



**February 6, 2025**  
**Agenda & Meeting Materials**

## Agenda

## ***DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA***

**February 6, 2025, 10:00 a.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)

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|--|-------------------------|
| <b>I. Welcome and Call to Order</b>  | <b>Chair White</b>      |
| <b>II. Public Comments Including Action Items</b>  | <b>Chair White</b>      |
| <b>III. Approval of Minutes*</b> <ul style="list-style-type: none"><li><b>December 2, 2024 – TDC Regular Board Meeting</b></li></ul> | <b>Chair White</b>      |
| <b>IV. TaxSlayer Gator Bowl Recap</b>  | <b>Greg McGarity</b>    |
| <b>V. Visit Jacksonville Quarterly Report and Update</b>   | <b>Michael Corrigan</b> |
| <b>VI. Strategic Plan Update</b>   | <b>Erin Dinkle</b>      |
| <b>VII. Visitor Channel Update</b>   | <b>Kate Strickland</b>  |
| <b>VIII. Financial Report</b>  | <b>Phillip Peterson</b> |
| <b>IX. New Business</b>  | <b>Chair White</b>      |
| <b>X. Closing Comments and Adjournment</b>   | <b>Chair White</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, April 17, 2025, 10:00 a.m. in Lynwood Roberts Room**

## Meeting Minutes

## 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 / 2<sup>nd</sup> 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 / 2<sup>nd</sup> 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 / 2<sup>nd</sup> 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.**

Mr. Corrigan provided the FY 23-24 4<sup>th</sup> Quarter update and detailed highlights of accomplishments during the 4<sup>th</sup> 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.

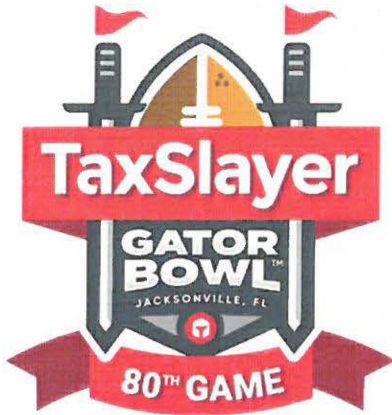
#### **X. Closing Comments and Adjournment**

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

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

## TaxSlayer Gator Bowl Recap





80<sup>th</sup> annual  
**TaxSlayer Gator Bowl**  
Thursday, January 2<sup>nd</sup> | 8:00 pm  
featuring



- **NATIONAL TELEVISION EXPOSURE:** The 80<sup>th</sup> annual TaxSlayer Gator Bowl was broadcast nationally on ESPN and was unopposed.
  - **Television Ratings Overview:**
    - **Kickoff Ratings:** 7,711,000 viewers
      - Viewership remained above 5.2 million for more than 43% of the total broadcast
    - **Total Average Rating:** 5,032,217 viewers
      - *An increase of more than 1.6M viewers compared to 79<sup>th</sup> Game*
      - *46.9% increase year-over-year*
    - **Ranking:** *#4 most watched non-CFP Bowl Game*
  - **PLEASE NOTE:** *The Nielsen Company post-game report will provide valuation on broadcast exposure, online value and social value. This report is being measured through 2-15-25 and will be available for review in April 2025.*
- **VISITOR SUMMARY:**
  - **Out of Town Visitors:** Approximately 42% of attendees came from outside 150 miles of Jacksonville.
  - **TOTAL DIRECT SALES:** \$4,419,927 (*as reported by Visit Jacksonville*)
  - **Attendance:** 31,290



Ole  
Miss

# THANK YOU JACKSONVILLE

On behalf of the Ole Miss football program, I want to share my heartfelt thanks to the city of Jacksonville and the countless people that helped make our experience at the TaxSlayer Gator Bowl an enjoyable one. Greg McGarity, his staff and the bowl committee were tremendous hosts, while the Sawgrass Marriott provided incredible hospitality during our stay. In addition, UNF was an excellent practice site throughout the week. To the fans in attendance at the game and the other local residents that played a role in our trip, you gave our student-athletes, staff and families a bowl experience they will not forget, and we are eternally grateful for your kindness.

