SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $100,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $365,611.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____
GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

---

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

04/17/18 16:09:33
Procurement Division

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Contract: Tourist Information Bureau Services Contract #7393-16

SUBJECT: Request for Increased Indebtedness for Tourist Bureau Services Contract #7393-16
Award for ESC-0575-17 TDC Plan Component of Tourist Bureau Services

DATE: April 12, 2018

The TDC is requesting, per the action taken at the TDC Special Meeting of April 11, 2018, the recommendation of CSPEC to increase the maximum indebtedness for the Tourist Information Bureau Services Contract # 7393-16 from $265,611.00 to $365,611.00.

The increase is based on estimated capital expenses budget that is contained in the Tourist Information Bureau Services 3-Year Comprehensive Plan & Annual Plan 2017-2018. It is incorporated, per the contract, in Contract for Tourist Information Bureau Services in 7. Comprehensive Tourist Information Bureau Operation Plan.

> 7. Comprehensive Tourist Information Bureau Operation Plan. On January 22, 2018, Contractor submitted and presented to the Tourist Development Council for review a detailed three year master comprehensive plan for the operation of the Tourist Information Bureau Services (the "*Comprehensive Tourist Information Bureau Operation Plan*"). Unless modified by the TDC, the Comprehensive Tourist Information Bureau Operation Plan shall be consistent in strategy and allocation of resources with the Conceptual Tourist Information Bureau Operation Plan submitted in the Response. The Tourist Development Council reviewed and approved the Comprehensive Tourist Information Bureau Operation Plan on January 22, 2018. The Contractor shall implement the TDC approved Comprehensive Tourist Information Bureau Operation

Plan during the Term and the approved Comprehensive Tourist Information Bureau Operation Plan shall be incorporated herein by reference and become a binding part of this Contract. Contractor shall not modify the Comprehensive Tourist Information Bureau Operation Plan without first obtaining the approval of the Tourist Development Council.

The source of the funding is:

Index Code:	CCTD 1320P
Sub Object	04904

Attachments:
Tourist Information Bureau Contract # 7393-16
Tourist Information Bureau Services 3-Year Comprehensive Plan & Annual Plan 2017-18
TDC Minutes-April 11, 2018

Visit Jacksonville Proposed FY2017-2018 Budget for Tourist Bureau (8 Months)

Description		Proposed Budget	Ratio of Total Budget
Overhead Costs - Visit Jacksonville Administration			
FACILITY RENT/UTILITIES	$	16,667	6.27%
Subtotal	**$**	**16,667**	**6.27%**
Staffing Costs - Visit Jacksonville Tourist Bureau			
SALARIES/WAGES/BENEFITS	$	50,000	18.82%
VISITOR CENTER SALARIES/WAGES/BENEFITS	$	162,945	61.35%
Subtotal	**$**	**212,945**	**80.17%**
Visitor Centers			
Postage for consumer requests, brochures mailings	$	9,333	3.51%
Brochure Distribution & Visitor Magazine Storage	$	3,333	1.25%
VISIT FLORIDA Welcome Center Brochure Display costs/Other Membership	$	2,000	0.75%
TRAVEL/MEALS/REGISTRATION FEES - OOC	$	1,333	0.50%
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	$	3,333	1.25%
Supplies	$	2,667	1.00%
	$	**22,000**	**8.28%**
Comprehensive Listings/Tourist Bureau/Assembly of Information			
Database system	$	13,333	5.02%
Supplies	$	667	0.25%
Subtotal	**$**	**14,000**	**5.27%**
TOTAL Tourist Bureau Operating Budget	**$**	**265,611**	**100.00%**
Capital Items Approved by the TDC	**$**	**100,000**	
Airport dollars collected from JIA, other counties	**$**	**(32,278)**	
TOTAL Tourist Bureau Budget	**$**	**397,889**	

***Highlighted amounts correspond to the monthly overhead

Jacksonville
DUVAL COUNTY
Tourist Development Council

04/17/18 16:09:41
Procurement Division

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net`

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING MINUTES
Wednesday, April 11, 2018
1:00 P.M.
City Council Conference Room A
Suite 425, City Hall
117 West Duval Street

Attendance

City Council President Anna Lopez Brosche, Board Chairperson
City Council Vice President Aaron Bowman, Board Vice Chairperson (arr. 1:04, dep. 1:43)
City Council Member Lori N. Boyer, Board Member
Barbara Goodman, Board Member
Steven Grossman, Board Member
Kirit Patidar, Board Member (arr. 1:04)
Craig Smith, Board Member (arr. 1:06)
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member - Excused

Annette Hastings, TDC Executive Director
Jeff Clements, Chief of Council Research
Kim Taylor, Assistant Council Auditor
Lawsikia Hodges, Deputy General Counsel

Meeting Convened 1:02 p.m. **Meeting Adjourned:** 2:23 p.m.

Call to Order

Chairwoman Brosche called the meeting to order at 1:02 p.m. and the attendees introduced themselves for the record. The primary purpose of the meeting is to receive and review the report of the TDC Advisory Committee on Special Event and Convention Grant Guidelines.

Visit Jacksonville Audit FY 9/3/2017

Kim Taylor, Assistant Council Auditor, said that her office had reviewed the audit and had discussions with Visit Jacksonville staff regarding several questions. They have no issues with or remaining questions about the audit. The TDC does not need to take any formal action with regard to the audit. TDC Executive Director Annette Hastings will circulate the audit by e-mail to all members.

TDC Advisory Committee Special Events and Convention Grant Guidelines Report

The TDC Advisory Committee was charged with providing the Tourist Development Council with guidelines for the Special Events and Convention Grants pursuant to Ordinance 2016-599–E. Council Member Boyer said that the marketing component of the adopted tourist development plan has a floor but no cap on expenditures, with most of the funding intended to go to the City's CVB for that purpose. She noted that some allocations of TDC funds (i.e. to First Coast of Golf) are for marketing purposes as well, which increases the allocation of available funds to that particular component. The convention sales and service component has both a floor and a cap (until such time as the city builds a new convention center) and a portion of those funds are used for marketing purposes. All of these marketing dollars need to be recognized when making a decision on allocating funds to marketing versus convention and event grants.

Committee Recommendations

Recommendation 1 – Change the ordinance to expand the venue description to include eligibility for private venues in the county when publicly owned venues are not available or appropriate. Ms. Boyer said that if this change is made, language needs to be added to restrict use of the funds for private facility events to marketing and promotion purposes pursuant to statutory restrictions. Ms. Boyer will meet with Deputy General Counsel Lawsikia Hodges to craft language for consideration at the next meeting laying out two options, one for public and one for privately owned facilities. Council Member Bowman asked to consider waiver language to permit grants to events expecting attendance of less than 5,000 for good cause. Council Member Boyer alternatively suggested creating new categories for small events. Commissioner Patidar suggested giving Visit Jacksonville a pot of money and authority to make grants to private facilities hosting smaller events. Ms. Boyer said there already is a convention grant allocation in the Visit Jax budget, but TDC must give final approval. She believes that lowering the threshold for private venues opens the door to allocating more funding to conventions and meetings at hotels and therefore less to special events as traditionally understood.

Recommendation 2 – Change the ordinance to allow grant awards for 25,000 tourists or 10,000 room nights by adding "and any combination thereof". Ms. Boyer felt that the combination of both factors needs to be limited with reduced awards based on each factor (not the full $250,000 for each factor). Commissioner Smith said that the TDC already has the power to approve reduced grants it its discretion. Chairwoman Brosche suggested creating a sliding scale for awards based on combinations of the two factors.

Recommendation 3 – Use a points system to evaluate applications using objective quality standards. Ms. Boyer said that a screening threshold needs to be included to require use of a public venue or to restrict funding for events at private venues to marketing and promotion only. The group discussed the difficulty in determining how many tourists come from out-of-town to attend events. Commissioners were asked to review the categories and be prepared to discuss at the next meeting.

Recommendation 4 – Focused category; TDC divide into small groups to review single features (i.e. marketing) in all applications rather than all members reviewing all features of all applications. Ms. Boyer suggested that the small size of the TDC might make subcommittees difficult, given everyone's business and travel schedules. Commissioner Grossman suggested possibly having professional staff hired to perform this function.

Recommendation 5 – Values and Brand Statement. The group agreed that this is an important need; Visit Jacksonville is working on this task.

Recommendation 6 – Evaluation For payment to the grant winners. The committee was unclear what this recommendation was intended to mean; it will be discussed at a future meeting.

Recommendation 7 – Guidelines For An Application. The TDC will need to see what happens if the grants are opened up to private facilities for convention and meeting purposes before deciding what to do in this regard.

Other Topics for TDC Review and Discussion

2) Equestrian Center grant management: Monica Smith said that events using the Equestrian Center pose a challenge in determining event attendance and room night bookings; for some reason the promoters and hoteliers are not very cooperative in providing those figures. She suggested creating a separate pool for grants to events at that facility with a different set of criteria.

Tourist Bureau Capital Expenditures/Katie Mitura, Visit Jacksonville

Katie Mitura of Visit Jacksonville said that the Beaches Visitor Center grand opening will be on April 26th. They request approval of two budget allocations (Beaches Visitor Center Television - estimated cost $600; Signage for Beaches Center - estimated cost $2,000) to finish improvements to the center. Lawsikia Hodges outlined the two alternative methods to achieve the desired end (increase the Visit Jax marketing contract amount and amend their budget to authorize them to procure the items or, if the funds are still in the City's control, City Procurement could purchase the items).

Motion (Goodman/2nd Grossman): approve Visit Jacksonville's expenditure of $2,600 to procure the television and signage for the Beaches Visitor Center

Motion (Patidar/2nd Goodman): approve Visit Jacksonville's expenditure of $15,000 from its $100,000 marketing budget for capital improvements and amend Visit Jax's budget to reflect the revised amount

Ms. Goodman **withdrew her motion**; Mr. Patidar **withdrew his motion**.

Motion (Grossman/2nd Goodman): authorize the transfer of $100,000 from unallocated funding that resulted from the return of surplus funds from the contract with Visit Jacksonville for fiscal year 2016-17 appropriated via ordinance 2017-850-E to the Tourist Bureau plan component; authorize $2,600 for immediate expenditure on Beaches Visitor Center capital improvements/equipment purchases (television, signage) as presented at the meeting as part of the $100,000; authorize Annette Hastings to work with the Procurement Division to amend the Tourist Bureau contract with Visit Jacksonville to increase the maximum indebtedness by $100,000 to provide funding for capital improvements/

equipment purchases under the contract; direct Visit Jacksonville to obtain future approval from the TDC Board for any purchases made from the $100,000.

Public comment – none

The Grossman motion was approved 6-0.

In response to a question from Commissioner Patidar, Ms. Brosche confirmed that the TDC is paying for the services of the attorney in attendance representing the General Counsel's Office and the auditors representing the Council Auditor's Office.

Next Meeting

TDC Quarterly Meeting – May 17, 2018

The meeting was adjourned at 2:23 p.m.

Jeff Clements, Council Research Division
Posted 4.17.18 4:00 p.m.

7393-16

CONTRACT FOR TOURIST INFORMATION BUREAU SERVICES
(Duval County Tourist Development Plan)

THIS CONTRACT FOR TOURIST INFORMATION BUREAU SERVICES ("***Contract***"), made and entered into as of February 1, 2018 (the "***Effective Date***"), by and between the **CITY OF JACKSONVILLE** (the "***City***" or "***TDC***"), a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida, and **JACKSONVILLE AND THE BEACHES CONVENTION & VISITORS BUREAU, INC.**, doing business as "Visit Jacksonville" (the "***Contractor***").

WHEREAS, the Duval County Tourist Development Council ("***TDC***"), acting on behalf of the City, issued Request for Proposal for Duval County Tourist Development Plan: Tourist Bureau Services Bid No. ESC-0575-17 for Tourist Information Bureau Services (the "***RFP***");

WHEREAS, based on Contractor's response to the RFP dated August 30, 2017, a copy of which is on file with the City Procurement Division (the "***Response***"), the TDC awarded this Contract to Contractor pursuant to TDC Resolution 2018-01 dated January 22, 2018.

NOW THEREFORE, in consideration of the premises and the mutual covenants contained below, the parties agree as follows:

1. **Recitals; Capitalized Terms.** The Recitals above are true and correct and incorporated herein by reference. Unless otherwise defined herein, all capitalized terms shall have the meanings ascribed to them in the RFP.

2. **Incorporation of RFP terms; Response; Exhibits**. The RFP terms are incorporated herein by reference. The terms of the RFP include, without limitation, the following sections, attachments and forms contained in the RFP:

(a) Section 1 (Specific Information Regarding the RFP;
(b) Section 2 (General Instructions)
(c) Section 3 (General Terms and Conditions of Contract)
(d) Section 4 (Description of Services)
(e) Attachment A (Response Format)
(f) Attachment B (Evaluation Criteria Matrix)
(g) Attachments C through J
(h) Attachment K Listing of Available Documents for Review
(i) Contractor's completed and executed Forms 1 through 5

The Response, as accepted and modified by City, is incorporated herein by reference. Any terms in the Response that are prohibited under the RFP shall not be included in this Contract. Any terms in the Response that are inconsistent with the terms of this Contract shall be void and of no effect.

