

2013-2014

DOWNTOWN VISION, INC.
ANNUAL REPORT





jacksonville

Downtown Vision, Inc. (DVI) is the Downtown Improvement District (DID) for Downtown Jacksonville. A not-for-profit 501(c)6, DVI administers a 90-block district that strives to provide a multitude of services and programs to grow a strong and economically viable Downtown.



Downtown Vision Alliance, Inc. is a non-profit 501(c)3 that serves as the charitable division of DVI to support improvements in the urban core.

OUR MISSION: BUILD AND MAINTAIN A HEALTHY AND VIBRANT DOWNTOWN COMMUNITY AND PROMOTE DOWNTOWN AS AN EXCITING PLACE TO LIVE, WORK, PLAY AND VISIT.

OUR GOALS: CREATE A GREAT STREET-LEVEL EXPERIENCE DOWNTOWN } TELL THE DOWNTOWN STORY } ACT ON BEHALF OF DOWNTOWN STAKEHOLDERS TO IMPROVE DOWNTOWN



2.5

SQUARE MILES OF DOWNTOWN

90

BLOCK DOWNTOWN IMPROVEMENT DISTRICT



\$1.3

BILLION IN TAXABLE VALUE

\$480

MILLION IN COMPLETED AND ACTIVE DEVELOPMENT



5,200

EVENTS ANNUALLY

9.3

MILLION VISITS ANNUALLY



3,800

RESIDENTS DOWNTOWN



48,900

EMPLOYEES DOWNTOWN

DVI CREATES A GREAT STREET-LEVEL EXPERIENCE DOWNTOWN

Downtown's cleanliness, safety and hospitality team, Downtown Ambassadors provide extra eyes and ears on the street seven days a

week. Eleven Ambassadors logged more than 22,000 hours and 25,000 combined bicycle and Segway miles in the DID.

MAINTAINING A CLEAN DOWNTOWN

22+

TONS OF LITTER REMOVED

1,000

GRAFFITI TAGS REMOVED

2,700

SPILLS AND ODORS REMOVED

95

CITY BLOCKS PRESSURE WASHED

PROVIDING A SAFE ENVIRONMENT DOWNTOWN

17,000

HOSPITALITY ASSISTS

300

SAFETY OR CODE VIOLATIONS REPORTED

2,000

HOSPITALITY & UMBRELLA ESCORTS

DVI ALSO:

- Maintains 55 flower baskets and 600 tree beds
- Conducts monthly streetlight surveys for JEA
- Meets monthly with Jacksonville Sheriff's Office on safety improvements
- Introduces prospective businesses to commercial real estate professionals
- Hand delivers welcome kits to new retailers
- Leads and supports grassroots events to bring people Downtown, including: Trick or Treat on the Street, Jazz Fest After Dark and the Downtown Night Trolley demonstration weekend

7,000

NUISANCE REPORTS RESOLVED

750

CAMPsites REPORTED OR RESOLVED

EAT UP DOWNTOWN



THE CLEANING AND GREENING OF HEMMING PARK

DVI convened and managed a partnership with Greenscape, Late Bloomers Club and The Paul Bryan Group to design and implement a new landscape plan in Hemming Park. Approximately 100 volunteers replanted the park using a Wells Fargo Neighborhood LIFT grant. We leveraged an additional \$80,000 in supplies, in-kind professional services and volunteer labor.



FIRST WEDNESDAY ART WALK

This year, DVI celebrated 10 years of Art Walk, which was voted the "Best Art Walk" in Folio Weekly's Best of Jax 2014 and won a 2014 SILVER ADDY Award for responsive website design by Station Four. New Headquarter events included: Oktoberfest, "Married by the Specktorator," Silent Disco, Summer in the City parties and a Back-to-School Kid's Zone.



110K
ART LOVERS



200+
ARTISTS



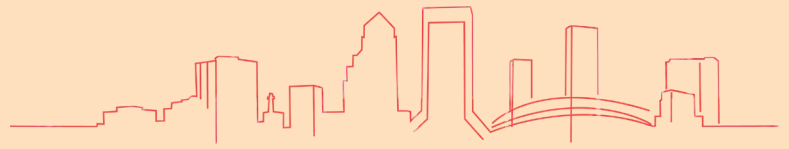
170
VOLUNTEERS



70
KEGS OF BEER

DVI TELLS THE DOWNTOWN STORY

MEDIA AND COMMUNITY RELATIONS



Authored advocacy editorials in The Florida Times-Union on young entrepreneurs in Downtown, collaboration to reduce homelessness and developing a sustainable riverfront.

