SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $400,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $765,611.00.

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

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

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(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

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TDC EXECUTIVE DIRECTOR
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4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Contract: Tourist Information Bureau Services Contract #7393-16

SUBJECT: Request for Increased Indebtedness for Visit Jacksonville Tourist Bureau Services Contract #7393-16- Second Amendment
Award for ESC-0575-17 TDC Plan Component of Tourist Bureau Services

DATE: September 14, 2018

The TDC is requesting, per the action taken at the TDC Meeting of September 13, 2018, to increase the maximum indebtedness for the Visit Jacksonville Tourist Information Bureau Services Contract # 7393-16- Second Amendment to:

Contract	Increase Amount	Maximum Indebtedness	Index Code	Subobject
Tourist Bureau	$400,000	$765,611	CCTD132TB	04904

Attachments:
Tourist Information Bureau Contract # 7393-16- Second Amendment Procurement Authorization Request
Tourist Information Bureau Services Annual Plan FY 2018-19 Executive Summary
TDC Minutes-September 13, 2018

Procurement Authorization Request for Contract for Tourist Information Bureau Services (9/13/18 TDC Meeting – OGC Handout #1)

Motion authorizing TDC staff to obtain a procurement award to execute a Second Amendment to the Contract for Tourist Information Bureau Services between the City and Visit Jacksonville as noted below, and authorizing the Office of General Counsel to draft and execute a contract amendment in accordance with the procurement award with no further necessary action by the TDC:

1) Increase the maximum indebtedness by $400,000 for Fiscal Year 2018-2019 for a new cumulative maximum indebtedness of $765,611 (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
2) Add an "advance payment" provision to contract that permits the TDC, in its sole discretion, to make a one-time lump sum advance payment to Contractor of up to ten percent (10%) of the maximum indebtedness amount for each fiscal year, including renewal terms, to provide necessary start-up funds for the Contractor to commence the Services under the Contract. Contractor would make the request in writing and TDC would need to approve the request at a TDC meeting (Section 5 –Maximum Indebtedness; Restrictions on Use of Funds)
3) Amend contract to allow for the TDC to request the Contractor to include a separate line item and/or itemized expenditures for travel and entertainment expenses on the annual approved budget (Section 6 - Annual Budget Approval)
4) Amend contract to reference that a schedule of Monthly Overhead Expenses Payments will be adopted for each fiscal year (Section 9- Invoice and Payment); also allow Contractor to make three payment requests the last month of the Contract year (September)
5) Amend contract to state that the Contractor's Evaluation Period will be based on a fiscal year (October 1-September 30th) except that the first Evaluation Period shall be from October 1-September 30th and that the TDC will evaluate Contractor in the November immediately following the end of the fiscal year, but by no later than the January immediately following the end of the fiscal year. Additionally, Contractor will also be required to provide a fiscal year end report on or before October 20th of each Contract year that includes the outcomes of the Performance Measures and Goals. Also clarify that a "Contract year" and "fiscal year" refers to October 1st through September 30th. (Section 10 - Annual Performance Evaluation; TDC's Right to Allocate or Reallocate Funding)
6) Amend Exhibit B Performance Measures to change the benchmark for the Beaches Visitor Center under "17-18 Goal In-person Visitors" from 15,000 in-person visitors to 10,000 in-person visitors (not reducing the total number of visitors)

7) Amend Exhibit F (Payment Schedule for Monthly Overhead Expenses) to include payment schedule for Fiscal Year 2018-2019 (12 installments from October-September at the end of each month for approx. $28,998.77 and total payment amount of $347,985.19)
8) Authorize Office of General Counsel to make additional technical and non-substantive changes to the contract as needed to align contract provisions with the above items listed above.

TOURIST INFORMATION BUREAU SERVICES
ANNUAL PLAN YEAR 2

Visit Jacksonville will serve as the premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit Jacksonville. In accordance with Section 666.108(b)(1), *Ordinance Code*, Visit Jacksonville will operate and staff the City's Tourist Bureau. The Tourist Information Bureau Services to be performed shall consist of the three functions required under the Tourist Development Plan:

1) visitor centers
2) comprehensive listings
3) assembly of available information

EXECUTIVE SUMMARY

2017-2018 has been a year of discovery for our tourist information bureau efforts. Opening the new fully staffed Beaches Visitor Center provided a wonderful opportunity to be much more engaged in the beaches area. We hired new staff that resides in the area and have developed a strong bond with the Beaches Museum & History Park. We participated in the *Opening of the Beaches Parade* to make locals and visitors more aware that we are open. Though our initial traffic was slow, we are seeing improved visitation numbers and know that once there is more awareness of our center we will see traffic numbers increase.

Our efforts for comprehensive listings have been a wonderful undertaking, introducing us to new businesses throughout the city. It is challenging to keep up with all the new business, but even more so to keep track of those that have closed or moved locations. Our staff is diligent in our efforts to keep our database as up to date as possible and work daily to make updates and changes. We would like to purchase 1 to 2 laptops for the Beaches Visitor Center to enable staff there to help in our efforts to keep data current; which currently they are not able to do.

Our visitor centers have been acquiring new brochures all year long. The key to success here has been educating the businesses on the demand and having them plan to keep us in the loop when brochures change. We still feel there are many businesses not taking advantage of the opportunity and will pursue additional efforts in year 2 in this area.

Overall, our staff is better trained than ever, more enthusiastic about Jacksonville and the Beaches and excited to give the best possible experience to every visitor that walks through our doors. Several individual team members have been recognized for going above and beyond this year. One team member was recognized for her efforts with a ROSE (Recognition of Service Excellence) Award in February. Another team member received an outstanding thank you from a satisfied visitor who was thrilled with the one-on-one attention and said that this team member's efforts had made her trip. Another team member has been recognized by the Aviation Authority three times in 2018 for going "above and beyond" to help individual visitors.

We are excited about adding a mobile visitor center and believe it will prove well worth the investment. The new mobile center will also add a new employee to staff this endeavor.

