



December 11, 2025
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, December 11, 2025, 3:00 p.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 (*excused*), Michael Jenkins, Shawn LaNoble (*excused*)

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

I.	Welcome and Call to Order	Chair Carrico
II.	Public Comments Including Action Items	Chair Carrico
III.	Approval of Minutes • October 23, 2025 – TDC Regular Meeting*	Chair Carrico
IV.	Tourism Strategic Plan Update	Dennis Thompson
V.	TDC Reserves Discussion*	Carol Brock/Phillip Peterson
VI.	Visit Jacksonville FY 2024-2025 Annual Evaluation*	Carol Brock/Michael Corrigan
VII.	Visit Jacksonville Update	Michael Corrigan
VIII.	Short-Term Rental Tourist Development Tax Update	Carla Miller/Jeff Clements
IX.	Financial Report	Phillip Peterson
X.	New Business	Chair Carrico
XI.	Closing Comments and Adjournment	Chair Carrico

*** Denotes motion may be needed**

Informational Material Included in Meeting Packet:

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

Next Meeting:

Thursday, February 12, 2026, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

**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 - *absent*, 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 to order at 10:02 a.m. and asked the attendees to introduce themselves for the record. He welcomed Daren Anderson with the Office of General Counsel as the new legal counsel assigned to the TDC, replacing Jim McCain.

II. Public Comments Including Action Items

Chair Carrico

John Nooney

Mr. Nooney referenced City Council Resolution 2023-0819-A and expressed his support for the 12 grant applications. He discussed the Waterways FIND Subcommittee and legislation for electric vehicle charging stations.

III. Approval of Minutes

Chair Carrico

The minutes of the September 4, 2025 Regular TDC meeting were **approved unanimously as distributed**.

IV. TDC Grants

Chair Carrico/Carol Brock

The Chair introduced Carol Brock, who provided an overview of the grant application process. Ms. Brock emphasized the thorough evaluation and scoring system used as well as the timeline for review and payment. She noted a record number of 12 applications received, outlining how the TDC promotes grant opportunities and the stringent requirements for grantees, including proof of tourists and hotel room nights alongside providing proof of paid invoices to be eligible for reimbursement. She highlighted a case where the International Women's Cup grant applicant did not meet minimum guarantees and thus received no funding.

Ms. Brock shared that the total amount of funding requested for this cycle was \$710,000. Ms. Brock noted that the FY 25-26 grant budget is \$1,150,000.

2025 Jacksonville Basketball Classic

Jim Drew

Ms. Brock gave an overview of the 2025 Jacksonville Basketball Classic grant request. She explained that the applicant is seeking Category B funding at \$40,000. They must prove their event attracts at least 3,001 tourists from outside Duval County and produces 700 hotel room nights. The grant application scored a 62 out of 100 points. Ms. Brock invited Jim Drew with RBG Events, LLC to provide more information regarding their grant application.

Mr. Drew shared that the event is scheduled to be held at Edward Waters University, with a commitment to move more hotel stays to Duval County. He stated that they anticipate 11 universities participating, making it the largest Division I basketball event east of Las Vegas. Vice President Howland inquired about the event's potential to drive NCAA first-round tournaments. Michael Corrigan, CEO of Visit Jacksonville, responded that it would enhance the case for attracting NCAA first-round tournaments by increasing basketball density and expanding court inventory in the area.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 Tropical Ice Challenge Volleyball Tournament

Lisa Davis

Ms. Brock gave an overview of the 2026 Tropical Ice Challenge Volleyball Tournament request. She explained that the applicant is seeking Category E funding at \$70,000. They must prove their event attracts at least 6,001 tourists from outside Duval County and produces 1,300 hotel room nights. The grant application scored a 78 out of 100

points. Ms. Brock invited Lisa Davis with the Jacksonville Juniors Volleyball Association to provide more information regarding their grant application.

Ms. Davis shared that due to the lack of facility space in Duval County, the event would take place over three weekends in January. The tournament will involve approximately 300 teams, and Ms. Davis explained how they are leveraging traveling teams to increase hotel room nights. The tournament also aims to provide financial aid to players and host a college scouting night. Ms. Davis discussed the tournament's growth, projected room nights, and partnerships, including League One Volleyball.

Mr. Kuverji stated his strong support for this event and the economic impact it has on this area of Jacksonville.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 DONNA Marathon Weekend

Amanda Napolitano

Prior to introducing Amanda Napolitano, Executive Director of the DONNA Foundation, Ms. Brock read into the record a statement from the Ethics Office to *“confirm that The Donna Foundation applying for and receiving a TDC grant does not raise a conflict of interest under state ethics laws because Mayor Deegan is not a board member, officer, employee, or member of The DONNA Foundation and is not paid by The DONNA Foundation. This determination has been confirmed through research of prior State Ethics Commission opinions and consultation with the State Ethics Commission General Counsel.”* Ms. Napolitano confirmed that the statement was accurate.

Ms. Brock then discussed that the DONNA foundation is a returning applicant, coming back for a third time following their application that was awarded \$70,000 in 2024. This time, the foundation is again seeking Grant Category E. for a total of up to \$70,000 with 1,300 hotel room nights and at least 6,001 tourists. The application received 80 points out of 100.

Ms. Napolitano discussed pivots in their event planning due to the renovations happening downtown at the sports complex. Rather than hosting the Health and Wellness Expo at the flex field at EverBank Stadium, they will host it at the new Hilton Hotel at Mayo Clinic, which features a large ballroom. The 5K and DONNA Dash will also have to relocate from downtown to the beaches where the marathon takes place. Ms. Napolitano shared that this event has been recognized as one of the best marathons in the nation.

Council Vice President Howland asked why the event was held at the end of January. Ms. Napolitano answered that historically the DONNA Marathon has always been held the first weekend of February, with some overlap into the end of January occurring occasionally. National events like the Super Bowl and local events like the Gate River Run determined that the first weekend of February attracts the most attendees for the event. Mr. Howland advised caution for next year's event, noting that its timing, shortly after candidate qualifying and before early voting, which could raise concerns due to the inclusion of Mayor Donna Deegan's name in the event's title, despite ethics clearance confirming no relation to the Mayor.

Motion (Howland / 2nd White): 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.

Aye: Chan, Howland, Kuverji, LeNoble, Thompson, VanLoh, White (7)

Nay: Carrico (1)

Abstain: (0)

Motion Carries.

2026 FHSAA Girls and Boys Basketball

Nick Morrow

Ms. Brock gave an overview of the 2026 FHSAA Girls and Boys Basketball request. She explained that the applicant is seeking Category F funding at \$80,000. They must prove their event attracts at least 7,001 tourists from outside Duval County and produces 1,500 hotel room nights. The grant application scored a 66 out of 100 points. Ms. Brock invited Nick Morrow, Athletic Director of the University of North Florida, to provide more information regarding their grant application.

Mr. Morrow shared that this event has been in Lakeland for the past 30 years, however, due to years of relationship building and investments, the event agreed to relocate to Jacksonville at UNF's facility. The event will span 15 days and produce approximately 2,300 room nights and an economic impact of \$2.3 million.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 Michelob ULTRA PBR**Justin Parks**

Ms. Brock gave an overview of the 2026 Michelob ULTRA PBR request. She explained that the applicant is seeking Category C funding at \$50,000. They must prove their event attracts at least 4,001 tourists from outside Duval County and produces 900 hotel room nights. The grant application scored a 74 out of 100 points. Ms. Brock invited Justin Parks, representing Professional Bull Riders LLC, to provide more information regarding their grant application.

Mr. Parks described the application as an extreme bull riding event featuring the top cowboys in the country. It is one part in a 19-stop tour. The event would be broadcast nationally on CBS and Paramount+ and will engage with tourists before and after the event, showcasing Jacksonville as a premier destination.

Due to the charitable element of the event providing tickets and funding to the Boys and Girls Club of Northeast Florida, Council President announced his abstention from voting on this application given his position with the Boys and Girls Club of Northeast Florida.

Motion (VanLoh / 2nd White): 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.

Aye: Chan, Howland, Kuverji, LeNoble, Thompson, VanLoh, White (7)

Nay: (0)

Abstain: Carrico (1)

Motion Carries.

2026 Live Like Lou College Baseball Classic**Cutter Sippel**

Ms. Brock gave an overview of the 2026 Live Like Lou College Baseball Classic request. She explained that the applicant is seeking Category C funding at \$50,000. They must prove their event attracts at least 4,001 tourists from outside Duval County and produces 900 hotel room nights. The grant application scored a 62 out of 100 points and noted a point reduction due to the TDC providing funding for this event for the last two years and the event falling in a low needs period. Ms. Brock invited Cutter Sippel, representing Peak Events, to provide more information regarding their grant application.

Mr. Sippel emphasized this event as promoting community highlighting some of the best players in collegiate baseball. It benefits the ALS Foundation, with a portion of ticket sales supporting its efforts. The event also raises funds for ALS research and features families affected by the disease. The teams playing are LSU, Notre Dame, Indiana, and UCF, each drawing tourists to Jacksonville for the event.

Mr. Thompson inquired about the timing of the event and the overlap of other events taking place during the baseball classic. Mr. Sippel confirmed the times does not overlap during the games.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 Gate River Run**Doug Alred**

Ms. Brock gave an overview of the 2026 Gate River Run request. She explained that the applicant is seeking Category C funding at \$50,000. They must prove their event attracts at least 4,001 tourists from outside Duval County and produces 900 hotel room nights. The grant application scored a 76 out of 100 points. Ms. Brock shared that this is a first time applicant. Ms. Brock invited Doug Alred, representing 1st Place Sports, to provide more information regarding their grant application.

Mr. Alred emphasized that this event is the nation's largest 15k. While they prefer to be self-sufficient, increased costs due to venue changes and the need to rent expo space have prompted their request for TDC support.

Mr. Thompson questioned why the covered flex field facility at EverBank Stadium is not able to be used. Mr. Alred said due to the renovations of the stadium, their Gate River Run Expo would cause disruption. Alex Austin, Executive Director of Jacksonville's Office of Sports & Entertainment, confirmed this assessment.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 AAU Hockey Championship**Mike Walley**

Ms. Brock gave an overview of the 2026 AAU Hockey Championship request. She explained that the applicant is seeking Category F funding at \$80,000. They must prove their event attracts at least 7,001 tourists from outside Duval County and produces 1,500 hotel room nights. The grant application scored a 63 out of 100 points and noted

a point reduction due to the event falling in a low needs period. Ms. Brock invited Mike Walley, representing the Amateur Athletic Union of the United States, Inc., to provide more information regarding their grant application.

Mr. Walley shared that Florida has become part of the top 5 destinations for youth ice hockey. The event will have three divisions. It will include a women's division with 48 teams competing, most of which will stay a minimum of three nights. The event will have community involvement and is a qualifier for the AAU Junior Olympic Games. Mr. Walley is working with the Community First Igloo for a long term partnership. The applicant shared that ice hockey is a sport that incurs large expense to be able to put on a great event and that is why he is seeking TDC support.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 Golden Hour Invitational Track & Field

Hassaan Stamps

Ms. Brock gave an overview of the 2026 Golden Hour Invitational Track & Field request. She explained that the applicant is seeking Category A funding at \$30,000. They must prove their event attracts at least 2,000 tourists from outside Duval County and produces 500 hotel room nights. The grant application scored a 58 out of 100 points and noted a point reduction due to a low needs period, and with it being a sporting event, tends to have a lower tourism impact.. Ms. Brock invited Hassaan Stamps, representing the Golden Hour Invitational, Inc., to provide more information regarding their grant application.

