



**October 19, 2023**  
**Agenda & Meeting Materials**

# Agenda

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA**

**Thursday, October 19, 2023, 10:00 a.m.**

**City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman (*excused*), Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh

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

- |       |  |  |
|-------|--|--|
| I.    | <b>Welcome and Call to Order</b>   | <b>Chair Salem</b>   |
| II.   | <b>Public Comments Including Action Items</b>  | <b>Chair Salem</b>   |
| III.  | <b>Approval of Minutes*</b> <ul style="list-style-type: none"><li>• <i>August 24, 2023 – TDC Regular Board Meeting</i></li></ul>   | <b>Chair Salem</b>   |
| IV.   | <b>TDC Grants</b> <ul style="list-style-type: none"><li>• <i>The Players Championship Update</i></li><li>• <i>2024 DONNA Marathon*</i></li><li>• <i>2024 AAU Primary Nationals &amp; Club Championship *</i></li><li>• <i>2024 Jacksonville College Baseball Classic*</i></li><li>• <i>2024 Southeast Flag Football Championships*</i></li></ul> | <b>Chair Salem/Carol Brock</b><br><b>Lee Smith</b><br><b>Amanda Napolitano</b><br><b>Jeanne Goldschmidt</b><br><b>Zack Nelson</b><br><b>Alan Verlander</b> |
| V.    | <b>Visit Jacksonville Update</b> <ul style="list-style-type: none"><li>• <i>Madden Media Presentation</i></li><li>• <i>Black Heritage Trail Presentation</i></li></ul>   | <b>Michael Corrigan</b><br><b>Jen Carlisle / Brett Gordon</b><br><b>Katie Mitura</b>   |
| VI.   | <b>TIPSA Presentation</b>  | <b>Jitan Kuverji</b>   |
| VII.  | <b>Financial Report</b>  | <b>Phillip Peterson</b>  |
| VIII. | <b>Closing Comments and Adjournment</b>  | <b>Chair Salem</b>   |

**\* Denotes motion needed**

**Informational Material Included in Meeting Packet:**

- **2014 – 2023 Monthly Trends (Occupancy, ADR, TDC Revenue/Collections Data)**
- **Florida First Coast of Golf August 2023 Update**

**Next Meeting: Thursday, December 14, 2023, 10:00 a.m., Prime Osborn Convention Center**

## **Minutes**

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

**Thursday, August 24, 2023, 10:00 a.m.  
City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair) - *Excused*, City Council Member Terrance Freeman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh

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

- I. Welcome and Call to Order** **Chair Salem**  
The meeting was called to order by Chairman Salem at 10:00 a.m. and the attendees introduced themselves for the record. The Chair announced that Vice Chairman White had an absence due to the City Council Finance Budget Hearing.
- II. Public Comments Including Action Items** **Chair Salem**  
Public Comments: *None*
- III. Approval of Minutes** **Chair Salem**  
The minutes of the June 8, 2023 Regular TDC meeting were **approved unanimously as distributed.**
- IV. TDC Grant Request and Update** **Carol Brock**  
**A. 2023 Taco and Tequila Festival** **Brooke Edmondson**  
Ms. Brock introduced Brooke Edmondson with 904 Happy Hour. Ms. Edmondson is representing the Wagoner Foundation, Inc. and this is the third year they will be hosting the event. Ms. Brock gave an overview of the grant application and detailed that the Taco and Tequila Festival it is a two-day event held at Metropolitan Park on Labor Day Weekend during one of Jacksonville's "need periods." The application scored 52 out of 60 points for their \$50,000 grant request with 5,000 tourist guarantee. The festival will feature three stages of live music with national headlines including *Iration, Lupe Fiasco, Gym Class Heroes, and Big Boi from OutKast*, art installations from over 20 artists, 40-plus area top taco maker and culinary teams, a curated tequila experience of more than 50 distillers, a silent disco with dueling DJs, games, and more. Ms. Brock stated that the Wagoner Foundation anticipates donating more than \$100,000 to local charities with proceeds from the festival. In 2022, over 5,000 guests purchased tickets from outside 150-miles of Duval County. Ms. Brock finished by explaining this request is the last for the fiscal year and it falls in line with the remaining budgeted amount for the Special Event Grant Account balance of \$60,000.
- Ms. Edmondson gave additional details of the event and how they plan on activating every part of Metropolitan Park for this event. She highlighted that most of the funding of this request will be used to help offset the cost of the talent acquisition, which is utilizing the national headliners to attract more tourists to Duval County. Ms. Edmondson passed out marketing materials and opened it up to any questions from the board.
- Mr. VanLoh expressed appreciation of the festival map which was distributed. Ms. Phillips commented in favor of the event.
- Motion (Freeman / 2<sup>nd</sup> VanLoh):** Approve The Wagoner Foundation, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2023 Jacksonville Taco & Tequila Festival. – **approved unanimously.**

- B. 2023 UNF Infrastructure Update** **Nick Morrow**  
Ms. Brock introduced Nick Morrow, Athletic Director, and Evrin Lewis, Deputy Athletic Director, with the University of North Florida to provide an update on the four infrastructure grants, totaling \$1,450,000, which the TDC approved at their October 20, 2022 regular board meeting. Mr. Morrow thanked the board for the investment they have made in the University of North Florida and updated the members that they completed three of the four projects. While the installation of the LED video display board, upgrading the throwing field cage, and upgrading the lighting system at Hodges Stadium were completed in Spring of 2023, the clerking station and equipment storage facility is still under construction due to higher building costs associated with the project. Additionally, Mr. Morrow highlighted that the total impact from the 2023 Track and Field season is

estimated at 20,000 room nights and had a \$16,000,000 economic impact. He then asked the board if they had any questions.

Mr. Kuverji asked how UNF tracks the data that generated the estimated 20,000 room nights and economic impact. Mr. Morrow answered by saying that they work with Visit Jacksonville, utilized prior year data, and develop educated estimates. Mr. Kuverji asked if UNF is surveying the participants regarding where they are staying to help form this data collection. Mr. Morrow stated they do this on a limited basis, but there is not a dedicated person tasked with that.

Mr. Freeman thanked UNF for the work they are doing with representing the City through sports tourism, he questioned what else is needed to compete on a higher level to get national championship events in Jacksonville. Mr. Morrow says UNF is poised in a great position to draw these bigger events through the investments made by the TDC. He mentioned that there would need to be some additional investment in the stadium seating areas.

Michael Corrigan, CEO of Visit Jacksonville, commented on the things Mr. Freeman was asking about. Mr. Corrigan mentioned that Visit Jacksonville is wanting to build on providing an experience to the athlete outside of just their time spent on the track and field.

Council President Salem asked if the dollars allocated to UNF for the facility upgrades were under any set timeline for completion. Ms. Brock answered that they were well within their timeline for completion of the projects, detailing that the TDC already issued two of the reimbursement for the projects.

**V. Visit Jacksonville FY 22-23 Budget Reallocation Request**

**Michael Corrigan**

Council President Salem introduced Mr. Corrigan to explain a budget reallocation request for Visit Jacksonville. Mr. Corrigan began by reminding the board that anytime Visit Jacksonville shifts in budgetary amounts that are larger than 10%, it must be brought before TDC for approval. The total budget for Visit Jacksonville for FY 2022-23 remains the same and these are just shifts between line items to account for those areas where costs have been much higher than anticipated. The two areas of redistribution are found in marketing and administration.

**Motion (Thompson / 2<sup>nd</sup> Chan):** Approve the Visit Jacksonville Fiscal Year 22-23 budget reallocation as presented. – approved unanimously.

**VI. Visit Jacksonville FY 23-24 Annual Presentation**

**Carol Brock/Michael Corrigan**

Ms. Brock and Mr. Corrigan presented the following items as required by the contract with Visit Jacksonville:

**Annual Budget – Revised**

Ms. Brock explained that the TDC approved the Visit Jacksonville budget at the last meeting, however, it needed to be revised to fix a minor change that was discovered during administrative review. The change was that the 1% program contingency fee should not include the Convention Grants, Sponsorships, and Promotions because those funds can only be used on a reimbursement basis to be in compliance with the contract. Mr. Corrigan explained that the other line-item changes are based on advice they received from Madden Media, the agency that Visit Jacksonville uses for marketing.

**Motion (Thompson / 2<sup>nd</sup> VanLoh):** Approve the Visit Jacksonville Fiscal Year 23-24 revised Annual Budget as presented. – approved unanimously.

**Annual Tourism Services Plan**

Mr. Corrigan explained the Visit Jacksonville Annual Tourism Services Plan and gave a high-level overview of the deliverable components: (1) Advertising and Promotion, (2) Visitor Interaction and Information, (3) Meetings and Conventions, (4) Experience Development, and (5) Community Outreach and Engagement.

**Motion (Freeman / 2<sup>nd</sup> Chan):** Approve the Visit Jacksonville Fiscal Year 23-24 Annual Tourism Services Plan as presented.

Council President Salem shared his interest in restarting the City of Jacksonville's sports commission with Mayor Deegan to enhance sports tourism.

Motion **approved unanimously.**

### **Annual Media and Advertising Plan**

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Media and Advertising Plan. This plan was created with the assistance of Madden Media, who is the agency that Visit Jacksonville uses for marketing.

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

### **Annual Travel Plan**

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

**Motion (Thompson / 2<sup>nd</sup> Freeman):** Approve the Visit Jacksonville Fiscal Year 23-24 Annual Travel Plan as presented. – **approved unanimously.**

## **VII. Grant Restructuring**

**Carol Brock**

Ms. Brock highlighted the current TDC grant guidelines and compared them to the proposed new guidelines. Major changes include: (1) a combined special event and marketing grant into one application; (2) phasing out multiyear grants; (3) eliminating the signature event status; (4) requiring applicants to guarantee hotel stays and tourists; (4) reducing tourist guarantee requirement from 5,000 minimum to 2,000 minimum; (5) redefining tourists to mean visitors from outside the Northeast Florida region including Duval, Clay, Nassau, St. Johns, and Baker counties; (6) creating funding tiers to cap amount applicants can request and create a major investment grants for applications that go beyond maximum tier; (7) change the score to be based on 100 point and 5 categories; (8) modify applicant reimbursement deadline from 120 days to 60 days, and TDC approval of reimbursement from 180 days to 60 days; (9) allow applicant to get partial reimbursement based on lower funding tier if original guarantees are not met; and (10) update equestrian center grant guidelines to state “greater than 85% of horse stall rentals are made to persons located outside the 50-mile radius of Duval County.”

Ms. Brock shared concern regarding the hotel night guarantee and if the number was too high, asking the board for their opinions.

Mr. VanLoh asked if an event could get more money if they exceeded the requirements in the category they applied for. Ms. Brock answered by saying no, if that situation happened, the applicant could choose a higher category for the next year.

Mr. Kurveji shared that he believes the hotel room actualization should be lower. Council President Salem also thought it may be better to start lower then go higher. Visit Jacksonville does not support lowering all hotel room night tiers but does support lowering the first tier. Ms. Phillips talked about having the matrix be at a lower percent due to a learning curve with the new guideline requirements. Ms. Brock explained that if they don't reach category A, then there is not a lower level for the applicant to default to like categories B-F.

**Motion (Phillips /2<sup>nd</sup> Thompson):** Amend Section 7(b) of the guidelines so that if applicant's event did not meet Category A requirements, then applicant must have an absolute minimum of 250 hotel room nights generated to receive a maximum amount of \$15,000. – **approved unanimously.**

**Motion (VanLoh /2<sup>nd</sup> Freeman):** Approve the TDC grant guidelines as amended. – **approved unanimously.**

## **VIII. Visit Jacksonville Update**

**Michael Corrigan**

Pursuant to the contract between the TDC and Visit Jacksonville, Visit Jacksonville is required to provide the TDC with a quarterly update. Mr. Corrigan gave an overview of the significant accomplishments during the 3<sup>rd</sup> Quarter (April 2023 – June 2023) which included data and information in the following deliverable components: Advertising and Promotion, both leisure and meetings/convention travel; Visitor Interaction and Information; Meeting and Conventions; Experience Development; and Community Outreach and Engagement.

## **IX. Financial Report**

**Phillip Peterson**

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending June 2023 were \$9,936,242.11, a 7.62% increase over the 12 months ending June 2022. Revenue for April 2023

was \$8,054,804.31, up 8.08% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$1,030,484.31.

Mr. Peterson reviewed the budgetary balances as of June remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$4; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$339,529.85; Planning and Research - \$0; Event Grants - \$60,123.07; Development Account - \$1,871,075.63; Contingency Account - \$1,006,060; Equestrian Center Promotion - \$26,084.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$2,195,596; TDC Administration - \$86,480.81; and the Special Revenue Fund - \$131,267.50.

**X. Closing Comments and Adjournment**

**Chair Salem**

Council President Salem shared that he recently visited the restored Norman Studios, which houses the Norman Studios Silent Film Museum, that highlights Jacksonville's African America history in the early movie industry. Council President Salem would like tourists coming to Jacksonville to be provided with information on the African American history in Jacksonville, such as a Black Heritage Trail. Mr. Corrigan shared that Visit Jacksonville does have a trail and they are always working to improve this important feature. Council President Salem asked for data to be shared at the next meeting regarding Visit Jacksonville's Black Heritage Trail.

Mr. Kurveji brought up an item for discussion about a proposed resolution expressing the City Council's support for local bill J-1 to be considered by the Duval County Legislative Delegation. It proposes using a 2% tax on food and beverages sold in hotels or motels and a 1% tax on food and beverage sold in establishments licensed to sell alcoholic beverages for consumption on premises. The tax would help fund homelessness and domestic violence initiatives in Jacksonville. Council President shared that the group supporting this should be meeting with the establishments that are impacted by this to see if there is support for this legislation. Allan DeVault with Build Up Downtown addressed some of the concerns brought up by the TDC members.

Ms. Brock told the board that the review committee selected Downs and St. Germain for the TDC Strategic Market Analysis. She also alerted the board that the December meeting location will need to be changed due to scheduling conflicts with the City Council and will let the board know when a new location for the December board meeting is finalized.

In closing, Council President Salem reminded the members that the next regular meeting will be on October 19, 2023.

The meeting was adjourned at 11:26 a.m.

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

## **TDC Grants**



- **Admissions:**
  - 72% of ticket buyers were visitors and 61% of the visitors were from outside Florida.
  - General ticket admissions up 20% from 2022
- **Economic Impact**
  - 89.1% hotel occupancy rate during PLAYERS week.
  - Average 16,126 rooms/day and 96,755 rooms booked over the course of the week.
  - Average daily rate was \$165/night which is 21% higher than average.
  - 16 million in revenue from hotels PLAYERS week, 29% higher than average.
  - 658,787 total passengers at JIA in March, up 14% from the year prior.
  - \$234.4 M total economic impact from the tournament, \$149.9M from visitor spending.
  - Over 400 local, national and international businesses utilized THE PLAYERS to help grow their businesses, including more than 70 c-suite executives.
- **Social media exposure for Northeast Florida**
  - Most engaging tournament week of all time on social with 9,531,156 total engagements across Facebook, Instagram and X.
  - Paid content promotion campaigns accounted for approximately 15% of total engagements and 19% of total video views across PGA TOUR social media channels.
  - 19 local influencers attended THE PLAYERS with a cumulative following of more than 536K followers, generating over \$161.7K in social media value through 289 posts.
- **Broadcast**
  - Top sporting event of the weekend for TV ratings with 23 million viewers reached, each averaging a viewing time of 117.6 minutes. In total, viewers spent 51M hours tuned to THE PLAYERS Championship.
  - GOLF Channel aired its “Live From” programming Monday through Sunday, over 107 hours total. The top two telecasts delivered an average audience of 300k+ viewers.
  - The tournament was also featured within PGA TOUR: The Cut which is produced by PGA TOUR Entertainment and aired four times on GOLF Channel.
- **Charity:**
  - Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$100 million since it began in 1974 and moved to Ponte Vedra Beach in 1977.
  - This year, THE PLAYERS was able to host over 20,000 service members and their families over the course of the tournament.
  - Notable charitable gifts in Duval County this year include:
    - \$2M gift to Nemours Children’s Health, Jacksonville to fund THE PLAYERS Center for Cancer and Blood Disorders
    - \$2M gift to the P.A.C.E. Center for Girls to fund a three-year, pilot program in North Florida to provide girls and their families gender-responsive, substance abuse prevention and intervention services,
    - \$3M gift to Baptist Health for a new inpatient behavioral health unit for children and adolescents.

# THE PLAYERS<sup>®</sup>



TDC Update

October 19, 2023

## 2023 Campaign

- Paid advertisements on Ticketmaster for ticket buyers in Atlanta, Charlotte, Orlando, Savannah, Tallahassee and Tampa.
- Partnerships with Golf Associations to push tickets and travel to the 2023 championship.
  - THE PLAYERS worked with Score Golf Canada, the MET Golf Association, Virginia Golfer and the Carolina Golf Association
  - Assets included dedicated emails, digital advertisements and featured content in editorial pieces all pushing tickets, travel and championship awareness
- Paid social campaign to amplify top performing content outside the Jacksonville DMA to heighten global awareness of the tournament.
  - PLAYERS 2023 was the #1 most engaging tournament week of all time for PGA TOUR social media channels.



## 2023 Tournament Overview

- 72% of THE PLAYERS Championship attendees were visitors and 61% of the visitors were from out-of-state markets.
- Hotels were at 89.1% occupancy during PLAYERS week. Over 96k hotel rooms in Jacksonville occupied during PLAYERS week, averaging over 16k per day.
- \$234.4 Million Total Economic Impact annually
- Viewers spent 51 Million Hours tuned into THE PLAYERS Championship, in over 200 countries and 28 different languages.
- 20% increase in admissions from 2022, 61% increase from 2019.



## 2024 Campaign

- Continue to refine and elevate ticket products and offerings that appeal to a national audience
- Ticketmaster advertising to strategic travel markets with the highest percentage of ticket buyers outside of the Jacksonville DMA.
- Continued partnerships with Golf Associations
  - High performing markets that we are going to focus on this year: Philadelphia/Delaware, Washington D.C./Baltimore and New York/New Jersey.



Thank You





## Grant Considerations for TDC Meeting Thursday, October 19, 2023

*Individual grant request summary sheets are attached to this document.*

<b>Event Grants</b>						
<b>Event</b>	<b>Grant Category</b>	<b>Hotel Rooms</b>	<b>Tourists</b>	<b>Maximum Grant Award</b>	<b>Estimated Bed Tax*</b>	<b>Estimated Sales Tax*</b>
<b>2024 DONNA Marathon</b>	C.	900	4001 - 5000	\$50,000	\$31,773	\$16,304
<b>2024 AAU Primary Nationals &amp; Club Championship</b>	D.	1100	5001 - 6000	\$60,000	\$10,944	\$12,647
<b>2024 Jacksonville College Baseball Classic</b>	B.	700	3001 - 4000	\$40,000	\$7,575	\$6,454
<b>2024 Southeast Flag Football Championships</b>	A.	500	2000 - 3000	\$30,000	\$5,294	\$6,797
<b>Total:</b>		<b>3,200</b>	<b>~16,000</b>	<b>\$180,000</b>	<b>\$55,586</b>	<b>\$42,202</b>

*\* Based on the Destinations International Event Impact Calculator prepared by Visit Jacksonville*

# Grant Request Summary



**Representative:** Amanda Napolitano, The DONNA Foundation, Inc.  
**Event:** 2024 DONNA Marathon Weekend  
**Date of Event:** February 2 - 4, 2024  
**Location:** EverBank Stadium, Downtown Jacksonville; SeaWalk Pavilion/Latham Plaza, Jacksonville Beach

**Event Overview:** The DONNA Marathon Weekend 2024 is a three-day event with races that include a 5K, DONNA Dash, half marathon, marathon, and an ultramarathon, along with a health and wellness expo, that will fill the City of Jacksonville and the Beaches of Northeast Florida with thousands of runners from all 50 states and many countries. This year's marketing theme, *Destination: Hope*, reinforces DONNA Marathon Weekend as a destination race that appeals to both local and international runners. This event celebrates the progress and resilience required to reach a world without breast cancer and is the only marathon in the country with funds solely dedicated to end breast cancer.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Venue and Equipment Rental; Event Production

**Past TDC Support:** None

**Tourism Impact:** **Bed Tax (Direct):** \$31,773                      **Sales Tax (Direct):** \$16,304

*Based on Destinations International Event Impact Calculator*

**Application Score:** 91 points out of 100 points

**Suggested Action\*:** Approve The DONNA Foundation, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 23-24 Event Grants account for the DONNA Marathon Weekend 2024

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

# Grant Request Summary



Amateur Athletic Union of the United States, Inc.

*"Sports For All, Forever"*

**Representative:** Tony Staley, The Amateur Athletic Union of the United States, Inc.  
**Event:** 2024 AAU Primary Nationals & Club Championship  
**Date of Event:** July 5 – 14, 2024  
**Location:** Hodges Stadium, University of North Florida

**Event Overview:** The 2024 AAU Primary Nationals & Club Championship is an AAU Track & Field National Championship event which serves as a qualifier for the AAU Junior Olympic Games. The event will have athletes from ages five to eighteen that come from all over the country to compete. The event has outgrown their host city's facilities in Orlando and would like to utilize the improved track and field at UNF's Hodges Stadium. The AAU is looking to find a multi-year home for this event.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Venue and Equipment Rental; Event Production

**Past TDC Support:** None

**Tourism Impact:** **Bed Tax (Direct):** \$10,944      **Sales Tax (Direct):** \$12,647

*Based on Destinations International Event Impact Calculator*

**Application Score:** 74 out of 100 points

**Suggested Action\*:** Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$60,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 AAU Primary Nationals & Club Championship

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

# Grant Request Summary



**Representative:** Zack Nelson, Peak Events, LLC  
**Event:** 2024 Jacksonville College Baseball Classic  
**Date of Event:** February 22 - 25, 2024  
**Location:** 121 Financial Ballpark, Downtown Jacksonville

**Event Overview:** The 2024 Jacksonville College Baseball Classic is a four team NCAA Division 1 baseball tournament taking place at the 121 Financial Ballpark. The varsity baseball teams include players from Auburn University, University of Virginia, University of Iowa, and Wichita State University. Following practice day, the baseball teams will play in a round robin fashion with two games each day for a total of six games in three days.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 – 3000	\$30,000
B.	700	3001 – 4000	\$40,000
C.	900	4001 – 5000	\$50,000
D.	1100	5001 – 6000	\$60,000
E.	1300	6001 – 7000	\$70,000
F.	1500	7001 – 8000	\$80,000

**Funding to Support:** Venue and Equipment Rental; Event Production

**Past TDC Support:** None

**Tourism Impact:** **Bed Tax (Direct):** \$7,575                      **Sales Tax (Direct):** \$6,454

*Based on Destinations International Event Impact Calculator*

**Application Score:** 78 points out of 100 points

**Suggested Action\*:** Approve Peak Events, LLC to receive a special event grant for \$40,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Jacksonville College Baseball Classic

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

# Grant Request Summary



**Representative:** Alan Verlander, Airstream Ventures, LLC  
**Event:** 2024 Southeast Flag Football Championships  
**Date of Event:** February 10 – 11, 2024  
**Location:** Fort Family Regional Park, 8000 Baymeadows Rd E, Jacksonville

**Event Overview:** The 2024 Southeast Flag Football is a highly anticipated event that showcases the best flag football teams in the region. The tournament brings together teams from various states to compete in a thrilling display of skill, athleticism, and strategy. With intense competition, electrifying plays, and passionate fans, the Southeast Flag Football Championships is an epic event that brings people together and inspires a love for the game. The organization is looking for a location to make this Championships game home for years to come. The event will bring in over 185 teams from all over the Southeast.

**Grant Category:**

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

**Funding to Support:** Advertising and Promotion; Venue and Equipment Rental

**Past TDC Support:** None

**Tourism Impact:** **Bed Tax (Direct):** \$5,294                      **Sales Tax (Direct):** \$6,797

*Based on Destinations International Event Impact Calculator*

**Application Score:** 79 points out of 100 points

**Suggested Action\*:** Approve Airstream Ventures, LLC. to receive a special event grant for \$30,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Southeast Flag Football Championships

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

## **Visit Jacksonville Update**

Presented to

# DUVAL COUNTY

## TOURIST DEVELOPMENT COUNCIL

FY ANNUAL REVIEW // OCTOBER 19, 2023



# WHAT YOU'RE GOING TO HEAR ABOUT

Overall Media Performance

Leisure Media Overview

Meetings Media Overview

Public Relations Overview



**OVERALL MEDIA PERFORMANCE**



# DIGITAL EXPOSURE



# WEBSITE TRAFFIC

- Paid media campaigns accounted for 38% of all traffic
- Website traffic was **up 29%** YoY
  - 213% increase in Search
  - 591% increase in Display
  - 33% increase in Emails
- Engaged sessions have increased by **51%** YoY





# LEISURE MEDIA PERFORMANCE



# DIGITAL MEDIA PLATFORMS





# DIGITAL MEDIA ADS

**ART. AROUND EVERY CORNER.**

Visit JACKSONVILLE

**Jacksonville THE FLIP SIDE OF FLORIDA**

**History Takes Center Stage**

Let Jacksonville be your canvas to craft the perfect art and culture-inspired get-away.

**NO THEME PARKS, BUT OUR BEACHES ARE WILD.**

Explore the Flip Side of Florida. Ditch the city hustle for the cooling of waves along the 22 miles of wide, uncrowded, white-sandy beaches of Jacksonville, Florida.

Come surf, kayak, swim, dive, boat, hike and roll over nearby.

Home to quaint beach boutiques, surf shops, and vintage stores, the Flip Side is a fun, laid-back destination for everyone. Let Mother Nature keep the kids busy (or discover your own inner child) along our unspoiled barrier islands and extensive intracoastal waters.

Whether you're diving in our offshore reefs or doing a little waterside angling, you'll flip over at that's waiting for you!

