

Hastings, Annette

From: Kirit Patidar <kiritpatidar@hotmail.com>
Sent: Saturday, June 17, 2017 1:52 PM
To: Boyer, Lori; jtruhlar@shanercorp.com
Cc: Hastings, Annette; Hodges, Lawsikia; Pease, Gregory; Billy, Kyle
Subject: Sube commitee

I think a percentage is the best option to able to use the evaluation process the most important to TDC 1. 35% 2. 35% 3. 5% 4. 5% 5. 20%

This is the Weight I think is best for us.

Secondly we consider a total Of 80 points out of 100 At August evaluation for the following year.

Regards

Kirit Patidar

Sent from my iP

1. **Room night production (contracts)**

Room night production, the subcommittee will recommend a year 1 minimum quota of 85,000 room nights with a 5% annual escalator rate (Note: 85,000 + 5%;Trailing 12 August-July; If miss goal by 5% or more re opens negotiations; Measure Self Report)

2. **Room Night Definites Actual for Current Year**

Room nights definite (actualization recommend a goal of 85,000 and 5% annual growth thereafter (same as the room night production goal). Reporting will cover the period of August-July each year. (Note: 85,000 + 5% ; Measure Self Report)

Group Segment Rev Par?

3. Group segment revenue per available room (REV PAR) and room average daily rate (ADR) The recommended goal will be 0.25% REV PAR group segment growth (based on STR report data) per year over each year's actual rate (beginning at \$14.54 for 2016), measured for the August-July period. (Note: .25% RevPAR 14.54;Measure STR Group Report)

Greater Awareness

4. Goal of 2% annual awareness growth (to 8% from a base of 6%) based on meeting planner surveys with at least a 40% response rate. (Note: Response rate of 40% 2% per year growth)

New vs Repeat

5. Set a goal of 50% of room night production and actualized attendance being new business each year Note: Maintain a base of 50% of RN production is NEW business)

Subcommittee recommend that if the goals on measures 1 and 2 (room night future bookings and room night actualization)or 1 and 2 combined by a total of some percentage yet to be determined, are missed by 5% or more, the TDC is allowed to reopen contract negotiations.



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Tourist Development Council Convention Sales and Services: Evaluation Metrics

1. Room night production (contracts obtained in a given year for future years)
 - In year 1: minimum quota of 85,000 room nights with a 5% annual escalator rate over the base year, with no more than a 10% reduction year-over-year

2. Room nights definite (current calendar year actualization)
 - In year 1: minimum quota of 85,000 room nights with a 5% annual escalator rate over the base year, reporting will cover the period of August-July each year

3. Group segment revenue per available room (REV PAR) ~~and room average daily rate (ADR)~~
 - 0.25% REV PAR group segment growth (based on STR report data) per year over each year's actual rate (beginning at \$14.54 for 2016), measured for the August-July period

4. Awareness of Jacksonville as a destination (as measured by Smith Travel as part of the STR Report)
 - 2% annual awareness growth (to 8% from a base of 6%), based on meeting planner surveys with at least a 40% response rate

5. New business
 - 50% of room night production and actualized attendance being new business each year



OFFICE OF THE CITY COUNCIL

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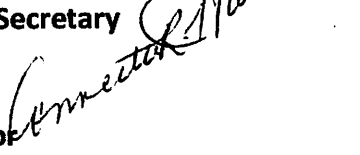
MEMORANDUM

TO: Dr. Cheryl L. Brown, Director/Council Secretary
Jacksonville City Council

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

DATE: June 30, 2017

SUBJECT: 2016-2017 Duval County Tourist Development Council Annual Report

A handwritten signature in cursive script, reading "Annette R. Hastings", is written over the "FROM:" line of the memorandum.

As required by Ordinance 2016-521-E, below is the summary of the Duval County Tourist Development Council (TDC) activities for the reporting period of July 1, 2016, through June 30, 2017.

The Duval County Tourist Development Council (TDC) is the governing body that oversees the collection and distribution of the local-option tourist development tax authorized to counties by Florida Statutes Chapter 125.104.

The TDC is composed of nine members (9) as authorized in the Florida Statutes Chapter 125.104(e) appointed by the Jacksonville City Council per the Ordinance Code Chapter 666 and Chapter 70.

