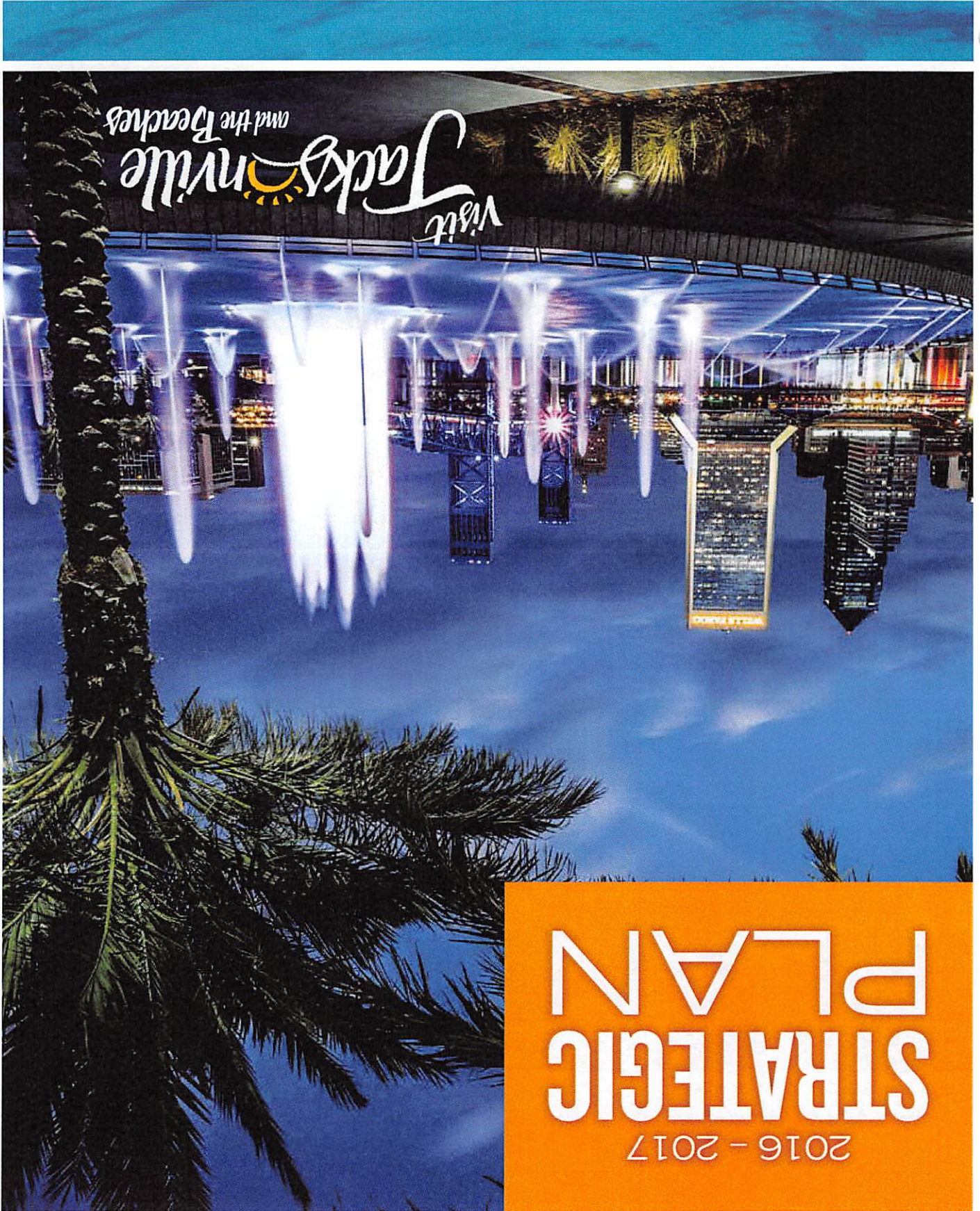


Contract required activities/information

1. Please provide copies of all print, internet and media content produced or distributed in the last 12 Months- identify those produced and paid for in the last 12 months vs. those previously produced but in continued use. This request does not include emails but rather "brochures, informational material, radio, television, newspaper, digital media and magazine advertisements; video production; outdoor advertisement copy or photos; tour guide or sight-seeing services provided by Visit Jacksonville; the current hotel motel directory with map and food service information; photos of the exhibit that is part of the state of Florida exhibit; copies of any directional signage placed by Visit Jacksonville on main traffic arteries; the scope of information and reservation services provided at the I-95 welcome station; and the market analysis used to determine the areas in which tourist-oriented advertising and promotion will be most effective
2. Which websites are currently supported by tourist tax funding under the contract (whether content development , hosting or otherwise)?
3. Please provide a copy of the study identifying potential or undeveloped tourist attractions, including the short-range plan to develop such attractions.
4. Please provide copies of any studies commissioned or examined for the expansion of tourism in the area, including any for existing developed tourist attractions
5. The annual marketing plan is to contain a ratio of funds dedicated to the convention industry versus the amount spent on tourism, and an analysis of historical experience as well as industry trends. Can you be prepared to address at the upcoming meeting?
6. What was the room night projection for last contract year and what is the room night projection for next year?
7. Please provide the data required by section II-2 (5) of the Scope identifying new and renewed business as well as that derived out of county



Visit Jacksonville and the Beaches

STRATEGIC PLAN
2016 - 2017





Visit Jacksonville's Strategic Plan was first developed and implemented in 2013. The purpose of this plan is to provide strategic direction for the organization and to layout the long-term objectives for increasing visitors to the area and improving their experiences, therefore resulting in greater community pride, prosperity and vitality. Annually, this plan is reviewed and updated during the business planning process.

Vision and Mission Statement