*Lane Kiffin*

- HEAD COACH LANE KIFFIN

OLE MISS REBELS

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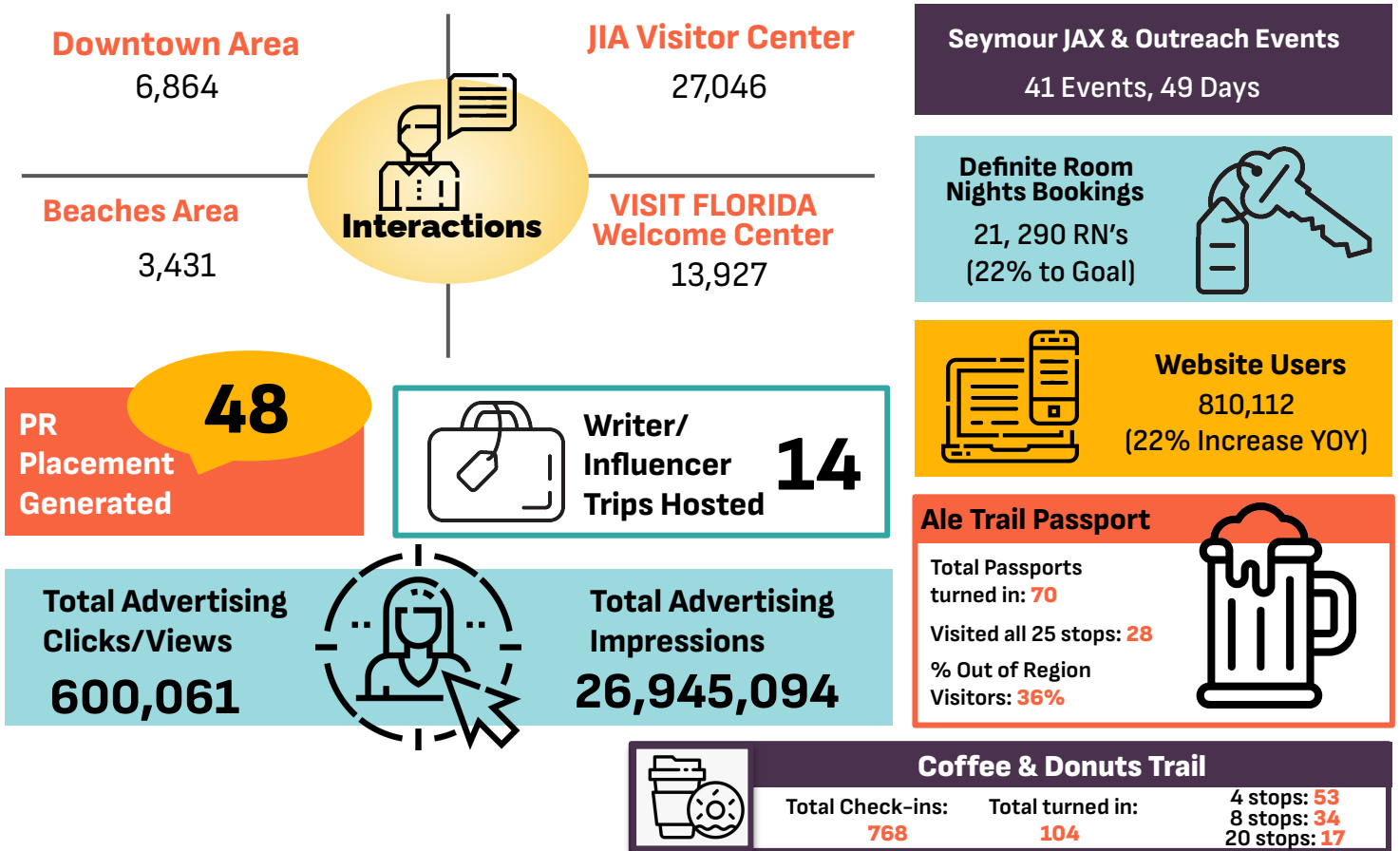


