

**Duval County Tourist Development Council  
Financial Report - December 31, 2018**

**Summary of Amounts Remitted to Trust Fund**

<b>Collections Received In</b>	<b>FY 2015/2016</b>	<b>FY 2016/2017</b>	<b>FY 2017/2018</b>	<b>FY 2018/19</b>
October	496,948.63	541,604.68	668,044.01	661,289.23
November	605,465.38	587,941.11	637,036.54	769,617.48
<b>December</b>	<b>495,702.99</b>	<b>699,596.30</b>	<b>763,527.06</b>	<b>559,640.32</b>
January	453,379.14	530,509.12	602,791.23	
February	551,386.34	592,966.57	664,396.01	
March	626,218.30	653,410.71	708,906.83	
April	712,788.88	769,115.39	804,785.92	
May	675,913.27	710,688.08	786,614.52	
June	679,849.55	723,941.13	785,963.53	
July	662,553.02	656,112.00	720,411.56	
August	675,028.85	713,000.13	715,961.70	
September	581,582.03	610,751.15	710,094.10	
<b>Totals</b>	<b>\$ 7,216,816.38</b>	<b>\$ 7,789,636.37</b>	<b>\$ 8,568,533.01</b>	<b>\$ 1,990,547.03</b>

**Comparison of Collections, Last Twelve Months to Prior Twelve Months**

12 months ending December, 2018	\$ 8,490,472.43
12 months ending December, 2017	\$ 8,029,101.89
Change over prior 12 months	<u>\$ 461,370.54</u>
Percentage change	5.75%

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

3 months ending December, 2018	\$ 1,990,547.03
3 months ending December, 2017	\$ 2,068,607.61
Change over prior year to date	<u>\$ (78,060.58)</u>
Percentage change	-3.77%

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

December, 2018	559,640.32
December, 2017	763,527.06
Change over prior year	<u>\$ (203,886.74)</u>
Percentage change	-26.70%

**Comparison of Actual Collections to Average Revenues Received**

Actual Collections, December 2018	\$ 1,990,547.03
Average Revenues to Budget, December 2017	<u>\$ 2,093,400.00</u>
Average Revenues Difference	\$ (102,852.97)

## DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

### Tourist Development Plan Components - December 31, 2018

		<u>Budget</u>
<b>(1) Tourist Bureau</b>		\$ 500,000.00
Less Disbursements to Visit Jacksonville		(126,866.61)
Less Encumbrances: Visit Jacksonville Contract	(273,133.39)	
		(273,133.39)
<b>Budgetary Balance Available</b>		<b>\$ 100,000.00</b>
<b>(2) Marketing</b>		\$ 3,100,000.00
Less Disbursements to Visit Jacksonville		(540,125.86)
Less Other Disbursements		-
Less Encumbrances: Visit Jacksonville Contract	(2,307,496.14)	
Florida's First Golf of Golf FY 2018/19	(152,378.00)	
The PLAYERS Championship 2019	(40,000.00)	
2019 Spartan Races	(60,000.00)	
		(2,559,874.14)
<b>Budgetary Balance Available</b>		<b>\$ -</b>
<b>(3) Convention Sales</b>		\$ 2,250,000.00
Less Disbursements to Visit Jacksonville		(539,965.76)
Less Other Disbursements		(13,430.00)
Less CVB Grants Paid Out		-
Less Encumbrances: Visit Jacksonville Contract	(1,526,604.24)	
CVB Grants (Approved)	(136,560.03)	
CVB Grants Remaining Balance	(33,439.97)	
		(1,696,604.24)
<b>Budgetary Balance Available</b>		<b>\$ -</b>
<b>(4) Development and Planning</b>		\$ 50,000.00
Less Encumbrances:		-
<b>Budgetary Balance Available</b>		<b>\$ 50,000.00</b>
<b>(5) Special Event Grants</b>		\$ 800,000.00
Less Disbursements		-
Less Encumbrances: Gator Bowl Game 2018	(480,000.00)	
Edward Waters College Basketball Tournament	(10,000.00)	
The PLAYERS Championship 2019	(210,000.00)	
2019 Spartan Races	(100,000.00)	
		(800,000.00)
<b>Budgetary Balance Available</b>		<b>\$ -</b>
<b>(8) Promotion of the Equestrian Center</b>		<b>\$ 20,000.00</b>
<b>Remaining to Spent in Accordance with TDC Plan</b>		\$ 76,245.00
Less Encumbrances: UNF - NCAA Track & Field East Preliminary	(75,000.00)	
		(75,000.00)
<b>Budgetary Balance Available</b>		<b>\$ 1,245.00</b>
<b>TDC Budget Reserve</b>		<b>\$ 500,000.00</b>
	<b>Total</b>	<b>\$ 671,245.00</b>
<b>TDC Administrative Budget</b>		\$ 323,551.00
Less Disbursements		(39,256.68)
Less Encumbrances:		-
<b>Budgetary Balance Available</b>		<b>\$ 284,294.32</b>

