



April 21, 2022

Agenda & Meeting Materials

## **TOURIST DEVELOPMENT COUNCIL MEETING AGENDA**

Thursday, April 21, 2022, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Sam Newby (Chair), City Council Vice President Terrance Freeman (Vice Chair), City Council Member Aaron Bowman, Jeff Truhlar, Angela Phillips, Dennis Chan, Dennis Thompson, Joe Hindsley

TDC Staff: Carol Brock (Executive Director), Trista Carraher (Auditing), Reece Wilson (OGC), Jeff Clements (Research)

### **WELCOME**

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- Call to Order Chair Newby
- Public Comments (Including Action Items)

### **OPERATIONS**

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- 1) Approval of February 24, 2022 TDC Meeting Minutes Chair Newby
- 2) Financial Report Trista Carraher
- 3) Market Report Carol Brock

### **ACTION ITEMS**

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- 4) Revenue Projection for FY 2022-2023 Chair Newby/Carol Brock
- 5) TDC Grant Requests Chair Newby/Carol Brock
  - ✓ Florida's First Coast of Golf – Marketing Grant David Reese
  - ✓ Airstream Ventures – Marketing and Special Events Grants Alan Verlander
- 6) Direct Contract Update CM Bowman/Carol Brock

### **DISCUSSION ITEMS**

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- 7) Visit Jacksonville Update Michael Corrigan, CEO  
Visit Jacksonville
  - ✓ National Travel and Tourism Week – May 1-7, 2022
  - ✓ STR Reporting and Forecast Updates
  - ✓ UNF Hotel Survey Results
  - ✓ Industry Association Updates – Visit FL Dues Increase
  - ✓ Contractual Updates
    - Convention Sales and Services
    - Destination Experience
    - Marketing
- 8) June TDC Meeting Carol Brock

### **CLOSING BUSINESS**

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- Thank Steve Grossman for Service and Welcome Mark VanLoh Chair Newby
- Closing Comments and Adjournment

<b>Next Meeting: Thursday, June 30, 2022, 10:00 a.m., City Hall - Lynwood Roberts Room</b>
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## ***TOURIST DEVELOPMENT COUNCIL MEETING Minutes***

Council President Samuel Newby, TDC Chairman

Thursday, February 24<sup>th</sup>, 2022 - 10:00 A.M.  
Lynwood Roberts Room, City Hall

**TDC Members In Attendance:** Council Member Sam Newby (Chair), Council Member Terrance Freeman (Vice Chair), Council Member Aaron Bowman (Past-Chair), Jeff Truhlar, Angela Phillips, Dennis Chan, Steve Grossman, Dennis Thompson, Joe Hindsley

**TDC Staff:** Phillip Peterson – Council Auditor’s Office; Reece Wilson – Office of General Counsel; Jeff Clements – Council Research Division

**Also:** Michael Corrigan, Katie Mitura and Sarina Wiechens – Visit Jacksonville Inc.; David Reese – Florida’s First Coast of Golf

**Meeting convened:** 10:02 a.m.

### Public Comments

Alan Bliss, CEO of the Jacksonville Historical Society, gave an update on the progress of the planning for the Jacksonville Music History museum. The Society will be coming to ask for TDC financial assistance in the future for that project. Jacksonville’s bicentennial is this year and there will be a celebration in June. Mr. Bliss thanked the City for its assistance and support for the bicentennial event to date. The current and 3 former mayors are the honorary co-chairs of the event.

Alan Verlander with Airstream Ventures addressed the Jacksonville Bicentennial Community Celebration on June 11<sup>th</sup> that will include a parade, musical performances and fireworks in the downtown area. Celebrities with a Jacksonville connection are being invited to participate. The event organizers are soliciting input from anyone with an interest or an idea to help make the event special.

### Approval of Minutes

The minutes of the TDC meetings of December 8, 2021 (regular meeting), January 5, 2022 (special meeting), February 10, 2022 (Transition Committee), February 10, 2022 (RFP Committee), and February 14, 2022 (Transition Committee) **were all approved unanimously.**

### Financial Report

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax collections of \$8,789,129.96 for the 12 months ending January 2022 were up by \$3.26 million (58.99%) over the same period the previous year. Collections for the first 4 months of the fiscal year ending January 2022 were \$2,997,603.65, up 70.44% over the same period the previous year. January 2022 collection were up 82.84% over January 2021. Actual collections for the fiscal year to date exceed average monthly revenue by \$744,848.65.

Mr. Peterson reviewed the budgetary balances available (after encumbrances) in the various TDC budget categories: Destination Services - \$56; Marketing - \$0; Convention/Group Sales - \$0; Planning and Research - \$42,500; Event Grants – \$27,000; Remaining to spend in accordance with the TDC Plan (TDC operations) - \$112,309; TDC administrative budget - \$174,155.38; Convention Grants -

\$305,830.77; Equestrian Center Promotion - \$38,134.05; Special Revenue Fund - \$48,912.50; Contingency Account - \$1,056,060; Development Account - \$1,621,075.63.

He reported that there are some discrepancies between what the TDC has approved in the budget and the amounts as shown in the 1Cloud financial management system. It is possible that a budget transfer ordinance may be needed to true-up the amounts in 1Cloud when the numbers have been reconciled.

Aaron Bowman said it appears from the financial report that if revenue trends continue, the TDC will have as much as \$3 million in reserves by year-end. He believes the TDC should be good stewards of the bed tax and that the council needs to have a discussion at a future meeting about how much of a reserve is reasonable and how those funds should be used.

### Market Report

Mr. Bowman said that travel activity is growing enormously in Jacksonville and asked Michael Corrigan, CEO of Visit Jacksonville, to comment on trends he's seeing. Mr. Corrigan said that hotel occupancy is up 17.5%, room rates are up 16%, and revenue per available room (REVPAR) are up 27.23% despite the fact that there has been growth in hotel inventory in the market. Jacksonville's recovery from the COVID pandemic is very strong.

