



June 5, 2025
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, June 5, 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) – *Excused*, City Council Member Ron Salem, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Jenkins, Shawn LaNoble – *Excused*

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

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| I. Call to Order and Welcome | Chair White |
| II. Public Comments Including Action Items | Chair White |
| III. Approval of Minutes* | Chair White |
| • April 17, 2025 – TDC Regular Board Meeting | |
| IV. TDC Grants | Chair White/Carol Brock |
| • 2025-26 MOCA Cultural Tourism Promotion* | Caitlin Doherty |
| • 2025 International Women's Cup JAX* | Tony Allegretti |
| • 2025 Florida Fin Fest* | Niko Costas |
| • 2025 Constellation Furyk & Friends* | Adam Renfro |
| • 2026 Jacksonville Spartan Weekend* | Dan McDonald |
| • 2026 Springing the Blues* | Mitch Harbeson |
| V. Visit Jacksonville FY 24-25 Budget Reallocation Request* | Michael Corrigan |
| VI. Visit Jacksonville FY 25-26 Budget Presentation* | Michael Corrigan |
| VII. TDC FY 25-26 Budget Reflecting Visit Jacksonville Budget* | Carol Brock |
| VIII. Visit Jacksonville Update | Michael Corrigan |
| IX. Financial Report | Phillip Peterson |
| X. Short-Term Rental Tourist Development Tax Update | Michael Weinstein |
| XI. Tourism Strategic Plan – Upcoming Presentation | Carol White |
| XII. New Business | Chair White |
| XIII. 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

Upcoming Meeting Dates

Special Meeting TDC/VJ Strategic Plan: Monday, June 16, 2025, 3:00 p.m., City Hall – Lynwood Roberts Room

Regular Meeting: Monday, August 25, 2025, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

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)

I. Welcome and Call to Order

Chair White called the meeting to order at 10:03 a.m. and the attendees introduced themselves for the record. At the direction of the Chair, agenda items for the Financial Report and the Visit Jacksonville Update were moved up in advance.

II. Public Comments Including Action Items

Caitlin Doherty, *Executive Director, Museum of Contemporary Art*

Ms. Doherty shared the success of their 100-year anniversary campaign funded by a TDC grant for \$80,000 approved by the board at their December 2023 meeting 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 14,000 to 21,000 tourists in 2024. Ms. Daugherty reported exceeding their goal with a 151% increase in tourist traffic and an economic impact of over \$19.2 million, highlighting the ongoing momentum and recent successful exhibition opening.

John Nooney, *Waterways Advocate*

Mr. Nooney is seeking a resolution to promote public access on property along Pottsberg creek, which was recently added to a Florida Inland Navigation District (FIND) acquisition list. Mr. Nooney expressed his concern that over 90% of the waterways are privately owned and only the remaining 10% was accessible to the public. He would like to see public access to Jacksonville's waterways, including Pottsberg Creek, be improved so that it can drive eco-tourism for the city.

III. Approval of Minutes

The minutes of the February 6, 2025 Regular TDC meeting were approved **unanimously as distributed**.

IV. Financial Report

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending March 2025 were \$10,617,571.27, a 0.23% decrease over the 12 months ending March 2024. Revenue from the start of FY 24-25 to date, ending in March 2025, was \$5,142,417.62, up 4.25% compared to the start of FY 23-24 to date, ending in March 2024. Revenue for March 2025 was \$882,907.53, down 4.36% from the same month in 2024. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$312,531.85.

Mr. Peterson reviewed the budgetary balances as of February 28, 2025 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 - \$745,773.80; Planning and Research - \$0; Event Grants - \$ 498,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$3,690.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$644,544; TDC Administration - \$201,673.66; and the Special Revenue Fund - \$32,767.50.

Dr. Salem inquired about the promotion of the Equestrian Center, and Mr. Peterson explained the grant process and uses for stall rentals.

V. Visit Jacksonville Update

The Chair introduced Michael Corrigan, CEO of Visit Jacksonville, to provide a quarterly update to the board as required by the contract.

Quarterly Report

Mr. Corrigan highlighted the success of the Jax Ale Trail and its new logo. Mr. Corrigan discussed the 10-year celebration of the Jax Ale Trail and its positive impact on local breweries. He mentioned Visit Jacksonville's involvement in the Rhythm and Ribs Festival in Tifton, Georgia, and outlined the development of Seymour 2, the second mobile Visitor Center with interactive features. Mr. Corrigan also noted the 100% staff completion of Visit Jacksonville's certification as a certified Autism Center.

Budget Reallocation Request

Mr. Corrigan presented a budget reallocation request as contractually required by the TDC when budget line items exceed 10 percent. Visit Jacksonville made a reallocation request to increase Photography/Videos - Convention Sales budget by \$39,000 from \$15,000 to \$54,000. This is because an opportunity arose for a sports sizzle reel and a new video for a large conference that was not in the original plan when budgets were established last year. Additionally, Visit Jacksonville made a reallocation request to increase Registration Fees budget by \$6,000 from \$86,500 to \$92,500 due to registration costs continuing to be higher than anticipated this year.

Dr. Salem inquired about the sports sizzle reel, and Katie Mitura, Chief Marketing Officer at Visit Jacksonville, explained its purpose and benefits.

Motion (Carrico / 2nd Salem): Approve Visit Jacksonville's budget reallocation request to shift funds within the Marketing and Convention Sales accounts as presented. – **approved unanimously.**

Jacksonville Unified Marketing Funding Request

The Unified Marketing Fund Request presented by Mr. Corrigan stemmed from his observations in London, where he noticed multiple Jacksonville entities marketing separately in the same location. He proposed creating a unified approach with a single landing page to direct users to various partner organizations' websites. Visit Jacksonville would work with Wingard Marketing and Communications to launch this project. According to the discussion, less than half of the \$100,000 would be allocated to creating the brand and landing page, with the remainder designated for initial marketing efforts. Within the first year, Visit Jacksonville anticipates seeking contributions of \$25,000-50,000 from each partner organization, with an implementation timeline estimated at 3-6 months. The TDC approved the full \$100,000 with a stipulation that Visit Jacksonville would report back before spending more than \$50,000, and this restriction would be formally documented in the contract. The funds would be drawn from the "Remaining to Spend" budget account. Katie Mature clarified that the landing page would be more than just links - it would establish a unified brand identity for Jacksonville that all partners could incorporate into their marketing efforts.

Motion (Carrico / 2nd VanLoh): Approve Visit Jacksonville's Jacksonville Unified Marketing funding request in the amount of \$100,000 using funds from the FY 2024-2025 Remaining to Spend TDC Operations account. – **approved unanimously.**

UK Marketing Plan Funding Request

The UK Marketing Plan Fund Request was presented during the meeting as a continuation of last year's successful marketing initiative. Ms. Mitura introduced the request as a proposal to once again implement a marketing plan in London to coincide with the Jacksonville Jaguars game in Fall of 2025. The request was for \$275,000, an increase from the previous year's \$250,000. Ms. Mitura explained that Brand USA, the national equivalent of Visit Jacksonville, is planning activation in London during the anticipated time

of the Jaguars game. The proposal aims to partner with Brand USA and extend Jacksonville's marketing presence beyond just the game day. While Jacksonville's branding typically lasts only the week prior to the game and then disappears, this proposal would continue the marketing efforts for three additional days into the following week, aligning with Brand USA's activities in London. Detailed metrics from the previous campaign were provided. The marketing results far surpassed expectations, generating actual leads from contests and establishing communication channels with potential visitors interested in coming to Jacksonville for Jaguars games. The campaign also successfully engaged social media influencers who were brought to Jacksonville for a preseason game. Website traffic from the UK increased by 181% for the first six months of the year following the campaign. This year's plan includes a strategic shift to focus more on the travel trade in the UK. Ms. Mitura explained that UK travelers typically use travel agents to plan their trips and often stay multiple weeks in the United States. The goal is to build relationships with these travel trade companies so that Jacksonville becomes a standard option in Florida vacation packages. While last year's campaign centered primarily around Jaguars games, this year's approach will promote year-round travel to Jacksonville, highlighting attractions such as beaches, golf courses, and natural areas. The marketing strategy includes positioning Jacksonville as a complementary destination to Orlando, suggesting that visitors "spend five days in Jacksonville" as part of their Florida vacation. Visit Jacksonville is working with a UK-based agency that specializes in tourism marketing to guide these efforts effectively.

Council Vice President Carrico asked Mark VanLoh for an update on the direct flight from Jacksonville to the UK. Mr. VanLoh reported a decline in international travel to the United States due to recent tariffs, with evidence of reduced European travel being observed at Jacksonville's airport. Of particular concern is decreased travel from Canada, especially with a new non-stop flight to Toronto launching soon, complicated by the Canadian Prime Minister discouraging travel to the United States. This is concerning as Canadians are significant Florida visitors and property owners. He also noted a knowledge gap among European airline carriers, many of whose staff are unfamiliar with Jacksonville's location. While these staff can be directed to Visit Jacksonville resources to learn about local beaches and Florida attractions, this lack of awareness remains a challenge for promoting the destination. Mr. VanLoh outlined that the airport's core mission for the next one to two years will focus on targeting business travelers rather than vacationers, as airlines generate their primary revenue from business class passengers. This strategic shift recognizes the different booking behaviors in Europe, where travelers typically use travel agents rather than booking online directly. He emphasized that reaching these travel agents is crucial to putting Jacksonville "on the map" for international visitors. Mr. VanLoh acknowledged that international travel patterns are currently experiencing fluctuations, suggesting Jacksonville's effort on getting a direct flight to the UK may currently be at a low point in the cycle.

Ms. Brock shared that this investment would come out of the "Remaining to Spend" budgetary account.

Mr. Kuverji shared that Visit Jacksonville should continue to invest in domestic travel markets to which Visit Jacksonville explained they are actively doing that. Mr. Thompson said while international travel is trending down, Visit Jacksonville should not end their investments in those markets.

Motion (Carrico / 2nd VanLoh): Approve Visit Jacksonville's UK Marketing Plan funding request in the amount of \$275,000 using funds from the FY 2024-2025 Remaining to Spend TDC Operations account.
– approved unanimously.

VI. TDC FY 2025-2026 Budget

Ms. Brock presented the proposed TDC FY 2025-2026 Budget and reminded the board that there would be an opportunity to adjust it today if desired prior to the budget's approval. She shared that the budget is based on conservative estimates at the direction of the Mayor's Office using level Tourist Development Tax Revenue projections. The TDC revenue and expenses reflect a \$500,000 transfer from the fund balance up from \$250,000 fund balance transfer this year. Additionally, Ms. Brock reminded the board that the Visit Jacksonville portion of the budget is spread out over four line items: Destination Experience;

Marketing Services; Convention and Group Sales; and lastly, Convention Grants, Sponsorships, and Promotions. These are part of the planning components bound by Chapter 666, *Ordinance Code*, which the TDC contracts with Visit Jacksonville as the County's destination marketing organization to market and promote the area for tourism or convention business.

The TDC Administration line item, including salaries, is \$80,69 less than last year. Salaries remain the same with the exception of a \$116 special pay for Carol's years of service. Many of these line items are determined by the Mayor's Office. Destination Experience includes a 10% increase in the STR/CoStar subscription which includes forecasting and pipeline data used by Visit Jax. This increase could be slightly less when we get the final quote. This portion of the VJ contract increased by \$100,000 from last year. Marketing Services includes a request from Florida's First Coast of Golf to increase the contract from \$180,000 to \$228,750. This portion of the Visit Jax contract has a \$300,000 increase for marketing. Convention and Group Sales includes \$300,000 for TaxSlayer Gator Bowl, which is the last year of the multiyear contract. This portion of the Visit Jax contract has a \$100,000 increase. Convention Grants, Sponsorships, and Promotions remains the same at \$725,000. Planning and Research is \$100,000 which can be used for studies, reports, etc. if needed. Event Grants increased by \$60,125 with the anticipation of more grant requests including some multiyear grants that rolled off. Equestrian Center (H.O.R.S.E. Therapies) Grants increased by \$6,400 to replenish the grants account. Development and Contingency are each at their \$2,000,000 cap so no funds were added. Unallocated/Remaining to Spend is \$80,213 less primarily to shift funds to increase the Event Grants line.

Several board members expressed concerns about maintaining adequate marketing funding, emphasizing the importance of not reducing marketing efforts, particularly given the competitive tourism landscape. They noted that even during economic downturns, maintaining visibility in key markets remains crucial. Mr. Corrigan proposed increasing the transfer from the fund balance from \$500,000 to \$900,000 to provide for more marketing. He explained that this adjustment would allow them to build the 2026 London activation directly into the budget. Mr. Corrigan clarified that this approach would give the TDC flexibility, stating, "When we come back with a detailed budget, the 2026 London activation will be built into that budget, and then this body still has the ability to come back to us months from now and say, 'Hey, that activation didn't work last year. Don't do that.' And you can reallocate that money to something else. Or you can say, 'don't spend that money.'"

Phillip Peterson stated that the TDC Fund Balance is very healthy and recommends the board keep at least two to three million dollars in the account in the event of any downturns. Ms. Brock shared that the TDC has the money to cover the \$900,000 transfer from the fund balance to approve the request made by Visit Jacksonville.

Motion (Carrico / 2nd VanLoh): Approve the TDC FY 2025-2026 budget as presented.* – **approved unanimously.**

** The approved TDC FY 2025-2026 Budget is attached to these minutes.*

VII. TDT-Funded Organizations v. CoJ Funding

Ms. Brock raised an important discussion point regarding the allocation of tourist development tax dollars. She explained that currently, three entities receive these tax dollars: the Tourist Development Council (TDC), Visit Jacksonville (through TDC), and the Jacksonville Sports Foundation (through TDC/Visit Jacksonville). Ms. Brock noted that there has been an unofficial policy that organizations receiving city dollars typically cannot also request TDC dollars, though exceptions have been made in the past, such as for the Gator Bowl event. To illustrate the current challenge, Ms. Brock presented a real-life example: the ASUN Basketball Championship recently received \$100,000 from City Council and may approach the TDC for an additional special event grant. Furthermore, they might also seek sponsorship from the Jacksonville Sports Foundation. The key question posed to the board was whether organizations should be permitted to receive funding from multiple tourism tax-funded entities, and if so, what guidelines should govern such allocations. Ms. Brock emphasized that while the auditor confirmed there is no prohibition against funding from different sources, the board needs to provide guidance on how to handle these increasingly common requests.

In response, Dr. Salem suggested that each request should be evaluated individually based on its own merits, taking into consideration all relevant factors including the event's impact, tourism potential, and existing funding sources. He advocated for a case-by-case approach rather than establishing rigid rules that might limit opportunities. The board agreed and no immediate decision was required. Staff will continue monitoring real-life cases and may bring specific recommendations to future meetings.

VIII. UNF Grant Amendment

Nick Morrow, Athletic Director at the University of North Florida, approached the board to request a \$35,000 increase to the UNF grant for the upcoming 2025 NCAA Track and Field event. Morrow began by providing context about the history of the multiyear grant, explaining that UNF had received funding for this event since 2021, with a commitment from the TDC to fund the event at least three times before the end of 2026. The requested amendment is for the third and final track and field event.

Mr. Morrow detailed that the need for additional funding stemmed from several factors. First, the event had expanded significantly in scope since the original grant approval in 2020, resulting in higher operational costs. Second, and perhaps more critically, the Florida Sports Foundation, which had been expected to provide substantial financial support, was unable to fulfill its funding commitment due to severe budget constraints within their organization.

The board engaged in a thorough discussion about the request. Several board members inquired about the specific cost increases and the impact of the Florida Sports Foundation's funding gap. Morrow provided comprehensive explanations about how the expanded event format necessitated additional resources and how the unexpected shortfall from the Florida Sports Foundation had created a significant budget challenge for the event organizers. Mr. Morrow explained that while the original contract detailed whether a new scoreboard was installed, which was funded by a separate TDC grant, before the final year of this multiyear grant, the award for the remaining years would be decreased by \$25,000. Since the scoreboard was completed in 2023, Morrow explained the additional need for this funding request to make up for that shortfall. When asked on the total budget of the event, Morrow answered it costs approximately \$250,000.

During the discussion, board members also addressed the broader challenges faced by the Florida Sports Foundation in meeting its grant obligations. Jeanne Goldschmidt, Director of Convention Sales with Visit Jacksonville, noted that the Foundation was experiencing budget issues that affected its ability to support various sporting events throughout the state, not just the UNF event.

