



ANNA LOPEZ BROSCHÉ
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OFFICE OF THE CITY COUNCIL

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December 15, 2017
9:00 a.m.

MEMORANDUM

TO: Honorable Members of the City Council
Members of the Tourist Development Council

FROM: Council President Anna Lopez Brosche
At-Large Group 1
Chairman, Tourist Development Council

RE: Advisory Committee to the Tourist Development Council

In accordance with Ordinance Code Section 70.103(b), the Tourist Development Council may establish an advisory body to carry out specialized and detailed projects within the scope of its purpose. Such advisory body may include persons who are not members of the Tourist Development Council, and shall use the services and staff of the Tourist Development Council.

On November 22, 2016, the City Council enacted 2016-599-E, Section 9 of which reads the Tourist Development Council shall recommend to the City Council for approval within six (6) months of the date of enactment of such ordinance grant guidelines and procedures for special events and convention grant awards pursuant to the Tourist Development Plan. Such grant guidelines must include, without limitation, the following requirements as provided by the grant recipients:

- i. Evidence of growth or increase in tourism to the City;
- ii. Evidence of a return on the City's investment; and
- iii. Evidence of the marketing of City tourist-oriented facilities, attractions, activities.

CHARGE: In accordance with Ordinance Code Section 666.108, the Tourist Development Plan, and specifically related to Ordinance Code Section 666.108(b)(5) related to special event grants, please prepare guidelines and procedures for awarding special event grants that the Tourist Development Council may use as a framework for providing for the advancement, generation, growth and promotion of tourism, enhancement of the tourist industry, attraction of conventioners and tourists from within and without the State of Florida to the City of Jacksonville.

MEMBERS: Pegine Echevarria, Team Pegine, Inc.
Sean Satya, Baymont Inn & Suites Jacksonville
Monica Smith, Visit Jacksonville
Alan Verlander, JAXSPORTS Council
Nicole Chapman, Florida Restaurant & Lodging Association
Barbara Halverstadt, Jacksonville Airport Authority
Dave Herrell, City of Jacksonville Office of Sports and Entertainment
Maria Hane, MOSH
Bill McConnell, SMG

DEADLINE: The Advisory Committee to the Tourist Development Council is tasked to provide a report of its recommendations on the charge set forth above by February 9, 2018.

I would like to thank the Advisory Committee members for their efforts to assist the Tourist Development Council in carrying out its duties to effect the Tourist Development Plan to the fullest extent possible.

ALB/js

cc: Council Members/Staff
Cheryl Brown, Director/Council Secretary
Jeff Clements, Chief, Research Division
Carol Owens, Chief, legislative Services Division
Paula Shoup, Information Systems Administrators
Kyle Billy, Council Auditor
Media Box



FY2017/2018 Visit Jacksonville Sales Services Travel Schedule Changes

Category	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Sales Mgr	Total Expense
Industry Show	January 5, 2018	January 7, 2018	ADDED: Event Services Professional Association (ESPA)	Nashville, TN	Services	\$2,500.
Tradeshow	December 3, 2017	December 3, 2017	North Star Meetings Group- Destination Southeast (resched from Sept.)	Miami Beach, FL	KT	\$6,755.
Tradeshow	February 4, 2018	February 8, 2018	ADDED: International Inbound Travel Association (IITA) Annual Summit	Portland, OR	LA	\$1,152.
					Total:	\$10,407.
CANCELLED Shows						
Tradeshow	October 10, 2017	October 12, 2017	IMEX America	Las Vegas, NV	MS/LA	\$6,000.
Tradeshow	November 1, 2017	November 3, 2017	Connect Marketplace Florida	Palm Coast, FL	KT	\$4,950.
Industry Show	November 13, 2017	November 15, 2017	Events Industry Council CMP Conclave	National Harbor, MD	MS	\$1,495.
Tradeshow	July TBD, 2018	July TBD, 2018	XLD- Florida Motorcoach Association Membership Meeting	TBD	LA	\$1,200.
					Total:	\$13,645.

Marketing Department Travel 2017-2018

Individual traveling	Conference Name	Destination	Dates	Registration/ Reception Costs	Travel Costs	Type of Event	
Patty Winters	International Media Marketplace	New York City	January 24-25, 2018	\$ 1,500.00	\$ 500.00	Media meetings	
Patty Winters	New York Times Travel Show	New York City	January 26-29, 2018	\$ -	\$ 1,200.00	Consumer show/media meetings (registration paid from 2016-2017 budget)	
Patty Winters	Miami Media Blitz	Miami, FL	April 2018 (2 days)	\$ 3,500.00	\$ 1,000.00	Media event hosted by Visit Jacksonville to promote destination	
Patty Winters	PRSA Travel & Tourism	New Orleans, LA	June 3-6, 2018	\$ 800.00	\$ 1,000.00	Professional development/media meetings	
Patty Winters	Dallas Media Blitz	Dallas, TX	July 2018 (3 days)	\$ 3,500.00	\$ 1,000.00	Media event hosted by Visit Jacksonville to promote destination	
Patty Winters	Charlotte Media Blitz	Charlotte, NC	September 2018 (3 days)	\$ 3,000.00	\$ 1,000.00	Media event hosted by Visit Jacksonville to promote destination	
				\$ 12,300.00	\$ 5,700.00		\$ 18,000.00

Individual traveling	Conference Name	Destination	Dates	Registration Costs	Travel Costs	Type of Event	
Katie Mitura	Destination International Annual Convention	Anaheim, CA	July 10-13, 2018	\$ 800.00	\$ 1,000.00	industry educational conference	
Katie Mitura	US Travel ESTO	Phoenix, AZ	August 11-14, 2018	\$ 800.00	\$ 1,300.00	industry educational conference	
Catherine Jones	US Travel ESTO	Phoenix, AZ	August 11-14, 2018	\$ 800.00	\$ 1,300.00	industry educational conference	
				\$ 2,400.00	\$ 3,600.00		\$ 6,000.00