SINGLE SOURCE AWARD **BID # SS-10340-21**

Subject: Promotion, Marketing Management and Television Production for TaxSlayer Gator Bowl

Department: Tourist Development Council

Description of Purchase: Recommend approval of single source award to Gator Bowl Sports dba TaxSlayer Gator Bowl. Period of service is for five (5) years from date of executed contract. Total not to exceed expenditure amount is $1,800,000.00.

Funding Source: 10301.231002.549006.000000.00000944.00000.0000000

Single Source Award To: Gator Bowl Sports dba TaxSlayer Gator Bowl

Price Justification: See Attached

Total Award: $1,800,000.00 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Quote and Scope of Work

Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Rease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007

Jacksonville
DUVAL COUNTY
Tourist Development Council

117 WEST DUVAL STREET, SUITE 260
2nd FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202
OFFICE 904-255-5505

MEMORANDUM

TO: Annette Burney
Finance and Administration Department

FROM: Lillian Graning
TDC Executive Director

DATE: April 21st, 2021

SUBJECT: Gatorbowl Single Source Award Request for FY 22-26 TaxSlayer Gatorbowl Football Game

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The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for fan promotion, national television production, and marketing management associated with the FY 20-21 TaxSlayer GatorBowl football game.

1. Justification
Gator Bowl Sports d/b/a TaxSlayer Gator Bowl is the only 501(c)(3) not-for-profit organization certified by the NCAA to host a post-season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the area.

2. Certification
As required in Section 126.204 (a) (1), Ordinance Code, the TDC certifies the following:

i. The general purpose of the services and specific information is stated in Chapter 70 of the Ordinance Code for the Duval County Tourist Development Plan.

ii. The intent of the TDC is to establish a contract agreement with Gator Bowl Sports for the period extending from FY 21-22 through FY 25-26, with no options to renew.

iii. The proposed cost of the services provided by Gator Bowl Sports totals $1,800,000 as outlined by FY below:

BUDGET YEAR	AMOUNT
FY 21-22	$420,000
FY 22-23	$390,000
FY 23-24	$360,000
FY 24-25	$330,000
FY 25-26	$300,000

iv. Funding Source TDC Budget FY 2020-2021: Index Code CCTD132CON, Fund 10301, Center 231002, Account 549006, Activity 00000944

v. The proposed services would not duplicate existing services. This sole source provider request is designed to give the TDC the authority to seek the best Contractor(s) to continue providing these services.

vi. The current Single Source Award being requested is for service period from October 1st, 2021 through September 30, 2026.

Uploaded to 1Cloud:

- ✓ Procurement Single Source Provider Form
- ✓ TDC April 2021 Meeting Minutes (authorization)
- ✓ Scope of work (as provided by vendor)

SINGLE SOURCE REQUEST

Pursuant to the City of Jacksonville Procurement Code § 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.

REQUESTING AGENCY (DEPT./DIVISION): City Council / Tourist Development Council

FUNDING SOURCE: Index Code CCTD132CON, Fund 10301, Center 231002, Account 549006, Activity 00000944

BRIEF DESCRIPTION OF GOODS/SERVICES:
TaxSlayer Gator Bowl produced in FY 21-22, 22-23, 23-24, 24-25, and 25-26

AMOUNT OF PROJECT (attach quote): In total (across five years) $1,800,000.00

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):
Fan promotion, national television broadcast, team payouts, and marketing management.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:
Gator Bowl Sports is the only 501(c)3 organization certified by the NCAA to host a post season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the region.

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

There are no other organizations either prepared for this task or certified by the NCAA to host this game.

Submitted by: Lillian Graning — TDC Executive Director
(Name) **(Title)**

Date: 4/21/2021

Requesting Agency's Director's Signature: Lillian Graning

Procurement Division

SCOPE OF WORK
2020 – 2025 Football Seasons

From: Gregory McGarity, President & CEO
Gator Bowl Sports

To: Lillian Graning – Executive Director
Duval County Tourist Development Council

Date: April 1, 2021

OVERVIEW

The TaxSlayer Gator Bowl is an annual post-season college football game that generates economic development through out of market team travel and national television advertising for Jacksonville. This scope of work outlines the marketing and promotional assets received in conjunction with the grant award to offset the team payouts.

