

**TASK FORCE ON CIVIL RIGHTS HISTORY
FINANCE SUBCOMMITTEE
Agenda**

Wednesday, June 6, 2018 at 9:00 A.M., City Hall

Committee Members:

Chris Hand, Co-Chair	Marcus Pollard, Co-Chair
Maria Hane	Darnell Smith
Hope McMath	Eric Mann

Call to Order

Introductions

Task Force Schedule

- Full Task Force Meetings: May 23, June 13
- Finance Subcommittee: June 6

Possible Specific Funding Tasks

- Initial Placement of Timeline on City of Jacksonville Website
- Utilization of the Ritz Theatre as a repository of physical artifacts (Repository SC estimate: \$75,000)
- Development of a digital repository including, but not limited to, website and application development, curation, and cultivation (Repository SC estimate: \$175,000)
- Participation in the U.S. Civil Rights Trail (Cost TBD – Visit Jacksonville to know in June 2018)
- Establishment of a Jacksonville Civil Rights District/Trail (Cost TBD)
 - Visible Markers at Trail Locations
 - Possible Creation of La Villa “Campus” (e.g., Ritz, Lift Ev’ry Voice Park, Brewster, Houses, Sax Seafood)
 - Other Marketing Strategies and Initiatives

Possible Funding Sources

- Tourist Development Council (TDC)
- National Park Service
 - African American Civil Rights Grants
 - Save America’s Treasures Grants
 - Underrepresented Community Grants
- Florida Department of State, Division of Historical Resources
 - Matching Grants for survey, planning, and National Register nomination projects
 - Special Category grants for development, archaeology, museum, acquisition projects
- Institute of Museum and Library Services
 - Museum Grants for African-American History and Culture
- Non-Governmental (e.g., Foundation) grants
- Private and Philanthropic Giving
- Other Funding Sources

Subject Matter Expert Presentation/Q&A

Public Comment

Adjournment

Welcome

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.



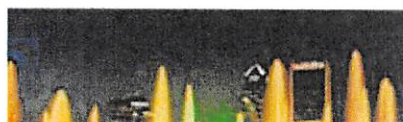
The TDC is composed of nine members appointed by the Jacksonville City Council: the Council President (who serves as Chair); two elected officials from the City of Jacksonville, the Beaches cities and Baldwin; three representatives of the accommodations industry subject to the tourist development tax (motels, hotels, RV parks, and the like); and three other persons involved in the tourism industry and tourism promotion (representing restaurants, museums, attractions, and other similar establishments). The TDC carries out its work via quarterly meetings of the full TDC.

Jacksonville currently levies a six percent tourist development tax on transient accommodations in the city. In addition to its many other duties, the TDC utilizes a portion of this tax to fund tourism promotions and events that will generate

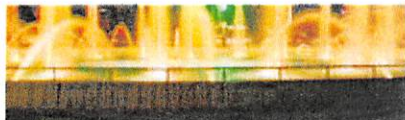


a substantial number of visitors to Jacksonville, the Beaches and Baldwin. In doing so, the TDC has a unique opportunity to impact tourism by offering grants for those applicants that are planning a convention, special event or conference in the Jacksonville area.

The TDC reviews competitive applications and allocates funding to help pay for the operational and advertising expenses of festivals, sporting events, conferences and the like, all of which have the potential of attracting substantial numbers of visitors who will book hotel rooms, eat in area restaurants, visit attractions and shop in the city while attending the supported event.



Of the six percent bed tax collected, two percent is deposited into the Sports



Complex Capital Maintenance Enterprise Fund as authorized by Ordinance [2009-817-E](#), two percent is dedicated to paying

debt service on the bonds issued to construct Alltel Stadium, and the other two percent is dedicated to tourism promotion. The TDC uses 70 percent of the money dedicated to tourism promotion to fund a contract with [Visit Jacksonville](#) to advertise and market the city and its attractions via newspaper and magazine ads, publication of informative magazines and brochures, targeted marketing to travel writers and tour operators, and various other means of spreading the word about Jacksonville as an attractive destination for visitors.

Executive Director

Annette R. Hastings

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Under Florida law, email addresses are public records. If you do not want your email address published, do not send electronic mail to City Council Members or staff. Instead, contact the City Council by phone or in writing.