Vision: Visit Jacksonville is the leading **DESTINATION** resource for visitors and community stakeholders and a powerful economic development engine for Greater Jacksonville.

Mission: To create and globally market, sell and promote an exceptional visitor experience resulting in greater community prosperity, pride and vitality.





Objectives

Visit Jacksonville has five main objectives:

- Economic Prosperity for Jacksonville
- Recognition of Jacksonville as a premier visitor destination
- Greater Community Pride, Energy and Engagement
- Aspirational Plan Development
- Create a City-wide Asset Development and Utilization Plan

Objective: Economic Prosperity for Jacksonville

Initiative: Marketing and sales initiatives contribute to the economic development of the destination and improved quality of life for all those who reside in Jacksonville. Increased numbers of visitors and visitor spending create more jobs in Jacksonville and generate greater bed and sales tax revenue receipts thus reducing the tax burden on Duval County residents.

Strategies:

- Boost room night production in leisure, convention, meeting, and sports tourism markets
- Focus sales efforts to more strategic industry markets that serve the broad economic development spectrum of Greater Jacksonville
- Grow and demonstrate the value of the visitor industry as relates to the future prosperity of Jacksonville



Objective: Recognition of Jacksonville as a premier visitor destination

Initiative: Project Jacksonville as a top destination for visitors to the state of Florida whether they are visiting for leisure, meetings, conventions, special events or sporting events.

Initiative: Differentiate Jacksonville from competitor destinations to contribute to a broad range of economic development agendas including hotels, retail, restaurants, arts and culture, transportation, entertainment and attractions.

Strategies:

- Collaboratively develop a unified Destination Brand Essence upon which all Jacksonville economic development organizations build their Brand Presentation
- Increase market reach and expansion
- Enhance the Jacksonville visitor's experience
- Utilize the city's large signature events to grow the image of Jacksonville internationally
- Increase national earned media exposure for Jacksonville
- Expand the investment in marketing and sales efforts for greater competitive success
- Advance the latest technology in order to keep Visit Jacksonville efficient and competitive in both sales and marketing



