



**February 22, 2024**  
**Agenda & Meeting Materials**

## Agenda

**REVISED**

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA**

**Thursday, February 22, 2024, 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, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt

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

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|-------|--|-------------------------|
| I.    | <b>Call to Order and Welcome</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>December 14, 2023 – TDC Regular Board Meeting</i></li></ul>   | <b>Chair Salem</b>      |
| IV.   | <b>Airstream Ventures 2024 Southeast Flag Football Championships Contract Amendment*</b>   | <b>Lane Teitelbaum</b>  |
| V.    | <b>2023 TaxSlayer Gator Bowl Recap</b>   | <b>Robert Leverock</b>  |
| VI.   | <b>2024 The Player Championship Preview</b>  | <b>Lee Smith</b>        |
| VII.  | <b>Strategic Market Analysis Update</b>  | <b>Carol Brock</b>      |
| VIII. | <b>Visit Jacksonville Update</b> <ul style="list-style-type: none"><li><b>Quarterly Report</b></li><li><b><i>Jacksonville - The Flip Side of Florida Campaign</i></b></li><li><b>Sports Tourism \$1,500,000 Budget Approval*</b></li></ul> | <b>Michael Corrigan</b> |
| IX.   | <b>Financial Report</b>  | <b>Phillip Peterson</b> |
| X.    | <b>New Business, 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 December 2023 Update**

**Next Meeting: Thursday, April 25, 2024, 10:00 a.m., City Hall – Lynwood Roberts Room**

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| <b>VII. Strategic Market Analysis Update</b>  | <b>Carol Brock</b>      |
| <b>VIII. Visit Jacksonville Update</b> <ul style="list-style-type: none"><li><b>Quarterly Report</b></li><li><b>Sports Tourism</b></li><li><b><i>Jacksonville - The Flip Side of Florida Campaign</i></b></li></ul> | <b>Michael Corrigan</b> |
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## Meeting Minutes

## DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, December 14, 2023, Tour 9:30 a.m. & Business Meeting 10:00 a.m.  
Prime F. Osborn III Convention Center

**TDC Members:** City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair) (*excused*), 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), Heather Reber (Auditor), Reece Wilson (Office of General Counsel)

### Tour 9:30 a.m. – 10:00 a.m.

Tours of the recently renovated Prime Osborn Convention Center facility were conducted for the public and board members. In compliance with Florida Sunshine Laws, board members had individual tours separate from other board members. Dennis Chan, Mark VanLoh, Council President Salem, Dennis Thompson, and Jitan Kuverji were present for their own personal tours alongside any members of the public who were in attendance. It was asked to hold any questions regarding the facility until the start of the meeting.

#### I. Call to Order and Welcome

#### 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 Council Vice President Randy White and Council Member Freeman had excused absences. Chair Salem congratulated Ms. Phillips for her reappointment to the TDC for her second and final four-year term. Chair Salem thanked Jim Pritchard and the ASM Global team for providing individual tours of the convention center for the TDC in compliance with the Florida Sunshine Laws and asked if the board had any questions for Mr. Pritchard regarding the facility, there were no questions. The Chair also noted that he will excuse himself later in the meeting for a doctor's appointment and Ms. Phillips will step in as acting Chair. Under his authority as Chair and due to his time constraint, Council President Salem moved Item VIII (*Sports Tourism Budget Increase*) to Item V on the agenda.

#### II. Public Comments Including Action Items

#### Chair Salem

Public Comment: John Nooney.

Mr. Nooney addressed resiliency tourism and would like to see Jacksonville become the first city to be involved in it. He continued to share with the board the importance of Pottsborg Creek becoming a public park and allow greater access to the city's waterways.

#### III. Approval of Minutes

#### Chair Salem

The minutes of the October 19, 2023 Regular TDC meeting were **approved unanimously as distributed.**

#### IV. TDC Grants

#### Chair Salem/Carol Brock

##### A. Visitor Television Channel

#### Kate Strickland

Carol Brock introduced Kate Strickland with Wander Media and gave an overview of the grant request. Ms. Strickland wants to create a destination marketing television channel in partnership with Visit Jacksonville for an 18-month pilot program which needs \$98,500 in funding. The channel would not only rebrand the in-room hotel television channels as the Visit Jacksonville Network, but also build out a companion channel that would live stream on Roku, Apple TV, YouTube TV, and Amazon Fire, effectively creating a communications platform that would drive brand exposure and influence travel buying decisions among in-market and out-of-market viewers alike. Ms. Brock explained that this grant structure would follow a scope of service and deliverables that would have quarterly reporting and reimbursements would be paid based on the measurables completed in the quarterly reporting. Additionally, if approved by the TDC, the applicant is aware she would have to follow the procurement guidelines for a single source vendor with the city.