Mr. Stamps expressed his desire to have this caliber of event in the southeast region of the country rather than them taking place in states like California. He shared that this event, like many, would also bring community activation, and ticket giveaways in connection with community partnerships. Mr. Stamps highlighted that the University of North Florida has one of the premier facilities in the area and that is why he selected that as the location for the invitational. The event aims to host over 35 teams and provide a spectator-oriented experience.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 East Coast Relays

Doug Loftus

Ms. Brock gave an overview of the 2026 East Coast Relays request. She explained that the applicant is seeking Category C funding at \$50,000. They must prove their event attracts at least 4,001 tourists from outside Duval County and produces 900 hotel room nights. The grant application scored a 63 out of 100 points and noted a point reduction due to a low needs period. Additionally, like many of the sporting grant requests, this group is working closely with the Jacksonville Sports Foundation. Ms. Brock invited Doug Loftus, representing the 1-Elite Class LLC, to provide more information regarding their grant application.

Mr. Loftus shared that this is a premier event in partnership with the Mitch 22 Foundation to provide scholarships to deserving athletes. His event seeks to drive tourism for Jacksonville and promote student athlete success and education.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

2026 FHSAA State Championship Track & Field

Nick Morrow

Ms. Brock gave an overview of the 2026 FHSAA State Championship Track & Field request. She explained that the applicant is seeking Category D funding at \$60,000. They must prove their event attracts at least 5,001 tourists from outside Duval County and produces 1,100 hotel room nights. The grant application scored a 52 out of 100 points and noted a point reduction due to prior year funding and a low needs period. Additionally, UNF is closely working with the Jacksonville Sports Foundation. Ms. Brock invited Nick Morrow back to the podium to provide more information regarding their grant application.

Mr. Morrow emphasized that due to the investments from the TDC at UNF's track facility, the Florida High School Athletic Association would like to continue hosting this event there and shared they are extending the program from a two day event to four days, creating a larger impact for Jacksonville. Mr. Morrow shared their hotel room nights last year cleared over 1,300 and produced more than a million dollars in economic impact.

Motion (Howland / 2nd White): 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 FHSAA Track and Field Championships. – **approved unanimously.**

2026 AAU Track & Field Championship

Ervin Lewis

Ms. Brock gave an overview of the 2026 AAU Track & Field Championship request. She explained that the applicant is seeking Category F funding at \$80,000. They must prove their event attracts at least 7,001 tourists from outside Duval County and produces 1,500 hotel room nights. The grant application scored a 62 out of 100 points and noted a point reduction due to prior years funding and is in a moderate needs period. Additionally, this event is also the last qualifier for the AAU Junior Olympics and the organization has a charitable component for community involvement. Ms. Brock invited Ervin Lewis, representing the Amateur Athletic Union of the United States, Inc., to provide more information regarding their grant application.

Mr. Lewis shared the success of the event as people now know Jacksonville as a “track city” that provides a destination experience. The organization is in their third year of hosting this event in Duval County.

Motion (Howland / 2nd White): 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. – **approved unanimously.**

V. Visit Jacksonville

Michael Corrigan

The Chair introduced Visit Jacksonville President and CEO, Michael Corrigan, to provide the Visit Jacksonville Update.

Sports Tourism Budget Reallocation

Mr. Corrigan requested a budgetary reallocation as required by their contract. This request budgetarily exceeds line items on an expense within the approved Sports Tourism budget by up to 20%. These shifts in amounts needed larger than 20% so they have to be brought before the TDC for approval. Mr. Corrigan shared that Visit Jacksonville would like to reallocate funds from membership, target marketing, promotion, and FAM expenses. The funds will be moved to the operational line as they fund the Jacksonville Sports Foundation for year two of existence at an amount of half of the funding they received in year one.

Motion (Howland / 2nd White): Approve Visit Jacksonville’s budget reallocation request as presented. – **approved unanimously.**

Visit Jacksonville “Happenings”

Michael Corrigan reported that FY 25-26 was another record breaking year for tourist development tax. He noted that Visit Jacksonville will be returning approximately \$150,000, or 1.9% of their budget, to the TDC. He described the success of the London trip in partnership with Jax USA. He mentioned that momentum was growing for the possibility of a direct flight from Jacksonville to the United Kingdom. Mr. Corrigan emphasized the importance of continuing to bring in diverse events beyond sports.

VI. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending September 2025 were \$10,875,899.67, a 4.54% increase over the 12 months ending September 2024. Revenue from the start of FY 24-25 to date, ending in September 2025, was \$10,875,899.67, up 4.54% compared to the start of FY 23-24 to date, ending in September 2024. Revenue for September 2025 was \$803,018.19, up 4.06% from the same month in 2024. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$341,797.67.

Mr. Peterson reviewed the budgetary balances as of September 30, 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 - \$469,578.30; Planning and Research - \$65,000; Event Grants - \$113,000; Development Account - \$2,121,076.63; Contingency Account - \$956,060.00; Equestrian Center Promotion - \$6,985.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$222,323.43; TDC Administration - \$22,270.95; and the Special Revenue Fund - \$32,767.50.

Mr. Peterson shared that at the next TDC board meeting in December, he will provide a more detail account of the finances for FY 24 - 25 as they finalize year end close out.

VII. Short-Term Rental Tourist Development Tax Update

Chair Carrico

Chair Carrico reminded the board that with the TDC’s approval at the previous meeting, Jeff Clements was hired to manage the project. He will be working with the City Council research team, Northeast Florida Regional Planning

Council, various City departments, and the Tax Collector to see what the path forward is as the TDC addresses the growing concerns surrounding short-term rentals. The Chair shared that Mr. Clements and Carla Miller, representing the Mayor's Office, were out of town and that Jason Teal, Legislative Counsel to City Council, would speak on the issue.

In the meeting, Mr. Teal provided a comprehensive overview of the legal framework surrounding short-term rentals, highlighting that state preemption restricts local regulations to building and fire codes. He outlined the legal implications of establishing a registry to identify short-term rentals and track revenue losses, citing examples of approaches taken by other jurisdictions, such as contracting with short-term rental platforms. However, he noted that these platforms typically provide a lump sum payment to the county without disclosing specific location data. Mr. Teal emphasized the need for the board to clarify its priorities for Mr. Clements' investigation, posing key questions: Should the focus be on collecting bed taxes, enforcing compliance among non-payers, identifying the most effective collection methods, or quantifying the revenue shortfall? He also reviewed the outcomes of similar efforts in other jurisdictions. In closing, Mr. Teal stated, "While no solution will ensure 100% certainty in capturing all short-term rental activity and bed tax revenue, our goal should be to equip the city, tax collector, and property appraiser with a strong set of tools and options to effectively address the issue."

Mr. Kuverji expressed concern over the rise of short-term rentals in Jacksonville, noting their impact on reducing workforce and affordable housing inventory over the past four to five years. Drawing from his work with the Florida Restaurant and Lodging Association and the Asian American Hotel Owners Association, he shared that unregulated short-term rentals create an uneven playing field, evading taxes and safety standards while hotels face stricter compliance. He urged the city to suspend short-term rental operations until a comprehensive framework is established, proposing zoning restrictions, a cap on rental units, a 21-day minimum rental period, and strict enforcement to ensure fairness and support housing for essential workers. Mr. Kuverji highlighted that previous efforts in Duval County from 2017 to 2019 stalled but emphasized the need for action to protect the local economy and community. Referring to successful regulations in New York City, Mr. Kuverji stressed the urgency of addressing safety hazards and tax evasion. Mr. Kuverji would like to see the TDC look at the bigger picture and not just the collection of the bed tax revenue.

Mr. Thompson suggested that it would be better for the TDC to focus efforts on collecting the bed tax. He noted that Jacksonville could partner with the short-term rental platforms but also with separate data mining agencies to potentially help verify what is in Duval County.

Mr. Kuverji would like to see Duval County provide a fixed number of permits for short-term rentals. He noted that, per a hypothetical report from Ms. Miller, of the estimated 5,000 short-term rentals in the city, about 1,000 are currently on the tax roll. He suggested grandfathering these 1,000 compliant rentals, provided they meet safety standards (e.g., fire and insurance requirements). For the remaining 4,000 unregulated rentals, he proposed issuing a limited number of permits (e.g., 2,000) on a first-come, first-serve basis, requiring operators to apply and pay taxes. This approach aims to regulate the industry, ensure compliance, and address the tax revenue shortfall while maintaining fairness.

The Chair felt that regulation of short-term rentals did not fall under the purview of the TDC, rather it would be done through City Council. He recommended that Mr. Clements focus on presenting the options of how to best capture the lost bed tax revenue from noncompliant short term rentals at the December 2025 meeting.

Mr. Corrigan expressed support for the discussion and acknowledged the validity of Mr. Kuverji's suggestions, while noting that implementation on those proposals could take five to ten years. He emphasized the immediate revenue potential of addressing short-term rentals, highlighting that neighboring counties are using services to identify unregistered rentals and collect millions in bed taxes. Drawing from Mr. Teal's insights, he underscored the need to hire a service to track short-term rentals, enabling better tax collection and community oversight. Mr. Corrigan urged the board to prioritize researching these services, noting that the administration would likely support funding such efforts, as two-thirds of the Tourism Development Tax (TDT) collected directly benefits the city.

VIII. Tourism Strategic Plan Update

Chair Carrico/Dennis Thompson

The Chair allowed Mr. Thompson to provide the Tourism Strategic Plan Update. Mr. Thompson discussed the TDC's efforts to refine the strategic plan based on analysis from Downs and St. Germain Research. He suggested that the plan will be condensed into five primary focus areas to facilitate clear communication with the TDC, stakeholders, and the public. The goals include educating stakeholders on the necessity of the strategic plan, integrating it into spending decisions, and creating an accessible infographic, to guide intentional and thoughtful allocation of tourism development funds. Mr. Thompson proposed forming a steering committee with key stakeholders, including Visit Jacksonville, Downtown Vision, the Parks Department, Jacksonville Sports Foundation, the city's disability services and more, to develop an operating framework for the plan. This framework will outline how the plan is used, communicated, and integrated into decision-making, with a focus on collaboration

and community input. A proposal will be prepared for the next TDC meeting to gather feedback and begin implementation, ensuring spending decisions align with the strategic priorities.

IX. New Business

Chair Carrico

The Chair shared no new business.

X. Closing Comments and Adjournment

Chair Carrico

The Chair announced that the next TDC meeting is scheduled for Thursday, December 11, 2025, at 10:00 a.m. in the Lynwood Roberts Room at City Hall.