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DUKE BLUE DEVILS

## Visit Jacksonville Quarterly Report and Update

# Visit Jacksonville Q1 Stats (2024-2025)



## Quarterly Highlights:

- Hosted 2 Activations in London's Waterloo Station.
- Hosted a "Win a Trip to Jax" Contest which had over 5,000 entries.
- Hosted (14) convention sales site visits.
- Received (3) Bring it Home leads to bid on future conferences in Jacksonville.
- Held Neighborhood Hotel Partner meetings for the Beaches and Airport properties.
- Hosted 14 writers and influencers which included 5 surf related influencers from GoPro and Catch Surf for a weeklong awareness trip, ads begin in February.
- Designed, procured, and distributed Surf Wax Combs and Surf Wax to appeal to the surf community.

Check out the Flip Side for more!



# Visit Jacksonville Q1 Report

## Quarterly Highlights:

- Hosted a staff training day focusing on the Northside of Jacksonville highlighting Kingsley Plantation, Fort George Island Cultural State Park, Ribault Club, Betz-Tiger Point Preserve, Bogey Creek Preserve, and Palms Fish Camp.
- Executed a database cleansing project focused on restaurants and hotels.
- Hosted the first Explorers event of the year – Haunted Walking Tour in conjunction with AdLib Luxury Tours highlighting Downtown sites, Sweet Pete’s and Bold City Brewery.
- Hosted Trivia Night at Grey Matter Distillery.
- Participated in two community parades – River City Pride Parade and Murray Hill-O-Ween.
- Participated in our first Seymour on the Road event for the year – Orlando Coffee Festival.
- Rebranded The Jax Ale Trail for December 10th Anniversary.
- Created a holiday shopping guide that included all shopping options, especially local small businesses.
- Executed a Jaguars Season Long Promotion with Florida’s First Coast of Golf, we had over 20,000 entries.
- Partnered with Jacksonville Business Journal to host a First Coast Forward Event focused on the importance of the local community being involved in Jacksonville’s image.
- Hosted Community Meetings for the beaches surf community and the local restaurant community.
- Redesigned and launched a new annual events rack card.
- Hosted two tourism ambassadors training sessions, training over 40 new ambassadors.
- Successfully completed the 10th Annual Kids Free November.



## Visitor Channel Update



**Discover Jacksonville | Where to Watch | Streaming Platforms**



An active Google account, internet connection, and one or more supported device is required. Visit [tv.youtube.com](https://tv.youtube.com) to create an account. Memberships include six accounts that may share access, as well as three simultaneous streams, personalized recommendations, and individual libraries for each user.



An active Apple ID, internet connection, and one or more supported devices are required. Visit the app store and search for Apple TV. Download the app and follow the instructions to complete setup.



An active Amazon account, internet connection, Amazon Fire TV Stick, and one or more supported devices are required. Upon installation of the Amazon Fire TV stick into the television's HDMI port, use the Amazon TV Remote to turn on the television, and follow the on-screen instructions to complete setup.



An active Roku account, internet connection, Roku device, and one or more supported devices are required. Upon installation of the Roku device into the television's HDMI port, turn on the television, and follow the on-screen instructions to complete setup.