Motion (Salem / 2nd Thompson): Amend the UNF NCAA Track & Field East Preliminary Special Event Grant by increasing the 2025 amount from \$150,000 to \$185,000 using funds from the FY 24-25 Event Grants account. – **approved unanimously.**

IX. Strategic Plan Update

Ms. Brock gave an overview of the strategic plan development process. The TDC and Visit Jacksonville have been working closely with Downs and St. Germain Research (DSG) to create a strategic tourism plan aimed at identifying key areas for tourism growth and guiding future investments of the TDC's bed tax. Phase one, which involved completing a visitor profile, was finalized in 2024. Phase two, currently underway, focuses on developing the strategic plan through stakeholder engagement.

DSG conducted extensive stakeholder outreach, involving approximately 100 individuals from various sectors, including Jacksonville's diverse neighborhoods, accommodations, Jacksonville International Airport, attractions and restaurants, arts and culture, and sports and entertainment. This engagement included seven focus groups, one-on-one meetings, and virtual calls held in February and March 2025. Stakeholders were asked questions to guide the plan's development, including: What defines success for Visit Jacksonville (e.g., more visitors, spending, or events)? What value does Visit Jacksonville offer your organization? What are key tourism growth opportunities (e.g., sports, culture)? What support does your operation need from Visit Jacksonville (e.g., sponsorships)? How can Visit Jacksonville improve

stakeholder engagement? Stakeholders emphasized that Jacksonville lacks a clear identity and provided suggestions for both short-term and long-term tourism improvements, including ideas for strategic investments of TDC bed tax funds. All stakeholders will receive a follow-up survey to provide additional input.

The strategic plan draft is scheduled to be ready for review in June 2025. The TDC discussed options for reviewing the draft, including holding a joint meeting with the Visit Jacksonville Board of Directors or conducting a separate TDC meeting. Additionally, the TDC considered whether stakeholders should be invited to provide comments on the draft before its final approval. The board shared consensus that there would be a joint meeting with the Visit Jacksonville board in June, separate from the Regular TDC Board Meeting taking place on June 5, 2025. Stakeholders will be invited to the meeting.

X. Short Term Rental Tourist Development Tax (TDT)

Council Vice President Carrico provided an update on the short-term rental tourism development tax situation. He shared some historical context on the complexity of the topic and that he had a meeting with the Tax Collector's Office to discuss it further. Mr. Kuverji shared his frustration about what he believes is an estimated \$5 to \$8 million gap in uncollected short-term rental taxes. He suggested sending a clear public message to encourage compliance among short-term rental operators. Mr. Kuverji noted that Jacksonville Beach has a mechanism to register short-term rentals in their jurisdiction. Additionally, he shared that there are several hotel owners who are becoming reluctant to pay their TDT since it is self-reporting and if short term rentals don't have to pay then why should they? The discussion highlighted the intricacies involved, including the need for political will and better coordination among various city departments. Mr. Thompson asked why the TDC isn't the champion on bringing this issue to the forefront and solving the issue since this board is entirely funded by TDT. He highlighted that if Jacksonville Beach has something already in place, then why can't Jacksonville do the same.

Sherry Hall with the Duval County Tax Collector's Office came to the podium to provide some perspective. She explained that this is a self-reported tax, and the Tax Collector's Office makes efforts to notify anyone they identify as operating a short-term rental about their obligation to pay. However, she clarified that the Tax Collector's Office does not have statutory authority or ordinance-based ability to enforce compliance. They function solely as a collection mechanism and do everything possible to collect taxes from accounts they're aware of. Ms. Hall explained that the City of Jacksonville Beach does have a registration process in place to assist the Tax Collector's Office. Ms. Hall stated that her organization is the only entity responsible for collecting tourist development tax in Duval County.

Mr. Thompson asked if the Tax Collector's Office simply collects the tax, who enforces the collection. Ms. Hall emphasized that enforcement responsibility lies with the City's Finance Administration Department, not the Tax Collector's Office. When asked about using third-party vendors to collect these taxes, Ms. Hall detailed the challenges. For example, in 2017 when the City Council researched contracting with Airbnb to collect tax on properties they have listed in Duval County, Airbnb does not allow the city to audit where those properties are. Given that Jacksonville has unique needs, it was ultimately decided that this type of agreement would not be beneficial if the city was not able to verify where these properties are located.

Mr. Kuverji questioned if the TDC could pay for a third-party vendor to assist in this tax collection. Mr. Peterson answered that TDT dollars have to be spent on attracting tourism and was skeptical about determining if that would be an allowable expense in accordance with Florida Statutes.

Ms. Hall talked about the process of hiring a third-party vendor and shared that they will often promise high revenues but in reality it is not. Furthermore, there would be an annual cost associated with a third-party vendor and the Tax Collector's Office would need to hire additional staff to monitor the program.

Mr. VanLoh drew parallels to how Uber and Lyft were eventually regulated, suggesting a similar approach might work for short-term rental platforms like Airbnb.

Chair White agreed to meet with the City's administration regarding this complex situation.

XI. New Business

Mr. Kuverji shared that he would like the board to think about ways to improve tourism while the Jacksonville Jaguar Stadium is under construction.

XII. Closing Comments and Adjournment

The Chair announced that the next TDC meeting is scheduled for Thursday, June 6 at 10:00 a.m. in the Lynwood Roberts Room at City Hall. Additionally, he shared that the board would consider TDC grant applications at that meeting.

The meeting was adjourned at 11:48 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

DRAFT

CATEGORY	FY 25-26 BUDGET TDC Approved 4/17/2025	FY 24-25 BUDGET TDC Approved 8/15/2024
REVENUE		
TDT Revenue as Projected by Budget Office	\$10,534,102	\$10,534,102
Transfer from Fund Balance	\$900,000	\$250,000
Interest	\$428,216	\$428,216
TOTAL REVENUE	\$11,862,318	\$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	\$5,506,706	\$4,757,956
Visit Jax Contract*	\$5,277,956	\$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	\$11,862,318	\$11,212,318
* Total Visit Jax Contract - \$8,913,603 FY 25-26		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		
Updated 04/17/2025		

TDC Grant Requests



Grant Considerations for TDC Meeting Thursday, June 5, 2025

Individual grant request summary sheets are attached to this document.

Grant	Grant Category	Tourists	Maximum Grant Award	Notes
2025-2026 MOCA Cultural Tourism Promotion	F.	45,500	\$80,000	Nontraditional TDC grant based on year-long event rather than limited days.

Event Grants	Grant Category	Hotel Rooms	Tourists	Maximum Grant Award	Estimated Bed Tax*	Estimated Sales Tax*
2025 International Women's Cup JAX	F.	1500	7001 - 8000	\$80,000	\$14,311	\$13,170
2025 Florida Fin Fest	D.	1100	5001 - 6000	\$60,000	\$13,456	\$7,685
2025 Constellation Furyk & Friends	C.	900	4001 - 5000	\$50,000	\$10,988	\$10,363
2026 Jacksonville Spartan Weekend	F.	1500	7001 - 8000	\$80,000	\$30,546	\$12,649
2026 Springing the Blues Festival	F.	1500	7001 - 8000	\$80,000	\$23,386	\$21,473
Total:		6,500	~32,500	\$350,000	\$92,687	\$65,340

** Estimates based on Destinations International Event Impact Calculator prepared with assistance from Visit Jacksonville.*

Grant Request Summary



Representative:	Caitlín Doherty, Museum of Contemporary Art Jacksonville
Campaign:	2025-2026 MOCA Cultural Tourism Promotion
Campaign Overview:	MOCA celebrated its 100 th year anniversary in 2024 and had record attendance, with a 151% increase of tourist traffic in part due to an investment by TDC, resulting in \$19.2M+ of economic impact. MOCA plans to build on the momentum in the next fiscal year. The museum recently joined the 3% of museums who are accredited by the American Alliance of Museums. As the oldest art museum in the region and the second contemporary art museum to be established in the United States, MOCA will have five new major exhibitions opening this year, as well as many smaller exhibitions. MOCA commits to increasing last year's record attendance 30% resulting in at least 45,500 tourists.
Funding Request:	\$80,000
Guarantee:	10,500 additional tourists (30% increase) compared to the 2024 calendar year of 35,000 tourists for a total of 45,500 tourists in its 2026 fiscal year.
Funding to Support:	Should MOCA receive its full funding request, it will designate \$30,000 toward strategy, photography, branding, and design, leaving \$50,000 for regional and national advertising. MOCA would direct \$15,000-\$20,000 toward regional and \$30,000-\$35,000 toward national ads. MOCA would focus on digital ads because of their ability to track engagement. Beyond that, MOCA will employ a combination of print, digital, and display advertising in target markets around the country, with a focus on drivable destinations, the top 5+ cities with direct flights to Jacksonville, cultural councils in cities with a high level of travel to the area, and targeted arts advertising opportunities. Promotional strategies will be based on collaboration and guidance with its ad agency as well as Visit Jacksonville.
Past TDC Support:	2023-2024 \$80,000
Suggested Action*:	Approve Museum of Contemporary Art Jacksonville to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025-2026 MOCA Cultural Tourism Promotion Campaign.

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

Grant Request Summary



Representative: Tony Allegretti, Sporting Jax
Event: 2025 International Women's Cup Jax
Date of Event: August 2-9, 2025
Location: University of North Florida – Hodges Stadium

Event Overview: The 2025 International Women's Cup Jax presented by Sporting Jax is the first of its kind in Jacksonville. The match will be a seven-day event with professional female soccer players ranging in ages from 18 to 35 years old. Various activities including a family-friendly kid zone with interactive experiences will be on site. This one-of-a-kind USA event will bring international attention to Jacksonville and create unprecedented opportunities by exposing our city to Glasgow Celtic and Newcastle United players and fans, and strong followings in Ireland, UK, Australia, and Canada. There will be an equipment drive for Jacksonville youth programs sponsored by Adidas, day of community service, as well as ticket distributions to local youth soccer clubs.

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/Promotion; Event Production; Venue Rental, Talent Acquisition

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$14,311 **Local Sales Tax (Direct):** \$13,170
Based on Destinations International Event Impact Calculator

Application Score: 76 points out of 100 points

Suggested Action*: Approve Sporting Jax to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 International Women's Cup Jax.

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

Grant Request Summary



Representative: Niko Costas, Real Time Entertainment & Management
Event: 2025 Florida Fin Fest
Date of Event: September 12-13, 2025
Location: SeaWalk Pavilion and Latham Plaza, Jacksonville Beach

Event Overview: The 2025 Florida Fin Fest presented by Real Time Entertainment & Management is a free outdoor conservation, education, and music festival. The two-day oceanfront event features educational panel discussions from conservation and science experts, interactive hands-on experiential activities for all ages, as well as performances by musical artists. Florida Fin Fest will be held at Jacksonville Beach's SeaWalk Pavilion and extending into the Latham Plaza. The festival facilitates recycling throughout the event and concludes with a beach clean-up.

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; Event Production; Talent Acquisition

Past TDC Support: 2024 - \$60,000 with 5,406 tourists + 1100 hotel nights
2023 - \$60,000 with 6,565 tourists
2022 - \$60,000 with 5,557 tourists

Tourism Impact: **Bed Tax (Direct):** \$13,456 **Local Sales Tax (Direct):** \$7,685

Based on Destinations International Event Impact Calculator

Application Score: 68 points out of 100 points

Suggested Action*: Approve Real Time Entertainment & Management to receive a special event grant for \$60,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Florida Fin Fest.

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

Grant Request Summary



Representative: Adam Renfroe, Jim & Tabitha Furyk Foundation
Event: 2025 Constellation Furyk & Friends
Date of Event: September 29 – October 5, 2025
Location: Timuquana Country Club

Event Overview: The 2025 Constellation Furyk & Friends is a returning event to Timuquana Country Club in the fall. This PGA TOUR Champions event offers a multifaceted golf tournament with well-known participants, food and fun, and activities for the entire family. Last year's event was enjoyed by 4,482 tourists. All proceeds benefit Northeast Florida charities through the Jim & Tabitha Furyk Foundation. This event will leverage partnerships with Florida's First Coast of Golf.

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: Event Production

Past TDC Support: 2024 - \$40,000 with 4,482 tourists and 719 hotel room nights
2023 - \$80,000 with 5,374 tourists and ~700 hotel room nights
2022 - \$100,000 with 9,253 tourists and ~700 hotel room nights

Tourism Impact: **Bed Tax (Direct):** \$10,988 **Local Sales Tax (Direct):** \$10,363

Based on Destinations International Event Impact Calculator

Application Score: 64 points out of 100 points

Suggested Action*: Approve Jim & Tabitha Furyk Foundation to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Constellation Furyk & Friends.

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

Grant Request Summary



Representative: Dan McDonald, Spartan Race, Inc.
Event: 2026 Jacksonville Spartan Weekend
Date of Event: February 28 – March 1, 2026
Location: Diamond D Ranch, 5903-1 Solomon Rd, Jacksonville, FL 32234

Event Overview: The 2026 Jacksonville Spartan Weekend is a two-day event featuring multiple obstacle courses, 5K and 10K races, kids races, and more. Attracting racers, fitness enthusiasts, families, and spectators from around the southeast and beyond, this event takes advantage of Jacksonville's outdoors and affinity for sporting events. The event has met and/or exceeded the 5000+ tourists guarantee each year.

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; Advertising and Promotion

Past TDC Support: 2025 - \$80,000 with 8,546 tourists + 3,220 hotel nights
2024 - \$125,000 with 6,900 tourists
2023 - \$175,000 with 8552 tourists*
2022 - \$125,000 with 8115 tourists*
2021 - \$150,000 with 5092 tourists*
**2021 – 2023 applicant was Airstream Ventures*

Tourism Impact: **Bed Tax (Direct):** \$30,546 **Local Sales Tax (Direct):** \$12,649
Based on Destinations International Event Impact Calculator

Application Score: 41 points out of 100 points

Suggested Action*: Approve Spartan Race, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2026 Jacksonville Spartan Weekend.

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

Grant Request Summary



Representative: Mitch Harbeson, Jax Beach Festivals, Inc.
Event: 2026 Springing the Blues Festival
Date of Event: April 10 – April 12, 2026
Location: SeaWalk Pavilion and Latham Plaza, Jacksonville Beach

Event Overview: The 2026 Springing the Blues is a free, outdoor blues music festival that celebrates America's indigenous musical form. This will be the 34th annual festival. The one-of-a-kind three-day oceanfront event features national, regional, and local blues artists on two stages. Beyond the 30-plus concerts held during the event, the festival offers a variety of family-friendly attractions, an artisan marketplace, diverse food court, and dedicated kids' zone. Local students are offered hands-on experiences through internships and opportunities to perform on the stage.

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; Event Production; Talent Acquisition

Past TDC Support: 2025 - \$80,000 with 11,000 tourists and 2600 hotel room nights
2023* - \$45,000 with 14,175 tourists and 1,163 hotel room nights
2022* - \$50,000 with 9,858 tourists and 1,350 hotel room nights
**2022 – 2023 applicant was Airstream Ventures*

Tourism Impact: **Bed Tax (Direct):** \$23,386 **Sales Tax (Direct):** \$21.473
Based on Destinations International Event Impact Calculator

Application Score: 48 points out of 100 points

Suggested Action*: Approve Jax Beach Festivals, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2026 Springing the Blues Festival.

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

VJ FY 24-25 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: 6/5/2025
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 \$32,500 as follows:

- Decrease **Sales Missions (CS)** budget by \$7,500 from \$37,350 to \$29,850.
- Decrease **Site Visits (CS)** budget by \$25,000 from \$50,000 to \$25,000.
- Increase **Convention Sales/Group Ads- Digital** budget by \$32,500 from \$169,023 to \$201,523.

To utilize underspent budgets based on actual for digital marketing sales efforts, some around the Charlotte activation in September.

Destination Experience:

Visit Jacksonville would like to request a reallocation of \$17,700 as follows:

- Decrease **VISIT FLORIDA (Welcome Center Brochure Display)** budget by \$6,000 from \$6,000 to \$0.
- Decrease **Website Chat Feature** budget by \$5,000 from \$5,000 to \$0.
- Decrease **OOO Travel/Meals/Registration Fees- Convention Services** by \$4,700 from \$10,000 to \$5,300.
- Decrease **Visitor Center Training** by \$2,000 from \$8,000 to \$6,000.
- Increase **Convention Services Amenities/Promo Items** budget by \$17,700 from \$55,000 to \$72,700.

To utilize underspent budgets based on actual for concession/amenity purchases for additional outreach efforts and to purchase a printer for printing our own welcome signage versus sending to a print service.

