



February 23, 2023
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, February 23, 2023, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Terrance Freeman (Chair), City Council Vice President Ron Salem (Vice Chair), City Council Member Aaron Bowman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Joe Hindsley, and Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

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| I. Welcome and Call to Order | Chair Freeman |
| II. Public Comments Including Action Items | Chair Freeman |
| III. Approval of Minutes* | Chair Freeman |
| o <i>December 8, 2022 – Regular TDC Meeting</i> | |
| IV. TDC Grant Requests* | Chair Freeman / Carol Brock |
| o <i>2023 FHSAA State Track & Field Championships</i> | <i>Nick Morrow</i> |
| o <i>2023 SandLot Jax Fitness Festival</i> | <i>Jason McCarthy</i> |
| o <i>2023 Springing the Blues</i> | <i>Alan Verlander</i> |
| o <i>2023 WasabiCon</i> | <i>Tom Croon</i> |
| V. Financial Report | Phillip Peterson |
| VI. Visit Jacksonville Update | Michael Corrigan |
| o <i>Quarterly Update</i> | |
| o <i>22-23 Revised Annual Meetings Marketing & Media Plan*</i> | |
| o <i>22-23 Revised Annual Leisure Marketing & Media Plan*</i> | |
| o <i>Budgetary Reallocation Request*</i> | |
| o <i>PPP Loan*</i> | |
| VII. Strategic Plan RFP Update | Angela Phillips |
| VIII. Closing Comments and Adjournment | Chair Freeman |

****Denotes motion needed***

Informational Materials Included in Meeting Packet:

- 10 Year (2013-2022) Trends for Occupancy, Room Rates, Tax Revenue Collections
- Florida's First Coast of Golf Monthly Report

Next Special Meeting: Thursday, March 16, 2023, 9:00 a.m., City Hall – Lynwood Roberts Room

Next Regular Meeting: Thursday, April 27, 2023, 10:00 a.m., City Hall – Lynwood Roberts Room

Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, December 8, 2022, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Terrance Freeman (Chair), City Council Vice President Ron Salem (Vice Chair) - (*Excused Absence*), City Council Member Aaron Bowman, Jeff Truhlar, Angela Phillips, Dennis Chan, Dennis Thompson, Joe Hindsley, and Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

I. Welcome and Call to Order

Chair Freeman

The meeting was called to order by Chairman Freeman at 10:00 a.m. and the attendees introduced themselves for the record.

II. Public Comments Including Action Items

Chair Freeman

Public Comments: Jim Dalton representing Dalton Agency

Jim Dalton with the Dalton Agency mentioned that this will be the last TDC meeting where the Dalton Agency is the advertising agency which represents Visit Jacksonville. The Dalton Agency has worked in this capacity with Visit Jacksonville for the last 15 years. Mr. Dalton expressed his enjoyment working with Visit Jacksonville where they saw a lot of growth over the years and thanked the TDC for the great experience with representing Jacksonville through this partnership.

III. Approval of Minutes*

Chair Freeman

The minutes of the October 20, 2022 Regular TDC meeting were **approved unanimously as distributed**.

The minutes of the March 1, 2022 Leadership Transition and Hiring Subcommittee Meeting were **approved unanimously as distributed**.

IV. Feasibility Study Results for Direct Flights JAX/UK

Kevin Schorr

Kevin Schorr with Campbell-Hill Aviation Group, LLC presented to the TDC board the findings of the feasibility study for non-stop flights between Jacksonville and the United Kingdom. Mr. Schorr explained that the Campbell-Hill Aviation Group, based out of Washington D.C., is an economic, regulatory, and strategic consulting firm for airlines and airports with over 100 years of airline experience. The firm has worked with the Jacksonville Airport (JAX) since 2013, helping them maintain and develop new air services.

Mr. Schorr gave a high-level overview of the analysis, detailing various components including: (1) JAX Air Service Market Review, (2) JAX - Europe Market Review, (3) JAX – LHR Economic Impact, and (4) Community Support and Next Steps.

In order for JAX to seriously pursue non-stop service to London, Mr. Schorr recommended a fund be put together with \$5 million to offer as a revenue guarantee to an airline such as British Airways for the first two seasons of non-stop service, April through October. Joe Hindsley asked if this recommendation was calculated by projected operating losses and Mr. Schorr explained that it is effectively the minimum amount the airline is looking for now to even consider a market for new non-stop service.

Mr. Schorr detailed that this \$5 million must come from a third-party organization, JAX cannot be involved due to FAA regulations. Each one of the cities that offers the non-stop service to London has a third party that works with the airlines that puts together an agreement and provides the funding. The airline would also need a marketing fund of between \$500,000 to a million dollars to help market the new service in Europe. JAX can market the new service locally, but due to FAA regulations, they cannot help market the new service at the destination. JAX would also be

asked to waive all the airline's fees during the first two seasons. Mr. Schorr concluded there are a lot of communities across the country wanting to be able to provide this non-stop service to Europe. Jacksonville is in a great position to offer this service and it comes down to two key factors: the revenue guarantee and the marketing money to be offered to the airline to start this new non-stop service to Europe from Jacksonville.

Joe Hindsley commented that the report was fantastic and felt very optimistic about it. Mr. Hindsley asked if the demand data was originating in Jacksonville going to London. Mr. Schorr said there is traffic in both directions and compared to other markets going for London, Jacksonville has a lot more traffic coming in this direction, whether for business or leisure. Mr. Hindsley asked if other cities in Florida with service to Europe were giving incentive packages to airlines to which Mr. Schorr explained Tampa has put out incentives for non-stop services but was unaware of the full scope of those incentives.

Dennis Thompson asked about the minimum guaranteed incentive money and if it was paid out only if the airline incurred losses. Mr. Schorr clarified that if the revenue target for the airline, such as British Airways, wasn't hit, the incentive money could be used to cover those losses. Mr. Schorr feels that because there is a strong desire for this market, he doesn't think that the airline would go through this money quickly. Mr. Thompson asked about the independent entity which would provide funding and if Visit Jacksonville could be that entity. Mr. Schorr answered in the affirmative. Michael Corrigan with Visit Jacksonville commented that there is capacity for Visit Jacksonville to provide parts of this funding to support the new service. Additionally, he recommended that the surrounding county DMOs contribute to the marketing fund.

Council Member Bowman explained the excitement in both Jacksonville and Europe on establishing this route.

