

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, February 22, 2024, 10:00 a.m.

City Hall – Lynwood Roberts Room

TDC Members: City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair) (*excused*), City Council Member Terrance Freeman, Jitan Kuverji (*excused*), Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh (*excused*), Michael Hitt

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), Reece Wilson (Office of General Counsel)

I. Call to Order and Welcome

Chair Salem

The meeting was called to order by Chairman Salem at 10:04 a.m. and the attendees introduced themselves for the record. The Chair announced that Council Vice President Randy White and Board Members Jitan Kuverji and Mark VanLoh had excused absences. Council President Salem welcomed back City Council Member Terrance Freeman and congratulated Michael Hitt for his appointment to the TDC. The Chair allowed Mr. Hitt a minute to introduce himself and share his experience in the hospitality industry with the board.

II. Public Comments Including Action Items

Chair Salem

Public Comments: *None*

III. Approval of Minutes

Chair Salem

The minutes of the December 14, 2023 Regular TDC meeting were **approved unanimously as distributed**.

IV. Airstream Ventures 2024 Southeast Flag Football Championships Contract Amendment

Lane Teitelbaum

Mr. Salem introduced Lane Teitelbaum with Airstream Ventures and Mr. Teitelbaum explained his contract amendment request to the board. Airstream Ventures would like to reschedule the 2024 Southeast Flag Football Championships from February 10 – 11, 2024 to May 18 – 19, 2024. The request also changes the venue from Fort Family Regional Park to Trinity Baptist College. This will bring the event more opportunities to attract larger crowds and more teams to play in the games.

Motion (Freeman / 2nd Thompson): Approve amending the Airstream Ventures event grant contract to change the date and venue for the 2024 Southeast Flag Football Championships to May 18 – 19, 2024 at Trinity Baptist College.

Councilman Freeman asked if the flag football organization working with Airstream for this event, USA Flag, is affiliated with the USA Flag Football team associated with the new Olympics team. Since that isn't happening till 2028, Mr. Teitelbaum explained that no one group has been sanctioned yet and it is still in its preliminary stages. Additionally, Councilman Freeman asked if the USA Flag group was affiliated with the NFL, to which Mr. Teitelbaum answered no.

The motion was **approved unanimously**.

V. 2023 TaxSlayer Gator Bowl Recap

Greg McGarity

The Chair reminded the board that the TDC provides a multiyear grant to the TaxSlayer Gator Bowl. This year they were eligible for up to \$360,000 for the game that was held on December 29, 2023 between Kentucky and Clemson. There are two years remaining on the multiyear grant contract. Council President Salem introduced Greg McGarity, President/CEO of TaxSlayer Gator Bowl, and he provided a recap of the event.

Mr. McGarity explained that the 2023 TaxSlayer Gator Bowl was a huge success. Over 40,000 people attended the game and the television ratings were near 3.5 million. More than 63% of ticket purchases came from 150 miles from Jacksonville. He finished his recap by giving the total direct sales from the event which was just shy of \$9.5 million.

Councilman Freeman requested that Mr. McGarity work to improve the process in which the TaxSlayer Gator Bowl hosts the City Council and other city officials during the event and give greater notice in advance of such plans.

VI. 2024 The Player Championship Preview

Lee Smith

The Chair explained that the TDC also provides a multiyear grant to The Players Championship. This year they are eligible for up to \$300,000 for the tournament that will be held in just 2 ½ weeks. This is the last year of the multiyear grant contract. Council President Salem introduced the executive director of The Players Championship, Lee Smith, to provide a preview of this year's event which will be celebrating 50 years.

Mr. Smith gave a high level overview of the marketing efforts for The Players Championship. He thanked the board for their support for this great event that has a \$240 million economic impact for Northeast Florida. Mr. Smith continued to share 2023 data and talked about their expansion for the 2024 event.

Chair Salem asked if Tiger Woods will attend The Players Championship. Mr. Smith answered that he is hopeful that he will and there should be an announcement about it soon.

Councilmember Freeman talked about the status of other golfing events and projections moving forward. He asked Mr. Smith about the impact of competition and how it impacts the dollars the TDC invests in the event. Mr. Lee explained that the 2024 event will not see much of a difference in the impact it has on the region. He continued by saying that the projections for 2024 and 2025 are much better and improved than what has been done in the past.