SINGLE SOURCE JUSTIFICATION

Gator Bowl Sports d/b/a TaxSlayer Gator Bowl is a 501(c)(3) not-for-profit organization certified by the NCAA to host a post-season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the area.

DELIVERABLES

The funding is a crucial contribution to secure top quality teams from the Southeastern Conference (SEC) and Atlantic Coast Conference (ACC) to participate in the annual game. The marketing effort to capitalize on fan travel to Jacksonville includes a marketing effort in both respective team markets as well as regionally. Additionally, the City of Jacksonville will be showcased on ESPN for an average period of 4 hours during the annual national broadcast.

Fan Promotion: The marketing and promotional plan created by the Gator Bowl Sports Marketing Committee and approved by its Board of Trustees includes several categories including traditional advertising (print, television, radio) as well as digital and social advertising (email marketing, contesting, SEO/Retargeting, video pre-roll) strategically targeted at cities and fans representing alumni and affinity fans.

National Television:

- TaxSlayer Gator Bowl will provide airtime for one (1) 30 second in-game commercial spot and one (1) 15 second billboard message to Visit Jacksonville
- Visit Jacksonville logo is displayed on TaxSlayer Gator Bowl Field Wall on National television side

Marketing Collaterals:

- Permanent placement on TaxSlayer Gator Bowl website homepage
- Dedicated area information page on the TaxSlayer Gator Bowl website
- Full page ad in TaxSlayer Gator Bowl souvenir game program
- Name inclusion on scouting flip card distributed at football games throughout SEC & ACC
- Logo inclusion in-stadium on digital signage

BUDGET OVERVIEW

The below is an overview of the Gator Bowl Sports budget based on the average annual budget.

Total Operating Budget $9,001,599

- Total Admin Expense 15.46%
- Total Team Payout Expense 63.16%

TDC Request:

- FY 21-22: $420,000
- FY 22-23: $390,000
- FY 23-24: $360,000
- FY 24-25: $330,000
- FY 25-26: $300,000

TDC Past Support:

- FY 20-21: $250,000
- FY 19-20: $500,000
- FY 18-19: $480,000

RETURN ON INVESTMENT

Based on the past three years data, the below represents the ROI provided to the TDC by Gator Bowl Sports.

	COVID POLICIES IN EFFECT			
	Jan. 2, 2021 NC State vs Kentucky	Jan. 2, 2020 Tennessee vs Indiana	Dec. 31, 2018 Texas A&M vs NC State	Dec. 30, 2017 Louisville vs MSST
Attendance	10,422 (25% capacity)	61,789	38,206	41,310
Television Ratings*	2,729,784	4,571,705	5,699,343	1.60
Hotel Occupancy**	60.6%	76.1%	72.4%	74.0%
Average Daily Rate**	$84.81	$165.05	$104.99	$96.54
% of Out-of-Town Visitors	58%	72%	66%	64%

**Television measurement changed from ratings points to Total Live Audience in 2018. 1.60 ratings point is equivalent to approximately 2.4 million viewers. **Hotel Occupancy & ADR represent an average for 3 days surrounding the annual game.*

REPORTING

Gator Bowl Sports will report to the TDC on an annual basis following each years' TaxSlayer Gator Bowl football game. The report will identify available data on attendance and television ratings, specifically including the % of ticket purchasers from outside 150 mile radius of Duval County.

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Council President Tommy Hazouri, TDC Chairman
Thursday, April 15th, 2021 - 10:00 A.M.
Lynwood Roberts Room – City Hall

TDC Members In Attendance: Tommy Hazouri (Chair), Sam Newby (Vice Chair), Matt Carlucci, Angela Phillips, Craig Smith, Dennis Chan, and Steve Grossman

Excused: Kirit Patidar Absent: Jeff Truhlar

TDC Staff: Lillian Graning (Executive Director), Phillip Peterson (Council Auditor's Office), David Migut (Office of General Counsel), Jeff Clements (Council Research Division)

WELCOME

- Call to Order: the meeting was convened at 10:03 and the attendees introduced themselves for the record.
- Public Comments - none

OPERATIONS

1) Employee Services Briefing: Diane Moser, Director of the Department of Employee Services, addressed the group, at the request of the City's Inspector General, about the services that the Employee Services Department can provide to boards and commissions. The department has 3 divisions: Talent Management, Employee and Labor Relations, and Compensation and Benefits. The department is available to assist boards and commissions that have staff (such as the TDC) with classification and compensation studies, employee disciplinary matters, COVID-related issues, and the like. Issues related to discrimination, harassment, etc. should be referred to the Jacksonville Human Rights Commission, and any ethics or conflict of interest matters should be referred to the City Ethics Office. In response to a question from Chairman Hazouri, Ms. Moser said that the City is not actively tracking which employees have been vaccinated for COVID, but is strongly encouraging that all City employees be vaccinated.