### RFP Committee Recommendation

Council Member Bowman reported that the committee met several weeks ago and he recommended that the RFP process to solicit for potential new contractors to operate the tourism promotion functions be suspended and another path considered. Visit Jax has been under contract to the TDC for more than 20 years in a series of short-term contracts. An RFP process for multiple contractors was tried several years ago to try and get more competition and perhaps better performance. Visit Jax won all the contracts again and the organization's performance has improved tremendously. He thinks that a long-term arrangement might be in order (along the lines of Visit Florida being the official, long-term tourism promotion agency for the state) for a 10-year single-source contract to allow Visit Jax to make a long-term strategic plan and enter into long-term agreements with subcontractors. There are several ways to approach a single-source contract through the City's procurement system and he and the rest of the RFP Committee recommend that the RFP process be abandoned and that a scope of services be developed for a sole-source procurement to hire Visit Jax on a long-term basis.

Mr. Bowman recommended a resolution of the TDC to the City Council recommending a sole-source contract with Visit Jax and getting the Council's approval before going down that path. Jeff Truhlar agreed with the long-term contract approach. Terrance Freeman agreed that there is not another provider in Jacksonville that could provide the service Visit Jax provides. He asked if the sole-source option had ever been explored previously. Michael Corrigan said he served on TDC as a council member from 2006 to 2011 and there was no discussion of a sole-source contract during that period. There are several examples in Jacksonville of sole-source contracts for service provision (e.g. Florida Theatre, Downtown Vision Inc.).

Mr. Bowman noted that the TDC would still have complete control over the contract and budget with Visit Jax, and the contract would include opt-out provisions for either party should either become dissatisfied with the arrangement. Mr. Corrigan said that his agency could become more efficient by

having the flexibility to amend the contract provisions, with the TDC's approval, as conditions and markets change.

**Motion** (Thompson): approve the Bowman proposal to abandon the RFP process and pursue a single-source procurement process with Visit Jax – **approved unanimously**.

#### Downtown Visitor Center Display Adjustment Request

Michael Corrigan gave an update on the RFP issued for a Visitor Center interactive display wall. There was one respondent to the RFP and their bid came in \$32,000 higher than the original proposal, although the capability of the system is greatly enhanced and should make it more exciting and attractive to users. Mr. Truhlar asked about the maintenance contract Ms. Phillips asked about the capabilities of the video displays and the amount of customization that will be possible.

**Motion** (Bowman): increase the budget approved at the last meeting for acquisition of the display wall technology by \$32,019.32, to be funded from the Tourist Bureau/Destination Experience budget line item – **approved unanimously**.

#### TDC Grant Request

Tom Croom of Mustard Entertainment described his group's request for funding for WasabiCon, a cosplay, anime, gaming and pop culture event. The event started at the Marriott Southpoint 10 years ago and has graduated to the Prime Osborn Convention Center because of a 40% growth in attendance over the last 10 years. His company is requesting a grant for marketing for the event to be held in October 2022. DragonCon in Atlanta has outgrown the convention center there and now covers the whole downtown area using multiple hotels – that's the model they're looking at for future growth. Joe Hindsley said he was involved in DragonCon when he worked in Atlanta and it was a huge event there and has the same potential here. Mr. Croom said the date was chosen to avoid competition with similar events in other cities and has become the traditional date for the Jacksonville show. Mr. Bowman reported that the Executive Director's application score was 51 of 60 and the recommendation is a \$12,000 marketing grant from the FY21-22 contingency account.

**Motion** (Hindsley) – approve the requested \$12,000 marketing grant from the FY21-22 contingency account – **approved unanimously**.

#### Visit Jacksonville Update

Mr. Corrigan said Mr. Croom has already grown a great event is now asking for assistance to make it even better. Group sales is coming back very slowly. He is meeting with the universities in town about how they can leverage their mutual interests to grow tourism business in Jacksonville and utilize their facilities. He is excited by the prospect of the single-source, long-term contract with the TDC to help grow tourism to its fullest potential in Jacksonville.

Sarina Wiechens, Finance Director for Visit Jax, gave an overview of the Datafy tourism tracking information system that the TDC authorized Visit Jax to purchase. She described the system's data production from two recent events – the Super Girl Surf Pro event at the Beaches and the Skate League Series downtown at Riverfront Park – which tracked where tourists attending the event came from, where they stayed in town, tourist demographics (age, income, etc.) and how much direct economic impact was generated. Steve Grossman asked about a comparison of the data provided by Datafy with

the projected visitor information provided in the grant funding applications for those events. Ms. Wiechens said that the system does not track devices of anyone under the age of 16, so the attendance could have been greater than what is reflected in the data. TDC Executive Director Lillian Graning is the one who makes the determination of whether the grant conditions have been met and qualify for the TDC funding. Mr. Hindsley said this system holds great potential for determining whether grant conditions are being met, and that is something for the next TDC Executive Director to be aware of and provide to the board members. Mr. Corrigan said that Visit Jax can respond to information requests from TDC members at any time, including outside of regular meetings. Mr. Hindsley said there is the potential to use the system to more precisely where people go and what activities they participate in while they are in town.

Jeff Truhlar asked about the resumption of group marketing and sales and when it is anticipated that things will return to a more normal state. Ms. Wiechens said that Visit Jax provides quarterly reports to the Executive Director about their marketing activities and would be happy to bring them to meetings to address the TDC board if they are interested in that. Mr. Hindsley said the TDC would benefit from knowing more about what sectors are coming back faster or slower and where more attention needs to be focused. Mr. Corrigan said they are happy to provide any information the board wants in the format that is most efficient and digestible.

Mr. Thompson asked when Datafy will be fully rolled out and whether it will be accessible to TDC members through a portal of some kind. Mr. Corrigan said he is dealing directly with the CEO of Datafy to ensure that all functionality is being implemented as quickly and thoroughly as possible, acknowledging that there have been some problems along the way. They are anxious to have full functionality to provide the TDC with the information it needs.

#### Transition Committee Update

Council Member Bowman thanked his committee member for their hard work to date. 17 applications from qualified candidates were received and reviewed. The committee selected 5 candidates for interviews by Zoom since some were from out of town. They will meet again next week to interview the top 2 candidates (both local) in person on March 1<sup>st</sup>. All TDC members are invited to attend if they want to see the interview. The committee had considered designing an exercise of some sort for the candidates to do in advance of the interview, but the Employee Services Department and Ms. Graning recommended against that. Mr. Bowman said he developed a TDC Executive Director Expectations Sheet that will be given to the new Executive Director to clarify expectations on aspects of the job that are not technically job requirements, but recommended practices. They anticipate making an offer to a candidate next week. When the City Council hires its new Council Secretary/Director then he will recommend that the Council share a part of an employee slot with TDC. Ms. Graning's absence due to a family illness today illustrates the importance of having another staff person in the TDC office.

