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SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to ratify the period of service from October 1, 2022 through date of award.

Recommend approval to utilize the second and final renewal option with Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from date of award through September 30, 2023. Total revised estimated annual expenditure amount is $172,800.00, for a total expenditure amount not to exceed $393,747.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $393,747.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Vendor Letter and Previous Awards

Certification as to Single Source: Carol Brock, Executive Director, Duval County Tourist Development Council

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

Wallace-Cohen

Analyst: Olive Wallace-Cohen

Dustin Freeman 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 _____

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: Olive Cohen, Purchasing Analyst, Procurement Department

FROM: Carol Brock,
TDC Executive Director *Carol Brock*

DATE: January 6, 2023

SUBJECT: Florida's First Coast of Golf Single Source Award Request for FY 22-23

The Duval County Tourist Development Council (TDC) respectfully requests permission to continue the use of the single source provider for golf tourism market development by **exercising the second and final renewal option on the Florida's First Coast of Golf, Inc. contract, effective October 1, 2022 through September 30, 2023**. Additionally, as approved by the City budget, the TDC is requesting an **increase to maximum indebtedness in the amount of $172,800 for FY22-23.**

Florida's First Coast of Golf, Inc.
Supplier #21742
Contract #70589-21
Account 10301-231002-549006-000000-00000949-00000-0000000

Attachments:
- ✓ TDC Meeting Minutes Noting Authorization
- ✓ FFCG Scope of Work Approved by TDC

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

FY 23 GOLF TOURISM MARKETING SERVICES

From: David Reese, President of Florida's First Coast of Golf
To: Carol Brock – Executive Director
Duval County Tourist Development Council

Date: August 18, 2022

Overview

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on how the proposed golf tourism marketing services contract amount of $172,800

Single Source Justification

FFCG is a not-for-profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically, within the counties of Duval, Nassau, Clay, St. Johns, and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

Deliverables

The funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Duval County was instrumental in creating in 1992. The advertising and creative treatments will reflect a blend of the 5 counties, tested for effectiveness, and approved by FFCG board of directors.

Quarterly reporting will stand by the official Duval County Reporting requirements template which includes: Top 10 Golf Visitor Markets, Top 5 Demand Markets, Digital Traffic, Estimated Golf Tourist Room Nights, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

Targeted Markets

FY23 Budget and Marketing Plan built to:

- Target primary and secondary audience FL/GA (1), within a 700-mile drive halo(2), and maintenance messaging (earned media) in top traditional markets outside drive markets(3).
- Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets with a focus on short-term recovery while not abandoning traditional market presence.
    - Primary | Golfer travels to play golf | Ages 35-65 | HHI $75K+
    - Secondary: Leisure travel that includes golf| Ages 30-49 | HHI $75K+
- FFCG and agency will constantly monitor trends, consumer confidence, and geographic origins of visitors with the most recent data points available

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The foundation is built on robust cooperative advertising programs across marketing line items optimistically planned with the ability to adjust the scope. FFCG team will maintain and amplify its aggressive approach for value add in promotions, media vendors, and marketing partners.

Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Spend DMA's: ATL, ORL, Tampa, NY/NJ, Miami, PHI, CHI, DC/BWI, Charlotte, DET. FFCG will weigh consumer confidence when considering geo-markets outside a 700-mile radius.

Seasonal target DMA's will focus on CIN, CLE, DEN, DAL, IND, Norfolk, LA, MIN, Seattle, NSH, PITT, RVA, and Toronto and additional air service markets pending consumer confidence as they develop.

Non-stop air markets within and outside (new) top 20 markets will take priority

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, June 30, 2022, 10:00 a.m.
City Hall - Lynwood Roberts Room

TDC Members Present: City Council President Sam Newby (Chair), City Council Member Aaron Bowman, Jeff Truhlar, Dennis Chan, Dennis Thompson, Joe Hindsley, Mark VanLoh

TDC Staff Present: Carol Brock (Executive Director), Phillip Peterson (Council Auditor's Office), Lawsikia Hodges (Office of General Counsel), Jeff Clements (Council Research Division)

VJ Staff Present: Michael Corrigan (Executive Director)

WELCOME

- **Call to Order**
  Chair Newby called the meeting to order at 10:00 a.m. and welcomed new TDC member Mark VanLoh and incoming TDC member Council Vice-President Elect Ron Salem.

- **Public Comments** - none

OPERATIONS

1) **Approval Minutes**
   The minutes of the April 21, 2022 TDC Meeting were **approved unanimously as distributed**.