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**

**Tourist Development Plan Components - December 31, 2018**

<b>Tourist Development Special Revenue Fund</b>		\$	32,778.00
Transfers In			2,540.00
Less Disbursements			(2,040.00)
Less Encumbrances:			-
			<hr/>
<b>Budgetary Balance Available</b>		<b>\$</b>	<b>33,278.00</b>
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<b>Accounts Requiring Additional City Council Action</b>			
<b>(6) Development Account</b>		\$	4,407,938.00
Transfers In			-
Visitor Center & Outdoor Wall Projection Venue (Ord.			
Less Transfers Out: 2018-837-E)	(2,050,000.00)		(2,050,000.00)
			<hr/>
<b>Budgetary Balance Available</b>		<b>\$</b>	<b>2,357,938.00</b>
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<b>(7) Contingency Account</b>		\$	2,263,000.00
Transfers In			-
Less Encumbrances:			-
			<hr/>
<b>Budgetary Balance Available</b>		<b>\$</b>	<b>2,263,000.00</b>

## V. Budgetary Authority – Item Summary

**Background:** As a result of Tourist Development Council transitioning into its own department, there are costs incurred routinely, which were not previously paid by TDC, and other one-time costs associated with establishment that do not fit within the existing budgetary account structure. Below is a list of budget sub-account examples, all falling within the Administration line item on the TDC budget, that need to be established in order to operate, with anticipation that additional sub-accounts will be necessary in the future.

<b>Sub-account</b>	<b>Sub-account Description</b>	<b>Detail</b>
0401	Postage	
04203	ITD Refresh	New computers, 4yr spread
04207	Copier consolidation	Our own copiers
04211	Copy Center	Copying services
04221	Mailroom	
04229	Building cost allocation	Rent
04662	Hardware/software	
05401	Employee Training	External continuing education
04959	Communications Allowance	

The TDC staff does not currently have the authority to establish these or any future required sub-accounts, to transition funds between those sub-accounts, as needed, to meet evolving needs, or to expend funds as necessary, within the constraints of the total Tourist Development Council approved line item budget, to facilitate TDC administration and operations.

## **VI. Department Set-up Costs – Item Summary**

**Background:** As a result of Tourist Development Council transitioning into its own department, there are costs incurred routinely, which were not previously paid by TDC, and other one-time costs associated with department establishment. Below is a summary of the currently known costs, one-time and recurring, as well as some anticipated costs, for which we do not currently have cost estimates.

### **Current Costs:**

Buildout: \$9,951.76

Moving services: \$502.50

Computers (2 PCs, each with dual monitors, and one laptop): \$2,896

Microsoft 365 licenses: \$609

Adobe licenses: \$634.12 (total for 2)

Air card for wifi: \$361

Locks: estimate \$2400 (total for 4)

Closed-captioning services: estimate so far: \$3,250; \$120 an hour going forward

Signage: Costs TBD

Telephone installation: Costs TBD

Copiers: Costs TBD

Business cards: Costs TBD

ITD Support: Costs TBD

Water: Costs TBD

Furniture: Costs TBD

## **VII. TDC Logo Usage – Item Summary**

**Background:** At January 10, 2019 meeting, a motion was approved to remove the requirement for previously approved CVB grants, and those approved at that meeting, that the grant recipients use the TDC logo in their promotional materials until such time as the TDC can review the logo use policy.

