



October 17, 2024
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, October 17, 2024, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair) – *Excused Absence*, City Council Vice President Kevin Carrico (Vice Chair), City Council Member Ron Salem – *Excused Absence*, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Shawn LeNoble, Michael Jenkins – *Excused Absence*

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

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| I. Welcome and Call to Order | Vice Chair Carrico |
| II. Public Comments Including Action Items | Vice Chair Carrico |
| III. Approval of Minutes* <ul style="list-style-type: none">August 15, 2024 – TDC Regular Board Meeting | Vice Chair Carrico |
| IV. TDC Grants <ul style="list-style-type: none">2025 JJVA Tropical Ice Challenge Volleyball Tournament*2025 Donna Marathon Weekend*2025 Jacksonville College Baseball Classic*2025 Michelob ULTRA PBR Jacksonville*2025 AAU College Hockey National Championships*2025 AAU T&F Primary National & Club Championships* | Vice Chair Carrico/Carol Brock
Lisa Davis
Amanda Napolitano
Cutter Sippel
Dianne Hallam/Richie Cahill
Jon LaRochester
Jeanne Goldschmidt |
| V. MOCA 100th Anniversary Update | Caitlin Doherty |
| VI. Sports Tourism Contract Amendment* | Carol Brock |
| VII. Visit Jacksonville Update | Josh Harrison |
| VIII. Strategic Market Analysis Update | Carol Brock |
| IX. Financial Report | Phillip Peterson |
| X. Closing Comments and Adjournment | Vice Chair Carrico |

*** 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, December 5, 2024, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, August 15, 2024, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair – Pending Resolution), City Council Vice President Kevin Carrico (Vice Chair – Pending Resolution), City Council Member Ron Salem (Pending Resolution), Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh (*arrived 10:16 a.m.*), two vacancies

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

I. Welcome and Call to Order

Vice Chair White

The meeting was called to order by Vice Chairman White at 10:01 a.m. and the attendees introduced themselves for the record. Vice Chair White asked Ms. Brock to update the members on the TDC board positions. Ms. Brock explained to the board that Council President White is serving as Acting Chair due to pending legislation appointing him as Chair. Additionally, legislation is pending for Council Vice President Carrico to be the TDC Vice Chair, and Council Member Salem to be a TDC Member, replacing Council Member Terrance Freeman. Ms. Brock also explained that the board has two vacancies because of recent changes in employment for Michael Hitt and Angela Phillips. TDC staff is working with Council President White to identify candidates for these positions. These appointments must go through City Council for final approval.

II. Public Comments Including Action Items

Vice Chair White

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

Vice Chair White

The minutes of the June 6, 2024 Regular TDC meeting were **approved unanimously as distributed**.

IV. Visitor Information Television Channel Status Report

Kate Strickland, Wander Media

The Vice Chair shared with the board that Wander Media was approved for a TDC grant for \$98,500 at the December 2023 TDC Meeting to produce a Visitor information Television Channel and invited Kate Strickland, CEO of Wander Media, to the podium to provide an update.

Ms. Strickland discussed that the name for this channel will be rebranded to *Discover Jacksonville: The Flip Side of Florida* in line with Visit Jacksonville's campaign. The actual build out of the channel was detailed in two sections. The first is the transition in hotels and resorts of the current channel's rebranding into the new redesign. The second section of channel development was the acquisition of channel licensing and equipment to live stream on platforms like Roku, Apple TV, YouTube TV, and Fire TV. Additionally, Wander Media has worked to consolidate their content with Visit Jacksonville's content to have a great selection of media for the channel, both live stream and on demand. The channel is set to go live by the end of September 2024. Ms. Strickland expressed excitement for measuring the channel's effectiveness as data is collected and the channel becomes more readily available.

Mr. Kuverji asked if any beta testing is needed in various hotels to which Ms. Strickland said that it certainly couldn't hurt.

V. 2023 UNF Track and Stadium Infrastructure Upgrade Update

Nick Morrow, UNF

Vice Chair White reminded the board that the University of North Florida was approved for four infrastructure grants for their track and field at the October 2022 TDC Meeting and asked that Nick Morrow, Athletic Director of UNF, and Ms. Brock provide an update on this project.

Ms. Brock detailed that three out of the four grant developments have been completed, with the last one being \$150,000 for the Clerking Station and Equipment Storage. In October 2023, UNF was granted a one-year extension for this project that expires September 30, 2024. Ms. Brock explained that UNF will no longer be using this grant and the contract will be terminated with the funds being unencumbered.

Mr. Morrow continued with an update on other UNF projects. He shared that the 2024 track and field season was a success, they hosted 10 events covering 23 days with a total number of participants and spectators nearing 45,000. This level of performance could only be achieved through the partnership with the Tourist Development

Council and Mr. Morrow was grateful for the board's investment. The clerking station and equipment storage plan evolved and grew into something bigger than was originally planned and that is why UNF chose to terminate that contract. UNF is wanting to completely redo Hodges Stadium and plans to come before the TDC at a later date to show conceptual designs and discuss ways the TDC could partner with UNF. Over the past 13 years of hosting just track and field events at this facility, an upwards of 185,000 hotel room nights and \$150 million has been generated for the City of Jacksonville. UNF is determined to expand the services they can offer the city and continue to grow sports tourism in the North Florida region.

VI. International Nonstop Flight Funding Request

Carol Brock

The Vice Chair noted that at the at the March 2023 TDC Meeting, the board approved to set aside \$1,000,000 from the TDC Contingency Account for the purposes of future obligations for marketing a nonstop JAX/UK flight. Ms. Brock informed the board that there has been some movement on that project. She shared that the feasibility study that was presented to the TDC last year indicated the timing to pursue an international flight is right. The Jacksonville Aviation Authority has been working diligently to secure an international nonstop flight and it requires partners coming together including the JAA, City of Jacksonville, the TDC, and Visit Jacksonville to provide the marketing component. Ms. Brock invited Michael Corrigan, CEO of Visit Jacksonville, as well as Kevin Schorr with Campbell-Hill Aviation Group to provide more details. She mentioned that Mr. VanLoh will need to abstain from voting if the board decides to take action due to his position at JAA and asked that any questions be directed to Mr. Corrigan and Mr. Schorr or others as appropriate.

Mr. Corrigan shared that due to the competitive nature of the airline industry, details on specific locations of where this nonstop flight to Europe would be could not be shared yet in a public forum. However, there is an opportunity for Jacksonville to continue to bring additional international flights to the region.

Mr. Schorr shared that Jacksonville is in a unique situation in that several European airlines could potentially be attracted in establishing a nonstop service to Jacksonville. Typically, European airlines only select a couple of routes per year to start nonstop service and Jacksonville is now at the point where it has become one of the largest markets in the United States without a nonstop flight to Europe. There is a lot of risk for an airline to begin a nonstop service to Europe so they look to the community to help mitigate the cost. Mr. Schorr explained that one of the ways it does that is through the community spending dollars to market the new service, since the airport is not allowed to market particular flight services per federal regulation, similar to what was done for the nonstop JAX/UK TDC decision back in 2023.

Mr. Corrigan emphasized this endeavor has generated a lot of support and that this opportunity is an addition to the London nonstop flight, not a deviation.

