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A G E N D A

TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING

Honorable Anna Lopez Brosche, TDC Chairman

Monday, June 25, 2018

1:00 P.M.

117 West Duval Street

City Hall, First Floor

Lynwood Roberts Room

I. Call to Order

Roll Call

City Council President Anna Lopez Brosche, Board Chairperson
City Council Vice President Aaron Bowman, Board Vice Chairperson-Excused
City Council Member Lori N. Boyer, Board Member
Barbara Goodman, Board Member-Excused
Steven Grossman, Board Member
Kirit Patidar, Board Member
Craig Smith, Board Member-Excused
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member-Excused

Dr. Cheryl L Brown, Director, Jacksonville City Council
Annette Hastings, TDC Executive Director
Jeff Clements, Chief of Research
Kim Taylor, Assistant Council Auditor
Phillip Peterson, Principal Council Auditor
Lawsikia Hodges, Deputy General Counsel
Colleen Hampsey, Research Assistant

Meeting Convened

Meeting Adjourned:

II. Approval of Minutes

- TDC Quarterly Meeting, May 17, 2018

III. Michael Corrigan, Visit Jacksonville CEO/President

- **Visit Jacksonville Budget Reallocations Line Items FY 2017-18**
 - Sales & Service Overhead Administration
 - Sales & Services

Public Comments

Action Item: _____

- **Visit Jacksonville Annual Contract Plans**
 - Visit Jacksonville Marketing Services Annual Plan
 - Visit Jacksonville Convention Sales and Services Annual Plan
 - Visit Jacksonville Tourist Bureau Information Services Annual Plan
 - Budgetary Summary FY 2018-2019

IV. Travel Policy -Lawsikia Hodges, Deputy General Counsel

Public Comments

Action Item: _____

V. TDC Advisory Committee Special Events and Convention Grant Guidelines

- TDC Application Guideline Recommendations-Council Member Lori Boyer
 - Special Events Grants Criteria
 - Special Events Defined
 - Marketing Grant Scoring Matrix
 - TDC Grant Category Matrix
 - TDC Budget Categories and Plan Components

Public Comments

Action Item_____

VI. New Business

- Tourist Development Plan-Budget FY 2018-2019
 - Tourist Development Account-Component (6)
 - Contingency Account- Component (7)

Public Comments

Action Item_____

VII. Closing Comments

- TDC Quarterly August (TBD)

VIII. Adjourn

*****Other Items may be added or deferred at discretion of the Chair. *****

Tourist Development Council Grant Guidelines

6/24/18 TDC Meeting

Itemized list of actions/discussions related to TDC Grant Guidelines approval:

- 1) Approve the creation of three (3) categories of grants in the Grant Guidelines for: 1) “**Marketing Grants**”; 2) “**Convention Grants**”; and 3) “**Special Events Grants**”

- 2) As to **Marketing Grants** approve:
 - Amend marketing plan component under Section 666.108(b)(2), *Ordinance Code*, to include “Marketing Grants”
 - Definition for “Marketing Grants”: Grants awarded by the TDC and payable to entities that market the City as a tourism destination through advertising and marketing campaigns. Funding awarded by the TDC to grant recipients may only be used to defray the costs associated with TDC approved advertising and marketing campaigns. Marketing Grants shall be evaluated by the TDC.
 - Marketing Grants Matrix Handout (i.e., criteria, qualifier, considerations, points)
 - Approve minimum application score, if any

- 3) As to **Convention Grants** approve:
 - Definition for “Convention Grants”: Grants awarded by the TDC and payable to or on behalf of convention or conference groups or businesses as incentives for selection of Duval County as their destination for group or business conventions, conferences, or meetings provided the grant recipient shall have a minimum of 200 room nights and a minimum grant amount of \$1,000. Convention Grants shall be administered and recommended to the TDC by the Convention Sales and Services contractor. A Convention Grant may not be awarded to any event that is eligible to receive a Special Events Grant. Funding awarded by the TDC to grant recipients may only be used for AV, food and beverage, transportation and meeting facility rentals.