Review of the policy has begun, but continuing research needs to be accomplished before a coherent policy proposal can be presented to the TDC for consideration.

Additionally, the logo requirement is in some previously awarded Special Event and Marketing grant letters and in the grant contract forms developed by OGC to meet the new grant guideline requirements. The January 10 motion did not include these items and contracts for some previously approved grants, such as THE PLAYERS Championship, are on hold until this requirement is resolved.

Visit Jacksonville will be presenting three CVB grants for approval at the February 14 meeting, which if approved, would also not fall within the previously approved motion.

## **VIII. Gator Bowl Grant Terms – Item Summary**

**Background:** Gator Bowl is in the fifth year of a six-year award from the TDC. The original award was approved on May 16, 2013. The original grant increases every year, with the current year's award being \$480,000. In return for the grant funds, the Gator Provides:

30 second National TV Commercial Spot

5 second National TV Billboard Message

Logo inclusion on TaxSlayer Gator Bowl Field Wall (on Television side)

TaxSlayer Gator Bowl Website Exposure

- Front Page recognition with link to Visit Jacksonville
- Area Information recognition with link to Visit Jacksonville

TaxSlayer Gator Bowl Specialty Landing Page

Jacksonville, FL name listing on the following:

- TaxSlayer Gator Bowl Game Ticket
- TaxSlayer Gator Bowl Parking Pass
- TaxSlayer Gator Bowl Media Guide
- TaxSlayer Gator Bowl Event Invitations
- TaxSlayer Gator Bowl advertising and promotions in team markets

Game Program Ad

Name and/or Logo on in-stadium Ribbon Board and Rotating Sponsor Panel of Jumbotron

Last year's award letter stated that Gator Bowl would provide, via Visit Jacksonville, the STR report as proof of attendance. Gator Bowl is under the assumption that this applied to all years of this award. It is unclear from the Oct. 17, 2018 meeting, where this year's award was approved, whether this is the case.

**February 14, 2019 Encumbrance Memos**

Account	Event	Event Start Date	Event End Date	Attend.	Award Amount	\$ Per RN Amount	Total Rooms	Economic Impact
Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA)	2021 Conference	11/15/2021	11/20/2021	550	\$ 9,000.00	\$ 5.00	1,800	\$ 759,336.00
American Institute for Conservation of Historic and Artistic Works	2021 AIC Annual Meeting UMC Clergywomen's Consultation	5/8/2021	5/16/2021	1,000	\$ 8,000.00	\$ 4.00	2,000	\$ 855,732.00
The United Methodist Church		11/17/2019	11/20/2019	300	\$ 1,470.00	\$ 2.00	735	\$ 301,020.00

**Requests - 3**

**\$ 18,470.00**

**4,535 \$1,916,088.00**





To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: February 14, 2019

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**Name of Group:** The United Methodist Church – Southeastern Jurisdiction

Clergywomen's Consultation

**CVB Contact:** Bob Doering

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** November 17–20, 2019

**Room nights:** 735 (at \$2 per room)

**Estimated Attendance:** 300

**Funds Use:** Reception (Food and Non-Alcoholic Beverage only)

**Funds to be encumbered:** \$1,470.00

**Summary:**

As a part of The United Methodist Church, the Southeastern Jurisdiction provides spiritual formation, leadership development, and worship opportunities for all. They believe that informed, trained, and challenged Christians can bring much-needed transformation to the church and communities all over the world. In November 2019, they are bringing the Clergywomen's Consultation to Jacksonville.