Maximum Indebtedness Amount by the Third-Party Donations and reduce the Scope of Work. Contractor agrees to promptly execute (within ten (10) days demand thereof) any necessary amendments to the Contract as may required by the TDC to reduce the Maximum Indebtedness Amount and the Scope of Work as provided in this section.

(c) Restrictions on Use of Funds. Unless otherwise approved by the TDC, Contractor shall not exceed the Tourist Development Plan component allocations shown on the City Council approved Tourist Development Council budget each fiscal year. Contractor shall use and expend City funds during the Term in strict compliance with the conditions, restrictions and provisions set forth in the Duval County Tourist Development Plan contained in Section 666.108, *Ordinance Code*, as amended, and Chapter 666, *Ordinance Code*, as amended.

6. Annual Budget Approval.

(a) Submittal; Approval. On January 22, 2018, Contractor submitted and presented a proposed annual budget based on the Maximum Indebtedness Amount in the format required under this section for Fiscal Year 2017-2018 to the Tourist Development Council for review and approval. The Tourist Development Council reviewed, modified as necessary, and approved Contractor's proposed annual budget for Fiscal Year 2017-2018 on January 22, 2018. Each fiscal year during the Term, Contractor shall present and submit to the Tourist Development Council a proposed detailed line item annual budget in June of each fiscal year for the upcoming fiscal year. Contractor's proposed annual budget shall be consistent with the Tourist Development Council's proposed budget for the upcoming fiscal year, the Comprehensive Tourist Information Bureau Operation Plan (defined below), and the Annual Tourist Information Bureau Operation Plan (defined below). The Tourist Development Council shall review, modify as necessary, and approve Contractor's proposed annual budget in July or August of each fiscal year, but in no event later than September 30th of each fiscal year. The Contractor's proposed annual budget as may be amended and approved by the Tourist Development Council shall be the "***Approved Annual Budget***". The Contractor shall provide the Services under this Contract in accordance with the Approved Annual Budget for each fiscal year.

(b) Budget Format. Contractor's proposed annual budget shall be in an acceptable format to the Tourist Development Council and the City Council auditor and shall set forth how funds provided under this Contract will be spent for the fiscal year. Each identified task in the Tourist Bureau component of the Tourist Development Plan listed in Section 666.108(b)(1)(i)-(iii), *Ordinance Code* (i.e., Visitor Centers, comprehensive listings and assembly of information) shall have its own identified budget line item or line items. Such budget shall also provide detailed comparisons regarding how the annual budget compares to each allocation identified in the proposed budget submitted in the Response. Furthermore, the budget shall clearly identify as to each task the allocation between direct overhead for salaries, facilities, equipment, etc; and number of employees and staff positions. The budget shall also include separate line items for the expenses that comprise the Monthly Overhead Expenses defined in Section 9 below. In addition to the foregoing proposed annual budget, the Contractor shall provide, as a separate attachment, supplemental information to the proposed annual budget ("***Supplement Budget Information Sheet***"). The Supplemental Budget Information Sheet shall include a distinct breakout of the following items which are acknowledged to be contained within the Tourist Bureau plan subpart components described above:

Tourist Information Bureau Operation Plan without first obtaining the approval of the Tourist Development Council.

8. Annual Tourist Information Bureau Operation Plan. On January 22, 2018, Contractor submitted and presented a proposed annual tourist information bureau operation plan in the format required under this Section for Fiscal Year 2017-2018 to the Tourist Development Council for review and approval. The Tourist Development Council reviewed, amended as necessary, and approved Contractor's proposed annual tourist information bureau operation plan for Fiscal Year 2017-2018 on January 22, 2018. Each fiscal year during the Term, Contractor shall submit a proposed Annual Tourist Information Bureau Operation Plan to be reviewed, modified as necessary, and approved by the Tourist Development Council in April of each fiscal year ("***Annual Tourist Information Bureau Operation Plan***"). The Annual Tourist Information Bureau Operation Plan shall incorporate any suggested improvements or tourist information bureau concerns contained in Contractor's Annual Performance Evaluation and shall be consistent with the Comprehensive Tourist Information Bureau Operation Plan. This annual plan shall include at a minimum:

i. A description of new kiosks and or visitor center facilities to be provided in the coming year, their locations, content, and anticipated number of visitor interactions at such locations;
ii. Any new media content or exhibits or the like to be provided at existing locations in the coming year to enhance the experience of visitors stopping by such locations;
iii. Any new research tools to be implemented in the coming year and any new research work products to be produced in the year;
iv. The number of new or enhanced attractions identified in the preceding year and strategy for locating and identifying additional attractions in the coming year;
v. A target for increased traffic at each visitor center and kiosk over the prior year and the strategy for directing/driving visitors to those facilities; and
vi. A strategy for correction of any deficiencies identified in visitor surveys collected during the preceding year.

9. Invoice and Payment.

(a) Monthly Overhead Expenses. The TDC shall pay Contractor for the budgeted overhead expenses on a monthly basis for the expenses incurred in the previous month. The monthly overhead expense line items identified on the Approved Annual Budget shall be initially paid by the TDC in eight payments ("***Monthly Overhead Expenses Payment(s)***") as shown on the Monthly Overhead Expenses Payment Schedule attached hereto as **Exhibit F-1**, which payment schedule is based on the encumbered amount of the Maximum Indebtedness Amount at the time of Contract execution. At such time that the Contingent Amount is lawfully appropriated for the uses described herein, the Monthly Overhead Expenses Payment Schedule attached hereto as **Exhibit F-2** shall automatically apply and become the operative payment schedule for purposes of this Contract without any further necessary action required by the parties. The payment schedules attached hereto as **Exhibit F-1** and **Exhibit F-2** are subject to such payments being adjusted and reduced as provided in this Section 9. Contractor shall within thirty (30) days receipt of each Monthly Overhead Expenses Payment provide the TDC with paid invoices and receipts, payroll registers evidencing employee salaries paid for the

include reimbursement for travel or travel- related expenses, such travel and travel-related expenses shall be subject to and governed by the provisions and limitations of Chapter 106, Part 7, *Ordinance Code*, as may be amended. City's obligations to make payment are contingent upon availability of lawfully appropriated funds for the Services. City payments made pursuant to this Section shall be made to: Jacksonville and the Beaches Convention & Visitors Bureau, Inc., doing business as, Visit Jacksonville.

10. Annual Performance Evaluation; TDC's Right to Allocate or Reallocate Funding. The Tourist Development Council shall evaluate the Contractor's performance of the Scope of Work (the "***Annual Performance Evaluation***") in the first calendar year quarter (e.g., January-March) of each year of the Term based on the performance measures contained on **Exhibit B** attached hereto, and any other performance measures mutually agreed to between the Contractor and the TDC during the Term ("***Performance Measures***"). Notwithstanding, the first Contract year, each subsequent Annual Performance Evaluation shall be based on the previous twelve month period. The Annual Performance Evaluation for the first Contract year shall be based on the months from the Effective Date through the evaluation date in the first quarter. The Tourist Development Council in its sole discretion may use the information and results of each Annual Performance Evaluation to allocate funding to the Tourist Bureau plan component in the proposed TDC Budget for the upcoming fiscal year and reallocate funding from the Tourist Bureau plan component in the second and third quarters of the current fiscal year (e.g. April-September). Contractor's under or over performance under this Contract based on the Performance Measures may affect the TDC Budget allocations to the Tourist Bureau plan component during the Term. Nothing in this Section shall prevent the Tourist Development Council from exercising any other rights or remedies under this Contract, including termination and suspension of work, for Contractor's failure to perform the Scope of Work or comply with any Contract terms or conditions contained herein.

11. Intellectual Property Registrations. All trademarks created or used under this Contract shall be registered in the City's name. Within ten (10) days following the execution of this Contract, Contractor shall assign all of its right, title and interest to any existing trademarks registered in the Contractor's name as a result of having performed any services for the City under any prior contract between Contractor and City. Contractor shall execute a trademark assignment in favor of the City in a form to be approved and provided by the City for all such existing City trademarks registered in the Contractor's name. Contractor shall notify the Contract Manager within fourteen (14) business days of any new trademarks Contractor desires to use under this Contract for which registration is desired that must be registered by the City and the City shall work diligently with appropriate City personnel and legal counsel to register the trademarks.

All domain names created or used under this Contract shall name the City as the registrant contact and the Contractor as the administrative contact. Within ninety (90) days of the Effective Date, Contractor shall assign all registrant contact information and provide all access codes for any existing domain names registered in Contractor's name as a result of having performed any services for the City under the Prior Contract. Contractor shall provide updated registrant information to the City to evidence Contractor's compliance with this provision. Contractor shall notify the Contract Manager within fourteen (14) business days of the registration of any new domain names Contractor registers under this Contract.

(b) The making, execution and delivery of this Contract and performance of all obligations hereunder by Contractor have been duly authorized and approved by the Board of Directors of Contractor;

(c) This Contract and all documents contemplated hereby each constitute a legal, valid and binding obligation of Contractor, enforceable in accordance with their respective terms, assuming execution of the same by City;

(d) This Contract and all documents contemplated hereby do not and will not contravene any provision of the governing documents of Contractor, any judgment, order, decree, writ or injunction to which Contractor is bound, or any provision of any applicable law or regulation to which Contractor is bound. The execution and delivery of this Contract and all documents contemplated hereby, and performance of its obligations hereunder and thereunder will not result in a breach of or constitute a default under any agreement or require the consent from any third party;

(e) Contractor and each of its general contractors, subcontractors, materialmen, laborers and other persons performing the Services hold all necessary licenses, permits and authorizations required by all applicable governmental agencies and authorities as a condition to conduct business in the State of Florida and to work on the Services. Contractor shall promptly deliver to the City, upon request, all documents reasonably requested by the City to evidence such licenses, permits and authorizations; and

(f) Contractor has not employed or retained any third party having a relationship with City to solicit or secure this Contract and has not paid or agreed or promised to pay any such person any fee, commission, percentage, gift or any other consideration contingent upon or resulting from the execution of this Contract.

14. Indemnity and Insurance Requirements. Contractor shall adhere to the indemnity and insurance requirements set forth in the RFP and attached hereto as **Exhibit D-1** and **Exhibit D-2**, respectively.

15. Other Contract Terms. Contractor shall adhere to the General Terms and Conditions of Contract set forth in the RFP and attached to this Contract as **Exhibit E**.

16. No Lien Affidavit; Conflict of Interest Forms. The Contractor's executed Affidavit Regarding Payment of Taxes and Lien, the Conflict of Interest Certificate Regarding Business/Personal Relationships, and the Conflict of Interest Certificate Pursuant to Section 126.201, *Ordinance Code* (collectively, the "***RFP Forms***") included in the Response shall be ongoing and continuing representations and warranties from Contractor during the Term of this Contract. Contractor shall immediately notify the TDC of any material changes to the representations and warranties of Contractor contained in the RFP Forms and any material changes to the representations and warranties of Contractor contained in the RFP Forms shall constitute a breach of the Contract terms.

17. Contractor's Governing Documents and Board Policies; Business/Personal Relationship Conflicts. Contractor's articles of incorporation, bylaws, strategic plans and board policies (collectively, "***Governing Documents***") shall not be inconsistent with the terms and conditions of this Contract during the Term. To the extent that Contractor's Governing Documents

to the terms of this Contract. As of the Effective Date, City's Contract Manager is Annette Hastings, 117 West Duval St., Suite 425, Jacksonville, FL 32202 and the Contractor's Contract Manager is Board Chair, Visit Jacksonville, 208 N. Laura St., Jacksonville, FL 32202. Each party shall provide prompt written notice to the other party of any changes to the party's Contract Manager or his or her contact information; provided, such changes shall not be deemed Contract amendments and may be provided via email.

21. Entire Agreement. This Contract constitutes the entire agreement between the parties hereto for the Services to be performed and furnished by the Contractor. No statement, representation, writing, understanding, agreement, course of action or course of conduct, made by either party or any representative of either party, which is not expressed herein shall be binding. Contractor acknowledges that it is entering into this Contract for its own purposes and not for the benefit of any third party.

22. Amendments. All changes to, additions to, modifications of, or amendment to this Contract, or any of the terms, provisions and conditions hereof, shall be binding only when in writing and signed by the authorized officer, agent or representative of each of the parties hereto.

23. Counterparts. This Contract, and all amendments thereto, may be executed in several counterparts, each of which shall be deemed an original, and all of such counterparts together shall constitute one and the same instrument.

[Remainder of page left blank intentionally. Signature page follows immediately.]

Contractor's signature page to Contract for Tourist Information Bureau Services –Duval County Tourist Development Plan.

CONTRACTOR:

JACKSONVILLE AND THE BEACHES CONVENTION & VISITORS BUREAU, INC. d/b/a VISIT JACKSONVILLE

By: William R Prescott

Print Name/Title: William R Prescott, Chair

Dated: 1-25-18

and installed. Supplemental unstaffed kiosks at strategic tourist attractions shall be pursued;

(ii) *Comprehensive listings.* The establishment of continually updated comprehensive and all-inclusive listings of all public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments; and other similar listings of tourist oriented facilities and activities. Such listings may not show preference to, or otherwise emphasize, any particular event or service provider. This service shall also include a pro-active development of such listings by reaching out to a wide spectrum of community organizations and resources to ascertain the activities, facilities, and events currently available, and such activity shall be an on-going and continuous effort to ascertain all that the City has to offer tourists. While some listings may be acquired by the purchase of prepared lists, others will require in-house research and creation; and

(iii) *Assembly of available information.* The assembly of available information on, or creation of new running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc., and such other maps and guides that identify attributes of the City for which tourists commonly search.