With no expected slowdowns, 2018-2019 looks to be another successful year for tourism to Jacksonville. In the following Year 2 Plan you will find the individual strategies and tactics for this next fiscal year, which align with the 3-Year Comprehensive Plan that was approved in January 2018.

Note: Bold, italic font throughout document represents additional items due to amendments to the plan by TDC at the meeting on August 9, 2018.

Annual Metrics

2017-2018 Metrics Results (Individual FY Visitor Center Traffic thru 8 months)

Visitor Center	FYTD Total In-person visitors	17-18 Annual Goal In-person Visitors	% to Annual Goal
Airport	125,192	157,299	79.6%
Beaches (2 ½ months of data)	1,157	15,000* (Requesting this change to 5,000)	7.7%
Downtown	19,452	27,195	72%
VISIT FLORIDA	94,204	108,968	86.5%
TOTAL:	**240,005**	**308,462**	**77.9%**

Tourist Bureau Metrics	FYTD
Website/Phone interactions	9,811
Businesses added to database/visitjacksonville.com listings	204
Total visitor magazines distributed	22,231
Total referrals to tourism businesses from visitor center employees	610,178

*After two and ½ months, the Beaches Visitor Center traffic is still lower than anticipated. We have increased awareness efforts within the beaches communities by having meetings with local businesses, calling them weekly to remind them we are open, speaking at beaches community events, participating in the opening of the Beaches Parade and adding portable signage on the grounds of the Beaches Museum & History Park. We are creating a short video to share via social media and our website to hopefully push more traffic to the center. We anticipate at best this center will only hit 5,000 visitors for FY 2017-2018; however, overall, total visitors to all centers should exceed the mark. We propose the 2018-2019 goal to be 10,000 overall visitors to the Beaches Center based on annualization of actual to date.

Visit Jacksonville will provide any year 1 deliverables not delivered by the end of the contract year to TDC no later than November 30, 2018 utilizing the funding approved in year 1.

Proposed 2018-2019 Annual Metrics (*Goal Numbers will be inserted once we complete the fiscal year)

- ***Performance measurement period for Year 2 will run from October 1, 2018 through September 30, 2019.***
- An annual 5% increase in the total visitors to each individual visitor center (*based on final 2017-2018 numbers). ***The Beaches Visitor Center will have a Year 2 goal of 10,000 visitors; however, the collective total increase for year 2 for all centers will increase by 5%.***
- NEW! Interact with 30,000 visitors through a Mobile Visitor Center.
- Visit Jacksonville will comply with the comprehensive listings requirements in 666.108 (b)(1)(ii):
  - (ii) *Comprehensive listings*. The establishment of continually updated comprehensive and all-inclusive listings of all: public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments, and other similar listings of tourist oriented facilities and activities.
- Other metrics that will be tracked and reported quarterly include:
  - Total visitor magazines distributed
  - Total referrals to tourism businesses from visitor center employees
  - Total listings added/removed from database

Year 2 Annual Plan, 2018-2019

This is the Year 2 Annual Plan for 2018-2019 fiscal year. This document follows the 3-Year Comprehensive Plan for the Tourist Information Bureau. The following are the specific, detailed Year 2 strategies related to the Plan.

There will be three Official Visit Jacksonville Visitor Centers

Downtown Visitor Center

The Downtown Visitor Center will be in our current location on Laura St. For now, the Laura St. Center is in an excellent location offering visitors a center within one-mile of I-95. The center offers clean adequate bathrooms, hours of operation that can be set around visitor demands, street parking, and the opportunity to use the space for both private events and art displays.

Hours of Operation: Monday - Friday: 9:00 a.m. - 5:00 p.m., Saturday & Sunday: 11:00 a.m. - 4:00 p.m. We will evaluate the hours open to see if there is a need to shift more hours to busier times.

Year 2 Goals

Visit Jacksonville's lease in the current downtown location will expire in the year 2020. The Tourist Development Council is spearheading the effort for the location of the new downtown center and Visit Jacksonville will cooperate and support these plans.

Beaches Visitor Center

Visit Jacksonville will continue our partnership with the Beaches Museum & History Park for our Beaches Visitor Center.

Hours of Operation: (starting February) Tuesday – Saturday: 9:00 a.m. – 5:30 p.m., Sunday & Monday 11:00 a.m. – 4:00 p.m.

Year 2 Goals

We will promote the new center through the following activities:

1. Increased signage (permanent as well as temporary)
2. Increased communication with the area businesses
3. Increased presence at local events in order to draw visitors in since they are not accustomed to a staffed center in the area.

Airport Visitor Center

Visit Jacksonville maintains a center at the Jacksonville International Airport in partnership with the Jacksonville Aviation Authority. This location is open 91 hours (50 as part of the plan with the Tourist Development Council). Since this center is owned by the regional aviation authority, this center is a regional Visitor Center and is financially supported by both the airport and several neighboring counties. Visit Jacksonville currently uses these funds to offset the cost of the extra 41 hours the airport requires the center to be open beyond the TDC's 50 required hours.

Hours of Operation: Hours of Operation: Seven Days a Week: 9:00 a.m. - 10:00 p.m.

Year 2 Goals

1. Visit Jacksonville plans to work with the Jacksonville Aviation Authority to enhance the signage directing visitors to this location.
2. We will also work on a long-term plan to enhance this center with more enticing features for visitors. We have commenced this effort by meeting with the Jacksonville Aviation Authority leadership and they have agreed to partner on improvements. We will regularly meet with Aviation Authority leadership in Year 2 to complete the renovation project in this year.
3. We will offer more enhanced video and digital experiences with less emphasis on printed collateral.

Ongoing Efforts from Year 1:

Coordination with VISIT FLORIDA'S Welcome Centers

Intercepting visitors coming to Florida at the I-95 Welcome Center has been a successful tactic for recruiting new visitors to the destination. Research from VISIT FLORIDA shows that 63% of travelers stopping in their centers visited additional destinations or cities based on their visit to the welcome centers. The experience development previously mentioned will be perfect to promote to visitors who don't already have a set plan for their trip.

