

Applicant List - TDC Executive Director

Rank	Name	Bachelor	Master	Candidate's experience in economic or tourism development, business admin, public admin or related field.	Candidate's experience with program/project management.	City/State
A	Bagley, Steve	BS Major Broadcasting	Master's in Strategic Communication	Has over 10 years of experience of leadership in broadcasting, state government, nonprofit and healthcare that include President and Chairman of the Board titles.	Has over 10 years of experience of program/project management experience in broadcasting, state government, nonprofit and healthcare that include state level programs and multi million dollar budgets.	Jacksonville, FL
A	Decaminada, Dawn	BA in Communication	None	Career in economic development began as a Tourism and Sports Marketing representative. After 4 years was offered a position to manage the Small Business Development Center and act as the Business retention and expansion representative for the Central Florida Development Council. In 2016 was promoted to manage the Polk County economic development incentive program, Polk County Community Redevelopment Agency and Small Business Assistance Center.	Oversee operations for County economic development incentives; Ad Valorem Tax Exemption program, impact fee mitigation and the State of Florida's Qualified Target Industry Tax Refund Program; Manage Polk County's Community Redevelopment Agency (CRA); Manage Polk County's Small Business Assistance program; Manage Polk County economic development incentive program	Fleming Island, FL
A	Graning, Lillian	BA in Communication	None	Quickly attained CECd certification furthering formal economic development and organizational management education, and have since been privileged to help isolated rural communities and bustling metropolitan areas alike. Enjoys helping communities build a personal connection to their city, and have developed strategies and tools to help aid that process. Thrives in bringing people and groups together with mutual growth, bolstered resources, and a comprehensive approach to economic, community, and hospitality development. Along the way, her path has intersected with a vast array of people, allowing her to grow within a community of leaders and to prioritize political sensitivities, utilize positive strength-based communications, and a sensitive, flexible approach to tourism development. As arguably the greatest catalyst for economic and workforce development, the tourism industry is a passion which has shown through in all her professional endeavors.	Prioritized a progressive and inclusive management approach along with constant maintenance and development of personal and organizational partnerships. Has managed teams of designers, community planners, business coaches, community development agents, and marketing professionals to accomplish projects ranging from ten-year region-wide strategic planning to recreational tourism ad campaigns. Project management style is intentional, organized, and inclusive. Thrives in high-stakes environments and eagerly embraces collaboration to increase effectiveness and functional professional partnerships.	Fincastle, VA
A	Loggins, James	BA in Mass Media	None	Working with resorts like Sea Island Resort, TPC Sawgrass, Ritz Carlton Orlando, and Baha Mar in the Bahamas had direct influence in the overall tourism impact of the area. Helps to promote these resorts through operation and ensures supporting the local economy through people visiting the resorts. Managing all areas of this required a strong business acumen, hospitality focus, and exceptional customer service drive.	Currently overseas nine projects both domestically and internationally. Home office is located in Saint Simons Island, however role requires frequent travel to these properties to ensure operations are running smoothly.	Brunswick, GA

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A	Williams, Vanessa	BA in French	MA in Political Science & MBA in International Business	<p>At Port St. Maarten, aided in the development of the island's tourism product by managing the development, maintenance and exploitation of all ports on the island with all pertaining waters, roads, constructions, buildings, institutions, equipment, aids to navigation, and structures on- and offshore.</p> <p>At the City of Miami Beach, supported City's efforts to revitalize North Beach, a key Miami Beach neighborhood, collaborating with the North Beach Committee to develop the North Beach Master Plan's strategy for parks and open spaces, new business sectors, housing, transportation, parking and public safety.</p>	None	Miramar, FL
A	Webster, Christopher	BSBA	None	<p>Over 15+ years of experience in senior business management and strategic projects; record of success in controlling highly visible projects, operations, planning and execution to deliver exemplary performance even in the most demanding, controversial, and diverse complex assignments across multiple operations and locations. As Program Director, was a Level-5 Leader with Los Alamos National Laboratory. Responsible for directing non-traditional business development, acquisition strategies, and negotiations (in excess of \$500 million dollars). Leadership, analysis, marketing and communications, development of strategic initiatives, project management, problem solving, influencing, negotiation skills and attention-to-detail were critical to the success of this project.</p>	<p>As Operations Manager for the Los Alamos National Laboratory Strategic Research Directorate, was the project manager assigned to clean up hazardous and costly liabilities identified at an abandoned federal work site that had lost funding. The site in question was located on a mountain range within a national forest. It had been abandoned, leaving assets valued at \$50 million dollars to deteriorate for more than eight years since there was no authorized United States Congressional funding for site cleanup. Developed project goals, scheduled and obtained \$500,000 from management's reserve budget. Established a team, hand-selected from various organizations within the company based on their unique abilities.</p>	Jacksonville, FL
A	Bowling, Karen	Bachelor 's in Literature & Communication	None	<p>Has more than 40 years experience in both public and private companies within the technology, government and healthcare industries. Worked in start-ups, billion dollars organizations and everything in-between. Had a variety of titles, but always leverage marketing and branding experience to hit revenue targets while improving operational processes.</p>	<p>Has managed dozens of projects throughout career...starting with open houses and fun runs as a Marketing Director at Memorial to opening 34-Centers at Solantic urgent care responsible for site selection, negotiating contracts, construction and opening. Managed a 250 million dollar marketing budget at Columbia/HCA, providing direction and oversight to six advertising agencies. Have a history of finishing projects on time and in budget, with detailed project plans-which always include a tactic/activity, responsible party and deadline.</p>	Jacksonville, FL
A	Clark, James Douglas	BA in Social Work	Master's in Social Work/Public Administration	<p>Has public relations training, has been a national speaker on several topics, and a regular on Channel 4. Has lobbied government and businesses organizations on behalf of children and families. Has led Rotary club on projects and raised found for causes to support the community.</p>	Did not answer question.	Ponte Vedra Beach, FL