Contractor shall strictly adhere to Chapter 666, Ordinance Code, as amended, and the Tourist Development Plan provided therein, as may be amended.

II. <u>Additional Deliverables and Contract Requirements</u>.

In addition to the services and deliverables identified in Section I above, the Contractor shall provide and adhere to the following deliverables and contract requirements listed below during the Contract term. For purposes of this **<u>Exhibit A</u>**, the defined terms "Visitor Center" and "Visitor Kiosk" and "Visitor" shall have the following physical qualities, characteristics and attributes described below:

(i) "*Visitor Center*" - A physical place located at ground level where tourists, business travelers, conventioneers, and other visitors can ask questions, orient themselves, meet for tours, and obtain information about the local vicinity. A

3. Maintain tourist information at the I-95 Welcome Station and provide such staffing as may be allowed by Visit Florida at the Welcome center;

4. Provide a staffed Tourist Bureau kiosk or booth at all Tourist Development Council designated signature events. As of the Contract date, the Tourist Development Council designated signature events are: Jacksonville Jazz Festival, Florida Georgia football game, TaxSlayer Bowl and the Tournament Players Championship;

5. Enhance the visitor experience at Visitor Centers and Visitor Kiosks through educational or cultural exhibits, films or media displays, etc.; provide increased hours; enhanced facilities, or additional kiosks within the allotted budget as described in the Conceptual Tourist Bureau Operation Plan;

6. Increase signage, way-finding, and visibility of tourist attractions, venues and points of interest within the allotted budget as described in the Tourist Information Bureau Operation Plan;

7. Fulfill Visitor magazine and brochure requests submitted by mail, phone or email to the Tourist Bureau, or through the official City tourism website, social media, or app(s);

8. Recommend events and attractions to tourists based on past tourist experience reviews and the Tourist Bureau's knowledge and evaluation of such attractions;

9. Provide tourists with suggested day tours by geographic areas of the City and by subject areas of interest (i.e., history, water sports, culture);

10. Recommend enhanced tourist experiences surrounding existing attractions to tourists; and

11. Assist tourists by packaging tourist attractions and events to increase tourist awareness and enhance the experience of tourists who visit such attractions and events.

The Visitor Center and Visitor Kiosk required under Section 666.108(b)(1) shall be staffed. Additionally, Contractor shall have the location of all Visitor Centers and Visitor Kiosks approved in advance by the Tourist Development Council. If any Visitor Center or Visitor Kiosk operated by Contractor is shared with other jurisdictions, or any specific tourist attractions or accommodations wishing to utilize space to advertise their events or facilities outside Duval County/the City, any such shared arrangements including shared costs and full operating budgets shall be pre-approved by the Tourist Development Council. Contractor shall ensure that any of its employees working in a facility shared with other entities shall possess comprehensive knowledge of all Jacksonville tourist attractions, events and facilities and the space within such facility shall be allocated equitably based on the shared cost arrangement. Contractor will use, distribute and display the advertising and marketing materials within the Visitor Kiosks and Visitor Centers that are created, developed and provided by the City's contractor performing the Marketing Services (the "City Marketing Agency") described in

D. Financial Audit.

The Contractor shall provide for an annual financial audit of the contract and Tourist Development Council funded accounts, together with an accounting of any outside funds received and their source (i) if any of such funds are used to offset the cost of providing any of the services provided under the RFP; or (ii) if any such funds are used to provide a service in partnership or cooperation with other jurisdictions or entities.

E. Reporting and Attendance at Tourist Development Council Meetings.

Contractor shall report quarterly to the Tourist Development Council and such report shall include the efforts made by Contractor in the preceding quarter to expand the number and quality of unstaffed kiosks pursuant to Section II.A.1 above and the results were achieved. Contractor shall provide regular progress updates at each Tourist Development Council meeting on the signage installation requirement in Section II.A.2 until such signage is installed. The Contractor shall provide an annual update to the Tourist Development Council regarding the full range of services provided at each Visitor Kiosk and Visitor Center, number of Visitors served in what capacity and recommendations for improvements in service. All such reports and updates required in this subsection shall be in writing.

Additionally, Contractor shall provide demonstrable evidence such as a demonstration of the database functionality and a presentation by Visitor Center staff regarding recommended tours and visitor experiences to the Tourist Development Council no less often than annually demonstrating the breadth, accuracy and scope of the bureau's database and depth of knowledge possessed by the bureau regarding existing tourist facilities, programs, events and points of interest. The Tourist Development Council shall annually review the level of service provided for the Tourist Bureau, and offer suggestions and set goals for improvement, if needed.

Contractor shall attend all regular Tourist Development Council meetings and, upon request, any special Tourist Development Council meetings.

F. Support Services.

Contractor shall provide or cause to be provided support services and follow-up services for the Tourist Development Council with respect to events, projects or activities approved by the Tourist Development Council when requested to do so by the Tourist Development Council and which are part of the Tourist Information Bureau Operation Plan above, provided the request does not exceed the approved budget for such services.

G. Contractor Offices.

Contractor must have a staffed office in Jacksonville or establish a staffed office in Jacksonville within 30 days of the Effective Date, out of which office all Services shall be performed.

Exhibit B
Performance Measurements

The Tourist Development Council shall use the following performance measures to evaluate Contractor's performance under this Contract. The Tourist Development Council in its sole discretion shall weight each of the performance measures below in the Annual Performance Evaluation as it deems appropriate.

Overall Contract Performance Measures for the Tourist Information Bureau:

- An annual 5% increase in the total visitors to each individual visitor center
  - Fiscal Year 2016-17 Final numbers = 297,952 total interactions (includes in-person interactions within a visitor center, emails and phone call from potential visitors, in-person interactions at special events)
  - Total In-person visitors to a center = 279,488
  - 2017-2018 FY GOAL: 308,462 in-person interactions

VISITOR CENTER	16-17 Total Interactions	16-17 Total In-person visitors	17-18 Goal In-person Visitors
Airport	159,206	149,809	157,299
Beaches	--	--	15,000
Downtown	34,967	25,900	27,195
VISIT FLORIDA	103,779	103,779	108,968
TOTAL:	**297,952**	**279,488**	**308,462**

- By the end of the 2017-2018 Fiscal Year, Contractor will comply with the comprehensive listings requirements in 666.108 (b)(1)(ii):
  - (ii) *Comprehensive listings.* The establishment of continually updated comprehensive and all-inclusive listings of all: public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments, and other similar listings of tourist oriented facilities and activities.
- Other metrics that will be tracked and reported quarterly include:
  - Total visitor magazines distributed
  - Total referrals to tourism businesses from visitor center employees
  - Total listings added/removed from database
- Other requirements included in the Annual Tourist Information Bureau Operation Plan

Exhibit D-1

INDEMNIFICATION REQUIREMENTS

Contractor and its subsidiaries (collectively, the "Indemnifying Parties") shall (and shall require all subcontractors of any tier to) hold harmless, indemnify, and defend the consolidated government of the City of Jacksonville, Florida, exercising its powers as a county ("City") and City's members, officers, officials, employees and agents (collectively the "Indemnified Parties") from and against, without limitation, any and all claims, suits, actions, losses, damages, injuries, liabilities, fines, penalties, costs and expenses of whatsoever kind or nature, which may be incurred by, charged to or recovered from any of the foregoing Indemnified Parties for:

1. General Tort Liability, for any negligent act, error or omission, recklessness or intentionally wrongful conduct on the part of the Indemnifying Parties that causes injury (whether mental or corporeal) to persons (including death) or damage to property, loss of personal information, or personally identifiable information (PII), whether arising out of or incidental to the Indemnifying Parties' performance of the Contract, operations, services or work performed hereunder; and

2. Environmental Liability, to the extent this Contract contemplates environmental exposures, arising from or in connection with any environmental, health and safety liabilities, claims, citations, clean-up or damages whether arising out of or relating to the operation or other activities performed in connection with the Contract; and

3. Intellectual Property Liability, to the extent this Contract contemplates intellectual property exposures, arising directly or indirectly out of any allegation that the Services, any product generated by the Services, or any part of the Services as contemplated in this Contract, constitutes an infringement of any copyright, patent, trade secret or any other intellectual property right. If in any suit or proceeding, the Services, or any product generated by the Services, is held to constitute an infringement and its use is permanently enjoined, the Indemnifying Parties shall, immediately, make every reasonable effort to secure within 60 days, for the Indemnified Parties a license, authorizing the continued use of the Service or product. If the Indemnifying Parties fail to secure such a license for the Indemnified Parties, then the Indemnifying Parties shall replace the Service or product with a non-infringing Service or product or modify such Service or product in a way satisfactory to City, so that the Service or product is non-infringing.

If an Indemnifying Party exercises its rights under this Contract, the Indemnifying Party will (1) provide reasonable notice to the Indemnified Parties of the applicable claim or liability, and (2) allow Indemnified Parties, at their own expense, to participate in the litigation of such claim or liability to protect their interests. **The scope and terms of the indemnity obligations herein described are separate and apart from, and shall not be limited by any insurance provided pursuant to the Contract or otherwise. Such terms of indemnity shall survive the expiration or termination of the Contract.**

In the event that any portion of the scope or terms of this indemnity is in derogation of Section 725.06 or 725.08 of the Florida Statutes, all other terms of this indemnity shall remain in full

Exhibit D-2
INSURANCE REQUIREMENTS

Without limiting its liability under this Contract, Contractor shall at all times during the term of this Contract procure prior to commencement of work and maintain at its sole expense during the life of this Contract (and Contractor shall require its, subcontractors, laborers, materialmen and suppliers to provide, as applicable), insurance of the types and limits not less than amounts stated below:

Insurance Coverages

Schedule	Limits
Worker's Compensation	Florida Statutory Coverage
Employer's Liability	$ 100,000 Each Accident
	$ 500,000 Disease Policy Limit
	$ 100,000 Each Employee/Disease

This insurance shall cover the Contractor (and, to the extent they are not otherwise insured, its subcontractors) for those sources of liability which would be covered by the latest edition of the standard Workers' Compensation policy, as filed for use in the State of Florida by the National Council on Compensation Insurance (NCCI), without any restrictive endorsements other than the Florida Employers Liability Coverage Endorsement (NCCI Form WC 09 03), those which are required by the State of Florida, or any restrictive NCCI endorsements which, under an NCCI filing, must be attached to the policy (i.e., mandatory endorsements). In addition to coverage for the Florida Workers' Compensation Act, where appropriate, coverage is to be included for the Federal Employers' Liability Act, USL&H and Jones, and any other applicable federal or state law.

Commercial General Liability	$2,000,000	General Aggregate
	$2,000,000	Products & Comp. Ops. Agg.
	$1,000,000	Personal/Advertising Injury
	$1,000,000	Each Occurrence
	$ 50,000	Fire Damage
	$ 5,000	Medical Expenses

Such insurance shall be no more restrictive than that provided by the most recent version of the standard Commercial General Liability Form (ISO Form CG 00 01) as filed for use in the State of Florida without any restrictive endorsements other than those reasonably required by the City's Office of Insurance and Risk Management. An Excess Liability policy or Umbrella policy can be used to satisfy the above limits.

Automobile Liability $1,000,000 Combined Single Limit
(Coverage for all automobiles, owned, hired or non-owned used in performance of the Contract)

by Contractor shall relieve Contractor of Contractor's full responsibility to provide insurance as required under this Contract.

G. Certificates of Insurance. Contractor shall provide the City Certificates of Insurance that shows the corresponding City Contract Number in the Description, if known, Additional Insureds as provided above and waivers of subrogation. The certificates of insurance shall be mailed to the City of Jacksonville (Attention: Chief of Risk Management), 117 W. Duval Street, Suite 335, Jacksonville, Florida 32202.

H. Carrier Qualifications. The above insurance shall be written by an insurer holding a current certificate of authority pursuant to chapter 624, Florida State or a company that is declared as an approved Surplus Lines carrier under Chapter 626 Florida Statutes. Such Insurance shall be written by an insurer with an A.M. Best Rating of A- VII or better.

I. Notice. The Contractor shall provide an endorsement issued by the insurer to provide the City thirty (30) days prior written notice of any change in the above insurance coverage limits or cancellation, including expiration or non-renewal. If such endorsement is not available then the Contractor, as applicable, shall provide said a thirty (30) days written notice of any change in the above coverages or limits, coverage being suspended, voided, cancelled, including expiration or non-renewal.

J. Survival. Anything to the contrary notwithstanding, the liabilities of the Contractor under this Contract shall survive and not be terminated, reduced or otherwise limited by any expiration or termination of insurance coverage.

K. Additional Insurance. Depending upon the nature of any aspect of any project and its accompanying exposures and liabilities, the City may reasonably require additional insurance coverages in amounts responsive to those liabilities, which may or may not require that the City also be named as an additional insured.

