



# TOURIST DEVELOPMENT COUNCIL



Where Florida Begins

# SPECIAL EVENTS GRANT APPLICATION



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
2018/2019 SPECIAL EVENT GRANT APPLICATION**

Please submit one **COMPLETE** application in a format using dividers or tabs for the items and Sections of the Application listed below, and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

Tourist Development Council  
c/o Executive Director  
117 W. Duval St., Suite 425  
Jacksonville, FL 32202

(need email)@coj.net (consider email such as TDCgrants@coj.net)

**Special Events Grants** are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *Florida Statutes*, defines "**Tourist**" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

**Examples of Special Events** include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events **do not include** invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

TDC may award **Special Events Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

**Applications** must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5

business days prior to the published deadline for submission of the application to the TDC.

**No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.**

Special Event Grants shall be limited to the following grant tiers:

- i. **Maximum \$250,000 per Event Award:** These awards are for events designed to attract **25,000 or more tourists** to Duval County, **10,000 or more room nights** in Duval County, or a **combination** of tourists and room nights as outlined in the matrix below. Such grant awards may not exceed \$250,000 per event.

Tourists	Room Nights
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

- ii. **Maximum \$100,000 per Event Award:** These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards may not exceed \$100,000 per event.

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## **PART 1 — Eligibility Review**

### **I. Threshold Requirements Review**

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant**

**funding.** The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement. **Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to recipient.**

**(1) Main Purpose Attraction of Tourist Requirement:**

**(a) Who do you anticipate will attend your event and why?** The NCAA Track & Field East Preliminary will bring over 1,600 student-athletes; over 2,000 coaches, support staff and officials; and over 4,000 fans over a one-week period. The event is a three-day event with two practice days. The University of North Florida is one of two preliminary round host sites in the entire country.

**(i) What are the expected demographics of your audience/attendees and where will they come from?** The attendees will be extremely diverse and will come from all states east of the Mississippi River. While all of the athletes are in college, the coaches, families and fans will cover all age ranges.

**(ii) What percentage 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?** While UNF does not have an exact percentage that we can place on the number of attendees outside the 150 mile radius of the County boundaries, we do know that less than five Division I Universities are within the boundaries and nearly 200 zoned for the east preliminary are located outside the boundaries. Therefore, a large majority of the attendees will be from outside the County boundaries.

**(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?** Half of the collegiate Track & Field programs are zoned for the University of North Florida so there will be thousands of attendees heading to Jacksonville regardless of the promotional efforts. Therefore, more of the marketing budget will be focused locally and regionally in an effort to drive more tourists who are interested in watching elite track & field athletes to UNF's campus. The NCAA Track & Field East Preliminary will have its own webpage on [www.UNFOSpreys.com](http://www.UNFOSpreys.com) which will be linked to the NCAA website. Attendees from outside the County boundaries will access information related to the event through these sites. Additionally, UNF will utilize running-specific websites and e-communications to reach the running community. The full marketing plan is attached.

**(2) Tourist Attendance and Proof Requirement:**

**(a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)?** Maximum \$250,000 grant

**(i) What is the amount of the grant you are requesting?** \$200,000

**(ii) How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated?** 11,000 room nights, 8,000 attendees, and over 27,000 total visitor days

**(iii) How many tourist and or room nights are you guaranteeing?** 9,000 room nights, 6,000 attendees, and 25,000 total visitor days

(b) How will you document that your event has met the grant criteria?

Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.

(i) How will you prove the guaranteed room night pick-ups for the event? Visit Jacksonville and UNF will work together on collecting hotel information from all of the coaches on the Wednesday prior to the start of the event. There will be a station at registration where all coaches must fill out hotel information. Visit Jacksonville uses this data in calculating total room nights, visitor days and economic impact.

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County?

**\*Failure to answer this question renders you ineligible for any funds\***

## II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1. Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?

☐ Yes, please identify contract(s):

☒ No.

2. Are you (the Applicant) delinquent on taxes or the payment of liens or their debts owed to the City or County?

☐ Yes, please identify all delinquencies:

☒ No.

3. Are you (the Applicant) noncompliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?

☐ Yes, please identify the grant award or program:

☒ No.

**PLEASE BE ADVISED:**

The Applicant shall be ineligible to receive a Special Events Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Special Events Grant application if it decides to go forward with the application process.

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## **PART 2—Required Documents**

**I. Please provide the following documents**

- ☐ Articles of Incorporation (except government entities)
- ☐ IRS Form W-9
- ☐ State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- ☐ Sponsorship package for event
- ☐ Complete project event budget including revenue and expenses
- ☐ TDC Post-Event Report (for previous TDC grantees only)
- ☐ Written authorization for Authorized Agent to act on behalf of Applicant
  - ☐ Resolution from the Applicant's governing board authorizing this application for funds
  - ☐ A notarized agent authorization form
- ☐ Certification of Grantee is executed (last page of this Application)
- ☐ Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)

☐ Event Marketing Plan

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## PART 3— General Information

### Applicant Information:

1. Name of Applicant: University of North Florida Department of Intercollegiate Athletics and Director of Athletics, Lee Moon, Sr.

2. Federal Employer Identification Number: 59-2976169

3. Phone: (904)620-2833 Fax: (904)620-2836

4. Mailing Address: 1 UNF Drive City: Jacksonville State: FL Zip: 32224

5. Name of Grant Coordinator: Nick Morrow Title: Sr. Associate Athletics Director

*\*The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*

6. Contact Information of Grant Coordinator:

Mailing Address: 1 UNF Drive City: Jacksonville State: FL Zip: 32224



Telephone: (904)620-1537

Fax: (904)620-2836

Email:

nick.morrow@unf.edu

7. Overview of the Applicant, Include following information:

a) Description of Applicant's business and history:

b) Description of Applicant's programs, activities, services, and/or events:

The University of North Florida Department of Intercollegiate Athletics is a Division I institution competing in the ASUN Conference. UNF sponsors 19 NCAA teams providing opportunities to approximately 300 student-athletes every year. During the 2017-18 academic year, the department GPA was a 3.415 across all teams which included the fourth straight semester of every team achieving above a 3.0 GPA. UNF has won 41 ASUN championships since 2010 and has qualified for 39 NCAA postseason championships. UNF Athletics employs over 120 full and part time coaches and staff.

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## **PART 4—Special Event information**

### **I. General Special Event Information Section**

1. Name of Special Event: NCAA Outdoor Track & Field East Preliminary
2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget): Participants in the NCAA Outdoor Track & Field Preliminary rounds are divided into two sites. UNF is

the host site in the east preliminary and nearly 200 schools are zoned for Jacksonville. The top 12 finishers in each event qualify for the NCAA National Championships. The NCAA Track & Field East Preliminary is expected to bring over 1,600 student-athletes; over 2,000 coaches, support staff and officials; and over 4,000 fans over a one-week period. The event is a three-day event with two practice days.

3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: **(i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.** The grant will be used to offset the costs associated with running one of the largest NCAA Championships. The resources required to successfully run the NCAA Outdoor Track & Field East Preliminary is far greater than the revenue that is produced from hosting the event.
4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures. The University of North Florida will produce copies of receipts and proof of payment made through the University system for each of the expenditures seeking reimbursement.
5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues: The NCAA Outdoor Track & Field East Preliminary is a very expensive event that produces little revenue. The Special Events Grant provides UNF the opportunity to manage the event without suffering a financial loss. While UNF does not generate much, if any, profit from the event itself, the economic impact from hosting this event in Jacksonville is

estimated at \$8 million. Despite the lack of profit and the amount of hard work and effort that is required to host the event, UNF realizes the importance for the City of Jacksonville.

6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant: Attached are articles from other Track & Field events that attracted thousands of athletes and fans to the City of Jacksonville and the University of North Florida.
7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist): The University of North Florida has hosted the NCAA Outdoor Track & Field East Preliminary in 2012, 2014, 2015 and 2016. Here is a recap of the Grant request and award: 2015 - \$200,000 requested; \$200,000 granted for costs related to hosting event; \$188,562 disbursed to UNF. 2016 - \$175,000 requested, \$175,000 granted to offset operational costs of hosting event; \$175,000 disbursed to UNF. Attached are the Event Impact

Summaries as well as the STR reports for 2015 and 2016, completed by Visit Jacksonville, which outline room nights, visitor days, and economic impact.

8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event? The 2019 NCAA Outdoor Track & Field East Preliminary begins May 23, 2019 and ends on May 25, 2019. Promotion for the event will begin on the websites in January with other marketing promotions beginning in March, increasing in volume leading up to the event in May.
9. Any other important information about the Special Event:

## II. Total Tourism Impact Section

***Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County.***

***Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:***

1. The overall projected direct economic impact: *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits?* The attached Event Impact Summaries from 2015 and 2016 provide great detail on the ROI to the TDC

and City of Jacksonville. Since UNF has hosted this event several times, there is proven value in investing in the NCAA Outdoor Track & Field East Preliminary.

2. **The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event:** *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)?* The large majority of the attendees are from outside the 150 mile radius with many of those attendees flying to Jacksonville. The attendees will be coming from all over the eastern half of the United States.
3. **The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized?* Based on the history of the NCAA Outdoor Track & Field East Preliminary occurring on UNF's campus, the number of guaranteed room nights of 9,000 room nights is highly likely and the potential of reaching 11,000 room nights is also probable based on the 2016 Event Impact summary.
4. **Calendar maximization in choosing the date of the Event.** The NCAA chooses the dates of their Championships so UNF does not have input on the event dates.
5. **Any special economic benefits to the County from the Special Event.** The attached Event Impact summaries provide additional economic benefit data from the 2015 and 2016 events which will apply to the 2019 event.

### III. Brand Opportunity Section

**Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:**

- 1. The creation of a leadership position for the Jacksonville brand:** Is the Special Event a premier event that sets Jacksonville apart from other destinations? The NCAA Outdoor Track & Field Preliminaries only travel to two sites per year. Due to the high number of participants, many families travel to the championships to support their athletes. Since Jacksonville is a great destination due its geographical location, many tourists are more inclined to travel to Jacksonville to attend the event.
- 2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership:** Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism? UNF will work with local restaurants and local radio to help promote the event and strengthen its image and outreach.
- 3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville:** Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History? The NCAA Outdoor Track & Field East Preliminary is one of the NCAA's premier championships featuring elite athletes. The event definitely qualifies as a unique, high-level sporting event.

4. **The means of exposure of the Jacksonville brand:** How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)? UNF will work with Visit Jacksonville to promote the Jacksonville brand by providing tourism information to visiting teams and tourists in advance of the event. UNF will also provide Visit Jacksonville with a website presence on the event page; the opportunity to table at registration and during the event; and will provide Visit Jacksonville/TDC with signage opportunities during the event as a means to further encourage tourism and promote the Jacksonville brand.
5. **The integration and visibility of destination marketing logos, imagery, or media coverage:** Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing? UNF will work with Visit Jacksonville in promoting Jacksonville as a destination through a website presence on the event page; the opportunity to table at registration and during the event; and will provide Visit Jacksonville/TDC with signage opportunities during the event.

#### IV. Marketing Plan Section

*Objective: The Special Event or program demonstrates the necessary marketing plan requirements. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:*

1. **The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing. Attached is the current marketing plan developed by UNF Athletics and reviewed by Visit Jacksonville.
2. **The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique.

#### V. Stewardship Section

*Objective: The Special Event or project has leverage opportunities for the County. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:*

1. **The use of City, County-owned public venues:** The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a



County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? The event will utilize Hodges Stadium on UNF's campus. Tourists may return to watch other regional or national Track & Field events.

2. **The use of local attractions or area assets:** Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? The event will not utilize local attractions or museums directly, but tourists may seek out local attractions to visit during "slow times" of the event.
3. **Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event. The NCAA limits many business and sponsorship opportunities as they control those rights.
4. **The importance of the funding for securing the Special Event:** If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled? The NCAA Outdoor Track & Field East Preliminary has already been determined to be held at The University of North Florida in 2019 and 2021. If funding isn't provided in support of this event, the events will still take place. However, UNF will not be inclined to host any future NCAA Track & Field Championships since the financial loss is too great and has a negative impact on the Athletic Department operating budget which affects the UNF student-athlete experience.
5. **The competition for the Special Event:** Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held. All Division I institutions that have access to an adequate track & field facility have the opportunity to bid on this NCAA Championship.
6. **Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service

providers utilized in the Special Event. The University of North Florida will utilize several local companies and independent contractors in managing this event, including local crowd management company; ambulance services, restaurants for meals; equipment rental companies; local radio; fencing company; video services company; and many other companies that can provide services needed to plan and manage the NCAA Outdoor Track & Field East Preliminary.

## VI. Quality of Life Impact Section

***Objective: The Special Event enhances the quality of life for the community.***  
**Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:**

- 1. The use of any underused venues:** Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them. Hodges Stadium is the host site for the NCAA Outdoor Track & Field East Preliminary.
- 2. Engagement of the community:** Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

- (a) Providing free music, theatre, artistic or community outreach clinics;
- (b) Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;
- (c) Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- (d) Providing services to enhance or improve a community center, a park or building a playground; and

(e) Donating event tickets to a particular not-for-profit or community group.

At this time, UNF has not identified any specific community engagement opportunities for the NCAA Outdoor Track & Field East Preliminary. UNF is interested in discussing potential ideas as long as they fit within NCAA Compliance regulations.

