**Role of Tourist Development Council**

**Increase tourism to Jacksonville including number of visitors and quality of visitor experience**

Expend Tourist Development tax receipts in furtherance of the City Council adopted Tourist Development Plan and in accordance with state law

* To the extent we contract out primary responsibility for performance of **three** plan components, (Tourist Bureau, Convention Sales and Service and Marketing), provide oversight of contractor to insure funds are properly spent, deliverables are provided, ROI is achieved and performance metrics attained
* Review the annual plan for each contract for consistency with contract, 5 year plan, and prior year annual plan
* Review annual VJ budget proposals for allocation of resources to plan components and ROI
* Review performance annually both as to metrics and as to delivery and completion of annual plan commitments
* Renegotiate, re-bid contracts as necessary
* Make recommendations to modify ordinance code, contracts as needed to achieve efficient operations and further performance
* As to remaining **four** plan components (Planning and research on potential new attractions, Acquisition of and improvements to certain public or non-profit tourist facilities; Contingency for events of major significance; Special Event grants) and to the portion of Marketing retained by the TDC for Marketing Grants, it is the primary responsibility of the TDC to evaluate and either make final decisions or recommendations on expenditures for each of these plan components to the City Council
* Evaluate and vote on research and planning projects that would inform budget allocations, development of future attractions and facilities
* Evaluate and recommend acquisition of and improvements to eligible tourist facilities
* Evaluate and recommend use of the contingency to promote events of major significance
* Evaluate and vote on grant applications for Special Event and Marketing grants
* Evaluate and vote on convention grants
* Prepare and submit an annual TDC budget to City Council
* Establish policies for grants including application forms and timing, review criteria, process, etc.
* Establish, review and update TDC Mission, goals and strategies
* Annually evaluate TDC staffing and operational needs and address as appropriate