



October 23, 2025
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, October 23, 2025, 10:00 a.m.

City Hall - Lynwood Roberts Room

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

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

- | | |
|--|--------------------------------------|
| I. Welcome and Call to Order | Chair Carrico |
| II. Public Comments Including Action Items | Chair Carrico |
| III. Approval of Minutes* | Chair Carrico |
| • September 4, 2025 – TDC Regular Board Meeting | |
| IV. TDC Grants | Chair Carrico/Carol Brock |
| • 2025 Jacksonville Basketball Classic* | Jim Drew |
| • 2026 Tropical Ice Challenge Volleyball Tournament* | Lisa Davis |
| • 2026 DONNA Marathon Weekend* | Amanda Napolitano |
| • 2026 FHSAA Girls and Boys Basketball* | Nick Morrow |
| • 2026 Michelob ULTRA PBR* | Justin Parks |
| • 2026 Live Like Lou College Baseball Classic* | Cutter Sippel |
| • 2026 Gate River Run* | Doug Alred |
| • 2026 AAU Hockey Championship* | Mike Walley |
| • 2026 Golden Hour Invitational Track & Field* | Hassaan Stamps |
| • 2026 East Coast Relays* | Doug Loftus |
| • 2026 FHSAA State Championship Track & Field* | Nick Morrow |
| • 2026 AAU Track & Field Championship* | Ervin Lewis |
| V. Visit Jacksonville | Michael Corrigan |
| • Sports Tourism Budget Reallocation* | |
| • Visit Jacksonville “Happenings” | |
| VI. Financial Report | Phillip Peterson |
| VII. Short-Term Rental Tourist Development Tax Update | Chair Carrico |
| VIII. Tourism Strategic Plan Update* | Chair Carrico/Dennis Thompson |
| IX. New Business | Chair Carrico |
| X. Closing Comments and Adjournment | Chair Carrico |

*** Denotes motion needed**

Informational Material Included in Meeting Packet:

- TDC Tourism Strategic Plan Subcommittee Meeting Minutes – October 8, 2025
- 2016 – 2025 Monthly Trends (Occupancy, ADR, TDC Revenue Data)
- Florida’s First Coast of Golf Monthly Update

Next Meeting: Thursday, December 11, 2025, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, September 4, 2025, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Carrico (Chair), City Council Vice President Howland (Vice Chair), City Council Member Randy White, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Jenkins (*arrival 10:10 a.m.*), Shawn LaNoble

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

I. Welcome and Call to Order

Chair Carrico

The Chair called the meeting at 10:00 a.m. and attendees introduced themselves for the record.

II. Public Comments Including Action Items

Chair Carrico

The Chair allotted two minutes to speak for any individual wishing to participate in public comment.

Public Comments: *None*

III. Approval of Minutes

Chair Carrico

The minutes of the June 5, 2025 Regular TDC meeting were approved **unanimously as distributed**.

The minutes of the June 16, 2025 Special TDC and Visit Jacksonville board meeting were approved **unanimously as distributed**.

IV. TDC Grant

Chair Carrico/Carol Brock

The Chair asked Ms. Brock to give an overview of the grant request.

2025 Beaches Oktoberfest

Niko Costas/Josué Cruz

Ms. Brock introduced Niko Costas, President of Beaches Oktoberfest, Inc., and gave a summary of the application. Ms. Brock explained that this request was an exception to the typical October and June application processes, granted previously by Chair White due to a change in management at the applicant organization. Ms. Brock highlighted that Mr. Costas's team, Real Time Entertainment, involved with the Florida FinFest, is now managing the event. To continue, it was noted that the grant score was low due to factors including the applicant's event falling within a low needs period, that the organization for this event had requested funding three times previously, and it produces low estimated sales revenue. Ms. Brock also explained the tight timeframe for securing funding due to the later-than-usual TDC meeting means the procurement window for encumbering funds has closed. As such, this will be funded, if approved by TDC, with the Contingency account. The application was then presented for consideration.

Mr. Costas expressed his gratitude for the opportunity and highlighted their experience in organizing successful events like Florida FinFest. Their strategy emphasizes long-term investment for consistent quality, data-driven marketing targeting tourists in the Southeast. He wished to elevate Beaches Oktoberfest to a nationally recognized cultural event, attracting larger national partners and boosting the overall North Florida festival ecosystem. Mr. Costas concluded by expressing confidence that with continued support from the TDC, the 10th annual event would be the best yet.

Motion: (Howland / White 2nd): Approve Beaches Oktoberfest, Inc. to receive a special event grant for \$50,000 for the 2025 Beaches Oktoberfest to be funded using the FY 2024 -2025 TDC Contingency account. – **approved unanimously**.

V. Tourism Strategic Plan Update

Chair Carrico

Council President then referred to a previous presentation on June 16th from the Downs & St. Germain group. He shared that he planned to chair a subcommittee to look at the recommendations from the Tourism Strategic Plan and propose a plan for the TDC to adopt at a later TDC meeting.

A subcommittee will be formed to make recommendations to the larger body regarding future planning for Tourism in Jacksonville. Mr. Jenkins and Mr. Thompson will be part of this subcommittee, which will be open to input from others. The subcommittee's task will involve detailed work, and scheduling will be announced later.

VI. Jacksonville Sports Foundation Presentation

Sam Vance

Chair Carrico introduced Sam Vance, from the Jacksonville Sports Foundation (JSF), to give a presentation. Ms. Vance detailed that the Jacksonville Sports Foundation, formed in partnership with the TDC and Visit Jacksonville in 2024, aims to establish Jacksonville as a premier sports destination. She highlighted their focus on activating Northeast Florida with high-impact sporting events to drive economic transformation. The presentation also explored how Jacksonville can become a national destination. Ms. Vance reported on the accomplishments of the JSF during its 10-month tenure. JSF raised \$225,000 and through its efforts in sporting events, Jacksonville experienced a \$4.9 million tourism impact with over 19,000 visitors and 9,000 room nights. This work is possible due to corporate sports teams and other partners. Secured events include AAU Championships, NCAA men's and women's basketball invitational, and ASUN men's and women's basketball. The JSF aims to continue growing, making Jacksonville "Florida's championship city," emphasizing the tagline: Jacksonville is the place where athletes want to play and fans want to be.

Mr. Howland thanked Ms. Vance for her work and questioned her about the possibility of bringing March Madness back to Jacksonville. The discussion highlighted that increased funding is crucial, requiring community support, corporate sponsorships, and volunteer efforts. The timeline for achieving this goal is several years out, depending on successful bidding and securing necessary resources.

VII. Sports Tourism Initiative Contract Renewal

Chair Carrico

Ms. Brock discussed the renewal of the Sports Tourism Initiative contract and explained it required a motion to amend the contract to extend.