Angela Phillips asked about the average passengers per day each way, which Mr. Schorr clarified was calculated through an average over the course of a year. Mrs. Phillips asked about the data on the airfare for JAX to Europe and Mr. Schorr said that JAX fare would likely come down a bit in the beginning. He mentioned there is value in people not having to drive to other airports and not having to connect to other flights if JAX had this non-stop service. Mrs. Phillips asked if any additional community research would be done to help build the fund for the revenue guarantee needed to support this service through business partnerships in Jacksonville that would utilize this potential new service. Mrs. Phillips also asked what happens if this service ends up being a failure in the Jacksonville market. Mr. Schorr reiterated that based on their research and analysis, they do not believe this would be a failure, but if it was, they would work to understand why and look at alternatives before deeming it a failure. Overall, Mr. Schorr reassured the board that there would be ample studies done prior to this service beginning and detailed that the airline would be in constant communication to ensure the success of this new non-stop service. Mrs. Phillips asked about other airlines and how quickly could this all happen. Mr. Schorr said British Airways is best suited to be the airline to facilitate this new service and that things can move quickly depending on how fast funding becomes available but likely would be around 2025.

Jeff Truhlar asked what tools were used to generate the success of these outcomes. Mr. Schorr explained there were many targeted methods the firms used to calculate the results of the study.

Dennis Chan asked about the reasons why other cities who lost their service to Europe. Mr. Schorr answered that a lot of it was because of COVID-19 or the demand and revenue didn't perform like the airlines thought it would.

Dennis Thompson would like to see more granular data to help differentiate business and leisure travel.

Council Member Bowman talked about the role the Mayor's office would need to have in providing the funding to begin this service to Jacksonville. He shared his thoughts on the possibility of the TDC providing a grant to Visit Jacksonville to help with the marketing piece of this as well. Mr. Bowman talked about working with the Jacksonville Aviation Authority and the Jacksonville Chamber of Commerce and, overall, Mr. Bowman shared a lot of excitement on the report and is looking forward to the work being done to bring this non-stop service to Jacksonville.

Chairman Freeman said additional meetings to discuss this proposal could be scheduled as noticed public meetings should members desire to continue these conversations.

V. Visit Jacksonville FY21-22 Evaluation*

Carol Brock

Carol Brock shared her comments about the Visit Jacksonville Fiscal Year 2021-2022 Evaluation. Ms. Brock thanked the Visit Jacksonville team for their efforts in promoting Jacksonville as a tourist destination. She explained that coming off a pandemic, it was an interesting year. The evaluation process was broken into three categories: (1) Marketing, which received a deliverables score of 100; (2) Destination Experience, which received a deliverables score of 99, and (3) Convention Sales and Services, which received a deliverables score of 99.

Ms. Brock asked for Michael Corrigan, CEO of Visit Jacksonville, to give a response to the evaluation. Mr. Corrigan thanked the TDC Board and explained his excitement for the year ahead with Visit Jacksonville. Mr. Corrigan explained the difficulties Visit Jacksonville faced with being understaffed this past year but proudly reported that they are now fully staffed. He also shared Visit Jacksonville entered into a new ten-year contract effective FY22-23. Visit Jacksonville is well positioned and excited for the work to come to improve tourism both short term and long term for the City of Jacksonville and surrounding area.

Council President invited other TDC board members to share comments. Council Member Bowman reiterated his support on Visit Jacksonville's success over the year. Mr. Bowman asked what the purpose and benefit in Visit Jacksonville is having this evaluation done and what happens if Visit Jacksonville failed their evaluation. In response to those questions, Ms. Brock explained that there is no bonus or incentive rather that is it part of the contract between the TDC and Visit Jacksonville. She mentioned that the TDC and Visit Jacksonville work closely, monitoring progress on a monthly and quarterly basis. A failing grade at the annual review should never come as a surprise if ongoing monitoring is in place. If ever there is a concern throughout the year, she will share with the TDC.

Motion (Bowman/ 2nd Hindsley): Approve the Fiscal Year 2021-2022 Visit Jacksonville Annual Evaluation as presented. – **approved unanimously.**

VI. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending October 2022 were \$ 10,150,671.07, a 30.88% increase over the 12 months ending October 2021. Revenue for October 2022 was \$731,410.03, up 8.83% from the same month in 2021. Revenue for November 2022 was \$910,588.08, up 50.53% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$217,358.11.

Mr. Peterson reviewed the budgetary balances as of October remaining in the TDC's contractual and operating accounts. Destination Services - \$4; Marketing - \$0; Convention/Group Sales - \$0; Planning and Research - \$100,000; Event Grants - \$675,000; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$253,376; TDC Administration - \$264,947.41; Convention Grants, Sponsorships and Promotion - \$433,712.59; Equestrian Center Promotion - \$23,691.05; Special Revenue Fund - \$176,267.50; Contingency Account - \$6,060; Development Account - \$1,871,075.63.

VII. Visit Jacksonville Update

Michael Corrigan

Michael Corrigan began updating the board by explaining the transition of the previous contract into a more comprehensive one was almost complete. Mr. Corrigan said his team is still working with TDC to close out accounts and miscellaneous items is in a great position to start strong with this new agreement with the TDC. Mr. Corrigan expressed his excitement for the upcoming year now that Visit Jacksonville is fully staffed and is already seeking out new marketing opportunities to promote Jacksonville as a tourist designation.

Mr. Corrigan then went on to explain a challenge with receiving 1/12th of their revenue at the beginning of each month. This presents a potential cash flow issue as they approach the end of each fiscal year because the budget is designed to spend down every dollar. Mr. Corrigan suggested that the PPP loan Visit Jacksonville received for approximately \$300,000 would serve as a buffer at the beginning of each fiscal year. The money will not be spent

down each year, but rather assist with cash flow. He will work with Ms. Brock and the Auditors to suggest a way to use these funds each year to ease this issue for discussion at the next TDC meeting.

VIII. Closing Comments and Adjournment

Chair Freeman

Chairman Freeman thanked TDC Board Member Jeff Truhlar for his more than 8 years of service to the TDC Board and said that his replacement, Jitan Kuverji, is in his appointment process and will join the board by the next regular board meeting.

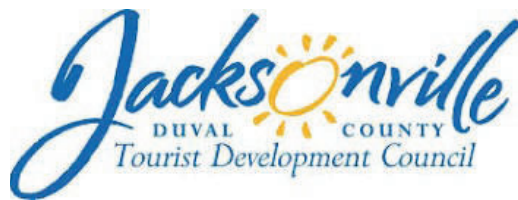
In closing, Chairman Freeman reminded the members that the next regular meeting will be on February 23, 2023.

The meeting was adjourned at 11:23 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

DRAFT

TDC Grant Requests



Grant Considerations for TDC Meeting Thursday, February 23, 2022

2023 Event	2023 Tourists	2023 Grant Request	2023 Direct Economic Impact
FHSAA State T & F	5000	\$50,000	\$1,006,021
Sandlot Jax	5000	\$85,000	\$2,405,145
Springing the Blues	7000	\$45,000	\$1,252,470
WasabiCon	4000	\$12,000	\$610,049
*Total	21,000	\$192,000	\$5,273,685

**The TDC total grant request equals \$9.14 per person.
This includes only 2023, not future multiyear requests.*

2023 FHSAA State Track & Field Championships

- Multiyear Special Event Grant \$50,000 for each year, 2023-2025

2023 SandLot Jax Fitness Festival

- Marketing Grant for \$15,000 and Special Event Grant for \$70,000

2023 Springing the Blues

- Special Event Grant for \$45,000

2023 WasabiCon

- Multiyear Marketing Grant \$12,000 for 2023, \$10,000 for 2024, \$8,000 for 2025

Individual grant request summary sheets are attached to this document.