Marketing:

Visit Jacksonville would like to request a reallocation of \$7,000 as follows:

- Decrease **Collateral Leisure Printing** budget by \$7,000 from \$35,000 to \$28,000.
- Increase **Printing of Community Brochures** budget by \$3,000 from \$10,000 to \$13,000.
- Increase **OOC- Travel/Meals/Registration Fees** budget by \$4,000 from \$15,000 to \$19,000.

The community brochures line was budgeted too low for opportunities that have presented themselves and conference registrations have been higher than anticipated.

VJ FY 25-26 Budget Presentation

**VISIT JACKSONVILLE
FY 2025 - 2026**

DESCRIPTION	24-25 ACTUAL BUDGET	25-26 PROPOSED BUDGET	\$ INC/ (DEC)	% INC/ (DEC)	Explanation
OVERHEAD COSTS - VISIT JACKSONVILLE ADMINISTRATION:					
TOTAL OVERHEAD/ADMINISTRATION (ALLOCATED TO COMPONENTS BELOW)	\$ 1,382,867	\$ 1,444,707	\$ 61,840	4%	Anticipated insurance and technology price increases as well as overall cost of business.
(i) DESTINATION EXPERIENCE					
ADMINISTRATIVE ALLOCATION	\$ 248,916	\$ 260,587	\$ 11,671	5%	
PROGRAM CONTINGENCY FEE	\$ 12,895	\$ 14,282	\$ 1,387	11%	
SALARIES/WAGES/BENEFITS	\$ 583,837	\$ 631,171	\$ 47,334	8%	COLA and additional position for services needs/venues.
PROFESSIONAL DEVELOPMENT	\$ 14,000	\$ 12,000	\$ (2,000)	-14%	
OFFICE SUPPLIES	\$ 5,500	\$ 10,910	\$ 5,410	98%	Laptop replacements needed that were not necessary in PY.
VISIT FLORIDA OUTREACH EXPENSES	\$ 4,000	\$ 2,000	\$ (2,000)	-50%	Moving all events to Sponsorships/Promotions budget line.
SPONSORSHIPS/PROMOTIONS	\$ 2,000	\$ 50,000	\$ 48,000	2400%	This line now includes all event promotions: NTTW, Tourism Ambassador Trainings, Explorers Events, Quarterly Trivia. Previously these items were interspersed in Outreach based on the closest location to the event. This consolidation will assist in easier coding and tracking on total event costs.
BEACHES OUTREACH EXPENSES	\$ 15,000	\$ 9,000	\$ (6,000)	-40%	Moving all events to Sponsorships/Promotions budget line.
AIRPORT OUTREACH EXPENSES	\$ 6,500	\$ 2,000	\$ (4,500)	-69%	Moving all events to Sponsorships/Promotions budget line.
DOWNTOWN OUTREACH EXPENSES	\$ 90,108	\$ 68,000	\$ (22,108)	-25%	Moving all events to Sponsorships/Promotions budget line. Only Artwalk & center lease will remain in Downtown Outreach.
MOBILE VISITOR CENTER OPERATIONS	\$ 16,500	\$ 22,500	\$ 6,000	36%	Second MVC storage, transportation and insurance costs.
KIOSK MAINTENANCE	\$ 2,000	\$ 2,000	\$ -	0%	
WEBSITE CHAT FEATURE	\$ -	\$ -	\$ -	N/A	Removing LiveChat feature from website.
OTHER CENTER UPGRADES	\$ 130,000	\$ 110,000	\$ (20,000)	-15%	Budgeting for replacement of sprinter van as well as retail build out within Downtown Visitor Center and new videos for video wall.
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	\$ 5,000	\$ 5,000	\$ -	0%	
VISIT FLORIDA (WELCOME CENTER BROCHURE DISPLAY/OTHER MEMBERSHIP)	\$ -	\$ 6,000	\$ 6,000	100%	Not utilized in PY.
VISITOR CENTER TRAINING	\$ 6,000	\$ 3,000	\$ (3,000)	-50%	PY included certified autism training renewal.
OOO-TRAVEL/MEALS/REGISTRATION FEES - VISITOR SERVICES	\$ 9,000	\$ 10,000	\$ 1,000	11%	Increase for additional out of market activations.
TRAVEL/MEALS - LOCAL- VISITOR SERVICES	\$ 7,500	\$ 4,000	\$ (3,500)	-47%	
OOO- TRAVEL/MEALS/REGISTRATION FEES - CONVENTION SERVICES	\$ 5,300	\$ 9,000	\$ 3,700	70%	
TRAVEL/MEALS - LOCAL- CONVENTION SERVICES	\$ 2,000	\$ 1,000	\$ (1,000)	-50%	
RESEARCH DATABASE- GEODATA	\$ 45,000	\$ 60,000	\$ 15,000	33%	Full Placer AI access; had limited POIs in prior year to try platform.
RESEARCH INFO	\$ 30,000	\$ 30,000	\$ -	0%	
CONVENTION SERVICES AMENITIES/PROMO ITEMS	\$ 72,700	\$ 68,000	\$ (4,700)	-6%	Increase in amenities for providing as a part of events and sponsorships.
CONVENTION SERVICES - CONCESSIONS	\$ 40,500	\$ 42,000	\$ 1,500	4%	
CONVENTION SERVICES - SITE INSPECTIONS	\$ 1,000	\$ 1,500	\$ 500	50%	
SUBTOTAL DESTINATION EXPERIENCE	\$ 1,355,256	\$ 1,433,950	\$ 78,694	6%	
(ii) MARKETING SERVICES					
ADMINISTRATIVE ALLOCATION	\$ 885,035	\$ 926,532	\$ 41,497	5%	
PROGRAM CONTINGENCY FEE	\$ 45,846	\$ 50,781	\$ 4,935	11%	

SALARIES/WAGES/BENEFITS	\$ 589,058	\$ 673,862	\$ 84,804	14%	COLA; new position budgeted for Community Outreach growth.
PROFESSIONAL DEVELOPMENT	\$ 15,000	\$ 18,000	\$ 3,000	20%	To add professional development conference for a team member that did not have one in the PY.
MARKETING SERVICES - RETAINER- MEDIA BUYING, CREATIVE & PUBLIC RELATIONS	\$ 405,000	\$ 440,000	\$ 35,000	9%	Increases due to contract negotiations in January for extensions. Anticipated at 15% (5% escalator for the 3 years).
MARKETING SERVICES- CONVENTION SALES RETAINER- CREATIVE & MEDIA BUYING	\$ 50,000	\$ 55,625	\$ 5,625	11%	Increases due to contract negotiations in January for extensions. Anticipated at 15% (5% escalator for the 3 years).
POSTAGE/SHIPPING	\$ 1,500	\$ 2,000	\$ 500	33%	
OFFICE SUPPLIES	\$ 3,500	\$ 7,000	\$ 3,500	100%	Laptop replacements needed.
MEMBERSHIPS/SUBSCRIPTIONS	\$ 1,200	\$ 2,000	\$ 800	67%	1 new membership.
CONTINGENCY	\$ 1,000	\$ 1,000	\$ -	0%	
OOC- TRAVEL/MEALS/REGISTRATION FEES- MARKETING	\$ 19,000	\$ 20,000	\$ 1,000	5%	To include London activation travel.
LOCAL MEETINGS- MARKETING	\$ 5,000	\$ 8,500	\$ 3,500	70%	Includes: insiders event, partner meetings, trail partner meetings and industry training day.
DIGITAL (MARKET & AUDIENCE TARGETING)	\$ 1,289,996	\$ 1,427,373	\$ 137,377	11%	Numbers not final; to be adjusted with media plan in August.
PRINT (MARKET & AUDIENCE TARGETING)	\$ 227,180	\$ 227,180	\$ -	0%	Numbers not final; to be adjusted with media plan in August.
ADVERTISING CONTINGENCY (LOCAL SPORTS, ETC.)	\$ 53,088	\$ 152,000	\$ 98,912	186%	Numbers not final; to be adjusted with media plan in August.
DIRECT FLIGHT MARKETS	\$ 18,000	\$ 18,000	\$ -	0%	Numbers not final; to be adjusted with media plan in August.
CONVENTION SALES/GROUP ADS - PRINT	\$ 87,750	\$ 87,750	\$ -	0%	Numbers not final; to be adjusted with media plan in August.
CONVENTION SALES/GROUP ADS - DIGITAL	\$ 201,523	\$ 180,000	\$ (21,523)	-11%	Numbers not final; to be adjusted with media plan in August.
CONVENTION SALES/GROUP ADS - SOCIAL MEDIA/SEM	\$ 1,000	\$ -	\$ (1,000)	-100%	
WEBSITE MAINTENANCE AND HOSTING	\$ 27,600	\$ 27,600	\$ -	0%	
WEBSITE UPGRADES	\$ 25,000	\$ 25,000	\$ -	0%	
THRESHOLD 360 VIDEOS	\$ 24,200	\$ 30,000	\$ 5,800	24%	Based on actual cost.
MANAGEMENT SOFTWARE- COWDRIFT, NUVI, SPROUT	\$ 45,000	\$ 42,000	\$ (3,000)	-7%	
SOCIAL MEDIA PROMOTED POSTS/FILTERS	\$ 17,000	\$ 15,000	\$ (2,000)	-12%	Decreased based on actual spend.
MOBILE APP & MAINTENANCE	\$ 10,000	\$ 10,000	\$ -	0%	
MOBILE APP UPGRADES	\$ 7,500	\$ 2,000	\$ (5,500)	-73%	Decreased based on actual spend.
VISITOR MAGAZINE	\$ 40,000	\$ 55,000	\$ 15,000	38%	Plans to distribute more in annual plan for 25-26.
SITE VISITS/MEDIA FAMS	\$ 25,000	\$ 50,000	\$ 25,000	100%	To add 2 new FAMS for writers/content creators.
MEDIA MISSION- TRAVEL	\$ 5,780	\$ 10,000	\$ 4,220	73%	Two domestic missions planned and 1 international in Toronto.
MEDIA WIRE PROMOTIONS	\$ 3,500	\$ -	\$ (3,500)	-100%	No opportunity for this; company no longer performs service.
INFLUENCERS ADVERTISING	\$ 50,000	\$ 60,000	\$ 10,000	20%	To add 1-2 additional influencers to plan for 25-26.
TRADESHOWS- MARKETING	\$ 24,200	\$ 32,000	\$ 7,800	32%	Add IPW for 25-26 because being held in Florida.
MAP PRINTING	\$ 7,500	\$ -	\$ (7,500)	-100%	Moved budget into collateral line for consolidation of print efforts.
COLLATERAL LEISURE PRINTING	\$ 28,000	\$ 40,000	\$ 12,000	43%	Map printing moved into this line.
COLLATERAL- CONVENTION SALES	\$ 5,000	\$ 5,000	\$ -	0%	
VIDEO PRODUCTION-LEISURE	\$ 51,000	\$ 100,000	\$ 49,000	96%	New focus on storytelling requiring more videos for 25-26.
PRINTING OF COMMUNITY BROCHURES	\$ 13,000	\$ 15,000	\$ 2,000	15%	
FREELANCE WRITERS	\$ 15,000	\$ 15,000	\$ -	0%	
PHOTOGRAPHY- LEISURE	\$ 40,000	\$ 50,000	\$ 10,000	25%	Demand for new photography; over budget in prior year and had to stop.
PHOTOGRAPHY/VIDEOS- CONVENTION SALES	\$ 54,000	\$ 50,000	\$ (4,000)	-7%	
PROMOTIONAL CONTESTS	\$ 7,500	\$ 7,500	\$ -	0%	
PROMOTIONAL OUTREACH EVENTS	\$ 150,000	\$ 200,000	\$ 50,000	33%	Includes London activation funding that will have to be paid in 25-26.
PROMOTIONAL ITEMS	\$ 30,000	\$ 40,000	\$ 10,000	33%	More outreach efforts in 25-26.
JAX ALE TRAIL	\$ 25,000	\$ 22,000	\$ (3,000)	-12%	PY included new signage.
SUBTOTAL MARKETING SERVICES	\$ 4,630,456	\$ 5,200,703	\$ 570,247	12%	
(iii) CONVENTION AND GROUP SALES					

ADMINISTRATIVE ALLOCATION	\$ 248,916	\$ 260,587	\$ 11,671	5%	
PROGRAM CONTINGENCY FEE	\$ 12,895	\$ 14,282	\$ 1,387	11%	
SALARIES/WAGES/BENEFITS	\$ 665,367	\$ 684,348	\$ 18,981	3%	
PROFESSIONAL DEVELOPMENT	\$ 20,200	\$ 23,000	\$ 2,800	14%	Added professional development for an employee that did not receive in PY.
OTHER STAFF EXPENSES	\$ 1,000	\$ 2,500	\$ 1,500	150%	VJ Logo'd apparel for sales managers.
POSTAGE/SHIPPING/OFFICE SUPPLIES	\$ 11,138	\$ 12,428	\$ 1,290	12%	Increased shipping costs for client development thank yous.
CONTINGENCY	\$ 5,000	\$ 1,000	\$ (4,000)	-80%	
IDSS DATABASE	\$ 35,850	\$ 36,350	\$ 500	1%	
ECONOMIC IMPACT CALCULATOR	\$ 11,475	\$ 11,750	\$ 275	2%	
TRAVEL, MEALS & ENTERTAINMENT - LOCAL- CONVENTION SALES	\$ 12,500	\$ 12,500	\$ -	0%	
INDUSTRY ASSOCIATION DUES- CONVENTION SALES	\$ 20,800	\$ 23,500	\$ 2,700	13%	
FAM TRIPS	\$ -	\$ 17,000	\$ 17,000	0%	To host a Planner Advisory Council FAM.
SITE VISITS - CONVENTION SALES	\$ 25,000	\$ 37,500	\$ 12,500	50%	Decrease based on actual costs incurred in PY.
SALES MISSIONS & CLIENT EVENTS	\$ 29,850	\$ 43,000	\$ 13,150	44%	Increase due to thank yous for RFPs for client development.
TRAVEL/MEALS/ENTERTAINMENT - OOC- CONVENTION SALES	\$ 76,000	\$ 80,000	\$ 4,000	5%	Increasing travel costs.
TRADESHOW BOOTH SHIPPING/SUPPLIES	\$ 29,400	\$ 27,500	\$ (1,900)	-6%	
REGISTRATION FEES	\$ 92,500	\$ 96,705	\$ 4,205	5%	Increasing registration costs.
CO-OP CONVENTION CENTER	\$ 5,000	\$ 5,000	\$ -	0%	
SUBTOTAL CONVENTION AND GROUP SALES	\$ 1,302,891	\$ 1,388,950	\$ 86,059	7%	
(iv) CONVENTION GRANTS, SPONSORSHIPS & PROMOTIONS					
CONVENTION GRANTS	\$ 325,000	\$ 420,000	\$ 95,000	29%	Continue efforts to offer incentives during need periods with stadium down.
CONVENTION SPONSORSHIPS & PROMOTIONS	\$ 350,000	\$ 370,000	\$ 20,000	6%	Includes The Players sponsorship.
MARKETING SPONSORSHIPS & PROMOTIONS	\$ 50,000	\$ 100,000	\$ 50,000	100%	Provide additional marketing sponsorship opportunities.
SUBTOTAL CONVENTION GRANTS, SPONSORSHIPS & PROMOTIONS	\$ 725,000	\$ 890,000	\$ 165,000	23%	
TOTAL TOURISM SERVICES	\$ 8,013,603	\$ 8,913,603	\$ 900,000	11%	
PROGRAM CONTINGENCY FEE (ALLOCATED ABOVE TO DEPTS: DE, MKG, CS)	\$ 71,636	\$ 79,345			

Financials

Duval County Tourist Development Council

Financial Report - April 30, 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	1,144,956.33
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	\$ 6,287,373.95

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending April 2025	\$ 10,665,971.23
12 months ending April 2024	10,541,847.68
Change over prior 12 months	\$ 124,123.55
Percentage change	1.18%

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

7 months ending April 2025	\$ 6,287,373.95
7 months ending April 2024	6,025,146.93
Change over prior year to date	\$ 262,227.02
Percentage change	4.35%

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

April 2025	\$ 1,144,956.33
April 2024	1,096,556.37
Change over prior year	\$ 48,399.96
Percentage change	4.41%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, April 2025	\$ 6,287,373.95
Average Revenues to Budget, April 2025	5,957,034.68
Average Revenues Difference	\$ 330,339.27