The meeting was adjourned at 11:49 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

DRAFT

Visit Jacksonville
FY 2024-2025 Annual Evaluation



2024-2025



ANNUAL EVALUATION

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PERFORMANCE EVALUATION PROCESS

This is the third annual performance evaluation for the ten-year contract between the Duval County Tourist Development Council (TDC) and Visit Jacksonville, which commenced on October 1, 2022 and will end on September 30, 2032. This performance evaluation period began October 1, 2024, and concluded September 30, 2025. Carol Brock, Executive Director of the Duval County Tourist Development Council, worked extensively with Michael Corrigan, President and CEO of Visit Jacksonville, along with his teams, to account for all deliverables outlined in the contract for tourism marketing, sales, experiences, and promotion services.

Methodology to evaluate Visit Jacksonville's annual plan components included:

- Documentation Review – Assessment of all monthly and quarterly reports provided by Visit Jacksonville.
- Performance Monitoring – Tracking the success of products, services, and programs offered by Visit Jacksonville.
- Feedback – Utilizing anecdotal evidence from observations and conversations with the Visit Jacksonville team, stakeholders, and visitors.

This summary offers the TDC members and Visit Jacksonville staff an opportunity to review the assessment with the intention of approving the evaluation at the TDC meeting on December 11, 2025. All itemized details reflecting the individual deliverables for each component of the annual plan are included in the attached document:

1. *VJ Amplify Brand Marketing FY 24-25 Deliverables*
2. *VJ Upgrade Visitor Experiences FY 24-25 Deliverables*
3. *VJ Elevate Sports & Meetings FY 24-25 Deliverables*
4. *VJ Community Outreach & Engagement FY 24-25 Deliverables*

For any questions regarding results or conclusions presented in this overview or the deliverables evaluation detail sheets provided, please contact:

Carol Brock, Executive Director
Duval County Tourist Development Council
CarolBrock@coj.net
904-255-5504

AMPLIFY BRAND MARKETING

Deliverables Score: 99 (A+)

Fiscal year 2024-2025 saw an aggressive effort to promote Jacksonville as a premier destination for leisure travel, group meetings, and conventions. Strategic initiatives were prioritized to mitigate the anticipated reduction in hotel stays during the stadium renovation period.

Statements regarding the *Amplify Brand Marketing* component include:

- ***Elevated Jacksonville's Status as a Leisure Travel Destination.*** The *Jacksonville - The Flip Side of Florida* campaign was extended with new leisure-focused ads and videos. The media campaign achieved historic metrics, realizing 1,715,952 users of paid channels – a 13.7% increase year-over-year.
- ***Enhanced Advertising and Activation in International Markets.*** The fall 2024 London activation engaged European travelers to “trade grey skies for endless blue skies” and “double-deckers for beach decks.” This initiative resulted in 3,250 giveaways and 10,500 engagements. Activities included hosting a reception with JAXUSA, contests, influencer content creation, and updated Jacksonville content on Brand USA’s website.
- ***Surfing as a Key Differentiator.*** Visit Jacksonville ramped up promotion of the beaches as a desirable location for surfing adventures. Partnerships with GoPro and Catch Surf leveraged shared online resources, achieving a total reach exceeding 12 million people. There were numerous social activations including surf sessions, behind the scenes content with surfers, and live art activities.
- ***Increased Visibility of City's Growing Foodie Scene.*** Leveraging media and influencer relationships, Visit Jacksonville hosted its first “chef swap” activation with St. Louis. There was a redesign of the dining section on the Visit Jacksonville website, including the rebranding of the Jax Ale Trail for its tenth anniversary. The “trail mix” continued to be visitors’ and locals’ prized activities. “Bring your buds – and your taste buds” proved to be a favorite push for marketing the foodie scene.
- ***Improved Brand Messaging for Meetings.*** Messaging included extending the Bring It Home Campaign with enhanced incentives and actively promoting the program to locals. Improvements to the RFP submission process resulted in an increase of 38% in submissions over the prior year.

UPGRADE VISITOR EXPERIENCES

Deliverables Score: 100 (A+)

Fiscal year 2024-2025 focused on elevating visitor experiences on all levels – leisure, meetings and conventions, and through the eyes of planners and influencers.

Statements regarding the *Upgrade Visitor Experiences* component include:

- **Customized Interaction at Visitor Centers.** Visit Jacksonville customized visitor experiences across the three Jacksonville-based visitor centers achieving 130,362 interactions and an additional 89,222 interactions at the Visit Florida center. The results are up slightly from last year with the largest increases at the beaches and Visit Florida locations. The highly-trained staff treated visitors to their choice of a branded amenity and a postcard mailing service, as well as personalized itineraries. To further enrich the visitor experience and promote local culture, the downtown center hosted vendors and artists during each Art Walk event. Proactive communication included a weekly event-specific newsletter and a vibrant social media campaign which included a focus on diverse events.
- **Elevate Visitor Experience through Seymour Jax.** Innovative and dynamic interactive experiences drove engagements with Seymour Jax, the mobile visitor center. Seymour Jax appeared at 138 events throughout the city spanning 167 days, a sizable increase over the prior year. Total interactions at the mobile center and outreach events exceeded 26,740. Regional engagement initiatives in Orlando, Tifton, Fort Valley, and Tallahassee generated almost 1,200 out-of-market interactions with only 24 from Jacksonville. Seymour Jax gained a new mobile partner that will be integrated into the coming year's activities.
- **Enhanced All Marketing Platforms.** The recently refreshed Visit Jacksonville app attracted over 17,500 new users, bringing the total to 369,059. Visit Jacksonville also earned the official "Account Verification" status on Instagram and Facebook, boosting credibility and visibility among its 72,000+ followers. Efforts across all platforms included an increased emphasis on showcasing and enhancing the distinct character of Jacksonville's neighborhoods.
- **Improve Visitor Experience Through Tourism-Related Businesses.** To better understand and meet the needs of visitors, Visit Jacksonville conducted surveys with frontline employees at local hotels, attractions, and restaurants. Insight gathered from the surveys was used to develop and distribute targeted printed materials, which were delivered directly to the participating locations. Over 50 frontline employees received monthly communications featuring the most requested resources. Additionally, Visit Jacksonville partnered with the City of Jacksonville Parks, Recreation, and Community Services Department on a quarterly basis to share upcoming programming and events with frontline staff, ensuring they remain well-informed ambassadors for Jacksonville.

ELEVATE SPORTS & MEETINGS

Deliverables Score: 100 (A+)

Fiscal year 2024-2025 concentrated on elevating Jacksonville as a premier sports destination and a unique city for meetings and conventions with creative venues.

Statements regarding the *Elevate Sports & Meetings* component include:

- ***Increased Bookings for Meetings, Conferences, Sports, and Special Events.*** The upcoming major renovations of the stadium are projected to create a shortfall of 125,000 hotel room nights. Visit Jacksonville's sales team established aggressive monthly goals for 2026 and 2027 to address the shortage and launched a grants program to incentivize groups to book meetings in Jacksonville. The sales team delivered strong performance; the 2024-2025 goal was increased by 20% over the prior year, and the team exceeded it by 4,647 room nights, for a total of 101,397. To achieve this, the sales team participated in 25 conferences and tradeshows that primarily targeted bookings for groups and special events.
- ***Collaborated with Industry Partners.*** Visit Jacksonville partnered with area hotels for attendance at six tradeshows and sales missions in key cities. These included major cities such as Chicago for the Association Forum Holiday Showcase and Phoenix for the Religious Conference Management Association. Partners also joined Visit Jacksonville at the NCAA Symposium to bolster Jacksonville's presence for the upcoming NCAA championship bid cycle.
- ***Optimized RFP Submissions for Increased Bookings.*** A focus on smaller programs, designed to benefit a broader range of local hotels, generated 215 leads, a significant increase over the prior year. Additionally, 90 leads specifically targeted medical meetings, also an increase over the prior year. Visit Jacksonville partnered with JTA and private providers to create an informational document detailing transportation options, assisting groups in transporting attendees between downtown hotels and the Prime Osborn III Convention Center. A prospect list was developed, targeting business lost within the last five years and offering incentives to once again consider Jacksonville. Six groups were booked as a direct result of this action.
- ***Elevated Jacksonville as a Premier Sports Destination.*** Visit Jacksonville developed a target list of 37 sporting events, focusing on AAU, ASUN, NCAA, and other college conferences, securing multiyear commitments for many of the events. The sales team attended nine sports market trade shows and conferences, utilizing comprehensive venue guides and materials to promote Jacksonville as a premier destination. A bid to host the Association of Chief Executives in Sports (ACES) 2027 Conference was submitted and Visit Jacksonville awaits a decision.

COMMUNITY OUTREACH & ENGAGEMENT

Deliverables Score: 98% (A+)

Fiscal year 2024-2025 empowered locals to be experts in Jacksonville tourism through education, advocacy, and building a sense of pride in community.

Statements regarding the *Community Outreach & Engagement* component include:

- **Expanded Visit Jacksonville Explorers Program.** The Visit Jacksonville Destination Experience team collaborated with multiple local businesses to coordinate six Explorers Programs throughout the city, engaging nearly 1000 participants. These events encouraged both visitors and residents to experience Jacksonville's diverse offerings. Locally produced amenities enhanced the experience for all attendees. The programs were actively promoted across Visit Jacksonville's social media channels, local hotels, and nearby businesses.
- **Extended Jacksonville Tourism Ambassador Program.** The 2024 Resident Opinion Study, conducted by Downs & St. Germain Research, highlighted the necessity of consistently communicating tourism's vital role in bolstering the local economy. This finding shaped all community outreach efforts, particularly the Tourism Ambassador Program. The program offered six customized training courses, which were successfully completed by 74 local residents. Jax Tours received the inaugural Ambassador of the Year award for its exceptional promotion of Jacksonville as a premier place to live, work, and visit. Additionally, an exclusive "Ambassadors Only" newsletter was launched to equip participants with the information needed to share Jacksonville's story with visitors.
- **Enhanced National Travel & Tourism Week.** The annual National Travel & Tourism Week (NTTW) activities were enhanced with a behind-the-scenes tour of a local hotel for elected officials, providing a firsthand look into the hospitality industry. Visit Jacksonville, in partnership with eight local businesses, hosted a reception at the Downtown Visitor Center to recognize and thank professionals in the hospitality and tourism sector. The week concluded with a community beach cleanup project for Visit Jacksonville staff and volunteers.
- **Engaged Locals in the Visit Jacksonville "Trail Mix."** The Visit Jacksonville "Trail Mix" program features distinct themed itineraries, including the Jax Ale Trail, the Coffee & Donut Trail, the Mayport Shrimp Trail, and the Black Heritage Trail. Celebrating its tenth year anniversary, the Ale Trail was relaunched with a refreshed brand and expanded to include ten new breweries. New content, including videos and blogs, were added to the Black Heritage Trail. Visitors earned local swag by checking in along the trails via the mobile app. Collectively, the three food and drink trails generated over 500 prize redemptions last year.

CONTRACT ADMINISTRATION

Fiscal year 2024-2025 marked the completion of the third year of the comprehensive ten-year contract between Visit Jacksonville and the Duval County Tourist Development Council, which runs from October 1, 2022, through September 30, 2032. Year three represents a pivot – the Duval County Tourist Development Council and Visit Jacksonville have moved beyond initial implementation and are now firmly focused on program optimization. This past year involved assessment of successful processes and identified areas for improvement, allowing for necessary adjustments to accommodate the ever-changing tourism market.