200

Media stories on Downtown earned as a result of proactive communications efforts to generate positive news coverage about Downtown

7,500

Requests for information and assistance from stakeholders, partners and the public fielded and fulfilled

CURATING ONLINE COMMUNICATIONS

DVI re-launched downtownjacksonville.org (and mobile site dtjax.org) in partnership with news site, jacksonville.com to offer a collaborative events calendar, and to incorporate save-to-calendar functionality, Yelp user reviews, mapping features, social media feeds and an enhanced news section.

1.3

MILLION

Page views for Downtown retail, restaurants and nightlife listings, the events calendar and an online parking map

150

POSTS

By 20+ contributing writers on BlogDTJax.com

14,600

BLOG SHARES

SOCIAL MEDIA AND E-NEWSLETTERS

23K

FOLLOWERS



200 E-NEWSLETTERS SENT THROUGHOUT THE YEAR

18,000 THINGS TO DO DOWNTOWN WEEKLY E-NEWSLETTER READERSHIP

12,000 DOWNTOWN JACKSONVILLE UPDATE MONTHLY E-NEWSLETTER READERSHIP

7,000 DOWNTOWN INFORMATION & SAFETY NETWORK ADVISORY E-NEWSLETTER READERSHIP



#DTJax

The Twitter Promoter program incented more than a dozen community influencers to tweet about Downtown. Over 20 weeks, 5,500+ #DTJax tweets reached 3,000,000+ users.

BEFORE CAMPAIGN
DOWNTOWN MENTIONED
EVERY 56 MINUTES

8:1 RATIO OF POSITIVE TO
NEGATIVE MENTIONS

AFTER CAMPAIGN
DOWNTOWN MENTIONED
EVERY 19 MINUTES

21:1 RATIO OF POSITIVE TO
NEGATIVE MENTIONS



#ChatDTJax

@DTJax Tweet Chats engage the community each month, creating a social-sphere dialog on topics such as riverfront development, parking, programming in Hemming Park, "unknowing" Downtown myths with TEDx and "JAX2025 Target: Downtown as a distinctive neighborhood" with JCCI Forward.

FOUNDATIONAL MARKETING

- 100,000 redesigned Downtown Guides & Maps distributed
- 18 Downtown Kiosks maintained in class-A office buildings, public buildings, hotels and garages
- Pop-up Downtown exhibit engages Jacksonvillians at events around Jacksonville, dispelling myths, providing local recommendations and inviting people to come Downtown. Events where the exhibit popped up include One Spark, Nocatee Farmer's Market, University of North Florida Market Days and Brew at the Zoo
- Supports the Downtown Marketing Collaborative and the Downtown is on Fire campaign

**DOWNTOWN
IS ON FIRE**

DVI ACTS ON BEHALF OF STAKEHOLDERS TO IMPROVE DOWNTOWN



A Jacksonville Jazz Festival merchant meeting brought the City of Jacksonville on board to provide solutions for merchants concerned about the new festival location.



Stakeholder meetings in conjunction with the DIA offered a Q&A sessions on the \$750,000 Downtown Jacksonville Retail Enhancement Plan and the Community Redevelopment Area (CRA) Plan.

FACILITATING DOWNTOWN DISCUSSIONS

The “Making Waves: Realizing a World-class Waterfront” public forum allowed for discussion on the future of The Jacksonville Landing in conjunction with the Downtown Investment Authority (DIA) and influenced further discussions on the Water Street ramp removal, a focus on public space and improved connectivity to the core.

ADVOCATING FOR POLICES THAT POSITIVELY IMPACT DOWNTOWN



Advocated for increased funding for managing Downtown, including cleanliness, safety and beautification, marketing and activation.



Conducted stakeholder and public surveys on food trucks to inform new policy and facilitated communications with property owners to support food trucks in the entertainment district.



Advised the DIA on the CRA Plan with a focus on the core for Downtown, the Business Investment Development (BID) Plan, and revitalization issues on safety, the riverfront and benchmarking.



Submitted a Request for Proposal to the City of Jacksonville as part of the Friends of Hemming Park (FHOP) for day-to-day management and programming of Hemming Park and assisted FOHP throughout contract negotiations, staffing and start up.



Collaborated with partner organizations and the DIA to ensure a unified design framework for the riverfront will drive future development through the CRA Plan. Advocated for the importance of continued River Taxi operations and assisted new ownership.