## Discover Jacksonville | Where to Watch | Physical Locations

Property	Address	Channel Number
Aloft Jacksonville Tapestry Park	4812 W Deer Lake Dr, Jacksonville, FL 32246	44
Comfort Suites Airport	1180 Airport Rd, Jacksonville, FL 32218	1
Comfort Suites Baymeadows	8277 Western Way Cir, Jacksonville, FL 32256	68
Courtyard by Marriott Butler Blvd.	4670 S Lenoir Ave, Jacksonville, FL 32216	46
Courtyard by Marriott Jacksonville Airport	14668 Duval Rd, Jacksonville, FL 32218	44
Courtyard by Marriott Jacksonville Mayo Clinic	14390 Mayo Blvd, Jacksonville, FL 32224	2
Courtyard Jacksonville by Marriott I-295	9815 Lantern St, Jacksonville, FL 32225	54
Courtyard Marriott Jacksonville Beach Oceanfront	1617 1st St N, Jacksonville Beach, FL 32250	73
Doubletree by Hilton Hotel Jacksonville Airport	2101 Dixie Clipper Dr, Jacksonville, FL 32218	63
Doubletree by Hilton Jacksonville Riverfront	1201 Riverplace Blvd, Jacksonville, FL 32207	64
Embassy Suites Hotel Jacksonville Baymeadows	9300 Baymeadows Rd, Jacksonville, FL 32256	42
Fairfield Inn and Suites Jacksonville Beach	1616 1st St N, Jacksonville Beach, FL 32250	73
Fairfield Inn & Suites by Marriott Butler Blvd.	4888 Lenoir Ave., Jacksonville, FL 32216	1
Hampton Inn & Suites Bartram Park	13950 Village Lake Cir, Jacksonville, FL 32258	26
Hampton Inn Jacksonville Beach Oceanfront	1515 1st St N, Jacksonville Beach, FL 32250	63
Hampton Inn Jacksonville Downtown I-95	1331 Prudential Dr, Jacksonville, FL 32207	57
Hampton Inn Jacksonville Ponte Vedra Beach	1220 Marsh Landing Pkwy, Jacksonville Beach, FL 32250	1
Hampton Inn Jacksonville South/I-95 at JTB	4681 Lenoir Ave, Jacksonville, FL 32216	2
Holiday Inn Express Hotel & Suites South	4675 Salisbury Road, Jacksonville, FL 32256	26
Holiday Inn I-295 East Baymeadows	11083 Nurseryfields Dr, Jacksonville, FL 32256	26
Home2 Suites Jacksonville South St. Johns Town Center	10715 Deerwood Park Blvd, Jacksonville, FL 32256	50
Homewood Suites by Hilton St. Johns Town Center	10434 Mid Town Pkwy, Jacksonville, FL 32246	60
Hotel Indigo Jacksonville Deerwood Park	9840 Tapestry Park Circle, Jacksonville, FL 32246	2
Jacksonville Marriott	4670 Salisbury Rd, Jacksonville, FL 32256	47
Marriott Downtown Jacksonville	245 Water St, Jacksonville, FL 32202	77
Residence Inn by Marriott Jacksonville Airport	1310 Airport Rd, Jacksonville, FL 32218	45
Residence Inn Jacksonville South Bartram Park	13942 Village Lake Cir, Jacksonville, FL 32258	42
Sheraton Jacksonville Hotel	10605 Deerwood Park Blvd, Jacksonville, FL 32256	44
The Southbank Hotel at Jacksonville Riverwalk	1515 Prudential Dr, Jacksonville, FL 32207	28.1
Visit Jacksonville Beaches Visitor Center	381 Beach Blvd, Jacksonville Beach, FL 32250	Lobby
Visit Jacksonville Visitor Center Laura Street	100 N Laura St #120, Jacksonville, FL 32202	Lobby
Wyndham Garden Jacksonville	4660 Salisbury Rd, Jacksonville, FL 32256	44





## VIEWERSHIP AND REACH ANALYSIS

Created For:

Visit Jacksonville

100 North Laura Street, Suite 120

Jacksonville, FL 32202

Created By:

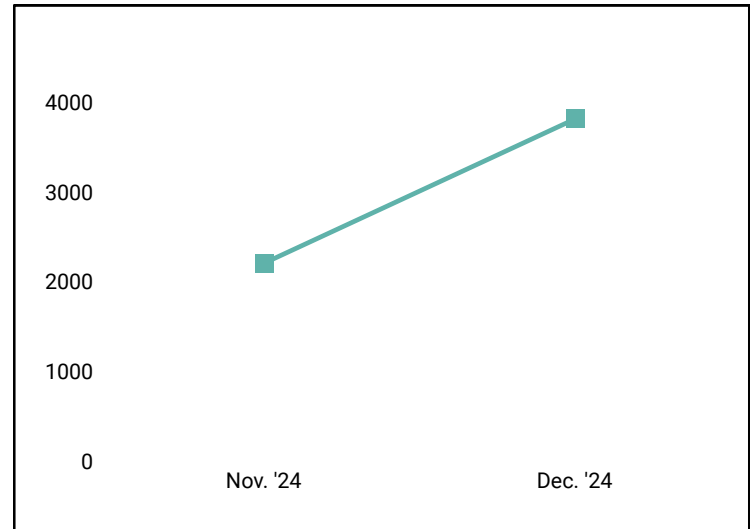
Wander Media Company

450-106 FL-13, #230

Jacksonville, FL 32259

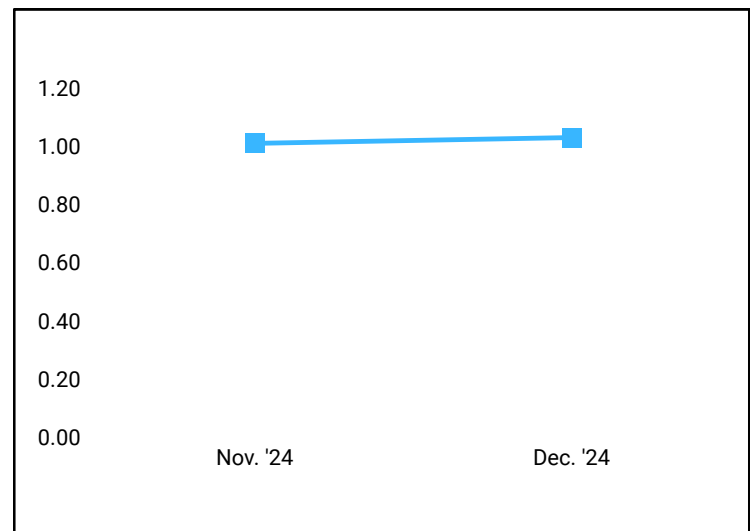
## Viewership

The total number of times viewers accessed content on the channel across all platforms. This measures audience reach and engagement by counting each time content is viewed.



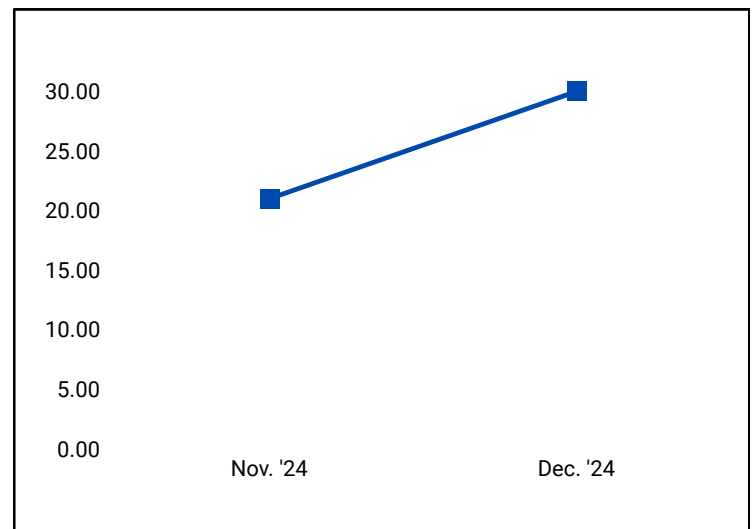
## Duration

The average time (in minutes) an individual viewer spent watching the channel on digital platforms. This indicates the level of viewer engagement and interest in the content, with longer durations suggesting higher viewer retention.



## Subscribers

The number of unique users who have downloaded or subscribed to the channel on any platform. This reflects the channel's growth and audience base.