## VII. Multiple Years Funding Section

*Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.*

If so, list all years you received funding from TDC and the amount of each prior year's grant:

The University of North Florida has hosted the NCAA Outdoor Track & Field East Preliminary in 2012, 2014, 2015 and 2016. Here is a recap of the Grant request and award from 2015 and 2016: 2015 - \$200,000 requested; \$200,000 granted for costs related to hosting event; \$188,562 disbursed to UNF. 2016 - \$175,000 requested, \$175,000 granted to offset operational costs of hosting event; \$175,000 disbursed to UNF.

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## PART 5—Certification

I, (print name) William Lee Moser Sr., as (Title) Director of Athletics acting with authority from and on behalf of, (Applicant) University of North Florida the entity applying for this Special Event Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and

its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

**I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City and County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.**

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Special Events Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature



Type/Print Name

Ann Hee Moon Sr

Title Director of Athletics

12-4-18

Date

**2019 NCAA Track & Field East Preliminary  
Operating Budget**

Revenue		
Description	Detail	Revenue
TDC Special Events Grant	Application due December 10; meeting on January 10	\$200,000.00
Florida Sports Foundation	Grant application due January 10	\$45,000.00
NCAA	Stipend for hosting East Preliminary	\$20,000.00
Ticket Sales	Ticket sales during the 3 days of competition; weather dependent	\$25,000.00
<b>Total Revenue</b>		<b>\$290,000.00</b>

Expenses			
	Description	Detail	Expense
Labor	SAFE	20 SAFE x \$20 per hour x 12 hours x 3 days	\$14,400.00
	In-House Security	12 employees x \$10 per hour x 12 hours x 3 days	\$4,320.00
	Police	4 officers x \$50 per hour x 10 hours x 3 days	\$6,000.00
	Ambulance	1 ambulance x \$175 per hour x 8 hours x 3 days	\$4,200.00
	PF - Housekeeping	6 employees x \$30 per hour x 12 hours x 3 days	\$6,480.00
	PF - Maintenance	1 employee x \$30 per hour x 12 hours x 3 days	\$1,080.00
	PF - Recycle	6 employees x \$30 per hour x 12 hours x 3 days	\$6,480.00
	Officials Payment	75 officials x \$75 per day x 3 days	\$16,875.00
	Officials Lodging	60 rooms x 4 nights x \$149 room rate	\$35,760.00
	Meals	Meals for officials, volunteers, and staff	\$17,100.00
	Half-Mile Timing	Event support for timing systems	\$1,000.00
	<b>Subtotal</b>		<b>\$113,695.00</b>
Equipment Rental	Video Board	Temporary video board for results and video	\$42,000.00
	Portable Restrooms	20 units x \$85 per unit x 5 days	\$8,500.00
	Mobile Mini	Storage unit for pole vault poles	\$1,000.00
	Fencing	Temporary fencing for crowd control/logistics	\$5,000.00
	Bleachers	Bleacher rental for additional seating	\$5,000.00
	<b>Subtotal</b>		<b>\$61,500.00</b>
Equipment & Supplies	Gill Track Equipment	Track & Field equipment needed to host Championships	\$83,000.00
	Apparel	Apparel for officials and volunteers	\$6,000.00
	Signage	Directional signage	\$2,500.00
	Facility Prep	Mulch, grounds management products to prepare the facility	\$10,000.00
	Credentials	Credentials for athletes, staff, coaches, etc.	\$1,500.00
	Miscellaneous	Office supplies, misc supplies needed for operations	\$1,000.00
	<b>Subtotal</b>		<b>\$104,000.00</b>
Marketing	Printed Materials	Posters, flyers, etc.	\$2,000.00
	Social Media	Paid social media boosts, promotions	\$2,500.00
	Radio Ads	Coverage on 1010XL	\$3,000.00
	E-Communications	Access to runner-specific databases and website advertising	\$2,500.00
	<b>Subtotal</b>		<b>\$10,000.00</b>
<b>Total Expenses</b>			<b>\$289,195.00</b>

**Profit/(Loss) \$805.00**



## **2019 | NCAA EAST PRELIMINARY MARKETING PLAN**

**MAY 29-31 | JACKSONVILLE, FL**

The majority of the tourists will be the athletes and participants associated with the event. The other large portion of the tourists are the family and friends of the athletes who choose to travel to Jacksonville to watch their athletes compete. UNF will also focus advertising efforts to running specific communities in the region in an effort to drive additional tourists to Jacksonville for the 2019 NCAA East Preliminary.

### **WEBSITES**

An event specific page will be created on UNFOspreys.com which will provide information regarding the event and the City of Jacksonville. The event page will be linked to the NCAA Track & Field page. UNF will coordinate with Visit Jacksonville in sharing the event page as well as placing additional content related to Jacksonville tourism.

### **E-COMMUNICATIONS**

UNF Athletics will also send out an email to all 200 schools zoned for the East Preliminary with a "Visiting Team Guide", which will provide information about the event and the City of Jacksonville. This guide can be shared with family and friends of each school.

An email will be distributed to the UNF Athletics email database that will feature information about the meet and help promote attendance, as well as distribution lists from Visit Jacksonville and Jacksonville Sports Council, as permitted.

### **RUNNING-SPECIFIC WEBSITES/FORUMS**

We will partner with running-specific websites to place advertisements about the event on their landing page, which will link back to the event page created for the NCAA East Preliminary. An example site would be [Runners.com](http://Runners.com).

## **SOCIAL MEDIA**

Facebook, Twitter, and Instagram will be used to promote the NCAA East Preliminary across the UNF Athletics social media platforms. We will also team up with the University of North Florida, Visit Jacksonville, Jacksonville Sports Council, and other community partners to post and share about this event.

## **RADIO**

We will partner with 1010XL, Jacksonville's premier sports radio station, to run PSA's promoting the NCAA East Preliminary leading up to the event.

## **LOCAL BUSINESS PARTNERS**

We will collaborate with local running companies and stores to use their databases to distribute information and promote the NCAA East Preliminary.

## **PRINTED MATERIALS**

Posters/flyers will be used to promote the NCAA East Preliminary on the UNF campus and around the Jacksonville community. There will be a "poster push" executed by the UNF Athletics marketing staff to distribute to local businesses and partners throughout Jacksonville.

## **N-CAMPUS ADVERTISING**

TV graphics will be on display around campus promoting the meet. Announcements promoting the meet will be made at UNF Athletics events leading up to the date of the event.

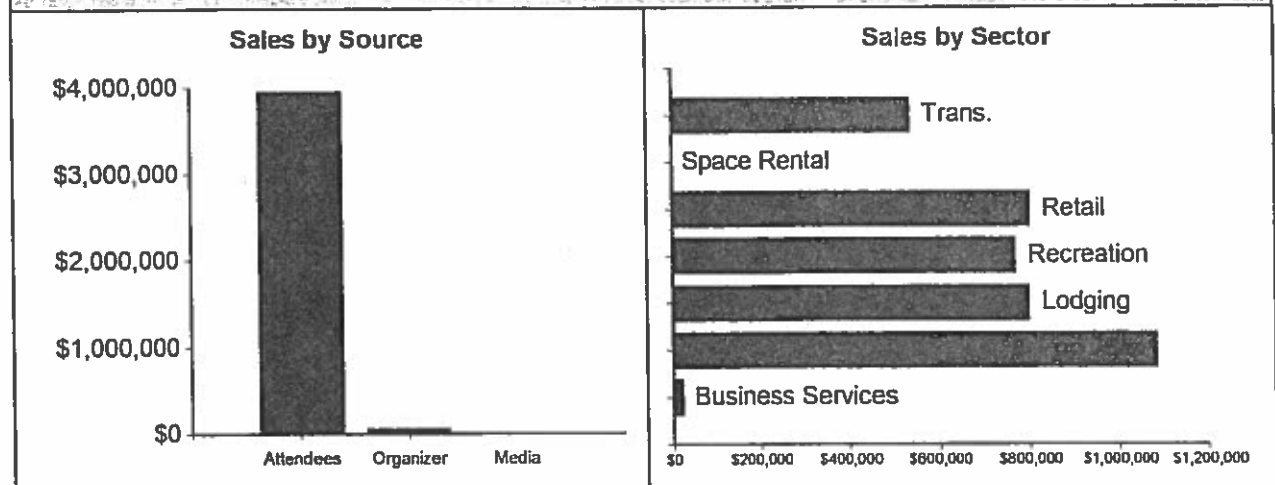


## Event Impact Summary

Destination: VISIT JACKSONVILLE

Event Parameters		Key Results	
Event Name:	2015 NCAA Track	Business Sales (Direct):	\$4,029,245
Organization:	NCAA/JaxSports	Business Sales (Total):	\$6,996,738
Event Type:	Sports: College	Jobs Supported (Direct):	1,054
Start Date:	5/25/2015	Jobs Supported (Total):	1,381
End Date:	5/30/2015	Local Taxes (Total):	\$255,435
Overnight Attendees:	6803	Net Direct Local Tax ROI:	\$68,923
Day Attendees:	1701	Estimated Room Demand:	9,431

### Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$801,675	\$0	\$0	\$801,675
Transportation	\$538,781	\$477	\$795	\$540,052
Food & Beverage	\$1,042,805	\$43,952	\$0	\$1,086,757
Retail	\$804,429	\$0	\$0	\$804,429
Recreation	\$771,872	\$0	\$0	\$771,872
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$23,564	\$897	\$24,460
<b>TOTAL</b>	<b>\$3,959,562</b>	<b>\$67,992</b>	<b>\$1,691</b>	<b>\$4,029,245</b>

## Event Impact Details

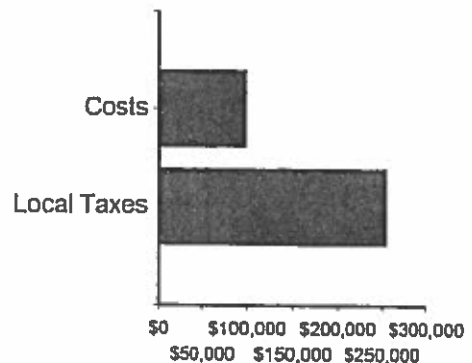
Destination: VISIT JACKSONVILLE

Event Name: 2015 NCAA Track 2015

Organization: NCAA/JaxSports

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$4,029,245	\$2,967,493	\$6,996,738
<b>Personal Income</b>	\$1,319,548	\$838,241	\$2,157,788
<b>Jobs Supported</b>			
Persons	1,054	327	1,381
Annual FTEs	44	14	58
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$361,158</u>	<u>\$250,759</u>	<u>\$611,917</u>
<u>State Total</u>	<u>\$314,659</u>	<u>\$74,187</u>	<u>\$388,846</u>
sales	\$226,266	\$44,512	\$270,778
income	\$0	\$0	\$0
bed	\$48,101	-	\$48,101
other	\$40,292	\$29,675	\$69,967
<u>Local Total</u>	<u>\$168,923</u>	<u>\$86,512</u>	<u>\$255,435</u>
sales	\$37,711	\$7,419	\$45,130
income	\$0	\$0	\$0
bed	\$0	-	\$0
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
property tax	\$90,919	\$49,419	\$140,338
restaurant	\$0	\$0	\$0
other	\$40,292	\$29,675	\$69,967

Event Return on Investment (ROI)		
<b>Direct</b>		
Direct Local Tax Receipts	\$168,923	
Local Costs	\$100,000	
Direct ROI	\$68,923	
Net Present Value	\$68,923	
Direct ROI (%)	69%	
<b>Total</b>		
Total Local Tax Receipts	\$255,435	
Total ROI	\$155,435	
Net Present Value	\$155,435	
Total ROI (%)	155%	



Estimated Room Demand Metrics	
Room Nights (total)	9,431
Room Pickup (block only)	0
Peak Rooms	2,346
Total Visitor Days	28,563



## Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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Date Created: Jun 02, 2015

# Tab 2 - Weekly Year Over Year Translation Table

For the Week of May 24, 2015 to May 30, 2015

2015

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
May	3	4	5	6	7	8	9
May	10	11	12	13	14	15	16
May	17	18	19	20	21	22	23
May	24	25	26	27	28	29	30
May / Jun	31	1	2	3	4	5	6
Jun	7	8	9	10	11	12	13

2014

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
May	4	5	6	7	8	9	10
May	11	12	13	14	15	16	17
May	18	19	20	21	22	23	24
May	25	26	27	28	29	30	31
Jun	1	2	3	4	5	6	7
Jun	8	9	10	11	12	13	14

## This Year

Sunday, May 10th - Mother's Day  
Monday, May 25th - Memorial Day

## Last Year

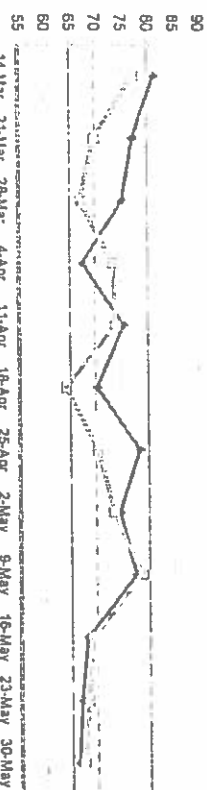
Sunday, May 11th - Mother's Day  
Monday, May 26th - Memorial Day

Number of Weekdays: 30  
Number of Weekend Days: 12

Number of Weekdays: 30  
Number of Weekend Days: 12

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Weekly Occ (%) - Mar 14, 2015 to May 30, 2015



