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 purchase of a mobile visitors center and enhancements. Total revised not to exceed expenditure amount is $865,611.00.

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo and Previous Awards

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lillian Graning, Executive Director, Duval County Tourist Development Council

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(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

Tourist Development Council
OFFICE: (904) 255-5505
FAX: (904) 255-5506
E-MAIL: tdc@coj.net

117 West Duval Street, Suite 260
2nd Floor, City Hall
Jacksonville, FL 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Lillian Graning, Executive Director
Duval Tourist Development Council

Contract: Tourist Information Bureau Services Contract #7393-16

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

DATE: May 16, 2019

The TDC is requesting, per the action taken at the TDC Meeting of May 9, 2019, to increase the maximum indebtedness for the Visit Jacksonville Tourist Information Bureau Services Contract # 7393-16- Second Amendment to:

Contract	Increase Amount	Maximum Indebtedness	Index Code	Subobject
Tourist Bureau	$100,000	$865,611	CCTD132TB	04904

Attachments:
Tourist Information Bureau Services Annual Plan FY 2018-19
TDC Minutes-May 9, 2019

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MEETING MINUTES

TOURIST DEVELOPMENT COUNCIL MEETING
Council President Aaron L. Bowman, TDC Chairman
Thursday, May 9, 2019
1:30 P.M.
117 West Duval Street
City Hall, First Floor
Lynwood Roberts Room

I. Call to Order

- **Roll Call**

City Council President Aaron Bowman, Board Chairperson
City Council Vice President Scott Wilson, Board Vice Chairperson
City Council Member Lori N. Boyer, Board Member
Steven Grossman, Board Member - EXCUSED
Kirit Patidar, Board Member
Craig Smith, Board Member - EXCUSED
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member - EXCUSED

Lillian Graning, TDC Executive Director
Sarah Maples, TDC Administrator
Kim Taylor, Assistant Council Auditor
John Sawyer, Chief, Government Operations Department, Office of General Counsel

Meeting Convened: 1:34 pm **Meeting Adjourned: 4:36 pm**

II. Introduction – Council President Aaron Bowman, TDC Chairman

CP Bowman led the introductions and then opened the meeting for public comments on any of the scheduled voting items.

III. Public Comments (Voting Items)

Mr. John Nooney addressed two items on the agenda, the establishment of a workgroup for a strategic planning process and the Visit Jacksonville Year 3 plans. For both, Mr. Nooney highlighted that he didn't have details on these two items but hoped they would include consideration of the City's waterways in their plans.

IV. Approval of Minutes

Motion (Boyer, Wilson 2nd): Approve April 11, 2019 TDC Minutes. **Approved 5-0.**

V. TDC Financial Report Kim Taylor, Assistant Council Auditor

Ms. Taylor, Assistant Council Auditor, provided the total revenue collected so far this year: $3,920,919. Collections from the past 12 months, ending March 2019, are 2.63% higher than the 12 months ending March 2018. Overall collections so far for the fiscal year, however, are down 3.06%. There was minimal change in what had been reported so far for March, in comparison to March of last year. However, that number does not yet reflect collection increases that may be attributable to the THE PLAYERS, as those numbers will be reflected in the April revenues. Ms. Taylor noted that, if the trends continued, the revenues would be unlikely to reach the $9 million budgeted. In response to a question from CM Boyer, Ms. Graning, TDC Executive Director, stated the years, as far as event schedules, were comparable, with the exception of THE PLAYERS, which was not yet reflected in these numbers.

Ms. Taylor continued providing the remaining balances for the various TDC accounts: Tourist Bureau - $100,000 (capital); Marketing - $0; Convention Sales - $0 (with a CVB grant balance of $14,969 for this year, and due to the recent legislation which carried over CVB grant funds from previous years, a similar amount from previous years); Development and Planning - $35,000 (reflects $15,000 awarded last meeting to JAXPort for the cruise survey); Special Events - $10,000 (due to Edwards Waters College declining the $10,000 grant originally awarded to them); Equestrian Center Promotion - $20,000; Remaining to be spent in accordance with TDC Plan (unallocated)- $1,245; TDC Budget Reserve - $500,000; Administrative Budget - $227,347; Tourist Development Special Revenue Fund - $33,778; Development Account (requiring further City Council action) - $3,341,075 (which includes approximately $983,000 fiscal year 17/18 remaining funds that were rolled over into that account); (requiring further City Council action) Contingency Account - $2,263,000.

CM Boyer opened a discussion regarding how much of current funds could be pulled from other accounts to supplement the $10,000 available in the Special Events grant balance. CP Bowman furthered the discussion by addressing the amount in and intent of the contingency account. Ms. Taylor clarified that the contingency account was designed for larger scale, unplanned events, and would require City Council action to make available, while the $500,000 reserve was put away in case revenue did not reach the budgeted amount and that reserve could be made available via TDC action. CP Bowman stated that the TDC had gone through available grant funds quickly, on a first-come, first-served basis and that he had directed Ms. Graning to develop a method for avoiding that in the future. CM Boyer clarified that the contingency account is a part of the Tourist Development Plan and not designed to be a backup to

the $500,000 reserve; any changes to it would require a waiver to the Tourist Development Plan, in addition to a budget amendment by City Council. Mr. Patidar expressed that he had concerns about putting so much in the contingency and development accounts, and how it is restricting allocations for smaller events that fill up hotels and that perhaps a certain cap should be set on the amount of funds in those accounts. Ms. Graning cautioned about implementing a simple cap, without evaluating the potential for the strategic development of tourism in a way that hasn't been done in the past. CP Bowman recommend that, although he would not be present for the June meeting, the TDC should include on the agenda a discussion about both the contingency and development accounts, the vision and intent for those accounts, and potential uses for those funds.

