

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - July 31, 2018

| | | Budget |
|---|--------------|-----------------|
| (1) Tourist Bureau - Revised Budget | | \$ 470,611.00 |
| Less Disbursements to Visit Jacksonville | | (296,258.56) |
| Less Encumbrances: Visit Jacksonville Contract | (174,352.44) | |
| | | (174,352.44) |
| Budgetary Balance Available | | \$ - |
| (2) Marketing - Revised Budget | | \$ 2,768,838.00 |
| Less Disbursements to Visit Jacksonville | | (1,852,457.80) |
| Less Other Disbursements | | (148,838.00) |
| Less Encumbrances: Visit Jacksonville Contract | (617,042.20) | |
| P1 Powerboat Racing | (20,000.00) | |
| Longwood Studies | (54,000.00) | |
| Lynard Skynard Concert | (50,000.00) | |
| | | (741,042.20) |
| Budgetary Balance Available | | \$ 26,500.00 |
| (3) Convention Sales | | \$ 2,250,000.00 |
| Less Disbursements to Visit Jacksonville | | (1,463,711.79) |
| Less Other Disbursements | | (32,330.00) |
| Less CVB Grants Paid Out | | (18,565.00) |
| Less Encumbrances: Visit Jacksonville Contract | (628,058.21) | |
| CVB Grants (Approved) | (104,866.00) | |
| CVB Grants Remaining Balance | (1,569.00) | |
| | | (734,493.21) |
| Budgetary Balance Available | | \$ 900.00 |
| (4) Development and Planning - Revised Budget | | \$ 123,933.00 |
| Less Encumbrances: | - | |
| | | - |
| Budgetary Balance Available | | \$ 123,933.00 |
| (5) Special Event Grants - Revised Budget | | \$ 830,000.00 |
| Less Disbursements | | (460,000.00) |
| Less Encumbrances: The Players Regional Tourism Coop 2018 | (138,233.00) | |
| Jacksonville Jazz Festival 2018 | (50,000.00) | |
| FHSAA Track & Field Championship 2018 | (20,000.00) | |
| Spartan Race Opening Ceremony SeaWalk Pavilion 2018 | (60,000.00) | |
| Lynard Skynard Concert | (100,000.00) | |
| | | (368,233.00) |
| Budgetary Balance Available | | \$ 1,767.00 |
| Remaining to Spent in Accordance with TDC Plan | | \$ 140,320.00 |
| | Total | \$ 293,420.00 |
| Accounts Requiring Additional City Council Action | | |
| (6) Development Account | | \$ 1,750,000.00 |
| Transfers In | | 2,057,937.51 |
| Less Encumbrances: | - | |
| | | - |
| Budgetary Balance Available | | \$ 3,807,937.51 |
| (7) Contingency Account | | \$ 1,750,000.00 |
| Transfers In | | 500,000.00 |
| Less Disbursements | | (615,250.00) |
| Less Encumbrances: Jacksonville Zoo Marketing | (171,750.00) | |
| | | (171,750.00) |
| Budgetary Balance Available | | \$ 1,463,000.00 |
| Tourist Development Special Revenue Fund | | |
| Transfers In | | \$ 32,278.00 |
| Transfers Out | | - |
| Budgetary Balance Available | | \$ 32,278.00 |

Actions of the TDC Board's August 9 Meeting have been included in the figures above to update the balances remaining available.

ITEM IV.

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Financial Report - July 31, 2018

Summary of Amounts Remitted to Trust Fund

| Collections | | | | | |
|--------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Received In | FY 2013/2014 | FY 2014/2015 | FY 2015/2016 | FY 2016/2017 | FY 2017/2018 |
| October | 399,998.61 | 431,801.69 | 496,948.63 | 541,604.68 | 668,044.01 |
| November | 372,400.06 | 573,437.03 | 605,465.38 | 587,941.11 | 637,036.54 |
| December | 532,027.94 | 481,192.50 | 495,702.99 | 699,596.30 | 763,527.06 |
| January | 373,105.79 | 429,454.58 | 453,379.14 | 530,509.12 | 602,791.23 |
| February | 425,695.05 | 515,053.07 | 551,386.34 | 592,966.57 | 664,396.01 |
| March | 483,576.64 | 531,359.25 | 626,218.30 | 653,410.71 | 708,906.83 |
| April | 567,571.80 | 630,863.12 | 712,788.88 | 769,115.39 | 804,785.92 |
| May | 560,224.43 | 622,788.38 | 675,913.27 | 710,688.08 | 786,614.52 |
| June | 585,089.59 | 613,152.36 | 679,849.55 | 723,941.13 | 785,963.53 |
| July | 542,750.16 | 562,866.99 | 662,553.02 | 656,112.00 | 720,411.56 |
| August | 547,880.04 | 616,882.30 | 675,028.85 | 713,000.13 | |
| September | 501,821.14 | 529,195.91 | 581,582.03 | 610,751.15 | |
| Totals | \$ 5,892,141.25 | \$ 6,538,047.18 | \$ 7,216,816.38 | \$ 7,789,636.37 | \$ 7,142,477.21 |

Comparison of Collections, Last Twelve Months to Prior Twelve Months

| | |
|-----------------------------|----------------------|
| 12 months ending July, 2018 | \$ 8,466,228.49 |
| 12 months ending July, 2017 | \$ 7,722,495.97 |
| Change over prior 12 months | <u>\$ 743,732.52</u> |
| Percentage change | 9.63% |

Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

| | |
|--------------------------------|----------------------|
| 10 months ending July, 2018 | \$ 7,142,477.21 |
| 10 months ending July, 2017 | \$ 6,465,885.09 |
| Change over prior year to date | <u>\$ 676,592.12</u> |
| Percentage change | 10.46% |

Comparison of Collections, This Month vs. Same Month Last Year

| | |
|------------------------|---------------------|
| July, 2018 | 720,411.56 |
| July, 2017 | 656,112.00 |
| Change over prior year | <u>\$ 64,299.56</u> |
| Percentage change | 9.80% |

**Duval County Tourist Development Council
FY 2018/19 Budget**

REVENUE

| | |
|---------------------------|---------------------|
| Tourist Development Taxes | \$ 9,000,000 |
| Interest Earnings | 19,796 |
| Total Revenue | \$ 9,019,796 |