Weekly ADR - Mar 14, 2015 to May 30, 2015



14-Mar 21-Mar 28-Mar 4-Apr 11-Apr 18-Apr 25-Apr 2-May 9-May 16-May 23-May 30-May

14-Mar 21-Mar 28-Mar 4-Apr 11-Apr 18-Apr 25-Apr 2-May 9-May 16-May 23-May 30-May

14-Mar 21-Mar 28-Mar 4-Apr 11-Apr 18-Apr 25-Apr 2-May 9-May 16-May 23-May 30-May

Occupancy (%)	Current Week													
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
This Year	56.0	68.1	77.4	82.4	83.3	88.0	90.1	92.9	95.2	97.2	97.4	97.4	97.4	97.4
Last Year	55.5	71.6	78.6	83.5	85.6	88.4	90.5	93.1	95.1	97.1	97.1	97.1	97.1	97.1
Percent Change	0.8	-3.4	-1.8	-1.4	-2.6	-0.5	-0.5	-1.7	-2.3	0.7	0.7	0.7	0.7	0.7
ADR														
	May	51.3	51.3	52.7	52.7	52.7	52.7	52.7	52.7	52.7	52.7	52.7	52.7	52.7
	This Year	80.25	81.34	88.33	102.26	102.20	98.55	91.34	85.06	86.08	87.64	87.75	87.75	87.75
	Last Year	73.07	82.37	88.43	92.04	92.04	88.33	78.63	80.61	82.54	82.54	82.54	82.54	82.54
	Percent Change	8.4	-10.9	-11.2	8.8	10.7	13.3	11.7	12.1	5.3	7.3	7.8	7.8	7.8
RevPAR														
	May	4	4	4	4	4	4	4	4	4	4	4	4	4
	This Year	44.50	51.15	76.08	84.27	85.47	90.95	84.91	43.00	57.13	64.31	63.88	60.22	56.05
	Last Year	40.59	59.85	69.31	77.74	78.28	80.67	78.45	42.84	54.53	58.88	58.42	51.09	67.78
	Percent Change	10.8	-7.1	0.5	8.4	7.8	12.8	11.1	0.4	4.8	8.1	8.3	8.8	0.5
Supply														
	May	3	3	3	3	3	3	3	3	3	3	3	3	3
	This Year	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555	17,555
	Last Year	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557	17,557
	Percent Change	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2
Demand														
	May	4	4	4	4	4	4	4	4	4	4	4	4	4
	This Year	10,048	12,416	13,885	14,788	14,886	15,087	15,438	8,485	12,062	13,008	13,008	12,055	12,680
	Last Year	9,882	12,686	14,185	15,028	15,401	16,087	15,578	8,483	12,145	12,843	12,843	12,005	13,690
	Percent Change	0.5	-3.8	-1.8	-1.8	-2.8	-0.7	0.8	-1.9	-0.7	0.5	1.2	-0.1	-7.4
Revenue														
	May	4	4	4	4	4	4	4	4	4	4	4	4	4
	This Year	800,426	1,544,466	1,928,885	2,168,886	2,168,886	2,168,886	2,168,886	1,272,181	1,450,886	1,690,886	1,690,886	1,450,886	1,690,886
	Last Year	720,414	1,544,466	1,928,885	2,168,886	2,168,886	2,168,886	2,168,886	1,272,181	1,450,886	1,690,886	1,690,886	1,450,886	1,690,886
	Percent Change	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Occupied Rooms														
	May	4	4	4	4	4	4	4	4	4	4	4	4	4
	This Year	153	153	153	153	153	153	153	153	153	153	153	153	153
	Last Year	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858	17,858
	Percent Change	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4

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Source 2015 STR, Inc.

Current		Run		Run	
Week	28	Week	28	Week	28
6,661,473	4.7	6,661,473	4.7	6,661,473	4.7
7.0					

For the Week of May 24, 2015 to May 30, 2015

[illegible]

## Visit Jacksonville

38590/ Fairfield Inn & Suites Jacksonville Airport  
54501/ Hampton Inn Suites Jacksonville Airport  
41505/ Hilton Garden Inn Jacksonville Airport  
42355/ Holiday Inn Express & Suites Jacksonville Airport  
57555/ Hyatt Place Jacksonville Airport  
27949/ Jacksonville Inn  
33357/ Jacksonville Plaza Hotel  
6378/ Knights Inn Jacksonville North  
56822/ Microtel Inn & Suites by Wyndham Jacksonville  
5109/ Motel 6 Jacksonville  
7297/ Quality Inn Jacksonville Airport  
6639/ Red Roof Inn Jacksonville Airport  
39453/ Residence Inn Jacksonville Airport  
19494/ River City Inn  
56876/ SpringHill Suites Jacksonville Airport  
69690/ Travelodge & Sites Jacksonville N Airport  
63527/ Value Place Jacksonville North  
57223/ Country Inn & Suites Jacksonville West  
57188/ Best Western Plus Cecil Field Inn & Suites  
59607/ Fairfield Inn & Suites Jacksonville West Chaffee Point  
51113/ Hampton Inn Jacksonville I 10 West  
57143/ Holiday Inn Express & Sites Chaffee Jacksonville W  
18005/ Courtyard Jacksonville Mayo Clinic Beaches  
58343/ Hampton Inn & Suites Jacksonville Beach Boulevard Mayo  
42337/ Holiday Inn Express & Suites Jacksonville Southeast Medical  
55997/ Residence Inn @ Mayo Clinic  
58989/ Candlewood Suites Jacksonville East Merril Road  
59248/ Courtyard Jacksonville I 295 East Balfour  
52054/ Hampton Inn Jacksonville East Regency Square  
54974/ Holiday Inn Express Jacksonville East  
52081/ In Town Suites Atlantic Boulevard  
61888/ Marble Waters Hotel & Suites  
52689/ Holiday Inn Express & Suites Blount Island  
41527/ Best Western Mayport Inn & Suites  
7086/ Econo Lodge Mayport  
59680/ Holiday Inn Express & Suites Jacksonville Mayport  
10515/ One Ocean Resort Hotel & Spa  
8334/ Red Roof Inn Baldwin  
27702/ Best Western Southeast Hotel & Suites  
39514/ Country Inn & Suites Jacksonville  
5107/ Le Quinla Inns & Suites Jacksonville Orange Park  
6380/ Motel 6 Jacksonville Orange Park  
24202/ Quality Inn Jacksonville  
6640/ Red Roof Inn Jacksonville South  
19802/ Super 8 Jacksonville Orange South  
61240/ ibot Hotel Jacksonville Tapestry Park  
35068/ Extended Stay America Jacksonville Southside St Johns T  
38267/ Hilton Garden Inn Jacksonville I7B Deerwood Park  
53561/ Homewood Suites Jacksonville South St Johns Center  
58689/ Hotel Indigo Jacksonville Deerwood Park  
53251/ In Town Suites Beach Boulevard  
39432/ In Town Suites St Johns  
59723/ Value Place Jacksonville East Beach Boulevard  
35527/ Best Western Oceanfront  
49202/ Casa Marina Hotel  
4948/ Closed Atlantis Of Jax Beach  
46703/ Closed Beach Landing Motel  
7646/ Closed Bannion Inn  
1339/ Closed Days Inn Oceanfront Resort  
10686/ Closed Eastmans  
9213/ Closed Golden Sands Motel  
23337/ Closed Seaside Studios  
48800/ Closed Surfside Inn  
675/ Courtyard Jacksonville Beach Oceanfront

[illegible]



## For the Week of May 24, 2015 to May 30, 2015

Source 2015 STR, Inc.



	Current Week - FY 2015														Running 28 Day - FY 2015														Properties				Rooms																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
	Occ %		ADR		RevPAR		Percent Change						Occ %		ADR		RevPAR		Percent Change						Crew		Samp		Crew		Samp																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
							Room	Rev	Avail	Room	Rev	Avail							Room	Rev	Avail	Room	Rev	Avail									Room	Rev	Avail	Room	Rev	Avail	Room	Rev	Avail	Room	Rev	Avail	Room	Rev	Avail																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
		2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015

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Source 2016 STR, Inc.

For the Week of May 24, 2015 to May 30, 2015

May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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## Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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## For the Week of May 24, 2015 to May 30, 2015

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# Tab 9 - Release NorthsideAirport+

Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

STR Code	Name of Establishment	City & State	Zip Code	Alt Date	Open Date	Rooms	Cng In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
46155	Relax Inn	Jacksonville, FL	32208			22																															
4959	Airport Motor Inn	Jacksonville, FL	32218	Aug 2009	Aug 2009	44		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
58080	abot Hotel Jacksonville Airport	Jacksonville, FL	32218	Jan 2000	Jan 2000	136		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38775	Comfort Suites Airport Jacksonville	Jacksonville, FL	32218	Jan 2005	Jan 1987	59	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9198	Country Heath Inn Jacksonville	Jacksonville, FL	32218	Dec 1986	Dec 1986	130		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33477	Courtyard Jacksonville Airport Northeast	Jacksonville, FL	32218	Jan 2010	Feb 1988	81		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
672	Crowne Plaza Jacksonville Airport	Jacksonville, FL	32218	Sep 2014	Apr 1986	317	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
11037	Days Inn Jacksonville Airport	Jacksonville, FL	32218	Jan 2015	Oct 1973	112		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9732	DoubleTree Jacksonville Airport	Jacksonville, FL	32218	Dec 2014	Nov 1989	201	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
27301	Econo Lodge Jacksonville	Jacksonville, FL	32218	Jan 2003	Jan 1986	62		T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T
2225	Executive Inn	Jacksonville, FL	32218	Jul 1989	Jul 1989	116		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38500	Fairfield Inn & Suites Jacksonville Airport	Jacksonville, FL	32218	Jul 2006	Jul 2006	107		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
54581	Hampton Inn Suites Jacksonville Airport	Jacksonville, FL	32218	Jan 2001	Jan 2001	120		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
41595	Hilton Garden Inn Jacksonville Airport	Jacksonville, FL	32218	Apr 2014	Nov 2002	111		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
42335	Holiday Inn Express & Suites Jacksonville Airport	Jacksonville, FL	32218	Jan 2009	Jan 2008	81		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57555	Hyatt Place Jacksonville Airport	Jacksonville, FL	32218	Mar 2015	Jun 1987	127		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
27949	Jacksonville Inn	Jacksonville, FL	32218	Feb 2007	Nov 1987	62	Y	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	
33357	Jacksonville Plaza Hotel	Jacksonville, FL	32218	Sep 2014	Jun 1983	100		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	
6379	Knights Inn Jacksonville North	Jacksonville, FL	32218	Mar 2008	Mar 2008	125		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
56822	McCormick Inn & Suites by Wyndham Jacksonville	Jacksonville, FL	32218	Dec 2013	May 1986	76		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
5109	Motel 6 Jacksonville	Jacksonville, FL	32218	Feb 2010	Nov 1982	117	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
7287	Quality Inn Jacksonville Airport	Jacksonville, FL	32218	Nov 1982	Nov 1982	108		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6839	Red Roof Inn Jacksonville Airport	Jacksonville, FL	32218	Jan 2000	Jan 2000	78		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39453	Residence Inn Jacksonville Airport	Jacksonville, FL	32218	May 2010	Mar 1987	61		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
19484	River City Inn	Jacksonville, FL	32218	Nov 2007	Nov 2007	104		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
56876	Springhill Suites Jacksonville Airport	Jacksonville, FL	32218	Apr 2007	Jun 1978	192	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6990	Travelodge & Sies Jacksonville N Airport	Jacksonville, FL	32218	Aug 2004	Aug 2004	73		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52889	Holiday Inn Express & Suites Blount Island	Jacksonville, FL	32226																																		
Total Properties:						281																															
- This Year data received by STR																																					

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# Tab 10 - Response SouthsideMandarin+

