

TDC Budget Amendments

Amendment to TDC Budget

1. Amend the Budget ordinance to Limit the expenditure of the 7,127,096 identified as “Other Operating Expenses” in the Mayor’s Proposed Budget as follows:
 - a. Up to \$4,820,743 shall be allocated for use by the TDC to fund the Visit Jacksonville Contract No. 7393-12 for FY17 provided that \$1,205,186 shall be used by Visit Jacksonville in the first quarter of FY17 as follows: (i) not more than \$662,852 shall be used for Marketing of Tourist Facilities; and (ii) not more than \$542,334 shall be used for Convention Sales Service and Promotion. The remaining FY17 Visit Jacksonville contract funds in the amount of \$3,615,557 shall be expended in accordance with the adopted Tourist Development Plan, as may be amended by Ordinance. Provided, however, that in the event that the Tourist Development Plan is amended by the City Council in FY17, the Visit Jacksonville contract amount and the TDC budget shall be amended as necessary to comply with any funding re-allocations stated in such plan amendments;
 - b. Up to \$850, 000 may be appropriated by the TDC to promote and advertise tourism in this state and nationally and internationally in the form of grants for events;
 - c. Up to \$200,000 may be appropriated by the TDC to promote and advertise tourism in this state and nationally and internationally in the form of convention grants; and
 - d. All remaining funds in “Other Operating Expenses” may only be expended with Council approval or consistent with an amended Tourist Development Plan adopted by City Council hereafter.

Amendment to TDC Plan

2. To accommodate the approved TDC budget in Paragraph 1 above for FY17, the Tourist Development Plan contained in Section 666.108 of the Ordinance Code is hereby amended to reflect the following authorized uses and allocations listed below:
 - i. To promote and advertise tourism in this state and nationally and internationally in the form of grants for events in an amount not to exceed \$850,000 of the tax revenues;
 - ii. To promote and advertise tourism in this state and nationally and internationally in the form of convention grants in an amount not to exceed \$200,000 of the tax revenues;
 - iii. To fund the first quarter of the Visit Jacksonville Contract No. 7393-12 in accordance with the approved TDC Budget for FY17; and

- iv. The remaining tax revenues after deducting expenditures from 2(i) and (ii) above shall be allocated as follows:
 - o 50% to the promotion and expansion of convention activities;
 - o 25% to the marketing of tourist-oriented facilities and attractions; and
 - o 25% to the "development account" as defined in Section 666.109(c).

(1) Part XI, Miscellaneous Provisions is amended to add the following:

" **Part XI. Miscellaneous Provisions**

Section 11.XX Council approves the amendment to the TDC Plan. The City Council has approved a TDC Plan. Pursuant to 666.108(c), Ordinance Code, the Plan established may be amended by City Council by an ordinance enacted by an affirmative vote of a majority plus one additional member of the Council. The City Council hereby amends the TDC Plan for the first quarter 16/17 and approves the amendment as further stated in this ordinance 2016-504-E."