The Duval County Tourist Development Council Members from July 1, 2016 through June 30, 2017 were:

- Lori N. Boyer, Jacksonville City Council President, Board Chairperson (Elected Official)
- John R. Crescimbeni, Jacksonville City Council Vice President, Board Vice Chairperson (Elected Official)
- Greg Anderson, Council Member, At Large Group 4 (Elected Official)
- Barbara Goodman, TDC Board Member, Tourist Accommodation Representative
- M. G. Orender, TDC Board Member, Tourist Accommodation Representative
- Kirit Patidar, TDC Board Member, Tourist Industry Representative
- Craig Smith, TDC Board Member, Tourist Accommodation Representative
- Jeffrey Truhlar, TDC Board Member, Tourist Industry Representative
- One vacancy - Tourist Industry Representative

The Duval County Tourist Development Council met at least once a quarter per the Florida Statutes 125.0104(4) (e) beginning in July 1, 2016 through June 30, 2017. The TDC "scheduled" quarterly meetings were held on the following dates:

- May 18, 2017
- February 16, 2017
- November 17, 2016
- August 17, 2016

In addition, the TDC Chair, Council President Lori Boyer, called thirteen (13) TDC Special Meetings on the following dates:

- June 28, 2017
- June 16, 2017
- June 14, 2017
- April 5, 2017
- April 3, 2017
- March 23, 2017
- March 2, 2017
- February 23, 2017
- February 10, 2017
- February 3, 2017
- January 27, 2017
- January 19, 2017
- September 23, 2016

The Duval County Tourist Development Council's (TDC) primary responsibility is oversight of Jacksonville and the Beaches Visitors and Convention Bureau, (d/b/a as Visit Jacksonville) present contract for services, and assessment of performance metrics. TDC Special Meetings considered:

- Visit Jacksonville Marketing Plan & Budget for FY 2016-2017.
- Legislation for recommended changes of Chapter 666 of the Ordinance Code for Duval County Tourist Development Plan
- TDC Grant Funds application requests
- Duval County Tourist Development Council Request for Proposal (RFP), awards, timeline, bid content, and procedure as outlined by the City of Jacksonville Procurement Division

The following actions and initiatives were considered for the reporting period July 1, 2016 through June 30, 2017.

- Review and approval of Visit Jacksonville Marketing Plan of Tourist Oriented Facilities & Attractions for FY 2016-2017
- Review and approval of Visit Jacksonville Convention and Special Events Marketing including Convention Sales & Services FY 2016-2017
- Review and approval of Visit Jacksonville Budget FY 2016-2017
- Review and Approval of Amendment #5 to the Visit Jacksonville Contract for FY 2016-2017
- Review and approval of Duval County Tourist Development Council Budget for FY 2016-2017
- Review of Grant Applications and Approval of TDC Grant Funds:
 - Florida First Coast of Golf Marketing Cooperative FY 2016-17
 - THE PLAYERS Championship Regional Tourism Cooperative 2017
 - USATF Region 4 Junior Olympic Track & Field Championship 2017
 - Jacksonville Jazz Festival 2017
 - Jacksonville Gran Prix Power Boat P1 2017
 - Florida-Georgia Football Weekend 2016
 - Beaches Oktoberfest 2016
- Review and approval of twenty eight (28) Convention Visitor Bureau Grants (d/b/a Visit Jacksonville)
- Resolution 2016-01 for recommended proposed changes to the Duval County Tourist Development Plan.
- Amendments to the Ordinance Code Chapter 666-Duval County Tourist Development Plan Ordinance 2016-599-E (**Attachment A**) adopted by Jacksonville City Council

- Visit Jacksonville Audit Report #796
- Florida House of Representatives Speaker Richard Corcoran Public Record Request
- Development of scope and description of services, minimum requirements, evaluation criteria matrix to be included in Duval County Tourist Development Plan Request for Proposal (RFP) Service Contract:
 - Omnibus RFP ESC-136-2017
 - Tourist Bureau Services Component 1
 - Tourist Marketing Services Component 2
 - Conventions Sales and Services Component 3
 - CSPEC Evaluation Scoring
 - CSPEC Interview Process Evaluation Scoring
 - RFP Awards
 - Visit Jacksonville Contract Negotiations
- Administration and oversight of the Tourist Development Plan Section 70.104(f) Ordinance Code

The Duval County Tourist Development Council assessment of effectiveness under the TDC legislative powers and duties, has reviewed the expenditures and revenues of the Tourist Development Fund, amended the Duval County Tourist Development Plan, and identified and recommended methods for new or additional tourist development efforts in the Omnibus Duval County Tourist Development Request for Proposal (RFP) for Duval County Tourist Plan Components for Tourist Bureau Services, Tourist Marketing Services, and Conventions Sales and Services.

Meeting minutes, as well as video and audio are recorded, and posted on the Duval County Tourist Development website. <http://www.coj.net/city-council/tourist-development-council.aspx>

Attachment: Ordinance 2016-599-E