L. Special Provisions: Prior to executing this Agreement, Contractor shall present this Contract and Exhibits D-1 and D-2 to its Insurance Agent affirming: 1) That the Agent has personally reviewed the insurance requirements of the Contract Documents, and (2) That the Agent is capable (has proper market access) to provide the coverages and limits of liability required on behalf of Contractor.

3.5. City Will Assist Contractor. At Contractor's request, City will provide reasonable assistance and cooperation to Contractor, including the supply of any data and information necessary for Contractor to provide the Services. City will also designate a Contract Manager who will, on behalf of City, work with Contractor and administer the Contract in accordance with its terms.

3.6. Location Requirements for Services. All Services shall be performed within Duval County, Florida. These restrictions may be modified in writing if City determines, in its sole discretion, that the restrictions impose an undue burden on Contractor's ability to perform the Services as contemplated in the Contract. See the Scope of Services in this Contract for restrictions regarding the Contractor's location requirements for the performance of Services.

3.7. Use of Subcontractors; Flow-Down Provisions. Except to the extent the use of subcontractors is disclosed in the Response or consented to in writing by City, Contractor shall not be allowed to subcontract or assign any of its duties and obligations hereunder. In all cases, Contractor will be responsible for the acts or omissions of its subcontractors. Contractor will ensure that all relevant contractual obligations will flow down to the subcontractors and will be incorporated into the subcontracts (including the obligations relating to insurance, indemnification, delays, intellectual property rights, public records, non-discrimination, audits, security, location of services, termination, transition assistance, warranties, and the manner in which the Services are to be performed).

3.8. Meetings and Reports. Contractor must attend all regularly scheduled Tourist Development Council meetings and, upon request by the City, any special Tourist Development Council meetings. Additionally, Contractor must attend all meetings and public hearings relative to the Services where its presence is determined to be necessary and requested by City and Contractor can reasonably schedule its appearance. Contractor shall provide a written monthly report summarizing Contractor's performance and any deliverables that Contractor is required to report or update the TDC as required in the Scope of Services in this Contract. Contractor shall provide other periodic written or oral reports respecting the Services as City reasonably requests.

3.9. Ownership of Works.

(a) As used in Sections 3.9 and 3.10, the term "Work" shall mean each deliverable, drawing, design, specification, rendering, notebook, tracing, photograph, reference book, equipment, expendable equipment and material, negative, report, finding, recommendation, service mark or trademark, domain name, uniform resource locator (URL), internet protocol (IP) address, social media name and page, data, database, and memorandum of every description, shared with or delivered to City pursuant to the Contract.

(b) With the exception of Contractor's pre-existing intellectual property and third-party intellectual property as described in Section 3.10 below, City shall from inception own all right, title and interest, including ownership of copyright (limited to the extent permitted by the terms of any governing licenses), in and to each Work including, but not limited to, software, source code, mobile and desktop resident applications, reports, deliverables, domain names,

service provider. This subparagraph does not apply to standard office software (e.g., Microsoft Office).

(c) Should City, or any third party obtaining such Work through City, use the Work or any part thereof for any purpose other than that which is specified in the Contract, it shall be at City's and such third party's sole risk.

3.11. Software Development Processes and Standards. To the extent any software is developed, modified, or otherwise procured under the Contract, Contractor will use commercially-accepted software development and documentation processes and standards.

3.12. Limitation of Warranty for City-Furnished Software. In lieu of any other warranty expressed or implied herein, City warrants that any programming aids and software packages supplied for Contractor use as City-furnished property shall be suitable for their intended use on the system(s) for which designed. In the case of programming aids and software packages acquired by City from a commercial source, such warranty is limited to that set forth in the contractual document covering the product(s). Should City furnish Contractor with any programming aids or software packages that are found not to be suitable for their intended use on the system(s) for which designed, Contractor shall notify City and supply documentation regarding any defects and their effect on progress on the Contract. City will consider equitably adjusting the delivery performance dates or compensation, or both, and any other contractual provision affected by the City-furnished property in accordance with the procedures provided for in Section 3.3 above ("City's Right to Make Changes").

3.13. Loss of Data. If any City data or record is lost or corrupted due to the negligence of Contractor or any of its subcontractors or agents, Contractor shall be responsible for correcting and recreating all production, test, acceptance and training files or databases affected which are used in the provision of services, at no additional cost to the Customer in the manner and on the schedule set by City. This remedy shall be in addition to any other remedy City may be entitled to by law or the Contract.

3.14. Purchase Orders. If the Contract requires a Service to be ordered by City via purchase order, Contractor shall not deliver or furnish the Service until a City transmits a purchase order. All purchase orders shall bear the Contract or solicitation number, shall be placed by City directly with Contractor, and shall be deemed to incorporate by reference the Contract. Any discrepancy between the Contract terms and the terms stated on the Contractor's order form, confirmation, or acknowledgement shall be resolved in favor of terms most favorable to City.

3.15. Best Pricing for Comparable Services to Other Government Entities. Compensation for the Services shall be as set forth in the Contract. During the Contract term, if Contractor offers better pricing to other government entities for substantially the same or a smaller quantity of Services upon the same or similar terms of the Contract ("Better Pricing"), then the price under the Contract shall be immediately reduced to the better price. City may require Contractor to certify on an annual basis that Better Pricing (as defined above) does not exist.

(f) Following any audit or review, if performance of Contractor is, in the opinion of City, deficient, City will deliver to Contractor a written report of the deficiencies and request for development by Contractor of a corrective action plan. Contractor hereby agrees to prepare and submit, to City, said corrective plan within ten (10) days of receiving City's written report. Thereafter, Contractor must correct all deficiencies in the corrective action plan within a reasonable time after City's receipt of the corrective action plan.

(g) All reports and other information provided by Contractor pursuant to this Section shall be submitted under penalties of perjury, under Section 837.06, Florida Statutes.

(h) Contractor must include the aforementioned audit, inspection, investigation and record-keeping requirements in all subcontracts and Contract assignments.

(i) Contractor agrees to reimburse City for the reasonable costs of investigation incurred by City for audits, inspections and investigations that uncover a material violation of the Contract. Such costs shall include the salaries of investigators, including overtime, travel and lodging expenses, and expert witness and documentary fees. Contractor shall not be responsible for any costs of investigations that do not uncover a material violation of the Contract.

3.20. Indemnification. Contractor shall adhere to the indemnification requirements contained on **Exhibit D-1** attached hereto during the term of the Contract.

3.21 Insurance. Contractor shall adhere to the insurance requirements contained on **Exhibit D-2** attached hereto during the term of the Contract.

3.22. City's Right to Suspend Work. City may in its sole discretion suspend any or all activities under the Contract by providing a written notice to Contractor at least five (5) days in advance that outlines the particulars of suspension. Within ninety (90) days of providing such notice, or within any longer period agreed to by Contractor, City shall either (1) authorize the resumption of work, at which time activity shall resume, or (2) terminate the Contract in accordance with the applicable termination provisions. Suspension of work shall not entitle Contractor to any additional compensation. The parties will reasonably amend any schedules relating to performance of the Services to reflect the suspension of work hereunder. Contractor shall not be entitled to receive compensation for any work it performs after being excused from providing it hereunder.

3.23. City's Right to Terminate for Convenience. City reserves the right to terminate the Contract or any of its components at any time and for any reason by giving written notice to Contractor. If the Contract is terminated for convenience as provided herein, City will be relieved of all further obligations other than payment for that amount of Services actually performed to the date of termination. Access to any and all work papers will be provided to the City after the termination of the Contract. The parties understand and agree that Contractor shall not have a reciprocal right to terminate the Contract for convenience; it being understood that City's payment for Services forms the consideration for Contractor not having this right. In the event of City's termination of the Contract, City (in its sole discretion) may also require Contractor to provide the Transition Services as set forth in Section 3.26 below.

Contractor in its provision of Transition Assistance and sign any reasonable non-disclosure agreements required by Contractor.

Transition Assistance rendered before the Termination Date shall be provided at no additional cost to City. Transition Assistance rendered after the Termination Date shall be provided at the rates negotiated by the parties prior to the rendering of such service, which rates shall not exceed the standard market rates that Contractor charges to government entities for comparable services; provided however, that if City terminates the Contract because of a breach by Contractor, then (i) the Transition Assistance shall be provided at no cost to City, and (ii) City will be entitled to any other remedies available to it under law. Contractor may withhold Transition Assistance after the Termination Date if City does not provide reasonable assurance that the charges for such Transition Assistance will be paid to Contractor in accordance with the invoicing and payment provisions of the Contract.

3.27. Force Majeure, Notice of Delay, and No Damages for Delay. Neither party shall be responsible for delays in performance if the delay was beyond that party's control (or the control of its employees, subcontractors or agents). Contractor shall notify City in writing of any such delay or potential delay and describe the cause of the delay either (1) within ten (10) calendar days after the cause that creates or will create the delay first arose, if Contractor could reasonably foresee that a delay could occur as a result, or (2) if delay is not reasonably foreseeable, within five (5) calendar days after the date Contractor first had reason to believe that a delay could result. Based upon such notice, City will give Contractor a reasonable extension of time to perform; provided, however, that City may elect to terminate the Contract in whole or in part if City determines, in its sole judgment, that such a delay will significantly impair the value of the Contract to City. Providing notice in strict accordance with this paragraph is a condition precedent to such remedy. **THE FOREGOING SHALL CONSTITUTE CONTRACTOR'S SOLE REMEDY OR EXCUSE WITH RESPECT TO DELAY.** No claim for damages, other than for an extension of time, shall be asserted against City. Contractor shall not be entitled to an increase in the Contract price or payment of any kind from City for direct, indirect, consequential, impact or other costs, expenses or damages, including but not limited to costs of acceleration or inefficiency arising because of delay, disruption, interference, or hindrance from any cause whatsoever.

3.28. No Waiver. The delay or failure by a party to exercise or enforce any of its rights under the Contract shall not constitute or be deemed a waiver of that party's right thereafter to enforce those rights, nor shall any single or partial exercise of any such right preclude any other or further exercise thereof or the exercise of any other right. Unless otherwise agreed in writing, City's payment for the Services shall not release Contractor of its obligations under the Contract and shall not be deemed a waiver of City's right to insist upon strict performance hereof.

3.29. Qualification of Contractor Employees, Subcontractors, and Agents. All Contractor employees, subcontractors and agents performing work under the Contract shall be properly trained and qualified. Upon request, Contractor shall furnish a copy of technical certification or other proof of qualification. All employees, subcontractors and agents performing work under the Contract must comply with all reasonable administrative requirements of City and with all controlling laws and regulations relevant to the services they are providing under the Contract.

3.33. Assignment. Each party binds itself and its respective successors and assigns in all respects to all of the terms, conditions, covenants and provisions of the Contract. Contractor shall not sell, assign or transfer any of its rights (including rights to payment), duties or obligations under the Contract without the prior written consent of City. In the event of any assignment, Contractor shall remain liable for performance of the Contract unless City expressly waives such liability. City may assign the Contract with prior written notice to Contractor of its intent to do so. Nothing herein shall be construed as creating any personal liability on the part of any officer, employee or agent of City.

3.34. Notice and Approval of Changes in Ownership. Because the award of the Contract may have been predicated upon Contractor's ownership structure, Contractor agrees that any transfer of a substantial interest in Contractor by any of its owners shall require City's prior written approval, which approval shall not be unreasonably withheld or unreasonably delayed. By execution of the Contract, Contractor represents that it has no knowledge of any intent to transfer a substantial interest in Contractor. A substantial interest shall mean at least 25% of the voting shares in Contractor. This section shall not apply to (i) transfers occurring upon the incapacitation or death of an owner; (ii) transfers associated with an initial public offering on the NYSE or NASDAQ markets; or (iii) transfers to a company whose stock is publicly traded on the NYSE or NASDAQ markets.

3.35. Assignment of Antitrust Claims. Contractor and City recognize that in actual economic practice, overcharges resulting from antitrust violations are in fact usually borne by City. Therefore, Contractor hereby assigns to City any and all claims under the antitrust laws of Florida or the United States for overcharges of goods, materials or services purchased in connection with the Contract.

3.36. Equal Employment Opportunity. The Equal Opportunity clause in Title 41, Part 60-1.4 of the Code of Federal Regulations (Paragraphs 1 through 7 of President's Executive Order 11246), the provisions of the Equal Opportunity for Individuals with Disabilities Act in 42 U.S.C. Section 12112, the Listing of Employment Openings for Veterans Clause in Title 41, Part 50-260.2 of the Code of Federal Regulations and the Disabled Veterans and Veterans of the Vietnam era Clause in Title 41, Part 60-250.5 of the Code of Federal Regulations, are incorporated herein by reference if and to the extent applicable. If Contractor is exempt from any of the above cited terms, written evidence of such exempt status must be provided to City.