Duval County Tourist Development Council

Financial Report - April 30, 2025

	FY 2024/25
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,385,817.00
Disbursements	(930,609.12)
Obligations: STR Reports	(30,561.00)
Obligations: Visit Jacksonville Contract	(424,646.88)
Budgetary Balance Available	\$ -
(B) Marketing	\$ 4,757,956.00
Disbursements	(3,274,956.68)
Obligations: Florida's First Coast of Golf	(48,573.09)
Obligations: Visit Jacksonville Contract	(1,434,426.23)
Budgetary Balance Available	\$ -
(C) Convention and Group Sales	\$ 1,685,391.00
Disbursements	(1,260,701.85)
Obligations: Visit Jacksonville Contract	(424,689.15)
Budgetary Balance Available	\$ -
(D) Convention Grants, Sponsorships and Promotion*	\$ 725,000.00
Prior Year's Balances	705,877.30
Disbursements	(492,917.76)
Commitments	(175,173.74)
Budgetary Balance Available	\$ 762,785.80
(2) Planning and Research	\$ 100,000.00
Carryovers	97,500.00
Disbursements	(32,500.00)
Obligations: Strategic Market Analysis and Visitor Profile	(165,000.00)
Budgetary Balance Available	\$ -
(3) Event Grants	\$ 1,329,875.00
Carryovers	310,000.00
Disbursements	(571,875.00)
Obligations: 2025 U.S. Spartan Championships Special Event Grant	(80,000.00)
Obligations: 2025 Springing the Blues Special Event Grant	(80,000.00)
2025 UNF - FHSA Track & Field Championships	(50,000.00)
2025 UNF - NCAA Track & Field East Preliminary	(150,000.00)
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 - April 30, 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	(12,567.00)
Commitments	(6,300.00)
Budgetary Balance Available	\$ 3,643.05
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$ 644,544.00
Carryovers	1,724,326.98
Disbursements	(505,058.88)
Obligations: Visit Jacksonville Sports Tourism	(1,216,488.67)
Obligations: MOCA 100th Year Anniversary	(184.65)
Obligations: Visit Jacksonville UK Marketing Plan	(2,594.78)
Obligations: Visit Jacksonville UK Marketing Plan 2025	(275,000.00)
Obligations: Visit Jacksonville Unified Marketing Plan	(100,000.00)
Budgetary Balance Available	\$ 269,544.00
TDC Administrative Budget	\$ 320,134.00
Disbursements	(166,259.17)
Budgetary Balance Available	\$ 153,874.83
Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 92,961.96
Disbursements	(32,833.32)
Obligations: Visitor Channel	(27,361.14)
Budgetary Balance Available	\$ 32,767.50

*Indicates accounts that carryforward each year

Short-Term Rental Tourism Development Tax Update

***DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
CHAIR WHITE AND MEMBER KUPERJI NOTICED MEETING MINUTES***

**Tuesday, May 27, 2025, 1:00-1:30 p.m.
City Hall – Conference Room 2D**

TDC Members: City Council President Randy White (Chair), Jitan Kuverji

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor)

I. Welcome and Call to Order

Chair White

The Chair called the meeting to order at 1:00 p.m., with a scheduled end time of 1:30 p.m. Chair White established ground rules for public comments, specifying that any comments must be solely related to the meeting's agenda: short-term rental information. He acknowledged previous inquiries regarding this topic from Mr. Kuverji, noting its long-standing nature and the Chair reiterated his commitment to bringing the matter before the Mayor's Office, assuring attendees of his commitment to helping resolve the issue.

II. Short Term Rental Information

Jitan Kuverji

Council President White initiated a discussion about a solution to tourist development tax (TDT) collection on short-term rentals, mentioning a meeting with Mr. Weinstein, Chief of Staff for Mayor Deegan, to brief him on the subject. Mr. Weinstein then explained that this issue has been reviewed multiple times, involving meetings with representatives from the Tax Collector's Office and the Finance Department. The consistent conclusion from these meetings is that the collection effort is not expected to yield significant returns, and concerns exist regarding potential legal challenges and lawsuits. Mr. Weinstein also noted that approximately \$31 million was collected in tourist development tax revenue during Fiscal Year 2024. He continued by explaining that \$1.9 million in revenue from short-term rentals TDT was deemed not worth pursuing further due to the effort involved and potential regulatory complications. Mr. Weinstein stated that they cannot force the Tax Collector to pursue this revenue, and this issue has been consistently addressed.

Mr. Kuverji discussed the significant growth of Airbnb in Duval County. He explained that Airbnb initially operated as a platform for renting rooms in private homes for short periods of time. However, it has since evolved into a publicly traded hospitality company. He noted a dramatic increase in Airbnb listings in Duval County, from approximately 500-600 in 2017 to 8,700 active listings as of the morning of the meeting. Mr. Kuverji highlighted that Duval County is unique in Northeast Florida for lacking a system to effectively collect tourist development taxes from these short-term rentals, estimating significant revenue loss based on his research.

Mr. Kuverji estimated \$5 million to \$8 million in annual uncollected revenue from short-term rentals TDT. This lost revenue isn't due to tax evasion, but rather a lack of awareness among short-term rental owners regarding their tax obligations. He highlighted this by sharing his own experience registering his hotel on Airbnb, only to be directed to local legislation for tax information instead of receiving clear guidance from the platform. He concluded that approximately \$4 million in potential revenue is uncollected for every 1 million collected, emphasizing the significant financial impact of this issue. Mr. Kuverji noted that Jacksonville Beach actively collects both short-term rental and hospitality taxes due to city regulations. This proactive approach has resulted in increased tourist development taxes collected by the Tax Collector's Office, a significant portion of which is attributed to Jacksonville Beach's actions in the past one to two years.

Mr. Weinstein presented information obtained from the Tax Collector's Office, stating that there are no agreements between the beach communities and short-term rental companies. He clarifies that Jacksonville Beach and other beach communities do not collect the tourist development tax; instead, registered transient rental accommodations are responsible for remitting the tax directly to the Duval County Tax Collector's Office.

The conversation shifted to Mr. Corrigan, CEO of Visit Jacksonville and former Duval County Tax Collector, saying that a past City Council committee (2016-2017) formed to legitimize short-term rentals, which revealed that doing so would significantly disrupt the existing ordinance code regarding zoning. After extensive deliberation, that committee decided against legitimizing them to avoid the extensive code revisions. Despite this, multiple vendors have attempted to retroactively collect taxes from those who operated short-term rentals before legitimization. It's highlighted that tourist development tax payments are self-reported, with no enforcement mechanism in place, regardless of the type of accommodation.

Mr. Corrigan explained the current capability to identify properties rented through platforms like Airbnb and collect TDT from them. This involves vendors who scrub lists of properties, identify those used for short-term rentals, and send letters demanding TDT collection. Mr. Weinstein inquired if this outsourcing option was considered. Mr. Corrigan confirmed that a similar approach was considered when he was Tax Collector, involving Airbnb directly submitting TDT data. However, this option lacked auditing capabilities, which the Council Auditor rejected due to concerns about accountability and accuracy. The main challenge, according to Mr. Corrigan, is the lack of enforcement due to the self-reporting nature of the TDT.

Mr. Kuverji added that many hotel owners in the city are frustrated with the current situation. He also shared that Jacksonville Beach's regulations regarding Airbnb weren't primarily driven by tax revenue but rather by resident safety concerns. He expressed concern about the impact of equity firms purchasing numerous homes in Jacksonville, leading to empty properties and exacerbating the city's affordable housing crisis. These firms are buying homes not to live in them, but as investments, reducing the availability of housing for residents.

Mr. Kuverji suggested a lack of public awareness regarding the tax is likely the primary reason for non-payment. Mr. Weinstein proposed two solutions: public education campaigns and outsourcing collection to a company working on commission. This company would receive a portion of the collected taxes, with the remainder going to the city.

Mr. Corrigan explained that while proactive education on hotel tax payments might result in only 85% collection at best, some hotels consistently avoid payment without consequence. Mr. Weinstein stated that proactive education leads to no loss and only benefits. Mr. Corrigan mentioned the possibility of using external companies for better results but notes the associated costs. Mr. Weinstein asked about Mr. Corrigan's experience with contracting external companies during his time as a Tax Collector. Corrigan described the involvement of the Administrative Finance Department, the Office of General Counsel (OGC), and the Tax Collector association's legal representation in discussions about this. At the time, they studied Palm Beach County's approach and ultimately decided against contracting with an external company, deeming it a bad agreement. However, Mr. Corrigan anticipated greater confidence in a newer software but detailed a cost would incur the first year, with revenue generation following later.

Ms. Brock shared a memo from the TDC's legal counsel stating that the TDC could not pay for this system or software due to specific restraints outlined in Florida Statutes.

Visiting Councilman, Jimmy Peluso, questioned the implications regarding a registry and the zoning code issues of short-term rentals. Mr. Weinstein pointed out that registration puts the governing body on notice of potential non-compliance, raising the question of how to address such situations.

Mr. Kuverji also talked about potential issues with homestead exemptions being claimed on properties used as short-term rentals.

Visiting Councilman, Chris Miller, raised concerns about the legal implications of collecting data on certain operations, questioning what acknowledging their existence and operation implies legally. He highlighted the potential responsibility for safety and other issues beyond zoning requirements. Mr. Weinstein strongly suggested consulting the Office of General Counsel (OGC) to understand the legal ramifications of various options. He expressed concern about creating a registry, emphasizing that it would put them on notice and increase legal liability, using the example of a pool and potential incidents.

III. Public Comment As Time Permits

Chair White

John Nooney

Mr. Nooney shared that he resides next to a short-term rental and highlighted the potential for increased short-term rentals due to changes in legislation passed by the City Council regarding accessory dwelling units

IV. Closing Comments and Adjournment

Chair White

The Chair thanked the attendees for their time and reminded everyone that this topic will be added to the agenda for the next TDC Regular Board Meeting on June 5th in the Lynwood Roberts Room.

Chair White adjourned the meeting at 1:30 p.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

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	74.9	69.5									
10 yr Avg	67.3	75.1	74.1	71.3	70.6	71.0	70.9	67.0	66.0	70.9	67.7	63.6	69.6

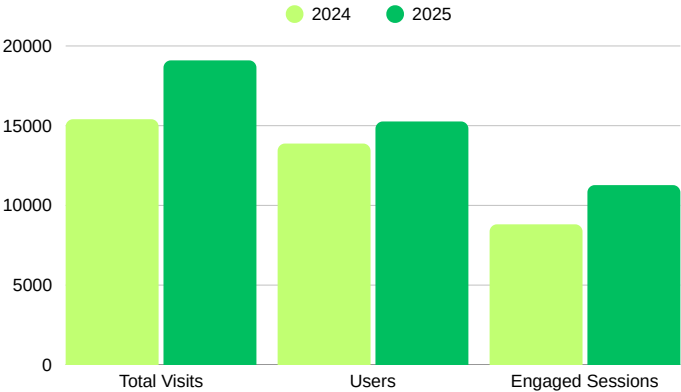
ADR (\$)

	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	\$132	\$121									
10 yr Avg	\$96	\$102	\$109	\$104	\$104	\$100	\$101	\$96	\$97	\$103	\$98	\$95	\$100

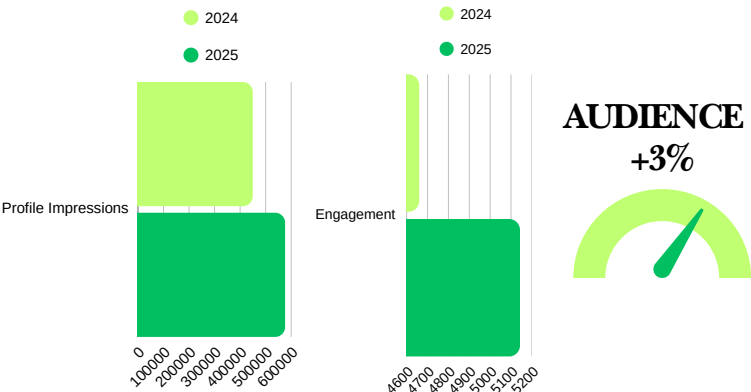
TDC Revenue/Collections

	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	\$1,144,956									
Monthly Differential	\$32,555	\$69,705	\$40,242	\$48,400									
10yr Average	\$639,061	\$675,922	\$730,688	\$881,876	\$782,165	\$779,933	\$737,729	\$774,432	\$677,015	\$650,161	\$728,269	\$709,105	\$730,530

WEBSITE PERFORMANCE



SOCIAL PERFORMANCE



TOP GOLF TRAVEL MARKETS

CITY

- Atlanta
- New York
- Chicago
- Orlando
- Miami
- Charlotte
- Dallas
- Ashburn
- Raleigh
- Boston

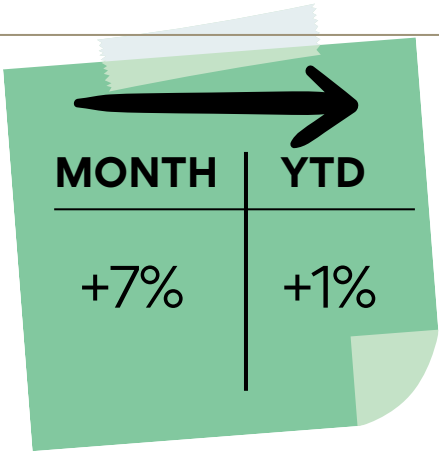
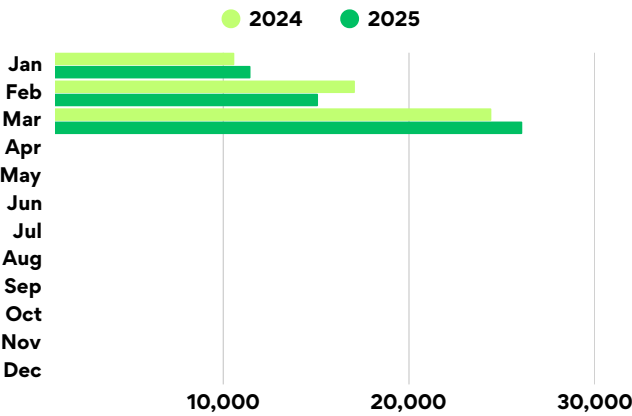
STATE

- Florida
- Georgia
- New York
- North Carolina
- Texas
- Illinois
- Virginia
- Ohio
- Michigan
- Pennsylvania

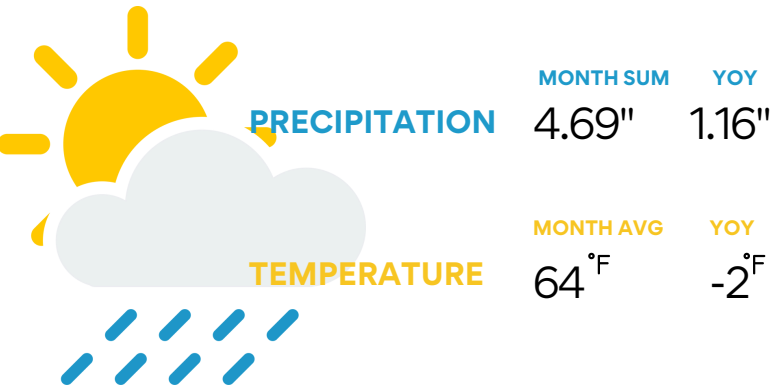
INTERNATIONAL

- Canada
- United Kingdom
- Puerto Rico
- Ireland
- Germany

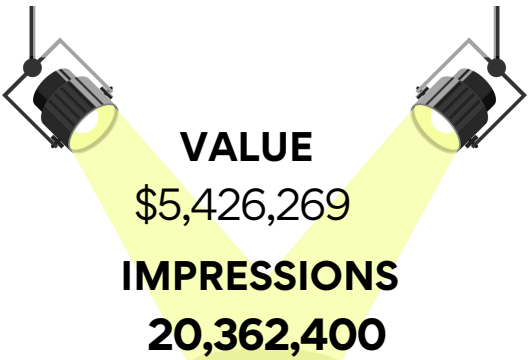
TOURISM ROUNDS



CLIMATE



EARNED MEDIA



TO: City of Jacksonville Leaders

FROM: Jitan Kuverji

Comfort Suites Baymeadows, Owner/Operator, 8277 Western Way Circle, Jacksonville, FL
Duval County Tourist Development Council (TDC), Board Member
Duval County Homelessness Initiatives Commission, Secretary
Florida Restaurant & Lodging Association Northeast Chapter, Vice President of Lodging

DATE: June 3, 2025

SUBJECT: Uncollected Tourist Development Tax: Untapped Revenue Potential

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What Are Short-Term Rentals (STRs)?

