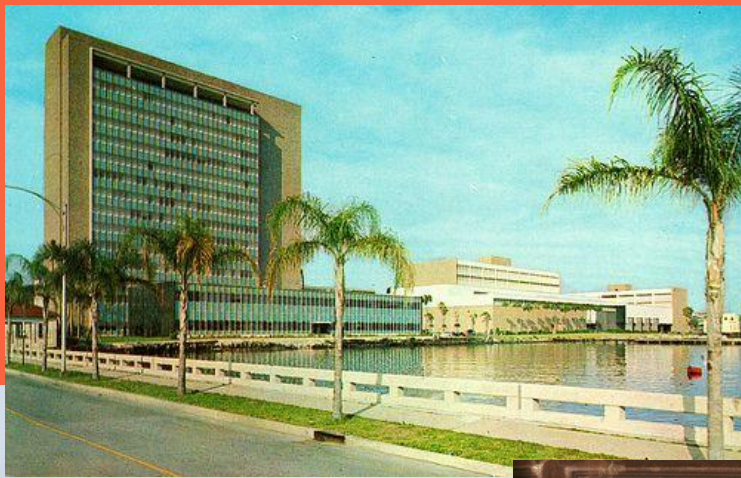


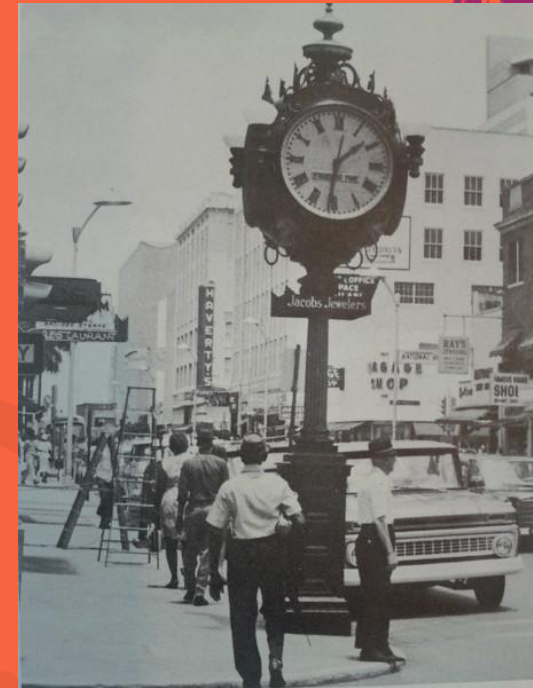
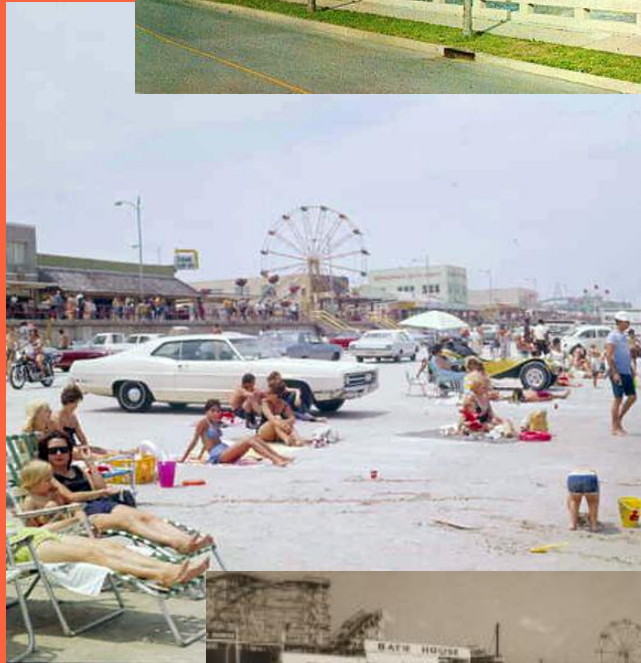
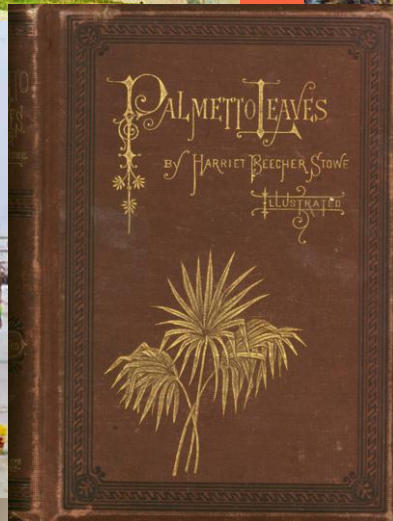
Duval County Tourist Development Council



Jacksonville THE FLIP SIDE of FLORIDA



Jacksonville - The Bold New City



**Executive Director Carol Brock
Administrator Brett Nolan**

**9 Member Board of Directors
Chaired by City Council President**

**Governed by FL Statute 125.0104 and
City Ordinances**



TDC Event Grants

FL Statute 125.0104 (5) Authorized Uses (a) 3
“... event must have as one of its main purposes the attraction of tourists ...”

Two Grant Cycles Per Year: Fall & Spring

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000



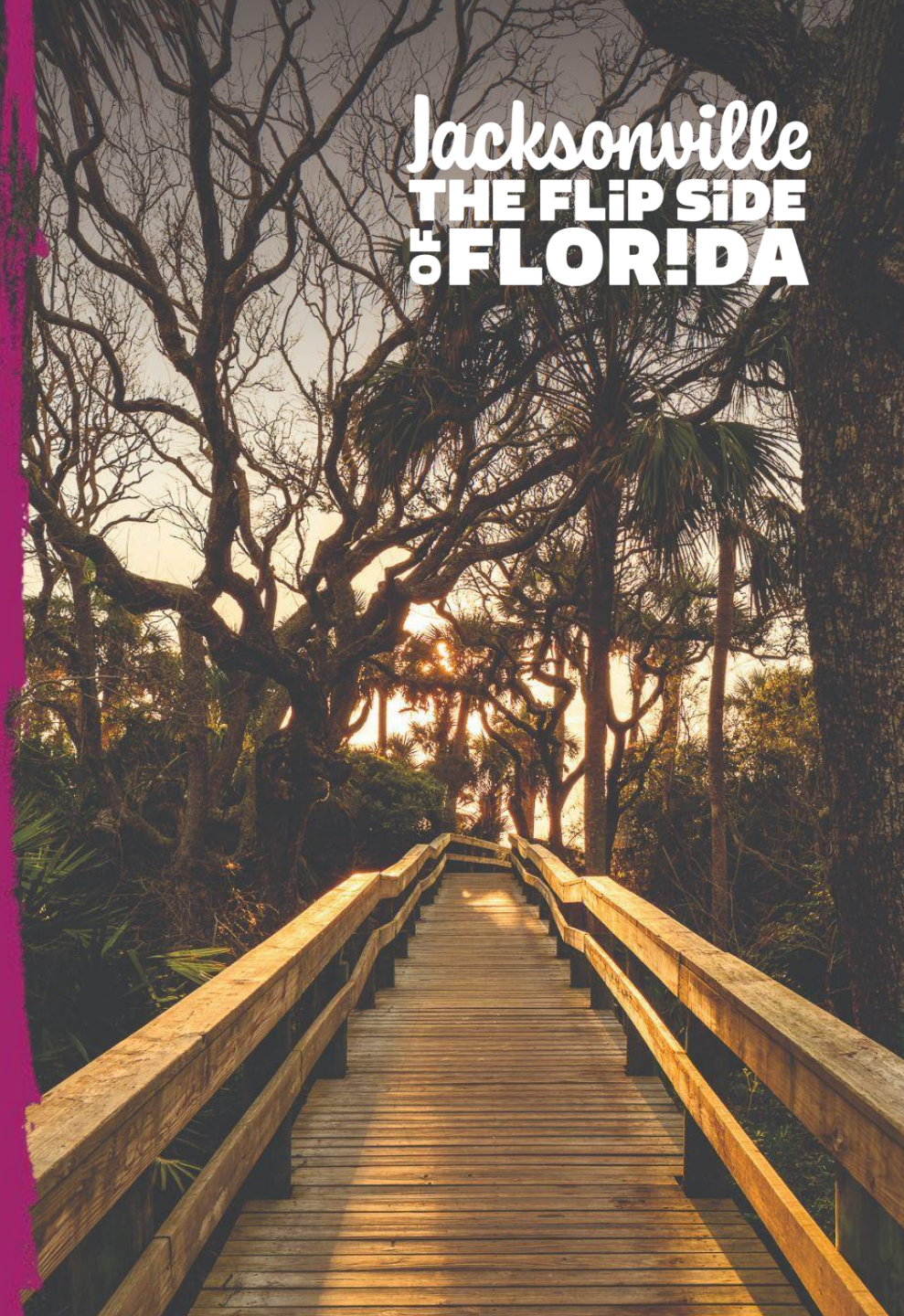
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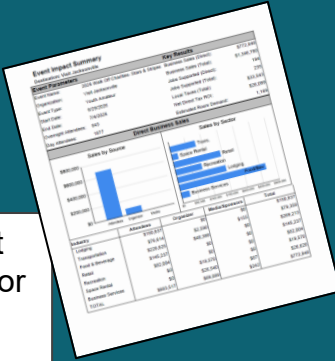
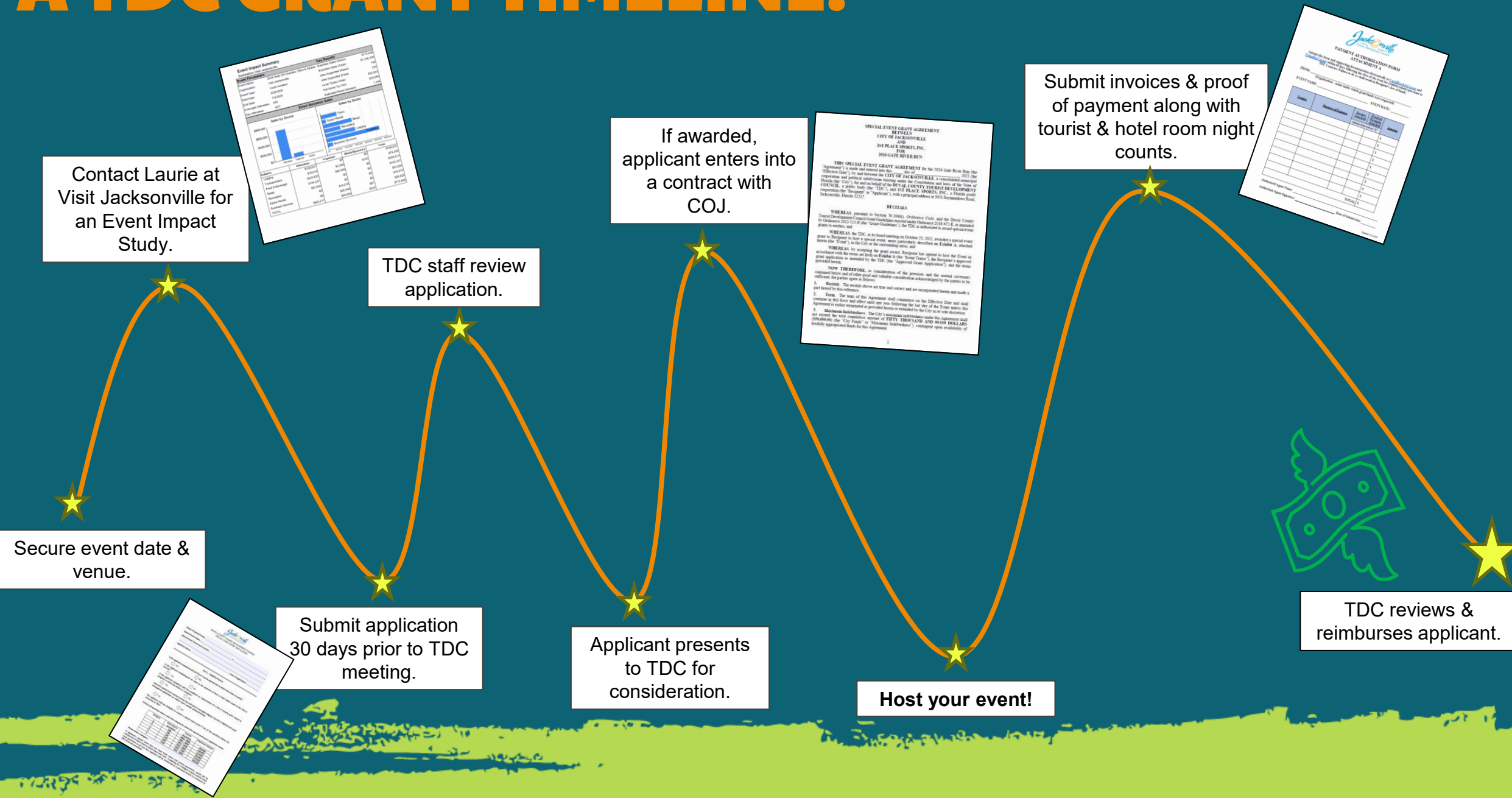
**ALWAYS Check Website for
Instructions, Application,
Submission Deadlines,
& Updates:**



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A TDC GRANT TIMELINE:



SPECIAL EVENT GRANT AGREEMENT
BETWEEN
CITY OF JACKSONVILLE
AND
1ST PLACE SPORTS, INC.
FOR
2024 GATE RIVER RUN

THIS SPECIAL EVENT GRANT AGREEMENT for the 2024 Gate River Run (the "Agreement") is made and entered into this 1st day of February 2024, by and between the CITY OF JACKSONVILLE, a municipality organized and incorporated under the laws of the State of Florida (the "City"), and 1ST PLACE SPORTS, INC., a Florida corporation (the "Applicant"), with principal offices at 1015 Jacksonville Road, Jacksonville, Florida 32211.

RECITALS

WHEREAS, pursuant to Section 70.04(3), Ordinance 1211, and the Florida Constitution, the City is authorized to enter into special event grant agreements with private entities for the purpose of promoting tourism and economic development in the City;

WHEREAS, the City, at its board meeting on October 10, 2023, approved a special event grant to 1st Place Sports, Inc. for the 2024 Gate River Run, as described in the "Event" as set forth in Exhibit A, attached hereto;

WHEREAS, the Applicant, in consideration of the grant award, has agreed to host the Event in accordance with the terms set forth in Exhibit A, attached hereto;

NOW THEREFORE, in consideration of the premises and the mutual covenants contained herein, and of other good and valuable consideration acknowledged by the parties to be in full payment of all claims and demands, the parties agree as follows:

1. **Event:** The event shall be held on the date and at the location set forth in Exhibit A, attached hereto.
2. **Term:** The term of this Agreement shall commence on the Effective Date and shall continue in full force and effect until the date of the Event.
3. **Material Breach:** The City's obligations under this Agreement shall be subject to the City's right to terminate this Agreement in the event of a material breach by the Applicant.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and date first above written.

3

Jacksonville
PAYMENT ATTESTATION FORM
ATTESTANT: _____

Event Name: _____

Line Item	Description	Amount	Proof of Payment
1	Event Revenue	\$1,100,000	
2	Hotel Revenue	\$1,100,000	
3	Food & Beverage	\$1,100,000	
4	Transportation	\$1,100,000	
5	Entertainment	\$1,100,000	
6	Merchandise	\$1,100,000	
7	Other	\$1,100,000	

Attestant Signature: _____
Date of Attestation: _____

Event Impact Summary

Event Name: _____

Event Date: _____

Event Location: _____

Event Description: _____

Event Revenue: _____

Hotel Revenue: _____

Food & Beverage: _____

Transportation: _____

Entertainment: _____

Merchandise: _____

Other: _____

Total: _____

APPLICATION SCORING GRID

Criteria:

➤ Advertising & Promotion	25 Points
➤ Tourism Impact	25 Points
➤ Need Period & Venue Utilization	25 Points
➤ Quality of Life Impact	25 Points
➤ Previous TDC Funding	-5 Per Year

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Advertising & Promotion

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How do people outside of Duval County know about this event?

- **Well planned Social Media Campaigns**
- **Marketing in direct flight cities**
- **Tiered Sponsorship Packages**



Tourism Impact



What is the impact on our local economy because of this event?

- **Promotes staying additional days in Duval County**
- **Showcases other events and things to do while visiting for the special event**
- **Does the event have the potential to expand in coming years in Duval County**

Need Period & Venue Utilization

Does the special event maximize a needs period and utilize a city-owned venue?

- **Most Need:** September, August, December, January, November
- **Least Need:** October, February, May, April, March
- **The use of venue benefits the city**
- **The special event causes tourists to be more inclined to visit again.**

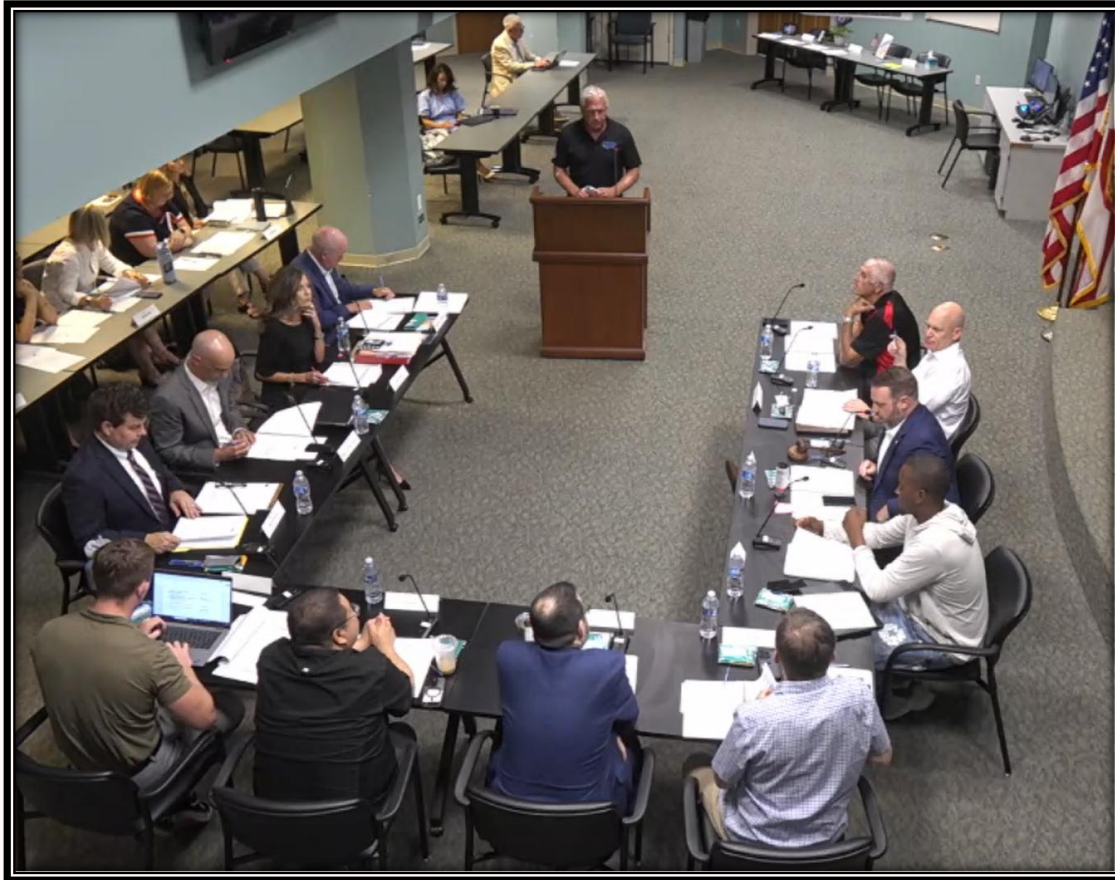
Quality of Life Impact



How does the special event enhance the quality of life for the community

- **Applicants must detail how the special event creates a positive civic or social impact for Jacksonville**
- **Beach clean ups**
- **Free tickets for veteran, military or students**
- **Job fairs, mentoring opportunities**

Appearing before the TDC



Grant Request Summary

Representative:
Event:
Date of Event:
Location:

Event Overview:

Grant Category:

Funding to Support:

Past TDC Support:

Tourism Impact:

Application Score:

Suggested Action*:

Grant Request Summary

FINISH FIGHT BREAST CANCER

donna

Amanda Napolitano, The DONNA Foundation, Inc.
2026 DONNA Marathon Weekend
January 30 – February 1, 2026
SeaWalk Pavilion/Latham Plaza, Jacksonville Beach and
Hilton Jacksonville at Mayo Clinic

The DONNA Marathon Weekend 2026 is a three-day event with races that include a 5K, DONNA Dash, half marathon, marathon, and an ultramarathon, along with a health and wellness expo, that will fill the City of Jacksonville and the Beaches of Northeast Florida with thousands of runners from all 50 states and many countries. This year's marketing theme, *Destination: Love*, is a celebration of love that moves people—steady, fierce, and unshakeable. This event celebrates the progress and resilience required to reach a world without breast cancer and is the only marathon in the country with funds solely dedicated to end breast cancer.

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E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

Venue and Equipment Rental; Event Production

2024 \$50,000
2025 \$70,000

Bed Tax (Direct): \$43,641
Based on Destinations International Event Impact Calculator

Sales Tax (Direct): \$36,186

80 points out of 100 points

Approve The DONNA Foundation, Inc. to receive a special event grant for \$70,000 from the Tourist Development Council FY 25-26 Event Grants account for the DONNA Marathon Weekend 2026

*Action subject to change based on TDC decision.

If you are awarded a grant . . .

- Check Sunbiz status & become COJ vendor
- Secure Certificate of Insurance
- Set up bank account for ACH direct deposit
- Finalize contract with the TDC
- Coordinate Visit Jacksonville sponsorship
- Mark your calendar - don't miss deadlines
- Keep solid records: tourists, room nights, invoices, receipts
- Manage finances to support reimbursement
- Contact TDC staff if any questions!



CONTACT US!

CAROL BROCK, EXECUTIVE DIRECTOR
CAROLBROCK@COJ.NET
904-255-5504

BRETT NOLAN, ADMINISTRATOR
NOLANB@COJ.NET
904-255-5502



Jacksonville
THE FLIP SIDE
OF FLORIDA

Amanda Napolitano

**Executive Director
The DONNA Foundation**

THANK YOU

Jacksonville
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