3.37. Other Non-Discrimination Provisions. As required by Section 126.404, Jacksonville Ordinance Code, contractor represents that it has adopted and will maintain throughout the term of this contract a policy of nondiscrimination or harassment against any person with regard to race, color, sex (including pregnancy), sexual orientation, gender identity or expression, religion, political affiliation, national origin, disability, age, marital status, veteran status, or any other impermissible factor in recruitment, hiring, compensation, training, placement, promotion, discipline, demotion, transfers, layoff, recall, termination, working conditions and related terms and conditions of employment. Contractor agrees that, on written request, it will permit reasonable access to its records of employment, employment advertisement, application forms and other pertinent data and records, by the Executive Director of the Community Relations Commission, or successor agency or commission, for the purpose of investigation to ascertain

(c) *Third Party Liability.* The Prompt Payment requirements hereunder shall in no way create any contractual relationship or obligation between City and any subcontractor, supplier, JSEB or any third party or create any City liability for Contractor's failure to make timely payments hereunder. However, Contractor's failure to comply with the Prompt Payment requirements shall constitute a material breach of Contractor's contractual obligations to City. As a result of said breach, City, without waiving any other available remedy it may have against Contractor, may: (i) issue joint checks; and (ii) charge Contractor a 0.2% daily late payment charge or the charges specified in said Chapter 126 of the Jacksonville Ordinance Code for JSEB's and in Chapter 218, Florida Statutes, for non-JSEB's, whichever is greater.

3.39. Conflicts of Interest. Contractor acknowledges that Section 126.112 of the Jacksonville Ordinance Code requires that a public official who has a financial interest in a bid or contract make a disclosure at the time that the bid or contract is submitted or at the time that the public official acquires a financial interest in the bid or contract, including but not limited to the public official's name, public office or position held, bid or proposal number, and the position or relationship of the public official with the bidder or contractor.

3.40. Contingent Fees Prohibited. Contractor warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Contractor, to solicit or secure the Contract and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona- fide employee working solely for Contractor, any fee, commission, percentage, gift or any other consideration, contingent upon or resulting from the award or making of the Contract. For the breach or violation of these provisions, City shall have the right to terminate the Contract without liability and, at its discretion, to deduct from the contract price, or otherwise recover, the full amount of such fee, commission, percentage, gift or consideration.

3.41. Truth in Negotiation Certificate. The execution of the Contract by Contractor shall be deemed to be a simultaneous execution of a Truth-In-Negotiation Certificate, whereby Contractor states that the wage rates and other factual unit costs supporting the compensation hereunder are accurate, complete and current at the time of contracting. Further Contractor agrees that the compensation hereunder shall be adjusted to exclude any significant sums where City determines the contract price was increased due to inaccurate, incomplete or non-current wage rates and other factual unit costs, provided that any and all such adjustments shall be made within one (1) year following the completion date of the Contract.

3.42. Compliance with Applicable Laws. Contractor (and any subcontractors) must comply with all applicable federal, state and local laws, rules and regulations as the same exist and as may be amended from time to time, and which are incorporated herein by reference, including, but not limited to:

- Chapter 119, Florida Statutes (the Florida Public Records Law);
- Section 286.011, Florida Statutes (the Florida Open Meetings Law);
- Chapter 602, Jacksonville Ordinance Code (the Jacksonville Ethics Code);
- Chapter 126, Jacksonville Ordinance Code (the Jacksonville Purchasing Code);

All Attachments and executed Forms by Contractor are incorporated herein by reference.

3.47. Availability of Funds. The obligations of City under the Contract are subject to the availability of funds lawfully appropriated annually for its purposes by the Council of the City of Jacksonville and in the event funds are not available, the Contract may be canceled or terminated without penalty by City by giving thirty (30) days written notice of such cancellation or termination, such notice to be signed by the Mayor and Corporation Secretary, and be delivered as provided herein.

3.48. Personnel/Volunteer Policies. In addition to all other applicable personnel/volunteer policies of Contractor, including any policies contained in Contractor's Response to the RFP. Contractor shall perform at a minimum a "Level 2" background screening standards on all Contractor's employees and volunteers used by Contractor to perform the Services. Such "Level 2" background screening shall be consistent with the City's Employee Services Department employee and volunteer policy and Section 435.04, Florida Statutes.

3.49. Return of City Funds. Contractor shall return any unspent and uncommitted City funds in Contractor's possession at the expiration or termination of this Contract.

3.50. Reconciliation/True-up of City Funds. City may make a written request at any time during the Contract term to Contractor for a reconciliation and true-up of Contractor's expenses paid by City under this Contract. Upon receipt of such request, Contractor shall provide City with copies of invoices, receipts, and all other supporting documentation as requested by City to assist the City in the reconciliation and true-up of prior City payments to Contractor. Contractor shall pay City any amounts owed by Contractor based on the reconciliation/true-up within fifteen (15) days receipt of City's written notice to Contractor regarding such amounts. Alternatively, in lieu of a payment from Contractor, City may reduce or offset any unspent and undisbursed funds remaining under the Contract at the time of the reconciliation/true-up by any amounts owed by Contractor under this Contract.

Exhibit F-2

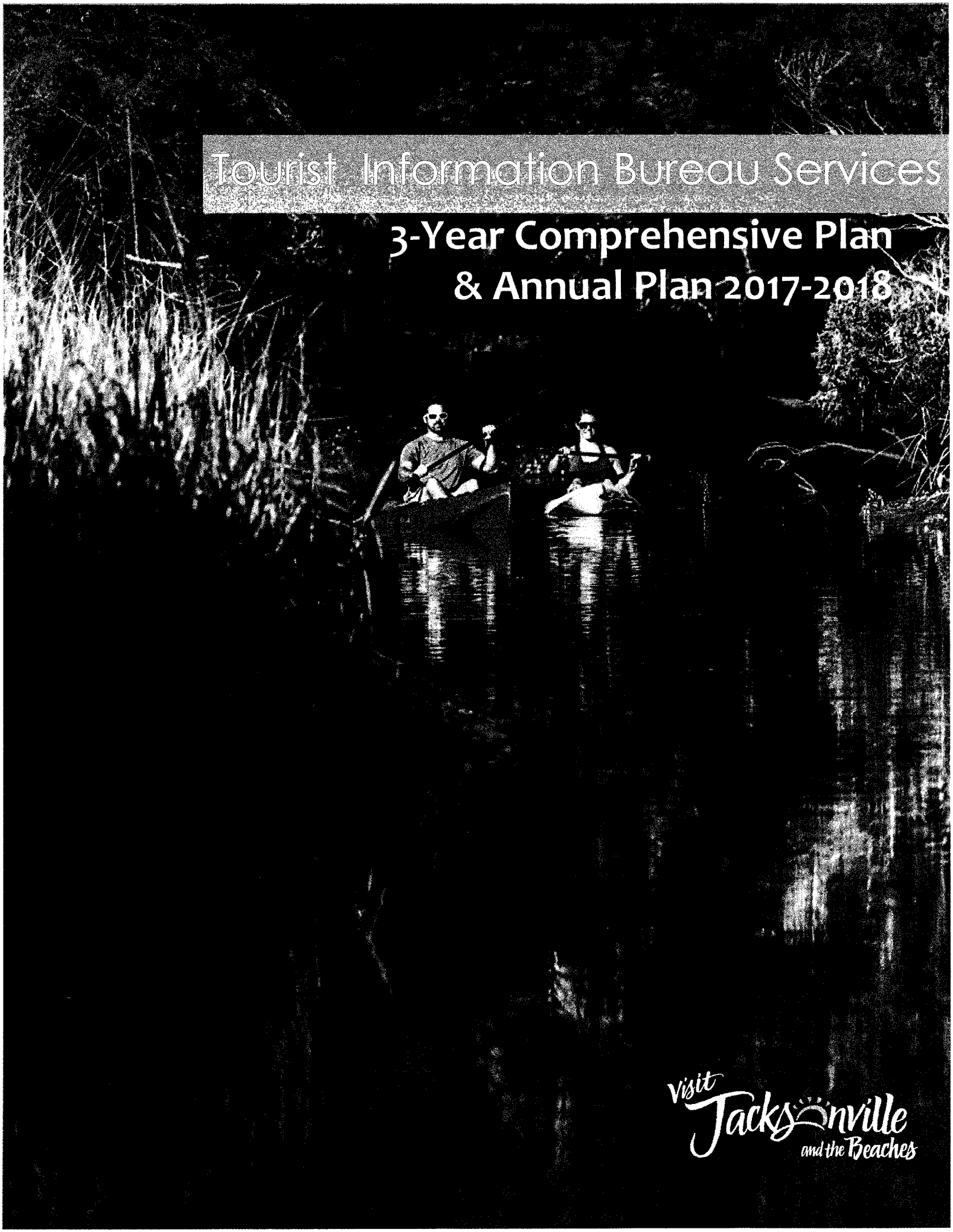
PAYMENT SCHEDULE FOR MONTHLY OVERHEAD EXPENSES

Below is the Payment Schedule for the Monthly Overhead Expenses for Fiscal Year 2017-2018, subject to the adjustments and reductions as set forth in Section 9 (Invoice and Payment) of this Contract. Payment shall be made based on the previous month's expenses in accordance with Section 9 of this Contract. This Payment Schedule is based on the Maximum Indebtedness Amount of $265,611.00 provided in Section 5(a) of this Contract. At such time that the Contingent Amount (referenced in Section 5(a) of the Contract) is lawfully appropriated for the uses described in this Contract, the Payment Schedule on **Exhibit F-1** shall no longer apply and the Payment Schedule on this **Exhibit F-2** shall control.

PAYMENT DATE	PAYMENT AMOUNT
February 28, 2018	$29,943.00
March 31, 2018	$30,793.00
April 30, 2018	$30,368.00
May 31, 2018	$30,368.00
June 30, 2018	$30,368.00
July 31, 2018	$30,368.00
August 31, 2018	$30,368.00
September 30, 2018	$30,368.00
TOTAL	**$242,944.00**

Tourist Information Bureau Services

3-Year Comprehensive Plan & Annual Plan 2017-2018



Visit Jacksonville and the Beaches

Table of Contents:

Introduction 2

Visitor Centers 2

Staffing and Operation of Visitor Centers 5

Experiential Exhibits 8

Unmanned Kiosks 10

Increasing Attendance 11

Future Plans 13

Highlights of the 3-Year Comprehensive Plan/Annual Plan 16

Comprehensive Listings 17

Assembly of Information 18

Research 18

Annual Metrics 19

Budget 20

Estimated Capital Expenses Budget 22

3-Year Comprehensive Plan and Annual Plan

In the following document, we have combined the 3-year Comprehensive Plan and the Annual Plan for the Tourist Information Bureau. The 3-Year Comprehensive Plan lays out the roadmap for the next three years of this contract. This plan will allow for yearly adjustments when presented to the TDC each spring. Reviewing and analyzing this plan on an annual basis gives the chance to address and implement innovative trends and changes within the Jacksonville community.

Visit Jacksonville will serve as the premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit Jacksonville. In accordance with Section 666.108(b)(1), *Ordinance Code*, Visit Jacksonville shall establish, operate and staff the City's Tourist Information Bureau. The Tourist Information Bureau Services to be performed shall consist of the three functions required under the Tourist Development Plan:

1) visitor centers
2) comprehensive listings
3) assembly of available information

Visitor Centers

Location, entertainment, availability of parking, restrooms and design are key components to create compelling and convenient experiences that will leave a lasting memory for a visitor that stops by a Visitor Center. With this 3-year plan we will transform the existing Visitor Centers into visitor attractions where any visitor can have a memorable experience that takes them well beyond just directions and brochures.

Creating an impression begins the second a visitor approaches one of our Visitor Centers or kiosks. The décor on the outside of the visitor center of kiosk needs to be inviting and inspiring. Photos will cover the windows, where allowed, new directional signage will make it easier for visitors to find locations.

Jacksonville's official Visitor Centers need to jump into the 21st century! It's time to create a new, modern look for the Visitor Centers and it needs to be based around technology. The Visitor Centers need to be a stimulus to excite visitors to explore attractions throughout their trip in Jacksonville. The centers should educate and inspire people to try new things, discover new places, and learn about all the experiences Jacksonville offers during their trip.

Educating the visitor on the variety of experiences available to explore in Jacksonville will make extending their trips a no-brainer. Providing a variety of options for the visitor's next visit will result in planning return trips to see the activities they might not have had time for on their initial trip. Visitor Center team members will be experts on the experiences and attractions around town, and will be able to talk about and explain the experiences by day, sharing compelling reasons for why visitors should extend their time in the Jacksonville area.

For 2018 Annual Plan, there will be three Official Visit Jacksonville Visitor Centers

Downtown Visitor Center

The current Downtown Visitor Center is located on Laura Street. The Laura St. center is intentionally located in the middle of downtown Jacksonville, just one-mile from I-95. It is within walking distance to Hemming Park, where a majority of city events are held, surrounded by walkable attractions, nine area hotels, the Riverwalk, transportation and restaurants. It also serves as a designated stop for the Downtown tour managed by Adlib Walking Tours. The center offers clean, adequate bathrooms, hours of operation that can be set around visitor demands, street parking, and the opportunity to use the space for both private events and art displays.

The Downtown Visitor Center is currently located on one of the busiest streets in Jacksonville. Laura St. was redeveloped as a hub for Downtown. This location has thousands of people walking by daily and is only blocks away from both Northbank hotels and is located near the Skyway allowing for easy access from the Southbank hotels and attractions. Laura Street is a highly trafficked area for visitors and locals alike.