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A	Happer, Mills Marshall IV	BA in German	None	Worked with tourist boards in Glasgow, Bremen, Amsterdam and Düsseldorf to drive attendance for Championship games. Ability to manage multiple projects and understand different cultures. Worked with many entities in Jacksonville during my time with the Jacksonville Armada and truly believe that Jacksonville tourism is in its infancy and a targeted approach to Europe, Canada and the Northern states will provide great growth potential for visitors to the greater Jacksonville area.	Have managed many projects during my career in multiple countries. Have managed Championship Football Games, Stadium Contracts and soccer games. Have worked together with municipal tourist boards to help drive attendance for many of these projects.	Jacksonville, FL
A	Morrison, Kimberly	BSBA	MBA	Expertise and experience are in being an exceptional manager of people. Has wins in Business Development and Corporate Business Model Development and Transformation. Marketing and Strategy are at the core of what deliver on all programs, projects and initiatives.	A key projects has been development, C Suite Presentation and execution of a Core Business Model Change for Abbvie. Was afforded the opportunity to Lead and Drive an 18 month transformative business model change that moved the Trade Show and Congress program from Tactical and Administrative to a key part of the company's customer focused 360 degree marketing strategy.	Jacksonville, FL
A	Norton, Tom	BA in Communication	MBA and Master of Sports Administration	Has been the primary recruiter of sporting events for the City of Jacksonville in my role at the Sports Council. This has included traveling to conferences and events to network with industry professionals. Has also been tasked with putting together financial packages for bids, including securing Duval TDC and Florida Sports Foundation grants.	Annually, is responsible for the successful implementation of the Gator Bowl. This includes all planning for game operations, hospitality, team management, and volunteer management. In order to complete the required tasks, has led committees and groups of key stake holders including city government, JSO, JFRD, SMG.	Jacksonville, FL
B	Barbour, Charles	BSBA	NBA	With over 20 years experience in residential and commercial construction, has a successful performance record in project management, operations, sales expansion and new business development. Brings an intense focus to meeting targeted project goals by achieving planned milestones and delivering project profitability. Is an effective communicator with strong organization and presentation skills.	Has project managed multi-million dollar real estate construction projects. From developing a detailed project plan, establishing benchmarks, projected budgeting and variance analysis and estimate to completion.	Dunnellon, FL
B	Cockrell, Josh	BA in Political Science	Master in Public Policy	During his career at IGS and Clay County Development Authority, has gained experience in strategic planning, drafting and implementing policy, lobbying legislative agencies, conducting economic impact analyses, managing economic development grants, managing fiscal operations and budgetary planning, negotiating incentives, issuing industrial revenue bonds, business development, and public private partnerships.	Currently manages a successful grant program for the Clay County Development Authority. During the past 4 years, has applied for and received more than \$4.5M in grants from DEO and Enterprise Florida to support economic development at Camp Blanding Joint Training Center. Assisted with the development of the Jax Capital Works program and managed the program during its first year.	Jacksonville, FL
B	King, Chynequa	BA in CJ	MPA	In her current position with COJ, manages all economic and community development projects. In her past employment of Habitat for Humanity did a lot of creative marketing plans to increase participation of businesses and clients. At ERC, managed the business relationship between the company and their client.	Experience in program/project management includes managing \$5 million dollars of project budgets, ensuring we stay within the scope of services, and managing the expenditures. Has also been tasked with ensuring we are in compliance with all federal regulations that are required for spending federal funding. Also oversees a team of several project managers for public services and construction projects.	Jacksonville, FL

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B	Luna, Brandon	BA in Sports Mgmt	None	For the past seven years, has managed corporate events in many cities throughout the US. These events, mainly corporate have provided him to understand the importance of city infrastructure and how to market events based on location. Has researched many cities in order to enhance attendee experience. Has also managed corporate travel with large companies which has provided him the ability to work with all types of travelers.	For the past 4 years, has managed projects to build and grow the brand of The First Tee. Has managed events with close 100+ volunteers and paid staff in order to execute major corporate events. This includes managing a budget of approximately \$1 million dollars. Multi-faceted events are his specialty.	Jacksonville, FL
B	Reed, Tyler	BSBA	MBA	Extensive marketing and managerial experience and constant interaction with a vast array of professional and civic organizations in and around Jacksonville. In addition, completion of a rigorous 16-month MBA program for working professionals at the University of Florida (the #1 rated program in the country of this type). On a personal note, his family traces its routes in NE Florida back to the earliest Huguenot settlers. Has an extremely vested interest in the betterment of our City and is already a constant evangelist for the different programs and amenities available.	Vast array of project management experience including \$30 million dollar contract with the U.S. Navy. Extensive knowledge of budgetary control, client relationship management (CRM), and data management required. Enterprise-level management for multi-million dollar professional services firm.	Jacksonville, FL
B	Burkhart, Kurt	BA in History and Political Science	None	Has more than two decades of experience in key leadership roles with destination marketing organizations and destination management. Unanticipated events such as recessions, terrorism, natural disasters (typhoons, wildfires), civil unrest and economic boycott (August 2017 events in Charlottesville and the aftermath) have provided direct hands-on learning experiences. In addition to practical experiences, continuing education and training through the Certified Destination Marketing Executive program and panel presentations before state and national tourism organizations has further enriched his standing as a tourism professional.	Wrote 10 paragraphs in this section, too much to fit on spreadsheet. Detailed projects he worked on from 1986 to present.	Charlottesville, VA
B	Lyons, David	BA in Marketing	None	Has run a successful 7 county tourism agency and recruited tourism types of businesses as well as industrial prospects. Has had writers and bus companies come to FAM tour to allow eighteen tours during a year and at least a dozen articles written about the community in tourist magazines.	Has handled all types of project management from recruiting the project to construction manager of the project. And involved in the financing of tax dollars as incentives.	Decatur, AL
B	Simpson, Florence	BSBA	None	Has 24 years experience as a corporate and leisure travel agent that has experienced many aspects of the tourism industry. This includes business ownership, travel, seminars, FAM's, business management and budget management. For the past 4 years has been the Economic Development Director for the City of Fairfield Illinois. Has many duties here including Economic Development, TIF Administrator, Revolving Loan Administrator, conducting board meetings and recording of minutes.	As Economic Development Director, has experienced project management in seeing projects through from initial contact by a corporation to her office to completion of project. This could include the evaluation of need, site acceptance, finance arrangements, economic development offers and working with units of government.	Fairfield, IL