VI. Establish Work Group for Strategic Planning Process

Ms. Graning requested permission to develop a work group of industry experts to gather feedback in order to inform a comprehensive strategic plan for presentation to the TDC for approval. She stated that the members of the group, which she recommended be capped at six, would be individuals familiar with strategic development planning and would guide the planning and feedback gathering process, while those who would be approached for feedback would be broader and from a variety of backgrounds.

CP Bowman requested that Ms. Graning provide TDC members with details on composition of the group, intent, required commitment, and other details so TDC could consider it. CM Boyer clarified that the workgroup meetings would be obligated to follow the Sunshine laws and that she thought it would be beneficial for TDC members to hear that feedback directly, as was originally intended by the annual schedule of events as previously agreed upon by the TDC. No formal action was required.

VII. Visit Jacksonville Year 3 Plans

Mr. Michael Corrigan, Visit Jacksonville President and CEO, opened the discussion about the plans, as well as some recent feedback received from the council members on the Marketing and Tourist Bureau plans. In response to a concern from Mr. Corrigan that some of the requirements might require changes to the contract terms, Ms. Graning stated that she believed that the changes would bring the plans further into alignment with the current contract terms. Specific agreed upon changes were:

CSS: no changes to presented plan

Marketing Plan:

Component 1: Agreement that culinary and ale trail would remain secondary focus, as listed
Component 2: Add third strategy which identifies specific deliverables and percentage allocation between target markets; details to be provided at the June meeting
Component 3 & 4: These two components will be combined into a single component to read: "Audience Targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels." The three original strategies for the two components will remain as originally presented.

Marketing Deliverables:

Component #3 (1b): "NFL experience" to be replaced with "sports experience"
Component #4: Add deliverable that includes breakout of percentage based on each target, with specific percentage plan to be presented for approval at June meeting

Component 6 (1c): Will replace "TDC" with "TDC Executive Director"
Component 11 (2): Modify to include deliverables related to all of the Map requirements as delineated in the contract, including: running, bicycling, scenic walks, public docks, boat ramps, and waterfront facilities

Tourist Bureau:

Component 1 (2h): Will be modified to read: "Partner with event production organizations by providing a strategic physical presence at the following:" (Note: "Partner" refers to function; Visit Jacksonville will not fund these events independently of TDC.) Additionally, a sub-bullet will be added that states "All TDC sponsored marketing, special, and signature grant events" (Conditional upon grantee approval and/or modification of the TDC grant applications to include this as a requirement of accepting the grant)
Component 1 (4b): Will be modified to read: "Host 3 guest speakers in downtown center, representing attractions or products coinciding with major events."

Motion (Boyer, Wilson 2nd): Approve Visit Jacksonville Year 3 plans, subject to the agreed upon changes. **Approved 5-0.**

VIII. <u>FFCG New Contract</u>

Ms. Graning stated that Florida First Coast of Golf has previously been handled as a single-source award and that the TDC staff has been pleased with the performance and contract management and recommended renewing the contract. She explained that the scope of work would change to include an increased focus in the digital marketing component. However, the submitted budget showed an increase to $173,213 from this year's $152,378 and Ms. Graning recommended that, with revenues flat, that the contract amount should also remain flat, with the opportunity to increase the digital marketing component in the next fiscal year, should revenue increase. CM Boyer clarified that past years have included a requirement to use a certain percentage of Jacksonville content as part of the contract. Mr. David Reese, CEO of Florida First Coast of Golf, stated that requirement would remain.

Motion (Boyer, 2nd Wilson): Approve a new contract, conditional upon inclusion of the Jacksonville content requirement from previous contracts being carried forward if it is not already included in the scope and with a contract amount not to exceed $152,378. **Approved 5-0.**

IX. <u>Grant Applications Review</u>

- **UNF Track and Field**

  Type of grant: Special Events ($100,000 max category; 5,000 tourist qualifier)
  Amount: $10,000
  Event: Florida High School Athletic Association (FHSAA) Track & Field Championships
  Event Dates: May 3-4, 2019
  Funds use: Event production expenses

Mr. Nick Morrow, University of North Florida Assistant Athletic Director, and Mr. Urban Lewis presented on behalf of UNF. Mr. Morrow stated that the grant application was originally submitted in February, as the event occurred in May, but was not considered by TDC due to reduced revenue numbers. They lowered the original request amount from $50,000 to the $10,000 available. They had 12,000 individual visitors for the two-day of the event. 8,500 paid tickets and estimated expenses last year were $58,000

and this year's expenses are expected to me the same. There was a weather delay, which likely increased the labor costs.

Ms. Graning referenced the alignment of the plan components and the goal of establishing Jacksonville in a leadership position in certain industries. She stated that UNF's track & field facilities could provide that opportunity. The average score for the UNF grant was 45.5 out of 60.

Mr. Morrow added that they were here to discuss Florida high school sports right now, but moving forward UNF would like to discuss future opportunities to secure support before they have to commit to an event. He mentioned that they have a contractual option to host this event again in 2020 and 2021 and would like to discuss that with the TDC. He also indicated that they were hosting the NCAA's in two weeks and have the option to host that again in 2021 and that these events are gateways for other events, including Junior Olympics, which is interested in being hosts here next year. He believes Jacksonville can be a leader in track and field if they are positioned with the right support. Ms. Graning mentioned that this would be the kind of situation where the contingency funds would be used as a way to invest in this opportunity outside the grant process, if it was a part of a strategic plan.

In response to a question from CM Boyer, Mr. Morrow not all 12,000 visitors were from out of town, but that a large percentage were, as identified by heat sheets and ticket data, and that south Florida had a heavy contingent. Mr. Lewis added that the 12,000 was number of visitors each day and that Jacksonville was appealing to the participants due to its location as a midpoint between Pensacola and Miami, which makes it appealing to Florida schools who have to consider travel distance. He stated that high school basketball was also considering UNF as future event location.