Visit Jacksonville will encourage local businesses, specifically those with a direct start in Jacksonville such as Firehouse Subs, Salt Life, as well as specialty and shops located only in Jacksonville, to display their brochures at VISIT FLORIDA's center, as well. Right now, tourism businesses are welcome to join Visit Jacksonville in our weekly trips to the I-95 center. We will encourage our local tourism industry to have a greater presence and we will work with VISIT FLORIDA directly to find more affordable ways to get local businesses involved. We know that a greater representation by the Jacksonville area tourism community would encourage visitors to see our destination as a place they need to visit within Florida. Visit Jacksonville will be putting a plan together immediately to engage local tourism businesses in these efforts.

Promotion of Visitor Centers/ T.R.I.P. (Tourist Referral Information Pass)

To better serve our tourists the T.R.I.P. (Tourist Referral Information Pass) program was developed by Visit Jacksonville to increase awareness of our Visitor Centers and to drive additional visitors into the centers. T.R.I.P. educates the frontline staff at local businesses, hotels and attractions to direct guests to the closest Visitor Center. With limited time and budget dedicated to this program, T.R.I.P. produces 20 to 50 additional visitors monthly to the closest Visitor Center. Statistics from VISIT FLORIDA show that 31% of visitors extend their stay by 2.8 nights after stopping at a Visitor Center. The Visitor Center staff regularly makes calls to Jacksonville hotels to book rooms for visitors that had not planned on staying in Jacksonville.

360 Videos

Exciting videos are a perfect way to entice visitors to go and do the activity they just experienced while watching the video. Visitor Center team members will have brochures and webpages prepared as follow-up to each video to provide easy instructions on how to go and do what they have seen in the video and all the local businesses that can provide the experiences.

Experiencing a destination in 360 transports you, and we believe it will do an amazing job of compelling visitors to drive attendance at our attractions and activities. And, it can be as simple as walking to a table and putting on a headset.

Year 1 of the contract will see the completion of 4 of these videos. Current proposed videos include:

(1) Hiking: Theodore Roosevelt area of the Timucuan National Ecological Preserve.

(2) Fishing: An offshore as well as inshore excursion to highlight all that Jacksonville has to offer.

(3) River Taxi Tour: Science & History tour or sunset river cruise

(4) Surfing: Film a surfing class or local surf camp

Tactic

We will add four additional videos during Year 2 and will broaden the content to include at least 1 video focusing on the arts, 1 on sporting events (possibly to include golf) and 1 on family attractions (such as the Jacksonville Zoo and Gardens).

Continuation of Unstaffed Kiosks Efforts

Visit Jacksonville will work to ensure that the 3 all-weather kiosks agreed to in Year 1 are procured prior to September 30, 2018 (barring any purchasing constraints with the City). We will base the decision to purchase additional kiosks beyond the original 3 using results from implementation of the first kiosks.

Wayfinding Signage

Visit Jacksonville was not able to complete the deliverable of establishing signage in Year 1 as stated in our plan partially due to a change of leadership in the organization. Our current CEO plans to meet with political leadership of Jacksonville Beach and develop a plan to partner with them to place signage directing to the Beaches Visitor Center in Year 2. Councilwoman Boyer has agreed to assist with coordination with the Florida Department of Transportation to plan additional signage once the new location proposed at the Times-Union Center is constructed.

Staffing and Operation of Visitor Centers

Visit Jacksonville has managed the staffing of the Visitor Centers for over 20 years. We have knowledgeable, customer service-oriented employees that have worked for the company, on average, for at least seven years.

Visit Jacksonville will utilize the current staff of 15 part-time and full-time team members who are already vetted and trained. To staff the new mobile visitor center, there will be one additional staff member added.

Visit Jacksonville will follow the hiring policy, background checks, orientations, and ongoing training program outlined in the 3-Year Comprehensive Plan.

Comprehensive Listings and Assembly of Information

The tourism business database will be managed in-house again in Year 2. New businesses are discovered, contacted and added daily to help reach our goal of always having an all-inclusive tourism industry database. There are currently 2,167 listing/businesses included. We work with an online customer relationship manager (CRM) system called iDSS to store and host the data and to be able to create specific reports and lists when needed.

In 2017-2018 we have done the following clean-up efforts to make our database as accurate and as user-friendly as possible:

- Added 216 total businesses from 10/1-6/30/17 to include: 118 Restaurants/Nightlife; 5 meeting places; 14 Convention services (speakers, planning assistance, decorators, etc); 12 Transportation (car services, rentals, Frontier Airlines); 5 Where to Stay (RV park, new hotel about to open, longer term temp rentals); 62 Things to Do

- Simplified the Things to Do search (added more) categories in some cases to make it easier for a visitor to find the "things to do" they are searching for. For instance, added categories for Library, Movie Theaters, Dog Parks (separate from Parks), Bowling, etc.
- Simplified the categories for Hotel search functions. The original terms were Focused Select Terms, Upper Midscale Chains, Other Accommodations, Midscale Hotels, Luxury Chains, etc. The new category is "Where to Stay-Hotels/Motels". This process was done for other Where to Stay which now has the B&B/Rentals/Temp Housing in one place and then Campsites/RV in another.
- Reviewed what search terms are used for Convention Meetings/Groups and Services for groups and made sure these categories were available on our site. Removed categories planners/visitors are not looking for to provide the best user experience on the meetings pages site. Reviewed other DMO websites that have high convention business to research new terms and search/page ideas.
- Added a secondary search feature for cuisine type for Restaurants, so it could be classified as Pizza and Italian for instance, or Breakfast and American to make it easier for visitors to find what they are looking for.

Year 2 Goals

For Year 2, we will monitor, search and update to ensure that our database stays current and is relevant for visitors. This is an ongoing effort through all years of the contract.

Tactic

We will develop 8 new tour itineraries (4 geographic based and 4 subject matter based) to be provided to marketing for publication in various forms.

