



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
POST-EVENT REPORT
ATTACHMENT B**

Event Information

Organization: Gator Bowl Sports

Event: TaxSlayer Bowl

Event Date(s): December 26, 2017- December 31, 2017

Visitors Information Summary

Number of Attendees/Visitors	30,000
Tracking Method (e.g. registration, hotel contracts)	Gator Bowl Sports relies on Visit Jacksonville to provide the final pickup numbers as well as the State generated overall annual comparison hotel occupancy report.
Hotel(s):	Number of Room Nights
<i>PLEASE SEE ATTACHED HOTEL INFORMATION PROVIDED BY VISIT JACKSONVILLE</i>	
Total of Room Nights	

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
Occ	46.3%	48.4%	55.1%	62.0%	68.5%	80.6%	73.0%
ADR	\$76.44	\$77.59	\$78.97	\$82.15	\$86.74	\$101.40	\$101.49
RevPar	\$35.41	\$37.58	\$43.76	\$50.93	\$59.41	\$81.72	\$74.05
Rooms Sold	8,408	8,791	10,058	11,253	12,432	14,629	13,244
Room Revenue	\$642,694	\$682,097	\$794,763	\$924,441	\$1,078,336	\$1,483,336	\$1,344,076
							Totals
							62.0%
							\$88.17
							\$54.69
							78,815
							\$6,949,243

	Su	Mo	Tu	We	Th	Fr	Sa
Dec							
2016	25	26	27	28	29	30	31
Occ	48.2%	48.2%	54.4%	56.4%	65.4%	86.7%	80.8%
ADR	\$73.99	\$72.86	\$74.96	\$77.42	\$86.59	\$114.63	\$117.94
RevPar	\$35.69	\$35.13	\$40.81	\$43.67	\$56.63	\$99.40	\$95.30
Rooms Sold	8,657	8,653	9,769	10,123	11,736	15,562	14,501
Room Revenue	\$604,535	\$630,477	\$732,293	\$783,688	\$1,016,206	\$1,783,843	\$1,710,257
							Totals
							62.9%
							\$92.37
							\$58.09
							79,001
							\$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