Duval County Tourist Development Council Membership

Pursuant to Sec. 70.102, *Ordinance Code*:

- (a) The Tourist Council shall be composed of nine members appointed by the City Council in accordance with the following requirements:
- (1) The City Council President shall be a member ex officio.
 - (2) One member shall be the City Council Vice President at the time of the initial appointment. Upon a vacancy of such seat, the City Council Vice President at the time of such vacancy shall be appointed to such seat for the duration of the appointment term.
 - (3) One member shall be a past City Council President or a City Council member with a demonstrated interest and experience in tourism.
 - (4) Three members shall be owners or operators of motels, hotels, recreational vehicle parks or other tourist accommodations located in the General Services District and subject to the tourist development tax levied by the city. Such members shall be involved in the tourist industry and have demonstrated an interest in tourist development.
 - (5) One member shall have experience and background in the commercial airline industry or the Jacksonville Aviation Authority. Such member shall also be involved in the tourist industry and have demonstrated an interest in tourist development.
 - (6) Two members shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not persons described by subsection (a)(4) of this section.
 - (7) All nine members shall be electors of the General Services District.
 - (8) At least two of the nine members shall be residents of the Second, Third, Fourth or Fifth Urban Services District, or owners or operators of tourist accommodations or attractions located within the Second, Third, Fourth or Fifth Urban Services District, or individuals whose involvement in the tourist industry is directly related to activities within the Second,

Third, Fourth or Fifth Urban Services District. Such members may be elected municipal officials, if permitted by law.

Members shall serve without compensation, pension or retirement benefits; however members may be compensated for travel expenses as provided in Chapter 106, Part 7, Ordinance Code.

(b) All members of the Tourist Council, except the Council President, shall serve for staggered terms of four years. All terms of office shall begin on July 1 and members shall serve until their successors have been appointed.

[Click here for a list of the current members of the TDC.](#)

Tourist Development Council Legislative Reference Links

Florida Statutes

[Sec. 125.0104, F.S.](#) - Tourist Development Tax; Procedure for Levying; Authorized Uses; Referendum; Enforcement

Jacksonville Municipal Code

[Chapter 666, Ordinance Code](#) - Duval County Tourist Development Plan

[Chapter 70, Ordinance Code](#) - Duval County Tourist Development Council

Pending Legislation

2016-0599-E	ORD-MC Amend Secs 666.106 (Tourist Dev Tax),
Enacted	666.108 (Tourist Dev Plan) & 666.109 (Admin of Plan),
11/22/16	Ord Code, to Amend the Tourist Dev Plan. (Hodges) (Req of TDC) Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 9/27/16

Chapter 666 - DUVAL COUNTY TOURIST DEVELOPMENT PLAN⁽¹⁾

Footnotes:

— (1) —

Cross reference— Duval County tourist development council, Ch. 30

State Law reference— Tourist development council, F.S. § 125.0104.

State rule reference— Local options resort tax, F.A.C. ch 12A-3.

Sec. 666.101. - Plan created and established.

There is hereby created and established the Duval County Tourist Development Plan, to encourage and assist in the promotion and development of tourism in the City and in the promotion, advertisement, development, improvement, maintenance and operation of tourist-oriented facilities and activities and of convention activities in the City.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1)

Editor's note— The tourist development plan was approved at the election held October 5, 1978 and became effective January 1, 1979.

Note— Former § 264.101.

Sec. 666.102. - Reserved.

Editor's note— The provisions of former § 666.102, relative to legislative authority, were deleted as part of the Super Supplement to the Code. Former § 666.102 derived from Ord. 78-788-363, § 1; Ord. 83-591-400, § 1.

Note— Former § 264.102.

Sec. 666.103. - Territorial application.

This Chapter shall apply territorially throughout the General Services District. The City is exercising its powers as a County in the enactment of this Chapter, pursuant to the authority contained in Section 3.01 of the Charter.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1)

Note— Former § 264.103.

Sec. 666.104. - Definitions.

In this Chapter, unless the context otherwise requires:

(a) *Chairman* means the Chairman of the Tourist Council.

