



April 17, 2025
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, April 17, 2025, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair), City Council Vice President Kevin Carrico (Vice Chair), City Council Member Ron Salem, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Shawn LeNoble, Michael Jenkins

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

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| I. Welcome and Call to Order | Chair White |
| II. Public Comments Including Action Items | Chair White |
| III. Approval of Minutes* <ul style="list-style-type: none">February 6, 2025 – TDC Regular Board Meeting | Chair White |
| IV. TDC FY 2025-2026 Budget* | Carol Brock |
| V. Visit Jacksonville Update <ul style="list-style-type: none">Quarterly ReportBudget Reallocation Request*Jacksonville Unified Marketing Funding Request*UK Marketing Plan Funding Request* | Michael Corrigan |
| VI. TDT-Funded Organizations v. CoJ Funding* | Carol Brock |
| VII. UNF Grant Amendment* | Nick Morrow |
| VIII. Strategic Plan Update | Carol Brock |
| IX. Short Term Rental Tourist Development Tax | Vice Chair Carrico |
| X. Financial Report | Phillip Peterson |
| XI. Closing Comments and Adjournment | Chair White |

**** Denotes motion needed***

Informational Material Included in Meeting Packet:

- 2016 – 2025 Monthly Trends (Occupancy, ADR, TDC Revenue Data)**
- Florida's First Coast of Golf Monthly Update**

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

February 6, 2025, 10:00 a.m.
City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair), City Council Vice President Kevin Carrico (Vice Chair), City Council Member Ron Salem, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh (*excused*), Shawn LeNoble, Michael Jenkins

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

I. Welcome and Call to Order

Chair White

Chair White called the meeting to order at 10:01 a.m. and the attendees introduced themselves for the record.

II. Public Comments Including Action Items

Chair White

Public Comments: *None*

III. Approval of Minutes

Chair White

The minutes of the December 2, 2024 Regular TDC meeting were approved **unanimously as distributed.**

IV. TaxSlayer Gator Bowl Recap

Greg McGarity

Chair White reminded the board that the TDC provides a multiyear grant to the TaxSlayer Gator Bowl. This year's grant was \$330,000 for their January 2, 2025 game between Duke University and Ole Miss (University of Mississippi). There is one year remaining on the multiyear grant contract in the amount of \$300,000. Greg McGarity, President and CEO of TaxSlayer Gator Bowl, was invited to the podium to provide a recap of the event.

Mr. McGarity stated that the 80th annual TaxSlayer Gator Bowl was broadcast nationally on ESPN and was unopposed. Due to the tragic events that occurred in New Orleans on January 1, 2025, the Allstate Sugar Bowl game was postponed by a day. This created a ripple effect that subsequently caused the Gator Bowl to be delayed by 30 minutes so the two games wouldn't overlap. The result of this had the television kickoff ratings of nearly 8 million viewers. The total average ratings for the game had 5,032,217 viewers, an increase of 46.9% from the previous year. It was the 4th most watched game in non-CFP Bowl Games history.

Approximately 42% of the attendees came from outside the 150 mile radius of Duval County. Mr. McGarity shared that there were \$4,419,927 in total direct sales as a result of the event according to Visit Jacksonville's economic impact summary. While the game's attendance was 31,290, Mr. McGarity and his team were happy with the report on the economic impact on the Jacksonville area. The low attendance was likely caused by both teams not being "anchor team", which is a team that fans can drive to within six hours. Mr. McGarity appreciates the support they receive from the City of Jacksonville and the TDC and opened up for questions.

Mr. Jenkins asked if the 46.9% increase was due to the slight delay in the start of the game to which Mr. McGarity answered in the affirmative. Fans were able to tune in to the Sugar Bowl game then immediately click over to the Gator Bowl. Mr. Jenkins then inquired about where the teams were lodged. Mr. McGarity shared that Ole Miss stayed at the TPC Sawgrass in Ponte Vedra Beach and Duke stayed at the Omni Amelia Island. One team's band stayed downtown and the other at the Embassy Suite on Baymeadows. The Hyatt Downtown is where most of the official sponsors and game officials stayed. Additionally, many fans stayed in downtown lodging as well. Mr. McGarity credited teams now staying Downtown due to lack

of things to do, he anticipates that as Downtown develops, that could present a lot of opportunity in the years ahead.

Mr. Kuverji asked about the rate of return from the dollars TDC invests compared to the tourist development tax collected. Mr. Corrigan, CEO of Visit Jacksonville, detailed that they can utilize the STR report on hotel occupancy during the duration of the event but its difficult to pinpoint which fans stayed at which hotel, overall, they were very satisfied with the December tourist tax numbers.

V. Visit Jacksonville Quarterly Report and Update

Michael Corrigan

The Chair introduced Mr. Corrigan who provided the quarterly update for Visit Jacksonville. He shared findings from the Economic Impact and Tracking Report, commissioned by Visit Jacksonville and funded by the TDC which was conducted by Downs & St. Germain Research. The data revealed that in 2024, Jacksonville welcomed over 8 million visitors resulting in an estimated economic impact of \$7.4 billion to the local economy. Overnight visitors accounted for \$4.1 billion in direct spending on restaurants, attractions, activities, rental cars, and more. Almost 5 million guest rooms were sold in local hotels during fiscal year 2024, generating \$31.5 million in bed tax collection.

Mr. Corrigan then provided a high level overview of the Visit Jacksonville Quarter One Report document provided in the meeting packets.

The Visit Jacksonville audit was approved by the Visit Jacksonville Board of Directors in January 2025 and was presented to the Executive Director of the TDC. Part of the contract with Visit Jacksonville is for the organization to write back any funds that were not expended during the year and they delivered a check to the TDC for \$352,342. Mr. Corrigan would like to see this money become activated rather than returned to the TDC's general fund balance and provided a few examples on how Visit Jacksonville could use that money in their marketing efforts hoping to have it reallocated at a future meeting.

Furthermore, Mr. Corrigan discussed a cash flow issue with TDC funding he would like addressed. Currently, there are some contracts where Visit Jacksonville has to pay out the money for a given project and then be reimbursed after its conclusion. He would like TDC to consider an arrangement for a portion or all of the funds to be made available upfront rather than on a reimbursement basis. This will help the organization not be financially restrained while doing the work they were approved to do by the TDC.

