SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $2,894,898.00 for the third year of the five (5) year term. Total revised expenditure amount not to exceed $17,291,982.00.

Contract	Award Amount	Increase Amount	Maximum Indebtedness
Marketing Services	$5,317,122.00	$1,674,971.00	$9,839,715.00
Convention Sales	$4,158,340.00	$1,219,927.00	$7,452,267.00

Funding for this award to be encumbered by the following accounts and executed by formal contract amendment through the Office of General Counsel: 10301.231002.549006.000000.00000949.00000.0000000 - $1,674,971.00; 10301.231002.549006.000000.00000944.00000.0000000 - $1,219,927.00

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2020. No funds have been appropriated to date. The City has no obligation for payment and work hereunder is not authorized unless funds are appropriated for the work herein. A written notification will be provided in the event that funds are appropriated.

Attachments: Recommendation Memo and Previous Awards

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lillian Graning, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL
117 WEST DUVAL STREET, SUITE 260
2nd FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202
OFFICE (904) 255-5505

September 15th, 2020

MEMORANDUM

TO: Annette Burney
Purchasing Analyst
COJ Procurement Division

FROM: Lillian Graning
Executive Director
Tourist Development Council

SUBJECT: Contract Update Request Memo

Pursuant to the attached documents, please increase the maximum indebtedness of the following contracts by the amount indicated below.

TDC Approval Date:	**May 28th, 2020**
Bid #:	**ESC-0136-17**
Indebtedness Increase:	**$1,674,971.00**
PO #:	**600041-20**
Contract # / Name:	**7393-15 / Marketing**
Supplier Name:	**Jacksonville and the Beaches Convention and Visitors Bureau**
Supplier #:	**24773**

TDC Approval Date:	**May 28th, 2020**
Bid #:	**ESC-0136-17**
Indebtedness Increase:	**$1,219,927**
PO #:	**600040-20**
Contract # / Name:	**7393-14 / Convention Sales & Service**
Supplier Name:	**Jacksonville and the Beaches Convention and Visitors Bureau**
Supplier #:	**24773**

Please confirm by email that this request has been received.

Attachments: May TDC Meeting Minutes

cc: Phillip Peterson, Assistant Council Auditor
TDC File Copy

Leslie-Burney, Annette

From: Graning, Lillian
Sent: Friday, September 18, 2020 12:21 PM
To: Leslie-Burney, Annette
Cc: Peterson, Phillip
Subject: RE: Contract Update Request Memos

Annette,
Below are the account strings associated with the respective accounts:

- Visit Jacksonville's Marketing contract: CCTD132MA (Fund 10301 Center231002 Account549006 Activity00000949)
- Visit Jacksonville's Convention Sales & Service contract: CCTD132CON (Fund 10301 Center231002 Account549006 Activity00000944)

Let me know if there's anything else you need. Thanks!

Lillian Graning | Executive Director
Duval County Tourist Development Council
117 West Duval Street, Suite 260
Jacksonville, FL 32202
Office: (904) 255-5504
Cell: (828) 508-9438
LGraning@coj.net

From: Leslie-Burney, Annette <ABurney@coj.net>
Sent: Friday, September 18, 2020 11:14 AM
To: Graning, Lillian <LGraning@coj.net>
Cc: Peterson, Phillip <PhillipP@coj.net>
Subject: RE: Contract Update Request Memos

Lillian, can you send me the account code that will be used for the Marketing and Convention Sales & Service contracts?

Annette L. Burney
Purchasing Analyst
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

CITY OF JACKSONVILLE

*** **Privacy Act:** This communication may contain privileged or other official city information. If you are not the intended recipient or believe that you have received this communication in error, please reply to the sender indicating that fact and delete the copy you received. It is a violation of Federal Law to print, copy, retransmit, disseminate, or otherwise use this information.

From: Graning, Lillian <LGraning@coj.net>
Sent: Tuesday, September 15, 2020 2:58 PM
To: Leslie-Burney, Annette <ABurney@coj.net>
Cc: Peterson, Phillip <PhillipP@coj.net>
Subject: Contract Update Request Memos

Good afternoon Annette,
You'll find the memos you requested attached to this email along with TDC's May meeting minutes where the authorization to increase these contracts by reflected amounts were approved. If you require any more documentation or information, please don't hesitate to ask.

Thanks so much for your time and guidance.

Lillian Graning | Executive Director
Duval County Tourist Development Council
117 West Duval Street, Suite 260
Jacksonville, FL 32202
Office: (904) 255-5504
Cell: (828) 508-9438
LGraning@coj.net

Tourist Development Council Meeting Minutes

Thursday, May 28th, 2020 – 1:00 P.M. – Zoom Meeting (No physical location)
Council President Scott Wilson, TDC Chairman

Convened: 1:06 p.m.