2) **Financial Report**
   Phillip Peterson of the Council Auditor's Office presented the financial report. TDC tax revenues for the 12 months ending May 2022 were $9,825,263.71, a 62.31% increase over the 12 months ending May 2021. Collections for the first 8 months of the fiscal year ending May 2022 were $6,542,681.37, up by $2,274,943.71 or 53.31% over the same period the previous year. Revenue for May 2022 was $1,083,987.32, up 35.62% from the same month in 2021, and an all-time record for a single month, surpassing the record set in April. Actual collections for the fiscal year to date exceed the budgeted amount by $1,868,828.87. Mr. Truhlar asked about the growth projection percentages being used and said that hotel demand in South Florida is dropping so the TDC needs to be conservative about projecting revenues through the end of the fiscal year.

   Mr. Peterson reviewed the budgetary balances remaining in the TDC's contractual and operating accounts. Destination Services - $578; Marketing - $62,283; Convention/Group Sales - $432; Planning and Research - $42,500; Event Grants - $17,000; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - $200,309; TDC Administration - $98,458.52; Convention Grants - $283,307.59; Equestrian Center Promotion - $25,546.05; Special Revenue Fund - $118,912.50; Contingency Account - $1,273,000; Development Account - $1,404,135.63.

3) **Market Report**
   TDC Executive Director Carol Brock gave the market report, referring to the trend charts in the handout materials. Mr. Hindsley said that hoteliers are seeing some softening in the market as the initial post-COVID travel surge wanes. Lots of people have visited Jacksonville who hadn't been here before the pandemic so that's a positive outcome of COVID. Mr. Truhlar said the market is cooling off but Jacksonville has the advantage of being more of a drive-to market than a flying market like South Florida, so that makes our prospects somewhat more positive. Michael Corrigan of Visit Jacksonville Inc. agreed with the hoteliers that everything is good right now, but it is unknown how long this level of recovery will last. Council Member Bowman asked what the first-time visitors to Jacksonville are seeing and doing. Mr. Corrigan said Jacksonville's number one attraction is the St. Johns Town Center, which has surpassed the Jacksonville Zoo as the number one attraction in town, along with the beach. Visitors spread-out around town and do a variety of things since we don't have one dominant, must-see attraction.

employee cap by 1 to accommodate the new hire. Mr. Bowman said he wants to get started with increasing the cap and getting the Employee Services Department to start advertising to move the hiring process along.

Motion (Bowman/2nd Thompson): TDC authorizes the Office of General Counsel to draft and introduce legislation on a one cycle basis to transfer available unallocated funds to the appropriate expenditure account and direct the Employee Services Department to start the advertising and hiring process for a TDC administrator

Public Comment – none

Mr. Thompson asked if there is a way to hire a temporary or contract employee on a short-term basis to get someone started immediately. Ms. Brock said there is still a need for the City's employee cap to be increased; she will check on the feasibility of hiring a temporary or contract employee. Mr. Peterson and Ms. Brock will look for funds in the existing budget and if sufficient funds are available then they will have the General Counsel's Office draft and file legislation for the employee cap increase without a fund transfer.

The Bowman motion was approved unanimously.

Mr. Bowman said that THE PLAYERS Championship and Furyk and Friends golf tournaments bring in lots of corporate clients and the City is leveraging this recruiting opportunity by connecting potential clients. He asked what the City could do to connect with and pitch these important people on Jacksonville's opportunities. Mr. Corrigan agreed that there is an untapped opportunity. He recommended more coordination between Visit Jax and the JaxUSA Partnership at THE PLAYERS Championship like they had for the first year of Furyk and Friends to connect City officials with corporate visitors. Mr. Bowman said he will work with Ms. Brock, Visit Jax and THE PLAYERS Championship to brainstorm possibilities for developing better connections.

Motion (Bowman/2nd Truhlar) – approve the TDC FY22-23 budget as proposed (included at end of minutes) – **approved unanimously**.

6) **TDC Fund Balance**

Ms. Brock asked that this item be deferred to the next meeting when new Council President and TDC Chair Terrance Freeman will be present for discussion. Mr. Peterson said that the TDC's fund balance has been growing during the COVID period from $2M to something more substantial for this year and revenues are coming in strongly, growing those reserves even more. The audited FY20-21 year-end figures will be available by the next meeting for discussion. Ms. Brock suggested that a subcommittee of TDC would be appropriate to look at available reserve funds and what would be appropriate uses. Mr. Thompson said he believes a strategic plan is the way to go to drive decision making into the future and develop a concrete vision of where the TDC wants to go. He believes there needs to be a hotelier on the subcommittee to get that industry's perspective on what is needed and how available funds could best be used.