Mr. VanLoh questioned how the average person would come across this media source. Ms. Strickland went over the various outlets for the media channel and highlighted how hotels and streaming services used at home would drive this brand exposure. Mr. Kuverji said that he uses Wander Media already in his hotel and has seen positive guest interaction from it. Mr. VanLoh asked if Mr. Kuverji pays for this service to which

he answered no. Ms. Strickland said right now most of the revenue is achieved through advertisements and, if approved, it would create a more affordable and accessible media channel to drive coverage for many local businesses to have appearance on the network who otherwise may not have the budget to be involved in such a project. Mr. VanLoh asked why this isn't already a part of Visit Jacksonville's contract and marketing plan. Mr. Corrigan, CEO of Visit Jacksonville, shared that this was not originally part of their marketing plan and budget that was passed earlier in this fiscal year, and they do not currently have the manpower to oversee a project like this. He shared that this is not something seen in other destination marketing organizations throughout this country, allowing Jacksonville to potentially get ahead of the game. Mr. Corrigan continued that should this be successful then it could be something Visit Jacksonville may examine and incorporate in a future budget and plan.

Chair Salem added to the discussion by sharing that he had conversation with Ms. Strickland about continuous content on the city's channel 99 television station when it is not in use by City Council, expanding its coverage in partnership with an entity like Wander Media.

Mr. Kuverji asked Ms. Strickland if the watermark on the channel would stay "Wander Media" and she answered that it would be rebranded to Visit Jacksonville to drive home the brand for the city.

Mr. Thompson agreed with Mr. VanLoh's concern that this seemed like it would be better under Visit Jacksonville's plan and the request may not be necessary. Mr. Corrigan then provided a comprehensive dialogue as to why Visit Jacksonville would prefer the TDC to allow them to carry out what is already in place for the approved marketing plan for the upcoming year. Should this program be successful, then Visit Jacksonville could consider integrating in their future plan.

Ms. Phillips asked what the deliverables and measurables would look like and she also wants new content being created. Ms. Brock referenced the grant summary sheet over four different stages. When deliverables are completed, they will then be reimbursed.

Mr. Chan shared support for Wander Media and its content but expressed concern to Visit Jacksonville that they would be giving new content throughout the pilot program.

**Motion (Phillips / 2<sup>nd</sup> Kuverji):** Approve Wander Media to receive a TDC grant for \$98,500 from the Tourist Development Council FY 23-24 Tourist Development Special Revenue Fund account for the destination marketing television channel.

Aye: Salem, Kuverji, Phillips, Chan, Thompson (5)

Nay: VanLoh (1)

***Motion carries.***

**B. 100<sup>th</sup> Year Anniversary of MOCA**

**Caitlin Doherty**

Ms. Brock introduced Caitlin Doherty, Executive Director of the Museum of Contemporary Art (MOCA) and gave an overview of the grant proposal. Ms. Brock reminded the board that MOCA came and shared during the October 2023 public comment portion for a multi-year request of \$150,000 the first year and \$75,000 the second. Today, Ms. Brock updated it is now an \$80,000 request over the course of one year with a 7,000 tourist guarantee more than last year used for marketing the 100<sup>th</sup> year anniversary of MOCA. This goal and the measurements that would be used on this grant would be on a reimbursement each quarter based on the number of tourists they brought in. Ms. Brock told the board that while this is not a typical special event grant, it is an allowable expense within the Florida Statutes.

Ms. Doherty shared that should MOCA receive its full funding request of \$80,000, it will designate \$30,000 to create video content, obtain higher quality photo content, and enlist the services of a marketing firm to create a strategy, develop messaging, and design ads that are tourist focused. The strategy will be based on collaboration with Visit Jacksonville and will be complemented by an aggressive national PR campaign. She continued that the remaining \$50,000 will be used to pay for the placement of advertising. Ads will be focused on the top five target markets with direct flights to Jacksonville, arts-focused opportunities, and school group and university recruitment audiences. Ms. Doherty addressed the periods of greatest need identified by the TDC, the museum team will very intentionally schedule Exhibition Opening Celebrations and special events during January, September, December, August, and November. Ms. Doherty anticipates many out-of-town visitors throughout the year attracted by these shows and programs. She thanked the TDC and let the board know that support for this marketing plan will not only empower MOCA to reach audiences beyond the 5-county area and support cultural tourism during their 100th anniversary year but will have the added long-term benefit of positioning both MOCA and Jacksonville as destinations for cultural tourism, now and into the future.