**Economic Impact:**

Estimated at \$301,020.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: February 14, 2019

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**Name of Group:** Commission on Accreditation for Law Enforcement Agencies, Inc. – 2021 Conference

**CVB Contact:** Veronica Frazier

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** November 15-20, 2021

**Room nights:** 1,800 (at \$5 per room)

**Estimated Attendance:** 550

**Funds Use:** A/V, Venue or Meeting Room Rental, Reception (Food and Non-Alcoholic Beverage Only)

**Funds to be encumbered:** \$9,000.00

**Summary:**

Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA) was created in 1979 as a credentialing authority through the joint efforts of law enforcement's major executive associations. The CALEA Accreditation programs provide public safety agencies with an opportunity to voluntarily meet an established set of professional standards.

**Economic Impact:**

Estimated at \$759,336.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: February 14, 2019

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**Name of Group:** American Institute for Conservation of Historic Artistic Works – 2021 Annual Meeting

**CVB Contact:** Veronica Frazier

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** May 8-16, 2021

**Room nights:** 2,000 (at \$4 per room)

**Estimated Attendance:** 1,000

**Funds Use:** Reception (Food and Non-Alcoholic Beverage Only), Group Transportation

**Funds to be encumbered:** \$8,000.00

**Summary:**

The American Institute for Conservation of Historic and Artistic Works (AIC) is a national membership organization of conservation professionals, headquartered in Washington D.C. The AIC first launched in 1972 and has grown to have over 3,500 members. In 2021, they will be bringing more than 1,000 attendees to Jacksonville for their annual meeting.

**Economic Impact:**

Estimated at \$855,732.00

TRAVEL FOR 2018-19 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/Entertainment/Shipping	Tradeshow Booth Decor/Shipping	Registration Fees	Total	Notes & Charges
CSS	Sales Mission	Sep. 2019	Sales Mission	Chicago, IL	\$7,000.00	\$0.00	\$0.00	\$7,000.00	
CSS	Sales Mission	TBD	Sales Mission/Client Event	New York, NY	\$9,000.00	\$0.00	\$0.00	\$9,000.00	
CSS	Sales Mission	TBD	Sales Mission	Tallahassee, FL	\$5,500.00	\$0.00	\$0.00	\$5,500.00	
CSS	Sales Mission	TBD	Sales Mission	Houston or Dallas, TX	\$7,000.00	\$0.00	\$0.00	\$7,000.00	Request to change the location of this sales mission from TX to Atlanta, GA.
CSS	Sales Mission	Mar. 2019	Sales Mission	Atlanta, GA	\$6,000.00	\$0.00	\$0.00	\$6,000.00	Request to target Atlanta, GA (instead of Houston, TX) with a lunch and learn in the perimeter with 20 planners and an evening reception and presentation with 15 planners. Savings will be requested for use on a future mission or event if needed.
CSS	Client Event	Mar. 2019	Contingency Travel/Client Event	TBD	\$5,000.00	\$0.00	\$0.00	\$5,000.00	Request use of under budget amount on change in Sales Mission to fund this presentation that had to be made in Virginia as one of the final locations considered for the event. This was inadvertently left off of the travel schedule because it was approved during the prior year when there was no DOS appropriately tracking travel change requests.
