

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Financial Report - July 31, 2016

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2011/2012	FY 2012/2013	FY 2013/2014	FY 2014/2015	FY 2015/2016
October	\$ 352,286.92	\$ 394,308.39	399,998.61	431,801.69	496,948.63
November	364,289.31	481,202.94	372,400.06	573,437.03	605,465.38
December	439,360.86	392,666.74	532,027.94	481,192.50	495,702.99
January	395,546.19	356,205.30	373,105.79	429,454.58	453,379.14
February	416,420.48	398,733.18	425,695.05	515,053.07	551,386.34
March	441,529.74	457,707.24	483,576.64	531,359.25	626,218.30
April	489,282.25	508,227.41	567,571.80	630,863.12	712,788.88
May	443,646.29	518,233.90	560,224.43	622,788.38	675,913.27
June	478,928.93	503,723.55	585,089.59	613,152.36	679,849.55
July	433,407.75	469,181.52	542,750.16	562,866.99	662,553.02
August	427,845.67	479,681.46	547,880.04	616,882.30	
September	408,122.33	429,651.36	501,821.14	529,195.91	
Totals	\$ 5,090,666.72	\$ 5,389,522.99	\$ 5,892,141.25	\$ 6,538,047.18	\$ 5,960,205.50

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending July, 2016	\$ 7,106,283.71
12 months ending July, 2015	\$ 6,441,670.15
Change over prior 12 months	<u>\$ 664,613.56</u>
Percentage change	10.32%

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

10 months ending July, 2016	\$ 5,960,205.50
10 months ending July, 2015	\$ 5,391,968.97
Change over prior year to date	<u>\$ 568,236.53</u>
Percentage change	10.54%

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

July, 2016	662,553.02
July, 2015	562,866.99
Change over prior year	<u>\$ 99,686.03</u>
Percentage change	17.71%

Footnotes:

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Operating Expenditure Budget Balance

Original Operating Budget	\$ 6,334,443.00	
Encumbrances Carried Forward from September 30, 2015	938,577.02	
Add: Transfers from Contingency	196,410.00	
Add: Transfers from Administration	0.00	
Add: Transfers from Festival Funding	0.00	
Subtotal	7,469,430.02	
Less: Transfers (to) / from Fund Balance	105,421.07	
Revised Operating Budget	7,574,851.09	
Less Expenditures to Date:		
Convention & Visitors Bureau Contract - 10 months	(3,693,040.84)	
Other Disbursements	(1,198,572.09)	
Total Expenditures		(4,891,612.93)

Less Encumbrances at end of month:

Event Dates			
	Visit Jacksonville Contract		
FY 2014/2015	Jax and the Bch Convention and Visitors Bureau	(738,608.16)	
FY 2015/2016	Marketing Initiative 2016	(315,554.00)	(1,054,162.16)
	Prior Year's Encumbrances		
FY2014,2015,2016-July	Ms. International Pageants - CVB	(6,325.00)	
8/1-8/8/2016	AAE (Association of Asthma Educators) 2015 - CVB	(1,512.00)	
July 2016	Christian Congregation Jehovah's Witness Conv 2016-CVB	(30,000.00)	
10/14-10/21/2016	Society of Maintenance & Reliability Professional 2016 - CVB	(11,380.00)	
11/1-11/5/2016	SMLA (South Atlantic Modern Language Assoc) 2016 - CVB	(4,015.00)	
11/5-11/12/2017	Assoc for Educational Communication & Tech 2017 - CVB	(8,000.00)	
2/1-2/6/2018	Southeastern Assoc of Agricultural Scientists 2018 - CVB	(9,000.00)	
2/27-3/6/2018	AQHA (American Quarter Horse Associaton) 2018 - CVB	(9,425.00)	
7/7-7/14/2018	USTA (United Stated Twirling Association) 2018 - CVB	(13,100.00)	
9/19-9/30/2018	ASAS (United States Aquatic Sports) 2018 - CVB	(10,000.00)	
4/2-4/12/2019	American Assoc of Occupational Health Nurses 2019 -CVB	(24,795.00)	
10/8-10/11/2016	Bioflorida 2016-CVB	(1,032.00)	
11/24-11/26/16	Fiddler's Turkey Run 2016 CVB	(5,010.00)	
8/13-17/2018	NASHP 2018-CVB	(5,000.00)	
3/7-3/13/2017	Mennonite Health Alliance	(3,900.00)	
11/13-11/19/2017	Commission on Accreditation for Law Enforcement	(9,025.00)	
3/15-3/18/2017	Shamrock Showdown 2017-CVB	(5,010.00)	
3/14-3/18/2018	Shamrock Showdown 2018-CVB	(5,010.00)	
3/13-3/17/2019	Shamrock Showdown 2019-CVB	(5,010.00)	
11/23-11/25/2017	Fiddler's Turkey Run 2017 CVB	(5,010.00)	
11/22-11/24/2018	Fiddler's Turkey Run 2018 CVB	(5,010.00)	
11/28-11/30/2019	Fiddler's Turkey Run 2019 CVB	(5,010.00)	
6/29-7/4/2016	Hebraic Roots Network 2016 CVB	(5,260.00)	
11/1-9/2020	AECT 2020-CVB	(5,000.00)	
3/6-12/2018	Bible Study Fellowship (BSF) 2018 CVB	(7,500.00)	
11/5-7/2016	Southern Assoc. for College Student Affairs 2016-CVB	(2,640.00)	
11/9-18/2016	Capella University/Capella Education Company 2016-CVB	(10,000.00)	
10/9-16/2016	Fleet Reserve Association 2016-CVB	(3,945.00)	
6/29-7/1/2019	Christian Congregation of Jehovah's Witnesses Conv 2019 CVB	(15,000.00)	
6/29-7/1/2018	Christian Congregation of Jehovah's Witnesses Conv 2018 CVB	(15,000.00)	
5/25-27/2018	Christian Congregation of Jehovah's Witnesses Conv 2018 CVB	(15,000.00)	
7/7-9/2017	Christian Congregation of Jehovah's Witnesses Conv 2017 CVB	(15,000.00)	
6/30-7/2/2017	Christian Congregation of Jehovah's Witnesses Conv 2017 CVB	(15,000.00)	
4/23-30/2017	College of Optometrist in Vision Development 2017-CVB	(3,000.00)	
			(293,924.00)
	FY 2015/16 Encumbrances		
	Navy-Notre Dame Football Game 2016	(125,000.00)	
	BIDS Fees	(50,000.00)	
	UNF NCAA Track & Field East Prelim. 2016	(175,000.00)	
5/10-15/2016	The Players Championship	(250,000.00)	
1/28-31/16&4/29-5/1/2016	National Team Roping Finals 2016	(7,200.00)	
7/27-31/2016	Shooting & Outdoor Convention 2016	(150,000.00)	
12/3-9/2016	UF Institute Food & Agriculture Science 2016	(5,000.00)	
1/29-2/6/2017	Association for Student Conduct ADM Conf 2017	(11,500.00)	