Terrance Freeman thanked Ms. Graning in absentia for her assistance to him in understanding the work of the TDC and explaining its processes and procedures, and wished her well in her new position.

#### Next Meeting

Thursday, April 21, 2022, 10:00 a.m., Lynwood Roberts Room

The meeting adjourned at 11:08 a.m.

**Duval County Tourist Development Council  
Financial Report - March 31, 2022**

**Summary of Amounts Remitted to Trust Fund**

<b>Collections Received In</b>	<b>FY 2018/19</b>	<b>FY 2019/20</b>	<b>FY 2020/21</b>	<b>FY 2021/22</b>
October	661,289.23	590,917.93	466,406.79	700,476.55
November	769,617.48	680,002.57	416,220.96	604,936.96
December	559,640.32	648,659.07	446,841.04	907,233.95
January	592,677.36	614,775.93	429,324.90	784,956.19
February	630,201.14	705,145.07	475,347.90	660,296.47
March	707,493.13	626,965.65	503,963.26	786,953.62
April	949,014.56	372,294.92	730,334.02	
May	793,962.83	279,311.25	799,298.79	
June	791,225.12	434,139.23	799,025.75	
July	716,939.67	430,792.51	856,827.09	
August	768,697.76	502,106.49	877,609.93	
September	656,739.25	418,714.61	749,119.57	
<b>Totals</b>	<b>\$ 8,597,497.85</b>	<b>\$ 6,303,825.23</b>	<b>\$ 7,550,320.00</b>	<b>\$ 4,444,853.74</b>

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

12 months ending March 2022	\$ 9,257,068.89
12 months ending March 2021	<u>5,175,463.86</u>
Change over prior 12 months	\$ 4,081,605.03
Percentage change	78.86%

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

6 months ending March 2022	\$ 4,444,853.74
6 months ending March 2021	<u>2,738,104.85</u>
Change over prior year to date	\$ 1,706,748.89
Percentage change	62.33%

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

March 2022	\$ 786,953.62
March 2021	<u>503,963.26</u>
Change over prior year	\$ 282,990.36
Percentage change	56.15%

**Comparison of Actual Collections to Average Revenues Received**

Actual Collections, March 2022	\$ 4,444,853.74
Average Revenues to Budget, March 2022	<u>3,449,215.00</u>
Average Revenues Difference	\$ 995,638.74

**Duval County Tourist Development Council  
Financial Report - March 31, 2022**

	<b>Budget</b>
<b>(1) Destination Services</b>	\$ 660,056.00
Carryover Encumbrance Visit Jacksonville Contract	57,899.61
Less Disbursements to Visit Jacksonville	(57,899.61)
Less Disbursements for STR Reports	(13,745.00)
Less Encumbrances:	
Visit Jacksonville Contract	(644,478.00)
STR Report	(1,255.00)
	(645,733.00)
<b>Budgetary Balance Available</b>	<b>\$ 578.00</b>
<b>(2) Marketing</b>	\$ 2,700,497.00
Carryover Encumbrance Visit Jacksonville Contract	1,827.08
Less Disbursements to Visit Jacksonville	(1,148,711.60)
Less Encumbrances:	
Visit Jacksonville Contract	(1,146,808.48)
Florida's First Coast of Golf 2021/22	(129,521.00)
Visit Jacksonville Window Display	(140,000.00)
	(1,416,329.48)
<b>Budgetary Balance Available</b>	<b>\$ 137,283.00</b>
<b>(3) Convention/ Group Sales</b>	\$ 2,416,068.00
Carryover Encumbrance Visit Jacksonville Contract	109,628.61
Carryover Encumbrance STR Report	1,655.00
Less Disbursements to Visit Jacksonville	(750,952.85)
Less Encumbrances:	
Visit Jacksonville Contract	(1,354,311.76)
STR Report	(1,655.00)
TaxSlayer GatorBowl	(420,000.00)
	(1,775,966.76)
<b>Budgetary Balance Available</b>	<b>\$ 432.00</b>
<b>(4) Planning and Research</b>	\$ 42,500.00
Less Encumbrances:	-
	-
<b>Budgetary Balance Available</b>	<b>\$ 42,500.00</b>
<b>(5) Event Grants</b>	\$ 1,000,000.00
Carryover Encumbrance	70,000.00
Less Disbursements	(309,893.89)
Less Encumbrances:	
Tough Mudder 2022	(25,000.00)
Ship Reef Promotion	(106.11)
Spartan US Championship Series 2022 - Marketing	(20,000.00)
Spartan US Championship Series 2022 - Special Event	(100,000.00)
2022 Speed Capital National Championship	-
Middle School Track and Field National Championship	-
Spartan Combat 2022	(48,000.00)
The Players Championship 2022 - Marketing	(300,000.00)
Sandlot JAX Fitness Festival 2022 - Event Grant	(100,000.00)
Sandlot JAX Fitness Festival 2022 - Marketing	(20,000.00)
	(613,106.11)
<b>Budgetary Balance Available</b>	<b>\$ 147,000.00</b>

**Duval County Tourist Development Council  
Financial Report - March 31, 2022**

<b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	\$	112,309.00
Carryover Encumbrance		735,474.59
Less Disbursements		(334,188.90)
Less Encumbrances:		
Visit Jacksonville Sports Tourism	(201,327.09)	
Springing the Blues 2022	(50,000.00)	
Furyk & Friends Tournament - Event Grant	-	
Furyk & Friends Tournament - Marketing	(50,000.00)	
WasabiCon 2022 - Marketing	(12,000.00)	
		(313,327.09)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>200,267.60</b>
	<b>Total</b>	<b>\$ 528,060.60</b>

<b>TDC Administrative Budget</b>	\$	226,515.00
Less Disbursements		(83,683.27)
Less Encumbrances:		-
		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>142,831.73</b>