The location of the Downtown Visitor Center was originally chosen as a result of increased activity around the Downtown core. City Hall is less than a block away and Hemming Park was developed as a place for visitors and locals to congregate around lunchtime and weekends for festivals and cultural events. Art Walk occurs monthly with a focus around activity on Laura St. The Jazz Festival had moved from Metropolitan Park to the Downtown core.

Visitor Center Hours of Operation: Monday - Friday: 9:00 a.m. - 5:30 p.m., Saturday & Sunday: 11:00 a.m. - 4:00 p.m. We will continue to evaluate the hours open to see if there is a need to shift more hours to busier times.

Beaches Visitor Center

Visit Jacksonville will continue to partner with the Beaches Museum & History Park for our Beaches Visitor Center. This will include the creation of an expanded and reimagined set- up. This center will be open 7 days a week and staffed for 50 hours. The Visitor Center will be located in the main lobby of the museum and will feature a large-scale map of Jacksonville, a virtual reality station, a TV monitor displaying destination videos and events promotions, and additional brochure racks.

We anticipate employing four part-time staff members to work the 50 hours at this center. In our partnership with the museum, we will continue to provide full training to all the museum's daily volunteers, so they can also serve as destination experts during their volunteer shifts at the museum. All the Visit Jacksonville staff members and the Visitor Center manager will be fully trained to work in the museum and to provide support in museum efforts, where needed.

The Beaches Museum and History Park offers free admission, free designated parking, and is located on Beach Blvd near the intersection of 3rd St. North, one of Jacksonville Beach busiest areas.

Hours of Operation: (starting February) Tuesday – Saturday: 9:00 a.m. – 5:30 p.m., Sunday & Monday 11:00 a.m. – 4:00 p.m.

Airport Visitor Center

We will continue to maintain a center at the Jacksonville International Airport in partnership with the Jacksonville Aviation Authority. This location is open 91 hours (50 as part of the plan with the Tourist Development Council) a week to coincide with the daily flight arrival schedule. The center is strategically located at the bottom of the escalators in a highly trafficked area used by most arriving passengers on their way to collect their bags from baggage claim, ground transportation and parking. This is the perfect opportunity for our Visitor Center team to make a first impression on visitors and personally welcome them to Jacksonville while sharing information about the city. Since this center is owned by the regional aviation authority, this center is a regional Visitor Center and is financially supported by both the airport and several neighboring counties. Visit Jacksonville currently uses these funds to offset the cost of the extra 41 hours the airport requires the center to be open beyond the TDC's 50 required hours.

Visit Jacksonville plans to work with the Jacksonville Aviation Authority to enhance the signage directing visitors to this location. We will also work on a long-term plan to enhance this center with more enticing features for visitors. We will continue to work closely with the Jacksonville Aviation Authority as they plan for future airport upgrades and, when possible, we will look to improve the current Visitor Center for innovative opportunities and improvements for developing a new or upgraded center.

Hours of Operation: Hours of Operation: Seven Days a Week: 9:00 a.m. - 10:00 p.m.

Staffing and Operation of Visitor Centers

Visit Jacksonville has managed the staffing of the Visitor Centers for over 20 years. We have knowledgeable, customer service-oriented employees that have worked for the company, on average, for at least seven years.

Visit Jacksonville will utilize the current staff of 13 part-time and full-time team members who are already vetted and trained. Additional part-time team members will be hired and trained for the Beaches location.

Visit Jacksonville will select the best candidates based on the following criteria:

- Attitude and flexibility
- Destination knowledge
- Customer service experience
- Reference feed back
- Education level
- Dependability
- Professionalism
- Communication skills
- Computer/technology savvy

We will meet the bed tax plan requirements of being opened 50 hours a week at all Visitor Centers. The number of visitors utilizing the centers will be monitored monthly and reported to the Tourist Development Council.

Hiring Policy, Background Checks, Etc.

Our Visitor Center team strives daily to deliver exceptional experiences. Because of the need for the best representatives possible, a thorough hiring process is in place to ensure the right talent is identified. To be considered for a position in a Visitor Center, the candidate needs to have a basic knowledge of Jacksonville and they need to be willing to learn. New team members must possess a genuine interest in serving and helping others. They need to be warm, welcoming, and outgoing. They need to have exceptional customer service skills and have great story telling abilities. The hiring process is as follows:

- Job posting, job description and application will appear on, but not limited to, Visit Jacksonville's website, on internal bulletin boards, Visit Jacksonville's social media accounts and weekly electronic newsletters. Networking with hospitality industry colleagues, university and college campuses will be included in the search for talent.
- To be considered all candidates will provide a completed employment application, a resume and three professional references by posted deadline. Once applications are received, they are reviewed by the Visitor Center Operations Manager. A list of the most qualified candidates based on personality, flexibility and experience are forwarded to Vice President of Marketing for approval and interview scheduling.
- Initial interview will take place with the Visitor Center Operations Manager, 2nd interview will take place with the Visitor Center Operations Manager and Visitor Center Staff member, 3rd interview

will take place with the Visitor Center Operations Manager and Vice President.

- Once a candidate has been selected, references are called, vetted and confirmed. Candidate is then contacted and presented with a verbal offer. As soon as a candidate is selected, Visit Jacksonville shall perform a Level 2 background employment screening as stipulated in Section 435.04, Florida Statutes, prior to the initial start date.
- Upon acceptance, the candidate progresses through the internal employment process which includes a new employee packet with history of the organization and enrollment paperwork in compliance with Florida Law. All airport employees must complete a JAA application form, followed by TSA Background and fingerprint checks. Upon successful completion, an Airport ID badge is issued.
- Intensive new employee training begins after all paperwork and company introductions are completed.

Orientation & Ongoing Training Program

Once a new Visitor Center employee is hired, they embark on intensive job training to prepare them for their role. Comprehensive training is scheduled for the first week on the job.

New hire training includes:

- Staff introductions followed by a day tour with the Visitor Center Operations Manager to surrounding area landmarks, points of interest, transportation, restaurants, shopping venues, and near-by accommodations. This is also the time when role expectations and performance criteria are discussed.
- New hire training is scheduled for 1 week to 10 days depending on which Visitor Center locations the employee will be working in.
- The Visitor Center Operations Manager will select a Visitor Center staff member to be the designated trainer for the new employee. Both the trainer and the new hire are supplied with a Visitor Center Training Guideline. To ensure thorough training, the guideline contains a list of tasks associated with the Visitor Center. Each task must be completed by the new hire and approved by the trainer at every training session.
- Designated trainer meets with Visitor Centers Operations Manager to discuss new hire training progress and attitude after the 1st training day.
- New hire meets with Visitor Center Operations Manager to assess progress and further uncover other training needs.
- Upon training completion, the new staff member will report for duty on the official scheduled day and Visitor Center. The Visitor Centers Operations Manager will check-in during the first week to answer any questions or address operational issues. Continued training will happen on a quarterly basis.

On-going quarterly trainings started in 2015 to ensure that training for new venues, attractions, restaurants, etc. was happening and that employees were up to date on the current things to do in Jacksonville. Each training session includes a customer service training session for all Visitor Center staff members. Trainings are mandatory, and curriculum is determined by the Visitor Center Operations Manager. The following is a sample of the content covered in quarterly training sessions:

Trainings have a four-prong approach focused on continued development of the Visitor Center staff and operational procedures:

1. Customer service exercise
2. Brain storming session on improving visitor's experience, service, and uncovering new ideas
3. Company policy, procedures, and updates
4. Product knowledge (site visits to local attractions, parks, hotels, restaurants, and places of interest.)

Every quarter the manager of the Visitor Centers identifies an experience (i.e. parks) or neighborhood to be explored. They then connect with the owner/managers of attractions, hotels, and restaurants within the area and asks for their participation in the training. It's a collaborative effort which strengthens the relationship with the tourism businesses while providing expert knowledge of these tourism businesses to the staff.

Two hours are allotted for customer service, operational updates, and brainstorming components. The "classroom" component is held at either a park facility, museum, theatre, new hotel and any other unique, new or interesting venue. Some of these past locations have included Timucuan Preserve, Ritz Theatre, DoubleTree Hotel (new) airport, Beaches Museum and History Park, and Bull Memorial Park.

Annually, customer service surveys have been collected in our visitor centers. We will continue to review the survey results and implement solutions during training sessions. This is an excellent way to ensure the team is always performing at a top level.

Experiential Exhibits

360 Video

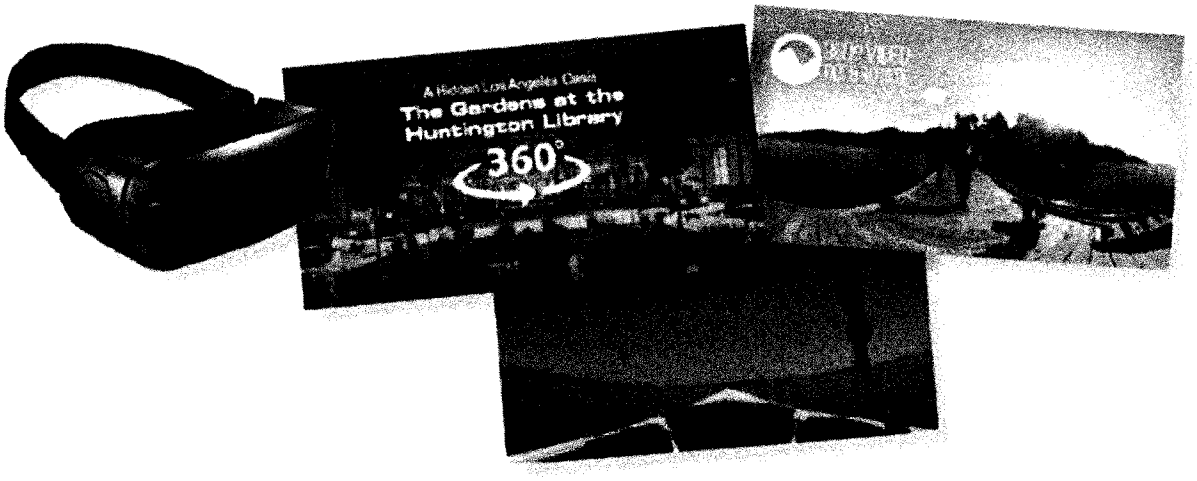
There are many new features we hope to add to the Visitor Centers. The first one will be incorporated immediately in 2018. What better way to entertain visitors while also introducing them to all there is to do in Jacksonville than with virtual reality? We would create a virtual reality headset station within all the centers. Visitors will immerse themselves in short 30 second teaser videos showcasing the city's offerings, including surfing, kayaking, riding on a river taxi tour, attending a Jags game at EverBank Field, hiking through a park, strolling through the gardens at the Cummer, scuba diving the reefs off Jacksonville, catching a fish in the river or the intracoastal...the ideas are unlimited. These same videos could be used in headsets at sales tradeshows or events throughout the community.

Exciting videos are a perfect way to entice visitors to go and do the activity they just experienced while watching the video. Visitor Center team members will have brochures and webpages prepared as follow-up to each video to provide easy instructions on how to go and do these experiences and all the local businesses that can provide these experiences.

The plan for virtual reality would involve creating a 360-video experience station for all our visitors coming into our Visitor Centers. First, we would have a local video company capture footage at some of our most prized destinations and attractions and then load and set-up 360 goggles for our visitors to enjoy.

We plan on utilizing Virtual Reality Headset Kits with Samsung Galaxy Edge 64GB (phone), Samsung SM-R323NBKAXAR Gear VR (headset), and Samsung EO-PN900BBEGUS Level on Wireless Black Headset (headphones). The equipment will be "provisioned" which will lock the phone out of its normal phone functionality and create a custom menu our visitor can use to choose their favorite experience. Equipment purchase and set-up fees would be an estimated $15,000. To create four or five videos, we are estimated it will cost $35,000.

Experiencing a destination in 360 transports you, and we believe it will do an amazing job of compelling visitors to drive attendance at our amazing attractions and activities. And, it can be as simple as walking to a table and putting on a headset.



Selling Merchandise

Another opportunity to bring visitors into the centers will be to sell merchandise at each center. Jacksonville does not have many of the typical "touristy/souvenir" shops like you see in so many destinations around Florida. While the airport does provide some opportunity, only 26 percent of Jacksonville visitors arrive here by plane. Most never even see the inside of the airport! Everyone likes to take a souvenir home with them - cool t-shirts, postcards, hats, buttons, etc. We could have a supply of fun merchandise to sell to visitors. And when a visitor buys and wears something, it just furthers the promotion of Jacksonville outside the area.

New Displays and Signage

Another way to expose visitors to Jacksonville's rich history would be to install Jacksonville historic timelines in each Visitor Center. Working in partnership with the Jacksonville Historical Society and local historians, we will develop an extensive timeline and display it within the centers.

The centers will also feature new large-scale maps of Jacksonville. These will be wall sized and used for directing visitors. Since there is often a need for several different maps to be displayed, we will develop a map display that can feature several large maps at once.