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B	White, Danielle Mincey	Unknown degree, did not provide on application	PhD in Sports Administration	Extremely focused and reliable sport professional with a stellar record in a variety of sport programs. Adept at handling several sport and promotional events simultaneously. Skilled at public sport event planning on a variety of scales. In depth applied knowledge of modern principles and practices of sport in Community Relations and Business Development.	Lead the development of team members and define vision, roles, and work processes for various sport organizations. Facilitate development and evolution of strategic framework, provide direction for leadership meetings and align priorities across functions.	Cincinnati, OH
B	Hart-Martin, Melissa	BSBA	None	Began her love for the tourism industry as a travel agent. Moved up to tours and travel for a tour operator. Joined the cruise industry in the operations department, arranging airline tickets and ground transportation. With this knowledge, became the director of meetings and events at a privately owned insurance company for 17 years. Joined the hotel industry as sales and marketing manager. In her present job at the city, is responsible for travel authorizations -- checking for proper procedures of bookings, payment and reimbursement.	Recently, was the Program Manager for the 2017 Mayor's Summer Jobs Program which included planning meetings with partners, day-to-day operations of program, and post event summary. At one time, was the project scheduler for a large construction company while building the Hilton Hotel in Long Beach, CA. Responsible for keeping all trades on time to meet scheduled deadlines.	Atlantic Beach, FL
B	Sanders, Clorinda	BA in Leadership	MBA and MA in Counseling	Possesses over 10 years experience in leadership, training, and development. Has worked in the non-profit industry offering public relations, marketing, and strategic development for over 10 years. Has a Master's Degree in Business Administration/Marketing and a Bachelors degree in Organizational Management which has afforded her the skills to effectively manage this position.	None	Jacksonville, FL
B	Smith, Mark	BSBA	MBA	Has extensive experience in communication and vision casting, data analytics and reporting (financial and operational), regulatory compliance, and change management, project and process improvement and management. Experience also includes direct oversight of more than \$100 million in net revenue in a national company. Additionally, has extensive experience in administrative practices and effective people management including cross functional teams and multi-site office staff including customer service oversight.	Over the past decade has headed a myriad of programs and project management initiatives. These include, but are limited to: -Supply chain -Clinical and operational policy creation and implementation -Execution of a Corporate Integrity Agreement including annual audits and training -Transition from a family owned to national company with new leadership -Transition from internal to contracted third-party billing -QA/QI program design and implementation -Performance metric system across all departments -Software platform integration and transition -Manpower and shift control system -401k vendor change -EEO policy and reporting -Financial analysis and reporting - including transition to a formal departmental budget process -Training - development and execution of training plans and follow-up -Website development including HR forms and reporting	Starke, FL

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8	Spradley, Nicole	BS in Communications	None	Has spent the last 9 years serving the public by working for a Florida State Representative and a Jacksonville City Council Member. As the Senior District Executive Assistant to Representative Lake Ray, was responsible for managing the Jacksonville office, but also had the opportunity to work in Tallahassee during the legislative session each year. While working in Tallahassee, participated in the political process first hand, working with other elected officials, State Departments, community organizations and the general public to help facilitate change through legislation. As the Executive Council Assistant to Council Member Boyer, has worked by helping residents in District 5 navigate City services and resolve community issues.	Has managed numerous event planning projects including planning Council Member Boyer's Installation Ceremony when she was sworn in as City Council President. Was responsible for overseeing the event which included keeping a budget, reviewing contracts, coordinating vendors and overall execution of the event. Has volunteered on numerous boards including serving as the President of the Jacksonville Junior Chamber (Jaycees) for one year. Oversaw day-to-day operations, the budget, meetings, socials, fundraisers and volunteer opportunities including planning and overseeing the Chapter's 90th Anniversary Dinner and Statewide Conference. This project took the help of the entire Chapter to coordinate and execute.	Jacksonville Beach, FL

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Rank	Name	Bachelor's Degree	Master's Degree	Candidate Provided Detailed Description of Experience	Veteran's preference	City/State	Posting
A	Brocks, Heidi	Hospitality and Tourism Management	Public Admin	Worked for the City of Lauderdale Lakes for two and a half years in the Financial Services Department. Worked with procurement and purchasing entering requisitions, preparing and entering journal entries, reconciling accounts and purchase orders as well as preparing travel forms. Has experience in applying for and managing grants.	No	Coral Springs, FL	External
A	Garza, Stephanie	Communication	None	Produced budget reports for the Vice President of Corporate Communications. Played a role in developing the annual budget for the Corporate Communications Department. Performed the monthly reconciliation of the CSX Employee Disaster Relief Program. Coded and paid all department invoices in the Oracle Financial System.	No	Jacksonville, FL	External
A	Maples, Sarah	Russian and German	Creative Writing and Strategic Intelligence	Administered budgets of between \$2 and \$4 million and contracts in excess of \$250,000. Drafted executive-level correspondence, congressional testimony, meeting minutes, press releases, and other documents. Has run the administrative functions of a department/organization as Director, NSFA for VFW, AO for VA, Associate Dean and Commander's Executive Officer for the United States Air Force.	Yes	Dade City, FL	External
A	Von der Osten, Barbara	International Studies	None	In various positions, I have provided administrative and paralegal services to attorneys, government staff, company executives and others.	No	Ponte Vedra, FL	External
A	Bentley, Krisanne	Political Science	Business Administration	Working in the administrative field since 1998, worked way up from basic administrative assistant to senior executive legal assistant. Been the administrative assistant to CEOs and CFOs, as well as to multiple attorneys. Managed offices, and trained incoming office staff.	No	Jacksonville, FL	External
A	Cusimano, Nancy	Fashion Merchandising	None	Over the years duties have included accounts receivable, accounts payable, budgeting and monthly reporting. AR responsibilities incorporated billing, payment collections, applications and reconciliations. AP responsibilities included invoice review, coding and approval for final payment and regular review of the general ledger for accuracy. Tasked with completing annual budgets for each asset with included an income stream, estimated controllable and uncontrollable expenses and capital improvements. Managed the budget and reconciled quarterly/annually depending on the asset. Monthly a reporting package was compiled for ownership. The package included financial reports, a summary of the assets continued performance, any note worthy changes or concerns, an AR balance update for open items past 30 days, summary of capital projects and leasing report.	No	Jacksonville, FL	External
B	Andriesse, Melissa	Business	None	Has accounting experience with the City of Jacksonville. Also has experience with general office practices with Ally Financial. Has experience with administration with Flamingo Financing.	No	Jacksonville, FL	External
B	Barkley, Raevondlyn	Supervision	None	Record and post transactions to the proper accounts (property taxes, local business tax, tangible personal tax, city invoices, tourist development tax, storm water city user fees, nuisance liens, parking citations, renew vehicle and heavy truck registrations).	No	Jacksonville, FL	External
B	Bendolph, Chiquita	Business	Business Administration	City of Jacksonville - Senior Services Children's Commission - JSO	No	Jacksonville, FL	External