- 4) As to **Special Events** grants approve:
 - Definition for “Special Events Grants”: Grants awarded by the TDC and payable to entities hosting events that are open to the public, although they may charge ticketed admission, where a large number of tourists are brought together to watch or participate, of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Examples include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress,

trade or fashion show, art events or displays, exhibitions or the like open to the public. Special events do not include invitation only events, private events, member only events, fundraising events, or corporate and trade events. Special events shall not include commercial events whose primary purpose is for the organizers to make a profit by selling products, food & beverages, or entertainment. A Special Events Grant may not be awarded to any event that is eligible to receive a Convention Grant or Marketing Grant. Special Events Grants shall be evaluated by the TDC. Funding awarded by the TDC to grant recipients may only be used for venue rental offset, marketing, and other event expenses.

- Approve Special Events Grants “threshold” questions to determine if statutory requirement has been met by requesting grant recipient (Handout)
 - Review evaluation process (i.e., majority of TDC members or fixed number must answer yes to all questions)
 - Approve Marketing Grants Matrix Handout (i.e., criteria, qualifier, considerations, points)
 - Add a criteria regarding multiple years funding as a negative factor (i.e., less points or points if received funding in prior years)
 - Approve minimum application score, if any
 - Approve Tourist/Room Nights Matrix Handout
 - Amend special events plan component to cross reference the City Council approved Grant Guidelines and delete former provisions
- 5) Approve creating a new Plan Component No. 8 and amount to include \$_____ under 666.108(b)(8) entitled “Promotion of the Jacksonville Equestrian Center”
- 6) Approve Grant Guidelines parameters below related to the application process:
- Grant TDC authority under guidelines to create grant application forms and eligibility documents as applicable to for profit and non profit entities;
 - Grant TDC authority to develop grant contracts (which include standard city contract provisions, as applicable, and as form approved by Office of General Counsel);
 - Grant TDC flexibility to use competitive grant process and/or first come first serve;
 - Grant TDC authority to create rules regarding acceptance of grant applications provided that the TDC permit a minimum of two grant application cycles per fiscal year;
 - Prohibit grant awards to any entities or organizations (or affiliates?) that owe the City money.

- 7) Make a recommendation (or not) regarding feasibility of imposing an application fee on grant recipients
- 8) Direct Office of General Counsel to prepare legislation approving Grant Guidelines to City Council based on outcome of actions above. Once approved by City Council Grant Guidelines may only be amended with City Council approval.

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

Special Event Grants

Upon receipt of an application, the application would be reviewed by staff to insure that answers were provided to the following questions in addition to other information requested.

1. Who do you anticipate will attend your event and why? In other words, what are the expected demographics of your audience/attendees and where will they come from? What percent of your audience/attendees will come from outside a ___ mile radius of Jacksonville (City boundaries) and what are you relying on to make that assumption?

FOR TDC Evaluation: Is the main purpose of the Event, the attraction of tourists from outside the 50 mile radius? Yes or No Only proceed to next question if the answer is yes

2. How do you plan to promote the event to potential attendees outside a ___ radius of Jacksonville (City Boundaries) and what % of the Marketing Budget is dedicated to outside the region versus local advertising?

FOR TDC Evaluation: Does the promotion of this event to tourists (outside the 50 mile radius) evidence that the main purpose of the event is attraction of tourists? Yes or No Only proceed to the next question if answer is yes

3. Which threshold grant criteria do you plan to meet and how will you document that your event has met that criteria? Failure to meet the criteria renders you ineligible for ANY funds.

25,000 tourists or more?

10,000 Room nights or more?

Combination matrix standard ?

5000 tourists or more?

For TDC Evaluation: Which criteria did applicant select and does the suggested documentation offered to be provided, give the TDC adequate and reasonably reliable assurance that the criterion has been met? Yes or No Only if yes, proceed to evaluate the application on scoring matrix

Special Events defined:

Events open to the public, although they may charge ticketed admission, where a large number of people are brought together to watch or participate, of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Examples include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, exhibition or the like open to the public. Special events do not include invitation only events, private events, member only events or fundraising events. Also excluded are corporate and trade events. Special events do not include commercial events whose primary purpose is for the organizers to make a profit by selling products, food & beverages, or entertainment.