6/11-20/2017	ADHA 94th Annual Session 2017	(25,000.00)	
7/27-30/2017	NFLA Area Conference of Alcoholic Anonymous 2017	(3,900.00)	
2/20-28/2017	American Statistical Association Conference on Statistical Practices 2017	(2,000.00)	
4/26-5/3/2018	State & Local Government Benefits Association Annual Conference 2018	(5,000.00)	
7/12-14/2019	CCOJWC 2019	(15,000.00)	
7/3-5/2020	CCOJWC 2020	(15,000.00)	
7/10-12/2020	CCOJWC 2020	(15,000.00)	
7/2-4/2021	CCOJWC 2021	(15,000.00)	
7/9-11/2021	CCOJWC 2021	(15,000.00)	
5/25-29/2016	Jazz Festival 2016	(20,000.00)	
6/4-6/2016	Jax Grand Prix 2016	(20,000.00)	
10/12-17/2016	NS Capt Conference 2016	(1,000.00)	
1/14-19/2017	ECRM Select Cosmetics, Fragrance & Bath EPPS -2017CVB	(7,202.70)	
3/16-22/2017	Southeastern Employment & Training Assoc Spring Conf	(5,000.00)	
8/5-15/2016	International & American Assoc of Clinical Nutritionists	(3,775.00)	
1/9-13/2018	Tastefully Simple Leadership Conf 2018-CVB	(2,952.00)	
3/23-30/2017	Life Care Assurance company Annual Intercompany LTCI	(14,225.00)	
4/14-22/2016 & 6/10-12/2016	MWUGL 2016 CVB	(8,400.00)	
11/1-5/2017	Capella University Doctoral Residency 2017 CVB	(5,000.00)	
5/17-26/2017	Capella University Master's Residency 2017 CVB	(10,000.00)	
7/14-22/2018	National Auctioneers Assoc. Annual Conf 2018 CVB	(6,765.00)	
6/12-19/2016	Special Forces Association 2016 CVB	(10,000.00)	
10/4-10/2017	The United Supreme Council Annual Conv 2017 CVB	(5,000.00)	
11/8-11/2016	Solution Tree PLC Institutes 2016 CVB	(3,500.00)	
7/20-29/2018	Self Realization Seminar 2018 CVB	(13,620.00)	
3/8-12/2017	Pershing Rifles Group NATCON 2017 CVB	(1,000.00)	
8/13-17/2018	NASHP 2017 CVB	(5,000.00)	
4/6-7 & 6/9-11/2017	MWUGL PHA 2017	(7,350.00)	
1/6-13/2017	Merck & Co. National Sales Meeting 2017 CVB	(10,000.00)	
2/24-26/2017	Buffalo Soldiers Motorcycles of Jacksonville 2017 CVB	(1,500.00)	
6/24-25/2016	Freedom Music Festival	(4,000.00)	
7/13-23/2016	Jacksonville Greater Kingfish Tournament 2016	(3,000.00)	
8/13/2016	Throwback Festival 2016	(5,000.00)	
9/6/2016	USA vs Trinidad & Tobago 2016 FIFA World	(100,000.00)	
			(1,157,889.70)
Subtotal Encumbrances			(2,505,975.86)
CVB Convention Grant			(42,262.30)
Budgetary Balance Available			<u>135,000.00</u>