2) Approval of Minutes: the minutes of the January 21, 2021 regular TDC Meeting and the March 25, 2021 UNF Track & Field announcement event were **approved unanimously** without amendment. Members gave positive comments about the UNF announcement event.

3) Financial Report: Assistant Council Auditor Phillip Peterson gave the financial report. TDC bed tax revenues were down 39.42% for the last year (12 months ending March 2021 vs. March 2020); collections for the last 6 months were down 29.18% year over year; month of March collections were down 19.62% year over year; but actual collections for March of $2,738,104.85 exceeded budget for the month by $169,104.85. Mr. Peterson reviewed the budgetary balances remaining in the TDC's various accounts: Destination Services - $100; Marketing - $27,055.91; Convention/Group Sales - $12,979.68; Planning and Research - $1; Event Grants - $75,001; Remaining to be Spent in Accordance with TDC Plan - $498,510; TDC Administrative Budget - $154,509.96; Convention Grants - $263,557.77; Promotion of Equestrian Center - $7,936.05; Special Revenue Fund - $105,212.50; Contingency Account - $1,163,000; Development Account - $1,371,075.63. Ms. Graning said that prior year returned funds from Visit Jacksonville will be addressed later in the meeting, and the CVB and Equestrian Center grants are listed in detail in the agenda attachments.

4) Market Report: TDC Executive Director Lillian Graning gave the market report. Consumer and traveler sentiment continues to dramatically improve reflecting 88% of travelers with plans to travel within six months, which seems to reflect an inflection point in the long recovery from the COVID pandemic. This is an important trend even though the majority of these fall outside the traditional overnight visitor

demographics (4 in 10 staying with friends or family, 1 in 10 utilizing short-term rentals, and 1 in 10 staying outdoors). Continuing the trend from 2020, road trips, day trips, in-state travel, and outdoor pursuits remain the top activity for travelers at their destination. STR forecasts suggest that after Labor Day 2021, corporate travel should return in earnest, spurred by transient travelers and some group demand. 2019 will remain the benchmark of recovery but given the trends pre-pandemic figures will likely remain out of reach until at least 2023. The TDC adopted a fiscally responsible FY 20-21 budget by decreasing revenue figures by more than 40% to $5 million. Now almost half way through FY 20-21 revenue remains 30-35% of the pre-COVID volume and revenue mark, indicating that budgeted amounts are still on target. As people become more comfortable with the state of the pandemic recovery and the growth of vaccinations, their changes in willingness to travel will have a large impact on the TDC's revenues which will in turn impact on the proposed budget for next year.

ACTION ITEMS

5) Visit Jacksonville Payroll Protection Plan (PPP) Funding Authorization: Ms. Graning said Visit Jacksonville went above and beyond their duties to apply for, and were awarded, $367,600 in federal PPP forgivable loans. While those loan funds have been distributed to Visit Jacksonville, they will be segregated until they are applied to a detailed budget and deliverables approved by the TDC. Given the 24 weeks to use the funds and the length of time for forgiveness post-application, it's likely these funds will need to be considered separately from FY21-22 budgeting. Visit Jacksonville, with the support of TDC's Executive Director, is seeking formal authorization from TDC that any savings resulting from inhibited operations in FY 20-21 as well as the full amount of forgiven PPP loans would be available for Visit Jacksonville commitment at a future date to be determined based on the PPP process timeline.
Motion (Carlucci/2nd Newby): authorize Visit Jacksonville to make future requests for use of budgetary savings from FY20-21 and the PPP forgivable loan revenue received from the federal government – **approved unanimously.**