Mr. Kuverji asked how long it would take to see a plane land in Jacksonville from Europe, which Mr. Schorr indicated that based on the conversation being had, its targeted for October 2025. Furthermore, Mr. Kuverji asked if the Jacksonville International Airport already had U.S. customs in place for international flights, Mr. VanLoh answered in the affirmative. Mr. Thompson said that it is difficult to support this without knowing where in Europe this service would be. Mr. Schorr detailed that some of the largest cities in Europe with already a lot of demand for both international travel as well as connecting to other European cities are being discussed. While the location has to be discreet, Mr. Schorr answered Mr. Kuverji's question that they are looking in the western part of Europe at markets that serve anywhere from 15-25 destinations. Mr. Chan asked about the JAX/UK nonstop flight and questioned if this new European nonstop flight funding request was going to be pulling money that was set aside for the UK service or starting fresh. Ms. Brock shared that again this action item is just to set the funding aside and laid out several different funding options. Mr. Peterson detailed these options, similar to what was done with the London flight. The options outlined were (1) taking \$500,000 out from the \$1,000,000 UK flight funding for this additional European nonstop service request with the remaining \$500,000 set aside for this UK service to be addressed again at a later time; and (2) allocating an additional \$500,000 so there is a total of \$1,500,000 between the two international flight projects. Mr. Corrigan advised against reducing the London effort funding by \$500,000 as the optics of that would look like momentum for that project is waning, which is not the case. Mr. Thompson concurred, the TDC is 100% behind the London flight while also now supporting a new international nonstop flight elsewhere in Europe.

Motion (Thompson / 2nd Chan): Allow the TDC to set aside \$500,000 from the TDC Contingency Account for the purposes of future obligations for marketing a nonstop JAX/European flight.

Aye: Kuverji, Thompson, White, Chan (4)

Nay: (0)

Abstain: VanLoh (1)

Motion Carries

VII. "Tourist" Definition Revision to Grant Guidelines

Carol Brock/Jim McCain

The Vice Chair asked Ms. Brock to explain the “tourist” definition revision to the grant guidelines agenda item. Ms. Brock briefed the board that this is a necessary action before the board considers the Super Girl Surf Pro grant request. At the August 2023 TDC Meeting, the board approved to define tourist as anyone outside the Northeast Florida 5-county region (Duval, Clay, Nassau, St. Johns, and Baker Counties). In looking deeper at the definition of “tourist,” the Florida Statute Section 125.0104(1)(b)(2) defines “tourist” as “a person who participates in trade or recreational activities outside the county of his or her permanent residence or who rents or leases transient accommodations”. The language in 125.0104, F. S., provides a specific definition of “tourist” and provides no basis for modifying that definition by expanding or restricting the meaning of the word. Therefore, Ms. Brock explained that the grant guidelines need to be modified to be reflective of the definition provide by the Florida Statutes. Existing contracts will be modified as well to accommodate the correct definition.

Motion (Chan / 2nd Thompson): Approve the revised TDC Grant Guidelines to define a tourist in accordance with Florida Statute 125.0104 (2)(b)(2), which describes a tourist as “a person who participates in trade or recreation activities outside the county of his or her permanent residence...”. – **approved unanimously.**

VIII. Super Girl Surf Pro Funding Request

Rick Bratman, ASA Entertainment

Ms. Brock introduced Rick Bratman with ASA Entertainment and gave an overview of the grant funding request. The Super Girl Surf Pro event was approved for a multiyear special event and marketing grant back in 2021 and the contract ends in November 2024. Mr. Bratman is asking for another a four year extension as a major investment grant under the new grant guidelines which will provide \$240,000 of funding per year until 2028.

Mr. Bratman shared that Super Girl Surf Pro Series is the only largescale all-girls action sports competition and lifestyle series in the world. Developed as a celebration of female empowerment, the event has grown into a series of activities providing social, athletic, cultural, and entertainment opportunities for young women. All events are free to attend. Last year almost 600 women competed, performed, or provided content at Super Girl with this number expected to grow in coming years. There are two events held annually, one on the west coast and one on the east coast, making this the highest level women’s surf contests in the US, and the largest female surfing event in the world. Jacksonville has been the east coast host for the past four years with the event spanning from the pier to the SeaWalk Pavilion to Latham Plaza to many blocks along the shore. Super Girl received more than 300 hours of television coverage and 20 hours of live streaming with partnership such as iHeart, FOX Sports, and USA Today Network, and had 150 million social media impressions. The event supports non-profits focused on breast cancer awareness, ocean conservation, and bullying prevention. It is intended to be a family friendly event that supports a wide range of sporting activities, including U.S. Gold Medal Olympian Caroline Marks as a mentor for surfing.

Mr. Thompson gave support of the request sharing that this is an awesome event and fantastic for the community.

Motion (Thompson / 2nd VanLoh): Approve ASA Entertainment to receive a Major Investment Grant for \$240,000 from the Duval County Tourist Development Council beginning with FY 25-26 Event Grants account and future years for the 2025 – 2028 Super Girl Surf Pro Festivals. – **approved unanimously.**

Mr. Kuverji asked that Mr. Bratman to reach out to Kate Strickland of WANDER Media to collaborate efforts of the Super Girl Surf Pro event with the new visitor channel, *Discover Jacksonville: The Flip Side of Florida*. Mr. Bratman agreed that he would make the connection with Ms. Strickland.

IX. Strategic Market Analysis Update

Erin Dinkel, Downs & St. Germain

The Vice Chair informed the board that Downs & St. Germain has been working on a strategic market analysis the past several months and ask Erin Dinkel, Director of Research, to provide an update to the board.

Ms. Dinkel communicated to the board that her team conducted SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) through individual interviews with each member of the Tourism Development Council (TDC) and the team at Visit Jacksonville. The insights gathered from these interviews were analyzed and synthesized to produce the following results, providing a comprehensive view of Jacksonville's tourism landscape.

Strengths: Geographical Advantage - unique potential of waterfront development and diverse recreational activities with Jacksonville’s combination of the beach and riverfront; Diverse Attractions - variety of offerings, including sports events, concerts, and natural attractions, cater to different interests and can enhance tourist engagement and extend stays; Organizational Structure - Visit Jacksonville excels in sales and community engagement through programs that strengthen local support for tourism; and Unique Branding - The “Flip Side of Florida” campaign differentiates Jacksonville from other markets.

Weaknesses: Convention Center and Accommodations - location of convention center along with a lack of full-service hotels limit Jacksonville's ability to host large events and compete with cities like Orlando; Transportation – Jacksonville is a large geographic area and lack of transportation options detract from the visitor experience; and

Nightlife and Attractions - a lack of nightlife and daily attractions limits options for tourists between events, discouraging longer stays.

Opportunities: Riverfront and Urban Revitalization - development along the riverfront can transform Jacksonville into a vibrant destination; Sports and Recreation Expansion - Expanding existing sports facilities and promoting Jacksonville as a hub for both professional and amateur sports can attract regular sports tourism influxes; Enhanced Local Engagement - educating residents about tourism benefits can transform them into advocates, enhancing the visitor experience and attracting future residents, boosting economic vitality; and Airport Expansion – bringing more nonstop/direct flights through the Jacksonville International Airport will improve visitor accessibility.

Threats: Operational Risks - The future of an updated Stadium is exciting and promising, but there is a threat in the meantime. Infrastructure disruptions could significantly impact tourism; and Inventory Diversity - Lack of control over certain infrastructural aspects, such as the limited number of full-service hotels. These factors significantly hinder their ability to attract and manage large group events compared to destinations like Orlando.

Ms. Dinkel detailed that the weaknesses are largely related to areas where Visit Jacksonville does not have direct control and cannot immediately change. She concluded that it is recommended that following this strategic analysis a development of a full strategic plan should take place. A plan like this could influence essential developments like more residential spaces and full-service hotels to create a more inviting destination. Additionally, Jacksonville could leverage the expansion of the airport by gathering data on visitor origins to advocate for more direct flights.

Mr. Kuverji asked how the city can determine what type of hotels should be constructed in Jacksonville, referencing that there aren't many full-service hotels with an influx of mid-level service accommodations. Mr. Corrigan answered that he is active in the conversation with developers and other industry stakeholders to ensure Jacksonville is building the right hotel properties for the best economic development.

X. **Visit Jacksonville**

Michael Corrigan

The Vice Chair introduced Michael Corrigan to provide the Visit Jacksonville update.

FY 23-24 Budgetary Reallocation

Mr. Corrigan reminded the board that, per the Visit Jacksonville contract, any time they budgetarily exceed line items on an expense over 10% it has to be brought before the TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances in the marketing, convention sales, and destination experiences plan components higher than anticipated. 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. A more detailed review of this budgetary reallocation request can be found in the TDC Meeting Packet.

