



**June 6, 2024**  
**Agenda & Meeting Materials**

## Agenda

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA**

**Thursday, June 6, 2024, 10:00 a.m.**

**City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt

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

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| <b>I. Welcome and Call to Order</b>   | <b>Chair Salem</b>   |
| <b>II. Public Comments Including Action Items</b>   | <b>Chair Salem</b>   |
| <b>III. Approval of Minutes*</b> <ul style="list-style-type: none"><li>• <b>April 25, 2024 – TDC Regular Board Meeting</b></li></ul>  | <b>Chair Salem</b>   |
| <b>IV. TDC Grants</b> <ul style="list-style-type: none"><li>• <b>2024 Florida Fin Fest*</b></li><li>• <b>2024 Constellation Furyk &amp; Friends*</b></li><li>• <b>2024 Beaches Oktoberfest*</b></li><li>• <b>2025 Spartan U.S. Championship*</b></li><li>• <b>2025 Springing the Blues*</b></li></ul> | <b>Chair Salem/Carol Brock</b><br><b>Niko Costas</b><br><b>Adam Renfroe</b><br><b>Phillip Vogelsang</b><br><b>Cherie Bortnick</b><br><b>Mitch Harbeson</b> |
| <b>V. Visitor Information Television Channel Status Report</b>  | <b>Kate Strickland</b>   |
| <b>VI. Northeast Florida Equestrian Society/HORSE Therapies, Inc. FY 24-25 Budget Adjustment*</b>   | <b>Carol Brock</b>   |
| <b>VII. Visit Jacksonville FY 24-25 Budget*</b>   | <b>Sarina Wiechens</b>   |
| <b>VIII. Visit Jacksonville Update</b>  | <b>Katie Mitura</b>  |
| <b>IX. Financial Report</b>   | <b>Phillip Peterson</b>  |
| <b>X. Closing Comments and Adjournment</b>  | <b>Chair Salem</b>   |

**\* Denotes motion needed**

**Informational Material Included in Meeting Packet:**

- **2015 – 2024 Monthly Trends (Occupancy, ADR, TDC Revenue Data)**
- **Florida's First Coast of Golf Monthly Update**

**Next Meeting: Thursday, August 15, 2024, 10:00 a.m., City Hall – Lynwood Roberts Room**

## Meeting Minutes

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

**Thursday, April 25, 2024, 10:00 a.m.**

**City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman (*excused absence*), Jitan Kuverji (*excused early dismissal*), Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt (*excused absence*)

**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 Salem**

The meeting was called to order by Chairman Salem at 10:05 a.m. and the attendees introduced themselves for the record. The Chair announced that Mr. Hitt and Council Member Freeman were unable to attend due to a work schedule conflict. Council President Salem welcomed Visit Jacksonville board member, Mr. Patrick Kerchowski, who is visiting to learn more of the processes of the TDC.

**II. Public Comments Including Action Items**

**Chair Salem**

Public Comments: John Nooney

Mr. Nooney spoke on advocating for a Pottsburg Creek Public Park, thus improving the City of Jacksonville's waterways and providing additional public access to Pottsburg Creek.

**III. Approval of Minutes**

**Chair Salem**

The minutes of the February 22, 2024 Regular TDC meeting were **approved unanimously as distributed.**

**IV. Florida Restaurant & Lodging Association Legislative Session Update**

**Nicole Chapman**

The Chair introduced Nicole Chapman, Northeast Florida Regional Director of the Florida Restaurant & Lodging Association, to provide the board with an update on industry related topics that were up for action during the 2024 Florida Legislative Session in Tallahassee. Ms. Chapman discussed various legislation that was passed by the Florida legislature which the FRLA supported. These bills included regulation of vacation rentals and additional tourist development tax revenue collected as a result; establishing a consistent standard for transparency in agreements between restaurants and food delivery platforms; employment restrictions for 16- and 17-year-olds and other additional employment regulations; funding for Visit Florida in amount of \$80 million; and a tax package that did not include sunset provisions to all current tourist development taxes across the state. Additionally, Ms. Chapman updated the board on other legislation that was taken up during Session like human trafficking prevention; cultivated meat; auxiliary containers; and the acceptance of cash payments by businesses. Ms. Chapman then answered questions from board members.

Mr. Kuverji asked about the vacation rentals bill awaiting the Governor's signature and if the state would be collecting the bed tax revenue, Ms. Chapman answered in the affirmative. Mr. Kuverji would like to ensure Duval County is able to collect its share of the bed taxes from this pending legislation. Ms. Chapman explained the Governor's process on signing legislation and what could occur with this particular vacation rentals bill for it to become law.

Mr. VanLoh asked how much funding was originally requested from Visit Florida. Ms. Chapman explained the original discussions ranged from \$40 to \$100 million and the settlement was reached at \$80 million, a \$5 million increase from last year.

Mr. Kuverji asked Michael Corrigan, CEO of Visit Jacksonville, for an estimate of how many vacation rentals are in Duval County. Mr. Corrigan answered that it's complicated to tell due to these properties operating under a self-reporting tax system, meaning if properties do not report their bed tax, then the city would not be able to accurately know how many rentals are in the county. Additionally, he added that municipalities will have to look at the state for guidance should this bill become law.

Council President Salem asked if the state was going to collect these taxes and if so does the state take a cut or does county get it all. Ms. Chapman explained that the state will have to set the process should the law go into

effect. More so, should it become law effective in July 2024, it would likely take up to a year before counties begin seeing any additional bed tax revenue as processes will need to be established.

**V. TDC FY 2024-2025 Budget**

**Carol Brock**

Chair Salem explained that the City is working on the FY 2024-2025 budget that will take effect October 1, 2024 and that Ms. Brock and the City auditors have been working to provide a sound budget. He commented that the tourism industry is likely leveling out as Florida has fully emerged from the pandemic. The budget is based on conservative estimates using level Tourist Development Tax Revenue projections. Ms. Brock explained the proposed budget. The TDC revenue and expenses remained the same as FY 2023-2024 at \$11,088,533. Ms. Brock went line by line of the expenses, highlighting each of the categories: TDC Administration (\$314,039), which includes salary raises for the TDC Executive Director and Administrator to be in line with the city's cost of living adjustments and to make the Administrator position more competitive; Destination Experience (\$1,385,817), including \$30,561 for the STR and CoStar Subscriptions; Marketing Services (\$4,632,956), including \$180,000 for Florida First Coast of Golf; Convention and Group Sales (\$1,685,391), including \$330,000 for TaxSlayer Gator Bowl; Convention Grants, Sponsorships, Promotions (\$600,000); Planning and Research (\$100,000); Event Grants (\$1,329,875); Equestrian Center (H.O.R.S.E. Therapies) Grants (\$8,600); Development (\$1); Contingency (\$250,000); and Unallocated/Remaining to Spend (\$781,854). A more detailed budget proposal is attached with these minutes.

Destination Experience, Marketing Services, Convention and Group Sales, and Convention Grants, Sponsorships, and Promotions are part of the planning components bound by Chapter 666, *Ordinance Code*, which the TDC contracts with Visit Jacksonville as the County's destination marketing organization to market and promote the area for tourism or convention business. In June Visit Jacksonville will present its proposed budget for TDC approval. While funding could shift between these four planning components, the bottom line of \$7,763,603 will remain the same.

As the Mayor's Office finalizes the Citywide budget, minor changes between line items will be made by adjusting the Unallocated/Remaining to Spend account if needed.

*Mr. Kuverji stepped out of the meeting at 10:23 a.m. due to another commitment.*

Vice Chair White thanked City staff for their work on preparing this budget and would like the TDC to consider additional funding for the Equestrian Center should it be needed.

**Motion (White / 2<sup>nd</sup> VanLoh):** approve the TDC Fiscal Year 2024-2025 Budget as presented. – **approved unanimously.**

**VI. Equestrian Center Update**

**Tim Jones**

Chair Salem introduced Tim Jones, the Executive Director of the Jacksonville Equestrian Center, to give an update on recent happenings at the equestrian center. Mr. Jones shared that while Duval County has the largest park system in the country with over 400 parks, there is only one dedicated to horses – the Jacksonville Equestrian Center. He continued to give an overview of the facilities and services offered by his organization. Mr. Jones explained the revenue which is generated by the operations housed at the equestrian center and the total number of events and event days on the various shows that are performed there over the years. The economic impact for Fiscal Year 22-23 was almost \$4.5 million. Additionally, the equestrian center provides a horse therapy program. This is a therapeutic riding program where clients of all ages with a range of physical, emotional, behavioral, and cognitive disabilities are allowed the freedom to experience riding the horses. The program welcomes veterans, children, first responders among others. Mr. Jones concluded his presentation by discussing priority projects for the Jacksonville Equestrian Center for the upcoming year.

Vice Chair White would like to see the Equestrian Center granted more funding when needed.

**VII. Jacksonville Film and Television Office Overview**

**Todd Roobin**

The Chair introduced Todd Roobin, Manager of the Jacksonville Film and Television Office, to give an overview of what this division of the Office of Economic Development does. Mr. Roobin explained that this office was established in 1981 and strives to have a significant impact on Jacksonville's economy in job creation and retention by actively marketing and attracting new film, television, and commercial businesses to the area. The Jacksonville Film & Television Office assists local and visiting productions with facilitating permits, provides preliminary location scouting, and engages the local workforce and vendor resources throughout the production. Mr. Roobin continued by explaining that the Film Office serves as the liaison between the city, production company, and the location production industry and is one of 72 film commissioners in the state of Florida. He explained that since tracking started in 2005, the direct local economic impact of this office generated \$68 million with a \$175 million industry multiplier. With over 1,500 permitted productions, this division has helped create 25,700 jobs. Film incentives

program helped to put Jacksonville in a much more competitive edge. The new program will offer a 15%-20% rebate based on a minimum expenditure of \$400,000. Mr. Roobin concluded with any questions from the board.

## **VIII. Visit Jacksonville Update**

**Michael Corrigan**

Chair Salem introduced Michael Corrigan, CEO of Visit Jacksonville, to give an update to the board.

### **Quarterly Report**

Mr. Corrigan provided to the board with the quarterly report for Quarter Two 2024, as required by their contract with the TDC. He expressed excitement regarding the release of the new Coffee and Donuts Trail, which went live on April 2<sup>nd</sup>. Since then, there was a spike in downloads of the Visit Jacksonville app by 2,000 as the trail's "passport" tracking is now digital. Mr. Corrigan also let the board know that there will be a National Tourism and Travel Week reception at the Downtown Visitor Center on May 22<sup>nd</sup>. On April 30<sup>th</sup>, there will be a tourism industry meeting at Top Golf which will feature a sports panel with industry related panelists to discuss the increasingly popular demand for sports tourism in the city.

