

2015

2016

DOWNTOWN

VISION

ANNUAL

REPORT

DOWNTOWN

JACKSONVILLE

FLORIDA



jacksonville

LETTER FROM DOWNTOWN VISION'S CHAIR & CEO



Downtown Vision continues to work hard to make Downtown Jacksonville a great place to live, work, visit and invest. Our board of directors, staff and Ambassadors are passionate about making Downtown better and believe a better Downtown means a better Jacksonville. For more than 15 years we have led efforts to keep DTJax clean and safe, ensuring the best possible experience for all our Downtown residents and visitors. We work to educate people on all the amazing attractions, amenities and benefits of Downtown. This past year, we continued to innovate new ways to complete our mission – including promoting Downtown's growing startup ecosystem and bringing parklets to Downtown Jacksonville. We also held our very first DTJax Gala fundraiser, a sell-out event bringing together all those who support Downtown.

Downtown Vision continues to support all of the businesses and merchants of Downtown, and is constantly connecting with new businesses seeking to relocate Downtown. With more residents, businesses, retail and amenities being added every day, we believe Downtown Jacksonville will continue to grow as the premiere urban center in our region.

We invite you to learn more about us at downtownjacksonville.com. Sign up for our DTJax Weekly e-Newsletter, attend a quarterly stakeholder meeting and enjoy the wonderful amenities and community in Downtown Jacksonville.



Debbie Buckland

Debbie Buckland
Board Chair
Market President, BB&T



Jacob A. Gordon

Jacob A. Gordon Esq.
CEO
Downtown Vision



ABOUT DOWNTOWN VISION

Downtown Vision is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded by Downtown's commercial property owners through a self-assessment. We are governed by a board of directors representing diverse stakeholders in Downtown. Aligned with the City of Jacksonville's Downtown Investment Authority in a public-private partnership, we focus on four strategic pillars:



Downtown Vision exists as both a 501(c)6 non-profit business league association and a 501(c)3 charitable corporation, providing our members and supporters with a wide range of support and benefits.



Create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest.



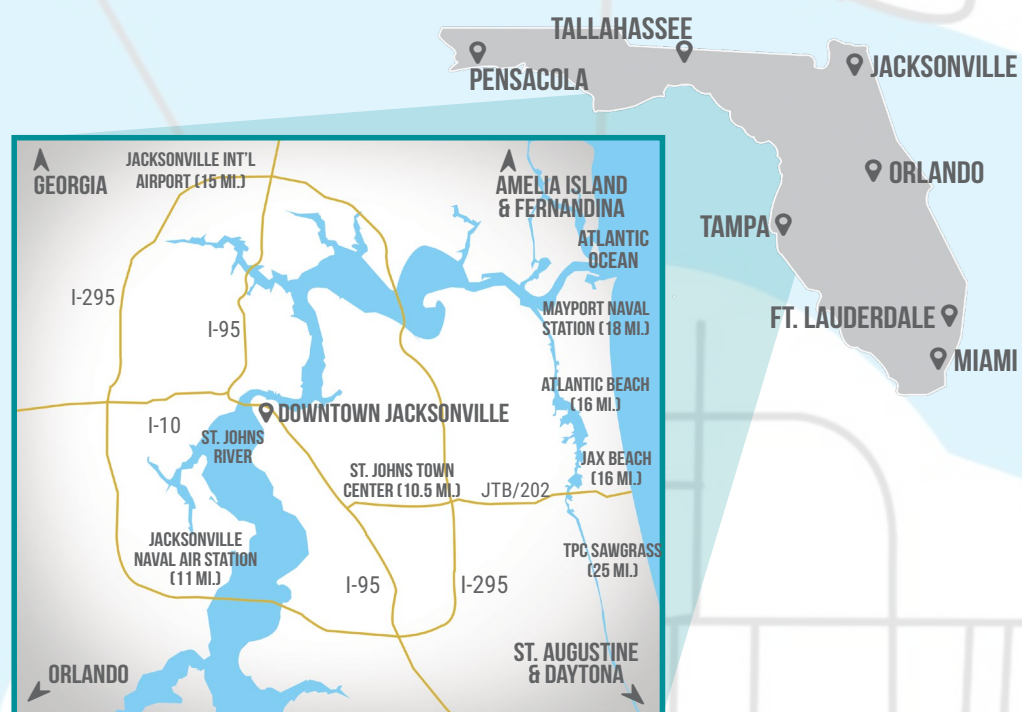
A dynamic 24-hour pedestrian friendly Downtown Jacksonville that serves as the premier center for the arts, dining, retail, entertainment, business and urban living in Northeast Florida.