**Motion (Thompson / 2<sup>nd</sup> VanLoh):** Approve the Museum of Contemporary Art Jacksonville (MOCA) to receive a TDC grant for \$80,000 from the Tourist Development Council FY 23-24 Remaining to Spend account for marketing the MOCA 100th Year Anniversary. – **approved unanimously.**

**V. Sports Tourism Budget Increase**

**Chair Salem/Michael Corrigan**

Chair Salem provided some historical information on the sports tourism initiatives over the last decade. He shared that Jacksonville is poised to become the southeast's championship city for sporting events with proper coordination and that the timing right now is perfect. During the past six months, Council President Salem shared the he has worked closely with Mr. Corrigan, Ms. Brock, and the Mayor's Office to get a full understanding of the opportunities available for our City. The Chair updated the board that at the last City Council meeting of 2023, he introduced legislation to appropriate 1.5 million dollars from the TDC fund balance to the existing Visit Jacksonville Sports Tourism contract, which will allow Visit Jacksonville to expand efforts to recruit large sporting events, such as NCAA Championships. He also highlighted that the TDC will approve the budget once this is appropriated with the goal of securing large sporting events for Jacksonville while the city will likely be undergoing stadium renovations for a few years to help "fill the gap" and create longer term commitments for sports tourism.

Mr. Corrigan provided a high level overview of the excitement in Jacksonville on sports tourism and how he and his team has been working with business executives, tourism partners, venue operators, and the GameChangers firm on this effort to help create a sports foundation for Jacksonville that is the best in the country. Chair Salem shared that he does not want them to be paid staff at first, rather help grow and get the corporate community to support this endeavor.

Mr. VanLoh commented he is very excited about this given his background and experience on other sports related boards.

**Motion (VanLoh / 2<sup>nd</sup> Thompson):** The Duval County Tourist Development Council supports ORD 2023-0869 appropriating \$1,500,000 from the TDC fund balance to provide additional funding to Visit Jacksonville to increase the City's investment in the promotion of sports tourism; recognizing the financial and civic benefits of bringing high-profile sporting events to Jacksonville and the desire to renew the City's efforts in this area. – **approved unanimously.**

**VI. Visit Jacksonville FY 22-23 Annual Evaluation**

**Carol Brock/Michael Corrigan**

The Chair shared that Visit Jacksonville receives an annual evaluation based on deliverables approved by the TDC and that Ms. Brock worked extensively with Mr. Corrigan and his team to prepare this evaluation which the board received several days prior to this meeting for review.

Ms. Brock spent some time providing the highlights of almost 300 deliverables that Visit Jacksonville gets graded on. Of these deliverables, there are five categories which Ms. Brock graded, they are: (1) Advertising and Promotion, 100 A+; (2) Visitor Interaction and Information, 99 A+; (3) Meetings and Conventions, 92 A-; (4) Experience Development 95, A; (5) Community Outreach and Engagement, 100 A+.

Mr. Corrigan shared his excitement on the scores of the evaluation and stressed how far Visit Jacksonville and Jacksonville has come to enhance the city as a tourism destination.

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

**VII. Visit Jacksonville Update**

**Michael Corrigan**

The Chair let Mr. Corrigan continue to provide the Visit Jacksonville update.

Mr. Corrigan thanked Jim Pritchard for the tours of the Prime Osborn Convention Center and letting the TDC have its December Board meeting at the facility as well. He highlighted all the great features of the historic building.

Mr. Corrigan shared praise of his team for all they do to promote tourism and Jacksonville as a great destination. He updated the board on some changes within his team. Sarina Wiechens, the current chief operating officer, will be transitioning into the role of chief financial officer. Mr. Corrigan introduced Josh Harrison, a former board member of Visit Jacksonville, who is the new chief operation officers. Mr. Harrison is the first Visit Jacksonville executive who comes from the hotel background.

11:05 a.m. Chair stepped out and Ms. Phillips became acting Chair.