Vital Jacksonville

For the Week of May 24, 2015 to May 30, 2015

STR Code	Name of Establishment	City & State	Zip Code	Air Date	Open Date	Rooms	Cng In Rms	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
50108	Emerson Inn Motel	Jacksonville, FL	32207	Jun 1972	Jun 1972	55	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
47394	Gallop Lodge Motel	Jacksonville, FL	32207	Jun 1972	Jun 1972	68	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
45589	Mount Vernon Motor Lodge	Jacksonville, FL	32207	Jun 1972	Jun 1972	25	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38376	Scottish Inn Jacksonville	Jacksonville, FL	32207	Oct 1997	Oct 1997	95	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8253	Super 8 Jacksonville Central	Jacksonville, FL	32207	Oct 1997	Jun 1978	48	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39852	Baymont Inn & Suites Jacksonville @ Butler Boulevard	Jacksonville, FL	32216	Dec 2012	Mar 2000	79	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
32860	Courtyard Jacksonville South Cagle Road	Jacksonville, FL	32216	Apr 1997	Mar 2000	137	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6952	Days Inn Jacksonville South Cagle Road	Jacksonville, FL	32216	Jun 1974	Jun 1974	120	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
7643	Econo Lodge Jacksonville	Jacksonville, FL	32216	Jul 2011	Mar 1973	133	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34673	Extended Stay America Jacksonville Deerwood Park	Jacksonville, FL	32216	Mar 2013	Feb 1998	128	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34901	Extended Stay America Jacksonville Lenoir Avenue East	Jacksonville, FL	32216	May 1997	May 1997	122	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35611	Extended Stay America Jacksonville Lenoir Avenue South	Jacksonville, FL	32216	Feb 2013	Jul 1988	73	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
55878	Fairfield Inn & Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Jun 2007	Jun 2007	103	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39197	Hampton Inn Jacksonville South 195 @ JTB	Jacksonville, FL	32216	Mar 2015	Feb 2000	100	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52323	Hampton Inn Suites Jacksonville Deerwood Park	Jacksonville, FL	32216	Sep 2004	Sep 2004	128	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35051	Homewood Suites Jacksonville	Jacksonville, FL	32216	Jan 2013	Jul 1997	97	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
22022	Jacksonville Inn	Jacksonville, FL	32216	Mar 2014	Mar 1987	106	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34561	La Quinta Inns & Suites Jacksonville Butler Blvd	Jacksonville, FL	32216	Dec 1997	Dec 1997	131	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35637	Red Roof Inn Jacksonville East	Jacksonville, FL	32216	Dec 1987	Dec 1987	127	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39257	Springhill Suites Jacksonville Deerwood	Jacksonville, FL	32216	May 2000	May 2000	102	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57516	Staybridge Suites Jacksonville	Jacksonville, FL	32216	Feb 2008	Feb 2008	118	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8252	Super 8 Jacksonville	Jacksonville, FL	32216	Jan 2009	Jan 2009	84	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57111	TownePlace Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Sep 2008	Sep 2008	65	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
19035	Courtyard Jacksonville Mayo Clinic Beaches	Jacksonville, FL	32224	Oct 1997	Oct 1987	146	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
42337	Holiday Inn Express & Suites Jacksonville Southeast Medical	Jacksonville, FL	32224	Apr 2014	Feb 2003	104	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35997	Residence Inn @ Mayo Clinic	Jacksonville, FL	32224	Apr 1988	Apr 1988	78	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52061	InTown Suites Atlantic Boulevard	Jacksonville, FL	32225	Jul 2007	Feb 2003	144	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
61240	La Quinta Inns & Suites Jacksonville Teasstry Park	Jacksonville, FL	32246	Aug 2013	Jan 2011	137	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35036	Extended Stay America Jacksonville Southside St Johns Tr	Jacksonville, FL	32246	Mar 2013	Jul 1987	133	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38297	Hilton Garden Inn Jacksonville JTB Deerwood Park	Jacksonville, FL	32246	Dec 1989	Dec 1989	119	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
53581	Homewood Suites Jacksonville South St Johns Center	Jacksonville, FL	32246	Jun 2005	Jun 2005	118	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
58689	Hotel Indigo Jacksonville Deerwood Park	Jacksonville, FL	32246	Jan 2009	Jan 2009	96	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
53251	InTown Suites Beach Boulevard	Jacksonville, FL	32246	Jul 2007	Feb 2000	138	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39432	InTown Suites St Johns	Jacksonville, FL	32246	Jun 2008	Jun 2008	105	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57373	Value Place Jacksonville East Beach Boulevard	Jacksonville, FL	32246	Jun 2008	Jun 2008	110	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9015	America's Best Inn Jacksonville	Jacksonville, FL	32258	Jun 1984	Nov 1987	102	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
10895	Baymeadows Inn & Suites	Jacksonville, FL	32258	Sep 2003	Nov 1987	183	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
24918	Best Western Hotel JTB Southpoint	Jacksonville, FL	32258	Oct 2002	Jan 1987	111	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34809	Candlewood Suites Jacksonville	Jacksonville, FL	32258	Dec 1997	Dec 1997	112	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
19482	Comfort Suites Baymeadows Near Butler Blvd Jacksonville	Jacksonville, FL	32258	Apr 2007	Mar 1987	112	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
12130	Courtyard Inn & Suites Jacksonville 195 South	Jacksonville, FL	32258	Sep 2014	Jul 1988	118	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18763	Embassy Suites Jacksonville Baymeadows	Jacksonville, FL	32258	Oct 1991	Apr 1985	277	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35192	Extended Stay America Jacksonville Baymeadows	Jacksonville, FL	32258	Mar 2013	Mar 1998	125	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
36594	Extended Stay America Jacksonville Salisbury Road South	Jacksonville, FL	32258	Feb 2013	Apr 1998	100	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57592	Four Points by Sheraton Jacksonville Baymeadows	Jacksonville, FL	32258	Oct 2008	Oct 2008	80	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
55710	Hampton Inn Jacksonville 1295 East Baymeadows	Jacksonville, FL	32258	Sep 2007	Sep 2007	102	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
22270	Hampton Suites by Wyndham Jacksonville	Jacksonville, FL	32258	Jan 2013	Feb 1991	116	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
36237	Holiday Inn Express & Suites Jacksonville South	Jacksonville, FL	32258	Mar 1998	Mar 1998	88	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57039	Holiday Inn Jacksonville East 295 Baymeadows	Jacksonville, FL	32258	Oct 2008	Oct 2008	98	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
10104	Kings Inn Jacksonville Baymeadows	Jacksonville, FL	32258	Aug 2014	Oct 1988	80	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
5108	La Quinta Inns & Suites Jacksonville Baymeadows	Jacksonville, FL	32258	Aug																																		

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For the Week of May 24, 2015 to May 30, 2015

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
T - This Year data received by STR	0	0	0	0	0	0	0	0	0
L - Last Year data received by STR	0	0	0	0	0	0	0	0	0
B - Both This Year & Last Year data received by STR	0	0	0	0	0	0	0	0	0
Blank - No data received by STR	0	0	0	0	0	0	0	0	0
Y - (Chg in Risk) Property has experienced a room addition or drop during the time period of the report	0	0	0	0	0	0	0	0	0

Source: 2015 STR - MC.

A blank row indicates "Insufficient data."  
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# Tab 11 - Response Westside+

Vail Jacksonville

For the Week of May 24, 2015 to May 30, 2015

STR Code	Name of Establishment	City & State	Zip Code	Alt Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
2947	Budget Inn	Jacksonville, FL	32205	Jan 2000	Jun 1984	64																															
6851	Diamond Inn Motel	Jacksonville, FL	32205	Jan 2004	Jun 1973	150	Y																														
59401	Sleep Inn & Suites Jacksonville	Jacksonville, FL	32205	Sep 2009	Sep 2009	55																															
8251	The Executive Inn	Jacksonville, FL	32210	Jun 1993	Jun 1986	103																															
30481	Hospitality Inn	Jacksonville, FL	32220	Jul 2007	Jul 2007	64																															
54952	Comfort Suites Jacksonville	Jacksonville, FL	32220	Jan 2008	Jan 2008	73																															
57233	Country Inn & Suites Jacksonville West	Jacksonville, FL	32221	Apr 2011	Nov 2008	85																															
57198	Best Western Plus Cecil Field Inn & Suites	Jacksonville, FL	32221	Aug 2009	Aug 2009	89																															
59907	Fairfield Inn & Suites Jacksonville West Chaffee Point	Jacksonville, FL	32221	Dec 2004	Dec 2004	82																															
53113	Hampton Inn Jacksonville I 10 West	Jacksonville, FL	32221	Aug 2008	Aug 2008	81																															
57743	Holiday Inn Express & Suites Chaffee Jacksonville W	Jacksonville, FL	32244	Apr 2001	Jan 1990	100	Y																														
27702	Best Western Southside Hotel & Suites	Jacksonville, FL	32244	Apr 2000	Jan 2000	61																															
39514	Country Inn & Suites Jacksonville	Jacksonville, FL	32254	Jul 1982	Jul 1982	108																															
6840	Red Roof Inn Jacksonville South	Jacksonville, FL	32254	Jun 2008	Jan 2004	78																															
5375	Knights Inn Jacksonville Downtown	Jacksonville, FL	32254	Feb 2011	Oct 1981	111	Y																														
679	Quality Inn Jacksonville	Jacksonville, FL	32254	May 2010	Jun 1983	203	Y																														
7642	Stays Rest Inn	Jacksonville, FL	32254																																		
Total Properties:						17																															
T - This Year data received by STR																																					

T - This Year data received by STR  
 L - Last Year data received by STR  
 B - Both This Year & Last Year data received by STR  
 Blank - No data received by STR  
 Y - (Chg In Rms) Property has experienced a room addition or drop during the time period of the report

Source 2015 STR, Inc.

A blank row indicates insufficient data.  
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Tab 12 - Help

All data is processed using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email [osustin@air.com](mailto:osustin@air.com).

Affiliation Date

The date the property became affiliated with its current flag.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Change in Rooms

The property has added or removed rooms from inventory.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.

Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.

It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a - at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.

The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPAR) - Property performance divided by competitive set performance multiplied by 100.

Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Open Date

The date the property opened.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Run 28

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 28 days.

Run MTD

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms) \* 100

Sub-Market (Tract)

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.

Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

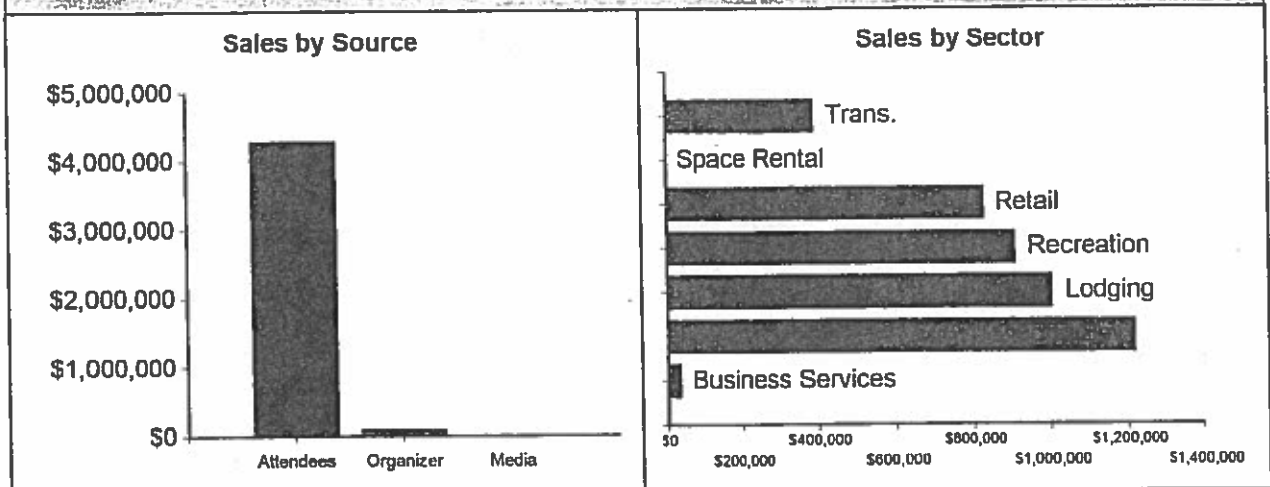
Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

# Event Impact Summary

Destination: VISIT JACKSONVILLE

Event Parameters		Key Results	
Event Name:	NCAA Track & Field	Business Sales (Direct):	\$4,407,577
Organization:	NCAA/UNF	Business Sales (Total):	\$7,690,369
Event Type:	College	Jobs Supported (Direct):	1,542
Start Date:	5/24/2016	Jobs Supported (Total):	1,853
End Date:	5/28/2016	Local Taxes (Total):	\$120,079
Overnight Attendees:	8450	Net Direct Tax ROI:	\$56,604
Day Attendees:	1350	Estimated Room Demand:	11,334

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,008,749	\$0	\$0	\$1,008,749
Transportation	\$394,356	\$445	\$729	\$395,531
Food & Beverage	\$1,147,707	\$73,407	\$0	\$1,221,114
Retail	\$831,370	\$0	\$0	\$831,370
Recreation	\$913,858	\$0	\$0	\$913,858
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$36,132	\$823	\$36,955
TOTAL	\$4,296,041	\$109,983	\$1,553	\$4,407,577

## Event Impact Details

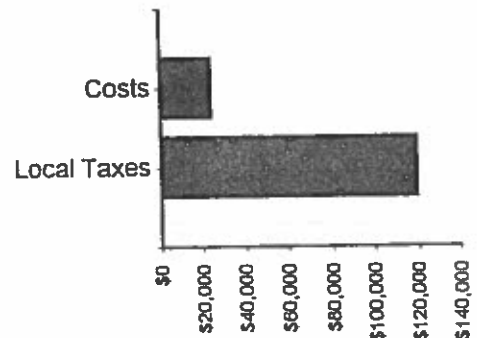
Destination: VISIT JACKSONVILLE

Event Name: NCAA Track & Field 2016

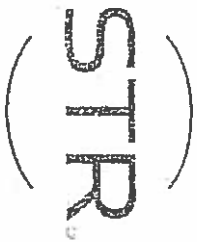
Organization: NCAA/UNF

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$4,407,577	\$3,282,792	\$7,690,369
<b>Personal Income</b>	\$1,467,415	\$955,806	\$2,423,221
<b>Jobs Supported</b>			
Persons	1,542	312	1,853
Annual FTEs	58	12	69
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$397,802</u>	<u>\$280,652</u>	<u>\$678,453</u>
<u>State Total</u>	<u>\$380,361</u>	<u>\$104,393</u>	<u>\$484,754</u>
sales	\$245,788	\$49,242	\$295,030
income	\$0	\$0	\$0
bed	\$60,525	-	\$60,525
other	\$74,048	\$55,151	\$129,199
<u>Local Total (excl. property)</u>	<u>\$81,604</u>	<u>\$38,475</u>	<u>\$120,079</u>
sales	\$40,965	\$8,207	\$49,172
income	\$0	\$0	\$0
bed	\$0	-	\$0
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$40,639	\$30,268	\$70,908
property tax	\$79,958	\$44,052	\$124,010