**Dive Into Your Wild Side Today**

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id to cart: Jacksonville, here retail therapy is in a discover the unique charm p Side of Florida.

Visit Jacksonville

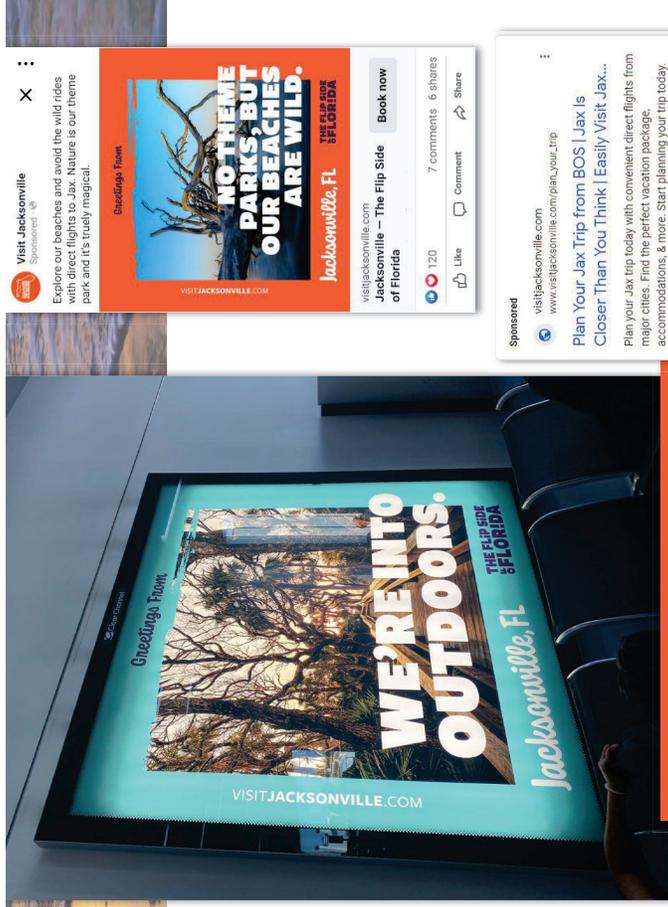
# NONSTOP FLIGHT MARKETS

Google Search ads served in 33 direct flight markets delivering **21K+ clicks** to website

Digital OOH in these airports:

- Atlanta (ATL)
- New York City (JFK)
- Chicago (O'Hare)
- Washington DC (Reagan)

Meta display ads served around these airports delivering **18k+ clicks** to website



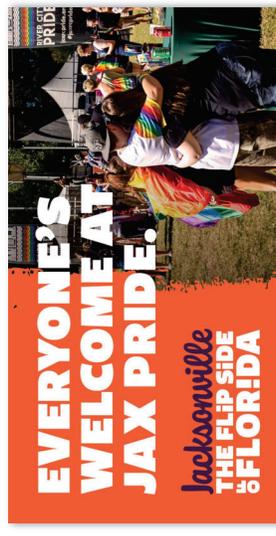


# TRIP-WORTHY EVENTS

**5.7M+ impressions drove 104,611 clicks** to the website collectively via Google search & display and Meta display ads

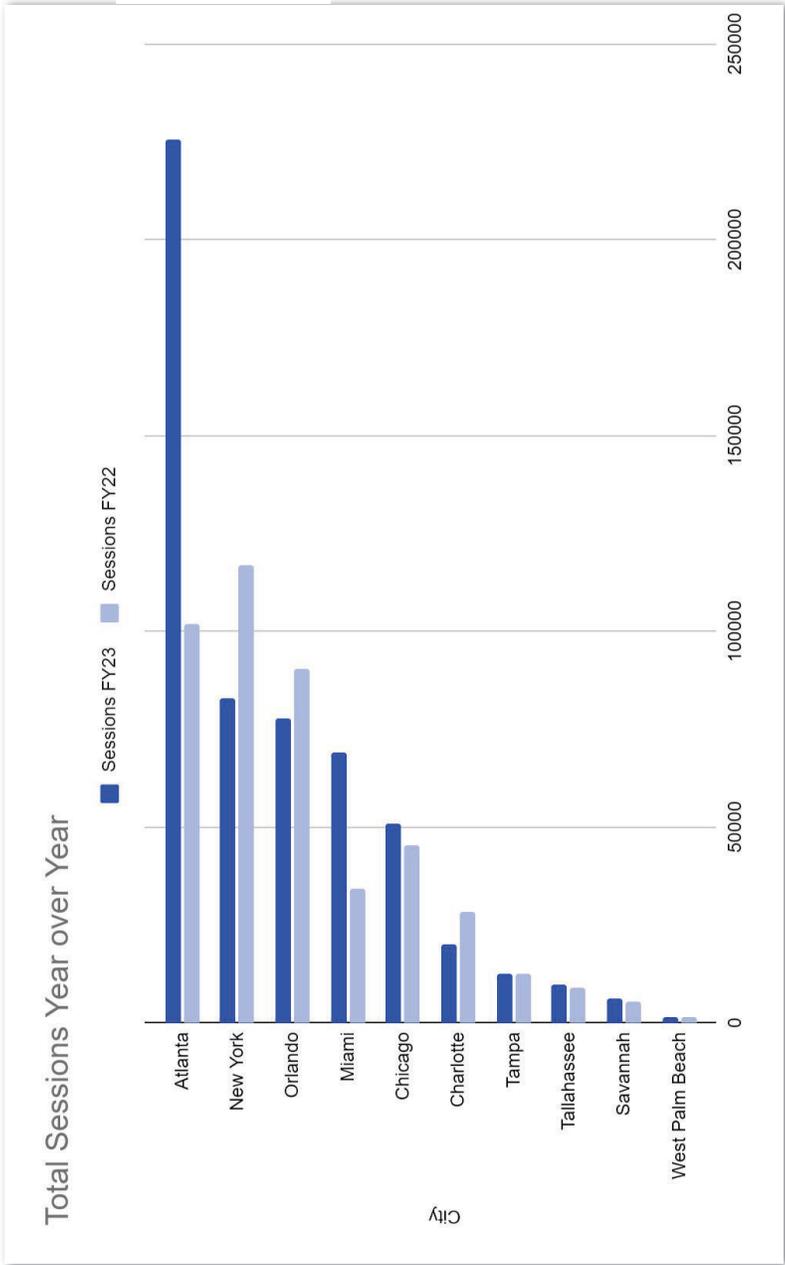
- 904 Day
- Collectivecon
- Donna Marathon
- Florida vs. Georgia
- Gate River Run
- GatorBowl
- Halloween
- Jax River City Pride
- Jazz Festival
- July 4th Celebrations
- Kids Free November

- KingFish Tournament
- New Years Celebrations
- Players Championship
- Porchfest
- Spartan Race
- Springing the Blues
- Super Girl
- Veterans Day
- Wasabicon
- Winter on the Water
- World of Nations





# TARGET MARKETS - website



↓ Total users

**441,069**  
vs. 358,450  
↑ 23.05%

↓ Sessions

**546,060**  
vs. 452,554  
↑ 20.66%

Engaged sessions

**330,893**  
vs. 213,088  
↑ 55.32%

Average session duration

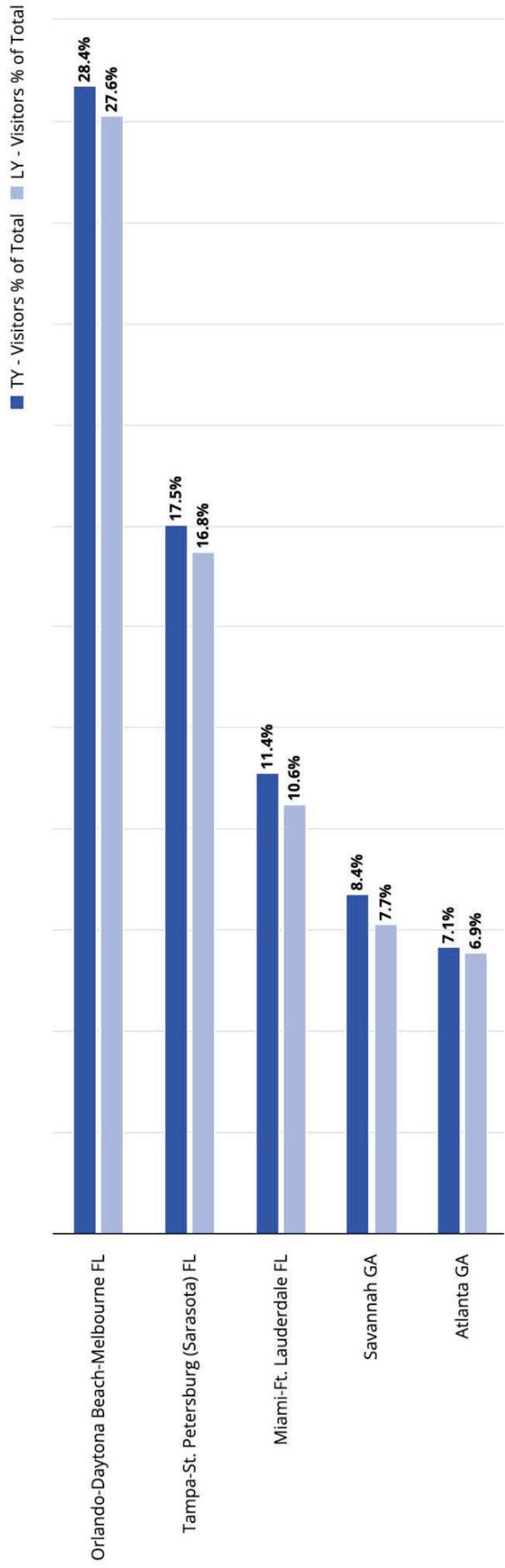
**2m 33s**  
vs. 1m 37.47s  
↑ 11.82%

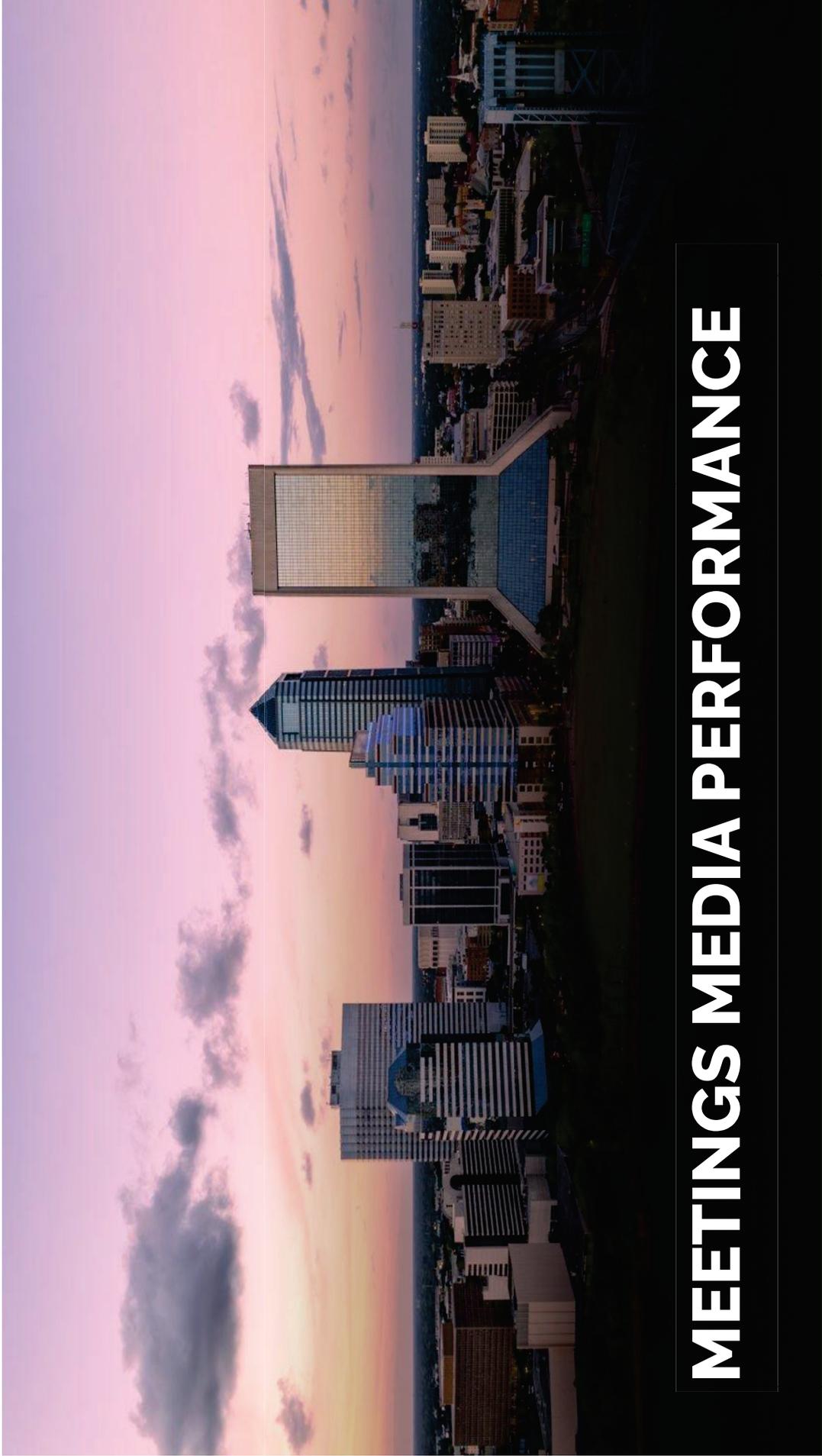




# TARGET MARKETS - visitation

Top Origin Markets YoY





# MEETINGS MEDIA PERFORMANCE



# DIGITAL MEDIA PLATFORMS



Google Ads

Meta



near™

THE  
MILITARY REUNION  
NETWORK

Smartmeetings

JACKSONVILLE  
BUSINESS JOURNAL



**BMT**  
Block Meetings & Tourism

prevue  
meetings + incentives

TEAMS

JACKSONVILLE  
Daily Record

Connect

USAe

meetings  
PEOPLE + PLACES TODAY



Uniting Christian Meeting  
Professionals Through Business



# DIGITAL MEDIA ADS

**Visit Jacksonville**  
A Local Business Promoted

Whether you need a meeting hotel on our white-sand beaches or one nestled in our vibrant downtown, you'll find it right here in Jacksonville.

Down for Business. Up for Fun on the Flip Side of Florida  
visitjacksonville.com

Like Comment Report Send

Learn more

**Visit Jacksonville**  
Sponsored

Pack your swimsuit and your suit and tie because we're down for business and up for fun in Jacksonville.

**Contact us**  
visitjacksonville.com/meetings  
The Flip Side of Florida  
Meet in Jacksonville

**Visit Jacksonville**  
Sponsored

Pack your swimsuit and your suit and tie because we're down for business and up for fun in Jacksonville.

**Contact us**  
visitjacksonville.com/meetings  
The Flip Side of Florida  
Meet in Jacksonville

**THIS ONE IS FOR SERIOUS COMPETITORS ONLY**

Ignite the spirit of competition in Jacksonville—the Flip Side of Florida. With our numerous indoor and outdoor facilities, flexible lodging, and serene atmosphere, it's the ultimate destination for your next team-building event, corporate field, and more. Jacksonville is your winning destination.

Here's how to win: It all begins when you arrive at our beach facilities. The spirit of competition is in the air, when you can play our favorite beach games or challenge the surf. Refuel or celebrate the big win in a vibrant food scene filled with international flavors and stunning waterfront views. Whatever your needs are, let our Destination Experience team take care of you. We'll make your team-building and successful tournament... all free of charge.

**COME KICK IT IN JAX**  
visitjacksonville.com/venues

**Jacksonville THE FLIP SIDE OF FLORIDA**

**MEET IN JAX, THE FLIP SIDE OF FLORIDA.**

Welcome to the Flip Side of Florida. With a vibrant downtown core boasting major full-service hotels and a mix of accommodations, we're down for business and up for fun. Make our Flip Side your business and your bathing suit.

Whether you're looking for an unforgettable meeting experience at a boutique venue on our white-sand beaches or a large convention space amid world-class museums, unique lunch and dining destinations, and a variety of nightlife options, you won't find more Florida warmth than right here in Jacksonville.

**LEARN MORE ABOUT MEETING IN JACKSONVILLE**

**Jacksonville THE FLIP SIDE OF FLORIDA**

Jax meeting spaces | E  
Jax meeting rooms  
**Ad** www.visitjacksonville.com/venues

Find the perfect meeting place in Jacksonville. Jax is Your Next Meeting Destination. Discover top meeting facilities and event venues in Jax for your next conference or event.  
Things To Do  
Plan Your Trip

**MEETING SPACE AVAILABLE**  
SUBMIT A RFP

**Jacksonville THE FLIP SIDE OF FLORIDA**

**Warm Weather, Warmer Welcome. Host Your Conference on the Flip Side.**  
Whether you need a meeting hotel on our white-sand beaches or one nestled between skyscrapers overlooking the majestic St. Johns River, you won't find more Florida warmth than right here in Jacksonville, the Flip Side of Florida. **Start planning.**

**Destination Spotlight by Connect**

**WARM SUNSHINE, WARMER WELCOME.**  
**MEET IN JAX**



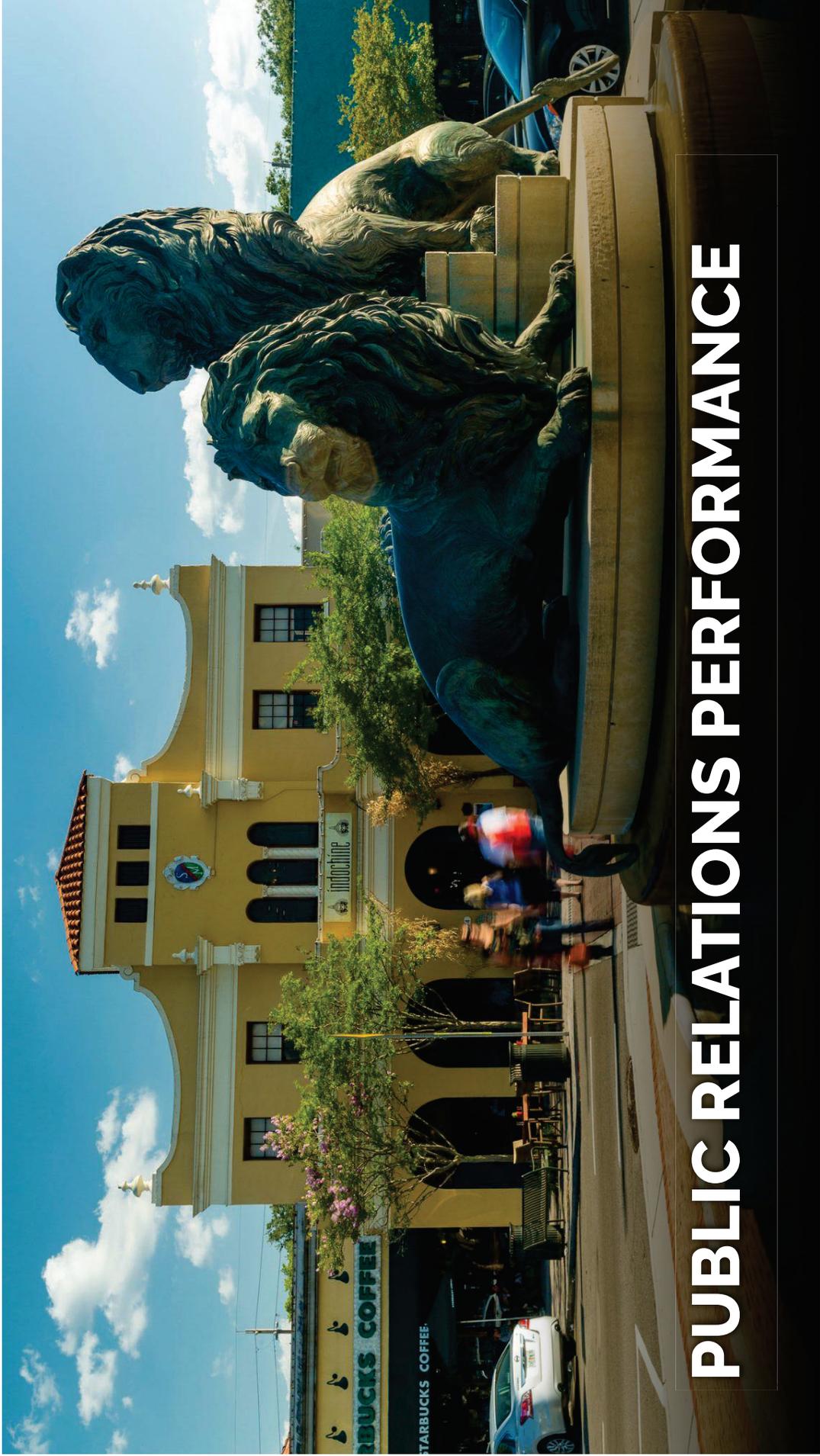
# RESULTS



Achieved via:

- Search Engine Marketing, Meta and LinkedIn ad campaigns
- 7 industry e-newsletter ads
- Geofencing ads around 6 meeting planner trade shows
- Targeted advertising campaign for "Bring it home Jax"

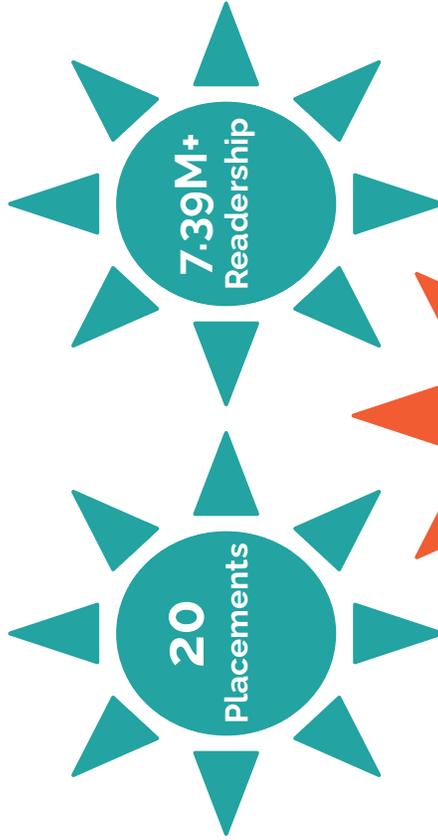




# PUBLIC RELATIONS PERFORMANCE



# DESTINATION EXPOSURE



**Let freedom ring: Where to celebrate Juneteenth across the US**  
By Dana Marx  
June 16, 2023 • 11 min read



**to Black-Owned Travel Businesses Making It Easier To See The World**  
By Holly K. Lawrence  
FROM TRAVEL AGENTS TO TRAVEL COMPANIES AND HOME-BASED BUSINESSES OWNED BY BLACK PEOPLE, HERE ARE A FEW YOU NEED TO KNOW ABOUT.

See a doctor without seeing a waiting room  
United Healthcare  
**READ MORE.**  
Black-owned travel agencies are making it easier to see the world. From travel agents to travel companies and home-based businesses owned by Black people, here are a few you need to know about.

**The 12 best rail trails in the U.S.**  
Photograph courtesy: Tom Brannen  
 Walk or ride where trains once whistled through while you reconnect with nature  
Writers: Erika Johnson, Monday, June 12, 2023

**We Asked 16 Brewers: What's Your Favorite Beer Bar?**  
By KERRY  
WORDS: NILO KROGH/STATS  
ILLUSTRATION: SARA PINGONILLET

Facebook icon, Twitter icon, Pinterest icon

**Jacksonville's March Madness Includes Two Large Events in a Week's Time**  
 The Gate River Run and Players Championship bring plenty of business to the Florida destination  
Posted On: March 1, 2023 By: Justin Shaw



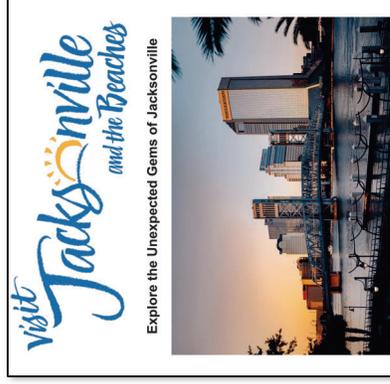
**A HIGHER STANDARD OF CARE**  
LEOS CABOS

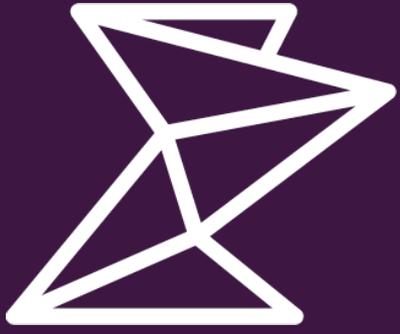


# PR ACTIVITIES



- 1 Newsletter and 8 Press Releases distributed
- 8 Influencers and Content Creators hosted
- 16 News media/travel writers hosted (includes those who participated in 2 FAMs)
- Media Mission Brunch in NYC





**THANKS!**

*WE'RE ALL DONE NOW.*





# Visit Jacksonville's Black History Promotional Efforts

For years, Jacksonville's Black history has been a promotional focus for Visit Jacksonville. From as far back as 2013, we made it a priority to focus on Black history content, promoting the significant Black historical events that made our community and the impressive people behind them. We have worked with different organizations throughout our City to create robust website content, tours, and videos. We continue to work with these organizations as we host writers and influencers who help tell the story of Jacksonville's black history and culture.

See our Black Travel Guide on our website to learn more about the resources we have put together to focus on this important heritage and background within our City.