Attendance: TDC members Scott Wilson (Chair), Aaron Bowman, Tommy Hazouri, Steve Grossman, Jeff Truhlar, Kirit Patidar, Angela Phillips

Also: Lillian Graning – TDC Executive Director; Kim Taylor and Phillip Peterson – Council Auditor's Office; Jeff Clements – Council Research Division; Michael Corrigan, Sarina Weichens – Visit Jax Inc.; Lawsikia Hodges – Office of General Counsel;

WELCOME

Call to order & Introductions: Chairman Wilson called the meeting to order and the virtual attendees were introduced for the record.

Public Comments *(Including action items)*
None

Approval of meeting minutes: the minutes of the January 23 and April 17, 2020 TDC meetings were **approved unanimously as distributed**.

OPERATIONS

1) Financial report.....Kim Taylor
Assistant Council Auditor Kim Taylor gave the financial report, noting that through the month of April the tourist tax collections were down 7.25% on a year-to-year basis, were down 12.96% for the first 7 months of the fiscal year compared to the same period last year, and were down 60.77% for April 2020 versus April 2019. Actual collections are running $600,000 short of budget after 7 months of the fiscal year. Ms. Taylor gave the budget balances available in the various tourist plan components:
After reviewing plan component balances, Ms. Taylor cautioned that budgetary capacity does not equal available cash – spending beyond cash available would add to the year-end deficit already projected from the revenue shortfall. Council Member Bowman asked about where the $785,000 reallocated at the last meeting will be housed; Ms. Taylor said it will go into operating reserve as a revenue shortfall buffer.

Presenting projected year-end balances, Ms. Taylor described two possible scenarios she and Ms. Graning have developed to aid in preparation for tourist development tax revenue shortfall. Scenario 1 (conservative model) – will end the year with $5.85 million in revenue and $8.95 million in expenditures producing a $3.1 million deficit. Scenario 2 (more optimistic model) – will end the year with $6.95 million in revenue and $8.95 million in expenditures producing a $2 million deficit. The TDC has recouped the Downtown Times Union Performing Arts Center Visitor Center capital allocation ($785,000) by halting that project, through bill 2020-0251, there will be savings in TDC operational budget from only having one employee for most of 2020. Additional options for TDC to consider for additional savings include; Deappropriating $20,000 for Equestrian Center marketing grants and reversing both $600,000 allocations to the Contingency and Development accounts in this year's budget. Those actions could reduce the deficit under the conservative Scenario 1 to $1.1M deficit. Mr. Grossman asked if these remediation actions are included in Ms. Graning's proposed FY20-21 budget; she said that they were. In response to a question from Mr. Bowman about whether the Equestrian Center operators have been informed about the proposal, Ms. Graning said she has not had contact with them because of staff working remotely during the COVID-19 emergency, but expects they have informally committed these funds to potential recipients. Mr. Bowman asked about the timing of legislation to accomplish what needs to be done, given the City Council's summer break in early July. Ms. Graning said

that TDC approval of these actions would need to take place in early June. Lawsikia Hodges said that introduction of legislation in June means that final Council approval wouldn't take place until mid-August at the earliest. Mr. Wilson noted that emergency approval could get a bill passed in late June before the Council break. Mr. Bowman said he liked the proposals made by Ms. Graning for reformat the budget to meet the current emergent situation.

Mr. Truhlar asked about the assumptions used in developing the two scenarios. Ms. Graning said she used several industry sources of data on national trends and accommodated local restriction and cancelation variants. Only the more conservative scenario takes into account a potential second spike of the COVID virus or a long-term economic recession. The worst case scenario would be for both of those things to occur and TDC revenues to drop precipitously.

Motion (Bowman/2nd Patidar): the TDC authorizes filing of legislation to rescind the $600,000 appropriation to the Development Account and the $600,000 appropriation to the Contingency Account in the FY19-20 budget, and to transfer $1,020,000 from the Development Account to TDC's Operational Account, as a one-cycle emergency approval of the ordinance.

Motion (Patidar): amend the Bowman motion to appropriate the $40,000 of Equestrian Center marketing funds ($20,000 from last fiscal year and $20,000 from the current fiscal year) in the current budget to Visit Jacksonville Inc.

Chairman Wilson ruled that the Patidar motion was not germane to the Bowman motion, and would be discussed separately after the vote on the Bowman motion.