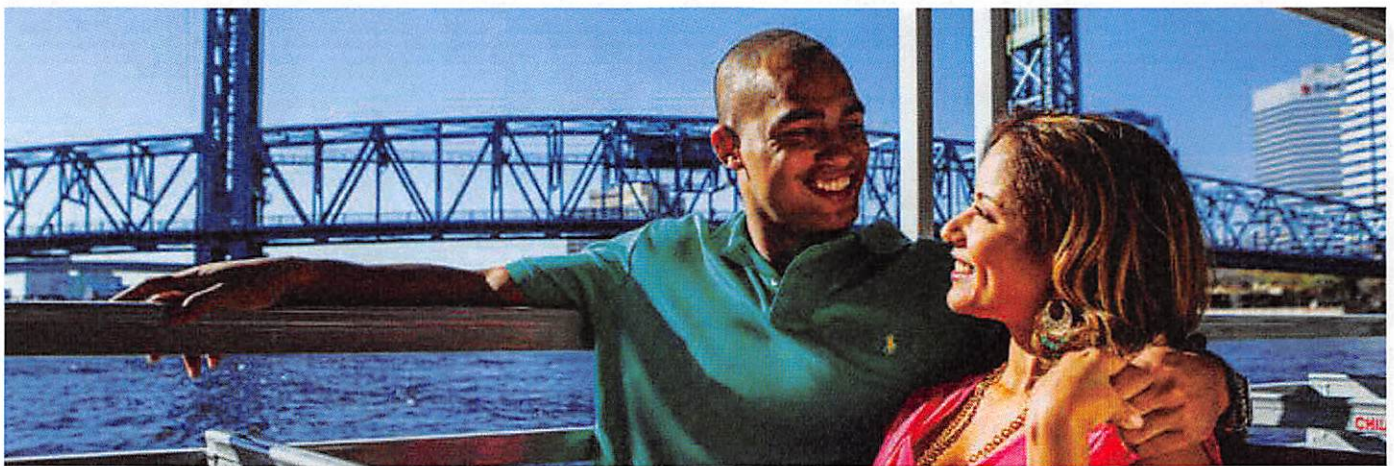


Objective: Greater Community Pride, Energy and Engagement

Initiative: Industry stakeholders, residents and leadership participate in and are committed to supporting the visitor industry with the resources necessary to position Jacksonville as a top visitor destination.

Strategies:

- Continue working towards a collaborative visioning/community alignment process
- Recruit and educate industry stakeholders, leaders and residents to enthusiastically enhance the visitor experience
- Continue exploring customer perspective to guide messaging and deliverables
- Develop and maintain a team dedicated to carrying out the vision and mission of Visit Jacksonville
- Purposefully connect Visit Jacksonville with relevant community, trade and business organizations.
- Maintain Visit Jacksonville's financial and operational integrity
- Build board influence, effectiveness and engagement
- Create a higher level of Tourism Development Council engagement





Objective: Aspirational Plan Development

Initiative: Visit Jacksonville will continue working together with community leaders to create a consensus on destination development, expansion and appeal to national and global markets with mutually established metrics demonstrating our ranking within our competitive set. Jacksonville is a unified community with a vision of the future for our destination.

Strategies:

- Determine the desired five-year outcomes and benchmarks
- Incorporate an ongoing process for planning, discovery and assessment

Objective: Create a City-wide Asset Development and Utilization Plan

Initiative: Visit Jacksonville will participate in all community collaboration efforts in order to demonstrate the value, significance and economic benefit of the tourism industry and its positive impact for the citizens of Jacksonville.

Strategies:

- Support the creation of a comprehensive plan that prioritizes the development of a convention center linked to other community assets
- Create and implement the plan for engaging and enlightening community leadership.



Audiences

Primary

Audience Primary Objectives

Meeting Professionals	Build Visitor Attendance
Group Tour Operators	Grow Customer Base
Convention Delegates	Create Programming and Destination Experience Metrics
Leisure visitors	Vacation Experience
Media	Destination Content
Third Party Vendors	Grow Financial Impact

Secondary

Main Driver

Visit Jacksonville Board of Directors	Meaningful Community Involvement
Partners	Growing Business and Community Prosperity
Visitor Industry	Establish the significance of tourism's economic impact
City Officials	City Progress/Jobs/Tax Dollars
Private Sector Leaders	Economic Development
Tourist Development Council (TDC)	Accountability for Return on Investment
Civic Leaders	Community and Business Prosperity

Tertiary

Main Driver

Residents	Quality of Life in Jacksonville
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Visitor Industry 5 Year Aspirational Plan

Objective: To grow the economic contribution of the visitor industry for the future prosperity of Jacksonville

2020 Goal:

To rank within the top five (5) destinations identified as our competitive set based on STR Metrics.