## Estimated Annual Reach

The number of overnight sleeping rooms multiplied by the average occupancy rate and the average length of stay on an annualized basis.

Properties notated with a (\*) annualize monthly traffic reports due to the absence of overnight sleeping rooms. Properties notated with a (\*\*) annualize daily traffic reports due to the absence of overnight sleeping rooms.

Property	Number of Rooms	Estimated Annual Reach
Aloft Jacksonville Tapestry Park	137	36,000
Comfort Suites Airport	59	15,504
Comfort Suites Baymeadows	112	29,434
Courtyard by Marriott Butler Blvd.	137	36,004
Courtyard by Marriott Jacksonville Airport	81	21,287
Courtyard by Marriott Jacksonville Mayo Clinic	146	38,364
Courtyard Jacksonville by Marriott I-295	97	25,488
Courtyard Marriott Jacksonville Beach Oceanfront	150	39,420
Doubletree by Hilton Hotel Jacksonville Airport	201	52,824
Doubletree by Hilton Jacksonville Riverfront	293	77,000
Embassy Suites Hotel Jacksonville Baymeadows	277	72,796
Fairfield Inn & Suites by Marriott Butler Blvd.	103	27,068
Fairfield Inn and Suites Jacksonville Beach	76	19,973
Hampton Inn & Suites Bartram Park	103	27,072
Hampton Inn Jacksonville Beach Oceanfront	177	4,652
Hampton Inn Jacksonville Downtown I-95	118	31,010
Hampton Inn Jacksonville Ponte Vedra Beach	117	30,744
Hampton Inn Jacksonville South/I-95 at JTB	100	26,280
Holiday Inn Express & Suites Jacksonville W-I295 & I10	93	24,440
Holiday Inn Express Hotel & Suites South	88	23,124
Holiday Inn I-295 East Baymeadows	249	65,437
Home2 Suites Jacksonville South St. Johns Town Center	104	27,331
Homewood Suites by Hilton St. Johns Town Center	119	31,273
Hotel Indigo Jacksonville Deerwood Park	96	25,224

<b>Property</b>	<b>Number of Rooms</b>	<b>Estimated Annual Reach</b>
Jacksonville Marriott	225	59,136
Marriott Downtown Jacksonville	354	93,024
Residence Inn by Marriott Jacksonville Airport	78	20,498
Residence Inn Jacksonville South Bartram Park	120	31,536
Sheraton Jacksonville Hotel	159	41,785
The Southbank Hotel at Jacksonville Riverwalk	322	84,624
Visit Jacksonville Beaches Visitor Center*	1,500	18,000
Visit Jacksonville Visitor Center Laura Street*	1,700	20,400
Wyndham Garden Jacksonville	183	48,096
Total Unique Reach	7,874	1,224,848



# WANDER

MEDIA COMPANY

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## Financial Report

# Duval County Tourist Development Council Financial Report - December 31, 2024

## Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25
October	672,056.13	731,410.03	777,131.56	746,570.07
November	604,936.96	910,588.08	870,150.79	922,399.58
December	907,233.95	775,754.01	781,110.92	911,232.69
January	784,956.19	802,672.65	791,221.82	
February	660,296.47	831,280.63	785,825.45	
March	786,953.62	898,033.42	923,150.02	
April	1,042,260.73	1,196,791.89	1,096,556.37	
May	1,083,987.32	969,070.87	940,633.54	
June	910,004.15	939,202.73	956,049.29	
July	896,077.60	886,091.39	813,752.69	
August	924,781.34	942,669.76	896,464.52	
September	817,772.71	779,666.00	771,697.24	
<b>Totals</b>	<b>\$ 10,091,317.17</b>	<b>\$ 10,663,231.46</b>	<b>\$ 10,403,744.21</b>	<b>\$ 2,580,202.34</b>

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

12 months ending December 2024	\$ 10,555,553.28
12 months ending December 2023	<u>10,673,872.61</u>
Change over prior 12 months	\$ (118,319.33)
Percentage change	-1.11%