Motion: (White / Howland 2nd): Approve the final renewal option to extend the Sports Tourism Initiative Services Agreement with Visit Jacksonville for one year to expire on September 30, 2026. – **approved unanimously.**

VIII. Visit Jacksonville

Michael Corrigan

The Chair introduced Michael Corrigan, CEO of Visit Jacksonville, to provide his organization's report to the board.

FY 24-25 Budget Reallocation

Mr. Corrigan discussed a budgetary reallocation request, a common occurrence near the fiscal year's end. The request involves two parts: Firstly, a reallocation from salary, wages, and benefits in marketing to fund visitor magazine placement (\$80,000) and increased cover ad placement (\$25,000). More specifically detailed in the agenda packet, Mr. Corrigan explained this leverages existing resources for increased marketing reach. Secondly, a reduction in the travel, meals, and entertainment budget for out-of-county convention sales was requested.

Motion: (Howland / White 2nd): Approve the Visit Jacksonville FY 24-25 budget reallocation request as presented. – **approved unanimously.**

FY 25-26 Annual Plan

Mr. Corrigan explained the Visit Jacksonville Annual Tourism Services Plan and gave a high-level overview of the deliverable components: amplifying brand marketing, upgrading visitor experiences, elevating meetings, and community outreach and engagement. The proposal highlights a focus on neighborhood identity and how it can boost tourism.

Motion: (Howland / White 2nd): Approve the Visit Jacksonville Fiscal Year 25-26 Annual Tourism Services Plan as presented. – **approved unanimously.**

FY 25-26 Media Plan

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

Motion: (Howland / White 2nd): Approve the Visit Jacksonville Fiscal Year 25-26 Media and Advertising Plan as presented. – **approved unanimously.**

FY 25-26 Travel Plan

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

Motion (Howland / White 2nd): Approve the Visit Jacksonville Fiscal Year 25-26 Annual Travel Plan as presented. – **approved unanimously.**

FY 25-26 Revised Budget to Reflect Marketing Updates

Mr. Corrigan reviewed the revised FY 25-26 budget that reflected the marketing updates which were added after the initial budget approval at the previous TDC meeting.

Motion (Howland / White 2nd): Approve the revised Visit Jacksonville FY 24-25 Annual Budget as presented. – **approved unanimously**

FY 24-25 3rd Quarter Report + Upcoming Highlights

Mr. Corrigan provided the FY 24-25 3rd Quarter Report and gave highlights of their work. More details are included in the agenda packet.

IX. FY 25-26 Revised TDC Budget

Chair Carrico

The Chair had Ms. Brock inform the board of some minor adjustments that have been made to the TDC Fiscal Year 25-26 Budget since its approval at the June 2024 TDC Meeting. The Mayor's Office and the Finance Committee Budget Hearing detailed small alterations such as a 3% salary increase for the TDC Executive Director and Administrator positions. Additionally, the City Council will approve the \$500,000 from the TDC Fund Balance to the TDC Development Account for the *Stacked Stars* sculpture for the Museum of Contemporary Art. This budget will go before the City Council for final approval at the end of September.

Motion (Howland / White 2nd): Approve the revised TDC Fiscal Year 25-26 budget as presented. – **approved unanimously.**

X. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending July 2025 were \$10,803,053.19, a 3.30% increase over the 12 months ending July 2024. Revenue from the start of FY 24-25 to date, ending in July 2025, was \$9,134,891.43, up 4.57% compared to the start of FY 23-24 to date, ending in July 2024. Revenue for July 2025 was \$906,640.50, up 11.41% from the same month in 2024. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$336,809.44.

Mr. Peterson reviewed the budgetary balances as of July 31, 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 - \$818,732.80; Planning and Research - \$0; Event Grants - \$33,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$6,738.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$219,544; TDC Administration - \$81,294.57; and the Special Revenue Fund - \$32,767.50.

Mr. Peterson shared the \$500,000 budget move for the *Stacked Stars* sculpture will be reflected in the October financials.

XI. Short-Term Rental Tourist Development Tax

Carla Miller

Chair Carrico introduced Carla Miller, with the Mayor's Office, who has been assigned to Short-Term Rental Tourist Development Tax research initiative. Working with Mr. Weinstein, she has been researching this subject and provided an update.

Ms. Miller reported on her initial findings. She examined past, present, and future aspects of the problem, including an analysis of whether property owners were paying correctly and the significant number of unregistered short-term rentals. The discussion referenced a previous City Council committee and resulting legislation that faced several challenges due to complex zoning issues. The lack of a comprehensive assessment of the total number of operating short-term rentals was highlighted.

Three options were presented:

Option One: maintaining the status quo (piecemeal efforts, letters, occasional legal action), gradually adding dedicated staff over the next couple of years, or a more immediate, significant investment in staff and resources. The potential return on investment with this option was roughly estimated at the current \$2.2 million potentially increasing to \$2.3 million with some action.

Option Two: focused on building the necessary infrastructure and software to effectively target the issue. Granicus, a company with existing city contracts, was mentioned as a potential partner, having provided valuable data on illegal rentals. Their presentation highlighted their infrastructure and software capabilities. The estimated cost for software alone (Granicus) is \$80,000-\$100,000 annually, with a total investment potentially reaching \$400,000 or more to build the necessary infrastructure.

Option Three: contracting directly with Airbnb, Vrbo, and Booking.com to receive funds directly, but this lacks detailed property information and cross-referencing with Tax Collector records. While this method generates revenue, its lack of transparency is a significant drawback.

The initial exploration revealed numerous unanswered questions regarding the feasibility of different approaches. These included the specifics of contracting with vacation rental agencies, property identification methods, available software vendors, and potential legal and zoning implications. A list of approximately 15-30 questions is anticipated, requiring further investigation before making a decision.

Ms. Miller emphasized the importance of making a well-informed decision to avoid future regrets and backtracking. A proposal was made to conduct thorough research, estimated to take two to three months and cost possibly \$35,000 for a hired position, to gather data and answer these questions. This research would inform a final decision, potentially involving a meeting with the Council President, Tax Collector's Office, and Mr. Corrigan, by the end of the year.

The discussion moved into the approval process for research funds, specifically whether board approval is needed for expenditures from the within the existing research budget. Ms. Brock noted that \$100,000 is available for planning and research starting October 1st. Discussion included exploring the possibility of using existing TDC funds to initiate the research immediately, potentially supplemented by seeking additional funding from the executive branch.

Mr. Howland suggested that the City Council could have the Northeast Florida Regional Council assist in this research or the City's Legislative Research Department. After additional deliberation, it was determined that funding may be required to continue research depending on the option(s) chosen.