Performance Measures:

1. Communities we need to measure ourselves against. Current rankings:
 - 1) Austin 6) Baltimore 11) Lexington 16) Birmingham
 - 2) Nashville 7) Charlotte 12) Daytona Beach
 - 3) Orlando 8) Atlanta 13) Memphis
 - 4) Tampa/St Pete 9) Louisville 14) Columbia
 - 5) Savannah 10) Ft Worth 15) Jacksonville

2. Important STR rankings goals
 - a. Have an annual hotel occupancy for Duval County of **70%** - **Currently 66%**
 - b. Average Hotel Room Rate **\$90.25** – **Currently \$ 80.00**
 - c. Annual bed tax collections to exceed **\$25** million for Duval County - **Currently \$18 million**
 - d. **65,000** jobs supported by the visitor industry - **Currently 53,000**

3. Independent Research to measure goal results:
 - a. Welcome over **12 million** overnight visitors to Jacksonville annually – **Currently 9.7 million**
 - b. Grow our group business to **1,200** conferences annually. – **Currently 966**
 - c. Be considered a top Southeastern destination for multi-hotel group and convention business by hosting over **50** events annually. **Currently 20**
 - d. Visitors to Duval County generate over **\$4 billion** dollars in business sales annually - **Currently \$3.2 billion**

Keys to Success:

1. Engaging our Community
2. Collaboratively establishing our Jacksonville brand essence
3. Building our image nationally and internationally
4. Making Jacksonville a more attractive experience for visitors
5. Establishing a destination development plan
 - a. Attractions
 - b. Arts & Culture
 - c. Sports

- d. Retail
- e. Dining & Nightlife
- f. Air Service Expansion
- g. Community Infrastructure
 - Connectivity
 - Facilities
 - Strategic Hotel Development
 - Multi Purpose Convention Center Development
- h. Wayfinding Signage

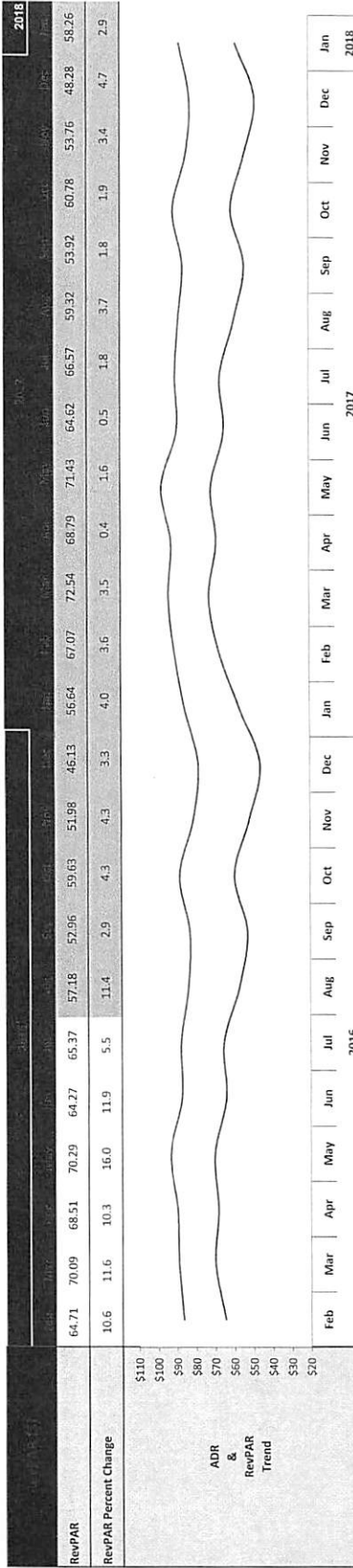
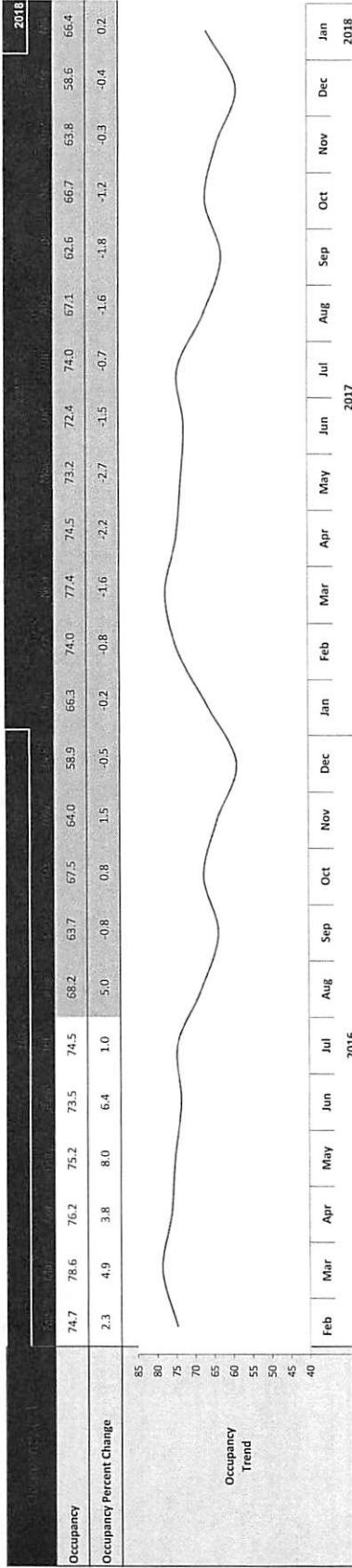
Major Initiatives Required:

1. Engaging the Jacksonville community in promoting our destination globally
2. Enhancing the tourism ambassador program
3. Defining the brand essence for the city of Jacksonville that is integrated into every business' planning and marketing
4. Transforming Jacksonville into a collaborative/visionary community
5. Creating alluring vacation experiences
6. Investing in enhancements that will benefit both visitors and the quality of life of the local citizens
7. Identifying a dedicated sales and marketing revenue source
8. Maintaining a dedicated research program for:
 - a. Customer satisfaction (Customer Advisory Council)
 - b. Visitor Industry Economic Contribution Progress (Oxford Economics)
9. Growing Partnership efficiencies to advance the visitor industry contribution to the Jacksonville economy.



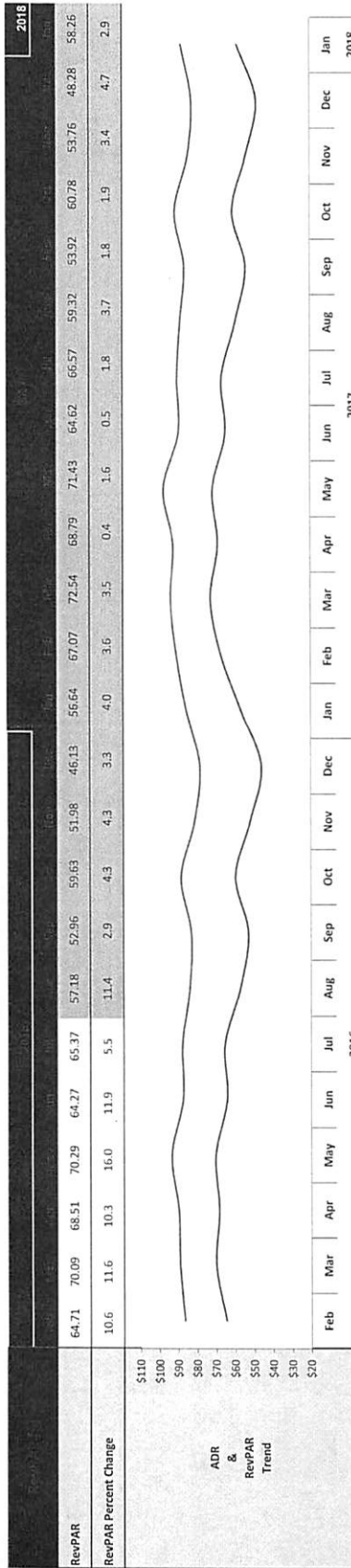
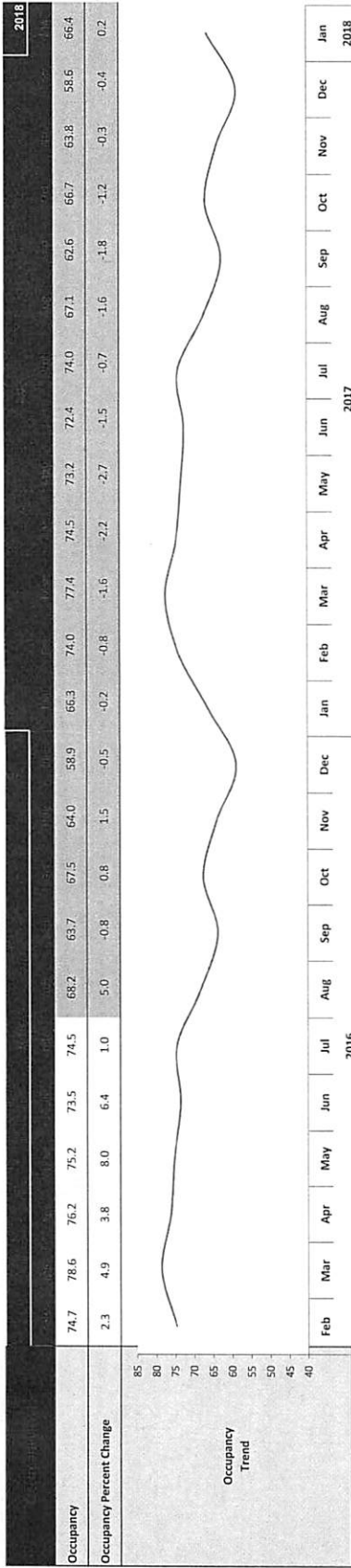
Monthly Forecast - County: Duval County, FL