Other quarterly highlights included an update on the 14 submitted bids for Jacksonville to host NCAA Championships during the 2026/2027 and 2027/2028 school years. Visit Jacksonville held multiple tourism ambassador trainings, educating over 70 additional members of the public on Jacksonville tourism. The mobile visitor center, Seymour Jax, was on the road twice at events in Georgia and Florida. Mr. Corrigan also shared that his team secured many top media placements in national and international outlets. They have hosted 25 writers and influencers, with 9 visiting Jacksonville during Quarter Two. Visit Jacksonville continued in producing more content highlighting Jacksonville as tourist destination. The organization has held several meetings with neighborhood hotel partners throughout the city to create synergy and collaboration with tourism partners.

Council President Salem commented on the progress of the renovations to the J. P. Smalls Memorial Baseball Stadium in the Durkeeville neighborhood. Mr. Corrigan shared that they envision that facility to become a real community asset once complete.

### **Budget Reallocation Request**

Mr. Corrigan then went on to explain a budget reallocation request. Per Visit Jacksonville's contract with the City of Jacksonville, Visit Jacksonville may budgetarily exceed line items on an expense by up to 10%; however, any shifts in amounts needed larger than 10% must be brought before TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances higher than anticipated in their Marketing and Convention Sales categories. The total budget for Visit Jacksonville for FY 2023-24 remains the same and these are just shifts between line items to account for those areas where costs have been higher than anticipated. These reallocation requests are in conjunction with the release of the new Coffee and Donuts Trail and related items to make that new program a success.

**Motion (White / 2<sup>nd</sup> Thompson):** approve the Visit Jacksonville FY 23-24 budget reallocation request as presented.  
– approved unanimously.

### **UK Marketing Sponsorship Proposal**

Mr. Corrigan asked that Katie Mitura, Chief Marketing Officer of Visit Jacksonville, explain a new United Kingdom marketing sponsorship proposal to the board which would total \$250,000. Jacksonville's annual NFL football games with the Jacksonville Jaguars in London provides a unique opportunity to enhance tourism from the UK. These events garner substantial media attention, positioning Jacksonville favorably among UK sports enthusiasts. This marketing proposal would highlight many of the city's key attractions to entice UK travelers to seek Jacksonville as their next vacation destination. The timeline would be from June 2024 through October 2024 with the goals of producing 4.5 million media impressions aimed at UK residents, enhance exposure to 25,000 people via marketing activation, and generate an additional 500 new email leads.

Ms. Phillips asked if the marketing materials would be the same as what is shown throughout the United States, to which Ms. Mitura explained they would work with public relations and media firms in the UK to tailor their approach to be more in line with the European culture.

**Motion (White / 2<sup>nd</sup> Chan):** approve the Visit Jacksonville UK marketing campaign proposal of \$250,000 from the Tourist Development Council FY 23-24 Remaining to Spend account. – approved unanimously.

## **IX. Financial Report**

**Phillip Peterson**

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending March 2024 were \$10,642,083.20, a 0.16% increase over the 12 months ending March 2023. Revenue from the start of FY 23-24 to date, ending in March 2024, was \$4,928,590.56, down 0.43% compared to the start of FY 22-

23 to date, ending in March 2023. Revenue for March 2024 was \$9,23,150.02, up 2.80% from the same month in 2023. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$317,348.95.

Mr. Peterson reviewed the budgetary balances as of March remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$27,114.00; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$421,726.30; Planning and Research - \$150,000; Event Grants - \$1,263,020; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,902.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$973,820; TDC Administration - \$232,824.54; and the Special Revenue Fund - \$32,767.50.

**X. Closing Comments and Adjournment**

**Chair Salem**

In closing, Council President Salem reminded the members that the next regular meeting will be on June 6, 2024 in the Lynwood Roberts Room of Jacksonville City Hall.

Ms. Brock updated the board that the National Travel and Tourism Week legislation passed during City Council's April 23, 2024 meeting. Furthermore, she reminded the board that their next meeting on June 6, 2024 will be the second and final grant consideration period for this fiscal year and alerted the board of a couple of grant requests that will be presented at said meeting.

The meeting was adjourned at 11:05 a.m.

Awaiting TDC approval on June 2, 2024.

*Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator*





## Duval County Tourist Development Council Budget

CATEGORY	Approved APPROVED FY 23-24 BUDGET	Proposed PROPOSED FY 24-25 BUDGET
<b>REVENUE</b>		
TDT Revenue as Projected by Budget Office	\$10,940,075	\$10,940,075
Transfer from Fund Balance	\$0	\$0
Interest	\$148,458	\$148,458
<b>TOTAL REVENUE</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
<b>EXPENSES</b>		
<b>Administration</b>	<b>\$301,250</b>	<b>\$314,039</b>
Salaries	\$165,171	\$176,912
Pension & Defined Contribution Costs	\$19,013	\$21,192
Employer Provided Benefits	\$26,823	\$26,997
Internal Services Charges	\$52,152	\$51,827
Insurance Costs & Premiums	\$748	\$767
Professional Services & Contractual Services	\$501	\$2
Other Operating Services	\$17,180	\$16,680
Professional Development & Training & Travel	\$1,750	\$1,750
Indirect Costs	\$17,912	\$17,912
<b>Destination Experience</b>	<b>\$1,249,694</b>	<b>\$1,385,817</b>
Visit Jax Contract*	\$1,222,130	\$1,355,256
STR & CoStar Subscriptions	\$27,564	\$30,561
<b>Marketing Services</b>	<b>\$4,543,525</b>	<b>\$4,632,956</b>
Visit Jax Contract*	\$4,370,725	\$4,452,956
FL First Coast Golf Contract	\$172,800	\$180,000
<b>Convention &amp; Group Sales</b>	<b>\$1,664,747</b>	<b>\$1,685,391</b>
Visit Jax Contract*	\$1,304,747	\$1,355,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$360,000	\$330,000
<b>Visit Jax Convention Grants, Sponsorships, Promotions Contract*</b>	<b>\$290,000</b>	<b>\$600,000</b>
<b>Planning &amp; Research</b>	<b>\$150,000</b>	<b>\$100,000</b>
<b>Event Grants</b>	<b>\$1,441,250</b>	<b>\$1,329,875</b>
Special Event Grants	\$850,000	\$900,000
ASA - Super Girl Surf Pro	\$231,250	\$221,875
PGA Tour - The Players	\$300,000	\$0
UNF - FHSAA T & F Championships	\$50,000	\$50,000
Green Mustard - WasabiCon	\$10,000	\$8,000
UNF - NCAA T & F East Preliminary	\$0	\$150,000
<b>Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract</b>	<b>\$1</b>	<b>\$8,600</b>
<b>Development</b>	<b>\$250,000</b>	<b>\$1</b>
<b>Contingency</b>	<b>\$250,000</b>	<b>\$250,000</b>
<b>Unallocated (Remaining to Spend)</b>	<b>\$948,066</b>	<b>\$781,854</b>
<b>TOTAL EXPENSES</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
* Total Visit Jax Contract - \$7,763,603		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		

## TDC Grants



## Grant Considerations for TDC Meeting Thursday, June 6, 2024

*Individual grant request summary sheets are attached to this document.*

<b>Event Grants</b>						
<b>Event</b>	<b>Grant Category</b>	<b>Hotel Rooms</b>	<b>Tourists</b>	<b>Maximum Grant Award</b>	<b>Estimated Bed Tax*</b>	<b>Estimated Sales Tax*</b>
<b>2024 Florida Fin Fest</b>	D.	1100	5001 - 6000	\$60,000	\$15,290	\$8,729
<b>2024 Constellation Furyk &amp; Friends</b>	B.	700	3001 - 4000	\$40,000	\$9,951	\$10,208
<b>2024 Beaches Oktoberfest</b>	C.	900	4001 - 5000	\$50,000	\$23,439	\$8,631
<b>2025 U.S. Spartan Championships</b>	F.	1500	7001 - 8000	\$80,000	\$29,362	\$11,150
<b>2025 Springing the Blues</b>	F.	1500	7001 - 8000	\$80,000	\$83,766	\$44,993
<b>Total:</b>		<b>5,700</b>	<b>~28,500</b>	<b>\$310,000</b>	<b>\$161,808</b>	<b>\$83,711</b>

*\* Based on the Destinations International Event Impact Calculator prepared with assistance from Visit Jacksonville*

# Grant Request Summary



**Representative:** Niko Costas, Real Time Entertainment & Management  
**Event:** 2024 Florida Fin Fest  
**Date of Event:** September 13-14, 2024  
**Location:** SeaWalk Pavilion, Jacksonville Beach

**Event Overview:** The 2024 Florida Fin Fest presented by Real Time Entertainment & Management is a free outdoor conservation, education, and music festival. The two-day oceanfront event features educational panel discussions from conservation and science experts, interactive hands-on experiential activities for all ages, as well as performances by musical artists. Florida Fin Fest will be held at Jacksonville Beach's SeaWalk Pavilion. The festival facilitates recycling throughout the event and concludes with a beach clean-up.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Advertising and Promotion; Event Production; Talent Acquisition

**Past TDC Support:** 2023 - \$60,000 with 6,565 tourists  
2022 - \$60,000 with 5,557 tourists

**Tourism Impact:** **Bed Tax (Direct):** \$15,290    **Local Sales Tax (Direct):** \$8,729

*Based on Destinations International Event Impact Calculator*

**Application Score:** 74 points out of 100 points

**Suggested Action\*:** Approve Real Time Entertainment & Management to receive a special event grant for \$60,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Florida Fin Fest.

**\*Action subject to change based on TDC decision.**

# Grant Request Summary



**Representative:** Adam Renfroe, Jim & Tabitha Furyk Foundation  
**Event:** 2024 Constellation Furyk & Friends  
**Date of Event:** September 30 – October 6, 2024  
**Location:** Timuquana Country Club

**Event Overview:** The 2024 Constellation Furyk & Friends is a returning event to Timuquana Country Club in the fall. This PGA TOUR Champions event offers a multifaceted golf tournament with well-known participants, a focus on music utilizing a downtown venue, food and fun, and activities for the entire family. Last year’s event was enjoyed by 5,374 tourists. All proceeds benefit Northeast Florida charities through the Jim & Tabitha Furyk Foundation. This event will leverage partnerships with Florida’s First Coast of Golf.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Event Production

**Past TDC Support:** 2023 - \$80,000 with 5,374 tourists and 700 hotel room nights  
 2022 - \$100,000 with 9,253 tourists and 700 hotel room nights

**Tourism Impact:** **Bed Tax (Direct):** \$9,951      **Local Sales Tax (Direct):** \$10,208

*Based on Destinations International Event Impact Calculator*

**Application Score:** 75 points out of 100 points

**Suggested Action\*:** Approve Jim & Tabitha Furyk Foundation to receive a special event grant for \$40,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Constellation Furyk & Friends.