Approximately \$8.4 million of the fiscal year 2024-2025 TDC budget was dedicated to Visit Jacksonville's management of tourism marketing, sales, experiences, and promotion services.

Visit Jacksonville's performance significantly contributed to the 2024 local economy, generating \$7.4 billion in economic impact and supporting approximately 57,000 direct and indirect jobs in Duval County's hospitality and tourism-related industries, according to a study conducted by Downs & St. Germain Research. The organization continued to serve as a vital advocate for the tourism industry, making Jacksonville a destination of choice.

Statements regarding fiscal year 2024-2025 include:

- **Agility.** The team at Visit Jacksonville demonstrated a strong capacity to navigate change and disruptions strategically as Jacksonville grows and visitor expectations evolve. A primary focus was proactively addressing the loss of approximately 125,000 hotel room nights during upcoming stadium renovations.
- **Awareness.** Jacksonville's unique challenge as the largest city by land in the contiguous US requires tailored approaches. Visit Jacksonville team's implemented creative new marketing techniques and enhanced programming, focusing on promoting diverse neighborhoods and making community interactions more inclusive for all tourists.
- **Aptitude.** The Visit Jacksonville team consists of talented professionals united by a clear vision: increase tourism, create raving locals, and position our city to be *The Flip Side of Florida*, the delightfully unexpected place to visit and live. They prioritized continuous learning, innovation, and performance-driven outcomes.

VISIT JACKSONVILLE RESPONSE

Carol and Brett,

On behalf of Visit Jacksonville, thank you both for your continued time, support, and commitment to our organization and the Tourist Development Council. Your partnership plays an important role in advancing our mission to promote tourism to Jacksonville. We appreciate the results of our recent evaluation and are pleased to report a very successful year.

Within Marketing, we continued to emphasize Trip-Worthy events while expanding our efforts to highlight Jacksonville's surf culture and elevate our growing culinary scene. Our Sales-related marketing initiatives supported the Bring It Home, Jax! program, along with campaigns targeting meetings, sports, and group business.

A major milestone this year was the procurement of our new mobile visitor center, which we are excited to debut at events in FY 2025–26. We are also proud of the new Rex coloring book, designed to enhance the visitor experience and provide a memorable keepsake for families.

Our Sales team exceeded expectations, surpassing the room-night goal by more than 5% with 101,397 room nights booked—a 20% increase over the prior year's target.

We successfully delivered six Explorers events throughout the city, including a silent disco, a cocktail and appetizer cooking class at Blue Bamboo, and a beach sound bath experience. Additionally, six Tourism Ambassador training sessions were held to cultivate local advocates for Jacksonville as a destination.

For our Trail Mix programs—the Ale Trail, Coffee & Donut Trail, and Mayport Shrimp Trail—we celebrated the Ale Trail's 10th anniversary with a refreshed brand and new neon signage for participating breweries. Our first Trail Partners meeting also sparked creative ideas that will be implemented in the coming fiscal year.

Overall, I am incredibly proud of our team and the partnership we share with the Tourist Development Council. Completing 209 deliverables this year would not have been possible without the steadfast support of the TDC, its Executive Director and staff, and the dedicated employees of Visit Jacksonville.

Respectfully Submitted,



Michael Corrigan

President & CEO, Visit Jacksonville

Visit Jacksonville
FY 24-25 Final Deliverables Results

I. Amplify Brand Marketing				Final Results
LEISURE FOCUSED INITIATIVES		Deliverable/Measurement	Team(s) Responsible	
1	Goal			
1	Elevate Jacksonville's status as a leisure travel destination.	A Execute the multi-platform media plan as approved by the TDC for leisure efforts and initiatives.	Marketing- Madden	Complete
		B Extend the "Flip Side of Florida" Campaign, developing new ads and copy annually. Rollout new ads at least twice annually.	Marketing- Madden/Wingard	Complete
		C Create a new video "Why is Jax the Flip Side of Florida?" Make sure the "why" carries through in other copy, content and displays.	Marketing	Completed in Q3.
		D Execute a Flip Side of Florida social media campaign which includes monthly videos, graphics and other related content on why Jax is the flip side.	Marketing	Complete
		E Host a media/content creator mission event in a domestic target market.	Marketing	Complete
2	Elevate Jacksonville's status as a leisure travel destination in international markets.	A Host a UK Activation Event during the Jaguars game play in London.	Marketing	Complete
		B Execute digital advertising, programmatic and out-of-home ad media placements throughout the UK around the Jaguars games.	Marketing	Complete - see above report
		C Establish relationships and contacts with two top tour operator/travel planners in the UK.	Marketing	Complete
		D Host a reception with JAXUSA in London at the US Embassy.	Marketing	Complete
		E Execute a Jaguars Season long promotion targeting visitation to Jacksonville during Jaguars games and achieve 10,000 visitor entries into the contest.	Marketing	Complete
		F Update Jacksonville content on Brand USA's visittheusa.com website.	Marketing	Complete
		G Develop a sponsorship with West Ham United & Carlisle FC.	Marketing	1 of 2 completed due to budget requirement for West Ham at \$500K.
		H Host a media/content creator media mission in Canada.	Marketing	Complete
		I Use Jacksonville content from UK influencers during our activations in London.	Marketing	Complete
3	Elevate awareness and attendance for Trip Worthy Events that drive overnight visitation.	A Execute paid digital and social ads quarterly that include quarterly selected "Trip Worthy" events.	Marketing	Complete
		B Pitch "Trip Worthy" Events for media coverage; resulting in coverage in at least five outlets.	Marketing	Complete, will continue to pitch event coverage
		C Promote on social media, the website and VJ eblasts Jacksonville cultural festivals or events with a connection to nationally celebrated cultural months.	Marketing	Complete
		D Host media or content creators to visit during at least 3 "Trip Worthy" events.	Marketing	Complete, will continue
4	Elevate Jacksonville's status as a beach town with a focus on surfing as a differentiator.	A Create a brand partnership and execute an advertising campaign related to surfing with a well known brand.	Marketing	Complete
		B Create content about learning how to surf in Jacksonville featuring Jacksonville's surf community.	Marketing	Complete
		C Partner with local influencers/celebrities, including surfers, for social content.	Marketing	Complete
		D Host a community meeting in Q1 with surfing focused businesses and organizations.	Marketing	Complete
		E Pitch to surfing media and content creators to target for placement.		Complete
		F Host a national surfing influencer in Jacksonville.	Marketing	Complete
		G Partner with Jacksonville Beach Pier to offer a "pop up" visitor center with a staffed table or Seymour Jax at least 4 times throughout the year.	Destination Experience	Complete
		H Design, procure and distribute a VJ branded amenity that appeals to the surf community.	Destination Experience	Complete
		I Conduct an Instagram weekend takeover for Super Girl Surf Pro to include posts all weekend from various events throughout the festival weekend.	Marketing	Complete
5	Increase the visibility of Jacksonville's growing foodie scene as a leisure visitation driver.	A Host a foodie focused activation in a target city. Include local/Jacksonville chefs.	Marketing	Complete
		B Evaluate and redesign the dining section on the website.	Marketing	Complete
		C Feature 3 local Only in Jax chefs in marketing and PR efforts.	Marketing	Complete
		D Celebrate the 10th anniversary of the Jax Ale Trail with an event featuring trail breweries.	Marketing	Complete
		E Rebrand the Jax Ale Trail in celebration of 10th anniversary.	Marketing	Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
	F Add (10) new restaurant or food businesses to the deals section of the app.	Destination Experience	Complete
	G Establish advertising plan for promotion of all trails created in 2024.	Marketing	Complete
	H Incorporate trail participating locations into 10 media and content creators visits.	Marketing	Complete
	I Incorporate trail participating locations into at least 4 per National Account Manager site visit itineraries.	Convention Sales	Q4 - (2) Site Visits included stops at participating trail locations. Bob Doering: 8 of 4 - 200% of Goal Emma Carlo - 10 of 4 - 250% of Goal
	J Sponsor a large foodie event in Jacksonville featuring Only in Jax local chefs.	Marketing	Complete
	K Host two community meetings for restaurants.	Marketing	Complete 2/2 on July 15
6 Increase the visibility of shopping/town center locations as a leisure visitation asset.	A Partner with River City Marketplace/SJTC/local neighborhood markets to offer a "pop up" visitor center with Seymour or a staffed table at least (4) times during higher traffic periods.	Destination Experience	Complete
	B Include shopping on content creator itineraries.	Marketing	Complete
	C Create a holiday shopping guide that includes all shopping options, especially local small businesses.	Marketing	Complete
	D Develop a Shopping Travel Guide on the website.	Marketing	Complete
	E Create a dining guide for Jacksonville's larger shopping centers.	Marketing	Complete
	F Meet at least twice per year with staff at the St. Johns Town Center for strategies for tourism efforts.	Marketing/DE/Community Outreach	Q4 Support- Complete
	G Create 5 new social media videos focused around shopping in Jacksonville.	Marketing	Complete
7 Execute promotional events and contests to entice tourists to visit Jacksonville for a get-away.	A Run 3 promotional contests with a trip to Jacksonville as the prize.	Marketing	Complete
	B Host at least one in-market activation outside Jacksonville that includes an enter to win contest with a goal of 500 entries. Sales team to secure 2 clients to attend the activation.	Marketing/Convention Sales	Complete
	C Execute a Jaguars Season long promotion targeting visitation to Jacksonville during Jaguars games and achieve 10,000 visitor entries into the contest.	Marketing	Complete
	D Execute a contest for visitors and locals to submit photos to be featured/win with the goal of collecting more UGC.	Marketing	Complete
	E Execute a 60-day "Win a Trip to Jax" contest for new email signups to our newsletter eblasts with a goal of 1,000 new signups.	Marketing	Complete
MEETINGS FOCUSED INITIATIVES			
Goal	Deliverable/Measurement	Team(s) Responsible	
1 Improve brand messaging for Jacksonville as a sports and meeting destination.	A Execute the multi-platform media plan as approved by the TDC for meeting and sports efforts and initiatives.	Marketing/Madden	Complete
	B Extend the "Flip Side of Florida" Campaign, developing new ad copy and newly designed ads at least twice a year for meetings.	Marketing/Madden	Complete
	C Develop and distribute a direct mail promo box for 50 key meeting targets.	Marketing/Convention Sales	Complete
	D Expand the message of vulnerability in economic vitality while stadium construction is happening releasing new content quarterly.	Marketing	Complete
	E Advertise any new meeting incentives or promotions as a part of media buys.	Marketing	Complete
	F Pitch to local media sporting events and key conferences happening in Jacksonville for earned media coverage.	Marketing	Complete
	G Enhance tradeshow booth experience to include local amenities to give away and interactive contests and games.	Convention Sales	Complete
	H Establish a hitlist of meetings, conventions, trade publications and freelance writers and pitch to a minimum of 10 writers per quarter, securing placement or visits from 20%.	Marketing	Complete
	I Write and distribute a quarterly newsletter on meetings to media.	Marketing/Madden	Complete
	J Host a minimum of one writer focused on meetings and conventions.	Marketing	Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
2 Elevate the focus on the "Bring it Home, Jax!" campaign for meetings.	A Present at least 6 times annually to local groups and provide information on the "Bring It Home, Jax!" campaign and Visit Jacksonville. B Create branded "Bring it Home, Jax!" amenities and/or giveaways. C Advertise "Bring it Home, Jax!" locally. D Recognize participants in "Bring it Home, Jax!" on Visit Jacksonville video wall and in newsletter. E Thank local community representative with a custom amenity for "Bring it Home, Jax!" referral.	All Destination Experience/Convention Sales Marketing Marketing/Convention Sales Destination Experience/Convention Sales	Complete Complete Complete Complete Complete
3 Use competitive conquering techniques for targeting groups.	A Execute geofenced campaigns focused on competitor-hosted events from the last 5 years. B Add Jacksonville's Intellectual Capital strengths (as shown on our website) to recruitment material and bid packages (at least 5) to assist in securing more meetings. C Expand the Intellectual Capital content on the website. D Use the Intellectual Capital strengths of Jacksonville to pitch quarterly media stories.	Marketing Marketing Marketing Marketing	Complete Complete Complete Complete
4 Optimize RFP submissions.	A Elevate our CVENT profile by placing targeted banner ads on our competitor search pages. B Improve the RFP Submission process through the Visit Jax website. C Prioritize utilizing advertising efforts to attain a 5% increase in RFP Submissions through the website. D Install a CVENT add-in to iDSS to simplify RFP submission.	Marketing Marketing Marketing Convention Sales	Complete Complete Complete Complete