Assembly of Available Information

We are constantly working to gather new information. This year the visitor center team put together a plan to request information from area businesses in February of 2018. They mailed, emailed and called over 2000 area businesses requesting brochures, information and contacts. They received responses from about 100 local businesses with about 20 of those choosing to share their brochures for distribution in our visitor centers.

This year several new brochures and pieces of content were researched by the Tourist Bureau Team and shared with the marketing team to develop new collateral. This research included:

- New overall destination map
- Top Nationals, State and City Parks – including map
- Fishing – types and guides
- Museums – including map
- Top restaurants to dock your boat and eat at – including map

Year 2 Goals

In 2018-2019, new research will include:

- Ongoing park research

- Beach experiences in each beach town – unique things to do
- Most popular fishing charters
- Jacksonville's best watersports & related tours
- Trampoline Parks
- Restaurants – new, changed and closed
- Craft Cocktail Bars
- Farmer's Markets

We are in the process of requesting 1-2 additional laptops for the Beaches visitor staff so that they can also help in these research efforts.

Tactic

We will develop 3 hiking/biking routes in the City of Jacksonville in year 2.

NEW! for Year 2

Mobile Visitor Center

There is a greater need for flexibility for Visitor Centers in the future, and Visit Jacksonville believes that a great way to access more visitors is by going to where they are! A mobile visitor center will be used daily in different neighborhoods and areas of the city and on the weekends based on what is happening in the city. This vehicle will also be used at special events and conferences. The mobile center will feature all the collateral and benefits of a brick and mortar storefront, but with the ability to reach the visitors where they are!

The vision is of a branded vehicle moving around to different neighborhoods throughout the week and weekends. It can be located at the St. Johns Town Center or parked in Five Points or Avondale. On nights when we know that a large convention is occurring it will be parked outside of the Convention Center or at a nearby hotel. The vehicle will have a staff member to provide dining options or entertainment ideas. It will also be used for promotional efforts at festivals around the state to promote visitors to consider Jacksonville for future trips.

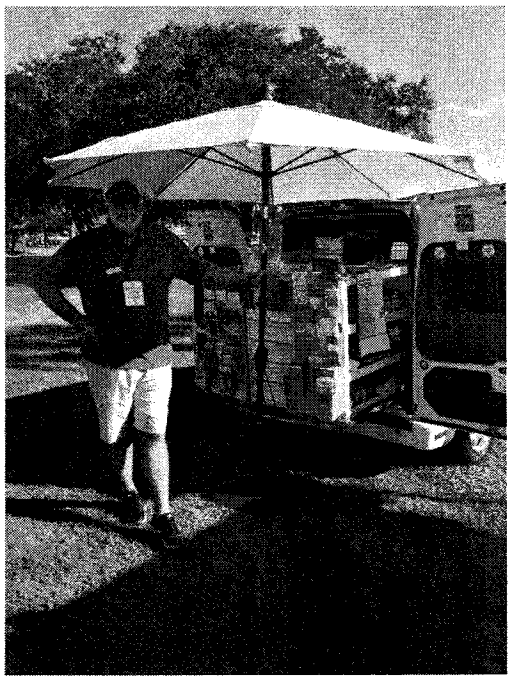
Some of the features the vehicle could have include:

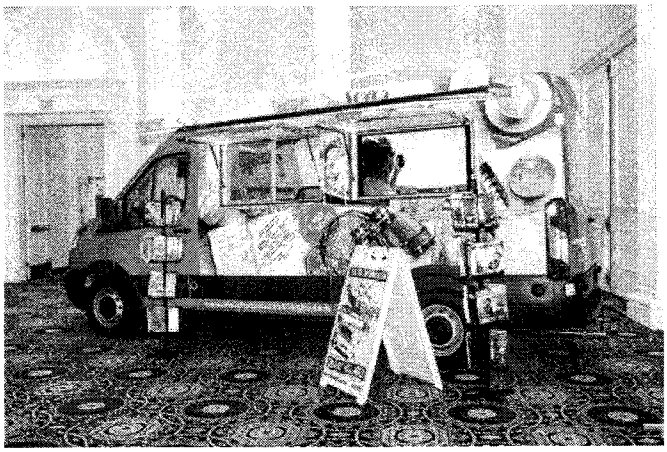
- The vehicle will be wrapped with Visit Jacksonville signage/graphics.
- A screen that plays videos of Jacksonville and things to do
- An open window set-up so a staff member can stand inside or outside
- Brochures would stay neatly displayed inside the vehicle, no matter the weather conditions, and include mobile racks for nicer weather
- A large map of the area showing local attractions
- Consideration will be given to a retractable awning and an outside table and chairs
- While the vehicle is closed it still provides the perfect opportunity to market Jacksonville with the branded wrap on the outside as well as our website/social media information

This visitor center would have new dedicated staff members. To start this mobile center, we will be looking for staff members who are not only experts on the city's attractions, dining, nightlife, and things to do, but will be flexible to work hours that include nights and weekends. We expect to interact with 30,000 visitors in the first year using the vehicle. Estimated cost of $75,000 (includes wrapping and supplies). This project will be pending approval by TDC of capital funding.

Visit Jacksonville will present an operating budget for staffing, fuel, vehicle maintenance, etc. for the current and future years by November 2018; if this project proves not feasible based on this requirement, Visit Jacksonville will provide an alternate service level enhancement at the January TDC meeting.

We have included some photos as examples of similar vehicles.





Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

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JACKSONVILLE, FLORIDA 32202

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, September 13, 2018
1:30 P.M.
Lynwood Roberts Room
117 West Duval Street

City Hall, First Floor

Draft

Attendance

City Council President Aaron Bowman, Board Chairperson
City Council Vice President Scott Wilson, Board Vice Chairperson
City Council Member Lori N. Boyer, Board Member (arr. 1:47, dep. 4:30)
Barbara Goodman, Board Member
Steven Grossman, Board Member
Kirit Patidar, Board Member – Excused
Craig Smith, Board Member – Excused
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member

Annette Hastings, TDC Executive Director
Jeff Clements, Chief of Research
Colleen Hampsey, Council Research
Kim Taylor, Assistant Council Auditor
Phillip Peterson, Council Auditor's Office
Lawsikia Hodges, Deputy General Counsel

Meeting Convened 1:31 p.m. **Meeting Adjourned: 4:43 p.m.**

Call to Order

Chairman Bowman called the meeting to order with a quorum present.