**\*Action subject to change based on TDC decision.**

# Grant Request Summary



**Representative:** Phillip Vogelsang, Beaches Oktoberfest, Inc.  
**Event:** 2024 Beaches Oktoberfest  
**Date of Event:** October 11-12, 2024  
**Location:** SeaWalk Pavilion, Jacksonville Beach

**Event Overview:** The 2024 Beaches Oktoberfest is promoted as Florida's largest Oktoberfest and among the biggest in the U.S. This two-day event is an outdoor music festival featuring energetic lineup, oceanfront venue, food court, artisan marketplace, and a kids area. Beaches Oktoberfest provides family oriented entertainment for people of all ages and backgrounds. In 2023 Beaches Oktoberfest brought in over 7,000 tourists to Jacksonville. Beaches Oktoberfest uses local contractors and service providers throughout the week leading up to and during the two day event. There will be a beaches cleanup on Sunday, October 13<sup>th</sup> near the event venue.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Talent Acquisition; Event Production

**Past TDC Support:** 2023 - \$60,000 with 7,410 tourists  
2022 - \$25,000 with 6,120 tourists

**Tourism Impact:** **Bed Tax (Direct):** \$23,439    **Local Sales Tax (Direct):** \$8,631

*Based on Destinations International Event Impact Calculator*

**Application Score:** 68 points out of 100 points

**Suggested Action\*:** Approve Beaches Oktoberfest, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Beaches Oktoberfest.

**\*Action subject to change based on TDC decision.**

# Grant Request Summary



**Representative:** Cherie Bortnick, Spartan Race, Inc.  
**Event:** 2025 Spartan U.S. Championship - Jacksonville  
**Date of Event:** February 28 – March 2, 2025  
**Location:** Diamond D Ranch, 5903-1 Solomon Rd, Jacksonville, FL 32234

**Event Overview:** The 2025 Spartan U.S. Championship - Jacksonville is a two-day event; one of only four in the country and the only one on the east coast. Attracting racers of all ages, including kids, from around the country, it takes advantage of Jacksonville's outdoors and affinity for sporting events. The event has met and/or exceeded the 5000+ tourists guarantee each year.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Venue and Equipment Rental; Advertising and Promotion

**Past TDC Support:** 2024 - \$125,000 with 6,900 tourists  
2023 - \$175,000 with 8552 tourists  
2022 - \$125,000 with 8115 tourists  
2021 - \$150,000 with 5092 tourists

*2021 – 2023 applicant was Airstream Ventures LLC*

**Tourism Impact:** **Bed Tax (Direct):** \$29,362    **Local Sales Tax (Direct):** \$11,150

*Based on Destinations International Event Impact Calculator*

**Application Score:** 70 points out of 100 points

**Suggested Action\*:** Approve Spartan Race, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2025 Spartan U.S. Championship - Jacksonville.

**\*Action subject to change based on TDC decision.**

# Grant Request Summary



**Representative:** Mitch Harbeson, Jax Beach Festivals, Inc.  
**Event:** 2025 Springing the Blues Festival  
**Date of Event:** April 4 – April 6, 2025  
**Location:** SeaWalk Pavilion and Lathem Plaza, Jacksonville Beach

**Event Overview:** The 2025 Springing the Blues is a free, outdoor blues music festival that celebrates America’s indigenous musical form. This will be the 33<sup>rd</sup> annual festival. 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 2023, the festival had 63,000 in attendance.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Advertising and Promotion; Venue and Equipment Rental; Event Production; Talent Acquisition

**Past TDC Support:** 2023 - \$45,000 with 14,175 tourists and 1,163 hotel room nights  
2022 - \$50,000 with 9,858 tourists and 1,350 hotel room nights

*2022 – 2023 applicant was Airstream Ventures LLC*

**Tourism Impact:** **Bed Tax (Direct):** \$83,766    **Sales Tax (Direct):** \$44,993

*Based on Destinations International Event Impact Calculator*

**Application Score:** 72 points out of 100 points

**Suggested Action\*:** Approve Jax Beach Festivals, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2025 Springing the Blues Festival.

**\*Action subject to change based on TDC decision.**



Northeast Florida Equestrian Society/HORSE Therapies, Inc.  
FY 24-25 Budget Adjustment



## Duval County Tourist Development Council Budget

CATEGORY	APPROVED FY 23-24 BUDGET	PROPOSED FY 24-25 BUDGET Revised 06/06/2024
<b>REVENUE</b>		
TDT Revenue as Projected by Budget Office	\$10,940,075	\$10,940,075
Transfer from Fund Balance	\$0	\$0
Interest	\$148,458	\$148,458
<b>TOTAL REVENUE</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
<b>EXPENSES</b>		
<b>Administration</b>	<b>\$301,250</b>	<b>\$314,039</b>
Salaries	\$165,171	\$176,912
Pension & Defined Contribution Costs	\$19,013	\$21,192
Employer Provided Benefits	\$26,823	\$26,997
Internal Services Charges	\$52,152	\$51,827
Insurance Costs & Premiums	\$748	\$767
Professional Services & Contractual Services	\$501	\$2
Other Operating Services	\$17,180	\$16,680
Professional Development & Training & Travel	\$1,750	\$1,750
Indirect Costs	\$17,912	\$17,912
<b>Destination Experience</b>	<b>\$1,249,694</b>	<b>\$1,385,817</b>
Visit Jax Contract*	\$1,222,130	\$1,355,256
STR & CoStar Subscriptions	\$27,564	\$30,561
<b>Marketing Services</b>	<b>\$4,543,525</b>	<b>\$4,632,956</b>
Visit Jax Contract*	\$4,370,725	\$4,452,956
FL First Coast Golf Contract	\$172,800	\$180,000
<b>Convention &amp; Group Sales</b>	<b>\$1,664,747</b>	<b>\$1,685,391</b>
Visit Jax Contract*	\$1,304,747	\$1,355,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$360,000	\$330,000
<b>Visit Jax Convention Grants, Sponsorships, Promotions Contract*</b>	<b>\$290,000</b>	<b>\$600,000</b>
<b>Planning &amp; Research</b>	<b>\$150,000</b>	<b>\$100,000</b>
<b>Event Grants</b>	<b>\$1,441,250</b>	<b>\$1,329,875</b>
Special Event Grants	\$850,000	\$900,000
ASA - Super Girl Surf Pro	\$231,250	\$221,875
PGA Tour - The Players	\$300,000	\$0
UNF - FHSAA T & F Championships	\$50,000	\$50,000
Green Mustard - WasabiCon	\$10,000	\$8,000
UNF - NCAA T & F East Preliminary	\$0	\$150,000
<b>Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract</b>	<b>\$1</b>	<b>\$13,600</b>
<b>Development</b>	<b>\$250,000</b>	<b>\$1</b>
<b>Contingency</b>	<b>\$250,000</b>	<b>\$250,000</b>
<b>Unallocated (Remaining to Spend)</b>	<b>\$948,066</b>	<b>\$776,854</b>
<b>TOTAL EXPENSES</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
* Total Visit Jax Contract - \$7,763,603		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		