EXPENDITURES

Plan Components

| | |
|---|---------------------|
| (1) Tourist Bureau | \$ 500,000 |
| (2) Marketing | 3,100,000 |
| (3) Convention Sales | 2,250,000 |
| (4) Development and Planning | 50,000 |
| (5) Special Event Grants | 800,000 |
| (6) Development Account* | 600,000 |
| (7) Contingency Account* | 800,000 |
| (8) Promotion of the Equestrian Center | 20,000 |
| Remaining to be spent in accordance with any Tourist Development Plan Component (i.e., 1-8 listed above) | 576,245 |
| Total Plan Components | \$ 8,696,245 |
| Administration | 323,551 |
| Total Expenditures | \$ 9,019,796 |

*Use of funds for Development Account (i.e., acquisition and improvements, etc.) and Contingency Account purposes shall require further Council action pursuant to Chapter 666 of the Code.

REVISED SCHEDULE W

**Duval County Tourist Development Council
FY 2018/19 Budget**

REVENUE

| | |
|---------------------------|---------------------|
| Tourist Development Taxes | \$ 9,000,000 |
| Interest Earnings | 19,796 |
| Total Revenue | \$ 9,019,796 |

EXPENDITURES

Plan Components

| | |
|---|---------------------|
| (1) Tourist Bureau | \$ 100,000 |
| Visit Jacksonville | 400,000 |
| | 500,000 |
| (2) Marketing | - |
| Visit Jacksonville | 2,847,622 |
| Marketing Grants | 100,000 |
| First Coast of Golf | 152,378 |
| | 3,100,000 |
| (3) Convention Sales | 13,430 |
| Visit Jacksonville | 2,236,570 |
| | 2,250,000 |
| (4) Development and Planning | 50,000 |
| (5) Special Event Grants | 320,000 |
| Gator Bowl Game | 480,000 |
| | 800,000 |
| (6) Development Account * | 600,000 |
| (7) Contingency Account * | 800,000 |
| (8) Promotion of the Equestrian Center | 20,000 |
| Remaining to be spent in accordance with any Tourist Development Plan Component (i.e., 1-8 listed above) | 76,245 |
| TDC Budget Reserve | 500,000 |
| Total Remaining to be spent in accordance with any Tourist Development Plan Component (i.e., 1-8 listed above) | 576,245 |
| Total Plan Components | \$ 8,696,245 |
| Administration | 323,551 |
| Total Expenditures | \$ 9,019,796 |

* Use of funds for Development Account (i.e., acquisition and improvements, etc.) and Contingency Account purposes shall require further Council action pursuant to Chapter 666 of the Code.

ITEM V.

Administration Out of County Travel

Visit Jacksonville would like to request an update to the travel budget for 2017-18 as follows:

| Show/Event Name | Location | Dates | Approx Cost |
|--|------------------------------|--------------------------------|------------------|
| JinkoSolar VIP Customer Event | San Francisco, CA | 7/8/18 - 7/10/18 | 1,700 |
| American Society of Association Executives Annual Conference | Chicago, IL | 8/17/18 - 8/22/18 | 3,400 |
| Florida Governor's Conference on Tourism | Orlando, FL | 9/12/18 - 9/14/18 | 1,000 |
| JAX Chamber Annual Leadership Conference | TBA - Denver, CO | 10/10/18 - 10/12/18 | 3,500 |
| Chamber - Jaguars London Trip | London | 10/23/18 - 10/29/18 | 7,000 |
| Total | | | 16,600 |
| Less: trips not taken to CA and London (marked through above) | | | (8,700) |
| Additional Travel Items: | | | |
| IMEX America Michael Corrigan | Las Vegas, NV | 10/15/18 - 10/20/18 | 3,700 |
| Destinations International Finance, Operations & Technology Summit Sarina Wiechens & Brian Fike | Cleveland, OH | 10/28/18 - 10/31/18 | 5,000 |
| Ending Travel Balance 2017-18 | | | - |