Mr. Kuverji asked about the process that takes place when the year-end refund check is issued to the TDC. Mr. Phillips explained the dollars are returned to the TDC fund.

Mr. Thompson asked for an update from Visit Jacksonville on their search for a new company that provides them with location data analytics to better understand Jacksonville's visitors and hotel occupancy. Josh Harrison, Chief Operating Officer of Visit Jacksonville, answered that they did contract with a new vendor to provide this data, Placer.AI. Visit Jacksonville feels much more confident with this technology when reviewing data.

VI. Strategic Plan Update

Erin Dinkel

Chair White welcomed Erin Dinkel, Director of Research at Downs and St. Germain, who delivered an update on the progress of the Strategic Plan initiative. Ms. Dinkel outlined the project timeline and informed the board that stakeholder meetings are currently being organized. She encouraged the board members to share any feedback, ideas, or suggestions they may have.

Mr. Corrigan expressed his admiration for the efforts of the consulting team and conveyed his enthusiasm for the forthcoming deliverables.

VII. Visitor Channel Update

Kate Strickland

The Chair introduced Kate Strickland from Wander Media, who provided an update on the Visitor Channel. Ms. Strickland discussed the data analytics and the successful rollout of the channel, which took place in October 2024. This initiative involved a two-part process: first, rebranding the existing channel available in hotels across Duval County to “Discover Jacksonville: The Flip Side of Florida,” and second, launching a new companion channel by the same name, which streams on platforms such as YouTube TV, Apple TV, Amazon Fire TV, and Roku TV. Ms. Strickland guided the board on how to access the channel.

Ms. Brock mentioned that efforts are underway to consider integrating the content from this channel with the City of Jacksonville’s Channel 99 service. This integration will enable the streaming of this content during periods when City Council meetings are not being broadcast. Councilman Salem inquired about other potential productions that could be featured outside of live city meetings. In response, Ms. Strickland proposed various marketing strategies and additional content that could spotlight programming, historical narratives, and cultural stories beneficial to both residents and visitors. Chair White expressed interest in emphasizing public safety and historical content related to the Jacksonville Fire and Rescue Department.

Mr. Thompson raised a question regarding the production and curation of the channel, specifically whether the City has a public relations department involved. The Chair confirmed this, and Ms. Strickland stated that they are collaborating closely with the City on these efforts.

VIII. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending December 2024 were \$10,555,553.28, a 1.11% decrease over the 12 months ending December 2023. Revenue from the start of FY 23-24 to date, ending in December 2024, was \$2,580,202.34, up 6.25% compared to the start of FY 22-23 to date, ending in December 2023. Revenue for December 2024 was \$911,232.69, also up 16.66% from the same month in 2023. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$204,762.34.

Mr. Peterson reviewed the budgetary balances as of December 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 - \$493,004.80; Planning and Research - \$0; Event Grants - \$498,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$5,410.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$644,544; TDC Administration - \$253,532.66; and the Special Revenue Fund - \$32,767.50.

IX. New Business

Chair White

Mr. Kuverji provided an update on short-term rentals, emphasizing the ongoing effort to ensure that these accommodations are properly reporting their tourist development tax to the county in accordance with the Florida Statutes. He noted that communication is actively taking place with the Tourist Development Council (TDC), the Duval County Tax Collector (DCTC), Visit Jacksonville, the Mayor’s Office, and other governmental agencies to establish a unified approach to address this matter.

The Chair then opened the floor to audience members wishing to address the board. Alex Patel, a local hotelier, articulated that these groups have been engaged in discussions regarding this issue for some time. Through his research, he discovered that the City of Jacksonville Beach has implemented processes to ensure compliance with the payment of tourist development taxes by short-term rentals in that area. Mr. Patel expressed his frustration that the City of Jacksonville has not been enforcing these laws, resulting in a significant loss of revenue for the county. Council Member Salem recalled that former Council Member Jim Love had attempted to tackle this issue but faced considerable obstacles. Mr. Corrigan elaborated that Mr. Love was working to legitimize the process; however, the city’s ordinance code does not currently address it, making it a complex issue that will require time to resolve. He noted that there is a software-based system available that could aid in the collection of this tax, but implementing such a solution would be a multi-year and costly endeavor. The tourist development tax is a self-reporting tax, which complicates enforcement. Additionally, Mr. Corrigan clarified that only the Duval County Tax

Collector is authorized to collect this tax, whereas Jacksonville Beach collaborates with a third-party entity that works alongside the DCTC.

Furthermore, questions arose regarding whether the TDC could allocate funds for the software, given that Florida Statutes stipulate that tourist development tax revenue can only be used to promote tourism, not for tax collection. The Vice Chair expressed a desire to have representatives from the Tax Collector's Office and the Administration attend the next TDC meeting to provide further insights.

X. Closing Comments and Adjournment

Chair White

Chair White shared that the next TDC meeting is scheduled for Thursday, April 17 at 10:00 a.m. in the Lynwood Roberts Room, City Hall.

The meeting was adjourned at 10:53 a.m.