Visit Jacksonville FY 24-25 Budget

**VISIT JACKSONVILLE  
FY 2024 - 2025**

DESCRIPTION	23-24 ACTUAL BUDGET	24-25 PROPOSED BUDGET	\$ INCREASE/ (DECREASE)	% INCREASE/ (DECREASE)	Explanation
<b>OVERHEAD COSTS - VISIT JACKSONVILLE ADMINISTRATION:</b>					
<b>TOTAL OVERHEAD/ADMINISTRATION (ALLOCATED TO COMPONENTS BELOW)</b>	<b>\$ 1,328,840</b>	<b>\$ 1,382,867</b>	<b>\$ 54,027</b>	<b>4%</b>	COLA, Anticipated insurance and technology price increases.
<b>(i) DESTINATION EXPERIENCE</b>					
ADMINISTRATIVE ALLOCATION	\$ 239,191	\$ 248,916	\$ 9,725	4%	
PROGRAM CONTINGENCY FEE	\$ 12,416	\$ 12,895	\$ 479	4%	
SALARIES/WAGES/BENEFITS	\$ 561,320	\$ 583,837	\$ 22,517	4%	COLA
PROFESSIONAL DEVELOPMENT	\$ 12,000	\$ 14,000	\$ 2,000	17%	
OFFICE SUPPLIES	\$ 11,000	\$ 5,500	\$ (5,500)	-50%	No laptop replacements needed for this team.
VISIT FLORIDA OUTREACH EXPENSES	\$ 3,500	\$ 4,000	\$ 500	14%	
SPONSORSHIPS/PROMOTIONS	\$ 1,000	\$ 2,000	\$ 1,000	100%	Additional outreach opportunities.
BEACHES OUTREACH EXPENSES	\$ 15,000	\$ 15,000	\$ -	0%	
AIRPORT OUTREACH EXPENSES	\$ 5,000	\$ 6,500	\$ 1,500	30%	Expand Explorers Program with a Northside event.
DOWNTOWN OUTREACH EXPENSES	\$ 73,000	\$ 90,108	\$ 17,108	23%	Expansion of Explorers Program, Tourism Ambassador Program and neighborhood meetings efforts.
MOBILE VISITOR CENTER OPERATIONS	\$ 15,000	\$ 16,500	\$ 1,500	10%	Insurance increases.
WAZE PLATFORM	\$ 1,000	\$ -	\$ (1,000)	-100%	ROI not worth continuing spend.
KIOSK MAINTENANCE	\$ 1,200	\$ 2,000	\$ 800	67%	Kiosks are 2 years old; anticipated maintenance.
WEBSITE CHAT FEATURE	\$ 2,750	\$ 5,000	\$ 2,250	82%	Add users so all staff have ability to login independently.
OTHER CENTER UPGRADES	\$ 68,753	\$ 130,000	\$ 61,247	89%	Budgeted for a second mobile visitor center for purchase in Q4 to launch usage in 2025-26.
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	\$ 5,000	\$ 5,000	\$ -	0%	
VISIT FLORIDA (WELCOME CENTER BROCHURE DISPLAY/OTHER MEMBERSHIP)	\$ 3,000	\$ 6,000	\$ 3,000	100%	Increased advertising effort post renovations at center.
VISITOR CENTER TRAINING	\$ 6,500	\$ 8,000	\$ 1,500	23%	Renewal of certified autism center.
OOO-TRAVEL/MEALS/REGISTRATION FEES - VISITOR SERVICES	\$ 8,500	\$ 9,000	\$ 500	6%	
TRAVEL/MEALS - LOCAL- VISITOR SERVICES	\$ 4,000	\$ 7,500	\$ 3,500	88%	Local mileage as continue outreach efforts.
OOO- TRAVEL/MEALS/REGISTRATION FEES - CONVENTION SERVICES	\$ 5,000	\$ 10,000	\$ 5,000	100%	To allow all full-time team members one job-related training conference.
TRAVEL/MEALS - LOCAL- CONVENTION SERVICES	\$ 1,500	\$ 2,000	\$ 500	33%	
RESEARCH DATABASE- GEODATA	\$ 85,500	\$ 45,000	\$ (40,500)	-47%	Changing to new platform.
RESEARCH INFO	\$ -	\$ 30,000	\$ 30,000	100%	Planned resident sentiment survey to strategically enhance efforts.
CONVENTION SERVICES AMENITIES/PROMO ITEMS	\$ 40,000	\$ 55,000	\$ 15,000	38%	Additional items for outreach initiatives and new trails.
CONVENTION SERVICES - CONCESSIONS	\$ 40,500	\$ 40,500	\$ -	0%	
CONVENTION SERVICES - SITE INSPECTIONS	\$ 500	\$ 1,000	\$ 500	100%	Team to be more active with sales site visits.
<b>SUBTOTAL DESTINATION EXPERIENCE</b>	<b>\$ 1,222,130</b>	<b>\$ 1,355,256</b>	<b>\$ 133,126</b>	<b>11%</b>	
<b>(ii) MARKETING SERVICES</b>					
ADMINISTRATIVE ALLOCATION	\$ 850,458	\$ 885,035	\$ 34,577	4%	
PROGRAM CONTINGENCY FEE	\$ 44,144	\$ 45,846	\$ 1,702	4%	
SALARIES/WAGES/BENEFITS	\$ 492,958	\$ 589,058	\$ 96,100	19%	COLA, promotion and shifting of a position into Marketing.
PROFESSIONAL DEVELOPMENT	\$ 11,100	\$ 15,000	\$ 3,900	35%	Allowing team members each an opportunity for job-related training.
MARKETING SERVICES - RETAINER- MEDIA BUYING, CREATIVE & PUBLIC RELATIONS	\$ 400,000	\$ 405,000	\$ 5,000	1%	
MARKETING SERVICES- CONVENTION SALES RETAINER- CREATIVE & MEDIA BUYING	\$ 50,000	\$ 50,000	\$ -	0%	
POSTAGE/SHIPPING	\$ 2,500	\$ 1,500	\$ (1,000)	-40%	
OFFICE SUPPLIES	\$ 7,500	\$ 3,500	\$ (4,000)	-53%	No laptop replacements needed.
MEMBERSHIPS/SUBSCRIPTIONS	\$ 1,000	\$ 1,200	\$ 200	20%	
CONTINGENCY	\$ 3,500	\$ 1,000	\$ (2,500)	-71%	
OOO- TRAVEL/MEALS/REGISTRATION FEES- MARKETING	\$ 14,700	\$ 15,000	\$ 300	2%	
LOCAL MEETINGS- MARKETING	\$ 4,000	\$ 5,000	\$ 1,000	25%	Continued local outreach effort.
DIGITAL (MARKET & AUDIENCE TARGETING)	\$ 1,289,000	\$ 1,289,000	\$ -	0%	Please note; items in gray may be adjusted in August when media plan is completed and brought for approval.
PRINT (MARKET & AUDIENCE TARGETING)	\$ 174,684	\$ 174,237	\$ (447)	0%	
ADVERTISING CONTINGENCY (LOCAL SPORTS, ETC.)	\$ 67,801	\$ 47,800	\$ (20,001)	-29%	
DIRECT FLIGHT MARKETS	\$ 18,000	\$ 18,000	\$ -	0%	
CONVENTION SALES/GROUP ADS - PRINT	\$ 41,000	\$ 41,000	\$ -	0%	

CONVENTION SALES/GROUP ADS - DIGITAL	\$ 150,000	\$ 150,000	\$ -	0%	
CONVENTION SALES/GROUP ADS - SOCIAL MEDIA/SEM	\$ 1,000	\$ 1,000	\$ -	0%	
WEBSITE MAINTENANCE AND HOSTING	\$ 27,600	\$ 27,600	\$ -	0%	
WEBSITE UPGRADES	\$ 20,000	\$ 25,000	\$ 5,000	25%	2 years since launch of website; new features should be available for updating.
THRESHOLD 360 VIDEOS	\$ 22,000	\$ 24,200	\$ 2,200	10%	
MANAGEMENT SOFTWARE- COWDRIFF, NUVI, SPROUT SOCIAL	\$ 45,000	\$ 45,000	\$ -	0%	
SOCIAL MEDIA PROMOTED POSTS/FILTERS	\$ 20,000	\$ 17,000	\$ (3,000)	-15%	
MOBILE APP & MAINTENANCE	\$ 10,000	\$ 10,000	\$ -	0%	
MOBILE APP UPGRADES	\$ 3,000	\$ 7,500	\$ 4,500	150%	Upgrades anticipated.
VISITOR MAGAZINE	\$ 35,000	\$ 40,000	\$ 5,000	14%	Additional quantity of magazines requested/desired.
SITE VISITS/MEDIA FAMS	\$ 25,300	\$ 25,000	\$ (300)	-1%	
MEDIA MISSION- TRAVEL	\$ 7,280	\$ 5,780	\$ (1,500)	-21%	
MEDIA WIRE PROMOTIONS	\$ 4,000	\$ 3,500	\$ (500)	-13%	
INFLUENCERS ADVERTISING	\$ 50,000	\$ 50,000	\$ -	0%	
TRADESHOWS- MARKETING	\$ 24,200	\$ 24,200	\$ -	0%	
MAP PRINTING	\$ 7,500	\$ 7,500	\$ -	0%	
COLLATERAL LEISURE PRINTING	\$ 40,000	\$ 35,000	\$ (5,000)	-13%	
COLLATERAL- CONVENTION SALES	\$ 5,000	\$ 5,000	\$ -	0%	
VIDEO PRODUCTION-LEISURE	\$ 100,000	\$ 70,000	\$ (30,000)	-30%	
PRINTING OF COMMUNITY BROCHURES	\$ 20,000	\$ 10,000	\$ (10,000)	-50%	Will create a sponsorship opportunity for some of these to better promote and use that line item.
FREELANCE WRITERS	\$ 10,000	\$ 15,000	\$ 5,000	50%	Continued benefits from utilizing category experts for content.
PHOTOGRAPHY- LEISURE	\$ 40,000	\$ 40,000	\$ -	0%	
PHOTOGRAPHY/VIDEOS- CONVENTION SALES	\$ 10,000	\$ 15,000	\$ 5,000	50%	
AUDIO TOURS/PODCASTS	\$ 2,500	\$ -	\$ (2,500)	-100%	
PROMOTIONAL CONTESTS	\$ 10,000	\$ 7,500	\$ (2,500)	-25%	
PROMOTIONAL OUTREACH EVENTS	\$ 150,000	\$ 150,000	\$ -	0%	
PROMOTIONAL ITEMS	\$ 34,000	\$ 30,000	\$ (4,000)	-12%	
JAX ALE TRAIL	\$ 25,000	\$ 25,000	\$ -	0%	
<b>SUBTOTAL MARKETING SERVICES</b>	<b>\$ 4,370,725</b>	<b>\$ 4,452,956</b>	<b>\$ 82,231</b>	<b>2%</b>	
<b>(iii) CONVENTION AND GROUP SALES</b>					
ADMINISTRATIVE ALLOCATION	\$ 239,191	\$ 248,916	\$ 9,725	4%	
PROGRAM CONTINGENCY FEE	\$ 12,416	\$ 12,895	\$ 479	4%	
SALARIES/WAGES/BENEFITS	\$ 671,910	\$ 665,367	\$ (6,543)	-1%	
PROFESSIONAL DEVELOPMENT	\$ 17,600	\$ 20,200	\$ 2,600	15%	Additional sports courses for professional development.
OTHER STAFF EXPENSES	\$ 1,000	\$ 1,000	\$ -	0%	
POSTAGE/SHIPPING/OFFICE SUPPLIES	\$ 6,213	\$ 11,138	\$ 4,925	79%	3 laptop replacements for staff needed.
CONTINGENCY	\$ 5,000	\$ 5,000	\$ -	0%	
IDSS DATABASE	\$ 30,600	\$ 35,850	\$ 5,250	17%	Adding CVENT integration component.
ECONOMIC IMPACT CALCULATOR	\$ 8,972	\$ 11,475	\$ 2,503	28%	Price set by Destinations International.
TRAVEL, MEALS & ENTERTAINMENT - LOCAL- CONVENTION SALES	\$ 10,000	\$ 12,500	\$ 2,500	25%	Bring It Home Jax focus.
INDUSTRY ASSOCIATION DUES- CONVENTION SALES	\$ 15,000	\$ 20,800	\$ 5,800	39%	Anticipated escalations.
FAM TRIPS	\$ -	\$ -	\$ -	0%	
SITE VISITS - CONVENTION SALES	\$ 55,500	\$ 70,000	\$ 14,500	26%	Concentrated focus on enhanced sites.
SALES MISSIONS & CLIENT EVENTS	\$ 44,750	\$ 37,350	\$ (7,400)	-17%	
TRAVEL/MEALS/ENTERTAINMENT - OOC- CONVENTION SALES	\$ 72,400	\$ 82,000	\$ 9,600	13%	Anticipated increases in travel/tradeshow costs.
TRADESHOW BOOTH SHIPPING/SUPPLIES	\$ 28,000	\$ 29,400	\$ 1,400	5%	
REGISTRATION FEES	\$ 81,195	\$ 86,500	\$ 5,305	7%	
CO-OP CONVENTION CENTER	\$ 5,000	\$ 5,000	\$ -	0%	
<b>SUBTOTAL CONVENTION AND GROUP SALES</b>	<b>\$ 1,304,747</b>	<b>\$ 1,355,391</b>	<b>\$ 50,644</b>	<b>4%</b>	
<b>(iv) CONVENTION GRANTS, SPONSORSHIPS &amp; PROMOTIONS</b>					
CONVENTION GRANTS	\$ 175,000	\$ 200,000	\$ 25,000	14%	CVB Grants have been more utilized than the promotional opportunities.
CONVENTION SPONSORSHIPS & PROMOTIONS	\$ 50,000	\$ 350,000	\$ 300,000	600%	For inclusion of golf sponsorship.
MARKETING SPONSORSHIPS & PROMOTIONS	\$ 65,000	\$ 50,000	\$ (15,000)	-23%	
<b>SUBTOTAL CONVENTION GRANTS, SPONSORSHIPS &amp; PROMOTIONS</b>	<b>\$ 290,000</b>	<b>\$ 600,000</b>	<b>\$ 310,000</b>	<b>107%</b>	

**TOTAL TOURISM SERVICES** **\$ 7,187,602** **\$ 7,763,603** **\$ 576,001**

4% increase without Sponsorship increase  
8% for golf.