Grant Request Summary



Representative: Nick Morrow, Director of Athletics, UNF
Event: Multiyear (2023-2025) FHSAA Track & Field State Championship
Date of Event: May 17-20, 2023
Location: Visit Jax Track at Hodges Stadium, UNF

Event Overview: The 2023 FHSAA Track & Field State Championship is a four-day event being held at UNF. This event allows the best high school track and field athletes in Florida to compete for a championship. There will be a practice day on May 16 with competitions beginning May 17 and ending May 20. Each day consists of different classifications with schools from across the state competing. The newly improved track at the Hodges Stadium has created great interest in the track and field community. This championship allows UNF to lock in a large event for the next three years.

Grant Type + Amount: Multiyear Special Event \$50,000 per year 2023, 2024, 2025

Guaranteed Tourists: 5000

Estimated Room Nights: 1558 *Based on Visit Jacksonville Event Impact Summary*

Funding to Support: Labor for event management and equipment

Past TDC Support: In 2019, UNF received a \$7500 Special Event Grant for FHSAA Track & Field Championship

Estimated Direct Impact: \$1,006,021 *Based on Visit Jacksonville Event Impact Summary*

Application Score: 40 out of 60 for Special Event. Note that score was reduced by 5 points due to second year request.

Action: Approve UNF to receive a 2023-2025 Multiyear Special Event Grant for \$50,000 from FY22-23 Event Grants account plus \$50,000 for 2024 and \$50,000 for 2025 from future FY Event Grants account for FHSAA Track & Field State Championship event.

Grant Request Summary



Representative: Jason McCarthy, Sandlot Jax Foundation, Inc.
Event: 2023 Sandlot Jax Fitness Festival
Date of Event: April 21-23, 2023
Location: Downtown Jacksonville including Met Park and WJCT Studio

Event Overview: The 2023 Sandlot Jax Fitness Festival is a three-day event, returning for its second year. This is a multifaceted event with fitness activities on the Met Park fields, speakers' series featuring world-class fitness experts, scavenger hunts around downtown, and live music. Attracting fitness fans of all ages from all over the country, it takes advantage of Jacksonville's spring climate, outdoor space, and passion for fitness-related events. This event will draw an expected crowd of more than 12,500 participants over the three-day period with at least 5000 coming from 150 miles outside Duval County. The Sandlot Jax Fitness Festival will provide 7000 free passes to military personnel, veterans, first responders, nurses, and teachers. Activities are designed to activate local restaurants and bars, downtown retail, and the riverfront.

Grant Type + Amount: Marketing \$15,000 + Special Event \$70,000

Guaranteed Tourists: 5000

Estimated Room Nights: 4669 *Based on Visit Jacksonville Event Impact Summary*

Funding to Support: Venue rental and obstacle course set-up, marketing outside of >150-mile radius of Duval

Past TDC Support: In 2022, Sandlot Jax Fitness Festival received a \$20,000 Marketing Grant and a \$100,000 Special Event Grant

Estimated Direct Impact: \$2,405,145 *Based on Visit Jacksonville Event Impact Summary*

Application Score: 44 out of 60 for Marketing and 43 out of 60 for Special Event. Note that each score was reduced by 5 points due to second year request.

Action: Approve Sandlot Jax Foundation, Inc. to receive a Marketing Grant for \$15,000 from FY 22-23 Event Grants account and a Special Event Grant for \$70,000 from FY 22-23 Event Grants account for 2023 Sandlot Jax Fitness Festival.

Grant Request Summary



Representative: Alan Verlander, Airstream Ventures, LLC
Event: 2023 Springing the Blues Festival
Date of Event: March 31, 2023 – April 2, 2023
Location: SeaWalk Pavilion, Jacksonville Beach

Event Overview: The 2023 Springing the Blues presented by Sawgrass Asset Management is a free, outdoor blues music festival that celebrates America's indigenous musical form. The three-day oceanfront event features national, regional, and local blues artists on two stages. Springing the Blues is held at Jacksonville Beach's SeaWalk Pavilion. In 2022, the festival had 62,000 in attendance. The Springing the Blues Festival was voted as the best blues festival in the Country by Void Magazine in 2019.

Grant Type + Amount: Special Event Grant for \$45,000

Guaranteed Tourists: 7,000

Estimated Room Nights: 3,348 *Based on Visit Jacksonville Event Impact Summary*

Funding to Support: Talent acquisition, venue rental and equipment, marketing to tourists outside the 150-mile radius of Duval County

Past TDC Support: In 2022, Springing the Blues Festival received a \$50,000 Special Event Grant and used all the funds.

Estimated Direct Impact: \$1,252,470 *Based on Visit Jacksonville Event Impact Summary*

Application Score: 44 out of 60 for Special Event. Note that score was reduced by 5 points due to second year request.

Action: Approve Airstream Ventures, LLC to receive 2023 Special Event Grant for \$45,000 from FY 22-23 Event Grants account for the Springing the Blues event.

Grant Request Summary



Representative: Tom Croom, Green Mustard Entertainment
Event: 2023 WasabiCon
Date of Event: October 13-15, 2023
Location: Prime F. Osborn III Convention Center

Event Overview: The 2023 WasabiCon is a three-day annual event for all-ages celebrating cosplay, anime, gaming, and pop culture in Jacksonville. In 2022, the event attracted more than 11,000 attendees making it not only the largest anime convention in North Florida, but also the largest pop culture event in Northeast Florida and the longest running in Duval. Approximately 15,000 attendees with at least 20% tourist are expected for 2023. Jacksonville is known for the numerous comic shops and anime-themed restaurants and bars, making this a natural choice for tourists to explore in a city that embraces pop culture.

Grant Type + Amount: Multiyear Marketing Grant
\$12,000 – 2023, \$10,000 – 2024, \$8,000 – 2025

Estimated Room Nights: 1,891 *Based on Visit Jacksonville Event Impact Summary*

Funding to Support: Marketing efforts outside the 150-mile radius of Duval County including website and social media ads, booth rentals in key markets, print advertising, and direct mail

Past TDC Support: In 2022, WasabiCon received a \$12,000 Marketing Grant and used \$10,017.81 of the funds.