**Accounts that Carryover Each Year**

<b>Convention Grants</b>	\$	75,000.00
Prior Year's Balances		498,517.77
Less Disbursements		(30,638.00)
Less Commitments:	(408,979.18)	
		(408,979.18)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>133,900.59</b>

<b>(8) Promotion of the Equestrian Center</b>	\$	17,505.00
Prior Year's Balances		22,645.05
Less Disbursements		(2,016.00)
Less Commitments:	-	
		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>38,134.05</b>

<b>Tourist Development Special Revenue Fund</b>		
Prior Year's Balances	\$	105,212.50
Revenue from FY 20-21 Airport		13,700.00
Less Encumbrances:		
2022 High School Track & Field National Championship	(70,000.00)	
		(70,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>48,912.50</b>

<b>(7) Contingency Account</b>	\$	250,000.00
Prior Year's Balances		1,163,000.00
Less Encumbrances:		
Visitor Center Improvements (transferred to Marketing)	(140,000.00)	
		(140,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>1,273,000.00</b>

**Accounts Requiring Additional City Council Action**

<b>(6) Development Account</b>	\$	250,000.00
Prior Year's Balances		1,371,075.63
Carryover Encumbrance UNF		950,000.00
Less Encumbrances:		
UNF Infrastructure Grant	(1,166,940.00)	
		(1,166,940.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b>1,404,135.63</b>

Agenda Item #3: Market Report  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

None

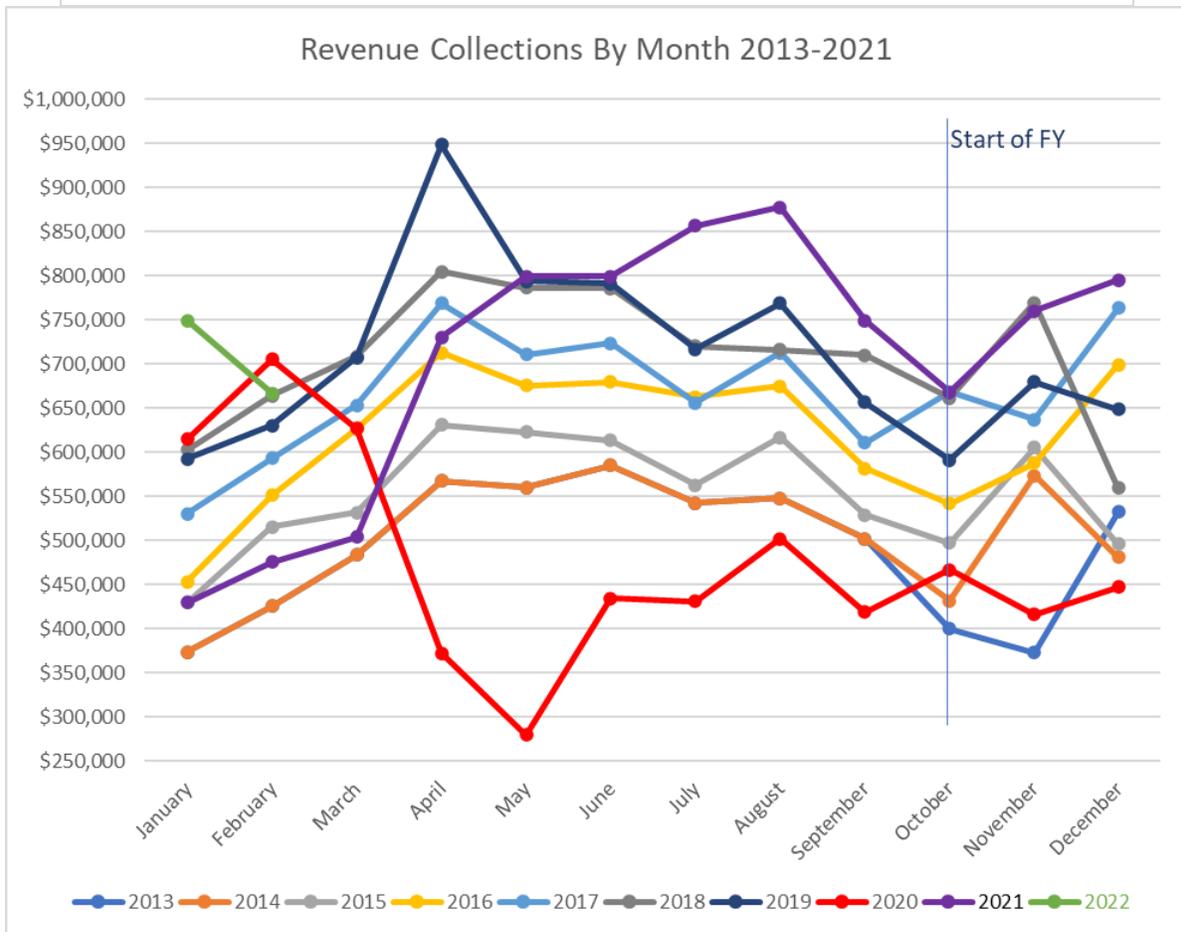
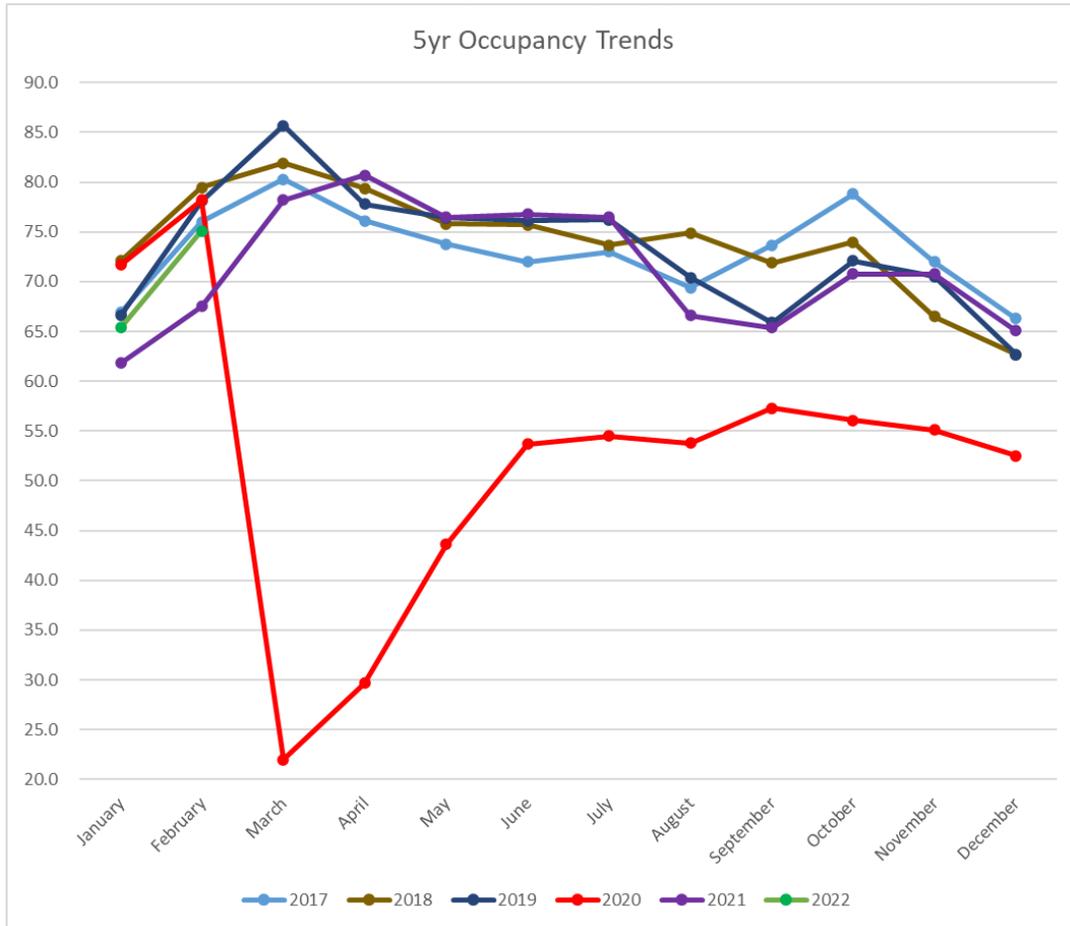
**DETAILS:**