Website: <https://www.visitjacksonville.com/things-to-do/arts-culture/black-travel-guide/>

## Keys pieces of content:

- Black History Audio Self-Guided Tour
- Gullah Geechee History Itinerary
- Black Travel Weekend Itinerary
- Listings for Black-owned businesses and restaurants
- Videos on Black History
- Blogs:
  - Where To Learn About Black History In Jacksonville
  - 10 Reasons to Explore Jacksonville's Black Heritage Trail
  - Black Heritage Trail
  - Civil Rights Landmarks

## Some of those we have partnered with:

- City of Jacksonville
- Ritz Theatre & Museum
- Clara White Mission, Museum and White Harvest Farms
- Jacksonville Gullah Geechee Nation
- Durkeeville Historical Society
- Outeast Neighborhood
- Explore Jax Core Tours
- National Park Service
- Shawana Brooks - Moving the Margins
- Melanin Market
- Chef Kenny Gilbert

## Efforts:

- Worked with the Mayor's office in 2012-2013 to create the first African American Heritage Trail Book
- Created the first African-American Heritage Trail website in 2014
- Diversity, Equity and Inclusion Committee established in 2023 to keep at forefront.
- Hosted a Cultural Writer Fam Tour this past Spring focused on Jacksonville's Black and African American history and culture
- Continue hosting media regularly to come in and explore Jacksonville, some results:
  - 10 Black-Owned Travel Businesses Making It Easier To See The World – Essence Magazine
  - Let freedom ring: Where to celebrate Juneteenth across the US – The Points Guy
  - Embracing Florida's Black History Landmarks – Travel Weekly
  - It's more than a market, it's a melanin movement – ABC Travel Network



## **TIPSA Presentation**



## Tourism Industry & Public Safety Alliance

The Tourism Industry & Public Safety Alliance (TIPSA), crime fighting initiative, is a collaboration between the Florida Restaurant & Lodging Association (FRLA) Northeast Chapter in partnership with Visit Jacksonville and the Jacksonville Sheriffs Office.

In developing this program, the goal is to be proactive in fighting crime to keep guests and visitors safe. Create an open line of communication between Hotel General Managers and Jacksonville Sheriff's Office (JSO) to prevent crimes and create a crime-free community.

### The program has three parts:

#### **Part 1- Best Practices**

We share a list of best practices with hoteliers to make sure they implement them at the property level to keep guests and employees safe in our lodging establishments.

#### **Part 2- Commitment from the Jacksonville Sheriff's Office (JSO):**

JSO created an email to use in sharing additional about incidents at the property level, [TIPSA@jaxsheriff.org](mailto:TIPSA@jaxsheriff.org). This is not a crime reporting tool. Information that is encouraged to share includes, Suspicious vehicles or people, Suspicious behavior, or patterns (lots of different people going into a room for a few minutes at a time/drugs, women getting multiple men visiting every half hour/prostitution, etc.); or questions or concerns for Patrol, Vice, Narcotics, Human Trafficking, or other JSO units.

#### **Part 3- A place for sharing information.**

We use WhatsApp as our method of sharing "real time" information between hotel general managers/owners. The WhatsApp group is a peer-to-peer information sharing group NOT a crime reporting tool. We encourage sharing information that will help fellow hoteliers keep their properties and guest safe.

If you would like additional information for a copy of the full program in detail, please contact Nicole Chapman at FRLA at 904-572-2259 or [nchapman@frla.org](mailto:nchapman@frla.org).



## Tourism Industry & Public Safety Alliance

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To learn more and sign up to participate in this program please contact Nicole Chapman at FRLA at 904-572-2259 or [nchapman@frla.org](mailto:nchapman@frla.org).

### Part 1- Below is a listing of basic standards in which we will ask all Jacksonville hotels to comply with to keep guests safe in our lodging establishments:

- Check in:
  - Ask for and check IDs at check in (ask for photo ID and matching credit card)
  - Consider asking for license plate number (this will help make sure your parking lot is being utilized by guests)
  - Have accurate record keeping on incident reporting, and BOTLO (Be On The Look Out) lists at the property level.
  - Maintain log of guests visiting property, ask to present ID.

*By following these tips, this will help control guests with prior incidents checking back in and having repetitive crime incidents.*

- Develop payment policy standards for your property, suggestions for inclusion:
  - Suggested, no cash policy up front
    - If using cash, take \$100 deposit lock up in safe, \$100 returned after inspection of room upon check out
  - Keep a credit card on file to secure payment
  - The guest can pay cash at the end of stay
  - Use EVM chip card, tap, or swipe in case of tech failure and get a wet signature to prevent chargebacks
    - Avoid manually input credit card numbers into system.
  - Do not accept Gift Cards, Pre-Paid Cards, or EVM Chipless cards
  - Ensure the name on the registration matches the name on the ID, credit card with chip, and major credit card logo.
- Locks: ensure all key locks are currently working
  - Hotel room:
    - Electronic key locks
    - Secondary lock
    - Hotel Guestroom door is self-closing
    - Guestroom Door viewer covers 180-degree view



## Tourism Industry & Public Safety Alliance

- Building exterior:
  - Develop an after-hour front and side door entry policy
  - Install exterior cameras if not already in place (optional)
  - Suggestion to look into cameras with license plate readers. This will assist in reporting suspicious activity to JSO.
  - Make sure all parking lot lights are operation and bright
  - Keep any foliage near hotel entrances below 3 ft.
- Key security/control
  - Internal- master keys logged and signed in/out
  - External- if key is lost, guest must go to front desk to obtain a new key, front desk must check ID to issue new key. Remind staff members that guests must go to front desk they do not have authorization to let into room.
- Suggestion: For the safety and security of all guests, we will perform a room check every other day during your stay (or adhere to brand specifications). (If DND for 2 consecutive days, hotel management must check room)
- Suspicious activity:
  - Look out for suspicious activities, “see something, say something” (follow independent property protocol).
  - If there seems to be a lot of in and out traffic of a room could be a sign of unwanted behavior
- Train all staff on how to recognize safety concerns with rooms, where to report it, and how to deter the bad element from the hotel within their control.
- Remind guests to lock vehicles and take our valuable items, i.e. 9 p.m. – 9 a.m. check.
- Reminder: annually per state law, your employees must complete human trafficking training, all brands and FRLA training are approved in state law.



## Tourism Industry & Public Safety Alliance

### Part 2- Commitment from the Jacksonville Sheriff's Office (JSO):

- A new initiative of JSO is reducing blight in our community (homelessness, panhandlers, homeless camps, littered trash, and abandoned building). [Learn more here.](#)
- YOU can help, please report blight to [JSOBlight@jaxsheriff.org](mailto:JSOBlight@jaxsheriff.org), a photo, description, date, time and your zone of insistence.

*Example: Subject of email: Zone 3- homeless/panhandler,*

*Body: list time of day, date and exact location and include photo is possible. Ask for confirmation of receipt of email.*

- JSO created this email to use in sharing additional about incidents at your property, [TIPSA@jaxsheriff.org](mailto:TIPSA@jaxsheriff.org).
  - We encourage you to share information about:
    - Suspicious vehicles or people
    - Suspicious behavior or patterns (lots of different people going into a room for a few minutes at a time/drugs, women getting multiple men visiting every half hour/prostitution, etc.)
    - Questions or concerns for Patrol, Vice, Narcotics, Human Trafficking, or other JSO units

*Example of what was shared with this email: a hotel reported a suspicious vehicle, non-guest, expired tag. A photo of tag was shared with TIPSA email.*

- The email will be monitored by the Community Engagement Section of JSO. The emails will be routed to the pertaining Investigative Division Units.
- Immediate problems (fights, auto burglary) will still be handled by calling 911 or 904-630-0500



## Tourism Industry & Public Safety Alliance

### Part 3- Join the WhatsApp

We have created a TIPSA group in the WhatsApp to share “real time” information between hotel general managers. This is not to be used to report crime. **The WhatsApp group is a peer-to-peer information sharing group NOT a crime reporting tool. All crime activity should be reported to JSO via the emergency (911) or non-emergency number (904-630-0500).**



#### How to join and what to ***SHARE, SHARE, SHARE:***

The TIPSA Jacksonville WhatsApp group is only for hotel general managers and owners. To join please contact Nicole Chapman with FRLA at email ([nchapman@frla.org](mailto:nchapman@frla.org)) or text at 904-574-2259 with your name, property name, title and cell phone number. Then download the WhatsApp from your Appstore on your cell phone. We will add you to the group and you will begin receiving notifications.

We ask that you follow this standard protocol when sharing information with the WhatsApp group, remember sharing information is the only way this program works:

- We encourage you to share information that will help your colleagues keep their properties and guest safe
- If your matter involves a need for a JSO call for service, please call for service before sharing information in group.
- Your name and property name or general location of issue you are sharing
- Type of incident, samples of topics:
  - vehicle break ins
  - Be On The Look Out (BOTLO)- individuals you may have had to remove from property and are concerned they might be moving to other hotels
  - theft
  - drug and any other suspicious activity
- Name of suspect, if known
- Suspect description (what they are wearing, how many people involved)
- Vehicle description (color, make, model)
- Share a picture if available
- *Please keep your replies to business only, no acknowledgements, keeping your follow up related to the subject (this is not to be used as a chat group).*
- *Messages are set to disappear after 24-hours of being posted. We encourage you to set your WhatsApp to alert you when a message is posted.*

**\*\*\*Note: please use non-discriminatory language when sharing information in the group. Failure to comply with result in removal from group. Messages are set to disappear after 24-hours of being posted. We encourage you to set your WhatsApp to alert you when a message is posted.**



## Tourism Industry & Public Safety Alliance

**Do you need to find what district your hotel is in? Here is the map.**

***In July of 2023 JSO revised their coverage areas and turned the word zones into districts. Please see below to familiarize yourself with your updates district.***

You can also use this link and type in your address:

<https://jsomaps.maps.arcgis.com/apps/instant/lookup/index.html?appid=49d4ac7be2164e83b9640366609d434c>

District 1 Substation (Brooklyn / Downtown / Eastside / San Marco / Springfield)

District 2 Substation (Arlington / Intracoastal West)

District 3 Substation (Mandarin / Southside)

District 4 Substation (Avondale / Ortega / Westside)

District 5 Substation (Baldwin / New Town / Northwest / New Town / Riverside)

District 6 Substation (Northside / San Mateo / Oceanway)

*After a call for service, if you need additional assistance, call the substation, and ask to speak to the Assistant Chief.*

**District 1 Substation (Brooklyn / Downtown / Eastside / San Marco / Springfield)**

Assistant Chief: Jimmy Ricks

Phone: [904.630.8144](tel:904.630.8144)

[JSODistrict1@jaxsheriff.org](mailto:JSODistrict1@jaxsheriff.org)

Gateway Town Center

5258-13 Norwood Avenue, Jacksonville, FL 32208

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM

**District 2 Substation (Arlington / Intracoastal West):**

Assistant Chief: Felipe "Phil" Alicea

Phone: [904.630.8166](tel:904.630.8166)

[JSODistrict2@jaxsheriff.org](mailto:JSODistrict2@jaxsheriff.org)

Merrill Crossing

9119 Merrill Road, Jacksonville, FL 32225

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM

**District 3 Substation (Mandarin / Southside)**

Assistant Chief: Ms. Randi Glossman

Phone: [904.630.8100](tel:904.630.8100)

[JSODistrict3@jaxsheriff.org](mailto:JSODistrict3@jaxsheriff.org)

Prominence Parkway

8875 Liberty Ridge Drive, Suite 110, Jacksonville, FL 32256

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM

**District 4 Substation (Avondale / Ortega / Westside)**

Assistant Chief: Scott Dingee

Phone: [904.630.8133](tel:904.630.8133)

[JSODistrict4@jaxsheriff.org](mailto:JSODistrict4@jaxsheriff.org)

Cedar Hills Shopping Center

3726 Blanding Boulevard, Jacksonville, FL 32210

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM

**District 5 Substation (Baldwin / New Town / Northwest / New Town / Riverside)**

Assistant Chief: Harry Massey

Phone: [904.470.8900](tel:904.470.8900)

[JSODistrict5@jaxsheriff.org](mailto:JSODistrict5@jaxsheriff.org)

Edward Waters University

1767 Kings Road, Jacksonville, FL 32209

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM

**District 6 Substation (Northside / San Mateo / Oceanway)**

Assistant Chief: Chuck Ford

Phone: [904.630.8688](tel:904.630.8688)

[JSODistrict6@jaxsheriff.org](mailto:JSODistrict6@jaxsheriff.org)

Rutgers Plaza

1680 Dunn Avenue, Suite 39, Jacksonville, FL 32218.

Open: Monday - Friday

Hours: 8:00 AM - 5:00 PM



## Tourism Industry & Public Safety Alliance

### Major Resources for your Business

#### Trespassing Authorization Form

JSO has a “Trespassing authorization form” that businesses can complete, and it will stay on file with JSO for three years. By having this form on file, it gives JSO authorization to trespass someone on your property when you place a call for service for trespassing. Scan the QR code to download the form, complete, then return it to your substation; the owner or General Manager needs to file.

What does the trespassing authorization form do?

By having this form on file, it can make trespassing someone a little easier and quicker. If not on file, JSO must ask the person on site (think of your night auditor, they might need to call GM for approval) for their permission to trespass someone. And during the time of obtaining permission, the trespasser could leave the site.



#### **JSO Crime Mapping**

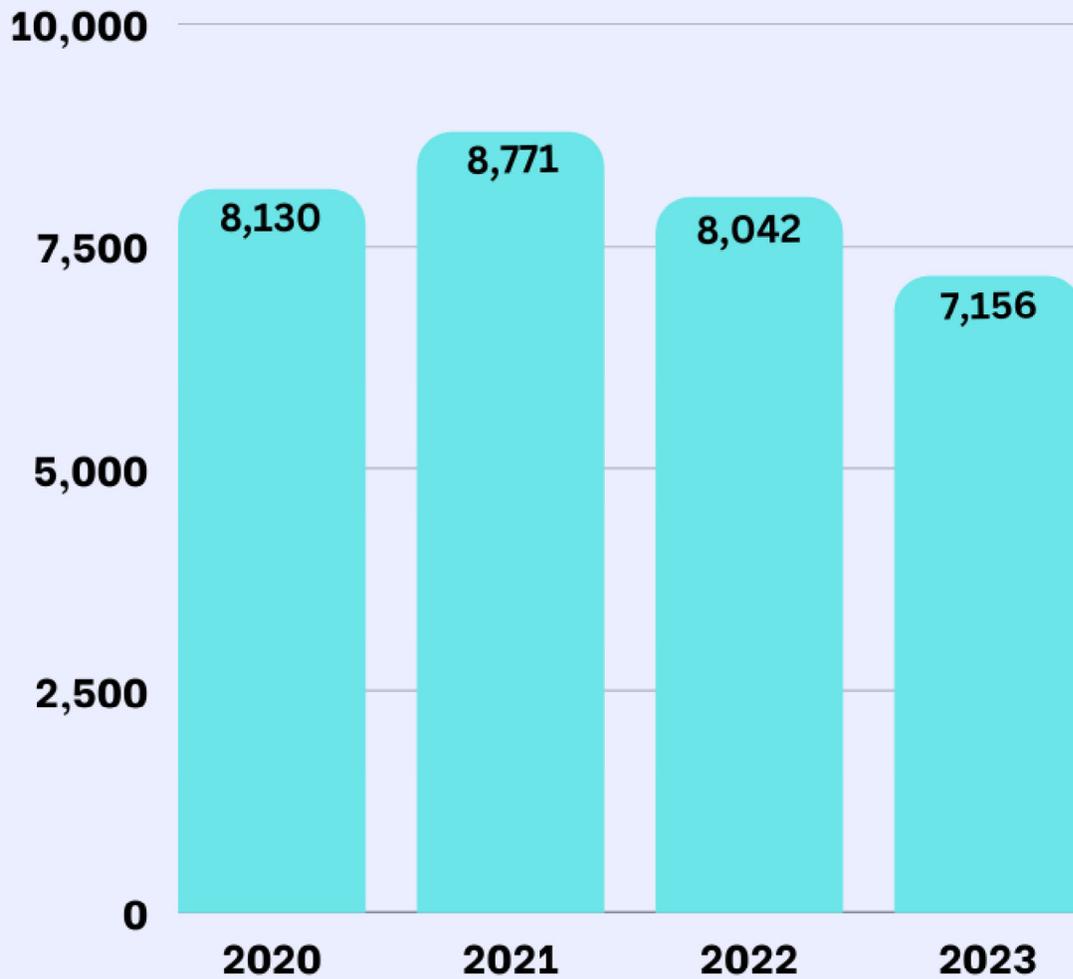
<https://www.jaxsheriff.org/Resources/crime-mapping.aspx>

Sign up to receive emailed reports of crimes that took place in your area. These are postdated (not live) You will stay alert of activities taking place in your area.

#### **ConnectDuval**

Is a new public safety program embodying the Jacksonville Sheriff's Office mission to serve and protect in partnership with the community. This connects your security cameras with the Real Crime Center cameras. Learn more here: <https://connectduval.org/>

# JSO DISPATCHED CALLS OF SERVICE IN DISTRICT 3 (BUTLER/BAYMEADOWS AREA)



DATA PROVIDED BY JSO 10/18/2023

# **TDC Financial Report**

# Duval County Tourist Development Council Financial Report - September 30, 2023

## Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23
October	590,917.93	466,406.79	672,056.13	731,410.03
November	680,002.57	416,220.96	604,936.96	910,588.08
December	648,659.07	446,841.04	907,233.95	775,754.01
January	614,775.93	429,324.90	784,956.19	802,672.65
February	705,145.07	475,347.90	660,296.47	831,280.63
March	626,965.65	503,963.26	786,953.62	898,033.42
April	372,294.92	730,334.02	1,042,260.73	1,196,791.89
May	279,311.25	799,298.79	1,083,987.32	969,070.87
June	434,139.23	799,025.75	910,004.15	939,202.73
July	430,792.51	856,827.09	896,077.60	886,091.39
August	502,106.49	877,609.93	924,781.34	942,669.76
September	418,714.61	749,119.57	817,772.71	779,666.00
<b>Totals</b>	<b>\$ 6,303,825.23</b>	<b>\$ 7,550,320.00</b>	<b>\$ 10,091,317.17</b>	<b>\$ 10,663,231.46</b>

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

12 months ending September 2023	\$ 10,663,231.46
12 months ending September 2022	10,091,317.17
Change over prior 12 months	<u>\$ 571,914.29</u>
Percentage change	5.67%

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

12 months ending September 2023	\$ 10,663,231.46
12 months ending September 2022	10,091,317.17
Change over prior year to date	<u>\$ 571,914.29</u>
Percentage change	5.67%

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

September 2023	\$ 779,666.00
September 2022	817,772.71
Change over prior year	<u>\$ (38,106.71)</u>
Percentage change	-4.66%

### Comparison of Actual Collections to Average Revenues Received

Actual Collections, September 2023	\$ 10,663,231.46
Average Revenues to Budget, September 2023	9,600,000.00
Average Revenues Difference	<u>\$ 1,063,231.46</u>

# Duval County Tourist Development Council

## Financial Report - September 30, 2023

	<b>FY 2022/23</b>
<b>(1) Tourism Marketing, Sales, Experiences and Promotion</b>	
<b>(A) Destination Services</b>	\$ 1,184,220.00
Carryovers	220,623.99
Disbursements	(1,190,487.83)
Obligations: Visit Jacksonville Contract	-
Obligations: STR Report	-
<b>Budgetary Balance Available</b>	<b>\$ 214,356.16</b>
<b>(B) Marketing</b>	\$ 4,212,800.00
Carryovers	112,854.74
Disbursements	(4,495,680.72)
Obligations: Visit Jacksonville Contract	-
<b>Budgetary Balance Available</b>	<b>\$ (170,025.98)</b>
<b>(C) Convention and Group Sales</b>	\$ 1,640,000.00
Carryovers	649,726.99
Disbursements	(1,631,904.83)
Obligations: Visit Jacksonville Contract	-
<b>Budgetary Balance Available</b>	<b>\$ 657,822.16</b>
<b>(D) Convention Grants, Sponsorships and Promotion*</b>	\$ 262,800.00
Prior Year's Balances	505,284.77
Disbursements	(213,540.12)
Commitments	(235,024.50)
<b>Budgetary Balance Available</b>	<b>\$ 319,520.15</b>
<b>(2) Planning and Research</b>	\$ 100,000.00
Carryovers	21,000.00
Transfer from Event Grants	50,000.00
Disbursements	(21,000.00)
Obligations: Strategic Plan	(150,000.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(3) Event Grants</b>	\$ 1,390,625.00
Carryovers	39,500.00
Disbursements	(1,032,074.15)
Transfer to Planning and Research	(50,000.00)
Obligations: Sandlot Jax Fitness Festival 2023 Marketing Grant	(1,670.00)
Obligations: WasabiCon 2023 Marketing Grant	(12,000.00)
Obligations: Florida Fin Fest 2023 Marketing Grant	(10,000.00)
Obligations: Florida Fin Fest 2023 Special Event Grant	(50,000.00)
Obligations: Constellation Furyk & Friends 2023 Marketing Grant	(20,000.00)
Obligations: Constellation Furyk & Friends 2023 Special Event Grant	(60,000.00)
Obligations: Spartan US Championship 2024 Marketing Grant	(55,000.00)
Obligations: Spartan US Championship 2024 Special Event Grant	(75,000.00)
Obligations: Taco & Tequila Festival 2023 Special Event Grant	(50,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 14,380.85</b>

## Duval County Tourist Development Council Financial Report - September 30, 2023

<b>(4) Development Account*</b>	\$	250,000.00
Prior Year's Balances		1,621,075.63
Disbursements		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>1,871,075.63</u></b>
<b>(5) Contingency Account*</b>	\$	250,000.00
Prior Year's Balances		1,056,060.00
Ord. 2022-835-E Appropriation		2,000,000.00
Disbursements		(850,000.00)
Obligations: UNF Track & Field Improvements		(450,000.00)
Obligations: International Flight Marketing		(1,000,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>1,006,060.00</u></b>
<b>(6) Promotion of the Equestrian Center*</b>	\$	10,000.00
Prior Year's Balances		26,446.05
Disbursements		(11,490.00)
Commitments		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>24,956.05</u></b>
<b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	\$	403,376.00
Carryovers		354,649.89
Ord. 2022-835-E Appropriation		2,000,000.00
Disbursements		(224,713.32)
Obligations: Visit Jacksonville Sports Tourism		(127,716.57)
Obligations: UNF Track & Field Improvements		(150,000.00)
Obligations: 2023 Beaches Oktoberfest Marketing Grant		(10,000.00)
Obligations: 2023 Beaches Oktoberfest Special Event Grant		(50,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>2,195,596.00</u></b>
<b>TDC Administrative Budget</b>	\$	287,311.00
Disbursements		(272,367.19)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>14,943.81</u></b>
<b>Tourist Development Special Revenue Fund*</b>		
Prior Year's Balances	\$	118,912.50
Revenue from FY 21-22 Airport		57,355.00
Disbursements		(45,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>131,267.50</u></b>

\*Indicates accounts that carryforward each year

**Duval County Tourist Development Council  
FY 23/24 Budget**

**REVENUE**

Tourist Development Taxes	\$ 10,940,075
Interest Earnings	254,519
<b>Total Revenue</b>	<b>\$ 11,194,594</b>

**EXPENDITURES**

**Plan Components**

(1) Tourism Marketing, Sales, Experiences and Promotion	
Destination Experience	
Visit Jacksonville Contract	\$ 1,222,130
STR Report	27,564
Subtotal Destination Experience	1,249,694
Marketing Services	
Visit Jacksonville Contract	4,370,725
Florida's First Coast of Golf	172,800
Subtotal Marketing Services	4,543,525
Convention and Group Sales	
Visit Jacksonville Contract	1,304,747
Gator Bowl	360,000
Subtotal Convention and Group Sales	1,664,747
Convention Grants, Sponsorships and Promotion	290,000
Total Tourism Marketing, Sales, Experiences and Promotion	7,747,966
(2) Planning and Research	150,000
(3) Event Grants	
Unallocated Marketing & Special Event Grants Funding	850,000
ASA - Super Girl Surf Pro	175,000
ASA - Super Girl Surf Pro	56,250
PGA Tour - The Players	300,000
UNF - FHSA Track & Field Championships	50,000
Green Mustard - WasabiCon	10,000
Total Event Grants	1,441,250
(4) Development Account	250,000
(5) Contingency Account	250,000
(6) Promotion of the Equestrian Center	1
Remaining to be spent in accordance with any Tourist Development Plan Component (i.e., 1-6 listed above)	1,053,820
<b>Total Plan Components</b>	<b>\$ 10,893,037</b>
Administration	301,557
<b>Total Expenditures</b>	<b>\$ 11,194,594</b>

## **Informational Materials**

## 2014 – 2023 Monthly Trends

Occupancy (%)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2014	58.4	70.5	72.5	71.3	71.8	69.3	68.6	65.3	60.7	68.0	63.3	57.2	66.4
2015	66.0	72.5	74.8	73.1	69.9	68.8	73.6	64.6	64.2	66.9	63.0	59.2	68.1
2016	66.4	74.5	78.6	76.2	75.2	73.5	74.4	67.6	64.9	74.0	68.6	62.9	71.4
2017	66.9	76.0	80.3	76.1	73.8	72.0	73.0	69.4	73.7	78.8	72.0	66.3	73.2
2018	72.1	79.5	81.9	79.4	75.8	75.7	73.7	74.9	71.9	74.0	66.5	62.7	74.0
2019	66.6	78.1	85.7	77.8	76.4	76.1	76.2	70.4	65.9	72.1	70.5	62.7	73.2
2020	71.7	78.2	22.0	29.7	43.6	53.7	54.5	53.8	57.3	56.1	55.1	52.5	52.4
2021	61.8	67.5	78.2	80.7	76.5	76.8	76.5	66.7	65.1	70.8	70.2	65.1	71.3
2022	65.4	74.2	82.5	79.3	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.5
2023	69.4	77.1	81.6	73.5	69.6	70.2	68.9	65.0					
10 yr Avg	66.5	74.8	73.8	71.7	70.6	71.1	71.3	66.9	65.5	70.4	66.5	61.8	69.2