Motion (Thompson / 2nd VanLoh): Approve the Visit Jacksonville Fiscal Year 23-24 budgetary reallocation as presented. – **approved unanimously.**

Fiscal Year 24-25 \$250,000 Budget Increase

Mr. Corrigan shared that as the Jacksonville Jaguars in partnership with the City of Jacksonville prepare to build the Stadium of the Future both to secure the Jaguar franchise in Jacksonville for decades to come and create many great hospitality venues within the stadium, Visit Jacksonville is preparing for the closure of EverBank closures during 2026 and 2027. It is anticipated that there will be a loss of approximately 125,000 room nights per year during the two years the stadium is reimaged. Mr. Corrigan presented a request to the TDC to invest \$250,000 into endeavors that Visit Jacksonville can launch to assist in filling those room night gaps. \$125,000 of the increase will be invested in digital marketing endeavors for meetings and groups. The areas of focus will be smaller groups from 100+ room nights. Additionally, the other \$125,000 will be used to increase the CVB grant budget that Visit Jacksonville can offer to encourage more 2026 and 2027 group business.

Phillip Peterson presented options to the TDC on how to fund this budget increase.

Motion (VanLoh / 2nd Chan): Approve the Visit Jacksonville Fiscal Year 24-25 annual budget increase of \$250,000 with funds from the TDC Fund Balance. – **approved unanimously.**

Mr. Corrigan then presented on the two agenda items that simply codifies the action the TDC took with regards to increasing the Visit Jacksonville Fiscal Year 24-25 Budget by \$250,000.

CVB Grant Guidelines Change

To better account for and assist in filling the anticipated gaps in room night coverage from stadium renovations, Mr. Corrigan requested a decrease in the room night number from 200 room nights to 100 room nights and an increase in the grant amount they can offer from a maximum of \$10.00 per room night to a maximum of \$12.50 per room night.

Motion (Chan / 2nd Thompson): Approve the revised CVB Grant Guidelines as presented. – **approved unanimously.**

Gift Allowance Increase in Travel Policy

Due to the rising cost of providing quality amenities for VIP site visits, meeting planners, etc., Visit Jacksonville would like to request permission to increase the threshold for custom gifts from \$60 to \$100. This increase aligns with the current City policy as well of allowing gifts up to \$100.

Motion (Thompson / 2nd VanLoh): Approve the revised Gift Allowance Increase in the travel policy as presented. – **approved unanimously.**

Fiscal Year 24-25 Annual Plan

Mr. Corrigan explained the Visit Jacksonville Annual Tourism Services Plan and gave a high-level overview of the deliverable components: (1) Amplifying Brand Marketing, (2) Upgrade Visitor Experiences, (3) Elevate Sports and Meetings, and (4) Community Outreach and Engagement.

Motion (VanLoh / 2nd Thompson): Approve the Visit Jacksonville Fiscal Year 24-25 Annual Tourism Services Plan as presented. – **approved unanimously.**

Fiscal Year 24-25 Media Plan

Based on the approval of the Fiscal Year 24-25 \$250,000 budget increase, Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Media and Advertising Plan with that approved additional funding. This plan was created with the assistance of Madden Media, who is the agency that Visit Jacksonville uses for marketing.

Motion (VanLoh / 2nd Thompson): Approve the Visit Jacksonville Fiscal Year 23-24 Annual Media and Advertising Plan as presented. – **approved unanimously.**

Fiscal Year 24-25 Travel Plan

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Travel Plan.

Motion (Thompson / 2nd VanLoh): Approve the Visit Jacksonville Fiscal Year 24-25 Annual Travel Plan as presented. – **approved unanimously.**

Fiscal Year 24-25 Adjusted Budget

Based on the action of the TDC to approve the \$250,000 budget increase for the Visit Jacksonville Fiscal Year 24-25 budget, Ms. Brock explained that this adjusted budget reflects the detailed line item funding explanations for where the approved increase is being spent.

Motion (VanLoh / 2nd Thompson): Approve the Visit Jacksonville FY 24-25 Annual Budget reflecting the \$250,000 budget increase. – **approved unanimously.**

Fiscal Year 23-24 Third Quarter Report

Mr. Corrigan provided the board with the quarterly report for Quarter Three 2024, as required by their contract with the TDC. Highlights include the new design for the Seymour Jax Mobile Visitor Center that showcases the Flip Side of Florida brand; hosting 11 site visits that aim to bring more visitors to Jacksonville; the release of the “Love Letter from Jacksonville” video created by filmmaker Carl Rosen; and the expansion of the Jax Coffee and Donuts Trail as well as the Mayport Shrimp Trail. Visit Jacksonville will also be taking part in a new effort called “Out of Town Activations.” This program will target two activations in the Southeast: Tacos ‘n Taps during August in Charlotte, NC and Atlanta Food and Wine Festival during September in Atlanta, GA. These activations will have booths that will resemble a mini Porchfest with local musicians and treats featuring local distillers and coffee vendors. Visit Jacksonville will also be doing a “Win a Trip to Jax” promotion in each city. There will be an additional London activation at Waterloo Station during both of the Sunday Jaguars London games.

XI. Revised TDC Fiscal Year 24-25 Budget

Carol Brock

The Vice Chair had Ms. Brock inform the board on some minor adjustments that have been made to the TDC Fiscal Year 24-25 Budget since its approval at the June 2024 TDC Meeting. The Mayor’s Office and the Finance Committee Budget Hearing detailed small alterations such as a reduction in revenue projection, added interest, and an increase in the employer provided benefits and indirect costs. Additionally, the TDC approved the \$250,000 from the TDC Fund Budget for the Visit Jacksonville budgetary increase so this revised budget will reflect that change. This budget will go before the final Finance Committee Budget Hearing scheduled for August 23, 2024 for its approval then to City Council for final approval.

Motion (Thompson / 2nd VanLoh): Approve the revised TDC Fiscal Year 24-25 budget as presented. – **approved unanimously.**

XII. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending June 2024 were \$10,530,256.91, a 1.53 % decrease over the 12 months ending June 2023. Revenue from the start of FY 23-24 to date, ending in June 2024, was \$7,921,829.76, down 1.65% compared to the start of FY 22-23 to date, ending in June 2023. Revenue for June 2024 was \$956,049.29, up 1.79% from the same month in 2023. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$26,377.63.

Mr. Peterson reviewed the budgetary balances as of June remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$27,114; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$302,248.80; Planning and Research - \$150,000; Event Grants - \$451,770; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,279.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$873,820; TDC Administration - \$100,790.44; and the Special Revenue Fund - \$32,767.50.

XIII. Closing Comments and Adjournment

Vice Chair White

The Vice Chair asked if there was any new business to bring before the board. Mr. Kuverji express his concerns regarding the compliance of short-term rental platforms such as AirBnB and VRBO with local business licensing requirements and the payment of Tourist Development Taxes (TDT). Mr. Thompson shared his commitment to helping in addressing this issue.

Ms. Brock reminded the board that the next meeting in October is when the TDC will have its first grant consideration period for Fiscal Year 24-25. Ms. Brock alerted the board that two applicants will be asking for exceptions in the grant guidelines. The AAU College Hockey National Championship event and the Jacksonville Juniors Volleyball Association (JJVA) will host events during non-consecutive days. The AAU event will be a mens and a womens group broken apart on non-consecutive weekends due to The Players Championship date interfering with their event. The JJVA event will be over the span of three weekends due to the nature of the event being for kids who otherwise would not be able to attend due to school during the week.

In closing, Council President White reminded the members that the next regular meeting will be on October 17, 2024, in the Lynwood Roberts Room of Jacksonville City Hall.

The meeting was adjourned at 11:27 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

TDC Grants



Grant Considerations for TDC Meeting Thursday, October 17, 2024

Individual grant request summary sheets are attached to this document.