Approval of Minutes

The minutes of the TDC Quarterly Meeting of August 9, 2018 were **approved unanimously** as distributed.

TDC Financial Report

Assistant Council Auditor Kim Taylor gave the TDC Financial Report. The various accounts had the following remaining budgetary balances: Tourist Bureau = $0; Marketing - $26,500; Convention Sales - $900; Development and Planning - $123,933; Special Event Grants - $1,767. A total of $140,320 remains to be spent in accordance with the adopted Tourist Development Plan without further City Council action. Balances in other accounts requiring City Council approval for use include: Development Account - $3,807,937.51; Contingency Account - $1,463,000; TDC Special Revenue Fund - $32,278. Any amounts unspent at the end of the fiscal year will roll over into the Development Account in the next fiscal year.

Bed tax revenue collections are up 9.63% calendar year over year, up 10.46% for fiscal year over year, and up 9.8% for the month of July year over year. Councilor Truhlar said that the increases for the last year in Jacksonville have substantially exceeded the national growth rate. Councilor Southworth noted that at this time last year there were 1,200 rooms in downtown hotels that were out of commission due to hurricane damages.

Visit Jacksonville Travel Plan

FY 2017-2018 Travel Request – Amendment: Michael Corrigan, CEO of Visit Jacksonville, asked permission to revise the travel budget to reallocate funds for 2 trips that he will not be taking (JinkoSolar VIP Customer Event and Chamber of Commerce London/Jaguars trip) and to reallocate that funding to travel for other staff members to attend a conference in Ohio and for the CEO to attend the IMEX America meeting in Las Vegas.

Motion: amend the FY17-18 travel budget as requested by Visit Jacksonville

Public Comment – none

The motion was **approved unanimously.**

FY 2018-2019 Travel Plan – Sarina Wiechens of Visit Jacksonville noted a few differences between the events being attended in the FY17-18 versus FY18-19 travel plans.

Motion: approve the Visit Jacksonville FY18-19 travel plan as presented

Public Comments – None

The motion was **approved unanimously.**

Tourist Bureau Services Contract – Visit Jacksonville

Comprehensive Listings Update – FY 2017-18: Rachel Welch of the TDC staff said that the Comprehensive Listings Update is a deliverable item in the Year One contract due to be presented by September 30th. Visit Jacksonville was unaware of that provision; Ms. Wiechens said it was her understanding that the deadline for all deliverables in the Year One contract was extended to November 2018, and said she will meet with the TDC staff to clarify this point.

Visitor Kiosks Update – FY 2017-18: Mr. Corrigan said that another week has been added to the RFP process to provide clarification about some specifications. Visit Jax will make a report at the next meeting about the RFPs received.

Downtown Visitor Center Security: Mr. Corrigan said that a single employee works in the Laura Street office alone on weekends and he will be looking to add additional personnel to have two people on duty, adjust hours, or employ some other joint security effort with downtown businesses to ensure the safety of the staff in that office. A proposal will be forthcoming at a future meeting.

Tourist Bureau Services Year 2 Plan – Final Revision

Mr. Corrigan reported that the City Council had passed Ordinance 2018-535 this week which authorizes Visit Jacksonville to request up to a 10% advance on each contract and he presented letters making the request for the full 10% advance for both FY17-18 and FY18-19. The members discussed whether the ordinance was intended to apply retroactively to FY17-18, which is nearing completion. Mr. Corrigan felt that since the ordinance was passed in FY17-18, it should apply to this year's budget as well, which is not retroactive. Assistant Council Auditor Kim Taylor said that there is no budget capacity in the FY17-18 budget to advance another month's funding without tapping one of the reserve or contingency accounts. Council Member Boyer said her understanding was that the ordinance was intended to apply to the FY18-19 contracts; an advance on FY17-18 would have required the appropriation of funding for 13 months in that year.

Motion (Boyer): approve a $40,000 (10%) advance on the Tourist Bureau Services Contract operating budget for FY 2018-2019

Public Comments – None

The Boyer motion was **approved unanimously**.

Motion: approve a procurement authorization request for a second amendment to the Tourist Bureau Services contract to:

1) increase maximum indebtedness by $400,000; 2) add an "advance payment" authorization; 3) allow the contractor to include a separate line item and/or itemization for travel and entertainment expenses; 4) allow the contractor to make 3 payment requests in the last month of the fiscal year; 5) change the contractor's evaluation period to February 1-September 30 and change the timing of final report date to no later than October 25th; 6) change the benchmark for the Beaches Visitor

Center attendance increase to 10,000; 7) provide for a monthly payment schedule of 12 installments for monthly overhead; and 8) authorize the Office of General Counsel to make technical and non-substantive changes as needed to align contract provisions with the other amendments; authorize the OGC to draft and execute a contract amendment in accordance with the procurement award with no further action necessary by the TDC

Council Member Boyer asked about the interacting effects of allowing advance payment requests along with the regular 1/12th payments for the fixed overhead. It will be important to make the contract clear about how the true-up takes place at the end of a fiscal year to reconcile the advance payments with the overhead payments with the processed reimbursements so as not to overpay on the contract.

Ms. Boyer also asked about the February-to-September 8 month evaluation period. Deputy General Counsel Lawsikia Hodges said that first year contract only covers 8 months of the fiscal year so she drafted the contact to reflect that evaluation period. Ms. Wiechens said that Visit Jax will be happy to provide the additional 4 months of data to make a full calendar year for evaluation. Ms. Hodges was directed to make the contract reflect a 12-month evaluation period. Ms. Boyer asked about the proposed change in the year-end report being due by October 25th; that leaves very little time for the TDC staff to do the processing necessary to be ready for the TDC meeting on November 6th. Visit Jax agreed to move the deadline back to October 20th, with the understanding that some data may not be available by that time and would be reported later.