Motion (Howland / White 2nd): Approve a maximum budget of \$35,000 from the FY 25-26 Planning and Research account for research purposes to address the issue, with the Chair having final decision-making authority.

Aye: Carrico, White, Kuverji, Chan, Thompson, VanLoh, Jenkins, LaNoble (8)

Nay: Howland (1)

Motion Carries

XII. New Business

Chair Carrico

Mr. Corrigan announced the day as "904 Day" and invited members to attend an event downtown to recognize Duval County at the Museum of Contemporary Art.

Ms. Brock shared with the board that a record number of TDC grant applications were expected for the October TDC Board Meeting. It was announced for October 23, 2025 in the Lynwood Roberts Room at 10:00 a.m. in City Hall.

XIII. Closing Comments and Adjournment

Chair Carrico

Seeing no additional business, the Chair adjourned the meeting at 11:14 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

TDC Grants



**Grant Considerations for TDC Meeting
Thursday, October 23, 2025**

Individual grant request summary sheets are attached to this document.

Event Grants						
Event	Grant Category	Hotel Rooms	Tourists	Maximum Grant Award	Estimated Bed Tax*	Estimated Sales Tax*
2025 Jacksonville Classic Basketball	B.	700	3001 – 4000	\$40,000	\$7,242	\$4,634
2026 Tropical Ice Challenge Volleyball Tournament	E.	1300	6001 – 7000	\$70,000	\$43,904	\$43,099
2026 DONNA Marathon Weekend	E.	1300	6001 – 7000	\$70,000	\$43,641	\$36,186
2026 FHSAA Girls and Boys Basketball Championship	F.	1500	7001 - 8000	\$80,000	\$18,882	\$16,478
2026 Michelob ULTRA PBR	C.	900	4001 - 5000	\$50,000	\$25,427	\$42,697
2026 Live Like Lou College Baseball Classic	C.	900	4001 - 5000	\$50,000	\$15,476	\$11,535
2026 Gate River Run	C.	900	4001 - 5000	\$50,000	\$19,137	\$22,587
2026 AAU Collegiate Hockey Championship	F.	1500	7001 - 8000	\$80,000	\$23,830	\$17,813
2026 Golden Hour Invitational Track & Field	A.	500	2000 - 3000	\$30,000	\$5,567	\$6,187
2026 East Coast Relays	C.	900	4001 - 5000	\$50,000	\$7,714	\$6,106
2026 FHSAA Championship Track & Field	D.	1100	5001 - 6000	\$60,000	\$9,282	\$11,639
2026 AAU Track & Field Championship	F.	1500	7001 - 8000	\$80,000	\$23,031	\$23,549
Total:		12,500	~65,000	\$710,000	\$243,133	\$242,510

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

Grant Request Summary



Representative: Jim Drew, RBG Events, LLC
Event: 2025 Jacksonville Classic College Basketball Tournament
Date of Event: November 23 – 25, 2025
Location: Edward Waters University; 1658 Kings Rd, Jacksonville, FL 32209

Event Overview: The 2025 Jacksonville Classic is a preseason college basketball tournament featuring a minimum of eight Division 1 teams from various conferences. Attracting university fan bases, alumni, and a national audience, the tournament showcases high-level competition while promoting Jacksonville as a thriving sports market and vacation destination. Participating teams include Georgia Southern, William & Mary, Youngstown State, and others, drawing tourists from across the country to experience Northeast Florida's attractions. Organizers plan to expand the number of participating teams and continue holding the classic in Jacksonville for years to come.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: 2021 - \$25,000; Estimated 3200 tourists and 500 hotel stays

Tourism Impact: **Bed Tax (Direct):** \$7,242 **Sales Tax (Direct):** \$4,634

Based on Destinations International Event Impact Calculator

Application Score: 67 points out of 100 points

Suggested Action*: Approve RBG Events, LLC to receive a special event grant for \$40,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2025 Jacksonville Classic College Basketball Tournament.

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

Grant Request Summary



Representative: Lisa Davis, Jacksonville Juniors Volleyball Association
Event: 2026 Tropical Ice Challenge Volleyball Tournament
Date of Event: January 10 – 11, 16, 17 – 19, 24 – 25, 2026
Location: JJVA Training Facility, 8457 Western Way, Jacksonville, FL 32256

Event Overview: The 2025 Tropical Ice Challenge Volleyball Tournament is a premier volleyball tournament series spanning three weekends. This event hosts 300 teams from across the United States to showcase their skills and compete at the highest level. This event also consists of a college showcase, a night when college coaches and scouts from all over the country gather to spot the next volleyball stars among the players. JJVA provides financial assistance to athletes unable to pay participation fees.

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 - \$70,000

Tourism Impact: **Bed Tax (Direct):** \$43,904 **Sales Tax (Direct):** \$43,099
Based on Destinations International Event Impact Calculator

Application Score: 78 out of 100 points

Suggested Action*: Approve Jacksonville Juniors Volleyball Association to receive a special event grant for \$70,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 Tropical Ice Challenge Volleyball Tournament

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

Grant Request Summary



Representative: Amanda Napolitano, The DONNA Foundation, Inc.
Event: 2026 DONNA Marathon Weekend
Date of Event: January 30 – February 1, 2026
Location: SeaWalk Pavilion/Latham Plaza, Jacksonville Beach and Hilton Jacksonville at Mayo Clinic

Event Overview: The DONNA Marathon Weekend 2026 is a three-day event with races that include a 5K, DONNA Dash, half marathon, marathon, and an ultramarathon, along with a health and wellness expo, that will fill the City of Jacksonville and the Beaches of Northeast Florida with thousands of runners from all 50 states and many countries. This year's marketing theme, *Destination: Love* is a celebration of love that moves people—steady, fierce, and unshakeable. This event celebrates the progress and resilience required to reach a world without breast cancer and is the only marathon in the country with funds solely dedicated to end breast cancer.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: 2024 \$50,000
2025 \$70,000

Tourism Impact: **Bed Tax (Direct):** \$43,641 **Sales Tax (Direct):** \$36,186

Based on Destinations International Event Impact Calculator

Application Score: 80 points out of 100 points

Suggested Action*: Approve The DONNA Foundation, Inc. to receive a special event grant for \$70,000 from the Tourist Development Council FY 25-26 Event Grants account for the DONNA Marathon Weekend 2026

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

Grant Request Summary



Representative: Nick Morrow, University of North Florida
Event: 2026 FHSAA Boys and Girls State Basketball Championships
Date of Event: February 24 – March 14, 2026
Location: UNF Arena; University of North Florida

Event Overview: For the first time in more than 50 years, the FHSAA Boys and Girls State Basketball Championships will be hosted in Jacksonville, with the UNF Arena serving as the premier competition venue. Over the course of a 15-day period, the state's top high school basketball student-athletes will compete for championship titles. Each day the tournament will feature a different classification, showcasing both boys' and girls' teams. The event will create meaningful impact by donating tickets to local nonprofits and schools, giving youth access to a championship atmosphere. The Jacksonville Sports Foundation will play a role in coordinating these efforts, connecting with community partners, and amplifying the event through its citywide networks.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$18,882 **Sales Tax (Direct):** \$16,478
Based on Destinations International Event Impact Calculator

Application Score: 66 out of 100 points

Suggested Action*: Approve University of North Florida to receive a special event grant for \$80,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 FHSAA Boys and Girls State Basketball Championships.