**VIII. Strategic Market Analysis Update**

**Erin Dinkel**

The Chair introduced Ms. Dinkel, Director of Research for Downs & St. Germain Research, to give an update on the Strategic Market Analysis, which several months ago, the TDC working with Visit Jacksonville, commissioned.

Ms. Dinkel was excited to provide an update that surveyors were on the ground gathering data to be able to build a full visitor profile. She shared that starting this year Visit Jacksonville began a year-long Visitor Tracking and Economic Impact Study of visitors to the Jacksonville area conducted by Downs & St. Germain Research to ensure an insight driven research approach to maximize marketing and media initiatives to better understand our destination and the profile of a visitor to the area.

**IX. Financial Report**

**Heather Reber**

Heather Reber with the Council Auditor's Office gave the financial report on behalf of Phillip Peterson who was unable to attend this meeting. TDC tax revenues for the 12 months ending November 2023 were \$10,668,515.70, a 2.03% increase over the 12 months ending November 2022. Revenue for November 2023 was \$1,647,282.35, up 0.32% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$197,722.41.

Ms. Reber reviewed the budgetary balances as of November remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$0; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$534,327.65; Planning and Research - \$150,000; Event Grants - \$1,261,250; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,362.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$ 1,053,820; TDC Administration - \$ 278,257.32; and the Special Revenue Fund - \$131,267.50.

**X. New Business, Closing Comments, and Adjournment**

**Chair Salem**

In closing, Acting Chair Phillips reminded the members that the next regular meeting will be on February 22, 2024 with the location returning to the Lynwood Roberts Room of City Hall and asked if there was any new business.

Mr. Kuverji asked about Aribnb and them not paying tourist development tax. Mr. Corrigan has said he is looking into these matters and exploring all avenues on how to address this issue.

Meeting Adjourned at 11:22 a.m.

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

## Airstream Ventures Contract Amendment

# AMENDED Grant Request Summary



**Representative:** Alan Verlander, Airstream Ventures, LLC  
**Event:** 2024 Southeast Flag Football Championships  
**Date of Event:** ~~February 10 – 11, 2024~~ **May 18 – 19, 2024**  
**Location:** ~~Fort Family Regional Park, 8000 Baymeadows Rd E, Jacksonville, FL 32256~~  
**Trinity Baptist College, 800 Hammond Blvd, Jacksonville, FL 32221**

**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 each year 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
<b>A.</b>	<b>500</b>	<b>2000 - 3000</b>	<b>\$30,000</b>
<b>B.</b>	<b>700</b>	<b>3001 - 4000</b>	<b>\$40,000</b>
<b>C.</b>	<b>900</b>	<b>4001 - 5000</b>	<b>\$50,000</b>
<b>D.</b>	<b>1100</b>	<b>5001 - 6000</b>	<b>\$60,000</b>
<b>E.</b>	<b>1300</b>	<b>6001 - 7000</b>	<b>\$70,000</b>
<b>F.</b>	<b>1500</b>	<b>7001 - 8000</b>	<b>\$80,000</b>

**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 out of 100 points~~ **75 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 22-23 Event Grants account for the 2024 Southeast Flag Football Championships

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

## 2024 TPC Preview



While fiercely competitive golf remains the centerpiece of the tournament, THE PLAYERS consistently offers an unrivaled lineup of entertainment options for fans. THE PLAYERS celebrates its 50<sup>th</sup> Anniversary this year and to celebrate, THE PLAYERS has unveiled a new logo and has special activations planned for the tournament week that are sure to draw fans to Northeast Florida.

#### THE PLAYERS' impact on hotels and offsite spending

- 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.
- \$149.9M from visitor spending.
  - Average offsite spending per visitor was \$1,277 over the course of their trip.

#### THE PLAYERS' impact on local airports

- 658,787 total passengers at JIA in March, up 14% from the year prior, busiest month of the year.
- 11,131 total airport operations in March at Cecil Air Field, busiest month of the year.
- 17,367 total airport operations in March at JAXEX, busiest month of the year.