II. Upgrade Visitor Experiences

Goal	Deliverable/Measurement	Team(s) Responsible	
1 Elevate the leisure traveler visitor experience.	A Promote through social media, eblasts and signage in the center the service of mailing branded postcards to friends and family from a Visitor Center. B Provide all visitors who come into a visitor center with their choice of a Visit Jacksonville branded amenity. C Participate in monthly ArtWalk and invite a minimum of 3 vendors to utilize visitor center space each month for set-up. Promote participation on social media platforms. D Host quarterly interactive art experiences in the Downtown visitor center. E Promote a minimum of (4) unique holidays and provide small amenities to individuals who stop into centers on those days. F Participate in an appreciation or recognition day at JIA (beyond NTTW) and provide visitors with an amenity. G Provide small amenities to travelers at JIA, a minimum of once a quarter. H Co-host a sandcastle building competition during the Opening of the Beaches Weekend. I Create new and improve existing website content about Black history and culture (Johnson brothers, Gullah Geechee, exhibits at the Ritz.)	Destination Experience/Marketing Destination Experience Destination Experience/Marketing Destination Experience Destination Experience Destination Experience Destination Experience Destination Experience Marketing	Complete Complete Complete Complete Complete Complete Complete Complete Complete Complete
	J Develop an Asian American Pacific Islander Travel Guide. K Update and enhance the Latino Travel Guide. L Update and enhance the LGBTQ+ Travel Guide. M Develop and distribute an event specific newsletter focused on listing upcoming events within a short timeframe. N Develop a Weekly Events Post for upcoming events to include a focus on diverse events.	Marketing Marketing Marketing Marketing	Complete Complete Complete Complete Complete
	O Create new social media videos focused on experiences at Art Walk, Explorers events, NTTW, VJ Trails and Kids Free November.	Marketing	Complete
2 Elevate the site visit experience for meeting planners, media and content creators.	A Create a pre-site visit questionnaire for use for visiting meeting planners, content creators, influencers, writers, etc. to identify opportunities to exceed expectations during their visit. B Utilize JIA video board to welcome at least 10 site visits and others deemed as visiting VIPs.	Destination Experience Destination Experience	Complete Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
	C Establish standing discount/complimentary partnerships with a minimum of 10 businesses to provide VIP experiences for media/clients.	Community Outreach/All	Complete
	D Partner with a minimum of 3 hotels to provide a custom elevated experience for site visits.	Convention Sales	Complete
	E Establish a database of buildings and businesses that will participate to change lights/signage/displays for groups in town.	All	Complete
	F Utilize creative transportation options in 25% of all itineraries to tour Jacksonville.	Convention Sales	Q4: (14) Site visits (3) utilized creative transportation YTD: (18) of (58) site tours -31% of all itineraries
	G Create a list of top 10 "Must See and Do" for conference attendees while visiting Jacksonville and incorporate at least one element into 20% of site visits so Planners can promote to their attendees.	Convention Sales	Q4: (14) Site visits (5) incorporated one or more elements from list- 36% of site visits Complete
3 Elevate meeting planner and conference attendee experiences.	A Enhance welcome table visibility with backdrop and experience through interaction to encourage meeting attendees to engage.	Destination Experience	Complete
	B Start a Visit Jacksonville Volunteer Database and promote convention, meeting and event volunteer opportunities to the local community that registers.	Destination Experience	Complete
	C Welcome and recognize meetings and conventions taking place in Jacksonville on our LinkedIn account showing appreciation for their business.	Marketing	Complete
	D Improve the transition of definite bookings from Sales to DE with custom messages to introduce the service point of contact for an elevated experience for meeting and event planners.	Destination Experience/Convention Sales	Complete
	E Identify at least 6 new and unique welcome signage opportunities at and near host hotels to be able to offer as concessions for future groups.	Destination Experience	Complete
	F Offer transportation passes as a new concession amenity to groups.	Destination Experience	Complete
	G Coordinate meet and greets between planners/decision makers and Visit Jacksonville Executive Team during conferences and events in Jacksonville for a minimum of 10 groups.	Destination Experience/Convention Sales	Complete
4 Elevate the visitor experience through Seymour Jax.	A Identify and participate in (4) Seymour on the Road events outside of Jacksonville.	Destination Experience/Marketing	Complete
	B Enhance Seymour Jax setup to include a new interactive experience to encourage traffic and interaction with mobile visitor center.	Destination Experience	Complete
	C Design and procure a second mobile visitor center to allow one to focus on events and locations outside of Jacksonville in FY 24-25.	Destination Experience/Marketing/Administration	Complete
	D Develop a coloring book featuring things to do in Jacksonville to be passed out at Seymour and from the visitor centers.	Marketing	Complete
Elevate the visitor experience through knowledgeable Visit Jacksonville staff and team.	A Poll Visit Jacksonville staff on frequently asked questions from visitors and host quarterly trainings for staff to experience those firsthand. Each training will have a minimum of (4) tourism-related businesses or locations.	Destination Experience	Complete
	B Secure at least 6 tourism businesses to come to Visit Jacksonville offices to share information about their business with the Visit Jacksonville team.	Community Outreach	Complete
	C Quarterly quiz the Visit Jacksonville team on Jacksonville related things to do/ trivia and determine where additional training is required.	Community Outreach	Complete
	D Conduct annual brand training to ensure the team is educated on changes in how the brand should be represented.	Marketing	Complete
	E Create go-to content for staff on speaking points for why people should come to Jacksonville and what they should do/see while here.	Marketing	Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
	F Create a visitor center customer satisfaction survey (through QR code) and incentivize completion by guests at a center or Seymour Jax location.	Destination Experience	Complete
6 Elevate the visitor experience through all marketing platforms.	A Elevate marketing efforts with new email templates, new database segmentation, and new improved content.	Marketing	Complete
	B Review, update and improve the Visit Jax app.	Marketing	Complete
	C Achieve account verification on Instagram.	Marketing	Complete
	D Redesign the app postcard into a rack card size including more app details and features.	Marketing	Complete
	E Redesign event rack cards to a more generic information card with a QR code tying to the to event calendar.	Marketing	Complete
	F Establish a multiyear plan for ways to better activate Insiders. Execute the year 1 components of the plan.	Marketing	Complete
	G Review and enhance Visit Jacksonville content for neighborhoods.	Marketing	Complete
	H Database will be monitored and cleansed each quarter with the following focus:	Destination Experience	Complete, see below for quarterly detail.
	i. Q1: Restaurants/Hotels	Destination Experience/Community Outreach	Complete
	ii. Q2: Things to Do/Hotels	Destination Experience/Community Outreach	Complete
	iii. Q3: Restaurants/Hotels	Destination Experience/Community Outreach	Complete
	iv. Q4: Things to Do/Hotels	Destination Experience/Community Outreach	Complete
Elevate the visitor experience through hotels and other tourism businesses.	A Create a survey and distribute to hotels assessing information that visitors are looking for.	Marketing	Complete
	B Create, print and distribute to hotels the assets determined from survey results.	Marketing	Complete
	C Work with at least 2 local entertainment venues to put visitor information in green rooms/dressing rooms.	Marketing	Complete
	D Engage with front line employees at local hotels, attractions and restaurants to discover what visitors request when they are interacting. Add 50 new front line email addresses to our database and send them monthly communications that include the information most requested.	Marketing	Complete
	E Hold quarterly meetings with Jaxparks. Collect and share a Jax Parks Programming Calendar.	Marketing	Complete

III. Elevate Sports & Meetings

Goal	Deliverable/Measurement	Team(s) Responsible	
1 Increase bookings to cover anticipated 125,000 room gap for 2026 & 2027.	A Increase room night bookings by a minimum of 20% over the prior year goal.	Convention Sales	FY25 Goal: 96,750 Room Nights Q4 Results: 21,767 YTD: 101,397 (105% of Goal)
	B Create speaking points and messaging for VJ staff to share related to the vulnerability of the industry leading up to and while the stadium construction is happening. Staff to utilize in speaking engagements, with clients, media and the local community.	Marketing	Complete
	C Establish targeted monthly goals for 2026 and 2027 that represent an annual average of a 5% increase in group room nights.	Convention Sales	Complete
	D Create a custom grant program for the 125k room night gap initiative.	Convention Sales	Complete
	E Book 20 groups in the year, for the year during Jacksonville's need periods based on historical pace. (Need Months for 2025 are January, April, August, September, October and December.)	Convention Sales	Complete
	F Conduct a minimum of 6 site visits per quarter per National Accounts Manager.	## Convention Sales	Complete
	G Partner with area hotels for attendance at a minimum of 6 tradeshows, client events or sales missions for 2024-25.	Convention Sales	Q4 Results: Hotel Partners attended FSAE, ASAE and NCAA Symposium with VJ YTD: 6 of 6 (100% of Goal)