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

Grant Request Summary



Representative: Justin Parks, Professional Bull Riders LLC
Event: Michelob ULTRA PBR Jacksonville
Date of Event: February 20 – 21, 2026
Location: VyStar Veterans Memorial Arena,
300 A. Philip Randolph Blvd, Jacksonville, FL 32202

Event Overview: Michelob ULTRA PBR Jacksonville will showcase the ultimate extreme sport - a bull riding competition that features the best cowboys in the world matched up against the rankest bovine athletes in the country. Set in a concert like production with pyrotechnics, big screens, and electrifying music, it's an event like no other and one that appeals to all ages from all walks of life. PBR will distribute a minimum 300 tickets to military personnel as well as partner with Jacksonville Boys & Girls Club and Boy Scouts of America to provide opportunities for community involvement.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: 2025 - \$50,000

Tourism Impact: **Bed Tax (Direct):** \$25,427 **Sales Tax (Direct):** \$42,697
Based on Destinations International Event Impact Calculator

Application Score: 74 out of 100 points

Suggested Action*: Approve Professional Bull Riders LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 25-26 Event Grants account for the Michelob ULTRA PBR Jacksonville

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

Grant Request Summary



Representative: Cutter Sippel, Peak Events, LLC
Event: 2026 Live Like Lou Jax College Baseball Classic
Date of Event: February 20 - 22, 2026
Location: Vystar Ballpark, Downtown Jacksonville

Event Overview: The 2026 Jacksonville College Baseball Classic is a four team NCAA Division 1 baseball tournament taking place at the Vystar Ballpark. The event is set to host varsity baseball teams from LSU, Notre Dame University, University of Indiana, and University of Central Florida, all with exuberant fans known to travel. They will provide tickets to all sponsors to distribute to local organizations such as youth baseball leagues and recreational organizations, with the purpose of engaging youth in the sport. The Classic will contribute \$1.50 per ticket to the Live Like Lou ALS Foundation, raising \$100,000 for research and to support families. Four ALS families will be honored during the games with one receiving a customized \$75,000 wheelchair.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: \$50,000 – 2025 \$40,000 – 2024

Tourism Impact: **Bed Tax (Direct):** \$15,476 **Sales Tax (Direct):** \$11,535
Based on Destinations International Event Impact Calculator

Application Score: 62 out of 100 points

Suggested Action*: Approve Peak Events, LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 Live Like Lou Jax College Baseball Classic

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

Grant Request Summary



Representative: Doug Alred, 1st Place Sports
Event: 2026 Gate River Run
Date of Event: March 4 – March 7, 2026
Location: Sports and Entertainment District, Downtown Jacksonville

Event Overview: The Gate River Run is the largest 15K road race in the United States and serves as the official USA Championship for the 15K distance. The event features a challenging course that winds through Jacksonville's neighborhoods, including Downtown, San Marco, and St. Nicholas communities. In addition to the main 15K, it includes a 5K for charity, Junior River Run, Brooks Challenge Mile, Diaper Dash, and a post-race celebration with music and food. Attracting over 20,000 participants from all 50 states and multiple countries, the race promotes physical fitness, community engagement, and showcases the beauty of Jacksonville and the First Coast, drawing tourists to explore the area's attractions. Many local charities will receive financial donations in exchange for volunteering at the event.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: N/A

Tourism Impact: **Bed Tax (Direct):** \$19,137 **Sales Tax (Direct):** \$22,587

Based on Destinations International Event Impact Calculator

Application Score: 76 points out of 100 points

Suggested Action*: Approve 1st Place Sports to receive a special event grant for \$50,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 Gate River Run.

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

Grant Request Summary



Amateur Athletic Union of the United States, Inc.

"Sports For All, Forever"

Representative: Angela Guardia, Amateur Athletic Union of the United States, Inc.,
Event: 2026 AAU College Ice Hockey National Championships
Date of Event: March 6 – 17, 2026
Location: Community First Igloo, 3607 Philips highway, Jacksonville FL

Event Overview: The AAU Collegiate Ice Hockey National Championship is an AAU Ice Hockey National Championship event. The event will host 3 divisions, including a women's division and will draw 48 teams. The AAU's mission is to offer amateur sports programs through a volunteer base for all people to have the physical, mental and more development of amateur athletes and to promote good sportsmanship and citizenship. The AAU also has an outreach program called AAU Cares through which they will organize food and school supply drives to distribute collections in the community.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$23,830 **Sales Tax (Direct):** \$17,813
Based on Destinations International Event Impact Calculator

Application Score: 63 out of 100 points

Suggested Action*: Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 AAU College Ice Hockey National Championships

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

Grant Request Summary



Representative: Hassaan Stamps, Golden Hour Invitational, Inc.
Event: 2026 Golden Hour Invitational
Date of Event: April 17 - 18, 2026
Location: Hodges Stadium / Visit Jax Track and Field; UNF

Event Overview: The Golden Hour Invitational is a track and field festival, staged at the University of North Florida's Hodges Stadium. It brings together NCAA programs, elite athletes, families, and fans from across the country. The meet blends world-class competition with a festival atmosphere that includes athlete spotlights, music, and community activations. By combining performance-driven racing with a fan-focused experience, the event raises Jacksonville's profile as a sports tourism destination. The Invitational is designed to grow annually, positioning the city alongside premier national meets. The Invitational will provide free youth clinics for local student-athletes, discounted tickets for school and nonprofit groups, and volunteer opportunities that connect the Jacksonville community to elite track and field.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$5,567 **Sales Tax (Direct):** \$6,187
Based on Destinations International Event Impact Calculator

Application Score: 58 out of 100 points

Suggested Action*: Approve Golden Hour Invitational, Inc. to receive a special event grant for \$30,000 from the Tourist Development Council FY 25-26 Special Revenue Fund account for the 2026 Golden Hour Invitational

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

Grant Request Summary



Representative: Doug Loftus, 1-Elite Class LLC
Event: 2026 East Coast Relays
Date of Event: May 1 – 2, 2026
Location: Hodges Stadium at Visit Jax Track; University of North Florida