#### THE PLAYERS' expansion of activities to draw visitors for longer stay

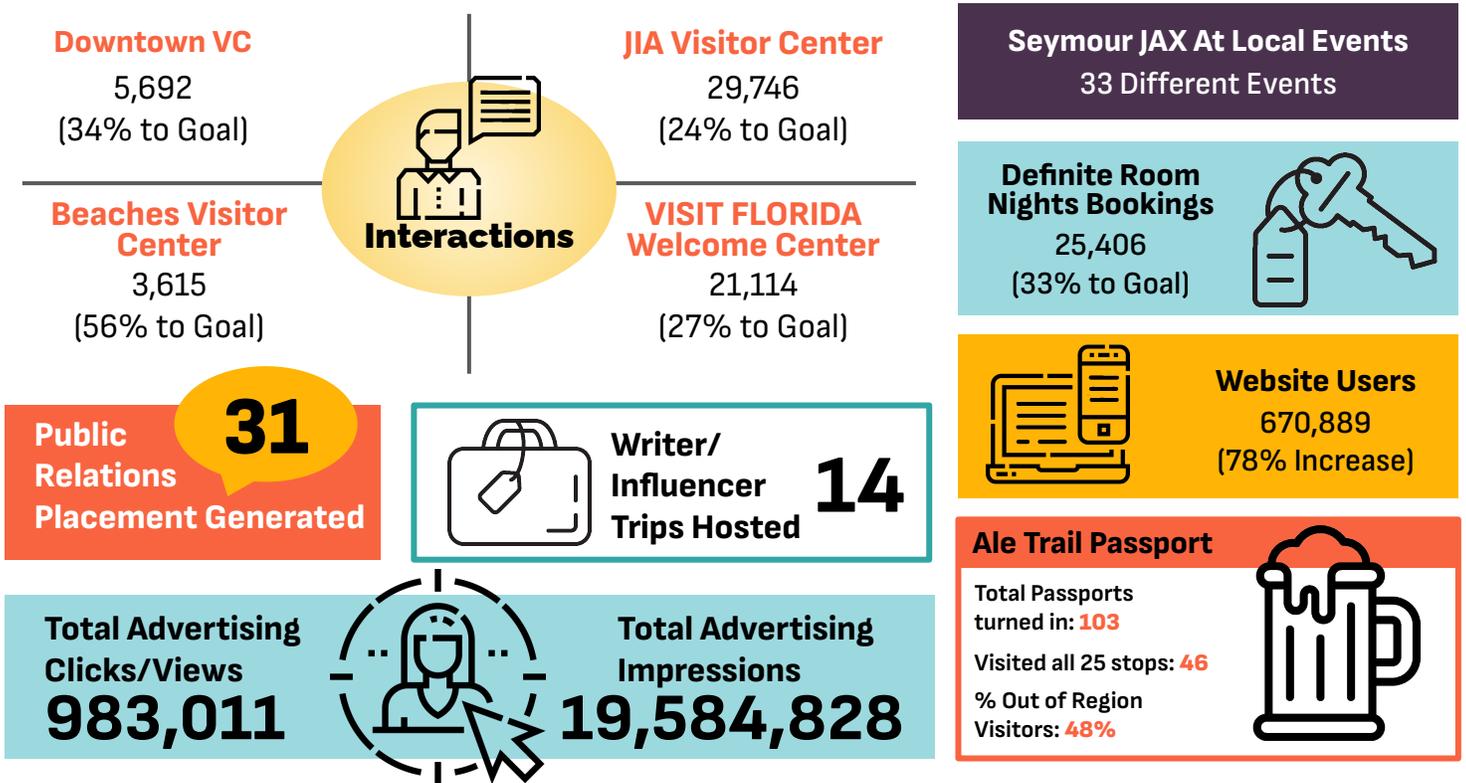
- THE PLAYERS now opens its doors to the public on Friday, Saturday and Sunday before the tournament for "Opening Weekend." The fan shop is open as well as food trucks and the 17<sup>th</sup> Hole Challenge, a replica of the Island Green that fans can play.
- Prior to the start of the competition rounds, THE PLAYERS hosts a Military Appreciation Concert and Ceremony. This year the concert will feature multi-Platinum country star Cole Swindell and a ceremony to honor local service members.
- The tournament hosts a party the Monday prior to the tournament for business partners and community leaders, many of whom travel to attend.
  - Over 400 local, national and international businesses utilized THE PLAYERS to help grow their businesses, including more than 70 c-suite executives.

#### Out of state visitors and economic impact

- 72% of ticket buyers were visitors and 61% of the visitors were from outside Florida.
  - 88% of tickets sold YTD for 2024 are from outside of Duval county.
- 61% of visitors were from outside of Florida.
- \$234.4 M total economic impact from the tournament, \$149.9M from visitor spending.