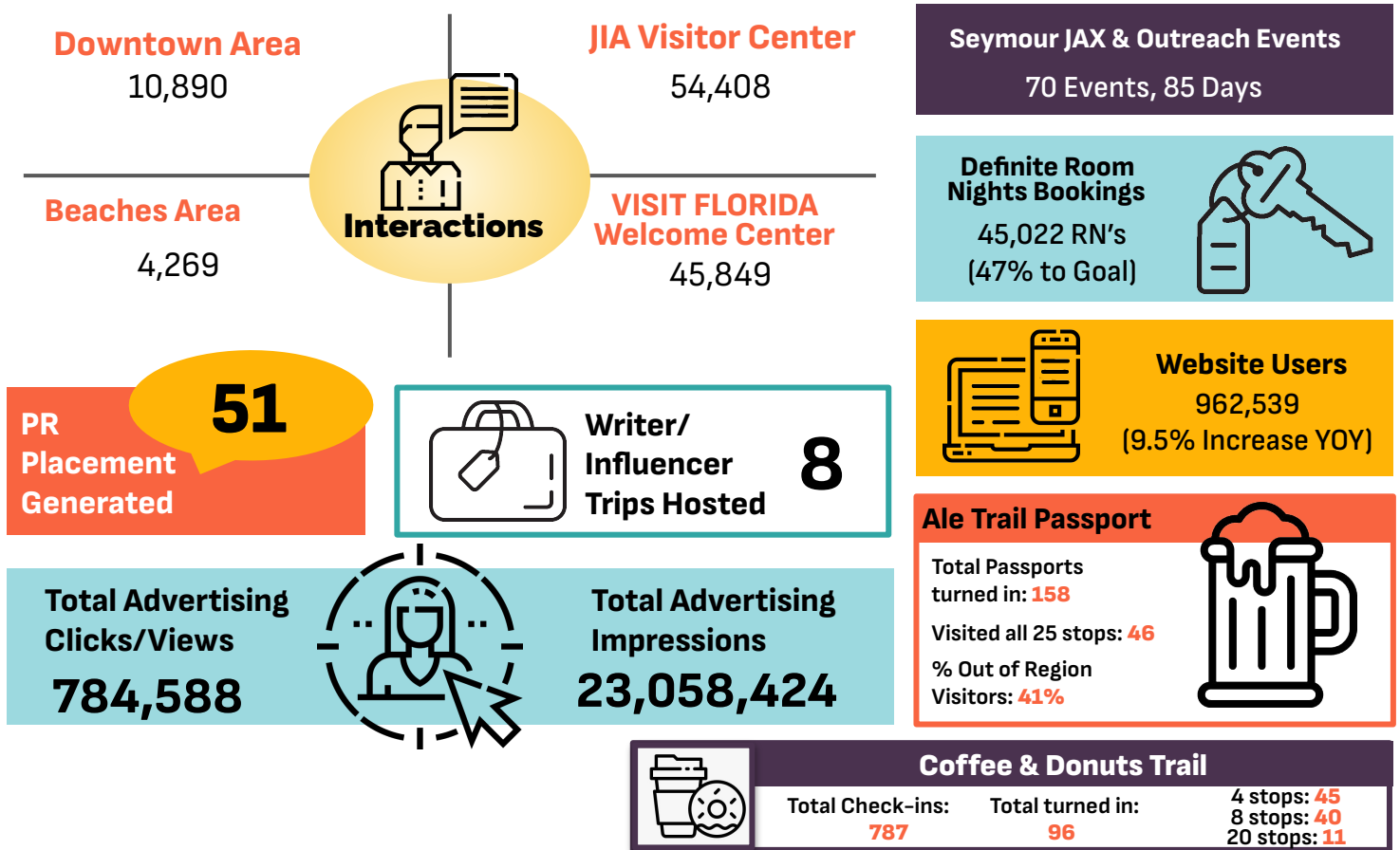
Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

TDC FY 2025-2026 Budget

CATEGORY	FY 25-26 Budget PROPOSED	FY 24-25 BUDGET TDC Approved 8/15/2024
REVENUE		
TDI Revenue as Projected by Budget Office	\$10,534,102	\$10,534,102
Transfer from Fund Balance	\$500,000	\$250,000
Interest	\$428,216	\$428,216
TOTAL REVENUE	\$11,462,318	\$11,212,318
EXPENSES		
Administration	\$312,065	\$320,134
Salaries + 5 Year Special Pay (\$116)	\$177,028	\$176,912
Pension & Defined Contribution Costs	\$21,243	\$21,229
Employer Provided Benefits	\$20,609	\$27,060
Internal Services Charges	\$49,282	\$49,282
Insurance Costs & Premiums	\$794	\$794
Professional Services & Contractual Services	\$2	\$2
Other Operating Services	\$16,680	\$16,680
Professional Development & Training & Travel	\$2	\$1,750
Indirect Costs	\$26,425	\$26,425
Destination Experience	\$1,488,823	\$1,385,817
Visit Jax Contract*	\$1,455,256	\$1,355,256
STR & CoStar Subscriptions	\$33,567	\$30,561
Marketing Services	\$5,106,706	\$4,757,956
Visit Jax Contract*	\$4,877,956	\$4,577,956
FL First Coast Golf Contract	\$228,750	\$180,000
Convention & Group Sales	\$1,755,391	\$1,685,391
Visit Jax Contract*	\$1,455,391	\$1,355,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$300,000	\$330,000
Visit Jax Convention Grants, Sponsorships, Promotions Contract*	\$725,000	\$725,000
Planning & Research	\$100,000	\$100,000
Event Grants	\$1,390,000	\$1,329,875
Special Event Grants	\$1,150,000	\$900,000
ASA - Super Girl Surf Pro	\$240,000	\$221,875
UNF - FHSAA T & F Championships	\$0	\$50,000
UNF - NCAA T & F East Preliminary	\$0	\$150,000
WasabiCon	\$0	\$8,000
Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract	\$20,000	\$13,600
Development	\$1	\$1
Contingency	\$1	\$250,000
Unallocated (Remaining to Spend)	\$564,331	\$644,544
TOTAL EXPENSES	\$11,462,318	\$11,212,318
* Total Visit Jax Contract - \$8,513,603 FY 25-26		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		
Updated 04/10/2025		

Visit Jacksonville Update:
Quarterly Report

Visit Jacksonville Q2 Stats (2024-2025)



Quarterly Highlights:

- Hosted (1) Explorers Event - Pickleball Open House at Toon Town Pickleball.
- Completed the Soul of Surf Campaign and Sweepstakes which resulted in 6,863 entries and 2,681 opt-in emails.
- Celebrated 10 years of the Jax Ale Trail by launching a new brand and holding a contest for the public to vote for Jacksonville's Favorite Brewery.
- Hosted Client Events in two key markets, Tallahassee and Washington DC, to present to meeting professionals that book Association business.
- Took Seymour Jax to Tifton, Georgia for the Rhythm & Ribs Festival.
- Hosted a training on various areas of Downtown and surrounding neighborhoods highlighting the Emerald Trail, JTA Transportation Center and Artist Walk Skate Park.

Check out the
Flip Side for more!