Event Overview: The East Coast Relays is an elite track and field meet that will host collegiate teams from across the entire east coast region of the United States. Over the past two years, there has been a minimum of 40 collegiate teams per year. The East Coast Relays is considered to be a last chance elite meet before collegiate conference championships (ACC, SEC, SWAC, Big Ten, etc.). Participation in the East Coast Relays has grown steadily each year since 2023, underscoring the event's strong momentum and appeal. The meet is strategically scheduled to take place two weeks prior to collegiate conference championships, providing athletes with a valuable opportunity to sharpen their performance at a World Athletics-certified track and field venue. Through partnership with Mitch 22 Foundation, the event is designed to give back to the Jacksonville community by creating meaningful service and workforce development opportunities for local youth. The Jacksonville Sports Foundation will play a role in coordinating these efforts, connecting with community partners, and amplifying the event through its citywide networks.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: None

Tourism Impact: **Bed Tax (Direct):** \$7,714 **Sales Tax (Direct):** \$6,106
Based on Destinations International Event Impact Calculator

Application Score: 63 out of 100 points

Suggested Action*: Approve 1-Elite Class LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 East Coast Relays.

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

Grant Request Summary



Representative: Nick Morrow, University of North Florida
Event: 2026 FHSA Track and Field Championships
Date of Event: May 6 – 9, 2026
Location: Hodges Stadium at Visit Jax Track; University of North Florida

Event Overview: The FHSA Track & Field State Championships is the premier event for all State of Florida Track & Field student-athletes. The best athletes in the state will compete for a championship at Visit Jax Track at Hodges Stadium. The championship will take place May 6 through May 9, 2026. Each day will feature a different classification competition with schools competing from across the entire state. The event will deliver civic and social impact by donating tickets to local schools, nonprofits, and community groups, giving youth access to a championship atmosphere. In partnership with the Jacksonville Sports Foundation, the event will also feature youth clinics and mentorship opportunities that encourage healthy lifestyles and inspire the next generation. This event was previously under a multi-year contract with the TDC from 2023 through 2025.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: 2023 – \$50,000
2024 – \$50,000
2025 – \$50,000

Tourism Impact: **Bed Tax (Direct):** \$9,282 **Sales Tax (Direct):** \$11,639
Based on Destinations International Event Impact Calculator

Application Score: 52 out of 100 points

Suggested Action*: Approve University of North Florida to receive a special event grant for \$60,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 FHSA Track and Field Championships.

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

Grant Request Summary



Amateur Athletic Union of the United States, Inc.

"Sports For All, Forever"

Representative: Crystal Mannino, The Amateur Athletic Union of the United States, Inc.
Event: 2026 AAU Primary National Championship & Club Championship
Date of Event: July 4-11, 2026
Location: Hodges Stadium, University of North Florida

Event Overview: The 2026 AAU Primary Nationals & Club Championship is an AAU Track & Field National Championship event which serves as one of the last opportunities of the year to qualify for the AAU Junior Olympic Games, making it a highly desirable event. The championship will have athletes from ages 5 to 18 that represent approximately 30 states. Spectator ticket sales continue to rise with a 71% increase last year. AAU Cares, working with UNF, will create experiential opportunities for local clubs designed to promote good sportsmanship and increase interest in the sport, as well as hold food and school supply drives for the local community.

Grant Category:

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

Funding to Support: Venue and Equipment Rental; Event Production

Past TDC Support: 2024 \$60,000 2025 \$80,000

Tourism Impact: **Bed Tax (Direct):** \$23,031 **Sales Tax (Direct):** \$23,549
Based on Destinations International Event Impact Calculator

Application Score: 62 out of 100 points

Suggested Action*: Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 25-26 Event Grants account for the 2026 AAU Primary Nationals & Club Championships

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

Visit Jacksonville



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: 10/23/2025
SUBJECT: FY 25-26 Budgetary Reallocation Request

Per Visit Jacksonville's contract with the City of Jacksonville, we may budgetarily exceed line items on an expense within the approved Sports Tourism budget by up to 20%; however, any shifts in amounts needed larger than 20% must be brought before TDC for approval. Visit Jacksonville is requesting a reallocation between budgetary lines as we fund the Jacksonville Sports Foundation for year 2 of existence at an amount of ½ of the funding received in year 1.

SPORTS TOURISM REALLOCATION							
Budgetary Line Item	Original Sports Tourism Budget	Addition with \$1.5M	Expenses through 9/30/25	Obligations:	Current Funds Remaining as of 9/30/25	Reallocation Requested	Final Remaining Funds
Grants	\$ 85,000.00	\$ 125,000.00	\$ (81,059.00)	\$ (10,000.00)	\$ 118,941.00		\$ 118,941.00
Promotions & Client Dev	\$ 5,000.00	\$ 150,000.00	\$ (80,273.25)	\$ (36,000.00)	\$ 38,726.75		\$ 38,726.75
Memberships	\$ 6,250.00	\$ 20,000.00	\$ (11,768.05)	\$ -	\$ 14,481.95	\$ (10,000.00)	\$ 4,481.95
Target Marketing	\$ 50,000.00	\$ 100,000.00	\$ (60,838.33)	\$ (20,000.00)	\$ 69,161.67	\$ (60,000.00)	\$ 9,161.67
Amenities	\$ 5,000.00	\$ 30,000.00	\$ (1,609.22)	\$ -	\$ 33,390.78	\$ (20,000.00)	\$ 13,390.78
Concessions	\$ 5,000.00	\$ 200,000.00	\$ -	\$ (116,055.00)	\$ 88,945.00		\$ 88,945.00
Operational & Hosting	\$ 63,750.00	\$ 400,000.00	\$ (426,482.30)	\$ (150,000.00)	\$ (112,732.30)	\$ 120,000.00	\$ 7,267.70
FAM Expenses/Site Visits	\$ 15,000.00	\$ 25,000.00	\$ (10,000.00)	\$ -	\$ 30,000.00	\$ (30,000.00)	\$ -
Bid fees, Rights & Spons.	\$ 95,000.00	\$ 450,000.00	\$ (237,327.29)	\$ (307,500.00)	\$ 172.71		\$ 172.71
Unallocated	\$ 20,000.00	\$ -	\$ (20,000.00)	\$ -	\$ -		\$ -
	\$ 350,000.00	\$ 1,500,000.00	\$ (929,357.44)	\$ (639,555.00)	\$ 281,087.56	\$ -	\$ 281,087.56

TDC Financial Report

Duval County Tourist Development Council

Financial Report - September 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	980,902.40
June	910,004.15	939,202.73	956,049.29	959,974.58
July	896,077.60	886,091.39	813,752.69	906,640.50
August	924,781.34	942,669.76	896,464.52	937,990.05
September	817,772.71	779,666.00	771,697.24	803,018.19
Totals	\$ 10,091,317.17	\$ 10,663,231.46	\$ 10,403,744.21	\$ 10,875,899.67