Despite high gas prices, drive traffic has maintained a strong source of visitors and with a record January and strong February performance, Spring is likely to be a very well performing season for Duval. Traveler sentiment is also topping post-pandemic levels at around 90% of travelers planning trips in the upcoming six months. Only 20% of travelers reported taking Covid-19 into consideration while making travel plans, the lowest since the pandemic began. As a high-value destination, Duval is well positioned for cost conscious travelers making Spring and Summer break plans.

**FISCAL IMPACT:**

The TDC adopted a fiscally responsible FY 21-22 budget by projecting revenue figures just 15% under pre-Covid levels to \$7.2 million. Halfway through this fiscal year, revenue trends through February continue to outpace projections. Currently, it appears as though FY 21-22 will outperform estimates and position the TDC well for investment positions for future years.

# MARKET REVENUE AND OCCUPANCY TRENDS



Agenda Item #4: Revenue Projection for FY 2022-2023  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

Set Tourist Development Tax revenue projection for FY 22-23.

**DETAILS:**

With nearly 100% of Tourist Development Council revenue generated by Tourist Development Tax revenue, the figure TDC sets for revenue determines how the rest of the budget will be allocated.

Duval is halfway through FY 21-22 and dramatically outpacing projected revenues with unusually high room rates paired with pent-up travel demand and a strong employment market. Group travel is also starting to regain market share indicating stabilization for the upcoming year.

Duval finds itself incredibly well positioned for ample market growth as travelers explore by air and highway in this ever-evolving landscape.

**THE REVENUE PROJECTION FOR FY 2022-2023 AMOUNT IS BEING FINALIZED AND WILL BE PRESENTED AT THE TDC MEETING.**

Agenda Item #5: Off-Cycle TDC Grant Requests (3)  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

Determine funding level for three grant requests as submitted for consideration.

1. Florida's First Coast of Golf (Marketing)
2. Airstream Ventures (Street League Skateboarding - Special Event)
3. Airstream Ventures (Street League Skateboarding - Marketing)

**DETAILS:**

The TDC implemented two grant consideration periods in 2021. As a result of this new policy, not all applicants are prepared to have their applications considered on that timeline resulting in an exception. There are two applicants presenting applications today invoking this exception in order to adequately implement the proposed marketing and special event plans. The details of those requests are summarized on the following sheets.

**FISCAL IMPACT:**

The sum of these grant requests is  $\$75,000 + \$75,000 + \$55,000 = \$205,000$ . The TDC currently has \$147,000 available in the Event Grants budget and \$200,267.60 available in the "remaining to spend" category budget for FY 21-22 as well as \$1,273,000 in the contingency account and another \$48,912.50 in the special revenues account that could be used to support these initiatives.



**Representative:** David Reese, Florida's First Coast of Golf

**Name of Event:** 2022 Florida's First Coast of Golf Website Redesign

**Date of Event:** Summer 2022

**Date of Application:** March 31, 2022

**Type of Grant:** Marketing

**Amount of Request:** \$55,000

**Funding to Support:** Marketing Activities

**Event Overview:** Florida's First Coast of Golf website redesign will enhance tourists' experience as they seek their next golf vacation with improved site speed, content re-organization, and interactive features such as maps, video placement, weather feed, golf course and hotel selections. The website will include things to do before and after a round of golf, encouraging tourists to extend their stay.

**Past TDC Support:** Yes (see application for full history)

**ROI Summary:** Currently serving > 140,000 visitors a year, their website is almost directly correlated with the number of room nights generated. With this grant, the resulting website is estimated to increase that traffic by 30%.

**Application Score:** 47 out of 60

**Recommendation:** Recommend awarding full \$55,000 requested marketing grant from the remaining event grant budget in FY 21-22.