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B	Berry, Barbara	Psychology	Criminal Justice	In 2015, received a grant writing certification from Valdosta State University. Since receiving that certification, has researched various funding sources and foundations as a freelance grant writer. In the office, (Jacksonville Sheriff's Office and Lowndes County Sheriff's Office) tracked inventory of office supplies to include ordering new supplies. As a Public Records Supervisor, regularly schedule and facilitate staff meetings, and keep minutes from those meetings. Moreover, have been tasked with keeping records of meetings, employees, and high profile requests.		Folkston, GA	Internal
B	Corley (Hall), Tashima	Sociology	None	Examined financial statements from various accounts, to make sure there were no misappropriations of funds. Audited case files annually to protect the assets of vulnerable adults. Is the central point of correspondence in scheduling court hearings and or appointments and keep records for pro se litigants, attorneys, judicial assistants and judges, RCC, JSO, SAO and PD. Manages accurate and updated lists of qualified individuals, serving various roles in the Fourth Judicial Circuit.		Jacksonville, FL	Internal
B	Dignan, Devon	Sports and Health Science	None	Currently serve in a role that performs duties of a Financial Analyst position for Department of the Interior; Office of the Secretary, Land Buy-Back Program for Tribal Nations. Provide financial analysis and budgetary support and guidance to the Program. Ensure that the Program has the high quality financial performance information necessary to implement effective policy, management, and operational decisions; and that the Program can perform the necessary financial and budgetary functions to support day-to-day operations. Demonstrate the ability to work effectively independently and as a team member. Able to efficiently and effectively organize and prioritize multiple tasks, all while being responsive to a demanding customer base consisting of internal and external stakeholders, and largely independent in resolving conflicting time restraints. Possess strong interpersonal and organization skills, in conjunction with the ability to exercise initiative, judgment and discretion. All positions prior helped build subject matter expertise, leadership skills and the confidently perform financial and administrative duties autonomously. Served in a multitude of positions that encompass the tasks related to planning, directing, and expertly serving in an administrative support role.	Yes	Jacksonville, FL	External
B	Ganues, Mari	Economics	Business Administration	Served as interim accountant in the Office of Special events. Managed the budgets for both the JaxKids Book Club and Mayor's Youth at Work Partnership. Duties in these positions included, ordering using procurement system, receiving checks, creating requisitions, create single source awards and working with the legal and risk departments to properly process contracts.	Yes	Jacksonville, FL	External
B	Gillick, Kimberly	Business		The bookkeeper for American Safety Movers. Handles all aspects of A/R & A/P. Maintains the bank accounts, provides daily cash flow reports, and performs collection calls. Processes payments, and also monitors the activity for 4 other offices.	No	Jacksonville, FL	External

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B	Graf, Julie Anne	Business	None	In the capacity of Area Manager, Parks and Recreation Director and Senior Center Director, worked in municipal government and performed budget forecasting and oversight, as well as the grant management and collaborative grant writing. In the private sector, performed the following accounting functions: forensic accounting, payroll, bookkeeping, sales tax filing, accounts payable and receivable, budget creation, implementation, and oversight.	No	Cocoa, FL	External
B	Hartwich, April	Communication	None	At Mark Schwartz and Company controlled the accounts receivable and payable including: operating expenses, invoicing to clients and media, and depositing all using Quickbooks. Was in charge of all financial matters for the company.	No	Jacksonville, FL	External
B	Humphrey, Cynthia	Advertising	None	Provided administrative and accounting support to executives, senior management, and staff while at PNC Bank. Monitored and maintained budget and accounting practices for PNC Bank employee engagement group. Monitored and maintained budget for Community Engagement Office while at Duval County Public Schools.	No	Jacksonville, FL	External
B	Jackson, Matthew	Health Care Administration	None	Performing typing, clerical functions and data entry for daily work orders. Maintain a working knowledge of techniques, methods, and procedures used in performing daily tasks and recording man hours for work reports. Data entry, Microsoft Office, Windows, Word, Excel, PowerPoint. Office management, personnel management, coordination of office schedules/responsibilities, bookkeeping. Conducting research and compiling data for either my department or to assist customers as needed.		Jacksonville, FL	Internal
B	Kekec, Nihal	Agriculture	None	<ul style="list-style-type: none"> • Conserve executive's time by reading, researching, and routing correspondence; drafting letters and documents; collecting and analyzing information; initiating telecommunications • Document complaints, requests, inquiries and follow-up calls in the CARE system • Attended meetings to take notes, record votes, and provided general clerical support • Maintain executive's appointment schedule by planning and scheduling meetings, conferences, teleconferences, and travel • Represent the executive by attending meetings in the executive's absence; speaking for the executive • Researching and gathering information from professional services contracts to answer questions from vendors regarding RFP/BID. • Prepare reports and by collecting and analyzing information • Secure information by completing data base backups • Copied, distributed and files paperwork such as meeting minutes, contracts, performance review forms, timesheets, and general correspondence • Utilized HRIS system to input employee data 		Jacksonville, FL	Internal

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B	Manning, Tanisha	Business	Business Administration	Prepared minutes after conducting team meetings before the start of the business day. Operated office equipment and software applications (i.e. Microsoft Word, PowerPoint, Outlook, etc.) to research and compile data to prepare reports and correspondence. Interpreted laws, rules/regulations, and policies to answer customer inquiries and find resolutions for customer complaints and work related bottlenecks. Maintained administrative files and records to complete end of day reports and customer files for ongoing transactions.		Jacksonville, FL	Internal
B	Moore, Shaterica	Accounting	None	Has many years of accounting experience from working at the Kids Hope Alliance as well as CPA firm. Took courses for master in Forensic accounting but have not finished yet.		Jacksonville, FL	Internal
B	Murphy, AnnaMaria	Business	Business	Regularly research, compile data, and prepare reports and correspondence. Update department's website and coordinate various administrative practices which aid in improving the efficiency and effectiveness of department and company. Schedule meetings, events, and prepare all materials and presentations. Currently manage various programs and perform project management to ensure that all required objectives are met on time and on budget.	No	Jacksonville, FL	External
B	Nettles, Rose	Supervision and Management	Education	Worked at Florida State College at Jacksonville as a program manager for three years and 8 months. Has also worked two years as a compliance officer for the city and gained experience through the training budget. Has also completed coursework in accounting and finance.	No	Jacksonville, FL	External
B	Obando, Janine	Elementary Education	Business	Obtained extensive administrative skills through the military as an Information Management Specialist, Health Management Specialist, and an EO/EEO Specialist and administrative positions with the Internal Revenue Service, Tripler Army Medical Center, and Sysco Food Services. Acquired experience in accounting through my current position as an Executive Assistant for the City of Jacksonville, Sysco Food Services, and Frost National Bank.	Yes	Jacksonville, FL	External
B	Rivera-Feliciano, Julie Ann	Accounting	None	Administrative support and assistance which includes interacting on a daily basis with co-workers and clients, either in person, on the phone or via email. Type, file and distribute correspondence, meeting notices, agendas, minutes and other documents. Responsible for three monthly Board of Directors' meeting coordination - from start to finish. Complete knowledge of Microsoft Office Products (Excel, Word, Publisher, Power Point), copy/prINTER/fax machines, multi-line telephone systems and other office equipment's.	No	Jacksonville, FL	External
B	Vasquez, Hector	Economics	None	Worked as portfolio manager with different business partners for CIT Bank. Educational experience from minor in Business Administration from the University of North Florida. Currently working on M.S. in Applied Economics from Johns Hopkins University.	No	Jacksonville, FL	External
B	Volpe, Lisa	History	Political Science	As City Clerk and Assistant to the City Manager in Neptune Beach served in many administrative capacities. Administering the Clerk department, grants, records management. Performed payroll duties. At SSI Petroleum did billing for a 1.5 million gallon account which used accounting experience.	No	Jacksonville, FL	External

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B	Westbrook, Linton	Business Administration	Public Administration	Ensured the compliance of organizational policies, procedures, governmental regulations and applicable laws. Conducted recruitment, interviewing, hiring and onboarding of all branch employees. Performed detailed analysis to effectively provide solutions for continuous improvement and quality practices to local management during training and coaching initiatives.	No	Ponte Vedra, FL	External

ITEM VI.