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

3 months ending December 2024	\$ 2,580,202.34
3 months ending December 2023	<u>2,428,393.27</u>
Change over prior year to date	\$ 151,809.07
Percentage change	6.25%

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

December 2024	\$ 911,232.69
December 2023	<u>781,110.92</u>
Change over prior year	\$ 130,121.77
Percentage change	16.66%

### Comparison of Actual Collections to Average Revenues Received

Actual Collections, December 2024	\$ 2,580,202.34
Average Revenues to Budget, December 2024	<u>2,375,440.00</u>
Average Revenues Difference	\$ 204,762.34

**Duval County Tourist Development Council  
Financial Report - December 31, 2024**

	<b>FY 2024/25</b>
<b>(1) Tourism Marketing, Sales, Experiences and Promotion</b>	
<b>(A) Destination Services</b>	\$ 1,385,817.00
Disbursements	(505,962.24)
Obligations: STR Reports	(30,561.00)
Obligations: Visit Jacksonville Contract	(849,293.76)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(B) Marketing</b>	\$ 4,757,956.00
Disbursements	(1,785,190.63)
Obligations: Florida's First Coast of Golf	(103,912.94)
Obligations: Visit Jacksonville Contract	(2,868,852.43)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(C) Convention and Group Sales</b>	\$ 1,685,391.00
Disbursements	(506,012.65)
Obligations: Gator Bowl	(330,000.00)
Obligations: Visit Jacksonville Contract	(849,378.35)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(D) Convention Grants, Sponsorships and Promotion*</b>	\$ 725,000.00
Prior Year's Balances	705,877.30
Disbursements	(91,652.26)
Commitments	(846,220.24)
<b>Budgetary Balance Available</b>	<b>\$ 493,004.80</b>
<b>(2) Planning and Research</b>	\$ 100,000.00
Carryovers	97,500.00
Disbursements	-
Obligations: Strategic Market Analysis and Visitor Profile	(197,500.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(3) Event Grants</b>	\$ 1,329,875.00
Carryovers	310,000.00
Disbursements	(150,000.00)
Obligations: 2025 U.S. Spartan Championships Special Event Grant	(80,000.00)
Obligations: 2025 Springing the Blues Special Event Grant	(80,000.00)
2024 Surfer Girl Pro Special Event Grant	(46,875.00)
2024 Surfer Girl Pro Marketing Grant	(175,000.00)
2025 UNF - FHSAA Track & Field Championships	(50,000.00)
2025 UNF - NCAA Track & Field East Preliminary	(150,000.00)
2024 WasabiCon Marketing Grant	(10,000.00)
2025 JJVA Tropical Ice Challenge Volleyball Tournament Special Event Grant	(70,000.00)
2025 Donna Marathon Weekend Special Event Grant	(70,000.00)
2025 Jacksonville College Baseball Classic Special Event Grant	(50,000.00)
2025 Michelob Ultra PBR Jacksonville Special Event Grant	(50,000.00)
2025 AAU College Hockey National Championships Special Event Grant	(80,000.00)
2025 AAU Track and Field Primary National & Club Championships Special Event Grant	(80,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 498,000.00</b>