Event Return on Investment (ROI)			
<b>Direct local tax ROI (net property taxes)</b>			
Direct Tax Receipts	\$81,604		
DMO Hosting Costs	\$25,000		
Direct ROI	\$56,604		
Net Present Value	\$58,992		
Direct ROI (%)	226%		
<b>Total local tax ROI (net property taxes)</b>			
Total Local Tax Receipts	\$120,079		
Total ROI	\$95,079		
Net Present Value	\$99,091		
Total ROI (%)	380%		



Estimated Room Demand Metrics	
Room Nights (total)	11,334
Room Pickup (block only)	0
Peak Rooms	3,521
Total Visitor Days	27,860



# Visit Jacksonville

For the Week of May 22, 2016 to May 28, 2016

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Date Created: Jun 01, 2016

# Tab 2 . Weekly Year Over Year Translation Table

For the Week of May 22, 2016 to May 28, 2016

2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 1	2	3	4	5	6	7
May 8	9	10	11	12	13	14
May 15	16	17	18	19	20	21
May 22	23	24	25	26	27	28
May / Jun 29	30	31	1	2	3	4
Jun 5	6	7	8	9	10	11

This Year

Sunday, May 8th - Mother's Day  
Monday, May 30th - Memorial Day  
Tuesday, Jun 7th - First Day of Ramadan

Number of Weekdays: 30  
Number of Weekend Days: 12

→  
→  
→  
→  
→  
→  
→

2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 3	4	5	6	7	8	9
May 10	11	12	13	14	15	16
May 17	18	19	20	21	22	23
May 24	25	26	27	28	29	30
May / Jun 31	1	2	3	4	5	6
Jun 7	8	9	10	11	12	13

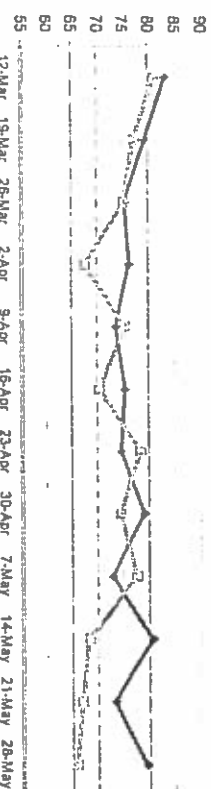
Last Year

Sunday, May 10th - Mother's Day  
Monday, May 25th - Memorial Day

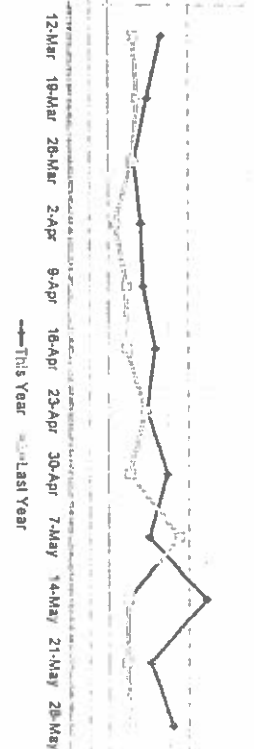
Number of Weekdays: 30  
Number of Weekend Days: 12

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Weekly Occ (%) - Mar 12, 2016 to May 28, 2016



Weekly ADR - Mar 12, 2016 to May 28, 2016



Occupancy (%)													Current Week								
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
This Year	74.7	66.4	72.8	70.4	68.8	70.8	72.8	72.3	74.3	82.8	69.3	88.3	87.3	90.1	65.2	72.7	77.1	77.1	72.6	73.7	74.2
Last Year	56.0	62.7	77.4	82.5	83.4	88.0	88.1	52.8	87.2	72.4	72.8	67.2	70.7	74.3	52.4	63.1	68.3	68.2	82.2	71.2	83.4
Percent Change	33.5	-4.1	-8.6	-15.9	-17.7	-9.0	-8.4	-1.1	10.6	14.4	22.5	31.5	23.5	21.7	24.5	15.1	17.9	13.2	15.7	3.5	-11.0
ADP	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	87.80	88.34	91.18	95.24	90.51	90.51	91.07	80.30	92.87	106.38	112.00	113.00	107.04	105.70	82.45	91.06	93.68	92.16	86.48	88.88	87.49
Last Year	80.30	91.37	86.36	100.32	102.82	102.32	98.79	81.41	88.13	98.16	87.72	83.82	82.32	82.23	77.53	85.70	88.01	87.82	81.50	82.94	86.76
Percent Change	0.4	-3.3	-7.3	-8.9	-15.5	-11.5	-7.8	-1.4	12.7	19.3	27.7	34.0	30.0	27.0	19.2	6.0	5.7	6.3	0.4	4.7	0.8
Repair	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	55.58	58.84	64.52	87.03	59.42	77.58	71.80	42.02	71.35	88.15	100.54	99.80	83.43	95.20	60.31	66.16	72.25	71.88	64.72	64.07	54.92
Last Year	44.97	63.23	76.17	84.38	65.58	81.05	65.03	43.00	67.21	84.58	83.53	66.30	58.19	61.85	40.59	53.19	60.82	58.72	50.73	58.02	72.37
Percent Change	46.1	-7.3	-15.3	-20.3	-20.3	-15.6	-2.5	26.7	30.3	56.5	77.2	60.0	53.9	48.0	73.0	18.8	20.4	28.5	4.5	-10.3	-2.1
Supply	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98
Last Year	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98	17.98
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	13.615	11.915	12.700	12.843	12.214	14.305	14.153	8.383	13.343	14.874	16.022	15.552	15.867	18.187	17.000	13.041	13.844	13.446	13.028	13.236	13.718
Last Year	10.055	12.428	13.808	14.805	16.973	16.454	8.503	12.045	13.005	13.088	12.050	12.691	13.342	8.400	11.335	12.268	12.237	11.163	12.775	14.317	13.231
Percent Change	33.8	-4.1	-9.7	-16.8	-17.6	-8.8	-8.4	-17.2	10.8	14.4	27.3	31.4	23.4	21.2	24.0	15.1	12.6	19.1	16.7	3.5	-11.1
Revenue	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101
Last Year	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101	800.101
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Census	May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
This Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Last Year	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.		

For the Week of May 22, 2016 to May 28, 2016

STR Code	Name of Establishment	City & State	Zip Code	Air Date	Date	Rooms	Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
18761	Closed Park View Inn	Jacksonville, FL	32202	Sep 2002	Feb 2001	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
37336	Hyatt Regency Jacksonville Riverfront	Jacksonville, FL	32202	Apr 2005	Oct 1987	951	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
20340	Omnit Jacksonville Hotel	Jacksonville, FL	32202	Oct 1987	Oct 1987	354	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
674	Closed West Inn	Jacksonville, FL	32204	Sep 2001	Jun 1984	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
2847	Budget Inn	Jacksonville, FL	32205	Jan 2000	Jun 1973	64	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6951	Diamond Inn Motel	Jacksonville, FL	32205	Jan 2004	Jan 1973	150	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
59401	Sleep Inn & Suites Jacksonville	Jacksonville, FL	32205	Sep 2008	Sep 2009	55	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8251	The Executive Inn	Jacksonville, FL	32205	Jan 1993	Jan 1993	48	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
46155	Relax Inn	Jacksonville, FL	32208	Aug 2009	Jun 1987	22	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52757	Closed - Independent City Center Motel	Jacksonville, FL	32207	Jul 1992	May 2001	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9732	Closed Village Lodge Jacksonville	Jacksonville, FL	32207	Oct 1979	Feb 1997	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33929	DoubleTree Jacksonville Riverfront	Jacksonville, FL	32207	Sep 2015	Feb 1997	283	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
47193	Eagle Inn	Jacksonville, FL	32207	Feb 2000	Jun 1972	52	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
50108	Emerson Inn Motel	Jacksonville, FL	32207	Feb 2000	Jun 1972	55	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39552	Extended Stay America Jacksonville Riverwalk	Jacksonville, FL	32207	Feb 2000	Jun 1972	101	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
47394	Gailor Lodge Motel	Jacksonville, FL	32207	Feb 1998	Feb 1998	88	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38132	Hempin Inn Jacksonville Downtown 195	Jacksonville, FL	32207	Dec 2010	Jul 2009	118	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57865	Hilton Garden Inn Jacksonville Downtown Southbank	Jacksonville, FL	32207	Dec 2010	Jul 2009	123	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57553	Homewood Suites Jacksonville Downtown Southbank	Jacksonville, FL	32207	Dec 2010	Jul 2009	98	Y	B	B	L	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
1560	Lexington Hotel & Conference Center Jacksonville Riverwalk	Jacksonville, FL	32207	May 2015	Jun 1980	323	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
45569	Mount Vernon Motor Lodge	Jacksonville, FL	32207	Oct 1997	Oct 1997	95	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38376	Scotlich Inn Jacksonville	Jacksonville, FL	32207	Oct 1987	Jun 1979	48	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8253	Super 8 Jacksonville Central	Jacksonville, FL	32209	Jul 1981	Jun 1979	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
21339	Closed Travelodge Jacksonville	Jacksonville, FL	32209	Jun 2005	Jun 1950	28	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
46959	Sunshine Inn	Jacksonville, FL	32209	Jun 2006	Jun 1986	103	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
30481	Hospitality Inn	Jacksonville, FL	32210	Jun 1986	Jun 1986	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
10694	Closed Ramada Inn Conference Center Downtown	Jacksonville, FL	32211	Jul 2002	Jul 2002	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
43471	Kings Inn	Jacksonville, FL	32211	Jun 1970	Jun 1970	130	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
7644	Regency Inn	Jacksonville, FL	32211	Dec 1994	Jun 1970	142	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
5373	Travel Inn	Jacksonville, FL	32211	Jun 1973	Jun 1973	120	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39892	Baymont Inn & Suites Jacksonville @ Butler Boulevard	Jacksonville, FL	32216	Dec 2012	Mar 2000	78	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
5374	Closed Red Carpet Inn Jacksonville	Jacksonville, FL	32216	Sep 2007	Jun 1970	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
226	Closed Super 8 Jacksonville 195 S	Jacksonville, FL	32216	Sep 2007	Jun 1970	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33280	Courtyard Jacksonville Butler Boulevard	Jacksonville, FL	32216	Apr 1997	Apr 1997	137	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6992	Days Inn Jacksonville South Cagle Road	Jacksonville, FL	32216	Jun 1974	Jun 1974	120	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
7643	Icon Lodge Jacksonville	Jacksonville, FL	32216	Mar 2011	Mar 1973	133	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34531	Extended Stay America Jacksonville Deerwood Park	Jacksonville, FL	32216	Mar 2013	Feb 1989	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34501	Extended Stay America Jacksonville Lenoir Avenue East	Jacksonville, FL	32216	May 1997	May 1997	73	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38811	Extended Stay America Jacksonville Lenoir Avenue East	Jacksonville, FL	32216	Feb 2013	Jul 1988	103	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
56567	Fairfield Inn & Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Jun 2007	Jun 2007	100	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39197	Hampton Inn Jacksonville South 195 @ JTB	Jacksonville, FL	32216	Mar 2015	Feb 2000	128	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52323	Hampton Inn Suites Jacksonville Deerwood Park	Jacksonville, FL	32216	Sep 2004	Sep 2004	97	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35051	Hampton Inn & Suites Jacksonville	Jacksonville, FL	32216	Jan 2013	Jul 1987	117	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57516	Hampton Suites Jacksonville Deerwood Park	Jacksonville, FL	32216	Mar 2016	Feb 2008	106	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
22022	Jacksonville Inn	Jacksonville, FL	32216	Mar 2014	Mar 1987	131	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34551	La Quinta Inns & Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Dec 1987	Dec 1987	127	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35837	Red Roof Inn Jacksonville East	Jacksonville, FL	32216	Dec 1997	Dec 1997	102	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39287	Springhill Suites Jacksonville Deerwood	Jacksonville, FL	32216	May 2000	May 2000	85	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8252	Super 8 Jacksonville	Jacksonville, FL	32216	Jun 2009	Jun 1976	84	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57111	TownPlace Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Sep 2008	Sep 2008	44	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
4959	Airport Motor Inn	Jacksonville, FL	32218	Aug 2009	Aug 2009	136	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
58080	arot Hotel Jacksonville Airport	Jacksonville, FL	32218	Jan 1999	Jan 1974	189	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8006	Best USA Inn	Jacksonville, FL	32218	Jun 2000	Jun 1974	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18759	Closed Red Carpet Inn Jacksonville	Jacksonville, FL	32218	Jan 2000	Jan 2000	59	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18775	Comfort Suites Airport Jacksonville	Jacksonville, FL	32218	Dec 1986	Dec 1986	81	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33477	Courtyard Jacksonville Airport Northeast	Jacksonville, FL	32218	Jan 2010	Feb 1989	317	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
872	Crowne Plaza Jacksonville Airport 195 North	Jacksonville, FL	32218	Sep 2014	Apr 1986	112	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					