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Administrative Support Budget Balance

Original Operating Budget	\$	139,656.00
Add Encumbrances Carried Forward From September 30, 2015		0.00
Add Transfer from Contingency		0.00
Less Transfers to Fund Balance		0.00
Revised Budget		<u>139,656.00</u>
Less Encumbrances for Fiscal Year 2015/2016		0.00
Less Expenditures to Date		<u>(77,361.17)</u>
Budgetary Balance Available	\$	62,294.83

Festival Funding Budget

Original Operating Budget	\$	75,000.00
Add Encumbrances Carried Forward from September 30, 2015		8,500.00
Less Expenditures for FY 2016:		(13,866.05)
Less Encumbrances:		
Total Encumbrances		0.00
Less transfer to Operations		0.00
Less transfer to Fund Balance		0.00
Festival Funding Balance	\$	69,633.95

Contingency Account Budget Balance

Original Operating Budget	\$	296,410.00
Add: Transfers from Operations		0.00
Transfers from Festival		0.00
Transfers from Administrative		0.00
Less: Transfers to Operations		(196,410.00)
Transfers to Administrations		0.00
Budgetary Balance Available	\$	100,000.00

Year to Date Transactions

	REVISED BUDGET	ACTUAL TO DATE	ENCUMBERED	BUDGETARY BALANCE
REVENUES:				
Tourist Development Taxes	\$ 6,300,000.00	\$ 5,960,205.50	\$ 0.00	\$ (339,794.50)
Interest Earnings	45,509.00	33,015.22	0.00	(12,493.78)
Interest/Penalties	0.00	0.00	0.00	0.00
Return from Grants	0.00	0.00	0.00	0.00
TOTAL REVENUES	\$ 6,345,509.00	\$ 5,993,220.72	\$ 0.00	\$ (352,288.28)
EXPENDITURES:				
CVB Contract	\$ (4,431,649.00)	\$ (3,693,040.84)	\$ (738,608.16)	\$ -
Other Disbursements	\$ (3,143,202.09)	\$ (1,198,572.09)	\$ (1,809,630.00)	\$ 135,000.00
Total Operating	\$ (7,574,851.09)	\$ (4,891,612.93)	\$ (2,548,238.16)	\$ 135,000.00
Festival Funding	\$ (83,500.00)	\$ (13,866.05)	\$ -	\$ 69,633.95
Administration	\$ (139,656.00)	\$ (77,361.17)	\$ -	\$ 62,294.83
TOTAL EXPENDITURES	\$ (7,798,007.09)	\$ (4,982,840.15)	\$ (2,548,238.16)	\$ 266,928.78
REVENUES - EXPENDITURES	\$ (1,452,498.09)	\$ 1,010,380.57	\$ (2,548,238.16)	\$ (85,359.50)

Cash Balance, October 1, 2015	3,194,495.09
Payables, September 30, 2015	<u>(2,597.42)</u>
Vouchers Payables	-
Cash Balance, end of July	\$ 4,202,278.24
Less Encumbrances, end of July	<u>(2,548,238.16)</u>
Fund Balance, end of July	\$ 1,654,040.08

RESOLUTION 2016-01

A RESOLUTION OF THE DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL (“TOURIST DEVELOPMENT COUNCIL”) RECOMMENDING CHANGES TO THE DUVAL COUNTY TOURIST DEVELOPMENT PLAN (“TOURIST DEVELOPMENT PLAN”) ESTABLISHED PURSUANT TO CHAPTER 666, ORDINANCE CODE, AND REQUESTING THE COUNCIL PRESIDENT TO INTRODUCE LEGISLATION AT THE REQUEST OF THE TOURIST DEVELOPMENT COUNCIL PURSUANT TO SECTION 3.106, ORDINANCE CODE, REGARDING THE RECOMMENDED CHANGES TO THE TOURIST DEVELOPMENT PLAN.