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Financial Report - September 30, 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	715,961.70
September	501,821.14	529,195.91	581,582.03	610,751.15	710,094.10
Totals	\$ 5,892,141.25	\$ 6,538,047.18	\$ 7,216,816.38	\$ 7,789,636.37	\$ 8,568,533.01

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending September, 2018	\$ 8,568,533.01
12 months ending September, 2017	\$ 7,789,636.37
Change over prior 12 months	\$ 778,896.64
Percentage change	10.00%

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

12 months ending September, 2018	\$ 8,568,533.01
12 months ending September, 2017	\$ 7,789,636.37
Change over prior year to date	\$ 778,896.64
Percentage change	10.00%

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

September, 2018	710,094.10
September, 2017	610,751.15
Change over prior year	\$ 99,342.95
Percentage change	16.27%

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - August 31, 2018

		Budget
(1) Tourist Bureau - Revised Budget		\$ 470,611.00
Less Disbursements to Visit Jacksonville		(354,556.79)
Less Encumbrances: Visit Jacksonville Contract	(116,054.21)	
		(116,054.21)
Budgetary Balance Available		\$ -
(2) Marketing - Revised Budget		\$ 2,768,838.00
Less Disbursements to Visit Jacksonville		(2,062,752.44)
Less Other Disbursements		(198,338.00)
Less Encumbrances: Visit Jacksonville Contract	(406,747.56)	
Longwood Studies	(24,500.00)	
Lynyrd Skynyrd Concert	(50,000.00)	
		(481,247.56)
Budgetary Balance Available		\$ 26,500.00
(3) Convention Sales		\$ 2,250,000.00
Less Disbursements to Visit Jacksonville		(1,601,819.76)
Less Other Disbursements		(32,330.00)
Less CVB Grants Paid Out		(18,565.00)
Less Encumbrances: Visit Jacksonville Contract	(489,950.24)	
CVB Grants (Approved)	(104,866.00)	
CVB Grants Remaining Balance	(1,569.00)	
		(596,385.24)
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		(702,505.79)
Less Encumbrances:		
FHSAA Track & Field Championship 2018	(20,000.00)	
Lynard Skynard Concert	(100,000.00)	
		(120,000.00)
Budgetary Balance Available		\$ 7,494.21
Remaining to Spent in Accordance with TDC Plan		\$ 140,320.00
	Total	\$ 299,147.21
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

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	-
Visit Jacksonville	2,066,570
CVB Grants	170,000
STR Report	13,430
	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 VI.



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Barbershop Harmony Society

CVB Contact: Bob Doering

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: January 3-13, 2020

Room nights: 2,473 (at \$5 per room)

Estimated Attendance: 2,000

Funds Use: Room Rental

Funds to be encumbered: \$12,365.00

Summary:

The Barbershop Harmony Society is a member-based organization that brings men together in harmony and fellowship to enrich lives through singing. Their Midwinter Convention is bringing more than 2,000 attendees to the Jacksonville area.

Economic Impact:

Estimated at \$859,212.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Church Benefits Association

CVB Contact: Bob Doering

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: December 3-6, 2019

Room nights: 400 (at \$5 per room)

Estimated Attendance: 300

Funds Use: A/V, Reception

Funds to be encumbered: \$2,000.00

Summary:

The mission of Church Benefits Association is to promote excellence and preserve the traditions of church benefit boards and church benefit plans through nonpartisan education, collaboration and fellowship. They are hosting their Annual Meeting in Jacksonville in December 2019.

Economic Impact:

Estimated at \$137,112.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Combat Veterans Motorcycle Association

CVB Contact: Bob Doering

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront, Lexington Hotel & Conference Center Jacksonville Riverwalk, and Hampton Inn Jacksonville Downtown I-95

Date: June 15-21, 2020

Room nights: 5,546 (at \$3 per room)

Estimated Attendance: 5,000

Funds Use: A/V, Room Rental

Funds to be encumbered: \$16,638.00

Summary:

Combat Veterans Motorcycle Association is an Association of Combat Veterans from all branches of the United States Armed Forces, who ride motorcycles as a hobby. The mission is to support and defend those who have defended our country and freedoms. Their 2020 National Convention will bring 5,000 attendees to Jacksonville.

Economic Impact:

Estimated at \$1,160,000.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Corning Optical

CVB Contact: Karen Townsend

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: January 16-22, 2021

Room nights: 4,200 (at \$5 per room)

Estimated Attendance: 680

Funds Use: AV, Group Transportation, Reception (Food & Beverage)

Funds to be encumbered: \$21,000.00

Summary:

Corning is one of the world's leading innovators in materials science, with a 167-year track record of life-changing inventions. Corning applies its unparalleled expertise in glass science, ceramics science, and optical physics, along with its deep manufacturing and engineering capabilities, to develop category-defining products that transform industries and enhance people's lives. In 2020, they are bringing their Annual Global Kickoff Conference to Jacksonville.

Economic Impact:

Estimated at \$1,456,380.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Electric Power Research Institute

CVB Contact: Lorrie Allen

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: January 26-February 1, 2019

Room nights: 809 (at \$3 per room)

Estimated Attendance: 180

Funds Use: Group Transportation, Marketing, Reception, AV, Room Rental

Funds to be encumbered: \$2,427.00

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 two programs to Jacksonville to be combined for one grant; 2019 Nuclear Plan Performance & Checkworks User Group.

Economic Impact:

Estimated at \$281,532.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Florida State Convention Joint Advisory Committee – 64th

Florida State Convention

CVB Contact: Karen Townsend

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: August 3-8, 2020

Room nights: 1,250 (at \$3 per room)

Estimated Attendance: 1,000

Funds Use: A/V

Funds to be encumbered: \$3,750.00

Summary:

Florida State Convention is the local chapter of an anonymous treatment organization. In 2020, they will be bringing more than 1,000 members from the Florida chapters of this organization to Jacksonville for the 64th Annual Florida State Convention.

Economic Impact:

Estimated at \$408,500.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Great Homeschool Convention, Inc.