DOWNTOWN JACKSONVILLE (DTJAX) & THE BUSINESS IMPROVEMENT DISTRICT



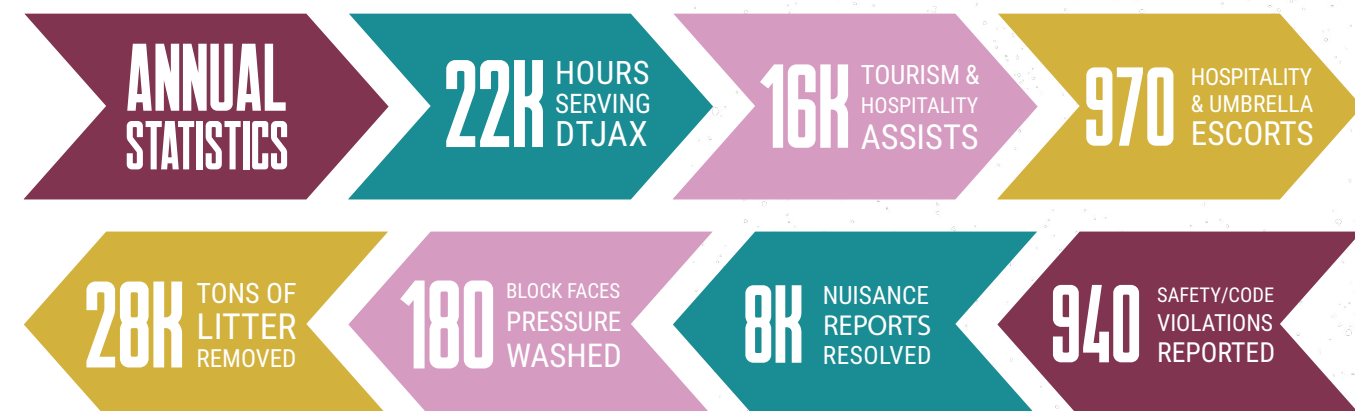
CENTER OF JACKSONVILLE & THE FIRST COAST: NORTHEAST FLORIDA



KEEPING DTJAX CLEAN & SAFE

Downtown's cleanliness, safety and hospitality team, our Downtown Ambassadors provide extra eyes and ears on the street seven days a week and work closely with the Jacksonville Sheriff's Office to create a welcoming Downtown environment.

DTJAX.COM/CLEANANDSAFE



Downtown Ambassadors provide necessary landscaping services, such as weeding and mulching tree pits, maintaining more than 50 hanging flower baskets and assisting in numerous community clean-up projects.



Ambassador Lydia Cobbett was recognized as #DTJax Ambassador of the Year in 2016 at the DTJax Gala, and Ambassador Michael Ryan was a 2015 ROSE Award finalist for the Recognition of Service Excellence in Northeast Florida.