Goal	Deliverable/Measurement	Team(s) Responsible	
	H Partner with POCC for at least one industry event to promote the venue for tradeshows, meetings and events.	Convention Sales	Partnered with the Convention Center for POCC Sales Manager Whitney Mayze to attend Connect Marketplace with the Sales Team to promote Jacksonville.
	I Host a minimum of 2 sales missions or client events in key target markets for 2024-25.	Convention Sales	Held 1 Client Event in Tallahassee and 1 Client EventMission in Washington, DC. See Memo for details YTD: 2 of 2 (100% of Goal). Complete
	J Hold quarterly meetings with the POCC team to improve communications and strategize on sales initiatives.	Convention Sales	Met with the POCC during Q4. See memo for details.
	K Meet quarterly with at least two full-service hotels to strategize on sales initiatives and target groups to close.	Convention Sales	Met with the Marriott Jacksonville Downtown and the Hyatt Regency Riverfront See memo for details
	L As new direct flights are launched out of JAX Visit Jacksonville will make sales calls in the destination.	Convention Sales	Bob Doering made sales calls in Austin to promote two new direct flights. See memo for details.
	M Partner with 3rd Party Meeting Planner organizations in order to promote Jacksonville at their events and present in front of their member meeting planners at a minimum of 2 opportunities.	Convention Sales	2 Presentations were held in FY25 See Memo for Details Complete
	N Secure 6 total RFPs from Local businesses through invigorated efforts of the Bring It Home Jax campaign.	Convention Sales	Q4: 4 Bring it Home leads YTD: (17) of (6) = 283% of Goal See Memo for details
2 Optimize RFP submissions to increase bookings.	A Focus on smaller programs that will benefit more of our hotel partners and increase RFP submissions for meetings with 150-300 attendees by 10%.	Convention Sales	FY 24 Results: 135 Leads generated FY25 Goal: 149 Leads Q4 Results: 49 leads YTD Results: 215 Leads (144.3% of Goal)
	B Improve by 10% CVENT reportable metrics in terms of awarded room nights and number of RFP's as compared to prior year .	Convention Sales	See Memo for Details Complete
	C Increase the number of medical meeting RFP's by a minimum of 10%.	Convention Sales	FY25 Goal: 79 RFP's Q4 Results: 32 leads YTD: 90 Leads (114% of Goal)
	D Increase the number of RFPS sent to the POCC for bid by 20% above the prior year.	Convention Sales	FY25 Goal: 34 RFP's Q4 Results: (17) Leads YTD: 42 Leads (124% of Goal)
	E Create specific customized transportation options to assist in groups selecting the Convention Center for their business (JTA options, private providers, etc.).	Convention Sales	Developed one sheet detailing transportation options for groups to aid groups selecting the POCC. See Memo for Details
	F Partner with area hotels and/or venues to bid to host a professional meeting or conference of meeting planners in Jacksonville.	Convention Sales	RFP to bid to host with our local hotel partner the National Coalition of Black Meeting Professionals 2027. COMPLETE
	G Increase sports bids submissions by 20% over the prior year.	Convention Sales	FY25 Goal: 150 Sports Leads YTD: 157 Sports Leads (105% to Goal)
	H Sales team to target lost business from last 5 years with specific incentive targeting for groups sized 150-300 room nights achieving booking 4 groups minimum to Jacksonville.	Convention Sales	Q4: (3) Bookings YTD: 5 of 4 (125% of Goal) See Memo for details
	I Follow up all bids remitted with over 2,000 room nights with a personal touch such as sending Jacksonville amenity (local product).	Convention Sales	Complete
	J Offer a thank you amenity to our 3rd party partners for the RFP's they source through Visit Jacksonville.	Convention Sales	Complete
3 Elevate Jacksonville as a premier sports destination.	A Create a target list of top desired sports events (minimum of 10) for Jacksonville and execute targeting of specific events within each sport.	Convention Sales	Complete
	B Focus on promoting Jacksonville as a premier sports destination focusing on the target list established in A.	Marketing	Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
	C Create a Facilities Guide for sporting events within the City by expansion of the list of available sports venues and key contacts at each location.	Convention Sales/Marketing	Complete
	D Host a sales mission or client event in Indianapolis, a key sports target market.	Convention Sales	Client Event held in Indianapolis on May 19th. See memo for details Complete
	E Attend targeted tradeshows and conferences that support growth in the sports market and bookings.	Convention Sales	Connect Marketplace NCAA Symposium
	F Design, procure and distribute a tradeshow amenity that promotes Jacksonville as a sports destination.	Destination Experience/Convention Sales	Complete
	G Promote Jacksonville to the following targeted clients: AAU, college conferences and NCAA.	Convention Sales/Marketing	Q4 Support
	H Bid to host a conference or professional meeting for sports planners in Jacksonville; partner with area hotels/venues for submission.	Convention Sales	Submitted Bid to host ACES 2027 Complete
4 Establish a Meeting Planner Advisory Council.	A Establish scope, purpose and meeting frequency of the Advisory Council.	Convention Sales	Complete
	B Recruit impactful and diverse individuals that will support the mission of the Council as members.	Convention Sales	Complete
	C Incorporate services team member participation in Meeting Planner Advisory Council meetings to gain feedback on services and concessions that are most beneficial to groups and planners looking at Jacksonville.	Convention Sales/ Destination Experience	Complete

IV. Community Outreach & Engagement (Create Raving Locals!)

Goal	Deliverable/Measurement	Team(s) Responsible	
1 Build pride of place, advocacy and positive resident sentiment.	A Conduct a Resident Sentiment Survey to establish baselines for change.	All	Complete
	B Continue the local advertising campaign previously launched in late summer 2024.	Marketing	Complete
	C Build media relationships with 3 local regional media partners to guarantee continued new messaging to the local community and improve awareness of Visit Jax initiatives.	Marketing	Complete
	D Work with JBJ on a local campaign focused on Jacksonville citizens showing more love and enthusiasm to share with visitors as well as friends and family for the City.	Marketing	Complete
	E Create a local video focusing on the above campaign in D.	Marketing	Complete
	F Expand on the "This is my Jax" video series with 4 new local videos.	Marketing	Complete
	G Plan and execute at least two Downtown Convention Center Leadership Group meetings during the fiscal year.	Convention Sales	Held 2 meetings of the DCCLG See Memo for Details Complete
	H Provide a minimum of 2 opportunities for Downtown Convention Center Leadership Group members to advocate on downtown improvements on hospitality concerns.	Convention Sales	See Memo for Details Complete
2 Expand Visit Jacksonville Explorers Program.	A Distribute a quarterly email to area attractions and venues seeking opportunities for community partners to engage in hosting or participating in Explorers Program events.	Destination Experience	Complete
	B Execute (6) Explorers Program events across the Jacksonville Area incorporating multi community partners where possible (i.e. restaurants, trail partners, etc.).	Destination Experience	Q4 Support
	C Host quarterly trivia nights in partnership with Jax Ale Trail locations.	Destination Experience	Complete
	D Promote Explorers Program events on Downtown Visitor Center Display.	Destination Experience	Complete
	E Expand the promotion of Explorers events by delivering flyers to nearby businesses, hotels, and/or apartment complexes.	Destination Experience	Complete
	F Provide a locally made amenity in conjunction with each Explorers event.	Destination Experience	Complete
	G Amplify the promotion of Explorers events on social media through posts, stories, highlights and live streams.	Destination Experience/Marketing	Complete
3 Expand Visit Jacksonville Tourism Ambassador Program.	A Execute Tourism Ambassador Trainings for the community and local businesses a minimum of 4 times a year.	Community Outreach	Complete, will continue efforts
	B Expand Ambassadors Program engagement with Monthly "Ambassadors Only" newsletter.	Community Outreach	Q4 Support - Complete

Goal	Deliverable/Measurement	Team(s) Responsible	
	C Expand Ambassadors Program to include an off-site presentation, event or partner tour with each training session.	Community Outreach	Complete
	D Implement an "Ambassador of the Year" award, given to an individual who most shared the Jacksonville message.	Community Outreach	Complete
4	A Expand other community outreach initiatives and endeavors targeting locals.	Destination Experience/All	Complete
	B Increase participation in local community parades to 3 for the year.	Destination Experience	Complete
	C For the 3 parades participated in, create and provide a custom giveaway item.	Marketing	Complete
	D Grow awareness and participation in 904 Day by hosting a photo and video contest with a staycation as the prize.	Marketing	Complete
	E Create and distribute a 'welcome kit' for newly elected or appointed city officials, CEOs, influential community members, etc.	Marketing	Complete
	F Establish point of contact with OneJax, GlobalJax, Sister Cities and other community groups that are diverse and inclusive.	Marketing	Q4 Support
	G Connect more with the local military community by establishing contacts with two local Morale, Welfare & Recreations Offices (MWR).	Community Outreach	Q4 Updates - Complete
	H Participation in at least 2 on base events at local navy bases.	Community Outreach/Destination Experience	Complete
	I Create a blog/webpage that features standing deals for members of the military and veterans.	Community Outreach/Destination Experience	Complete
	J Expand local colleges and universities initiatives to include EWU and FSCJ and methods to best interact with their student and family base.	Community Outreach/Destination Experience	Q4 Support - Complete
	K Meet with the Emerald Trail Team and increase Visit Jacksonville coverage of the trail.	Marketing	Complete - Tour 1/29/25
	L Distribute the findings (and post to website) of the Visitor Profile and Resident Sentiment studies.	Marketing	Complete
	M Expand the efforts of the DEI Committee by 3 executable goals for the year and add 3 new members to the committee.	Marketing	Complete
	N Connect and educate Jacksonville's hotels on sustainability efforts in partnership with the COJ Environmental Quality.	Marketing	Memo on attempted efforts
	O Increase Visit Jacksonville community speaking engagements by a minimum of 6 new opportunities for the year.	Marketing	7/6 complete
	P Showcase a minimum of 2 partners at events like pop up receptions, community/networking meetings, etc.	Community Outreach/Destination Experience	Complete
	Q Create business cards and/or postcards that have "What Visit Jax Does" on the back for when meeting or speaking to locals specifically.	Marketing	Complete
	R Create a handout/microsite for those relocating to Jacksonville on local must-do/see and distribute to community organizations assisting with relocations.	Marketing/Community Outreach	Complete
5	A Engage locals in all Visit Jacksonville Trails.	Marketing	Complete
	B Celebrate the 10th Anniversary of the Jax Ale Trail with development and launch of a new brand.	Marketing	Complete
	C Amplify partner relationships with all trail partners by hosting an event once a year for all trail partners to meet, get ideas, share successes, etc.	Marketing	Complete
	D Secure a minimum of 10 breweries to promote and celebrate the Ale Trail 10th anniversary on their channels.	Marketing	Complete
	E Establish content and promotion opportunities for Coffee & Donut and Mayport Shrimp locations for distribution on their channels quarterly.	Marketing	Complete
	F Develop new content and brand to celebrate the 10th Anniversary of Kids Free November.	Marketing	Complete
	G Create 4 new content pieces (videos and blogs) that promote the Black Heritage Trail.	Marketing	Complete
6	A Promote National Travel & Tourism Week in the local community.	Destination Experience	Complete
	B Host a reception in the Downtown Visitor Center thanking tourism and hospitality workers.	Destination Experience/All	Complete
	C Execute a community service project for Visit Jacksonville staff to give back to local community.	Destination Experience/All	Complete

Goal		Deliverable/Measurement	Team(s) Responsible	
	C	Execute a coordinated effort for NTTW for elected and community leaders to show them more of the hospitality industry including a behind the scene tours or minifam opportunity.	All	Complete