| Contract | Category | Month | Hosting Organization and Event Name | Location | Travel/Meals/ Entertainment/ Shipping | Tradeshow Booth Decor/Shipping | Registration Fees | Total |
|----------|-----------|-----------|--|-------------------|---|--------------------------------------|----------------------|-------------|
| CSS | Tradeshow | Aug. 2019 | American Society of Association Executives (ASAE) Annual Meeting | Columbus, OH | \$2,250.00 | \$6,800.00 | \$4,600.00 | \$13,650.00 |
| CSS | Tradeshow | Sep. 2019 | Small Market Meetings Conference (SMMC) | TBD | \$1,500.00 | \$0.00 | \$1,795.00 | \$3,295.00 |
| | | | Sales Travel | | \$43,000.00 | | | |
| | | | Sales Tradeshow Booth Shipping | | | \$20,789.00 | | |
| | | | Sales Registration Fees | | | | \$68,134.00 | |
| CSS | Services | Jan. 2019 | Event Services Professionals Association Conference | Charlotte, NC | \$1,700.00 | \$0.00 | \$1,350.00 | \$3,050.00 |
| CSS | Services | Jun. 2019 | Combat Veterans Motorcycle Association | Boise, ID | \$950.00 | \$0.00 | \$0.00 | \$950.00 |
| | | | Convention Services Travel- Out of County | | | | | \$4,000.00 |
| TB | TB | Sep. 2019 | Destinations International Visitor Center National Summit | TBD | \$1,000.00 | \$0.00 | \$695.00 | \$1,000.00 |
| TB | TB | Oct. 2019 | Visit Florida / Florida VC Summit | TBD | \$825.00 | \$0.00 | \$175.00 | \$1,000.00 |
| | | | Tourist Bureau- Out of County Travel (within Operations line item) | | | | | \$2,000.00 |
| All | Admin | Oct. 2018 | Travel & Tourism Research Assn (TTTRA), Marketing Outlook Forum | Las Vegas, NV | \$1,500.00 | \$0.00 | \$1,200.00 | \$2,700.00 |
| All | Admin | Jan. 2019 | PCMA Convening Leaders | Pittsburgh, PA | \$2,050.00 | \$0.00 | \$1,195.00 | \$3,245.00 |
| All | Admin | Mar. 2019 | Florida Tourism Day | Tallahassee, FL | \$745.00 | \$0.00 | \$55.00 | \$800.00 |
| All | Admin | Mar. 2019 | Southeast Tourism Society & SETTRA, Connections Conference | Daytona Beach, FL | \$700.00 | \$0.00 | \$600.00 | \$1,300.00 |
| All | Admin | Apr. 2019 | Destinations International CEO Summit | Asheville, NC | \$1,995.00 | \$0.00 | \$1,000.00 | \$2,995.00 |
| All | Admin | Jul. 2019 | Destinations International Annual Conference | St. Louis, MO | \$2,995.00 | \$0.00 | \$1,000.00 | \$3,995.00 |
| All | Admin | Aug. 2019 | American Society of Association Executives (ASAE) Annual Meeting | Columbus, OH | \$2,595.00 | \$0.00 | \$1,000.00 | \$3,595.00 |
| All | Admin | Sep. 2019 | Florida Governor's Conference on Tourism | TBD | \$1,620.00 | \$0.00 | \$499.00 | \$2,119.00 |
| All | Admin | Oct. 2019 | JAX Chamber Annual Leadership Conference | TBD | \$0.00 | \$0.00 | \$3,900.00 | \$3,900.00 |
| All | Admin | Oct. 2019 | DI Finance, Operations and Technology Summit | TBD | \$3,610.00 | \$0.00 | \$1,390.00 | \$5,000.00 |
| All | Admin | Oct. 2019 | JAX Chamber - Jaguars London Trip | London, England | \$6,100.00 | \$0.00 | \$0.00 | \$6,100.00 |
| | | | Administration Out of County Travel | | | | | \$35,749.00 |
| Mrkt | Mrkt/Comm | Oct. 2018 | VF Media & Consumer Event | New York, NY | \$3,000.00 | \$0.00 | \$0.00 | \$3,000.00 |
| Mrkt | Mrkt/Comm | Jan. 2019 | International Media Marketplace | New York, NY | \$2,000.00 | \$0.00 | \$1,200.00 | \$3,200.00 |
| Mrkt | Mrkt/Comm | Jan. 2019 | New York Times Travel Show | New York, NY | \$1,000.00 | \$0.00 | \$3,500.00 | \$4,500.00 |
| Mrkt | Mrkt/Comm | Feb. 2019 | VJ Media Blitz | Chicago, IL | \$1,700.00 | \$0.00 | \$0.00 | \$1,700.00 |
| Mrkt | Mrkt/Comm | Mar. 2019 | Atlanta Travel Show | Atlanta, GA | \$2,500.00 | \$0.00 | \$3,000.00 | \$5,500.00 |
| Mrkt | Mrkt/Comm | Mar. 2019 | VJ Media Blitz | Atlanta, GA | \$200.00 | \$0.00 | \$0.00 | \$200.00 |
| Mrkt | Mrkt/Comm | May. 2019 | FADMO's Marketing Conference | TBD | \$1,000.00 | \$0.00 | \$500.00 | \$1,500.00 |
| Mrkt | Mrkt/Comm | May. 2019 | VJ Media Blitz | Washington, DC | \$1,700.00 | \$0.00 | \$0.00 | \$1,700.00 |
| Mrkt | Mrkt/Comm | Jun. 2019 | PRSA Travel & Tourism Conference | Philadelphia, PA | \$2,000.00 | \$0.00 | \$900.00 | \$2,900.00 |
| Mrkt | Mrkt/Comm | Jul. 2019 | Destinations International Annual Conference | St. Louis, MO | \$1,500.00 | \$0.00 | \$1,000.00 | \$2,500.00 |
| Mrkt | Mrkt/Comm | Jul. 2019 | VJ Media Blitz | Tampa, FL | \$1,200.00 | \$0.00 | \$0.00 | \$1,200.00 |
| Mrkt | Mrkt/Comm | Jul. 2019 | VJ Media Blitz | Orlando, FL | \$1,200.00 | \$0.00 | \$0.00 | \$1,200.00 |
| Mrkt | Mrkt/Comm | Aug. 2019 | US Travel's ESTO | Austin, TX | \$3,000.00 | \$0.00 | \$1,900.00 | \$4,900.00 |
| | | | Marketing Out of County Travel | | | | | \$34,000.00 |