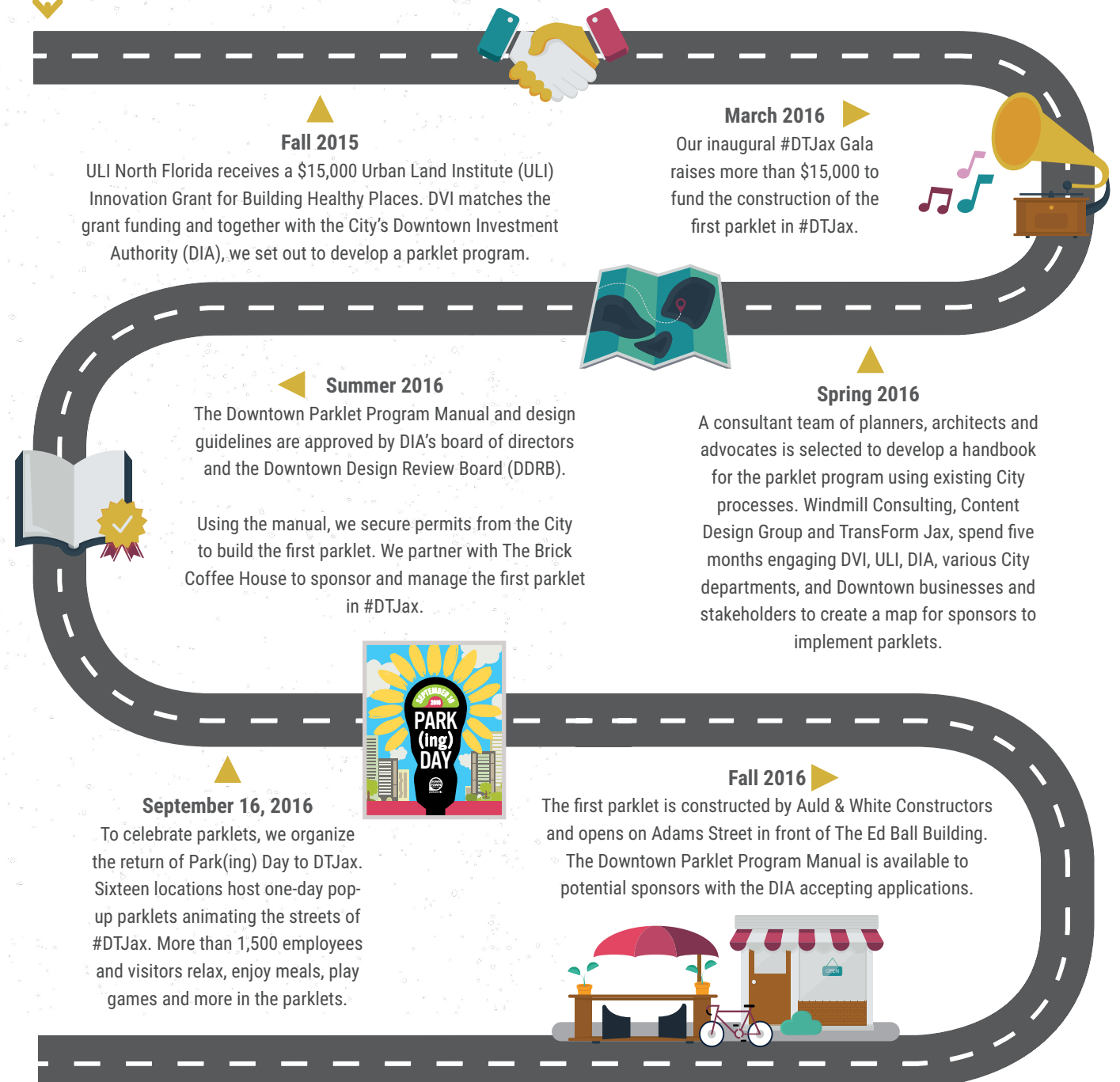
Our Northbank Security Network monthly meetings facilitate critical dialogue among property managers and the Jacksonville Sheriff's Office on safety and quality-of-life issues.



Our Downtown Information & Safety Network (DISN) e-blasts alert stakeholders to critical issues, such as street and bridge closures, construction projects, and events impacting access in the Downtown area.

SPECIAL PROJECT: PARKLETS

Parklets, small parks constructed in one or more parallel parking spaces, are part of a national movement of low-cost, high-impact "tactical urbanism" projects. To reclaim urban spaces for people instead of cars, these semi-permanent structures are designed to create a welcoming space for people to relax, interact and enjoy the city atmosphere around them, while animating the street-level experience for local businesses, residents and visitors. Here is our path to parklets in #DTJax.



PROMOTING AN AUTHENTIC DTJAX

The City of Jacksonville through its Downtown Investment Authority has laid out a road map for Downtown prosperity in their Community Revitalization Area (CRA) and Business Investment and Development (BID) plans. We work closely with DIA and stakeholders under the #DTJax brand to accomplish the No. 1 goal of this plan, to “reinforce Downtown as the City’s unique epicenter for business, history, culture, education, and entertainment.”