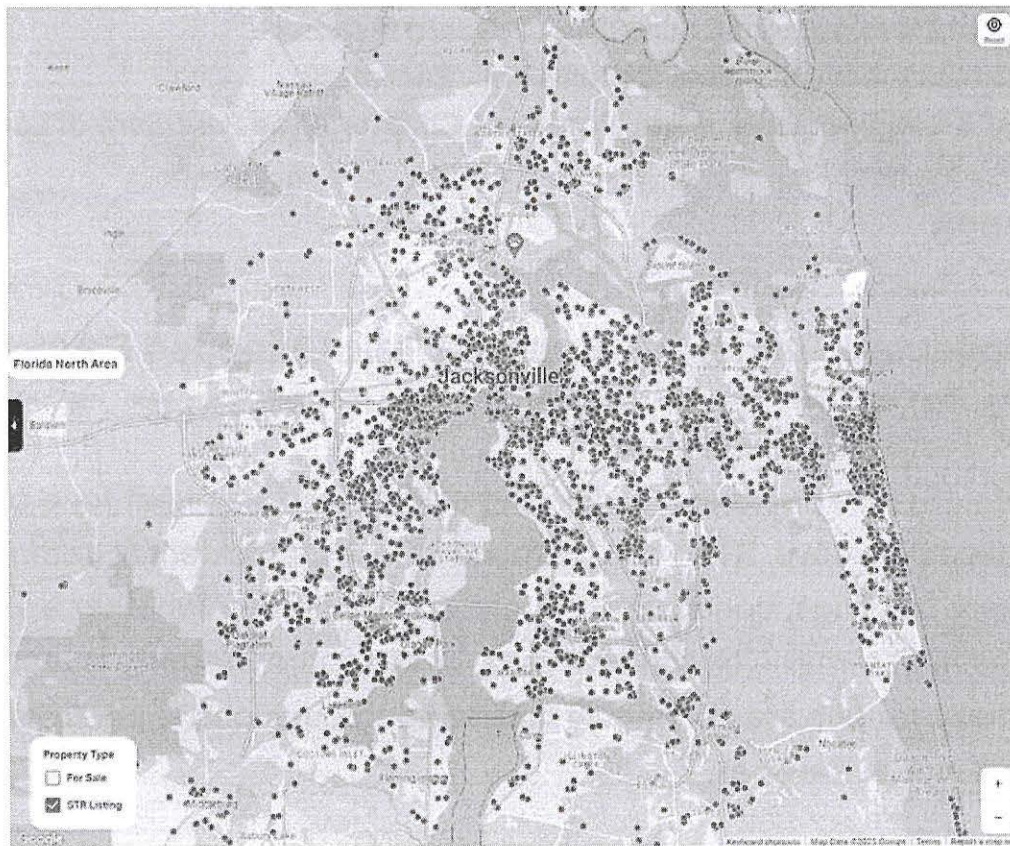
A short-term rental (STR) is defined as a dwelling unit rented to a guest for a period of less than 30 consecutive days. STRs can be found in various residential settings, including apartment buildings, condominiums, and private homes; whether a single room is rented while the host remains on the premises, or the entire property is leased for exclusive use. These rentals are commonly facilitated through online platforms such as Airbnb, VRBO, and similar services.

STR vs Licensed Accommodation Regulation Requirements

Short-term rentals (STRs) in Florida are not subject to state licensure and are exempt from the public lodging regulations set forth in Florida Statutes Section 509 (F.S.S. 509). Due to the absence of state licensing requirements, enforcement of sales tax and Tourist Development Tax (TDT) collection from STR operators present significant challenges. In the absence of uniform statewide regulation, local municipalities and counties have enacted their own ordinances, including licensing and compliance measures, to monitor STR activity and ensure the proper remittance of required lodging taxes. In addition to the collection and remittance of sales tax and Tourist Development Tax (TDT), licensed lodging establishments are subject to stringent health and safety regulations. These requirements include, but are not limited to, the installation and maintenance of fire suppression systems, annual health inspections of guest accommodations, and mandatory human trafficking prevention training for employees. Compliance with these and other regulatory measures is essential to ensure the safety, welfare, and legal accountability of licensed lodging operations.

STRs in Duval County

Please view the map below from AirDNA, www.airdna.co, the purple dots indicate current Short-Term Rental in Duval County.



Data from Airdna.co 2.24.25

According to AirDNA data, there are over 5,000 short-term rentals (STRs) in Duval County, many of which do not comply with voluntary business registration requirements or remit sales tax and Tourist Development Tax (TDT) as required of licensed lodging establishments. The local TDT rate is 6% of the rental charge, with revenues allocated to the Duval County Tourist Development Council (TDC) to support stadium maintenance, destination marketing, and tourism-related initiatives. In the absence of mandatory local registration and enforcement mechanisms, these unregistered STRs are not legally obligated to remit TDT, resulting in significant unrealized tax revenue.

Why Action is Needed & Steps to Take

To establish equitable regulatory oversight between STRs and licensed lodging establishments, the initial priority must be to ensure the proper collection and remittance of all legally required taxes, including sales tax and TDT.

I have initiated discussions with the TDC, Visit Jacksonville, and the Tax Collector's Office regarding strategies to collect the TDT from STR owners. These discussions include the evaluation of a specialized system designed to identify and enforce TDT compliance among unregistered STR operators through advanced data analytics and technology. By continuing to collaborate with the Tax Collector's Office, we can leverage their expertise to facilitate outreach and enforcement efforts, ensuring that STR owners are properly notified of their tax obligations. This initiative aims to maximize TDT revenue, promote regulatory compliance, and establish a fair, transparent tax collection framework that supports Jacksonville's tourism economy.

The Jacksonville City Council plays a critical role in facilitating the effective collection and enforcement of the TDT from STRs. To initiate this program, City Council support is essential in approving a one-time funding allocation for the initial investment in software. This investment will enable the City to begin collecting the required taxes, ensuring that STR operators comply with existing tax obligations.

Once established, the program will become self-sustaining, with ongoing operational costs covered by the TDT revenue collected. Currently, an estimated \$1-\$3 million in TDT revenue remains uncollected annually due to the lack of regulatory enforcement (Sources: Expedia Group and AirDna Company). Implementing this initiative will not only increase funding for local tourism programs and infrastructure but also advance policy discussions on regulatory fairness, ensuring that all lodging providers contribute equitably to the local economy.

I look forward to our conversation on STRs and local tax collection efforts.
I appreciate your support in growing our tourism economy.

Sincerely,

Jitan Kuverji

jitanjax@gmail.com

Cell 408-206-1730



2025/26 MOCA Cultural Tourism Advertising and Promotion Plan

Overall Marketing Budget

Current Budget:

MOCA's upcoming fiscal year budget (July 1, 2025 through June 30, 2026) that would fall during the grant period tentatively includes the following:

- Promotional Design, Strategy, Branding, and Photography - \$77,700
- Onsite Promotion (public banners/signage and print material) - \$93,850
- Local Advertising - \$85,050
- Ads and Promotional tools w/potential reach beyond Local - \$7,480
 - (includes newsletter, Google grant, SM planning platform)
- Regional Advertising - \$0
- National Advertising - \$0

TOTAL Estimated Budget for Branding, Advertising, and Promotion - \$264,080

Proposed Budget:

With the support of the TDC, MOCA would be able to dedicate \$50k to regional and national advertising, which would be 37% of our overall advertising budget and 19% of our overall promotional budget, which includes design, strategy, branding, photography, and onsite promotional print materials and public-facing signage.

If the museum receives \$80k, it will designate \$30k toward strategy, photography, branding, and design, leaving \$50k for regional/national advertising. MOCA would direct \$15-20k toward regional and \$30-35k toward national ads. Based on feedback from Visit Jacksonville (VJ), MOCA would focus on digital ads because of their ability to track engagement. Beyond that, MOCA will employ a combination of print, digital, and display advertising in target markets around the country, with a focus on drivable destinations, the top 5+ cities with direct flights to Jacksonville, Cultural Councils in cities with a high level of travel to the area, and targeted arts advertising opportunities. Strategy will be based on collaboration and guidance from VJ and will be complemented by an aggressive national PR campaign that includes journalist travel for local art and culture tours featuring MOCA Jacksonville and highlighting Jacksonville as a cultural destination.

MUSEUM OF CONTEMPORARY ART JACKSONVILLE
333 NORTH LAURA STREET, JACKSONVILLE, FL 32202

MOCAJACKSONVILLE.UNF.EDU
PHONE 904-366-6911 // FAX 904-366-6901



PROMOTIONAL TIMELINE

Through end of FY25 (June 30, 2025)

- Limited brand photography
- Earned media focus (local, regional, and national push)
 - Announcements for two main exhibitions
 - *Jax Contemporary: MOCA Jacksonville Arts Triennial*
 - *The Armory South: The 1924 Jacksonville Woman's Club Exhibiton Rediscovered*
 - VJ promotion of MOCA's exhibitions and programs to journalists outside of Jacksonville, with a focus on Jacksonville as a cultural tourism destination
 - Confirmed visit by international publication on May 2
 - Announcement of MOCA's recent accreditation by the American Alliance of Museum, the highest recognition for US museums
 - Opening of Robert Rauschenberg Tribute – Jade Dellinger, Director of Bob Rauschenberg Gallery in Tampa to visit and be available for interviews

FY26

ONGOING

- Continued promotion of MOCA's exhibitions and programs to journalists outside of Jacksonville by Visit Jacksonville, with a focus on Jacksonville as a cultural tourism destination
- Regular photography of MOCA exhibitions and programs to enhance advertising and earned media
- Coordination of regional and national advertising with local agency and Visit Jacksonville

Dates TBD

- Announcement of the acquisition of Frank Stella's *Jacksonville Stacked Stars*, along with announcement of support from nationally relevant philanthropist(s)
- Announcement of the installation of *Jacksonville Stacked Stars* in a public space near the museum

Jul/Aug 2025

- Complete creation of MOCA brand campaign
- Develop advertising plan
- Events

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- UNF Fall Week of Welcome for new students and families with tours of MOCA – targeted communications to families living outside of NEFL
- Earned media focus (local, regional, and national push)
 - Continued promotion of CSX Free Access program, in partnership with Blue Star Families, offering free admission to military families and first responders
 - Announce UNF Student Artist-in-Residence
 - Announcement of Arts UNF, a new model for non-curricular arts integration in a university setting
 - Announcement of artists participating in *Project Atrium: Muralists in Action* -Artist available for interviews and events, media push

Sep/Oct 2025

- Events
 - Art & Technology Roundtable with Rafael Lozano-Hemmer and Michael Nardone, Ph.D. – Both panelists available for interviews and events, media push (September)
 - Celebration of *Project Atrium: Muralists in Action* and Award Ceremony to announce winners of *Jax Contemporary: MOCA Jacksonville Arts Triennial* (October)
- Earned media focus (local, regional, and national push)
 - Continued promotion of CSX Free Access program, in partnership with Blue Star Families, offering free admission to military families and first responders (ends Nov. 11 – Veterans Day)
 - Opening of annual Art with a Heart in Healthcare exhibition
 - Promotion of Artists working on installation of *Project Atrium: Muralists in Action* – Artist available for interviews and events, media push
 - Sebastian Vallejo exhibition opens in MOCA's UNF Gallery – Artist available for interviews and events, media push
 - Announcement of new artwork acquisition resulting from *Jax Contemporary*

Nov/Dec 2025

- Events
 - Opening Celebration for featured exhibition by artist Whitney Oldenburg, who is a Jacksonville native currently working out of NYC (November)
 - MOCA Fall Family Day in partnership with Friends of James Weldon Johnson Park (November)
 - Annual Makers Market featuring NEFL artisans (December)

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- Earned media focus (local, regional, and national push)
 - Kids Free November promotion
 - Final weeks of CSX Free Access program, in partnership with Blue Star Families, offering free admission to military families and first responders (ends Nov. 11 – Veterans Day)
 - Fall Family Day promotion, including community partners, special activities, and performances
 - Whitney Oldenburg exhibition - Artist available for interviews and events (November)
 - *Photography in the Collection*, highlighting the history of photography, to open to the public – Paul Karabinas available for interviews and events (December)
 - Promotion of MOCA and Jacksonville to the Miami market during Art Basel Miami Beach, when museum leadership will lead a VIP guided travel opportunity for donors (December)
 - Promotion of Winter Camp @ MOCA

Jan/Feb 2026

- Events
 - UNF events with tours at MOCA and targeted communications to current/prospective students, Alumni, and families living outside of Duval County
 - Homecoming Celebrations
 - Family Weekend tours at MOCA
 - Spring Week of Welcome for new students and families
 - Annual Member Mixer encouraging current members to bring new members to the museum for an evening of activities – includes promotion to surrounding counties
- Earned media focus (local, regional, and national push)
 - Announcement of new movie series in partnership with COJ Film Department
 - Announcement of UNF Student Artist-in-Residence exhibition - Artist available for interviews and events, media push
 - Promotion of Spring Camp @ MOCA
 - Promotion of Teen Council annual event
 - Announcement of MOCA's UNF Gallery exhibition by Jiha Moon, an artists working out of Tallahassee, FL - Artist available for interviews and events, media push

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Mar/Apr 2026

- Events
 - Opening Celebration for *Project Atrium: Nari Ward*, an internationally recognized artist
 - UNF Admitted Osprey Day event with tour of MOCA - attracts families considering UNF as the higher learning choice for their soon to graduate high school students
 - MOCA Spring Family Day in partnership with Friends of James Weldon Johnson Park (March)
 - Signature fundraising event and/or international travel opportunity for museum donors, providing an opportunity to promote Jacksonville as a cultural destination abroad
 - MOCA Teen Council annual event
- Earned media focus (local, regional, and national push)
 - Spring Family Day promotion, including community partners, special activities, and performances
 - Announcement of *Project Atrium: Nari Ward* - Artist available for interviews and events, media push
 - Promotion of Summer Camp @ MOCA

May/Jun 2026

- Events
 - Opening Celebration of Featured Exhibition - Title TBA
- Earned media focus (local, regional, and national push)
 - Announcement of Featured Exhibition - Title TBA
 - Continued promotion of Summer Camp @ MOCA
 - Impacts/Outcomes of School Tour Program
 - Promotion of CSX Free Access program, in partnership with Blue Star Families, offering free admission to military families and first responders

MUSEUM OF CONTEMPORARY ART JACKSONVILLE
333 NORTH LAURA STREET, JACKSONVILLE, FL 32202

MOCAJACKSONVILLE.UNF.EDU
PHONE 904-366-6911 // FAX 904-366-6901



TARGET PUBLICATIONS FOR EARNED MEDIA

International Media:

- Florida Sun
- The Guardian (International)
- The Independent (International)
- The Times (International)

National Media:

- AP News – Art & Entertainment
- Bloomberg
- CBS News
- CNN
- CNN Style
- Forbes
- Hyperallergic
- Medium
- MSNBC
- New York Times
- NPR
- PBS
- Slate
- USA Today
- US News & World Report
- Vice
- Wall Street Journal
- Washington Post

Regional Publications:

- Authentic Florida
- Chadd Scott – freelance writer for Forbes and others
- Flamingo Magazine
- Florida Design
- Garden & Gun
- Miami Herald
- Orlando Sentinel
- Orlando Weekly
- SavannahNOW
- South Magazine
- Southern Living
- Tallahassee Magazine
- Tampa Bay Times
- Town & Country

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- The Local Palate

Art Sector-Specific National Publications:

- Aperture
- Art in America
- Art Daily
- Artforum
- Artnet News
- ARTnews
- Cultbytes
- E-Flux
- Flash Art
- Frieze
- Fstoppers
- Juxtapoz
- Observer Arts
- Paste
- Raw Vision
- Sotheby's
- Spike Art Magazine
- The Art Newspaper
- The Artist's Magazine

Travel Specific:

- Travel + Leisure
- Conde Nast Traveler
- AFAR Magazine
- Global Traveler
- Florida Beyond
- Coastal Living
- Budget Traveler
- Travel Pulse

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MOCA Jacksonville has been a leading visual arts organization for more than a century. As illustrated last year, MOCA's dynamic exhibitions and program have the potential to draw huge regional, national, and international audiences to Jacksonville's core, enlivening the city center through cultural tourism.