<b>Representative:</b>	Alan Verlander, Airstream Ventures
<b>Name of Event:</b>	2022 Street League Skateboarding (SLS) World Tour
<b>Date of Event:</b>	July 15-17, 2022
<b>Location:</b>	VyStar Veterans Memorial Arena
<b>Date of Application:</b>	April 4, 2022
<b>Type of Grant:</b>	Special Event / Marketing
<b>Amount of Request:</b>	\$75,000 / \$75,000
<b>Guaranteed Tourists:</b>	7,500
<b>Estimated Rm Nights:</b>	5,000
<b>Funding to Support:</b>	Event rentals and production / Promotion and exposure
<b>Estimated Dir. Impact:</b>	\$3,084,070
<b>Event Overview:</b>	Street League Skateboarding World Tour is designated as the only world championship in the US, the television of which will provide Jacksonville exposure to over 500 million households across the world. As one of four SLS World Tour cities, international skating professional profiles will add to the sports brand Jacksonville is developing. This will be the second SLS event in Jacksonville. In 2021, the SLS experienced tremendous success.
<b>Past TDC Support:</b>	\$100,000 special event and \$75,000 marketing in FY 21-22
<b>ROI Summary:</b>	Combined grant return would cost \$15/tourist with a return of nearly \$20 in economic impact for each grant dollar.
<b>Application Score:</b>	43 out of 60 SE / 42 out of 60 Marketing
<b>Recommendation:</b>	Recommend awarding \$75,000 special event grant and \$75,000 marketing grant from reclaimed FY 21-22 grant funds.

Agenda Item #6: Direct Contract Update  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

Approve TDC Executive Director, CoJ Auditors and OGC, Visit Jax CEO and COO to move forward with crafting the proposed direct contract and legislation

**DETAILS:**

Proposed Timeline for TDC/VJ Direct Contract Implementation

April 12, 2022	City Council approved RESO 2022-0174 RE: intention of TDC to direct contract with VJ
April 21, 2022	TDC provides input for crafting direct contract; staff begin framework for proposed direct contract and legislation
June 30, 2022	TDC approves proposed direct contract and legislation
July 20, 2022	File legislation for introduction on July 26, 2022 City Council meeting
July 26-Aug. 16, 2022	Legislation in City Council committees for review
Aug. 23, 2022	Legislation receives final approval at City Council meeting
September 2022	Staff finalize procedures, processes, and budget
October 1, 2022	Implement direct contract

Agenda Item #7: Visit Jacksonville Update  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

None

**DETAILS:**

- I. National Tourism Week – May 1-7, 2022
- II. STR Reporting and Forecast Updates
- III. UNF Hotel Survey Results
- IV. Industry Association Updates – Visit FL Dues Increase
- V. Contractual Updates
  - a. Convention Sales and Service
  - b. Destination Experience
  - c. Marketing

# Convention Sales & Services Quarterly Update

Quarter 2: January – March 2022



## TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED QTR 2 (January-March)	ACTUAL QTR 2	FYTD TOTAL	FYTD % OF ANNUAL GOAL
Room Night Production	62,000	15,500	10,254	29,744	48%
Room Night Actualization	62,000	15,500	12,576	15,475	25%
RevPAR	\$10.32	\$10.32	\$9.80	\$8.67	84%
Percent of New Business for RN	50%	50%	68%	68%	

\*CXL'd Room Nights have been deducted. There have been 12 Cancellations FYTD due to COVID-19, 5 have rebooked.

\*\*We are waiting for the March STR results, Q2 Group RevPAR is \$8.67 FYTD as Feb 2022. CYTD RevPAR is \$9.60.

## Q2 RevPAR Notes:

There were 8 group cancels in the second quarter; this totaled more than 5,300 rooms as a loss in 2022. To date in FY 2021-2022, there have been 12 cancellations for a total of 6,210 rooms.

## Sales Activities FYTD:

NUMBER OF LEADS RECEIVED	NUMBER OF SITE VISITS CONDUCTED	NUMBER OF BOOKINGS	TRADESHOW / SALES MISSIONS ATTENDED	RFPs FROM TRAVEL EFFORTS
190	23	75	11	5

## Convention Services Production FYTD:

NUMBER OF GROUPS SERVICED	SERVICES DEFINITES	SERVICES RN PRODUCTION	SERVICES REFERRALS	SERVICES SURVEY RESULTS	SERVICED GROUPS COMMITTED TO RETURN
33	8	3,243	115	5 returned, Score of 4.75 of 5	1

## Additional Services Provided FYTD:

GROUP FULFILLMENTS	PARTNER SITE VISITS	PLANNING SITE VISITS
23	6	4

**Additional Significant Q2 Accomplishments:**

The Sales Team participated in 5 tradeshow or client events. They attended Florida Encounter in Tampa, FL, Florida DMOs Celebration in Tallahassee, FL, RCMA in Sacramento, CA, Christian Meetings & Conference Association in Fort Walton Beach, FL, and Meet NY in New York City.

There were 11 site visits in Q2 in Jacksonville. Groups were: Greater Louisville Idea Development Expedition for 2022, Moulding & Millwork Producers Association (MMPA) for 2023, Phi Delta Chi Pharmacy Fraternity for 2024, Society for Cardiovascular Angiography and Interventions for 2022, 2023 and 2024, White Room Global for 2022, Jacksonville Sister Cities Association for 2022, Trinity Baptist College for 2022, UMC Discipleship Ministries for 2023, United Supreme Council for 2022, and the Fellowship Network for 2023.

**Noteworthy Contracted Groups:**

- Corning Optical 2023 Global Kickoff Conference for 4,200 Rooms in February 2023.
- Via Exito for 1,713 rooms in June 2022.
- Council of Chief State School Officers for 1,552 rooms in October 2023.

## Destination Experience Quarterly Update

Quarter 2: January- March 2022



### TDC Performance Requirements:

VISITOR CENTER	IN-PERSON VISITORS	CHAT	PHONE/ WEBSITE	QUARTER 2 TOTAL INTERACTIONS	FYTD TOTAL INTERACTIONS	2021-2022 ANNUAL GOAL INTERACTIONS	% OF ANNUAL GOAL
Airport	27,799	N/A	140	27,939	59,243	63,707	93%
Beaches	310	68	13	391	2,001	4,419	45%
Downtown	2,585	940	416	3,941	9,315	11,171	83%
Visit Florida	17,234	N/A	N/A	17,234	26,593	62,125	43%
Seymour Jax	4,768	N/A	N/A	4,768	9,965	N/A	N/A
<b>TOTAL:</b>	<b>52,696</b>	<b>1,008</b>	<b>569</b>	<b>54,273</b>	<b>107,117</b>	<b>141,422</b>	<b>76%</b>