CSS	Client Dev	Oct. 2018	CALEA Presentation	Virginia				\$904.90	Request use of under budget amount on change in Sales Mission to fund this presentation that had to be made in Virginia as one of the final locations considered for the event. This was inadvertently left off of the travel schedule because it was approved during the prior year when there was no DOS appropriately tracking travel change requests.
<b>Convention Sales and Services Sales Missions and Client Events</b>									
								<b>\$33,404.90</b>	<b>Approved Budget \$33,500</b>
CSS	PD	Dec. 2018	Destinations International Convention Sales & Marketing Summit	New Orleans, LA	\$1,900.00	\$0.00	\$495.00	\$2,395.00	Destination location changed from Chicago, IL as approved by TDC to New Orleans, LA. Requested TDC approval at Nov TDC meeting.
CSS	PD	Mar. 2019	Southeast Tourism Society Connections	Daytona Beach, FL	\$750.00	\$0.00	\$595.00	\$1,345.00	Request at Jan 2019 meeting to use these (previously) funds for Convention, Sports & Entertainment approved at Conference in San Diego, CA.
CSS	PD	May-19	Convention, Sports & Entertainment Conference	San Diego, CA				\$1,345.00	Approved addition 1/10/19 TDC Mtg.
CSS	PD	Jul. 2019	Destinations International Annual Convention	St. Louis, MO	\$2,000.00	\$0.00	\$1,000.00	\$3,000.00	
CSS	PD	Sep. 2019	Florida Governor's Conference on Tourism	TBD	\$970.00	\$0.00	\$500.00	\$1,470.00	
CSS	PD	Monthly	MPI North FL Chapter Educational Luncheon	Jacksonville, FL	\$150.00	\$0.00	\$360.00	\$510.00	
CSS	PD	Monthly	Society of Government Meeting Professionals (SGMP)	Gainesville, FL	\$600.00	\$0.00	\$180.00	\$780.00	
CSS	PD	Jan-19	FSAE Luncheon	Tallahassee, FL				\$0.00	Requested approval of addition at 1/10/19 TDC approved by meeting; however, due to miscommunication did not occur. Amount not included in total. TDC; see notes)
<b>Convention Sales and Services Professional Development</b>									
								<b>\$9,500.00</b>	<b>Approved Budget \$9,500</b>
CSS	Tradeshow	Oct. 2018	Florida Society of Association Executives (FSAE) Education Expo	Tallahassee, FL	\$1,000.00	\$0.00	\$585.00	\$1,585.00	This trip was over budget by \$382.35, or 24%. This trip was prior to the requirement that came in the January meeting that each trip could not exceed the budget by more than 10%. We request approval of payment and have other trips already incurred under budget to cover the amount.
CSS	Tradeshow	Oct. 2018	Connect Tech	Las Vegas, NV	\$1,195.00	\$500.00	\$3,000.00	\$4,695.00	
CSS	Tradeshow	Oct. 2018	IMEX America	Las Vegas, NV	\$2,500.00	\$1,600.00	\$0.00	\$4,100.00	
CSS	Tradeshow	Oct. 2018	Your Military Reunion Connection (VMRC)	Virginia Beach, VA	\$0.00	\$0.00	\$0.00	\$1,750.00	
CSS	Tradeshow	Nov. 2018	Connect Faith	Orlando, CA	\$2,500.00	\$0.00	\$0.00	\$2,500.00	
CSS	Tradeshow	Nov. 2018	National Coalition of Black Meeting Planners (NCBMP) Annual Cont.	New Orleans, LA	\$1,750.00	\$0.00	\$2,400.00	\$4,150.00	
CSS	Tradeshow	Nov. 2018	Florida Encourer (Visit Florida)	Bonita Springs, FL	\$1,000.00	\$800.00	\$3,500.00	\$5,300.00	