TDC Financial Report

Duval County Tourist Development Council
Financial Report - October 31, 2025

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
October	731,410.03	777,131.56	746,570.07	753,256.74
November	910,588.08	870,150.79	922,399.58	
December	775,754.01	781,110.92	911,232.69	
January	802,672.65	791,221.82	823,777.11	
February	831,280.63	785,825.45	855,530.64	
March	898,033.42	923,150.02	882,907.53	
April	1,196,791.89	1,096,556.37	1,144,956.33	
May	969,070.87	940,633.54	980,902.40	
June	939,202.73	956,049.29	959,974.58	
July	886,091.39	813,752.69	906,640.50	
August	942,669.76	896,464.52	937,990.05	
September	779,666.00	771,697.24	803,018.19	
Totals	\$ 10,663,231.46	\$ 10,403,744.21	\$ 10,875,899.67	\$ 753,256.74

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending October 2025	\$ 10,882,586.34
12 months ending October 2024	<u>10,373,182.72</u>
Change over prior 12 months	\$ 509,403.62
Percentage change	4.91%

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

1 month ending October 2025	\$ 753,256.74
1 month ending October 2024	<u>746,570.07</u>
Change over prior year to date	\$ 6,686.67
Percentage change	0.90%

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

October 2025	\$ 753,256.74
October 2024	<u>746,570.07</u>
Change over prior year	\$ 6,686.67
Percentage change	0.90%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, October 2025	\$ 753,256.74
Average Revenues to Budget, October 2025	<u>781,409.77</u>
Average Revenues Difference	\$ (28,153.03)

Duval County Tourist Development Council
Financial Report - October 31, 2025

	FY 2025/26
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	
Disbursements	\$ 1,467,517.00
Obligations: Visit Jacksonville Contract	(342,747.64)
Budgetary Balance Available	<u>(1,123,260.84)</u>
	\$ 1,508.52
(B) Marketing	
Disbursements	\$ 5,429,453.00
Obligations: Florida's First Coast of Golf	(1,126,818.98)
Obligations: Visit Jacksonville Contract	(228,750.00)
Budgetary Balance Available	<u>(4,073,884.02)</u>
	\$ -
(C) Convention and Group Sales	
Carryovers	\$ 1,688,950.00
Disbursements	(300,939.16)
Obligations: Gator Bowl	(300,000.00)
Obligations: Visit Jacksonville Contract	(1,088,010.84)
Budgetary Balance Available	<u>\$ -</u>
(D) Convention Grants, Sponsorships and Promotion*	
Prior Year's Balances	\$ 890,000.00
Disbursements	808,591.54
Commitments	-
Budgetary Balance Available	<u>(1,095,324.00)</u>
	\$ 603,267.54
(2) Planning and Research	
Transfer to Administration	\$ 100,000.00
Disbursements	\$ (12,174.00)
Budgetary Balance Available	<u>\$ 87,826.00</u>
(3) Event Grants	
Carryovers	\$ 1,390,000.00
Disbursements	295,951.45
Obligations:	(5,951.45)
2025-2026 MOCA Cultural Tourism Promotion	(80,000.00)
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)
2025 Jacksonville Classic College Basketball Tournament	(40,000.00)
2026 Tropical Ice Challenge Volleyball Tournament	(70,000.00)
2026 DONNA Marathon Weekend	(70,000.00)
2026 FHSAA Girls and Boys State Basketball Championships	(80,000.00)
2026 Michelob ULTRA PBR	(50,000.00)
2026 Live Like Lou College Baseball Classic	(50,000.00)
2026 Gate River Run	(50,000.00)
2026 AAU College Ice Hockey National Championships	(80,000.00)
2026 East Coast Relays	(50,000.00)
2026 FHSAA State Championship Track & Field	(60,000.00)
2026 AAU Track & Field Primary National Championship & Club Championship	(80,000.00)
Budgetary Balance Available	<u>\$ 710,000.00</u>

Duval County Tourist Development Council
Financial Report - October 31, 2025

(4) Development Account*	\$ 500,001.00
Prior Year's Balances	2,121,076.63
Disbursements	-
Obligations: MOCA Sculpture	(500,000.00)
Budgetary Balance Available	<u>\$ 2,121,077.63</u>
 (5) Contingency Account*	
Prior Year's Balances	\$ 1.00
Disbursements	2,506,060.00
Obligations: International Flight Marketing	-
Obligations: Future Europe Flight	(1,000,000.00)
Obligations: Beaches Oktoberfest 2025 Special Event Grant	(500,000.00)
Budgetary Balance Available	<u>\$ 956,061.00</u>
 (6) Promotion of the Equestrian Center*	
Prior Year's Balances	\$ 20,000.00
Disbursements	6,985.05
Commitments	-
Budgetary Balance Available	<u>\$ 26,985.05</u>
 Remaining to Spend in Accordance with TDC Plan - TDC Operations	
Carryovers	\$ 564,331.00
Disbursements	1,401,619.96
Obligations: Visit Jacksonville Sports Tourism	(25,000.00)
Obligations: Visit Jacksonville UK Marketing Plan 2025	(1,022,047.95)
Obligations: Visit Jacksonville Unified Marketing Plan	(254,572.01)
Budgetary Balance Available	<u>\$ 564,331.00</u>
 TDC Administrative Budget	
Transfer from Planning and Research	\$ 336,354.00
Disbursements	12,174.00
Budgetary Balance Available	<u>\$ 320,995.57</u>
 Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 32,767.50
Disbursements	-
Obligations: 2026 Golden Hour Invitational Track & Field Special Event Grant	(30,000.00)
Budgetary Balance Available	<u>\$ 2,767.50</u>

*Indicates accounts that carryforward each year

Tourist Development Council Fund Balance	10301	10304
Projected Year End Fund Balance Before Pending Appropriation	8,148,395.16	861,921.07
Less Pending Appropriation for UNF (Bill 2025-781)	(3,000,000.00)	-
Projected Year End Fund Balance	<u>\$ 5,148,395.16</u>	<u>\$ 861,921.07</u>

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	70.9	71.0	67.8	69.0
2025	66.8	72.6	74.9	69.5	69.7	65.5	69.2	63.5	62.2	63.9			
10 yr Avg	67.3	75.1	74.1	71.3	70.5	70.5	70.7	66.7	65.6	70.2	67.7	63.6	69.4

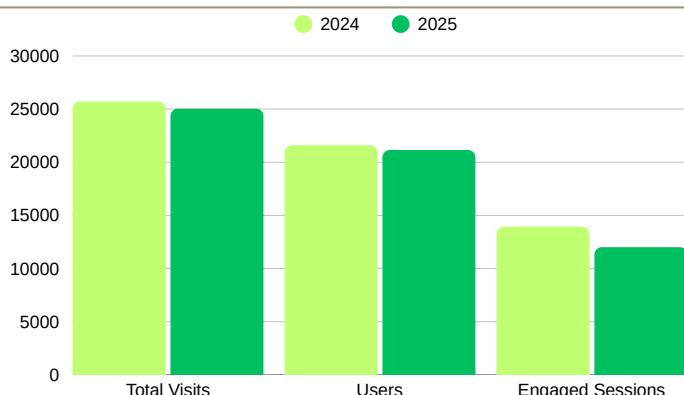
ADR (\$)

	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	\$107	\$114			
10 yr Avg	\$96	\$102	\$109	\$104	\$106	\$101	\$102	\$97	\$98	\$104	\$98	\$95	\$101

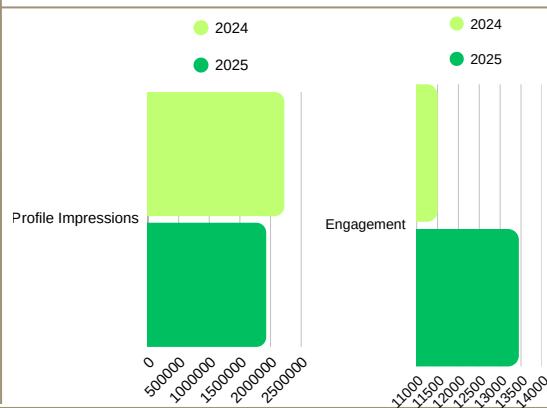
TDC Revenue/Collections

	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	\$753,257			
Monthly Differential	\$32,555	\$69,705	\$40,242	\$48,400	\$40,269	\$3,925	\$92,888	\$41,525	\$31,321	\$6,687			
10yr Average	\$639,061	\$675,922	\$730,688	\$881,876	\$802,038	\$797,938	\$754,620	\$790,788	\$689,615	\$660,470	\$728,269	\$709,105	\$738,366

WEBSITE PERFORMANCE



SOCIAL PERFORMANCE

AUDIENCE
+6%

TOP GOLF TRAVEL MARKETS

CITY

Rank	City
1.	New York
2.	Chicago
3.	Atlanta
4.	Miami
5.	Orlando
6.	Dallas
7.	Boston
8.	Charlotte
9.	Philadelphia
10.	Tampa

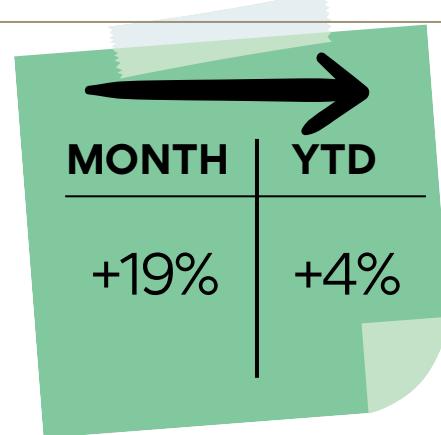
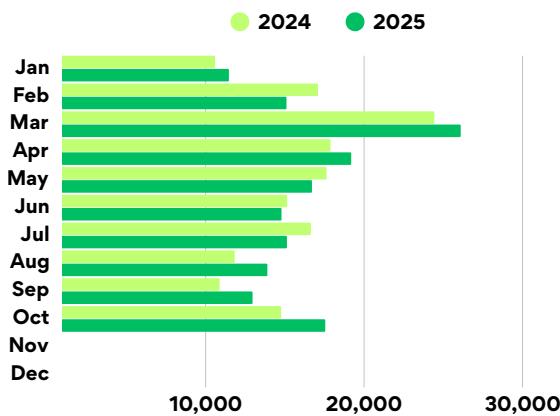
STATE