Event Grants						
Event	Grant Category	Hotel Rooms	Tourists	Maximum Grant Award	Estimated Bed Tax*	Estimated Sales Tax*
2025 JJVA Tropical Ice Challenge Volleyball Tournament	E.	1300	6001 - 7000	\$70,000	\$14,689	\$14,278
2025 Donna Marathon Weekend	E.	1300	6001 - 7000	\$70,000	\$34,882	\$23,311
2025 Jacksonville College Baseball Classic	C.	900	4001 - 5000	\$50,000	\$7,701	\$6,680
2025 Michelob ULTRA PBR Jacksonville	C.	900	4001 - 5000	\$50,000	\$25,835	\$45,693
2025 AAU College Hockey National Championships	F.	1500	7001 - 8000	\$80,000	\$69,531	\$45,066
2025 AAU T&F Primary National & Club Championships	F.	1500	7001 - 8000	\$80,000	\$22,592	\$21,148
Total:		7,400	~37,000	\$400,000	\$175,230	\$156,176

** Estimates based on Destinations International Event Impact Calculator prepared with assistance from Visit Jacksonville*

Grant Request Summary



Representative: Della Wolfe, Jacksonville Juniors Volleyball Association
Event: 2025 Tropical Ice Challenge Volleyball Tournament
Date of Event: January 11 – 12, 18 – 20, 25 – 26, 2025
Location: JJVA Training Facility, 8457 Western Way, Jacksonville, FL 32256

Event Overview: The 2025 Tropical Ice Challenge Volleyball Tournament is a premier volleyball tournament series spanning three weekends. This event hosts 288 teams from across the United States to showcase their skills and compete at the highest level. This event also consists of a college showcase, a night when college coaches and scouts from all over the country gather to spot the next volleyball stars among the players. JJVA provides financial assistance to athletes unable to pay participation fees.

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

Past TDC Support: *None*

Tourism Impact: **Bed Tax (Direct):** \$14,689 **Sales Tax (Direct):** \$14,278
Based on Destinations International Event Impact Calculator

Application Score: 78 out of 100 points

Suggested Action*: Approve Jacksonville Juniors Volleyball Association to receive a special event grant for \$70,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Tropical Ice Challenge Volleyball Tournament

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

Grant Request Summary



Representative: Amanda Napolitano, The DONNA Foundation, Inc.
Event: 2025 DONNA Marathon Weekend
Date of Event: January 31 – February 2, 2025
Location: EverBank Stadium, Downtown Jacksonville; SeaWalk Pavilion/Latham Plaza, Jacksonville Beach

Event Overview: The DONNA Marathon Weekend 2025 is a three-day event with races that include a 5K, DONNA Dash, half marathon, marathon, and an ultramarathon, along with a health and wellness expo, that will fill the City of Jacksonville and the Beaches of Northeast Florida with thousands of runners from all 50 states and many countries. This year’s marketing theme, *Destination: Fearless* is a celebration of love over fear, a reminder that we are stronger and braver than we ever thought. This event celebrates the progress and resilience required to reach a world without breast cancer and is the only marathon in the country with funds solely dedicated to end breast cancer.

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; Event Production

Past TDC Support: 2024 \$50,000

Tourism Impact: **Bed Tax (Direct):** \$34,882 **Sales Tax (Direct):** \$23,311

Based on Destinations International Event Impact Calculator

Application Score: 87 points out of 100 points

Suggested Action*: Approve The DONNA Foundation, Inc. to receive a special event grant for \$70,000 from the Tourist Development Council FY 24-25 Event Grants account for the DONNA Marathon Weekend 2025

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

Grant Request Summary



Representative: Cutter Sippel, Peak Events, LLC
Event: 2025 Jacksonville College Baseball Classic
Date of Event: February 21 - 23, 2025
Location: 121 Financial Ballpark, Downtown Jacksonville

Event Overview: The 2025 Jacksonville College Baseball Classic is a four team NCAA Division 1 baseball tournament taking place at the 121 Financial Ballpark. The event is set to host varsity baseball teams from University of Alabama, North Carolina State University, Coastal Carolina University, and Ohio State University, all with fans known to travel. They will provide tickets to all sponsors to distribute to local organizations such as youth baseball leagues and recreational organizations, with the purpose of engaging youth in the sport. Also, the Classic will make a contribution to the Cystic Fibrosis Foundation.

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: \$40,000

Tourism Impact: **Bed Tax (Direct):** \$7,701 **Sales Tax (Direct):** \$6,680
Based on Destinations International Event Impact Calculator

Application Score: 64 out of 100 points

Suggested Action*: Approve Peak Events, LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Jacksonville College Baseball Classic

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

Grant Request Summary



Representative: Dianne Hallam, Professional Bull Riders LLC
Event: Michelob ULTRA PBR Jacksonville
Date of Event: February 22 – 23, 2025
Location: VyStar Veterans Memorial Arena,
300 A. Philip Randolph Blvd, Jacksonville, FL 32202

Event Overview: Michelob ULTRA PBR Jacksonville will showcase the ultimate extreme sport - a bull riding competition that features the best cowboys in the world matched up against the rankest bovine athletes in the country. Set in a concert like production with pyrotechnics, big screens, and rocking music, it's an event like no other and one that appeals to all ages from all walks of life. PBR will partner with 4-H to provide experiential opportunities and provide a minimum of 300 tickets to local veterans.

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; Event Production

Past TDC Support: *None*

Tourism Impact: **Bed Tax (Direct):** \$25,835 **Sales Tax (Direct):** \$45,693
Based on Destinations International Event Impact Calculator

Application Score: 81 out of 100 points

Suggested Action*: Approve Professional Bull Riders LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the Michelob ULTRA PBR Jacksonville

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

Grant Request Summary



Amateur Athletic Union of the United States, Inc.
"Sports For All, Forever"

Representative: Mark Puowitz, The Collegiate Hockey Federation d/b/a AAU College Hockey
Event: 2025 AAU College Hockey National Championships
Date of Event: March 4 – 9 and March 18 – 25, 2025
Location: Community First Igloo, 3607 Philips highway, Jacksonville FL

Event Overview: This event will be the largest National Championship event in AAU history, celebrating the culmination of the 6th season for AAU College Hockey. AAU College Hockey will be hosting all four of its National Championship Tournaments (Mens Divisions I/II/III and Womens), featuring 52 university and college teams, playing more than 100 games. The AAU College Hockey National Championship Tournament will take place March 4-March 9 for Mens DI and Womens, and then March 18-March 25 for Mens Division II and III. Athletes will visit the local children's hospital and participate in community events, including engaging the Jr. Icemen and Lunas, to increase interest in the sport.

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

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$69,531 **Sales Tax (Direct):** \$45,066
Based on Destinations International Event Impact Calculator

Application Score: 74 out of 100 points

Suggested Action*: Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 AAU College Hockey National Championships

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

Grant Request Summary



Amateur Athletic Union of the United States, Inc.

"Sports For All, Forever"

Representative: Crystal Mannino, The Amateur Athletic Union of the United States, Inc.
Event: 2025 AAU Primary National Championship & Club Championship
Date of Event: July 5 – 12, 2025
Location: Hodges Stadium, University of North Florida

Event Overview: The 2025 AAU Primary Nationals & Club Championship is an AAU Track & Field National Championship event which serves as a qualifier for the AAU Junior Olympic Games. The event will have athletes from ages 5 to 18 that come from all over the country to compete. AAU Cares, working with UNF, will create experiential opportunities for local clubs designed to promote good sportsmanship and increase interest in the sport.