WHEREAS, a tourist development tax (the “Tax”) pursuant to Section 125.0104, Florida Statutes, has been imposed and levied throughout Duval County, Florida; and

WHEREAS, the Tax revenues are used to fund the Duval County Tourist Development Plan (the “Tourist Development Plan”), a plan established pursuant to Section 125.0104, Florida Statutes, and Chapter 666, *Ordinance Code*; and

WHEREAS, the Tourist Development Plan was created to encourage and assist in the promotion and development of tourism in the City and in the promotion, advertisement, development, improvement, maintenance and operation of convention activities and tourist-oriented facilities and activities in the City; and

WHEREAS, the Duval County Tourist Development Council (the “Tourist Development Council”), created pursuant to Chapter 70, *Ordinance Code*, is responsible for the administration of the Tourist Development Plan and is authorized under Section 70.104(f), *Ordinance Code*, to make recommendations to the City Council regarding changes to the Tourist Development Plan; and

WHEREAS, the Tourist Development Council has held several publicly noticed meetings regarding proposed changes to the Tourist Development Plan and desires to recommend to City Council the proposed Tourist Development Plan changes and prohibited uses more particularly described on Exhibits A-1 and A-2 attached hereto (the “Proposed Tourist Development Plan Changes”).

BE IT RESOLVED, by the Tourist Development Council:

Section 1. The Tourist Development Council finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The Tourist Development Council hereby recommends the Proposed Tourist Development Plan Changes to City Council and requests the Council President to

introduce legislation at the request of the Tourist Development Council pursuant to Section 3.106, Ordinance Code, recommending the Proposed Tourist Development Plan Changes.

Section 3. This Resolution 2016-01 shall become effective upon its approval by the Tourist Development Council this 17th day of August, 2016.

WITNESS:

**DUVAL COUNTY TOURIST DEVELOPMENT
COUNCIL**

Lori N. Boyer, Council President/Chairman

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

FORM APPROVAL:

Office of General Counsel

Exhibit A-1

Proposed Tourist Development Plan Changes

The percentage allocations under each column contained on the table below are based on the Tourist Development Tax revenues remaining after a 3% reduction for administrative costs, pursuant to Section 125.0104(10), Florida Statutes, and therefore, each column should total 100%. The Tax Collector pursuant to Section 666.106(c) is currently receiving a third of the revenues from the 3% administrative cost reduction and the remaining two-thirds will be allocated to the Tourist Development Council to fund the Tourist Development Plan administrative costs.

Authorized Tourist Development Plan uses for Tourist Development Tax Revenues:	1. First \$5 million – % allocation	2. Next \$1 million – % allocation	3. Above \$6 million – % allocation
<p>To fund advertising, marketing and public relations in Florida, nationally, and internationally provided that such advertising, marketing and public relations services have as one of their main purposes the attraction of tourists as evidenced by the promotion of the such advertising, marketing, and public relations to tourists, including but not limited to, the advertising and marketing of zoological parks, convention centers, auditoriums, aquariums and museums.</p> <p>Statutory Reference: Section 125.0104(5)(a)3</p>	<p>35% 39 <i>Quander</i></p> <p>69% <i>Quander</i></p>	<p>40%</p>	<p>50%</p>
<p>To fund convention bureaus, tourist bureaus, tourist information centers, and new bureaus as county agencies or by contract with the the Jacksonville Chamber of Commerce or similar associations.</p> <p>Statutory Reference: Section 125.0104(5)(a)4</p>	<p>37% 40 <i>Quander</i></p> <p><i>cruciani</i></p> <p>↓</p>	<p>0%</p>	<p>0%</p>
<p>To fund events that promote and advertise tourism in Florida, nationally and internationally. Such events (as designated by the Duval County Tourist Development Guidelines) must have as one of their main purposes the attraction of tourists as evidenced by the promotion of such events to tourists.</p>	<p>24% 25 <i>Quander</i></p>	<p>20%</p>	<p>0%</p>

Statutory Reference: Section 125.0104(5)(a)3			
To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, or operate one or more: (a) publicly owned and operated convention centers or auditoriums in Duval County. Such facilities must be available for use by the general public; or (b) aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within Duval County Statutory Reference: Section 125.0104(5)(a)1	0%	0%	25%
To fund any of the authorized uses under Section 125.0104(5)(a). Any expenditures by the Tourist Development Council from this category shall be subject to further City Council approval.	0%	40%	25%
Total Percentage Allocation:	96%	100%	100%

Exhibit A-2
Prohibited Expenditures

The following expenditures shall not be allowed under the Tourist Development Plan and are prohibited expenditures from the Tourist Development Trust Fund created under Section 111.600, *Ordinance Code*:

- (1) To finance capital improvements through the use of any public or private debt;*
- (2) For the construction, furnishing, or equipping of a hotel, whether or not adjacent to a county owned and operated facility;
- (3) For the use of privately owned facilities; and
- (4) For the construction or operation of parks and/or picnic areas.*

*This language needs to be clarified further.

Delita
Goodman