SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $840,000.00. Total revised not to exceed expenditure amount is $22,824,326.00.

Contract	POA/Contract #	Increase Amount	Maximum Indebtedness
Marketing Services	POA-70666-21/7393-15	$540,000.00	$13,007,641.00
Convention Sales	POA-70667-21/7393-14	$300,000.00	$ 9,816,685.00

Funding for this award to be encumbered by the following accounts and executed by formal contract amendment through the Office of General Counsel:
10301.231002.549006.000000.00000949.00000.0000000 - $540,000.00
10301.231002.549006.000000.00000944.00000.0000000 - $300,000.00

Attachments: Recommendation Memo, Ordinance 2022-0514-Enacted, Previous Awards

ANALYST: OLIVE WALLACE-COHEN

RESPECTFULLY SUBMITTED GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Carol Brock, 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
117 WEST DUVAL STREET, SUITE 260
2nd FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202
OFFICE (904) 255-5505

August 18, 2022

MEMORANDUM

TO: Olive Cohen, Purchasing Analyst
COJ Procurement Division

FROM: Carol Brock, Executive Director
Tourist Development Council

SUBJECT: Request to Increase Maximum Indebtedness on Visit Jacksonville Contracts

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Pursuant to the attached documents, please increase the maximum indebtedness of the following contracts by the amount indicated below.

City Council Approval:	**August 9, 2022**
Bid Number:	**ESC-0136-17**
Indebtedness Increase:	**$540,000.00**
New Max. Indebtedness:	**$13,007,641.00**
PO Number:	**600041-20**
Account String:	**10301.231002.549006.000000.00000949.00000.0000000**
POA:	**POA-70666-21**
Contract Number / Name:	**7393-15 / Marketing**
Supplier Name:	**Jacksonville and the Beaches Convention and Visitors Bureau**
Supplier Number:	**24773**

City Council Approval:	**August 9, 2022**
Bid Number:	**ESC-0136-17**
Indebtedness Increase:	**$300,000.00**
New Max. Indebtedness:	**$9,816,685.00**
PO Number:	**600040-20**
Account String:	**10301.231002.549006.000000.00000944.00000.0000000**
POA:	**POA-70667-21**
Contract Number / Name:	**7393-14 / Convention Sales & Services**
Supplier Name:	**Jacksonville and the Beaches Convention and Visitors Bureau**
Supplier Number:	**24773**

Attachments: ORD 2022-0514 – Enacted
Budget Transfer Form

City of Jacksonville, Florida
Request for Budget Transfer Form

TDC
Department or Area Responsible for Contract / Compliance / Oversight

N/A
Council District(s)

Reversion of Funds: _____
(if applicable) Fund / Center / Account / Project * / Activity / Interfund / Future

N/A
Fiscal Yr(s) of carry over (all-years funds do not require a carryover)

Section of Code Being Waived (if applicable): _____

CIP (yes or no): No

Justification for Waiver

Justification for / Description of Transfer:

Appropriate $938,000 of Tourist Development Council fund balance to increase the budgets for Marketing, Convention Sales, and Tourist Bureau (Destination Experience) activities related to the contracts with Visit Jacksonville. This will allow increases in associated purchase orders for services provided by Visit Jacksonville for which funds were previously appropriated, but purchase orders were not adjusted properly. The fund balance was created by the prior appropriations lapsing.

Net Amount Appropriated and/or Transferred: $938,000.00

* This element of the account string is titled project but it houses both projects and grants.

CITY COUNCIL

Requesting Council Member: CP Freeman

CM's District: At Large Group 1

Requesting Council Member: _____

CM's District: _____

Prepared By: _____

Ordinance: _____

OFFICE OF THE MAYOR

☐ BUDGET ORDINANCE ☐ TRANSFER DIRECTIVE

TD / BT Number: _____

	Date Rec'd.	Date Fwd.	Approved	Disapproved
Department Head				
Mayor's Office				
Accounting Division				
Budget Division				

Date of Action By Mayor: _____

Approved: _____

Division Chief: _____

Date Initiated: _____

Prepared By: _____

Phone Number: _____

Initiated / Requested By (if other than Department): _____

Budget Transfer Line Item Detail

* This element of the account string is titled project but it houses both projects and grants.

Budget Office approval does not confirm the availability or use of; prior-year revenue or fund balance appropriations in all-years subfunds.

TRANSFER FROM: (Revenue line items in this area are being appropriated and expense line items are being de-appropriated.)