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshow Booth Decor/Shipping	Registration Fees	Total	Notes & Changes
CSS	Tradeshow	Nov. 2018	Military Reunion Network SE Regional Roundtable	TBD	\$0.00 (previously \$1,500)	\$0.00	\$0.00 (previously \$495)	\$0.00 (previously \$1,995)	Event was canceled; approved a replacement at Oct TDC meeting
CSS	Tradeshow	Apr. 2019	Your Military Reunion Network	Kissimmee, FL	\$1,500.00	\$0.00	\$495.00	\$1,995.00	Event to replace canceled event. Approved at Oct TDC meeting.
CSS	Tradeshow	Dec. 2018	Association Forum Holiday Showcase	Chicago, IL	\$2,250.00	\$4,600.00	\$3,500.00	\$10,350.00	
CSS	Tradeshow	Jan. 2019	American Bus Association's Annual Meeting	Louisville, KY	\$1,555.00	\$0.00	\$1,695.00	\$3,250.00	
CSS	Tradeshow	Jan. 2019	Religious Conference Management Association (RCMA) Emerge	Greensboro, NC	\$1,250.00	\$1,789.00	\$2,410.00	\$5,449.00	
CSS	Tradeshow	Feb. 2019	XSTE Tallahassee	Tallahassee, FL	\$1,000.00	\$0.00	\$1,350.00	\$2,350.00	
CSS	Tradeshow	Feb. 2019	Connect Diversity	TBD	\$1,500.00	\$300.00	\$4,450.00	\$6,150.00	
CSS	Tradeshow	Feb. 2019	Destinations International Destination Showcase	Washington, DC	\$2,250.00	\$2,300.00	\$4,995.00	\$9,545.00	
CSS	Tradeshow	Mar. 2019	ConferenceDirect Annual Partner Meeting (APM)	Atlanta, GA	\$0.00 (previously \$1,250)	\$0.00 (previously \$50)	\$0.00 (previously \$6,600)	\$0.00 (previously \$7,900)	Remove & replace with Louisville, KY Connect Mega Marketplace.
CSS	Tradeshow	Aug. 2019	Connect Mega Marketplace	Louisville, KY	\$1,250.00	\$150.00	\$6,500.00	\$7,900.00	The ROI on ConferenceDirect does not support the expense. It is requested that we attend this tradeshow in place of that event with Sports & Association Appointments.
CSS	Tradeshow	Mar. 2019	Rendezvous South Conference	The Woodlands, TX	\$0.00 (previously \$1,500)	\$0.00	\$0.00 (previously \$3,500)	\$0.00 (previously \$5,000)	Request cancellation of this event and replacement with the IMEX Las Vegas event in September.
CSS	Tradeshow	Sep. 2019	MEEX	Las Vegas, NV	\$1,500.00	\$0.00	\$5,000.00	\$6,500.00	Request addition of this event in place of the the Rendezvous South Conference.
CSS	Tradeshow	Mar. 2019	Pharma Forum	New York, NY	\$0.00 (previously \$3,500)	\$0.00	\$0.00 (previously \$8,000)	\$0.00 (previously \$8,500)	Event deleted at Oct TDC meeting bc of increase in registration fee
CSS	Tradeshow	Mar. 2019	New York Society of Association Executives	New York, NY	\$3,500.00	\$0.00	\$5,000.00	\$8,500.00	Event added at Oct TDC meeting to replace Pharma Forum
CSS	Tradeshow	Mar. 2019	JAX Chamber Annual Tradeshow	Jacksonville, FL	\$250.00	\$0.00	\$355.00	\$605.00	
CSS	Tradeshow	May. 2019	Fraternity Executives Association (FEA) Annual Meeting	Las Vegas, NV	\$2,500.00	\$1,150.00	\$1,400.00	\$5,050.00	
CSS	Tradeshow	May. 2019	Christian Meetings & Conventions Assoc (CMCA)	TBD	\$1,500.00	\$0.00	\$2,805.00	\$4,305.00	
CSS	Tradeshow	Jun. 2019	Meeting Planners International (MPI) World Education Congress (WEC)	Toronto, CA	\$2,250.00	\$1,000.00	\$9,900.00	\$13,150.00	
CSS	Tradeshow	Jun. 2019	Military Reunion Network Education Summit	Nashville, TN	\$0.00 (previously \$1,250)	\$0.00	\$0.00 (previously \$2,000)	\$0.00 (previously \$3,450)	Remove & replace with Baton Rouge, LA Military Reunion Network.
CSS	Tradeshow	Mar. 2019	Military Reunion Network	Baton Rouge, LA	\$1,250.00	\$0.00	\$895.00	\$2,145.00	Due to travel restrictions as a result of pregnancy, we would like to cancel the Nashville Military Reunion Summit and replace with an earlier Baton Rouge, LA trip. The decrease in registration costs is used to offset the increase in the IMEX event registration fee.
CSS	Tradeshow	Jul. 2019	Florida Society of Association Executives (FSAE) Annual Conference	Jacksonville, FL	\$1,000.00	\$0.00	\$600.00	\$1,600.00	
CSS	Tradeshow	Aug. 2019	Student & Youth Travel Assn (SYTA) Annual Conference	Birmingham, AL	\$1,250.00	\$0.00	\$999.00	\$2,249.00	
CSS	Tradeshow	Aug. 2019	American Society of Association Executives (ASAE) Annual Meeting	Columbus, OH	\$2,250.00	\$6,800.00	\$4,600.00	\$13,650.00	
CSS	Tradeshow	Sep. 2019	Small Market Meetings Conference (SNM/C)	TBD	\$1,500.00	\$0.00	\$1,795.00	\$3,295.00	
					\$43,000.00			\$43,000.00	Approved Budget total: \$43,000
						\$20,889.00		\$20,889.00	Approved Budget total: \$20,789
							\$68,229.00	\$68,229.00	Approved Budget total: \$68,134
CSS	Services	Jan. 2019	Event Services Professional Association Conference	Charlotte, NC	\$1,700.00	\$0.00	\$1,350.00	\$3,050.00	
CSS	Services	Jun. 2019	Combat Veterans Motorcycle Association	Boise, ID	\$950.00	\$0.00	\$0.00	\$950.00	
								\$4,000.00	Approved Budget \$4,000
TB	TB	Sep. 2019	Destinations International Visitor Center National Summit	TBD	\$1,000.00	\$0.00	\$695.00	\$1,000.00	
TB	TB	Oct. 2019	Visit Florida / Florida VC Summit	TBD	\$825.00	\$0.00	\$175.00	\$1,000.00	
								\$2,000.00	Approved Budget \$2,000