Visit Jacksonville Q2 Report

Quarterly Highlights:

- Achieved 100% staff completion and renewed Visit Jacksonville's certification as a Certified Autism Center with IBCCES.
- Rebranded the Explorers Program with a new logo.
- Hosted pop-up visitor centers at St. Johns Town Center and Jacksonville Beach Pier.
- Continued our UK outreach by furthering partnering with Carlisle United Football Club.
- Attended media/content creator tradeshow IMM & TravelCon and had 33 one-on-one meetings with writers and content creators.
- Created a pre-site visit questionnaire to learn more about meeting and event planners, content creators and writers before their trips to Jacksonville in an effort to provide them outstanding experiences in Jacksonville.
- Launched new email strategy and designs using MailChimp.
- Completed new research, strategies and itineraries for military families.
- Built relationships with the local Navy ticketing offices and have brochures and information now available in those locations.
- Launched a photo/video co-op for local businesses to help them to get new assets at a greatly reduced rate.
- Completed two public tourism ambassador trainings. We have now surpassed 200 locals trained over the last 18 months.
- Hosted an area hotel Director of Sales meeting as well as a neighborhood hotel partner meeting for the Southside hotels.
- The sales team conducted 14 site visits for prospective group business.
- Attended 7 tradeshow and events to promote Jacksonville for sports and meetings business.



Visit Jacksonville Update:
Budget Reallocation Request



VisitJacksonville.com

100 N. Laura St., Suite 120

Jacksonville, Florida 32202

800.733.2668

TO: TDC Members
CC: Carol Brock, TDC Executive Director
FROM: Michael Corrigan, Visit Jacksonville President
DATE: 4/17/2025
SUBJECT: FY 24-25 Budgetary Reallocation Request

Per Visit Jacksonville's contract with the City of Jacksonville, we may budgetarily exceed line items on an expense by up to 10%; however, any shifts in amounts needed larger than 10% must be brought before TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances higher than anticipated as detailed below. The total budget for Visit Jacksonville for FY 2024-25 remains the same and these are just shifts between line items to account for those areas where costs have been higher than anticipated.

Marketing and Convention Sales:

Visit Jacksonville would like to request a reallocation of \$39,000 as follows:

- Decrease **Video Production- Leisure (MKG)** budget by \$19,000 from \$70,000 to \$51,000.
- Decrease **Site Visits (CS)** budget by \$20,000 from \$70,000 to \$50,000.
- Increase **Photography/Videos- Convention Sales** budget by \$39,000 from \$15,000 to \$54,000.

An opportunity arose for a Sports Sizzle Reel and new video for a large conference that was not in the original plan when budgets were established last year.

Convention Sales:

Visit Jacksonville would like to request a reallocation of \$6,000 as follows:

- Decrease **Travel/Meals/Entertainment OOC** budget by \$6,000 from \$82,000 to \$76,000.
- Increase **Registration Fees** budget by \$6,000 from \$86,500 to \$92,500.

Registration costs continue to be higher than anticipated this year.

Visit Jacksonville Update:
Jacksonville Unified Marketing Funding Request

PROPOSED MARKETING:

JACKSONVILLE UNIFIED MARKETING

"Jacksonville Unified Marketing" will serve as a comprehensive initiative designed to educate and inspire people to live, work, visit, and invest in Jacksonville. The initiative intends to create a unified, centralized entry point for individuals or businesses seeking to engage with our city. This will include the creation of a compelling brand identity, a user-friendly landing page with clear links to trusted partner organizations (Visit Jax, JaxUSA, JAX Chamber, etc.), and a targeted advertising strategy to ensure we reach the right audiences. With your support, we can bring this vision to life and make sure everyone learns what we already know: Jacksonville is a city worth discovering.

Services to include:

- Naming
- Brand Identity
- Landing Page Design & Development
- Collateral Design
 - ▶ Rack card/brochure
 - ▶ Print cost per 5K each
- Media Plan
- Digital Graphic Design Services

Total Investment: \$100,000



Visit Jacksonville Update:
UK Marketing Plan Funding Request



UK Marketing Campaign Proposal 2025

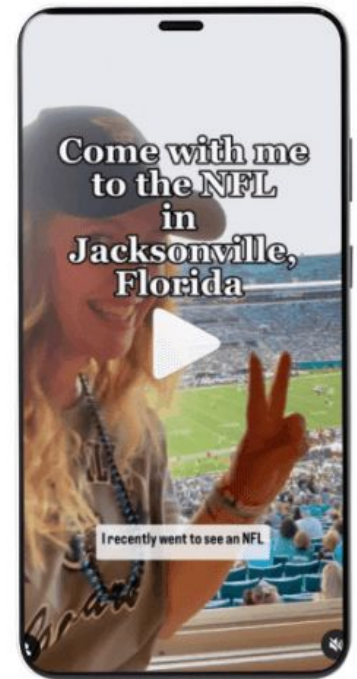


After consistent investment in leveraging the London NFL games through consumer based marketing, the Jacksonville brand has seen continued increase in destination awareness and interest. Visit Jacksonville is poised to continue that momentum with another marketing campaign opportunity, maximized to align alongside participation in Brand USA Travel Week in London (Oct. 2025).

Our strategic approach will emphasize Jacksonville's beaches, golf, and outdoor experiences to attract UK travelers seeking relaxation and adventure. This tailored approach targets couples and solo travelers, promoting Jacksonville as a dynamic and inviting holiday destination.

To maximize impact, the campaign will include:

- **Targeted Advertising:** Paid media placements leading up to and during the week of the VF Sales Mission in London, and around the Jaguars game schedule to leverage awareness to key audiences.
- **Experiential Activation:** A consumer experience in London that engages attendees through interactive elements, educating and exciting them about Jacksonville. Lead generation will be garnered through sign up/win a trip calls to action.
- **Tour Operator Appointment Tradeshow:** Attendance at Brand USA's Travel Week in London which includes three days of appointments with Tour Operators which is most often how UK visitors book their travel.
- **PR & Content Creator Engagement:** A FAM trip for relevant UK writers and influencers to Jacksonville prior to the consumer activation to generate earned media coverage and social media engagement. This group will also engage in the consumer activation to amplify the call to action to sign up/ win a trip. Travel trade education via the VF Sales Mission will also foster continued tour operator partnerships that are critical components to UK traveler holiday planning.





Campaign Summary:

With a requested total budget of \$275,000, the campaign will be able to achieve a larger capture of the target audience through paid media placements, and more lead generation through higher quality consumer activation engagement. It also affords maximum opportunity for travel trade education and partnership building from strategic alignment with the Brand USA Travel Week. All together this campaign will continued to reinforce Jacksonville's appeal as a preferred Florida travel destination for this important international market.