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

INTERNATIONAL

Rank	Country
1.	China
2.	Canada
3.	United Kingdom
4.	Brazil
5.	Ireland

TOURISM ROUNDS



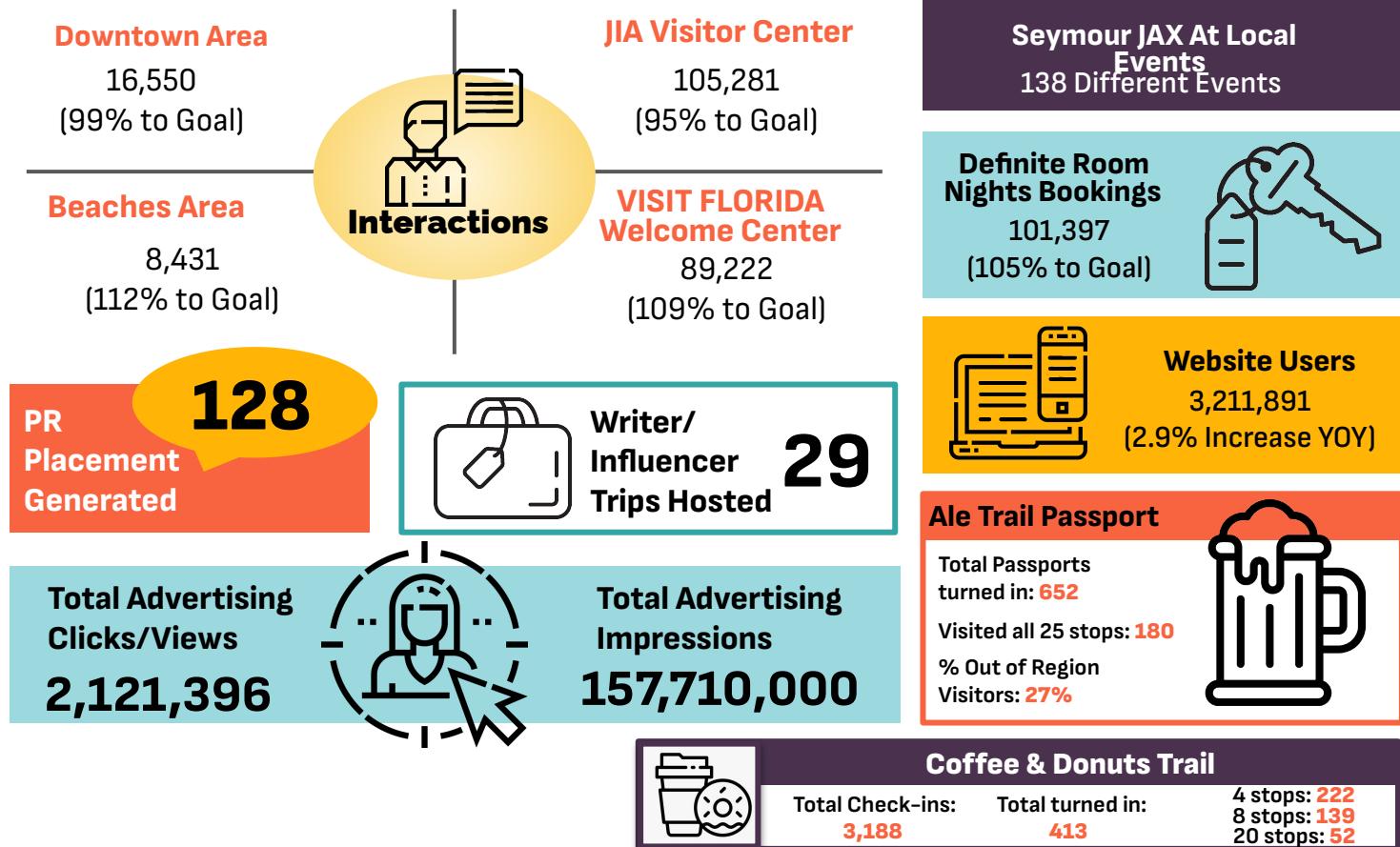
CLIMATE



EARNED MEDIA



Visit Jacksonville 2024-2025 Stats



Quarterly Highlights:

- Hosted (2) activations: one in London's Waterloo Station and one in Charlotte, NC.
- Hosted 5 "Win a Trip to Jax" contests which had over 38,500 total entries.
- Hosted (29) writers and influencers which included 5 surf-related influencers from GoPro and Catch Surf for a weeklong awareness trip.
- Launched the Soul of Surf Initiative to promote our surfing scene.
- Celebrated 10 years of the Jax Ale Trail by launching a new brand and holding a contest for the public to vote for Jacksonville's Favorite Brewery. Also partnered with the Jacksonville Brewing Alliance for a passport & event.
- Hosted Community Meetings for the beaches surf community and the local restaurant community.

Check out the
Flip Side for more!



Visit Jacksonville Q4 Report

Quarterly Highlights:

- Successfully completed the 10th annual Kids Free November.
- Partnered with Jacksonville Business Journal to host a First Coast Forward Event focused on the importance of the local community being involved in Jacksonville's image.
- Executed the Inside the Flip Side campaign connecting with locals and the important role they play with visitors.
- Launched a new email strategy and designs using MailChimp offering more engaging email marketing. Also included a promotion for new signups and had over 5,000 new leisure email subscribers from the 60-day promo.
- Completed new research, strategies and itineraries for military families.
- Built relationships with the local Navy ticketing offices and have brochures and information now available in those locations.
- Partnered with local restaurant Chancho King to host "The Royal Exchange" with a exchange trip to St. Louis to promote our food scene.
- Created a new coloring book featuring Jax activities to distribute through our outreach efforts
- Released a new visitor magazine which focuses on telling Jacksonville's stories, digging deeper into what makes us most special and featuring local chefs
- Trained 78 new tourism ambassadors, named a Tourism Ambassador of the Year and launched a new email for ambassadors.
- Held Client Events in Indianapolis, Tallahassee and Washington DC.
- Conducted Sales Calls to meeting planners in Toronto, Scottsdale and Austin.
- Established a Meeting Planner Advisory Council that includes individuals that represent our target markets - Association, Corporate and Religious, Fraternal and Sports.
- Conducted 61 site tours for groups considering Jacksonville for their meetings and conferences.

Jacksonville
THE FLIP SIDE
of FLORIDA

Visit Jacksonville Upcoming Highlights

- Attended 26 tradeshows and conferences to promote Jacksonville for meetings, conferences and sporting events.
- Generated 157 leads for future sports opportunities.
- Booked 101,397 room nights a 31% increase over the FY24 Goal.
- Designed and procured a second mobile visitor center – a custom trailer created by a local woman-owned business, Hudson Trailer Co.
- Participated in (4) "Seymour on the Road" events in Orlando, FL, Fort Valley, GA, Tifton, GA, and Tallahassee, FL.
- Partnered with local venues and businesses to execute (6) Explorers Program events including a Haunts Tour with AdLib Luxury Tours, Pickleball open house with Toon Town Pickleball, Silent Disco with Hush Hush Headphones on the Jacksonville Beach Pier, Tunes and Blooms at Jacksonville Zoo and Botanical Gardens, Cocktail and Appetizer Cooking Class with Blue Bamboo, and a Soundbath with Soundbath Jax in Jacksonville Beach.
- Participated in the monthly Artwalk with a minimum of (3) vendors each month to include mini art galleries, breweries, restaurants and (4) interactive art experiences.
- Celebrated National Travel & Tourism Week and the importance of tourism in Jacksonville with a reception, community service project, and behind the scenes tour for elected officials.
- Promoted (4) unique holidays with custom amenities to encourage traffic into each of our Visitor Centers.
- Partnered with the City of Jacksonville Beach and Beach Life Rentals to celebrate the annual Opening of the Beaches weekend with a parade and sandcastle contest.

- 1. What rules and regulations do cities have to still remain in compliance with state laws?**

Regarding taxes, TDT is remitted on the county level: AirBnB hosts as the law currently stands must remit TDT to the respective county. Transient rental tax imposed in counties that do not self-administer is reported and remitted to the Department of Revenue with the state sales tax and any applicable surtax.

Chapter 509 7(a) preemption: "*The regulation of public lodging establishments and public food service establishments, including, but not limited to, sanitation standards, inspections, training and testing of personnel, and matters related to the nutritional content and marketing of foods offered in such establishments, is preempted to the state.*" This and the rest of Chapter 509 section 7 (preemption section) do not have any language regarding tax.

- 2. What counties / municipalities in FL currently have this agreement with Airbnb?**

Airbnb Collects County TDT In:

- Miami-Dade County (including the cities of Miami and Surfside, but not the specific municipal resort taxes of Miami Beach or Bal Harbour, which hosts must remit themselves).
- Orange County (Orlando).
- Pinellas County (St. Petersburg, Dunedin, Indian Rocks Beach, Indian Shores, Madeira Beach).
- Broward County.
- Palm Beach County* (Though a deal was reportedly being sought, some sources indicate no agreement).
- Hillsborough County (Tampa).
- Sarasota County (Sarasota).
- Collier County (Naples, Marco Island areas).
- Lee County (Fort Myers, Cape Coral).
- Brevard County (Cocoa Beach area).
- Okaloosa County (Destin).
- Volusia County (Daytona Beach area).

3. Do you know of any cities that have an agreement with Airbnb, that have also placed some sort of rules / regulations to help provide some control? (i.e. - requiring business licenses, inspections, etc).

All four cities/counties I list in the next section overlap with the previous section of those who have agreements.

It is important to note regarding the state preemption [Chapter 509 7(a)] that, to directly quote the statute: *"This paragraph does not preempt the authority of a local government or local enforcement district to conduct inspections of public lodging and public food service establishments for compliance with the Florida Building Code and the Florida Fire Prevention Code, pursuant to ss. 553.80 and 633.206."*

4. Can the city set a requirement to have hosts have a business license, in which it requires Airbnb to confirm and list the license number on the listing to help identify the properties?

Short-answer, yes.

Chapter 509 section 7 states that:

- (b) *A local law, ordinance, or regulation may not prohibit vacation rentals or regulate the duration or frequency of rental of vacation rentals. This paragraph does not apply to any local law, ordinance, or regulation adopted on or before June 1, 2011.*
- (c) *Paragraph (b) does not apply to any local law, ordinance, or regulation exclusively relating to property valuation as a criterion for vacation rental if the local law, ordinance, or regulation is required to be approved by the state land planning agency pursuant to an area of critical state concern designation.*

Localities that do this already in Florida include:

- Miami-Dade County
- Sarasota County
- Orlando
- Tampa

Duval County Tourist Development Council
Financial Report - November 30, 2025

Summary of Amounts Remitted to Trust Fund

Collections	Received In	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
	October	731,410.03	777,131.56	746,570.07	753,256.74
	November	910,588.08	870,150.79	922,399.58	871,377.51
	December	775,754.01	781,110.92	911,232.69	
	January	802,672.65	791,221.82	823,777.11	
	February	831,280.63	785,825.45	855,530.64	
	March	898,033.42	923,150.02	882,907.53	
	April	1,196,791.89	1,096,556.37	1,144,956.33	
	May	969,070.87	940,633.54	980,902.40	
	June	939,202.73	956,049.29	959,974.58	
	July	886,091.39	813,752.69	906,640.50	
	August	942,669.76	896,464.52	937,990.05	
	September	779,666.00	771,697.24	803,018.19	
	Totals	\$ 10,663,231.46	\$ 10,403,744.21	\$ 10,875,899.67	\$ 1,624,634.25

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending November 2025	\$ 10,831,564.27
12 months ending November 2024	<u>10,425,431.51</u>
Change over prior 12 months	\$ 406,132.76
Percentage change	3.90%

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

2 months ending November 2025	\$ 1,624,634.25
2 months ending November 2024	<u>1,668,969.65</u>
Change over prior year to date	\$ (44,335.40)
Percentage change	-2.66%

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

November 2025	\$ 871,377.51
November 2024	<u>922,399.58</u>
Change over prior year	\$ (51,022.07)
Percentage change	-5.53%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, November 2025	\$ 1,624,634.25
Average Revenues to Budget, November 2025	<u>1,718,880.12</u>
Average Revenues Difference	\$ (94,245.87)