The Bowman motion was **approved unanimously**.

Mr. Hazouri asked about the $785,000 to be moved into operations and whether it is needed for the Visitor Center construction in the future. Ms. Graning said that the funding was pulled back from the project because of changing conditions downtown and the relocation of the downtown visitor center to the corner of Laura and Adams Streets, and therefore will not be needed for future construction.

Mr. Patidar asked who controls the future of the $40,000 for Equestrian Center marketing. Ms. Graning said it was appropriated to the Equestrian Center for them to manage on a contractual basis, submitting receipts to the TDC for reimbursement of expenses. She said that the holdup in using the funds has been difficulty in getting the contract between the TDC and the Equestrian Center executed for them to manage the funds directly. Michael Corrigan, CEO of Visit Jax, agreed that the holdup in the process is the execution of the management contract and suggested that the Equestrian Center be given at least a few months after execution of the contract to demonstrate its capability to use the funds for the intended purpose.

2) Market report.....Lillian Graning
TDC Executive Director Lillian Graning gave the market report, noting that occupancy was slightly higher than forecasted and RevPAR (revenue per available room) was well above predictions in April, leaving April performance better than expected though still only a fraction of what is typically one of the best months of the year. All factors considered these rates appear to set the lowest possible occupancy levels for the county. With travel restrictions loosening around the country, May is predicted to yield around 29% occupancy with RevPAR also climbing. Properties in Jacksonville are slowly coming back on line as their financial resources allow. Demand for May is anticipated to climb from April's approximately 153,000 room nights by about 25%. Consumer confidence and behavior will be a benchmark for what happens in the future. While restrictions are relaxing, only 31% of Americans surveyed feel comfortable dining in local restaurants and shopping in local stores, and 35% said they would feel comfortable traveling outside their community for any reason. Because Tourist Development Tax collections reflect the prior month's activity, revenue expectations for May are

expected to also be extremely low. If restriction relaxations and consumer confidence continue to improve, summer could bring some collections relief, but it's far too soon to adjust any models previously set.

Mr. Patidar asked what percentage of Jacksonville hotel occupancy is related to cruise line and international travelers. Ms. Graning said last year's data, as she recalled, was about 14% international and less than that was cruise-related. Mr. Patidar asked for the most current data on international, cruise-related and direct flight market hotel occupancy. Mr. Corrigan said 339,000 passengers came through Jaxport cruise terminal last year with only a small percentage of those staying overnight in the city.

DISCUSSION ITEM

7) Downtown Visitor Center Update: Michael Corrigan, CEO of Visit Jacksonville, Inc., reported that the Downtown Visitor Center has moved out of 208 N. Laura Street and relocated one block south to 100 N. Laura Street into the former Center State Bank office at the corner of Laura and Adams Streets. Limited numbers of employees will begin working in the space on June 1st and a date for an official grand opening has not been set, pending the loosening of COVID-19-related restrictions. The center will be much more digitally-oriented and physical informational brochures will be handed out individually from the desk rather than being placed in open racks. Very little remodeling of the space will be needed and any changes would be made in future budget years.

ACTION ITEMS

3) Grant application consideration
   - Downtown Jax Concert Series – Date Adjustment Request: Downtown Vision Inc. requests approval to shift the concert series from March/April to the fall of 2020.
   - Hella Mega Tour – Date Adjustment Request: concert promoter ASM Global requests approval for rescheduling the concert from August 8, 2020 to sometime in 2021.
   - 2020 Lucas Oil FL Pro Motocross Nationals – Date Adjustment Request: event promoter Airstream Ventures requests approval for rescheduling the event from June 6, 2020 to July 2020.

Motion (Patidar/2nd Bowman): TDC approves the three date change requests listed above – **approved unanimously**.

Lawsikia Hodges discussed scoring requirements for these grants and noted that the TDC had informally delegated to the TDC Executive Director the authority to score applications on behalf of the group for their consideration.

Motion (Grossman/2nd Patidar): the TDC authorizes the TDC Executive Director to be the scoring entity for grant applications with input from Visit Jacksonville and any other relevant experts as they are relevant – **approved unanimously**.

- Super Girl Surf Pro
  a. Marketing Event Multi-Year Grant Application: event promoter ASA Entertainment requests marketing grants of $175,000 each year from 2020 through 2023 to support media production and advertising targeting visitors outside of 150 miles from Jacksonville, with attendance anticipated to be 50,000 per year, with 10% of those being from outside 150-mile radius.
  b. Special Event Multi-Year Grant Application: event promoter ASA Entertainment requests special event grants of $75,000 for 2020, $65,625 for 2021, $56,250 for 2022 and $46,875 for 2023 for event production costs.