DRAFT TRAVEL FOR 2018-19 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

| Contract | Category | Month | Hosting Organization and Event Name | Location | Travel/Meals/ Entertainment/ Shipping | Tradeshow Booth Décor/Shipping | Registration Fees | Total |
|----------|---------------|-----------|---|-----------------------|---|--------------------------------------|----------------------|--------------------|
| CSS | Sales Mission | Sep. 2019 | Sales Mission | Chicago, IL | \$7,000.00 | \$0.00 | \$0.00 | \$7,000.00 |
| CSS | Sales Mission | TBD | Sales Mission/Client Event | New York, NY | \$9,000.00 | \$0.00 | \$0.00 | \$9,000.00 |
| CSS | Sales Mission | TBD | Sales Mission | Tallahassee, FL | \$5,500.00 | \$0.00 | \$0.00 | \$5,500.00 |
| CSS | Sales Mission | TBD | Sales Mission | Houston or Dallas, TX | \$7,000.00 | \$0.00 | \$0.00 | \$7,000.00 |
| CSS | Client Event | Mar. 2019 | Contingency Travel/Client Event | TBD | \$5,000.00 | \$0.00 | \$0.00 | \$5,000.00 |
| | | | Convention Sales and Services Sales Missions and Client Events | | | | | \$33,500.00 |
| CSS | PD | Dec. 2018 | Destinations International Convention Sales & Marketing Summit | Chicago, IL | \$1,900.00 | \$0.00 | \$495.00 | \$2,395.00 |
| CSS | PD | Mar. 2019 | Southeast Tourism Society Connections | Daytona Beach, FL | \$750.00 | \$0.00 | \$595.00 | \$1,345.00 |
| CSS | PD | Jul. 2019 | Destinations International Annual Convention | St. Louis, MO | \$2,000.00 | \$0.00 | \$1,000.00 | \$3,000.00 |
| CSS | PD | Sep. 2019 | Florida Governor's Conference on Tourism | TBD | \$970.00 | \$0.00 | \$500.00 | \$1,470.00 |
| CSS | PD | Monthly | MPI North FL Chapter Educational Luncheon | Jacksonville, FL | \$150.00 | \$0.00 | \$360.00 | \$510.00 |
| CSS | PD | Monthly | Society of Government Meeting Professionals (SGMP) | Gainesville, FL | \$600.00 | \$0.00 | \$180.00 | \$780.00 |
| | | | Convention Sales and Services Professional Development | | | | | \$9,500.00 |
| CSS | Tradeshow | Oct. 2018 | Florida Society of Association Executives (FSAE) Education Expo | Tallahassee, FL | \$1,000.00 | \$0.00 | \$585.00 | \$1,585.00 |
| CSS | Tradeshow | Oct. 2018 | Connect Tech | Las Vegas, NV | \$1,195.00 | \$500.00 | \$3,000.00 | \$4,695.00 |
| CSS | Tradeshow | Oct. 2018 | IMEX America | Las Vegas, NV | \$2,500.00 | \$1,600.00 | \$0.00 | \$4,100.00 |
| CSS | Tradeshow | Oct. 2018 | Your Military Reunion Connection (YMRC) | Virginia Beach, VA | \$1,750.00 | \$0.00 | \$0.00 | \$1,750.00 |
| CSS | Tradeshow | Nov. 2018 | Connect Faith | Ontario, CA | \$2,500.00 | \$0.00 | \$0.00 | \$2,500.00 |
| CSS | Tradeshow | Nov. 2018 | National Coalition of Black Meeting Planners (NCBMP) Annual Conf. | New Orleans, LA | \$1,750.00 | \$0.00 | \$2,400.00 | \$4,150.00 |
| CSS | Tradeshow | Nov. 2018 | Florida Encounter (Visit Florida) | Bonita Springs, FL | \$1,000.00 | \$800.00 | \$3,500.00 | \$5,300.00 |
| CSS | Tradeshow | Nov. 2018 | Military Reunion Network SE Regional Roundtable | TBD | \$1,500.00 | \$0.00 | \$495.00 | \$1,995.00 |
| CSS | Tradeshow | Dec. 2018 | Association Forum Holiday Showcase | Chicago, IL | \$2,250.00 | \$4,600.00 | \$3,500.00 | \$10,350.00 |
| CSS | Tradeshow | Jan. 2019 | American Bus Association's Annual Meeting | Louisville, KY | \$1,555.00 | \$0.00 | \$1,695.00 | \$3,250.00 |
| CSS | Tradeshow | Jan. 2019 | Religious Conference Management Association (RCMA) Emerge | Greensboro, NC | \$1,250.00 | \$1,789.00 | \$2,410.00 | \$5,449.00 |
| CSS | Tradeshow | Feb. 2019 | XSITE Tallahassee | Tallahassee, FL | \$1,000.00 | \$0.00 | \$1,350.00 | \$2,350.00 |
| CSS | Tradeshow | Feb. 2019 | Connect Diversity | TBD | \$1,500.00 | \$200.00 | \$4,450.00 | \$6,150.00 |
| CSS | Tradeshow | Feb. 2019 | Destinations International Destination Showcase | Washington, DC | \$2,250.00 | \$2,300.00 | \$4,995.00 | \$9,545.00 |
| CSS | Tradeshow | Mar. 2019 | ConferenceDirect Annual Partner Meeting (APM) | Atlanta, GA | \$1,250.00 | \$50.00 | \$6,600.00 | \$7,900.00 |
| CSS | Tradeshow | Mar. 2019 | Rendezvous South Conference | The Woodlands, TX | \$1,500.00 | \$0.00 | \$3,500.00 | \$5,000.00 |
| CSS | Tradeshow | Mar. 2019 | Pharma Forum | New York, NY | \$3,500.00 | \$0.00 | \$5,000.00 | \$8,500.00 |
| CSS | Tradeshow | Mar. 2019 | JAX Chamber Annual Tradeshow | Jacksonville, FL | \$250.00 | \$0.00 | \$355.00 | \$605.00 |
| CSS | Tradeshow | May. 2019 | Fraternity Executives Association (FEA) Annual Meeting | Las Vegas, NV | \$2,500.00 | \$1,150.00 | \$1,400.00 | \$5,050.00 |
| CSS | Tradeshow | May. 2019 | Christian Meetings & Conventions Assoc (CMCA) | TBD | \$1,500.00 | \$0.00 | \$2,805.00 | \$4,305.00 |
| CSS | Tradeshow | Jun. 2019 | Meeting Planners International (MPI) World Education Congress (WEC) | Toronto, CA | \$2,250.00 | \$1,000.00 | \$9,900.00 | \$13,150.00 |
| CSS | Tradeshow | Jun. 2019 | Military Reunion Network Education Summit | Nashville, TN | \$1,250.00 | \$0.00 | \$2,200.00 | \$3,450.00 |
| CSS | Tradeshow | Jul. 2019 | Florida Society of Association Executives (FSAE) Annual Conference | Jacksonville, FL | \$1,000.00 | \$0.00 | \$600.00 | \$1,600.00 |
| CSS | Tradeshow | Aug. 2019 | Student & Youth Travel Assn (SYTA) Annual Conference | Birmingham, AL | \$1,250.00 | \$0.00 | \$999.00 | \$2,249.00 |

app



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: September 13, 2018

Name of Group: Electric Power Research Institute

CVB Contact: Lorrie Allen

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: November 3-7, 2019

Room nights: 335 (at \$5 per room)

Estimated Attendance: 90

Funds Use: Reception

Funds to be encumbered: \$1,675.00

Summary:

The Electric Power Research Institute (EPRI) conducts research, development, and demonstration projects for the benefit of the public in the United States and internationally. As an independent, nonprofit organization for public interest energy and environmental research, we focus on electricity generation, delivery, and use in collaboration with the electricity sector, its stakeholders and others to enhance the quality of life by making electric power safe, reliable, affordable, and environmentally responsible. In 2019, they are bringing a total of three programs to Jacksonville.