#DTJAX APP LAUNCHED IN JUNE 2016



EVENTS,
BUSINESS
DIRECTORY,
MAPPING &
YELP REVIEWS

PUSH NOTIFICATIONS FOR
SPECIAL EVENTS &
NEW OPENINGS

1800+
DOWNLOADS IN 4 MONTHS

DTJAX.COM

TOP 5 REASONS PEOPLE VISIT:
EVENTS, DINING, PARKING,
NIGHTLIFE, LIVING

960K
PAGE VIEWS ANNUALLY

BLOGDTJAX.COM

53K
PAGE VIEWS ANNUALLY

@DTJAX

73K

COMBINED FOLLOWERS
ON FACEBOOK,
TWITTER
& INSTAGRAM

24.3M
#DTJAX HASHTAG
REACH

#DTJAX WEEKLY E-NEWSLETTER

22.7K

READERS CONSUME
FEATURED EVENTS,
DTJAX NEWS,
BLOG STORIES &
DOWNTOWN VISION UPDATES



EDUCATING VISITORS

100,000 #DTJax Maps are distributed annually and
#DTJax Kiosk Posters highlight seasonal events.



LEVERAGING RELATIONSHIPS



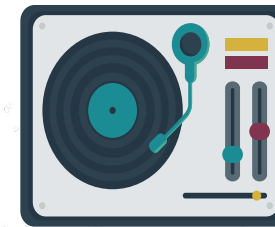
This year we launched quarterly #DTJax Marketer Meet-ups to bring together cultural, entertainment, tourism and civic marketers in #DTJax to encourage cross-promotion and create a forum to share ideas.



We work with the media on more than 225 news stories annually to educate the community on everything there is going on in #DTJax as well as on revitalization efforts.



Our new Snap Chat geo-filter lets people share their love for #DTJax.



SPECIAL PROJECT: THE ELBOW ENTERTAINMENT DISTRICT

We work with stakeholders, bars, restaurants and venues to develop and promote “The Elbow,” a growing entertainment district in #DTJax. Committed to creating an authentic entertainment experience, The Elbow offers a wealth of diverse, walkable and award-winning culinary, nightlife, live music and performance venues. We launched The Elbow Entertainment District Marketing Co-Operative in 2015 and this year, won the International Downtown Association’s Award of Excellence for this collaborative effort.

THEELBOWJAX.COM / @THEELBOWJAX



Our marketing cooperative promotes the district through theelbowjax.com and online directory, @TheElbowJax social media, advertising buys, district maps, signage and spray chalk, and permanent and movable murals, plus:



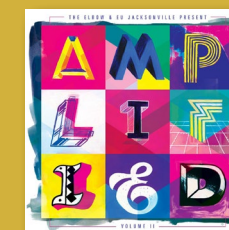
**THEELBOWJAX.COM/
ARTWALKAFTERDARK**



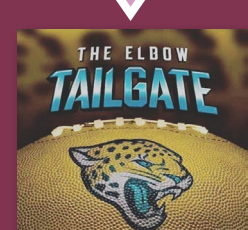
JAZZFESTAFTERDARK.COM



**THEELBOWJAX.COM/
ALLEY-SESSIONS**



**THEELBOWJAX.COM/
AMPLIFIED-VOL-2**



THEELBOWJAX.COM/TAILGATE

CREATING CAPTIVATING DTJAX EXPERIENCES

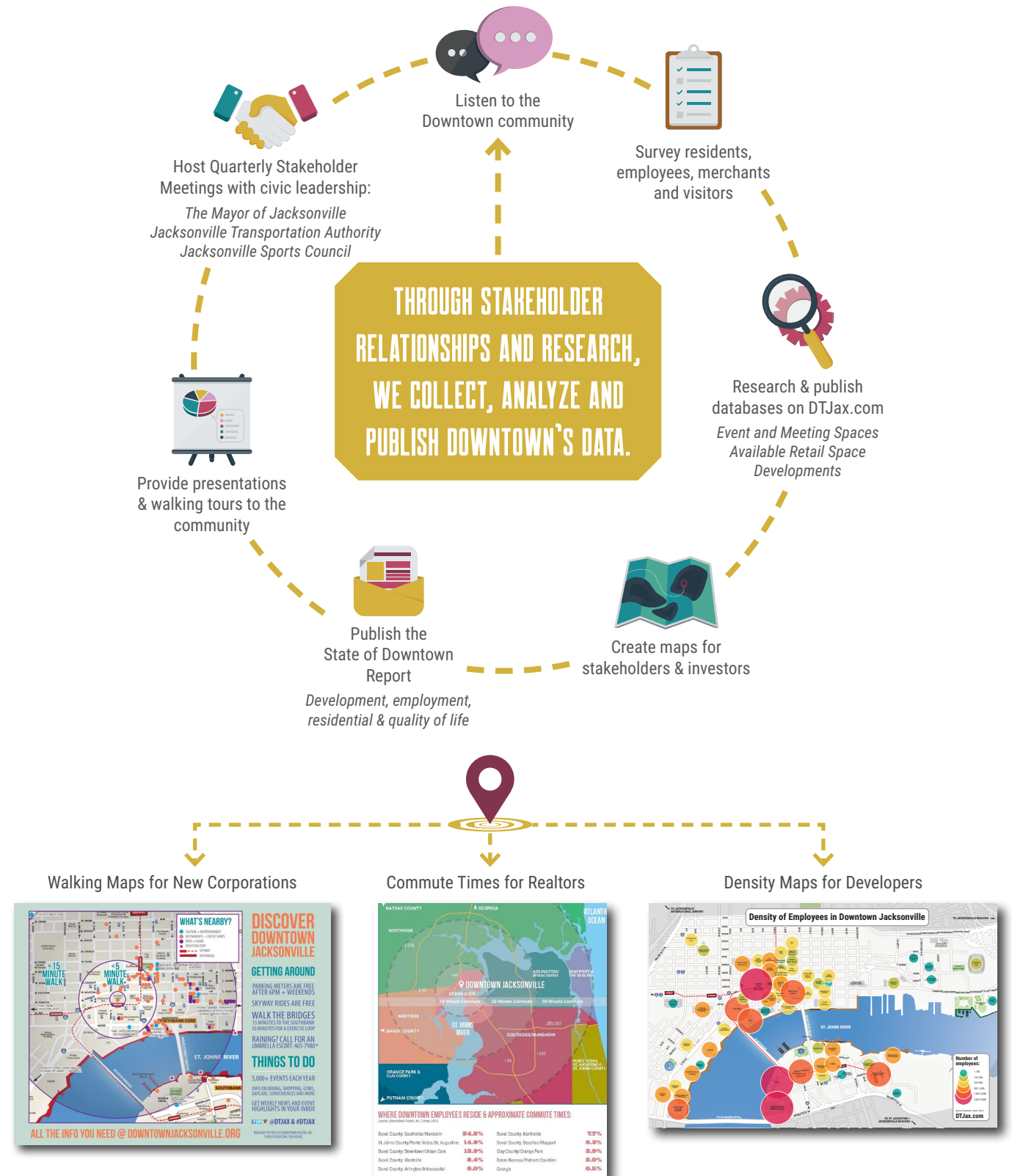
We produce events that bring people Downtown and support local merchants and businesses. Our signature event, First Wednesday Art Walk, has run monthly since 2003. In the 2015-2016 year, Art Walk drew more than 200,000 visitors, and in June, we celebrated our 150th Art Walk. We also produce events supporting local businesses, such as Park(ing) Day in September, Trick or Treat on the Street in October and Small Business Saturday in November.



ILOVEARTWALK.COM



TRACKING & MANAGING #DTJAX DATA





SPECIAL PROJECT: ONE SPARK: SPARK WALK

For One Spark 2016, we collaborated with One Spark Inc. and One Spark Ventures, who were evolving their innovation festival. Together with other strong partners and sponsors like the Downtown Investment Authority, the City of Jacksonville Special Events, PRI Productions, Dalton Agency, JaxCoE, SMG, JAXSPORTS and others, we hosted an extended First Wednesday "Spark Walk." Spark Walk featured a Creator showcase of innovators, entrepreneurs, and champions of meaningful social and cultural projects.