Rick Bratman of ASA Entertainment said this event would be the largest female surfing event in the country, replicating a wildly successful event on the west coast for 14 years. It would host elite level international professional surfers along with a festival, concerts, panel discussions, and the like. In response to a question

from Mr. Grossman, Mr. Bratman said he expects to generate 50,000 in attendance in the first year, even despite the COVID-19 restrictions on gatherings. The event runs from early morning to well into the evening and is spread out across a quarter mile of beach over 2 days and attendees will be attending different elements of the event in different locations, so social distancing should not be a problem. Ms. Graning scored the event highly (45 out of 60 for Special Event application and 43 out of 60 for Marketing application) for using a public venue (the beach) and being an event that fits with Jacksonville's culture and brand goals. Mr. Grossman pointed out the difficulty of the TDC funding all of the events it has traditionally supported at the traditional levels while still trying to add new events in a time of substantially reduced revenues. He felt the TDC and City Council may wish to have a policy discussion about how to prioritize the use of limited resources for the next year or two. Council Member Bowman felt the event has great potential but is concerned about the current climate of uncertainty and protecting the TDC's investment if gatherings are still restricted and people are still not comfortable traveling this year. Ms. Graning said that awards can be conditioned to protect the TDC's investment and prohibit reimbursement for any expenses incurred by the promoter for an event that does not take place, which places all the risk on the promoter who then has to decide if that is an acceptable risk for taking the grant. Lawsikia Hodges noted that the TDC has previously prohibited requests for exceptions to the reimbursement policy and limited the time frame within which funds can be expended before an event. Mr. Bowman questioned the wisdom of entering into a multi-year funding agreement for a first-time event. Mr. Hazouri said that almost any event the TDC supports is risky to a greater or lesser degree.

Motion (Hazouri/2nd Truhlar): approve the Super Girl Surf Pro marketing and special event multi-year grants at the levels described above from the FY20-21 and future budget years.

Motion (Patidar): approve the Super Girl Surf Pro marketing and special event multi-year grants for one year in the amount of $100,000 and $50,000, respectively – dies for lack of a second

The Hazouri motion was **approved 6-1** (Patidar opposed)

- NCAA Track & Field East Preliminary – Special Events Grant Multi-Year Application: the University of North Florida requests special event multi-year grants of $175,000 for 2021, 2023 and 2025 to pay event production costs for hosting the NCAA East Regional track and field meet.
  Nick Morrow of the UNF Athletic Department described the proven track record of this event which has been hosted several times at UNF. UNF is bidding to keep the event for 2023 through 2026. Ms. Graning said this event has one of the highest returns on investment of any event the TDC grants and UNF depends on TDC funding to make the event happen; without it the event would not come to Jacksonville.

  Motion (Bowman/2nd Hazouri): approve the UNF request for funding of $175,000 from the FY20-21and subsequent budgets in 2023 and 2025 – **approved unanimously**.

- 2020 Spartan Sprint – Marketing Grant Application: event promoter Airstream Ventures requests a $75,000 marketing grant to publicize the Spartan Sprint to be held June 12-14, 2020.
  Alan Verlander of Airstream noted that a Spartan race in Jacksonville was cancelled this spring and his company told Spartan that they wanted to support another race this year if possible. Spartan has decided to make Jacksonville the location of its first post-COVID event using very small groups of competitors in numerous heats with an extensive sanitation procedure between each race, and with few or no spectators. Ms. Graning scored the event 43 out of 60 with a supportive recommendation recognizing smaller turn out during high need period. Mr. Patidar asked about the TDC's commitment to the May Spartan race that was cancelled; it was $100,000 which was not used and was returned to the TDC. Mr. Bowman and Ms. Phillips questioned how much of a marketing effort could be made in the next two weeks before the event that would draw many more participants who aren't already committed to come. Mr. Verlander said that Spartan is already making marketing efforts and is hoping to use some of the TDC funding as reimbursement for expenses already made. Spartan is providing free registration for people

who registered for Spartan events in other places that were cancelled if they will come to Jacksonville to resume their competitive season. Mr. Grossman felt a smaller grant would be appropriate since this race will be a smaller event. Ms. Phillips asked if the City could use video from the Spartan event as an overall marketing tool for the area. Ms. Hodges and Mr. Verlander confirmed all promotion materials are part of the agreement partnership.

Motion (Grossman/2nd Patidar): approve a marketing grant of $50,000 from the $273,000, of $750,000 in operational funds for grants, for the FY19-20 budget – **approved 6-1** (Bowman opposed).