ADR (\$)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2014	\$72	\$76	\$76	\$79	\$81	\$79	\$77	\$75	\$76	\$81	\$78	\$72	\$77
2015	\$79	\$80	\$84	\$85	\$87	\$84	\$84	\$80	\$80	\$85	\$79	\$75	\$82
2016	\$82	\$87	\$89	\$90	\$93	\$88	\$88	\$84	\$84	\$93	\$86	\$85	\$87
2017	\$88	\$92	\$95	\$94	\$98	\$91	\$91	\$88	\$92	\$97	\$92	\$88	\$92
2018	\$93	\$98	\$99	\$103	\$104	\$97	\$96	\$94	\$96	\$102	\$92	\$89	\$97
2019	\$92	\$99	\$111	\$102	\$104	\$98	\$99	\$94	\$95	\$97	\$100	\$89	\$98
2020	\$97	\$101	\$80	\$65	\$76	\$82	\$82	\$79	\$79	\$78	\$78	\$75	\$81
2021	\$79	\$81	\$91	\$100	\$105	\$106	\$113	\$98	\$98	\$105	\$100	\$97	\$98
2022	\$98	\$106	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
2023	\$110	\$119	\$137	\$123	\$123	\$116	\$115	\$109					
10 yr Avg	\$89	\$94	\$99	\$96	\$99	\$95	\$96	\$91	\$90	\$95	\$91	\$87	\$93

TDC Revenue/Collections													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2014	\$373,106	\$425,695	\$483,577	\$567,572	\$560,224	\$585,090	\$542,750	\$547,880	\$501,821	\$431,802	\$573,437	\$481,193	\$6,074,146
2015	\$429,455	\$515,053	\$531,359	\$630,863	\$622,788	\$613,152	\$562,867	\$616,882	\$529,196	\$496,949	\$605,465	\$495,703	\$6,649,733
2016	\$453,379	\$551,386	\$626,218	\$712,789	\$675,913	\$679,850	\$662,553	\$675,029	\$581,582	\$541,605	\$587,941	\$699,596	\$7,447,841
2017	\$530,509	\$592,967	\$653,411	\$769,115	\$710,688	\$723,941	\$656,112	\$713,000	\$610,751	\$668,044	\$637,037	\$763,527	\$8,029,102
2018	\$602,791	\$664,396	\$708,907	\$804,786	\$786,615	\$785,964	\$720,412	\$715,962	\$710,094	\$661,289	\$769,617	\$559,640	\$8,490,472
2019	\$592,677	\$630,201	\$707,493	\$949,015	\$793,963	\$791,225	\$716,940	\$768,698	\$656,739	\$590,918	\$680,003	\$648,659	\$8,526,530
2020	\$614,776	\$705,145	\$626,965	\$372,295	\$279,311	\$434,139	\$430,792	\$502,107	\$418,715	\$466,407	\$416,221	\$446,841	\$5,713,714
2021	\$429,325	\$475,348	\$503,963	\$730,334	\$799,299	\$799,026	\$856,827	\$877,610	\$749,120	\$668,070	\$760,461	\$795,585	\$8,444,968
2022	\$749,480	\$667,143	\$775,853	\$1,042,102	\$1,083,987	\$910,004	\$896,077	\$924,781	\$817,773	\$731,410	\$910,588	\$775,754	\$10,284,952
2023	\$802,673	\$831,281	\$898,016	\$1,196,808	\$969,071	\$939,203	\$886,091	\$896,240					
10yr Average	\$557,817	\$605,861	\$651,576	\$777,568	\$728,186	\$726,159	\$693,142	\$723,819	\$619,532	\$584,055	\$660,086	\$629,611	\$663,118

# GOLF TOURIST ACTIVITY



Aug-23

## 2022 FFCG TOP 10 STATE DEMAND MARKETS

1	Florida	6	California
2	Georgia	7	Texas
3	New York	8	New Jersey
4	North Carolina	9	Virginia
5	Illinois	10	Pennsylvania

## TOP 5 DEMAND MARKETS (DIGITAL USERS)

### UNITED STATES

Florida  
Georgia  
Texas  
Virginia  
North Carolina



### INTERNATIONAL

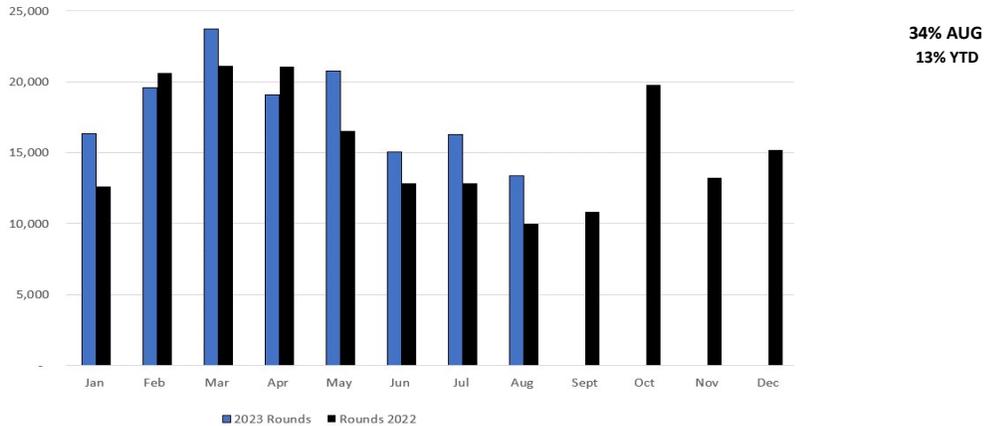
United Kingdom  
Canada  
India  
Germany  
China

## DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	10,261	10,007	3%
YEAR TO DATE	161,934	125,222	29%



## DUVAL TOURIST ROUNDS TREND



## PRECIPITATION

2023	2022	CHANGE
5.09	8.10	-3.01



## AVERAGE TEMP

2023	2022	CHANGE
83	80	3



## FY23 EARNED MEDIA

VALUE	\$1,117,591
IMPRESSIONS	29,114,000



ADDITIONAL METRICS AVAILABLE ON REQUEST

# 100 YEARS OF IMPACT

MOCA Jacksonville has been a leading visual arts organization for the past 100 years. MOCA's 100th anniversary exhibitions have the potential to draw huge regional, national, and international audiences to Jacksonville's core, enlivening the city center through cultural tourism.

## CENTENNIAL INITIATIVES

MOCA Jacksonville is requesting a total of \$150,000 over two years from the Tourist Development Council to support the museum in attracting regional and national tourism to the city during its 100th Anniversary celebrations. For its centennial, MOCA will present **blockbuster exhibitions** that bring works from some of the most influential and widely known artists of the last 100 years to Jacksonville (see reverse), while highlighting the city's cultural history and thriving arts scene. MOCA will also **debut two brand new works from internationally renowned artists** as part of MOCA's signature installation series Project Atrium. The premier of these works provides a unique opportunity to attract tourists and create destination through placemaking in the urban core. Other artworks and installations by these artists in **institutions around the world** have resulted in **record-breaking attendance numbers**, and have the power to **take Jacksonville to the next level as a driver of cultural tourism**.

**In FY24 (Year 1), MOCA is requesting \$100,000** to enable the museum to expand its capacity through the support of an advertising/PR agency and to enable a regional and national advertising buy that is currently beyond the museum's budget capacity. Agency services include the creation of 100th anniversary branding and campaign design, development of an advertising strategy, and management of the museum's regional advertising buy. This funding will also support a targeted national advertising campaign to attract visitors to the museum and Jacksonville.

**In FY25 (Year 2), MOCA is requesting an additional \$50,000** to support the museum's ongoing advertising targeting regional and national audiences. With increased marketing support from the TDC, MOCA expects attendance to increase by 25-50% during 2024 and 2025, bringing increased visibility and visitation to the downtown area, thus serving as a boon to Jacksonville tourism and businesses, particularly those in the urban core.

## DRIVING CULTURAL TOURISM

Museums drive cultural tourism experiences that enrich lives, offer new perspectives, and provide opportunities to learn and connect. **Great museums are a sign of a destination city** with the ability to attract a range of tourists who contribute to the local economy. To drive cultural tourism, MOCA will:

- Partner with Visit Jacksonville on targeted national PR campaigns
- Advertise to tourists in markets around the country
- Host the 3-day **Southeastern Art Museum Directors Conference in 2024, bringing 50-70 professionals** to Jacksonville, benefiting local hotels and restaurants
- Provide a robust slate of public programs that offer multiple points of entry and layers of understanding
- Commission 2 new works by internationally acclaimed artists
- Feature exhibitions highlighting art by popular artists such as Andy Warhol, David Bowie, Phillip Glass, Robert Mapplethorpe, Yoko Ono, and more!

## MOCA'S REACH

The museum has seen an incredible resurgence in post-pandemic attendance, including:

- **>14,000 annual visitors from outside Northeast Florida**
- **70% increase in attendance** last year (>52k visitors in FY23)
- Anticipated **25-50% increase in tourists** in the next two years

## ECONOMIC IMPACT

- **>65% of Florida visitors enjoy at least one cultural activity<sup>1</sup>**
- Cultural tourists **spend 60% more per trip**, stay longer, and travel more often<sup>2</sup>
- Estimated **\$6.6m in annual local economic impact** from MOCA<sup>3</sup>

# EXHIBITION SCHEDULE

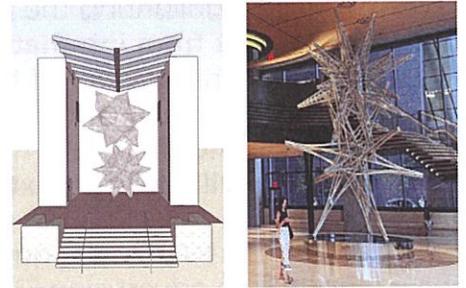


## A WALK ON THE WILD SIDE: '70s NEW YORK THE NORMAN E. FISHER COLLECTION AT MOCA JACKSONVILLE OPENS DECEMBER 2023

Norman Fisher was a social phenomenon who brought together visual artists, poets, performers, and writers during an extraordinarily vibrant period in 20th-century American culture, sparking a collective energy that drove intense experimentation across the arts. **Compelling works by Andy Warhol, Yoko Ono, Robert Mapplethorpe, David Bowie, and many others will attract visitors.**

## PROJECT ATRIUM FRANK STELLA: JACKSONVILLE STACKED STARS OPENS FEBRUARY 2024

Renowned artist Frank Stella, **the foremost contemporary sculptor of the last 100 years**, will debut a new work in his iconic star sculpture series at MOCA. Stella's work was a turning point in 20th-century art. *Jacksonville Stacked Stars* will fill the 40 ft. tall Atrium space with Stella's inventive spirit and ever-evolving approach to materials and style that have helped him remain a visionary and impactful trailblazer over more than 60 years of creation.

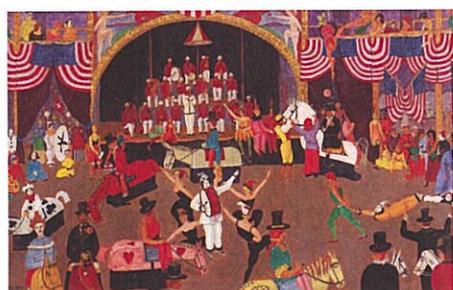
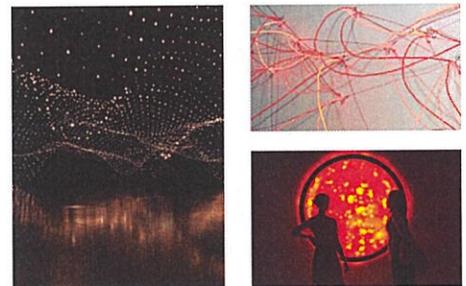


## FILL MY HEART WITH HOPE: WORKS FROM THE GORDON W. BAILEY COLLECTION OPENS JULY 2024

This exceptional collection reflects Bailey's decades-long advocacy on behalf of marginalized artists and **highlights those who have overcome discrimination pursuing their art**. The exhibition asks us to revalue our definitions of the history of contemporary art, erodes the boundaries that have marginalized artists, and **welcomes all into the experience of creative exploration**.

## PROJECT ATRIUM RAFAEL LOZANO-HEMMER: SPECTRAL SUBJECTS OPENS AUGUST 2024

Cutting-edge media artist Rafael Lozano-Hemmer will debut a new **experiential, tech-based, and immersive** work of art. *Spectral Subjects* uses infrared technology and projections to bring attention to human impacts on the environment using each visitor's unique heat signatures to create an experiential work that **relies on human presence for activation and recreates itself as a unique work with every interaction, creating a truly one-of-a-kind immersive experience that cannot be replicated.**



## ARMORY OF THE SOUTH OPENS MARCH 2025

In 1924, the Jacksonville Fine Arts Society hosted its first art exhibition, launching MOCA Jacksonville as the first art museum in Florida and the second contemporary art museum in the US, and **establishing Jacksonville as a city at the cutting edge of the art world!** This exhibition will recreate the 1924 exhibition, that brought works by **artists such as Pablo Picasso, Diego Rivera, Isabel Whitney, Thomas Hart Benton, and many others to Jacksonville.**

## JAX CONTEMPORARY OPENS MARCH 2025

MOCA continues its legacy of support for emerging and mid-career artists with a new triennial juried exhibition recognizing the incredible talent of artists in the region. *JAX Contemporary* seeks to support and promote the contemporary art practices of our area, and **showcase the broad vitality of artistic voices representing this moment in history in Jacksonville.** The exhibition will be accompanied by a schedule of programs featuring exhibiting artists.





## DOWNLOAD THE OFFICIAL VISIT JAX APP BEFORE YOU ARRIVE!

The app includes events calendar, self-guided tours, audio tours and local things to do! Use the Trip Planner feature on your computer to plan before you arrive and save it in the app.

## VISIT JAX TRIP PLANNER

Create your own custom itinerary by adding events, things to do, restaurants and tours to your plan on our website Trip Planner. Then, once you are ready to visit, it will map out the best route to experience your selections and your plan will show up in the Visit Jax app on your phone.



SCAN THE QR CODE FOR MORE DETAILS.

## WELCOME TO JACKSONVILLE

Whether you're already in town or planning your next trip, I am excited to welcome you to this dynamic city that will surprise and delight you. As a lifelong Jacksonville resident, I know firsthand how much there is to see and do throughout the 840-plus square miles that make Jacksonville the largest area by landmass in the continental United States.

Flip what you know about Florida. Sure, we've got that endless sunshine – and we know how to slow down and enjoy life's charm. But busy beaches and crowded parks? That's further south. Here, we're more sweet tea and tee times, less shuffleboard and more surfboard. A hot bar scene, and even hotter sandbars. Find a slice of Florida locals love.

Looking for more information? Head to [visitjacksonville.com](http://visitjacksonville.com) or stop by one of our three Visitor Centers once you're in town. Enjoy your visit, and soak up the good food, good people and good times in the Flip Side of Florida.

**MICHAEL CORRIGAN**  
President & CEO,  
[Visit Jacksonville](http://Visit Jacksonville)



Welcome to Jacksonville! On behalf of the Tourist Development Council of Jacksonville, I would like to welcome you to our beautiful city. Our weather and hospitality provide a warm and welcoming experience. We hope you enjoy your time on the Flip Side of Florida.

Whether you are in town for a special event, a conference, a sporting match, a relaxing vacation, or visiting family and friends, I am certain your experience will be unforgettable. Jacksonville is one of Florida's most beautiful coastal cities, with so much to explore. Relax or get active on our 22 miles of pristine beaches, discover our city's culture at our vibrant riverfront with museums and theaters, or mingle with locals in one of our historic neighborhoods. While visiting, be sure to enjoy every kind of water sport, from fishing to surfing.

With more than 800 square miles, Jacksonville is a great place to find your ideal adventure. Whatever your reason for visiting, we are glad to welcome you to Jacksonville.

**RON SALEM, PHARM. D.**  
President, Jacksonville City Council,  
and Chair, Duval County Tourist Development Council



Jacksonville Visitor Magazine is a publication of Visit Jacksonville

Visit Jacksonville, President and CEO Michael Corrigan

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Duval County Tourist Development Council,  
Chairman Ron Salem

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**WINGARD**  
Marketing + Communications

Wingard Marketing and Communications is proud to partner with Visit Jacksonville on the design of the Official Visitor Magazine.

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Wearewingard.com

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TITLE  
"Still Un-folding"

SIZE  
36"H x 48"W

MEDIUM  
Acrylic, Spray Paint, Watercolor  
and Paper Collage on Canvas



DUSTIN  
HAREWOOD

**STATEMENT**

This painting is part of a larger body of work titled "New Habitats." Pieces in this series have been helping me sort through ideas that I've had concerning my/our relationship with the natural world. Folding and altering the environment with which we live, in very much the same manner that we would fold and manipulate a piece of paper. This painting celebrates the natural resources that make the city special, as well as the new social, cultural and physical construction happening right now all around us.

**ABOUT THE ARTIST**

Dustin Harewood was born and grew up in New York City and became a junior member of the Brooklyn Museum at 7 years old. His family later moved back to Barbados, where he attended high school. He later moved back to the U.S., where he attended North Carolina Central University (BA) and then the University of North Carolina at Greensboro (MFA). Dustin moved to Jacksonville in the fall of 2003. He has been twice recognized with a Distinguished Faculty Award from Florida State College at Jacksonville. In 2017 the Cultural Council of Greater Jacksonville awarded him the prize of Arts Educator of the Year.

The content of his work and family life is reflected in his projects between three specific locations – Jacksonville, Florida, Christ Church, Barbados and Aomori, Japan.

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## IF YOU HAD TO SUM UP JACKSONVILLE IN A NUTSHELL, IT WOULD BE A BOILED PEANUT:

a secret recipe, an unexpected delight, and a reason to pause instead of passing through. Yes, we have 22 miles of beaches, year-round sunshine, world-class museums and all the special extras you'd expect from a city our size, but Jacksonville offers a different take on the basics. Sure, we get spring breakers – but you're more likely to find breaking waves ridden by surfers, paddle boarders and pelicans. Picture a canopy of oak trees shading a historic neighborhood. Miles of waterways and marsh grass estuary where the St. Johns River meets the sea.

We're a little bit country, and a whole lot of (Southern) rock 'n' roll. We cheer loud and proud in our arenas and stadiums, but sports aren't the only game in town. Don't leave without trying our bakeries and cafés, our barbeque, breweries and distilleries.

Throw a dart on a map of Florida, and you'll likely land on a pretty beach, a theme park, a golf course or a crystal-blue swimming pool. But if you're open to something a little different, you'll find a slice of Florida that locals love. That's Jacksonville, in a nutshell. And, like a good batch of boiled peanuts, it's best savored when shared.

Jacksonville, or Jax as locals call it, is the perfect destination to get lost in nature, explore the outdoors and recharge. Let our 840-plus square miles become your playground. Here, you can connect to nature by exploring uncrowded beaches, visiting remote preserves, hiking our extensive park system and going on a boat ride, as we have more waterways than any other Florida city.

The sunrises over Jax will easily be your most photographic memory – no filter needed. Once the sun's up, walk down the 22 miles of beaches, where it's always easy to find a place to lay your towel and even easier to find a parking spot. You shouldn't leave Jax without taking a surfing lesson or renting a board for a day on the waves. Jax is one of the best surfing destinations in Florida.

Want more water fun? The St. Johns River and Intracoastal Waterway are great for boating, kayaking and paddleboarding! We even have 30 offshore reefs, perfect for diving and fishing. Plus, with the largest urban park system in the country, you will never be more than 15 minutes away from a great hike, a fun bike ride or a run with incredible views.

Jax is also a culturally rich city with historic architecture, world-class museums, vibrant street art, one of Florida's best craft beer scenes, a creative local food scene and thrilling sporting events. Plus, we host more than 20 outdoor festivals and events throughout the year, including the Jacksonville Jazz Festival, PorchFest, the GATE River Run, Springing the Blues, Jaguars games and so much more.

Welcome To Jacksonville  
**THE FLIP SIDE  
to FLORIDA**

## GET SOCIAL WITH US:

 @VisitJacksonville     Visit Jacksonville  
 @Visit\_Jax     Visit Jacksonville  
 @Visit\_Jax     @Visit\_Jax

Visit  
*Jacksonville*  
and the Beaches  
**#ONLYINJAX**

# Flip Side **FACTS!**

**JACKSONVILLE IS THE LARGEST CITY BY LANDMASS** in the continental United States (over 840 square miles).

It has the **YOUNGEST POPULATION** in the state of Florida (median age: 36).

Jacksonville has the **LARGEST URBAN PARK SYSTEM** in the nation with 405 City Parks, 7 State Parks and 2 National Park Sites.

The Timucuan Ecological and Historic Preserve is **46,000 ACRES OF UNSPOILED COASTAL WETLANDS** and **6,000 YEARS OF HUMAN HISTORY.**

Kona Skatepark, in Jacksonville's Arlington neighborhood, is the **WORLD'S OLDEST OPERATING SKATEPARK.**

Jacksonville is **THE BIRTHPLACE OF SOUTHERN ROCK.** Legendary rockers Lynyrd Skynyrd, Molly Hatchet, 38 Special and JJ Grey & Mofro are native sons. The Allman Brothers Band also formed here.

Jacksonville's Alhambra Theatre & Dining is the **LONGEST-RUNNING PROFESSIONAL DINNER THEATRE** in the nation.

The African American anthem **"LIFT EV'RY VOICE AND SING"** was composed by Jacksonville residents James Weldon Johnson and J. Rosamond Johnson.

Theatre Jacksonville, in the San Marco neighborhood, is Florida's **LONGEST-RUNNING COMMUNITY THEATRE.**

JP Small Stadium, constructed in 1912, was **HOME TO THE NEGRO LEAGUE** and minor league baseball teams where many baseball greats got their start.

Jacksonville is home to **MORE SHORELINE THAN ANY OTHER FLORIDA CITY.**

The Riverside Avondale neighborhood is **ONE OF THE LARGEST NATIONAL HISTORIC DISTRICTS** in the United States.

The TaxSlayer Gator Bowl game, held since 1946, was the **FIRST COLLEGE BOWL GAME EVER TELEVISED.**

## HERE ARE A FEW MUST-DO EXPERIENCES YOU JUST CAN'T MISS

When we tell you “there is so much to do in Jax” we are not messing around. Jacksonville has beaches, parks, nature trails, amazing food, delicious craft beer, top-notch museums, historic neighborhoods... the list goes on and on. And while we want you to do it all during your visit, there are a few MUST-DO experiences you just can't miss!

### **RIDING THE ST. JOHNS RIVER TAXI TOURS.**

It's not just for transportation, it's the best and most affordable way to see Jacksonville from the water – and one of the prettiest, too.

**VISITING ONE OF OUR MUSEUMS.** From the history of the beaches, to our city history, to Black history, to ancient art, we have it all.

**FOLLOWING THE JAX ALE TRAIL** and having a beer at one of our hometown craft breweries.

### **EATING SOME MAYPORT SHRIMP.**

It's caught off our coast in historic Mayport Village.

**EXPLORING TREE SKELETONS** on Boneyard or Black Rock Beach.

**EATING A BIG BREAKFAST.** We love the original locations of Southern Grounds, Cool Moose Cafe or Beach Hut Cafe, but there are so many more AMAZING breakfast spots.

**ENJOYING THE WAVES** and learning to surf or paddleboard.

**WATCHING THE SUNRISE** along our 22 miles of beaches. Boneyard Beach in Big Talbot Island is a must for the perfect sunrise pic.

**TOURING OUR HISTORIC NEIGHBORHOODS** – Riverside Avondale, San Marco, Springfield and Murray Hill.

**CHECKING OUT THE AWESOME PUBLIC ART SCENE** – there are murals and sculptures everywhere you look in Downtown Jax and the surrounding neighborhoods.

**TAKING A PHOTO OF THE SKYLINE** from the Southbank Riverwalk.

**GETTING YOUR SWEET ON** at Sweet Pete's, Peterbrooke Chocolatier or Makenu Chocolate.

**GOING FOR A SUNSET STROLL** down the Riverwalk in Downtown and spotting dolphins and manatees.

**ENJOYING A COCKTAIL** at one of our rooftop bars overlooking the river or the ocean.

**VISITING CONGAREE & PENN OR GREEN LEGACY FARMS** to take a tour of the farm. Check their websites for tour schedules.

**GOLFING.** Jacksonville and its surrounding areas boast world-class golf courses for every level of play in beautiful oceanside and riverfront settings. It's easy to golf here.

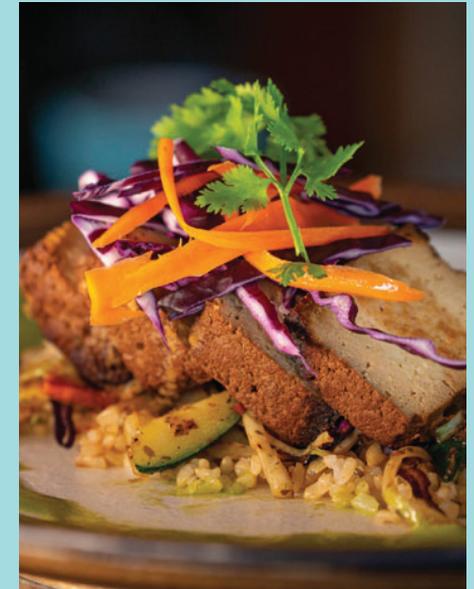
**CATCHING A GAME.** Jacksonville Jaguars, Giants, Jumbo Shrimp, Iceman, Sharks or Axemen.

**VISITING AN ANIMAL ATTRACTION.** The Jacksonville Zoo & Gardens and The Catty Shack Ranch Wildlife Sanctuary.

**SHOPPING LOCAL** at Riverside Arts Market on Saturdays from 10am to 3pm or at one of the monthly art walks and pop ups you can find throughout Jacksonville.