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; Event Production

Past TDC Support: 2024 \$60,000

Tourism Impact: **Bed Tax (Direct):** \$22,592 **Sales Tax (Direct):** \$21,148
Based on Destinations International Event Impact Calculator

Application Score: 62 out of 100 points

Suggested Action*: Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 AAU Primary Nationals & Club Championships

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

Informational Materials

GOLF TOURIST ACTIVITY



Aug-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
New York
Illinois
Virginia



INTERNATIONAL

Canada
United Kingdom
Iran
Australia
China

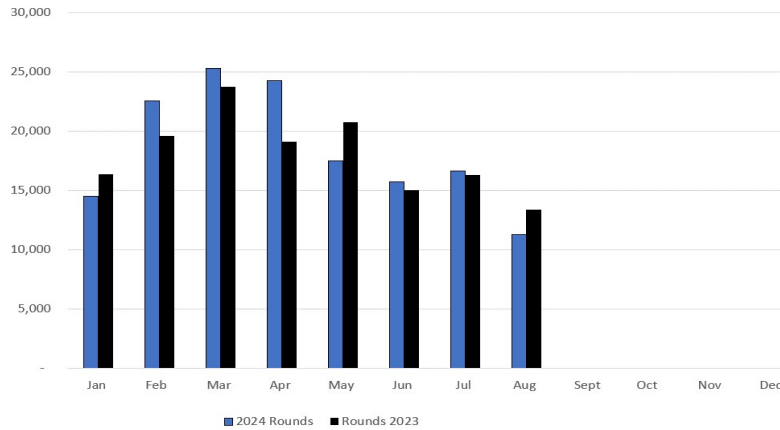
DIGITAL TRAFFIC

	2024	2023	CHANGE
MONTHLY	11,520	12,281	-6%
YEAR TO DATE	88,007	86,191	2%



*2023 Clicktivated Campaign removed from Feb-Apr data

DUVAL TOURIST ROUNDS TREND



AUG -16%
YTD 2%

PRECIPITATION

2024	2023	CHANGE	
12.26	5.09	7.17	

AVERAGE TEMP

	2024	2023	CHANGE
	82	83	-1

FY24 EARNED MEDIA

VALUE	\$3,736,599
IMPRESSIONS	46,419,544



ADDITIONAL METRICS AVAILABLE ON REQUEST

2014-2023 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	66.6	67.1	63.7					69.3
10 yr Avg	67.3	75.1	74.1	71.7	70.6	70.8	71.2	66.8	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	\$111	\$112	\$107					\$116
10 yr Avg	\$93	\$98	\$104	\$100	\$102	\$99	\$99	\$94	\$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	\$663,411	\$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	\$940,634	\$956,049	\$813,753	\$896,465	\$771,697				\$7,975,352
Monthly Differential	\$11,451	\$45,455	\$25,134	\$100,252	\$28,437	\$16,847	\$72,338	\$225	\$4,969				
10yr Average	\$599,629	\$641,874	\$695,534	\$830,466	\$766,227	\$763,255	\$720,242	\$758,677	\$662,233	\$622,425	\$693,054	\$662,935	\$701,379



JJVA Tropical Ice Challenge Tournament Grant

JJVA By The Numbers

A 501(3)(c) Youth Sports Organization



75,000 square feet of indoor and climate-controlled recreation space.



12 Volleyball Courts, 5 Basketball Courts, a Weight Room, Pro Shop & Cafe



750 Competitive Athletes, 65 Teams, and 250 Developmental Athletes



In 2023, JJVA hosted 28 tournaments. 22 Volleyball, and 6 Basketball.



The events hosted in 2023 included participation by over 2000 teams.



JJVA events hosted more than 37,000 spectators during the 2023 season.

JJVA & TDC
The Winning Team

2024 Tropical Ice Challenge

This event has grown to three weekends in 2025, and these numbers are expected to grow exponentially.

Teams



250
Teams

214 Teams
Non-Local

Attendees



10,578
Attendees

7k Fans,
3k Athletes

Room Nights



1,140
Rm Nights

2 Weekend
Event

\$40 BILLION US Families Spend Over \$40 Billion on Youth Sports Annually.



2025 Economic Impacts

Estimated
1300-1500
Room Nights

RM
Nights

Projected
Attendance

1500 Out of State
Attendees

14,764 Guests
10K Fans
4K Athletes

Estimated
Sales Tax
Revenue

Bus Sales Tax
Direct: \$1M
Local Sales Tax
Direct: \$14K

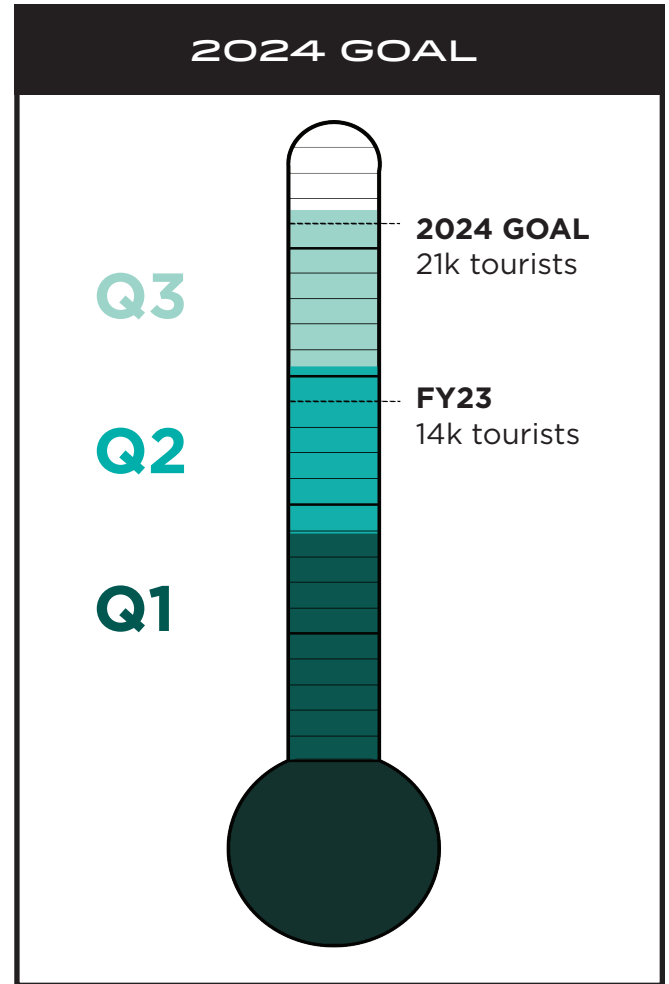
OVERVIEW

The Museum of Contemporary Art Jacksonville, a Cultural Institute of the University of North Florida, has been a significant asset to the city of Jacksonville for many years, contributing millions annually to the local economy. Organizations like MOCA drive cultural tourism, create destination, and activate the Downtown core.

In the lead up to this milestone anniversary year, the TDC approved an \$80k grant to support planning and implementation of a regional and national advertising campaign for MOCA, with the goal of increasing the museum’s tourist traffic by 50%, from 14k to 21k tourist visitors in 2024.

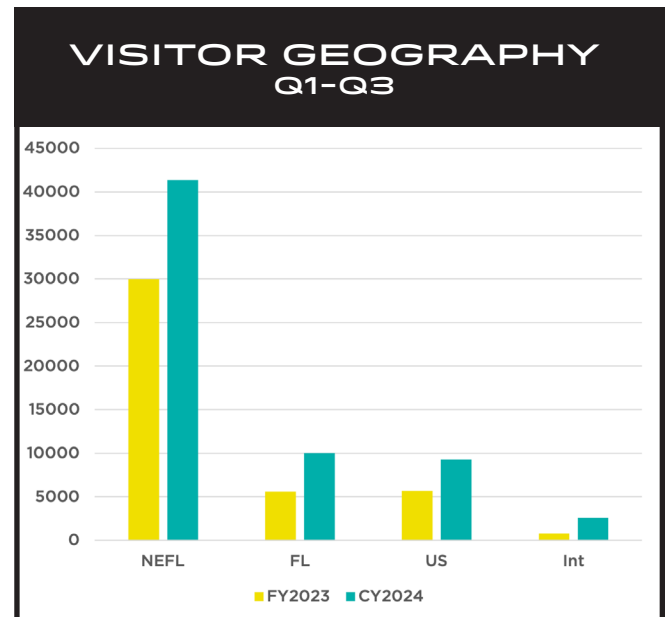
PROGRESS

At the end of the third quarter, MOCA has surpassed this goal, reaching 21,565 visitors so far this year who traveled from outside of the 5-county Northeast Florida region to visit the museum. Comparing visitor traffic from January through September 2024 with the same months in MOCA’s fiscal year 2023, total visitation increased by 63% and tourist visitation increased by 90%, with a full quarter of reporting remaining. According to recent statistics, only about half of museums nationally reached their pre-pandemic attendance levels.¹ MOCA is thrilled to be an outlier in this trend, and has significantly exceeded its pre-pandemic visitation levels.