CVB Contact: Karen Townsend

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: August 6-11, 2019

Room nights: 835 (at \$5 per room)

Estimated Attendance: 350

Funds Use: A/V, Group Transportation, Venue/Room Rental

Funds to be encumbered: \$4,175.00

Summary:

Great Homeschool Conventions are the Homeschool Events of the Year, offering outstanding speakers, hundreds of workshops on today's top parenting and homeschooling topics, and the largest homeschool curriculum exhibit halls in the USA. Great Homeschool Convention is bringing two conventions to Jacksonville – in 2019 and 2020.

Economic Impact:

Estimated at \$287,100.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Great Homeschool Convention, Inc.

CVB Contact: Karen Townsend

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: June 23-28, 2020

Room nights: 835 (at \$5 per room)

Estimated Attendance: 350

Funds Use: A/V, Group Transportation, Venue/Room Rental

Funds to be encumbered: \$4,175.00

Summary:

Great Homeschool Conventions are the Homeschool Events of the Year, offering outstanding speakers, hundreds of workshops on today's top parenting and homeschooling topics, and the largest homeschool curriculum exhibit halls in the USA. Great Homeschool Convention is bringing two conventions to Jacksonville – in 2019 and 2020.

Economic Impact:

Estimated at \$287,100.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: International Paper, REACH Technical Conference Phase 1

CVB Contact: Karen Townsend

Hotel(s) Utilized: Lexington Hotel & Conference Center Jacksonville Riverwalk

Date: January 28 – February 1, 2019

Room nights: 865 (at \$5 per room)

Estimated Attendance: 200

Funds Use: Room Rental, Group Transportation, Reception

Funds to be encumbered: \$4,325.00

Summary:

International Paper is one of the world's leading producers of fiber-based packaging, pulp and paper. They create packaging products that protect and promote goods, enable worldwide commerce and keep consumers safe; pulp for diapers, tissue and other personal hygiene products that promote health and wellness; and papers that facilitate education and communication. They are bringing two conferences to Jacksonville in 2019.

Economic Impact:

Estimated at \$240,120.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: International Paper, REACH Technical Conference Phase 2

CVB Contact: Karen Townsend

Hotel(s) Utilized: Lexington Hotel & Conference Center Jacksonville Riverwalk

Date: May 20 – 24, 2019

Room nights: 865 (at \$5 per room)

Estimated Attendance: 200

Funds Use: Room Rental, Group Transportation, Reception

Funds to be encumbered: \$4,325.00

Summary:

International Paper is one of the world's leading producers of fiber-based packaging, pulp and paper. They create packaging products that protect and promote goods, enable worldwide commerce and keep consumers safe; pulp for diapers, tissue and other personal hygiene products that promote health and wellness; and papers that facilitate education and communication. They are bringing two conferences to Jacksonville in 2019.

Economic Impact:

Estimated at \$240,120.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: International Pentecostal Holiness Church

CVB Contact: Bob Doering

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: July 21- August 2, 2021

Room nights: 5,385 (at \$5 per room)

Estimated Attendance: 4,000

Funds Use: A/V, Room Rental

Funds to be encumbered: \$26,925.00

Summary:

The IPHC is a global movement of disciples of Jesus Christ in 100 nations with 1,500,000 members and over 1,600 IPHC congregations in the United States. Their 2021 General Conference is bringing over 4,000 attendees to Jacksonville.

Economic Impact:

Estimated at \$1,746,960.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: National Newspaper Association

CVB Contact: Karen Townsend

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: September 17 – October 3, 2020

Room nights: 469 (at \$5 per room)

Estimated Attendance: 225

Funds Use: Group Transportation

Funds to be encumbered: \$2,345.00

Summary:

Established in 1885, the National Newspaper Association (NNA) is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers. NNA's mission is to protect, promote and enhance America's community newspapers.

Economic Impact:

Estimated at \$172,956.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Reinke Manufacturing

CVB Contact: Bob Doering

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: October 6-11, 2020

Room nights: 1,240 (at \$3 per room)

Estimated Attendance: 600

Funds Use: Group Transportation, Reception

Funds to be encumbered: \$3,720.00

Summary:

Reinke Manufacturing Company, Inc. is the world's largest privately held manufacturer of center pivot and lateral move irrigation systems. Reinke will be holding their 2020 Annual Convention in Jacksonville with 600+ attendees.

Economic Impact:

Estimated at \$407,160.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Rinosnet – Corporate Training Winter 2019

CVB Contact: Lorrie Allen

Hotel(s) Utilized: Lexington Hotel & Conference Center Jacksonville Riverwalk

Date: January 23-26, 2019

Room nights: 415 (at \$5 per room)

Estimated Attendance: 700

Funds Use: A/V, Marketing

Funds to be encumbered: \$2,075.00

Summary:

Rinosnet Inc. is a Hispanic Business Support Group for Independent Business Owners (IBOs) affiliated with the Amway corporation. The organization holds events on a weekly, monthly and quarterly basis. These events focus on family principles; financial stability, motivational and Free Enterprise. The events help develop the individual's characteristics which contribute to the success of their business. Rinosnet currently operates in 5 US states.

Economic Impact:

Estimated at \$144,420.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Rinosnet – Corporate Training Spring 2019

CVB Contact: Lorrie Allen

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: May 22-25, 2019

Room nights: 413 (at \$5 per room)

Estimated Attendance: 700

Funds Use: A/V, Marketing

Funds to be encumbered: \$2,065.00

Summary:

Rinosnet Inc. is a Hispanic Business Support Group for Independent Business Owners (IBOs) affiliated with the Amway corporation. The organization holds events on a weekly, monthly and quarterly basis. These events focus on family principles; financial stability, motivational and Free Enterprise. The events help develop the individual's characteristics which contribute to the success of their business. Rinosnet currently operates in 5 US states.

Economic Impact:

Estimated at \$144,420.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Rinosnet – Corporate Training Fall 2019

CVB Contact: Lorrie Allen

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: September 18-22, 2019

Room nights: 413 (at \$5 per room)

Estimated Attendance: 700

Funds Use: A/V, Marketing

Funds to be encumbered: \$2,065.00

Summary:

Rinosnet Inc. is a Hispanic Business Support Group for Independent Business Owners (IBOs) affiliated with the Amway corporation. The organization holds events on a weekly, monthly and quarterly basis. These events focus on family principles; financial stability, motivational and Free Enterprise. The events help develop the individual's characteristics which contribute to the success of their business. Rinosnet currently operates in 5 US states.