There is still a need in every center to have brochure racks, maps and a coupon/discount area. Individual center's brochure racks will be upgraded, where needed, to improve the ease of finding information. New racks will be on wheels, so the centers can host special events, art shows/displays, etc. Jacksonville area brochures will be organized by category of things to do, shopping, accommodation, dining, maps, sporting event schedules, and other individual categories that arise from visitors' questions.

There will be a designated area with new television monitors in each Visitor center to display event listings and the ability to load event flyers for digital display.

Each center will need improved external signage, whether it be flags, portable "open" sign, window decals, etc., to make it easy for visitors to find the individual locations.

In future years, we also want to introduce a photo kiosk at the Visitor Centers, so a visitor could take their photo in front of some well-known site and create a virtual postcard to send to their friends or post to their social media accounts.

Each center will also have a plan for storage space to house area brochures and publications out of sight from the visitor interaction areas, which is a necessary component to ensure the best service and first impression to the guest. Any upgrades made to the centers will be done with hardware, furniture and decorations that can be relocated, if necessary. Estimated costs for new displays in all of the centers is $10,000-$20,000.

Unstaffed Kiosks

One way to supplement the need for additional Visitor Centers, or providing information when a center isn't open, would be to install digital kiosks and brochure displays around the city. These kiosks could be most beneficial in high traffic visitor areas. Kiosks would be multilingual, benefiting international visitors as well.

Features of the kiosks will include: special offers, maps and directions, itinerary creation, photos and videos, attraction information, newly developed experiences available and ticket purchasing. Additionally, each kiosk will have a "take this" option for visitors to send information directly to their cell phones via email or text message. Kiosks could be outfitted with fun quizzes that can help visitors find things that they would like to do based on their interests. These same quizzes will be available through our website and social media accounts.

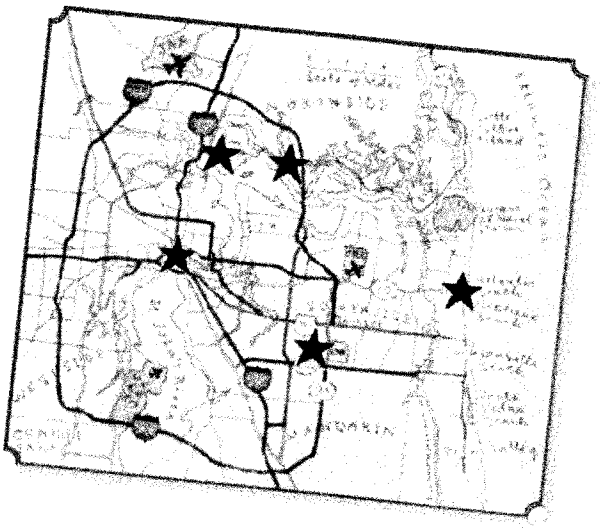
Since Visit Jacksonville has not had kiosks since 2011, we are planning on installing three in the first year. If the kiosks are successful, we will plan on installing more in Year 2 of the plan.

Monthly, we expect each kiosk to be visited by 2,000 – 3,000 visitors. Since this is a new tactic not previously used in these locations in Jacksonville, it may take a few months to raise awareness of the kiosks.

Subject to the approval of the Tourist Development Council, we are proposing three or more new kiosks in Jacksonville.

Suggested first year locations include: The St. Johns Town Center, The Beaches Town Center, Jacksonville Zoo & Gardens

Future locations for year 2 and 3 of the plan might include: The Jacksonville International Airport, River City Market Place, Friendship Fountain, the Mandarin area, the Avondale/ Riverside area, the Springfield area, the San Marco area, The Avenues Mall and other locations we discover to be high traffic areas for visitors.



Increasing Attendance

Wayfinding Signage

The centers will all receive new outside markers and wayfinding signage to improve visibility at the street level with approval from all signage regulations within the city and the FDOT. All three centers will have new wayfinding signage installed within the first six months of the contract. We estimate the cost of street and highway signage to be around $5,000.

Coordination with VISIT FLORIDA'S Welcome Centers

Intercepting visitors coming to Florida at the I-95 Welcome Center has been a successful tactic for recruiting new visitors to Jacksonville. Research from VISIT FLORIDA shows that 63% of travelers stopping in their centers visited additional destinations or cities based on their visit to the welcome centers. The experience development previously mentioned will be an opportunity to promote to visitors who don't already have a set plan for their trip. This tactic could result in hundreds of visitors stopping in Jacksonville monthly. These visitors would not have otherwise thought to choose Jacksonville for their Florida vacation.

Visit Jacksonville will encourage local businesses to display their brochures at VISIT FLORIDA's center, as well. Right now, tourism businesses are welcome to join Visit Jacksonville in our weekly trips to the I-95 center. We will encourage our local tourism industry to have a greater presence and we will work with VISIT FLORIDA directly to find more affordable ways to get local businesses involved. We know that a greater representation by the Jacksonville area tourism community would encourage visitors to see our destination as a place they need to visit within Florida. Visit Jacksonville will be putting a plan together immediately to engage local tourism businesses in these efforts.

Visit Jacksonville has increased our presence at the I-95 Florida Welcome Center over the last 18 months with the goal of intercepting Florida bound visitors. Our staff continually recommends visits to restaurants, attractions and hotels in Jacksonville, persuading them to stay at least one night on their way to or from their destination. The I-95 Welcome Center averages 1,500 –2,000 visitors daily.

Promotion of Visitor Centers/ T.R.I.P. (Tourist Referral Information Pass)

Visit Jacksonville will also promote the Visitor Centers with a new marketing campaign locally to grow the awareness of their locations and the services available in each one of them. This will be primarily done through our social media channels and the T.R.I.P. program. We believe improved signage, social media awareness and continually educating the local hotels about the centers will grow the daily traffic.

To better serve our tourists the T.R.I.P. (Tourist Referral Information Pass) program was developed by Visit Jacksonville to increase awareness of our Visitor Centers and to drive additional visitors into the centers. T.R.I.P. educates the frontline staff at local businesses, hotels and attractions to direct guests to the closest Visitor Center. With limited time and budget dedicated to this program, T.R.I.P. produces 20 to 50 additional visitors monthly to the closest Visitor Center. Statistics from VISIT FLORIDA show that 31% of visitors extend their stay by 2.8 nights after stopping at a Visitor Center. The Visitor Center staff has regularly made calls to Jacksonville hotels to book rooms for visitors that had not planned on staying in Jacksonville.

Once the visitor arrives at the center they meet a destination expert that tailors the experiences based on the visitor's time, location and interest. They will provide the visitors with brochures, maps, discounts and free stamped post cards.

Future Plan (Year 2 & 3)

Potential New Downtown Visitor Center

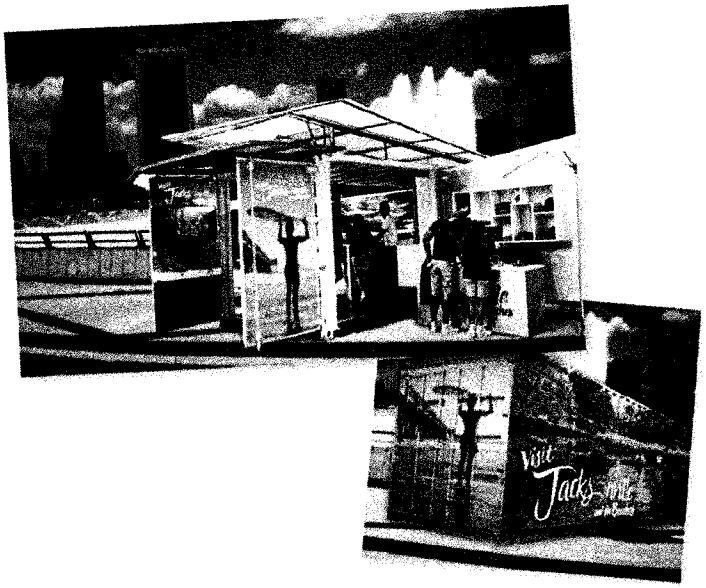
When considering locations for a new and upgraded Visitor Center in the Downtown area there are many factors to consider. From insight gathered, we know that it's important that the new center be:

- Located on city owned land or in a city-owned facility
- Centrally located
- Easily accessible on foot
- Easily accessible by car and provide free parking
- Motorcoaches should be able to access the center easily
- Have bathrooms for visitors
- Should be in proximity to major highways
- Feature new technology
- Guided walking tours

After considering the above needs, we feel there are three potential locations for a new Visitor Center Downtown.

Option 1:

Friendship Fountain/MOSH Visitor Center



Visit Jacksonville proposes a partnership with the City of Jacksonville, the Museum of Science & History and JaxParks to plan for a Visitor Center within the footprint of Friendship Fountain.

This City owned space, which already sees a lot of foot traffic, would be an ideal location for a Visitor Center as part of the expansion of the Museum of Science & History (MOSH) footprint at Friendship Fountain. Currently, the City of Jacksonville has plans to develop several new locations along the North and Southbank Riverwalk which they are calling "nodes". Each node will have unique features which could include kiosks, informational signage, river taxi stops, etc. We are proposing that we tie in a future new Visitor Center with these nodes.

Phase 1 – to build a temporary Visitor Center at Friendship Fountain.
Phase 2 – Build a semi-permanent location within MOSH that has its own entrance, separate from the museum, and features the new amenities and technology previously discussed.

Phase 3 – A new Visitor Center fully integrated into the new buildout of MOSH (still being developed). This would leverage the scale of economy of a MOSH buildout to save money for the TDC, but to also have a center located in a brand-new attraction.

This location, in all three phases, would be able to accommodate tour buses and visitor parking while adding visitor attendance to MOSH.

Option 2:

Visit Jacksonville proposes a partnership with the City of Jacksonville to identify viable locations for downtown Visitor Centers within our city-owned venues. We have had preliminary conversation with the Sports & Entertainment Department of the City and SMG about how to better market the destination and leverage our city-owned assets with a future Visitor Center.

Phase 1 - By way of example, there might be a temporary Visitor Center near or on the River Walk behind the Times-Union Center for the Performing Arts. The Center hosts more than 250 events annually with more than 270,000 guests. The venue's ideal location in Downtown and its direct connection to the St. Johns River would provide the visitors a location that is at the center an authentic JAX experience. Visit Jacksonville would work closely with the City's Office of Sports & Entertainment and SMG to maximize the Visitor Center's visibility within and/or adjacent to the venue while ensuring day-to-day operational effectiveness.

With the plans for future node development throughout the Downtown Riverwalk area, it would be the most ideal location to tie into existing foot traffic. With the development of the nodes focused on Downtown's river taxi stops, this building could be the ticket counter for all river taxi tours, Downtown tours and any other attractions interested in selling their tickets from a Visitor Center. This center would be the "kick-off" point of local walking tour companies like the Jacksonville Top to Bottom Tour and any other tour companies that are engaged in providing downtown Jacksonville tours.

Phase 2 – In the future, if there was ever a plan for a buildout or renovation of the Times-Union Center, the architectural plan could involve the inclusion of a full-service Visitor Center.

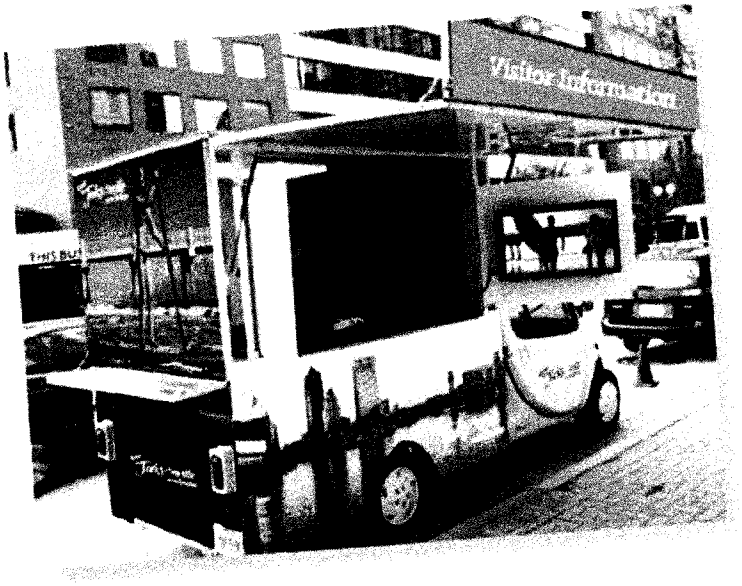
Option 3:

Visit Jacksonville would work with future developers of a new convention center in Downtown to build a state-of-the-art visitor center within or on the grounds of the new proposed convention center.

Mobile Visitor Center

There is a greater need for flexibility for Visitor Centers in the future, and Visit Jacksonville believes that a great way to access more visitors is by creating a Mobile Visitor Center. The vehicle would be used regularly in different neighborhoods and areas of the city. On the weekends, this vehicle could be parked at special events around the city. The mobile center will feature all the collateral and benefits of a brick and mortar storefront, but with the ability to reach the visitors where they are! Picture the branded vehicle moving around to different neighborhoods throughout the week and weekends. It could be located at the St. Johns Town Center or parked in Five Points or Avondale. On nights when we know that a large convention is occurring at the Convention Center or one of the Downtown hotels and visitors might be looking for dining or things to do options for the

evening, our team can be there to assist. We could even use it for promotional efforts at festivals around the state to promote visitors to consider Jacksonville for future trips.