CM Boyer pointed out that grant schedule requires deduction of points for each year that TDC funds an event and that should be the same regardless of who the applicant is and that an alternative funding mechanism might need to be considered if continued funding was requested by UNF. CM Boyer emphasized that these are the kinds of things that the contingency and development accounts were designed for and that if Ms. Graning brings a strategic plan to TDC and it is adopted, that these are the long-term, focused types of investments that should be made to build a market in a specific sector.

- **Airstream – Motocross**
- **Type of grant: Special Events ($100,000 max category; 5,000 tourist qualifier)**
- **Amount: $10,000**
- **Event: Lucas Oil Pro Motocross Championship 2019 Florida National**
- **Event Dates: June 21-23, 2019**
- **Funds use: Event expenses and marketing outside 150-mile radius**

Mr. Alan Verlander, CEO of Airstream Ventures, stated that few people realize that Jacksonville has one of the top ten motocross facilities in the country. Located on the west side of town, the facility has received $10 million in private investment. The recent Spartan Race was held there in February and Lucas Oil is coming in June and they are in talks with additional planners about possible additional future events. Hosting the Motocross event June 21-23, pro-race is on the 22nd and will be televised on NBC Sports, and have so far sold tickets in fourteen different states and nine different countries. There are twelve races in this series and Jacksonville is ahead of all other and this race is the only one south of the Mason-Dixon line. They are working with Visit Jacksonville on an aggressive media plan.

In response to a question from CP Bowman, Mr. Verlander explained that the schedule would include a qualifying event on Friday, the professional race on Saturday, which will be nationally televised, and an amateur race on Sunday, with a wide range of age participants. CP Bowman pointed out that the City would not receive any revenue from parking, concessions, ticket sales, or other direct means. Mr. Verlander explained that the private investment for this event was a big risk for the investor and the funds would be recouped through ticket sales, concessions, sponsorships, grants, and other direct means, but that the city would benefit from the 10-20,000 people who would be coming to watch the race and stay in local hotels and utilize local restaurants. He stated that, if this event went well, there was potential for Jacksonville to get a long-term contract with MX Sports for these events. An additional benefit would be putting Jacksonville on national TV for a sport it was not known for.

Ms. Graning stated that the uniqueness of the event positions Jacksonville for a leadership role in another industry and without the city having to take on an investment, as the private sector has already done that. She also stated that the average score of this event by TDC was 53 out of 60.

Mr. Patidar stated that he had the chance to visit the facility for the Spartan race and it was a large, well-maintained facility and he could see long-term benefit for the City over time with sponsorship. Ms. Southworth added that these dates are often soft overall in occupancy in Duval County. CM Boyer stated these are the kinds of events that would fall under the contingency fund but shouldn't be spent on one-off grants year over year and should instead be focused on building a market.

- **JAXSports – Florida State vs. Boise**
- **Type of grant: Special Events ($250,000 max category; 25,000 tourist qualifier)**
- **Amount: $50,000**
- **Event: Florida State vs. Boise State Game & Pre-Game Concert**
- **Event Dates: August 31, 2019**
- **Funds use: Production and infrastructure expenses for pre-game concert**

Mr. Rick Catlett, President and CEO of JAXSports and Gator Bowl Sports, stated that he had submitted his grant request six or eight months ago and that he was asking for the funds for Labor Day weekend. He said the event would be nationally televised and that they were expecting a big contingent from Boise to come in person for the event, with many of them staying at the beaches. He stated that, in an effort to create more for the visitors to do downtown, he had received a $50,000 grant from the City's Sports and Entertainment Department for the Friday night event and was looking for additional assistance from the TDC for the Friday and Saturday events in the amount of $50,000. In response to a question by CP Bowman, Ms. Graning stated that the earlier they could know if these funds were available, the bigger an impact the investment would have. She also stated that the average score from the TDC for this grant was 50.8.

CM Boyer stated that the purpose of the development account was to create things to do downtown without being dependent on a promoter and would be a good future use of development account funds. She continued that she had committed to assisting Mr. Catlett with his event by encouraging other groups at the Water Activation meeting to collaborate and hold events on the waterfront that weekend to support out-of-town visitors. Ms. Graning stated that these additional activities held two benefits for the City: improve the experience while visitors are already here and encourage them to extend their visit due to the events. Ms. Southworth stated that historically Labor Day weekend has not been strong in terms of occupancy; last year was better because of the Lynyrd Skynyrd Concert, but without something

like the event Mr. Catlett was recommending, she would expect to see another decline. In response to a question from CM Boyer, Mr. Catlett stated that they were still waiting on ESPN to announce game time, but that he expected to have it next week and his initial projection was Saturday night (May 11th).

Ms. Graning recommended that the TDC officially stop accepting grant applications for the remainder of the fiscal year, due to the revenue numbers. CP Bowman recommended a potential change in the scoring process for grants, with the TDC staff doing more scoring. Mr. Patidar expressed that he would prefer to hear from the grant applications, then score, then present the scores at the next meeting. Ms. Southworth said she preferred to do the grading herself, but appreciated getting the Executive Director's input. CM Boyer said she doesn't mind doing the scoring, as long as she gets the materials in advance, but would agree to getting the presentations earlier if possible. Ms. Graning said she could look at adjusting the process.

CM Boyer asked Ms. Taylor about the $33,778 in the special revenue fund and whether there was anything specific those funds were going to be used for. She said their use was broader than component-controlled funds and there had been discussion about using some of them for Visit Jacksonville to purchase historical walking trail markers and she didn't want Visit Jacksonville to say that TDC didn't execute on something previously agreed to. Katie Mitura, Visit Jacksonville Vice President of Marketing and Communications, said the street signage should costs a maximum of $2,500. She also confirmed that Visit Jacksonville had not yet provided TDC with the airport offset funds yet. Mr. Corrigan suggested using $30,000 for grants and leaving the remainder for the markers. CM Boyer stated that she would be more comfortable with $25,000.

Motion (Boyer, Wilson 2nd): Make $25,000 from the special revenue fund available for grants. **Approved 5-0.**

The motion increased the total available for grants $36,245.