54361 Hampton Inn Suites Jacksonville Airport  
41595 Hilton Garden Inn Jacksonville Airport  
42335 Holiday Inn Express & Suites Jacksonville Airport  
57555 Hyatt Place Jacksonville Airport  
9198 Jacksonville Inn  
27949 Jacksonville Inn  
33357 Jacksonville Plaza Hotel  
6379 Knights Inn Jacksonville North  
58822 Microtel Inn & Suites by Wyndham Jacksonville  
5109 Motel 6 Jacksonville  
7287 Quality Inn Jacksonville Airport  
6639 Red Roof Inn Jacksonville Airport  
39453 Residence Inn Jacksonville Airport  
19484 River City Inn  
56876 Springhill Suites Jacksonville Airport  
6980 Travelodge & Suites Jacksonville North Airport  
83527 Value Place Jacksonville North  
50204 Closed Malabar Motel  
54932 Comfort Suites Jacksonville  
57293 Country Inn & Suites Jacksonville West  
57198 East Western Plus Carli Field Inn & Suites  
59907 Fairfield Inn & Suites Jacksonville West Chautau Point  
51113 Hampton Inn Jacksonville 110 West  
57743 Holiday Inn Express & Suites Chaffee Jacksonville West  
19035 Courtyard Jacksonville Mayo Clinic Beaches  
58343 Hampton Inn & Suites Jacksonville Beach Boulevard Mayo  
42337 Holiday Inn Express & Suites Jacksonville Southeast Motel  
35987 Residence Inn @ Mayo Clinic  
58989 Renaissance Suites Jacksonville East Merril Road  
59246 Courtyard Jacksonville 1295 East Balfour  
52034 Hampton Inn Jacksonville East Regency Square  
54874 Holiday Inn Express Jacksonville East  
52081 InTown Suites Atlantic Boulevard  
61888 Marlin Waters Hotel & Suites  
52989 Holiday Inn Express & Suites Blount Island  
41527 Best Western Mayport Inn & Suites  
7088 Econo Lodge Mayport  
58860 Holiday Inn Express & Suites Jacksonville Mayport  
10515 One Ocean Resort Hotel & Spa  
8334 Red Roof Inn Baldwin  
27702 Best Western Southside Hotel & Suites  
38514 Country Inn & Suites Jacksonville  
5107 La Quinta Inns & Suites Jacksonville Orange Park  
8360 Motel 6 Jacksonville Orange Park  
24202 Quality Inn Jacksonville  
6640 Red Roof Inn Jacksonville South  
19902 Super 8 Jacksonville Orange South  
81240 ahotel Jacksonville Tapscott Park  
35036 Extended Stay America Jacksonville Southside St Johns Tr  
38287 Hilton Garden Inn Jacksonville JTB Deerwood Park  
53561 Homewood Suites Jacksonville South St Johns Center  
58869 Hotel Indigo Jacksonville Deerwood Park  
53251 InTown Suites Beach Boulevard  
35432 InTown Suites St Johns  
59423 Value Place Jacksonville East Beach Boulevard  
35527 Best Western Oceanfront  
49202 Casa Marina Hotel  
4848 Closed Atlanta Of Jax Beach  
46703 Closed Beach Landing Motel  
7646 Closed Brampton Inn  
1359 Closed Days Inn Oceanfront Resort  
10696 Closed Eastwinds  
8213 Closed Golden Sands Motel  
23537 Closed Seaside Studios  
48800 Closed Sunside Inn  
6755 Courtyard Jacksonville Beach Oceanfront

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## Visit Jacksonville

For the Week of May 22, 2016 to May 28, 2016

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# Tab 5 - Multi-Segment

With Jacksonville  
For the Week of May 22, 2016 to May 28, 2016

Current USD - US Dollar

Current Week - TV vs LY															Running 52 Data - TV vs LY															Properties		Rooms	
	Occ %		ADR		RevPAR		Percent Change					Occ %		ADR		RevPAR		Percent Change					Current	Sample	End of	Current	Sample	End of					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room	Room	Room	Room	Room	Room	Room	Room	Room	Room	Room	Room	Room							Room	Room	Room	Room	Room
Arlington+	82.4	67.7	81.83	77.29	87.42	52.30	21.7	5.9	26.9	28.9	0.0	21.7	61.5	70.3	81.75	77.97	86.63	54.83	15.9	4.9	21.5	21.5	0.0	15.9	9	6	1011	619	9794				
Beach+	85.4	78.1	163.30	150.32	139.48	117.41	9.4	8.6	18.8	18.5	0.6	10.0	83.1	80.8	187.56	180.63	139.27	129.72	2.9	4.3	7.4	8.0	0.6	3.5	15	12	1375	1263					
Down+	77.7	54.9	119.81	103.27	93.12	56.68	41.6	16.0	64.3	63.5	-0.5	40.9	68.7	60.5	122.26	111.81	83.97	67.70	13.5	9.3	24.0	23.4	-0.5	13.0	8	8	2361	2361					
Northside/Airport+	76.9	59.7	86.69	71.96	66.66	42.87	28.8	20.5	55.2	55.2	0.0	28.8	75.1	67.3	84.22	75.80	63.24	51.02	11.5	11.1	24.0	24.0	0.0	11.5	28	20	3054	2326					
Southside/Mandarin+	80.6	70.0	90.40	81.61	72.82	57.14	15.1	10.8	27.4	27.4	-0.0	15.0	78.1	72.2	89.84	82.72	70.16	59.73	6.2	6.6	17.5	17.5	-0.0	6.2	66	52	7639	6196					
Westside+	78.6	64.3	74.18	64.58	50.34	41.50	22.4	14.9	40.5	40.5	-0.1	22.3	77.4	68.8	73.66	66.03	57.02	45.42	12.5	11.6	25.5	25.4	-0.1	12.5	17	11	1529	888					

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# Tab 6 - Response Arlington+

Visit Jacksonville

For the Week of May 22, 2016 to May 28, 2016

STR Code	Name of Establishment	City & State	Zip Code	Air Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
43471	Kings Inn	Jacksonville, FL	32211	Jun 1970	Jun 1970	130																													
7844	Regency Inn	Jacksonville, FL	32211	Dec 1984	Jun 1970	142																													
5373	Travel Inn	Jacksonville, FL	32211	Jun 1973	Jun 1973	120																													
59343	Hampton Inn & Suites Jacksonville Beach Boulevard Mayo	Jacksonville, FL	32224	Sep 2008	Sep 2009	95																													
58989	Candlewood Suites Jacksonville East Merrill Road	Jacksonville, FL	32225	Jan 2010	Jan 2010	97																													
59246	Courtyard Jacksonville   205 East Beltway	Jacksonville, FL	32225	Jul 2009	Jul 2009	85																													
52054	Hampton Inn Jacksonville East Regency Square	Jacksonville, FL	32225	Mar 2004	Mar 2004	112																													
54974	Holiday Inn Express Jacksonville East	Jacksonville, FL	32225	Jul 2012	Aug 2007	101																													
57062	Value Place Jacksonville East Dumas Point	Jacksonville, FL	32277	Dec 2007	Dec 2007	118																													
Total Properties:						9	1011																												
								T - This Year data received by STR																											
								L - Last Year data received by STR																											
								B - Both This Year & Last Year data received by STR																											
								Blank - No data received by STR																											
								Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																											

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## For the Week of May 27, 2016 to May 28, 2016

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# Tab 8 - Response Downtown+

Vail Jacksonville

For the Week of May 22, 2016 to May 28, 2016

STR Code	Name of Establishment	City & State	Zip Code	Att Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
37336	Hyatt Regency Jacksonville Riverfront	Jacksonville, FL	32202	Apr 2005	Feb 2001	951	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
20340	Omni Jacksonville Hotel	Jacksonville, FL	32202	Oct 1987	Oct 1987	354	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33929	DoubleTree Jacksonville Riverfront	Jacksonville, FL	32207	Sep 2015	Feb 1997	293	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39552	Extended Stay America Jacksonville Riverwalk	Jacksonville, FL	32207	Feb 2000	Feb 2000	101	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
36132	Hampton Inn Jacksonville Downtown 195	Jacksonville, FL	32207	Feb 1998	Feb 1998	118	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57965	Hilton Garden Inn Jacksonville Downtown Southbank	Jacksonville, FL	32207	Dec 2010	Jul 2009	123	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57853	Homewood Suites Jacksonville Downtown Southbank	Jacksonville, FL	32207	Dec 2010	Jun 2009	98	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
13601	Lexington Hotel & Conference Center Jacksonville Riverwalk Jacksonville, FL	Jacksonville, FL	32207	May 2015	Jun 1980	323	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
Total Properties:						8	2361																												
T - This Year data received by STR N - Next Year data received by STR																																			

T - This Year data received by STR  
 L - Last Year data received by STR  
 B - Both This Year & Last Year data received by STR  
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 Y - (Chg In Rms) Property has experienced a room addition or drop during the time period of the report

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# Tab 9 - Release NorthsideAirport+

Visit Jacksonville

For the Week of May 22, 2016 to May 28, 2016

STR Code	Name of Establishment	City & State	Zip Code	Air Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
46153	Relax Inn	Jacksonville, FL	32208			22																													
4598	Airport Motor Inn	Jacksonville, FL	32218	Aug 2009	Aug 2009	44																													
56080	Hotel Jacksonville Airport	Jacksonville, FL	32218	Jan 2000	Jan 2000	136																													
38775	Comfort Suites Airport Jacksonville	Jacksonville, FL	32218	Dec 1996	Dec 1996	59																													
33477	Courtyard Jacksonville Airport Northeast	Jacksonville, FL	32218	Jan 2010	Feb 1986	81																													
672	Crowne Plaza Jacksonville Airport	Jacksonville, FL	32218	Sep 2014	Apr 1986	317																													
11037	Days Inn Jacksonville Airport	Jacksonville, FL	32218	Jan 2015	Oct 1973	112																													
9732	DoubleTree Jacksonville Airport	Jacksonville, FL	32218	Dec 2014	Nov 1989	201																													
27301	Econo Lodge Jacksonville	Jacksonville, FL	32218	Jan 2003	Jan 1989	62																													
2225	Executive Inn	Jacksonville, FL	32218	Jul 1989	Jul 1989	116																													
36500	Fairfield Inn & Suites Jacksonville Airport	Jacksonville, FL	32218	Jul 2009	Jul 2006	107																													
54591	Hampton Inn Suites Jacksonville Airport	Jacksonville, FL	32218	Jan 2001	Jan 2001	120																													
41595	Hilton Garden Inn Jacksonville Airport	Jacksonville, FL	32218	Apr 2014	Nov 2002	111																													
42335	Holiday Inn Express & Suites Jacksonville Airport	Jacksonville, FL	32218	Jan 2008	Jan 2008	81																													
57555	Hyatt Place Jacksonville Airport	Jacksonville, FL	32218	Jul 2014	Jan 1987	127																													
91981	Jacksonville Inn	Jacksonville, FL	32218	Mar 2015	Jun 1987	130																													
27949	Jacksonville Inn	Jacksonville, FL	32218	Feb 2007	Nov 1997	62																													
33357	Jacksonville Plaza Hotel	Jacksonville, FL	32218	Mar 2014	Jun 1993	100																													
6379	Knights Inn Jacksonville North	Jacksonville, FL	32218	Sep 2014	Mar 2008	125																													
56822	Microtel Inn & Suites by Wyndham Jacksonville	Jacksonville, FL	32218	Dec 2013	May 1986	117																													
5109	Motel 6 Jacksonville	Jacksonville, FL	32218	Feb 2010	Nov 1982	78																													
7287	Quality Inn Jacksonville Airport	Jacksonville, FL	32218	Nov 1982	Jan 2000	108																													
6639	Red Roof Inn Jacksonville Airport	Jacksonville, FL	32218	May 2010	Mar 1987	76																													
39453	Residence Inn Jacksonville Airport	Jacksonville, FL	32218	Nov 2007	Jun 1978	61																													
19454	River City Inn	Jacksonville, FL	32218	Apr 2007	Jun 1978	104																													
56876	Springhill Suites Jacksonville Airport	Jacksonville, FL	32218	Aug 2004	Aug 2004	192																													
6950	Travelodge & Suites Jacksonville Bount Island	Jacksonville, FL	32218			73																													
52899	Holiday Inn Express & Suites Bount Island	Jacksonville, FL	32218			28																													
Total Properties:																																			

T	- This Year data received by STR	Source 2016 STR, Inc.
L	- Last Year data received by STR	
B	- Both This Year & Last Year data received by STR	
Blank	- No data received by STR	
Y	- (Chg In Rms) Property has experienced a room addition or drop during the time period of the report	