**Duval County Tourist Development Council  
Financial Report - December 31, 2024**

<b>(4) Development Account*</b>	\$	1.00
Prior Year's Balances		2,121,075.63
Disbursements		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>2,121,076.63</u></b>
 <b>(5) Contingency Account*</b>	 \$	 250,000.00
Prior Year's Balances		2,256,060.00
Disbursements		-
Obligations: International Flight Marketing		(1,000,000.00)
Obligations: Future Europe Flight		(500,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>1,006,060.00</u></b>
 <b>(6) Promotion of the Equestrian Center*</b>	 \$	 13,600.00
Prior Year's Balances		8,910.05
Disbursements		-
Commitments		(17,100.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>5,410.05</u></b>
 <b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	 \$	 644,544.00
Carryovers		624,326.98
Disbursements		(338,714.69)
Obligations: Visit Jacksonville Sports Tourism		(246,013.16)
Obligations: MOCA 100th Year Anniversary		(37,004.35)
Obligations: Visit Jacksonville UK Marketing Plan		(2,594.78)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>644,544.00</u></b>
 <b>TDC Administrative Budget</b>	 \$	 320,134.00
Disbursements		(66,601.34)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>253,532.66</u></b>
 <b>Tourist Development Special Revenue Fund*</b>		
Prior Year's Balances	\$	92,961.96
Disbursements		(10,944.44)
Obligations: Visitor Channel		(49,250.02)
<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	64.3	70.1
2024	66.3	73.4	74.9	71.1	71.4	66.6	67.1	63.7	63.2	71.0	71.0	67.8	69.0
10 yr Avg	67.3	75.1	74.1	71.7	70.6	70.8	71.2	66.8	65.8	70.5	67.3	63.1	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	\$107	\$115	\$116	\$108	\$115
10 yr Avg	\$93	\$98	\$104	\$100	\$102	\$99	\$99	\$94	\$95	\$101	\$96	\$93	\$98

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	\$940,634	\$956,049	\$813,753	\$896,465	\$771,697	\$746,570	\$922,400	\$911,233	\$10,555,554
Monthly Differential	\$11,451	\$45,455	\$25,134	\$100,252	\$28,437	\$16,847	\$72,338	\$225	\$4,969	\$30,561	\$52,249	\$130,122	
10yr Average	\$599,629	\$641,874	\$695,534	\$830,466	\$766,227	\$763,255	\$720,242	\$758,677	\$662,233	\$634,839	\$715,988	\$687,765	\$706,394

# GOLF TOURIST ACTIVITY



**Dec-24**

## 2023 FFCG TOP 10 REGION DEMAND MARKETS

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

## TOP 5 DEMAND MARKETS (DIGITAL USERS)

### UNITED STATES

Florida  
Georgia  
New York  
Texas  
Illinois



### INTERNATIONAL

Canada  
United Kingdom  
Germany  
India  
China

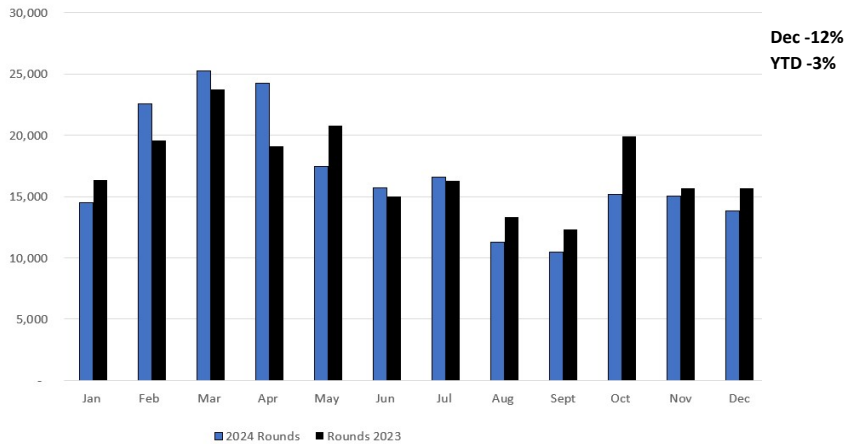
## DIGITAL TRAFFIC

	2024	2023	CHANGE
<b>MONTHLY</b>	16,340	9,388	74%
<b>YEAR TO DATE</b>	148,866	134,371	11%



\*2023 Clicktivated Campaign removed from Feb-Apr data

## DUVAL TOURIST ROUNDS TREND



## PRECIPITATION

2024	2023	CHANGE
1.08	6.49	-5.41



## AVERAGE TEMP



2024	2023	CHANGE
56	57	-1

## FY25 EARNED MEDIA

<b>VALUE</b>	\$678,364
<b>IMPRESSIONS</b>	8,204,411



ADDITIONAL METRICS AVAILABLE ON REQUEST