



Office of Mayor-Elect Lenny Curry

Economic Development Subcommittee Meeting
June 29, 2015 – 8:00 a.m.
University of North Florida
Office of the President
1 UNF Drive
Jacksonville, FL 32224

IN ATTENDANCE:

The Honorable John Delaney, Chairman
Omega Allen, Member
Mike Balanky, Member
Steve Crosby, Member
Cathy Disbrow, Member
Terrance Freeman, Member
Todd Froats, Member
Ceree Harden, Member
Abel Harding, Member
Jeanne Miller, Member
Chris Quinn, Member
Kara Tucker, Member
Paul Tutwiler, Member
Aundra Wallace, Member
Aaron Zahn, Member
John Sawyer, OGC Representative
Ted Carter, OED SME
Dave Herrell, OED SME
Joe Whitaker, OED SME
Alice Checorski, Documentarian

GUESTS:

Carl Cannon, JaxSports
Rick Catlett, JaxSports
Alan Verlander, JaxSports
Jane Bouda, COJ Housing Division
Chandler Fussell, Transition Team Staff
Joel Lamp, COJ Sports & Entertainment
Julie McNeil, COJ JPL
Karen Mathis, Daily Record
Illiana Tidd, Jacksonville Civic Council

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Chairman Delaney welcomed everyone and called the meeting to order at 8:05 a.m. Committee members and guests introduced themselves.

Chairman Delaney moved to approve the minutes from the June 25, 2015. The minutes were approved unanimously.

Rick Catlett, Jacksonville Sports Council (JAXSPORTS) provided information on the Council's conversations with JaxChamber, Visit Jacksonville, Gator Bowl Sports and the City of Jacksonville regarding streamlining sports in Jacksonville. Comparison cities utilized in the Council's research were Orlando, Tampa, Charlotte, Nashville and St. Louis.

Alan Verlander, JAXSPORTS, said the Nashville Sports Council has seen tremendous growth since 1992. The Council agrees that Nashville's public-private partnership is the perfect model for Jacksonville.

Mr. Verlander provided an overview of the Council's board structure, consisting of 22 business men and women from the following categories:

1. Major sports properties
 - a. Jaguars
 - b. THE PLAYERS
 - c. Gator Bowl Sports
2. Mayoral appointments
3. Corporate partners
4. Chamber appointments
5. Heads of Tourism agencies
6. At-large members

Current staffing level is 15 full-time professionals.

Funding comes from various sources including:

1. Corporate memberships
2. General memberships
3. Sponsorships
4. Ticket revenue
5. City and State Tourism tax dollars
6. Television revenue
7. Event Revenue

Mr. Catlett explained how JAXSPORTS works using the SEC Women's Basketball tournament as an example.

Mr. Carl Cannon, JAXSPORTS Chairman of the Board and former Gator Bowl chair was introduced. Mr. Cannon stated the board is comprised of volunteers from premiere partners.

The committee inquired as to whether or not the Council has minimum target performance measurements in place. Mr. Catlett stated ROI is important and they do track the economic impact. The Council is getting involved with entertainment events, an element of most sporting events. Jacksonville has 3 great facilities: EverBank Field, the Baseball Grounds of Jacksonville and the Veterans

Memorial Arena in addition to good parking availability. Image and prestige for the City as well as job creation are important factors the Council takes into consideration.

Chairman Delaney reminded the committee that one of their charges is to **establish an “accountability matrix”**. He asked Jeanne Miller and Ceree Harden to update the model they worked on previously and to include the following:

- Economic development performance metrics should be based on jobs, the cost to get jobs and capital investments.
- Develop a strategy for step-up wages for people to go up another quadrant in income.

The committee suggested reviewing the GDP (gross domestic product) metric, the State ROI model and the Enterprise Florida metrics for guidelines in developing their recommendations.

The second objective is to **process map** the relationships between city agencies and independent authorities to make sure there are no redundancies and all initiatives are necessary and understood:

- JaxPort – the committee agreed that Mayor Brown’s Task Force is continuing to meet separately and that the Port is working well. He suggested the following committee recommendation:
The Task Force should include ROI and an accountability matrix.
- Jax Chamber
- Visit Jacksonville
- OED - DIA
- Jacksonville Sports Council and Sports and Entertainment umbrella

Staffing recommendations are being conducted internally.

Next meeting is scheduled for Thursday, July 2, 2015, 9 a.m. President Delaney and the committee agreed to extend the meeting by 15-30 minutes as needed to continue their work.

Meeting was adjourned at 9:15 a.m.



Office of Mayor-Elect Lenny Curry

AGENDA

Date: June 29, 2015

Time: 8:00 a.m.

Committee: Economic Development Subcommittee Meeting

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| I. | Welcome and Introductions | President John Delaney, Chair |
| II. | Review and Approve Minutes – 06.25.15 | Committee |
| III. | Presentation – Jacksonville Sports Council | Rick Catlett / Alan Verlander |
| IV. | Open Discussion | Committee |
| V. | Review SWOT Assessment | Committee |
| VI. | Deliverables: | |
| | • Former JEDC Presentation – 07.02.15 | Mike Weinstein |
| | • Community Wealth Building Presentation – tbd | Dawn Lockhart |
| VII. | Public Comments | |

ECONOMIC DEVELOPMENT COMMITTEE MEETING

June 29, 2015

Name	Signature
Honorable John Delaney	✓
Committee Chair	
Allen, Omega	✓
Committee Member	
Balanky, Mike	✓
Committee Member	
Brown, Elaine	✓
Committee Member	
Crosby, Steve	✓
Committee Member	
Disbrow, Cathy	✓
Committee Member	
Freeman, Terrance	✓
Committee Member	
Froats, Todd	✓
Committee Member	
Harden, Ceree	✓
Committee Member	
Harding, Abel	✓
Committee Member	
Korman, Howard	✓
Committee Member	
Lockhart, Dawn	✓
Committee Member	
Mann, Eric K.	✓
Committee Member	
Miller, Jeanne	✓
Committee Member	
Myrick, Ginny	✓
Committee Member	
Quinn, Chris	✓
Committee Member	
Tucker, Kara	✓
Committee Member	
Tutwiler, Paul	✓
Committee Member	
Wallace, Aundra	✓
Committee Member	
Zahn, Aaron	✓
Committee Member	
Guests / Visitors:	
Organization	
Alan Verlander	JAX SPORTS
Rick Catlett	JAX SPORTS
Phyllis Mathis	Daily Record
CARL CANNON	JAX SPORTS
JANE BAUDER	CO5
Jane Bauder	CO5 - Library
John Lamp	CO5 - Sports & Ent.
DAVE KERRELL	CO5 - Sports & Ent.
John Sawyer	JAX



**JAXSPORTS Council Presentation
Economic Development Transition Committee
June 29, 2015 - 8:00 am**

MEETING LOCATION:
University of North Florida
1 UNF Drive, Building 1
The J.J. Daniel Building
Suite 2800, 2nd Floor
Conference Room

PRESENTATION POINTS

- I. **Opening – Rick Catlett**
- II. **Sports Council Research – Rick Catlett**
 - a. Two years ago conversations began with JAX Chamber, Visit Jacksonville, Gator Bowl Sports & City of Jacksonville about streamlining sports in Jacksonville
 - b. **RESEARCH:**
 - i. **Other cities** (Orlando, Tampa, Charlotte, Nashville & St. Louis)
 - ii. **Events Rights Holders** voiced their preferences about which Sports Council models in cities work best
 1. National Governing Bodies for Sports
 2. Southeastern Conference
 3. Florida & Georgia
 4. USA Track and Field
 - c. **RESULTS:** Most cities experienced success and growth through models that had a public/private partnership
 - i. The public/private partnership model enables focus and continuity in:
 1. Enhancing existing sporting events and properties
 2. Attracting new sporting events
 3. Allows for bids and event financials to remain private
 - ii. Event rights holders prefer to negotiate in the private sector
 - iii. The private sector reaction time is faster than government
 - iv. Allows a business approach to event evaluation

III. Creation of the Jacksonville Sports Council – Alan Verlander

a. JAXSPORTS is modeled most closely to the Nashville Sports Council which has seen tremendous growth since 1992

b. Board Structure

- i. Board consists of 22 business men and women from the following categories**
 - 1. Major Sports Properties**
 - a. Jaguars**
 - b. THE PLAYERS**
 - c. Gator Bowl Sports**
 - 2. Mayoral Appointments**
 - 3. Corporate Partners**
 - 4. Chamber Appointments**
 - 5. Heads of Tourism Agencies**
 - 6. At-Large Members**

c. Staffing

- i. Sports council takes on the expense of overhead in providing a professional staff**
- ii. Currently 15 full time professional staff members divided in the following areas:**
 - 1. Administration**
 - 2. Acquisitions**
 - 3. Operations**
 - 4. Sponsorship Sales**
 - 5. Marketing / PR**
 - 6. Membership Relations**

d. Funding

- i. We are a membership based not-for-profit whose funding comes from the following sources:**
 - 1. Corporate Memberships**
 - 2. General Memberships**
 - 3. Sponsorships**
 - 4. Ticket Revenue**
 - 5. City & State Tourism Tax Dollars**
 - 6. TV Revenue**
 - 7. Event Revenue**

IV. An Example of how JAXSPORTS Works: SEC Women's Basketball – Rick Catlett

- a. JAXSPORTS has existing relationship with SEC to begin conversations
- b. JAXSPORTS & SEC establish the parameters of the deal for the basketball tournament
- c. Negotiate with SMG & the Sports Officer for the use of the facilities
- d. The sports council enters into contracts with the facility and the SEC
- e. Sports council oversees management, operation and marketing of the event

V. Closing – Carl Cannon

- a. Carl's statement about the purpose of the organization and how the public/private partnership gives us an advantage when competing for events