• Estimated Campaign Goals:

- 6.5M media impressions aimed at UK residents
- Exposure to 25,000 people via consumer activation
- 500 new email leads generated

• Budget Allocation:

- | | |
|---|----------|
| ○ Digital advertising, programmatic and out-of-home ad media placements | \$60,000 |
| ○ PR, Influencer and travel trade partnerships | \$60,000 |
| ○ Experiential marketing activation | \$80,000 |
| ○ Brand USA Travel Week, Sponsorships | \$25,000 |
| ○ Campaign Management | \$50,000 |
| <i>Negotiation, placement and optimization of all media buys and travel planner partnerships, project management of consumer activation partners, PR/influencer efforts, and staff travel</i> | |



UNF Grant Amendment



The University of North Florida Department of Athletics is requesting an additional \$35,000 in grant support to host the 2025 NCAA Track & Field East First Round. UNF was originally awarded a grant in 2020 to support the 2021, 2023, and 2025 NCAA Track & Field East First Round events. The amount was the same for each year and did not account for inflation and increases in event and facility management costs. Based on the services needed to properly manage the 2025 event as well as a reduction in anticipated funding support, UNF is projecting a loss of \$62,000. The following are reasons that are contributing to the projected loss:

- The event has grown from a 3-day meet to a 4-day meet since 2020.
- Over the past five years, labor costs have steadily increased with minimum wage increasing more than 50%. This is the largest NCAA championship event and requires a lot of staff working long days, so the amount of labor hours adds up over the course of the meet.
- UNF is responsible for providing 50-60 rooms for six nights for the track & field officials as well as the NCAA staff. The cost of hotel rooms has also increased over the past five years.
- The cost of equipment needed to support the field events has continued to increase.
- The Florida Sports Foundation is not providing any financial support for the first time since UNF began hosting NCAA Track & Field events.

UNF is reviewing the event expenses and reaching out to other entities for support in an effort to reduce the current projected deficit. An increase of \$35,000 to the TDC grant will assist UNF in running an event that does not lose money and ultimately damage the Athletic Department's primary mission of providing an elite student-athlete experience.

The NCAA Track & Field East First Round has been a very impactful event on the Jacksonville community bringing thousands of visitors to our wonderful city. Here is a reminder of the economic impact of the past two events:

2021 NCAA Track & Field Impact

12,743 room nights
37,698 total visitor days
\$11,267,964 economic impact

2023 NCAA Track & Field Impact

11,910 room nights
26,244 total visitor days
\$9,611,349 economic impact



Financial Report

Duval County Tourist Development Council

Financial Report - March 31, 2025

Summary of Amounts Remitted to Trust Fund

Collections				
Received In	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25
October	672,056.13	731,410.03	777,131.56	746,570.07
November	604,936.96	910,588.08	870,150.79	922,399.58
December	907,233.95	775,754.01	781,110.92	911,232.69
January	784,956.19	802,672.65	791,221.82	823,777.11
February	660,296.47	831,280.63	785,825.45	855,530.64
March	786,953.62	898,033.42	923,150.02	882,907.53
April	1,042,260.73	1,196,791.89	1,096,556.37	
May	1,083,987.32	969,070.87	940,633.54	
June	910,004.15	939,202.73	956,049.29	
July	896,077.60	886,091.39	813,752.69	
August	924,781.34	942,669.76	896,464.52	
September	817,772.71	779,666.00	771,697.24	
Totals	\$ 10,091,317.17	\$ 10,663,231.46	\$ 10,403,744.21	\$ 5,142,417.62

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending March 2025	\$ 10,617,571.27
12 months ending March 2024	10,642,083.20
Change over prior 12 months	\$ (24,511.93)
Percentage change	-0.23%

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

6 months ending March 2025	\$ 5,142,417.62
6 months ending March 2024	4,928,590.56
Change over prior year to date	\$ 213,827.06
Percentage change	4.34%

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

March 2025	\$ 882,907.53
March 2024	923,150.02
Change over prior year	\$ (40,242.49)
Percentage change	-4.36%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, March 2025	\$ 5,142,417.62
Average Revenues to Budget, March 2025	4,829,885.77
Average Revenues Difference	\$ 312,531.85

Duval County Tourist Development Council

Financial Report - February 28, 2025

	FY 2024/25
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,385,817.00
Disbursements	(718,285.68)
Obligations: STR Reports	(30,561.00)
Obligations: Visit Jacksonville Contract	(636,970.32)
Budgetary Balance Available	\$ -
(B) Marketing	\$ 4,757,956.00
Disbursements	(2,502,403.73)
Obligations: Florida's First Coast of Golf	(103,912.94)
Obligations: Visit Jacksonville Contract	(2,151,639.33)
Budgetary Balance Available	\$ -
(C) Convention and Group Sales	\$ 1,685,391.00
Disbursements	(718,357.25)
Obligations: Gator Bowl	(330,000.00)
Obligations: Visit Jacksonville Contract	(637,033.75)
Budgetary Balance Available	\$ -
(D) Convention Grants, Sponsorships and Promotion*	\$ 725,000.00
Prior Year's Balances	705,877.30
Disbursements	(481,082.76)
Commitments	(204,020.74)
Budgetary Balance Available	\$ 745,773.80
(2) Planning and Research	\$ 100,000.00
Carryovers	97,500.00
Disbursements	-
Obligations: Strategic Market Analysis and Visitor Profile	(197,500.00)
Budgetary Balance Available	\$ -
(3) Event Grants	\$ 1,329,875.00
Carryovers	310,000.00
Disbursements	(206,875.00)
Obligations: 2025 U.S. Spartan Championships Special Event Grant	(80,000.00)
Obligations: 2025 Springing the Blues Special Event Grant	(80,000.00)
2024 Surfer Girl Pro Marketing Grant	(175,000.00)
2025 UNF - FHSAA Track & Field Championships	(50,000.00)
2025 UNF - NCAA Track & Field East Preliminary	(150,000.00)
2025 JJVA Tropical Ice Challenge Volleyball Tournament Special Event Grant	(70,000.00)
2025 Donna Marathon Weekend Special Event Grant	(70,000.00)
2025 Jacksonville College Baseball Classic Special Event Grant	(50,000.00)
2025 Michelob Ultra PBR Jacksonville Special Event Grant	(50,000.00)
2025 AAU College Hockey National Championships Special Event Grant	(80,000.00)
2025 AAU Track and Field Primary National & Club Championships Special Event Grant	(80,000.00)
Budgetary Balance Available	\$ 498,000.00