Motion (Patidar, Boyer 2nd for discussion): Award $7,500 to UNF, $7,500 to Airstream, and $20,000 to JAXSports.

CM Boyer suggested increasing the amount for Airstream to $8,745, with $20,000 from the Special Revenue Fund for the FL vs. Boise State game, $5,000 for Motocross from the Special Revenue Fund plus additional $3,745 from unallocated or grant balance, and $7,500 from grant balance for UNF.

Ms. Southworth cited a potential conflict of interest and abstained from the vote.

Mr. Patidar amended his motion to accommodate CM Boyer's suggested changes.

Motion, as amended, approved 4-0 with one abstention (Southworth).

X. Mobile Visitors Center

CP Bowman started the discussion on the Mobile Visitors center and then stepped out (3:27-3:30pm).

Mr. Corrigan stated that the bid process had followed City guidelines, as required by contract. Visit Jacksonville bid to 37 different entities, and only received two bids. Mr. Corrigan stated that the bids received were for the same vehicle, with the first bid from Mercedes for $55,458 and the second from

M&R Specialty Trailers and Trucks for $75,321. Mr. Corrigan requested TDC allocate the $100,000 remaining for capital assets with $30,000 for the 360 videos and a not-to-exceed $70,000 for the mobile visitors center. He recommended TDC authorized purchase of the first bid, with the vehicle available by October 1. Ms. Graning clarified that due to the process through which the funds would be made available, the mobile visitors center would not be ready in time for the FSU/Boise game, as Mr. Corrigan had indicated in a previous meeting.

In response to a question from CM Boyer, Mr. Corrigan responded that the bids included the complete scope for what was bid, with the intent that the vehicle be built out further in future years using additional funds. CM Boyer expressed that she believed the visitor center should include more functionality and capability than what was represented and requested more details on the vision. Mr. Corrigan stated that the vehicle could potentially pull a trailer; Ms. Graning clarified that the trailer presented at the last meeting could not be pulled using this vehicle and would be a substantial investment and that she understood TDC to have chosen this version over the trailer version. Mr. Corrigan stated that he thought the key was to invest the money now and grow it into something later and that he recommend TDC authorize purchase of the lowest bidder.

CP Bowman stated that it was decided at the last meeting that moving forward was the priority. CM Boyer asked if they were comfortable spending $100,000 with the presented scope and only that scope. Ms. Graning clarified that it would be $70,000, as the remaining $30,000 would be used for videos.

Motion (Wilson): Moved to authorize the requested amounts, but requested further details on adding TVs and other items at a later date.

Mr. Corrigan stated that he believed they could maximize the use of this vehicle and even move away form brick-and-mortar visitors centers. CP Bowman stated that a non-mechanized trailer did not add additional value and was expensive and a mobile unit, with the potential addition of a trailer we could pull ourselves, was the better option. Ms. Graning clarified this vehicle would not be capable of towing the type of trailer presented at the previous meeting.

Mr. Patidar seconded Mr. Wilson's motion.

CM Boyer requested clarification on what was being approved. Mr. Corrigan stated that the $70,000 would be used to pay for vehicle enhancements, in addition to the cost of the van. CM Boyer stated that what has been presented in this scope does not align with the original images presented, which included items such as TVs and pop-canopies. She wanted something meaningful to replace the visitors center staffing if that was going to be cut. Mr. Corrigan stated that this was not the ideal product, but that the ideal product could cost $90,000 and that this option gave them something to get on the street and could be improved later.

Mr. John Sawyer, Office of General Counsel, stated that the RFP was for $55,000 and requested clarification on what the additional $15,000 would be used for. Mr. Corrigan explained that it would be used for insurance, the purchase of a tent and awnings, and the rest for whatever they can get for the remainder. He requested a not-to-exceed authorization so that the remaining funds could be used to purchase the tent and additional items. CM Boyer requested clarification from OGC on whether capital funds could be used for such purchases. Mr. Sawyer stated that capital assets were generally those with a lifespan over ten years. Ms. Taylor stated that the budget schedule does not breakout capital specifically, and that the board had voted to use those funds for capital purchases. Mr. Sawyer clarified that there is a definition of capital assets in the code, but he was unsure whether the capital assets in

the TDC budget aligned with that definition. Ms. Taylor stated that she believed TDC could take action to increase the maximum indebtedness of the contract from $400,000 to $500,000 and then specify a scope of services to accompany that increase. CM Boyer believed the increase would require a separate motion and that the contract could be increased by only $65,000 to allow the purchase of the van and one video, until the TDC could get clarification on the capital assets question. CM Boyer also expressed that she disagreed with authorizing the capital funds to pay for staff salary, fuel, and similar costs, as those were operating costs and not capital asset costs. In response to a question from CP Bowman, Mr. Sawyer stated that he was unclear on how to articulate what the improvements might be and that tangible personal property to use with the van and affixed to the van, with approval of improvements required from the Executive Director.

Motion was amended to: Appropriate $100,000 from Tourist Bureau budget with $70,000 allocated for the purchase of the van pursuant to the bid by Mercedes of $55,458, with remaining funds approved for additional affixed enhancements, subject to prior approval by the TDC Executive Director, and an additional $30,000 for the purchase of four 360 videos, and allow the Executive Director to pursue a contract amendment with Visit Jacksonville to increase the contract's maximum indebtedness by $100,000.

Motion, as amended, was approved 5-0.

XI. Visit Jacksonville Travel Plan Changes

Ms. Graning stated that the travel changes submitted by Visit Jacksonville were purely administrative, not strategic in nature, and recommended approval.