**STILL HAVE MORE TIME?** Then head to our Things To Do section to experience more Jax!



## JACKSONVILLE'S PICTURE-PERFECT SECRET SPOTS

Jacksonville is so pretty, it's never hard to find a location for a beautiful snapshot. But if you're looking for those places that are harder to find, we'll let you in on the secret of where to get the best shots at the sites not everyone knows about. Check out our list below!

Here are some of our favorite "found #onlyinjax" locations to take the ultimate photos, whether using the highest-quality lenses or just your phone, these local sites speak for themselves!

Head to [visitjacksonville.com/blog/jax-is-photogenic](https://www.visitjacksonville.com/blog/jax-is-photogenic) for a full list of photogenic spots!

1. Jacksonville Arboretum and Botanical Gardens
2. Florida Theatre
3. Boneyard Beach
4. Memorial Park
5. Rooftop Bars & Restaurants
6. Treaty Oak
7. Cradle Creek Preserve



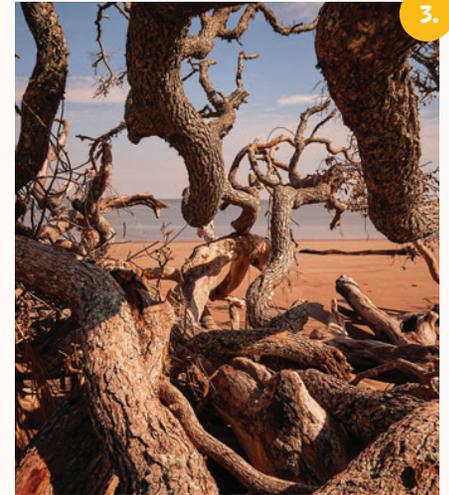
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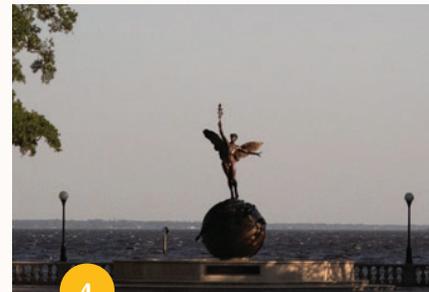
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# GET AROUND JACKSONVILLE IN SEVERAL DIFFERENT WAYS

## RIVER TAXI & TOURS

In the heart of Downtown, get from one side of the river to the other with the St. Johns River Taxi & Tours. It has several stops, including EverBank Stadium, home of the Jacksonville Jaguars.

A sunset ride on the River Taxi & Tours is one of the best ways to see breathtaking views of the Jacksonville skyline.

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Jacksonville visitors can access several local taxi companies: zTrip, Uber and Lyft.

## BUSES

Jacksonville has an outstanding public transportation system that is easy to use and surprisingly affordable. For more information and the JTA bus schedule, call 904-630-3100 or go to [jtafla.com](http://jtafla.com).

## SKYWAY

The JTA-operated 2.5-mile Skyway provides “traffic-free” transportation between the North and Southbanks of Downtown throughout the week and during special events. Visit [jtafla.com](http://jtafla.com) for more information or call 904-630-3100.

## CAR RENTAL

Visitors may conveniently rent a car near the Jacksonville International Airport or throughout Jacksonville. Rental car pick-up is conveniently available onsite at Jacksonville International Airport without a shuttle ride.

## ST. JOHNS RIVER FERRY

Take a scenic break from the highway aboard one of the last remaining public ferries in the state. The historic St. Johns River Ferry carries passengers and cars between Mayport and Ft. George Island.

## BEACH BUGGIES

Beach Buggy app provides FREE rides and recommendations to the residents and visitors of the beaches and San Marco Community. Operating environmentally friendly, zero-emission, long-range, 8- to 10-seater electric carts and 14 passenger vans. Riders are not charged any type of fee but encouraged to tip drivers however they see fit.

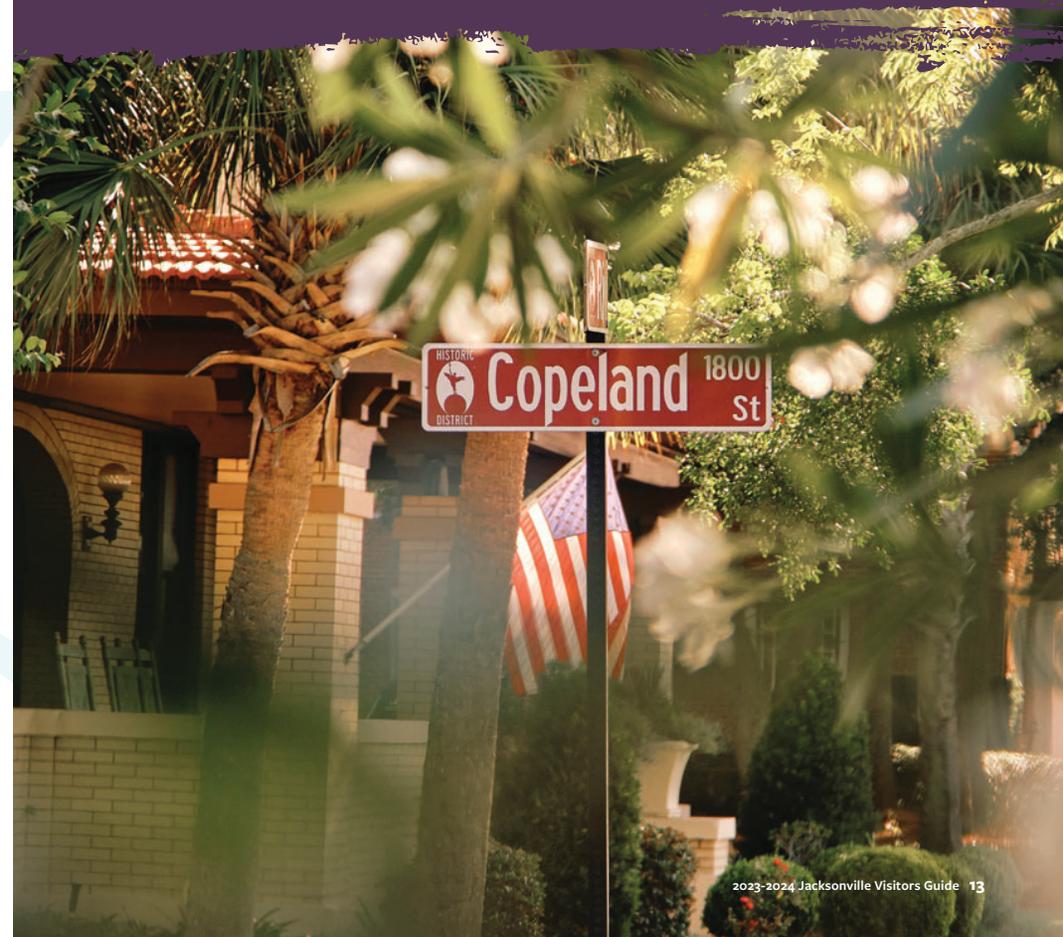
## TUK'N RIDE

The Tuk'n Ride program provides door-to-door shuttle service in the Riverside Avondale area using authentic European, eco-friendly Tuk Tuks. Reserve and pay for a spot using the Tuk'n Ride mobile app.



# Jacksonville NEIGHBORHOODS

No matter where you venture, you'll find Jacksonville's unique brand of Southern hospitality and charm. Explore the diverse neighborhoods that make our city so special.



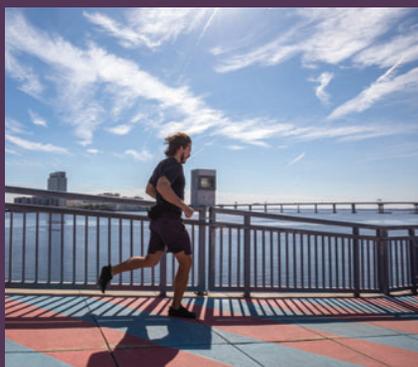


# DOWNTOWN

Sitting next to the St. Johns River and bustling with historic architecture, beautiful street art and murals, major museums, music theatres, world-class dining, craft breweries, modern convention hotels, top sporting venues and a vibrant nightlife scene, Downtown Jacksonville is Northeast Florida's urban hub and a must-see destination for visitors.

The Downtown Riverwalk is perfect for a stroll or a jog and one of our famous skyline photographs. Visitors can access Downtown via boat and can paddle or kayak off public launch ramps. If spectator sports are your thing, the Jacksonville Jaguars play Downtown at the Sports Complex. Downtown Museums include The Ritz Theatre & Museum, Jacksonville Naval Museum featuring the USS Orleck, the Museum of Contemporary Art Jacksonville and the Museum of Science & History.

To get around Downtown, use the Skyway or ride the St. Johns River Taxi & Tours, both of which offer great views of the city and the St. Johns River. Downtown Ambassadors are always nearby ready to give directions and suggestions to visitors; you can spot them by their bright orange shirts.



**FOR MORE INFORMATION**  
Visit: [dtjax.org](http://dtjax.org)

# BEACHES

Bring your flip-flops and pack the sunscreen. Jacksonville has 22 miles of wide, relaxing beaches with majestic sunrises and star-filled nights. At the beaches, visitors will find plenty to do with fun water activities, delicious local restaurants, nightlife hotspots, boutiques, and oceanfront hotels and resorts blending into the scene without crowding shoreline views.

The Jacksonville coastline is made up of four quaint neighborhoods, each with its own distinct vibe. There is Jacksonville Beach, Neptune Beach, Atlantic Beach and historic Mayport Village. Our coastal communities are a great place to surf, paddleboard, kayak, surf, boat, swim, fish and walk over water at the newly reconstructed Jacksonville Beach Pier. There is plenty of free parking at the beaches and two city-owned lots that seasonally charge a small fee.

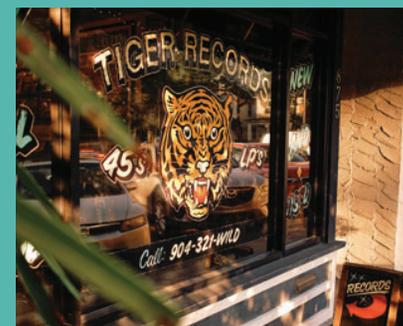


# RIVERSIDE AVONDALE

Eclectic, bohemian, historic and hip – those are a few words often used to describe the Riverside Avondale district. Voted as one of the country's Top 10 Great Neighborhoods and listed in the National Registry of Historic Places, this area features a unique mix of history, culture, charm and modern design.

Located just a few blocks from the St. Johns River, the district's "Five Points" area is a bohemian neighborhood with funky coffee shops, outdoor cafés, great local dining, one-of-a-kind shopping, nightclubs, antique stores and more. The Shoppes of Avondale, another highlight of this district, has an eclectic mix of locally owned restaurants, clothing boutiques and Spanish-moss-covered, oak-lined streets.

Beautiful historic homes and grand city parks are the norm in Riverside Avondale. Enjoy a self-guided tour or join a guided bike tour of the most architecturally significant structures in the area.



**FOR MORE INFORMATION**  
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# MURRAY HILL

Local art, delicious food, craft beer and passionate makers have transformed Murray Hill into one of the coolest neighborhoods in Jacksonville. Located west of the hip and historic Riverside Avondale, this old yet new again hood has become the spot for young entrepreneurs to open innovative restaurants, boutiques, bottle shops and businesses.

When visiting, check out its parks like Four Corners and Murray Hill Park and stroll along Edgewood Avenue and its dozens of local stores. Snap a pic of the neighborhood's many murals and catch a show at the historic Murray Hill Theatre.



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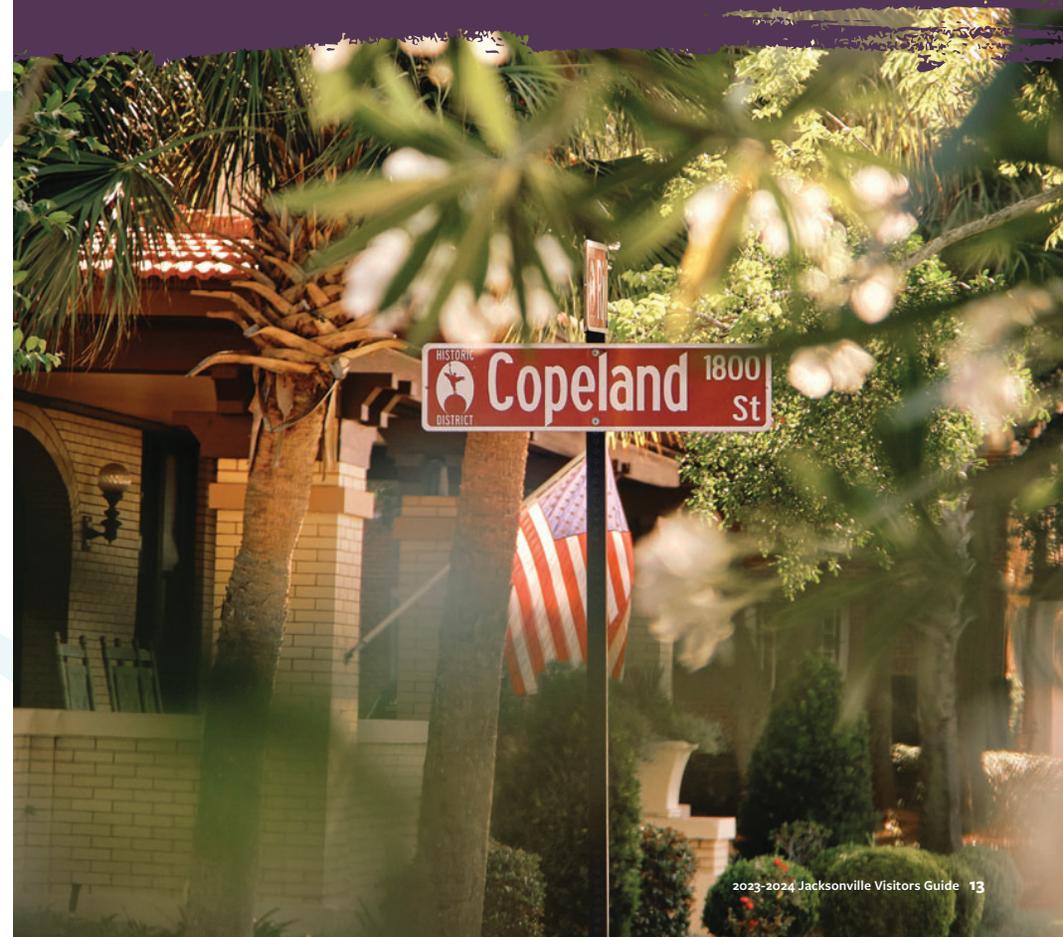
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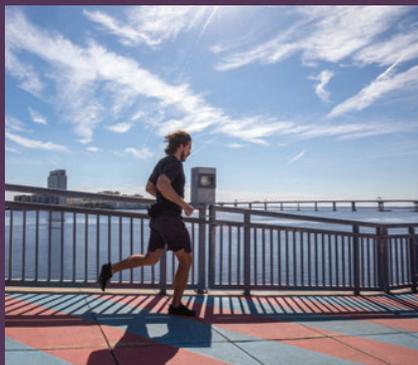


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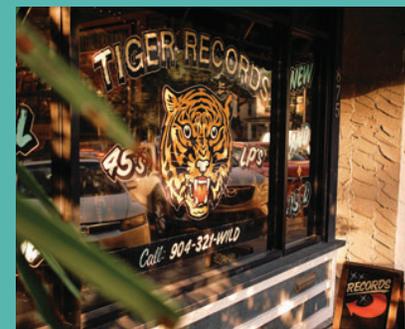


# RIVERSIDE AVONDALE

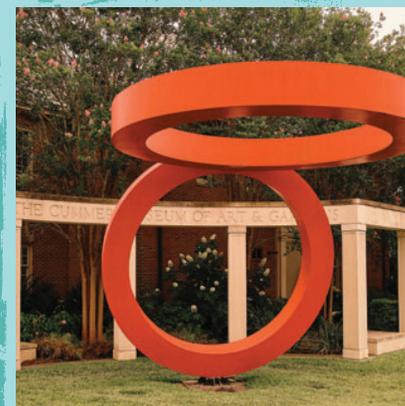
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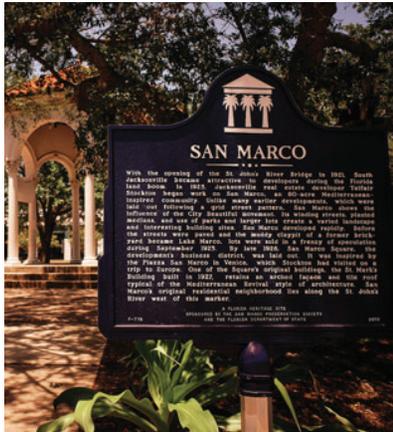
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# SAN MARCO



Located just minutes away from Downtown's Southbank, the historic neighborhood of San Marco offers visitors beautiful St. Johns River views, tree-lined running routes and some of the best sunset views in the city. Stroll along San Marco Square and you'll discover sensational local dining of every kind, upscale trendy clothing boutiques and great art galleries. Don't miss the San Marco fountain of lions that reflects the neighborhood's association with the Venice, Italy business district. Theatre Jacksonville, the oldest community theatre in the country dating back to 1938, is also located within the square.

San Marco is also home to several popular hotels, craft breweries, coffee shops and world-class medical facilities.

**FOR MORE INFORMATION**  
 Visit: [mysanmarco.com](http://mysanmarco.com)



# SPRINGFIELD



Established in 1869 as one of Jacksonville's most upscale neighborhoods and located north of Downtown Jacksonville, the historic Springfield neighborhood is in the middle of a rebirth. This notable Springfield neighborhood is filled with restored historic mansions, locally owned shops, parks, craft breweries and tons of Southern charm with majestic oaks providing protective shade along its residential streets. Springfield gives visitors a window into Jacksonville's past and the city's effort to preserve its history.

**FOR MORE INFORMATION**  
 Visit: [sparcouncil.org](http://sparcouncil.org)

# ORTEGA & WESTSIDE



Across the Buckman Bridge, on the other side of the St. Johns River from Mandarin, visitors will find the Westside and Ortega communities.

A mostly commercial area, the Westside is home to several Jacksonville highlights, including the Equestrian Center of Jacksonville, the Jacksonville-Baldwin Rail Trail and Naval Air Station (NAS) Jacksonville, one of two naval bases in Jacksonville. NAS is the founding location of the famed Blue Angels. Ortega, located in a peninsula separated from the mainland by the St. Johns River and the Ortega River, is one of the wealthiest neighborhoods in Jacksonville. Riverfront mansions and beautifully manicured city parks make this one of the best neighborhoods for a run or a long drive.



# SOUTHSIDE

Once a field of cows and farmland, the Southside quickly evolved into the hustling and bustling heart of the city. From apartments to malls, business centers, the University of North Florida and more, the Southside is overflowing with popular attractions, nightclubs, entertainment centers, movie theatres, massive shopping districts, fine dining and parks.

Families love living near the St. Johns Town Center, the Markets at Town Center and the Strand at Town Center. All of these massive complexes make up Jacksonville's largest shopping destination with more than 200 stores, restaurants and nightlife options.

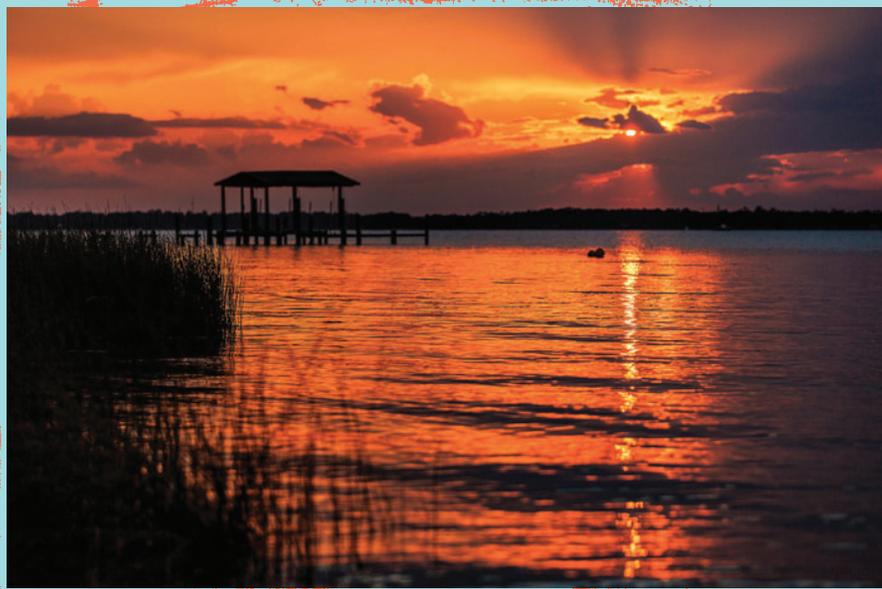
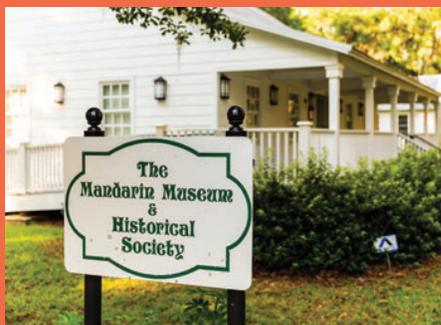


# MANDARIN

Along the St. Johns River and south of San Marco, you will find the Mandarin neighborhood. This quaint area is marked by its history, ancient oak trees draped with Spanish moss, beautiful historic parks and more water views than any other area in Jacksonville.

Mandarin owes its name to its farming history. In the 19th century the neighborhood was a small farming village that shipped oranges or grapefruits, lemons and other fruits and vegetables.

Stop by the Mandarin Museum and Walter Jones Historical Park. The 10-acre riverfront site is home to an 1876 farm complex with picnic areas as well as a citrus grove. Nowadays, the mostly residential area is brimming with commerce and retailers.



Three of Jacksonville's main travel hubs, Jacksonville International Airport, the Amtrak station and the JAXPORT Cruise Terminal, are located in the Northside along with dozens of hotels and several factories. Despite the high number of businesses in the area, the Northside is residential with many historic areas and some of the city's best oceanfront parks.

The Timucuan Ecological and Historic Preserve, Jacksonville's National Park, is in the Northside and offers 46,000 acres of history and adventure. You can kayak, boat, fish and hike in this unspoiled coastal wetland.

Beautiful salt marshes, coastal dunes and hardwood hammocks populate the Preserve, as well as Kingsley Plantation, one of the last remaining Plantation houses in the state of Florida. The Preserve, and all its attractions, can be reached by boat or car.

Huguenot Memorial Park, Big Talbot Island State Park, Little Talbot Island State Park, Pumpkin Hill Creek Preserve State Park and Yellow Bluff Fort Historic State Park are among some of the natural wonders that can be experienced in this area. Be sure to take a drive down the A1A Ocean Islands Trail to enjoy all the local coastal beauty.



# NORTHSIDE



Arlington is one of the first areas in the United States visited by Europeans. It was the site of the French Fort Caroline settlement back in 1564 and is now the Fort Caroline National Memorial, part of Jacksonville's National Park – the Timucuan Ecological and Historic Preserve. Other historic and natural sites in Arlington include the Jacksonville Arboretum and Botanical Gardens, the Tree Hill Nature Preserve, Kona Skatepark, the world's oldest operating skatepark, and Jacksonville University.

# ARLINGTON



# RAILYARD DISTRICT



The district gets its name from its historic rail yards, which have been operating since 1858. Located just minutes from Downtown Jacksonville, it is easily accessible from both I-95 and I-10.

The Railyard District is home to the oldest continuously operating Farmers Market in Florida, established in 1938 and open daily. Check out Eco Relics, the largest architectural salvage store in the Southeast. The neighborhood is also home to two family-friendly Jax Ale Trail breweries – Lemonstreet Brewing Co. and Myrtle Ave Brewing.

Battalion Airsoft Arena is one of the Southeast's largest indoor airsoft arenas and features a 40,000 sq.-ft. indoor field.

## THINGS TO DO

There's a lot of land in Jacksonville – 840 square miles to be exact. As the largest city by landmass in the United States with more shoreline than any other Florida city, there's no shortage of things to see and do in Jax. Go on an outdoor adventure at Little Talbot Island or Hanna Park, or take a historical tour at Kingsley Plantation, Fort Caroline National Memorial or the Riverside Avondale neighborhood. Jacksonville has the largest urban park system in the country with more than 405 parks to explore.

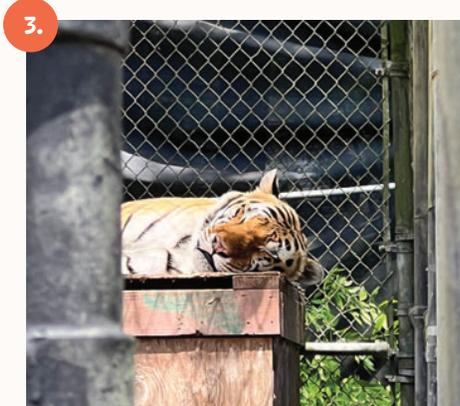
Prefer shopping? Check out the St. Johns Town Center, the Beaches Town Center or local maker markets like the Riverside Arts Market and 904 Pop Up.

Visit Jacksonville has put together itineraries and self-guided tours you can find throughout our website. If you're interested in guided tours, we have plenty of those, too. Tuk tuk, bike, golf cart and walking tours are available from many of our local guides.