PERFORMANCE MEASURES	QUARTER 2	FYTD
Total Visitor Magazines Distributed	1,560	9,992
Total Referrals to Tourism Businesses from Visitor Center Employees	10,275	13,137
Businesses Added to Database/Visitjacksonville.com Listings	28	81
Kiosk Page Views	27,370	53,700
Average Length on Kiosk Page	1 minute 2 seconds	1 minute 16 seconds

### Tourist Bureau Staff Training Updates for Q1:

- Jacksonville Camping, RV, Tent, Cabins
- Valentine's Day venue options
- Arlington Educational Tour: Jacksonville Arboretum, Norman Studios, Donut Shop, Ed Austin Park, Kona Park, Tree Hill, Blue Sky Golf Club, Best Bet, Soul Food Bistro, Fort Caroline
- Southside
- World of Nations Event
- Arlington Area training: Norman Studios, Arboretum, Ed Austin Park, Fort Caroline, Best Bet, Kona Park, Surge, SK8 City, AXE Throwing, 13th Floor, Tree Hill, Big Sky Golf.
- Springing the Blues event
- St. Patrick's Day events

**Outreach Schedule Q2:**

Date	Event	Location	Out of Town	Local	Total Interactions
5-Jan	Downtown Art Walk	DT Center	8	149	157
21-Jan	Welcome Table - Southern State Women's Conference	Hyatt Regency	89	3	92
23-Jan	Welcome Table - Florida Sheriff's Association	Hyatt Regency	40	4	44
26-Jan	Welcome Table - AACC WDI	Hyatt Regency	23	0	23
28-Jan	Winter Festival @ Visit Florida Welcome Center I-95	Visit Florida	1,677	0	1,677
2-Feb	Downtown Art Walk	Downtown VC	10	153	163
11-Feb	Alpha Kappa Psi PBLI Conference	Hyatt Regency	53	12	65
16-Feb	UNC Wilmington South East Sciences Institute	Jacksonville Downtown RC	23	4	27
17-Feb	NBAW	Beaches Town Center	14	40	54
19-Feb	Girl Scouts Thin Mint Spring & Cookie Crawl	Jacksonville Zoo & Gardens	10	89	99
24-Feb	NCCAA Regional Basketball Tournament	Trinity Baptist College	67	8	75
25-Feb	Bold City Con	Regency Square	19	58	77
26-Feb	Spartan Race	WW Motocross	76	9	85
27-Feb	Spartan Race	WW Motocross	26	56	82
1-Mar	Welcome Table - American Mosquito Control Assn.	Hyatt Regency	50	1	51
2-Mar	Downtown Art Walk	Downtown Visitor Center	1	142	143
	Welcome Table - International				25
3-Mar	Longshoremen Assn.	Southbank Hotel	16	9	
8-Mar	Welcome - IEEE Spouse Lunch	Hyatt Regency DT	13	0	13
14-Mar	Welcome Table - BBI International	Prime Osborn	15	0	15
17-Mar	NBAW	Beaches Town Center	20	47	67
30-Mar	Heartbeat International	Hyatt Regency DT	74	0	74
<b>Total</b>					

\*Includes Group Welcome Tables, Concierge Program, and additional Outreach Events

**Seymour Schedule Q2:**

Date	Event	Location	Out of Town	Local	Total
9-Jan	Jaguars vs. Colts	TIAA Bank	55	110	165
20-Jan	Sip & Stroll	Southbank	13	125	138
23-Jan	904 Pop Up	Seawalk Pavilion	75	142	217
4-Feb	Donna Marathon Expo	Jacksonville Fairgrounds	47	118	165
5-Feb	Donna Marathon Expo	Jacksonville Fairgrounds	88	119	207
17-Feb	Sip & Stroll	Southbank of Riverwalk	33	92	125
26-Feb	World of Nations	Metropolitan Park	187	1,244	1,431
27-Feb	World of Nations	Metropolitan Park	163	917	1,080
5-Mar	Riverside Arts Market	Riverside	66	171	237
6-Mar	NFL Alumni	Seawalk Pavilion	34	67	101
10-Mar	The Players Championship	282 ATP Blvd.	46	7	53
11-Mar	The Players Championship	282 ATP Blvd.	20	6	26
12-Mar	The Players Championship	282 ATP Blvd.	106	52	158
13-Mar	904 Pop Up	Beaches Latham Park	34	112	146
17-Mar	Sip & Stroll	Downtown Southbank	33	131	164
19-Mar	Riverside Arts Market	Riverside	70	154	224
26-Mar	San Marco Beer Fest	San Marco	40	91	131
<b>Total</b>			<b>1,110</b>	<b>3,658</b>	<b>4,768</b>

**Businesses Added from Database Q2:**

The Candle Garden  
 Coliseum of Comics - Arlington  
 Dan's Sports Cards & Games  
 Dick & Jane's Sportscards & Games  
 The Forgotten Toy Box  
 M Brothers at Mayo  
 Carolina Chicken  
 1928 Cuban Bistro - Roosevelt Blvd  
 St John's Cathedral Bookstore & Gift Shop  
 One Night Taco Stand - Southside  
 O-Ku Jacksonville Beach  
 Show Pigeon Coffee  
 Solazo Taqueria  
 Salt Air Inn & Suites  
 Honeyz Plates

**Businesses Removed from Database Q2:**

Tour Time, Inc.  
 Clara's at the Cathedral  
 bicycles - e2ride bike tours  
 Olio  
 Bassil's Pizza & Subs  
 Bob's Famous Bar-B-Q  
 Charley's Grilled Subs  
 Olde Mandarin Bike Tour  
 Riverside/Avondale Bike Tour  
 San Marco Bike Tour  
 Andrews Deli  
 Barberitos Southwestern Grille & Cantina  
 King & Cakes Supply Shop and Cafe  
 The Cake Shop of San Jose  
 La Nopalera - San Jose

SAFE Management

Buteko Restaurant Bar & Grill

Watkins Services Inc.