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STR Code	Name of Establishment	City & State	Zip Code	At Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
50108	Emerson Inn Motel	Jacksonville, FL	32207	Jun 1972	Jun 1972	55	Y																												
47394	Gator Lodge Motel	Jacksonville, FL	32207			68																													
45569	Mount Vernon Motor Lodge	Jacksonville, FL	32207	Oct 1997	Oct 1997	25																													
38376	Scottish Inn Jacksonville	Jacksonville, FL	32207	Oct 1997	Jun 1978	95	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8253	Super 8 Jacksonville Central	Jacksonville, FL	32207	Dec 1997	Mar 2000	49		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39692	Baymont Inn & Suites Jacksonville @ Butler Boulevard	Jacksonville, FL	32218	Apr 1997	Apr 1997	79		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
33260	Courtyard Jacksonville Butler Boulevard	Jacksonville, FL	32216	Jun 1974	Jun 1974	130		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
6952	Days Inn Jacksonville South Cagle Road	Jacksonville, FL	32216	Jul 2011	Mar 1973	133	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
7643	Econo Lodge Jacksonville	Jacksonville, FL	32216	Mar 2013	Feb 1999	126		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34673	Extended Stay America Jacksonville Deerwood Park	Jacksonville, FL	32216	May 1997	May 1997	122		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34301	Extended Stay America Jacksonville Lenoir Avenue East	Jacksonville, FL	32216	Feb 2013	Jul 1998	73		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
36611	Extended Stay America Jacksonville Lenoir Avenue South	Jacksonville, FL	32216	Jun 2007	Jun 2007	103		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
55878	Fairfield Inn & Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Mar 2015	Feb 2000	100	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39197	Hampton Inn Jacksonville South 185 JTB	Jacksonville, FL	32216	Sep 2004	Sep 2004	128		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52323	Hampton Inn Suites Jacksonville Deerwood Park	Jacksonville, FL	32216	Jan 2013	Jul 1997	97		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35051	Homewood Inn & Suites	Jacksonville, FL	32216	Mar 2016	Feb 2008	117	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57516	Homewood Suites Jacksonville Deerwood Park	Jacksonville, FL	32216	Mar 2014	Mar 1997	106	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
22022	Jacksonville Inn	Jacksonville, FL	32216	Dec 1997	Dec 1997	131		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34561	Lt. Quinle Inns & Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Dec 1997	Dec 1997	127		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35037	Red Roof Inn Jacksonville East	Jacksonville, FL	32216	Dec 1997	Dec 1997	102		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39297	Springhill Suites Jacksonville Deerwood	Jacksonville, FL	32216	May 2000	May 2000	84		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
8252	Super 8 Jacksonville	Jacksonville, FL	32216	Jan 2009	Jun 1976	84		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57111	TownPlace Suites Jacksonville Butler Boulevard	Jacksonville, FL	32216	Sep 2008	Sep 2008	85		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
19035	Courtyard Jacksonville Mayo Clinic Beaches	Jacksonville, FL	32224	Oct 1987	Oct 1987	146	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
42337	Holiday Inn Express & Suites Jacksonville Southeast Medical Center	Jacksonville, FL	32224	Apr 2014	Feb 2003	104		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35997	Residence Inn @ Mayo Clinic	Jacksonville, FL	32224	Apr 1996	Apr 1998	78		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
52061	InTown Suites Atlantic Boulevard	Jacksonville, FL	32225	Jul 2007	Feb 2003	144		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
61260	Aloft Hotel Jacksonville Tapestry Park	Jacksonville, FL	32246	Aug 2013	Jan 2011	137	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35036	Extended Stay America Jacksonville Southside St Johns T	Jacksonville, FL	32246	Mar 2013	Jul 1997	133		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18297	Hilton Garden Inn Jacksonville JTB Deerwood Park	Jacksonville, FL	32246	Dec 1999	Dec 1998	119		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
53581	Homewood Suites Jacksonville South St Johns Center	Jacksonville, FL	32246	Jun 2005	Jun 2005	119		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
56969	Hotel Indigo Jacksonville Deerwood Park	Jacksonville, FL	32246	Jun 2009	Jan 2009	96		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
53251	InTown Suites Beach Boulevard	Jacksonville, FL	32246	Jun 2000	Jun 2000	121		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
39432	InTown Suites St Johns	Jacksonville, FL	32246	Jul 2007	Feb 2000	138		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
55733	Value Place Jacksonville East Beach Boulevard	Jacksonville, FL	32246	Jun 2006	Jun 2006	105		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9015	America's Best Inn Jacksonville	Jacksonville, FL	32256	Jun 1984	Jun 1984	110		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
10895	Baymeadows Inn & Suites	Jacksonville, FL	32256	Sep 2003	Nov 1987	102		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
24918	Best Western Hotel JTB Southpoint	Jacksonville, FL	32256	Oct 2002	Jan 1987	183		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
34809	Candlewood Suites Jacksonville	Jacksonville, FL	32256	Dec 1997	Dec 1997	111		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
19482	Comfort Suites Baymeadows Near Butler Boulevard Jacks	Jacksonville, FL	32256	Apr 2007	Mar 1987	112		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
12130	Country Inn & Suites Jacksonville 195 South	Jacksonville, FL	32256	Sep 2014	Jul 1988	118	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
5108	Days Inn Jacksonville Baymeadows	Jacksonville, FL	32256	Nov 2015	Dec 1982	105		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18763	Embassy Suites Jacksonville Baymeadows	Jacksonville, FL	32256	Oct 1981	Apr 1985	277	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35182	Extended Stay America Jacksonville Baymeadows	Jacksonville, FL	32256	Mar 2013	Mar 1998	125	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
35594	Extended Stay America Jacksonville Seabury Road South	Jacksonville, FL	32256	Feb 2013	Apr 1998	100		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57852	Four Points by Sheraton Jacksonville Baymeadows	Jacksonville, FL	32256	Oct 2008	Oct 2008	80		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
55710	Hampton Inn Jacksonville 1295 East Baymeadows	Jacksonville, FL	32256	Sep 2007	Sep 2007	102		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
22270	Hampton Suites by Wyndham Jacksonville	Jacksonville, FL	32256	Jan 2013	Feb 1991	116		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
38237	Holiday Inn Express & Suites Jacksonville South	Jacksonville, FL	32256	Mar 1998	Mar 1998	88		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
57029	Holiday Inn Jacksonville East 295 Baymeadows	Jacksonville, FL	32256	Oct 2008	Oct 2008	98		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
10104	Knights Inn Jacksonville Baymeadows	Jacksonville, FL	32256	Aug 2014	Oct 1989	80	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
23326	Marriott Jacksonville	Jacksonville, FL	32256	Oct 1986	Oct 1986	255		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
24994	Quality Inn & Suites Jacksonville	Jacksonville, FL	32256	Jun 2014	Jan 1989	127		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
677	Ramada Inn Jacksonville Baymeadows Hotel & Conference	Jacksonville, FL	32256	Jun 2014	Feb 1978	146		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
14530	Red Lion Hotel Jacksonville	Jacksonville, FL	32256	May 2016	Jan 1989	147	Y	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	
22544	Residence Inn Jacksonville Baymeadows	Jacksonville, FL	32256	Jun 1986	Jun 1986	112		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B</							

Visit [jacksonvba.com](http://jacksonvba.com)

For the Week of May 22, 2016 to May 28, 2016

[illegible]

A blank row indicates insufficient data.

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# Tab 11 - Resonse Westside+

Vasil Jacksonville

For the Week of May 22, 2016 to May 28, 2016

STR Code	Name of Establishment	City & State	Zip Code	Alt Date	Open Date	Rooms	Chg In Rms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
2947	Budget Inn	Jacksonville, FL	32205	Jan 2000	Jun 1984	64																													
6951	Diamond Inn Motel	Jacksonville, FL	32205	Jan 2004	Jun 1973	150	Y																												
59401	Sleep Inn & Suites Jacksonville	Jacksonville, FL	32205	Sep 2009	Sep 2009	55																													
8251	The Executive Inn	Jacksonville, FL	32205	Jan 1993		48																													
30481	Hospitality Inn	Jacksonville, FL	32210	Jun 1986	Jun 1986	103																													
54952	Comfort Suites Jacksonville	Jacksonville, FL	32220	Jul 2007	Jul 2007	64																													
57233	Country Inn & Suites Jacksonville West	Jacksonville, FL	32220	Jan 2008	Jan 2008	73																													
57188	Best Western Plus Cecil Field Inn & Suites	Jacksonville, FL	32221	Apr 2011	Nov 2008	85																													
59907	Fairfield Inn & Suites Jacksonville West Chaffee Point	Jacksonville, FL	32221	Aug 2009	Aug 2009	89																													
53113	Hampton Inn Jacksonville 10 West	Jacksonville, FL	32221	Dec 2004	Dec 2004	82																													
57743	Holiday Inn Express & Suites Chaffee Jacksonville West	Jacksonville, FL	32221	Aug 2006	Aug 2006	81																													
27702	Best Western Southside Hotel & Suites	Jacksonville, FL	32244	Apr 2001	Jan 1990	99	Y																												
39514	Country Inn & Suites Jacksonville	Jacksonville, FL	32244	Apr 2000	Apr 2000	61																													
6840	Red Roof Inn Jacksonville South	Jacksonville, FL	32244	Jul 1982	Jul 1982	108																													
5375	Knights Inn Jacksonville Downtown	Jacksonville, FL	32254	Jun 2008	Jan 2004	73	Y																												
673	Quality Inn Jacksonville	Jacksonville, FL	32254	Feb 2011	Oct 1981	111	Y																												
7842	Starrs Rest Inn	Jacksonville, FL	32254	May 2010	Jun 1983	203	Y																												
Total Properties:						17																													
T - This Year data received by STR						1528																													

May

A blank row indicates insufficient data.  
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Source 2016 STR, Inc.

## Tab 12 - Help

All data is processed using both the current and historical sampling of hotels.  
For further questions a... the methodology used to produce our reports, please email [desain@str.com](mailto:desain@str.com).

### Affiliation Data

The date the property became affiliated with its current flag.

### Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

### Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### Change in Rooms

The property has added or removed rooms from inventory.

### Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.

Rooms sold under such allotments should be classified as transient.

### Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.

It is typically recognized by the International Organization for Standardization (ISO).

### Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.

The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two)

### Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

### Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

### Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

### Index

Index (Occupancy, ADR, RevPAR) - Property performance divided by competitive set performance multiplied by 100.

Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

### Market

A geographic area within a country. Markets are defined by STR and STR Global.

### Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

### Open Date

The date the property opened.

### Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $(\text{TY} - \text{LY}) / \text{LY} * 100$ .

### Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

### RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

### Run 26

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 26 days.

### Run MTD

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed.

### Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)\* 100°

### Sub-Market (Tract)

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

### Supply (Rooms Available)

The number of rooms times the number of days in the period.

### Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.

Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

### Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

### WD (Weekday)

Average of Sunday through Thursday

### WE (Weekend)

Average of Friday and Saturday

### Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

**Request for Taxpayer  
Identification Number and Certification**

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give Form to the  
requester. Do not  
send to the IRS.

Print or type.  
See specific instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>University of North Florida</b>	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ► <b>State University</b>	
4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3). Exempt payee code (if any) <b>3</b> Exemption from FATCA reporting code (if any) (Applies to accounts maintained outside the U.S.)	
5 Address (number, street, and apt. or suite no.) See instructions. <b>1 UNF Drive</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Jacksonville, Florida 32224</b>	
7 List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-				-	
OR								
Employer identification number								
5	9	-	2	9	7	6	1	6 9

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► <b>Calvin D. Stenson</b>	Date ► <b>11/27/2017</b>
-----------	---	--------------------------

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.

# City benefits from UNF state, national track and field events

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From left: Council Woman Kimberly Daniels, Alan Verlander (Jax Sports), Ervin Lewis (UNF), Angela Harris (USATF), Dave Herrell (COJ Sports & Entertainment), Katie Mitura (Visit Jax)

By Andrew  
Thurlow —  
Reporter,  
Jacksonville  
Business  
Journal

Apr 24, 2015,  
1:27pm

Eight track and field events, including two national championships, a state championship and five collegiate meets are coming this year to Hodges Stadium at the University of North Florida.

"The fact that the NCAA as well as the FHSAA, USA Track

& Field and Junior Olympics have chosen to return or bring new events to Hodges Stadium is truly a reflection of the confidence they have in our ability to run a top quality championship,” UNF Athletic Director Lee Moon said in a statement.

The Florida High School State Championships, which runs May 1-2 will be the first event, followed by

the UNF track and field team's regular season event on May 8.

The championship season begins on May 15 with the Atlantic Sun Conference Championship, where eight conference teams will compete, including UNF and Jacksonville University. The NCAA East Preliminary meet, which runs May 28-30, will feature

more than 800 participants competing for a shot at the national championship meet.

The USA Masters Championship starts on July 23, followed by the Junior Olympic Track & Field Championship on July 27 through Aug. 2.

Together, the events will have a local economic impact of more than \$25 million, the city said



in a news release, with hotel occupancy rates projected to be greater than 85 percent the weekend of the NCAA and Junior Olympics events, according to Visit Jacksonville calculations.

Alan Verlander, Jacksonville Sports Council Executive Director, said track is becoming a big part of the city's economic charge.

“UNF has a world-class facility and the next four months will show the nation our vision for the future with track,” Verlander said in a statement. “The forging of sports in our community into a singular focus is beginning to pay dividends for our economy and is providing us a blueprint for the future.”

COLLEGE SPORTS [[HTTPS://WWW.NEWS4JAX.COM/THE-TICKET](https://www.news4jax.com/the-ticket)]

## Jacksonville to again host March Madness early rounds

2019 games to played at Arena; UNF to host track championships in 2019, '21

By News4Jax.com Staff [<https://www.news4jax.com/author/news4jax.comstaff>]

Posted: 2:55 PM, April 18, 2017

Updated: 2:55 PM, April 18, 2017

**JACKSONVILLE, Fla.** - March Madness will be returning to Jacksonville in 2019.

The JaxSports Council announced Tuesday that first- and second-round games of the NCAA Division I men's basketball tournament will be played at Jacksonville Veterans Memorial Arena on March 21 and 23 in 2019.

This marks the fourth time that Jacksonville has been selected as a host site for NCAA Tournament games, which were also played in the city in 2006, 2010 and 2015.

"Them rewarding it us shows that they trust us," said JaxSports Executive Director Alan Verlander. "They respect our city and the fact that we have done a great job the three other times that we have hosted really is a medal of honor for our city."

The JaxSports Council, along with Jacksonville University and the University of North Florida, also announced Tuesday that the 2019 and 2021 NCAA Division I Men's and Women's Track and Field Outdoor Championships have been awarded to Jacksonville.