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshow Booth Decor/Shipping	Registration Fees	Total	Notes & Changes
All	Admin	Oct. 2018	Travel & Tourism Research Assn (TTRA), Marketing Outlook Forum	Las Vegas, NV	\$1,500.00	\$0.00	\$1,200.00	\$2,700.00	Trip came in over budget by \$389.53 or 14%. This trip was prior to the requirement that came in the January meeting that each trip could not exceed the budget by more than 10%. We request approval of payment and have other trips already incurred under budget to cover the amount.
All	Admin	Jan. 2019	PCMA Convening Leaders	Pittsburgh, PA	\$2,050.00	\$0.00	\$1,195.00	\$3,245.00	
All	Admin	Mar. 2019	Florida Tourism Day	Tallahassee, FL	\$745.00	\$0.00	\$55.00	\$800.00	
All	Admin	Mar. 2019	Southeast Tourism Society & SETTRA, Connections Conference	Daytona Beach, FL	\$700.00	\$0.00	\$600.00	\$1,300.00	
All	Admin	Apr. 2019	Destinations International CEO Summit	Asheville, NC	\$1,995.00	\$0.00	\$1,000.00	\$2,995.00	
All	Admin	Jul. 2019	Destinations International Annual Conference	St. Louis, MO	\$2,995.00	\$0.00	\$1,000.00	\$3,995.00	
All	Admin	Aug. 2019	American Society of Association Executives (ASAE) Annual Meeting	Columbus, OH	\$2,595.00	\$0.00	\$1,000.00	\$3,595.00	
All	Admin	Sep. 2019	Florida Governor's Conference on Tourism	TBD	\$1,620.00	\$0.00	\$499.00	\$2,119.00	
All	Admin	Oct. 2019	JAX Chamber Annual Leadership Conference	TBD	\$0.00	\$0.00	\$3,900.00	\$3,900.00	
All	Admin	Oct. 2019	DI Finance, Operations and Technology Summit	TBD	\$3,610.00	\$0.00	\$1,390.00	\$5,000.00	This line item includes the travel expense incurred in October 2018 for this same event as approved on the 17/18 travel plan.
All	Admin	Oct. 2019	JAX Chamber - Jaguars London Trip	London, England	\$6,100.00	\$0.00	\$0.00	\$6,100.00	Approved Budget \$35,749
				Administration Out of County Travel					
Mkt	Mkt/Comm	Oct. 2018	VF Media & Consumer Event	New York, NY	\$0.00 (previously \$3,000)	\$0.00	\$0.00	\$0.00 (previously \$3,000)	Not able to attend event because of travel restrictions and event issues; replacement media event requested at Nov TDC meeting. Requested replacement event for cancellation; Nov TDC meeting
Mkt	Mkt/Comm	Dec. 2018	Southeast Tourist Society's Media Market	Atlanta, GA	\$3,000.00	\$0.00	\$1,200.00	\$3,000.00	
Mkt	Mkt/Comm	Jan. 2019	International Media Marketplace	New York, NY	\$2,000.00	\$0.00	\$1,200.00	\$3,200.00	
Mkt	Mkt/Comm	Jan. 2019	New York Times Travel Show	New York, NY	\$1,000.00	\$0.00	\$3,500.00	\$4,500.00	
Mkt	Mkt/Comm	Jun. 2019	VJ Media Blitz	Chicago, IL	\$1,700.00	\$0.00	\$0.00	\$1,700.00	Event moved from February to June.
Mkt	Mkt/Comm	Mar. 2019	Atlanta Travel Show	Atlanta, GA	\$2,500.00	\$0.00	\$3,000.00	\$5,500.00	
Mkt	Mkt/Comm	Mar. 2019	VJ Media Blitz	Atlanta, GA	\$200.00	\$0.00	\$0.00	\$200.00	
Mkt	Mkt/Comm	May. 2019	FADMO's Marketing Conference	TBD	\$1,000.00	\$0.00	\$500.00	\$1,500.00	
Mkt	Mkt/Comm	May. 2019	VJ Media Blitz	Washington, DC	\$1,700.00	\$0.00	\$0.00	\$1,700.00	
Mkt	Mkt/Comm	Jun. 2019	PSA Travel & Tourism Conference	Philadelphia, PA	\$2,000.00	\$0.00	\$900.00	\$2,900.00	
Mkt	Mkt/Comm	Jul. 2019	Destinations International Annual Conference	St. Louis, MO	\$1,500.00	\$0.00	\$1,000.00	\$2,500.00	
Mkt	Mkt/Comm	Jul. 2019	VJ Media Blitz	Tampa, FL	\$1,200.00	\$0.00	\$0.00	\$1,200.00	
Mkt	Mkt/Comm	Jul. 2019	VJ Media Blitz	Orlando, FL	\$1,200.00	\$0.00	\$0.00	\$1,200.00	
Mkt	Mkt/Comm	Aug. 2019	US Travel's ESTO	Austin, TX	\$3,000.00	\$0.00	\$1,900.00	\$4,900.00	
Mkt	Mkt/Comm	Feb. 2019	Connect Marketing Leadership Summit	Kissimmee, FL	\$400.00			\$400.00	Connect Marketing agreed to pay our VP of Marketing's registration and hotel in order to have her expertise at this event. The only cost to Visit Jacksonville will be mileage and per diems. This was not originally a component of our travel plan and will be paid for with savings from the NY Times Travel Show (came in \$250 under budget) and another future trip.
				Marketing Out of County Travel				\$34,400.00	Approved Budget \$34,000