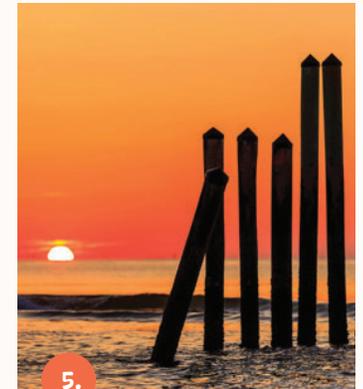
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### JACKSONVILLE'S TOP 22 ATTRACTIONS:

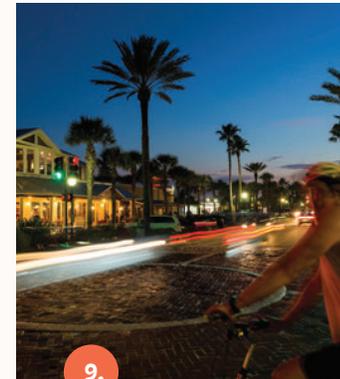
1. Jacksonville Zoo and Gardens
2. Cummer Museum of Art and Gardens
3. Catty Shack Ranch
4. Riverside Arts Market
5. Kathryn Abbey Hanna Park
6. Big & Little Talbot Islands
7. St. Johns Town Center
8. Kingsley Plantation
9. Beaches Town Center
10. MOSH (Museum of Science and History)
11. Fort Caroline National Memorial
12. EverBank Stadium
13. Florida Theatre
14. Huguenot Memorial Park
15. Jacksonville Arboretum and Botanical Gardens
16. Riverside Avondale
17. Jacksonville-Baldwin Rail Trail
18. Museum of Contemporary Art (MOCA)
19. Jax Ale Trail
20. North & Southbank Riverwalk
21. Castaway Island Preserve
22. Jacksonville Center for the Performing Arts



3.



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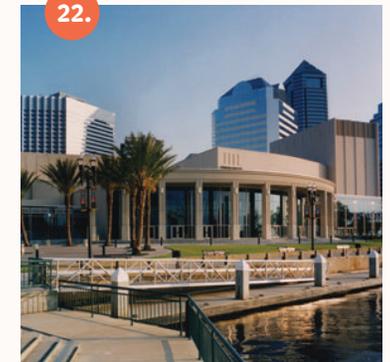
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12.



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22.

# FUN FOR THE WHOLE FAMILY

## Jacksonville is perfect for families.

Kids of all ages can stretch their imagination, explore the outdoors and spend time together as a family. From parks to museums to sports and everything in between, there's no shortage of ways to have fun as a family in Jacksonville.

Outdoor enthusiasts can explore the largest urban park system in the nation with bird watching, kayaking or hiking, or they can peddle along more than 14 miles of tree canopies on the Jacksonville-Baldwin Rail Trail.

Our local family attractions guarantee a good time, no matter the age. The award-winning Jacksonville Zoo & Gardens is continually ranked among the top zoos in the country. Catty Shack Ranch Wildlife Sanctuary gives your family the chance to get up close with rescued big cats. Sweet Pete's is an amazing candy and sweet experience – book a class, take a tour or just stop by to grab some treats. Autobahn Indoor Speedway is great for high-speed go karts and ax throwing.

Looking for something indoors? Try the Museum of Science and History, Museum of Contemporary Art, Cummer Museum of Art & Gardens, Beaches Museum & History Park or The Ritz Theatre & Museum.

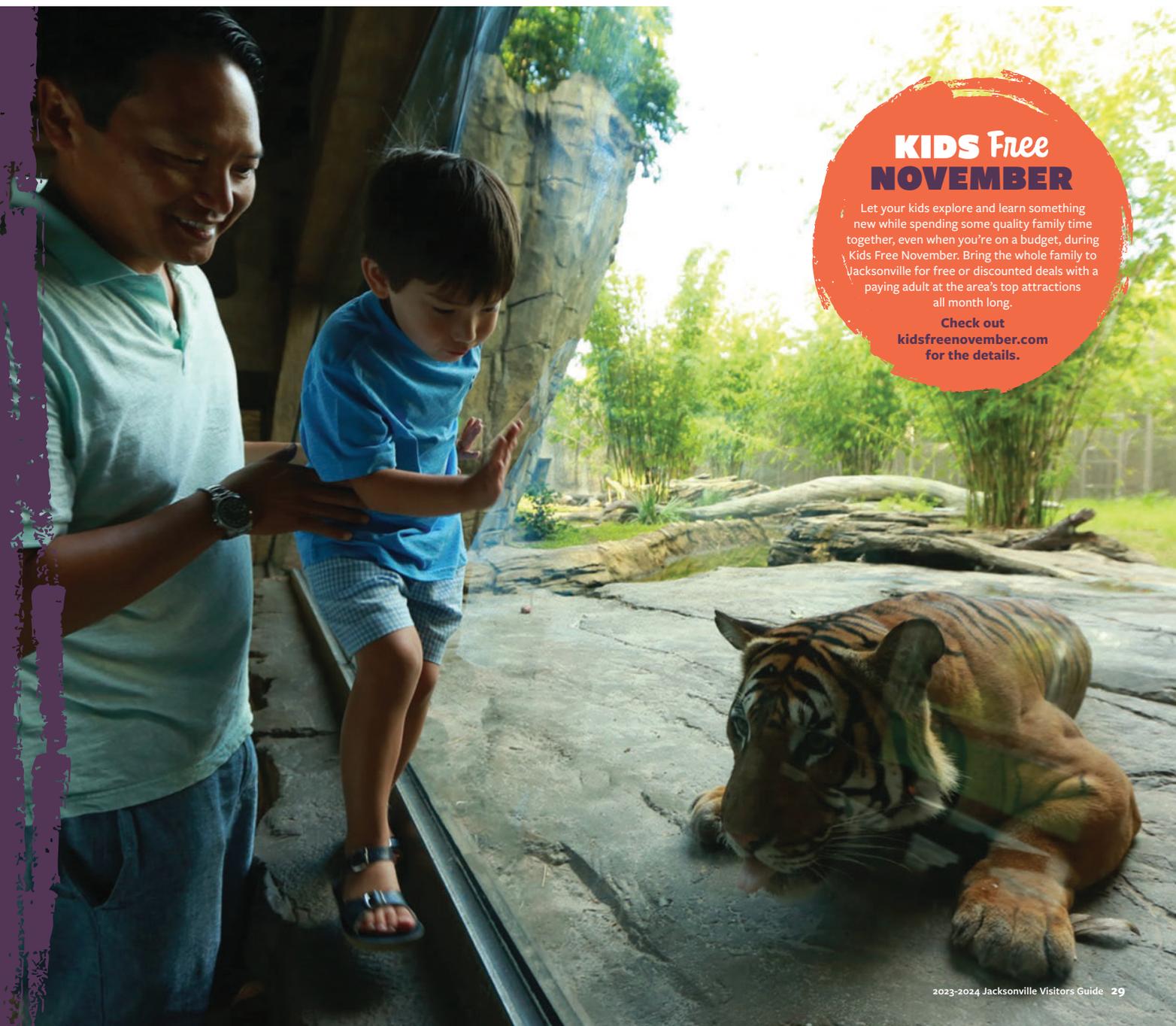
Sports-loving families have options throughout the year in Jax. From Jacksonville Jaguars football to Jacksonville Jumbo Shrimp baseball, Jacksonville Icemen hockey and specialized sports like fishing and running, Jax offers plenty of opportunities to catch your favorite sports in action.

Check out the **Things To Do** Section at [visitjacksonville.com](http://visitjacksonville.com) for a full list of great activities.

## KIDS Free NOVEMBER

Let your kids explore and learn something new while spending some quality family time together, even when you're on a budget, during Kids Free November. Bring the whole family to Jacksonville for free or discounted deals with a paying adult at the area's top attractions all month long.

Check out [kidsfreenovember.com](http://kidsfreenovember.com) for the details.



# OUTDOORS

## JACKSONVILLE IS THE PARKS CAPITAL OF AMERICA.

With the largest urban park system in the entire nation, visitors can experience the ultimate coastal eco adventure in our destination. Jacksonville's parks take you from peaceful riverfront views, to kayaking the marshes and wetlands, biking miles of nature trails, paddleboarding in freshwater lagoons, surfing the best waves in the region, fishing all year around and connecting to the local wildlife in settings you've never experienced in Florida before. Our parks are active, family-friendly and waiting to host your next green adventure!

### 405 CITY PARKS

It all began with a park in the middle of Downtown Jacksonville. Hemming Park (now James Weldon Johnson Park) was sold to the city for \$10 back in 1857, becoming the first and now oldest city park. Since then, our park system has grown to become the largest in the nation. Venture out to the Riverwalk in Downtown, Memorial Park in historic Riverside, Ballis Park on quaint San Marco Square, Stockton Park in riverfront Ortega, Walter Jones Historical Park in Mandarin, Castaway Island Preserve on the Southside, Jacksonville Arboretum and Botanical Gardens, Hanna Park in Atlantic Beach and Huguenot Park on the Northside to explore some of the most unique and beautiful examples of urban parks in Jacksonville. You'll find yourself in the middle of the city yet immersed in nature.

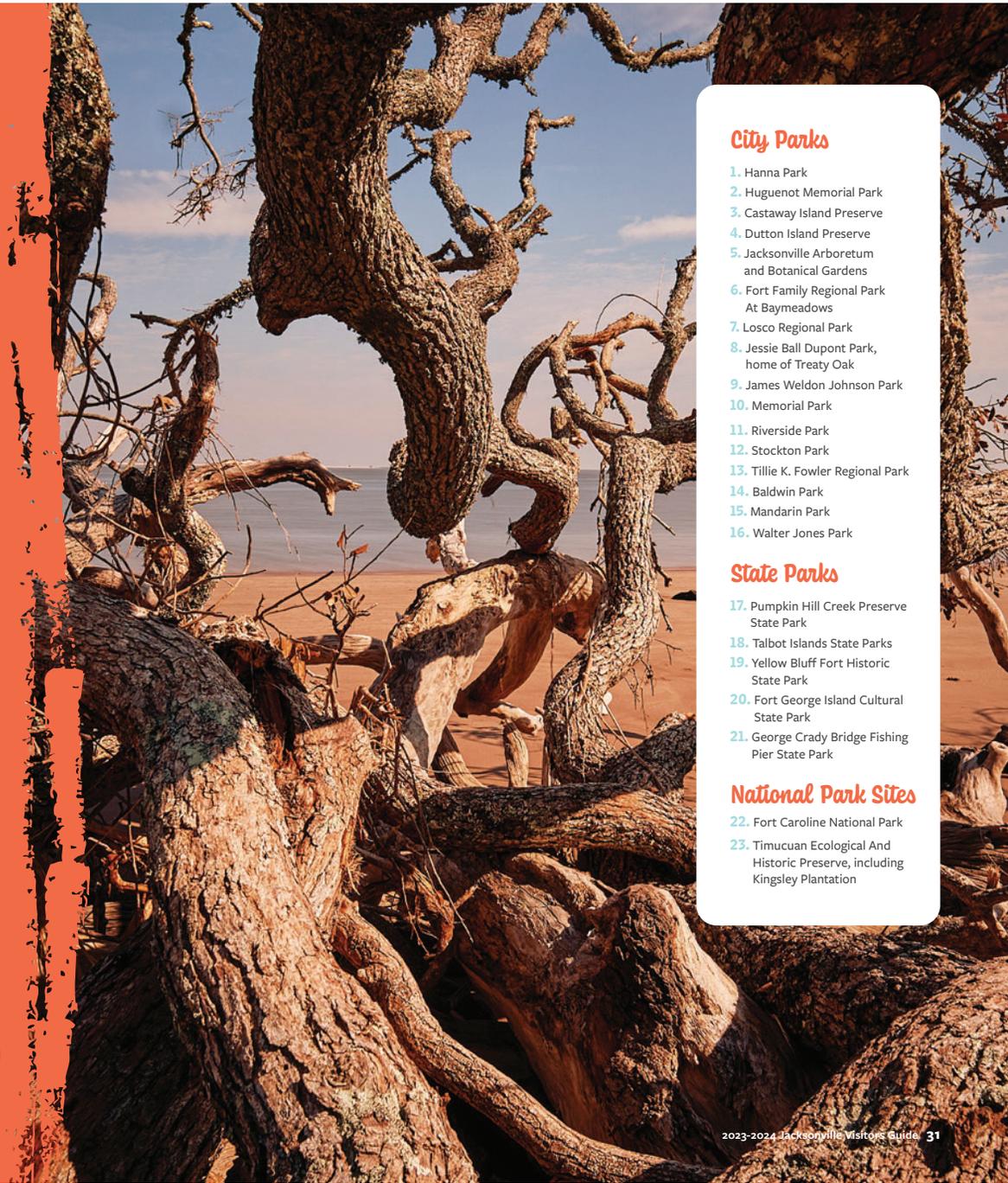


### 7 STATE PARKS

Bring the RV, the camping gear, the boat or just your outdoor shoes, because exploring our State parks system is a must for any visiting nature lover. Marshes, wetlands, wildlife and pristine beaches, you'll find it all just a few minutes from the city's core. Big Talbot and Little Talbot Islands are the most photogenic, and offer facilities and rental gear to hype up your trip.

### 2 NATIONAL PARK SITES

History and nature coexist beautifully inside Jacksonville's Timucuan Ecological and Historic Preserve and Fort Caroline National Memorial, a historic French settlement dating back to 1564. The two sites are under the care of the National Parks System and offer visitors a deep look into our city's natural side and early history. The Preserve is home to 46,000 acres of unspoiled coastal wetlands and marshes ideal for fishing, birding, and spotting otters and dolphins in the wild. It is also home to Kingsley Plantation.



### City Parks

1. Hanna Park
2. Huguenot Memorial Park
3. Castaway Island Preserve
4. Dutton Island Preserve
5. Jacksonville Arboretum and Botanical Gardens
6. Fort Family Regional Park At Baymeadows
7. Losco Regional Park
8. Jessie Ball Dupont Park, home of Treaty Oak
9. James Weldon Johnson Park
10. Memorial Park
11. Riverside Park
12. Stockton Park
13. Tillie K. Fowler Regional Park
14. Baldwin Park
15. Mandarin Park
16. Walter Jones Park

### State Parks

17. Pumpkin Hill Creek Preserve State Park
18. Talbot Islands State Parks
19. Yellow Bluff Fort Historic State Park
20. Fort George Island Cultural State Park
21. George Crady Bridge Fishing Pier State Park

### National Park Sites

22. Fort Caroline National Park
23. Timucuan Ecological And Historic Preserve, including Kingsley Plantation

# BEACHES & WATERWAYS

**WITH 1,100 MILES OF NAVIGABLE WATER, JAX HAS MORE SHORELINE THAN ANY OTHER CITY IN THE NATION.**

We are home to 22 miles of beaches, 40 miles of the Intracoastal Waterway, 50 public boat ramps and the longest stretch of the St. Johns River in the state of Florida. Jacksonville is the birthplace of the Salt Life movement and Florida's best watersports getaway!

## 22 MILES OF BEACHES

These are not your grandparents' beaches. Come surf, kayak, paddleboard, swim, dive, boat, fish and explore Jacksonville's unique coastal shores. The city's main beaches are Jacksonville Beach, Neptune Beach, Mayport Beach and Atlantic Beach. They are public and pet friendly, plus they are home to surf shops, fresh seafood restaurants, quaint beach boutiques, and parks like Hanna Park and Dutton Island Preserve. Get a new perspective of the coastline from the newly rebuilt Jacksonville Beach Pier, open for walking and fishing. In the city's Northside, unspoiled barrier islands offer must-see beaches like Blackrock Beach, Boneyard Beach, Little Talbot Island, and Huguenot Park. All accessible by taking a short ferry ride from the beaches or driving down the picturesque Heckscher Drive from Downtown. Jacksonville also has a very active diving scene, with more than 30 offshore reefs off our Atlantic coast.

## ST. JOHNS RIVER

This mighty Florida river is one of the largest recreational spots in Jacksonville. The St. Johns is one of fewer than 30 rivers in the United States that flow northward. Most of the river in our area is part seawater, making it a unique ecosystem where dolphins, manatees and even sharks swim freely. The St. Johns River is ideal for boating and fishing, with fish such as mullet, flounder, shad and blue crabs migrating from the ocean to freshwater springs upriver to spawn. In Downtown Jacksonville, the river provides tons of

attractions including the Riverwalk, and sporting events like the P1 Powerboats and kayaking excursions. There are dozens of public water access ramps along the St. Johns River.

## THE INTRACOASTAL WATERWAYS (ICW)

This natural body of water flows along the East Coast and divides Jacksonville's Southside from the beaches area. Fishermen and boating enthusiasts enjoy the more than 40 miles of ICW's canals, marshes and channels in Jacksonville every day. Public access ramps make it easier to enjoy a paddleboard adventure, or a leisurely kayak trip. Spotted seatrout, flounder, black drum and redfish call this brackish tributary home.





## A1A ISLANDS TRAIL

Take a ride on Jacksonville's coastal side and encounter the historic A1A Ocean Islands Trail. This 40-mile stretch of A1A is one of the most beautiful coastal scenic routes in the Southeast, beginning in Fernandina Beach, passing through Amelia Island and ending at the Duval County/St. Johns County line in South Jacksonville Beach. Drive through quaint historic neighborhoods and the Timucuan Ecological and Historic Preserve under Spanish-moss covered oak trees and past unique cultural sites and fishing piers for breathtaking views of the Atlantic Ocean while you make unforgettable road-trip memories!

In Jacksonville, the A1A Ocean Islands Trail begins with a ride through Talbot Islands State Park. It's one of Jacksonville's most beautiful state parks with camping grounds, bike trails and unique beaches like Black Rock Beach and Boneyard Beach, both great stops for photographers. Then, cruise by Huguenot Park with its white sand and fun atmosphere. This city park is the only beach in Jacksonville where you can drive on the sand.

Another highlight of the A1A Ocean Islands Trail is Fort George Island and Kingsley Plantation, one of the last remaining plantation houses in Florida. Kingsley is extremely significant to Jacksonville's African American Heritage. These historic sites are part of the National Park System and located inside the Timucuan Ecological and Historic Preserve. From there, take the St. Johns River Ferry and venture into the historic Mayport Village to enjoy fresh local seafood or surf "The Poles" at Hanna Park.

As you make your way through our beautiful Jacksonville beaches communities, you'll encounter the Beaches Town Center with its string of local boutiques, dining options and the beautiful Atlantic Beach. Be sure to stop at the Visitor Center at the Beaches Museum in Jacksonville Beach to learn more about our stunning coastal communities.

## Beaches & Waterways



these two creeks that locals call "the tarpon pit." The water there is flush with baby tarpon, but catching them can be a challenge for even the most seasoned angler.

## BEACH, SHORELINE & PIER FISHING

With more than 22 miles of beaches and four large inlets, beach fishing is at its prime in Jacksonville. Black drum, speckled sea trout, pompano, whiting and redfish are the prize catches. From Huguenot Beach to Jacksonville Beach, you can't go wrong with a cooler, shrimp for bait and a sand spike. Pier fishing is also an option. There are a variety of small piers to fish from throughout the region, and a couple big stretches of pier as well. In the summer, king mackerel are the prize, while flounder in the fall make for a great meal. The George Crady Bridge Fishing Pier State Park is a favorite in Northern Jacksonville. This mile-long pedestrian-only pier is key for catching jack, drum, whiting and tarpon.

## OFFSHORE

Whether you are out to catch a kingfish mount or bring home mahi for dinner, offshore fishing is off the hook in Northeast Florida. The Gulf Stream is 50-75 miles off the coast. Fishermen can battle it out with ballyhoo, marlin, cobia and other fighters of the sea. In the fall, 15 miles offshore, grouper and snapper abound. Sticking a little close to the coast, kayak fishermen can run just a mile off the beaches looking for birds swooping the water and stumble upon big fish. Jacksonville is famous for our Mayport Shrimp caught in the waters just off the coast, where the ocean meets the St. Johns River.

## FISHING IN JAX - WE'LL HOOK YOU UP

Whether you are an offshore saltwater cowboy or backwater fly gal, Jacksonville boasts some of the best fishing in the Southeast. Here is a quick rundown of where to cast your line for a great catch.

## ST. JOHNS RIVER AND BACKWATERS

The St. Johns River with its many creeks, coves and marshes has some killer fishing, whether you are casting a fly from a kayak or dropping a line from a skiff. Near the mouth of the St. Johns, within five miles of the Mayport Inlet, is where anglers are going to hook big seatrout and flounder, and the jetties are always flush with fish. Croakers run hard from Sister's Creek to the Dames Point Bridge. The region called Hannah Mills, which includes Clapboard Creek to Sister's Creek, are favorites for kayak and small craft fishing for redfish, trout and flounder. Further upriver, Mills Cove opens up for catching red drum that love its grassy shallows and oyster beds. Local shrimp can be found throughout the river, especially from July to September.

## INTRACOASTAL WATERWAY

The mouths of the larger creeks on the ICW are where the fish run hard. Pablo Creek is a favorite for local guides. Spotted seatrout, flounder, black drum and redfish call this brackish tributary home. Largemouth bass are the trophy fish caught in its freshwaters. Cabbage Creek is another hot spot off the ICW and is known for mostly saltwater species. Word is that there is a spot in between



Greetings From  
**THE FLIP SIDE**  
of **FLORIDA**  
Jacksonville



**NAME:** REX AKA SEXY REXY

**BIRTHPLACE:** BEACH BLVD, JACKSONVILLE, FLORIDA

**DATE OF BIRTH:** CIRCA 1970

**HEIGHT:** 20' 3"

**WEIGHT:** 41,000 LBS

**AMBITION:** TO TRAVEL THE WORLD

**TURN-ONS:** THE SUNRISE, EARLY TEE-TIMES,  
HISTORY DOCUMENTARIES

**TURN-OFFS:** BAD TRAFFIC, BAD VIBES, METEORS

# ARTS & CULTURE

## OLD CITY, PROGRESSIVE VIBE

As a melting pot of cultures since 1564, Jacksonville is proud of its vast heritage and eager to welcome new visitors to discover it! Art is an everyday, everywhere occurrence in Jax, and you can experience it in our hip historic neighborhoods, in Downtown through our active art in public spaces, at one of the Jacksonville Symphony concerts, at the annual Jacksonville Jazz Festival, during our numerous street fairs and craft markets, and inside our thought-provoking world-class museums that are some of the most visited in the Southeast. The vibrant mix of old Southern charm and modern Florida flair make Jacksonville one of the top art cities in the Southeast.

## MUSEUMS & MORE MUSEUMS

Visit one of the city's beloved museums to connect to our roots and our future. The Cummer Museum of Art and Gardens, the Museum of Contemporary Art (MOCA Jax) and the Ritz Theatre & Museum incorporate local and world-class art into their exhibits showcasing the talent and culture of our city.

Our Museum Passport is an easy way to discover many of the museums around the city. And win prizes after you do it! Pick one up at the front desk of any participating museum or at our Downtown Visitor Center.



## PERFORMING ARTS

Jacksonville's performing arts scene is thriving. Relax to the sounds of the largest orchestra in Florida, the Jacksonville Symphony Orchestra, for world-class entertainment. In season, FSCJ Artist Series Broadway in Jacksonville presents popular Broadway shows at the Jacksonville Performing Arts Center. Enjoy dinner and a show at The Alhambra Theatre, the nation's oldest continually operating professional dinner theatre. Catch a classical ballet performance at The Florida Ballet or a concert at Friday Musicales. Check out the events calendar at [visitjacksonville.com](http://visitjacksonville.com) for a schedule of performances at these venues and more.



## Museum Passport Participants:

- BEACHES MUSEUM
- CUMMER MUSEUM OF ART & GARDENS
- FORT CAROLINE NATIONAL MEMORIAL
- MOCA-MUSEUM OF CONTEMPORARY ART
- MOSH-MUSEUM OF SCIENCE & HISTORY
- RITZ THEATRE & MUSEUM
- TREE HILL NATURE CENTER

## MURALS CITY

Jacksonville's buildings have become the best canvases for some of the world's most talented muralists. An impressive number of larger-than-life works of graffiti art adorn the neighborhoods of Downtown, Riverside Avondale and Jacksonville Beach. Download the Visit Jax app on your smartphone and enjoy a self-guided tour of some of our murals and mosaics. If you're looking for a street view, book a Go Tuk'n Mural Tour or rent an ebike from Art Bikes to capture some great photos.

Make sure to stop, look around and experience the culture of the city everywhere you go. Local, national and international artists have left their mark all over Jacksonville while drawing inspiration from our river, beaches, natural wonders and our long list of outstanding residents. Check out the tours section of the Visit Jax app for all our history, art and culture tours.





**FOR THE LATEST DETAILED INFORMATION ABOUT EVENTS,**  
Please check out: [visitjacksonville.com/events](http://visitjacksonville.com/events)

Event dates are subject to change.

**EVERY SATURDAY  
RIVERSIDE ARTS MARKET**

Every Saturday from 10 am to 3 pm underneath the Fuller Warren Bridge, more than 100 juried artists showcase our city's creative side, from handmade pottery to silk-screened shirts and unique accessories. RAM's expansive Farmer's Market features local produce as well as artisan breads and other tasty treats. The Market's three stages present exceptional live entertainment, from great regional bands to barbershop quartets.

[www.riversideartsmarket.com](http://www.riversideartsmarket.com)

**DOWNTOWN ART WALK -  
FIRST WEDNESDAY OF THE MONTH**

A must-do and -see for arts enthusiasts. On the first Wednesday of each month, take a free, self-guided tour through downtown Jacksonville's galleries, where local artists display their works. Enjoy local food trucks, music and an outdoor arts marketplace for finding the perfect Jacksonville souvenir.

[www.iloveartwalk.com](http://www.iloveartwalk.com)

**JACKSONVILLE BEACH ART WALK -  
SECOND TUESDAY OF THE MONTH**

Jax Beach Art Walk happens the second Tuesday of every month! This family-friendly event takes place in front of businesses along 1st St from Beach Blvd north to 5th Ave N. The Jax Beach Art Walk showcases the talent of great local artists and the businesses in the community. Many of the participating businesses will have live music and specials throughout the art walk. Join us from 5 to 9 pm every second Tuesday for the Jax Beach Art Walk.