Motion (Boyer, Wilson 2nd): Approve travel changes. **Approved 5-0.**

XII. CVB Grant Approvals

Organization: SkillsUSA
Event: 2021 Florida State Leadership and Skills Conference
Event Dates: April 11-14, 2021
Total Award: $1,750 total award
Per room night amount: $1
Maximum Number of Room Nights: 1,750

Organization: SkillsUSA
Event: 2022 Florida State Leadership and Skills Conference
Event Dates: April 18-21, 2022
Total Award: $1,750 total award
Per room night amount: $1
Maximum Number of Room Nights: 1,750

Organization: SkillsUSA
Event: 2023 Florida State Leadership and Skills Conference
Event Dates: April 10-13, 2023
Total Award: $1,750 total award
Per room night amount: $1

Maximum Number of Room Nights: 1,750

Organization: Shakespeare Association of America
Event: 2022 Annual Conference
Event Dates: April 4-11, 2022
Total Award: $2,205 total award
Per room night amount: $1
Maximum Number of Room Nights: 2,205

Ms. Graning stated that the $1 per room night amount was a reflection of remaining funds. In response to a question from CM Boyer, Ms. Mitura clarified that these grants were awarded before the recent CVB legislation authorizing rollover of funds was passed.

Motion (Boyer, Wilson 2nd): Approve the CVB grants as submitted. **Approved 5-0**

XIII. Visit Jacksonville Quarterly Updates

Mr. Corrigan provided the Visit Jacksonville quarterly update. He stated that the March 2018 revenue numbers were $805,000 and March 2019 revenue numbers were $949,000; RevPAR growth was $5 per room over the previous year. Mr. Corrigan demonstrated an example of a product they had created in collaboration with SMG, highlighted THE PLAYERS FAM, and did an in-town FAM during the basketball championships. Room night production is trending at 63%, with 80% new business. Visit Jacksonville conducted an Atlanta sales mission in April with four hotels, made 48 client connections and two sales calls. They had two site visits May 9th and 10th. Will host Florida Society of Association Executives in July and Visit Jacksonville will host an opening reception on the first night. They have also created new maps, brochures, and videos for the various neighborhoods. The two kiosks have been installed, one at Beaches Visitors Center and one at Jacksonville Zoo. Jacksonville Symphony used the Downtown Visitors' Center during the last art walk, which increased traffic by 300. Visit Jacksonville agreed to provide details on the information for official contract compliance purposes.

The Visit Jacksonville app has launched on Apple and Android. CM Boyer stated she was excited to hear about the app. Ms. Mitura confirmed that the geofence historic walking tour was incorporated into the app and also that the art murals are incorporated into the app and they were working with the cultural council and Downtown Jax to build the Downtown Art Tour. In response to a question from CP Bowman, Ms. Mitura stated that the events in the app were the same as on the website and that Visit Jacksonville updated those.

XIV. Tuck'N Presentation/Demo

Ms. Stephanie Dale, CEO of Tuck'n, stated that her business was the only one of its kind in State of Florida. They operate in Avondale/Riverside, Springfield, Downtown, San Marco, and the Beaches and have the exclusive rights all the way to Alachua and Leon County. The vehicles are luxury 3-wheel vehicles with commercial batteries and fit six people each. They have heated seats and a fan system for summer. They have been operating downtown for over a month. They are based on tourism format and give historical and brewery tours, are starting foodie tours, and have been given approval to be the Riverside/Avondale official tour. They also provide private customizable events, act as wedding or hotel shuttle providers, are looking at creating an app. In response to a question from CM Boyer, Ms. Dale

said that they currently had four vehicles. Cm Boyer suggested she reach out to Ms. Graning and have her connect her with SMG so she can get details on the Civil Rights and other tours.

XV. Other Business

CP Bowman made a presentation to CM Boyer to recognize and thank her for her dedicated service to the TDC.

CP Bowman also stated that a TDC board seat remains open and that the position to be filled was a broad category and suggested that recommendations for filling the seat would be welcomed.

XVI. Public Comments

One public comment on the AirBnB legislation was turned in, but the individual departed before the final comment period.