2024 VISITOR GEOGRAPHIC DATA

Quarter	NEFL	FL	US	Int.	Total	Tourists
Q1 Jan-Mar	12,814	3,178	4,377	1,332	21,701	8,887
Q2 Apr-Jun	15,370	3,488	2,386	271	21,515	6,145
Q3 Jul-Sep	12,551	3,196	2,393	944	19,084	6,533
Q4 Oct-Dec	0	0	0	0	0	0
TOTAL	40,735	9,862	9,156	2,547	62,300	21,565

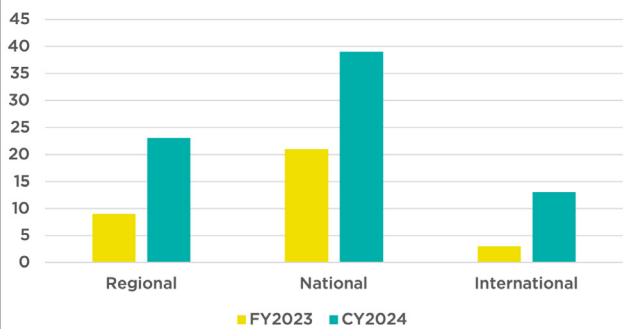


CONTACT

Caitlín Doherty
Executive Director, MOCA Jacksonville
caitlin.doherty@unf.edu // 904-620-4201

¹"Visitation Recovery Trends from the Pandemic: A 2024 Annual Survey of Museum-Goers Data Story Update." Sep. 27, 2024, <https://www.aam-us.org/2024/09/27/visitation-recovery-trends-from-the-pandemic-a-2024-annual-survey-of-museum-goers-data-story-update/>

MEDIA GEOGRAPHY Q1-Q3



EARNED MEDIA

With the support of the TDC and Visit Jacksonville, MOCA has been able to obtain significantly increased attention from media outlets, both locally and outside of our area. Overall, coverage has more than doubled compared to the same three quarters in FY23, with regional, national, and international coverage increasing by 127% (from 33 to 75 mentions).



Scan to see full list of media with links

STILL TO COME

MOCA still has a number of exciting programs scheduled during the final quarter of this year and intends to continue this momentum into 2025.

FALL FAMILY DAY BIRTHDAY BLOCK PARTY

Historically, MOCA's Family Days attract a significant percentage of Florida visitors from outside the 5-county area. This program will be much larger than previous iterations. MOCA has partnered with James Weldon Johnson Park to expand this event into a Birthday Block Party event, with live performances, food trucks, and even more partner organizations and art activities!

PROJECT ATRIUM: RAFAEL LOZANO-HEMMER SPECTRAL SUBJECTS

MOCA's next Project Atrium installation opens in December and features internationally renowned artist Rafael Lozano-Hemmer, with a high-tech, immersive installation that will transform MOCA's atrium space.



LOOKING FORWARD

While the support for MOCA's 100th anniversary year was somewhat out of the ordinary in its scope and metrics, the TDC's investment has been hugely impactful for the museum so far this year, and the impacts go far beyond this single organization. The positive media coverage MOCA earned not only shines a light on the good work being done at the museum, but raises the profile of Jacksonville as a destination for cultural tourism. Increased tourist visitation has helped to raise MOCA's overall attendance for the year, while also attracting new people to the downtown core. Cultural tourists are reported to spend 60% more per trip, stay longer, and travel more than those who do not take part in cultural activities. The state of Florida estimates tourists to the state spend an average of \$909 each. Based on the current growth in tourist visitors to MOCA, the TDC's \$80k investment in has resulted in \$6.8 million in economic impact, with three months of visitation remaining.

It is our hope that the illustrated benefits of this investment will encourage the TDC to find ways to continue its support of arts organizations as drivers of tourism in the years to come.

\$909	Average amount spent by each tourist to the state of Florida ²
\$10.39	Current average TDC investment per additional tourist to MOCA*
\$6.8m+	Total state economic impact as a result of TDC investment

²"Travelers to Florida Continue to Outpace the Nation," Jan. 12, 2024, <https://www.flgov.com/2024/01/12/travelers-to-florida-continue-to-outpace-the-nation/>; According to a statement released by Florida Governor Ron Desantis, travelers to the state of Florida spent \$124.9 billion in 2022. For every dollar spent by the 137.4 million visitors, 97 cents were retained in the Florida economy.

* While this number represents the current per new tourist spend by the TDC, this cost is expected to lower significantly by the end of the year, with the total cost per new tourist conservatively estimated at closer to \$6 each and resulting in closer to \$12m in economic impact.



Jacksonville Sheriff's Office
Incident (Information)

Sheriff T.K. Waters

2024-0571349

SEE SOMETHING, SAY SOMETHING
EVIDENCE! 2024-0107 2024-0325 UF

Route To

Groups: DISTRICT 1, INTELLIGENCE
People:

OUR FAMILY HAS BEEN DESTROYED.
WE AREN'T THE BAD GUYS.

Incident Information

VISIT JACKSONVILLE! TOURISM!

Incident Location

121 FORSYTH ST E
JACKSONVILLE, FL 32202

Day/Date/Time Reported: Tuesday, 09/17/2024 11:28
Day/Date/Time Incident From: Monday, 09/16/2024 12:30 To: Monday, 09/16/2024 13:00
Is this a Corrections Information Report?: NO

Sub-sector: A2 TAZ: 40
Location Type: SCHOOL - COLLEGE/ UNIVERSITY
Primary Weapon Used: NOT APPLICABLE (NONE)
School Name:

I MISSED THE RIBBON
CUTTING CEREMONY WITH KEVIN CARRICO
SCHOOL NUMBER:
MICHAEL BOYD, RICK MURPHY

Incident Occurred: Inside Location Incident Occurred In the Parking Lot at this Location?: NO
Miscellaneous
Drug Activity: NOT APPLICABLE

Drug Type: NOT APPLICABLE
JU COLLEGE OF LAW TIM COST
of Reasons: 1
of Victims: 0
of Suspects: 0

MCI Case: NO
Was Hate Crime Involved?: NO Dating Violence Involved?: NO Is Offense(s) Related to Domestic Violence?: NO
If not Domestic Violence, Is it Domestic Related?: NO Any Children under 18 Involved as a Victim?: NO
Follow-up By:

NIBIN Leads

WE'RE MAKING A MOVIE
T. (JSEB) FREEMAN, T. ROOBIN - (HAS A SHIRT)
G. GRANT, G. RANDOLPH

Report Reason

#1 TRESPASS/TRESPASS WARNING

Witness/Complainant #1 - SPATES, STEPHEN

Type: COMPLAINANT

Demographics

Race: BLACK Sex: MALE
Ethnicity: NOT OF HISPANIC ORIGIN
Age: 59

ACCORDING TO TSO, TIM COST THE
PRESIDENT OF JU IS THE ONLY ONE WHO
CAN REMOVE THIS TRESPASS.
Date of Birth: 12/25/1964

Contact Information

Home Phone #: Bus. Phone #: Ext.: All Phone #:
Cell Phone #: (904) 349-5217 Cell Phone Provider:
Email Address:

Home Address

121 FORSYTH ST E
JACKSONVILLE, FL 32202
Sub-sector: A2 TAZ: 40

Mailing Address

EVIDENCE! FOR THE 10/17/24
TOC MTE. AT CITY HALL BY JOHN J. NOONEY
2023-0819

Employment/School

Employer: JU
School Last Attended:
Employer Address
2800 UNIVERSITY BLVD N
JACKSONVILLE, FL 32211
Sub-sector: E2 TAZ: 193

Occupation: SECURITY

8356 BALCOM RD, JAX, FL 32216
904-434-0839 - TEXT ONLY
V6DD05@YAHOO.COM

Subject #1 - NOONEY, JOHN J 2023-0819

Demographics

Race: WHITE Sex: MALE Date of Birth: 04/12/1958

Ethnicity: NOT OF HISPANIC ORIGIN

Primary Language: English Secondary Language: NOT APPLICABLE

Age: 66

Height (inches): 5'10"

Weight (lbs): 240

Hair Style: SHAVED

Hair Color: GRAY/SALT & PEPPER

Hair Length: SHORT

Build:

Eye Color: BLUE

Facial Hair: UNSHAVEN

Complexion: TANNED Voice: NORMAL

Clothing/Description:

Place of Birth: UNKNOWN, UNKNOWN

Nicknames:



2024-0571349

Route To

Groups: DISTRICT 1, INTELLIGENCE

People:

Incident Information

Incident Location

121 FORSYTH ST E
JACKSONVILLE, FL 32202

Sub-sector: A2 TAZ: 40
Location Type: SCHOOL - COLLEGE/ UNIVERSITY
Primary Weapon Used: NOT APPLICABLE (NONE)

Day/Date/Time Reported: Tuesday, 09/17/2024 11:28

Day/Date/Time Incident From: Monday, 09/16/2024 12:30 To: Monday, 09/16/2024 13:00

Is this a Corrections Information Report?: NO

School Name: School Number:
Incident Occurred: Inside Location Incident Occurred in the Parking Lot at this Location?: NO

Miscellaneous

Drug Activity: NOT APPLICABLE Drug Type: NOT APPLICABLE

of Reasons: 1
of Victims: 0
of Suspects: 0

MCI Case: NO

Follow-up By:

Was Hate Crime Involved?: NO Dating Violence Involved?: NO Is Offense(s) Related to Domestic Violence?: NO
If not Domestic Violence, Is it Domestic Related?: NO Any Children under 18 Involved as a Victim?: NO

NIBIN Leads

Report Reason

#1 TRESPASS/TRESPASS WARNING

Witness/Complainant #1 - SPATES, STEPHEN

Type: COMPLAINANT

Demographics

Race: BLACK Sex: MALE Date of Birth: 12/25/1964
Ethnicity: NOT OF HISPANIC ORIGIN
Age: 59

Contact Information

Home Phone #: Bus. Phone #: Ext.: Alt. Phone #:
Cell Phone #: (904) 349-5217 Cell Phone Provider:
Email Address:

Home Address

121 FORSYTH ST E
JACKSONVILLE, FL 32202
Sub-sector: A2 TAZ: 40

Mailing Address

Employment/School

Employer: JU Occupation: SECURITY
School Last Attended:

Employer Address

2800 UNIVERSITY BLVD N
JACKSONVILLE, FL 32211
Sub-sector: E2 TAZ: 193

Subject #1 - NOONEY, JOHN J

Demographics

Race: WHITE Sex: MALE Date of Birth: 04/12/1958
Ethnicity: NOT OF HISPANIC ORIGIN

Primary Language: English - Secondary Language: NOT APPLICABLE

Age: 66

Height (inches): 5'10"

Weight (lbs): 240

Hair Style: SHAVED

Hair Color: GRAY/SALT & PEPPER

Hair Length: SHORT

Build:

Eye Color: BLUE

Facial Hair: UNSHAVEN

Complexion: TANNED Voice: NORMAL

Clothing/Description:

Place of Birth: UNKNOWN, UNKNOWN

Nicknames:

Incident (Information) 2024-0571349 (Continued)

Aliases:

Distinguishing Marks (Scars, Marks, and Tattoos)

Contact Information

Home Phone #: Bus. Phone #: Ext.: Alt. Phone #:
Cell Phone #: (904) 434-0839 Cell Phone Provider:
Email Address:

Primary Identification

Type of ID Given: DRIVERS LICENSE ID: N500470581320 Issuing State: Jacksonville Sheriff's C

Home Address Mailing Address Alternate Address

8356 BASCOM RD
JACKSONVILLE, FL 32216
Sub-sector: J1 TAZ: 354

Employment/School

Employer: Occupation:
School Last Attended:

ECD Usage:

RTR Written Related to This Incident?: NO RTR Incident Year: RTR Incident #:
Drugs Involved?: UNKNOWN Alcohol Involved?: NO Computer Involved?: NO

Life Saving Measures

Used?: NO Type: Narcan Administered By: Narcan Outcome:

Related Reasons

TRESPASS/TRESPASS WARNING

Additional Information

On 09/17/2024 at 1128, I was dispatched to 2800 University Blvd. N. (Jacksonville University) in reference to a suspicious person at their Law campus located at 121 Forsyth St. E.

Upon arrival, I made contact with the head of campus security. He informed me that on 09/16/2024, at approximately 1230, the subject had entered the campus and asked staff about the date of the upcoming graduation. When staff provided the information, the subject then produced a custom-made shirt featuring a picture of a current law student (Lauren Fisher). The student advised she does not know the subject.

I subsequently contacted the suspect by phone. During our conversation, he confirmed his presence on campus around the reported time. I informed him that he was trespassed from all Jacksonville University campuses and warned that any return would result in arrest. The suspect acknowledged and understood the warning.

I WANT TO TSO HEADQUARTERS

Information report closed.

Additional Question(s)

Body Worn Camera Footage	
01 Is there Body Worn Camera (BWC) footage for incident?:	YES
Risk Protection Order	
01 Subject poses a significant danger of causing personal injury to himself/herself or others:	NO
02 Subject owns, has care, custody or control of, or has the ability to purchase, possess, or receive firearm(s) and/or ammunition:	
03 Subject was involved in a recent act or threat of violence against himself/herself or others, whether or not such violence involved a firearm:	
04 Subject has made a threat of violence in the past 12 months against himself/herself or others:	
05 Subject is seriously mentally ill or has recurring mental health issues:	
06 Subject was a respondent of, or violated, a previous/existing injunction related to domestic, dating, sexual, or repeat violence and/or stalking:	
07 The subject has previously been issued an RPO: * * * *	
08 Subject has previously violated the provisions of an RPO:	
09 Subject has been convicted of, had adjudication withheld on, or pled nolo contendere to, a crime constituting domestic violence in any state:	
10 Subject has used, or threatened to use, against himself/herself or others, any weapons or physical force:	
11 Subject has unlawfully or recklessly used, displayed, or brandished a firearm:	
12 Subject has stalked another person:	
13 Subject has been arrested for, convicted of, had adjudication withheld, or pled nolo contendere to a crime or threat of violence in any other state:	
14 Is evidence to demonstrate the abuse of controlled substances or alcohol by the subject:	
15 Is evidence to demonstrate the subject has recently acquired firearm(s) or ammunition:	

Incident (Information) 2024-0571349 (Continued)

16 Is there any other relevant information provided by a family/household member concerning the subject. (If yes, place information into the narrative):

Misc Information

Clearance Status: **INFORMATION REPORT CLOSED**

Clearance Code: **NOT APPLICABLE** Date Case Was Cleared:
Number of Cases Cleared:

Is there additional information included on a continuation report?: **NO**

Are there other Pertinent Reports?: **NO**

Did this incident qualify as a "Cargo Theft"?: **N/A**

In your opinion is there significant reason to believe that the crime can be solved by a patrol follow-up investigation?:

Neighborhood Canvass Conducted?:

Case Card Information Left with: **Person**

Witness / Complainant (01) - **SPATES, STEPHEN**

Handouts

Bias Motivation(s)

Investigation Time #1

Hour(s): **02**

Minute(s): **00**

Cost Amount: **\$96.48**

Signature

Signature(s)

Reporting Officer #1: **C.D. BERNARD (#82029)**

Division: **PATROL**

Section/Unit: **ZONE 2**

Reporting Officer #2: **N/A**

Division:

Section/Unit:

Report submitted on: **09/17/2024 14:32**

Report Reviewer: **A.C. ARDIZZONE (#5828)**

Status: **Approved**

Report approved on: **09/17/2024 15:13**

City of Jacksonville
 Tree Commission
 Financials Combined
 Balance Sheet
 September 30, 2024

10/16/2024
 TREE COMMISSION MTG.
 CHECK SIGN IN SHEET
 EVIDENCE!