- THE PLAYERS – Marketing Multi-Year Grant Request: event promoter The PLAYERS Championship requests multi-year marketing grants of $325,000 in 2021, 2022 and 2023 for marketing of the event outside of a 150-mile radius around Jacksonville.
  Jared Rice of The Players explained the request for the multi-year grant as discussed at an earlier TDC meeting, citing the tremendous impact in both tourism and general marketing and awareness of Northeast Florida that the tournament produces. He said the tournament produces $27 million in media awareness each year as a premier international event. Ms. Graning said that this multi-year request would amend the terms of the existing one-year agreement approved last December. In response to a question from Mr. Hazouri about this year's allocation, Mr. Rice said they spent $293,000 of the $325,000 awarded for the 2020 tournament. Mr. Patidar said he wants Visit Jax to have full access to a hospitality chalet at the tournament as a condition of the TDC's $325,000 grant, and not as an added cost. Mr. Rice said that the purpose of the grant is marketing to potential attendees and familiarization trips for golf writers and using funds for a chalet would detract from those uses. Michael Corrigan said that Visit Jax has partnered with the Chamber of Commerce and others on supporting writer familiarization trips but due to a tight budget year is considering not doing that again in 2021. Mr. Bowman said he supports a long-term commitment to The Players but in the current fiscal environment a $325,000 grant will take a substantial portion of the TDC's marketing budget in a very difficult year. Mr. Grossman shared Mr. Bowman's concerns about making a long-term commitment at that level in perilous financial times. He suggested that $250,000 might be more appropriate, subject to another look at budget conditions in 6 months.

  Motion (Patidar/2nd Bowman): table this request until a new TDC board is empaneled at the August, 2020 meeting – **approved unanimously**

4) Fiscal Year 2020-2021 Department Budget Proposal
As directed by TDC in April's special meeting, TDC staff and partner organizations crafted the proposed fiscal year 2020-2021 budget based on anticipated tourist development tax revenue of $5,000,000 as well as an alternative proposal based on revenue of $4.5 million. TDC staff anticipates a revenue shortfall in the current fiscal year will require the distribution of contingency funding in the range of $100,000-$997,000. Ms. Graninig said the budget proposal is a conservative approach allowing greater financial security by balancing expenditures with an anticipated drop in revenue compared to past years. As requested all operational line items that have traditionally been distinguished have been combined in an unallocated item to provide maximum flexibility in the new year. She recommended that if the Mayor's Office arrives at a higher revenue figure than the TDC estimates, that the excess revenue be allocated to a reserve line item, as it has been the past two years, until it is realized. Budget considerations include:
   - Legislative authorization to repurpose the $350,000 allocated to the sports tourism initiative: Visit Jacksonville, the designated service provider overseeing the use of $350,000 allocated from TDC's Contingency Fund to support the Sports Tourism Initiative, has requested that legislation be authorized to repurpose those funds to maximize their flexibility to serve tourism across the county in the difficult year ahead, recognizing that this would not reoccur in future fiscal years.
   - Jax Sports Council contract to provide market exposure through the annual TaxSlayer Gator Bowl: approval of this proposal would require TDC staff to seek a single-source contract with Jacksonville Sports Council for these services.
   - Florida's First Coast of Golf: represents a 40% reduction in funding, although the FFCG requests the same amount as last year.
   - UNF Infrastructure: included in the proposed budget, and associated meeting materials, is the University of North Florida's request for infrastructure improvement funding associated with their track and field

facilities at Hodges Stadium. These improvements would allow their recruitment efforts to deliver larger and more impactful events both establishing Jacksonville as a sports center and boosting tourism impacts for years to come.

Sports Tourism Initiative

Mr. Hazouri asked for clarification that the re-purposing of the $350,000 for the Sports Tourism Initiative would require action by the City Council; Kim Taylor, and Lillian Graning, confirmed that it would require Council action to use for another purpose. Ms. Hodges said that the TDC intended for Visit Jax to manage that initiative, but that might require additional action via the City Procurement Division to assign the contract to Visit Jax. Mr. Corrigan said that the sports initiative has been much more difficult to launch than was anticipated; their dedicated sports tourism marketing person was no longer with them and the COVID-19 emergency hit, so their progress has been stifled. He felt that the $350,000 could be better used for other more general tourism promotion purposes allowing Visit Jax to continue to promote sports tourism with its current structure. Ms. Hodges said that her recollection was that the TDC did not specifically earmark the funding to Visit Jax when it was initially appropriated, but did subsequently express a preference to hire Visit Jax to manage those funds, which will require action through the Procurement Division to award a direct service contract. Mr. Bowman said his understanding was that the TDC was dedicated to having a sports tourism initiative and he is in favor of adding a direct service contract award authorization to the legislation that will be filed in June. Mr. Patidar and Mr. Hazouri agreed with that course of action.