MOCA Jacksonville is respectfully **requesting \$80,000** from the Tourist Development Council to support the museum in attracting regional and national tourism to Duval County over one year. In MOCA's Fiscal Year 2026 (July 1, 2025 to June 30, 2026), the museum expects to **increase is tourist attendance by 30%, from apx. 35k to 45.5k tourists.**

Together, the TDC and MOCA can continue to **take Jacksonville to the next level as a driver of cultural tourism.** In FY26, MOCA will present groundbreaking exhibitions and programs, providing opportunities to attract tourists by positioning Jacksonville as a regional destination for arts and culture. Support from the TDC will increase MOCA's marketing capacity by:

- Enabling a regional and national advertising buy that is beyond the museum's current budget capacity
- Engaging a local agency to create branding assets and campaign design, develop an advertising strategy, and manage the museum's regional and national advertising buy
- Building a partnership with Visit Jacksonville to implement an aggressive national PR campaign, including journalist travel, that will continue increasing earned media coverage

2024 MOCA FUNDING IMPACTS

New funding will expand upon the success of the TDC's investment of \$80k for marketing around the museum's 100th anniversary in 2024, which resulted in:

- **>\$19.2m** in economic impact as a direct result of the 2024 TDC investment
- **87%** increase in overall museum attendance
- **151%** increase in tourist traffic (from 14k to >35k)
- **154%** increase in regional, national, and international coverage

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:

- Advertise to tourists in markets around the country
- Host an Art & Technology Roundtable with artist Rafael Lozano-Hemmer and Michael Nardone, PhD, both leaders in their fields
- Provide a robust slate of public programs that offer multiple points of entry and layers of understanding
- Commission two new works by prominent local, nationally, and internationally acclaimed artists
- Feature exhibitions highlighting art by popular artists such as Robert Mapplethorpe, Robert Rauschenberg, Peggy Bacon, and Marsden Hartley
- Creating destination through cultural placemaking in the urban core
- Highlighting Jacksonville's cultural history and thriving arts scene

EXPECTED IMPACT OF NEW FUNDING

With marketing support from the TDC for FY26, MOCA expects to:

- Engage more than **95,000** visitors to the museum
- Attract **45.5k** tourists from outside Duval County
- Grow tourist visitation by 30%
- Increase the ROI of the TDC's investment by **\$9-13.5m** over last year's impact
- Broaden regional and national media coverage
- Enhance Jacksonville's visibility and status as a cultural tourism destination
- Support downtown revitalization and business

2025/26 EXHIBITION SCHEDULE



JAX CONTEMPORARY: MOCA JACKSONVILLE ARTS TRIENNIAL

ON VIEW THROUGH NOVEMBER 9, 2025

MOCA is excited to launch Jax Contemporary, a triennial art exhibition highlighting the artistic talent of Northeast Florida, including Flagler, Putnam, Baker, Clay, St. Johns, Duval, and Nassau Counties. The exhibition will be accompanied by a schedule of programs featuring exhibiting artists. Awards will be given for Best in Show, Second and Third Place, Visiting Curator's Choice, and People's Choice.

THE ARMORY SOUTH: THE 1924 JACKSONVILLE WOMAN'S CLUB EXHIBITION REDISCOVERED

ON VIEW THROUGH NOVEMBER 23, 2025

This exhibition reassembles core works from MOCA's nearly forgotten first exhibition, a Modernist art show that impacted the history of art in the US. It tells the story of the women who founded MOCA, highlights Jacksonville's role in bringing Modern Art to the South, and feature Modernist masterworks.



HONORING RAUSCHENBERG

ON VIEW JUNE - SEPTEMBER 2025

Celebrating his expansive creativity, spirit of curiosity, and commitment to change, we commemorate the centennial of Robert Rauschenberg, one of the most significant artists of our time. He has been called a forerunner of essentially every postwar movement since Abstract Expressionism, and his enduring influence on generations of artists and advocates cannot be overstated.

PROJECT ATRIUM: MURALISTS IN ACTION

ON VIEW SEPTEMBER 2025 - FEBRUARY 2026

Showcase the vibrant muralist scene of Jacksonville, veteran artists Shaun Thurston and Dustin Harewood will lead a group of apprentices and students in transforming MOCA's Atrium Gallery into a vibrant colorful mural. During the run of the exhibition, the visiting public will observe how the work progresses, culminating in a final work of art and special event.



WHITNEY OLDENBURG

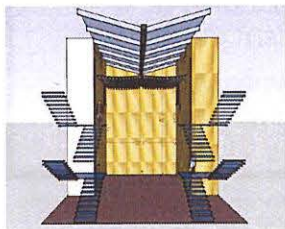
ON VIEW FROM NOVEMBER 2025 - APRIL 2026

Oldenburg, a Jacksonville native living in New York, presents beguiling sculptures that explore the complex relationship between the different objects, and things, we surround ourselves with in contemporary culture. Her works incorporate repurposed consumer items, memorabilia, and craft materials, delving into affect theory; the emotional and psychological responses to our surroundings.

PHOTOGRAPHY IN THE COLLECTION

ON VIEW DECEMBER 2025 - FEBRUARY 2026

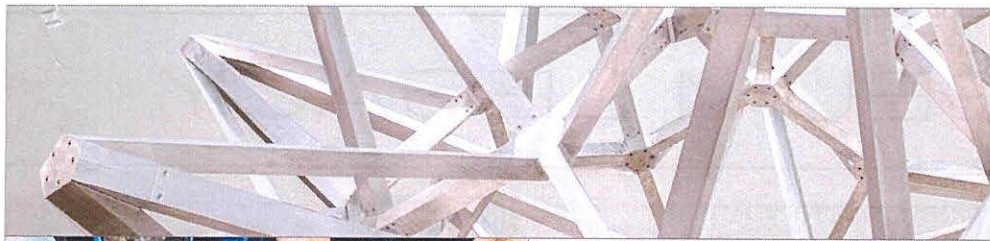
The exhibition will trace an historical arc of photography, from exploring the groundbreaking contributions to the artform in the early-20th century through more contemporary digital forms. Iconic images will be included from Larry Clark, Imogene Cunningham, Douglas J. Eng, Sam Gilliam, Melanie Pullen, Robert Mapplethorpe, Gideon Mendel, Angela Strassheim, Edward Weston, and others.



PROJECT ATRIUM: NARI WARD

ON VIEW FROM MARCH - AUGUST 2026

Nari Ward, renowned for his sculptural installations made of discarded materials, is creating a celebratory space using silver and gold acetate sheets and happy fluttering pennant banner flags that will create a luridly attractive space covered with writing and greeting card categories of relationships and feelings that in this way are expressed for us in a sanitized and socially acceptable way.



ART

ARTISTS

IDEAS

Located in the heart of historic Downtown Jacksonville, MOCA is one of the city's most significant cultural assets. Among the most prominent contemporary art museums in the Southeast, MOCA's exhibitions and programs set the pace for arts and art-integrated programming on a regional and national stage. Renowned in this community, MOCA casts the spotlight on Jacksonville as a vital arts destination. The museum is also a cornerstone of Jacksonville's multibillion-dollar downtown revitalization plan with exhibitions and programs that bring new visitors to the civic core during the day, at night, and on weekends. As a vibrant asset of the University of North Florida, MOCA is able to provide an array of opportunities to students and the broader community, including experiential learning, connections between campus and downtown, and dynamic collaborations with faculty, staff, and partners.

MOCA celebrated its 100th anniversary in 2024 by recognizing the visionary leaders and important milestones that have brought us to this point; celebrating the moment with extraordinary exhibitions and programs that elevated MOCA and create an energized destination Downtown; and imagined the future of our great city as we looked to the next 100 years. Nearly 100 thousand community members celebrated this important milestone with us, engaging with mission-driven content by visiting the museum, engaging with public programming, or through community outreach. After a century of growth and change, MOCA's mission remains focused on the art, artists, and ideas of our time, with a vision that unites education, creativity, and community building in Jacksonville.

As we embark on a new century of art and innovation MOCA is building on this success, positioning the museum as a cultural force that will continue to set the pace for art and art-integrated programming for the next 100 years and beyond.

CONTACT

Gabrielle Dean-Rector
Director of Development
g.dean.rector@unf.edu
904-620-4205



CONTACT

Shannon Cullen-Brosonski
Asst. Director of Development
s.brosonski@unf.edu
904-620-4215

A MUSEUM LEGACY

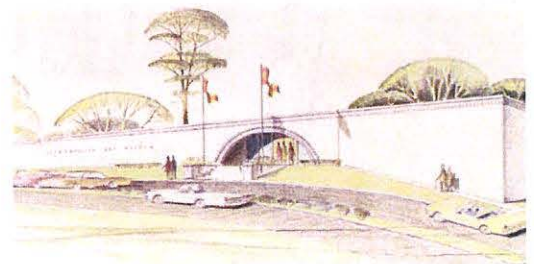
Founded in 1924, the Museum of Contemporary Art Jacksonville was the first art museum in Jacksonville and one of the first museums of modern and contemporary art in the South. The museum grew out of the work of the Women's Club of Jacksonville. The civically-minded women of the Club were some of the most influential change makers in Jacksonville in the early-20th century, coming together to make meaningful change in our city.

From the Club, a group of local women artists came together with a vision for Jacksonville's future: Marydelle Hoyt, Rose Tharpe, Louese Washburn, and Edith Harrison. These pioneering women imagined the kind of city they wanted Jacksonville to be — the kind of community they wanted to live in and be a part of. At the core of their vision for a rich, vital, dynamic city were art, culture, and education. Thus, what we now call MOCA Jacksonville was born.

In 2009, **MOCA became a cultural institute of the University of North Florida, creating a turning point for the museum** and bringing its ongoing themes of art and education full circle. The support of UNF broadens the museum's reach and capabilities, while creating opportunities for meaningful work that impacts the local community and beyond.

Museums are spaces that bring communities together through enriching experiences, new perspectives, and opportunities to learn and connect. Great museums are a sign of a strong metropolitan area with the ability to attract diverse professionals, families, and individuals who contribute to the local economy. MOCA Jacksonville believes in serving the Northeast Florida community by providing an inspiring, contemplative space for visitors to build community, find enjoyment, learn, and explore. It is our goal to create a point of activation in Downtown Jacksonville that drives visitation to the area from both our local and regional communities and the broader world by offering the highest quality exhibitions, programs, and experiences to our visitors.

A century later, MOCA's mission remains focused on the art, artists, and ideas of our time, with a vision that unites education, creativity, and community building in the heart of downtown Jacksonville. At this moment, there is a sense of the infinite possibilities available to MOCA as it considers its future and its place, not only in Jacksonville, but in the larger world. **Will you join us in our vision for the future of MOCA and the community?**



JAX CONTEMPORARY

A JURIED ART SHOW FOR GREATER JACKSONVILLE

March - November 2025



INDIVIDUAL PRESENTING SPONSOR // Dolf and Anna James

CORPORATE PRESENTING SPONSOR // \$50,000

MAJOR SPONSOR // \$25,000

SPONSOR // \$10,000

SCHOOL TOUR UNDERWRITER // \$5,000

EVENTS & PROGRAMS UNDERWRITER // \$5,000

EXHIBITION SPONSORS: Dolf and Anna James, Douglas Anderson School of the Arts Foundation, Florida State College of Jacksonville, Anne and Charlie Joseph

MOCA Jacksonville has a long reputation of supporting the work of emerging and mid-career artists and providing opportunities that launch the next phase of their careers. The museum will continue this legacy with *Jax Contemporary*, a new triennial exhibition recognizing the incredible talent of artists in the Northeast Florida region (Flagler, Putnam, Baker, Clay, St. Johns, Duval, and Nassau Counties). A two-person jury panel will review artist submissions to select the finalists. An important professional development component will be included for the artists chosen, who will receive a studio visit from the jury panel to discuss their practice and select the work to be on display in the exhibition. In addition, throughout the exhibition, the participating artists will have an opportunity to talk more broadly about their work in an Artist Lecture Series in the MOCA theatre. In this way, *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.

Jax Contemporary fulfills MOCA's mission to activate and engage our local communities in contemporary art, offering patrons an opportunity to engage with local artists and cultural producers that explore national contemporary aesthetic discourses and ideas from a Florida First Coast perspective. The call to artists was announced in July 2024 and 64 artists have been selected. The exhibition will offer the following recognition with cash prizes:

- **The James W. Doyle Prize for Best in Show \$2,500**
- **Best in Show Second and Third Place \$500 each**
- **Visiting Curator's Choice**
- **People's Choice**

IDEAS OF OUR TIME

JAX CONTEMPORARY

April - November 2025

MAJOR SPONSOR // \$25,000

SPONSOR // \$10,000

PROGRAM UNDERWRITER // \$5,000

Ideas of Our Time is a free lecture series that takes place during MOCA Jacksonville's high-traffic VyStar Free Saturdays and Free Museum Nights Presented by Florida Blue, including during Downtown Art Walk. Ideas of Our Time provides a forum for creative dialogue with artists, educators, and others around some of the most vital and important art and ideas of our time.

MOCA will host a series of nine Ideas of Our Time Artist Talks during the run of *Jax Contemporary: MOCA Jacksonville Arts Triennial*, that showcase 26 of the local artists featured in the exhibition, providing artists with the opportunity to speak more broadly about their work. In this way, *Jax Contemporary* seeks to support and promote the contemporary art practices of the artists working in our region and to share the broad vitality of artistic voices that represent this moment in history in Jacksonville with the general public, while providing professional development for participating artists.



THE ARMORY SOUTH

THE 1924 JACKSONVILLE WOMAN'S CLUB EXHIBITION REDISCOVERED

April - November 2025



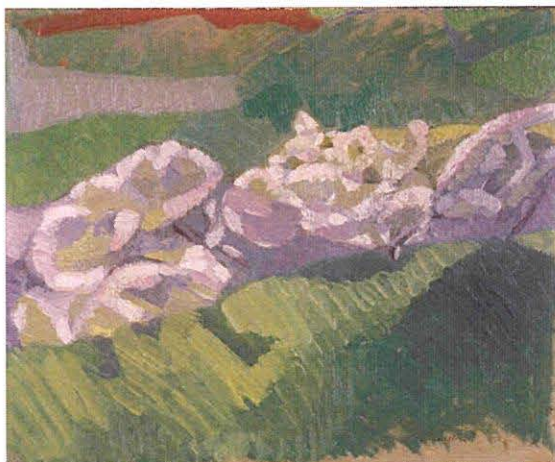
INDIVIDUAL PRESENTING SPONSOR // \$50,000
CORPORATE PRESENTING SPONSOR // \$50,000
MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000



This exhibition will reassemble core works from a forgotten but seminal Modernist exhibition mounted in March 1924 by the Woman's Club of Jacksonville and the Jacksonville Fine Arts Society and Art Exhibit Fund, which would later become MOCA Jacksonville. Organized by four local women artists, led by Merrydelle Hoyt, and curated by artist Wood Gaylor, the exhibition included nearly 200 works of art by more than eighty of the leading American artists of the 1920s, and featured works by Walt Kuhn, Charles Demuth, Marsden Hartley, Thomas Hart Benton, Yasuo Kuniyoshi, Niles Spencer, Robert Laurent, Katherine Schmidt, Theresa Bernstein, George Ault, Peggy Bacon, and Joseph Stella, among many others.



Twenty-twenty-five marks the beginning of MOCA's second century. *The Armory South* will tell several related stories of essential importance to the history of women in Modern art, the introduction of Modernism to the American South, and the ideas and relationships shaping American art in the mid-1920s, a decade after the 1913 Armory Show. Until very recently, the 1924 Woman's Club Exhibition in Jacksonville had been almost completely forgotten. The 2025 exhibition will reconstruct and explore the significance of this previously lost history, adding an entirely new chapter to the story of Modern art in America. The exhibition aims to restore the legacy of the pioneering women whose cultural leadership in Jacksonville in 1924 led to the creation of one of the nation's oldest museums for Modern and Contemporary art, brought Modern art to the South, and raised enduring questions about the civic importance of art and public access to beauty.

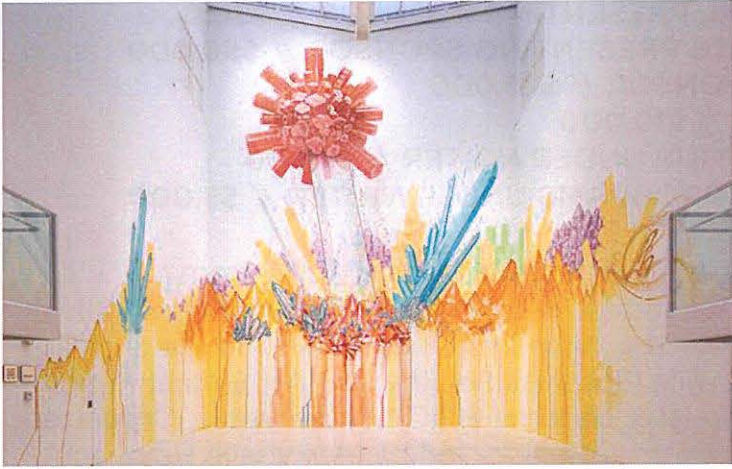


The exhibition is organized by MOCA Jacksonville and guest curated by UNF Professor of Art History P. Scott Brown, PhD and MOCA Senior Curator Ylva Rouse.