GROWING AN ALLIANCE TO SUPPORT DOWNTOWN



INVITATIONS TO SPECIAL EVENTS, PROMOTIONS AND VOLUNTEER OPPORTUNITIES

DISCOVER DOWNTOWN CARD WITH 40 SPECIAL OFFERS FROM LOCAL MERCHANTS, RESTAURANTS AND CULTURAL VENUES

180

MEMBERS

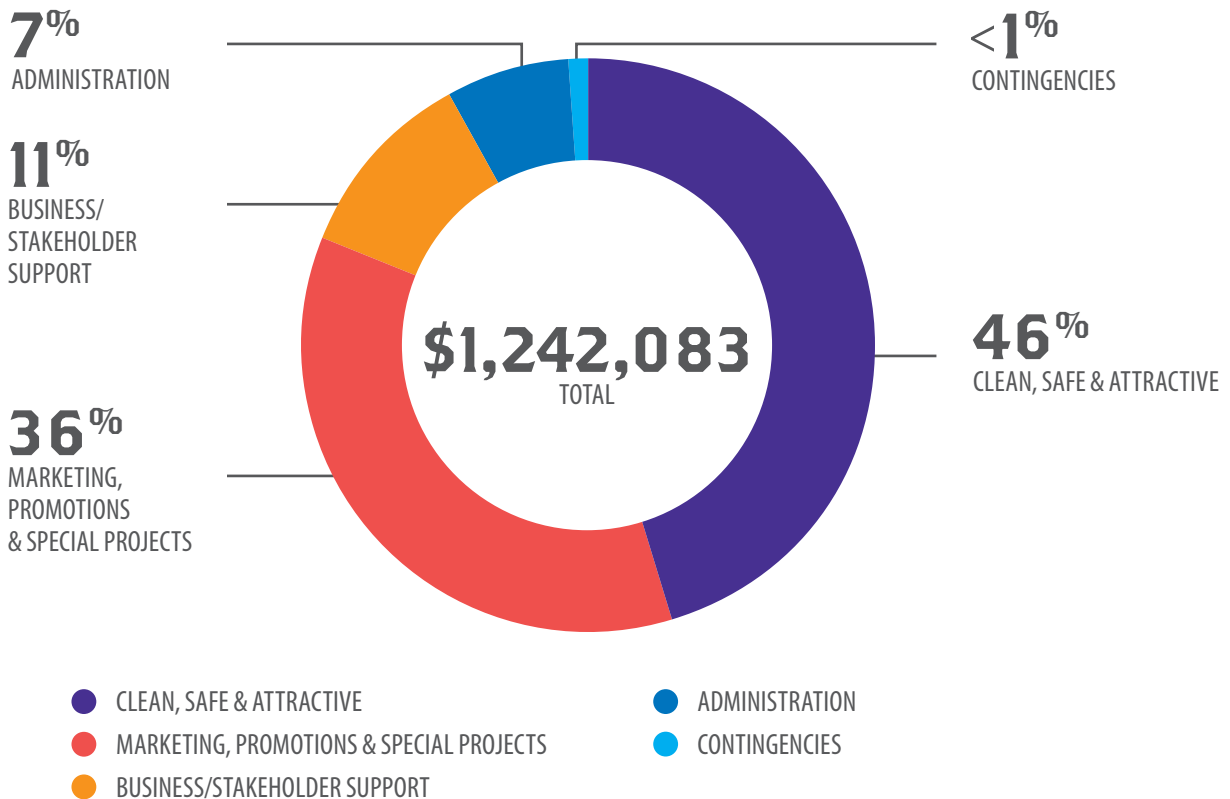


\$9,200

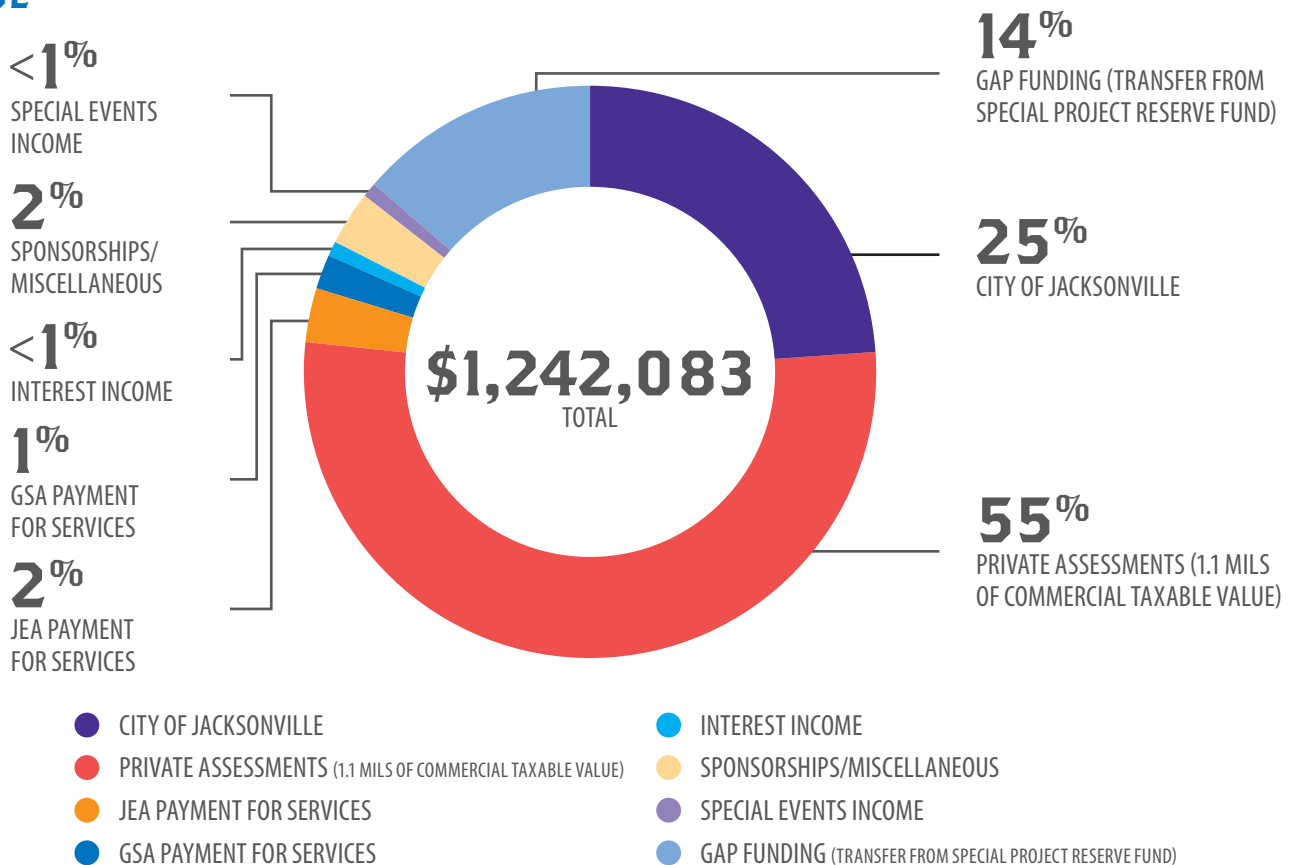
IN MEMBERSHIP DUES RAISED

DOWNTOWN VISION, INC. FY13-14 SOURCES & USES OF FUNDS

EXPENSES



REVENUE



BOARD & STAFF

DVI BOARD OF DIRECTORS

Debbie Buckland, **Chair**
BB&T

Oliver Barakat, **Secretary**
CBRE Group, Inc.

William R. Prescott, **Treasurer**
Heritage Capital Group

Michael A. Jennings, **Immediate Past-Chair**
Prudential Financial

Bill Adams
Gunster

Vicki Burns
Regency Centers

Stephen Crosby
CSX

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

Teresa Durand-Stuebben
Auld & White Constructors

Burnell Goldman
Omni Jacksonville Hotel

Traci Jenks
Cushman & Wakefield of Florida

Janice Lowe
The Jacksonville Landing

Vince McCormack
Perdue, Inc.

Patrick McElhane
EverBank

Dorothy Merrick
Downtown Resident

Allison Naseri
Abbott Consulting

John Ream
The Connect Agency

Numa Saisselin
Florida Theatre

Pamela Smith