Motion (Hazouri/2nd Bowman): approve introduction of legislation to award the sports tourism initiative contract to Visit Jax to manage, and request one-cycle emergency approval

Ms. Hodges asked for clarification for how the $350,000 would be used to include as an attachment to the ordinance. Mr. Corrigan said Visit Jax had previously presented a budget for this program, which will require some recalculating. In response to a question from Mr. Grossman about how restricting the $350,000 to the sports tourism initiative would impact the proposed revised budget that used those funds for other purposes, Ms. Graning said the funds were used to fill the budget hole caused by the bed tax revenue reductions in areas that she considers to be higher and better uses given the current financial situation. If the TDC wants to dedicate funding for the sports initiative, she would like the opportunity to redesign the scope of work funds would be used for. Mr. Patidar urged that the sports initiative be continued as originally envisioned and adopted, operated by Visit Jax.

Public comment
None

The Hazouri motion was **approved unanimously**.

TaxSlayer Gator Bowl

Robert Leverock of Gator Bowl Sports stated that FY 19-20 was the last year of the previous 6-year contract between the TDC and the Gator Bowl, and that game was a tremendous success both on television and in tourism to the city. They are requesting another 6-year contract beginning with the 2021 season. If the TDC doesn't provide support for the game then the organization would need to go to the City for support; the game does not generate enough revenue to be self-sustaining. Mr. Grossman clarified the wording of proposal which differentiated co-production and exposure resulting from the event, and felt that $500,000 was too much to allocate to the game in a difficult budget year. Ms. Graning clarified that if the TDC wanted to fund this effort through a grant, it would require grant guidelines to be waived, but would still tap FY 20-21 budget. There being no motion, the item was held over to a future meeting. Ms. Graning asked for direction on whether to include funding for the game in the FY20-21 budget or not; she was directed to leave it out.

Motion (Patidar/2nd Grossman): Reduce the proposed funding level to $250,000 for one year, as a line item of the FY 20-21 CSS plan component – **approved unanimously**.

Florida's First Coast of Golf

Dave Reese of FFCG requested a continuation of the funding level from last year ($152,378). He said the golf tourism market is ready to lead the economic recovery and is a natural fit for Northeast Florida. Other regions of Florida are gearing up to heavily promote golf tourism, so Northeast Florida needs to be pro-active in capturing its share of the market. Other counties in FFCG region are maintaining their funding at the same levels as FY 19-20. Mr. Grossman said that budget cuts are necessary in these times and he favors a reduced allocation to FFCG for now, with a review in six months.

Motion (Grossman/2nd Bowman): allocate $90,000 to Florida's First Coast of Golf, with authority being granted to FFCG to proportionately adjust Duval-specific content as a part of the regional effort. – **approved 6-0** (Patidar not present)

UNF Infrastructure Proposal

Nick Morrow of UNF said the Hodges Stadium track needs to be resurfaced and the overall stadium facility improved to enable the university to host the national Junior Olympics meet and maintain market venue leadership. Ervin Lewis of UNF said he has had conversations with national and international event organizers about potential events including the Pan Am games, AAU events, and professional Grand Prix events. UNF has the potential to be the east coast center for track and field equivalent to the University of Oregon's dominant position on the west coast. Ms. Graning said that UNF is really developing a national reputation as a track and field center and their facility needs align well with the permissible uses of the Development Fund to build a substantial tourist attraction. In response to a question from Mr. Hazouri, UNF Athletic Director Lee Moon said that as a public university, UNF's Athletic Department cannot by law get state funds for its facilities or operations.

Motion (Hazouri/2nd Grossman): approve the $950,000 request from the Development Account for Hodges Stadium capital improvements as part of the TDC's FY20-21 budget (a 1-cycle emergency).

Mr. Grossman recommended that the agreement provide for whatever recognition can be provided to the TDC as a result of supporting the project. Mr. Bowman expressed discomfort with allocating $950,000 in reserve funds to a single project in a bad budget year when it may be needed to cover for poor revenue collections this year. Kim Taylor said that the Development Fund currently has $2,321,076. Mr. Hazouri said that the time is right to invest in an asset that can produce great returns. Mr. Corrigan said that he has spoken to UNF about potential naming rights of some kind at the facility in return for TDC's financial support. Angela Phillips volunteered to work with Ms. Graning and Visit Jax to discuss with UNF appropriate naming rights opportunities.