XVII. Closing Comments

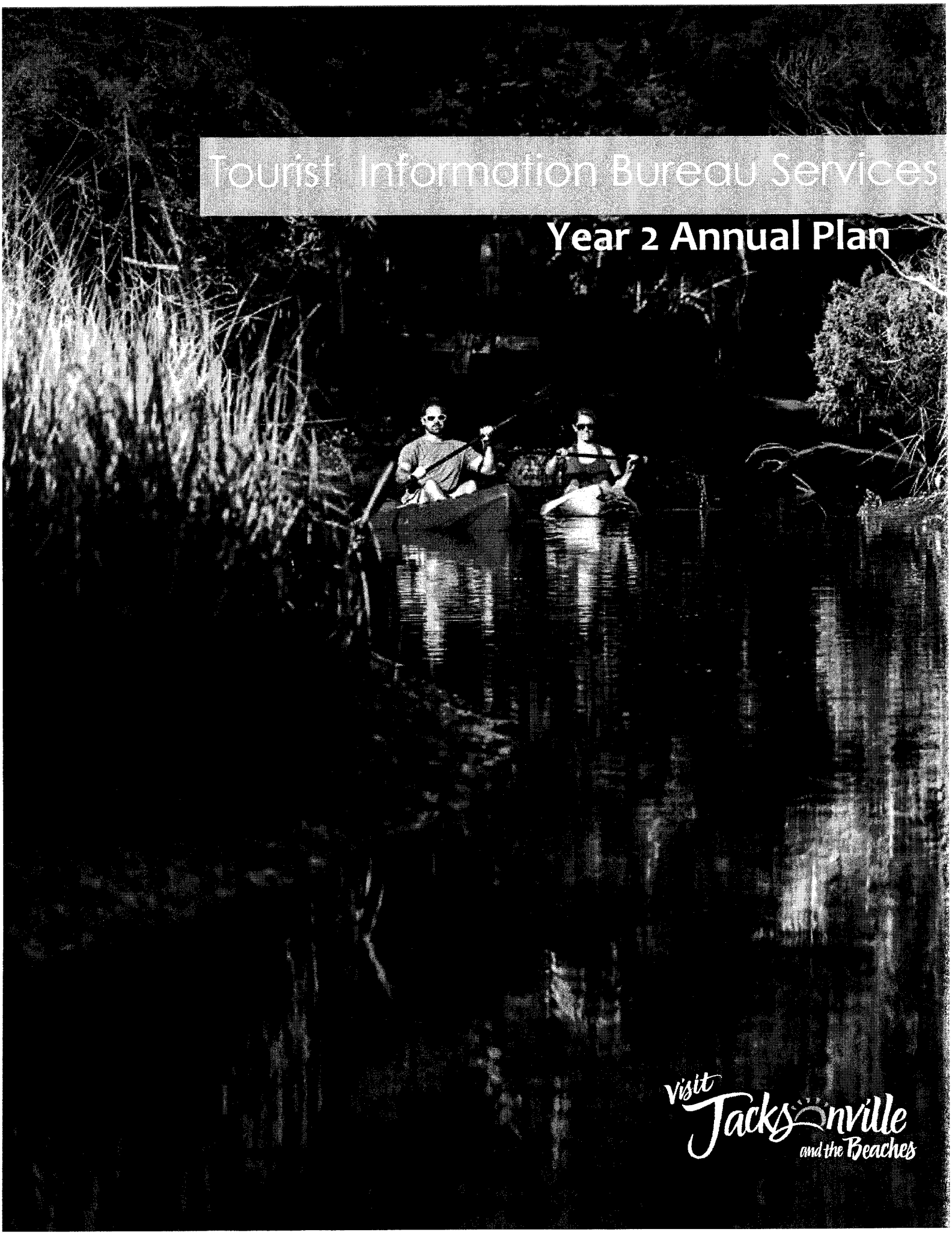
- Next Meeting – June 13, 2019

XVIII. Adjourn

*****Other Items may be added or deferred at discretion of the Chair. *****

Tourist Information Bureau Services

Year 2 Annual Plan



Visit Jacksonville and the Beaches

TOURIST INFORMATION BUREAU SERVICES

ANNUAL PLAN YEAR 2

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 will operate and staff the City's Tourist 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

EXECUTIVE SUMMARY

2017-2018 has been a year of discovery for our tourist information bureau efforts. Opening the new fully staffed Beaches Visitor Center provided a wonderful opportunity to be much more engaged in the beaches area. We hired new staff that resides in the area and have developed a strong bond with the Beaches Museum & History Park. We participated in the *Opening of the Beaches Parade* to make locals and visitors more aware that we are open. Though our initial traffic was slow, we are seeing improved visitation numbers and know that once there is more awareness of our center we will see traffic numbers increase.

Our efforts for comprehensive listings have been a wonderful undertaking, introducing us to new businesses throughout the city. It is challenging to keep up with all the new business, but even more so to keep track of those that have closed or moved locations. Our staff is diligent in our efforts to keep our database as up to date as possible and work daily to make updates and changes. We would like to purchase 1 to 2 laptops for the Beaches Visitor Center to enable staff there to help in our efforts to keep data current; which currently they are not able to do.

Our visitor centers have been acquiring new brochures all year long. The key to success here has been educating the businesses on the demand and having them plan to keep us in the loop when brochures change. We still feel there are many businesses not taking advantage of the opportunity and will pursue additional efforts in year 2 in this area.

Overall, our staff is better trained than ever, more enthusiastic about Jacksonville and the Beaches and excited to give the best possible experience to every visitor that walks through our doors. Several individual team members have been recognized for going above and beyond this year. One team member was recognized for her efforts with a ROSE (Recognition of Service Excellence) Award in February. Another team member received an outstanding thank you from a satisfied visitor who was thrilled with the one-on-one attention and said that this team member's efforts had made her trip. Another team member has been recognized by the Aviation Authority three times in 2018 for going "above and beyond" to help individual visitors.

We are excited about adding a mobile visitor center and believe it will prove well worth the investment. The new mobile center will also add a new employee to staff this endeavor.

With no expected slowdowns, 2018-2019 looks to be another successful year for tourism to Jacksonville. In the following Year 2 Plan you will find the individual strategies and tactics for this next fiscal year, which align with the 3-Year Comprehensive Plan that was approved in January 2018.

Note: Bold, italic font throughout document represents additional items due to amendments to the plan by TDC at the meeting on August 9, 2018.

Annual Metrics

2017-2018 Metrics Results (Individual FY Visitor Center Traffic thru 8 months)

Visitor Center	FYTD Total In-person visitors	17-18 Annual Goal In-person Visitors	% to Annual Goal
Airport	125,192	157,299	79.6%
Beaches (2 ½ months of data)	1,157	15,000* (Requesting this change to 5,000)	7.7%
Downtown	19,452	27,195	72%
VISIT FLORIDA	94,204	108,968	86.5%
TOTAL:	**240,005**	**308,462**	**77.9%**

Tourist Bureau Metrics	FYTD
Website/Phone interactions	9,811
Businesses added to database/visitjacksonville.com listings	204
Total visitor magazines distributed	22,231
Total referrals to tourism businesses from visitor center employees	610,178

*After two and ½ months, the Beaches Visitor Center traffic is still lower than anticipated. We have increased awareness efforts within the beaches communities by having meetings with local businesses, calling them weekly to remind them we are open, speaking at beaches community events, participating in the opening of the Beaches Parade and adding portable signage on the grounds of the Beaches Museum & History Park. We are creating a short video to share via social media and our website to hopefully push more traffic to the center. We anticipate at best this center will only hit 5,000 visitors for FY 2017-2018; however, overall, total visitors to all centers should exceed the mark. We propose the 2018-2019 goal to be 10,000 overall visitors to the Beaches Center based on annualization of actual to date.

Visit Jacksonville will provide any year 1 deliverables not delivered by the end of the contract year to TDC no later than November 30, 2018 utilizing the funding approved in year 1.