7) **Direct Contract Update**

Ms. Brock said there will need to be a special TDC meeting in September (probably the 13th on a Council day) for one action item to approve the direct contract with Visit Jax, assuming City Council approves that concept via a bill to be filed in July and presumably passed in August. The direct contract could be in place on October 1 if everything is approved timely. She reviewed a table comparing the current RFP for marketing, convention, and tourist services with a proposed direct contract with Visit Jax. The current contract is very cumbersome and time consuming to administer so the new contract, if approved, would be simplified. Mr. Corrigan thanked Ms. Brock for her work on the direct contracting concept. The new contract will keep the transparency of the current contracts but provide much more flexibility and ability for quick reaction to TDC's direction. The Visit Jax board approved the direct contract concept at its last meeting. Ms. Brock reviewed changes needed in the Ordinance Codes 70, 111, 666, the travel policy, CVB grant contract, and grant guidelines in order to implement the direct contract concept.

Universities) host the games. Now that Edward Waters University is moving up from NAIA to NCAA Division II status, that should help get Jacksonville back on the radar to host games. COVID pushed everything back several years so it will be at least 5 years or more before Jacksonville gets back on the NCAA's schedule. Mr. Salem asked if TDC has had any involvement in the recently announced Bethune Cookman-Jackson State football game. Ms. Brock said she has not been contacted. Mr. Corrigan said the City's Sports and Entertainment Office is responsible for arranging that game, but he anticipates that they will be coming to TDC for funds. Ervin Lewis said Jacksonville is on the NCAA's radar, but the city needs to go to events in other cities for the sports it wants to attract in order to meet the decision makers, make its case and sell the city as an event site. Cities are becoming more competitive for events, and it takes a lot of selling and a lot of investment to make events bigger and better to attract the NCAA. Mr. Corrigan said that sports tourism operates very differently than other kinds of group sales. Sports events don't do contractual room blocks like conventions and meetings, so it's a very different model for how to attract that business.

10) **Feasibility Study for Direct Flights to Europe**

Mr. Corrigan said Visit Jax believes that it's time for a feasibility study to be performed to determine whether there's a viable market for direct flights to Great Britain from Jacksonville. The TDC has available funds in its budget for a study that would determine what it would cost to get direct service to London started and how much it would cost to keep it thereafter. It will entail a substantial investment and the city can't afford to fail at its first try because getting a second try thereafter would be very difficult.

CLOSING BUSINESS

- Carol Brock presented Chairman Newby with a gift in recognition of his year as TDC Chair. Mr. Newby thanked his board members and appreciates the assistance of his Council colleagues this past year.
- Meeting adjourned 11:36 a.m.

These meeting minutes unanimously approved at the TDC meeting on September 14, 2022.

Category	FY 21-22 Budget	FY 22-23 Budget Based on $9.6M TDT	FY 22- Based o
Expenditures			
Administration	**$206,874**	**$264,176**	**$264,176**
Salaries (ED + Administrator)	$114,411	$152,875	$152,875
Pension Costs	$13,129	$11,723	$11,723
Employer Provided Benefits (ED + Administrator)	$13,018	$28,511	$28,511
Internal Services Charges	$45,647	$46,076	$46,076
Insurance Costs & Premiums	$579	$578	$578
Professional and Contractual Services	$501	$501	$501
Other Operating Services	$1,677	$3,500	$3,500
Professional Development/Training	$0	$2,500	$2,500
Indirect Costs	$17,912	$17,912	$17,912

Total Revenue	$8,179,413	$9,667,997	$10,067,9

Next Meeting: Thursday, August 11, 2022, 10:00 a.m., City Hall - Lynwood Roberts Room

SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to utilize the first of two (2) renewal options with Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2021 through September 30, 2022 with a one (1) year renewal option remaining. Total revised estimated annual expenditure amount is $129,521.00, for a total expenditure amount not to exceed $220,947.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $220,947.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Vendor Letter and Previous Award

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

10/14/2021
DATE

ACTION OF AWARDING AUTHORITY DATE: 10-18-21

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

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

FORM GB-113, Revised 12/2007

SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to retroact the period of service from October 1, 2020 to date of executed contract. Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from date of executed contract to September 30, 2021 with two (2) one (1) year renewal options. Total not to exceed expenditure amount is $91,426.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $91,426.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter 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 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 _____

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

FORM GB-113, Revised 12/2007