Estimated Direct Impact: \$610,049 *Based on Visit Jacksonville Event Impact Summary*

Application Score: 44 out of 60 for Marketing. Note that score was reduced by 5 points due to second year request.

Action: Approve Green Mustard, Inc. to receive 2023-2025 Multiyear Marketing Grant for \$12,000 from FY22-23 Event Grants account plus \$10,000 for 2024 and \$8,000 for 2025 from future FY Event Grants account for the WasabiCon event.

Financial Report

Duval County Tourist Development Council Financial Report - December 31, 2022

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23
October	590,917.93	466,406.79	672,056.13	731,410.03
November	680,002.57	416,220.96	604,936.96	910,588.08
December	648,659.07	446,841.04	907,233.95	775,754.01
January	614,775.93	429,324.90	784,956.19	
February	705,145.07	475,347.90	660,296.47	
March	626,965.65	503,963.26	786,953.62	
April	372,294.92	730,334.02	1,042,260.73	
May	279,311.25	799,298.79	1,083,987.32	
June	434,139.23	799,025.75	910,004.15	
July	430,792.51	856,827.09	896,077.60	
August	502,106.49	877,609.93	924,781.34	
September	418,714.61	749,119.57	817,772.71	
Totals	\$ 6,303,825.23	\$ 7,550,320.00	\$ 10,091,317.17	\$ 2,417,752.12

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending December 2022	\$ 10,324,842.25
12 months ending December 2021	8,405,078.25
Change over prior 12 months	<u>\$ 1,919,764.00</u>
Percentage change	22.84%

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

3 months ending December 2022	\$ 2,417,752.12
3 months ending December 2021	2,184,227.04
Change over prior year to date	<u>\$ 233,525.08</u>
Percentage change	10.69%

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

December 2022	\$ 775,754.01
December 2021	907,233.95
Change over prior year	<u>\$ (131,479.94)</u>
Percentage change	-14.49%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, December 2022	\$ 2,417,752.12
Average Revenues to Budget, December 2022	2,230,080.00
Average Revenues Difference	<u>\$ 187,672.12</u>

Duval County Tourist Development Council Financial Report - December 31, 2022

	FY 2022/23
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,184,220.00
Carryovers	220,623.99
Disbursements	(432,299.11)
Obligations: Visit Jacksonville Contract	(954,269.88)
Obligations: STR Report	(18,271.00)
Budgetary Balance Available	\$ 4.00
(B) Marketing	\$ 4,212,800.00
Carryovers	112,854.74
Disbursements	(1,457,694.33)
Obligations: Visit Jacksonville Contract	(2,695,160.41)
Obligations: Florida's First Coast of Golf	(172,800.00)
Budgetary Balance Available	\$ -
(C) Convention and Group Sales	\$ 1,640,000.00
Carryovers	649,726.99
Disbursements	(700,886.55)
Obligations: Visit Jacksonville Contract	(1,198,840.44)
Obligations: Gator Bowl	(390,000.00)
Budgetary Balance Available	\$ -
(D) Convention Grants, Sponsorships and Promotion*	\$ 262,800.00
Prior Year's Balances	505,284.77
Disbursements	(49,727.00)
Commitments	(283,750.18)
Budgetary Balance Available	\$ 434,607.59
(2) Planning and Research	\$ 100,000.00
Carryovers	21,000.00
Disbursements	-
Obligations: London Flight Study	(21,000.00)
Budgetary Balance Available	\$ 100,000.00
(3) Event Grants	\$ 1,390,625.00
Carryovers	39,500.00
Disbursements	-
Obligations: WasabiCon 2022 - Marketing	(12,000.00)
Obligations: First Coast of Golf Website	(27,500.00)
Obligations: Super Girl Surf Pro Marketing Grant	(175,000.00)
Obligations: Super Girl Surf Pro Special Event Grant	(65,625.00)
Obligations: The Players Championship Marketing Grant	(300,000.00)
Obligations: Spartan US Championship 2023 Marketing Grant	(75,000.00)
Obligations: Spartan US Championship 2023 Special Event Grant	(100,000.00)
Obligations: UNF NCAA Track & Field East Prelim 2023 Special Event Grant	(175,000.00)
Budgetary Balance Available	\$ 500,000.00

**Duval County Tourist Development Council
Financial Report - December 31, 2022**

(4) Development Account*	\$ 250,000.00
Prior Year's Balances	1,621,075.63
Disbursements	-
Budgetary Balance Available	<u>\$ 1,871,075.63</u>
(5) Contingency Account*	\$ 250,000.00
Prior Year's Balances	1,056,060.00
Ord. 2022-835-E Appropriation	2,000,000.00
Obligations: UNF Track & Field Improvements	(1,300,000.00)
Budgetary Balance Available	<u>\$ 2,006,060.00</u>
(6) Promotion of the Equestrian Center*	\$ 10,000.00
Prior Year's Balances	26,446.05
Disbursements	-
Commitments	(12,755.00)
Budgetary Balance Available	<u>\$ 23,691.05</u>
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$ 403,376.00
Carryovers	354,649.89
Ord. 2022-835-E Appropriation	2,000,000.00
Disbursements	(160,000.00)
Obligations: Visit Jacksonville Sports Tourism	(192,429.89)
Obligations: 2021 Furyk & Friends Marketing Grant	(2,220.00)
Obligations: UNF Track & Field Improvements	(150,000.00)
Budgetary Balance Available	<u>\$ 2,253,376.00</u>
TDC Administrative Budget	\$ 287,311.00
Disbursements	(78,060.47)
Budgetary Balance Available	<u>\$ 209,250.53</u>
Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 118,912.50
Revenue from FY 21-22 Airport	57,355.00
Budgetary Balance Available	<u>\$ 176,267.50</u>

*Indicates accounts that carryforward each year

Visit Jax Update

Quarterly Summary Updates

Quarter 1: October 1, 2022 – December 31, 2022



SIGNIFICANT QUARTER 1 ACCOMPLISHMENTS

I. Advertising and Promotion

Leisure:

- New vendors were selected for 4 RFP Marketing Services: Creative, Media Buys and Placement, Meetings & Group and Public Relations. Local firm, Wingard won the bid for Creative and Madden Media won the other 3 contracts.
- A special meeting is scheduled in March for the TDC to approve the Creative concept crafted by Wingard. The goal is to come with a couple of options for the Board to make the final selection.
- We executed a Jaguars season long promotion to 7 away team markets with the following total results:
 - 9,703 Leads Generated
 - 3,380,535 Impressions
- We advertised through WJXT's Jax Best Monthly Polls. Q1 Results: TV spots mentioning Visit Jacksonville with Jax Best ran 36 times; 6,117 referrals to visitjacksonville.com;
- Visit Jacksonville completed highlighting 7 of the 10 Trip Worthy events through social media. Year over year growth has been tracked and seen for 3 of the events to date. Writers were hosted in Jacksonville during 4 of the events to assist with promotion. Events highlighted in Q1 include:
 - Furyk & Friends Golf Tournament
 - Georgia vs Florida Football Game
 - Porchfest
 - Super Girl Surf Festival
 - Kids Free November
 - Deck the Chairs
 - Gator Bowl Football Game
- Placements of media coverage of Jacksonville in 23% of targeted media hitlist for Q1.
- Hosted writers/influencers with a focus on Sports Travel and Solo Travel.
- Increased engagement with followers on social media platforms by 10% above prior year.
- Completed 15 of 20 (75% to goal) new videos to TikTok or Instagram.
- Maintained 16 Social Media Insiders adding new content for Visit Jacksonville.
- Held a tourism photo/video of the quarter contest and promoted winner on social media.
- Executed a staff contest for uploads of social media content from local events and attractions with 117 entries; 58% to annual goal of 200 staff generated photos.
- Added a new highlight category to Instagram: Winter on the Water.
- Created a Visit Jacksonville BeReal account and posted 7 entries.
- Completed 6 new Google story videos.
- Added 8 new videos to YouTube.
- Ran 3 promotional contests with a prize of a trip to Jacksonville.

Meetings:

- Targeted geofencing of planners at Connect Corporate/Association in Washington, DC and Association Forum Holiday Showcase in Chicago, IL.
- Presented information at local Director of Sales meeting in October regarding Bring It Home campaign.
- New Bring It Home brochure created.
- Completed on Social Media: 14 group welcome posts, 3 articles on industry news/trends, 7 posts highlighting venues, 3 posts highlighting the Convention Sales team at tradeshow, and 5 posts highlighting the local business community and economic development news.
- Developed a story highlight button on Instagram for meetings stories.
- Created and meetings writer hitlist and secured placements in 13% of the publications to date.
- Created and distributed 2 meetings press releases.

II. Visitor Interaction and Information

- **Downtown Visitor Center Activity :**
 - 4,199 Total Interactions (28% to annual goal with increase of 5% above PY)
 - 3,107 In-person Interactions (34% to annual goal with increase of 5% above PY)
 - Participated in 21 downtown outreach events to include Artwalk, Georgia vs. Florida Football Game, WasabiCon, Light Boat Parade, TaxSlayer Gator Bowl, Sip and Stroll and Group Welcome Tables.
 - Have had 12 vendors partner on Artwalk in our Center
- **Jacksonville International Airport Center Activity :**
 - 29,328 Total Interactions (25% to annual goal with increase of 5% above PY)
 - 29,293 In-Person Interactions (25% to annual goal with increase of 5% above PY)
 - Staffed additional team member on 11/23/22 with additional 127 interactions
- **Beaches Visitor Center Activity :**
 - 2,145 Total Interactions (42% to annual goal with increase of 5% above PY)
 - 2,106 In-Person Interactions (45% to annual goal with increase of 5% above PY)
 - Participated in 2 new events in the beaches area: Christmas at the Cabin and Deck the Chairs
- **Visit Florida Visitor Center Activity :**
 - 23,080 In-Person Interactions (35% to annual goal with increase of 5% above PY)
 - Participated in the Visit Florida Showcase at the I-75 Welcome Center in October.
- **Mobile Visitor Center Activity (Seymour Jax) :**
 - Participated in 33 events for a total of 38 days staffed.
 - Had a staffed presence at TDC grant recipient and City signature events to include in Q1: Georgia vs. Florida Football Game, TaxSlayer Gator Bowl, Super Girl Surf Pro, Furyk & Friends and Light Boat Parade
 - Staffed an additional team member for improved outreach efforts at the following large events: WasabiCon, Georgia vs. Florida Football Game, TaxSlayer Gator Bowl, Super Girl Surf Pro.
- **LiveChat Interactions :**
 - 731 Total Interactions (18% to annual goal with increase of 5% above PY)
 - Total Google ratings 102 of 200 annual goal and average rating 4.7 stars of 4.6 or higher goal.
 - Created a Relocation Guide to improve and expand references for LiveChat questions.
- Team visited 6/15 goal new businesses during Q1 for training.
- Completed team training of Brooklyn/Riverside area in November.
- Prepared bi-weekly training material and distributed to the Visit Jacksonville team.
- Maintained database with new openings and closures to include 17 new businesses, 4 updated and 19 closed.

- Created and updated the following content on the website:
 - 4 new businesses
 - Seasonal Blog for Q1- Come Enjoy the Holidays in Jax
 - Quarterly What's New in Jax- Fall 2022
 - Database updates: All Food Truck listing and all Hotel listing for distances to major attractions
 - Maintained Calendar of Events on website
- App Enhancements:
 - Addition of 24 beach access parking lots
- Updated the Running Routes section of the website and information on Vegan/Vegetarian/Gluten Free Dining Options.
- Printed community brochure for Timucuan Parks Foundation.

III. Meetings and Conventions

- Booked 9,726 Room Nights (13% to annual goal of 75,000)
- Completed 9 Site Visits (16% to annual goal of 55)
- Attended the following tradeshow:
 - Connect Faith
 - IMEX
 - Coalition of Black Meeting Planners
 - Connect Corporate/Association
- Partnered with hotel on 2 Tradeshow: Connect Faith and Holiday Showcase
- Held a quarterly meeting with the Prime Osbourne Convention Center staff for strategizing on initiatives.
- Hosted a FAM with 8 Meeting Planners in October around Furyk and Friends golf tournament.
- Added 68 new meeting professionals to our database (27% to goal of 250).
- Provided 155 referrals (26% to annual goal of increase of 5% above PY).
- Completed updates to the sales presentation materials.
- Meetings content distributed through e-blasts and social media.

IV. Experience Development

- Accessible Travel Highlights:
 - Hosted Barbara and Jim Trardowski, freelance writers and bloggers: Getting On Travel, in Jacksonville to highlight accessible travel.
 - Completed website integration for disabled users.
 - Launched training of Autism Certification for all Visit Jacksonville staff.
- Diversity, Equity and Inclusion Highlights:
 - Committee chair established for quarterly committee to discuss City improvements. First meeting planned for Q2.
 - Hosted an influencer highlighting Diversity, Equity and Inclusion; Colby Holiday @worldofwanderer. He is co-founder of Black Travel Alliance and identifies as a member of the LGBTQ+ community.
 - Of the 9 media hosted in Q1, 100% were diverse.
 - Joined the Black Traveler Alliance.
- Jacksonville Local Makers Highlights:
 - Featured Maker content on our social media channels monthly.

