

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Monday, December 2, 2024, 3:00 p.m.

City Hall - Lynwood Roberts Room

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

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

I. Welcome and Call to Order

Vice Chair Carrico called the meeting to order at 3:00 p.m. and began with introductions. Mr. Jenkins was introduced and this was the first meeting he has attended since becoming a TDC member. The Vice Chair shared that Chair White had City Council business to take care of and would be joining the meeting when able (*Chair White arrived at 3:21 p.m. and for continuity purposes allowed Vice Chair Carrico to continue to chair the duration of the meeting*).

II. Public Comments Including Action Items

Public Comments: *None*

III. Approval of Minutes

The minutes of the October 17, 2024 Regular TDC meeting were **approved unanimously as distributed**.

IV. Visit Florida Update

Vice Chair Carrico reported that Brenna Dacks, Regional Partnership Manager for Northeast Florida representing Visit Florida, had an unexpected emergency and was unable to attend the meeting.

V. Visitor Profile & Strategic Market Analysis Final Report

The Vice Chair introduced Erin Dinkel, Director of Research at Downs & St. Germain, to provide the final report for the Visitor Profile and Strategic Market Analysis.

Ms. Dinkel shared that visitor spending generated \$7,391,702,300 in economic impact to Jacksonville's economy in FY 2024. Additionally, Visitors to Jacksonville spent \$4,099,754,600 in the area in FY 2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses. Jacksonville attracted 8,152,400 visitors in 2024 and it generated 4,999,700 room nights in area accommodations throughout FY 2024. These room nights saw \$31,526,498 in bed tax collection.

Furthermore, visitors to Jacksonville supported 56,900 jobs in the Jacksonville area and sustained \$2,777,428,500 in wages paid to employees throughout the area in FY 2024. For every 143 visitors, Ms. Dinkel detailed that a new job in Jacksonville is created. Visitors to Jacksonville saved each local household \$540 in local taxes in FY 2024 due to the economic impact from visitor spending.

Mr. Kuverji asked if there was a way to see the data on whether visitors were staying in hotels or short term rentals to which Ms. Dinkel answered in the affirmative.

Moving on to the second part of the strategic analysis, Ms. Dinkel shared findings that create a holistic picture of Jacksonville's top feeder markets. The top five domestic competitive markets for tourists when asked which other destinations they considered before choosing Jacksonville were: St. Augustine/Ponte Vedra, the Orlando area, the Daytona Beach area, Amelia Island, and Tampa. The top five drive feeder markets where visitors drove to Jacksonville were: neighboring counties, Orlando-Daytona Beach-Melbourne, Atlanta, Tampa-St. Petersburg, Gainesville, and Tallahassee-Thomasville. According to those surveyed, for visitors who traveled to Jacksonville by air, Ms. Dinkel shared that the study pinpointed the top domestic markets of origin. This analysis provides a clear understanding of where the majority of flying visitors come from, enabling targeted efforts to enhance air connectivity and marketing campaigns. They were New York, Atlanta, Detroit, Los Angeles, and Raleigh-Durham. The top six domestic markets for meetings and group business for visitors who were coming to Jacksonville to attend meetings, conventions, or group events were Orlando-Daytona Beach-Melbourne, Miami-Ft. Lauderdale, Atlanta, New York, Washington, DC-Hagerstown, and neighboring counties. Ms. Dinkel said that this portion had a small sample size of visitors coming to the area for meetings/business so it is important to interpret these results with caution.

Councilman Salem asked why Detroit is within the top five feeder markets. Mr. VanLoh detailed that all these cities listed as feeder markets are hubs, flights feed into those locations and then come into Jacksonville.

VI. Strategic Plan Proposal

Ms. Dinkel then began presenting the proposal for the phase two of this study which will include a strategic plan. The TDC set aside \$100,000 to fund this next phase of the plan.

This phase is to provide actionable recommendations for the TDC's resource allocation, ensuring investments align with market opportunities, visitor preferences, and community and stakeholder priorities. The suggested scope of work includes: (1) Stakeholder Groups Meetings and Survey; (2) Market Perception Study and Asset Evaluation; (3) Competitive Meetings Market Analysis; and (4) Integration of Findings and Recommendations. The strategic planning process will span 4–6 months, incorporating interim milestones for stakeholder engagement, data review, and feedback.

Mr. Thompson asked, with all the data collected during the first phase, how it affects phase two. Ms. Dinkel answered that there are many ways to look at the data, but the biggest resource is that there is now a large database of information that provides a baseline which can be used to compare information when proceeding with this second phase.

Councilman Salem shared the same concerns of Mr. Thompson regarding spending too much money on studies without getting a verifiable answer as to what money should be spent on as it relates to increasing tourism. Mr. Corrigan stated that Visit Jacksonville is confident that this analysis will be beneficial to the city to produce the best results with stronger investments made per the recommendations that will come from this phase.