**NORTH BEACHES ARTWALK -  
THIRD THURSDAY OF THE MONTH**

North Beaches Artwalk is a free event held the third Thursday of each month from 5 to 9 pm. Featuring many local visual artists, and live performers, Artwalk is held at the Atlantic Beach & Neptune Beach Town Centers.

[www.nbaw.org](http://www.nbaw.org)

**SIP & STROLL -  
THIRD THURSDAY OF THE MONTH**

Downtown Vision's monthly Sip & Stroll, presented by PNC on the Southbank Riverwalk with live music, food vendors, bars and picnic areas. Event goers are encouraged to bring picnic blankets and lawn chairs. Dogs on leashes are welcome. Parking is available for \$5 at 1301 Riverplace Blvd., located in the lot in front of DoubleTree Hotel. The River Taxi will also be taking fares during Sip & Stroll evenings.

**904 POP UP - ONCE A MONTH**

Jacksonville's largest curated pop up featuring hundreds of creatives and many food trucks, Sundays at Seawalk Pavilion in Jacksonville Beach.

[www.904popup.com](http://www.904popup.com)

**MELANIN MARKET - EACH QUARTER**

Jacksonville's largest marketplace for Black-owned businesses happens each quarter along A. Philip Randolph Blvd. in the historic Eastside neighborhood.

# OUR HISTORY RUNS DEEP

**IN 2022, JACKSONVILLE TURNED 200. THE BICENTENNIAL CELEBRATED AND REMEMBERED JACKSONVILLE'S UNIQUE HISTORY, ITS STRUGGLES AND THE CITIZENS WHO MADE THE CITY WHAT IT IS.**

## HISTORY MUSEUMS

Visit one of the city's beloved history museums and connect to our roots and our future. The Museum of Science and History (MOSH), the Ritz Theatre and Museum, the Beaches Museum, the Mandarin Museum and Historical Society, and the Museum of Southern History all share unique facets of Jacksonville's history.

Our Museum Passport is an easy way to discover all there is to learn around the city. (And win prizes while you do it!) Pick one up at the front desk of any participating museum.

## OLD FLORIDA

Jacksonville is where Florida begins. The European settlers into modern-day America first arrived in our coast in 1564, the Huguenots were escaping religious persecution in France. The new settlers lived peacefully with the local indigenous Timucuan until their village was destroyed by Spaniards settling further south in St. Augustine. Visitors can explore our French roots at the Fort Caroline National Monument, part of the National Parks System.



## HISTORIC NEIGHBORHOODS

Eclectic, bohemian, young, fun and hip are not usually terms that define historic neighborhoods, but they do in Jax. Our historic neighborhoods are full of charm and good vibes! Riverside Avondale, San Marco, Murray Hill, Springfield and Downtown have a unique combination of old world and new blood pumping through them. Explore historic homes, browse through heritage museums, go for a stroll in a 100-year-old park and at the same time discover innovative shops, sample local craft beer, shop at cute modern boutiques, dine at chef-owned restaurants and sip freshly brewed coffee in a restored historic building.

## GOLDEN ARCHITECTURE ERA

After The Great Fire of 1901, which began on the banks of the St. Johns River in Downtown and burned down 146 city blocks, some of the nation's best architects descended upon Jacksonville to help rebuild. Famed New York City architect Henry John Klutho erected some of the city's most memorable buildings, including the St. James Building, which currently houses the Jacksonville City Hall. During reconstruction, Jacksonville became the site for Florida's first skyscraper. The historic building is still standing and due to become a boutique hotel soon. Currently, Jacksonville has one of the largest collections of Prairie Style buildings outside the Midwest.



## THE HOLLYWOOD OF THE SOUTH

Nowadays, when you think of movies you think of Hollywood, but back in the day Jacksonville was the spot where the biggest and brightest movie stars hung out. During the silent movie era, Jacksonville was the winter film capital attracting studios to shoot their latest hits. Jacksonville's first silent film studio opened in 1908, followed by more than 30 others over the course of the next decade, including Metro Pictures, which later became Hollywood giant MGM. One of these studios still stands today in the Arlington neighborhood, Norman Studios. Along with the studios, historic picture palaces showed the films, and one is still in operation today in Jacksonville – The Florida Theatre – which was built in 1927.



# HERE ARE TEN OF THE MOST CAPTIVATING BLACK HISTORY HIGHLIGHTS:

**LEARN ABOUT JAMES WELDON AND J. ROSAMOND JOHNSON**, composers of "Lift Ev'ry Voice and Sing," America's Black National Anthem, at the Ritz Theatre and Museum or the new Lift Ev'ry Voice and Sing Park.

**SEE WHERE HANK AARON GOT HIS BIG BREAK** as a member of the Jacksonville Braves baseball team at J.P. Small Memorial Stadium, then known as Durkee Field.

**LEARN ABOUT JACKSONVILLE'S IMPACT ON THE MOVIE INDUSTRY** and early Black films at Norman Studios, a former movie production studio that made movies for Black audiences starring Black actors, creating less stereotypical and more well-rounded characters.

**TAKE A TOUR TO SEE MANY BLACK HISTORICAL SITES.** Hop aboard an open-air cart for a tour of Jacksonville's Black history and historical sites with Yolanda Copeland, owner and operator of Explore Jax Core tour.

**LEARN ABOUT JACKSONVILLE'S RENAISSANCE WOMAN**, Eartha M.M. White, at a museum dedicated to her legacy as a tireless humanitarian dedicated to improving the lives of others.

**SEE JACKSONVILLE'S OLDEST HOME AT KINGSLEY PLANTATION.** First built in 1798, it shares the story of the family who lived there, a landowner and his African wife, who was enslaved before being freed and becoming the property's manager.

**VISIT JACKSONVILLE'S FIRST BLACK SUBURBS.** Durkeeville was a center of commerce and culture that thrived in the first decades of the 20th century. Make an appointment to visit the Durkeeville Historical Society to learn the unique history of the area.

LaVilla was a vibrant neighborhood with a music and entertainment scene that attracted nationally renowned artists and musicians.

**EXPLORE A RESTORED HISTORIC BLACK THEATRE IN THE HEART OF LAVILLA.** The Ritz Theatre and Museum is located in the LaVilla neighborhood of Downtown, considered "the mecca for African American culture and heritage" in Florida. The Theatre was once a movie house for Black families. It now houses a museum for Jacksonville's African American History.

**PAY TRIBUTE TO THE BUFFALO SOLDIERS** at Jacksonville's oldest cemetery, Old City Cemetery, which is also the final resting place of dozens of Black servicemen dating back to the Civil War.

**VISIT THE LAST REMAINING SCHOOLHOUSE FOR BLACK CHILDREN IN JACKSONVILLE**, which dates back to the 1800s: St. Joseph's Mission Schoolhouse for African American Children, at the Mandarin Museum & Historical Society.

**LEARN ABOUT JACKSONVILLE'S GULLAH GEECHEE COMMUNITY** at Freedom Park. The information panels share the history of the Gullah culture, past and present.



**PLAN YOUR TRIP TO EXPLORE ALL THESE SITES AND MORE. READY FOR A TOUR? IT'S WELL WORTH MAKING EVERY STOP.**

Check it out at:

[visitjacksonville.com/things-to-do/arts-culture/black-travel-guide](https://www.visitjacksonville.com/things-to-do/arts-culture/black-travel-guide)

## Our History

### BLACK HERITAGE TRAIL

Brave, innovative African Americans paved the history of Jacksonville and are featured on the Black Heritage Trail. This area offers the richest opportunity in the state of Florida to learn about Black history. Explore the trail's significant sites for a wonderfully wide-ranging look at Jacksonville's past.

### BLACK HERITAGE

Since the French Huguenots first landed in Jacksonville, our city has been a refuge for those looking for freedom. At the turn of the 1900s, Jacksonville became a mecca for commerce and independence for African Americans in the South. Those days have left the city with a wealth of African American heritage that can be explored at the more than 21 stops on the self-guided Jax Heritage Trail. Today, Jacksonville has the second largest percentage of Black citizens in the United States.

### MUSIC ROOTS

Jacksonville is the birthplace of many famous musicians and bands. The earliest, most well-known local musicians were James Weldon Johnson and his brother John Rosamond Johnson, who wrote and composed "Lift Ev'ry Voice and Sing," often referred to as the Black National Anthem. Soon after in 1910, Jacksonville notes the first published account of blues singing on a public stage occurring at LaVilla's Colored Airdome.

Jacksonville might best be known as the "Birthplace of Southern Rock," a genre with roots of blues, jazz, soul, R&B and rock 'n' roll. In the 1960s, Allman Brothers Band, Lynyrd Skynyrd, 38 Special, Blackfoot and Molly Hatchet formed in the city. In the early 90s, the Miami bass resurgence brought three local acts out of obscurity — 95 South, 69 Boyz and Quad City DJs. Other world-famous Jacksonville musicians include Ray Charles, Ma Rainey, Jelly Roll Morton, Classics IV, Limp Bizkit, Inspection 12, Yellowcard, Shinedown, Red Jumpsuit Apparatus and Black Kids.



## BRING YOUR DOG TO JAX

Jacksonville is going to the dogs! Bring along your furry family members on your next Jacksonville vacation.

Jacksonville is teeming with world-class beaches, restaurants to try and plenty of tourist attractions. And for dog parents who bring their pooches everywhere with them, it's easy to find the best dog-friendly places in the city.

Whether you and your four-legged best friend are seeking an outdoor adventure or a chill, relaxing weekend, Jacksonville has options for both. The city's too fantastic to explore alone, so put your dog on a leash and get ready to take a thrilling dog-friendly trip.

### OUR DOG-FRIENDLY TRAVEL GUIDE WILL GIVE YOU THE INSIGHTS ON:

- Best Places To Go On An Adventure With Your Dog
- Top 4 Dog-Friendly Beaches
- Top Dog-Friendly Things To Do
- Pet-Friendly Hotels
- Dog-Friendly Restaurants



SCAN THE QR CODE FOR MORE DETAILS.



## SEARCH FAR & WIDE

Are you wondering what there is for YOU in Jax? Check out our travel guides, self-guided tours and itineraries created for whatever interests you. Jacksonville is a unique place, and we want to make it easy for you to find all the great things to do in our city. Use our tools to plan the trip YOU want, no matter how long you have to spend here.

### TRAVEL GUIDES

Whether you're a foodie, history buff, music lover, sports enthusiast or someone who likes to explore, let our travel guides show you the types of #onlyinjax experiences available. With opportunities to visit neighborhoods throughout the city, our travel guides and itineraries offer adventure and exploration whether you are visiting for the first time or the tenth time.

- Beach Itineraries
- Black Travel Guide
- Cultural Itineraries
- Dog-Friendly Travel Guide & Itineraries
- Families Travel Guide
- Foodies Travel Guide
- Historical Travel Guide
- LGBTQ+ Travel Guide
- Latino Travel Guide
- Music Lovers Travel Guide
- Nature/Parks Itineraries
- Solo Trips Travel Guide
- Sport Lovers Travel Guide & Itineraries
- Water Sports Travel Guide & Itineraries

### LOCAL SELF-GUIDED TOURS

Explore Jacksonville through one of our self-guided tours. Travel at your own pace and pick the stops you want to make. Download the Visit Jax app to have select tours at your fingertips.

There's so much to see in Jacksonville, it can be difficult to map out your ideal sightseeing adventure. We've made it easy for you with our list of must-do self-guided tours. Search through arts & culture, history and nature tours all right here in the city.

- Arts & Culture Tours
- Beaches Tours
- History Tours
- Nature Tours
- Neighborhoods Tours



**SCAN THE QR CODE FOR MORE DETAILS.**

## HEALTHY TOWN, WELLNESS DESTINATION

### JAX, YOUR DESTINATION FOR HEALTH AND WELLNESS

Jacksonville is the ideal destination for health with a strong network of medical professionals bringing their expertise to our city and providing cutting-edge lifesaving treatments to patients from around the globe.

Few American cities of any size are home to so many top medical facilities, among them Ackerman Cancer Center, Ascension St. Vincent's HealthCare, Baptist Health, Brooks Rehabilitation, Jacksonville Orthopedic Institute, Mayo Clinic, MD Anderson Cancer Center, Memorial Hospital, Nemours Children's Clinic, UF Health Jacksonville, UF Health Proton Therapy Institute and Wolfson Children's Hospital. These world-class facilities specialize in a wide variety of top programs including cancer treatment, cardiac health and advanced rehabilitation therapies, dialysis, pediatrics, bariatric surgery, family medicine, key medical research projects and much more.

Jacksonville also has a thriving biotechnology industry and is home to one of the top teaching and research hospitals in the nation, UF Health.

For those seeking long-term medical treatment in Jacksonville, our Patient Concierge Program helps patients and their families by offering special lodging rates and exclusive deals to city attractions for patients and their families.



**SCAN THE QR CODE FOR MORE DETAILS.**

# ACTIONVILLE, GAME ON

**WHETHER YOU'RE FOLLOWING YOUR TEAM INTO TOWN, OR VISITING TO EXPERIENCE ONE OF OUR OWN, JACKSONVILLE'S SPORTS SCENE IS A MUST FOR ANY TRUE FANATIC.**

From NFL football to arena football, college football, minor league baseball, professional surfing, competitive fishing, basketball, hockey and soccer, we have a team to get your fan fix on.

The Sports Complex in Downtown Jacksonville is home to EverBank Stadium, 121 Financial Ballpark at the Baseball Grounds of Jacksonville and VyStar Veterans Memorial Arena. And because we want you to keep it local while in Jax, you can tailgate before the game while enjoying local food, craft beer and spirits at Intuition Ale Works and Manifest Distilling, both located inside the Sports Complex.



## JACKSONVILLE JAGUARS

The Jacksonville Jaguars experience is unlike any other in the NFL. Jags fans are passionate and you'll have just as much fun outside the stadium as you will inside. Follow your team to Jax or become a Jags fan for the day – sample local foods, drink local beer, join in a local cheer (*DUUUVAL*) and maybe take a dip in the pool inside the stadium. Look for Seymour Jax, our mobile visitor center, at every Jaguars game.

New this season is the Miller Electric Center, a sports performance facility that includes a 2,070-seat shaded grandstand, complete with concessions, restrooms, public art and a Fanatics PRO SHOP.

Season: September-January

## JACKSONVILLE ARMADA FC

Jacksonville has a rich soccer tradition and it continues with the Jacksonville Armada Football Club, which had its debut season in 2012. The National Premier Soccer League team plays at Hodges Stadium at the University of North Florida.

Season: April-July

## JACKSONVILLE AXEMEN

Rugby? We have that! The Jacksonville Axemen rugby team played its first game in Jacksonville in 2006 and is still going strong today. Catch a match at the North Rugby Fields at the University of North Florida.

Season: June-July

## JACKSONVILLE ICEMEN

Hockey in Florida? That's right! The Jacksonville Icemen are the ECHL affiliate of the NHL's New York Rangers. Stop by the team shop at the Community First Igloo, and check out a game at VyStar Veterans Memorial Arena.

Season: October-April

## JACKSONVILLE JUMBO SHRIMP

You read that right – Jumbo Shrimp. The Triple AAA minor league baseball team for Major League Baseball's Miami Marlins play at 121 Financial Park in Downtown Jacksonville. Check the promotion schedule for some fun themed nights and giveaways, like shrimp socks.

Season: April-September

## JACKSONVILLE SHARKS

Has it been mentioned that Jacksonville loves football? The Jacksonville Sharks are the city's indoor football team. Members of the National Arena League, the team plays at VyStar Veterans Memorial Arena.



## COLLEGE FOOTBALL

Jacksonville plays host to two major college football games each year and both are more than worth the trip for! The iconic Florida vs. Georgia Football Classic has been taking place in Jacksonville since 1933, bringing together two passionate fan bases and thousands of college football lovers.

Equally exciting, every year the past 70-plus years, the TaxSlayer Gator Bowl brings outstanding SEC and ACC teams to Jacksonville for an unforgettable game and celebration as the calendar looks toward the New Year.

## FISHING AND SURFING

Jacksonville has more shoreline than any other Florida destination, making it the spot to visit for anglers looking to reel in their next big catch and surfers wanting to tame a wild wave. Surfing competitions take place throughout the year at beaches and include the Super Girl Surf Pro and Red Bull Foam Wreckers.

If competitive fishing is your game, Jacksonville offers a wide variety of tournaments throughout year, including the El Cheapo Sheepshead Tournament in March and the Greater Jacksonville Kingfish Tournament in July.



## TOP EVENTS 2023/2024

Jacksonville plays host to hundreds of events annually from big-time sporting events and music festivals to fishing tournaments and holiday celebrations. Some of our top trip-worthy annual events include:

### Fall

- Constellation Furyk & Friends Golf Tournament
- Florida Fin Festival
- Florida vs. Georgia
- Flounder Pounder
- Jacksonville Jaguars Season Home Games
- Jacksonville Light Boat Parade
- Jax River City Pride
- Kids Free November
- PorchFest
- Super Girl Surf Pro
- Veterans Day Parade
- WasabiCon

### Winter

- 26.2 with Donna: National Marathon to Finish Breast Cancer
- El Cheapo Sheepshead Tournament
- Gate River Run
- The Spartan Race
- TaxSlayer Gator Bowl
- World of Nations
- Deck the Chairs
- ZOOlights at the Jacksonville Zoo & Gardens
- Jacksonville Arboretum and Botanical Garden's Dazzling Nights

### Spring/Summer

- Collective Con
- Greater Jacksonville Kingfish Tournament
- Jacksonville Fourth of July Celebrations
- Jacksonville Jazz Festival
- Mandarin Arts Festival
- Naval Station Jacksonville Airshow
- Opening of the Beaches
- Jacksonville Taco and Tequila Festival
- SLS Skateboarding Championships
- Springing the Blues
- THE PLAYERS Championship



# SHOP 'TIL YOU FLIP-FLOP

Forgot your swimsuit or need a new golf shirt? We've got you covered! Looking to redecorate your entire home while on vacation? We have you covered on that too! No matter your fashion taste or your budget, there is a perfect store for you in Jacksonville.

Our shopping mecca is filled with vintage and antique markets, upscale chic and trendy boutiques, national décor stores and outlets, arts and crafts community markets, big box retailers

and the St. Johns Town Center – the largest shopping center in the region. Jacksonville is a dream shopping getaway. Don't miss out on all the deals!

## MALL SHOPPING

Locals love to browse, shop and dine in Jacksonville's world-class malls. Between the outdoor St. Johns Town Center and River City Marketplace, Jacksonville has the market cornered on hot deals and upscale brand names.



## TRENDY BOUTIQUE SHOPPING

If you enjoy discovering vintage, handmade and unique treasures, then visit Jacksonville's eclectic shopping neighborhoods: San Marco, Riverside Avondale, Five Points and Beaches Town Center. These areas offer walkable streets and a variety of shopping and dining options.

## FARMERS MARKETS/FLEA MARKETS/OUTDOOR SHOPPING

The "buy local" movement is in full swing with arts and farmers markets sprouting up in areas throughout Jacksonville. Visit a Jacksonville farmers market for a taste of fresh local produce, baked goods, and other artisanal delights. The Jacksonville Farmers Market (oldest in the state), Riverside Arts Market (commonly referred to locally as RAM), 904 Pop Up, Melanin Market, Atlantic Beach Arts Market, Beaches Green Market and any one of the following flea markets offer great opportunities to enjoy the weather, the fresh and homemade goods, or to strike a deal on that must-have item: Pecan Park Flea & Farmers' Market, Beach Blvd. Flea Market, Ramona Flea Market, Norwood Plaza Flea Market or Bargain House of Fleas.



## ANTIQUE SHOPPING/ ARCHITECTURE SALVAGE & RECLAIMED SHOPPING

Stroll through our local vintage and antique stores to find the perfect parting gift; try Avonlea Antique Mall, Rusted, Fans & Stoves Antique Mall, Southern Crossings or The Antique Market of San Jose. Or if you want to try something a little different, head home with a piece of Jacksonville's history from Eco Relics, a store focused on repurposing reclaimed items from throughout the region. It's a must-see for hands-on types.



# WORLD-CLASS GOLF TEE TIME, FORE REAL

Whether you are a seasoned golfer or just a beginner anyone can enjoy Jacksonville's beautiful sunny weather and miles of fairways. Jacksonville's pristine semi-private and public courses, affordable rates, great fall deals and expert golf coaches make it one of the top golf destinations in Florida.

Bring your clubs, or buy or rent some here, and tee off at area courses designed by some of the best in the game, fit for every level of expertise and budget. At the Beaches, golf at Windsor, Queen's Harbour and Jacksonville Beach Golf Club; in Jacksonville's Southside, tee off at Deercreek Country Club and Hidden Hills Golf Club; and on the Westside, visit the Bent Creek Country Club. Each course is unique in design and ready to challenge you in ways that will keep you coming back for more!

Need further assistance planning a golf getaway to Jax? Connect with Florida's First Coast of Golf for an unforgettable golfing experience: [florida-golf.org](http://florida-golf.org)



## Top Jax Golf Courses

- BENT CREEK GOLF COURSE
- BLUE CYPRESS GOLF PARK
- BLUE SKY GOLF CLUB
- DEERCREEK COUNTRY CLUB
- FIDDLERS GREEN AT CECIL FIELD GOLF CLUB
- HIDDEN HILLS GOLF CLUB
- HYDE PARK GOLF CLUB
- JACKSONVILLE BEACH GOLF CLUB
- NAS JACKSONVILLE GOLF CLUB
- QUEEN'S HARBOUR YACHT & COUNTRY CLUB
- UNF GOLF COMPLEX
- WINDSOR PARKE GOLF CLUB



# MAKE IT A MEMORABLE MEETING IN JAX

## WHETHER YOU'RE PLANNING AN INTIMATE RETREAT OR LARGE-SCALE TRADE SHOW, JACKSONVILLE HAS THE SPACE AND SERVICES FOR YOU.

Our warm and welcoming spirit gives way to white-sand beaches, award-winning restaurants, endless outdoor activities, and historic and flexible venue space.

Perfectly positioned along the Atlantic Coast in Northeast Florida, Jacksonville is the ideal destination with year-round sunshine and delightful weather, the largest urban park system in the nation and a nationally recognized art scene. Jacksonville is the most affordable meeting city in the state of Florida and can often accommodate tight schedules and budgets. This is a place to gather, get business done, boost morale with exciting things to do and get a return on experiences that are well worth the investment. Take advantage of our value season from June through December to receive great offers such as convention center space, discounted room rates, and much more! We're a smaller, unique destination with all the perks of a big city visitors bureau. That combination means more individualized attention for meeting planners and is why we were voted a top meeting site and destination in the South by Convention South.

Always professional. Naturally fun. Beyond the meeting room, the possibilities for a memorable experience await you. From casual oceanfront lounges to elegant country clubs, beautiful parks and

everything in between, our city boasts an impressive selection of unique offsite venues like TIAA Bank Field, The Cummer Museum of Art and Gardens, Sweet Pete's and The Alhambra Theatre. We have everything you need to make your next event a memorable one! We're up for business and down for fun, so make sure to pack your business suit and your bathing suit.

From the historic Prime F. Osborn III Convention Center to the Sports Complex, Jacksonville has the perfect spot for your group of 10 or 10,000. Home to more than 200 hotels and resorts, with nearly 18,000 rooms, Jacksonville truly is the total package.



### MILITARY REUNIONS

Jacksonville is honored to be home to the fourth largest concentration of military personnel in the nation. Military groups visiting Jacksonville for their conventions and reunions have access to a large network of military installations including Naval Air Station Jacksonville, Naval Station Mayport, Kings Bay Naval Base, Camp Blanding Joint Training Center, Naval Aviation Depot Jacksonville and Marine Corps Blount Island Command.

### MEDICAL MEETINGS

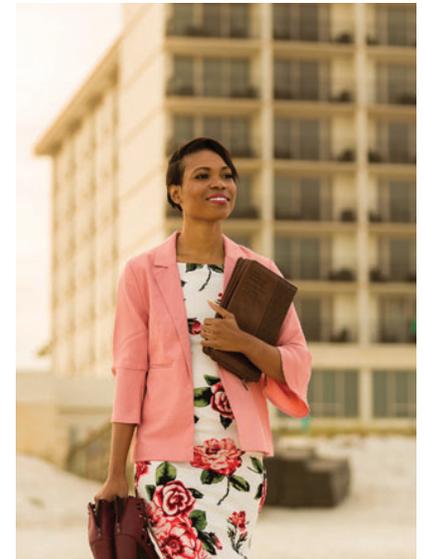
Jax is the Southeast's destination for health and wellness. More than 20 top medical facilities provide expertise and cutting-edge treatments to patients from around the globe. The Mayo Clinic, the UF Health Proton Therapy Institute and Wolfson's Children Hospital are great resources for medical groups and organizations holding their events here.

### MEET WHERE THE PROS PLAY

Jacksonville is home to some of the best sporting facilities in the world, and they are the ideal spot for an over-the-top, unforgettable meetings experience. EverBank Stadium, voted one of the best fan experiences in the NFL, has more than 200,000 square feet of outdoor and indoor meeting space, including private suites, patio decks, two pools and cabanas. Outside the stadium, Dally's Place amphitheater has capacity for 5,500 under an iconic, modern structure fit for the grandest of all events. The Jacksonville VyStar Veterans Memorial can be transformed into an ice rink, tennis court, concert hall or circus, while the 121 Financial Ballpark at the Baseball Grounds of Jacksonville offers renovated private rooms for large parties and events.