PROJECT ATRIUM

MURALISTS IN ACTION

September 2025 - February 2026



INDIVIDUAL PRESENTING SPONSOR // \$50,000
CORPORATE PRESENTING SPONSOR // \$50,000
MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

Conceived as an accompaniment to *Jax Contemporary: MOCA Jacksonville Arts Triennial*, *Project Atrium: Muralists in Action* will showcase Jacksonville's vibrant muralist scene. Led by veteran artists Shaun Thurston and Dustin Harewood, authors and collaborators on many murals around the city, a group of emerging muralists will transform the museum's Atrium Gallery into a vibrant colorful mural. During the first few weeks of the exhibition, the visiting public will be able to observe how the work progresses, culminating in a final work of art.

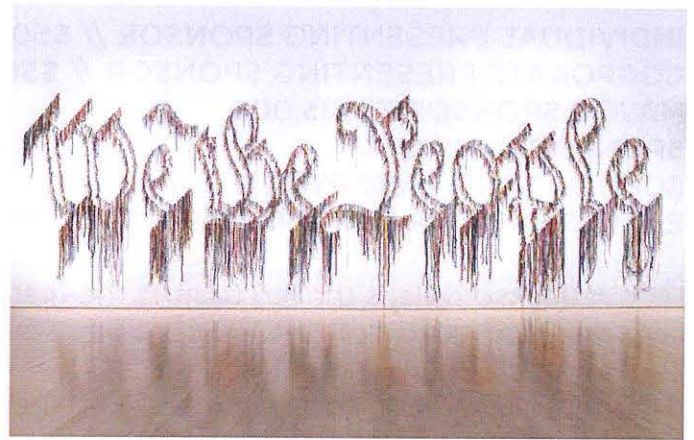
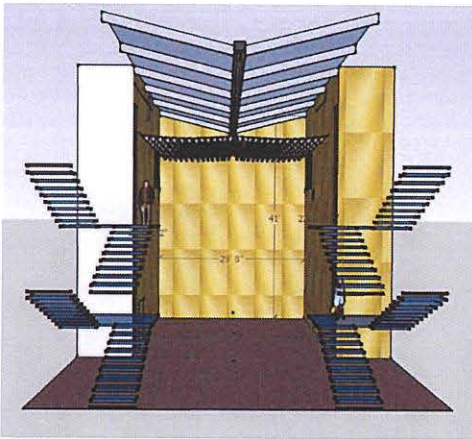
Thurston and Harewood are local artists who are both currently featured in MOCA's *Jax Contemporary* exhibition. A graduate of Douglas Anderson School of the Arts, Thurston has been transforming walls all over Jacksonville for decades. Thurston was a Project Atrium artist in 2014, when he painted *One Spark*, an iconographic feast of crystals that began near the base of the wall in simple geometric forms, exploding at the top into complex, science-fiction shapes. Harewood's art practice draws inspiration from his familial lineage and the 21st century world of desire for immediacy in all aspects of life, while seeking to find nuance within vanishing moments in order to capture a narrative between histories.

Project Atrium is a bold series of site-specific and site-sensitive art installations created by emerging and mid-career artists and commissioned by MOCA Jacksonville. Located in the lobby at the heart of the museum, MOCA's flagship Project Atrium series is free and open to the public daily. The unique placement, dimensions, and scale of the Atrium Gallery provide a compelling challenge to the chosen artists—a call to reinvention and active collaboration with the architecture of the museum on a monumental scale. Since it began in 2011, MOCA's beloved Project Atrium series has provided dozens of artists with an opportunity to accelerate their careers by creating monumental site-specific installations in our unique Atrium Gallery.

PROJECT ATRIUM

NARI WARD: GREETINGS

March - August 2026



INDIVIDUAL PRESENTING SPONSOR // \$50,000
CORPORATE PRESENTING SPONSOR // \$50,000
MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

Nari Ward (born 1963 in St. Andrew, Jamaica) is an Jamaican-American artist based in New York City. By repurposing a wide range of found objects, each with its own unique history, his art engages with memory and transformation, opening up new possibilities. He developed his own creative method early on, creating wall- and installation-based sculptural works primarily from materials found and collected throughout Harlem, his longtime neighborhood in New York.

Throughout his career, he has continued to thoughtfully combine found and repurposed materials in surprising ways, re-contextualizing their original meanings in order to probe a range of spiritual and conceptual issues, through literal and metaphorical juxtaposition. For his presentation in Project Atrium at MOCA Jacksonville, he is creating a celebratory space utilizing acetate sheets in silver and gold, the brilliant but brittle material we associate with emergency blankets. The luridly attractive silver and gold surface will be covered with writing, in the format of protest signs, with the familiar greeting card categories; i.e. birthday, wedding, anniversary, congratulations, father, daughter -- categories of relationships and feelings that in this way are expressed for us in a sanitized and socially acceptable way. The space will include happy fluttering pennant banner flags further emphasizing the celebratory spirit of the installation.

Nari Ward received a BA from City University of New York, Hunter College in 1989, and an MFA from City University of New York, Brooklyn College in 1992. Recent solo exhibitions have been hosted at Pirelli HangarBicocca in Milan (2024); at the historic Piscina Romano, Milan, curated by Massimiliano Gioni, Fondazione Nicola Trussardi (2022); Vilcek Foundation, New York (2022); the Museum of Contemporary Art in Denver (2020); the Contemporary Arts Museum Houston, Houston, TX (2019); and the New Museum, New York (2019). Most recently he participated in the group exhibitions *Ancestral: Afro-Americas [United States and Brazil]* at the FAAP Museum of Brazilian Art, São Paulo, Brazil (2024-25) and *When You See Me: Visibility in Contemporary Art/History*, Dallas Museum of Art, Dallas, TX (2024) among others.

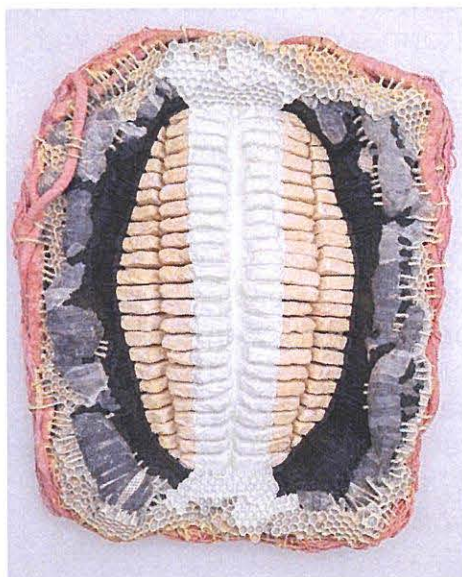
WHITNEY OLDENBURG

November 2025 - April 2026

INDIVIDUAL PRESENTING SPONSOR // \$50,000
CORPORATE PRESENTING SPONSOR // \$50,000
MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

MOCA Jacksonville is thrilled to host the first major solo museum exhibition for Jacksonville native Whitney Oldenburg. Now based out of New York City, Oldenburg is an accomplished artist. She graduated with her MFA from the Rhode Island School of Design and taught at Virginia Commonwealth University and The Cooper Union.

Oldenburg's beguiling sculptures explore the complex relationship between the different objects, and things, that we surround ourselves with in contemporary culture. Her works incorporate repurposed consumer items, personal memorabilia, and craft materials, delving into what is known as affect theory; the emotional and psychological responses to our surroundings. Oldenburg challenges the viewer to question our attachment to objects, gadgets, articles, and things, and to consider the ways in which they impact our lives and relationships. Through her thought-provoking sculptures, she invites us to reflect on the complex interplay between material possessions, social dynamics, and value systems.

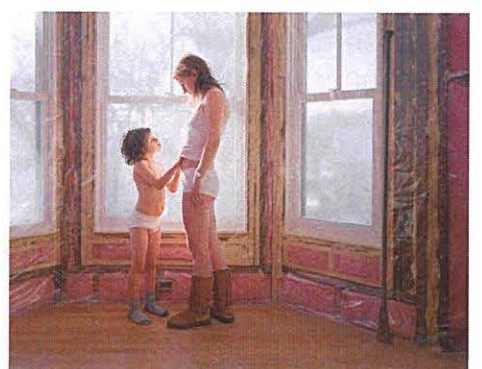
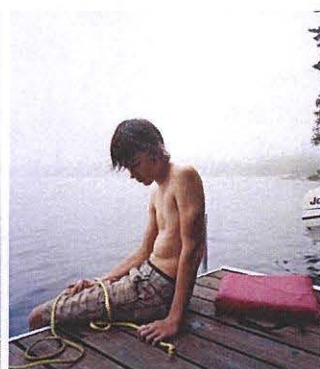
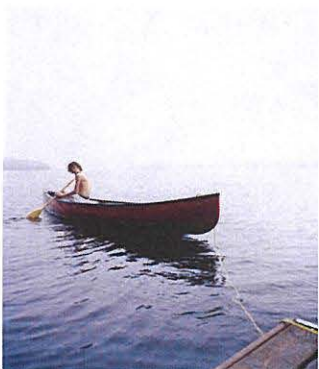
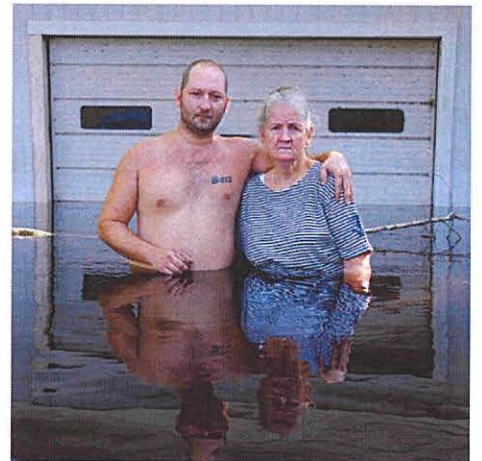
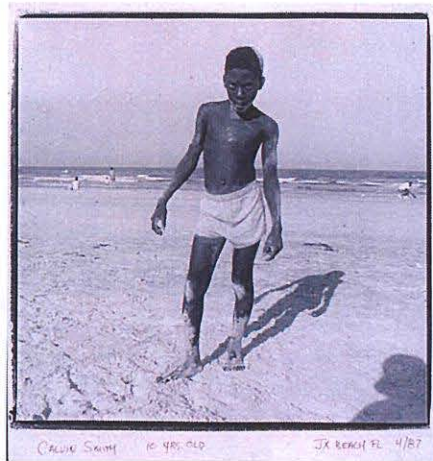
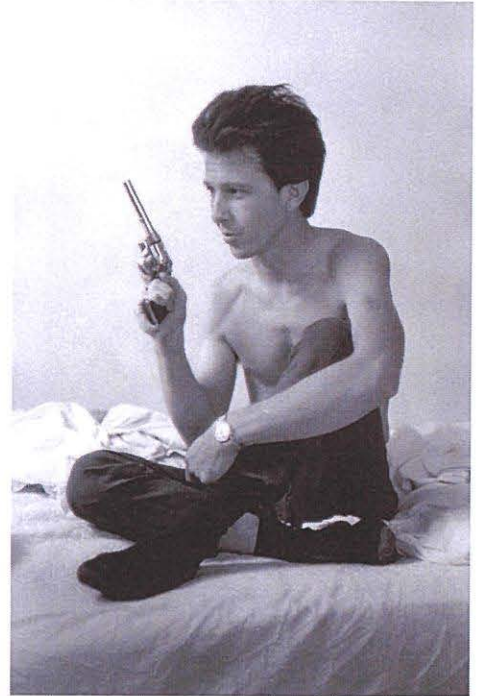


PHOTOGRAPHY IN THE COLLECTION

November 2025 - July 2026

INDIVIDUAL PRESENTING SPONSOR // \$50,000
CORPORATE PRESENTING SPONSOR // \$50,000
MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

MOCA Jacksonville's photography collection represents a significant portion of the Permanent Collection, totaling more than 250 objects. The exhibition will trace an historical arc, from exploring the groundbreaking contributions to the artform in the early-20th century, photographic movements and styles from the mid- and late-20th century, transitions from traditional to transformational images, the introduction of color, and the possibilities introduced by digital photography. Iconic images will be included from Oscar Reizenstein, Larry Clark, Imogene Cunningham, Edward Curtis, Douglas J. Eng, Robert W. Fichter, Sam Gilliam, David Hilliard, Melanie Pullen, Robert Mapplethorpe, Gideon Mendel, Angela Strassheim, Edward Weston, and others.



LOBBY GALLERY

SPONSOR // \$10,000

SCHOOL TOUR UNDERWRITER // \$5,000

EVENTS & PROGRAMS UNDERWRITER // \$5,000



HONORING JOAN MITCHELL

January - June 2025

We celebrate the centenary of the birth of Joan Mitchell with a small exhibition of her works in the MOCA permanent collection. Joan Mitchell had a career that spanned more than four decades. Her approach to abstraction is distinguished for its physicality, daring use of color, and direct connections to her everyday experiences of landscape, people, poetry, music, and even her beloved dogs. Mitchell is widely recognized as one of the most significant artists of the post-war era.

Over the next four decades, Mitchell dedicated herself to the single-minded pursuit of abstract painting of the highest order, while moving between New York, Paris, and later the French countryside in Vetheuil. Throughout her long and varied career, Mitchell drew on experiences and memories of the world around her—particularly views of cities, fields, rivers, lakes, and trees—as sources for her work. She once said, "I carry my landscapes around with me."

ROBERT RAUSCHENBERG TRIBUTE

June - September 2025

The museum celebrates the centenary of the birth of Robert Rauschenberg in the second half of the year. Rauschenberg's art has always been one of thoughtful inclusion. Working in a wide range of subjects, styles, materials, and techniques, Rauschenberg has been called a forerunner of essentially every postwar movement since Abstract Expressionism. He remained, however, independent of any particular affiliation. At the time that he began making art in the late 1940s and early 1950s, his belief that "painting relates to both art and life" presented a direct challenge to the prevalent modernist aesthetic.



UNF GALLERY

SPONSOR // \$10,000

SCHOOL TOUR UNDERWRITER // \$5,000

EVENTS & PROGRAMS UNDERWRITER // \$5,000



SEBASTIAN VALLEJO

September 2025 - February 2026

Sebastian Vallejo creates large-scale, color-saturated paintings that are a combination of abstract and landscape done in vivid colors and textures that reflect the light of his Puerto Rican homeland. He often incorporates floral patterned fabrics into his work, layered with hand-applied gestural paint strokes that yield a striking and spontaneous visual effect. His approach to painting plays on the universal language of experimentation that is so important to abstract art, and the relationship between opposing forces - working to refine order and capture chaos.

JIHA MOON

February - August 2026

Tallahassee-based artist Jiha Moon's gestural paintings, mixed media, ceramic sculpture, and installations explore fluid identities and the global movement of people and their cultures. She takes cues from a wide range of Eastern and Western art history, popular culture, Korean temple paintings and folk art, internet emoticons and icons, and other inspiration, often teasing and changing these lexicons so that they are hard to identify, yet in a familiar zone. She typically renders her works using ink and paint on hanji paper, and often places the paper on the floor while she stands or kneels to apply her calligraphic brushstrokes.