**Procurement Authorization Request for Contract for Tourist Information Bureau Services
(9/13/18 TDC Meeting – OGC Handout #1)**

Motion authorizing TDC staff to obtain a procurement award to execute a Second Amendment to the Contract for Tourist Information Bureau Services between the City and Visit Jacksonville as noted below, and authorizing the Office of General Counsel to draft and execute a contract amendment in accordance with the procurement award with no further necessary action by the TDC:

- 1) Increase the maximum indebtedness by \$400,000 for Fiscal Year 2018-2019 for a new cumulative maximum indebtedness of \$765,611 (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 2) Add an “advance payment” provision to contract that permits the TDC, in its sole discretion, to make a one-time lump sum advance payment to Contractor of up to ten percent (10%) of the maximum indebtedness amount for each fiscal year, including renewal terms, to provide necessary start-up funds for the Contractor to commence the Services under the Contract. Contractor would make the request in writing and TDC would need to approve the request at a TDC meeting (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 3) Amend contract to allow for the TDC to request the Contractor to include a separate line item and/or itemized expenditures for travel and entertainment expenses on the annual approved budget (Section 6 - Annual Budget Approval)
- 4) Amend contract to reference that a schedule of Monthly Overhead Expenses Payments will be adopted for each fiscal year (Section 9- Invoice and Payment); also allow Contractor to make three payment requests the last month of the Contract year (September)
- 5) Amend contract to state that the Contractor’s Evaluation Period will be based on a fiscal year (October 1-September 30th) except that the first Evaluation Period shall be from February 1-September 30th and that the TDC will evaluate Contractor in the November immediately following the end of the fiscal year, but by no later than the January immediately following the end of the fiscal year. Additionally, Contractor will also be required to provide a fiscal year end report on or before October ~~25~~²⁰th of each Contract year that includes the outcomes of the Performance Measures and Goals. Also clarify that a “Contract year” and “fiscal year” refers to October 1st through September 30th. (Section 10 - Annual Performance Evaluation; TDC’s Right to Allocate or Reallocate Funding)
- 6) Amend Exhibit B Performance Measures to change the benchmark for the Beaches Visitor Center under “17-18 Goal In-person Visitors” from 15,000 in-person visitors to 10,000 in-person visitors

- 7) Amend Exhibit F (Payment Schedule for Monthly Overhead Expenses) to include payment schedule for Fiscal Year 2018-2019 (12 installments ~~from October-September~~ at the end of each month for approx. ~~\$28,998.77~~ and total payment amount of \$347,985.19)
- 8) Authorize Office of General Counsel to make additional technical and non-substantive changes to the contract as needed to align contract provisions with the above items listed above.

**Procurement Authorization Request for Contract for Convention Sales and Services
(9/13/18 TDC Meeting – OGC Handout #2)**

Motion authorizing TDC staff to obtain a procurement award to execute a First Amendment to the Contract for Convention Sales and Services between the City and Visit Jacksonville as noted below, and authorizing the Office of General Counsel to draft and execute a contract amendment in accordance with the procurement award with no further necessary action by the TDC:

- 1) Increase the maximum indebtedness by \$2,066,570 for Fiscal Year 2018-2019 for a new cumulative maximum indebtedness of \$4,158,340 (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 2) Add an “advance payment” provision to contract that permits the TDC, in its sole discretion, to make a one-time lump sum advance payment to Contractor of up to ten percent (10%) of the maximum indebtedness amount for each fiscal year, including renewal terms, to provide necessary start-up funds for the Contractor to commence the Services under the Contract. Contractor would make the request in writing and TDC would need to approve the request at a TDC meeting (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 3) Amend contract to allow for the TDC to request the Contractor to include a separate line item and/or itemized expenditures for travel and entertainment expenses on the annual approved budget (Section 6 - Annual Budget Approval)
- 4) Amend contract to delete reference to use of 2015-2016 Fiscal Year as a benchmark for the TDC’s evaluation of Contractor and amend to refer to revised Performance Measures and Goals contained on Exhibit B (Section 8 - Annual Convention Sales, Services and Marketing Plan)
- 5) Amend contract to reference that a schedule of Monthly Overhead Expenses Payments will be adopted for each fiscal year (Section 9- Invoice and Payment); also allow Contractor to make three payment requests the last month of the Contract year (September)
- 6) Amend contract to state that the Contractor’s Evaluation Period will be based on a fiscal year (October 1-September 30th) and that the TDC will evaluate Contractor in the November immediately following the end of the fiscal year, but by no later than the January immediately following the end of the fiscal year. Additionally, Contractor will also be required to provide a fiscal year end report on or before October 25th of each Contract year that includes the outcomes of the Performance Measures and Goals. Also clarify that a “Contract year” and “fiscal year” refers to October 1st through September 30th. (Section 10 - Annual Performance Evaluation; TDC’s Right to Allocate or Reallocate Funding)
- 7) Amend Exhibit B Performance Measures to include revised performance measures and goals as adopted in June 2017 TDC meeting (see attached)
- 8) Amend Exhibit F (Payment Schedule for Monthly Overhead Expenses) to include payment schedule for Fiscal Year 2018-2019 (12 installments from October-September at the end of each month for approx. \$111,102.92 and total payment amount of \$1,333,235.05)

- 9) Authorize Office of General Counsel to make additional technical and non-substantive changes to the contract as needed to align contract provisions with the above items listed above.

Exhibit B (Performance Measurements)

The Tourist Development Council shall use the following five (5) performance measures and goals as outlined below to evaluate Contractor's performance under this Contract. The Tourist Development Council in its sole discretion shall weight each of the performance measures below in the Annual Performance Evaluation as it deems appropriate.

I. Overall Contract Performance Measures and Goals. Contractor's satisfactory performance under this Contract for each fiscal year (October 1-September 30th) during the Contract Term shall be directly tied to the following five (5) overall objective performance measures and goals listed below:

- 1) Room Night Production: Annual 5% increase in new room night future production (contracts obtained in a given calendar year for the current year and future years) over baseline of 85,000 (see Table 1.1 below);
- 2) Annual 5% increase for room night actualization (current calendar year actual occupancy) over baseline of 85,000 (see Table 1.1 below);
- 3) Annual .25% minimum REV PAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate over baseline of \$14.54 for first Contract year;
- 4) 2% increase in awareness growth of Jacksonville as a destination (to 8% from a base of 6%) as measured by Smith Travel Research as part of the Destination MAP report and surveys); and
- 5) Maintain a minimum base of 50% of room night production and room night actualization that is new business (booked and actualized).