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshaw Booth Deco/Shipping	Registration Fees	Total	Notes & Changes
MHt	Mkt/Comm	Mar. 2019	Travel Media Meet-Up	Daytona Beach, FL  Nashville, TN; Atlanta, GA; Birmingham, AL				\$1,755.00	One-day appointment based tradeshaw with 20 meetings with individual media outlets from the Southeast. This is a component of the Media Site Visits, Media FAMS budgetary line item with a total budget of \$75,000. Specific items were not detailed in the original travel plan as approved because flexibility is required in attendance throughout the year; however, all items will be brought before TDC prior to occurring for approval.
MHt	Mkt/Comm	May. 2019	Visit Florida Domestic Media Mission	Jacksonville, FL				\$3,500.00	Exclusive opportunity to partner with Visit Florida to network and pitch media contacts during consumer media receptions and desk side appointments in the cities listed. This is a component of the Media Site Visits, Media FAMS budgetary line items with a total budget of \$75,000. This was not previously specifically approved similar to the explanation above. <b>Approved Budget \$75,000</b>
MHt	Mkt/Comm	Jun-19	Social Media Day					\$175,500	This conference is in Jacksonville and budgeted through "Local for Marketing/Communications" at \$1,000 for FY18-19. Historically, we have not provided the detail of the meetings attended locally but since this event is similar to a conference, we took to 1/10/19 TDC meeting for approval with travel.