**PROGRAM CONTINGENCY FEE (ALLOCATED ABOVE TO DEPTS: DE, MKG, CS)** **\$ 68,976** **\$ 71,636**

## Financial Report

# Duval County Tourist Development Council Financial Report - April 30, 2024

## Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
October	466,406.79	672,056.13	731,410.03	777,131.56
November	416,220.96	604,936.96	910,588.08	870,150.79
December	446,841.04	907,233.95	775,754.01	781,110.92
January	429,324.90	784,956.19	802,672.65	791,221.82
February	475,347.90	660,296.47	831,280.63	785,825.45
March	503,963.26	786,953.62	898,033.42	923,150.02
April	730,334.02	1,042,260.73	1,196,791.89	1,096,556.37
May	799,298.79	1,083,987.32	969,070.87	
June	799,025.75	910,004.15	939,202.73	
July	856,827.09	896,077.60	886,091.39	
August	877,609.93	924,781.34	942,669.76	
September	749,119.57	817,772.71	779,666.00	
<b>Totals</b>	<b>\$ 7,550,320.00</b>	<b>\$ 10,091,317.17</b>	<b>\$ 10,663,231.46</b>	<b>\$ 6,025,146.93</b>

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

12 months ending April 2024	\$ 10,541,847.68
12 months ending April 2023	10,779,153.83
Change over prior 12 months	<u>\$ (237,306.15)</u>
Percentage change	-2.20%

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

7 months ending April 2024	\$ 6,025,146.93
7 months ending April 2023	6,146,530.71
Change over prior year to date	<u>\$ (121,383.78)</u>
Percentage change	-1.97%

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

April 2024	\$ 1,096,556.37
April 2023	1,196,791.89
Change over prior year	<u>\$ (100,235.52)</u>
Percentage change	-8.38%

### Comparison of Actual Collections to Average Revenues Received

Actual Collections, April 2024	\$ 6,025,146.93
Average Revenues to Budget, April 2024	5,750,103.42
Average Revenues Difference	<u>\$ 275,043.51</u>

**Duval County Tourist Development Council  
Financial Report - April 30, 2024**

	<b>FY 2023/24</b>
<b>(1) Tourism Marketing, Sales, Experiences and Promotion</b>	
<b>(A) Destination Services</b>	\$ 1,249,694.00
Disbursements	(743,912.44)
Obligations: Visit Jacksonville Contract	(478,667.56)
Obligations: STR Report	-
<b>Budgetary Balance Available</b>	<b>\$ 27,114.00</b>
<b>(B) Marketing</b>	\$ 4,543,525.00
Disbursements	(2,726,650.72)
Obligations: Visit Jacksonville Contract	(1,711,867.28)
Obligations: Florida's First Coast of Golf	(105,007.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(C) Convention and Group Sales</b>	\$ 1,664,747.00
Disbursements	(1,153,721.08)
Obligations: Visit Jacksonville Contract	(511,025.92)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(D) Convention Grants, Sponsorships and Promotion*</b>	\$ 290,000.00
Prior Year's Balances	552,144.65
Disbursements	(63,836.35)
Commitments	(380,824.50)
<b>Budgetary Balance Available</b>	<b>\$ 397,483.80</b>
<b>(2) Planning and Research</b>	\$ 150,000.00
Carryovers	150,000.00
Disbursements	(17,500.00)
Obligations: Strategic Market Analysis and Visitor Profile	(132,500.00)
<b>Budgetary Balance Available</b>	<b>\$ 150,000.00</b>
<b>(3) Event Grants</b>	\$ 1,441,250.00
Carryovers	321,670.00
Disbursements	(641,150.00)
Obligations: 2024 AAU Primary Nationals & Club Championship Special Event Grant	(60,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 1,061,770.00</b>



**Duval County Tourist Development Council  
Financial Report - April 30, 2024**

<b>(4) Development Account*</b>	\$	250,000.00
Prior Year's Balances		1,871,075.63
Disbursements		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>2,121,075.63</u></b>
 <b>(5) Contingency Account*</b>	 \$	 250,000.00
Prior Year's Balances		2,456,060.00
Disbursements		(450,000.00)
Obligations: International Flight Marketing		(1,000,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>1,256,060.00</u></b>
 <b>(6) Promotion of the Equestrian Center*</b>	 \$	 1.00
Prior Year's Balances		24,956.05
Disbursements		(13,470.00)
Commitments		(3,500.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>7,987.05</u></b>
 <b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	 \$	 1,053,820.00
Carryovers		337,716.57
Ord. 2023-869-E Appropriation - Sports Tourism		1,500,000.00
Disbursements		(100,097.96)
Obligations: Visit Jacksonville Sports Tourism		(1,602,288.61)
Obligations: UNF Track & Field Improvements - Clerking Station & Equipment Storage		(150,000.00)
Obligations: MOCA 100th Year Anniversary		(65,330.00)
Obligations: Visit Jacksonville UK Marketing Plan		(250,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>723,820.00</u></b>
 <b>TDC Administrative Budget</b>	 \$	 301,557.00
Disbursements		(160,113.71)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>141,443.29</u></b>
 <b>Tourist Development Special Revenue Fund*</b>		
Prior Year's Balances	\$	131,267.50
Disbursements		(10,944.44)
Obligations: Visitor Channel		(87,555.56)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>32,767.50</u></b>

\*Indicates accounts that carryforward each year

## Informational Materials

2015 - 2024 MONTHLY TRENDS

Occupancy (%)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
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	74.2	82.5	79.3	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.5
2023	69.4	77.1	81.6	73.5	69.6	70.2	68.9	65.0	66.1	68.7	66.8	64.4	70.1
2024	66.3	73.4	74.9	71.1									71.4
10 yr Avg	67.3	75.1	74.1	71.7	70.5	71.3	71.6	67.1	66.1	70.5	66.8	62.6	69.5

ADR (\$)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
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	\$106	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
2023	\$110	\$119	\$137	\$123	\$123	\$116	\$115	\$109	\$112	\$119	\$111	\$112	\$117
2024	\$111	\$120	\$131	\$118									\$120
10 yr Avg	\$93	\$98	\$104	\$100	\$101	\$97	\$98	\$92	\$94	\$100	\$94	\$91	\$97

TDC Revenue/Collections

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
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
2023	\$802,673	\$831,281	\$898,016	\$1,196,808	\$969,071	\$939,203	\$886,091	\$896,240	\$776,666	\$777,132	\$870,151	\$781,111	\$10,624,442
2024	\$791,222	\$785,825	\$923,150	\$1,096,556									\$3,596,754
10yr Average	\$599,629	\$641,874	\$695,534	\$830,466	\$746,848	\$741,834	\$709,852	\$743,368	\$650,071	\$622,425	\$693,054	\$662,935	\$694,824

# GOLF TOURIST ACTIVITY



Apr-24

## 2023 FFCG TOP 10 REGION DEMAND MARKETS

1	Florida	6	Ohio
2	California	7	Texas
3	England	8	Colorado
4	Georgia	9	North Carolina
5	Virginia	10	New York

## TOP 5 DEMAND MARKETS (DIGITAL USERS)

### UNITED STATES

Florida  
Georgia  
Virginia  
North Carolina  
New York



### INTERNATIONAL

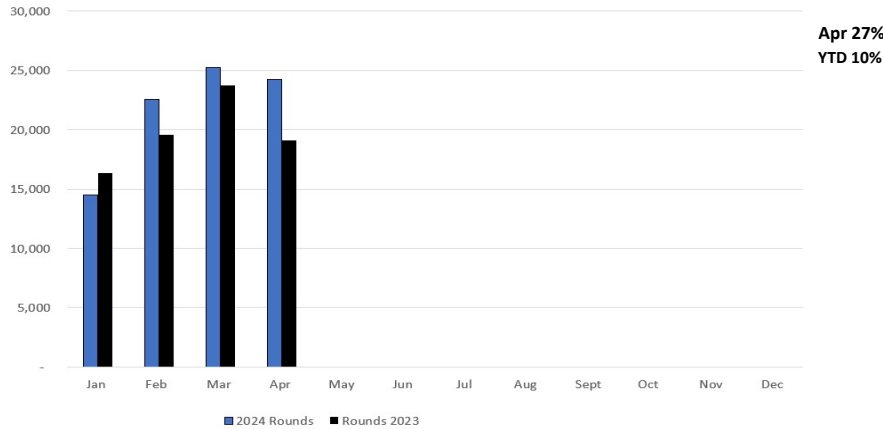
Canada  
United Kingdom  
Australia  
China  
Ireland

## DIGITAL TRAFFIC

	2024	2023	CHANGE
MONTHLY	11,845	15,481	-23%
YEAR TO DATE	49,162	124,649	-61%



## DUVAL TOURIST ROUNDS TREND



## PRECIPITATION

2024	2023	CHANGE
2.02	2.69	-0.67



## AVERAGE TEMP

2024	2023	CHANGE
69	70	-1



## FY24 EARNED MEDIA

VALUE	\$991,803
IMPRESSIONS	25,433,400



ADDITIONAL METRICS AVAILABLE ON REQUEST



**Visitor Information Television Channel I Project Status  
June 6, 2024**

- Wander Media Company and Visit Jacksonville teams conducted initial strategy meeting on April 18, 2024.
- Transition of existing in-room visitor information television channels throughout area hotel and resort properties is in progress, with actionable items as follows:
  - Completion of channel identification and branding elements
  - Assessment of content library and development of content migration and storage processes
  - Written communication for hotel and resort properties regarding rebrand of existing channel
  - Strategy development for new partner onboarding, including channel carriage, advertisers, and collective participants
- Development of companion digital channel that will live stream on Roku, Apple TV, YouTube TV, and Fire TV is in progress, with actionable items as follows:
  - Acquisition of channel licensing and equipment
- Follow-up meetings will be conducted in the coming weeks to identify launch dates and accompanying marketing strategy