V. Community Outreach and Engagement

- Tourism Ambassador Program Highlights:
 - Crafted training material
- Jacksonville Ale Trail Highlights:
 - Created an Ale Trail Marketing Kit for breweries to use.
 - Create an Ale Trail Welcome Kit for new breweries to use.
- Kids Free November Highlights:
 - Created 3 new videos for social media and ads featuring kids focused attractions.
 - Developed and distributed a partner marketing kit.
- Grant Offers:
 - 12 grant offers extended to groups in Q1, with \$30,600 confirmed definite grants.
 - Wander co-op video opportunity available to applicants of interest.
- Hotel Offerings:
 - Continue offering Concierge Services through Destination Experience staff.
 - Collateral delivered to hotels in Q1 included: Fall Event Rack Cards and Attractions Brochure
 - Updated and Distributed Pipeline Development Report
 - Held Q1 Director of Sales Meeting at Residence Inn, Mayo Clinic
- Tourism Community Offerings:
 - Distributed FLEAP information to 111 Businesses through in-person outreach as well as through eblasts to local hotels.



VisitJacksonville.com
 100 N. Laura St., Suite 120
 Jacksonville, Florida 32202
 800.733.2668

TO: TDC Members
CC: Carol Brock, TDC Executive Director
FROM: Michael Corrigan, Visit Jacksonville President
DATE: 2/23/2023
SUBJECT: FY 22-23 Budgetary Reallocation Request

Per Visit Jacksonville’s contracts with the City of Jacksonville, we may budgetarily exceed line items on an expense by up to 10% or \$100,000; however, any shifts in amounts needed larger than this must be brought before TDC for approval. This fiscal year, Visit Jacksonville secured a new Marketing Agency and has established Marketing Plans for quarters 2 through 4 with this agency that require budgetary shifts in spending to align strategically with the direction for placement of ads. The budget in total will not change from the previously approved budget by the Tourist Development Council. Visit Jacksonville requests the following budgetary reallocations to align with the advertising/media plans for the remainder of this fiscal year:

(ii) MARKETING SERVICES	ORIGINAL BUDGET	REQUESTED REVISED BUDGET	% INC/ (DEC)
MARKETING SERVICES - RETAINER- MEDIA BUYING, CREATIVE & PUBLIC RELATIONS	\$ 250,000	\$ 326,000	30%
MARKETING SERVICES- CONVENTION SALES RETAINER- CREATIVE & MEDIA BUYING	\$ 30,000	\$ 42,000	40%
DIGITAL (MARKET & AUDIENCE TARGETING)	\$ 1,504,785	\$ 1,270,209	-16%
PRINT (MARKET & AUDIENCE TARGETING) & OOH	\$ 17,000	\$ 126,934	647%
ADVERTISING CONTINGENCY (LOCAL SPORTS, ETC.)	\$ 100,000	\$ 107,713	8%
DIRECT FLIGHT MARKETS	\$ 20,000	\$ 24,000	20%
CONVENTION SALES/GROUP ADS - PRINT	\$ 20,000	\$ 45,709	129%
CONVENTION SALES/GROUP ADS - DIGITAL	\$ 150,000	\$ 129,220	-14%
INFLUENCERS	\$ 20,000	\$ 40,000	100%
SUBTOTAL MARKETING SERVICES	\$ 2,111,785	\$ 2,111,785	0%

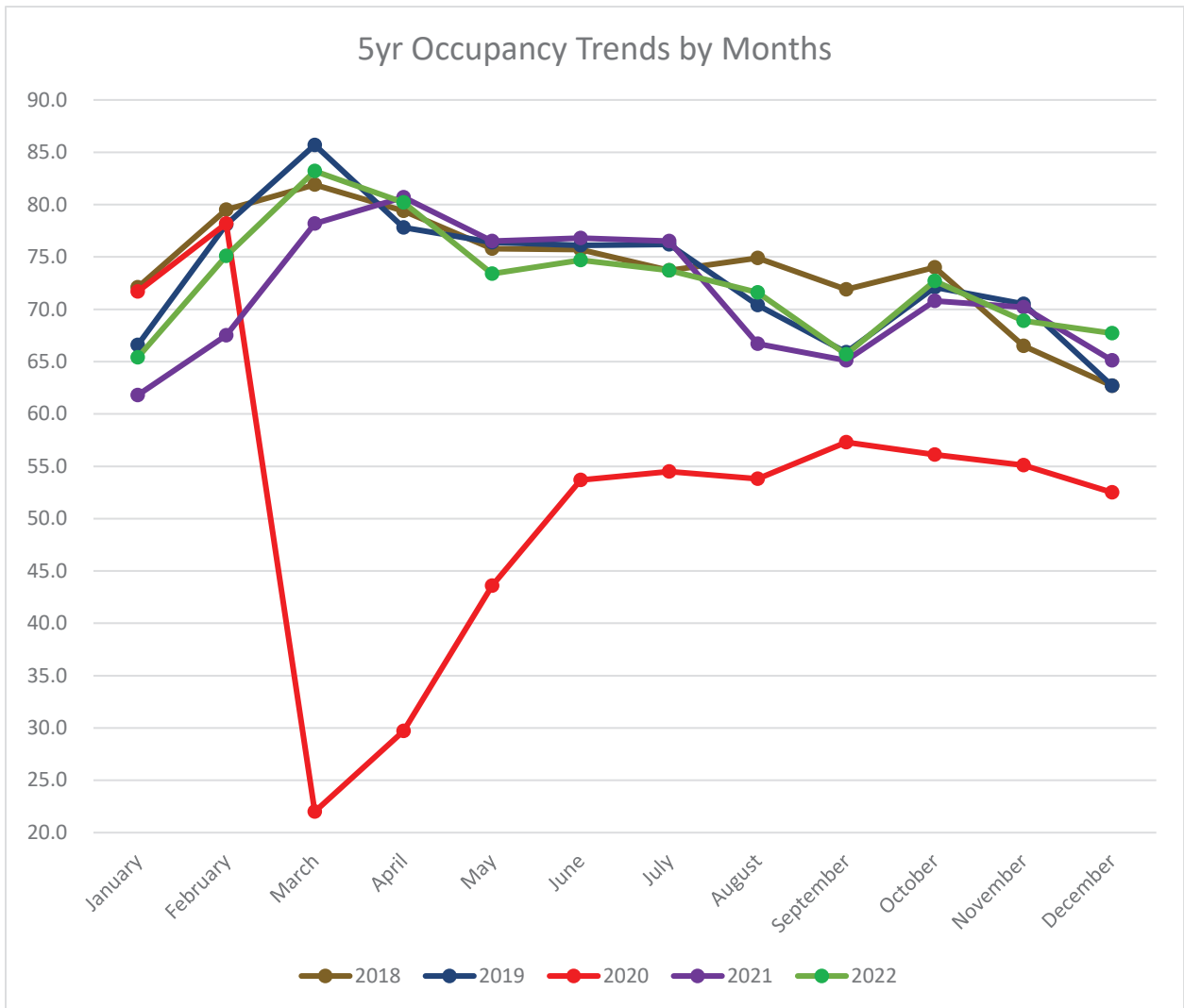
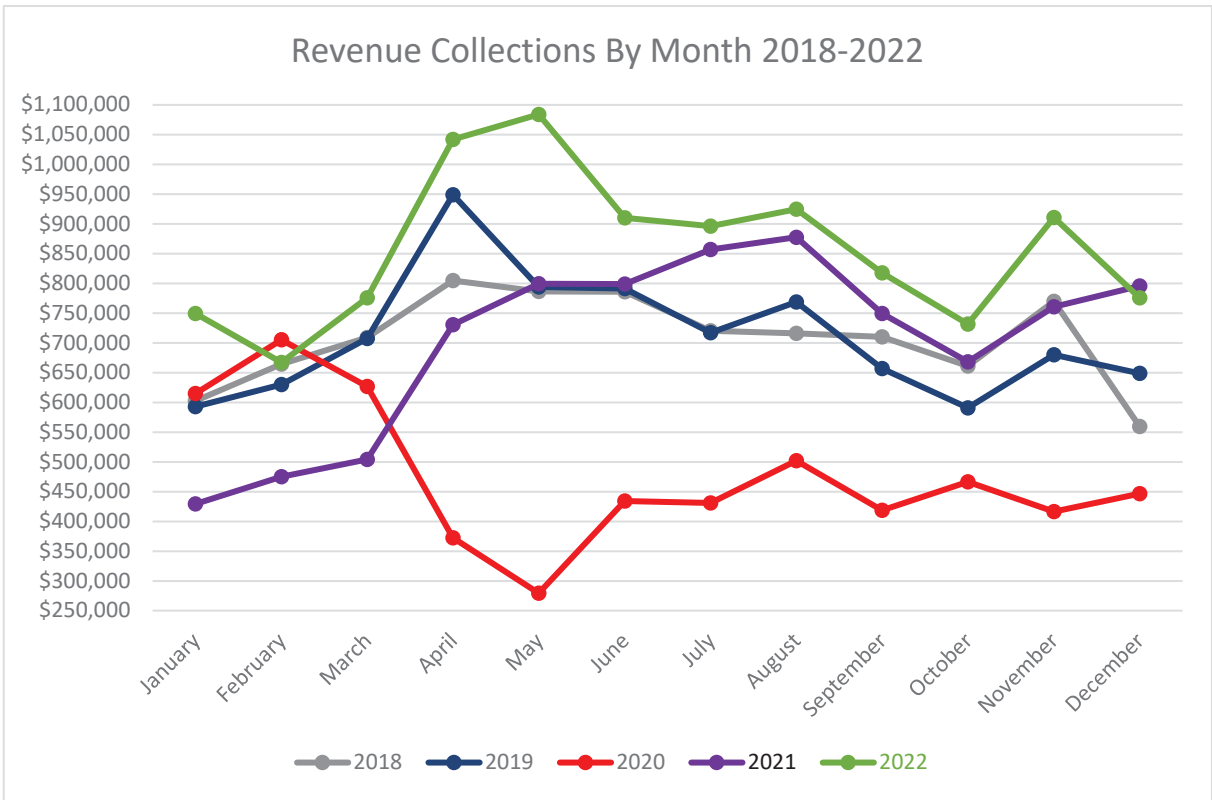
Informational Materials