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending September 2025	\$ 10,875,899.67
12 months ending September 2024	10,403,744.21
Change over prior 12 months	\$ 472,155.46
Percentage change	4.54%

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

12 months ending September 2025	\$ 10,875,899.67
12 months ending September 2024	10,403,744.21
Change over prior year to date	\$ 472,155.46
Percentage change	4.54%

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

September 2025	\$ 803,018.19
September 2024	771,697.24
Change over prior year	\$ 31,320.95
Percentage change	4.06%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, September 2025	\$ 10,875,899.67
Average Revenues to Budget, September 2025	10,534,102.00
Average Revenues Difference	\$ 341,797.67

Duval County Tourist Development Council

Financial Report - September 30, 2025

	<u>FY 2024/25</u>
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,385,817.00
Disbursements	(1,385,817.00)
Budgetary Balance Available	<u>\$ -</u>
(B) Marketing	\$ 4,757,956.00
Disbursements	(4,757,956.00)
Budgetary Balance Available	<u>\$ -</u>
(C) Convention and Group Sales	\$ 1,685,391.00
Disbursements	(1,685,391.00)
Budgetary Balance Available	<u>\$ -</u>
(D) Convention Grants, Sponsorships and Promotion*	\$ 725,000.00
Prior Year's Balances	705,877.30
Disbursements	(622,285.76)
Commitments	(339,013.24)
Budgetary Balance Available	<u>\$ 469,578.30</u>
(2) Planning and Research	\$ 100,000.00
Carryovers	97,500.00
Disbursements	(132,500.00)
Budgetary Balance Available	<u>\$ 65,000.00</u>
(3) Event Grants	\$ 1,329,875.00
Carryovers	310,000.00
Disbursements	(1,156,875.00)
2025 AAU Track and Field Primary National & Club Championships Special Event Grant	(80,000.00)
2025-2026 MOCA Cultural Tourism Promotion	(80,000.00)
2025 International Women's Cup Jax Special Event Grant	-
2025 Constellation Furyk & Friends Special Event Grant	(50,000.00)
2026 Jacksonville Spartan Weekend Special Event Grant	(80,000.00)
2026 Springing the Blues Festival Special Event Grant	(80,000.00)
Budgetary Balance Available	<u>\$ 113,000.00</u>

Duval County Tourist Development Council

Financial Report - September 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)
Obligations: 2025 Beaches Oktoberfest Special Event Grant	(50,000.00)
Budgetary Balance Available	\$ 956,060.00
(6) Promotion of the Equestrian Center*	\$ 13,600.00
Prior Year's Balances	8,910.05
Disbursements	(15,525.00)
Commitments	-
Budgetary Balance Available	\$ 6,985.05
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$ 644,544.00
Carryovers	1,724,326.98
Disbursements	(748,914.43)
Obligations: Visit Jacksonville Sports Tourism	(1,043,061.11)
Obligations: Visit Jacksonville UK Marketing Plan 2025	(254,572.01)
Obligations: Visit Jacksonville Unified Marketing Plan	(100,000.00)
Budgetary Balance Available	\$ 222,323.43
TDC Administrative Budget	\$ 320,134.00
Disbursements	(297,863.05)
Budgetary Balance Available	\$ 22,270.95
Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 92,961.96
Disbursements	(54,722.24)
Obligations: Visitor Channel	(5,472.22)
Budgetary Balance Available	\$ 32,767.50

*Indicates accounts that carryforward each year

Informational Materials

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
TOURISM STRATEGIC PLAN SUBCOMMITTEE MEETING MINUTES
Wednesday, October 8, 2025, 2:30 p.m.-3:30 p.m.
City Hall – 2nd Floor Conference Room

TDC Subcommittee Members: City Council President Kevin Carrico (Chair), Michael Jenkins, Dennis Thompson

TDC Staff: Carol Brock (Executive Director), Phillip Peterson (Auditor), Daren Anderson (Office of General Counsel)

Guests: Jitan Kuverji (TDC Member), Raul Arias (Council Member – District 11), Michael Corrigan (CEO, Visit Jacksonville)

I. Welcome and Call to Order

Following self-introductions, City Council President Carrico, chair of the TDC, welcomed attendees to the TDC Tourism Strategic Plan Subcommittee Meeting.

II. Public Comments Including Action Items

There were no public comments.

III. Framework for Tourism Strategic Plan

A. What is a Tourism Strategic Plan?

B. Why does TDC need a Tourism Strategic Plan?

C. How is it developed and implemented?

CP Carrico asked Dennis Thompson, TDC member, to review the process that was implemented to get the TDC to this point. Mr. Thompson explained that over a period of approximately 12 months, consultants, Downs and St. Germain, synthesized information from stakeholder meetings, community engagement opportunities, visitor perception analysis, surveys, and more to create recommendations for a tourism strategic plan. The plan included six recommended areas of focus. TDC needs to create a formalized plan based on these recommendations as well as the expertise of the TDC and Visit Jacksonville. Visit Jacksonville has incorporated many recommendations in the FY 25-26 annual plan.

Mr. Thompson suggested that TDC members set the framework for what the tourism strategic plan will be by identifying high level categories or areas of focus to create a “living” document; determining who is responsible for championing the various categories; creating timelines and measurables for items in the strategic plan; and monitoring the plan.

Carol Brock, TDC Executive Director, reviewed the guiding question for the tourism strategic plan: Which types of investments by the TDC and Visit Jacksonville will have the greatest impact on growing tourism in Jacksonville? Ms. Brock stated the six recommended areas: (1) Destination Marketing & Messaging, (2) Event Development & Support, (3) Tourism Infrastructure & Capital Investment, (4) Meetings, Conventions, & Group Tourism, (5) Neighborhood & Local Business Engagement, (6) Visitor Experience Enhancements.

Discussion followed regarding the current grant process. Grant applications must meet the guidelines established by TDC and if awarded a grant, applicants are only reimbursed if they accomplish the guarantees set forth in the contracts.

Council Member Arias added to the discussion by suggesting that efforts should be made to increase the number of short-term rentals paying the required tourist development tax. Jitan Kuverji, TDC member, and Ms. Brock reported there is a group currently working on this. Mr. Arias also encouraged the following: an emphasis on community outreach to local businesses, funding for smaller local events without a “heads in beds” requirement, and reconsideration of the amount of TDC funds directed to golf tourism promotion.

Mr. Corrigan reiterated that Visit Jacksonville supports the strategic plan and has already implemented many recommendations in the new annual plan which was approved by TDC at the previous meeting.