Economic Impact:

Estimated at \$144,420.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: October 17, 2018

Name of Group: Society of Gynecologic Surgeons

CVB Contact: Veronica Gruber

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Date: March 26- April 2, 2020

Room nights: 1,305 (at \$4 per room)

Estimated Attendance: 420

Funds Use: A/V, Marketing, Room Rental, Group Transportation, Reception

Funds to be encumbered: \$5,220.00

Summary:

The mission of the Society of Gynecologic Surgeons is to promote excellence in gynecologic surgery through acquisition of knowledge and improvement of skills, advancement of basic and clinical research, and professional and public education. In March of 2020, they will be bringing to Jacksonville their Annual Meeting.

Economic Impact:

Estimated at \$378,450.00

Special Events Grant Signature Event	TDC Chair			Barbara Goodman - Excused	Steven Grossman - Excused	Dawn Southworth - Excused			Jeffrey Truhlar	Total Points	TDC Members Voting	Total Points Awarded
	Aaron Bowman	Lori Boyer	Scott Wilson			Kirit Patidar	Craig Smith					
2018 TaxSlayer Bowl TDC Meeting: 10/17/2018												
Total Tourism Impact	25	15	20			20	22		22	124	6	20.67
Brand Opportunity	14	12	10			10	10		15	71	6	11.83
Marketing Plan	9	10	5			5	7		10	46	6	7.67
Stewardship	4	5	4			5	2		2	22	6	3.67
Quality of Life Impact	5	5	4			5	5		5	29	6	4.83
Multiple Years Funding (Deduction)	0	0	0			0	0		0	0	6	0.00
Total Points Awarded	57	47	43	0	0	45	46	0	54	292	6	48.67

Special Events Grant Score Sheet

Event/Project:	2018 TaxSlayer Gator Bowl – Signature Event
Event Date(s):	December 26, 2018 – January 1, 2019
Event Location:	TIAA Bank Field
Tourist Attendance:	30,000 (60,000-65,000 overall)
Room Nights:	25,000+ area room nights
TDC Funding Request:	\$480,000.00 (year 5 of 6-year agreement)

Criteria	Qualifiers	Considerations/Factors	Maximum Points	TOTAL POINTS
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for the City?	Overall projected direct economic impact, room nights generated, hotel / motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	
Brand Opportunity	Will the special event project successfully articulate, competitively position, and positively promote Jacksonville's brand?	Leadership position for Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos, imagery and media coverage.	15	
Marketing Plan (After review from Marketing Services Contractor)	Does the special event project meet and demonstrate the necessary marketing plan requirements?	Traditional advertising, electronic and social media. PR and earned media, collaborative, partnership and influence marketing. After review by Marketing Services Contractor, were there findings of innovation, uniqueness?	10	
Stewardship	Does the special event project have leverage opportunities for the City?	Use of City-owned public venues, parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers. Economic Development opportunities. Event innovation.	5	

Special Events Grant Score Sheet

Criteria	Qualifiers	Considerations/Factors	Maximum Points	Points Awarded
Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.	5	
Multiple Years Funding Note: This criterion is a minus factor and shall serve to reduce the maximum number of points. (Not applicable to TDC Signature Events)	Did the special event project receive consecutive TDC funding last year and in prior years?	5 points will be deducted from the special event project's overall score for each consecutive year after the first year that the entity requests funding from the TDC (i.e., 1 st yr – minus 0 pts, 2 nd yr – minus 5 pts, 3 rd yr – minus 10 pts, 4 th yr – minus 15 pts, and 5 th yr – minus 20 pts).	N/A	N/A
Total Points Achieved:				

TDC Member Signature: _____

SPECIAL EVENTS GRANT SCORE SHEET

THRESHOLD REQUIREMENTS REVIEW

QUESTION TO APPLICANT

TDC EVALUATION

MAIN PURPOSE OF EVENT REQUIREMENT

1) Who do you anticipate will attend your event and why?

- 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 150 mile radius of the County boundaries and what are you relying on to make that assumption?

2) How do you plan to promote the event to potential attendees outside a 150 radius of the County boundaries and what percentage of the Marketing Budget is dedicated to outside the

1) Is the main purpose of the Event the attraction of tourists from outside the 150 mile radius?

☐ Yes

☐ No

****IF NO, THE APPLICATION IS INELIGIBLE. DO NOT
PROCEED FURTHER IN EVALUATING THIS
APPLICATION****

2) Does the promotion of this event to tourists outside the 150 mile radius of the county boundaries evidence that the main purpose of the event is attraction of tourists?

region versus local advertising?

☐ Yes

☐ No

****IF NO, THE APPLICATION IS INELIGIBLE. DO NOT
PROCEED FURTHER IN EVALUATING THIS
APPLICATION****

TOURIST ATTENDANCE AND PROOF REQUIREMENT

Which threshold grant criteria do you plan to meet
and how will you document that your event has met
that criteria (i.e. 25,000 tourists or more; 10,000
Room nights or more; combination matrix standard;
or 500 tourists or more)?

1) Which criteria did applicant select?

****IF APPLICANT FAILED TO SELECT A CRITERIA, THE
APPLICATION IS INELIGIBLE. DO NOT PROCEED
FURTHER IN EVALUATING THIS APPLICATION****

2) Does the suggested documentation or other evidence offered to be provided give the TDC adequate and reasonably reliable assurance that the criterion has been and will be met?

☐ Yes

☐ No

****IF NO, THE APPLICATION IS INELIGIBLE. DO NOT
PROCEED FURTHER IN EVALUATING THIS
APPLICATION****

TDC Grant Award

(A) Maximum Grant Award:			
Room nights	@ \$	per room =	(B) Total expense reimbursement
What were the authorized expenses that TDC Reimbursement Funds (B Above) will be used for:			
TDC funding is used to offset each team's payout.			

Describe Hotel Impact and Media Exposure for Duval County

The 2017 TaxSlayer Bowl provided (3) National Television Commercial spots as well as two :05 second national billboard advertisements.

The 2017 TaxSlayer Bowl was televised nationally on ESPN on December 30, 2017 for a four hour period of time. As a result of the broadcast, Jacksonville received over \$924,000 dollars of exposure value.

TOTAL LIVE AUDIENCE: 4,895,226

This audience measurement now includes OTT devices and gaming consoles like Amazon Fire, AppleTV, Chromecast, Roku, Sony PlayStation, etc. It also includes ESPN.com, WatchESPN, and the ESPN app on computers, phones, and tablets. And, finally, we get data from out-of-home viewing at bars, hotels, etc., which has traditionally given a nice lift to football.