## Visit Jacksonville Update

# Visit Jacksonville Q1 Stats



## Quarterly Highlights:

- Converted our Front Line Employees Attractions Program (FLEAP) to Front-Line Industry Perks (FLIP) and now available through our app.
- Held two Tourism Ambassador Trainings, educating 12 community members on Jacksonville tourism.
- Secured top media placements in: Travel & Leisure, Saturday Evening Post, Essence, Fodor’s Travel, Pride Journeys, & Travel Noire.
- Created and added web content on Cruising and Teen-Activities.
- Attended the Media Meetup in Atlanta and the Black Travel Alliance’s Wavelength.
- Partnered with Hotel Palms on their “Unlikely Local” Artist in Residence Programs for the Fall.
- Hosted our first Explorers Program event in December with Letters to Santa at the St. Johns Town Center.

Check out the Flip Side for more!



# Visit Jacksonville Q1 Report

## Quarterly Highlights:

- Executed our first quarter database cleansing with a focus on restaurants.
- Added (10) additional makers to the #OnlyinJax Marketplace with a focus on diverse makers.
- Launched a co-op for tourism related businesses to earn their Certified Autism Center designation through IBCCES.
- Held our first Quarterly Training outing in Springfield.
- Hosted a Tourism Community Meeting with over 88 participants which included a tour of the Jaguars locker room.
- Convention Sales Team attended the following tradeshows: TEAMS Sports Conference (West Palm), IMEX (Las Vegas), Association Forum's Holiday Showcase (Chicago) and National Coalition of Black Meeting Professionals Convention (Atlanta).
- Held a neighborhood meeting in the Southside Area for hotel partners.

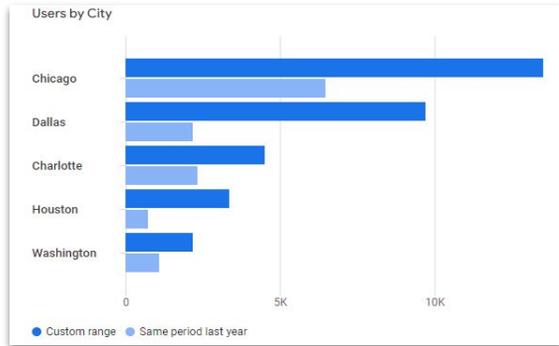
## DUVAL COUNTY STR REPORT - DECEMBER 2023 Monthly Stats (Duval County):

	Current Month	% of change	Year to Date	% of change
Occupancy	64.4%	-3.2%	69.8%	-2.8%
ADR	\$111.53	-1.4%	\$117.22	3.6%
RevPAR	\$71.85	-4.5%	\$81.76	0.7%
Room Revenue	\$41,330,965	-4.9%	\$552,323,573	0.6%



# Madden Media Q1 Leisure Performance

Ran direct flight messaging in Search and Social Media for Dallas (DFW), Houston (IHA), Washington DC (DCA), Chicago (ORD), Charlotte (CLT) that resulted in increased interest across all markets.



Top performing social ads:

35,629 Clicks  
7.26% CTR  
490,463 Impressions

Ran trip-worthy event messaging in Search, Social Media and Display for Florida v. Georgia, Gatorbowl, Kids Free November, Wasabicon, Porchfest, Super Girl Surf, Pride that resulted in YOY website increases noted below.

Sessions	Engagement rate	Views	Users
129,845	62.16%	157,210	107,324
vs. 51,880	vs. 56.52%	vs. 67,549	vs. 44,308
↑ 150.28%	↑ 9.97%	↑ 132.73%	↑ 142.22%

13,253 Clicks  
3.90% CTR  
339,609 Impressions

## Notable Highlights:

- Q1 '24 vs. Q1 '23 saw **83% increase** in web traffic
- Q1 '24 vs Q1 '23 also saw over **90% increase** in engaged sessions.
- **Top Web Traffic Metros:** Orlando, Tampa, Atlanta, Tallahassee, Savannah, Miami, West Palm, Gainesville, & NYC
- Q1 began an effort to focus on out of state markets. Dallas, Houston, Charlotte, Chicago & DC. All have seen **triple digit increases** in web traffic. Dallas specifically has also seen a **20% increase** in organic interest.

Check out the Flip Side for more!