Ten Year Monthly Trends for 2013-2022 Duval County

Occupancy (%)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2013	57.6	69.1	69.4	69.2	64.6	65.3	63.6	59.6	55.7	60.6	60.4	53.1	62.3
2014	58.4	70.5	72.5	71.3	71.8	69.3	68.6	65.3	60.7	68.0	63.3	57.2	66.4
2015	66.0	72.5	74.8	73.1	69.9	68.8	73.6	64.6	64.2	66.9	63.0	59.2	68.1
2016	66.4	74.5	78.6	76.2	75.2	73.5	74.4	67.6	64.9	74.0	68.6	62.9	71.4
2017	66.9	76.0	80.3	76.1	73.8	72.0	73.0	69.4	73.7	78.8	72.0	66.3	73.2
2018	72.1	79.5	81.9	79.4	75.8	75.7	73.7	74.9	71.9	74.0	66.5	62.7	74.0
2019	66.6	78.1	85.7	77.8	76.4	76.1	76.2	70.4	65.9	72.1	70.5	62.7	73.2
2020	71.7	78.2	22.0	29.7	43.6	53.7	54.5	53.8	57.3	56.1	55.1	52.5	52.4
2021	61.8	67.5	78.2	80.7	76.5	76.8	76.5	66.7	65.1	70.8	70.2	65.1	71.3
2022	65.4	75.1	83.2	80.2	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.7
10 yr Avg	65.3	74.1	72.7	71.4	70.1	70.6	70.8	66.4	64.5	69.4	65.8	60.9	68.5

ADR (\$)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2013	\$71	\$75	\$72	\$76	\$75	\$73	\$73	\$71	\$71	\$74	\$75	\$69	\$73
2014	\$72	\$76	\$76	\$79	\$81	\$79	\$77	\$75	\$76	\$81	\$78	\$72	\$77
2015	\$79	\$80	\$84	\$85	\$87	\$84	\$84	\$80	\$80	\$85	\$79	\$75	\$82
2016	\$82	\$87	\$89	\$90	\$93	\$88	\$88	\$84	\$84	\$93	\$86	\$85	\$87
2017	\$88	\$92	\$95	\$94	\$98	\$91	\$91	\$88	\$92	\$97	\$92	\$88	\$92
2018	\$93	\$98	\$99	\$103	\$104	\$97	\$96	\$94	\$96	\$102	\$92	\$89	\$97
2019	\$92	\$99	\$111	\$102	\$104	\$98	\$99	\$94	\$95	\$97	\$100	\$89	\$98
2020	\$97	\$101	\$80	\$65	\$76	\$82	\$82	\$79	\$79	\$78	\$78	\$75	\$81
2021	\$79	\$81	\$91	\$100	\$105	\$106	\$113	\$98	\$98	\$105	\$100	\$97	\$98
2022	\$98	\$105	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
10 yr Avg	\$85	\$89	\$92	\$92	\$94	\$91	\$92	\$87	\$88	\$93	\$89	\$85	\$90