IV. Review Recommendations by Downs & St. Germain

CP Carrico suggested that we briefly look at the six recommended categories during this meeting and charge a small group to do a deep dive into the data and present a draft tourism strategic plan at the next TDC meeting. There was discussion regarding capital investments and the importance that strategically investing in such projects can have on creating long-term tourism, and possibly prioritizing a list of capital investments for the TDC to consider.

V. Next Steps

A motion was made by CP Carrico, seconded by Michael Jenkins, TDC member, to allow Mr. Dennis to work with Ms. Brock and Visit Jacksonville on a draft strategic plan to present to the TDC for approval. The motion was unanimously approved.

VI. Closing Comments and Adjournment

CP Carrico thank everyone for participating and adjourned the meeting.

Submitted by Carol Brock

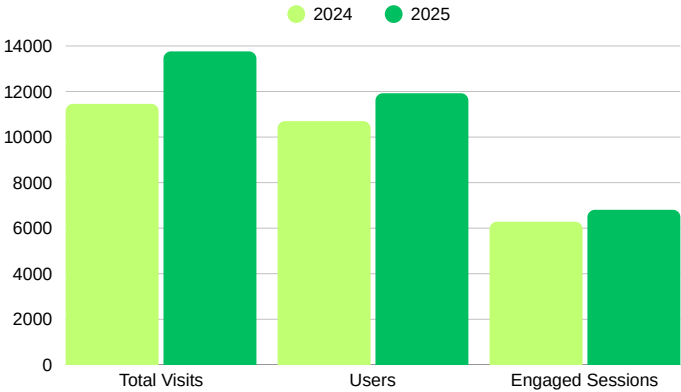
Jacksonville
DUVAL COUNTY
Tourist Development Council

Jacksonville
DUVAL COUNTY
Tourist Development Council

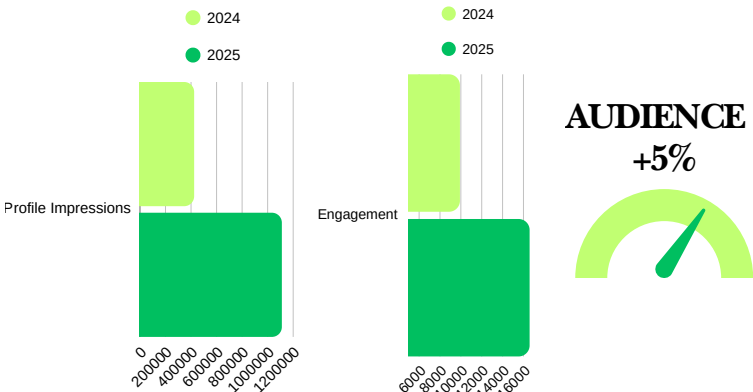
[illegible]

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	69.7	65.5	69.2	63.5					
10 yr Avg	67.3	75.1	74.1	71.3	70.5	70.5	70.7	66.7	66.0	70.9	67.7	63.6	69.5
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	\$121	\$112	\$113	\$107					
10 yr Avg	\$96	\$102	\$109	\$104	\$106	\$101	\$102	\$97	\$97	\$103	\$98	\$95	\$101
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	\$980,902	\$959,975	\$906,641	\$937,990	\$803,018				
Monthly Differential	\$32,555	\$69,705	\$40,242	\$48,400	\$40,269	\$3,925	\$92,888	\$41,525	\$31,321				
10yr Average	\$639,061	\$675,922	\$730,688	\$881,876	\$802,038	\$797,938	\$754,620	\$790,788	\$689,615	\$650,161	\$728,269	\$709,105	\$737,507

WEBSITE PERFORMANCE



SOCIAL PERFORMANCE



TOP GOLF TRAVEL MARKETS

CITY

1. New York
2. Chicago
3. Orlando
4. Atlanta
5. Jacksonville
6. Miami
7. Charlotte
8. Dallas
9. Raleigh
10. Boston

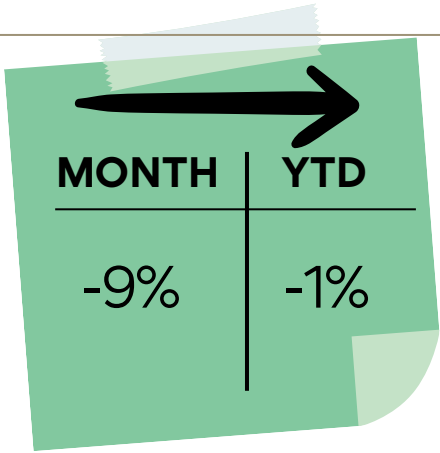
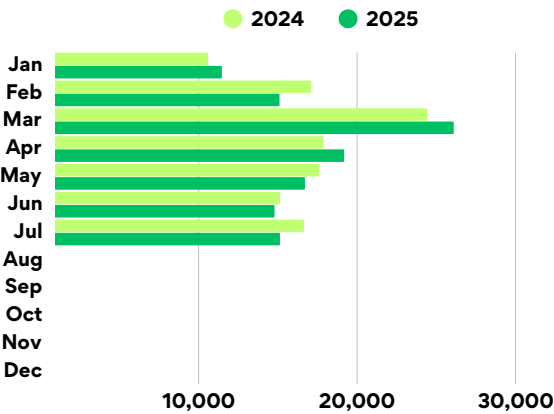
STATE

1. Florida
2. Georgia
3. New York
4. North Carolina
5. Texas
6. Illinois
7. Virginia
8. Ohio
9. Michigan
10. South Carolina

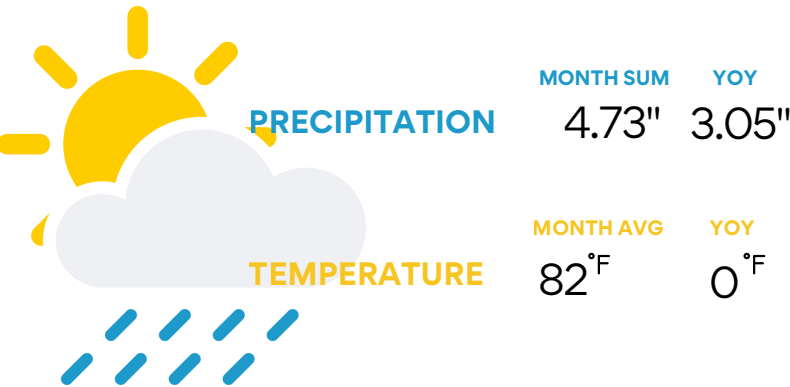
INTERNATIONAL

1. Canada
2. Puerto Rico
3. United Kingdom
4. India
5. China

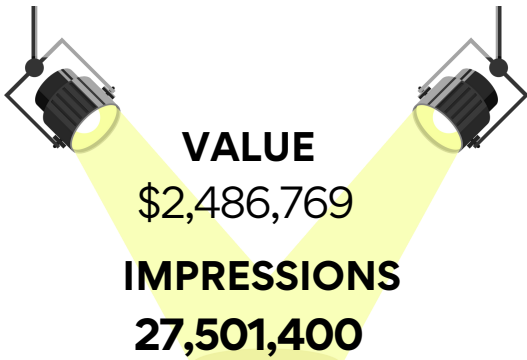
TOURISM ROUNDS



CLIMATE



EARNED MEDIA



PLEASE READ BELOW and USE LINKS:

Good morning y'all,

As promised on last Friday's call, I took a look into Short-Term Rental enforcement in Jacksonville. Here is what I found:

- **City of Jacksonville Short-Term Vacation Rentals Special Committee:**
 - Evaluate the City's code enforcement capabilities and make recommendations regarding enforcement of any regulations imposed on short-term vacation rentals.
 - Investigate the ability of the City to collect the appropriate taxes for such uses and suggest improvements to facilitate collection of all such amounts owed.
 - Link to committee, its members, staff, documents, etc [HERE](#).
- **The Tax Collector's Office** handles business tax receipts (BTRs) for short-term rentals, which serve as the required business license.
 - City of Jacksonville Tax Collector's Office:
 - Phone: (904) 630-2064
 - Email: taxcollector@coj.net
 - Address: 231 E. Forsyth Street, Jacksonville, FL 32202
- **Jacksonville Municipal Code Compliance & Enforcement Division:**
 - Covers enforcement for most all commercial and residential codes both residential and commercial.
 - Link to more information [HERE](#).

Sincerely,

RYAN ALBERS

Senior Manager of State & Local Government Affairs

AAHOA: The Foremost Resource and Advocate for America's Hotel Owners
O 678-987-0918

I'm sharing recent findings from AAHOA's research team regarding the ongoing Short-Term Rental (STR) issue in Duval County. Between 2017 and 2019, meaningful work was done to develop a plan addressing STR regulation; however, no implementation or follow-up occurred. While such delays are not uncommon in municipal processes, this is our opportunity to correct course and bring fairness and accountability to the system.

Currently, STRs are operating outside legal boundaries in Duval County. This unregulated activity places our local hotels who comply fully with taxes, safety standards, and employment obligations at a serious disadvantage. Hotels continue to generate significant **Property Tax** and **Tourist Development Tax (TDT)** revenue for the City, while many STR operators profit without contributing their fair share or adhering to community standards.

We respectfully urge the City to take immediate action by suspending STR operations until a comprehensive and enforceable framework is established. A balanced solution is possible—one that allows STRs to exist responsibly within clear limits. This framework should include:

- Defined **zoning restrictions** for STR operations;
- A **cap on the total number of STR units** allowed;
- A **minimum rental period of 21 days** to discourage transient turnover; and
- **Strict enforcement measures** to ensure compliance.

Beyond restoring fairness to our hospitality sector, these steps could also help address Jacksonville's **workforce housing shortage**. Reducing the number of homes held for short-term profit may free up housing for teachers, nurses, police officers, and other essential workers who are being priced out of the local market.

By taking action now, the City of Jacksonville can demonstrate responsible governance, protect a vital economic engine, and foster sustainable housing solutions for our community.

Thank You,

Jitan Kuverji

Jacksonville.gov > City Council > Council Committees, Boards & Commissions > Short Term Vacation Rentals Special Committee

Short-Term Vacation Rentals Special Committee

Charge:

- Evaluate and make recommendations on the City's zoning and other laws to determine whether there are limitations on the ability of short-term vacation rental uses to operate in the City and to ensure their compatibility with other adjacent or nearby uses if they were allowed.
- Investigate the ability of the City to collect the appropriate taxes for such uses and suggest improvements to facilitate collection of all such amounts owed.
- Evaluate and make recommendations on potential methods that owners and/or operators of short-term vacation rentals would be required to use to register with the City similar to other requirements for home occupation providers already in existence.
- Investigate and address "leasing strategies" that are employed or may be employed to circumvent zoning regulations for long-term rentals including the ability to break a long-term lease with no penalty in order to appear to be long-term while facilitating a short-term rental.
- Evaluate the City's code enforcement capabilities and make recommendations regarding enforcement of any regulations imposed on short-term vacation rentals.

Committee Members

Jim Love - Chair
Aaron Bowman
Ju'Coby Pittman

Committee Staff

Office of the City Council
117 W. Duval St., Suite 430
Jacksonville, FL 32202

Under Florida law, email addresses are public records. If you do not want your email address published, do not send electronic mail to City Council Members or staff. Instead, contact the City Council by phone or in writing.

Meeting Information

Meetings as Noticed

City Hall - St. James Building
117 W. Duval Street
Jacksonville, FL 32202

Documents

- [Council President Bowman's Memorandum Terminating the Special Committee on Short-Term Vacation Rentals - Dated 2/22/19](#)
- [Council President Bowman's Amended Charge Memorandum - Dated 12/5/18](#)
- [Council President Bowman's Charge Memorandum - Dated 8/14/18](#)
- [Office of General Counsel Memo Regarding Public Participation in Open Meetings \(54 kb PDF\) - Dated 9/18/2013](#)

Archived Meetings

<https://www.jacksonville.gov/city-council/standing-committees/short-term-vacation-rentals-special-committee>

Reading the pdf documents on this page requires the Adobe Acrobat Reader available free from [Adobe](#).

December 6, 2018

Special Committee on Short-Term Vacation Rentals

City Hall - St. James Bldg.

1st Floor, Lynwood Roberts Room

117 W. Duval Street

[Notice](#) | [Agenda](#) | [Minutes](#) | [Sign-in Sheet](#) | [Handouts](#) | [Audio](#)

November 15, 2018

Special Committee on Short-Term Vacation Rentals

City Hall - St. James Bldg.

1st Floor, Lynwood Roberts Room

117 W. Duval Street

[Notice](#) | [Agenda](#) | [Minutes](#) | [Amended Minutes](#) | [Sign-in Sheet](#) | [Handouts](#) | [Audio](#)

October 22, 2018

Special Committee on Short-Term Vacation Rentals

City Hall - St. James Bldg.

1st Floor, Lynwood Roberts Room

117 W. Duval Street

[Notice](#) | [Agenda](#) | [Minutes](#) | [Amended Minutes](#) | [Sign-in Sheet](#) | [Handouts](#) | [Video](#)

October 11, 2018

Special Committee on Short-Term Vacation Rentals

City Hall - St. James Bldg.

4th Floor, Conference Room A

117 W. Duval Street

[Notice](#) | [Agenda](#) | [Minutes](#) | [Amended Minutes](#) | [Sign-in Sheet](#) | [Handouts](#) | [Audio](#)