The Hazouri motion was **approved 5-1** (Bowman opposed, Patidar absent)

Mr. Moon thanked the TDC for their vote of support for a project that has been years in the development and will be a tremendous asset for Jacksonville.

In response to a question from Kim Taylor, the board agreed that the Council Auditor and Office of General Counsel are authorized pursuant to today's votes to amend TDC budget schedules and documentation to reflect the results of today's actions that have budget implications.

5) Visit Jax 18-19 Performance Review
   - Ms. Graning described the contents of the performance review documentation included in the agenda package. She noted that Visit Jax felt that some of the performance measures were not ideal or did not reflect current practice and therefore they requested certain exclusions from the existing contracts.
   - Accept Review: A responsibility of the TDC per the contract with Visit Jacksonville is that a formal review is conducted at the end of each performance year. The overview and specific deliverable assessment for which were circulated to the TDC for review on February 12th, 2020. Initial consideration of this review was slated for the March TDC meeting, which was cancelled. The final letter grade for each contract will be assigned once exceptions are approved/adjusted.
   - Accept proposed exclusions: A list of exceptions to deliverable requirements evaluated are attached in these meeting materials. They reflect all of Visit Jacksonville's requests for exclusion both short and long-term, as identified.

Motion (Grossman/2nd Hazouri): TDC approves the Visit Jax performance review and the exclusions list as described in the meeting packet – **approved 6-0** (Patidar absent)

6) Adjustments to Tourist Development Plan ordinance
   - Ms. Graning described the intention of the proposed ordinance amendments to grant the TDC more discretion over its operations without as much need for City Council approval for specific operational decisions. She proposes a series of minimum allocations as a percentage of TDC revenues rather than specific dollar figures so that TDC can adapt to changing circumstances, such as during the current severe revenue shortfall. Mr. Corrigan thanked the City staff for working through the proposed changes

but objected to the specific amounts selected as minimums for the allocations to the Tourist Bureau contract (4%), Marketing contract (30%) and Convention/group Services contract (25%) and expressed preference to the following instead;Tourist Bureau – 4.6%, Marketing – 36.04%, Convention Services - 30.67%). Ms. Hodges noted that one change is to revert the TDC's authority over procurement back to the Mayor to be consistent with other city procurements. Ms. Hodges asked for clarification from the TDC on the practice of allocating year-end rollover funds to the Contingency and Development accounts and whether those funds should be self-appropriating or under City Council control. She also noted that the proposed language has been drafted to allow use of the Development Fund for TIAA Bank Field projects, which a former TDC prohibited in the last substantial rewrite of the tourist development tax chapter of the Ordinance Code because it felt the stadium had access to other funding sources.

Mr. Hazouri asked for clarification of the impact of the minimum percentage allocations to the various contract elements. Mr. Bowman asked Ms. Graning to respond to Mr. Corrigan's expressed concerns over some of the minimum allocation percentages. She said that they were based on historical revenue/budget percentage, including the levels at the time of the initial legislation. She also said that amendments provide that the Development Account would continue to require City Council approval for use while the Contingency Account would not, being returned to the control of the TDC. Ms. Hodges asked for TDC policy guidance on several of the proposed amendments – Development Account uses, Contingency Fund continuation, uses, and self-appropriation of that fund.

Motion (Grossman/2nd Bowman): approve the recommended Ordinance Code amendments in Chapters 666, 70 and 111 as presented in the agenda package (bulleted list on pp. 42-43), with the understanding that language will be created to 1) give TDC control over the Contingency Account, including self-appropriation, and 2) retain City Council control over the Development Account, including a revision of the definition of "facilities" on which the Development Fund can be used; and the Office of General Counsel, TDC staff, and the Council Auditor are authorized to perfect language to achieve the TDC's stated intentions – **approved 6-0** (Patidar absent)

Discussion Items

8) Visit Jacksonville Cost Saving Measures and Adjustments: Mr. Corrigan outlined proposed cost savings measures across the agency's three contracts totaling $939,829.95. Ms. Graning briefly discussed Visit Jax's work to find budget savings. Mr. Corrigan thanked his team for doing great work under trying circumstances to achieve these budget savings. He asked that the TCD recognize that the cuts will impact some of the contract deliverables for FY 29-20 and that Visit Jax will not be penalized for omitting items if approved the by the TDC Executive Director.

9) Meet In Jax initiative
Mr. Corrigan encouraged everyone to make best efforts to promote Jacksonville as a place to meet and a city that is ready to host events safely.