TDC Revenue/Collections													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2013	\$373,106	\$425,695	\$483,577	\$567,572	\$560,224	\$585,090	\$542,750	\$547,880	\$501,821	\$399,999	\$372,400	\$532,028	\$5,892,141
2014	\$373,106	\$425,695	\$483,577	\$567,572	\$560,224	\$585,090	\$542,750	\$547,880	\$501,821	\$431,802	\$573,437	\$481,193	\$6,074,146
2015	\$429,455	\$515,053	\$531,359	\$630,863	\$622,788	\$613,152	\$562,867	\$616,882	\$529,196	\$496,949	\$605,465	\$495,703	\$6,649,733
2016	\$453,379	\$551,386	\$626,218	\$712,789	\$675,913	\$679,850	\$662,553	\$675,029	\$581,582	\$541,605	\$587,941	\$699,596	\$7,447,841
2017	\$530,509	\$592,967	\$653,411	\$769,115	\$710,688	\$723,941	\$656,112	\$713,000	\$610,751	\$668,044	\$637,037	\$763,527	\$8,029,102
2018	\$602,791	\$664,396	\$708,907	\$804,786	\$786,615	\$785,964	\$720,412	\$715,962	\$710,094	\$661,289	\$769,617	\$559,640	\$8,490,472
2019	\$592,677	\$630,201	\$707,493	\$949,015	\$793,963	\$791,225	\$716,940	\$768,698	\$656,739	\$590,918	\$680,003	\$648,659	\$8,526,530
2020	\$614,776	\$705,145	\$626,965	\$372,295	\$279,311	\$434,139	\$430,792	\$502,107	\$418,715	\$466,407	\$416,221	\$446,841	\$5,713,714
2021	\$429,325	\$475,348	\$503,963	\$730,334	\$799,299	\$799,026	\$856,827	\$877,610	\$749,120	\$668,070	\$760,461	\$795,585	\$8,444,968
2022	\$749,480	\$667,143	\$775,853	\$1,042,102	\$1,083,987	\$910,004	\$896,077	\$924,781	\$817,773	\$731,410	\$910,588	\$775,754	\$10,284,952
10yr Average	\$488,792	\$553,987	\$591,719	\$678,260	\$687,301	\$690,748	\$658,808	\$688,983	\$584,427	\$565,649	\$631,317	\$619,853	\$619,987



GOLF TOURIST ACTIVITY



Dec-22

2021 FFCG TOP 10 STATE DEMAND MARKETS

1	Florida	6	New York
2	Georgia	7	Virginia
3	North Carolina	8	Texas
4	California	9	Pennsylvania
5	Illinois	10	South Carolina

TOP 5 DEMAND MARKETS (DIGITAL USERS)

UNITED STATES

Florida
Georgia
New York
Virginia
North Carolina



INTERNATIONAL

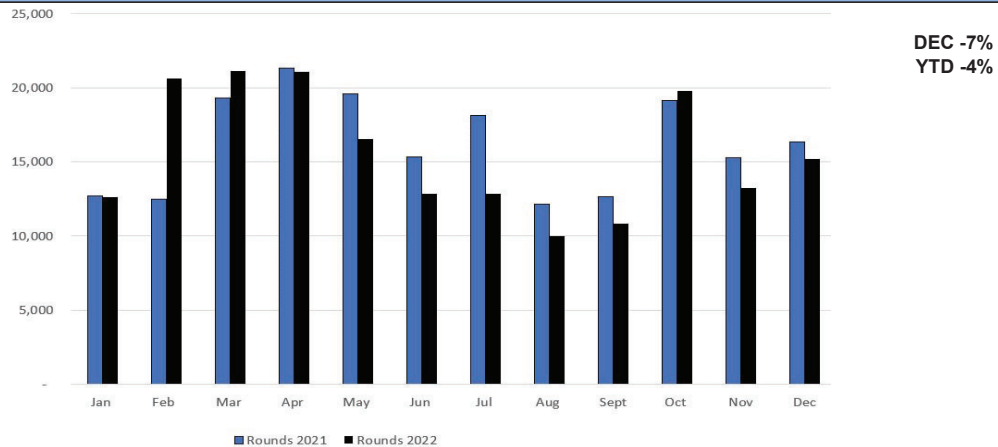
Canada
China
United Kingdom
Germany
Mexico

DIGITAL TRAFFIC

	2022	2021	CHANGE
MONTHLY	10,396	10,267	1%
YEAR TO DATE	175,013	133,073	32%



DUVAL TOURIST ROUNDS TREND



PRECIPITATION

2022	2021	CHANGE
0.41	1.60	-1.19



AVERAGE TEMP

2022	2021	CHANGE
56	61	-5



FY23 EARNED MEDIA

VALUE	\$841,088
IMPRESSIONS	14,762,000



ADDITIONAL METRICS AVAILABLE ON REQUEST

Duval County Tourist Development Council Financial Report - January 31, 2023

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23
October	590,917.93	466,406.79	672,056.13	731,410.03
November	680,002.57	416,220.96	604,936.96	910,588.08
December	648,659.07	446,841.04	907,233.95	775,754.01
January	614,775.93	429,324.90	784,956.19	802,672.65
February	705,145.07	475,347.90	660,296.47	
March	626,965.65	503,963.26	786,953.62	
April	372,294.92	730,334.02	1,042,260.73	
May	279,311.25	799,298.79	1,083,987.32	
June	434,139.23	799,025.75	910,004.15	
July	430,792.51	856,827.09	896,077.60	
August	502,106.49	877,609.93	924,781.34	
September	418,714.61	749,119.57	817,772.71	
Totals	\$ 6,303,825.23	\$ 7,550,320.00	\$ 10,091,317.17	\$ 3,220,424.77

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending January 2023	\$ 10,342,558.71
12 months ending January 2022	8,760,709.54
Change over prior 12 months	<u>\$ 1,581,849.17</u>
Percentage change	18.06%

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

4 months ending January 2023	\$ 3,220,424.77
4 months ending January 2022	2,969,183.23
Change over prior year to date	<u>\$ 251,241.54</u>
Percentage change	8.46%

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

January 2023	\$ 802,672.65
January 2022	784,956.19
Change over prior year	<u>\$ 17,716.46</u>
Percentage change	2.26%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, January 2023	\$ 3,220,424.77
Average Revenues to Budget, January 2023	2,973,120.00
Average Revenues Difference	<u>\$ 247,304.77</u>



78th annual
TaxSlayer Gator Bowl
Friday, December 30, 2022 | 3:30 pm

FEATURING  vs. 

BY THE NUMBERS

- **Attendance:** 67,383 making us 5th overall including the College Football Playoff
- **Television Ratings:** 5.76 million total viewership
 - o Audience was up +66% year-over-year
 - o Makes us #7 overall in viewership including the College Football Playoff
 - o Most watched non-NY6 bowl game on ESPN since the 2015 season
 - o The most-watched Gator Bowl since 2015 season
- **Nielsen Valuation: Visit Jacksonville | Jacksonville, FL**
 - o TV Value: \$34,248
 - o Online Value: \$1,565,947
 - o Social Value: \$1,200
 - o **TOTAL VALUE: \$1,601,398**
- **Out of Town Visitors:** More than 75% of ticket purchases came from outside 150 miles of Jacksonville

Scan to watch a recap
of this year's game