 **SPARTAN**  
**JACKSONVILLE**  
**2024 POST EVENT RECAP**



# COURSE MAP

**SPARTAN — 2024**  
**UNITED STATES NATIONAL SERIES**

**JACKSONVILLE 02/24/24 - 02/25/24**  
 DIAMOND D RANCH

HOSTED BY: *visit Jacksonville*  
*and the Beaches*

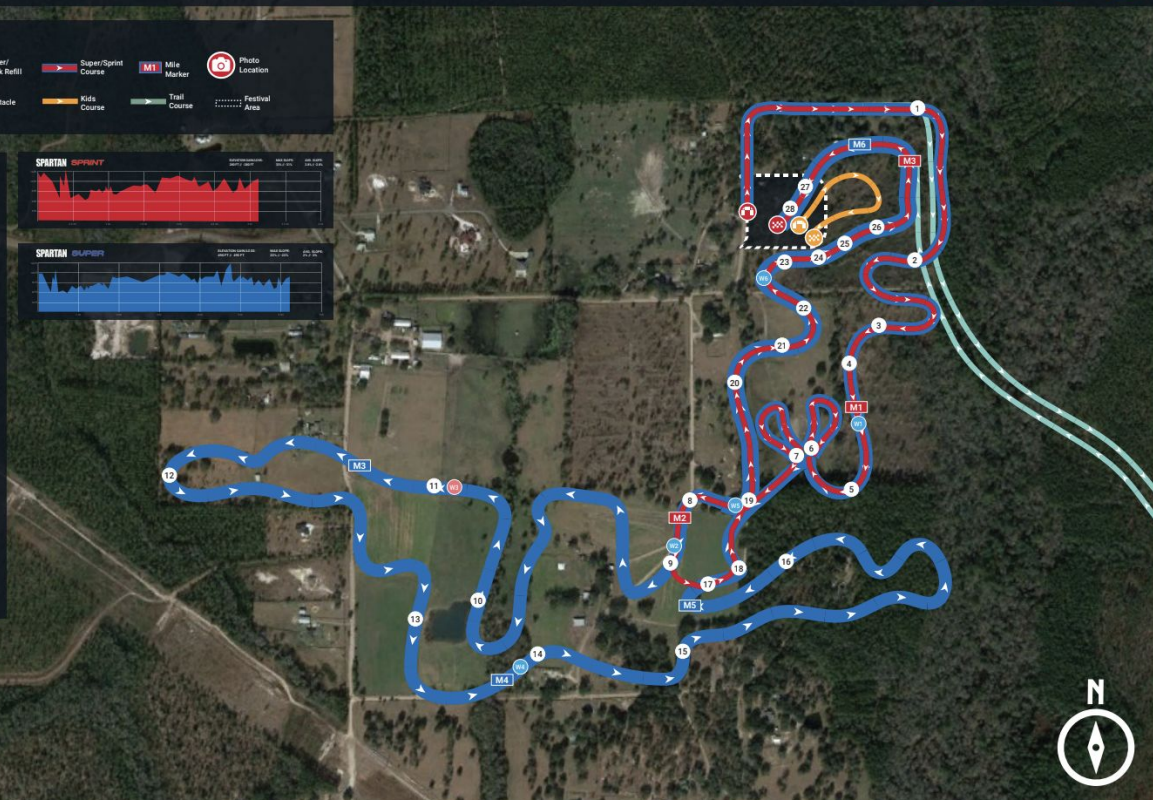


## KEY



## OBSTACLE GUIDE

- 1 OVER WALLS (4" WALLS) ● ● ● ●
- 2 OVER UNDERS ● ● ● ●
- 3 INVERTED WALL ● ● ● ●
- 4 6" WALL ● ● ● ●
- 5 HURDLES ● ● ● ●
- 6 SANDBAG CARRY ● ● ● ●
- 7 BUCKET CARRY ● ● ● ●
- 8 MONKEY BARS ● ● ● ●
- 9 SEZZLE SPEAR THROW ● ● ● ●
- 10 7" WALL ● ● ● ●
- 11 TWISTER ● ● ● ●
- 12 BEATER ● ● ● ●
- 13 THE BOX ● ● ● ●
- 14 STAIRWAY TO SPARTA ● ● ● ●
- 15 OLYMPUS ● ● ● ●
- 16 BENDER ● ● ● ●
- 17 ROPE CLIMB ● ● ● ●
- 18 2 WALLS ● ● ● ●
- 19 CRAFT A-FRAME CARGO ● ● ● ●
- 20 HERCULES HOIST ● ● ● ●
- 21 ATLAS CARRY ● ● ● ●
- 22 VERTICAL CARGO ● ● ● ●
- 23 DUNK WALL ● ● ● ●
- 24 ROLLING MUD ● ● ● ●
- 25 SLIP WALL ● ● ● ●
- 26 TITAN FITNESS MULTI-RIG ● ● ● ●
- 27 BARBED WIRE CRAWL ● ● ● ●
- 28 FIRE JUMP ● ● ● ●



Due to the nature of our events this map is subject to change. Detailed maps can be found on the event webpage or onsite at the information tent where applicable.  
 \*Please note obstacles are separated into two categories, Mandatory Obstacles and Pass/Fail Obstacles. Pass/Fail Obstacles consist of single attempt and multiple attempt obstacles. The penalty for Dns and Age Group racers (red headbands) in ALL pass/fail obstacles is a penalty loop. The penalty for Open heat racers (black headbands) will be EITHER a penalty loop OR 30 laps; course signage will indicate which penalty to expect. The Rules of Competition can be found on the Spartan website.

# COURSE MAP



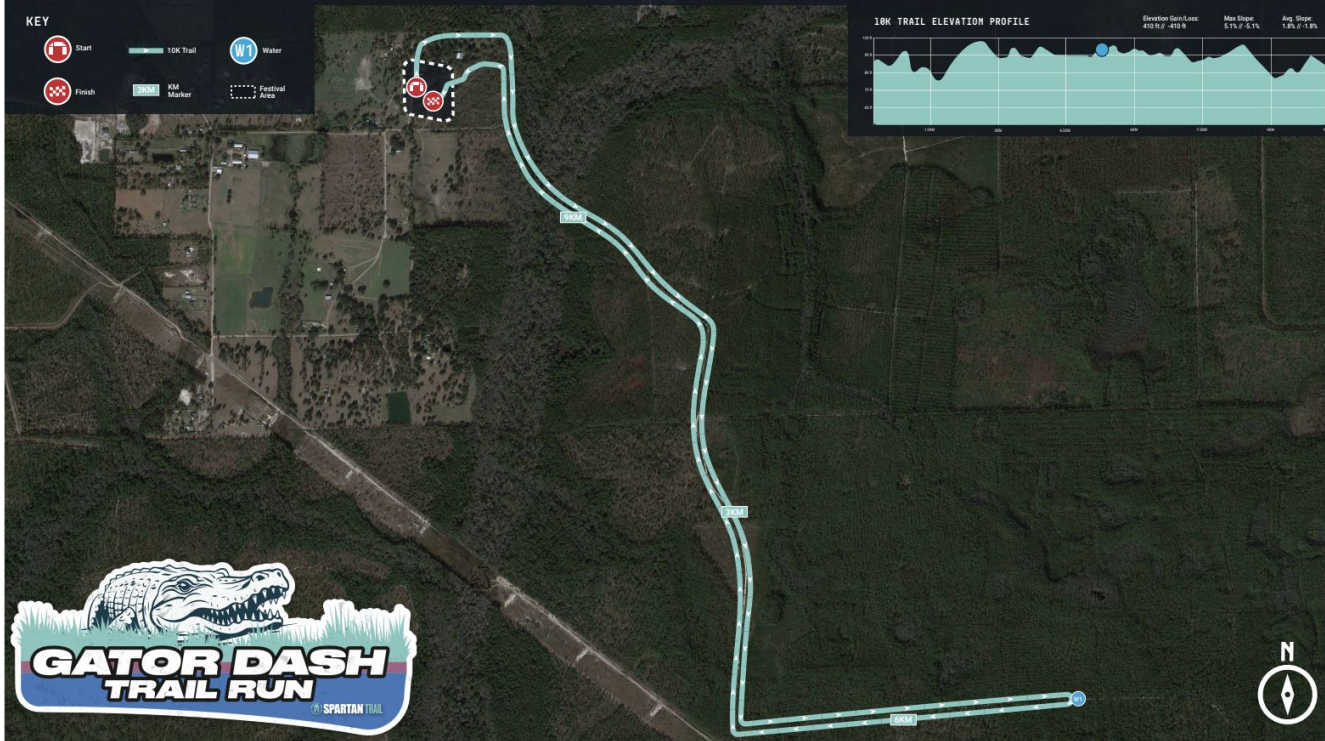
GATOR DASH 10k 2/25/24  
DIAMOND D RANCH

Hosted By: *Visit Jacksonville and the Beaches*



### KEY

- Start
- 10K Trail
- Water
- Finish
- KM Marker
- Festival Area



### 10K TRAIL ELEVATION PROFILE

Elevation Gain/Loss: 410 ft / -410 ft  
Max Slope: 5.1% / -5.1%  
Avg. Slope: 1.8% / -1.8%



Due to the nature of our events this map is subject to change.