Duval County Tourist Development Council

Financial Report - February 28, 2025

(4) Development Account*	\$ 1.00
Prior Year's Balances	2,121,075.63
Disbursements	-
Budgetary Balance Available	\$ 2,121,076.63
(5) Contingency Account*	\$ 250,000.00
Prior Year's Balances	2,256,060.00
Disbursements	-
Obligations: International Flight Marketing	(1,000,000.00)
Obligations: Future Europe Flight	(500,000.00)
Budgetary Balance Available	\$ 1,006,060.00
(6) Promotion of the Equestrian Center*	\$ 13,600.00
Prior Year's Balances	8,910.05
Disbursements	(3,582.00)
Commitments	(15,238.00)
Budgetary Balance Available	\$ 3,690.05
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$ 644,544.00
Carryovers	1,724,326.98
Disbursements	(477,056.39)
Obligations: Visit Jacksonville Sports Tourism	(1,244,491.16)
Obligations: MOCA 100th Year Anniversary	(184.65)
Obligations: Visit Jacksonville UK Marketing Plan	(2,594.78)
Budgetary Balance Available	\$ 644,544.00
TDC Administrative Budget	\$ 320,134.00
Disbursements	(118,460.34)
Budgetary Balance Available	\$ 201,673.66
Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 92,961.96
Disbursements	(27,361.10)
Obligations: Visitor Channel	(32,833.36)
Budgetary Balance Available	\$ 32,767.50

*Indicates accounts that carryforward each year

Informational Materials

2016-2025 MONTHLY TRENDS

Occupancy (%)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2016	66.4	74.5	78.6	76.2	75.2	73.5	74.4	67.6	64.9	74.0	68.6	62.9	71.4
2017	66.9	76.0	80.3	76.1	73.8	72.0	73.0	69.4	73.7	78.8	72.0	66.3	73.2
2018	72.1	79.5	81.9	79.4	75.8	75.7	73.7	74.9	71.9	74.0	66.5	62.7	74.0
2019	66.6	78.1	85.7	77.8	76.4	76.1	76.2	70.4	65.9	72.1	70.5	62.7	73.2
2020	71.7	78.2	22.0	29.7	43.6	53.7	54.5	53.8	57.3	56.1	55.1	52.5	52.4
2021	61.8	67.5	78.2	80.7	76.5	76.8	76.5	66.7	65.1	70.8	70.2	65.1	71.3
2022	65.4	74.2	82.5	79.3	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.5
2023	69.4	77.1	81.6	73.5	69.6	70.2	68.9	65.0	66.1	68.7	66.8	64.3	70.1
2024	66.3	73.4	74.9	71.1	71.4	66.6	67.1	63.7	63.2	71.0	71.0	67.8	69.0
2025	66.8	72.6											
10 yr Avg	67.3	75.1	74.0	71.5	70.6	71.0	70.9	67.0	66.0	70.9	67.7	63.6	69.6

ADR (\$)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2016	\$82	\$87	\$89	\$90	\$93	\$88	\$88	\$84	\$84	\$93	\$86	\$85	\$87
2017	\$88	\$92	\$95	\$94	\$98	\$91	\$91	\$88	\$92	\$97	\$92	\$88	\$92
2018	\$93	\$98	\$99	\$103	\$104	\$97	\$96	\$94	\$96	\$102	\$92	\$89	\$97
2019	\$92	\$99	\$111	\$102	\$104	\$98	\$99	\$94	\$95	\$97	\$100	\$89	\$98
2020	\$97	\$101	\$80	\$65	\$76	\$82	\$82	\$79	\$79	\$78	\$78	\$75	\$81
2021	\$79	\$81	\$91	\$100	\$105	\$106	\$113	\$98	\$98	\$105	\$100	\$97	\$98
2022	\$98	\$106	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
2023	\$110	\$119	\$137	\$123	\$123	\$116	\$115	\$109	\$112	\$119	\$111	\$112	\$117
2024	\$111	\$120	\$131	\$118	\$120	\$111	\$112	\$107	\$107	\$115	\$116	\$108	\$115
2025	\$113	\$119											
10 yr Avg	\$96	\$102	\$106	\$102	\$104	\$100	\$101	\$96	\$97	\$103	\$98	\$95	\$100