UNF's Hodges Stadium will serve as host to the NCAA Division I Men's and Women's Track and Field Outdoor Championships on May 23-25, 2019 and on May 27-29, 2021.

Since Hodges Stadium was opened in 2004, it has served as host to many large NCAA and USATF sporting events, including the 2012, 2015 and 2016 NCAA Track and Field Outdoor Regional, the 2016 USA Track and Field Master's and Junior Olympics.

Both sets of events are expected to have major economic impacts on Northeast Florida, according to JaxSports officials.

Past NCAA basketball tournament events have generated an estimated economic impact of \$5 million-\$7 million each, and previous NCAA track and field championships have generated on average a \$9 million-\$11 million economic impact.

"We are thrilled to welcome NCAA Championship events back to Jacksonville," Mayor Lenny Curry said in a news release. "Our community continues to demonstrate that we are a premiere destination for many of the biggest and brightest sporting events. This is another great opportunity to support and celebrate student-athletes who are competing at the highest level."

According to the JaxSports Council, in 2016 alone, sports represented over \$250 million of economic impact to Northeast Florida.

"JaxSports continually recruits large-scale sporting events to our community because of the great partnerships with the City of Jacksonville, SMG, JU and UNF," said Charlie Tamm, chairman of the JaxSports Council. "The ability to provide first-class facilities and a team of professionals that is the best in the business elevates Jacksonville to the top of the list. We are excited to welcome the NCAA back to Jacksonville."

For more information on either the 2019 NCAA Men's Basketball Tournament or the 2019 and 2021 Division I NCAA Men's and Women's Outdoor Track and Field Championships, visit [www.jaxsports.com](http://www.jaxsports.com) [<http://www.jaxsports.com>].

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**CROSS NATIONALS****LIVE WEBCAST // DECEMBER 1 @ 9:30AM PT**[Login / Signup](#)[FL HOME](#)[A NET/FL](#)[DYESTATFL.COM](#)

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 18 Tampa, Florida, United States

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2011 - (4 articles) ▾

[Meet Info \(4\)](#)

**NCAA D1 Track Preliminary  
 rounds go to Texas, UNF,  
 North Florida to host  
 championship**(Aug 16th 2011,  
 10:31am)

Published by



Chris Nickinson - Aug 16th 2011, 10:31am

[2011 Results - NCAA](#)

## NCAA D1 Track Preliminary rounds go to Texas, UNF, North Florida to host championship



[Division I East Regional  
Outdoor Championships](#)(May  
28th 2011, 4:06pm)



**NIKE CROSS NATIONALS**  
LIVE WEBCAST // DECEMBER 1 @ 9:30AM PT



[2011 Schedule - NCAA  
Division I East Regional  
Outdoor Championships](#)(May  
25th 2011, 1:53pm)



[2011 Declarations / Start Lists  
- NCAA Division I West/East  
Regional Outdoor  
Championships](#)(May 24th 2011,  
12:55pm)

## Preliminary rounds go to Texas, UNF

All (4)

Search

North Florida to host first NCAA track and field championship

NCAA

Last Updated - August 16, 2011 10:02 GMT

[Contact](#)

INDIANAPOLIS — The NCAA Division I Men's and Women's Track and Field Committee has selected Jacksonville, Fla., and Austin, Texas, as host sites for the 2012 NCAA Division I Track and Field East and West preliminary rounds, respectively. The competition dates for both sites are May 24-26.

The University of North Florida will play host the East preliminary round competition at Hodges Stadium. North Florida will serve as track and field hosts for the first time in NCAA championship history. Texas will play host the West preliminary round competition at Mike A. Myers Track & Soccer Stadium, where it has hosted numerous NCAA track and field competitions, most recently for the 2010 NCAA West preliminary round. It was also the site of the 2004 national championships.

"We received an increased number of quality bids by institutions and sports commissions," said Todd Patulski, chair of the NCAA Division I Men's and Women's Track and Field Committee and deputy athletics director at Baylor. "This is a significant event that brings a lot of track student-athletes, coaches and fans to a campus and community. Texas and North Florida are two of those quality sites that will provide first-class facilities, staff and a commitment to the event. We're confident this will be a tremendous year for the student-athletes, coaches and everyone involved."

**NIKE CROSS NATIONALS**  
LIVE WEBCAST // DECEMBER 1 @ 9:30AM PT

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## Sports

# UNF set to host East prelims of NCAA track championships

By Jeff Elliott

Posted May 23, 2012 at 9:52 PM

The most prestigious track and field event ever contested in Jacksonville begins Thursday when the NCAA Division I Track and Field Outdoor Championship East preliminary takes place at Hodges Stadium on the campus of the University of North Florida.

The three-day event features athletes from colleges in the eastern half of the country who have qualified by posting either a time or a mark that ranks among the top 48 individually in the East or among the top 24 relay events. The top 12 finishers in each event will then advance to the NCAA Outdoor Championships from June 6-9 at Drake University in Des Moines, Iowa.

The top individuals and relay teams from schools in the western half of the country will compete in the West preliminary round the next three days at the University of Texas. A number of the competitors who will perform this weekend will likely go on to compete for either the United States or another country in this summer's Olympic Games in London.

This weekend's meet completes a trifecta of hosting top track and field meets over the last six weeks for UNF. The school hosted the Atlantic Sun Conference meet April 20-21 and was the site of the four classifications of the FHSAA State Track and Field Championships.



"We've really enjoyed hosting these various meets this spring," said UNF Director of Track and Field and Assistant Athletic Director Mark VanAlstyne. "We've put something like 9,000 athletes through the facility this spring. And that's why we built this facility, for everyone in the track community to enjoy."

"This is the biggest athletic event ever staged here, not only from an economic impact, but also the fact that half of the country has to come through Jacksonville this weekend in order to qualify for the national finals."

**Related:** [JU, UNF athletes excited about NCAA East preliminaries](#)

No team scores will be kept at the regional meets. Instead, schools will attempt to qualify as many individuals and relay teams to advance to the national meet in Des Moines where the NCAA men's and women's champions will be crowned.

Texas A&M is the three-time defending national champion in the men's competition. They have 31 athletes who have qualified for the regional meet and who will look to advance on to the national meet. That total matches that of LSU and trails only Arkansas (38) and Texas (32) for most entries in the men's competition.

The Aggies will receive plenty of competition from both Florida and Florida State. The most recognized track and field magazine, Track & Field News, listed Florida, Texas A&M and Florida State as the top three teams in the nation heading into the two regional meets.

Florida State, which won three consecutive NCAA team championships from 2006-08, has finished as runner-up in two of the last three years, including last season when FSU came a point shy of tying A&M for the team title. Florida was third in that meet, one point behind the Seminoles.

Eleven Seminoles are seeded in the top 12 in their respective vents, led by Maurice Mitchell. The senior sprinter is the defending 200 meter national champion and is ranked No. 1 in this event this year. He finished third in the 100 meter race and was part of FSU's first-place 4x100 relay unit a year ago. Kemar Hyman enters the meet as the No. 2 seed in the 100, with the fastest legal time (10.07) in the country this season. Horatio Williams adds more depth in the sprints with a top 10 seed in both the 100 and 200.

"We're in better health than we've been in all year," FSU coach Bob Braman said. "Now it's time for our super stars, our top national folks, to impose their will. They need to get after it and pretend like this is the NCAA Finals.

"We've been fortunate in the past to come out of this meet in good shape. You need to make sure your elite people don't step in a pothole. We need to come out of here with our top national scorers ready to do their business in Des Moines. But it's also important to get a few of the marginal people qualify as well.

"The way we describe it is you can't win the national championship here, but you can lose it."

Hyman will renew his rivalry with Florida's Jeff Demps who has the fastest (wind-aided) time in the 100 this season with a 10.01. Demps was the NCAA champion in 2010 but cramped up in the semifinals at last year's national meet and did not qualify for the finals. Along with Mitchell, the trio is arguably the top three sprinters in the country this year.

Demps has incurred some hamstring problems this spring, but on Wednesday, Florida head coach Mike Holloway pronounced his senior sprinter ready to compete.

"He's fine, he's fine. That's all I've got to say about him, he's fine," Holloway said. "This is the first round of the NCAA Championships and if we want to be successful, it starts right here tomorrow. Depth with quality is the key to winning the championship in Des Moines."



Sports

# Thousands of athletes coming to UNF for USA Masters, Junior Olympics

By Garry Smits

Posted Jul 22, 2015 at 8:18 PM

They'll be running, jumping and throwing at the University of North Florida's Hodges Stadium for the next 11 days, beginning on Thursday, as USA Track & Field brings two national championships to the First Coast.

And the athletes, who could number as many as 11,000, range in age from 7 years old to the appropriately named Champion Goldy, a 98-year-old minister from Haddonfield, N.J., who will compete in the shot put, javelin and weight throw at the first event, the USA Masters.

Perhaps Rev. Goldy is saving himself by not entering the 100 meters - which he won at the Penn Relays earlier this year with a time of 33.09 seconds.

The Masters, which will include as many as 1,000 athletes over the age of 30, begins Thursday and lasts through Sunday. By that time, an even bigger army of athletes will begin descending on Jacksonville with the USA Junior Olympics, which will last through Aug. 2.

Estimates are that between 7,000 and 10,000 junior Olympians will be entered. USA Track has surveyed the number of athletes and their family and friends who attend national championships and estimates that each athlete, on the average, is accompanied by three other people.

That leaves the potential of up to 30,000 people visiting the area over that 11-day period - which is roughly the size of the out-of-town contingent for the TaxSlayer Bowl.

"It's very similar to a college game," said Alan Verlander, executive director of the Jacksonville Sports Council, the membership organization that brought the two events to the city. "The hotels anywhere near UNF are going to be full. The restaurants and the shopping, especially at the Town Center, will be packed. It will be a little bit crazy, but a good crazy."

Verlander said the Junior Olympics will be an especially strong economic draw.

"Almost none of these kids can drive here," he said. "So they're going to have mom, dad and maybe other family with them."

Lindsey Von Hoven, director of marketing for the Town Center, said the number of visitors will be a huge boost at a time of the summer when business might lag.

"We have been a little bit better than normal anyway, because this has been a good summer for family reunions," she said. "But we're very excited about these two events coming here. We expect to see a lot of people in the shopping center and in the restaurants. Our proximity to UNF [across Interstate 295] is very advantageous for us."

Events such as the two track meets are part of the Jacksonville Sports Council's charge, as much as efforts to land college football. Last year's Junior Olympics were in Houston, and the city was in competition with Wichita, Kan., Raleigh, N.C., and Norfolk, Va., for the Masters.

Perhaps the most important reason was the world-class track and field facilities at UNF.

"Jacksonville made a super presentation," said Bob Weiner, the Masters media chairman. "What we look for the most are outstanding facilities, and we have that at UNF. It has great warm-up areas, the field events aren't far

from the track and it meets the standards for world and U.S. records. That's what the athletes get excited about, competing for a national championship."

Daily tickets are \$10 for adults and \$6 for children between 6 and 12 years old. Weekly tickets for each event are \$45 for adults and \$25 for children from 6-12.

Parking will be free in the lots at UNF surrounding Hodges Stadium.

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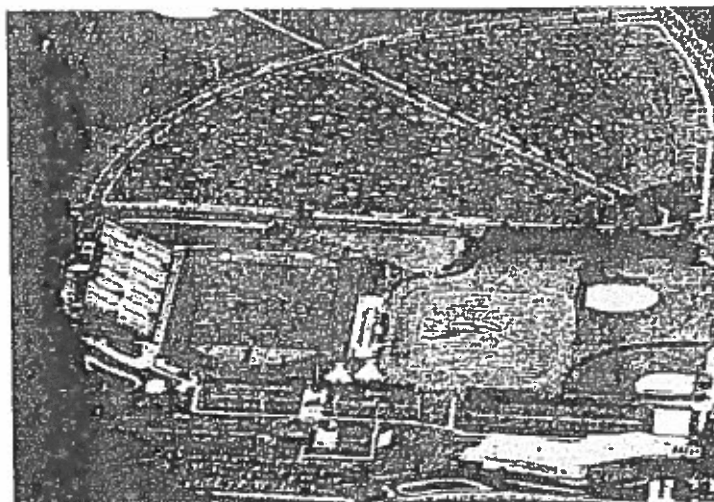
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## USATF National Junior Olympic Track &amp; Field Championships



July 27 - August 2, 2015

University of North Florida (UNF) - Hodges Stadium - Jacksonville, FL

## LIVE RESULTS

Due to inclement weather, all events are suspended for this evening 7/30/15. We will resume competition tomorrow morning starting at 8 am with the last section of the 15-16 girls 4x100 meter relay followed by the regular scheduled events for Friday, 7/31/15. The 15-16 boys and the 17-18 young men and women 4x100 meter relay will run a time final on Saturday, 8/1/15 at 4:30 pm.

The 49th USATF National Junior Olympic Track & Field Championships will be held in Jacksonville, Florida. The USATF Junior Olympic Track & Field Championships is the most visible youth athletic development program in the world. Many of today's Olympic stars began their track and field careers competing in the USATF National Junior Olympic Track & Field Championships.

Entry for this championship is based on athlete performances at preliminary, Association, and Regional levels of the 2015 USATF Junior Olympic Program. Competition takes place in six (6) two-year age divisions, with athletes generally falling between the ages of 7 and 18.

America's next generation of track and field stars will be competing throughout the summer and will take center stage at the national championships in Jacksonville.

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