Aug 2016





Monthly Forecast - County: Duval County, FL
Aug 2016



DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
COUNCIL TENTATIVELY ADOPTED BUDGET 2016-2017

	2016/17	
	BUDGET	
<u>REVENUE</u>		
Tourist Development Taxes	\$	7,342,307
Interest Earnings		45,000
Subtotal Revenue		<u>7,387,307</u>
Transfer from TDC Fund Balance		-0-
Total Estimated Revenue	\$	<u><u>7,387,307</u></u>
<u>EXPENDITURES</u>		
Operations Account		
Authorized Grants		
Other Grants	\$	285,000
Navy/Notre Dame Football Game		125,000
Gator Bowl Game		440,000
CVB Convention Grants		<u>200,000</u>
Total Authorized Grants		1,050,000
Visit Jacksonville		
1st Quarter Approved Operating budget		1,205,186
Remaining Funds expended in accordance with amended Tourist Development Plan		<u>3,615,557</u>
Total Visit Jacksonville		4,820,743
Other Operating Expenses Requiring Council Approval or Consistent with Amended Tourist Development Plan		
		1,229,257
Administration Account		
		145,100
Cash Carryover		
		<u>142,207</u>
Total Appropriations	\$	<u><u>7,387,307</u></u>

**FOURTH AMENDMENT TO AGREEMENT
BETWEEN
THE CITY OF JACKSONVILLE
AND
VISIT JACKSONVILLE
FOR
MARKETING, ADVERTISING, PROMOTIONAL, AND SUPPORT SERVICES**

THIS FOURTH AMENDMENT TO THE AGREEMENT FOR MARKETING, ADVERTISING, PROMOTIONAL, AND SUPPORT SERVICES (the “Fourth Amendment”) is effective as of October 1, 2016, by and between the **CITY OF JACKSONVILLE**, a consolidated political subdivision and municipal corporation existing under the Constitution and the laws of the State of Florida (“City”), and **JACKSONVILLE AND THE BEACHES CONVENTION & VISITORS BUREAU, INC. d/b/a VISIT JACKSONVILLE**, a Florida non profit corporation with principal offices at 208 North Laura Street, Suite 102, Jacksonville, Florida 32202 (“Visit Jacksonville”).