# Madden Media Q1 Meetings Performance

## Notable Highlights:

- 59 recorded RFP requests; **14 directly attributed** to paid media.
- Google SEM has the highest engaged traffic & average session duration compared to all other channels.
- Google & LinkedIn continue to be the **top engaged channels** for meetings and events.
- **357% increase** in website sessions to all Meetings pages Q1 '24 vs. Q1 '23. **Top metros** include Jacksonville, Orlando/Daytona, Tampa, Miami and Atlanta.
- Dedicated e-blast to subscriber base for Corporate & Incentive Travel Magazine
  - 19,307 sends
  - 5,585 opens
  - 219 clicks to website



## Financial Report

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

## Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
October	466,406.79	672,056.13	731,410.03	777,131.56
November	416,220.96	604,936.96	910,588.08	870,150.79
December	446,841.04	907,233.95	775,754.01	781,110.92
January	429,324.90	784,956.19	802,672.65	791,221.82
February	475,347.90	660,296.47	831,280.63	
March	503,963.26	786,953.62	898,033.42	
April	730,334.02	1,042,260.73	1,196,791.89	
May	799,298.79	1,083,987.32	969,070.87	
June	799,025.75	910,004.15	939,202.73	
July	856,827.09	896,077.60	886,091.39	
August	877,609.93	924,781.34	942,669.76	
September	749,119.57	817,772.71	779,666.00	
<b>Totals</b>	<b>\$ 7,550,320.00</b>	<b>\$ 10,091,317.17</b>	<b>\$ 10,663,231.46</b>	<b>\$ 3,219,615.09</b>

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

12 months ending January 2024	\$ 10,662,421.78
12 months ending January 2023	10,342,558.71
Change over prior 12 months	<u>\$ 319,863.07</u>
Percentage change	3.09%

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

4 months ending January 2024	\$ 3,219,615.09
4 months ending January 2023	3,220,424.77
Change over prior year to date	<u>\$ (809.68)</u>
Percentage change	-0.03%

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

January 2024	\$ 791,221.82
January 2023	802,672.65
Change over prior year	<u>\$ (11,450.83)</u>
Percentage change	-1.43%

### Comparison of Actual Collections to Average Revenues Received

Actual Collections, January 2024	\$ 3,219,615.09
Average Revenues to Budget, January 2024	3,023,836.73
Average Revenues Difference	<u>\$ 195,778.36</u>

# Duval County Tourist Development Council Financial Report - December 31, 2023

	<b>FY 2023/24</b>
<b>(1) Tourism Marketing, Sales, Experiences and Promotion</b>	
<b>(A) Destination Services</b>	\$ 1,249,694.00
Disbursements	(360,978.36)
Obligations: Visit Jacksonville Contract	(861,601.64)
Obligations: STR Report	-
<b>Budgetary Balance Available</b>	<b>\$ 27,114.00</b>
<b>(B) Marketing</b>	\$ 4,543,525.00
Disbursements	(1,357,156.88)
Obligations: Visit Jacksonville Contract	(3,081,361.12)
Obligations: Florida's First Coast of Golf	(105,007.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(C) Convention and Group Sales</b>	\$ 1,664,747.00
Disbursements	(384,900.36)
Obligations: Visit Jacksonville Contract	(919,846.64)
Obligations: Gator Bowl	(360,000.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(D) Convention Grants, Sponsorships and Promotion*</b>	\$ 290,000.00
Prior Year's Balances	552,144.65
Disbursements	(43,668.87)
Commitments	(376,749.48)
<b>Budgetary Balance Available</b>	<b>\$ 421,726.30</b>
<b>(2) Planning and Research</b>	\$ 150,000.00
Carryovers	150,000.00
Disbursements	-
Obligations: Strategic Market Analysis and Visitor Profile	(150,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 150,000.00</b>
<b>(3) Event Grants</b>	\$ 1,441,250.00
Carryovers	321,670.00
Disbursements	(189,900.00)
Obligations: Spartan US Championship 2024 Marketing Grant	(55,000.00)
Obligations: Spartan US Championship 2024 Special Event Grant	(75,000.00)
Obligations: 2024 Donna Marathon Weekend Special Event Grant	(50,000.00)
Obligations: 2024 AAU Primary Nationals & Club Championship Special Event Grant	(60,000.00)
Obligations: 2024 Jacksonville College Baseball Classic Special Event Grant	(40,000.00)
Obligations: 2024 Southeast Flag Football Championships Event Grant	(30,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 1,263,020.00</b>