Cash 35,815,370.64

Accounts Payable 292.32

TREE COMMISSION - DOESN'T SAVE TREES
 TREE COMMISSION - THEY PLANT TREES

Fund Balance
 Beginning Fund Balance 35,242,058.16
 YTD Gain\Loss 573,020.16
 Adjusted Fund Balance 35,815,078.32

Available Balance Calculation

Cash 35,815,370.64
 Less:
 AP 292.32
 Funds Available 10,806,305.74
 Encumbrances (Open POs) 3,167,564.19
 Sub-Total Adjustments 13,974,162.25

Bank Funds

Accounts Payable
 Appropriated Funds by City Council
 Appropriated and Allocated

Unappropriated/Unallocated 21,841,208.39

Appropriated/Unallocated * 1,717,826.00

Better Jacksonville Plan *
 Moved to County-Wide Tree Prog

Total Unallocated Funds 23,559,034.39

EVIDENCE! FOR THE

* Better Jacksonville funds were appropriated to
 Activity 378 - County Wide Tree Prog Right of Way
 Not in Ordinance Fund.

10/17/2024 TDC MTG AT
 CITY HALL BY JOHN J. NOONBY 2023-0819
 8356 BASCOM RD. JAX FL. 32216
 DIST-4, CPAC-3, SCHOOL BOARDS DIST-3
 VENDOR5@YAHOO.COM 904-434-0839
 TEXT ONLY

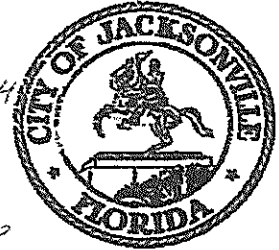
SUPPORT TDC
 WESTSIDE PUBLIC PARK
 ON POTTSBURG CREEK NEXT TO A FEMA-(FEDERAL) 2024-0034
 HOUSE IN SCHOOL BOARD DIST-3, CPAC-3, CITY COUNCIL DISTRICT 4
 DEANNE CRISWELL - HAS A SHIRT

EVIDENCE! 10/16/2024 TREE Commission Mtg.

OFFICE OF GENERAL COUNSEL
CITY OF JACKSONVILLE
117 WEST DUVAL STREET
SUITE 480
JACKSONVILLE, FL 32202
PHONE: (904) 255-5059

HANDOUT

EVIDENCE! For THE 10/17/24
TDC MTG. AT CITY HALL BY
JOHN J. NOONBY-2023-0819
8356 BASCOM RD. JAX. FL. 32216



WE'RE MAKING A MOVIE! TODD ROBBIN-(HAS A SHIRT) T. (JSEB) FREEMAN
MEMORANDUM GREGORY GRANT, E. RANDOLPH

TO: VEDDO.5@YAHOO.COM 904-434-0839-TEXT ONLY
Anne Coglianesse, Chief Resilience Officer

FROM: Jason R. Teal, Deputy, Land Use and Regulatory Department

RE: HAS A SHIRT IS IN THE MOVIE (JSEB)
Request for Interpretation of Tree Protection and Related Expenses Trust Fund

DATE: September 17, 2024

Tree mitigation funds are generated from two sources, Section 25.03 of the City's Charter and Section 656.1208 of the City's Ordinance Code. Each of those provisions requires the payment of mitigation funds or penalties for unlawfully removing protected trees into the Tree Protection and Related Expenses Trust Fund, which was established in Section 111.760, Ordinance Code. Monies from the Tree Protection and Related Expenses Trust Fund are eligible to be spent by the City to plant or replant trees, either in mitigation or anew, and to maintain trees.

Section 25.04, Charter, indicates that the funds contributed to the Tree Protection and Related Expenses Trust Fund, as mitigation for tree removals caused by the clearing of lands for development purposes, must be spent

exclusively for the planting or replanting of mitigation trees, and for their maintenance, along the public rights-of-way and on public lands within Duval County, Florida, so as to mitigate for the loss or destruction of protected trees during development.

Section 111.760, Ordinance Code, indicates that the funds contributed to the Tree Protection and Related Expenses Trust Fund in the form of civil penalties recovered through enforcement actions initiated by the City for the unauthorized removal of protected trees pursuant to Section 656.1208, Ordinance Code, must be spent

for providing trees, and maintaining trees, within City rights-of-way and on other lands owned by the City, its agencies or authorities, or upon which other ownership control may be exerted by the City, its agencies or authorities, including parks, public areas and easements, and also along all other public rights-of-way and on all other public lands in Duval County.

EVIDENCE! 10/16/2024 Tree Commission Mtg.

OFFICE OF GENERAL COUNSEL
CITY OF JACKSONVILLE
117 WEST DUVAL STREET
SUITE 480
JACKSONVILLE, FL 32202
PHONE: (904) 255-5059

HANDOUT

EVIDENCE! FOR THE 10/17/24

TDE MTG AT CITY HALL. BY

JOHN J. NOONEY-2023-0819

8356 BASCOM RD. JAX. FL 32216



WE'RE MAKING A MOVIE - T. (TSEB) FREEMAN, T. ROOBIN - (HAS A SHIRT)
VENDOR5@YAKOO.COM 904-434-0839 - TEXT ONLY

MEMORANDUM

TO:

Nina Sickler, Director of Public Works

FROM:

HAS A SHIRT IS IN THE MOVIE (TSEB)
Shannon MacGillis, Assistant General Counsel, Legislative Affairs
Jason R. Teal, Deputy, Land Use and Regulatory Department

RE:

HAS A SHIRT IS IN THE MOVIE (TSEB)
Request for Interpretation of Tree Protection and Related Expenses Trust Fund

DATE: October 15, 2024

Tree mitigation funds are generated from two sources, Section 25.03 of the City's Charter and Section 656.1208 of the City's Ordinance Code. Each of those provisions requires the payment of mitigation funds or penalties for unlawfully removing protected trees into the Tree Protection and Related Expenses Trust Fund, which was established in Section 111.760, Ordinance Code. Monies from the Tree Protection and Related Expenses Trust Fund are eligible to be spent by the City to plant or replant trees, either in mitigation or anew, and to maintain trees.

Section 25.04, Charter, designates that the funds contributed to the Tree Protection and Related Expenses Trust Fund, as mitigation for tree removals caused by the clearing of lands for development purposes, must be spent

exclusively for the planting or replanting of mitigation trees, and for their maintenance, along the public rights-of-way and on public lands within Duval County, Florida, so as to mitigate for the loss or destruction of protected trees during development.

Section 111.760, Ordinance Code, designates that the funds contributed to the Tree Protection and Related Expenses Trust Fund in the form of civil penalties recovered through enforcement actions initiated by the City for the unauthorized removal of protected trees pursuant to Section 656.1208, Ordinance Code, must be spent

for providing trees, and maintaining trees, within City rights-of-way and on other lands owned by the City, its agencies or authorities, or upon which other ownership control may be exerted by the City, its agencies or authorities, including parks, public areas and easements, and also along all other public rights-of-way and on all other public lands in Duval County.