



2017 - 2018 ANNUAL REPORT
Downtown Vision, Inc. | Downtown Jacksonville, FL




LETTER FROM DOWNTOWN VISION CHAIR & CEO

When we look at Downtown Jacksonville, we see residents who love the energy of Downtown living and are hungry for more amenities. We see companies and universities choosing Downtown because of the value it gives to its employees and students. We see unique dining, cultural and entertainment attractions inviting the community in. And, we see opportunity for investors to get a large return in Downtown and to benefit all of Jacksonville. At Downtown Vision, we see the opportunity to create a better Downtown Jacksonville in everything we do.

This Annual Report helps summarize our efforts at Downtown Vision over the past fiscal year. From our Ambassadors assisting visitors to our new Social Service Outreach Specialist helping those in need, we work to make Downtown cleaner, safer and friendlier. From hosting free community events to coordinating merchant promotions to grow foot traffic, we support large property owners and small businesses alike. From promoting things to do in #DTJax to publishing reports on what's next for Downtown, we showcase Downtown Jacksonville to our community and the world.

Connect with us to become more involved in Downtown Jacksonville. Sign up for our #DTJax Weekly e-Newsletter to stay in-the-know on Downtown's news and events. Attend our quarterly stakeholder meetings to make your voice heard. Most importantly, we invite you to come see all there is to Downtown Jacksonville for yourself.




Teresa Durand-Stuebben
Board Chair
President
buildscapes




Jacob A. Gordon, Esq.,
CEO
Downtown Vision



ABOUT DOWNTOWN VISION

DTJAX'S BUSINESS IMPROVEMENT DISTRICT (BID)

Downtown Vision is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded mainly by Downtown's commercial property owners through a self-assessment. We are governed by a large board of directors representing diverse Downtown stakeholders. We represent a strong public-private partnership with the City of Jacksonville and are aligned with the City's agency for Downtown, the Downtown Investment Authority (DIA). In coordination with DIA, we focus on four strategic pillars to support our mission:

- **Clean & Safe**
- **Marketing**
- **Information Management**
- **Experience Creation**



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

OUR MISSION

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

OUR VISION

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.

DTJAX.COM/WHOWEARE



DOWNTOWN ON THE MAP



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

In a BID, commercial property owners within a geographically defined area pay a self-assessed, non ad-valorem tax based on property values to fund revitalization services and improvements within the district's boundaries. BIDs tailor their services to fit the needs of their districts, usually through a non-profit organization governed by a board of directors composed of stakeholders. Most BIDs work in partnership with the public sector to make their organizations even stronger and to benefit their members.

A PUBLIC-PRIVATE PARTNERSHIP FOR DOWNTOWN



KEEPING DTJAX CLEAN & SAFE

SEVEN DAYS A WEEK

Our Downtown Ambassadors provide extra eyes and ears on the street seven days a week. We work closely with the City of Jacksonville to clean and maintain our public realm and to report safety violations. We work closely with the Jacksonville Sheriff's Office to report nuisance and criminal activity. And, as Downtown's hospitality team, we work with local businesses, attractions and Visit Jacksonville to make DTJax a more friendly and welcoming place.

Fifteen years into the program, Downtown's safety, hospitality and clean team continues to expand its services. The Ambassador program has grown 50% from 12 to 18 employees in