- (b) *Director* means the Director of Finance and Administration.
- (c) *Plan* means the tourist development plan created and established by this Chapter.
- (d) *Tax* means the two percent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3)(c) for the Tourist Development Plan; provided however, as used in Sections 666.106, 666.107, and 666.110 hereof, the term "tax" shall also include, commencing on the effective date as provided by law, (i) the additional one percent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3)(l) for payment of debt service on bonds issued to finance the construction, reconstruction, or renovation of the "Gator Bowl" municipal stadium as a professional sports franchise facility, and (ii) the additional one cent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3) (n) to finance the construction, reconstruction or renovation of a facility for a new professional sports franchise as defined in F.S. § 288.1162.
- (e) *Tax revenues* means the net proceeds of the tax remitted to the City by the State Department of Revenue or the Tax Collector as the case may be.
- (f) *Tourist Council* means the Duval County Tourist Development Council created by Chapter 70.
- (g) *Tourist* means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in F.S. § 125.0104(3)(a), or such other meaning as may be given under F.S. § 125.0104, as amended.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1; Ord. 93-2135-1183, § 1; Ord. 94-872-503, § 1; Ord. 2016-140-E, § 16; Ord. 2016-599-E, § 6)

Editor's note— Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note— Former § 264.104.

Sec. 666.105. - Construction; headings.

This Chapter shall be strictly construed to accomplish its purposes. The section and subsection headings inserted in this Chapter are for convenience only and are not intended to and shall not be construed to limit, enlarge or affect the scope or intent of this Chapter, nor the meaning of any provision, condition or term hereof.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1; Ord. 2016-599-E, § 6)

Note— Former § 264.105.

Sec. 666.106. - Tourist development tax.

- (a)

Amount; taxable privileges. There is hereby levied and imposed throughout the General Services District an "original" tourist development tax at a rate of two percent pursuant to F.S. § 125.0104(3) (c), and, commencing on the effective date as provided by law, an (i) "additional" tourist development tax at a rate of one percent pursuant to F.S. § 125.0104(3)(l), and (ii) an "additional" tourist development tax at a rate of one percent pursuant to F.S. § 125.0104(3)(n) of the whole and major fraction of each dollar of the total rental charged every person who rents, leases or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, rooming house, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of six months or less. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration. The tax shall be in addition to any other tax imposed pursuant to F.S. Ch. 212 and in addition to all other taxes, fees and consideration for the rental or lease.

- (b) ***Collection; limitations; prohibitions.*** The tax shall be charged by the person receiving the consideration for the lease or rental and it shall be collected from the lessee, tenant or customer at the time of payment of the consideration for such lease or rental. The provisions contained in F.S. § 125.0104(3) shall be applicable to persons collecting the tax, except that the tax shall be remitted by the person receiving the tax to the Duval County Tax Collector pursuant to F.S. § 125.0104(10). Such tax shall be administered according to the provisions of F.S. Ch. 212, pt. I. The prohibitions and penalties contained in F.S. § 125.0104(8) shall be applicable.
- (c) ***Administration; recordkeeping; audit; enforcement.*** The initial collection of the tax shall be made in the same manner as the tax imposed under F.S. Ch. 212, pt. I. Tax revenues shall be used only in accordance with F.S. § 125.0104. The Tax Collector shall keep appropriate books, records and accounts for the purpose of the collection, administration, and remittance of this tax. The provisions for payment of a dealer's credit, as required by F.S. Ch. 212, pt. I, shall be provided for by the Tax Collector and the payment of such credit is hereby authorized. Pursuant to F.S. § 125.0104, three percent of the tax collected shall be used by the City for actual administrative costs incurred. Such three percent for administrative costs shall be allocated within the City as follows: (i) one percent shall be allocated to the Tax Collector, and (ii) two percent shall be allocated to the Tourist Council.
- (d) ***County and city responsibilities.*** The County hereby assumes all responsibility for auditing the records and accounts of dealers, and assessing, collecting and enforcing payment of delinquent taxes and penalties. The Director of Finance and Administration of the City of Jacksonville may use any power granted by F.S. § 125.0104 to the State Department of Revenue to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The Council Auditor is hereby authorized to audit all such collection and administration transactions.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1; Ord. 90-656-410, § 2; Ord. 93-2135-1183, § 2; Ord. 94-872-503, § 2; Ord. 2016-140-E, § 16; Ord. 2016-599-E, § 6)

Editor's note— Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to

reorganization.

Note— Former § 264.106.

Sec. 666.107. - Remittance of tax to City.