Purple Roots

Pie95 Pizza

Neon Moon

Baptist Medical Center South

Baptist Medical Center Beaches

Ascension St. Vincent's Southside Hospital

UF Health North

Ocean Street Tacos

SoNapa Grille Jacksonville Beach

Mandarin Express

Natural Greens Cafe

Willard's BBQ Junction Inc

German Schnitzel Haus

Junior's Seafood - North Main Street

Borderlands

Bawarchi Biryani

Main and Six Brewing Company

Jumpin' Jax House of Food - Atlantic Beach

Brewz - The Filling Station- Riverside

Empanada Llama

Kazu Sushi Burrito - Southside Blvd

Urban Eats Bistro

Karibo

Headroom Coffee Bar

# Marketing Quarterly Update

Quarter 2: January – March 2022



## TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED YTD	ACTUAL YTD	% OF ANNUAL GOAL
An annual three percent (3%) increase in visitors staying overnight in Duval County Hotels calculated from prior and current year STR data.	Goal would be 7,525,175 Visitors in 2022 based on 2021 results	3,762,588 Overnight Visitors	4,298,502 Overnight Visitors*	57%
Tax Collections (5% increase in tourist Development tax collections)	\$7,927,836	\$3,963,918	\$4,461,592	56%

\*as of last weekly March 2022 STR estimated awaiting for final March 2022 STR

## Communications/Media/PR and Website Stats:

COMMUNICATIONS/MEDIA/PR		WEBSITE				
KPI	QTR 2 (JAN-MAR)	KPI	QTR 2 (JAN-MAR)	% CHANGE OVER PY	FYTD	% CHANGE FYTD
Earned Media Value	\$8,120,667	Sessions	512,060	4%	1,074,440	16%
Number of Stories	512	Users	412,246	4%	863,049	18%
Total Media Reach	463,078,312	New Users	401,094	4%	837,217	16%

## Threshold 360 Video Stats:

	JANUARY	FEBRUARY	MARCH	FYTD
Total Unique Users	15,310	14,277	15,409	82,335
Total Views on Website	23,483	22,959	23,951	140,105
Total Google Views	13,501,433	410,582	491,239	51,486,359
Video Time	90 hours 21 minutes	101 hours 4 minutes	127 hours 19 minutes	562 hours 17 minutes

## Social Media:

	JANUARY	FEBRUARY	MARCH	FYTD
Facebook Engagement	41,108	37,224	37,277	232,012
Facebook Impressions	1,916,922	1,501,030	1,521,114	8,481,308
Facebook Followers	97,214	97,427	97,692	97,692

Twitter Engagement	527	183	383	1,879
Twitter Impressions	35,245	15,856	14,369	113,525
Twitter Followers	38,084	38,127	38,191	38,191
Instagram Engagement	6,325	3,320	3,127	26,974
Instagram Impressions	383,907	257,041	229,222	1,780,163
Instagram Followers	46,661	46,897	47,233	47,233

## Communications/PR Quarterly Update

KPI	JANUARY	FEBRUARY	MARCH
Earned Media Value	\$2,379,698	\$2,065,040	\$3,675,929
Number of Stories	133	118	261
Total Media Reach	142,067,698	158,284,510	162,726,104

### Coverage:

- **Results from Writer/Influencer Visits:**
  - [11 Best Festivals in Florida](#) *TimeOut*
  - [How the Jacksonville Zoo is Working to Save Florida's Native Species](#) *Forbes.com*
  - [Jacksonville: A Historic City Full of Pride and Spirit](#) *Gonomad.com*
  - [Roswell visits Jacksonville](#) *Roswell Weenie blog post*
  - [The Jacksonville Coast: Florida's Most Underrated Destination For Nature Lovers](#) *Forbes.com*
  
- **Results from Press Releases and Pitches sent:**
  - [You sunk my sailboat](#) *Right This Minute*
  - [These Are The Best Rooftop Restaurants In America](#) (includes Black Sheep) *Tasting Table*
  - [A Guide to Northeast Florida](#) *Afar*
  - [Jenkins Quality Barbecue is Florida's Best](#) *Southern Living*
  - [Discover Florida's Surprising Wealth of Black History](#) *Fodor's Travel*
  - [Is Your Hometown One of the Best Coffee Destinations in America?](#) *Fodor's Travel*
  - [Florida Road Trip Destinations You Won't Want to Miss](#) *Sarasota Magazine*

### Hosted Media:

- Patrick Connolly, Orlando Sentinel, February 2
- Bruce Northam, gonomad.com, February 20-23
- Margaret Shakespeare, freelance writer, March 1-2
- Eric Grossman, freelance writer, March 14-16

**Hosted influencer:**

- [Lindsey Hein](#), DONNA Marathon participant, February 4-7
- [Roswell Weenie](#), pet travel influencer, February 17-20

**Additional Marketing Activities:**

- Pitched stories to 243 media and bloggers. Topics included Jax Ale Trail, Black History Month, Valentine's Day, Jacksonville's Bicentennial and History, Mayport Shrimp, Jacksonville's Coffee Scene and Foodie Scene, outdoor activities such as fishing and hiking, historic home tours, outdoor dining, Cinco de Mayo and Jazz Fest.

**New Content Created:**

- [You Need to Visit Murray Hill](#)
- [The Jax Ale Trail Turns 7!](#)
- [You Need to Visit Murray Hill](#)
- [Spring events rack card](#)
- [Jacksonville's Bicentennial](#)
- [Six Annual Cultural Festivals Worth Making the Trip](#)
- [Jacksonville is THE Place for Sports](#)
- [Jacksonville's Top Hot Brunch Spots](#)
- [Jacksonville Festivals](#)
- [904 Popu](#)

Agenda Item #8: June Meeting  
TDC Meeting Date: 4/21/2022

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**REQUESTED ACTION:**

None

**DETAILS:**

June meeting is likely to last longer than the standard two hours. To make as efficient use of that time as possible, please be aware of the action items on the agenda:

- ✓ Set FY 22-23 budget (for MBRC and City Council consideration)
- ✓ Consider all grants for the 2<sup>nd</sup> official grant period of FY 21-22
- ✓ Authorize establishment of new direct contract with Visit Jacksonville, to initiate October 1, 2022.

Remaining TDC meetings for 2022:

- June 30, 2022 (Changed from the original date of June 23, 2022)
- August 11, 2022
- October 20, 2022
- December 8, 2022

All meetings are held at City Hall in the Lynwood Roberts Room from 10:00 a.m. until noon.