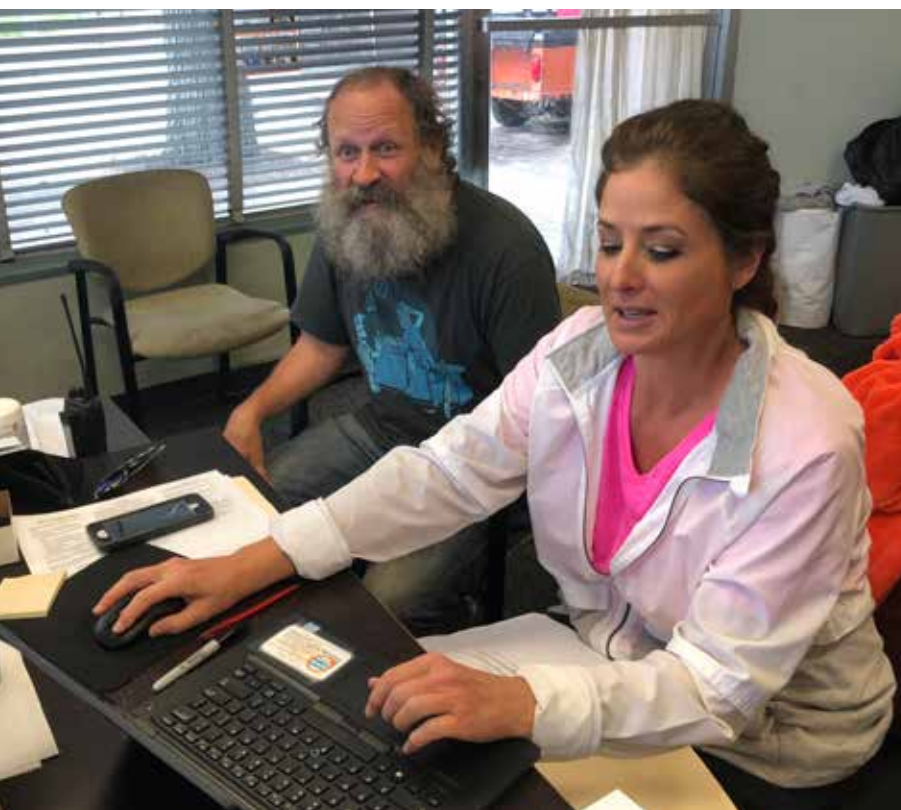
the past year—thanks to support from community partners such as the City of Jacksonville, BB&T and the Jacksonville Transportation Authority (JTA)—and now includes a Social Service Outreach Division, a Property Maintenance Division and new equipment.

SOCIAL SERVICE OUTREACH

Homelessness and panhandling are top issues continually cited as preventing Downtown from reaching its potential. To better understand and address this issue, the new Social Services Outreach Division launched in January 2018, and is modeled after successful programs in other downtowns like Cleveland and Cincinnati. The program has one Outreach Specialist who works to

build relationships with homeless and transient individuals within our 90-block district and—as much as possible—to connect these individuals with local, appropriate social service providers and to get them off the streets of Downtown. To assist our Outreach Specialist in transporting persons in need to services, JTA graciously donated two ADA-compliant passenger vans to the program.

Through continual engagement, the Outreach Specialist collects meaningful data that we and our partners can use to identify large-scale solutions to address homelessness and transience in Downtown and to further Downtown's status as an exciting place to live, work, visit and invest. The program was made possible by the



City's Community Development Block Grant (CDBG) program and BB&T's Community Development program and has been renewed for a second year thanks to continued charitable funding.

PROPERTY MAINTENANCE

In Spring 2018, we launched the Property Maintenance Division to better maintain the public realm. Our new Property Maintenance Specialist—affectionately known as Downtown's handy man—has been hard at work up keeping the BID streetscape and properties, fixing building facades, information kiosks, trash cans and more.

LAND VACUUM

In Fall 2017, we added a Tennant All Terrain Land Vacuum (ATLV) to enhance our ability to clean trash and debris and to cover much more ground on any given day. It's street legal, travels up to 16 miles per hour and can vacuum up to 110 pounds of debris at a time.

SKYWAY-AMBASSADOR PARTNERSHIP

There are more than one million trips on the automated Skyway annually transporting riders between the Northbank and Southbank, and from residences to businesses. We launched a new partnership with JTA in May to expand Ambassador services to the Skyway during peak ridership hours.

**DTJAX.COM/
CLEANANDSAFE**



LOGGED

29K
HOURS

PROVIDED

14.5K

HOSPITALITY ASSISTS



PROVIDED

1,100

HOSPITALITY AND
UMBRELLA ESCORTS

REMOVED

780
TONS
OF LITTER



REMOVED

350

GRAFFITI TAGS

GETTING THE WORD OUT ABOUT DOWNTOWN

We market Downtown under the #DTJax brand to help accomplish the Downtown Investment Authority’s No. 1 redevelopment goal to “reinforce Downtown as the City’s unique epicenter for business, history, culture, education, and entertainment.”