Ms. Philips suggested an expansion of the shuttle service to The Players Championship outside of the downtown area. Mr. Corrigan, CEO of Visit Jacksonville, said his team is working on expanding shuttle services to the event with the resources they have. Chair Salem expressed that traffic will always be an issue with such a large event.

VII. Strategic Market Analysis Update

Carol Brock

The Chair asked Ms. Brock to give a brief update on the Strategic Market Analysis being done in collaboration with the TDC, Visit Jacksonville, and Downs & St. Germain Research. She shared that Downs & St. Germain Research has conducted many one-on-one interviews with the TDC board members and thanked those people for their time. She explained that they are about halfway through the analysis and when it is complete Downs & St. Germain Research will return to give a full presentation.

VIII. Visit Jacksonville Update

Michael Corrigan

The Chair introduced Michael Corrigan, CEO of Visit Jacksonville, to give the Visit Jacksonville update as required by their contract with the TDC.

Mr. Corrigan shared the Quarter One statistics of all they have done to promote Jacksonville as a tourist destination and place to visit. He updated the board that the Visit Jacksonville attended the FRLA Northeast Florida ROSE Awards, which recognizes the front line hospitality workers throughout the region. Out of the 118 nominees, Visit Jacksonville did a prize drawing for one individual to win \$1,500. He encouraged all to attend next year's event. He continued with his update that the tourism ambassador program Visit Jacksonville recently launched has expanded with over 100 individuals becoming tourism ambassadors. Another program expanding this year is the Visit Jacksonville Explorers Program, which began at just the beaches area but it is now going community wide.

Additionally, Mr. Corrigan discussed how Visit Jacksonville will respond if there is a closure of the football stadium during its upgrades. With the potential loss of hotel rooms, it is the goal of Visit Jacksonville to create and find new events to host in the city to fill this gap. The recent \$1.5 million increase in sports tourism funding will greatly help this endeavor. They have already increased their sports effort in bidding out for many NCAA championship events. Their previous record was 2, now it has increased to 16 total bids. He updated the board on some of the various sport events that are coming up, such as the 2024 AAU Track & Field Primary Nationals and Club Championship.

Councilman Freeman expressed his support of this funding and wants to be involved in any way he can on this new sports initiative.

The Chair was proud to say the City Council unanimously supported his bill to increase the Visit Jacksonville sports tourism contract by \$1.5M. He shared that the enthusiasm has been felt throughout the community. Now, the TDC must approve the overall budget related to those funds and the chair asked Mr. Corrigan to present this budget.

Mr. Corrigan then presented the budget for the \$1.5 million in funding for sports tourism using the current categories in the contract.

Motion (Freeman / 2nd Thompson): Approve the Sports Tourism Initiative budget items for the \$1,500,000 increase as presented by Visit Jacksonville. Any budgetary changes to the line items in excess of 20% of each line item will be approved by TDC as outlined in the contract. – **approved unanimously.**

IX. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending January 2024 were \$10,662,421.78, a 3.09% increase over the 12 months ending January 2023. Revenue for

January 2024 was \$3,219,615.09, down 0.03% from the same month in 2023. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$195,778.36.

Mr. Peterson reviewed the budgetary balances as of January remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$27,114.00; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$421,726.30; Planning and Research - \$150,000; Event Grants - \$1,263,020; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,902.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$973,820; TDC Administration - \$232,824.54; and the Special Revenue Fund - \$32,767.50.

X. New Business, Closing Comments, and Adjournment Chair Salem

In closing, Council President Salem reminded the members that the next regular meeting will be on April 25, 2024 in the Lynwood Roberts Room of Jacksonville City Hall. Ms. Brock alerted the board of some upcoming items that will be presented to the board in the April meeting.

The meeting was adjourned at 10:59 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

These minutes were approved at the TDC Regular Board meeting on April 25, 2024.



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, February 22, 2024, 10:00 a.m.



Attendance Record Sign-In Sheet

PRINT NAME	SIGNATURE
CP Ron Salem, TDC Chair	
CVP Randy White, TDC Vice Chair	
CM Terrance Freeman	
Mark VanLoh, TDC Member	
Jitan Kuverji, TDC Member	
Angela Phillips, TDC Member	
Dennis Chan, TDC Member	
Dennis Thompson, TDC Member	
Michael Hitt, TDC Member	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Reece Wilson, OGC	