6) FY 20-21 Budgetary Adjustment Authorization: Ms. Graning reported that pursuant to the three current Visit Jacksonville contracts, an advance payment request is allowed at the beginning of each fiscal year to allow operating cash for otherwise reimbursement-based functions. During the 2019-20 fiscal year, Visit Jacksonville didn't deploy all available funds as allowable by the contracted maximum indebtedness. They incurred such significant savings as a result of pandemic restrictions that after the full fiscal year was reconciled and audited they were able to return all three advances in full to the City. Due to limitations of COJ's financial system, simply adding returned funds from a previous fiscal year into the current fiscal year isn't possible without going through a budgetary adjustment process, which requires appropriations and City Council approval.
Motion (Carlucci/2nd Newby): adjust the budgetary authorization via City Council legislation per the attached BT accommodating the budgetary savings from FY19-20 into the FY20-21 budget for future distribution – **approved unanimously.**

7) Grant Adjustments

- UNF NCAA Grant Adjustments: UNF Athletics requests a reduction in its room night guarantee for the NCAA Track and Field East Regional Meet from 10,000 to 6,700 for the May 2021 event due to a reduction in the number of athletes participating as a result of the COVID pandemic. Council Member Carlucci asked if there is historical data that might help project future attendance trends for events that have a history of funding. Ms. Graning said she would work with Visit Jacksonville to look at a trend projection methodology. Michael Corrigan of Visit Jacksonville said that the reduced attendance at the NCAA East Regional meet is a result of schools pulling out of the meet. Nick Morrow of UNF Athletics said the NCAA reduced the field from 48 down to 32 participating schools. He also noted that UNF recently hosted a Big 10 Conference track meet on short notice that produced over 1,500 room nights.
Motion (Newby/2nd Carlucci): approve the reduction in the room night guarantee to 6,700 as requested – **approved unanimously.**

- Springing the Blues Grant Adjustment: Due to event cancellation because of the COVID pandemic the event organizer requests adjustment of the event date to 2022 for the same event. Alan Verlander of Airstream Ventures said the event is the largest blues festival in the United States and has traditionally produced very substantial tourism and room night bookings.

Motion (Carlucci/2nd Newby): approve the shift of the funding from the cancelled 2021 event to the 2022 event – **approved unanimously.**

- Spartan Grant Adjustments (City Sprint, DEKA, and Combat Wrestling): Ms. Graning said the Spartan organization requests several changes to previously approved special event grants to reorganize their schedule. Specifically, they request a reduction in the $60,000 grant awarded to the Spartan City Sprint race scheduled for May 2021 to $50,000 and to change the event from a City Sprint to a DEKA event to be held in June 2021. Spartan also requests an increase in the Spartan Combat special event grant funding from $50,000 to $60,000 and to move the event from June 2021 to May 2021. The net effect is no change in total funding for the two events, and a reversal of the event dates between May and June. Alan Verlander said the request reflects a shift in the Spartan organization's branding and event types, but should produce the same, if not greater, tourism impact.
  Motion (Newby/2nd Carlucci) – approve the Spartan grant amount and event date adjustments as requested – **approved unanimously.**

- Furyk & Friends Champions Tour Grant Reconsideration: The tournament organizers are requesting an increase in the TDC's special events grant from $75,000 to $100,000 and the addition of a marketing grant for $50,000. With no change in the $25,000 in-kind contribution from JTA for transportation support, the request is to increase total TDC funding for the event from $75,000 to $150,000. Chairman Hazouri thanked the JTA for their participation in supporting the event. Craig Smith asked Ms. Graning if she is comfortable with the requested funding increase; she indicated the funding is available. There are very few requests left to consider for funding in this fiscal year. Adam Renfro of Constellation Furyk and Friends thanked JTA for its generous participation and said that the request for increased funding is due to the substantial start-up costs the event faces for its first year. In response to a question from Craig Smith, Ms. Graning explained the room night guarantee ramifications of granting a special events grant versus a marketing grant.
  Motion (Carlucci/2nd Smith) – approve a $25,000 increase in the special event grant (to $100,000) and add a $50,000 marketing grant for the event to be funded through the unallocated TDC operational fund– **approved unanimously.**

8) New Grant Considerations:

- 2021 Street League Skateboarding World Championship (Marketing Grant) – requested amount $75,000; anticipated room nights 4,457; anticipated tourists – 15,000; tourist guarantee – 7,500; estimated economic impact - $3,474,566
- 2021 Street League Skateboarding World Championship (Special Event Grant) - requested amount $100,000; anticipated room nights 4,457; anticipated tourists – 15,000; tourist guarantee – 7,500; estimated economic impact - $3,474,566

  Ms. Graning noted that this event will overlap slightly with the Super Girl Surf Pro surfing event which will draw the similar demographics from out of town. Alan Verlander said that Jacksonville was chosen from 3 finalist cities (Oslo, Norway and Paris, France) to host the world championship event. A 6,000 seat temporary arena will be erected at the former Jacksonville Landing site on the riverfront to hold the event. In 2019 the event in Sao Paolo, Brazil drew over 50,000 attendees. Angela Phillips asked if there will be opportunities for pre- or post-championship events around the city (perhaps at Kona Skatepark); Mr. Verlander said he is exploring possibilities.
  Motion (Grossman/2nd Newby) – adopted the recommended score of 53 out of 60 and to approve both grants as requested, to be funded from FY 20-21 unallocated operational funds. – **approved unanimously.**

9) TaxSlayer Gator Bowl Multi-Year Contract Proposal: Ms. Graning said the TDC has supported the Gator Bowl Sports entity in its production of the TaxSlayer Gator Bowl for many years at varying financial commitments ranging from $250,000 to $500,000. The commitment for the current year was not multi-year due to the market uncertainty in May of 2020, the meeting month when budget commitments were being determined. The Mayor and Gator Bowl Sports are currently negotiating a 5- year stadium lease extension for the game, and the association is requesting a multi-year, gradually reducing commitment from the TDC to the event as follows: FY21-22 - $420,000; FY22-23 - $390,000; FY23-24 - $360,000; FY24-25 – $330,000; FY25-26 - $300,000.

   Rick Catlett, recently retired President of the Gator Bowl Association, thanked the TDC for its continued generous support of the Gator Bowl game and said he hoped that Jacksonville will be a player in the

expanded College Football Playoff in a few years. He introduced Greg McGarrity, the new President of the Association and described his long background in college athletics at the universities of Florida and Georgia. Ms. Graning described the history of TDC's support of the annual game at varying levels. The association is committed to hosting the game through 2025-26 and she described the proposal for a gradual decrease in TDC funding over the 5 year period. The funding will be in the form of a multi-year contract rather than annual grants.

Mr. Carlucci asked Mr. Catlett if the proposed reduction of TDC funding over time could impede the Gator Bowl Association's ability to react to future circumstances and pursue bigger events if opportunities arise. Mr. Catlett said the Association's new contract with the City for the game will include some General Fund support from the City rather than just TDC funding. The association may want to come back to the TDC in several years when the College Football Playoff expands to bolster its efforts then to be a player in that expansion. He noted that Jacksonville's greatest competitive drawback, with the demolition of the Jacksonville Landing, is the lack of a well-known entertainment venue in the city compared with other potential competitor cities (e.g. Tampa, New Orleans). Mr. Carlucci recalled that Jacksonville created temporary entertainment options when the city hosted the Super Bowl and suggested that something similar might be done for big college football games, which will require some City funding. He hopes that thought and creativity will be applied to making Jacksonville a more attractive destination when that time comes. Mr. Catlett noted that the City's Office of Special Events has not given much support to college football game event support in the last decade. Craig Smith said that the recent downtown concerts on the riverfront show what can be done with portable stages and food and beverage trucks and tents without permanent facilities that achieve the desired end result. Steve Grossman asked if it would be appropriate for TDC to request that the City study infrastructure needs at several potential sites in downtown (former Landing site, Metropolitan Park, Shipyards) to see what may be needed in the way of utilities, drainage, etc. to facilitate this type of temporary entertainment venue when needed.

Ms. Graning noted that the concert series on the riverfront received TDC funding and has already proven to be a fantastic success and venue with substantial capacity. She also noted that the TDC's Contingency and Development accounts could be used for the type of infrastructure improvements for temporary venues discussed earlier. She will speak to the DIA about identifying sites and needs. She noted that the City Mayoral Administration is negotiating with the Gator Bowl Association on establishing a reliable contingency fund for the Gator Bowl that will help make the game more sustainable in the long term. All vendors and grant recipients have the option to return to request adjustments in funding if circumstances change. Mr. Catlett said that Visit Jacksonville has been a tremendous help to college football events over the last few years.