#DTJAX ONLINE

DTJax.com is a top resource for Downtown events, dining, nightlife, parking and living options, while BlogDTJax.com shares Downtown’s soft news stories and holiday event compilations. The #DTJax Weekly e-newsletter provides updates on events, news, ways to get involved, business openings, blog stories and Downtown Vision updates to a readership of more than 16,500.

@DTJax social channels reach more than 104,000 combined followers, up 8% from last year. This year’s #DTJaxDuo Giveaway summer promotion on Instagram grew our followers—and the followers of our partners—through a weekly giveaway of thoughtful ticket and gift certificate pairings that encouraged people to spend an evening Downtown. The program educated our @DTJax followers on all there is to do Downtown and drove interest during slower summer months.

#DTJAX AROUND TOWN

#DTJax Maps are distributed by Downtown Ambassadors and at Visit Jacksonville visitor centers in Downtown, at the Jacksonville International Airport and at the Jacksonville Beaches. Maps are also distributed via our 12 kiosks located in hotels, office towers and garages. This year, we produced and distributed 2,000 copies of the first #DTJax Holiday Guide to promote holiday events and a shopping guide.

MEDIA RELATIONS

We work with local and national media on more than 120 news stories annually to educate the community on #DTJax, from things to do to ongoing revitalization efforts, as well as to dispel common misperceptions along the way.



DTJax.com



@DTJax Social Media



Map & Kiosk Poster



QUANTIFYING SUCCESS

We research and analyze data to show the big picture of Downtown revitalization, measuring development activity, office market and employment base, residential demand, transportation expansions, tourism health, and business and retail mix. Our data is published in online databases and the annual State of Downtown Report, and shared through presentations and walking tours. We tackle project-specific research for investors, commercial realtors and community partners, and host quarterly stakeholder meetings to inform and exchange ideas.

Our monthly Northbank Security Network meetings facilitate critical dialogue among property managers and the Jacksonville Sheriff’s Office on safety and quality-of-life issues. In addition, our Downtown Information & Safety Network (DISN) e-blasts notify stakeholders to critical issues, such as street and bridge closures, construction projects and events impacting Downtown.



2017 STATE OF DOWNTOWN REPORT

Data from 2017 shows a surge in development projects: more than \$3.5 billion in projects were completed, under construction or proposed. In comparison, between 2000 and 2016, \$2.5 billion in projects were completed. Thanks in large part to public-private partnerships, Downtown is on track to quickly beat the progress of the last 17 years combined. Other findings include:

- The Downtown Investment Authority has catalyzed development in Downtown. Its programs have created 950 jobs and have incentivized more than \$300 million in private investment.
- Residential units in Downtown are 96% occupied. More than 900 units are under construction and 2,400 units are proposed.
- Year-over-year, Downtown’s office vacancy rate has decreased by almost 5% to 14.3%, the lowest since 2000.
- Jacksonville Transportation Authority’s First Coast Flyer Bus Rapid Transit is adding routes and the Greyhound Intercity Bus Terminal recently opened as phase one of the Jacksonville Regional Transportation Center.
- All three of Downtown’s four-star hotels have been renovated in the last five years and five additional hotels have been proposed as of the printing of the report.

DTJAXREPORTS.COM

2017 DOWNTOWN RESIDENTS SURVEY

248 Responses*

86%

have a **favorable** view of living Downtown.

BEST THINGS ABOUT LIVING DOWNTOWN:

- 1 City living/atmosphere
- 2 Walkability
- 3 Convenience/location

WORST THINGS ABOUT LIVING DOWNTOWN:

- 1 Loitering/transient population
- 2 Lack of walkable grocery store
- 3 Empty store fronts

2017 DOWNTOWN EMPLOYEE SURVEY

731 Responses*

78%

like or love working Downtown.

BEST THINGS ABOUT LIVING DOWNTOWN:

- 1 Restaurants
- 2 Walkability
- 3 Entertainment/Events

WORST THINGS ABOUT LIVING DOWNTOWN:

- 1 Loitering/transient population
- 2 Panhandling
- 3 Feeling unsafe

Additional results can be found in the 2017 State of Downtown Report.

