Payment-$37,209.50
* 3rd Quarterly Payment-$37,209.50
* 4th Quarterly Payment -$37,20950

**Room Nights:** Projected:    81,984

**Funds Use:** Advertising/Marketing Programs for Leisure Golf Tourism

**3. Beaches Octoberfest 2016**

**Applicant:**Beaches Octoberfest, Inc.

**Presenter:** Joshua Woolsey, Managing Partner

**Date:**                          October 14-16, 2016

**Location:**                   Sea Walk Pavilion-Jacksonville Beach

**Grant Amount:** $50,000.00

**Room Nights:**6,000@ $8.33 per room night  **(No Room Night Rebates)**

**Funds Use:** Regional Marketing

**4.         FESTIVAL FUNDING ENCUMBRANCE REQUEST-May 2016-August 2106**

**REQUEST TDC RATIFICATION Total Request $12,500.00**

**Presenter:** Dave Herrell, Director Office Sports & Entertainment

                                              Brent Fine, Manager Office Special Events

**Name of Organization:       Black Pages International**

**Name of Event:** Black Expo 2016

**Date of Event:** October 6-8, 2016

**Amount:** $3,500.00

**Use of Funding:** Radio Advertising: 50 Mile Radius Outside Jacksonville

**Name of Organization:     Deck the Chairs, Inc.**

**Name of Event:** Deck the Chairs

**Date of Event:** November 25, 2016-January 1, 2017

**Amount:** $4,000.00

**Use of Funding:** Advertising: Comcast Cable & Infinity Website

**Name of Organization:     Good News Jacksonville Church**

**Name of Event:** Christmas Cantata 2016

**Date of Event:** September 15,, 2016

**Amount:** $5,000.00

**Use of Funding:** Advertising: 50 Miles Radius Outside Jacksonville

**(Consent Agenda Items)**

**IX. Encumbered Requests**

**Encumbrances Visit Jacksonville: From Convention Grant**

**Total Encumbrance Request CVB Grant Fun FY 2015-2016** $36,300.00

**Total Room Nights:** 9,781

**Presenter:** Paul Astleford, President & CEO

**Name of Group:**  **Smith Medical 2016 Americas Business Meeting**

**CVB Contact:** Josh Hoce

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

**Date:** November 5-10, 2016

**Room nights:** 1,241 (at $2.82 per room)

**Estimated Attendance:** 375

**Funds Use:** AV

**Funds to be encumbered:** $3,500.00

**Economic Impact**: $362,500.00

**Name of Group: National Society of Minorities of Hospitality National Conference 2017**

**CVB Contact:** Karen Townsend

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

**Date:** February 21-26, 2017

**Room nights:** 1,310(at $3.05 per room)

**Estimated Attendance:** 1,000

**Funds Use:** Marketing and/or Reception

**Funds to be encumbered:** $4,000.00

**Economic Impact**: $978,576.00

**Name of Group: All Female Riders 2017**

**CVB Contact:** Jose Hoce

**Hotel(s) Utilized:** Embassy Suites Baymeadows

**Date:** March 31-April 1, 2017

**Room nights:** 200 (at $3.00 per room)

**Estimated Attendance:**  100

**Funds Use:** AV, Room Rental, and/or ReceptionFood & Beverage

**Funds to be encumbered:** $600.00

**Economic Impact:** $58,000.00

**Name of Group:** United Methodist Women Mission U Teachers Training Conference 2017

**CVB Contact:** Bob Doering

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

**Date:** May 17-20, 2017

**Room nights:** 390 (at $5.13 per room)

**Estimated Attendance:**  200

**Funds Use:** Group Transportation

**Funds to be encumbered:** $2,000.00

**Economic Impact:** $169,650.00

**Name of Group:** National & Independent Gospel Music Association Rhythm of Awards 2017

**CVB Contact:** Bob Doering

**Hotel(s) Utilized:** Omni Jacksonville Hotel, Double Tree Jacksonville Airport

**Date:** June 20-26, 2017

**Room nights:** 960 (at $5.21 per room)

**Estimated Attendance:** 1,500

**Funds Use:** AV, Group Transportation, Marketing, Room Rental, and/or Reception

**Funds to be encumbered:** $5,000.00

**Economic Impact:** $417,600.00

**Name of Group: Urban & Regional Information Systems (URISA) 2017**

**CVB Contact:** Karen Townsend

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

**Date:** October 21-27, 2017

**Room nights:** 725 (at $1.38 per room)

**Estimated Attendance:** 500

**Funds Use:** AV, Room Rental, Reception, Marketing and/or Group Transportation

**Funds to be encumbered:** $1,000.00

**Economic Impact:** $420,500.00

**Name of Group: Association for Student Conduct Administration Annual Conference 2018**

**CVB Contact:** Karen Townsend

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

**Date:** February 17-27, 2018

**Room nights:** 900 (at $5.00 per room)

**Estimated Attendance:** 900

**Funds Use:** ReceptionFood & Beverage

**Funds to be encumbered:** $11,500.00

**Economic Impact:** $1,337,910

**Name of Group**: **Most Worshipful Union Grand Lodge, PHA 2018**

**Annual Session & Youth Department Grand Session 2018**

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront & Double Tree Jacksonville Riverfront

**Date:** April 12-20, 2018 & June 2018

**Room nights:** 2,100 (at $3.00 per room)

**Estimated Attendance:** 1,000

**Funds Use:** Marketing and/or Group Transportation

**Funds to be encumbered:** $6,300.00

**Economic Impact:** $849,932.00

**Name of Group**: **Florida State Association of Free Will Baptist Sate Association Meeting 2017**

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Jacksonville Marriott

**Date:** May 1-6, 2017

**Room nights:** 185 (at $4.32 per room)

**Estimated Attendance:** 300

**Funds Use:** AV and/or Room Rental

**Funds to be encumbered:** $800.00

**Economic Impact:** $165,300.00

**Name of Group: Florida State Association of Free Will Baptist Sate Association Meeting 2018**

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Jacksonville Marriott

**Date:** April 30**-** May 5, 2018

**Room nights:** 185 (at $4.32 per room)

**Estimated Attendance:** 300

**Funds Use:** AV and/or Room Rental

**Funds to be encumbered:** $800.00

**Economic Impact:** $165,300.00

**Name of Group: Florida State Association of Free Will Baptist Sate Association Meeting 2019**

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Jacksonville Marriott

**Date:** April 30**-** May 5, 2018

**Room nights:** 185 (at $4.32 per room)

**Estimated Attendance:** 300

**Funds Use:** AV and/or Room Rental

**Funds to be encumbered:** $800.00

**Economic Impact:** $165,300.00

**X. Tourist Development Plan Recommendation**

Resolution 2016-01……………………………………………………………….Lawsikia Hodges, Deputy General Counsel

* TDC Discussion

**XI.   Visit Jacksonville Reports**

Visit Jacksonville President’s Report……………………………………………………..Paul Astleford, President & CEO

* Presentation of Plaque by Visit Jacksonville
* Visit Jacksonville Budget & Marketing Plan Presentation FY 2016-2017
* Visit Jacksonville Sales & Service Presentation FY 2016-2017

**XII. Visit Jacksonville Contract**

Visit Jacksonville Contract Amendment # 4…………………………….Lawsikia Hodges, Deputy General Counsel

**XIII. OTHER BUSINESS**

**XIV. CLOSING COMMENTS**

* Next Quarterly Meeting Schedule for Thursday, November 17, 2016

**XV.       ADJOURN**