



**April 25, 2024**  
**Agenda & Meeting Materials**

## Agenda

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA**

**Thursday, April 25, 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), City Council Member Terrance Freeman, Jitan Kuverji (*excused*), Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt

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

- |   |                  |
|---|------------------|
| I. Welcome and Call to Order  | Chair Salem      |
| II. Public Comments Including Action Items                              | Chair Salem      |
| III. Approval of Minutes*   | Chair Salem      |
| • February 22, 2024 – TDC Regular Board Meeting                         |                  |
| IV. Florida Restaurant & Lodging Association Legislative Session Update | Nicole Chapman   |
| V. TDC FY 2024-2025 Budget*   | Carol Brock      |
| VI. Equestrian Center Update  | Tim Jones        |
| VII. Jacksonville Film and Television Office Overview                   | Todd Roobin      |
| VIII. Visit Jacksonville Update   | Michael Corrigan |
| • Quarterly Report  |                  |
| • Budget Reallocation Request*  |                  |
| • UK Marketing Sponsorship Proposal*                                    |                  |
| IX. Financial Report  | Phillip Peterson |
| X. Closing Comments and Adjournment                                     | Chair Salem      |

**\* Denotes motion needed**

**Informational Material Included in Meeting Packet:**

- 2015 – 2024 Monthly Trends (Occupancy, ADR, TDC Revenue Data)
- Florida First Coast of Golf Update and FY 24-25 Budget Proposal

**Next Meeting: Thursday, June 6, 2024, 10:00 a.m., City Hall – Lynwood Roberts Room**

## Meeting Minutes

## 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 / 2<sup>nd</sup> 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 / 2<sup>nd</sup> 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*

DRAFT

# TDC FY 2024-2025 Budget



## Duval County Tourist Development Council Budget

CATEGORY	APPROVED FY 23-24 BUDGET	PROPOSED FY 24-25 BUDGET
<b>REVENUE</b>		
TDT Revenue as Projected by Budget Office	\$10,940,075	\$10,940,075
Transfer from Fund Balance	\$0	\$0
Interest	\$148,458	\$148,458
<b>TOTAL REVENUE</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
<b>EXPENSES</b>		
<b>Administration</b>	<b>\$301,250</b>	<b>\$314,039</b>
Salaries	\$165,171	\$176,912
Pension & Defined Contribution Costs	\$19,013	\$21,192
Employer Provided Benefits	\$26,823	\$26,997
Internal Services Charges	\$52,152	\$51,827
Insurance Costs & Premiums	\$748	\$767
Professional Services & Contractual Services	\$501	\$2
Other Operating Services	\$17,180	\$16,680
Professional Development & Training & Travel	\$1,750	\$1,750
Indirect Costs	\$17,912	\$17,912
<b>Destination Experience</b>	<b>\$1,249,694</b>	<b>\$1,385,817</b>
Visit Jax Contract*	\$1,222,130	\$1,355,256
STR & CoStar Subscriptions	\$27,564	\$30,561
<b>Marketing Services</b>	<b>\$4,543,525</b>	<b>\$4,632,956</b>
Visit Jax Contract*	\$4,370,725	\$4,452,956
FL First Coast Golf Contract	\$172,800	\$180,000
<b>Convention &amp; Group Sales</b>	<b>\$1,664,747</b>	<b>\$1,685,391</b>
Visit Jax Contract*	\$1,304,747	\$1,355,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$360,000	\$330,000
<b>Visit Jax Convention Grants, Sponsorships, Promotions Contract*</b>	<b>\$290,000</b>	<b>\$600,000</b>
<b>Planning &amp; Research</b>	<b>\$150,000</b>	<b>\$100,000</b>
<b>Event Grants</b>	<b>\$1,441,250</b>	<b>\$1,329,875</b>
Special Event Grants	\$850,000	\$900,000
ASA - Super Girl Surf Pro	\$231,250	\$221,875
PGA Tour - The Players	\$300,000	\$0
UNF - FHSAA T & F Championships	\$50,000	\$50,000
Green Mustard - WasabiCon	\$10,000	\$8,000
UNF - NCAA T & F East Preliminary	\$0	\$150,000
<b>Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract</b>	<b>\$1</b>	<b>\$8,600</b>
<b>Development</b>	<b>\$250,000</b>	<b>\$1</b>
<b>Contingency</b>	<b>\$250,000</b>	<b>\$250,000</b>
<b>Unallocated (Remaining to Spend)</b>	<b>\$948,066</b>	<b>\$781,854</b>
<b>TOTAL EXPENSES</b>	<b>\$11,088,533</b>	<b>\$11,088,533</b>
* Total Visit Jax Contract - \$7,763,603		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		

## Jacksonville Film and Television Office Overview

Since tracking started in 2005...

**\$68 Million**

**Direct Local Economic Impact**



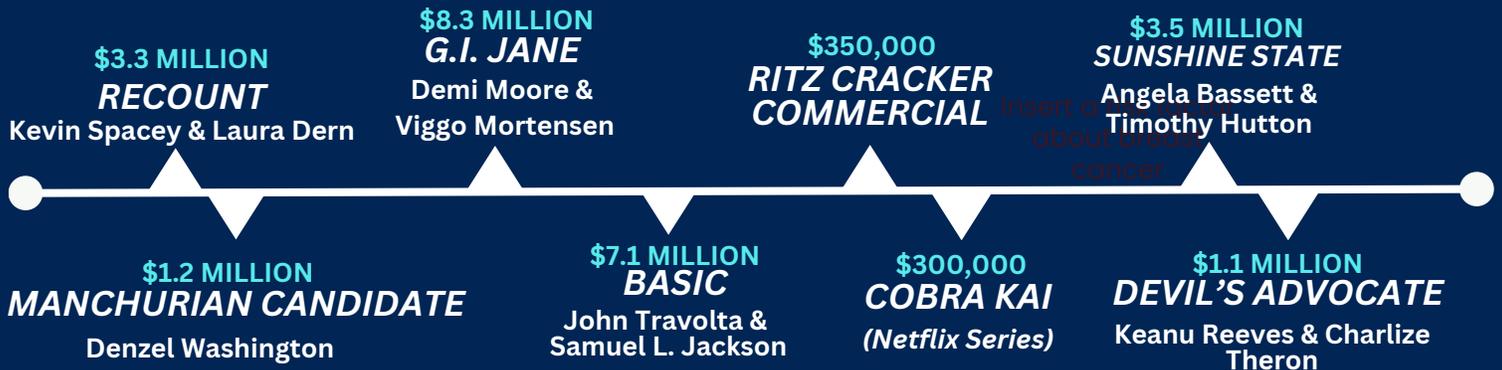
**\$175 Million with Industry Multiplier**

**25,700**

**Jobs Created**



# 1,604 PERMITTED PRODUCTIONS



**Hotel Room Nights**

**80,000+**



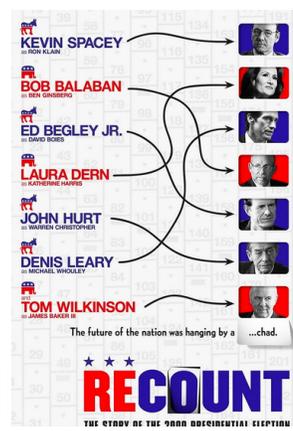
**Average Annual Wage  
FL Film & TV Industry\***

**\$87K**



\*2022

Projects consist of feature films, cable/network television programs/series, national commercials, still photography productions, broadcasted sporting events, etc.



## ESTABLISHED IN 1981

The Jacksonville Film & Television Office is a division of Economic Development. The office strives to have a **significant impact on Jacksonville's economy** in job creation and retention by **actively marketing and attracting new film, television, and commercial businesses** to the area.

**1 of 72 Film Commissioners in the State of Florida**

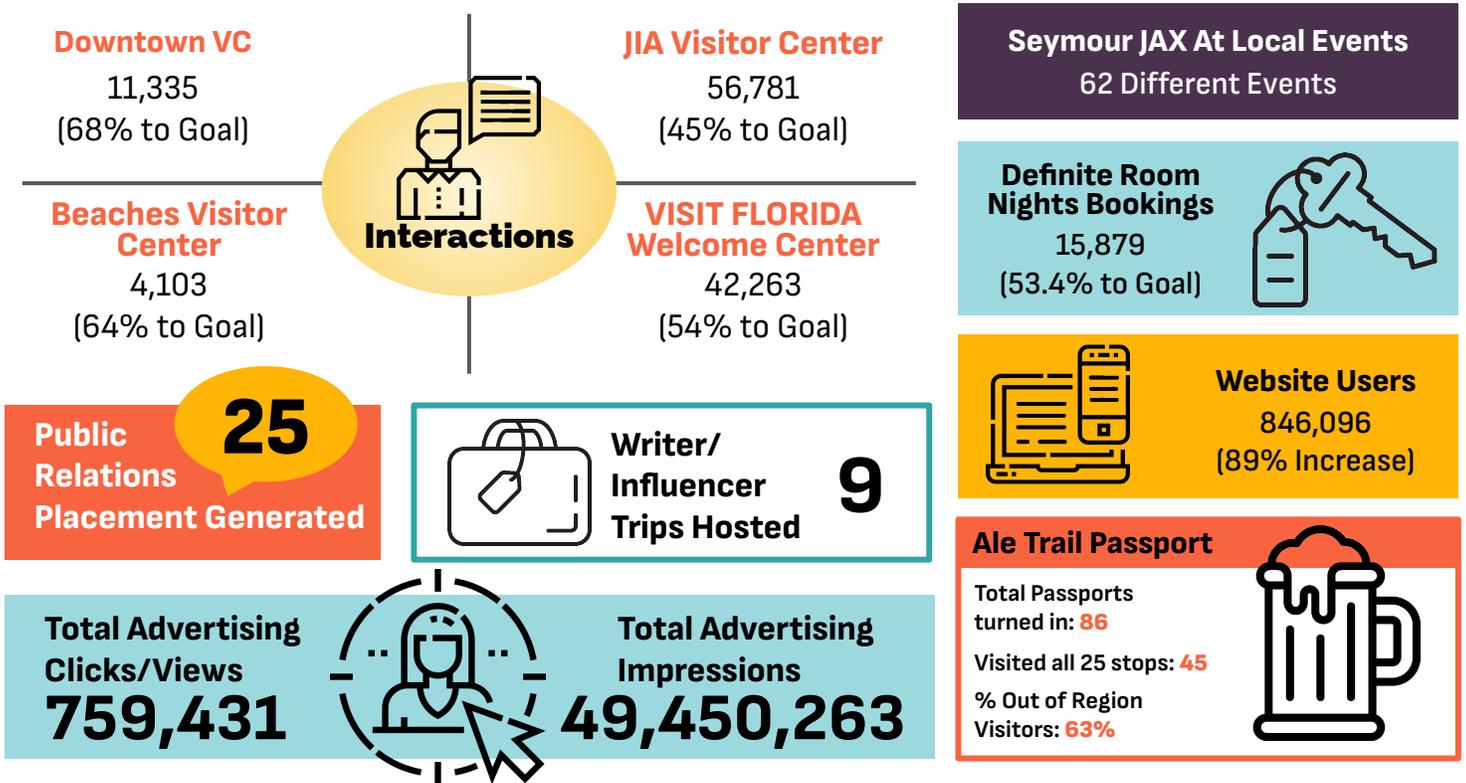
## WHAT DOES THE OFFICE DO?

The Jacksonville Film & Television Office assists local and visiting productions with facilitating permits, provides preliminary location scouting, and engages the local workforce and vendor resources.

**The Film Office serves as the liaison between the city, production company, and the location production industry.**

## Visit Jacksonville Update

# Visit Jacksonville Q2 Stats



## Quarterly Highlights:

- Submitted 14 Bids to host NCAA Championships during School Year 2026/2027 and 2027/2028
- Held multiple Tourism Ambassador Trainings, educating 74 community members on Jacksonville tourism.
- Hosted two Explorers Events – Trivia Night at Engine 15, Ice Skating at Community First Igloo
- Took Seymour Jax on the Road twice, events in Tifton, GA and Homosassa, FL
- Partnered with JSO to celebrate National Law Enforcement Appreciation Day
- Secured top media placements in: Travel & Leisure, Southern Living, USA TODAY, Weekand, Garden & Gun and AAA.
- Attended the International Media Meetup in NYC and had meeting with 22 writers and content creators.

Check out the Flip Side for more!



# Visit Jacksonville Q2 Report

## Quarterly Highlights:

- Added a new Enhanced Accessibility Toolbar to visitjacksonville.com, offering options for visitors with all level of abilities and over 100 different languages.
- Created and added web content on Group Volunteer opportunities, Jax Coffee & Donuts Trail, Health & Wellness, Patio Dining in Jacksonville, Jacksonville's hidden Gem: The Eastside.
- Completed Q2 Training of Riverside Avondale
- Completed Q2 iDSS database cleansing project focusing on Hotel Contacts
- Received 5 post-event surveys with an average score of 4.8/5
- Enhanced the Meeting Planner Toolkit by adding new Volunteer and Health & Wellness sections
- Created all new video ads
- Held multiple video and photo shoots, hired photographers and videographers to collect content at local events and venues
- Ran Trip Worthy Event ads for 6 events
- Launched the digital check in version of the Jax Ale Trail
- Enhanced the Meetings section of the website, adding both a venue search feature and online floor plans of top meeting/convention spaces
- Hosted a visit Jacksonville Insider Meetup at Sweet Pete's
- Issued 134 Leads for future business
- Conducted 12 site visits
- Attended 4 National and Regional Tradeshows
- Added 165 new client contacts to database
- Held Neighborhood Hotel Partner meetings for Downtown, Beaches and Airport properties





VisitJacksonville.com

100 N. Laura St., Suite 120

Jacksonville, Florida 32202

800.733.2668

**TO:** TDC Members  
**CC:** Carol Brock, TDC Executive Director  
**FROM:** Michael Corrigan, Visit Jacksonville President  
**DATE:** 4/25/2024  
**SUBJECT:** FY 23-24 Budgetary Reallocation Request

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Per Visit Jacksonville's contract with the City of Jacksonville, we may budgetarily exceed line items on an expense by up to 10%; however, any shifts in amounts needed larger than 10% must be brought before TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances higher than anticipated in a couple of categories as detailed below. The total budget for Visit Jacksonville for FY 2023-24 remains the same and these are just shifts between line items to account for those areas where costs have been higher than anticipated.

**Marketing:**

Visit Jacksonville would like to request a reallocation of \$14,000 as follows:

- Decrease **Collateral Leisure Printing** budget by \$14,000 from \$54,000 to \$40,000.
- Increase **Promotional Items** budget by \$14,000 from \$20,000 to \$34,000.

**Convention Sales:**

Visit Jacksonville would like to request a reallocation of \$85,000 as follows:

- Decrease **Tradeshaw Registration Fees** budget by \$10,000 from \$91,195 to \$81,195.
- Increase **Tradeshaw Booth Shipping/Supplies** budget by \$10,000 from \$18,000 to \$28,000.
- Decrease **Convention Sponsorships** budget by \$75,000 from \$125,000 to \$50,000.
- Increase **Convention Grants** budget by \$75,000 from \$100,000 to \$175,000.



# UK Marketing Sponsorship Proposal



Jacksonville's annual Jaguars games in London provides a unique opportunity to enhance tourism from the UK. These events garner substantial media attention, positioning Jacksonville favorably among UK sports enthusiasts.

Our marketing strategy will focus on Jacksonville's key attractions such as beaches, golf courses, craft beer and cultural experiences, aligning with the preferences of UK travelers who seek destinations offering relaxation and recreation.

This targeted approach will cater to couples, and solo international travelers who stay longer and spend more, showcasing Jacksonville as a versatile holiday destination.

To optimize our effectiveness, the proposed marketing sponsorship will include:

- Targeted advertising leading up to and during the NFL games in London that showcases Jacksonville's lifestyle and leisure activities
- Collaborations with UK-based travel planners and tour operators
- An experiential consumer activation that educates, excites and rewards our audience to genuinely consider Jacksonville as their next holiday, supported by efforts to garner earned media attention
- Engaging digital content that showcases Jacksonville's lifestyle and leisure activities.

This approach will not only strengthen the sports connection but also extend the city's appeal to broader leisure experiences, encouraging potential visitors to explore Jacksonville further.



## Sponsorship Summary:

Leveraging the Jaguars' annual NFL games in London, our targeted marketing seeks to capitalize on the heightened exposure to attract UK tourists to Jacksonville. With a total budget of \$250,000, this is strategically planned from June to October 2024 to optimize our presence in the UK market.

We aim to maximize impact through a blend of digital and out-of-home advertising, valued at \$65,000, to capture key audiences. An additional \$60,000 will foster partnerships with top tour operators specializing in Florida vacations, enhancing our reach. A key component of our strategy includes a \$80,000 experiential marketing event coinciding with the Jaguars' games to directly engage potential travelers. Finally, \$45,000 will ensure meticulous advertising management, covering media negotiations, partnership optimization, and Madden Media's fees for comprehensive project oversight, ensuring every aspect delivers maximum ROI and effectively promotes Jacksonville as a premier travel destination.

- **Timeline:** June - October 2024
- **Goals:**
  - 4.5M media impressions aimed at UK residents
  - Exposure to 25,000 people via marketing activation
  - 500 new email leads generated
- **Total Budget:** \$250,000
 

○ Digital advertising, programmatic and out-of-home ad media placements	\$65,000
○ Top tour operator/travel planners partnerships	\$60,000
○ Experiential marketing activation adjacent to Jaguar NFL games	\$80,000
○ Program Management (Madden Media) <i>Negotiation, placement and optimization of all media buys and travel planner partnerships, project management of consumer activation partners and supporting PR efforts, and staff travel</i>	\$45,000



## TDC Financial Report

# Duval County Tourist Development Council Financial Report - March 31, 2024

## Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
October	466,406.79	672,056.13	731,410.03	777,131.56
November	416,220.96	604,936.96	910,588.08	870,150.79
December	446,841.04	907,233.95	775,754.01	781,110.92
January	429,324.90	784,956.19	802,672.65	791,221.82
February	475,347.90	660,296.47	831,280.63	785,825.45
March	503,963.26	786,953.62	898,033.42	923,150.02
April	730,334.02	1,042,260.73	1,196,791.89	
May	799,298.79	1,083,987.32	969,070.87	
June	799,025.75	910,004.15	939,202.73	
July	856,827.09	896,077.60	886,091.39	
August	877,609.93	924,781.34	942,669.76	
September	749,119.57	817,772.71	779,666.00	
<b>Totals</b>	<b>\$ 7,550,320.00</b>	<b>\$ 10,091,317.17</b>	<b>\$ 10,663,231.46</b>	<b>\$ 4,928,590.56</b>

### Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending March 2024	\$ 10,642,083.20
12 months ending March 2023	10,624,622.67
Change over prior 12 months	<u>\$ 17,460.53</u>
Percentage change	0.16%

### Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

6 months ending March 2024	\$ 4,928,590.56
6 months ending March 2023	4,949,738.82
Change over prior year to date	<u>\$ (21,148.26)</u>
Percentage change	-0.43%

### Comparison of Collections, This Month vs. Same Month Last Year

March 2024	\$ 923,150.02
March 2023	898,033.42
Change over prior year	<u>\$ 25,116.60</u>
Percentage change	2.80%

### Comparison of Actual Collections to Average Revenues Received

Actual Collections, March 2024	\$ 4,928,590.56
Average Revenues to Budget, March 2024	4,611,241.61
Average Revenues Difference	<u>\$ 317,348.95</u>

# Duval County Tourist Development Council Financial Report - March 31, 2024

	<b>FY 2023/24</b>
<b>(1) Tourism Marketing, Sales, Experiences and Promotion</b>	
<b>(A) Destination Services</b>	\$ 1,249,694.00
Disbursements	(648,178.92)
Obligations: Visit Jacksonville Contract	(574,401.08)
Obligations: STR Report	-
<b>Budgetary Balance Available</b>	<b>\$ 27,114.00</b>
<b>(B) Marketing</b>	\$ 4,543,525.00
Disbursements	(2,384,277.26)
Obligations: Visit Jacksonville Contract	(2,054,240.74)
Obligations: Florida's First Coast of Golf	(105,007.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(C) Convention and Group Sales</b>	\$ 1,664,747.00
Disbursements	(691,515.90)
Obligations: Visit Jacksonville Contract	(613,231.10)
Obligations: Gator Bowl	(360,000.00)
<b>Budgetary Balance Available</b>	<b>\$ -</b>
<b>(D) Convention Grants, Sponsorships and Promotion*</b>	\$ 290,000.00
Prior Year's Balances	552,144.65
Disbursements	(63,836.35)
Commitments	(373,312.00)
<b>Budgetary Balance Available</b>	<b>\$ 404,996.30</b>
<b>(2) Planning and Research</b>	\$ 150,000.00
Carryovers	150,000.00
Disbursements	(17,500.00)
Obligations: Strategic Market Analysis and Visitor Profile	(132,500.00)
<b>Budgetary Balance Available</b>	<b>\$ 150,000.00</b>
<b>(3) Event Grants</b>	\$ 1,441,250.00
Carryovers	321,670.00
Disbursements	(471,150.00)
Obligations: Spartan US Championship 2024 Marketing Grant	(55,000.00)
Obligations: Spartan US Championship 2024 Special Event Grant	(75,000.00)
Obligations: 2024 AAU Primary Nationals & Club Championship Special Event Grant	(60,000.00)
Obligations: 2024 Jacksonville College Baseball Classic Special Event Grant	(40,000.00)
<b>Budgetary Balance Available</b>	<b>\$ 1,061,770.00</b>

## Duval County Tourist Development Council Financial Report - March 31, 2024

<b>(4) Development Account*</b>	\$	250,000.00
Prior Year's Balances		1,871,075.63
Disbursements		-
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>2,121,075.63</u></b>
<b>(5) Contingency Account*</b>	\$	250,000.00
Prior Year's Balances		2,456,060.00
Disbursements		-
Obligations: UNF Track & Field Improvements		(450,000.00)
Obligations: International Flight Marketing		(1,000,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>1,256,060.00</u></b>
<b>(6) Promotion of the Equestrian Center*</b>	\$	1.00
Prior Year's Balances		24,956.05
Disbursements		(11,694.00)
Commitments		(4,825.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>8,438.05</u></b>
<b>Remaining to Spend in Accordance with TDC Plan - TDC Operations</b>	\$	1,053,820.00
Carryovers		337,716.57
Ord. 2023-869-E Appropriation - Sports Tourism		1,500,000.00
Disbursements		(83,049.27)
Obligations: Visit Jacksonville Sports Tourism		(104,667.30)
Obligations: UNF Track & Field Improvements		(150,000.00)
Obligations: MOCA 100th Year Anniversary		(80,000.00)
Obligations: Sports Tourism		(1,500,000.00)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>973,820.00</u></b>
<b>TDC Administrative Budget</b>	\$	301,557.00
Disbursements		(139,179.64)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>162,377.36</u></b>
<b>Tourist Development Special Revenue Fund*</b>		
Prior Year's Balances	\$	131,267.50
Disbursements		(5,472.22)
Obligations: Visitor Channel		(93,027.78)
<b>Budgetary Balance Available</b>	<b>\$</b>	<b><u>32,767.50</u></b>

\*Indicates accounts that carryforward each year

## Informational Materials

**2014-2023 MONTHLY TRENDS**

**Occupancy (%)**

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2015	66.0	72.5	74.8	73.1	69.9	68.8	73.6	64.6	64.2	66.9	63.0	59.2	68.1
2016	66.4	74.5	78.6	76.2	75.2	73.5	74.4	67.6	64.9	74.0	68.6	62.9	71.4
2017	66.9	76.0	80.3	76.1	73.8	72.0	73.0	69.4	73.7	78.8	72.0	66.3	73.2
2018	72.1	79.5	81.9	79.4	75.8	75.7	73.7	74.9	71.9	74.0	66.5	62.7	74.0
2019	66.6	78.1	85.7	77.8	76.4	76.1	76.2	70.4	65.9	72.1	70.5	62.7	73.2
2020	71.7	78.2	22.0	29.7	43.6	53.7	54.5	53.8	57.3	56.1	55.1	52.5	52.4
2021	61.8	67.5	78.2	80.7	76.5	76.8	76.5	66.7	65.1	70.8	70.2	65.1	71.3
2022	65.4	74.2	82.5	79.3	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.5
2023	69.4	77.1	81.6	73.5	69.6	70.2	68.9	65.0	66.1	68.7	66.8	64.4	70.1
2024	66.3	73.4	74.9										71.5
10 yr Avg	67.3	75.1	74.1	71.8	70.5	71.3	71.6	67.1	66.1	70.5	66.8	62.6	69.6

**ADR (\$)**

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2015	\$79	\$80	\$84	\$85	\$87	\$84	\$84	\$80	\$80	\$85	\$79	\$75	\$82
2016	\$82	\$87	\$89	\$90	\$93	\$88	\$88	\$84	\$84	\$93	\$86	\$85	\$87
2017	\$88	\$92	\$95	\$94	\$98	\$91	\$91	\$88	\$92	\$97	\$92	\$88	\$92
2018	\$93	\$98	\$99	\$103	\$104	\$97	\$96	\$94	\$96	\$102	\$92	\$89	\$97
2019	\$92	\$99	\$111	\$102	\$104	\$98	\$99	\$94	\$95	\$97	\$100	\$89	\$98
2020	\$97	\$101	\$80	\$65	\$76	\$82	\$82	\$79	\$79	\$78	\$78	\$75	\$81
2021	\$79	\$81	\$91	\$100	\$105	\$106	\$113	\$98	\$98	\$105	\$100	\$97	\$98
2022	\$98	\$106	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
2023	\$110	\$119	\$137	\$123	\$123	\$116	\$115	\$109	\$112	\$119	\$111	\$112	\$117
2024	\$111	\$120	\$131										\$121
10 yr Avg	\$93	\$98	\$104	\$98	\$101	\$97	\$98	\$92	\$94	\$100	\$94	\$91	\$97

**TDC Revenue/Collections**

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2015	\$429,455	\$515,053	\$531,359	\$630,863	\$622,788	\$613,152	\$562,867	\$616,882	\$529,196	\$496,949	\$605,465	\$495,703	\$6,649,733
2016	\$453,379	\$551,386	\$626,218	\$712,789	\$675,913	\$679,850	\$662,553	\$675,029	\$581,582	\$541,605	\$587,941	\$699,596	\$7,447,841
2017	\$530,509	\$592,967	\$653,411	\$769,115	\$710,688	\$723,941	\$656,112	\$713,000	\$610,751	\$668,044	\$637,037	\$763,527	\$8,029,102
2018	\$602,791	\$664,396	\$708,907	\$804,786	\$786,615	\$785,964	\$720,412	\$715,962	\$710,094	\$661,289	\$769,617	\$559,640	\$8,490,472
2019	\$592,677	\$630,201	\$707,493	\$949,015	\$793,963	\$791,225	\$716,940	\$768,698	\$656,739	\$590,918	\$680,003	\$648,659	\$8,526,530
2020	\$614,776	\$705,145	\$626,965	\$372,295	\$279,311	\$434,139	\$430,792	\$502,107	\$418,715	\$466,407	\$416,221	\$446,841	\$5,713,714
2021	\$429,325	\$475,348	\$503,963	\$730,334	\$799,299	\$799,026	\$856,827	\$877,610	\$749,120	\$668,070	\$760,461	\$795,585	\$8,444,968
2022	\$749,480	\$667,143	\$775,853	\$1,042,102	\$1,083,987	\$910,004	\$896,077	\$924,781	\$817,773	\$731,410	\$910,588	\$775,754	\$10,284,952
2023	\$802,673	\$831,281	\$898,016	\$1,196,808	\$969,071	\$939,203	\$886,091	\$896,240	\$776,666	\$777,132	\$870,151	\$781,111	\$10,624,442
2024	\$791,222	\$785,825	\$923,150										\$2,500,197
10yr Average	\$599,629	\$641,874	\$695,534	\$800,901	\$746,848	\$741,834	\$709,852	\$743,368	\$650,071	\$622,425	\$693,054	\$662,935	\$692,360

# Florida's First Coast of Golf

**A GOLF DESTINATION MARKETING COMPANY**

## **SCOPE OF WORK**

FY 25 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:** April 16, 2024

### **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 \$180,000.

### **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.

# Florida's First Coast of Golf

## A GOLF DESTINATION MARKETING COMPANY

The marketing plan created by FFCG staff and approved by its Board of Directors involves spending in several categories, including advertising (print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

This scope of work will demonstrate each of the categories. Please note that earned media, which is estimated to be worth over \$1 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on budget approval, market conditions, and co-op investment.

### Spending Categories

**COLLATERAL PRINT/PRODUCTION/DISTRIBUTION:** The collateral listed in the marketing plan is scheduled to be a fold-out map listing publicly accessible golf courses in the region. The panels would also include the relevant CVB logos and other useful information. Distribution company to deliver to regional hotels.

**DIGITAL MARKETING:** A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment. A digital agency will be retained to perform digital and graphic design work for the entirety of FY 25.

Five of the digital marketing categories are scheduled to be year-long efforts across FY 25:

- Content Development and deployment
- Digital Agency services
- Display/Retargeting/SEO
- Email Marketing
- Social Media boosts/advertising

The remaining purchases include advertising on popular social media platforms and several specialist golf sites.

**PRINT MEDIA:** Advertising in print media will consist of buys in top-performing markets. Most of the publications are golf-specific. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

# Florida's First Coast of Golf

**A GOLF DESTINATION MARKETING COMPANY**

## Targeted Markets

FY25 Budget and Marketing Plan built to:

- Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets.
  - 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
- Collaboratively advertise in our top Tier 2 non-stop fly markets to leverage new markets

---

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 ad 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

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

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

Florida's **Golf**  
First Coast of

EXPOSURE MEDIUM	BUDGET
Advertising Collateral Production   Printing   Distribution	\$8,300
Digital Marketing	\$155,896
Print Media/Promotions	\$15,804
<b>Total FY 2025 FFCG Grant</b>	<b>\$180,000</b>

# GOLF TOURIST ACTIVITY



Feb-24

## 2023 FFCG TOP 10 REGION DEMAND MARKETS

1	Florida	6	Ohio
2	California	7	Texas
3	England	8	Colorado
4	Georgia	9	North Carolina
5	Virginia	10	New York

## TOP 5 DEMAND MARKETS (DIGITAL USERS)

### UNITED STATES

Florida  
Georgia  
Virginia  
New York  
North Carolina



### INTERNATIONAL

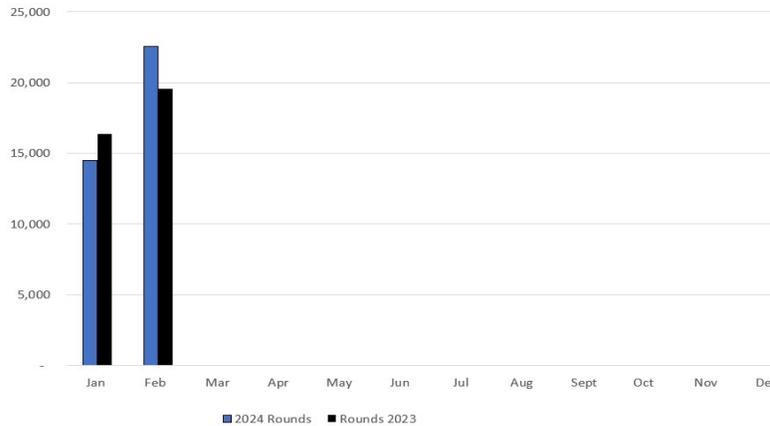
Canada  
United Kingdom  
Australia  
Ireland  
India

## DIGITAL TRAFFIC

	2024	2023	CHANGE
MONTHLY	11,995	20,867	-43%
YEAR TO DATE	21,569	28,738	-25%



## DUVAL TOURIST ROUNDS TREND



## PRECIPITATION

2024	2023	CHANGE
2.44	1.29	1.15



## AVERAGE TEMP

2024	2023	CHANGE
57	64	-7



## FY24 EARNED MEDIA

VALUE	\$977,603
IMPRESSIONS	20,617,400



ADDITIONAL METRICS AVAILABLE ON REQUEST



# LEGISLATIVE REPORT

**2024**



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

# FRLA Government Relations Team



Carol Dover  
**FRLA, President/CEO**



Samantha Padgett  
**FRLA, VP Government Relations & General Counsel**



Heather Campbell  
**FRLA, Government Relations Manager**



Andie Levings  
**FRLA, Executive Assistant to President/CEO**



Warren Husband Metz,  
**Husband & Daughton, PA**



Andy Palmer Metz,  
**Husband & Daughton, PA**



Alli Liby-Schoonover  
**Metz, Husband & Daughton, PA**

## QUESTIONS? PLEASE CONTACT:

Vice President of Government Relations & General Counsel,  
Samantha Padgett at [spadgett@frla.org](mailto:spadgett@frla.org)  
Government Relations Manager,  
Heather Campbell at [hcampbell@frla.org](mailto:hcampbell@frla.org)



# FRLA 2024 Legislative Report

## Vacation Rentals

### **PASSED**

**SB 280 by Senator DiCeglie (R - St. Petersburg)**

**HB 1537 by Representative Griffitts (R - Panama City)**

Regulation of vacation rentals has been a prominent issue for the lodging industry for over 10 years. FRLA has advocated for reasonable and actionable regulations that create balance and fairness within the industry. After much back and forth between the House and Senate, the Legislature passed a comprehensive bill on vacation rentals. Some of the key provisions of this legislation are:

- It requires advertising platforms to submit quarterly reporting to the state on all units advertised for rent in Florida;
- It requires advertising platforms to list the vacation rental license number on the advertisement of the unit;
- It requires advertising platforms to collect and remit bed taxes;
- It creates within DBPR the Vacation Rental Information System to facilitate the collection and use of data on vacation rental licensees; and
- It allows local governments to adopt a robust local registration system.

While this legislation did not contain all of the provisions for which we advocated, this bill creates a solid framework for reasonable regulation of vacation rentals. It will serve as a foundation for future efforts to revise and refine Florida's regulatory efforts in this area.

**FRLA supported this legislation.**

## Food Delivery Platforms

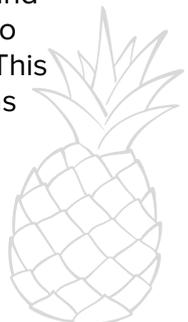
### **PASSED**

**SB 676 by Senator Bradley (R - Fleming Island)**

**HB 1099 by Representative Melo (R - Naples)**

FRLA worked with the leading food delivery platforms to propose legislation that would establish a consistent standard for consent and transparency in agreements between restaurants and food delivery platforms. This legislation specifies that a restaurant cannot be advertised on a food delivery platform without the restaurant's consent. The legislation increases transparency for consumers and enhances communication between consumers and restaurants at every stage of the transaction to ensure quality of product, customer satisfaction, and timely response to complaints or concerns. This legislation was necessary to fend off local ordinances that would cause a patchwork of regulations that create confusion and difficulty for consumers, restaurants, and food delivery platforms.

**FRLA supported this legislation.**



# FRLA 2024 Legislative Report

## Employment Restrictions for 16- and 17-Year-Olds

### **PASSED**

**SB 1596 by Senator Burgess (R - Zephyrhills)**

**HB 49 by Representative Chaney (R - St. Petersburg)**

This legislation reduces the regulations related to employing 16- and 17-year-olds. It contains the following provisions regarding 16- and 17-year-old workers:

- They can work longer than eight hours on Sundays and holidays;
- They can work over 30 hours a week under a properly executed parental or superintendent waiver;
- They can work seven days a week;
- If their shift is under eight hours, a 30-minute break is not required every four hours; and
- The existing restrictions would not apply to students who are home-schooled or enrolled in virtual school.

These reduced regulations provide more flexibility for workers and employers and will serve to increase employment opportunities for workers who desire them.

**FRLA supported this legislation.**

## Employment Regulations

### **PASSED**

**SB 1492 by Senator Trumbull (R - Panama City)**

**HB 433 by Representative Esposito (R - Fort Myers)**

This legislation preempts to the state regulation of workplace heat exposure requirements. It further preempts to the state regulations regarding employee scheduling.

**FRLA supported this legislation.**

## VISIT FLORIDA

### **FUNDED**

**General Appropriations Bill**

The Senate and House agreed to fund VISIT FLORIDA in the amount of \$80 Million.

**FRLA supported the funding of VISIT FLORIDA from general revenue.**



# FRLA 2024 Legislative Report

## Tourist Development Tax

### **TAX PACKAGE PASSED WITHOUT CHANGES TO TDT**

**SB 7074 by Senate Finance and Tax Committee**

**HB 7073 by House Ways & Means Committee**

The House tax package included a provision to sunset all current Tourist Development Taxes as of July 1, 2029, unless the TDTs are re-adopted by referendum. Subsequently, all TDT levies approved by referendum would expire after six years but may be renewed for subsequent six-year periods if each six-year period is approved by referendum. The Senate tax package included a requirement for a supermajority vote to approve spending more than 25% of TDT revenues on a specific project or a special use related to a publicly owned and operated convention center. The sunset provision and the 25 percent limitation were ultimately removed from the bill.

**FRLA opposed expansion of the uses of TDT revenues and vigorously advocated in opposition to the sunset proposal.**

## Human Trafficking Prevention

### **PASSED**

**SB 796 by Senator Avila (R - Hialeah Gardens)**

**HB 7063 by House Judiciary Committee**

This legislation establishes a change to the Human Trafficking Prevention signs Florida hoteliers are required to hang in their businesses. These signs must now specify that calls to report suspected human trafficking should be directed to the Florida Hotline instead of the National Hotline.

**FRLA did not take a position on this legislation.**

## Cultivated Meat

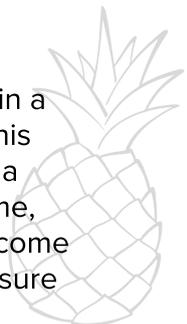
### **PASSED**

**SB 1084 by Senator Collins (R - Tampa)**

**HB 1071 by Representative Alvarez (R - Riverview)**

Cultivated meat is meat or a food product produced from cultured animal cells. These bills contain a provision that would ban the manufacture, sale, and distribution of cultivated meat. Violation of this provision could incur criminal penalties, administrative disciplinary action, and the suspension of a restaurant's license. While use of these products is not common or commercially viable at this time, we are concerned about the possibility of unintentional violations if this product were to ever become more widely available. FRLA successfully advocated for a change to the penalty provisions to ensure unintentional violations are not unfairly penalized.

**FRLA supported changes to the penalty provisions of the ban on cultivated meat to ensure unintentional violations do not incur criminal penalties.**



# FRLA 2024 Legislative Agenda

## Auxiliary Containers

### **DIED**

**SB 1126 by Senator Martin (R - Fort Myers)**

**HB 1641 by Representative Yeager (R - New Port Richey)**

This legislation would update the preemption on local plastic bag regulations. The legislation defines “auxiliary container,” which serves to expand the materials and items that are covered by the preemption.

While this legislation did not pass, the preemption on local plastic bag regulations continues to be in effect.

**FRLA supported this legislation.**

## Acceptance of Cash Payments by Businesses

### **DIED**

**SB 106 by Senator Jones (D - Miami Gardens)**

**HB 35 by Representative Rudman (R - Navarre)**

This legislation would require all business to accept cash for goods or services. While we were supportive of efforts to narrow the scope of the bill and provide reasonable accommodations to various business models, ultimately the bill would have presented challenges and limitations to businesses who have chosen a cashless model.

**FRLA opposed this legislation.**



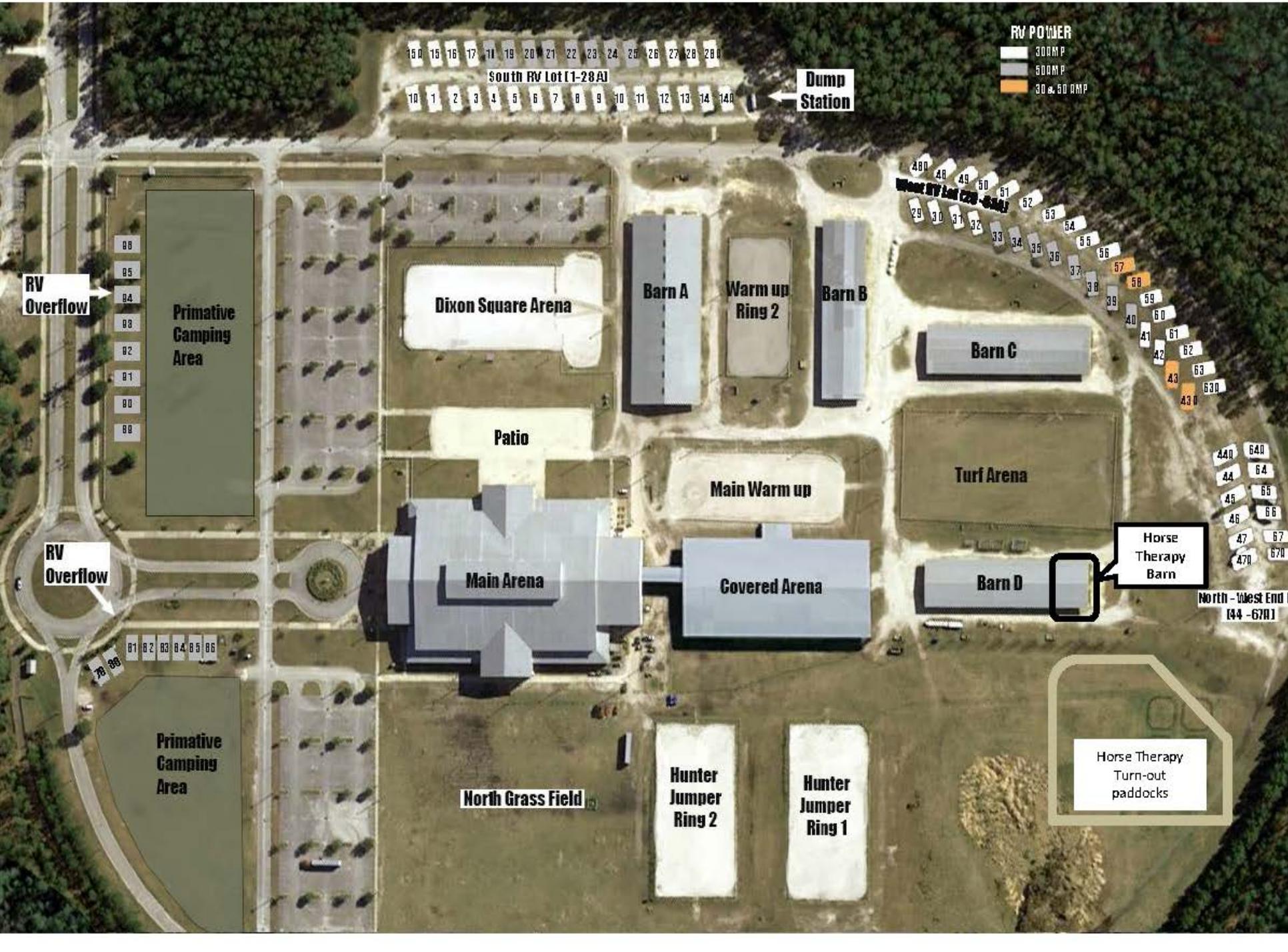


Duval County has the largest Park system in the country with over 400 individual parks.

Only 1 is dedicated to horses...

# FACILITIES

- **Indoor Arena with a 300' X 150' competition surface and permanent seating for 3,200**
- **Covered Arena with 300' X 140' competition surface**
- **Three (3) outdoor arenas with fiber/sand footing**
- **Two (2) permanent warm up arenas**
- **One (1) turf arena**
- **Four (4) event stabling barns totaling 406 stalls**
- **78 full hook up and 16 partial hookup RV sites**
- **3 paved parking lots totaling 700 spots.**
- **3 large grass areas for overflow parking and camping**



150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

South RV Lot (1-28A)

Dump Station

RV POWER  
300MP  
500MP  
30 & 50 0MP

West RV Lot (29-54A)

North - West End (44-67B)

RV Overflow

RV Overflow

Primitive Camping Area

Primitive Camping Area

Dixon Square Arena

Patio

Main Arena

North Grass Field

Barn A

Warm up Ring 2

Barn B

Main Warm up

Covered Arena

Hunter Jumper Ring 2

Hunter Jumper Ring 1

Barn C

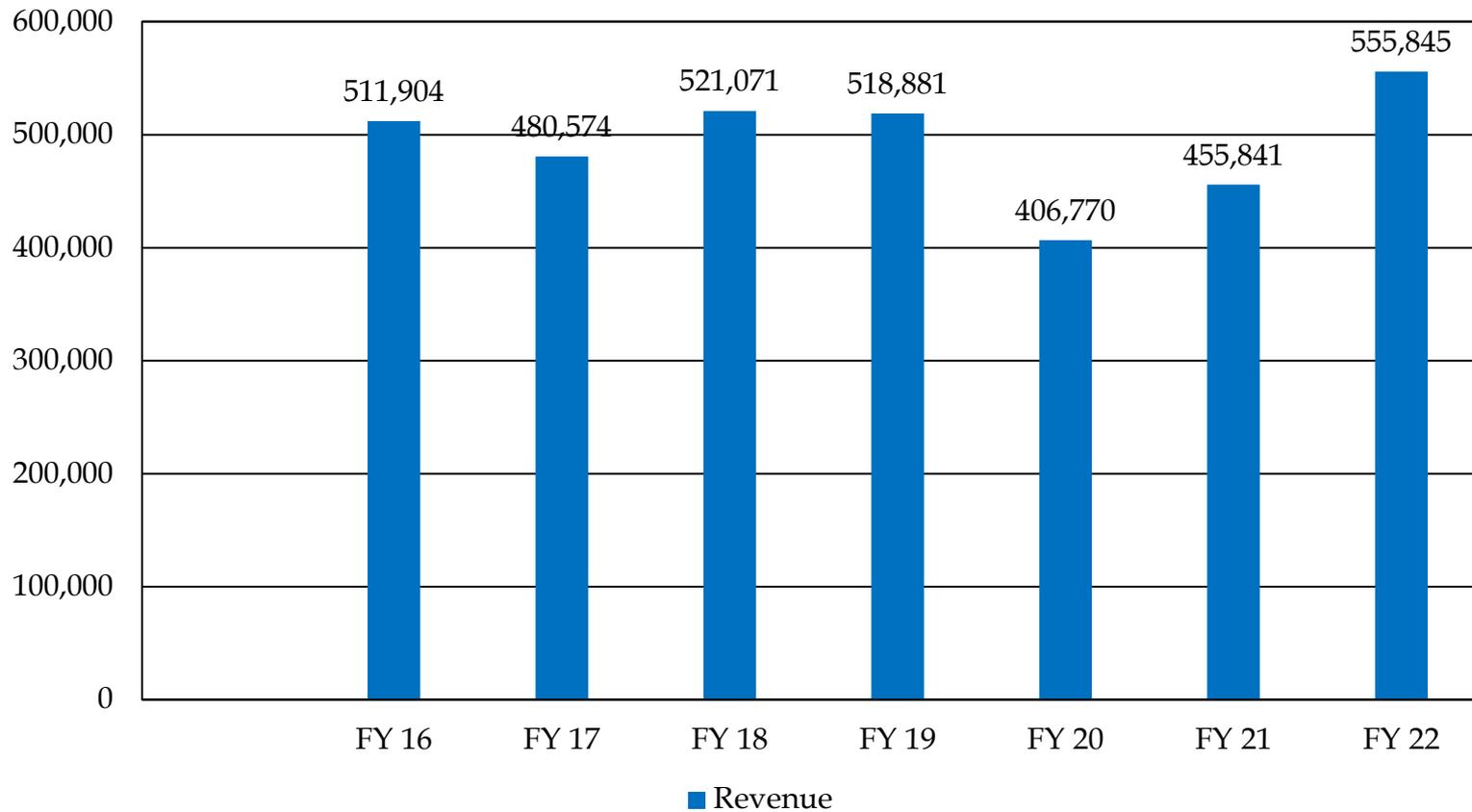
Turf Arena

Barn D

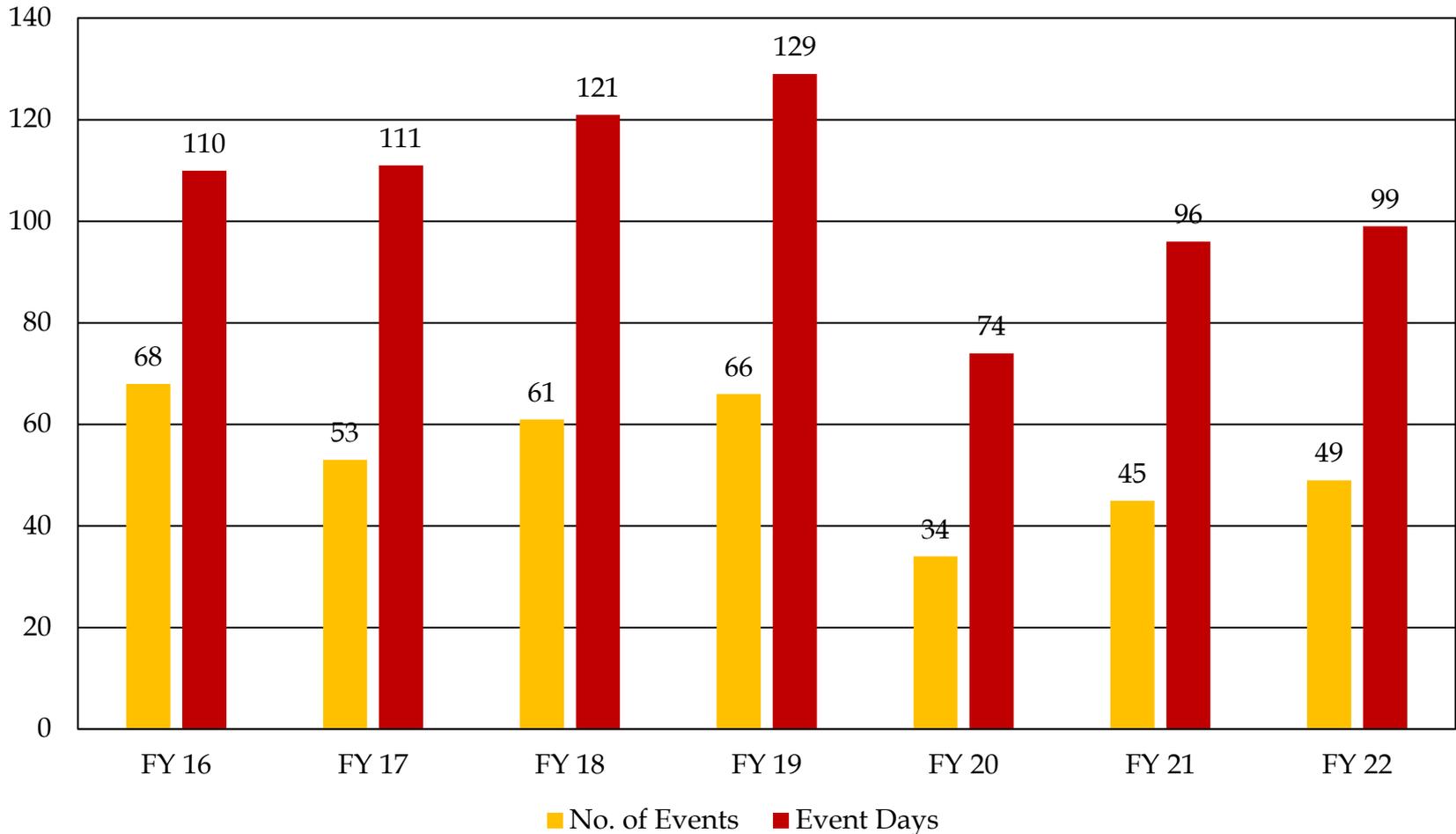
Horse Therapy Barn

Horse Therapy Turn-out paddocks

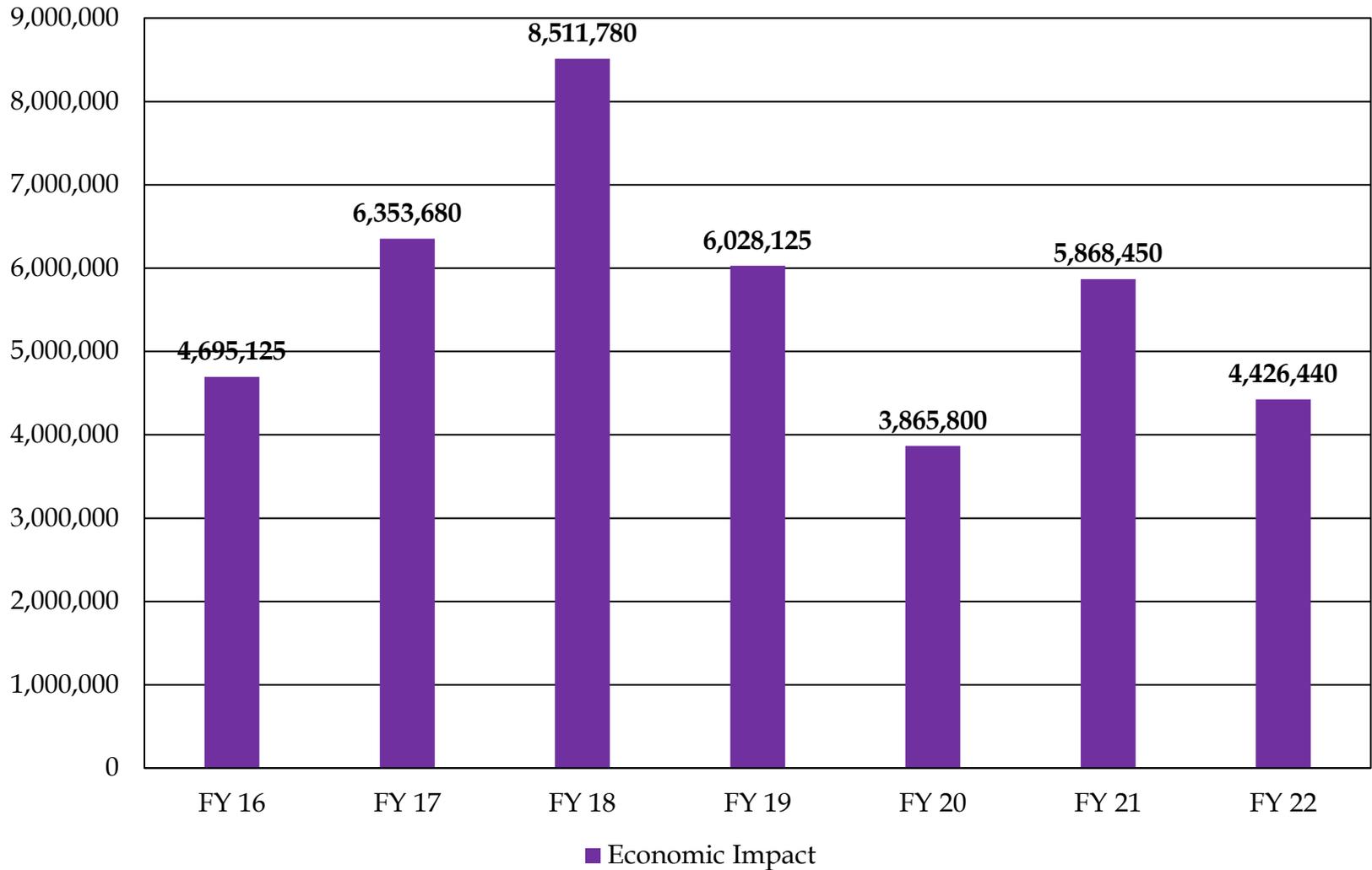
# Revenue



# Total Number of Events and Event Days



# Economic Impact



# Horse Therapies

- The JEC's Horse Therapy program is fully up and running.
- Funding is 100% from therapeutic sessions, grants and donations.
- Horse Therapies is a therapeutic riding program where clients of all ages with a range of physical, emotional, behavioral and cognitive disabilities allows a freedom they can experience no other way.
- The program welcomes veterans, children, first responders among others.
- Groups currently served include the UF Brain Health & Wellness program, 5 Star Veterans and Special Olympics.
- JEC hosted both the district and regional Equine Special Olympic Games.

# **Food and Beverage Operations**

- **With the completion of the hood installation in June, in house food and beverage operations have commenced.**
- **The JEC is now equipped with a fully functional kitchen that can serve the wide variety of events held each year.**
- **Food and Beverage sales will be a major revenue generator joining facility rentals, RV rentals, stall rentals and shavings sales.**

# Priority Projects

- **Replace Parking Lot lighting, Main Arena lighting and Barn Lighting with LED fixtures.**
- **Continue stall floor clay replacement.**
- **Replace gutters in all barns to prevent frequent flooding in stalls.**
- **Seal and re-stripe paved parking lots**
- **Repair/replace aging freezers, walk-in coolers and ice machines.**
- **Collaborate with Fair Board and City for construction of Livestock barn and additional RV hookups.**
- **Improve existing gravel roads and RV pads with asphalt.**
- **Install additional security cameras.**
- **Improve WiFi access for entire facility, including administration, RV areas and event areas.**
- **Continue (or accelerate if possible) old equipment replacement.**

PAUL TUTWILER  
SHANNON NAZORTH  
JOSE GONZALEZ  
BILLY ZEITS

EVIDENCE! MICHAEL FACKNER - OGC  
LAUREN FISHER - J.U.



4/19/24 JWC RIVER RECORD  
TASK FORCE MTG - PLEASO

EVIDENCE - FOR TME 4/22/24  
CPAC-3 MTG.

PLANNING AND DEVELOPMENT DEPARTMENT  
CAROLINE FULTON  
**MEETING AGENDA**

DATE: April 11, 2024

TIME: 9:00 AM - 11:00 AM

SUBJECT: LDR Update Committee - Geography and Neighborhoods Subcommittee

LOCATION: 214 N. Hogan Street, Ed Ball Building, 1st Floor, Room 1002

DARYL JOSEPH PARKS MASTER PLAN UPDATE  
IS CHAY COUNTY  
DOING THINGS?

1. Welcome
  - a. Welcome subcommittee members and the public.
2. Planning and Development Department Presentation - Scorecard
  - a. Short explanation behind the scorecard idea.
3. CSRS Presentation
  - a. Draft scoring card.
  - b. Code framework and decision matrix.
4. Open Discussion
5. Public Comment
6. New Business
  - a. Missing Middle housing discussion.
  - b. Next full Committee meeting May 6<sup>th</sup> 9:00AM.

NEED A SPONSOR FOR POTTSBURG CREEK PUBLIC PARK  
THAT IS CATEGORY 1 WETLANDS NEXT TO A FEMA-

(FEDERAL) 2024-0034

HOUSE THAT SHOULD  
HAVE BEEN DEMOLISHED AND

UNDER CITY CONTROL IN DISTRICT 4, CPAC-3

SCHOOL BOARD DISTRICT 3

EVIDENCE FOR TME 4/25/24 10:00AM

DUNN COUNTY TOURIST DEVELOPMENT COUNTY MTG.

POTTSBURG CREEK PUBLIC PARK NEXT TO A FEMA-(FEDERAL)  
2024-0034 HOUSE IN DIST-4, CPAC-3, SCHOOL BOARD DIST-3  
SCORES HIGH!

90% OF ALL THE WATERWAYS IN DEJ IS PRIVATE } SONARA FETNER  
10% OF ALL THE WATERWAYS IN DEJ IS PUBLIC } JILL BENZ  
DARYL JOSEPH

HUGH MATHEWS  
CHARLES GARRISON  
GREG MATOVINA

DARYL JOSEPH AND THE PARKS DEPT. IS WORKING ON A MASTER PARK PLAN UPDATE IS CHAY COUNTY DOING THIS?



EVIDENCE! MICHAEL PACKER-OGC  
LAUREN FISHER-TU.  
4/19/24 JWC  
RIVER BOARD  
TASK FORCE MTG.  
PELUSO

"MANAGEMENT OF WATER IS THE KEY TO RESILIENCE."  
EVIDENCE FOR THE 4/22/24  
CPAC-3 MTG.

PLANNING AND DEVELOPMENT DEPARTMENT

# MEETING AGENDA

DATE: April 11, 2024

TIME: 3:00 PM - 5:00 PM

SUBJECT: LDR Update Committee – Flood Risk Subcommittee

LOCATION: 214 N. Hogan Street, Ed Ball Building, 1st Floor, Room 1002

FEMA-(FEDERAL)-2024-0034 HOUSE

FLOODING-MITIGATION LAND BANKS

NEED A SPONSOR FOR POTTSBURG CREEK PUBLIC PARK THAT IS

1. Welcome
  - a. Welcome subcommittee members and the public.
2. Planning and Development Department Presentation – Scorecard
  - a. Short explanation behind the scorecard idea.
3. CSRS Presentation
  - a. Draft scoring card
  - b. Code framework and decision matrix.
4. Open Discussion
5. Public Comment
6. New Business
  - a. Missing Middle housing discussion.
  - b. Next full Committee meeting May 6<sup>th</sup>.  
9:00 AM

HOUSE THAT SHOULD HAVE BEEN DEMOLISHED AND UNDER CITY CONTROL IN DISTRICT 4, CPAC-3

SCHOOL BOARD DISTRICT 3,

- 1) NEIGHBORHOODS
- 2) DOWNTOWN RIVERFRONT
- 3) PARKS + RECREATION
- 4) RESILIENCY

90% OF ALL THE WATERWAYS IN DEJ IS PRIVATE? SONDRA FETTER  
10% OF ALL THE WATERWAYS IN DEJ IS PUBLIC JILL FENZ  
DARYL JOSEPH

EVIDENCE FOR THE 4/25/24 10:00AM  
DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MTG.