#DTJAX TOURISM

From our hospitality Ambassadors to our events calendar and directory to our work with hoteliers, many of our programs support DTJax tourism. We support numerous public and private organizations as part of our mission to promote Downtown as a great place to visit.

CITY OF JACKSONVILLE

- ➔ **Tourism Development Council, Visit Jacksonville**
We offer support through Downtown hospitality Ambassador services, and marketing materials like DTJax Maps, DTJax.com and the DTJax App.
- ➔ **Sports & Entertainment Office, JAXSPORTS Council**
We help promote large events, such as the US National Curling Championships and the Navy vs. Notre Dame game week, and we partner on events like Jazz Fest After Dark.

DOWNTOWN STAKEHOLDERS

- ➔ **Individual Venues, Attractions**
Through our #DTJax marketing channels, we drive visitors to destinations and activities, such as the River Taxi, Hemming Park, Unity Plaza, The Elbow, Downtown's museums, theatres and merchants.
- ➔ **Downtown's Major Hotels**
Working directly with hotel management, we support efforts to attract and support conventions & visitor groups.

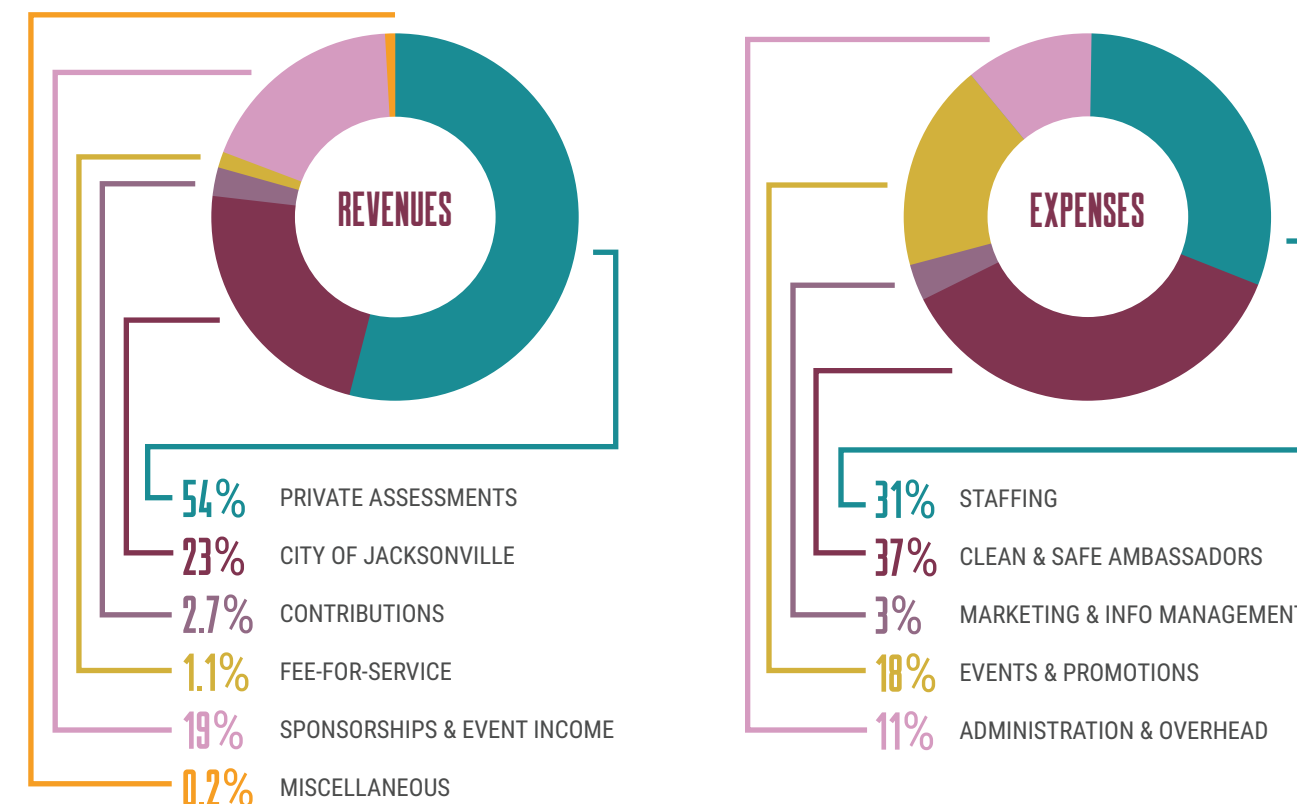


Walking Maps for Hotels

DOWNTOWN VISION'S BUDGET

Our budget is approved by DVI's board of directors, the Downtown Investment Authority (DIA) and Jacksonville City Council.