Amendments to the original motion: 1) make the contract reflect a 12-month evaluation period; 2) change the reporting deadline to October 20th

Public comment – none

The motion was **approved unanimously as amended**.

<u>**Convention Sales & Services Contract – Visit Jacksonville**</u>

Convention Sales & Services Year 2 Plan – Final Submittal
Kim Taylor requested that the contract be revised to remove $170,000 in Convention Sales Grants from the contract to correct a budgeting oversight and mirror the TDC's action in the current year's budget. The $170,00 will be part of the plan component, but not part of Visit Jacksonville's budget.

Motion (Boyer): revise the contract to remove reference to $170,000 in Convention Sales Grants

Public comment – none

The motion was **approved unanimously**

Motion (Grossman): approve a convention grant request for the Electric Power Research Institute for $1,675 for an event at the Hyatt Regency on November 3-7, 2019, using $1,569 of unallocated funds from the Convention Grant account for FY17-18 and $106 from the Convention Grant category

Public comment – none

The Grossman motion was **approved unanimously**.

Visit Jacksonville request for up to 10% advance for FY 2018-19 (authorized by 2018-535)
Mr. Corrigan requested that Visit Jax be granted a 10% advance on the FY18-19 Convention Sales and Services contract amount.

Motion (Boyer): approve a 10% advance of $206,657 on the FY18-19 Convention Sales and Services contract amount

Council Member Boyer cautioned that the contract oversight will need to keep careful track of the reimbursements versus the advance payment so that the last two months of payments are carefully reconciled to avoid overpayment.

Public comment – none

The motion was **approved unanimously**

Convention Sales and Services FY 2018-2019 Contract Amendment and Procurement Authorization

Motion: authorize the TDC staff to obtain a procurement award to execute a Fist Amendment to the contract as follows: 1) increase maximum indebtedness by $2,066,570; 2) add an "advance payment" authorization; 3) allow the contractor to include a separate line item and/or itemization for travel and entertainment expenses; 4) delete reference to use of FY15-16 as the baseline year and refer to revised Performance Measures and Goals in Exhibit B; 5) reference a schedule of monthly overhead payments and allow the contractor to make 3 payment requests in the last month of the contract year; 6) change the contractor's evaluation period to the fiscal year and change the timing of final report date to October 20th; 7) amend Exhibit B to incorporate performance measures and goals adopted by the TDC in June 2017; 8) provide for a monthly payment schedule of 12 installments for monthly overhead; and 9) authorize the Office of General Counsel to make technical and non-substantive changes as needed to align contract provisions with the other amendments; authorize the OGC to draft and execute a contract amendment in accordance with the procurement award with no further action necessary by the TDC.

Public Comments - none

The motion was **approved unanimously**

Marketing Services Contract Year 2 Plan – Visit Jacksonville & Dalton Agency

Ryan Gambrell of the Dalton Agency recommended a goal of 5% increase in Visit Jax website traffic year over year resulting from paid media in the Year 2 annual plan and the performance evaluation metrics. Council Member Boyer noted that while the marketing services contract amount is increasing, the amount allocated to paid media is not increasing.

Motion (Wilson): change the Visit Jacksonville website visitation goal to a 5% increase year over year resulting from paid media

Public Comments - none

The motion was **approved unanimously**.

Ms. Boyer asked for clarification that the votes being taken refer to the previously approved plans, and the executive summaries of the plans handed out with the agenda are not the definitive documents. She also cautioned Visit Jacksonville about submitting invoices in a timely basis so that the TDC and City Finance staffs can track the advances and reimbursements against the approved budget so that

Marketing Services Year 2 Plan – Final Submittal

Marketing Services Contract – Visit Jacksonville & Dalton Agency

Mr. Corrigan presented Visit Jacksonville's request for up to 10% advance ($284,762.20) for FY 2018-19 on the Marketing Services contract.

Motion (Goodman): approve a 10% advance ($284,762.20) for FY 2018-19 on the Marketing Services contract.

Public comment – none

The Goodman motion was **approved unanimously.**

Ms. Boyer cautioned Visit Jax to submit the reimbursement requests for media buys on a timely basis.

Marketing Services FY 218-2019 Contract Amendment and Procurement Authorization

Motion: authorize TDC staff to obtain a procurement award to execute a First Amendment to the Marketing Services Contract as follows: 1) increase the maximum indebtedness amount by $2,847,622; 2) add an advance payment provision for up to 10% of the contract amount; 3) allow the contractor to include a separate line item and/or itemization for travel and entertainment expenses; 4) reference a schedule of monthly overhead payments and allow the contractor to make 3 payment requests in the last month of the contract year; 5) change the contractor's evaluation period to the fiscal year and change the timing of final report date to October 20th; 6) amend the performance goal for website traffic to an increase of 5% as driven by paid media; 7) provide for a monthly payment schedule of 12 installments for monthly overhead; and 9) authorize the Office of General Counsel to make technical and non-substantive changes as needed to align contract provisions with the other amendments; authorize the OGC to draft and execute a contract amendment in accordance with the procurement award with no further action necessary by the TDC.

Public Comments – none

The motion was **approved unanimously**.

Development and Planning Plan Component – Proposed Research Projects

UNF Arts and Culture Tourism Survey - Dr. Michael Binder, University of North Florida
Council Member Boyer gave some background on the issue of a proposed study of the reasons for the relatively low rating given to the City's museums and cultural assets on visitor and meeting planner surveys. Dr. Binder described the methodology he proposed to understand visitor experiences and satisfaction. Interviewers would be stationed at the museums and cultural sites to survey people exiting the sites and also at hotels to interview out-of-town visitors about their visit plans and impressions of

Jacksonville's art and culture amenities. Since not all visitors stay in hotels (many stay with friends and family), he also recommends having interviewers at other locations in town (popular restaurants, shopping areas, the beaches) to reach that segment of the visitor market. Steve Grossman suggested that because so many visitors are guided in their tourism choices by recommendations from local residents, the survey might also include local residents (i.e. outside grocery stores) to gauge their knowledge and attitudes about attractions and how they guide visitors. Barbara Goodman suggested that the survey results be reported in two phases – January through early summer and summer through late fall – so that some sense of the data can be received before another year has passed. Council Member Boyer urged that at least half of the survey respondents be out-of-town visitors so that their opinions are fairly captured and can be compared to the other surveys on this subject. She recommended that the 1,000 target respondents be surveyed in January through June, with the possibility of appropriating funds later for additional interviews later in the summer and fall of 2019.