RECITALS:

WHEREAS, on October 1, 2012, the parties made and entered into a professional services agreement (City Contract #7393-12) (the “Agreement”) for marketing, advertising, promotional, and support services (the “Project”); and

WHEREAS, the Agreement has been amended three time previously; and

WHEREAS, the Agreement should be amended further by providing a schedule for the payment of professional fees to Visit Jacksonville for the fifth year of the term of the Agreement as detailed in newly added **Exhibit B-4** and by increasing the maximum indebtedness by \$1,205,186.00 to a new total not-to-exceed amount of \$16,626,331.00 to provide funding for the first quarter of Fiscal Year 2016-2017, with all other terms, provisions, and conditions remaining unchanged; now therefore

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

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

2. Subsection 7.1.1 in the Agreement is amended in part to incorporate the new **Exhibit B-4** as the Contract Fee Schedule for the first quarter of the fifth and last year of the Agreement term (Fiscal Year 2016-2017) and to incorporate the funding restrictions contained in Ordinance 2016-504-E (the annual budget ordinance), and as amended shall read as follows:

“7.1.1 Visit Jacksonville’s professional fees under the terms of the Agreement shall be those contained in the “Contract Fee Schedule,” attached hereto as **Exhibits B, B-1, B-2, B-3, and B-4** and incorporated herein by this reference. Visit Jacksonville’s professional fees for the first quarter (October 1st-December 31st) of Fiscal Year 2016-

2017 (“FY17”) shall be paid on a monthly basis according to the Contract Fee Schedule contained in **Exhibit B-4**. Visit Jacksonville’s use of City funds during the first quarter of FY17 shall be subject to the following funding restrictions as contained in the City’s FY17 budget ordinance, Ordinance 2016-504-E: (i) not more than \$566,437.00 shall be used for Marketing of Tourist Facilities; and (ii) not more than \$686,955.00 shall be used for Convention Sales Service and Promotion.

3. Section 7.1.2 of the Agreement is amended to increase the City’s maximum indebtedness by \$1,205,186.00 to a new total not-to-exceed amount of \$16,626,331.00 to provide funding for the first quarter of Fiscal Year 2016-2017, and as amended shall read as follows:

“7.1.2 The maximum indebtedness of the City for all fees, reimbursable items, or other costs for Services provided by Visit Jacksonville pursuant to this Agreement shall not exceed the sum of Sixteen Million Six Hundred Twenty-six Thousand Three Hundred Thirty-three and 00/100 Dollars (\$16,626,331.00) for the five years of the term of this Agreement.”

4. A new Article 33 entitled “Public Records” is added to the Agreement immediately following Article 32 and shall read as follows:

In accordance with Section 119.0701, Florida Statutes, the contractor shall:

- (a) Keep and maintain public records required by City to perform the services; and
- (b) Upon request from City’s custodian of public records, provide City with a copy of the requested records or allow records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided for in Chapter 119, Florida Statutes, or as otherwise provided by law; and
- (c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of this Contract if contractor does not transfer the records to City; and
- (d) Upon completion of this contract, transfer to City at no cost all public records in possession of contractor or keep and maintain public records required by City to perform the service. If contractor transfers all public records to City upon completion of this contract, contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If contractor keeps and maintains public records upon completion of this contract, contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to City upon request from City’s custodian of public records in a format that is compatible with City’s information technology systems.

The above requirements apply to a “contractor” as such term is defined in Section, 119.0701, Florida Statutes.

IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CITY'S CUSTODIAN OF PUBLIC RECORDS AT (904) 630-7678; PRR@COJ.NET; CITY OF JACKSONVILLE, PUBLIC RECORDS REQUEST, 214 N. HOGAN STREET, SUITE 1180, JACKSONVILLE, FLORIDA 32202.

SAVE AND EXCEPT as expressly amended by this Fourth Amendment, the terms, provisions, and conditions of the Agreement, as previously amended, shall remain unchanged and in full force and effect.

[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.

TOURIST DEVELOPMENT COUNCIL

CITY OF JACKSONVILLE

By: _____
Lori Boyer
Chairman

By: _____
Lenny Curry
Mayor

ATTEST:

James R. McCain, Jr.
Corporation Secretary

VISIT JACKSONVILLE

By: _____
Paul Astleford
President & CEO

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

EXHIBIT B-4

CONTRACT FEE SCHEDULE

Below is the Contract Fee Schedule for the first quarter (October 1st-December 31st) of the fifth year of the Agreement term (Fiscal Year 2016-2017):

MONTH/YEAR	FEE SCHEDULE AMOUNT
OCTOBER 2016	\$401,728.67
NOVEMBER 2016	\$401,728.67
DECEMBER 2016	\$401,728.66
TOTAL	\$1,205,186.00