*90% Level of Confidence

THE ELBOW ENTERTAINMENT DISTRICT

We work with bars, restaurants and entertainment venues to maintain a website and social media accounts, and to produce maps and promotional stickers for The Elbow, a growing Entertainment District in #DTJax. Lessons learned from this marketing cooperative will be featured in the upcoming International Downtown Association 2018 Top Issues Council Report, “Nighttime Economy: A Guidebook For Emerging, Growing, And Established Nighttime Districts,” which we coauthored.

THEELBOWJAX.COM



FOSTERING A SENSE OF PLACE

LIVELY AND BEAUTIFUL SIDEWALKS

In 2017, we created the Lively and Beautiful Sidewalks “LABS” Initiative to raise funds for and to implement placemaking best practices that enhance the vibrancy of Downtown. Guided by an advisory committee, we are hard at work researching, developing and employing strategies as well as engaging potential partners to turn passive spaces into active public places. Our projects to date fall within the LABS mission, both enhancing Downtown’s curb appeal and creating or enhancing usable community assets, including:

ADAMS STREET PARKLET

Funded by proceeds from our inaugural gala, in 2017 we built Downtown’s first parklet—a small public park space in what was formerly on-street parking—in front of our neighboring coffee shop, The Brick Coffee House. We maintain movable seating and planter boxes to create an inviting spot for passersby to relax, eat and enjoy the outdoors.

HOLIDAY DECORATIONS

In our second year dressing up Downtown for the holidays, we added 40,000 LED lights to the trees along Laura Street create a “Lights on Laura” experience. This installation, combined with nearly 90 LED-light holiday garland wraps installed on historic lampposts, created a warm and welcoming holiday atmosphere from the December Art Walk to the January Art Walk in one of Downtown’s most walkable strips.

THE CORKSCREW

This past year, the City of Jacksonville created a Downtown’s first public gym on the Northbank Riverwalk under the Acosta Bridge by adding sculptural workout equipment, astroturf and landscaping. This fall, Ambassadors tracked usage of the space and have begun to staff the area providing hospitality and cleaning services. Moving forward,

Ambassadors will begin activating the area five days a week with moveable tables and chairs and work out equipment such as yoga mats, jump ropes and dumbbells to make it a destination for people exercising on the Riverwalk. In addition, Ambassadors will ensure the space is clean and well-maintained, deter vandalism and other unwanted behavior, report maintenance and security issues, and provide a welcoming presence and information to users and visitors.



CREATING EXPERIENCES

FIRST WEDNESDAY ART WALK

Our flagship event is a free, monthly Art Walk—running rain or shine—to showcase Downtown at its full potential. Art Walk is an economic driver for Downtown businesses promoting Downtown’s museums, art galleries, shops, restaurants and bars. Art Walk is the number one place to experience Jacksonville’s creative community. We constantly communicate with businesses, artists, visitors and all Downtown stakeholders through surveys and focus groups on how to best deliver value through Art Walk.

ILOVEARTWALK.COM

PARTICIPATING LOCATIONS **36** ARTISTS & PERFORMERS **100+** MONTHLY VISITORS **6K**

ART WALK: AN ART & COMMUNITY CELEBRATION

- OCT** **Oktoberfest** with traditional German performances, tapping of the keg and weiner dog races
- NOV** **Salute to Service** with the Jacksonville Symphony
- DEC** **Spirit of Giving** and holiday tree lighting with Mayor Curry
- FEB** **Dance Your heART Out** with live dance performances
- MAR** **Blowing off STEAM** celebrating Science, Technology, Engineering, Art and Math
- APR** **Do your pART** with the Cultural Council’s Public Art Week
- MAY** **Crossing Bridges** with the Jacksonville Symphony
- JUN** 5th Annual **Bold City Brewery Release Party**
- AUG** **Back to School SmARTs** and USGBC Green Lion Festival
- SEP** **Dog Days of Summer** Pet Walk and best dressed pet competition

MORE DVI EVENTS AND PROMOTIONS:



DTJAX.COM/TRICKORTREAT



JAZZFESTAFTERDARK.COM



DTJAX.COM/PARKINGDAY



CELEBRATING #DTJAX

This year’s Vintage Circus-themed gala was a night of dinner, drinks and dancing to celebrate Downtown Jacksonville and those who love it. Thanks to support from sponsors, Downtown businesses and the community, we raised more than \$38,000 for the Lively and Beautiful Sidewalks (LABS) Fund to animate the streets of Downtown. #DTJax Award Winners were celebrated at the VIP Ceremony prior to the main event.