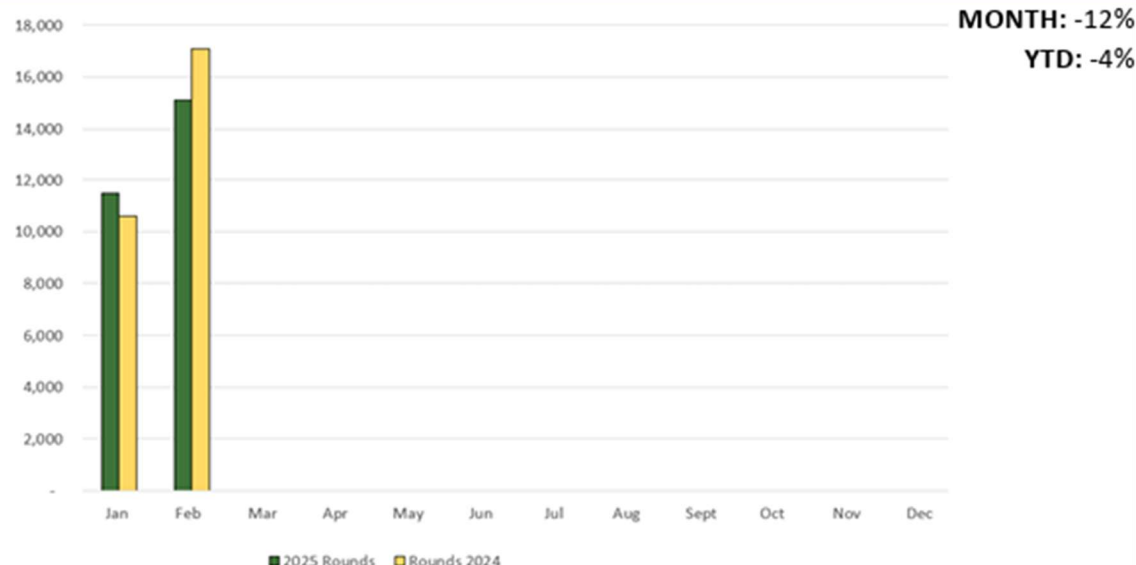
TDC Revenue/Collections

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2016	\$453,379	\$551,386	\$626,218	\$712,789	\$675,913	\$679,850	\$662,553	\$675,029	\$581,582	\$541,605	\$587,941	\$699,596	\$7,447,841
2017	\$530,509	\$592,967	\$653,411	\$769,115	\$710,688	\$723,941	\$656,112	\$713,000	\$610,751	\$668,044	\$637,037	\$763,527	\$8,029,102
2018	\$602,791	\$664,396	\$708,907	\$804,786	\$786,615	\$785,964	\$720,412	\$715,962	\$710,094	\$661,289	\$769,617	\$559,640	\$8,490,472
2019	\$592,677	\$630,201	\$707,493	\$949,015	\$793,963	\$791,225	\$716,940	\$768,698	\$656,739	\$590,918	\$680,003	\$648,659	\$8,526,530
2020	\$614,776	\$705,145	\$626,965	\$372,295	\$279,311	\$434,139	\$430,792	\$502,107	\$418,715	\$466,407	\$416,221	\$446,841	\$5,713,714
2021	\$429,325	\$475,348	\$503,963	\$730,334	\$799,299	\$799,026	\$856,827	\$877,610	\$749,120	\$668,070	\$760,461	\$795,585	\$8,444,968
2022	\$749,480	\$667,143	\$775,853	\$1,042,102	\$1,083,987	\$910,004	\$896,077	\$924,781	\$817,773	\$731,410	\$910,588	\$775,754	\$10,284,952
2023	\$802,673	\$831,281	\$898,016	\$1,196,808	\$969,071	\$939,203	\$886,091	\$896,240	\$776,666	\$777,132	\$870,151	\$781,111	\$10,624,442
2024	\$791,222	\$785,825	\$923,150	\$1,096,556	\$940,634	\$956,049	\$813,753	\$896,465	\$771,697	\$746,570	\$922,400	\$911,233	\$10,555,554
2025	\$823,777	\$855,531	\$882,908										
Monthly Differential	\$32,555	\$69,705	\$40,242										
10yr Average	\$639,061	\$675,922	\$730,688	\$852,644	\$782,165	\$779,933	\$737,729	\$774,432	\$677,015	\$650,161	\$728,269	\$709,105	\$728,094

GOLF TOURIST TRENDS FEBRUARY 2025 DUVAL COUNTY

The Golf Tourist Trends provides year over year results for your county and Northeast Florida. Tourist rounds were -12% for February and -4% YTD. Golf courses reported February business was better compared to January but February 2025 play was not better than February 2024.

GOLF TOURIST ROUND TREND



WEBSITE PERFORMANCE

MONTHLY: +50% | YTD: +46%

MONTHLY SOCIAL MEDIA

PROFILE PERFORMANCE: +12.3%
AUDIENCE: +3.4%

WEBSITE VISITATION

STATE		CITY		INTERNATIONAL
1. Florida	6. North Carolina	1. Miami	6. Jacksonville	1. Canada
2. Georgia	7. Texas	2. Atlanta	7. Orlando	2. Germany
3. Virginia	8. Ontario	3. New York	8. Dallas	3. United Kingdom
4. New York	9. Ohio	4. Chicago	9. Boston	4. Puerto Rico
5. Illinois	10. Massachusetts	5. Ashburn	10. Charlotte	5. China

AVERAGE MONTHLY PRECIPITATION

1.38" | -1.19"Δ YOY

AVERAGE MONTHLY TEMPERATURE

66° | +8°Δ YOY

FY25 EARNED MEDIA

Value: \$2,386,069
Impressions: 14,547,400

OVERVIEW

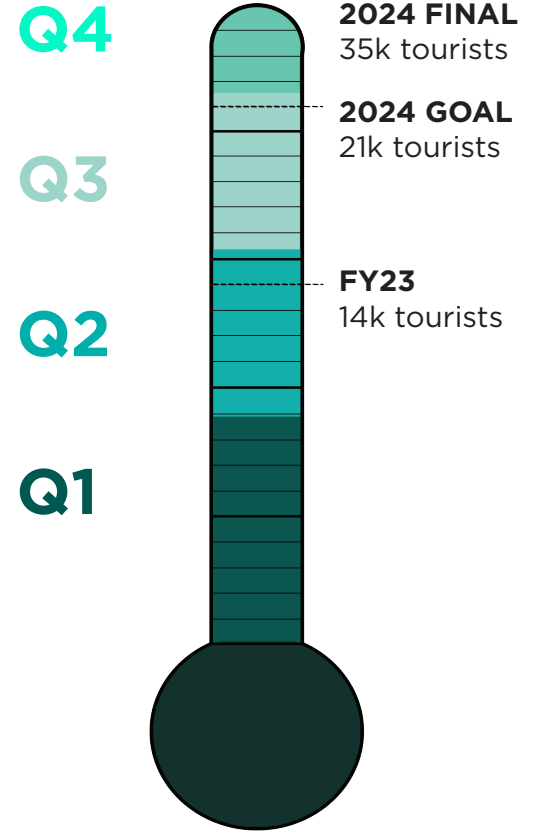
The Museum of Contemporary Art Jacksonville, a Cultural Institute of the University of North Florida, has been a significant asset to the city of Jacksonville for many years, contributing millions annually to the local economy. Organizations like MOCA drive cultural tourism, create destination, and activate the Downtown core.

In the lead up to this milestone anniversary year, the TDC approved an \$80k grant to support planning and implementation of a regional and national advertising campaign for MOCA, with the goal of increasing the museum's tourist traffic by 50%, from 14k to 21k tourist visitors in 2024.