Materials Included for Review

10) COVID-19 State of Emergency Impacts to Visit Jacksonville Contracts (amendments/waivers)
    a. Tourist Bureau
    b. Marketing
    c. Convention Sales and Services

11) CVB Grant Commitment & Status Update

Closing Consideration

Next special meeting: June 25th, 2020 at 1:00pm, no physical location (Zoom) (Budget establishment)

Next regular meeting: August 27th, 2020 at 1:00pm in Lynwood Roberts Room, City Hall

Adjourned 5:17 p.m.

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $4,921,622.00 for the initial five (5) year period. Total revised expenditure amount not to exceed $14,397,084.00.

Contract	Award Amount	Increase Amount	Maximum Indebtedness
Marketing Services	$5,317,122.00	$2,847,622.00	$8,164,744.00
Convention Sales	$4,158,340.00	$2,074,000.00	$6,232,340.00

Funding for this award to be encumbered by the following accounts and executed by formal contract amendment through the Office of General Counsel: CCTD132MA-04904 - $2,847,622.00; CCTD132CON-04904 - $2,074,000.00

Attachments: Recommendation Memo and Previous Awards

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lillian Graning, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 10/03/19

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 10-7-19

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $4,914,192.00 for the initial five (5) year period. Total revised not to exceed expenditure amount is $9,475,462.00.

Contract	Award Amount	Increase Amount	Maximum Indebtedness
Marketing Services	$2,469,500.00	$2,847,622.00	$5,317,122.00
Convention Sales	$2,091,770.00	$2,066,570.00	$4,158,340.00

Funding for this award to be encumbered by the following accounts and executed by formal contract amendment through the Office of General Counsel:

CCTD132MA-04904 - $2,847,622.00; CCTD132CON-04904 - $2,066,570.00

Attachments: Recommendation Memo and Previous Awards

ANALYST: Annette Burney **RESPECTFULLY SUBMITTED** GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 9/20/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 25 SEP 2018

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: (1) TOURIST BUREAU SERVICES, (2) MARKETING SERVICES AND (3) CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 05/03/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based On Evaluation Criteria

NUMBER OF BIDS INVITED: (9) NUMBER RECEIVED: (3) OTHER: (1)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
On May 3, 2017, the City of Jacksonville, Procurement Division received two (2) responses to Component One, three (3) responses to Component Two, and one (1) response to Component Three to subject bid. On May 18, 2017 approval was granted to move forward with the interviews/demonstrations with Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and The Dalton Agency. The Evaluation Committee has completed their bid response scoring and the vendor interviews scoring for each Component as listed below:

Component	Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Component 1 – Tourist Bureau Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	72.63	5.71	78.34
Component 2 – Marketing Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville & The Dalton Agency	77.13	7.14	84.27
Component 3 – Convention Sales Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	77.00	6.71	83.71

Recommend approval to forward the recommendation to the Tourist Development Council for final deliberations and award.

ATTACHMENTS: Recommendation Memo; Scoring Sheets; Evaluation Criteria's

ANALYST: CHELSEY FLEMING **RESPECTFULLY SUBMITTED** for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lori N. Boyer, Chair, Duval County Tourist Development Council Lori Boyer

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING 0 DATE: 6/5/17

OTHER:

ACTION OF AWARDING AUTHORITY DATE

APPROVED by CSPEC to grant TDC final award authority Lori N Boyer DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: (1) TOURIST BUREAU SERVICES, (2) MARKETING SERVICES AND (3) CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 05/03/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based On Evaluation Criteria

NUMBER OF BIDS INVITED: (9) NUMBER RECEIVED: (3) OTHER: (1)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
On May 3, 2017, the City of Jacksonville, Procurement Division received two (2) responses to Component One, three (3) responses to Component Two, and one (1) response to Component Three to subject bid. The Evaluation Committee has completed their review and has recommend approval to move forward with Interviews/Oral Presentations with the only vendor for each Component to score above the required sixty-five (65) points, Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and The Dalton Agency. As part of the response for Component 2 Marketing Services, The Dalton Agency failed to submit the requested forms as listed in the RFP. Procurement has received these forms and request approval to accept and waive this technicality as a minor irregularity.

ATTACHMENTS: Recommendation Memo; Scoring Sheets; Evaluation Criteria's

ANALYST: _____ CHELSEY FLEMING

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lori N. Boyer, Chair, Duval County Tourist Development Council

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(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 4 MEMBERS DISAPPROVING Ø DATE: 5/18/17

Teresa R. Eilhar _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Lori N. Boyer, Chair Tourist Dev. Council