Amkin West Bay LLC

Jay Southerland
The Southerland Group/Triage Management Services

Sarah Toppi
Nelson Mullins

EX-OFFICIO

Tony Allegretti
Cultural Council of Greater Jacksonville

J. Keith Brown
Jacksonville Transportation Authority

Don Redman
Jacksonville City Council

Aundra Wallace
Downtown Investment Authority

STAFF

Terry Lorince, **Executive Director**

Valerie Feinberg, **Director of Strategic Partnerships**

Jennifer Hewett-Apperson, **Director of District Services**

Cheryl Hunte, **Office Manager**

Katherine Hardwick, **Director of Marketing**

Sarah Henderson, **Communications Coordinator**

Hana Ashchi, **Marketing & Events Assistant**

DOWNTOWN AMBASSADORS

Bill Wimmer, **Program Manager**

Lionel Roberts, **Supervisor**

Beverly Waters, **Supervisor**

Lydia Cobbett

Johnny Duckett

Joshua Givins

Troy Harris

Nancy Norman

Stefan Robinson

Mike Ryan

David Vazquez

THANK YOU TO OUR SPONSORS WHO SUPPORT
DOWNTOWN VISION, INC.'S ADVOCACY AND ACTIVATION EFFORTS!

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CREATIVITY for LIFE



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Photo courtesy of Visit Jacksonville.