Total: $938,000.00

Rev Exp	Fund Title	Activity / Grant / Project Title	Line Item / Account Title	Amount	Accounting Codes						
					Fund	Center	Account	Project *	Activity	Interfund	Future
REV	Tourist Development Council	Tourist Development Council-Activity	Transfer from Fund Balance	$938,000.00	10301	191021	389010	000000	00000962	00000	0000000

TRANSFER TO: (Revenue line items in this area are being de-appropriated and expense line items are being appropriated.)

Total: $938,000.00

Rev Exp	Fund Title	Activity / Grant / Project Title	Line Item / Account Title	Amount	Accounting Codes						
					Fund	Center	Account	Project *	Activity	Interfund	Future
Exp	Tourist Development Council	TDC Marketing	Trust Fund Authorized Expenditures	$540,000.00	10301	231002	549006	000000	00000949	00000	0000000
Exp	Tourist Development Council	TDC Convention Sales	Trust Fund Authorized Expenditures	$300,000.00	10301	231002	549006	000000	00000944	00000	0000000
Exp	Tourist Development Council	TDC Tourist Bureau	Trust Fund Authorized Expenditures	$98,000.00	10301	231002	549006	000000	00000952	00000	0000000

Introduced by Council President Freeman and amended on the Floor of Council:

ORDINANCE 2022-514-E

AN ORDINANCE APPROPRIATING $938,000 FROM TOURIST DEVELOPMENT COUNCIL FUND BALANCE RELATED TO SAVINGS/UNSPENT FUNDS FROM PRIOR YEAR CONTRACTS TO THE TOURIST DEVELOPMENT COUNCIL MARKETING ACTIVITY ($540,000), CONVENTION SALES AND SERVICES ACTIVITY ($300,000), AND TOURIST BUREAU ACTIVITY ($98,000); PURPOSE; REQUESTING ONE CYCLE EMERGENCY PASSAGE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Duval County Tourist Development Council (the "Tourist Development Council" or "TDC"), pursuant to Chapter 70, *Ordinance Code*, administers the Tourist Development Plan set forth in Chapter 666, *Ordinance Code*; and

WHEREAS, pursuant to a request for proposals for services related to the Tourist Development Plan, the TDC awarded multi-year contracts to the Jacksonville and the Beaches Convention and Visitors Bureau, Inc. ("Visit Jacksonville") for marketing services, convention sales and services, and tourist information bureau services; and

WHEREAS, due to the COVID-19 pandemic, savings were realized during the 2019/20 fiscal year by Visit Jacksonville and the full amounts of the contracts for that year were not paid to Visit Jacksonville; and

WHEREAS, the TDC authorized Visit Jacksonville to use the savings from their fiscal year 2019/20 contracts in the subsequent

fiscal year; however, the funds were not properly carried over from fiscal year 2019/20 to 2020/21 and as a result, fell to fund balance and now require appropriation in order to be used for their intended purpose; now therefore

BE IT ORDAINED by the Council of the City of Jacksonville:

Section 1. Recitals. The recitals set forth above are true and correct and incorporated herein by reference.

Section 2. Appropriation. For the 2021-2022 fiscal year, within the City's budget, there are hereby the appropriated the indicated sum(s) from the account(s) listed in subsection (a) to the account(s) listed in subsection (b):

(The account information is attached hereto as **Revised Exhibit 1,** labeled as "Revised Exhibit 1, Rev B.T., August 1, 2022 - NCSPHS" and incorporated herein by this reference)

(a) Appropriated from:

See attached **Revised Exhibit 1** $938,000.00

Appropriated to:

(b) See attached **Revised Exhibit 1** $938,000.00

(c) **Explanation of Appropriation.** This ordinance appropriates $938,000 from the Tourist Development Council Fund Balance to the Tourist Development Council Marketing activity ($540,000), Convention Sales and Services activity ($300,000) and Tourist Bureau activity ($98,000) to provide funding for the Visit Jacksonville contracts.

Section 3. Purpose. The purpose of the appropriation above is to appropriate fund balance resulting from unspent dollars related to the fiscal year 2019/20 approved contracts with Visit Jacksonville in order to allow Visit Jacksonville to utilize the funding for the current fiscal year ending September 30, 2022.

Section 4. Requesting emergency one cycle passage pursuant to Council Rule 4.901 Emergency. One cycle emergency passage of this

legislation is requested. The nature of the emergency is that the appropriation is needed in order to fund operations of Visit Jacksonville the remainder of the fiscal year.

Section 5. Effective Date. This ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.

Form Approved:

/s/ Paige H. Johnston

Office of General Counsel

Legislation Prepared By: Harry M. Wilson, IV

GC-#1513467-v1-2022-514-E.docx