The goals for each Contract year for performance measures 1 and 2 above shall be based on the immediate preceding Contract year period as identified in Table 1.1 below.

II. Table 1.1 Performance Measures and Goals by Contract Year for PM 1 and PM 2 Only

Abbreviation Key

FY Eval Period – Fiscal Year Evaluation Period; ECD – Evaluation Completion Period; EVAL – Evaluation; PM- Performance Measure; RNP – Room Night Production; RNA – Room Night Actualization

| Contract Fiscal Year | Contract Fiscal Year Budget | Fiscal Year EVAL Period (ECY) | TDC Annual ECP | Required RNP For CY Eval Period (PM 1 Goal 5% increase per year) | Required RNA For CY Eval Period (PM 2 Goal (5% per year) |
|---|--|--|--|---|---|
| Year 1 Oct. 1, 2017- Sept. 30, 2018 | FY17-18 | Oct. 1, 2017- Sept. 30, 2018 | November 2018, but no later than January 2019 | 85,000 (baseline) | 85,000 (baseline) |
| Year 2 Oct. 1, 2018- Sept. 30, 2019 | FY18-19 | Oct. 1, 2018- Sept. 30, 2019 | November 2019, but no later than January 2020 | 89,250 | 89,250 |
| Year 3 Oct. 1, 2019- Sept. 30, 2020 | FY19-20 | Oct. 1, 2019- Sept. 30, 2020 | November 2020, but no later than January 2021 | 93,712 | 93,712 |
| Year 4 Oct. 1, 2020- Sept. 30, 2021 | FY20-21 | Oct. 1, 2020- Sept. 30, 2021 | November 2021, but no later than January 2022 | 98,398 | 98,398 |
| Year 5 Oct. 1, 2021- Sept. 30, 2022 | FY21-22 | Oct. 1, 2021- Sept. 30, 2022 | No review if contract is not renewed; or review November 2022, but no later than January 2023 | 103,317 | 103,317 |

PM 3 Goal: Annual .25% minimum REV PAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate over baseline of \$14.54 for first Contract year (i.e., FY17-18-\$14.54; FY18-19-\$14.58; FY19-20-\$14.62; FY20-21 \$14.66; FY21-22 - \$14.70)

PM 4 Goal: 2% increase in awareness growth of Jacksonville as a destination (to 8% from a base of 6%) as measured by Smith Travel Research as part of the Destination MAP report and surveys); and

PM 5 Goal: Maintain a minimum base of 50% of room night production and room night actualization that is new business (booked and actualized).

**Procurement Authorization Request for Contract for Marketing Services
(9/13/18 TDC Meeting – OGC Handout #3)**

Motion authorizing TDC staff to obtain a procurement award to execute a First Amendment to the Marketing Services between the City and Visit Jacksonville as noted below, and authorizing the Office of General Counsel to draft and execute a contract amendment in accordance with the procurement award with no further necessary action by the TDC:

- 1) Increase the maximum indebtedness by \$2,847,622 for Fiscal Year 2018-2019 for a new cumulative maximum indebtedness of \$5,317,122 (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 2) Add an “advance payment” provision to contract that permits the TDC, in its sole discretion, to make a one-time lump sum advance payment to Contractor of up to ten percent (10%) of the maximum indebtedness amount for each fiscal year, including renewal terms, to provide necessary start-up funds for the Contractor to commence the Services under the Contract. Contractor would make the request in writing and TDC would need to approve the request at a TDC meeting (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
- 3) Amend contract to allow for the TDC to request the Contractor to include a separate line item and/or itemized expenditures for travel and entertainment expenses on the annual approved budget (Section 6 - Annual Budget Approval)
- 4) Amend contract to reference that a schedule of Monthly Overhead Expenses Payments will be adopted for each fiscal year (Section 9- Invoice and Payment); also allow Contractor to make three payment requests the last month of the Contract year (September)
- 5) Amend contract to state that the Contractor’s Evaluation Period will be based on a fiscal year (October 1-September 30th) and that the TDC will evaluate Contractor in the November immediately following the end of the fiscal year, but by no later than the January immediately following the end of the fiscal year. Additionally, Contractor will also be required to provide a fiscal year end report on or before October ~~25th~~ ^{20TH} of each Contract year that includes the outcomes of the Performance Measures and Goals. Also clarify that a “Contract year” and “fiscal year” refers to October 1st through September 30th. (Section 10 - Annual Performance Evaluation; TDC’s Right to Allocate or Reallocate Funding)
- 6) Amend the reference in the Exhibit B Performance Measures to ten percent (10%) annual increase in website traffic to the City’s official tourism website to 5 % as driven by paid media
- 7) Amend Exhibit F (Payment Schedule for Monthly Overhead Expenses) to include payment schedule for Fiscal Year 2018-2019 (12 installments from October-September at the end of each month for approx. \$85,121.22 and total payment amount of \$1,021,454.65)

- 8) Authorize Office of General Counsel to make additional technical and non-substantive changes to the contract as needed to align contract provisions with the above items listed above.

ITEM VIII.

ITEM VIII. Paid Media Traffic Metric

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, August 9, 2018

1:30 P.M.

Lynwood Roberts Room

1st floor, City Hall

ITEM: Visit Jacksonville Annual Plan Presentations

Marketing Services Annual Plan FY 2018-19

Discussion: Ms. Boyer noted that in previous meetings the Dalton Agency had told the TDC that the primary measurement of brand awareness is increasing web site traffic through paid media, which was adopted as the metric to measure performance in that area. That is becoming increasingly difficult because of Google's dominance in the area of attracting web traffic to itself and away from other sites. Ken Bowen of the Dalton Agency said that 70% of traffic to the Visit Jax web site is organic, of which 95% is driven through Google and is declining substantially, which is a common trend across the country. Google's power in the digital world is overwhelming and swamps what individual sites can do on their own. Dalton recommends changing the performance metric to be 5% growth on paid media driven traffic which is under Visit Jax's control.