Nearly 350 guests were treated to a sensational dinner buffet by Bellwether, Cowford Chophouse and Anthony’s Gourmet Catering. A full bar featured Downtown’s craft breweries and distillery: Bold City Brewery, Intuition Ale Works and Manifest Distilling. Guests enjoyed big top entertainment including aerialists, a juggling stilt walker, a henna tattoo artist, a tarot card reader, old-timey carnival games, the Tin Can Photo Lounge and more. It was a wonderful night celebrating DTJax and raising funds for DVI’s efforts.

DTJAXGALA.COM

THIRD ANNUAL #DTJAX AWARDS

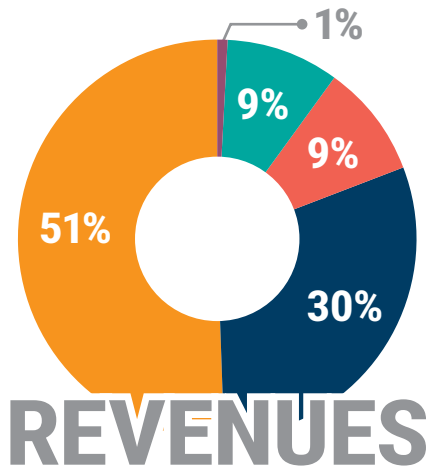
DOWNTOWNERS OF THE YEAR
Frank Denton & Mark Nusbaum
J Magazine

PROJECT OF THE YEAR
Cowford Chophouse
Jacques & Alex Klempf

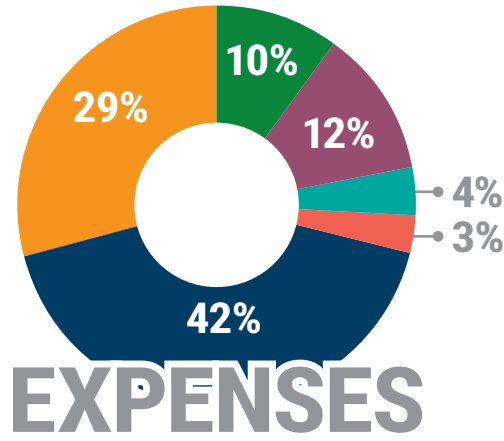
AMBASSADOR OF THE YEAR
Willie Browner

DOWNTOWN ACHIEVEMENT AWARD
Preston Haskell
Haskell Co.

OUR BUDGET is approved by the Downtown Vision Board of Directors, the Downtown Investment Authority, the Mayor’s Office and Jacksonville City Council. For fiscal year 2017-2018, the adopted budget was \$1,393,379.



- 51% Private Assessments
- 30% City of Jacksonville
- 9% Contributions & Fee-For-Services
- 9% Sponsorships & Events
- 1% Other Sources



- 29% Staffing
- 42% Clean & Safe / Ambassadors
- 3% Public Realm & Stakeholder Support
- 4% Marketing & Information Management
- 12% Events & Promotions
- 10% Administration & Overhead

LEVERAGING MORE RESOURCES FOR DTJAX

Although exempt, the City of Jacksonville pays a full 1.1 mils assessment on its Downtown property, a significant contribution to our mission. In addition to commercial property assessments, we secured more than \$260,000 in grants, voluntary contributions, fee-for-service contracts and through many other fundraising efforts. Highlights include:

VOLUNTARY CONTRIBUTIONS

Supportive of the value we provide, many exempt property owners voluntarily contribute a 1.1-mils assessment, including: First Baptist Church of Jacksonville, JEA, JAX Chamber, Jacksonville Police and Fire Pension Fund and the Jessie Ball DuPont Fund.

GRANTS FOR CLEAN AND SAFE

COJ Community Development Block (CDBG) Grant: \$113,600 awarded over two years.