Attach Material Showing TDC Logo: ☒ Yes

PROJECT REVENUE & EXPENSES ACTUAL RECAP	
NOTE: THESE NUMBERS HAVE NOT BEEN AUDITED YET AND ARE BASED ON BUDGETED NUMBERS.	
Tickets Income:	\$ 3,580,420
TDC Grant Award Amount/ Total Expense Reimbursement:	\$ 460,000
Football Income: <i>Includes Title Sponsor, Local Sponsors and Television</i>	\$ 2,359,506
Event Income:	\$ 392,245
TOTAL INCOME:	\$ 8,426,387

EXPENSES		
Please list(or attach) ALL expenses for event and indicate which were TDC approved expense reimbursement.	Team Payout	=\$ 5,525,000
	Program Expenses	=\$ 1,612,448
	Football Expenses	=\$ 1,367,741
	Event Expenses	=\$ 730,920
		=\$
		=\$
TOTAL EXPENSES:	\$ 9,236,109	

Authorized Agent: Richard M. Catlett, President

Authorized Agent Signature: _____

Date: 3/13/2018



	Su	Mo	Tu	We	Th	Fr	Sa	
Dec								
2017	24	25	26	27	28	29	30	Totals
Occ	46.3%	48.4%	55.1%	62.0%	68.5%	80.6%	73.0%	62.0%
ADR	\$76.44	\$77.59	\$78.97	\$82.15	\$86.74	\$101.40	\$101.49	\$88.17
RevPar	\$35.41	\$37.58	\$43.76	\$50.93	\$59.41	\$81.72	\$74.05	\$54.69
Rooms Sold	8,408	8,791	10,058	11,253	12,432	14,629	13,244	78,815
Room Revenue	\$642,694	\$682,097	\$794,263	\$924,441	\$1,078,336	\$1,483,336	\$1,344,076	\$6,949,243

	Su	Mo	Tu	We	Th	Fr	Sa	
Dec								
2016	25	26	27	28	29	30	31	Totals
Occ	48.2%	48.2%	54.4%	56.4%	65.4%	86.7%	80.8%	62.9%
ADR	\$73.99	\$72.86	\$74.96	\$77.42	\$86.59	\$114.63	\$117.94	\$92.37
RevPar	\$35.69	\$35.13	\$40.81	\$43.67	\$56.63	\$99.40	\$95.30	\$58.09
Rooms Sold	8,657	8,658	9,769	10,129	11,736	15,562	14,501	79,001
Room Revenue	\$604,535	\$630,477	\$732,293	\$783,688	\$1,016,206	\$1,783,843	\$1,710,257	\$7,297,299

4 Day Compare

Game played on Jan 1, 2014

Game played on Jan 2, 2015

Game played on Jan 2, 2016

Game played on Dec 31, 2016

Game played on Dec 30, 2017

In Dec 2017, 51,558 Rooms sold, Room Revenue \$4,830,189

In Dec 2016, 51,922 Rooms sold, Room Revenue \$5,293,994

In 2015-2016, 50,486 Rooms Sold, Room Revenue \$4,580,915

In 2014-2015, 49,853 Rooms Sold, Room Revenue \$4,449,613

In 2013-2014, 38,976 Rooms Sold, Room Revenue \$3,021,364

ITEM IX.

Change Requests in Visit Jacksonville Travel Schedule:

- A. Previously requested and received approval to travel to the Pharma Forum in March 2019 in New York at a total budget of \$8,500 with registration being \$5,000 of that expense. Registration for this event was increased this year to \$7,500. Request is that we change the event attended to the **New York Society of Association Executives** which occurs during the same time frame also in New York but has a registration fee in line with approved budget at \$4,500. We request approval to attend this tradeshow rather than the previously approved tradeshow.
- B. The Military Reunion Network SE Regional Roundtable was canceled in November 2018 in Memphis, TN (budget \$1,995). A replacement tradeshow to target military events by our sales manager was found with a Your Military Reunion Network tradeshow in Kissimmee, FL for approximately the same budget amount in April 2019.

ITEM X.



VISIT JACKSONVILLE

Summary of Kiosk Options

Description:

Visit Jacksonville put a Bid out through City of Jacksonville procurement for the purchase of 3 weather-resistant kiosks for various locations through Jacksonville. Two bid responses were received as follows:

	QTY	Meridian Zero Degrees, LLC	Omniexperience
Furnish and install weather-resistant, outdoor, digital kiosks at three Jacksonville locations.	3	\$48,240	\$50,500
Software Set-up & Warranty	3	\$10,905	\$28,000
Maintenance (1-year from installation)	1	\$5,000	\$14,400
TOTAL		\$64,145	\$92,900

See attached documents from both Meridian Zero Degrees, LLC and Omniexperience for details and photos.

Funding:

Based on previously allocated Visit Jacksonville request to TDC, we estimated \$40,000 would be needed to procure 3 all-weather kiosks. This estimate was based on some conversations with vendors, but all of the specifics as to what was required were not provided until we put the bid with City procurement. As a result, funding is short by **\$24,145** of what was previously approved by TDC for 3 outdoor, all-weather kiosks (if it is decided to use Visit Jacksonville's desired vendor, Meridian Zero Degrees, LLC).

intoGo:

Visit Jacksonville's current vendor for app relations has provided an alternative for consideration by TDC. They opted not to bid on the RFP because they are not interested in providing an outdoor, all-weather kiosk. However, intoGo is currently in the development stage of installing a network of 10 touch-screen digital concierges similar to their app; however all will be indoor at locations such as hotels with co-branding as a Visit Jacksonville/ intoGo experience. The kiosks will be wrapped with this co-branding of Visit Jacksonville. The cost for 10 indoor concierges is \$39,000.

TDC Potential Options for Consideration:

1. Allocate additional funding to obtain 3 kiosks. Based on actual costs and balance remaining in capital, this would require an additional **\$18,273.64**.
2. For 2017-18 goal year procure 2 kiosks instead of 3 decreasing the total cost to approximately: **\$40,830**, which would require no additional funding. Contingent upon acceptance by Meridian Zero Degrees, LLC of lesser scope for the project.

3. Consider option provided by vendor that we already have an app relationship with intoGo. This would not be fulfillment of the RFP that was put out to bid and may require a posted request for interest or bid. Total cost for 10 indoor kiosk concierges is \$39,000. See attached intoGo document for details.

2017-18 Tourist Bureau Capital Allocation as Approved by TDC

Expense	Estimated Cost Approved by TDC	Actual Cost
New outdoor beaches signage	\$2,000	\$1,128.64
Interstate and wayfinding signage	\$5,000	\$0
Upgrades to Visitor's Centers: <ul style="list-style-type: none"> • Large-scale Maps (\$1,500) • Brochure display wraps (\$2,000) Outdoor signage (wraps) and flags (\$3,000)	\$6,500	\$6,500 (still waiting on 2 invoices to confirm actual total)
360 Video/Virtual Reality Set-Up	\$15,000	\$15,000
360 Videos (4 videos)	\$30,000	\$30,000
Kiosks	\$40,000	TBD
TOTAL	\$98,500	\$52,628.64
AVAILABLE BALANCE FOR KIOSKS		\$45,871.36