Motion (Boyer): Modify the contract to change the web site traffic metric from a 10% increase annually to _% growth in paid media traffic, the exact amount to be determined at the September meeting -

Public comment – none

The Boyer motion was **approved 8-1 (Patidar opposed)**

ITEM X.



UNF Public Opinion Research Laboratory

Tourism Awareness & Satisfaction of Arts and Culture Survey **City of Jacksonville**

Estimated Cost Proposal July 25, 2018

Project Goal:

Recent Longwood and Destination MAP studies have reported that tourists surveyed rated our arts, culture and history attractions and museums below average. The goal of the survey project is to ascertain whether such ratings are due to a lack of awareness of the available arts, culture and history attractions and museums, due to the experience of tourists who actually visit the existing arts, culture and history attractions and museums; a combination of those factors, or others; or whether the initial study data is inaccurate. The Tourist Development Council is seeking these answers in order to inform future funding allocations to lift the visitor experience and response with respect to this tourism sector.

Deliverables: Overview

This study's goal will be to focus on tourist awareness and satisfaction with the arts, culture and history museums and experiences available to tourists in Duval County. This project, conducted by the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) will survey visitors, who are from outside the county, at different hotels and attractions in the area. The survey will be aimed at better understanding visitors and what their awareness, satisfaction and other needs are with respect to the arts, culture and history sector to create an exceptional visitor experience in Duval County. With surveys being conducted every quarter, UNF will be able to provide a better representation of visitors in each season, encompassing more than an estimated 1,000 visitor surveys. Surveys will begin within 45 days of the date of execution of the contract so that the final work product can be presented on or before July 15, 2019. Interim informal updates will be provided if any clear trends are identified during the collection of data.

The outstanding reputation of UNF bolsters our objective research techniques and our emphasis to follow the methodological standards of the American Association of Public Opinion Research. Consequently, the information collected from this survey will attempt to accurately represent the visitor population in Duval County; this will provide the sponsor with a reliable guide for formulating organizational decisions.

Inputs will be collected from in-person surveys conducted by PORL interviewers at designated hotels and attractions located throughout Duval County to ascertain awareness and to include exit interviews at MOSH, MOCA, The Cummer Museum, and at least three other arts or history venues such as the Fire Museum, the Cork Arts District, The Karpeles Manuscript Museum, The Merrill Stevens House, The Beaches Historical Society, The Durkeeville Museum to measure satisfaction and seek to identify improvement opportunities. In our efforts to fulfill the deliverables mentioned below, we will interview visitors, quarterly, at least once during the week and once during the weekend each quarter, at each of the locations throughout the year for a total of eight interview periods at each location. To ensure a high rate of completed surveys the PORL will train and monitor our interviewers. Surveys will be conducted through the use of iPads, with our special computer-assisted personal interview (CAPI) software that collects and transforms the data into SPSS or Excel for easy data analysis.



UNF Public Opinion Research Laboratory

Deliverables

1. Consultation with the Tourist Development Council on the study design and finalization of the individual survey questions.
2. Coordination and planning with the Tourist Development Council/Visit Jacksonville about which hotels, attractions and museums that will comply and allow UNF employees to survey at their location.
3. Formatting and programming the questionnaire into our computer assisted-personal interview (CAPI) software (a software package that allows us to maintain quality data collection by automatic data tabulation).
4. Overseeing the implementation of the project, including hiring and training of interviewers, as well as scheduling and management of interviewers to ensure a high completion rate.
5. Periodic updates on the progress of the data gathering.
6. Final Report Submission. The report will be provided in electronic format on or before July 15, 2019.
7. The report will include a methodology description, key findings, and graphical interpretations of the data collected.
8. If requested, an in-person presentation of the final report.

Estimated Cost

The Public Opinion Research Laboratory will be responsible for the overall completion of this project. Until final deliverables are approved, all costs listed below are based on certain assumptions that are subject to change. The City of Jacksonville will be consulted on any changes to the cost estimates.

Cost Breakdown #1 – Yearlong Tourism Awareness & Satisfaction Survey

| <i>Duval County</i> | <i>Study Days per Quarter</i> | <i>Study Months</i> | <i>Total Estimated Costs</i> |
|---------------------------------------|--------------------------------------|--|-------------------------------------|
| <i>Hotels</i> | 4 weekend day 4 week day | Months of surveying will be determined on the dates coordinated with the Hotels, Attractions and Museums | 1,000+ Visitor Surveys & Report |
| <i>Attractions and Museums</i> | 4 weekend 4 week day | | |
| <i>Beaches</i> | Dates vary by season | | Total including UNF F&A \$30,000 |



UNF Public Opinion Research Laboratory

Faculty Director

Michael Binder, Ph.D. is an Associate Professor in the Department of Political Science and Public Administration at the University of North Florida and a Visiting Scholar at Stanford University's Hoover Institution. He received his Ph.D. from the University of California, San Diego. His research interests include voter decision-making, direct democracy and American politics. His research has been published in *Political Research Quarterly*, *American Review of Politics*, the *California Journal of Public Policy* and the *California Western Law Review*. He was involved in the first ever statewide Deliberative Poll® held in California and has served as the Principal Investigator for projects at the Public Opinion Research Laboratory at the University of North Florida.

Assistant Director

Andrew Hopkins, M.P.A. assistant director of the Public Opinion Research Lab (PORL) at the University of North Florida, oversees operations of each project conducted, including assessing client needs, establishing a sampling plan, developing the survey instrument, as well as the data collection and analysis process. Hopkins previously worked with the Jacksonville Civic Council, and served on the Medical/Life Sciences Task Force.

Contact Us At:

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Website: www.unf.edu/coas/porl/

www.facebook.com/UNFPublicOpinionResearchLab



Find us on
Facebook

AIRDNA Subscription

AirDNA Standalone Solutions:

1. Monthly Market Summary Report (MSR) Subscription* - \$250/month - Duval County

- Excel report w/ Key Performance Metrics including Occupancy, ADR, and RevPAR - combined with STAR reports you can build a much more complete analysis of the full lodging ecosystem
- Ability to customize client-specific metrics at zip code and neighborhood level
- Subscription includes all historical data with first deliverable (data from Oct 2014 in most markets)
- Click links for [Monthly](#) & [Weekly](#) samples

2. Market Minder Subscription

- \$40/month – Jacksonville (excluding the Beaches)

- \$100/month - Duval County (includes Jacksonville, Atlantic Beach, Neptune Beach, Jacksonville Beach)

- Interactive market intelligence dashboards with Pricing, Occupancy, and Revenue trends down to the zip code, neighborhood, and property level
- Nice, France is a free demo city to test the online software

3. [Traveler Origin Data*](#) - \$300/month - Duval County

- Tracks every Airbnb review since 2012 including profile details (city, country of origin, review text, profile photos & URL)
- Data on guest origin providing insight into overall trends and marketing campaign effectiveness

ITEM XI.