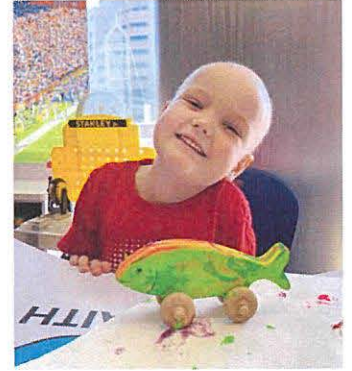
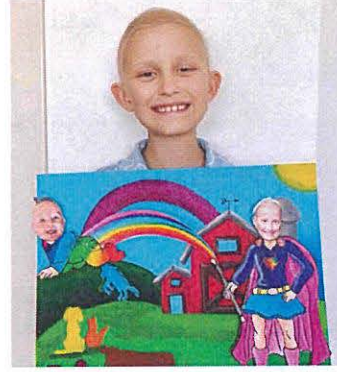
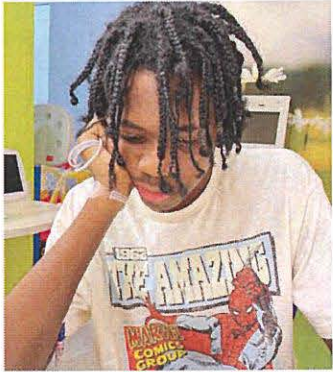


EDUCATION GALLERY

SPONSOR // \$10,000

SCHOOL TOUR UNDERWRITER // \$5,000

EVENTS & PROGRAMS UNDERWRITER // \$5,000



ART WITH A HEART IN HEALTHCARE

September 2025 - January 2026

MOCA Jacksonville is proud to continue its partnership with Art with a Heart in Healthcare (AWAHIH), a nonprofit organization dedicated to enhancing the healing process for patients and families through fine art experiences. Over the years, AWAHIH has introduced new themes to inspire pediatric patients to express themselves through art. Their team of Artists-in-Residence, volunteers, and interns provide personalized art sessions at the hospital bedside and in group settings throughout various healthcare facilities in Jacksonville, FL, including Wolfson Children's Hospital, Nemours Children's Clinic, Baptist Medical Center, St. Vincent's, Mayo Clinic, and others.



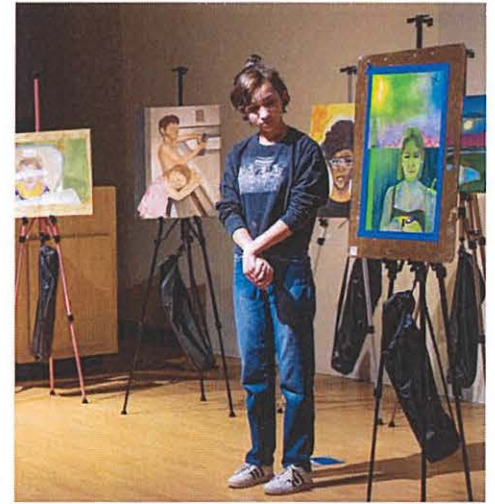
UNF STUDENT ARTIST-IN-RESIDENCE

January - May 2026

MOCA's University of North Florida Student Artist-in-Residence (AIR) program is a highly competitive experiential learning opportunity that awards access to a studio inside the museum to complete a new body of work and hone skills over the course of a final semester. The Residency culminates in an exhibition at MOCA to showcase and celebrate the student's work in the fifth-floor Education Gallery. The Student Artist-in-Residence has access to a private onsite studio and the opportunity to work with museum professionals and participate in visitor and public engagement programs.

TEEN PROGRAMS

ENGAGING THE NEXT GENERATION OF MUSEUM ENTHUSIASTS



MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

Teens lead the way in programming at MOCA Jacksonville with a variety of ways to engage. From designing their own programs to completing volunteer service to growing as young artists, the museum is the place for teen programming that inspires.

MOCA TEEN COUNCIL

This volunteer group serves to empower local high school students by creating programming for teens, by teens. Members of MOCA Teen Council meet bi-weekly to learn about the museum, engage with different departments, develop mission-driven projects, and plan a new annual event for teenagers. As Teen Council members create and implement programs, they will open doors to new audiences. Members also earn volunteer hours for their participation that count toward college and scholarship requirements.

TEEN TEACHERS

This volunteer program provides teens with the opportunity to assist museum educators in facilitating Summer Camp @ MOCA. Camp is geared toward children ages 6-14 and includes time in the studios and galleries with inspirational and engaging activities that explore the world of contemporary art. Themes include painting, printmaking, ceramics, theater, and so much more! Teen teachers assist with material prep and art making activities. Volunteer hours count toward requirements for college and scholarships. Shifts are available during all camp weeks and volunteers are asked to commit to at least 2 weeks of service.

TEEN ART STUDIO

This painting and drawing course is geared toward teens looking to learn new skills and refine existing skills. Each semester features one clothed figure workshop, critiques from visiting professionals, and presentations with lectures introducing numerous techniques and concepts. The program experience is designed to be similar to a college studio art course, streamlined for teens. All experience levels are encouraged to apply!

EMPOWERING FAMILIES

PROVIDING CONTEMPORARY ART ENGAGEMENT OPPORTUNITIES

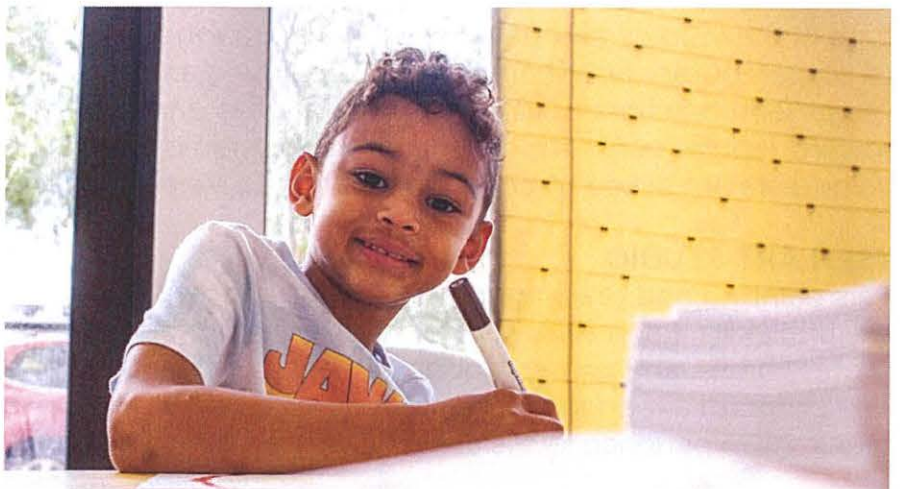


MAJOR SPONSOR // \$25,000
SPONSOR // \$10,000
SCHOOL TOUR UNDERWRITER // \$5,000
EVENTS & PROGRAMS UNDERWRITER // \$5,000

MOCA Jacksonville offers a wide variety of program options that empower visitors of all ages to engage more deeply with the art, artists, and ideas of our time. The museum serves more than 10,000 youth annually through general admission, school tours, and educational programming that inspires young minds.

When families visit MOCA, kids can engage with artwork in the galleries by accessing our Kids Activity Kits, take-a-long boxes of gallery-safe art supplies paired with activity sheets to help guide their visit. A Learning Lounge offers families a space to unwind, take a snack break, and play within the museum. While a variety of youth programs, including Family Day, monthly Kids Art Lab and Autism Creates workshops, seasonal Camps @ MOCA, and a focused studio series called Teen Art Studio offer opportunities for more guided interaction and learning.

Support for Empowering Families enables MOCA to offer a more robust selection of activities and engagement opportunities for families during daily visits to the museum, increases accessibility infrastructure in the building, and creates a scholarship program that makes the museum's more costly programming opportunities accessible to all families by reducing or eliminating the cost of enrollment in seasonal Camps @ MOCA and Teen Art Studio for families in need of assistance.



FAMILY DAY

A TWICE ANNUAL DAY OF CREATIVE PLACEMAKING

Spring & Fall 2025

MAJOR SPONSOR // PNC
SPONSOR // \$10,000
UNDERWRITER // \$5,000

This twice annual event invites the community for a free day of fun at the museum with a focus on inter-generational arts education. With the support of community partners, MOCA offers a creative environment for engaging hands-on activities, live performances, and information about programs and offerings for children and families around Jacksonville. Past community partners have included: Friends of James Weldon Johnson Park, Jacksonville Zoo, Cummer Museum of Art & Gardens, Jacksonville Symphony, Jax Poetry Fest, Pine Forest School of the Arts, Indigo Art Therapy, Art League of Jacksonville, local musicians and performers like Jacksonville Dance Theatre, the UNF Drumline, Hello Mr. Joe, and many others.

MOCA Family Day welcomes more than 3,000 visitors annually to Jacksonville's downtown and plays an important role in reaching a broad local audience. Additionally, with nearly half its visitors traveling from outside Duval County to attend, Family Day is also a vital driver of cultural tourism.



COMMITMENT FORM

YES! I pledge to support MOCA Jacksonville's mission to promote the discovery, knowledge, and advancement of the art, artists, and ideas of our time! I would like to be recognized for:

OPPORTUNITIES

☐ IDEAS OF OUR TIME LECTURES

☐ MURALISTS IN ACTION

☐ NARI WARD: GREETINGS

☐ WHITNEY OLDENBURG

☐ PHOTOGRAPHY IN THE COLLECTION

☐ LOBBY GALLERY

☐ UNF GALLERY

☐ EDUCATION GALLERY

☐ TEEN PROGRAMMING

☐ EMPOWERING FAMILIES

☐ FAMILY DAY

☐ OTHER // _____

SPONSORSHIP LEVEL

☐ INDIVIDUAL PRESENTING SPONSOR // \$50,000

☐ CORPORATE PRESENTING SPONSOR // \$50,000

☐ MAJOR SPONSOR // \$25,000

☐ SPONSOR // \$10,000

☐ UNDERWRITER // \$5,000 _____

☐ OTHER // \$_____

By supporting MOCA, you create opportunities for children to access innovative educational initiatives, visitors to experience cutting-edge exhibitions, and the community to engage in outreach events and public programs. Your support for the art, artists, and ideas of our time is instrumental in showing why contemporary art matters to the Northeast Florida community.

☐ I would like additional information about sponsorship, naming, and endowment opportunities.

☐ I prefer to make this donation anonymously

DONOR INFORMATION

NAME (as you wish to be recognized): _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

PAYMENT METHOD:

☐ Credit (via give.unf.edu/MOCAgiving)

☐ Check

☐ Send me an invoice

I PLEDGE TO PAY MY GIFT ON OR BEFORE (date): _____

SIGNATURE _____

DATE _____

FOUNDATION ACCOUNTING USE ONLY

ACCOUNT NAME:

ACCOUNT CODE: 10-43210-30

AUTHORIZED BY:

DATE:

COMPLETED BY/DATE:

EVIDENCE!
PAN BOUNSI-AG

SEEKING A TDC BOARD RESOLUTION RECOGNIZING
NOONEY'S EFFORTS IN ADVANCING THE FIND-(FLORIDA
DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
CHAIR WHITE AND MEMBER KUEVERJI NOTICED MEETING AGENDA

DISTRICT) POTENTIAL LAND ACQUISITION PROTECTS
158833-0000, 134059-0000 AND 137044-0000 THAT WOULD BENEFIT ALL THE
CITIZENS OF DEJ-DUVAL COUNTY, JACKSONVILLE
TDC Members: City Council President Randy White (Chair), Jitan Kuverji

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor)

WHAT IS YOUR EMAIL ADDRESS? ~~NO~~

I. Welcome and Call to Order

Chair White

II. Short Term Rental Information

2025-0394

Jitan Kuverji

III. Public Comment As Time Permits

Chair White

CHAIRMAN WHITE ALLOWED PUBLIC COMMENT
MENTIONED 2025-0394-TRAVEL TRAILERS-5TH WHEELS

IV. Closing Comments and Adjournment

Chair White

COMMENTS / PRESENTATIONS JEA BOARD OF DIRECTORS MEETING MINUTES
March 25, 2025

Comments from the Public

John Nooney spoke to the Board regarding the St. Johns River Accord and City Council's upcoming session

Felicia Strigler - Not present

Council Liaison's Comments - Council Liaison Michael Boylan referenced City of Jacksonville bill 2025-0194E regarding the Fulton Cut Crossing project which would be coming before City Council later this evening. READ ISLAND- ZERO ALLIGATORS

FOR THE JUNE 5, 2025 TDC BOARD MEETING

City Council

Agenda - Marked

May 27, 2025

136. 2025-0394

ORD-MC re Camping Grounds & Travel Trailer Parks; Amend Secs 656.331 (Agriculture) & 656.334 (Recreation & Open Space Category), Subpt E (Miscellaneous Categories & Zoning Districts), Pt 3 (Schedule of District Regulations), Sect 656.401 (Performance Standards & Development Criteria), Subpt A (Performance Standards & Development Criteria), Pt. 4 (Supplementary Regulations), & Sec 656.1601 (Definitions), Pt 16 (Definitions), Ch 656 (Zoning Code), Ord Code, to Allow for Camping Grounds & Travel Trailer Parks as Permitted Uses, Prov Performance Standards & Dev Criteria in Agriculture & Recreation Open Space Zoning Dist & Prov Definitions; Prov for Codification Instructions (Harvey) (Introduced by CM Clark-Murray)

5/27/25 CO Introduced: NCSPHS, LUZ

LUZ PH - 6/17/25

Public Hearing Pursuant to Ch 166, F.S. & C.R. 3.601 - 6/10/25 & 6/24/25

— SEEKING A JTA BOARD RESOLUTION RECOGNIZING NOODLEY'S
EFFORTS IN ADVANCING THE FEND-FLORIDA INLAND NAVIGATION DISTRICT
POTENTIAL LAND ACQUISITION PROJECTS 158833-0000, 134059-0000 AND
137044-0000 THAT WOULD BENEFIT
JACKSONVILLE TRANSPORTATION AUTHORITY
THURSDAY, MAY 29, 2025 - 2:00 PM
THIS MEETING IS OPEN TO THE PUBLIC

ALL THE CITIZENS OF DEJ - DUNAI COUNTY
JACKSONVILLE

A. CALL TO ORDER/ROLL CALL

JTA

B. APPROVAL OF MINUTES FROM APRIL 15, 2025 BOARD
MEETING AND APRIL 23, 2025 BOARD WORK SESSION

Attachments

C. COMMENTS FROM COUNCIL LIAISON

D. AUTHORITY RECOGNITIONS

FOR THE JUNE 5, 2025

Attachment
(Nathaniel Ford)

E. COMMENTS FROM THE PUBLIC

TOE BOARD

F. CHIEF EXECUTIVE OFFICER'S REPORT

MIRKIN

(Nathaniel Ford)

G. DIVISION REPORTS

Attachments

1. Administration Monthly Reports

(Cleveland Ferguson)

a. Procurement

b. SBE Fiscal Year 2025 Second Quarter

2. Finance and Technology

(Raj Srinath)

a. Financial Performance

b. Processed Invoices

c. Agency Sponsorship & Membership

3. Operations Monthly Report

(Jeffrey Smith)

4. Public Affairs Report

(Jessica Shepler)

a. Real Estate and Economic Development

5. System Development Monthly Report

(Greer Gillis)

H. CONSENT AGENDA

1. Approval of Disadvantaged Business Enterprise Program for
Fiscal Years 2026 - 2028

Attachment
(Cleveland Ferguson)

2. Approval of Contract Award for Armsdale Solar Design and
Construction (P-25-008)

Attachment
(Greer Gillis)

3. Approval of Contract Award for Functional Assessments
(P-25-019)

Attachment
(Jeffery Smith)

EVIDENCE!
PAM BONDI-AG



to be the best utility in the country

JEA BOARD OF DIRECTORS WORKSHOP FY2026 Budget / FY27-FY28 Budget Forecast

EVIDENCE! FOR THE
JUNE 5, 2025
TDC BOARD
MEETING

JEA Headquarters | 1st Floor | Room 120-A&B | 225 North Pearl Street, Jacksonville, FL 32202
June 4, 2025 | 1:00pm - 3:00pm

WELCOME

Meeting Called to Order
Time of Reflection
Adoption of Agenda (Action)

General Joseph DiSalvo, Chair

Safety Briefing

SEEKING A JEA BOARD RESOLUTION

Ted Phillips, Chief Financial Officer

RECOGNIZING NOONEY'S EFFORTS IN ADVANCING THE FIND-
COMMENTS / PRESENTATIONS (FLORIDA INLAND NAVIGATION DISTRICT) POTENTIAL

Comments from the Public

LAND ACQUISITION PROJECTS 158833-0000, 134059-0000, 137044-0000 THAT WOULD BENEFIT ALL THE CITIZENS OF DECATUR COUNTY, GA. 158833-0000

Council Liaison's Comments = NO COMMENTS GIVEN

Council Member Michael Boylan

ITEMS FOR BOARD CONSIDERATION

DELIVERING BUSINESS EXCELLENCE

Enterprise Planning Overview
Consolidated System Review
Electric System Deep Dive
Water System Deep Dive
District Energy System Deep Dive

OTHER BUSINESS AND CLOSING CONSIDERATION

Old and Other New Business/Open Discussion
Announcements

- Next Board Meeting - June 24, 2025

Adjournment

General Joseph DiSalvo, Chair

INFORMATIONAL MATERIAL

Memorandum
Resolution 2025-25
Schedules A-D
Capital Projects List
Debt Ceiling Summary
Analysis of O&M Expense Schedule