## Duval County Tourist Development Council Financial Report - December 31, 2023

<b>(4) Development Account*</b>	\$	250,000.00
Prior Year's Balances		1,871,075.63
Disbursements		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>2,121,075.63</u></b>
<b>(5) Contingency Account*</b>	\$	250,000.00
Prior Year's Balances		2,456,060.00
Disbursements		-
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>1,256,060.00</u></b>
<b>(6) Promotion of the Equestrian Center*</b>	\$	1.00
Prior Year's Balances		24,956.05
Disbursements		-
Commitments		(16,055.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>8,902.05</u></b>
<b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	\$	1,053,820.00
Carryovers		337,716.57
Disbursements		(66,049.27)
Obligations: Visit Jacksonville Sports Tourism		(111,667.30)
Obligations: UNF Track & Field Improvements		(150,000.00)
Obligations: 2023 Beaches Oktoberfest Marketing Grant		(10,000.00)
Obligations: MOCA 100th Year Anniversary		(80,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>973,820.00</u></b>
<b>TDC Administrative Budget</b>	\$	301,557.00
Disbursements		(68,732.46)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>232,824.54</u></b>
<b>Tourist Development Special Revenue Fund*</b>		
Prior Year's Balances	\$	131,267.50
Disbursements		-
Obligations: Visitor Channel		(98,500.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>32,767.50</u></b>

\*Indicates accounts that carryforward each year

## Informational Material

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	66.1	68.7	66.8	64.4	70.1
10 yr Avg	66.5	74.8	73.8	71.7	70.6	71.1	71.3	66.9	65.6	70.2	66.5	62.1	69.3

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	\$112	\$119	\$111	\$112	\$117
10 yr Avg	\$89	\$94	\$99	\$96	\$99	\$95	\$96	\$91	\$92	\$98	\$93	\$89	\$94

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	\$776,666	\$777,132	\$870,151	\$781,111	\$10,624,442
10yr Average	\$557,817	\$605,861	\$651,576	\$777,568	\$728,186	\$726,159	\$693,142	\$723,819	\$635,246	\$603,362	\$681,092	\$644,761	\$669,049

# GOLF TOURIST ACTIVITY



Dec-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  
Virginia  
New York  
North Carolina



### INTERNATIONAL

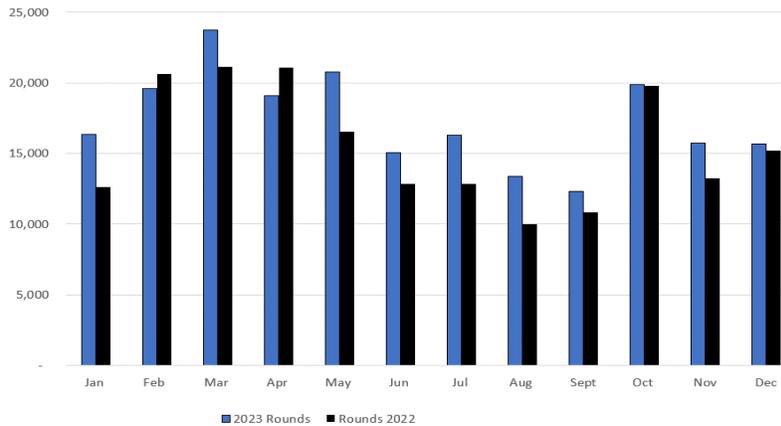
Canada  
United Kingdom  
Germany  
China  
Australia

## DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	9,452	10,396	-9%
YEAR TO DATE	209,698	165,872	26%



## DUVAL TOURIST ROUNDS TREND



Dec 3%  
YTD 11%

## PRECIPITATION

2023	2022	CHANGE
2.07	1.04	1.03



## AVERAGE TEMP

2023	2022	CHANGE
57	52	5



## FY24 EARNED MEDIA

VALUE	\$434,950
IMPRESSIONS	13,587,000



ADDITIONAL METRICS AVAILABLE ON REQUEST



79<sup>th</sup> annual  
**TaxSlayer Gator Bowl**  
Friday, December 29, 2023 | 12:00 pm  
featuring



#### **BY THE NUMBERS**

- **Attendance:** 40,132
- **Television Ratings:** 3,425,568
- **Nielsen Valuation:** *Full Niesen report including Television Value, Online Value & Social Value will be released the first week of March 2024.*
- **Out of Town Visitors:** More than 63% of ticket purchases came from outside 150 miles of Jacksonville.
- **TOTAL DIRECT SALES:** \$9,463,715 *(as reported by Visit Jacksonville)*