Monthly, the Tax Collector shall remit to the City collections received by the Tax Collector, less one percent (1%) for the Tax Collector's administrative costs pursuant to Section 666.106, Ordinance Code. Upon receipt of such funds from the Tax Collector, the Director of Finance and Administration shall credit the Tourist Development Tax Special Revenue Fund established by Section 111.600, Ordinance Code, with the total amount received. The funds in the Tourist Development Tax Special Revenue Fund shall be expended in accordance with Section 111.600 and as provided in this Chapter and the annual budget approved by the City Council.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1; Ord. 90-656-410, § 3; Ord. 2006-422-E, § 124; Ord. 2016-140-E, § 16; Ord. 2016-599-E, § 6)

Editor's note— Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note— Former § 264.107.

Sec. 666.108. - Tourist development plan.

- (a) *Legislative findings; plan adoption.* The City Council finds and declares that the Duval County Tourist Development Plan ("Tourist Development Plan" or "Plan"), consisting of the seven components described in Section 666.108(b) below, will provide 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 to the City. The City Council hereby adopts, creates and establishes the Tourist Development Plan which shall be funded by the "original" tourist development tax revenues imposed by Section 666.106, Ordinance Code, and deposited into the Tourist Development Tax Special Revenue Fund pursuant to this Chapter and Section 111.600, Ordinance Code.
- (b) *Plan components.* The Tourist Development Plan shall consist of the seven components described in Section 666.108(b)(1)–(7). Tax revenues shall only be expended on the services, activities and/or uses described in each component. The Tourist Council shall implement and administer the Plan in strict compliance with the Plan components. The Tourist Council shall not deviate from the Plan components and the services, activities and/or uses described therein in the implementation and administration of the Plan without City Council approval pursuant to a Plan amendment. The seven Plan components are as follows:

(1)

Tourist Bureau. This component shall require the establishment of a tourist bureau, which shall operate and serve as the City's premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit the City, which includes Atlantic Beach, Neptune Beach, Jacksonville Beach (collectively, the "Beaches") and the town of Baldwin. Such tourist bureau shall provide the following services:

- (i) ***Visitor Centers.*** The establishment, operation and staffing of a visitor kiosk at the Jacksonville Airport, at least one visitor center in Downtown Jacksonville, and one visitor center in the Atlantic, Neptune and Jacksonville Beaches area (individually and collectively, the "Visitor Center" or "Visitor Centers"). Each Visitor Center shall be open a minimum of 50 hours per week, including both Saturday and Sunday for a minimum of five hours each day. The Visitor Centers shall be located so as to maximize visibility and accessibility by tourists and preference shall be given to use of City-owned property for such purpose. Signage on the Interstate directing tourists to the Visitor Center shall be pursued and installed. Supplemental unstaffed kiosks at strategic tourist attractions shall be pursued;
- (ii) ***Comprehensive listings.*** The establishment of continually updated comprehensive and all-inclusive listings of all public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments; and other similar listings of tourist oriented facilities and activities. Such listings may not show preference to, or otherwise emphasize, any particular event or service provider. This service shall also include a pro-active development of such listings by reaching out to a wide spectrum of community organizations and resources to ascertain the activities, facilities, and events currently available, and such activity shall be an on-going and continuous effort to ascertain all that the City has to offer tourists. While some listings may be acquired by the purchase of prepared lists, others will require in-house research and creation; and
- (iii) ***Assembly of available information.*** The assembly of available information on, or creation of new running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc., and such other maps and guides that identify attributes of the City for which tourists commonly search.

Marketing of existing tourist-oriented facilities, attractions, activities and events, located or occurring within the City, and identified in Plan component (1) above through advertising and marketing campaigns as described below. This component shall require the marketing of existing tourist-oriented facilities, attractions, activities and events identified in Plan component (1) above through advertising and marketing campaigns conducted outside the City, regionally, nationally and internationally and through the maintenance of a website, publication of an annual visitor magazine, and publication or production of brochures, maps, videos and similar materials for distribution at Visitor Centers and tourist facilities. Within the overall funding allocation for this component (2), adequate funding shall be set aside annually for subparts (v), (vii), (ix) and (x) to perform the activities in each such subpart of this component. The marketing services to be provided under this component shall include, without limitation, the following advertising, tourist engagement strategies and marketing services:

- (i) *Name branding.* Branding of Jacksonville as a unique destination focusing on our waterways, beaches, and parks and opportunities for outdoor adventure; the City's extraordinary cultural and historical resources; and the City's passion for sports by showcasing the City's numerous sporting events and teams at all levels (culinary destination, ale trail, and medical tourism may be included in the branding but shall not be a primary focus area of the branding plan);
- (ii) *Market targeting.* Target markets based on study data and past tourist tracking;
- (iii) *Audience targeting.* Target audiences of the destination branding attributes identified in (i) above, with advertising and promotions, also including (a) Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow out of town visitation for home games, and local leisure tourism by targeting opponent's cities, and (b) audiences based on activities unique to the area and that attract large numbers of tourists (i.e. golf, beaches and watersports, etc.); and
- (iv) *Targeting direct flight markets.* Coordination with Jacksonville Aviation Authority to advertise in direct flight markets.
- (v) *Website.* The establishment and maintenance of a continually updated website as the official tourist website for the City. Such website shall contain comprehensive and all-inclusive listings of all existing tourist oriented facilities, attractions, activities and events identified in (1) above. While accommodations and restaurants are recognized as essential to the tourist experience, equal emphasis shall be given to things to do and see in the City. Such listings shall be all-inclusive and may not show preference to, or otherwise emphasize, any particular event or service provider. Listings shall be sortable by business type/special interest category. Individual locations, venues and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such website, contributions from the jurisdictions in

which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any local webpage be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;

- (vi) *Social media sites and digital advertising.* The maintenance of social media sites which shall include links to, excerpts from, and mirror the material contained in the website above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. This subpart shall also include online digital advertising to targeted markets of the destination branding attributes identified in (i) above;
 - (vii) *Visitor magazine.* The publication of a Visitor Magazine no less often than annually which shall also include the comprehensive listings described above. Individual locations, venues, and activities may be featured in specific content articles and itineraries but based on consumer interest ratings, or recognized tourist attraction rating entities and not on any request or payment by the entity advertised. If out of City day trips are promoted through such Visitor magazine, contributions from the jurisdictions in which such facilities are located shall be negotiated and used to offset the expense of publication. In no event shall the primary focus of any publication be devoted to out of City activities, venues, or services unless paid for by such jurisdiction;
 - (viii) *Media Relations.* Promotion of the City's tourist related facilities and programs on a state, national and international level to media writers of magazines, newspapers, blogs, websites and other public relations oriented outlets;
 - (ix) *Maps.* The publication of maps on the website and in print identifying running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.;
 - (x) *Topic specific brochures and videos.* The publication of other topic specific brochures and videos, such as brochures and videos focused on water related activities and parks and outdoor adventures, area history trails and brochures or other types of businesses if expressly requested by and deemed appropriate by the Tourist Council; and
 - (xi) *Collection of brochures, videos, etc.* The collection and distribution of brochures, videos, and other advertising prepared by existing tourist oriented facilities, attractions, activities, and events at all visitor centers, kiosks, and such other opportunities as may arise.
- (3) *Promotion of the City as a convention and meeting site.* This component shall require the promotion and further expansion of the City as a convention and meeting site for tourists. The promotion services to be provided under this component shall include:
- (i)

Promotion to Tourist Groups. Promotion and marketing of the City as a convention and meeting destination to meeting planners, trade associations, industry groups, professional associations, etc.;

- (ii) *Convention market targeting.* Target markets based on study data and past tourist tracking;
 - (iii) *Convention sales activities.* Convention sales activities actively pursuing potential meetings, conferences, conventions and groups and coordinating bookings with conference and convention facilities and accommodations that meet the expressed needs of the group. In this regard, no preference shall be shown to any particular private accommodation or facility;
 - (iv) *Coordination with City convention center manager.* Coordination with the City's convention center manager to assist with fully booking that facility and meeting the accommodation needs of conventions booked at the Convention Center;
 - (v) *Convention service activities.* Convention service activities that support the needs of tourists attending conventions and conferences in the City; and
 - (vi) *Convention grants.* Convention grants payable to or on behalf of convention or conference groups or businesses as incentives for selection of Jacksonville as their destination provided such conference or group shall have a minimum of 200 room nights and a minimum grant amount of \$1,000.
- (4) *Development and planning of additional tourist facilities and attractions in the City.* This component shall require the development and planning of additional tourist facilities and attractions in the City. The services to be provided under this component shall include:
- (i) *Identification of undeveloped tourist attractions.* Identification of potential or undeveloped tourist attractions, (other than a convention center), in the City which will include a study to determine the existence, location, and potential tourist benefit to the City of such attractions, and the beginning of a short range plan to develop such of these attractions as may indicate an economically feasible benefit; and
 - (ii) *Planning.* Development of a strategic plan for the expansion of business at existing tourist accommodations, and expansion of existing developed tourist attractions (attractions herein shall not include accommodations or dining, but entertainment and recreation venues and opportunities) for coordination of development efforts, advertising and promotion of such facilities.
- (5) *Special Event grants.* This component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists. This component shall be limited to the following grants:
- (i)

Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater. The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City, which grant award may not exceed \$250,000 for any such event unless currently obligated by contract until such obligation expires; and

(ii) *Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues.* The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed \$100,000 per event.

(6) *Acquisition of and improvements to certain publicly owned facilities or certain facilities publicly owned and operated or owned and operated by a not for profit and open to the public.* This component shall consist of a development account used to acquire, construct, extend, enlarge, remodel or improve publicly owned convention centers, coliseums (e.g., arena) or auditoriums (e.g., performing arts center), or aquariums or museums that are publicly owned and operated or owned and operated by a not for profit organization. Such aquariums and museums owned and operated by a not for profit corporation must be open to the public. Activities and projects funded from this account shall be approved by the City Council.

(7) *Contingency for any uses authorized under F.S. § 125.0104(5)(a).* This component shall consist of a reserve account used to fund unforeseen opportunities of major significance to tourism in the City. Activities and projects funded from this account shall be approved by the City Council.

(c) *Funding Allocations for Plan Components.* The Plan components shall be funded with tax revenues. Minimum and maximum funding levels, as applicable, for each Plan component shall be allocated over a three-year period (fiscal years 2016—2017, 2017—2018, and 2018—2019), and it is anticipated that the tax revenues, less administrative costs pursuant to Section 666.106(c), will be at least \$6,500,000 per fiscal year during this period. The funding allocations for each Plan component are provided in Table 1.1 below. Allocations of tax revenues in future fiscal years will be made by the City Council by means of an amendment to the Plan in the manner prescribed in subsection (g) below. In the event that City Council does not amend the Plan prior to the end of the third fiscal year (2018—2019), the allocations listed for the third fiscal year in Table 1.1 shall also be applied to future fiscal years. The Tourist Council shall adhere to the minimum and maximum funding levels, as applicable, provided in Table 1.1 in the preparation of its annual budget submittal to the Mayor.

Table 1.1

Funding Allocations for Plan Components

Plan components by abbreviated reference to <u>Section 666.108</u> subsections only See Plan component descriptions in <u>Section 666.108</u> (b)(1)—(7) for full component descriptions	Min./Max. Funding Amount FY16-17	Min./Max. Funding Amount FY17-18	Min./Max. Funding Amount FY18-19
(b)(1) Tourist bureau	\$300,000	\$300,000	\$300,000
(b)(2) Marketing	\$2,250,000	\$2,300,000	\$2,350,000
(b)(3) Promotion of the City as a convention and meeting site* (see note below)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)
(b)(4) Development and planning of additional tourist facilities	\$150,000	\$100,000	\$50,000
(b)(5) Special event grants	\$800,000	\$800,000	\$800,000
(b)(6) Acquisition of and improvements to certain publically owned facilities	\$500,000 plus any amounts transferred pursuant to <u>Section 666.108</u> (d)	\$500,000 plus any amounts transferred pursuant to <u>Section 666.108</u> (d)	\$500,000 plus any amounts transferred pursuant to <u>Section 666.108</u> (d)
(b)(7) Contingency	\$500,000	\$500,000	\$500,000

*This Plan component (Section 666.108(b)(3)) has a maximum funding level due to the limited nature of the City's existing convention center facility (i.e., Prime Osborn Center) as a tourist meeting site. At such time that the existing facility is improved, or a new facility is constructed, to better accommodate tourist meetings (e.g., substantial increase in meeting space, attached lodging, etc.), the minimum funding level for this component may be increased or the maximum funding level deleted.