Mr. Kuverji asked about the completion of this phase, of which Ms. Dinkel answered that the final report would be tentatively set for review by June 30, 2025.

Motion (Thompson / 2nd Chan): Approve the Strategic Plan proposal as presented. – **approved unanimously.**

VII. Visit Jacksonville FY 23-24 Annual Evaluation

The Vice Chair explained that Visit Jacksonville receives an annual evaluation based on deliverables approved by the TDC. Ms. Brock provided highlights of the annual evaluation. There were five individual deliverable scores for each component of Visit Jacksonville's annual plan, Ms. Brock shared each component and the score they received: (1) Advertising & Promotion **98.5 A+**; (2) Visitor Interaction & Information **95.7 A**; (3) Meetings & Conventions **97.9 A+**; (4) Experience Development **95.1 A**; and (5) Community Outreach & Engagement **100 A+**.

Mr. Corrigan expressed his appreciation to the TDC and he looks forward to another great year.

Motion (Thompson / 2nd LeNoble): Approve the Visit Jacksonville FY 23-24 Annual Evaluation as presented. – **approved unanimously.**

VIII. Visit Jacksonville Update

Mr. Corrigan provided the Visit Jacksonville update.

Travel Policy Reimbursement Rates Revision

Mr. Corrigan explained that Visit Jacksonville is seeking a change in their travel policy for reimbursement rates. A couple years ago Visit Jacksonville was approved for the General Services Administration (GSA) travel rate due to the City's rate being low at the time. Recently the City Council passed a per diem travel rate change and Visit Jacksonville would like to change their travel policy to be consistent with the City's rates.

Mr. Salem asked about overseas travel. Ms. Wiechens, CFO of Visit Jacksonville, detailed that their international travel is still under the GSA rate and for domestic travel they would like to be under the City's rate.

Motion (Salem / 2nd White): Approve the Visit Jacksonville Travel Policy Reimbursement Rates to reflect meal per diem rates to match the City of Jacksonville's policy. – **approved unanimously.**

FY 23-24 4th Quarter Update

Mr. Corrigan provided the FY 23-24 4th Quarter update and detailed highlights of accomplishments during the 4th quarter. With most visitors coming to Jacksonville to spend time with family, Visit Jacksonville partnered with First Coast News to launch "Inside the Flip Side" to have a local market focused on things

to do when they are in town. Visit Jacksonville secured several top media placements, hosted 32 writers and influencers, and held activation events in Charlotte and Atlanta. Additionally, Mr. Corrigan shared more data on things the organization has executed during the final quarter of FY 23-24.

UK Marketing Campaign Report

Mr. Corrigan reminded the board that they invested \$250,000 to Visit Jacksonville for promoting the city during the two Jacksonville Jaguar games in London and invited Katie Mitura, CMO of Visit Jacksonville, to give a recap of the initiative.

Ms. Mitura shared that the brand recognition of Jacksonville is growing in London. She detailed web traffic increased by 524% year over year. Furthermore, Visit Jacksonville was about to get over 10,000 consumer engagements during these activations.

IX. Financial Report

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending October 2024 were \$10,373,182.72, a 3.14% decrease over the 12 months ending October 2023. Revenue from the start of FY 23-24 to date, ending in October 2024, was \$746,570.07, down 3.93% compared to the start of FY 22-23 to date, ending in October 2023. Revenue for October 2024 was \$746,570.07, also down 3.93% from the same month in 2023. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$9,182.93.

Mr. Peterson reviewed the budgetary balances as of September remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$0; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$663,584.30; Planning and Research - \$0; Event Grants - \$ 498,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$5,410.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$644,544; TDC Administration - \$ 302,439.19; and the Special Revenue Fund - \$32,767.50.

Mr. Kuverji asked for an update on the direct flights to London. Mr. VanLoh said discussions are ongoing.

X. Closing Comments and Adjournment

With no further business, the Vice Chair adjourned the meeting at 4:11 p.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

These minutes were approved at the TDC Regular Board meeting on February 6, 2025














TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, December 2, 2024, 3:00 p.m.

Attendance Record Sign-In Sheet



PRINT NAME	SIGNATURE
CP Randy White, TDC Chair	
CVP Kevin Carrico, TDC Vice Chair	
CM Ron Salem, TDC Member	
Mark VanLoh, TDC Member	
Jitan Kuveiji, TDC Member	
Dennis Chan, TDC Member	
Dennis Thompson, TDC Member	
Shawn LeNoble, TDC Member	
Michael Jenkins Jr., TDC Member	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Jim McCain, OGC	