### MULTICULTURAL HERITAGE

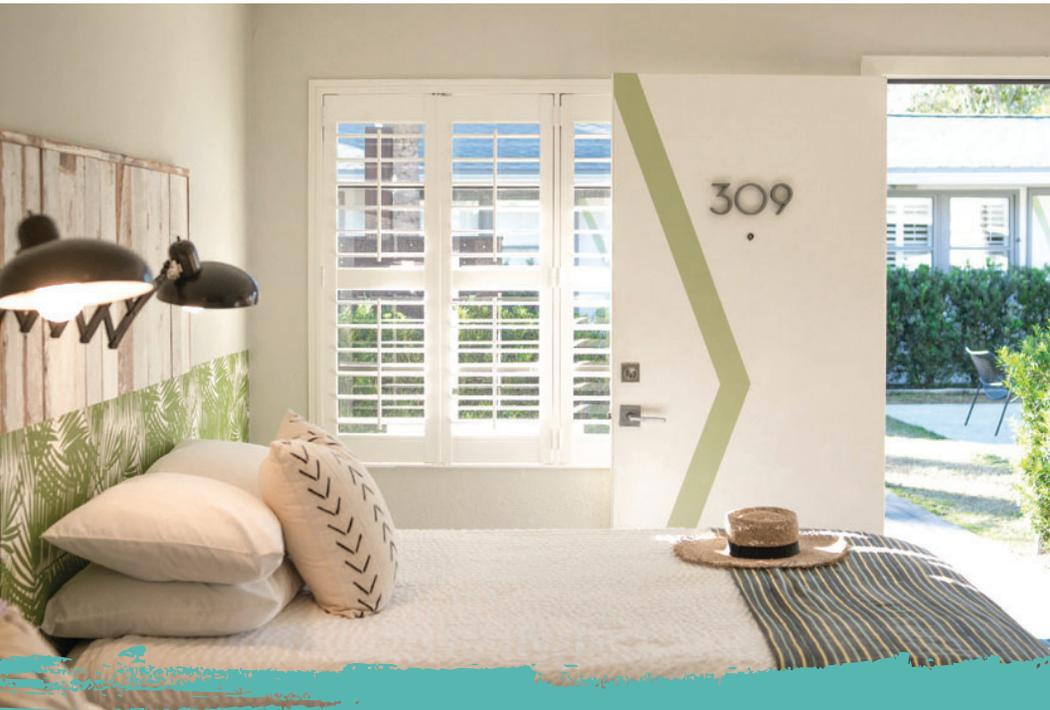
Northeast Florida is alive with cultural attractions and festivals. Jacksonville's African American roots are deep, with dozens of stops on the Florida African American Heritage Trail located throughout the city. Highlights include the Eartha M.M. White Museum, Norman Studios and The Ritz Theater & Museum, a Black history museum located in an area once known as the "Harlem of the South." Jacksonville is also home to the largest Filipino population in Florida, one of the largest Middle Eastern populations in the nation and a large Hispanic community.



### Visit Jacksonville's Sales & Destination Experience Team

Let the Visit Jacksonville Sales & Destination Experience team assist you in planning your Jacksonville meeting. They are dedicated professionals who know every single venue, hotel and off-site location to satisfy all your needs.

Connect with them at [www.meetinjax.com](http://www.meetinjax.com).



# WHERE TO STAY

Luxurious (yet never pretentious) oceanfront resorts, full-service riverfront hotels, charming beachside inns, quaint local B&Bs and family-friendly suites: Jacksonville has them all waiting for you. With more than 160 hotel choices, visitors can find their ideal home-away-from-home whether they are traveling alone, with family, for work or leisure. Best of all, these quality accommodations are owned and operated by some of the best hoteliers and innkeepers in the business. Location, excellent service and some of the best competitive rates in all of Florida are the top attributes that visitors can expect to find.



**FOR MORE INFORMATION**  
**Visit:** [visitjacksonville.com/where-to-stay](http://visitjacksonville.com/where-to-stay)

# ARE YOU HERE YET?

**PERFECTLY LOCATED IN NE FLORIDA, GETTING HERE IS QUICK & EASY.**

## AT THE CROSSROADS

Getting to Jacksonville by car couldn't be easier. In fact, the city is situated at the intersection of I-10, one of the nation's most popular east-west thoroughfares, and I-95, the primary interstate highway along America's East Coast. When visitors arrive, they can use a sophisticated highway system to easily drive throughout the area. Jacksonville is the largest city by land mass in the continental United States, but it's easy to navigate via four major U.S. highways: U.S. 1, U.S. 17, U.S. 90 and U.S. 301. Plus, I-295 circles the city and makes travel quick and convenient, especially to and from the beaches.



## JUST WING IT

Just 15 minutes from Downtown, Jacksonville International Airport (JAX) is regularly listed as one of the best airports in North America when it comes to customer service. JIA was tied for first with two other airports in the Airport Service Quality Award by the Airports Council International. JAX provides nonstop flights to more than 30 major U.S. cities and 150 daily arrivals and departures on all major domestic air carriers and a network of regional carriers. Enjoy a full-service terminal building and outstanding ground transportation options. The airport offers comforts like free Wi-Fi, rocking chairs, live music, an art gallery, and a wide array of shopping and dining options. Many regional air carriers have added service out of Jacksonville, expanding flight service to popular cities in the United States. Carriers servicing Jacksonville International Airport include American, Allegiant, Breeze, Delta, Frontier, JetBlue, Silver, Southwest, Sun Country and United. Various charter flights also operate into JAX. Once visitors land in Jacksonville, a variety of rental car services, taxis and airport shuttles ensures that guests will easily arrive at their hotel or destination.

## LET'S HIT THE RAILS

Daily railroad passenger service to and from Jacksonville is provided by Amtrak connecting the city with all other locations in the Amtrak system. The Jacksonville Amtrak station is located 20 minutes north of Downtown, on the city's Northside.



# COLORFUL LOCAL PALATE

## DINING OPEN WIDE, COLORFUL LOCAL PALATE

Fresh seafood, Southern flavors, local ingredients, and decorated chefs all come together in Jacksonville to create an innovative and delicious food scene unlike anywhere else in Florida. Since eating is the one thing you must do while traveling, Jacksonville's dining scene will no doubt be one of the best parts of your visit. Jacksonville's unique flavors are a melting pot of cultures and tastes, pioneered by local award-winning chefs who have been nationally and internationally trained. Whatever you're craving, you will find the perfect restaurant for you in Jax. From elegant bistros to popular chains, casual waterfront fish camps and everything in-between, Jacksonville's food scene is an eclectic hybrid of inspired casual elegance and classic Southern comfort – no jacket required.

## MAYPORT SHRIMP

The local culinary seafood staple is the Mayport shrimp, caught at the historic Mayport Village by generations of Jacksonville shrimpers. Enjoy it while trying the local version of shrimp and grits, fried shrimp baskets, shrimp dip and shrimp po'boys. Ask for it at fish camps, taco joints, food trucks and fine dining bistros across the city, including Safe Harbor Seafood, North Beach Fish Camp, Restaurant Orsay, Singleton's Seafood Shack, Sliders Oyster Bar and The Local. Download the Mayport Shrimp Passport using the QR code and make your way through the city, enjoying a variety of shrimp along the way.



## ROOFTOP AND WATERFRONT DINING

Looking for delicious cuisine and a breathtaking view? Jacksonville is home to nearly a dozen establishments offering a great meal with a scenic view. For ocean views, check out Casa Marina Hotel & Restaurant, O-Ku and Coop 303. If you prefer the city skyline or river view, try River & Post, Estrella Cocina, Cowford Chophouse, Intuition Ale Works, Burrito Gallery in Brooklyn, or Hoptinger Bier Garden in Five Points. For inland water views, visit Palms Fish Camp, Dockside Seafood, Wicked Barley, Clark's Fish Camp or Julington Creek Fish Camp.

## FARM TO TABLE

Chefs in Jacksonville take farm to table seriously, offering an assortment of fresh ingredients for diners to truly experience a taste of Jacksonville. Congaree and Penn is a restaurant, farm, venue and storefront producing grits, brown and white rice, jelly, pecan oil and honey to supply several local restaurants. Green Legacy Farms offers farm tours and tasting events as well as fresh produce at the recently opened a storefront in the Springfield neighborhood called The Farmery. White Harvest Farms has weekly farmers markets and provides produce to several local restaurants, including 1748 Bakehouse and Community Loaves.

## A FRESH CUP OF COFFEE

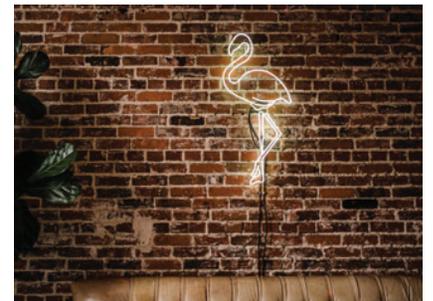
Coffee in Jacksonville means more than the Maxwell House coffee processing plant Downtown, which is the last remaining in the U.S. The city is home to several local coffee shops roasting and serving fresh grounds. At the beaches, stop by Southern Grounds, Sago Coffee, Show Pigeon Coffee or Bold Bean. In the Downtown area, try Setlan Coffee Co., Urban Grind or Back to the Grind. Murray Hill is home to Vagabond Coffee Co., the Flamingo and Silver Cow. San Marco features Kava & Company and Southern Grounds. For an extra shot of feel good, try Social Grounds Coffee Company in Springfield. The shop sources the best coffee from around the world to roast it in-house and works with the city of Jacksonville to employ and empower homeless veterans.

## A SWEET TREAT

Don't forget about dessert. If you're looking for something sweet, you'll find plenty of mouth-watering options throughout Jacksonville. Cool off with something frozen from Dreamette in Murray Hill, Springfield or San Marco, Mayday in Jacksonville Beach, San Marco, Brooklyn or the Northside, or Springfield Scoops. Prefer baked goods? Try 1748 Bakehouse, Sweet Theory Baking Co., Mixed Fillings Pie Shop, Alleycakes Bakery, Motion Sweets or Amaretti Desserts.

## RENOWNED AND AWARD-WINNING CHEFS

Who is behind that mouthwatering dish you just ate? Jacksonville is home to some of the country's most renowned, award-winning chefs. General Mills' Neighborhood to Nation contest winner chef Dennis Chan's award-winning Blue Bamboo Canton Bistro offers Cantonese comfort food, including dim sum. Former Top Chef contestant Kenny Gilbert's Silkie's Chicken and Champagne Bar features inventive fried chicken, biscuits and cocktails. Two-time James Beard: Best Chef South nominee chef Tom Gray's Prati Italia serves handmade Italian dishes. Chopped Sweets champion pastry chef Rebecca Reed's delectable sweets can be found at Restaurant Orsay and Bellwether.





# AFTER HOURS

## VIBRANT. FUN. ECLECTIC. CASUAL.

That's what you can expect when the sun goes down in Jax. With Florida's youngest population and an innovative spirit that can be felt throughout the city, Jacksonville delivers when it's time to enjoy a night out.

Whether you are looking to dance the night away, enjoy a local craft beer, chill with a craft cocktail by the water or bar hop with your crew, Jacksonville's nightlife scene is filled with unique lounges, bars, tap rooms, pubs, rooftop bars and live music venues for every taste, and every level of fun to make your visit an unforgettable one.

So, get dressed up, or dress down – Jax tends to be a pretty casual city – and relax as you venture out to enjoy Jax after dark!

### HISTORIC NEIGHBORHOODS/ MODERN FUN

Get the night started at one of Jacksonville's charming neighborhood squares or active main streets. Mingle with the locals and get an authentic Jacksonville experience when you hit hotspots in the San Marco Square, the eclectic Five Points area of Riverside Avondale, at the Elbow in Downtown, Edgewood Avenue in Murray Hill and on Main Street in Springfield. Visit craft breweries with impressive tap rooms, craft cocktail lounges with locally sourced ingredients, beautiful restaurants with international wine lists, cool bars with great drinks and even better DJs, and rooftop bars that overlook the beautiful St. Johns River. All these fun spots are found within the vibrant historic neighborhoods of Jacksonville. What's even better, some food trucks, restaurants and bars offer delicious snacks or even full meals after hours when your new favorite nightlife hotspots have closed.

### After Hours

### THE ELBOW

Locals refer to the cluster of bars and venues near the intersection of N. Ocean and E. Bay Street in Downtown as "The Elbow." This burgeoning cultural district attracts locals and visitors who are looking for a fun and relaxed night out where they can enjoy local beers, craft cocktails, DJs and live music. Signature nightlife venues in The Elbow include Underbelly, Dos Gatos, The Volstead, Bold City Brewery, Intuition Ale Works and more.

### CRAFT COCKTAILS

Fresh ingredients + local spirits + talented mixologist = Jacksonville's cocktail scene! Sip on a delicious classic or creative new cocktail made with the freshest ingredients in the area and mixed with locally made shrubs and spirits by some of the region's best distilleries including Grey Matter Distillery, Manifest Distilling, Burlock and Barrel, Four Fathers Distillery and Citrus Distillers. Cocktail lounges, rooftop bars and top local restaurants use only the best local and national brands to help you unwind after a long day of exploring Jacksonville.

### BEACH BARS

Enjoy the ocean breeze as you bar hop or enjoy a refreshing cocktail. A night or afternoon out at the beaches is filled with fun under the sun with a relaxed, cool and up-for-anything vibe. Dress up for beach clubs or slide on your flip-flops after a day on the sand and head to one of the oceanfront beach bars for a delicious tropical drink.

At the Beaches Town Center visitors will find an eclectic mix of venues, from upscale martini lounges to neighborhood bars. For a view of the ocean you can grab a frozen tropical cocktail at The Lemon Bar or for a more sophisticated choice, the patio of renowned restaurant Azurea Restaurant at One Ocean Resort Hotel & Spa. Listen for live music at Ragtime Tavern or the Flying Iguana, which has a selection of 100-plus tequilas.



### JAX ALE TRAIL

Enjoy some of the best brews in the state of Florida right here in Jacksonville! Conveniently organized into a beer-lovers dream, the Jax Ale Trail features more than 25 of the areas innovative and award-winning craft breweries. Pick up a Jax Ale Trail passport at any of the breweries and venture out to drink your trail off. Once your adventure is complete, submit the passport to Visit Jacksonville for some Ale Trail swag. Jacksonville also has an extensive network of craft beer bottle shops.

For more information, go to [jaxaletrail.com](http://jaxaletrail.com).





# ACCESSIBLE JACKSONVILLE

Jacksonville is committed to fostering a welcoming, accessible experience for visitors with disabilities. With accessible hotels, museums, attractions, parks, restaurants and more, travelers of all abilities have options in Jacksonville.

## OUTDOOR ADVENTURES

Jacksonville boasts the largest urban park system in the nation with 80,000 acres of parks, gardens and arboretums. Travelers with disabilities will find many outdoor activities are open to them, offering the opportunity for exploration and adventure.

The City of Jacksonville's Disabled Services Division works closely with many local rehabilitation and nonprofit agencies to provide adaptive recreation, including kayaking. The Parks & Recreation Division website offers a directory that can be filtered for accessible amenities and wheelchair access.

**SCAN THE QR CODE TO LEARN MORE.**



## IN ADDITION TO CITY PARKS:

- Paved pathways are available at Little Talbot Island and Big Talbot Island State Parks.
- Accessible walkways and trails, including a paved pathway, are available at Jacksonville Arboretum and Botanical Gardens.
- The Jacksonville-Baldwin Rail Trail offers a 12-foot-wide paved trail.
- Beach wheelchairs are available at Atlantic Beach and Jacksonville Beach at no cost.



**SCAN THE QR CODE FOR THE FULL ITINERARY.**

## ATTRACTIONS

Many attractions offer accessible features including:

- Large print guides, pre-scheduled ASL services and touch tours for those who are blind or have low vision are available at the Cummer Museum & Gardens.
- The Museum of Science and History (MOSH) offers Family Sensory Nights on the third Friday of each month. The museum also offers weighted wraps, noise-reducing headphones, a sensory map, pre-scheduled ASL services and raised versions of sky maps.
- Sensory friendly hours, weighted wraps, noise-reducing headphones, a sensory map, pre-scheduled ASL services and raised versions of sky maps are a few accessible offerings at the Museum of Science and History (MOSH).
- Audio tours are available at Kingsley Plantation and Fort Caroline National Memorial, both part of the Timucuan Ecological and Historic Preserve National Park.

## SPECIAL EVENT VENUES

Jacksonville's special event venues, including 121 Financial Ballpark, Alhambra Theatre & Dining, Daily's Place, Florida Theatre, Jacksonville Performing Arts Center, VyStar Veterans Memorial Arena and EverBank Field offer accessible accommodations. Please contact the individual venue for specific details.

## MOTORIZED WHEELCHAIR WEEKEND ITINERARY

Visit Jacksonville Insider Steffi G. is a disability and inclusion advocate who loves the outdoors and adaptive fitness. She spent some time going to her favorite inclusive places throughout Jacksonville and put together a motorized wheelchair weekend itinerary, sharing everything from her hotel stay at One Ocean Resort to dining at Estrella Cocina to adaptive kayaking with Brooks Adaptive Recreation.



## CERTIFIED AUTISM CENTERS

All of Visit Jacksonville's Visitor Centers are Certified Autism Centers™ (CAC). This designation, granted by the International Board of Credentialing and Continuing Education Standards (IBCCES), recognizes organizations that have undergone staff training to better understand and meet the needs of autistic visitors and their families.

# VISITOR CENTERS

## JACKSONVILLE IS A VIBRANT CITY WITH HUNDREDS OF MUST-SEE ATTRACTIONS & SITES TO EXPERIENCE.

Visit Jacksonville's destination experts at the City's Visitor Centers will help you plan the perfect visit so you can see as many unforgettable spots as possible during your stay.

Call or connect with our Visitor Center experts online to get information prior to your visit. They can help you find the perfect hotel for your needs, help you book attraction visits and coordinate itineraries. Once in town, stop by one of our centers and learn about local deals and offers, get expert recommendations on top experiences and get help with any of your destination questions.



**For hours of operation, visit:**

[visitjacksonville.com/travel-tools/visitor-centers](https://www.visitjacksonville.com/travel-tools/visitor-centers) and [visitflorida.com/more/visitor-and-tourism-services/welcome-centers](https://www.visitflorida.com/more/visitor-and-tourism-services/welcome-centers)

### JACKSONVILLE INTERNATIONAL AIRPORT

Baggage Claim Area Phone: (904) 741-3044

### VISIT JACKSONVILLE OFFICE

100 N. Laura St. Suite 120  
Jacksonville, FL 32202

Phone: (800) 733-2668 (U.S. & Canada)

Fax: (904) 798-9104

### BEACHES VISITOR CENTER

381 Beach Boulevard  
Jacksonville Beach, FL 32250

Phone: (904) 242-0024

### JACKSONVILLE'S MOBILE VISITOR CENTER

Be sure to look for Seymour Jax, Visit Jacksonville's Mobile Visitor Center, around town during your visit! Spot Seymour at local events, post and share using hashtag **#onlyinjax**.

For more information, contact:

**DESTINATION EXPERIENCE TEAM**  
Phone: (800) 733-2668 or (904) 798-9111  
Email: [visitorinfo@visitjacksonville.com](mailto:visitorinfo@visitjacksonville.com)

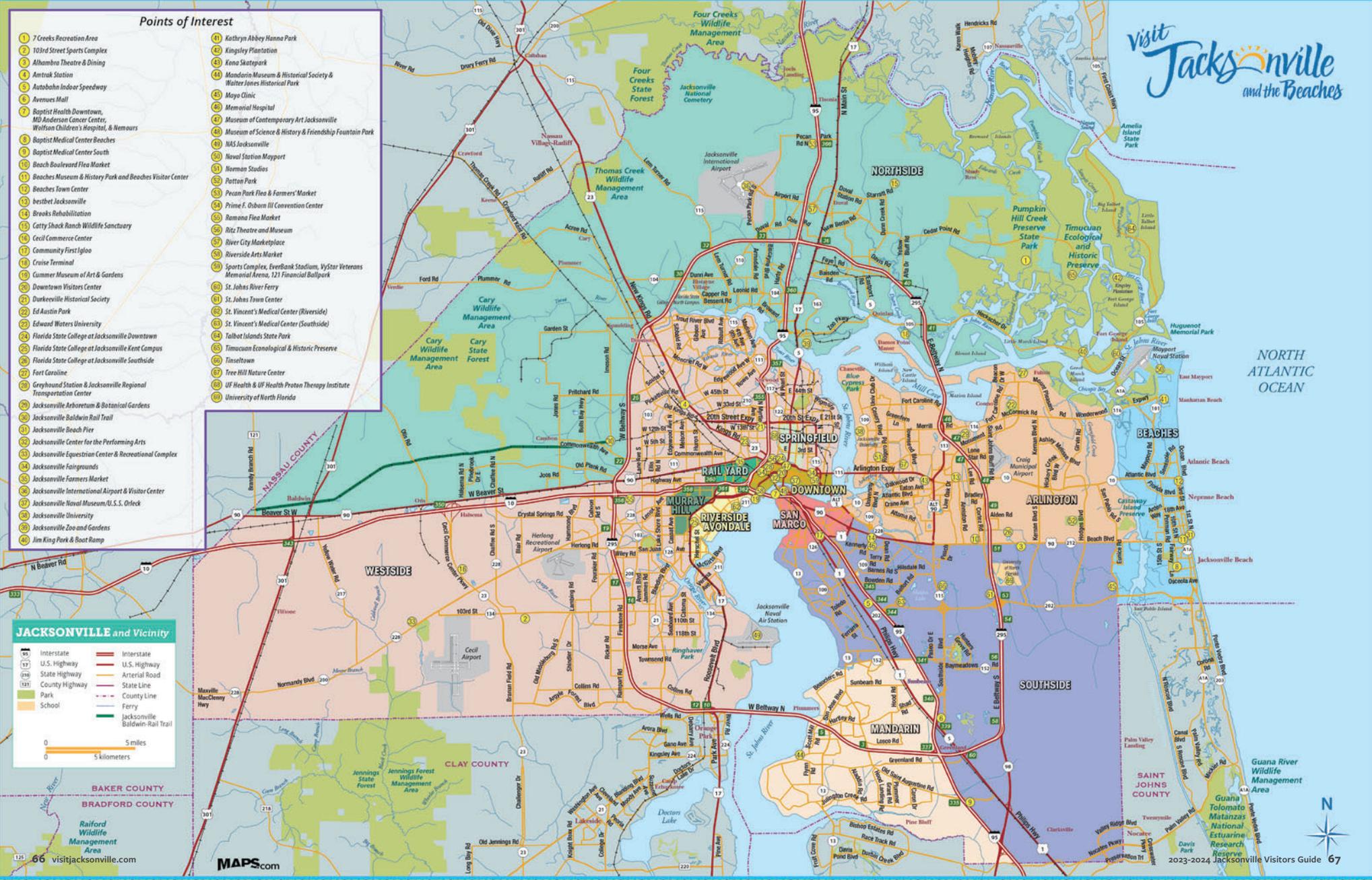
Points of Interest

- 1 7 Creeks Recreation Area
- 2 103rd Street Sports Complex
- 3 Alhambra Theatre & Dining
- 4 Amtrak Station
- 5 Autobahn Indoor Speedway
- 6 Avenues Mall
- 7 Baptist Health Downtown, MD Anderson Cancer Center, Wolfson Children's Hospital, & Nemours
- 8 Baptist Medical Center Beaches
- 9 Baptist Medical Center South
- 10 Beach Boulevard Flea Market
- 11 Beaches Museum & History Park and Beaches Visitor Center
- 12 Beaches Town Center
- 13 bestbet Jacksonville
- 14 Brooks Rehabilitation
- 15 Catty Shack Ranch Wildlife Sanctuary
- 16 Cecil Commerce Center
- 17 Community First Igloo
- 18 Cruise Terminal
- 19 Cummer Museum of Art & Gardens
- 20 Downtown Visitors Center
- 21 Durkeville Historical Society
- 22 Ed Austin Park
- 23 Edward Waters University
- 24 Florida State College at Jacksonville Downtown
- 25 Florida State College at Jacksonville Kent Campus
- 26 Florida State College at Jacksonville Southside
- 27 Fort Caroline
- 28 Greyhound Station & Jacksonville Regional Transportation Center
- 29 Jacksonville Arboretum & Botanical Gardens
- 30 Jacksonville Baldwin Rail Trail
- 31 Jacksonville Beach Pier
- 32 Jacksonville Center for the Performing Arts
- 33 Jacksonville Equestrian Center & Recreational Complex
- 34 Jacksonville Fairgrounds
- 35 Jacksonville Farmers Market
- 36 Jacksonville International Airport & Visitor Center
- 37 Jacksonville Naval Museum/U.S.S. Orleck
- 38 Jacksonville University
- 39 Jacksonville Zoo and Gardens
- 40 Jim King Park & Boat Ramp
- 41 Kathryn Abbey Hanna Park
- 42 Kingsley Plantation
- 43 Kona Skatepark
- 44 Mandarin Museum & Historical Society & Walter Jones Historical Park
- 45 Mayo Clinic
- 46 Memorial Hospital
- 47 Museum of Contemporary Art Jacksonville
- 48 Museum of Science & History & Friendship Fountain Park
- 49 NAS Jacksonville
- 50 Naval Station Mayport
- 51 Norman Studios
- 52 Patton Park
- 53 Pecan Park Flea & Farmers' Market
- 54 Prime F. Osborn III Convention Center
- 55 Ramona Flea Market
- 56 Ritz Theatre and Museum
- 57 River City Marketplace
- 58 Riverside Arts Market
- 59 Sports Complex, EverBank Stadium, Vystar Veterans Memorial Arena, 121 Financial Ballpark
- 60 St. Johns River Ferry
- 61 St. Johns Town Center
- 62 St. Vincent's Medical Center (Riverside)
- 63 St. Vincent's Medical Center (Southside)
- 64 Talbot Islands State Park
- 65 Timucuan Ecological & Historic Preserve
- 66 Tinseltown
- 67 Tree Hill Nature Center
- 68 UF Health & UF Health Proton Therapy Institute
- 69 University of North Florida

JACKSONVILLE and Vicinity

	Interstate		Interstate
	U.S. Highway		U.S. Highway
	State Highway		Arterial Road
	County Highway		State Line
	Park		County Line
	School		Ferry
	Jacksonville Baldwin-Rail Trail		

0 5 miles  
0 5 kilometers



NORTH ATLANTIC OCEAN



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