

| Grant category  | Where Application Submitted | Qualifiers  | Use of Funds   | Proof of compliance with qualifier  | Expenditure Documentation  | Source of Funds  |
|---|-----------------------------|---|--|---|--|--|
| <b>Conventions; meetings; conferences</b>                                       | Visit Jacksonville          | \$5.00 per room night, or less  | AV, food and Bev, Transportation   | Room night pickup from hotels   | Receipts for authorized use expenditures   | Conventions sales and service plan component- allocation determined by TDC based on recommendation from Visit Jacksonville; adopted by City Council in annual budget |
| <b>Special Events-</b> sporting events, music, museum exhibits, festivals, etc. | TDC                         | Tier 1- 25,000 tourists, or 10,000 room nights, or matrix<br>Tier 2- 5000 tourists<br><br>AND- must demonstrate MAIN purpose of event is attraction of tourists AS EVIDENCED BY PROMOTION TO TOURISTS     | Venue rental offset, marketing, other event expenses - wide latitude for use of funds if qualifying criteria satisfied | Must demonstrate room nights through room night pickups or tourists through paid admissions from out of region, registrants from out of region, survey data, or other means accepted by TDC for specific event; must demonstrate MAIN purpose through % of attendance and % of promotion budget dedicated to outside region | Receipts for authorized use expenditures<br><br>AND evidence of promotion outside region in compliance with approved budget to demonstrate main purpose was attraction of tourists | Special Events Grants Plan component- available budget established annually by TDC and included in annual budget adopted by City Council                             |
| Marketing   | TDC                         | Must be promoting tourism to Jacksonville in advertising outside of region- currently no criteria as to % of ad value- marketing plan to be reviewed by Visit Jacksonville and incorporate brand elements | Marketing, advertising, promotion of Jacksonville to tourists  | Evidence of ads run in accordance with approved marketing plan  | Receipts for cost of production, publication, media buys, etc. including location, market, etc.  | Marketing Plan component- excess over Visit Jacksonville contract amount that is included in annual TDC budget and included in annual budget adopted by City Council |
|   |                             |   |  |   |  |  |

| TDC budget categories and plan components   | Plan allocation amount and Revised 17/18 budget  | Permissible use of funds   | Criteria  | FL Statute reference                   |
|---|--|--|---|--|
| <b>Tourist Bureau/ visitor centers</b><br>Visit Jacksonville contract<br>Visit Jacksonville- Capital related  | per plan 300,000 minimum<br><br>\$370,611<br>\$100,000   | operate visitor centers, research  | VJ per contract and approved annual plan  | 125.0104(5)(a)4                        |
| <b>Marketing</b><br>Visit Jacksonville<br>Florida First Coast of Golf<br>P1 Powerboat Marketing Event<br>Unallocated Marketing Efforts<br>Longwood Study<br>Total                       | per plan 2.3 million minimum<br><br>\$2,469,500<br>\$148,838<br>\$ 20,000<br>\$100,000<br>\$ 30,500<br>\$2,768,838 | to market and promote to tourists through advertising and media  | VJ per contract and approved plan;<br><br>ad hoc criteria for others  | 125.0104(5)(a)3                        |
| <b>Promotion of the City as a convention and meeting site</b><br>Visit Jacksonville contract (includes allocation for convention and meeting grants, this year \$125,000)<br>STR Report | per plan 2 M min, 2,250,000 max<br><br>\$2,216,770<br>\$33,230   | to operate convention bureau<br><br>grants- AV, transportation, food and bev                                     | VJ per contract and approved annual plan<br><br>Per documented room night (\$5/room max)<br>Min 200 room nights, min 1K per grant       | 125.0104(5)(a)4<br><br>125.0104(5)(a)3 |
| <b>Special Events</b>   | per plan 800,000 min<br><br>\$830,000  | May be expended for event IF main purpose is attraction of tourists <u>AS EVIDENCED BY PROMOTION TO TOURISTS</u> | 25K tourists or 10K room nights, 250,000 max 5k tourists in public venue, 100,000 max grant;<br>Eval. criteria proposed by subcommittee | 125.0104(5)(a)3                        |
| <b>Research and studies</b>   | per plan 100,000 minimum<br><br>\$123,933 (originally \$150,000)   | to vet new opportunities, plan new or enhanced attractions   | TDC determines as presented   | 125,0104(5)(a) all                     |
| <b>Acquisition and Improvements to eligible facilities</b>  | per plan 500,000 min plus residual<br><br>\$1,000,000  | to enlarge, expand, enhance, etc. eligible facilities  | TDC recommends, City Council approves or could be initiated by City Council   | 125.0104(5)(a)1                        |
| <b>Contingency</b>  | per plan 500,000 minimum<br>\$400,000 remaining -<br>\$100,000 moved to Marketing                                  | to be used for special opportunities of significance as they may arise   | TDC recommends, City Council approves or could be initiated by City Council   | 125.0104(5)(a)1                        |

\*COJ Plan could also include: Promotion of City owned eligible venues such as equestrian center and zoo

## Current grant categories

### Marketing grants:

These are grants exclusively for marketing rather than tied to a particular event and attendance; examples are Florida First Coast of Golf, P-1 powerboats where value is international TV and boat branding on circuit of races, recent zoo request -these requests come directly to TDC, no clear grant criteria or established application form- these are NOT Special Event Grants: payment tied to receipts for advertising and value assigned to the promotion by TDC; these must be *funded through budget added to the marketing component of the plan* and are a qualified expenditure based on the marketing and promotion criteria of the statute. Funds are expended on the advertising

### Considerations:

1. Should 100% of marketing \$ go through VJ contract for their allocation per their annual plan and let them decide if proposed marketing is worth the ask?
2. If TDC wishes to retain ability to provide these separate grants, an application process and criteria for award should be developed

### Convention and meeting grants:

These grants are generated through Visit Jacksonville requests, are directly tied to room nights, do not require advertising and promotion but are deemed to be part of convention sales and service activity, not separately eligible under statute, but are considered essential to promotion of City as a meeting site. We have an established process for requests, and review and these are presented by VJ to TDC Board quarterly for approval (cannot be entirely delegated) The ordinance plan establishes a floor of 2000 room nights or 1000, established cap of \$5 per room night subject to TDC waiver; funds may be used for group transportation, audiovisual, food and beverage

### Special Event Grants:

Criteria in plan setting max grant amounts based on event size and room nights; tied to evidence of tourist attendance or room nights, funds not exclusively for marketing and promotion- ie FIGA school safety zones, offset venue rentals, etc. May be used for expended for event only if: main purpose of event is attraction of tourists and that purpose is evidenced by advertising and promotion to tourists. In this case we use various criteria to establish that the event is promoted to tourists and to establish their attendance; we have an application and are reviewing criteria

\*Potential for grants to promote City venues such as Equestrian center- could be added to plan as a category