# REGISTRATION

## SPARTAN RACE ATTRACTED

Registered Adult Racers 8,709

Registered Kid Racers 899

Registered Spectators 1,220

Registered Volunteers 402



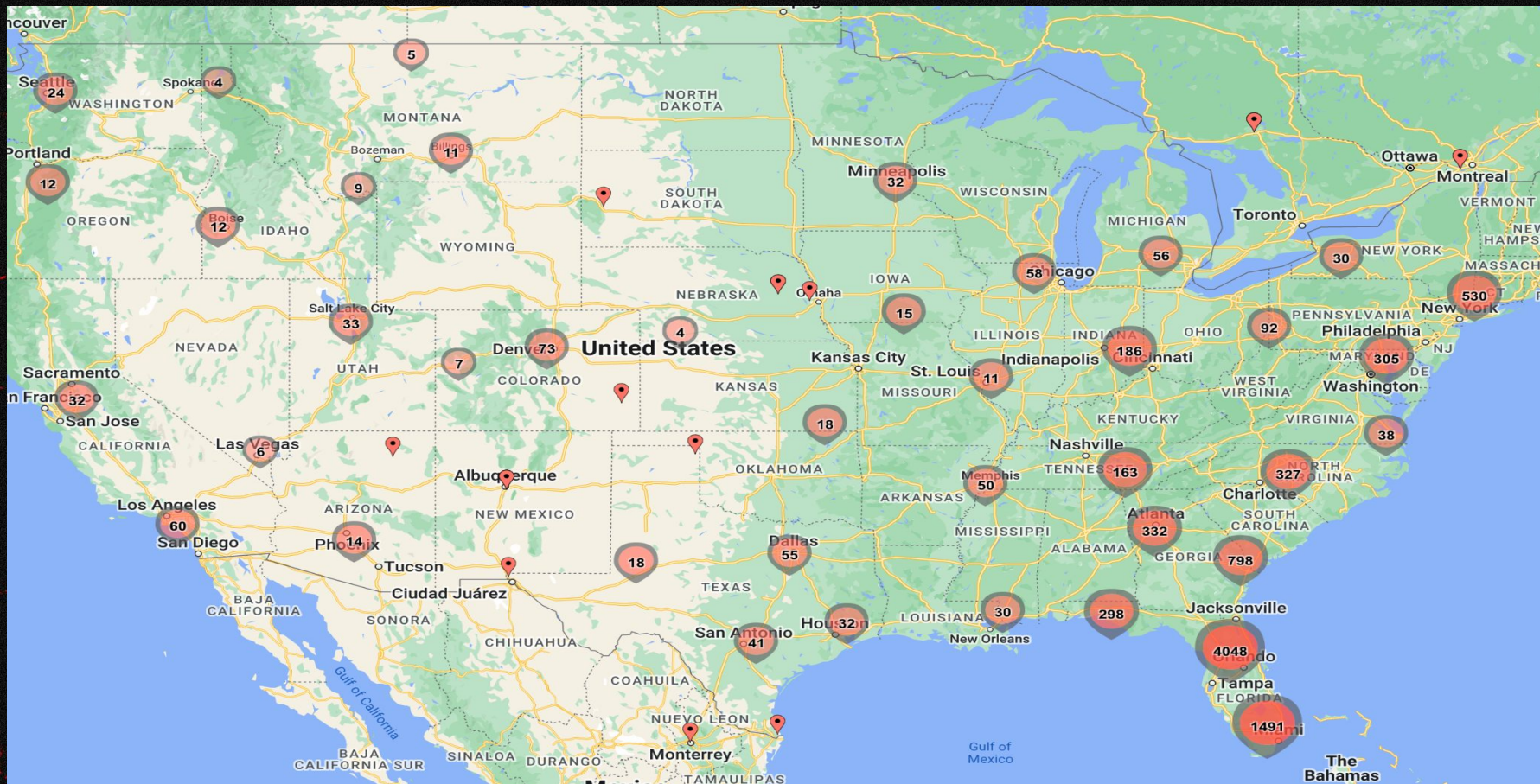
# REGISTRATION ZIP CODE MAP

Interactive Map: <https://www.batchgeo.com/map/526d5efd6c13462491c852a8a72d4cce>

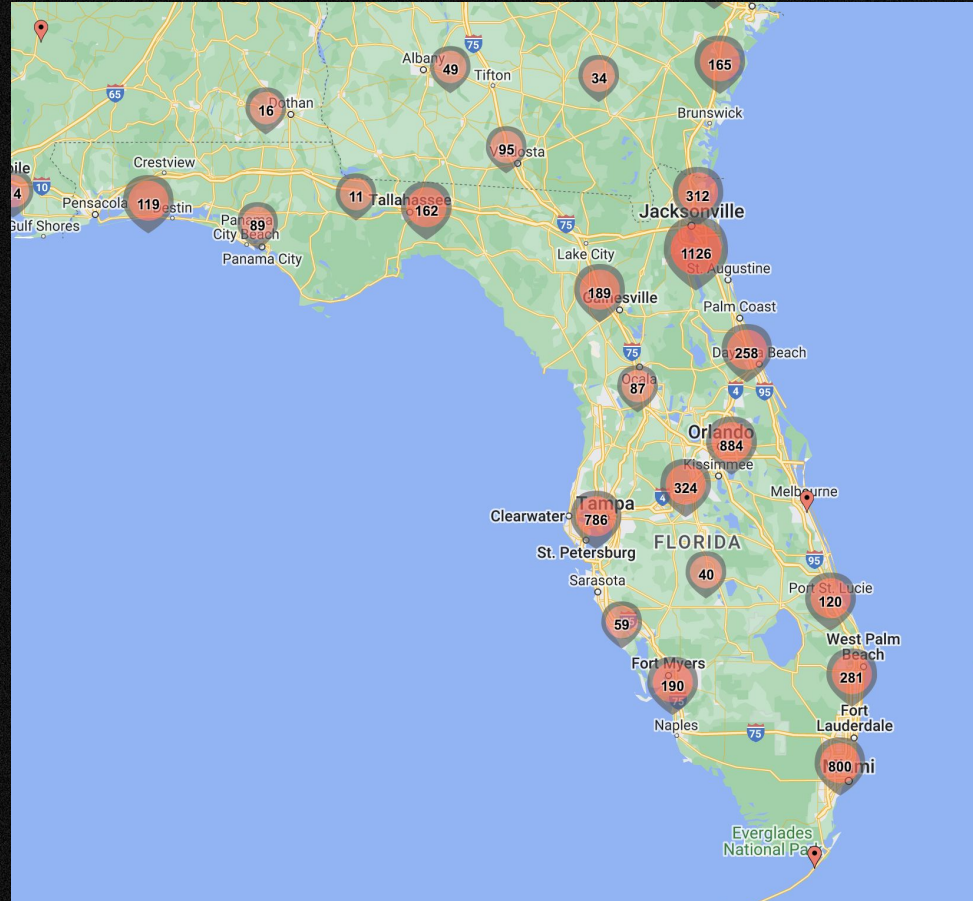
Password: Spartan



# REGISTRATION ZIP CODE MAP



# REGISTRATION ZIP CODE MAP



# MARKETING SUMMARY

## PRE-RACE MARKETING

Event Page Views: 64,396

Digital Paid Impressions: 10,286,146

Organic Impressions: 158,524

Engagements: 3,454

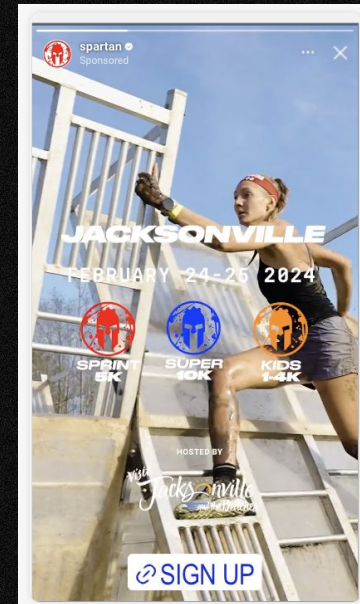
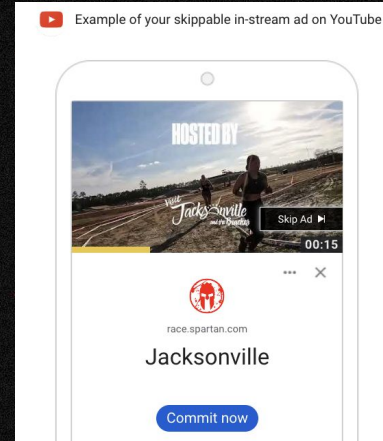
Total 10,512,520

## EVENT WEEKEND REACH

Social Impressions: 74,114

Engagement: 3,216

Total: 77,330



# EVENT MARKETING MEDIA

Spartan Sponsored ·

Adventure's calling. Will you answer?

**SPARTAN JACKSONVILLE**  
FEBRUARY 24-25

HOSTED BY

**JAN** SOCIAL

**FEB** ARIZONA JACKSONVILLE BOONER STADIUM

**MAR** HOUSTON LAS VEGAS ATLANTA SAN JOSE

**APR** CHARLOTTE SAN DIEGO PALM BEACHES NEW JERSEY

**2024 S**

**Jacksonville Spartan Event...** [Sign up](#)

**SPARTAN JACKSONVILLE**  
FEB 24-25, 2024

[COMMIT NOW](#)

HOSTED BY

**SPARTAN JACKSONVILLE**  
FEBRUARY 24-25, 2024

HOSTED BY

[COMMIT NOW](#)

**JACKSONVILLE** **SPARTAN**

FEB 24-25, 2024

HOSTED BY

[COMMIT NOW](#)

## Jacksonville Super and Sprint Hosted by Visit Jacksonville



## # 1 Social Post on Jacksonville Spartan Event



Spartan ✓

February 6 at 9:09 AM · 🌐

Attention Spartans!

Jacksonville, a vacation you are shore to love.

These aren't your grandparents' beaches! Bring your flip-flops and pack that sunscreen because Jacksonville has 22 miles of wide, uncrowded, white-sandy beaches. After you finish the Spartan Race, spend a day unwinding by the ocean and enjoy the nearby shops, restaurants, attractions, and nightlife. #OnlyInJax

#theflipsideofflorida Plan your trip now! 📌

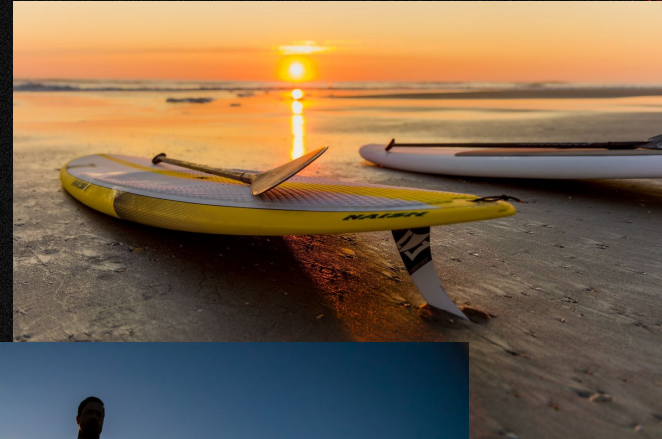
<https://www.visitjacksonville.com/.../spartan-race-weekend/>

Visit Jacksonville

[Twitter.com/Visit\\_Jax](https://twitter.com/Visit_Jax)

[Instagram.com/visit\\_jax](https://www.instagram.com/visit_jax)

[tiktok.com/visit\\_jax](https://www.tiktok.com/visit_jax)





## # 2 Social Post on Jacksonville Spartan Event



**Spartan** ✓

February 7 at 11:08 PM · 🌐

Attention Spartans!