BB&T Community Development Charitable Contribution: \$24,000 awarded over two years.

COJ Neighborhoods Matching Grant: \$5,000

FEE-FOR-SERVICES

JTA contract for Ambassador services on the Skyway

GSA contract for Ambassador services at the Federal Courthouse

FUNDRAISING FOR LIVELY AND BEAUTIFUL SIDEWALKS

2018 #DTJax Gala: \$38,000

BOARD AND STAFF

DOWNTOWN VISION, INCORPORATED

Officers

Teresa Durand-Stuebben, Chair
buildscapes

Oliver Barakat, Vice Chair
CB Richard Ellis

Patrick McElhaney, Secretary
TIAA Bank

Janice Lowe, Treasurer
The Jacksonville Landing

Debbie Buckland, Past Chair
BB&T

Board of Directors

Bill Adams
Gunster Law Firm

John Blount
First Baptist Church

Stephen Crosby
InvestJax

Jan Hanak
Regency Centers

Erik Higgins
Gresham Smith

Traci Jenks
Cushman & Wakefield

Vince McCormack
Perdue Office Interiors

William R. Prescott
Heritage Capital Group

John Ream
The Connect Agency

Numa Saisselin
Florida Theatre

Kerri Stewart
JEA

Ex Officio

Tony Allegretti
Cultural Council of Greater
Jacksonville

Councilmember Lori Boyer
Jacksonville City Council

Nathaniel P. Ford
Jacksonville Transportation
Authority

Assistant Chief Jimmy Judge
Jacksonville Sheriff's Office

Chief Donald Tuten
Jacksonville Sheriff's Office

Aundra Wallace
Downtown Investment Authority

Past Board Members

Chris Holland
Florida State College of Jacksonville

Asst. Chief Elizabeth Kenny
Jacksonville Sheriff's Office

STAFF

Jacob A. Gordon, Esq.
Chief Executive Officer

Cheryl Hunte
Business Administrator

Katherine Hardwick
Vice President of Marketing

Eric Miller, Esq.
Director of District Services

Alexandra Abreu-Figueroa
Communications Manager

Junine Castin
Events Manager

Lena Covington
Marketing & Research Assistant

Reggie Agulto
Marketing & Events Assistant

DOWNTOWN AMBASSADORS

Bill Wimmer
Program Manager

Cynthia Ray
Social Services Outreach Specialist

Richard Isacs
Property Maintenance Specialist

Supervisors

Troy Harris
Lionel Roberts

Ambassadors

Will Browner
Mike Carpenter
Lydia Cobbert
Thomas Hannah
Eric Hill
Russell Hill
Kenneth Holmes
Kevin Johnson
Odell McMillan
Kim Mize
Mike Ryan
Luz Santiago
David Vazquez

Past Employees

Elizabeth Odom, Ari Sinudom
& Nicole Sutton

Interns

Haidy Andrada, Ania Cajuste,
Danielle Giachetto, Carley
Stickney, & Alexis TerKonda



TO OUR SPONSORS AND PARTNERS, WE THANK YOU!



Acuity Design Group, Anthony's Gourmet Catering, BB&T, Bellwether, Bold City Brewery, Cecil W. Powell & Company, Chamblin's Uptown, Connect Agency, Corner Lot Development Group, Costa Sunglasses, DoubleTree Riverfront, DJ Nick Fresh, Easy 106.5, First Coast YMCA, Friends of Hemming Park, Gresham Smith & Partners, Hot 99.5, Hyppo Gourmet Ice Pops, IBERIABANK, Intuition Ale Works, JAX Chamber, Jacksonville Landing, Jacksonville Symphony, JWB Real Estate Capital, Les Houpt from The AutoValet, Live Oak Contracting, Lincoln Motors, Matt Carlucci - State Farm, OneBlood, Regency Centers, Regions Bank, Rummel Munz, Shawn Lednick, Smith Hulsey & Busey, Station Four, Tin Can Photo Lounge, U.S. Green Building Council, WellCare, X102.9

Photography by: Alexis TerKonda, Kram Kran Photo, Jay Palmer – Shoot the Sky Imageworks and Katherine Hardwick.