Proposed 2018-2019 Annual Metrics (*Goal Numbers will be inserted once we complete the fiscal year)

- ***Performance measurement period for Year 2 will run from October 1, 2018 through September 30, 2019.***
- An annual 5% increase in the total visitors to each individual visitor center (*based on final 2017-2018 numbers). ***The Beaches Visitor Center will have a Year 2 goal of 10,000 visitors; however, the collective total increase for year 2 for all centers will increase by 5%.***
- NEW! Interact with 30,000 visitors through a Mobile Visitor Center.
- 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

Year 2 Annual Plan, 2018-2019

This is the Year 2 Annual Plan for 2018-2019 fiscal year. This document follows the 3-Year Comprehensive Plan for the Tourist Information Bureau. The following are the specific, detailed Year 2 strategies related to the Plan.

There will be three Official Visit Jacksonville Visitor Centers

Downtown Visitor Center

The Downtown Visitor Center will be in our current location on Laura St. For now, the Laura St. Center is in an excellent location offering visitors a center within one-mile of I-95. 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.

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

Year 2 Goals

Visit Jacksonville's lease in the current downtown location will expire in the year 2020. The Tourist Development Council is spearheading the effort for the location of the new downtown center and Visit Jacksonville will cooperate and support these plans.

Beaches Visitor Center

Visit Jacksonville will continue our partnership with the Beaches Museum & History Park for our Beaches Visitor Center.

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.

Year 2 Goals

We will promote the new center through the following activities:

1. Increased signage (permanent as well as temporary)
2. Increased communication with the area businesses
3. Increased presence at local events in order to draw visitors in since they are not accustomed to a staffed center in the area.

Airport Visitor Center

Visit Jacksonville maintains 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). 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.

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

Year 2 Goals

1. Visit Jacksonville plans to work with the Jacksonville Aviation Authority to enhance the signage directing visitors to this location.
2. We will also work on a long-term plan to enhance this center with more enticing features for visitors. We have commenced this effort by meeting with the Jacksonville Aviation Authority leadership and they have agreed to partner on improvements. We will regularly meet with Aviation Authority leadership in Year 2 to complete the renovation project in this year.
3. We will offer more enhanced video and digital experiences with less emphasis on printed collateral.

Ongoing Efforts from Year 1:

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 the destination. 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 perfect to promote to visitors who don't already have a set plan for their trip.

Visit Jacksonville will encourage local businesses, specifically those with a direct start in Jacksonville such as Firehouse Subs, Salt Life, as well as specialty and shops located only in Jacksonville, 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.

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

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 regularly makes calls to Jacksonville hotels to book rooms for visitors that had not planned on staying in Jacksonville.

360 Videos

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 what they have seen in the video and all the local businesses that can provide the experiences.

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

Year 1 of the contract will see the completion of 4 of these videos. Current proposed videos include:

(1) Hiking: Theodore Roosevelt area of the Timucuan National Ecological Preserve.

(2) Fishing: An offshore as well as inshore excursion to highlight all that Jacksonville has to offer.

(3) River Taxi Tour: Science & History tour or sunset river cruise

(4) Surfing: Film a surfing class or local surf camp

Tactic

We will add four additional videos during Year 2 and will broaden the content to include at least 1 video focusing on the arts, 1 on sporting events (possibly to include golf) and 1 on family attractions (such as the Jacksonville Zoo and Gardens).

Continuation of Unstaffed Kiosks Efforts

Visit Jacksonville will work to ensure that the 3 all-weather kiosks agreed to in Year 1 are procured prior to September 30, 2018 (barring any purchasing constraints with the City). We will base the decision to purchase additional kiosks beyond the original 3 using results from implementation of the first kiosks.

Wayfinding Signage

Visit Jacksonville was not able to complete the deliverable of establishing signage in Year 1 as stated in our plan partially due to a change of leadership in the organization. Our current CEO plans to meet with political leadership of Jacksonville Beach and develop a plan to partner with them to place signage directing to the Beaches Visitor Center in Year 2. Councilwoman Boyer has agreed to assist with coordination with the Florida Department of Transportation to plan additional signage once the new location proposed at the Times-Union Center is constructed.

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 15 part-time and full-time team members who are already vetted and trained. To staff the new mobile visitor center, there will be one additional staff member added.

Visit Jacksonville will follow the hiring policy, background checks, orientations, and ongoing training program outlined in the 3-Year Comprehensive Plan.

Comprehensive Listings and Assembly of Information

The tourism business database will be managed in-house again in Year 2. New businesses are discovered, contacted and added daily to help reach our goal of always having an all-inclusive tourism industry database. There are currently 2,167 listing/businesses included. 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.

In 2017-2018 we have done the following clean-up efforts to make our database as accurate and as user-friendly as possible:

- Added 216 total businesses from 10/1-6/30/17 to include: 118 Restaurants/Nightlife; 5 meeting places; 14 Convention services (speakers, planning assistance, decorators, etc); 12 Transportation (car services, rentals, Frontier Airlines); 5 Where to Stay (RV park, new hotel about to open, longer term temp rentals); 62 Things to Do

- Simplified the Things to Do search (added more) categories in some cases to make it easier for a visitor to find the "things to do" they are searching for. For instance, added categories for Library, Movie Theaters, Dog Parks (separate from Parks), Bowling, etc.
- Simplified the categories for Hotel search functions. The original terms were Focused Select Terms, Upper Midscale Chains, Other Accommodations, Midscale Hotels, Luxury Chains, etc. The new category is "Where to Stay-Hotels/Motels". This process was done for other Where to Stay which now has the B&B/Rentals/Temp Housing in one place and then Campsites/RV in another.
- Reviewed what search terms are used for Convention Meetings/Groups and Services for groups and made sure these categories were available on our site. Removed categories planners/visitors are not looking for to provide the best user experience on the meetings pages site. Reviewed other DMO websites that have high convention business to research new terms and search/page ideas.
- Added a secondary search feature for cuisine type for Restaurants, so it could be classified as Pizza and Italian for instance, or Breakfast and American to make it easier for visitors to find what they are looking for.