Grant category	Where Application Submitted	Qualifiers	Use of Funds	Proof of compliance with qualifier	Expenditure Documentation	Source of Funds
Conventions; meetings; conferences	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
Special Events- sporting events, music, museum exhibits, festivals, etc.	TDC	Tier 1- 25,000 tourists, or 10,000 room nights, or matrix Tier 2- 5000 tourists 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 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

Criteria	Qualifier	Considerations/Factors	Maximum Points	Total Points
Total Tourism Impact	Does the marketing campaign or promotion drive tourism benefits, economic prosperity and opportunity for Jacksonville	Overall projected direct economic impact, potential for attendees outside of 150 mile radius; potential for generating tourists beyond a specific event based on exposure, new markets, etc.; What is the expected audience reached; Number of publications printed, airings, etc.	15	
Brand Opportunity	Will the campaign or promotion successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National or international television broadcast, exposure. Visibility of destination marketing logos, imagery, media coverage. Promotional items, prizes that carry City name, logos, imagery.	15	
Marketing Plan After Review from Visit Jacksonville	Does the proposed promotion or marketing plan demonstrate a likelihood of increasing tourism, and is it consistent with Visit Jacksonville's Marketing Plan?	Traditional advertising, electronic and social media, PR and earned media, collaborative, partnership and influence marketing. After review by Visit Jacksonville, were there findings of innovation, uniqueness? Does it complement the Marketing efforts of Visit Jacksonville?	15	
Return on Investment	Does the value of the proposed campaign or promotion substantially exceed the grant amount?	How does the market value of the advertising provided compare to the amount of the grant request? Is it worth a minimum of 2x the grant amount?	10	
Stewardship	Does the campaign or promotion have leverage opportunities for Jacksonville	Promotion of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent	5	
		Total Points Awarded		

Travel Policy for County Destination Marketing Organization (DMO)

6/24/18 TDC Meeting

Summary of revised Travel Policy legislation for DMO (introduced by Council Member Boyer):

- Except DMO from Travel Policy procedures in Chapter 106, Part 7
- Require Tourist Development Council to approve DMO's annual travel budget only
- Allow for travel expenses to be advanced or reimbursed in accordance with Section 125.0104(9), F.S.
- Allow for entertainment expenses only when meeting with the following and while attending or traveling in connection with travel or trade shows:
 - Travel writers
 - Tour brokers
 - Other person connected with the tourist industry
- Allow for Tourist Development Council to develop travel and entertainment expense forms in compliance with Section 125.0104(9)
- Amend Chapter 70, Ordinance Code and Section 106.1202, Ordinance Code
- Policy changes will be retroactive to October 1, 2018

VISIT JACKSONVILLE

Proposed 17/18 Budget Reallocation #2

We are seeking approval to reallocate 17/18 budget dollars between line items as follows:

Sales & Services Overhead Administration

Move \$33,000 out of Salaries/Wages/Benefits (\$239,842) into Facility Rent (\$126,021) to cover higher monthly rents and an unexpected CAM reconciliation expense.

Sales & Services

Move \$8,500 out of FAM Trips (\$45,000) into Site Visits (\$16,500) to cover the costs of bringing more potential clients to town.

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VISIT JACKSONVILLE BUDGET

Plan Components	2017/2018 Approved Budget	2018/2019 Proposed Budget	\$ Increase/ (Decrease)	% Increase/ (Decrease)
Tourist Information Bureau Operating	\$ 370,611	\$ 400,000	\$ 29,389	8%
Tourist Information Bureau Capital	\$ 100,000	\$ 100,000	\$ -	0%
Tourist Bureau Total	\$ 470,611	\$ 500,000	\$ 29,389	6%
Marketing	\$ 2,469,500	\$ 2,800,662	\$ 331,162	13%
Florida's First Coast of Golf	\$ 148,838	\$ 148,838	\$ -	0%
Longwoods Study	\$ 30,500	\$ 30,500	\$ -	0%
Marketing Grants	\$ 120,000	\$ 120,000	\$ -	0%
Marketing Total	\$ 2,768,838	\$ 3,100,000	\$ 331,162	12%
Convention Sales & Services	\$ 2,091,770	\$ 2,066,570	\$ (25,200)	-1%
Convention Grants	\$ 125,000	\$ 170,000	\$ 45,000	36%
STR Reports	\$ 33,230	\$ 13,430	\$ (19,800)	-60%
Convention Sales Total	\$ 2,250,000	\$ 2,250,000	\$ -	0%