(d)

Development account; contingency account established. There shall be a separate development account ("Development Account") established, in addition to the Tourist Development Tax Special Revenue Fund, to receive the annual budgeted allocations, the unspent and unencumbered balances of appropriated funds allocated to the Plan components described in subsection (b)(1)—(5) above at the end of each fiscal year, and any unallocated funds remaining in the special revenue fund at the end of each fiscal year. The development account shall only be used to fund the Plan component activities described in subsection (b)(6) (i.e., acquisition, construction, extension, enlargement, remodel or improvement of publicly owned convention centers, coliseums (e.g., arena) or auditoriums (e.g., performing arts center), or aquariums or museums that are publicly owned and operated or owned and operated by a not for profit organization and open to the public). Additionally, a separate contingency account ("Contingency Account") shall be established within the Tourist Development Tax Special Revenue Fund to receive the funding allocated to the Plan component described in subsection (b)(7) to be used for unforeseen opportunities of major significance to tourism in the City. The Development Account and Contingency Account shall be created pursuant to Section 111.600, Ordinance Code, and any activities and projects funded from these account shall be approved by City Council.

- (e) *Contract providers.* Contract providers of Plan components shall be procured pursuant to Chapter 126, Ordinance Code. Contract providers that are contracted to market and promote the area for tourism or convention business shall be deemed "county destination marketing organizations" as defined in Section 288.923, Florida Statutes.
- (f) *Plan Review.* The Tourist Council pursuant to Chapter 70, Ordinance Code, shall conduct a continuing review of the progress of the Plan, the effectiveness of the current allocation of tax revenues and the problems and deficiencies of the Plan in order to make recommendations to the City Council for changes in the Plan, including the addition or deletion of Plan components and changes to the services, activities and/or uses contained therein.
- (g) *Amendments.* As required by F.S. § 125.0104, the Plan created and established in this Section may not be amended except by an ordinance enacted by an affirmative vote of a majority plus one additional member of the City Council.

(Ord. 2016-599-E, §§ 7, 8)

Editor's note— Ord. 2016-599-E, § 7, amended the Code by repealing former § 666.108, which pertained to similar subject matter, and derived from Ord. 78-788-363, Ord. 83-591-400, and Ord. 2016-504-E.

Sec. 666.109. - Repeal of tax.

At any time after the approval of the tax by the voters, a petition may be filed with the Council Secretary requesting the holding of a referendum to repeal the tax, which petition shall contain the signatures of at least 15 percent of the electors of the General Services District. Within three days after he receives the petition, the Council Secretary shall transmit the petition to the Supervisor of Elections, who shall examine the petition and ascertain whether the petition is signed by the required number of

persons and whether such person are electors as shown by the registration books as of the date the petition was received by the Council Secretary. He shall attach to the petition his certificate showing the result of his examination. If the petition is insufficient, it may be amended within 15 days from the date of the certificate and filed with the Supervisor of Elections, who shall make a like examination of the amended petition within 15 days after it is filed with him. If he again ascertains that the petition is insufficient, it shall be returned to the Council Secretary, who shall cancel the petition, and thereafter no action shall be taken with respect to the petition, without prejudice to the filing of a new petition to the same effect. If the Supervisor of Elections ascertains that the petition is duly executed and in proper form, he shall return it to the Council Secretary, who shall transmit it to the appropriate Council committee for the introduction of the necessary legislation to call a special election, which may be held individually or at the same time as a statewide or Consolidated Government election in which all electors are eligible to vote. If a majority of the electors voting in the special election favor the repeal of the tax, then it shall stand repealed effective with the announcement of the results of the election by the Election Canvassing Board; otherwise, the tax shall continue in force and effect. If the tax is repealed, the Tourist Council may continue to expend funds and perform its duties until all of the funds in the Tourist Development Tax Special Revenue Fund, Development Account, and Contingency Account have been expended in accordance with the budget and Tourist Development Plan, but thereafter only with the approval of the Council.

(Ord. 78-788-363, § 1; Ord. 83-591-400, § 1; Ord. 2016-599-E, § 6)

Editor's note— Ord. 2016-599-E, §§ 6 and 7, repealed former § 666.109 and renumbered former § 666.110 as a new § 666.109. Former § 666.109 pertained to administration of plan, and derived from Ord. 78-788-363; Ord. 83-591-400; Ord. 2005-1283-E; and Ord. 2011-732-E.

Sec. 666.110. - Reserved.

Note— See editor's note, § 666.109.

Sec. 666.111. - Penalty bills less than \$10.00.

The Tax Collector is instructed not to mail a special penalty bill for the tax hereby imposed when the penalty for late payment is less than \$10.00.

(Ord. 91-1248-492, § 6)