Jacksonville Custom DestinationMAP

- STR sent 1,951 survey emails from the list provided by Visit Jacksonville.
- 75 opened the email and clicked to the survey.
- 31 were disqualified for various reasons (i.e., Hotel or CVB/DMO employee, not active planner, etc.).
- Email survey results achieved **44 qualified respondents** of the **60 sample size required**.
- STR proposes to perform **16 interviews** to achieve the required sample.

PROPOSAL:

Scope of work:

Conduct 15 minute online Jacksonville Custom DestinationMAP interviews with 16 meeting planners from the STR meeting planner panel.

These planners would qualify for the Jacksonville Custom DestinationMAP study as follows:

- Actively plan meetings and events
- In the past 12 months planned 1) at least 2 meetings of 100+ attendees OR 2) at least 1 meeting of 1,000+ attendees
- Have or would consider selecting at least one of the following destinations for a meeting: Jacksonville, Charlotte, Tampa, Atlanta, Louisville

Cost:

\$400 (includes a 50% discount)



FY 2018-19 Subscription Renewal

- Per Exhibit A(II)(I) of the Convention Sales and Services Contract (#7393-14), the City shall subscribe to the DestinationMAP and STR and the STR Hotel Data (collectively, the “STR Reports) during the Contract term.
- The current subscription expires September 30, 2018.

Renewal Fee:

\$15,470

Draft



DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

REGULAR MEETING SCHEDULE JULY 1, 2018-JUNE 30, 2019

The Duval County Tourist Development Council is required by Florida Statutes 125.0104 to meet at least four times per year, but has chosen to meet more frequently. The meetings are held at City Hall-St James Building, 117 West Duval Street, Suite 425, Conference Room A at 1:30 p.m. **Meeting date, time, and location are subject to change.**

- Thursday, August 9, 2018
- Thursday, September 13, 2018
- Thursday, October 17, 2018
 - Review of Grant Applications for events occurring on or after January 1, 2019 *
- Thursday, November 8, 2018
- December – NO MEETING
- Thursday, January 10, 2019
 - Review of Grant Applications for events occurring on or after April 1, 2019 *
- Thursday, February 14, 2019
- Wednesday, March 20, 2019
 - Review of Grant Applications for events occurring on or after July 1, 2019 *
- Thursday, April 11, 2019
- Thursday, May 9, 2019
 - Review of Grant Applications for events occurring on or after October 1, 2019 *
- Thursday, June 13, 2019

***Review of Grant Applications for Marketing Grants, Special Event Grants, and Equestrian Center Grants – All applications must be submitted 4 weeks prior to the TDC Meeting date.**

TDC annual meeting calendar- 10 regular meetings annually (exc. July and December)

January – Focus on TDC staffing and needs

Annual review of Executive Director and staffing needs

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

February - Mission focus

Presentations by Executive Director:

1. Understanding of local tourism market strengths and weaknesses;
2. ROI analysis of current expenditure allocations;
3. Review of proposals for new research studies;
4. New tourism opportunities (including potential exhibitions, events, etc. that can be developed into thematic citywide event)

Review and revise mission, strategy and tactics of TDC as needed

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q1 (October- December) distributed to TDC members by Feb 1); Q & A of VJ

March – Focus on Potential Attraction opportunities

Presentations by museums, zoo, and other eligible attractions of potential tourism opportunities

Discuss and authorize new studies/research projects

Discuss and authorize signage, enhancements, etc. to complement experiences developed by Marketing effort that promote tourism

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

April – Focus on Annual VJ Plans

Review of VJ annual plans (to include preliminary budgets) for each contract for coming fiscal year

Must be delivered to TDC by VJ no later than 15 days prior to meeting

Separate discussion on each contract and consistency with approved 5 year plan; timing changes; budget allocation changes; staffing changes; etc. (November's review of performance establishes framework to discuss proposed changes in approach and budgets)

TDC to approve or modify plans as needed

May – Focus on TDC Budget

Review and Approval of TDC budget submittal

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q2 (January-March) distributed to TDC members by May 1); Q & A of VJ

June – Focus on VJ Budget, Industry input

Presentation of detailed line item budget submitted by VJ per approved plans

Presentation by Hotel and Motel lodging Assn on strengths/weaknesses

Presentation by airport on annual travel data

July- no meeting

August - Focus on approval of VJ Budget and status of deliverables for year

Approval of detailed line item VJ budget

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q3 (April-June) distributed to TDC members by August 1); Q & A of VJ; focus on deliverables status; capital project implementation

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

September – Focus on Contract Extensions, Development Account, Contingency Account

Review of any budget amendments offered by City Council

Review and authorize contract extensions

Discussion of potential uses for Development Account (Presentation by Executive Director)

Discussion of potential uses for Contingency Account (Presentation by Executive Director)

Contract extensions for subscriptions or changes in data services

Consideration and approval of VJ capital requests for coming year

October – Focus on Grant Criteria, forms, process

Annual review of Grant Criteria and process for Marketing Grants

Annual review of Grant Criteria and process for Special Event Grants

Annual review of Grant criteria for Equestrian Center Grants

Review of Grant Applications for Marketing Grants, Special Event Grants, Equestrian Center Grants

Presentation by VJ of Convention grants

November – Focus on VJ Annual Contract performance Reviews

Annual Performance reviews of VJ contracts (based on prior fiscal year/contract year)

Review and analysis of performance as compared to goals, annual deliverables, completion of capital projects, etc.

TDC to decide performance metrics for coming year; consequences of failure to meet goals, etc.

Consideration and approval of new marketing campaigns, etc. for coming year

December – No Meeting