FOR FISCAL YEAR 2015-2016, THE ADOPTED BUDGET WAS \$1,323,699.



INAUGURAL DTJAX GALA RAISED \$15,000 FOR PARKLETS



BOARD OF DIRECTORS, 2015-2016

CHAIR

Debbie Buckland, *BB&T*

VICE CHAIR

Oliver Barakat, *CBRE Group, Inc.*

SECRETARY

Patrick McElhaney, *EverBank*

TREASURER

Janice Lowe, *The Jacksonville Landing*

IMMEDIATE PAST CHAIR

Michael A. Jennings, *Prudential Financial*

MEMBERS

Bill Adams, *Gunster*

John Blount, *First Baptist Church*

Vicki Burns, *Regency Centers*

Stephen Crosby, *CSX / INVEST JAX*

Jed V. Davis, *D.D.I. Inc./Davis Family Office*

Teresa Durand-Stuebben, *Downtown resident*

Burnell Goldman, *Omni Jacksonville Hotel*

Jan Hanak, *Regency Centers*

Traci Jenks, *Cushman & Wakefield of Florida*

Vince McCormack, *Perdue, Inc.*

Dorothy Merrick, *Downtown resident*

Allison Naseri, *Downtown resident*

William R. Prescott, *Heritage Capital Group*

John Ream, *The Connect Agency*

Numa Saisselin, *Florida Theatre*

EX-OFFICIO

Tony Allegretti
Cultural Council of Greater Jacksonville

Keith Brown
Jacksonville Transportation Authority

Nathaniel P. Ford
Jacksonville Transportation Authority

Councilman Reggie Gaffney
Office of City Council

Councilman Bill Gulliford
Office of City Council

Assistant Chief Jackson Short
Jacksonville Sheriff's Office

Chief Donald Tuten
Jacksonville Sheriff's Office

Aundra Wallace
Downtown Investment Authority

STAFF

Jacob A. Gordon, Esq., *CEO*

Katherine Hardwick, *Director of Marketing*

Jennifer Hewett-Apperson, *Director of District Services*

Cheryl Hunte, *Business Administrator*

Hana Ashchi, *Marketing & Events Coordinator*

Haleigh Hutchison, *Research & Communications Coordinator*

Ashley Hietpas, *Marketing & Events Assistant*

Thank you to past FY 15-16 marketing assistants, Hill Crawford and Kristen Fields and volunteer coordinator, Jamie Beck.

AMBASSADORS

Bill Wimmer, *Program Manager*

Lionel Roberts, *Supervisor*

Troy Harris, *Supervisor*

Joey Brooks

Willie Browner

Mike Carpenter

Lydia Cobbett

Joshua Givins

Russell Hill

Mike Ryan

David Vazquez

THANK YOU TO OUR SPONSORS



AULD & WHITE
CONSTRUCTORS • LLC



United Way
of Northeast Florida



Bailey Publishing | Bold City Brewery | Cecil W. Powell & Company | Chamblin's Uptown
Dalton Agency | Easy 106.5 | Elite Parking Services | Folio Weekly | Gunster
Heritage Capital | Hot 99.5 | Hyatt Regency Jacksonville Riverfront
Iconic Real Estate Investment | Intuition Ale Works | Jacksonville Jaguars
The Jacksonville Landing | Jacksonville Suns | Jacksonville Transportation Authority
Lewis, Longman & Walker, P.A. | Milam Howard Nicandri Dees & Gillam, P.A. | Regions Bank
Rummell Company | Sweet Pete's | Workscapes | X102.9 | YMCA of Florida's First Coast



DOWNTOWN VISION / 214 NORTH HOGAN STREET, SUITE 120 / JACKSONVILLE, FL 32202

 **DTJAX.COM**  **DTJAX APP**    **DTJAX**