Year 2 Goals

For Year 2, we will monitor, search and update to ensure that our database stays current and is relevant for visitors. This is an ongoing effort through all years of the contract.

Tactic

We will develop 8 new tour itineraries (4 geographic based and 4 subject matter based) to be provided to marketing for publication in various forms.

Assembly of Available Information

We are constantly working to gather new information. This year the visitor center team put together a plan to request information from area businesses in February of 2018. They mailed, emailed and called over 2000 area businesses requesting brochures, information and contacts. They received responses from about 100 local businesses with about 20 of those choosing to share their brochures for distribution in our visitor centers.

This year several new brochures and pieces of content were researched by the Tourist Bureau Team and shared with the marketing team to develop new collateral. This research included:

- New overall destination map
- Top Nationals, State and City Parks – including map
- Fishing – types and guides
- Museums – including map
- Top restaurants to dock your boat and eat at – including map

Year 2 Goals

In 2018-2019, new research will include:

- Ongoing park research

- Beach experiences in each beach town – unique things to do
- Most popular fishing charters
- Jacksonville's best watersports & related tours
- Trampoline Parks
- Restaurants – new, changed and closed
- Craft Cocktail Bars
- Farmer's Markets

We are in the process of requesting 1-2 additional laptops for the Beaches visitor staff so that they can also help in these research efforts.

Tactic

We will develop 3 hiking/biking routes in the City of Jacksonville in year 2.

NEW! for Year 2

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 going to where they are! A mobile visitor center will be used daily in different neighborhoods and areas of the city and on the weekends based on what is happening in the city. This vehicle will also be used at special events and conferences. 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!

The vision is of a branded vehicle moving around to different neighborhoods throughout the week and weekends. It can 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 it will be parked outside of the Convention Center or at a nearby hotel. The vehicle will have a staff member to provide dining options or entertainment ideas. It will also be used for promotional efforts at festivals around the state to promote visitors to consider Jacksonville for future trips.

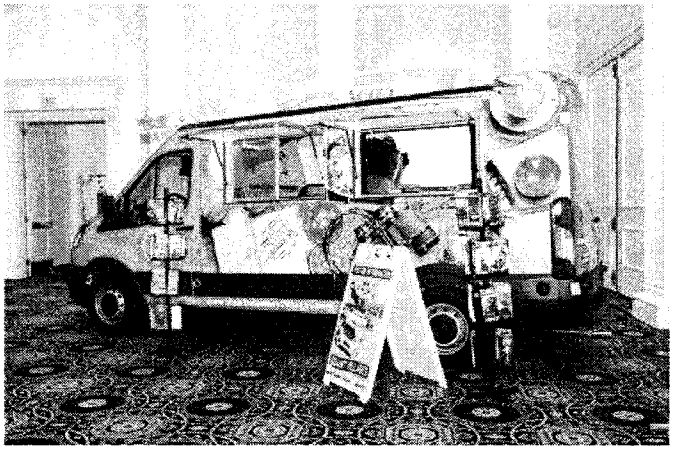
Some of the features the vehicle could have include:

- The vehicle will be wrapped with Visit Jacksonville signage/graphics.
- A screen that plays videos of Jacksonville and things to do
- 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, and include mobile racks for nicer weather
- A large map of the area showing local attractions
- Consideration will be given to a retractable awning and an outside table and chairs
- While the vehicle is closed it still provides the perfect opportunity to market Jacksonville with the branded wrap on the outside as well as our website/social media information

This visitor center would have new dedicated staff members. To start this mobile center, we will be looking for staff members who are not only experts on the city's attractions, dining, nightlife, and things to do, but will be flexible to work hours that include nights and weekends. We expect to interact with 30,000 visitors in the first year using the vehicle. Estimated cost of $75,000 (includes wrapping and supplies). This project will be pending approval by TDC of capital funding.

Visit Jacksonville will present an operating budget for staffing, fuel, vehicle maintenance, etc. for the current and future years by November 2018; if this project proves not feasible based on this requirement, Visit Jacksonville will provide an alternate service level enhancement at the January TDC meeting.

We have included some photos as examples of similar vehicles.



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 Vis Jacksonville by $400,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $765,611.00.

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo and Previous Awards

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

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

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

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 9/20/18

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 25 SEP 2018

APPROVED ✓ 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

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 5 MEMBERS DISAPPROVING Ø DATE: 4/26/18

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 4/30/18

APPROVED ✓ 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

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 L 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

KIND 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. Eichner
[illegible]
James R. McCain
Daniel Cohen

ACTION OF AWARDING AUTHORITY DATE 12/4/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Anna Lopez Brosche

ESC-0575-17		AWARD AMOUI	AMENDMENT	TOTAL	
	12/4/2017				Interview
	12/12/2017	$ 236,250.00		$ 236,250.00	Award
	2/22/2018		$ 29,361.00	$ 265,611.00	Increase
	4/30/2018		$ 100,000.00	$ 365,611.00	Increase
	9/25/2018		$ 400,000.00	$ 765,611.00	Increase
Pending			$ 100,000.00	$ 865,611.00	Increase

QWS3270X 5/20/2019 4:12 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 05/20/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 4:11 PM

FISCAL MO/YEAR : 08 2019 CURRENCY CODE :
INDEX CODE : CCTD132TB TDC TOURIST BUREAU
SUBOBJECT : 04904 TRUST FUND AUTHORIZED EXPENDITURES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	MAY 2019	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	500,000.00	500,000.00
EXPENDITURES	.00	225,084.38	225,084.38
ENCUMBRANCES	.00	174,915.62	174,915.62
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	100,000.00	100,000.00

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

G014 - RECORD FOUND