Motion (Boyer): allocate $30,000 from the Research and Planning account for a UNF survey of visitors and some local residents to be reported by June 30, 2019 (data collected through May 2019) -

Public comment – none

The Boyer motion was **approved unanimously**.

AirBNB / AirDNA Solutions - TDC Staff
TDC Executive Director Annette Hastings reported on further research requested by the TDC at a previous meeting about the availability of data on peer-to-peer rental services (i.e. Airbnb). AirDNA (an affiliate company of Airbnb) offers several levels of subscription services offering different degrees of detail and customizability at different prices. A monthly Market Minder subscription for data on Jacksonville (excluding the Beaches cities) is $40; a subscription for the entire county's data (includes the Beaches) is $100 per month. There is some Airbnb booking data available free online, but it would have to be captured and downloaded daily by TDC staff and then compiled into a report. President Bowman reported that he has appointed a committee on this subject chaired by Council Member Becton that will begin its work shortly and will report by next summer. Commissioner Southworth said that this is a common problem in cities and counties across the country and suggested that staff research what other cities may be doing to track peer-to-peer rentals. Councilor Truhlar said that there are several other companies besides Airbnb in that business (VRBO, Homeaway). Ms. Boyer said that she would rather find a company that can provide data on the peer-to-peer industry at large, not just one company's data. Mr. Bowman said he will talk with a representative of Airbnb about what data might be available at no cost and there will be further discussion at a future meeting.

Public Comments - none

<u>Convention Sales and Services Plan Component – Subscription</u>

STR Jacksonville Custom DestinationMAP Survey – FY 2017-18 Amendment TDC Staff
Rachel Merritt reported that STR had sent out 1,951 survey emails to a list of meeting planners and organizations provided by Visit Jacksonville. Of those, only 75 of the emails were opened and surveys completed, and 31 of those responses were disqualified for a variety of reasons. Only 44 qualified surveys were completed, and the TDC had set 60 as the minimum. STR made a proposal to do telephone interviews to get the response rate up to 60 for a cost of $400 (a 50% discount from their usual rate).

Motion (Boyer): approve an allocation of $400 for telephone surveys to get an additional 16 responses for the Jacksonville Custom DestinationMAP to achieve 60 total respondents –

Public comment – none

The motion was **approved unanimously**.

STR Report – FY 2018-19 Subscription Renewal - TDC Staff
Ms. Merritt reported that the renewal rate for an annual STR report subscription is $15,470, an increase of approximately $2,000 over last year's rate. Kim Taylor said that this exceeds the budgeted amount so TDC action will be needed to amend the budget to fund an increase in that line item. She said that $13,430 remains unallocated in the Convention Sales category, but that can't be moved to the

Motion: reallocate $2,040 from Convention Sales and Service grants to supplement the $13,430 originally budgeted to provide the $15,470 needed to purchase the STR reports annual subscription

Public Comments – Rick Catlett of the Gator Bowl Association and Jacksonville Sports Council said that the STR report is very important to his organization in documenting the tourism impacts of its events and offered to help fund the annual subscription.

Motion (Boyer): allocate $13,430 in FY18-19 and the remainder from the Tourist Development Special Revenue Fund for the STR report annual subscription

Public comment - none

The Boyer motion was **approved unanimously**.

TDC Meeting Schedule

At the last meeting the council discussed meeting 10 times per year (monthly meetings, except in July and December). Ms. Boyer presented a draft calendar with specific action items scheduled for specific months, with the expectation that special meetings will be needed on occasion as items arise that require attention. She explained her rationale for the scheduling of different items at different times of the year. Councilor Grossman recommended that promoters applying for event grants make application well in advance of the event date and in plenty of time for TDC staff to do the processing and background work before the item is placed on the TDC agenda.

FY2016-17 Dalton Invoices – Visit Jacksonville

Brian Kincaid of the Dalton Agency explained that they have $29,716.72 of unpaid invoices pending that were not billed to Visit Jacksonville before $240,000 in unexpended Visit Jacksonville funds were rolled over into the Contingency Account at the end of the last fiscal year. Ms. Boyer said that the TDC did not have a contract with the Dalton Agency in FY16-17, so the TDC could not directly pay the invoices. Mr. Daly said that their anticipation was that the TDC would appropriate the funds out of the Contingency Account to Visit Jax for ultimate payment to Dalton. Mr. Corrigan said that his staff has reviewed all the invoices to ensure that this work was all performed for Visit Jax and has not yet been paid. In response to a question from Council Member Boyer, Phillip Peterson explained that FY16-17 was the last year of the previous contract under which Visit Jax was paid 1/12 of the full contract amount each month

without receiving receipts and documentation. Ms. Hodges noted that in the last few months of the previous contract, the TDC became stricter about identifying specific expenses in specific budget categories pursuant to the 4th amendment to that contract. She said that the TDC could give contingent approval to the reallocation pending

Motion (Boyer): the TDC recommends that City Council approve payment to Visit Jacksonville from funds left unexpended in the FY16-17 Marketing budget, subject to verification of the amount and documentation by the Council Auditor's Office.

Public Comments - none

The Boyer motion was **approved unanimously.**

Legislative Update

Ordinance 2018-472-E – Tourist Development Guidelines
Ms. Boyer described the contents of the ordinance and the proposed guidelines.