RESULTS

MOCA's 2024 attendance surpassed all goals, reaching 35,165 tourists who traveled from outside of the 5-county Northeast Florida region to visit the museum. Comparing visitor traffic from 2024 with MOCA's fiscal year 2023, total visitation increased by 87%, to nearly 100k. The percentage of overall visitors who were tourists increased by seven percentage points (from 28% to 35%) for a total increase in tourist traffic of 151% (from 14k to >35k). While museums around the country are struggling to reach pre-pandemic attendance levels,¹ MOCA is thrilled to be an outlier in this trend, and has significantly exceeded its pre-pandemic visitation.

2024 GOAL



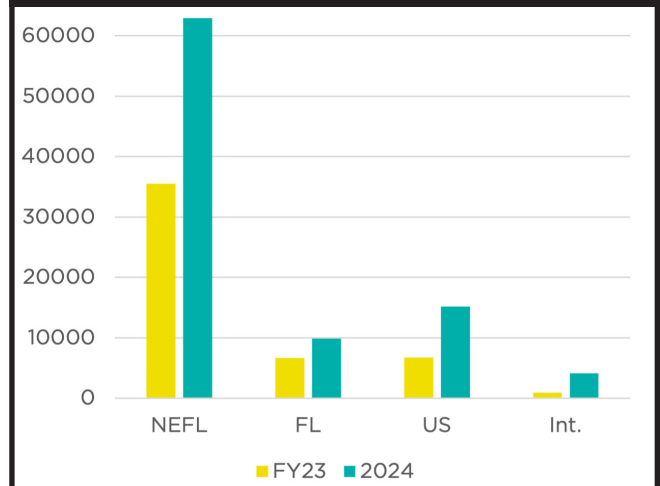
2024 VISITOR GEOGRAPHIC DATA

Quarter	NEFL	FL	US	Int	Tot.	Tourists
Q1 Jan-Mar	12,814	3,178	4,377	1,332	21,701	8,887
Q2 Apr-Jun	15,370	3,488	2,386	271	21,515	6,145
Q3 Jul-Sep	12,551	3,196	2,393	944	19,084	6,533
Q4 Oct-Dec	22,170	6,019	5,993	1,588	35,770	13,600
TOTAL	62,905	9,862	15,149	4,135	98,070	35,165

CONTACT

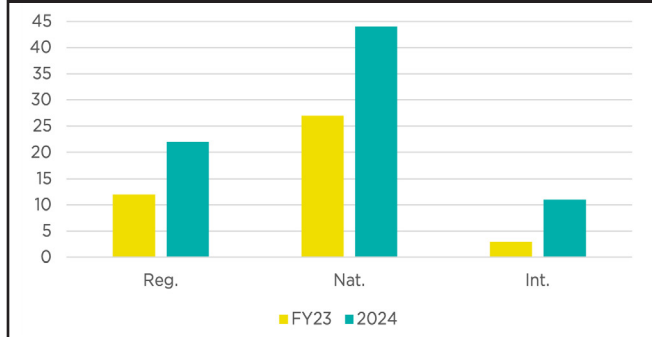
Caitlín Doherty
Executive Director, MOCA Jacksonville
caitlin.doherty@unf.edu // 904-620-4201

VISITOR GEOGRAPHY 2024



¹"Visitation Recovery Trends from the Pandemic: A 2024 Annual Survey of Museum-Goers Data Story Update," Sep. 27, 2024, <https://www.aam-us.org/2024/09/27/visitation-recovery-trends-from-the-pandemic-a-2024-annual-survey-of-museum-goers-data-story-update/>

MEDIA GEOGRAPHY Q1-Q3



EARNED MEDIA

With the support of the TDC and Visit Jacksonville, MOCA obtained significantly increased attention from media outlets, including regional, national, and international coverage. Overall, media coverage saw a 149% increase, from 364 to 904 mentions. Regional, national, and international coverage increased by 154%, from 42 to 107 mentions. This coverage is instrumental in identifying Jacksonville as a cultural destination in the minds of potential tourists, as well as elevating MOCA within the arts conversations taking place regionally, nationally, and internationally. The impacts of this media coverage will be felt far beyond the anniversary year.

YEAR IN REVIEW

MOCA's centennial year included eight exhibitions, including the groundbreaking Project Atrium installations *Jacksonville Stacked Stars* by Frank Stella and *Spectral Subjects* by Rafael Lozano-Hemmer, along with featured exhibitions like *A Walk on the Wild Side: '70s New York in the Norman E. Fisher Collection* and *Fill My Heart with Hope: Works From The Gordon W. Bailey Collection*. These, along with engaging public programs and special events, attracted visitors from the Jacksonville community and far beyond Northeast Florida. The result was a record-breaking year for MOCA, with nearly 100k people impacted by the museum's mission to promote the discovery, knowledge, and advancement of the art, artists, and ideas of our time.

The year was full of incredible milestones, including:

- A sold-out Centennial Gala
- The donation of a collection of 21 artworks from Gordon W. Bailey
- The acquisition and planned public installation of *Jacksonville Stacked Stars*
- The museum's highest attendance to that point at exhibition openings and its twice-annual Family Day events
- A record increase in community partnerships, member and donor households, and sponsorship and fundraising outcomes

LOOKING FORWARD

The excitement and momentum of the TDC's investment did not end with the 2024 calendar year or the centennial celebrations. MOCA has leveraged the success of its anniversary year with five exciting new exhibitions opening in less than four months, including a recent Exhibition Opening Celebration for two major exhibitions with record breaking attendance of more than 750 donors, members, and community members. Continued support from the TDC will enable MOCA to build upon the success of the last year.

\$909

Average amount spent by each tourist to the state of Florida²

\$3.78

Current average TDC investment per additional tourist to MOCA*

\$19.2m+

Total economic impact as a result of TDC investment



²"Travelers to Florida Continue to Outpace the Nation," Jan. 12, 2024, <https://www.flgov.com/2024/01/12/travelers-to-florida-continue-to-outpace-the-nation/>; According to a statement released by Florida Governor Ron Desantis, travelers to the state of Florida spent \$124.9 billion in 2022. For every dollar spent by the 137.4 million visitors, 97 cents were retained in the Florida economy.
* This number represents the per new tourist spend by the TDC. At the Q3 report, we had conservatively estimated the cost per new tourist to be around \$6 and resulting in closer to \$12m in economic impact.