BRB — Headed to the Flip Side.

From sunny shores to wild parks, come and discover all that Jacksonville has to offer. Let us take you through the city step by step for the best trip ever on the Flip Side of Florida. [#OnlyInJax](#)

[#theflipsideofflorida](#) Plan your trip now! 👉

<https://www.visitjacksonville.com/.../spartan-race-weekend/>

Visit Jacksonville

[Twitter.com/Visit\\_Jax](https://twitter.com/Visit_Jax)

[Instagram.com/visit\\_jax](https://www.instagram.com/visit_jax)

[Tiktok.com/visit\\_jax](https://www.tiktok.com/visit_jax)



## # 3 Social Post on Jacksonville Spartan Event



**Spartan** ✓

February 14 at 5:25 PM · 🌐



Attention Spartans!

Vacation Mode: ON.

Rest assured, you're sure to find a hotel or overnight accommodation that is right for you on the Flip Side of Florida. Whether you seek luxury Downtown hotels like the Hyatt Regency or an oceanfront oasis like One Ocean, Jacksonville has lodging options to best suit you. [#onlyinjax](#) [#theflipsideofflorida](#)

Book now! 🖱️

<https://www.visitjacksonville.com/.../spartan-race-weekend/>

Visit Jacksonville

[Twitter.com/Visit\\_Jax](https://twitter.com/Visit_Jax)

[Instagram.com/visit\\_jax](https://www.instagram.com/visit_jax)

[tiktok.com/visit\\_jax](https://www.tiktok.com/visit_jax)



## # 4 Social Post on Jacksonville Spartan Event



**Spartan** ✓

February 16 at 4:00 PM · 🌐



Attention Spartans!

Paradise found on the Flip Side of Florida, where relaxation meets exploration.

Explore Jacksonville's wild side when you are in town for Spartan. Experience top attractions like the Jacksonville Zoo, The Cummer Museum of Art and Gardens, Catty Shack Ranch Wildlife Sanctuary, and more before and after the race. #onlyinjax #theflipsideofflorida

Check it out! 👉

<https://www.visitjacksonville.com/.../spartan-race-weekend/>

Visit Jacksonville

[Twitter.com/Visit\\_Jax](https://twitter.com/Visit_Jax)

[Instagram.com/visit\\_jax](https://www.instagram.com/visit_jax)

[Tiktok.com/visit\\_jax](https://www.tiktok.com/visit_jax)



## # 5 Social Post on Jacksonville Spartan Event



Spartan ✓

February 19 at 9:37 AM · 🌐

Attention Spartans!

Jacksonville Serves Spring Sunny Side Up.

Get those taste buds ready for a delicious new experience that can only be found on the Flip Side of Florida. While you're in town for Spartan, treat yourself to locally caught Mayport shrimp, 25+ unique craft breweries on the Jax Ale Trail and more on Jacksonville's food scene. [#onlyinjax](#) [#theflipsideofflorida](#)

Check it out! 📌

<https://www.visitjacksonville.com/.../spartan-race-weekend/>

Visit Jacksonville

[Twitter.com/Visit\\_Jax](https://twitter.com/Visit_Jax)

[Instagram.com/visit\\_jax](https://www.instagram.com/visit_jax)

[tiktok.com/visit\\_jax](https://www.tiktok.com/visit_jax)



# # 1 PRE RACE EMAIL



**JACKSONVILLE**  
**SPARTAN WEEKEND**  
**HOSTED BY VISIT JACKSONVILLE**

FEB 24 - FEB 25, 2024



## MESSAGES FROM OUR SPONSORS



### Visit Jacksonville

Welcome to the Flip Side of Florida. We're talkin' a different style of sunshine state of mind. Plan your weekend getaway to Jacksonville today for February's race!

[www.visitjacksonville.com](http://www.visitjacksonville.com)

# # 2 PRE RACE EMAIL



**JACKSONVILLE**  
**SPARTAN WEEKEND**  
**HOSTED BY VISIT JACKSONVILLE**

FEB 24 - FEB 25, 2024



## MESSAGES FROM OUR SPONSORS



### Visit Jacksonville

You're headed to the Flip Side of Florida – Jacksonville. Have you planned your weekend yet? Check out everything we have going on while you're in town.

[www.visitjacksonville.com](http://www.visitjacksonville.com)

# # 1 PRE RACE EMAIL



**GATOR DASH  
TRAIL RUN  
HOSTED BY VISIT JACKSONVILLE**

FEB 25, 2024

## MESSAGES FROM OUR SPONSORS



### Visit Jacksonville

Welcome to the Flip Side of Florida. We're talkin' a different style of sunshine state of mind. Plan your weekend getaway to Jacksonville today for February's race!

[www.visitjacksonville.com](http://www.visitjacksonville.com)

# # 2 PRE RACE EMAIL



**GATOR DASH  
TRAIL RUN  
HOSTED BY VISIT JACKSONVILLE**

FEB 25, 2024

## MESSAGES FROM OUR SPONSORS



### Visit Jacksonville

You're headed to the Flip Side of Florida – Jacksonville. Have you planned your weekend yet? Check out everything we have going on while you're in town.

[www.visitjacksonville.com](http://www.visitjacksonville.com)





## HOW WAS RACE DAY?

Click the image that represents how you felt.  
You'll be taken to a survey about your race day experience.



### DIDN'T ATTEND?..

Here's how you can **transfer your ticket to another race.**

## EXCLUSIVE DEALS FROM OUR SPONSORS



### Visit Jacksonville

Thank you for coming to Jax! You had a glimpse at the Flip Side of Florida, when are you coming back to take the time to explore? **Plan your weekend getaway today.**



# RACE DAY PROGRAM

SPARTAN RACE / 2024



## SPARTAN RACE DAY PROGRAM

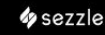
### JACKSONVILLE

DIAMOND D RANCH, FEBRUARY 24-25, 2024

SPARTAN — 2024  
UNITED STATES NATIONAL SERIES

HOSTED BY:

Visit  
*Jacksonville*  
and the Beaches



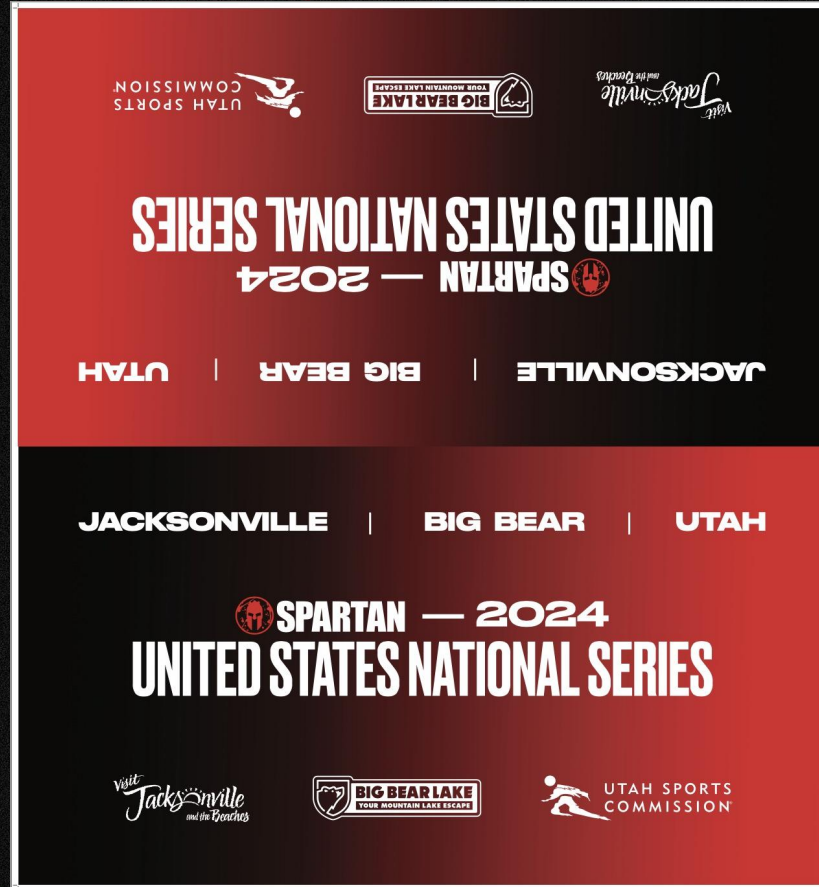
# WARM WEATHER, WARMER WELCOME.

If you had to sum up Jacksonville in a nutshell, we'd say it's a lot like a boiled peanut: an unexpected delight, a reason to pause instead of passing through — and a place best savored when shared. Here, we really flip the idea of what Florida is. Trade long lines for shore lines and fishing lines. Less early bird special and more sunrise surfing. Ditch boredom — and find more skateboards and boardwalks. From beach towns to laid-back neighborhoods, booming shopping centers to bustling historic squares, we're a slice of Florida that locals love, where the sun's always shining and the hospitality is always warm.

Welcome to the Flip Side of Florida.  
Say hello and learn more at  
[visitjacksonville.com](http://visitjacksonville.com).

**Jacksonville**  
THE FLIP SIDE  
OF FLORIDA

Visit  
*Jacksonville*  
and the Beaches



# STEP AND REPEAT



# ONSITE BRANDING



# ONSITE BRANDING





# ONSITE BRANDING





# ONSITE BRANDING





# ONSITE BRANDING



# ONSITE BRANDING



# POST EVENT SURVEY

How many people were with you in your immediate travel party (including yourself)?

ANSWER CHOICES	RESPONSES	
1 (by myself)	26.06%	284
2	30.83%	336
3	12.11%	132
4	11.01%	120
5	5.50%	60
6 or more	14.50%	158
TOTAL		1,090

# POST EVENT SURVEY

How many nights in total did you stay in the area on your trip?

ANSWER CHOICES	RESPONSES	
None	66.24%	726
1	10.04%	110
2	14.05%	154
3	5.20%	57
4	2.01%	22
5	0.82%	9
6 or more	1.64%	18
TOTAL		1,096

# POST EVENT SURVEY

Please describe your accommodations for this event.

ANSWER CHOICES	RESPONSES	
Did not stay overnight	56.80%	672
Hotel / motel	18.60%	220
Condo	0.34%	4
Bed & Breakfast	0.17%	2
Vacation home rental (Air B&B, VRBO, Homeaway, etc.)	4.40%	52
In a second home / vacation unit	0.17%	2
With friends / family who live in the area	7.95%	94
Tent / RV / camping	1.01%	12
Other (please specify)	10.57%	125
TOTAL		1,183

THANK YOU



SPARTAN