When opened, the vehicle would show a large map of the area, a screen that plays videos of Jacksonville, an open window set-up so a staff member can stand inside or outside, brochures would stay neatly displayed inside the vehicle, no matter the weather conditions! There could be a retractable awning for an outside set up, as well. The vehicle would be well marked with "visitor information" signage. While the vehicle is closed whether parked or driving to assist visitors, it would feature destination photos and branding.

Planning would begin in year one, but the vehicle could be ready for official launch in year two. When staffing this mobile center, we would be looking for staff members who are not only experts on the city's attractions, dining, nightlife, and things to do, but would be flexible to work hours that include nights and weekends. With the addition of a mobile Visitor Center in year two, we would expect a 10% overall increase in interactions with all of our centers starting in year two due to the addition of a mobile center.

The mobile Visitor Center could sell the same Jacksonville branded merchandise we sell in the brick and mortar centers.

Transitional Plan

At least until 2019, the Downtown Visitor Center will continue to be located on Laura St.

In the spring of 2019, after the new proposed temporary Visitor Centers have been built at one of the proposed locations, we will locate all Visitor Center operations to that facility.

Relocation components would include, but are not limited to:

- In 2018 an interim location, budget and features to include will be identified and approved by the TDC.
- Contract the necessary vendors: architects, Interior design firm, etc. to produce several options for the look and functionality the temporary centers.
- Interior and exterior features for both locations will be established.
- In 2018, a timeline for relocation to permanent site will be determined.
- New Visitor Center grand opening in the future, invite all downtown stakeholders.

Highlights of the 3-Year Comprehensive Plan:

Year One

- New technology, large scale maps, virtual reality centers, and other enhancements added to three current Visitor Centers*
- Three Kiosks will be installed around the destination in above mentioned locations*
- New location for Downtown Temporary Visitor Center chosen
- Goal: 5% increase in traffic to the Visitor Centers/interactions with visitors

Year Two

- Mobile Visitor Center launched
- Relocation to new Downtown Temporary Visitor Center
- Goal: 10% increase in traffic to the Visitor Centers/interactions with visitors

Year Three

- Plans for a new permanent Downtown Visitor Center established
- Review of existing Visitor Center décor, locations and technology for future years
- Goal: 5% increase in traffic to the Visitor Centers/interactions with visitors

2017—2018 Annual Plan will include:

- All items listed in Year 1 above
- Staffing and operation three (3) visitor centers
- Ongoing Training for Visitor Centers
- Installing new wayfinding and location signage*
- Developing Virtual Reality stations within each center with new 360 videos*
- Begin research and planning for a mobile visitor center
- Have all comprehensive listing requirements completed by the end of FY17-18

*Subject to available funding and approval by the Tourist Development Council

Comprehensive Listings

Visit Jacksonville has devoted two decades to researching, developing and marketing the tourist attractions in the city. We have our pulse on the tourist-oriented facilities and activities in our destination and we are constantly looking for new information and any changes happening. Listings for the following will be constantly updated within our database and website: public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments, and other similar listings of tourist oriented facilities and activities.

Our current database is managed in-house. Changes are discovered, contacted and added daily to help reach our goal of always having an all-inclusive tourism industry database. As a directive of the new bed tax plan, this information is being collected, loaded and made live through our website, visitjacksonville.com. We will have this completed by the end of Fiscal Year 2017-2018. The database will be sortable by several different categories including neighborhood/area of town, type of business, cuisine type for restaurants, etc.

There are currently over 2,000 listing/businesses included in the database. We work with an online customer relationship manager (CRM) system called iDSS to store and host the data and to be able to create specific reports and lists when needed. We have experience in keeping accurate data, keyword searches updated, and categorizing businesses to make it easy for visitors to find exactly what they are looking for.

Methodology for Keeping Database Updated

Visit Jacksonville has a dedicated database manager, Laurie Kopstad, who works daily to keep the database accurate and add new businesses. Laurie regularly:

- Reviews newly applied business licenses
- Reviews the Business Journal, Florida Times Union, Folio Weekly and any other local website (I.e. www.jaxrestaurantreviews.com) for news stories on new businesses
- Monitors Social Media for trendy businesses that would be of interest to visitors, new openings, relaunches of businesses, etc.
- Continue relationship with JaxParks for updates on parks and any improvement projects that have happened
- Continue relationship with JAX Chamber for new businesses that would be of interest to tourists
- Monitors Yelp.com, TripAdvisor.com, Google Reviews for the Top Destination Attractions based on ratings and if there are reported closures on these sites
- Develop and continue to work with those businesses/leaders involved in the waterways to have up-to-date resources and guides for visitors interested in this part of our destination

Laurie has served in this role for the last three years. In addition, Laurie has managed Visit Jacksonville's research projects and is knowledgeable on how to gather the needed information and local contacts to find

missing information.

Visit Jacksonville is very engaged with the local community and will continue to use our connections and relationships to keep our finger on the pulse of this community. It is truly a team effort here, being sure to keep the whole staff informed of industry and destination changes and keeping our database updated with the newest information. Though we have purchased business listings to round out our database, we have found that having a dedicated staff member for this has resulted in much more up to date and accurate information.

Assembly of Available Information

As mentioned above, Visit Jacksonville's connections, engagement and constant research within the local community will keep us abreast of the existing resources for visitors. It will allow us to have the latest research available not only through each of the visitor centers, but available through our website as well. It is a primary focus for our marketing and visitor center team members to find existing tourist-oriented facilities and activities' brochures we may not be displaying in our visitor centers and to request a supply of brochures to share with visitors. We also request brochures for any new tourist-oriented facilities and activities that opens. Every employee at Visit Jacksonville is trained to look for brochures that maybe available but missing from our visitor centers, new openings and activities and to ensure that every staff member is made aware of changes or new information or things to do within the city.

Additionally, the creation of new content which might include: creation of new running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, is handled by our marketing team. Since implementation of our marketing contract, the team has worked diligently to research and develop new content. Working with local community organizations to be sure the most up to date and accurate information is presented to a visitor or potential visitor. Our team has knowledge in coordinating new experiences (the Jax Ale Trail, African-American Heritage Trail) and created attractions packages, hotel packages and event packages.

Research & Tracking

Currently, the Visitor Center Team tracks the visitors that come into our centers and where they are visiting from. They also track what businesses they refer each customer to within the community. They are also trained to encourage visitors to take a survey while they are in the center. This survey is used to follow-up via email to ask both customer service ratings and their individual trip details. This helps us to keep track of any issues we may be having and ensure we can correct anything that isn't to a visitor's liking. The trip details help us to establish more visitor profile information for marketing purposes and our future focuses.

Visit Jacksonville has several new ideas for research projects that we suggest the Tourist Development Council might consider. We are prepared to do a presentation on these at a future TDC meeting.

Annual Metrics

Overall Contract Performance Measures for the Tourist Information Bureau:

- An annual 5% increase in the total visitors to each individual visitor center
  - Fiscal Year 2016-17 Final numbers = 297,952 total interactions (includes in-person interactions within a visitor center, emails and phone call from potential visitors, in-person interactions at special events)
  - Total In-person visitors to a center = 279,488
  - 2017-2018 FY GOAL: 308,462 in-person interactions

VISITOR CENTER	16-17 Total Interactions	16-17 Total In-person visitors	17-18 Goal In-person Visitors
Airport	159,206	149,809	157,299
Beaches	--	--	15,000
Downtown	34,967	25,900	27,195
VISIT FLORIDA	103,779	103,779	108,968
TOTAL:	**297,952**	**279,488**	**308,462**

- By the end of the 2017-2018 Fiscal Year, Visit Jacksonville will comply with the comprehensive listings requirements in 666.108 (b)(1)(ii):
  - (ii) *Comprehensive listings*. The establishment of continually updated comprehensive and all-inclusive listings of all: public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments, and other similar listings of tourist oriented facilities and activities.

- Other metrics that will be tracked and reported quarterly include:
  - Total visitor magazines distributed
  - Total referrals to tourism businesses from visitor center employees
  - Total listings added/removed from database

- Other requirements included in the Annual Plan

Visit Jacksonville Proposed FY2017-2018 Budget for Tourist Information Bureau (8 months)

Description		Proposed Budget
Overhead Costs - Visit Jacksonville Administration		
FACILITY RENT/UTILITIES	$	16,667
Subtotal	**$**	**16,667**
Note: The Administration overhead costs are a 12% allocation, of the total Administration budget, to Tourist Bureau		
Staffing Costs - Visit Jacksonville Tourist Bureau		
SALARIES/WAGES/BENEFITS	$	50,000
VISITOR CENTER SALARIES/WAGES/BENEFITS	$	162,945
Subtotal	**$**	**212,945**
Visitor Centers		
Postage for consumer requests, brochures mailings	$	9,333
Brochure Distribution & Visitor Magazine Storage	$	3,333
VISIT FLORIDA Welcome Center Brochure Display costs/Other Membership	$	2,000
TRAVEL/MEALS/REGISTRATION FEES - OOC	$	1,333
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	$	3,333
Supplies	$	2,667
	$	**22,000**
Comprehensive Listings/Tourist Bureau/Assembly of Information		
Database system	$	13,333
Supplies	$	667
Subtotal	**$**	**14,000**
TOTAL Tourist Bureau Budget	**$**	**265,611**
Airport dollars collected from JIA, other counties to offset costs	**$**	**(32,278)**

4. BUDGET

i. Amount of proposed annual budget allocated to subparts (i), (ii) and (iii) of the Tourist Bureau component of the Tourist Development Plan (Section 666.108(b)(1))

Visitor Centers	$	198,278
Comprehensive Listings	$	64,000
Assembly of Available Information	$	3,333
Total	$	265,611

In addition to the foregoing budget, the annual budget shall also contain a distinct breakout of the following items which are acknowledged to be contained within the budget for the six subpart services above:

ii. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses.

Travel, Meals & Entertainment - Local for Tourist Bureau	$	3,333
Travel, Meals & Entertainment - Out-of-County for Tourist Bureau	$	1,333
Total	$	4,666

iii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing

Building & Equipment	$	16,667
Overhead Expenses for Tourist Bureau (excluding staff expenses)	$	3,333
Total	$	20,000

iv. Amount of proposed annual budget allocated to staffing and number of employees by job category

Total Tourist Bureau Staff Budget:	$	212,945
Vice President, Marketing & Communications - 1		
Visitor Center Manager - 1		
Research & Database Manager -1		
Visitor Center Full Time Staff -3		
Visitor Center Part Time Staff - 11		

v. Allocation of proposed annual budget allocated to purchase lists, databases and research

lists/database purchase/research	$	-
Total	$	-

vi. If there are services or items that cannot be provided due to the not to exceed amount of $350,000, please provide details

Additional training session	$	3,333
Total	$	3,333

Estimated Capital Expenses Budget*

Expense	Estimated Cost
Kiosks (5)	$40,000
Interstate & Wayfinding Signage	$5,000
Upgrades to Centers – indoor displays & signage, new monitors	$10,000 - $20,000
360 Video/Virtual Reality Set-up	$15,000
360 Videos	$35,000 (4-5 videos)

*This estimated capital expenses budget is a proposal only and has not been approved by the TDC as a part of this Tourist Information Bureau Services Comprehensive Plan. All capital expenses must be pre-approved by the TDC and are subject to available funding. Some of the proposed items listed above (e.g., 360 videos) may need to be funded from the Tourist Development Plan marketing services component, as determined by the TDC.

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $29,361.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $265,611.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: Annette Burney

RESPECTFULLY SUBMITTED for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 2/15/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 2/22/2018

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION Anna Brosch

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval of award to the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville to provide Tourist Bureau Services for the City of Jacksonville. Period of service is from three (3) years from date of executed contract in the total expenditure amount of $236,250.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

---

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 12/11/17

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 12/12/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

FUND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) one (1) year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to allow the Tourist Bureau Services Evaluation Committee to conduct an interview with the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville in accordance with the specifications. Per Section 2.6B of the specifications, bidders must score a minimum of 65 out of 90 on the written response in order to be shortlisted for interviews. Bold City Tours LLC did not meet the minimum score requirement, and therefore will not be interviewed.

1. Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville
2. Bold City Tours

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney **RESPECTFULLY SUBMITTED** _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 11/30/17

Annette R. Hastings _____ OTHER: _____
Teresa R. Eilheer _____
_____ _____
James R. McCall _____
_____ _____

ACTION OF AWARDING AUTHORITY DATE 12/4/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Anna Lopez Brosche

QWS3270X 4/20/2018 4:09 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/20/2018
LINK TO: ACCOUNT SUMMARY INQUIRY 4:09 PM

FISCAL MO/YEAR : 07 2018 CURRENCY CODE :
INDEX CODE : CCTD132OP TDC OPERATIONS
SUBOBJECT : 04904 TRUST FUND AUTHORIZED EXPENDITURES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2018	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	-15,077.00	7,113,692.05	7,113,692.05
EXPENDITURES	1,385,335.85	3,206,328.01	3,206,328.01
ENCUMBRANCES	-1,370,912.85	3,319,444.22	3,319,444.22
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	-29,500.00	587,919.82	587,919.82

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND