



<b>Members: Donald Harris, Chairman</b>		<b>Staff Distribution:</b>	
Oliver Barakat, Vice Chair		Jason Gabriel, Office of General Counsel	
James “Jim” Bailey, Jr., Secretary		Paul Crawford, OED Acting ED	
Antonio “Tony” Allegretti, Board Member		Eric Lindstrom, DIA Staff	
Donald “Don” Shea, Board Member		Jack Shad, Public Parking Officer	
Kamaria “Kay” Harper, Board Member		David DeCamp, Public Information Office	
Melody S. Bishop, Board Member		Michelle Stephens, Recording Secretary	
Paul Perez, Board Member			
Robert Clements, Board Member			
<b>I. CALL TO ORDER – Chairman Harris</b>			
Pledge of Allegiance			
<b>II. ACTION ITEMS - Chairman Harris</b>			
Approval of the December 12, 2012 DIA Meeting Minutes			
Request for Submittal of Speaker Cards			
<b>III. INFORMATION ITEMS – Chairman Harris</b>			
816 Union Street Request for Proposals (SAX Seafood)			
DVI’s Quarterly Status Report of Activities (Oct. - Dec. 2012) – Karen Nasrallah			
<b>IV. LEGISLATIVE UPDATE – Paul Crawford</b>			
<ul style="list-style-type: none"> <li>• ORD 2012-730, New Supervisor of Elections Bldg.</li> <li>• ORD 2012-680, DIA CEO Qualifications and Criteria</li> <li>• ORD 2012-657, Bostwick Building – LUZ Public Meeting on Tues., 01/15/2013 at 5:00 pm – Council Chambers</li> </ul>			
<b>V. COMMITTEE UPDATES</b>			
CRA Plan Committee – Melody Bishop			
Hemming Plaza – Jim Bailey			
DIA CEO Search Firm – Don Shea			

<b>VI.</b>	<b>DOWNTOWN BRIEFING– Chairman Harris</b>
	Gator Bowl – Alan Verlander
	Southbank Riverwalk – Paul Crawford (Jim Robinson, PW)
	Parking Lot Legislation (ORD 2010-901-E) – Jack Shad, Eric Lindstrom, Jim Klement
	DDRB – Next Meeting Date Thurs., 01/10/2013 at 2:00 pm at City Hall, Lynwood Roberts Room
<b>VII.</b>	<b>OLD BUSINESS - Chairman Harris</b>
<b>VIII.</b>	<b>NEW BUSINESS – Chairman Harris</b>
<b>IX.</b>	<b>PUBLIC COMMENTS – Chairman Harris</b>
<b>X.</b>	<b>ADJOURNMENT – Chairman Harris</b>
	Next Scheduled Meeting: Wednesday, February 13, 2013 at 2:00 pm – Ed Ball, 8 <sup>th</sup> Floor BR 851



**MEETING MINUTES**

**Board Members Present:** Chairman D. Harris, T. Allegretti, D. Shea, J. Bailey, M. Bishop, O. Barakat, P. Perez, and R. Clements

**Board Members Not Present:** K. Harper

**Office of General Council:** Jason Gabriel

**Council Members Present:** E. Denise Lee, District 8; Don Redman, District 4; Lori Boyer, District 5

**Attendees:** Paul Crawford, OED Acting ED; Eric Lindstrom, DIA Staff; Karen Nasrallah, OED; Michelle Stephens, Recording Secretary; Jack Shad, Public Parking Officer; Chris Hand, Mayor's Administration

**I. CALL TO ORDER**

Chairman Harris called the meeting to order at approximately 2:06 p.m. opening with the Pledge of Allegiance.

**II. ACTION ITEMS**

APPROVAL OF THE NOVEMBER 20, 2012 DIA CRA PLAN COMMITTEE MEETING MINUTES

Board Member M. Bishop, Chair of the CRA Plan Committee, commented that she had some revisions to the November 20, 2012 DIA CRA Plan Committee meeting minutes, adding that she was not sure if the Board would want to approve the minutes before the committee has had a chance to review them.

Mr. Teal responded that it can be done either way. Process wise, the committee can review and approve, adding that the full Board would want to approve the committee meeting minutes at a later date.

Chair Harris advised that the Board would not approve the DIA CRA Plan Committee meeting minutes until after the CRA Plan Committee has a chance to review them, recommending approval to the full Board at their next meeting.

APPROVAL OF THE NOVEMBER 14, DIA MEETING MINUTES

For clarification, Board Member Bishop made the following comments regarding the November 14, 2012 DIA meeting minutes:

- Referencing page four, last paragraph, commented that the DIA resolution would not keep the Pope and Land project from moving forward through the City Council process.
- For the record that the Board spoke about a couple of things that generally a number of people had concerns with, noting that while the DIA approved with a resolution they expressed some concern about being gated. (These comments are on record via the recording of the meeting).
- Referencing page five, second paragraph after the motion, explained that the BID includes both the Business Investment and Development Plan. and the CRA Plan), and should read (BID or CRA).

**THE NOVEMBER 14, 2012 DIA MEETING MINUTES WERE APPROVED UNANIMOUSLY 8-0, AS NOTED AND AMENDED.**

APPROVAL OF THE NOVEMBER 27, 2012 DIA SPECIAL MEETING MINUTES

**THE NOVEMBER 27, 2012 DIA SPECIAL MEETING MINUTES WERE APPROVED UNANIMOUSLY 8-0.**

**HEMMING PLAZA**

Chair Harris welcomed and introduced Council Member Denise Lee, City Council representative for District 8 and Chair of the Ad Hoc Committee on Hemming Plaza, who introduced Council Member Don Redman, City Council representative for District 4 and member of the Ad Hoc Committee on Hemming Plaza. She noted that Council Vice President Bill Gulliford also served as a member of the Ad Hoc Committee on Hemming Plaza but was not able to attend today's meeting.

Council Member Lee congratulated members of the Downtown Investment Authority. She was present to make a short presentation on one of the most important city-owned investments of downtown (Hemming Plaza). She advised that in December 2011, former Council President Stephen Joost appointed an Ad Hoc Committee to look into issues concerning Hemming Plaza, noting that all interested parties were encouraged to participate. The committee began discussing what can be done to improve Hemming Plaza in the heart of downtown.

She noted the following:

- Studied all kinds of plans and heard from a lot of people
- Impressed with consistent show of public interest
- Much of what they have heard has been very disturbing

- Often, historic tours start at Hemming Plaza, but because of the negative environment in the plaza, teachers have asked her not to bring children to the plaza.
- MOCA is a tremendous amenity for downtown, but the director of the museum says the conditions in the plaza drive away visitors; museum stakeholders are concerned about being downtown in the vicinity of the plaza.
- Conditions at the plaza devalue the investment that has been made around it.
- Hemming plaza is a significant road block as we try to get more businesses to move downtown.
- Everyone agrees something needs to be done, but what that is and who is responsible for doing it are still undecided.
- All of the subcommittee work was complete before the DIA was created. Noted that if the DIA had existed two years ago, the discussions about Hemming Plaza would have started with the DIA.
- Hemming Plaza should be a DIA project and should decide how Hemming Plaza fits into the big picture of downtown. She suggested that the DIA take all of the information, study it and conduct their own review.
- Likes the idea of creating a new not-for-profit foundation that would be responsible for Hemming Plaza. The foundation would be responsible for creating a sense of neighborhood for the people who live and work downtown and treating Hemming Plaza like a welcoming front porch for visitors to our downtown government center. The foundation would be responsible for staging events, hiring vendors, and fronting the expenses and it would also keep all of the revenues generated to go back into the operation and promotion of the park through the foundation. Would be run similar to other successful parks around the country and compares to the way the Riverside Arts Market is run. Other groups such as churches and non-profits could use the plaza, but event booking would be scheduled and approved by the foundation.
- Suggested noting that she cannot speak for other members of City Council that if the DIA chose to follow the proposed plan or if they were to come up with another better idea, the members of City Council would be inclined to follow their lead and pass any legislation that may be needed.
- Prior to the DIA, the Ad Hoc Committee voted on a final recommendation which was to solicit for an RFI (Request for Information). The RFI is going out today. The Mayor's administration used the Ad Hoc Committee's findings to draft the RFI. In about 30 days we should have an idea of what groups want to participate as well as their vision for the future.
- Hemming Plaza is the gateway to City Hall. When approaching or departing City Hall, the first thing you see is Hemming Plaza. We can all work together to resolve this problem.
- Charge of the committee was to deal with the park - not the people in the park.
- Prepared two Hemming Plaza notebooks on the work of the Ad Hoc Committee (one for Chair Harris and one for Board Member Bailey).

Council Member Redman advised that he has filed a resolution asking the Mayor to remove the tables and chairs from Hemming Plaza. He noted that the activity tolerated at Hemming Plaza is not tolerated in other city neighborhood parks emphasizing that downtown is also a neighborhood. He added that we have a state of the art library that is mainly attended by the same folks who

congregate in Hemming Plaza and that most of the people choose to be there and live that way. He noted that he is willing to hold the legislation pending input, etc. from the DIA.

Ms. Stephens will distribute a copy of the Hemming Plaza Report provided by Council Member Lee to all DIA members.

Board Member Shea recommended that the DIA establish a Hemming Plaza subcommittee with Board member Bailey as chair since he was involved with the Ad Hoc Committee's work over the last year. He suggested that Board Member Bailey could review the information provided by Council Member Lee and report back at the January meeting about a strategy to move the idea forward about establishing a foundation, how to implement the plan, raise money, etc.

Chair Harris accepted a public comment from a member of the public (Steven Day with Day Capital Partners) regarding the Hemming Plaza Ad Hoc Committee and the Hemming Plaza report.

**A MOTION WAS MADE BY BOARD MEMBER SHEA AND SECONDED BY BOARD MEMBER M. BISHOP ESTABLISHING A HEMMING PLAZA SUBCOMMITTEE OF THE DIA WITH BOARD MEMBER BAILEY SERVING AS CHAIR. THE MOTION PASSED UNANIMOUSLY 8-0.**

### **III. LEGISLATIVE UPDATE**

Mr. Crawford provided an update on the following legislation:

2012-732, Hemming Plaza

2012-703, Pope and Land (Brooklyn Neighborhood Redevelopment Project) – City Council approved the incentive package and development agreement December 11, 2012. The residential component of the development agreement still requires final approval by the DDRB. The commercial component has not received conceptual or final review/approval from the DDRB.

2012-674, Downtown Parking – City Council approved December 11, 2012. An amendment was made by Council Member Boyer that addressed some of the concerns of the DIA. The amendment requires that any changes to the rates or policy be reviewed by the DIA. Anything that the parking division will be bringing to the city with regards to rates will be brought to the DIA prior to City Council for action.

2012-680, DIA CEO Qualifications and Criteria – Deferred in City Council Committee meetings week of December 3. There was confusion with an amendment that was offered by the Council Auditor's Office, and minor concerns about the qualifications regarding the requirement for the types of degrees (educational criteria). Staff is meeting with Council Members to answer questions, etc. and the legislation should be approved at the January 8, 2013 City Council meeting.

2012-730, Supervisor of Elections Building – Legislation introduced by Council Member Yarborough regarding the location of the Supervisor of Elections Building being moved to the edge

of Beaver and Union streets at a former project site (Sax Seafood). The site includes a considerable amount of land and partially built building at the gateway to downtown off of Union Street.

2012-657, Bostwick Building – The building is moving forward through City Council with regards to a historic designation that would allow for a number of alternatives related to the future funding of renovations to the building.

The following were relative comments from the Board:

- Regarding 2012-674, wanted to confirm that parking is still under the OED at this point because the DIA does not have an executive director. Parking is a revenue source that the DIA is going to need and hopes that the DIA can look forward to going back to Council to get it put back on the DIA as soon as they have an executive director. Commented that for now the DIA serves in an advisory role. Concerned that they can take one building and change the price for one building.

Mr. Gabriel replied that moving parking under the DIA is a structural change and would need dialogue with the Administration, and Council. He added that downtown policy related matters such as rate changes would have to come before the DIA for an advisory recommendation.

- Regarding Pope and Land mentioned the name of the park for the development is being referred to as “Riverside Park.” Feels very strongly that the name is inappropriate. We already have a Riverside Park that is more than 100 years old.
- Regarding 2012-730, commented that the Sax Seafood site has been identified as a possible site for a future Supervisor of Elections Office. Thought it has been a while since the site has been evaluated for whatever the best use is, adding that the Supervisor of Elections Office may be the best use. The news recently has mentioned failed past attempts. Suggested an RFP for the city-owned property should be considered.
- Important to note the property’s location suggested that whatever is developed on the site should have some kind of iconic feature about it, adding that you can do exciting without being expensive.

**A MOTION WAS MADE BY BOARD MEMBER SHEA AND SECONDED BY BOARD MEMBER ALLEGRETTI RECOMMENDING THE ADMINISTRATION SEEK EVALUATION OF THE DEVELOPMENT POTENTIAL OF THE SAX PROPERTY LOCATED AT 816 UNION STREET WEST THROUGH A REQUEST FOR PROPOSALS (RFP) ADDING THAT ONE CONSIDERATION SHOULD BE THE GATEWAY LOCATION OF THE PROPERTY AND THE OPPORTUNITY TO DO SOMETHING ICONIC. THE MOTION PASSED UNANIMOUSLY 8-0.**

#### **IV. COMMITTEES**

##### DIA CEO SEARCH FIRM

Board Member Shea advised that they are moving forward on soliciting proposals for professional search consultants, adding that the City's Procurement Department has developed a draft which incorporates the criteria, qualifications, etc. previously approved by the DIA. The RFP should be going out in the next few days and with the 21 day turn around we should have responses by January 20. Then we will know how many firms are interested and we should be able to engage a firm to conduct the search, looking at a few months (April) before we have an executive director on board.

##### CRA PLAN COMMITTEE

Board Member M. Bishop advised that they had a pre committee meeting on November 20, 2012. The intent was for them to wrap their hands around what kinds of things they would need to take up at the first meeting. The Board was provided with a three page "Redevelopment Plan Committee Proposed Initial Meeting Agenda/Task(s)" document prepared by Board Member M. Bishop. She suggested that all DIA members attend the first meeting; emphasizing the importance of the committee adding that with all the pieces there may be a need for sub-committees down the road.

Board Member Bishop suggested either Wednesday, December 19 or Thursday, December 20, 2012 for the next meeting. Ms. Stephens will poll the Board for the best day that works for the majority. She added that at the next meeting they also plan to begin to identify who the stakeholders are going to be because she thinks there will need to be some very strong sub committees that will include stakeholders in addition to the DIA.

Board Member Barakat provided a brief overview of JAX 2025, encouraging all present to participate in the process by taking the community survey.

Board Member Perez reaffirmed that the initial committee meeting will be important to see what we already have, and set the ground work for discussion encouraging full Board participation.

Chairman Harris suggested the engagement of professional services through the Procurement Department's RFP process to assist the DIA with the development of the plan.

Mr. Crawford responded that he thought it was premature to decide that until the CRA Plan Committee figures out what their wants and desires are and their direction, and then he can define what that scope is and whether we have the resources in house or need to seek outside assistance.

Board Member M. Bishop commented that the subject is one of the items they want to accomplish at the next CRA Plan Committee meeting.

Board Member Shea departed the meeting.

## V. DIA AUTHORITY AND PROCESS

Mr. Gabriel provided an overview of Ordinance 2012-364-E, enacted by City Council August 15, 2012, that established the Downtown Investment Authority (summary of powers and duties) along with a copy of the downtown overlay zone map (both of which were previously provided to all Board members).

The following were relative comments from the Board:

- Board Member M. Bishop mentioned that the various plans that are in the legislation includes the East.

Mr. Gabriel concurred that there are an East and a West, adding that they were combined in 2000 (Ordinance 2000-1078). That was a comprehensive CRA ordinance at the time. Mr. Gabriel offered to provide the Board with a copy of ORD 2000-1078. He referenced Chapter 500 of the Ordinance Code. Those two areas were codified for all practical purposes as the Northbank. There are two Northbank Plans and one Southbank Plan.

Referencing ORD 2012-364-E, Section 55.308, (b) (7), Mr. Gabriel commented that per the statute (Chapter 122, Part 4, Subpart A), when a plan is approved, CRA's throughout the state depending on how they have been created have the power to acquire property, if that power has been delegated. In our case the power has been delegated, but subject to our current Ordinance Code, which means up to a certain monetary threshold you can acquire property and above that threshold you need City Council approval. The two thresholds are \$100,000 and above require City Council action and \$25,000 and above require City Council action, adding that he needs to verify if that is acquiring or selling. He believes you can acquire up to \$100,000 with the Board and Administration but after that Council approval is required and \$25,000 being the other threshold that would be for selling, adding that he will confirm.

- Board Member M. Bishop asked if that was the value. Using as an example if someone decided to donate the Florida Theatre building, can you take into consideration the value as being x, or because we have not paid anything for it asked if it would or wouldn't fall under those rules.

Mr. Gabriel commented that from his perspective two important elements of the powers and duties of the DIA are the hiring of a CEO to be the policy and legislative administrating function that the Board will provide, and the comprehensive CRA Plan itself that is an important undertaking because it is going to be the constitution, a plan for downtown. Will want to have a visionary approach to the plan with a balance between being proactive, also recognizing that over time certain things happen that require amendments. He commented that when going through the legislation process with City Council, there was an understanding that the plan would be a big undertaking and time consuming, but also that it would be forthcoming. There will be some eagerness from the Council at some point on the progress of the plan.

Mr. Gabriel ended with providing a summary of meeting processes as far as discussion, making a motion, etc.

- Verifying the DIA's relationship with the DDRB, asked using as an example if a developer was proposing a 20-story office tower downtown the DDRB would have their review, design procedures, etc. but if the developer was not asking for any incentives the project would not come before the DIA. Mr. Gabriel confirmed.
- Requested a mechanism be established so that the two authorities were linked. Staff suggested that the DIA could be added to the distribution of the DDRB agenda and the DDRB could be added to the distribution of the DIA's agenda and then members of each respective board could decide if there was an item of interest on a particular meeting agenda and attend. It was noted that if a board member chose to attend a meeting and make comments those comments would be based on their personal opinion and not representative of their respective Board's opinion unless in advance it was agreed by the Board that a member would attend and voice an opinion on behalf of the Board. It was also noted that when the respective board is copied on the agenda, the agenda includes a copy of the previous meeting minutes.

In an effort to prioritize the first year, Chair Harris commented that the Board needs to find a focus of the most important things it needs to accomplish the first year. He asked all Board members to email Michelle, Paul, or Jason their respective priorities that the DIA needs to focus on and accomplish the first year for discussion at the January DIA meeting.

Board Member Bailey suggested in the interim of a CEO for the DIA being hired, the Board could establish and conduct publicly noticed, but informal informational type meetings on downtown related issues. He also suggested that the date of the DIA meetings be moved from the day after a Council meeting to the week before a Council meeting because the DIA is getting things that go before Council 24 hours after it goes to Council and they have to react on it and it sits for three weeks before it goes back to Council. He suggested that the DIA should meet one week before Council so they have time to discuss issues and come back with a reasonable recommendation.

Board Member Perez left the meeting at approximately 3:44 p.m.

## **VI. DOWNTOWN BRIEFING**

Board Member Allegretti provided an update, overview and highlights of the Downtown Marketing Collaborative (DMC). He also reviewed a survey that he will provide the link to in addition to today's presentation.

## **VII. OLD BUSINESS**

- A request was made for the status of the Southbank Riverwalk (Mr. Crawford will provide at the January DIA meeting).
- Requested that the DIA be made aware of the next Courthouse Oversight meeting.

### **VIII. NEW BUSINESS**

- Board Member Bailey submitted for the record a copy of a letter from the North Florida Land Trust requesting a letter of support for a grant application for an initiative to clean up and restore McCoy's Creek and Hogan's Creek.
- Asked Mr. Crawford to provide an update on the parking lot legislation (ORD 2012-901-E).
- Requested that any action or resolution taken by the DIA to include recommendations to the Administration be forwarded to Council members so that whether Board members are present or not at committee meetings, they know what action the DIA has taken.

### **IX. PUBLIC COMMENTS**

The floor was open for public comments and advised that their time to speak was limited to three minutes.

- John Nooney, 8356 Bascom Road, Jacksonville, FL 32216

For a better understanding, Board Member Allegretti asked Mr. Nooney to provide more information related to the FIND program to Michelle for distribution to the Board.

- Doug Skiles, 2002 San Marco Blvd., Jacksonville, FL 32207
- Wiatt Bowers, 303 E. Church St., Jacksonville, FL 32202

### **X. ADJOURNMENT**

There being no further business, Chair Harris adjourned the meeting at approximately 4:28 p.m.

The next DIA meeting is scheduled for Wednesday, January 9, 2013, at 2:00 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, the audio CD that is available upon request. Please contact Michelle Stephens, Office of Economic Development at (904) 630-1979 or by email at [msteph@coj.net](mailto:msteph@coj.net).



**Downtown Vision, Inc.**  
**Report to the Downtown Investment Authority**  
**January – December 2012**

This update includes a summary of significant accomplishments and activities during calendar year 2012, including information on our advocacy efforts, supporting Downtown stakeholders, marketing Downtown, bringing more people Downtown and making Downtown cleaner, safer and more attractive.

**Advocating for Downtown**

- **Downtown Improvement District renewal.** Renewed the Downtown Improvement District to continue providing enhanced services to Downtown for an additional seven years.
- **Downtown management.** Advocated for increased focus on and funding for Downtown management, including improving cleanliness, safety and beautification, marketing Downtown, bringing more people Downtown through events and promotions and activating Downtown.
- **Independent Downtown organization (DIA) .** Advocated for the creation of an independent organization, solely focused on Downtown, to oversee Downtown economic development and attracting businesses to Downtown.
- **Current County Courthouse/Courthouse Annex site.** Advocated that the city create an interim green space on the site, ensure the highest level of cleanliness and safety on the site and allow permitting of appropriate events and activities on the site until it is developed to spur activity and help support existing businesses in the area.
- **Coordinated efforts.** Continued to coordinate with Jacksonville Civic Council, JAX Chamber, Visit Jacksonville, NAIOP and other Downtown organization to ensure we speak with one voice on what is needed to move Downtown forward.
- **Best Practices.** Continued advocating for the best practices and principles outlined in DVI's Downtown white paper, *Turning the Corner: Rethinking and Remaking Downtown*.
- **Bostwick Building.** Advocated for preservation of the Bostwick Building, also known as the Guaranty Trust Building, through the Locally Designated Landmark process.
- **Hemming Plaza.** Advocated for better management and activation of Hemming Plaza.
- **Public Parking.** Supported legislation to enable more flexibility with regard to city-owned parking facilities Downtown.
- Advocated for higher design standards for the **Parador Parking garage**, located in a visible area of Downtown.

## Supporting Downtown Stakeholders

- **Business support.** Worked with El Ad Florida, LLC and EverBank to develop welcome packages and events for more than 1,600 EverBank employees who moved Downtown this summer.
- **Energy Challenge Grant.** Worked with the City of Jacksonville to develop an Energy Challenge Grant program for property owners who make energy improvements to buildings with more than 115,000 square feet. A total of \$105,554 in grants was awarded to five Downtown properties.
- **Requests for information and assistance.** Fulfilled hundreds of requests for information and assistance from Downtown stakeholders, prospective investors, partners and others, including providing Downtown information, assisting in resolving cleanliness or safety concerns and helping organizations interested in holding events Downtown.
- **Ambassador support services.** Provided Downtown Ambassador escorts and coverage for various Downtown business functions at the request of Downtown stakeholders.
- **Assisted 20 companies** with information on locating Downtown.
- **Updated our databases** of available street level retail spaces as well as our parking database.

## Activating Downtown through Promotions, Events and Partnerships

- **First Wednesday Art Walk.** DVI celebrated the 100<sup>th</sup> Art Walk in March, at which Mayor Alvin Brown presented an "Art Walk Day" proclamation. Art Walk attracts more than 6,000 patrons each month to more than 40 Downtown venues (galleries, restaurants, businesses, etc.) and features hundreds of participating artists. In September, DVI launched the Food Truck Village at Art Walk, which welcomes two-to-three trucks per month, in cooperation with the City's Parking Division. DVI began surveying the community, venues and participating artists in December and has collected more than 500 responses, which will influence programming decisions in 2013.
- **Eat Up Downtown.** DVI secured region-wide sponsorship from the Jacksonville Office of Economic Development and continued media sponsorship from Jacksonville Magazine for the 2012 Eat Up Downtown dining promotion. The newly revamped promotion implemented a three-tiered pricing system and ran in August 2012 with 24 participating restaurants. The two-week-long promotion was such a success, more than half of the restaurants extending the promotion for a third week attracting 24,000 people Downtown.
- **Movies in the Park.** The fifth year of this free, family-friendly outdoor movie series on the Southbank was located at the Wyndham Jacksonville Riverwalk riverfront lawn and attracted more than 3,700 moviegoers to the Downtown riverfront in April and May.
- **Dine with Us Downtown.** DVI launched an initiative with DVI Board member and Jacksonville Jaguars CFO Bill Prescott to bring diners Downtown once a month to celebrate Downtown as a dining destination. The grassroots promotion brings approximately 50-60 people to a different Downtown restaurant each month.
- **Picnic in the Plaza.** Began a low-cost, low-risk grassroots picnic gathering in Hemming Plaza during the Friday lunch hour in November. Approximately 100 people came out to the plaza to join in the fun during the first event. DVI provides live music and lawn games on fair weather Fridays and draws an average of 30-50 a week.
- **The Core promotions.** Continued a partnership and joint marketing efforts with Downtown nightlife venues and continued the annual Great Pirate Party. DVI provided information on young professionals/industry groups and conventions to attract more patrons to Downtown nightlife venues. Over the summer, DVI produced 4,000 "The Core" maps, which were fully distributed in less than one month. The great demand led to integration of the nightlife map into the Downtown Guide & Map.
- **Partnership development and support.** Fostered multiple partnerships with Downtown cultural events and initiatives. DVI sponsored the 2012 Jacksonville Light Parade, fireworks for the 2013 Gator Bowl and trolleys for the MetroJacksonville Pub Crawl. DVI partnered in Parking Day, Park Your Art, and the CALEA Conference. DVI has taken an active advisory role in the upcoming One Spark, and convenes groups of both Downtown residents and residential managers, and the 15 largest cultural and entertainment organizations. DVI established a partnership with the jury department at the new Courthouse to provide Ambassador hospitality services and Downtown Guides & Maps. DVI curated content for the Laura Street kiosks producing, The Core nightlife directory posters, Art Walk posters and downtownjacksonville.org posters. DVI also produced and distributed promotional posters welcoming visitors to Downtown for the Jacksonville Jazz Festival and U.S. vs. Scotland soccer game.

- **Holiday Wreaths on Laura St.** Secured 20", locally crafted, evergreen holiday wreaths at cost, enlisted retailer and business buy-in, placed the order and managed the hanging of the wreaths resulting in more than a dozen holiday wreaths up for December's holiday-themed Art Walk.
- **Off the Grid.** This partnership with the Cultural Council of Greater Jacksonville, Downtown stakeholders and local artists has resulted in more than 20 galleries and studios opening Downtown during the past three years, with seven currently active. The program and its offshoots have activated more than 50,000 square feet of vacant retail space, and seven retail spaces have signed leases for permanent tenants.

### **Promoting and Marketing Downtown and the Importance of Downtown.**

- **Produced more than 100,000 copies of the Downtown Guide & Map** and maintained 21 Downtown information kiosks.
- **Telling the story about Downtown.** Refocused DVI's promotion and marketing efforts on better telling the story about Downtown through various tools, including website, an advocacy blog, e-newsletters, social media, testimonials and the [digdowntownjax.com](http://digdowntownjax.com) blog.
- **Advocacy and Best Practices Blog.** Launched the Downtown Jacksonville Blog to include the community in the discussion of ideas and solutions on Downtown revitalization efforts. The blog addresses news and initiatives, advocacy issues, best practices, and share success stories, all intended to educate and engage local residents. Since it's October launch, DVI has published nearly 40 posts and received nearly 3,200 unique views.
- **Increased social media outreach.** Increased efforts to reach new and existing Downtown users through timely and informative social media tools, including Facebook, Twitter, LinkedIn, YouTube, Flickr and Pinterest. DVI organically increased Facebook fans by more than 40% (3,800) and Twitter followers by more than 50% (4,320).
- **Revamped events email.** Revamped our bi-weekly events email, *Things to Do Downtown*, to a weekly format and updated content to focus on highlights based on reader feedback. DVI began producing holiday-specific and "Jacksonville" e-newsletters to highlight the breadth of activities surrounding themed events. DVI's event calendar promotes more than two thousand Downtown events each year.
- **Events and Meeting Space Database.** Compiled phase one of a user-friendly guide with succinct descriptions and contact information for approximately 100 cultural and entertainment venues, restaurants and bars, galleries with available meeting or event rental space.
- **More online information.** Added ten Downtown itineraries to DVI's website, [downtownjacksonville.org](http://downtownjacksonville.org), to provide more information for Downtown visitors. Itineraries include information on family days, getting to know Downtown, fitness suggestions and more.
- **Downtown Marketing Collaborative.** The Downtown Marketing Collaborative is a partnership between DVI, JAX Chamber, the Jacksonville Civic Council, Visit Jacksonville, the Jacksonville Transportation Authority, the Jacksonville Jaguars, SMG Jacksonville, NAIOP of Northeast Florida, the Urban Land Institute of Northeast Florida, JEA and the City of Jacksonville. The group has raised \$180,000 to bring people Downtown to play. DVI has committed to help raise additional funding to sustain the efforts and be competitive with other cities.
- **Other marketing support.** Worked with local media outlets for coverage in more than 200 Downtown stories. DVI also provided information and support via our website and social media to dozens of Downtown event providers.

### **Making Downtown Cleaner, Safer & Friendlier**

- **Enhanced cleaning.** Continued to provide enhanced cleaning services in the Downtown Improvement District, including pressure washing, litter and graffiti removal and weed and tree fall abatement. Accomplishments for calendar year 2012 include removing 25 tons of litter, 8 tons of leaves and acorns and 803 graffiti tags, pressure washing 174 block faces, removing 2,868 spills and odors, and pressure washing areas before and after major events.
- **City funding for cleaners.** Worked with City of Jacksonville to continue city funding for two additional cleaners for Downtown.

- **Reporting nuisance activity and other issues.** Reported and/or resolved more than 3,700 instances of nuisance activity and reported 238 incidents of property safety hazards or code violations.
- **Advocating for increased police presence.** Advocated for more visible police patrols Downtown and in Hemming Plaza.
- **Hemming Plaza Ad Hoc Committee.** Participating in the Jacksonville City Council's Hemming Plaza Ad Hoc Committee to identify initiatives to improve Hemming Plaza.
- **Ambassador Hospitality Service.** Provided information or directions to more than 20,000 Downtown visitors, residents or employees and provided 1,178 umbrella escorts in the rain.

### **Making Downtown More Attractive**

- **Laura Street Façade Improvement Grant Program.** In the process of working with property owners as part of the Laura Street Façade Improvement program. All façade improvements will be completed by the end of March 2013.
- **Flower baskets.** Maintained 55 flower baskets along Adams, Ocean, Forsyth, Newnan and Bay Streets.
- **Other improvements.** Mulched more than 600 tree beds and repainted more than 100 trash can lids in the Downtown Improvement District.