Ordinance 2018-536 – TDC Executive Director and TDC Administrator Legislation
The ordinance authorized temporary hours for an interim employee while the full-time position is being advertised and a search undertaken. Ms. Boyer suggested hiring that part-time employee immediately so that they can get to work dealing with the backlog of pending invoices. She suggested that former City Council employee Rachel Merritt who has been assisting the TDC on a part-time basis for the past few weeks could continue in that role until the TDC Administrator position can be advertised and filled, with the Executive Director position taking longer to fill. Ms. Boyer explained that the City's Employee Services Division could advertise the position and do the initial screening and select a pool of good candidates for the TDC to consider. Council Member Wilson suggested that Annette Hastings be rehired after her retirement at the end of the month on a part-time basis to assist Ms. Merritt while the search is ongoing.

Motion (Boyer): authorize the TDC Chair to meet with Ms. Hastings and Ms. Merritt about continued part-time employment until a TDC Administrator and/or Executive Director can be hired –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): request the Employee Services Department to post the TDC Administrator position as soon as possible

Ms. Boyer noted that if the position is advertised publicly for a full hiring process, then the City's veterans preference policy will apply (if candidates are otherwise equally qualified, hiring preference must be given to a qualified veteran). Chairman Bowman said that Council Secretary/Director Cheryl Brown had indicated to him that is should be easy to find a qualified candidate with an internal search, as many City employees will have the needed skills and experience. Ms. Boyer suggested that an internal search could be done and if it doesn't identify at least 3 qualified candidates, then an external search could be initiated.

The Boyer motion was withdrawn

Motion (Boyer): post the TDC Administrator position internally to the City, if possible, for up to a maximum of 2 weeks and if the search does not identify at least 3 qualified candidates, then the job will be advertised externally; Employee Services to review and rank the applications for TDC's consideration.

The motion was **approved unanimously**.

Ms. Boyer recommended that the TDC Executive Director position hiring be deferred until after the TDC Administrator is hired, and that that position be widely advertised and strongly recruited to get the best possible candidate. Chairman Bowman suggested that a subcommittee of the TDC could be appointed to lead the hiring process and do the interviewing in lieu of the entire TDC being involved. Mr. Grossman said that a small subcommittee can meet individually with the top candidates and then convene for a meeting to select the top candidate for presentation

Motion (Grossman): the TDC will appoint a 3-member subcommittee to lead the Executive Director hiring process and request Employee Services to post the position immediately –

Commissioners Boyer, Goodman and Grossman volunteered and were appointed as the subcommittee to lead the hiring process.

Ms. Boyer suggested that hiring a search firm might be justified given the importance of getting the right person, and not leaving the candidate pool to whoever might find the posting on the City's web site. She asked the Council Auditor to search for potential sources of funding in the TDC budget to pay for a search firm that don't require additional City Council action, which would delay the process considerably. Mr. Grossman suggested asking the Employee Services Department if they already have a search firm under contract.

Motion (Boyer): the TDC authorizes the Executive Director Search Subcommittee to engage a search firm to recruit for the position, utilizing City search resources that may exist, at a cost not to exceed $30,000 if available funding can be found in the TDC budget

Public comment – none

The Boyer motion was **unanimously approved**.

Ordinance 2018-473 was approved by City Council this week to amend the City's travel policies to recognize the unique mission and operations of Visit Jacksonville as the City's contract tourism marketing organization. Ms. Hodges said that a few refinements need to be made, including definitions for "entertainment expenses" and "persons related to the tourism industry." She noted that Visit Jax is holding $136,000 of accrued travel expenses. Visit Jax has sent the TDC an internal policy for how it proposes to approve and process travel requests and reimbursements. The TDC can discuss these policy issues at the October meeting. Ms. Boyer suggested that the TDC could process and reimburse some accrued expenses (airfare, hotel) under the state's travel policy and leave the rest (meals, entertainment expenses) for processing after a travel policy and forms are adopted.

Motion (Wilson): TDC adopts the Visit Jacksonville-submitted travel documentation form, reserving the right to make

Public comment – none

The Wilson motion was **approved unanimously**.

Public Comments

Rick Catlett of the Gator Bowl Association and Jacksonville Sports Council said that his organization wants to submit an application for event funding for next year's Florida State/Boise State football game, but doesn't know whether to submit the current application or wait until a new application form is developed. Chairman Bowman recommended submitting the existing application

Commissioner Goodman noted that the TDC does not appear to have any role in the consideration of the convention center proposals currently

Closing Comments

Michael Corrigan reported that Annette Hastings has been a great help to him from the day he was elected to City Council 18 years ago and thanked her for her years of service to the City, the TDC and Visit Jacksonville. Visit Jacksonville presented Ms. Hastings with a framed photograph.

Adjourn

The meeting was adjourned at 4:43 p.m.

*****Other Items may be added or deferred at discretion of the Chair. *****

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $100,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $365,611.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

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: 4/26/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 4/30/18

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17

OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $29,361.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $265,611.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: Annette Burney

RESPECTFULLY SUBMITTED For 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: 2/15/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 2/22/2018

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION Anna L Brooks

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval of award to the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville to provide Tourist Bureau Services for the City of Jacksonville. Period of service is from three (3) years from date of executed contract in the total expenditure amount of $236,250.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, 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 5 MEMBERS DISAPPROVING Ø DATE: 12/11/17

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 12/12/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) one (1) year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to allow the Tourist Bureau Services Evaluation Committee to conduct an interview with the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville in accordance with the specifications. Per Section 2.6B of the specifications, bidders must score a minimum of 65 out of 90 on the written response in order to be shortlisted for interviews. Bold City Tours LLC did not meet the minimum score requirement, and therefore will not be interviewed.

1. Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville
2. Bold City Tours

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

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

CONCURRENCE BY: Anna Lopez Brosche, Chair, 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: 11/30/17

Annette R. Hastings OTHER:
Teresa R. Eichner
[illegible]
James R. McCain
David Cohen

ACTION OF AWARDING AUTHORITY DATE 12/4/17

APPROVED X DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION Anna Lopez Brosche