Motion (Carlucci/2nd Smith) – approve the multi-year contract for the TaxSlayer Gator Bowl as presented to be allocated from the budget year in which the funding will be utilized and distributed. - **approved unanimously**.

Discussion Items

10) Determine Revenue Base for FY 21-22 Budget: Ms. Graning asked for direction from the board about what revenue base to use for development of next fiscal year's budget. She said she will be looking back at least 2 years for a pre-COVID ("normal") budget as well as the COVID-year budget to consider in developing a baseline for next year. She reported that the current year's revenues are slightly over-performing the revised budget, so that indicates that the current model is very accurate. She is proposing a base revenue amount of $7,225,000 which reflects a 46% increase over the current (COVID) budget and a decrease of 15% from the last pre-COVID "normal" budget. With the board's approval, she will develop a detailed budget for discussion at the next meeting based on that revenue. Angela Phillips asked about the potential impact of the U.S. Marine Corps booking the Hyatt Hotel for 6 months and FEMA and other federal government agencies booking substantial numbers of rooms that do not produce bed tax revenue for the TDC. Ms. Graning reflected that while the Hyatt was generating less TDT, its occupancy increased market compression for surrounding areas that do. The fact that the Hyatt is full doesn't change whether other visitors will stay in Jacksonville, just the property at which they will stay. Given the toll COVID has taken on those properties, that compression will make a big difference in the speed of their recovery.

11) Visit Jacksonville Update: Michael Corrigan said that hotel occupancy is recovering rapidly. The Omni Hotel has been sold to a national ownership group that plans to invest millions in an upgrade of the facility

which is open and operating until that time. He thanked Rick Catlett for his decades of operation of the Gator Bowl Association and his continual cooperation with Visit Jacksonville. Regarding convention and group sales, Mr. Corrigan said that the Marine Corps has extended its full booking of the Hyatt hotel through July 11th, generating an estimated 23,000 room nights per month. The Florida High School Athletic Association relocated its state championship track meet from Gainesville to UNF which generated 3,000 room nights and 7,000 visitors. The American Council for the Blind has booked 4,900 room nights for an event in 2024. Nine bookings have been confirmed from the Group Giveaway Promo mini-grants accounting for over 3,000 room nights. Bookings for the future are well ahead of pace with both re-bookings and new bookings. Marketing became very important during the COVID pandemic and the hard work is paying off in good publicity and increased tourism planning, especially for people looking for outdoors experiences. The Destination Experience team has recently launched a concierge service with Visit Jax employees staffing a table in the lobby of any hotel that is hosting an event coming to serve visitor needs. All of Visit Jax's tourism brochures are now available electronically; IPads have been installed in all visitor centers to do trip planning electronically, facilitate purchase of tickets to events, etc. The Seymour Jax mobile visitor center is extremely active and plans are being made to add solar charging technology so Seymour can do more, such as phone charging stations and a photo booth, that are not possible with the limited power now available. Visit Jax is upgrading its kiosks to the same app platform as is available in the visitor centers. Chairman Hazouri asked about the availability of Jacksonville historical tours; Mr. Corrigan said there are self-guided tours on the app, or several private operators do guided tours, all of which can be accessed via Visit Jax.

12) INFORMATION MATERIALS

The meeting packet included a listing of CVB grant commitments and a listing of Equestrian Center grant commitments which required no discussion by the board.

CLOSING CONSIDERATION

Next meeting: Thursday, June 10th, 2021 at 10am, Lynwood Roberts Room of Jacksonville City Hall

Meeting adjourned 12:00 p.m.

SINGLE SOURCE AWARD

BID # SS-9158-21

Subject: Promotion, Marketing Management and Television Production for 2021 TaxSlayer Gator Bowl

Department: Tourist Development Council

Description of Purchase: Recommend approval of single source award to Gator Bowl Sports dba TaxSlayer Gator Bowl. Period of service is from date of executed contract through September 30, 2021. Total not to exceed expenditure amount is $250,000.00.

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Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN

DATE 10/29/2020

ACTION OF AWARDING AUTHORITY DATE: 10/29/20

APPROVED ✓ BH DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007

Brian Hughes
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No: 2019-02