

STATE OF DOWNTOWN JACKSONVILLE

2013



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FOREWORD

We are pleased to offer the 10th installment of the State of Downtown Report for Jacksonville and the Northeast Florida region. Tracking trends and disseminating research in the areas of Downtown development, employment, residential, retail and parking to support investment decisions is one way Downtown Vision, Inc. acts on behalf of stakeholders to improve the condition of Downtown.

Marked by continued momentum, statistics paint a positive picture of renewed interest in Downtown. But pure numbers can't convey the amount of significant milestones that heated up Downtown in 2013, such as:

- In its second year, the Downtown Investment Authority (DIA) hired its first CEO, Aundra Wallace, and began work on the update of the Community Redevelopment Strategy for Downtown and accompanying Business Investment & Development Strategy.
- Private development projects made up a larger share of Downtown development. Billed as "Downtown's front door," JAX Chamber completed major renovations on its Downtown headquarters. Poised to create connectivity between the Downtown core and its urban neighbor, Riverside, construction began on 220 Riverside, and The Brooklyn Riverside finalized the development approval process. Upon completion, these projects will nearly double the number of market-rate residential properties for lease in Downtown.
- The inaugural World's Crowdfunding Festival, One Spark, drew more than 140,000 people to Downtown and attracted national and international media attention.

Festival founders went on to launch KYN, a business accelerator offering design, development, product launch and manufacturing support for startups in Downtown.

- First Wednesday Art Walk, produced by Downtown Vision, Inc., celebrated its 10-year anniversary in November. This premier Downtown event continues to draw more than 6,000 people Downtown monthly.
- The Cultural Council of Greater Jacksonville's newly created Spark District targets a defined zone for revitalization through the arts, and the Spark Grant program paved the way for more artist participation in Downtown.
- Downtown's largely entrepreneurial entertainment and nightlife district was branded "The Elbow."

The following pages present statistics and spotlights that set the stage for increased Downtown investment in 2013 and the years to come. As the face of Jacksonville, Downtown's success directly impacts job creation and provides stability for the region's economy. If Downtown is vibrant, the region becomes more attractive to businesses, investors, a diverse workforce, residents and visitors. With extensive infrastructure, historic architecture, the St. Johns River, a central location and easy access via transit and two major interstates, Downtown has tremendous potential that is now being realized.

We remain committed to serving as the information clearing house for developers, investors, property owners, businesses and residents to encourage investment in Downtown. The 2013 State of Downtown Report is a free publication and can be downloaded at DTJax.org. Hard copies can be requested by contacting 904.634.0303 x221.



TERRY LORINCE
EXECUTIVE DIRECTOR
DOWNTOWN VISION, INC.



DEBBIE BUCKLAND
BOARD CHAIR, 2014
BB&T JACKSONVILLE MARKET PRESIDENT





ACCOLADES

- Jacksonville was **NO. 1** on the **MOST IMPROVED MARKETS** list from September 2012 to September 2013 and **NO. 16** on the **TOP U.S. ECONOMIES** list.
(On Numbers Economic Index - 2013)
- *Forbes* ranked Jacksonville **NO. 3** on its list of **TOP 10 CITIES TO FIND A JOB**. (2013)
- Jacksonville was ranked the **MOST SMALL BUSINESS FRIENDLY CITY** in Florida.
(Kauffman Foundation - 2013)
- *Forbes* ranked Jacksonville **NO. 2** in the nation for **TECHNOLOGY SERVICES JOBS GROWTH**. (2013)
- Jacksonville was named **ONE OF THE TOP TEN BEST BIG CITIES FOR HOMEOWNERSHIP**. (NerdWallet - 2013)

IN MAY 2013, THE INTERNATIONAL
DOWNTOWN ASSOCIATION
RECOGNIZED JACKSONVILLE AS
**DOWNTOWN
OF THE MONTH**

“

*Downtown Jacksonville
is at a transformational
stage where political drive,
developer interest and civic
commitment are at a tipping
point where momentum
is becoming realized.
Great things are ahead for
Downtown!”*

- OLIVER BARAKAT, CHAIR
DOWNTOWN INVESTMENT AUTHORITY



DOWNTOWN JACKSONVILLE STATISTICS



2.5
square miles

2.77 miles of Riverwalk

115+ acres of publicly owned riverfront property

\$480 million in completed and ongoing development

\$288 million in proposed development



\$1.3 BILLION
in taxable value

3 Fortune 500 headquarters

7.3 million square feet of office space

1,100 businesses

48,869 employees*



2,365
RESIDENCES

724,000 square feet of retail space in the DID**

123 retailers and services

91 restaurants

30 bars and clubs



9.3 MILLION
visits annually

5,200 events annually

2,153 hotel rooms

43,502 parking spaces

88 historic buildings***

* Based on Census tract-level data. See page 10 for more information.

** A map showing the Downtown Improvement District (DID) boundaries can be found on page 7.

*** Buildings either formally designated as historic or potentially eligible for designation.



DEVELOPMENT

► Since 2000, 98 projects totaling nearly \$2 billion in development have been completed Downtown. In 2013 alone, five projects totaling nearly \$10 million were completed, with another \$470 million under construction and \$288 million proposed.

The big news in 2013 was the number of projects that began construction. The Brooklyn neighborhood is undergoing a tremendous transformation with 220 Riverside, a mixed-use apartment community; Unity Plaza, a 365-day-a-year public park and amphitheater; The Brooklyn Riverside apartments; and the Brooklyn Station on Riverside. In the Downtown core, the Jessie Ball duPont Fund is converting the former Haydon Burns Library into a non-profit center. These

and others comprise 13 projects totaling \$470,270,000 under construction or in the final stages of permitting. While government improvements to infrastructure and public space such as the Southbank Riverwalk and the State Attorney's Office continue to be major sources of Downtown development, private projects now make up nearly half of the projects currently under construction.

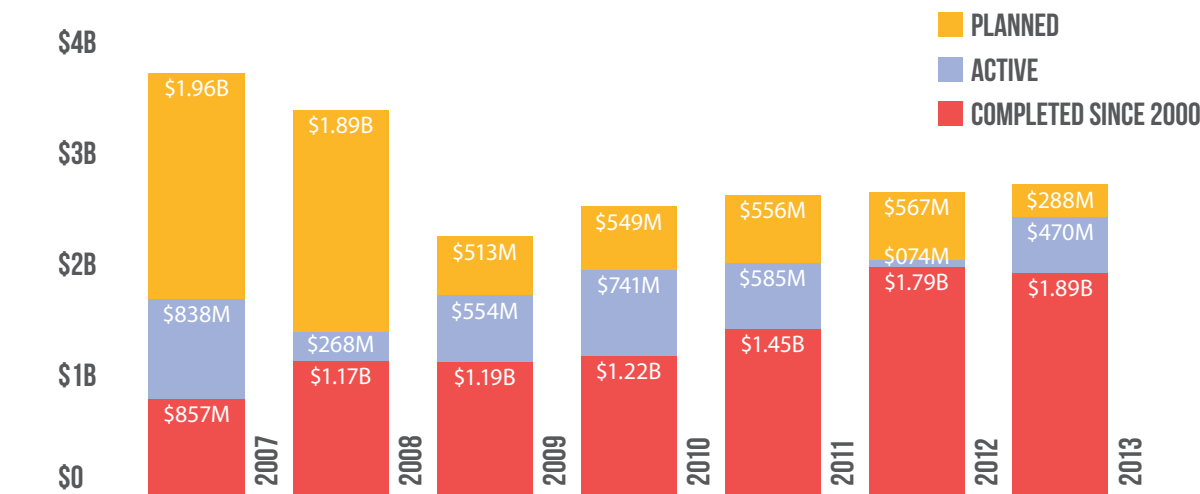
Adaptive reuse of historic buildings is a nationwide trend that is prevalent in Downtown Jacksonville, especially in the core. When older buildings are adapted to modern uses, the historic fabric of the community is retained, while current needs are met. Two buildings currently undergoing this process are the former Haydon Burns Library and the Barnett Building, with work on the iconic

Laura Street Trio expected to begin later this year.

Paving the way for enhanced development, the Downtown Investment Authority (DIA) is positioning itself to be a one-stop shop for investors. The DIA hired Aundra Wallace as its first CEO this year and began the monumental task of updating the Community Redevelopment Strategy and accompanying Business Investment & Development Strategy for Downtown. These plans will set priorities for public funding, and will provide implementation strategies, projects and schedules. With the adoption of these plans by City Council, the DIA will have autonomy to incent and leverage investment to proactively attract new developments and businesses Downtown.

TOTAL DOWNTOWN INVESTMENT COMPLETED, ACTIVE + PLANNED, 2013

Source: Downtown Vision, Inc. & Jacksonville Office of Economic Development





SPOTLIGHT: THE BARNETT

The historic Barnett Building was purchased by SouthEast Holdings, LLC in March 2013 and will become an innovation center by Summer 2015. The building will house retail on the first two floors; office space and college classrooms for the University of North Florida's College of Computing, Engineering and Construction, and the Division of Continuing Education on floors three through eight; 80 studio and one-bedroom apartments on floors nine through 16; corporate offices on floor 17; and a sky lounge and conference center on the top floor. Companies planning to move into the office space include the Small Business Development Center, the U.S. Green Building Council, CoWork Jax, KYN and One Spark.

The Barnett rendering courtesy of SouthEast Holdings, LLC.



THE DOWNTOWN INVESTMENT AUTHORITY

► In 2012, the City created the Downtown Investment Authority (DIA) to oversee the revitalization of Downtown Jacksonville. Specifically, the DIA has three overarching functions; to act as the Community Redevelopment Agency (CRA) that manages the CRA plans, goals and the implementation of projects, programs, initiatives and incentives; to effectively manage and allocate funds from the Tax Increment Finance (TIF) Trust funds; and to leverage additional funds to further Downtown investment.

At the time of publication, the DIA was finalizing the CRA Plan that would be presented to City Council for approval. Still pending ratification by the DIA board, the seven goals drafted to date will guide the DIA's actions and efforts moving forward:

- **Goal #1:** Reinforce Downtown as the city's unique epicenter showcasing its history, culture and entertainment offerings, with opportunities for retail, commercial and educational industries to ensure a thriving business environment.
- **Goal #2:** Attract and leverage capital to develop rental and owner-occupied housing Downtown targeting key demographic groups seeking an urban lifestyle.
- **Goal #3:** Orchestrate necessary funding, community support and cross-administrative and agency coordination to prioritize and implement initiatives.
- **Goal #4:** Improve, maintain and program connectivity with the St.

Johns River through an interconnected network of streets, pedestrian and bike-friendly infrastructure, public open spaces, adjacent neighborhoods and promoted events.

- **Goal #5:** Celebrate and leverage the St. Johns River and its tributaries as Downtown's most vital public asset by providing a unified Riverfront framework that ensures a unique experience and sense of place.
- **Goal #6:** Maintain a clean and safe 24-7 Downtown for residents, workers and visitors.
- **Goal #7:** Facilitate and advocate for healthy design-oriented development through planning and economic development policies.

TOTAL DOWNTOWN INVESTMENT COMPLETED, ACTIVE + PLANNED, 2013

Source: Downtown Vision, Inc. & Downtown Investment Authority

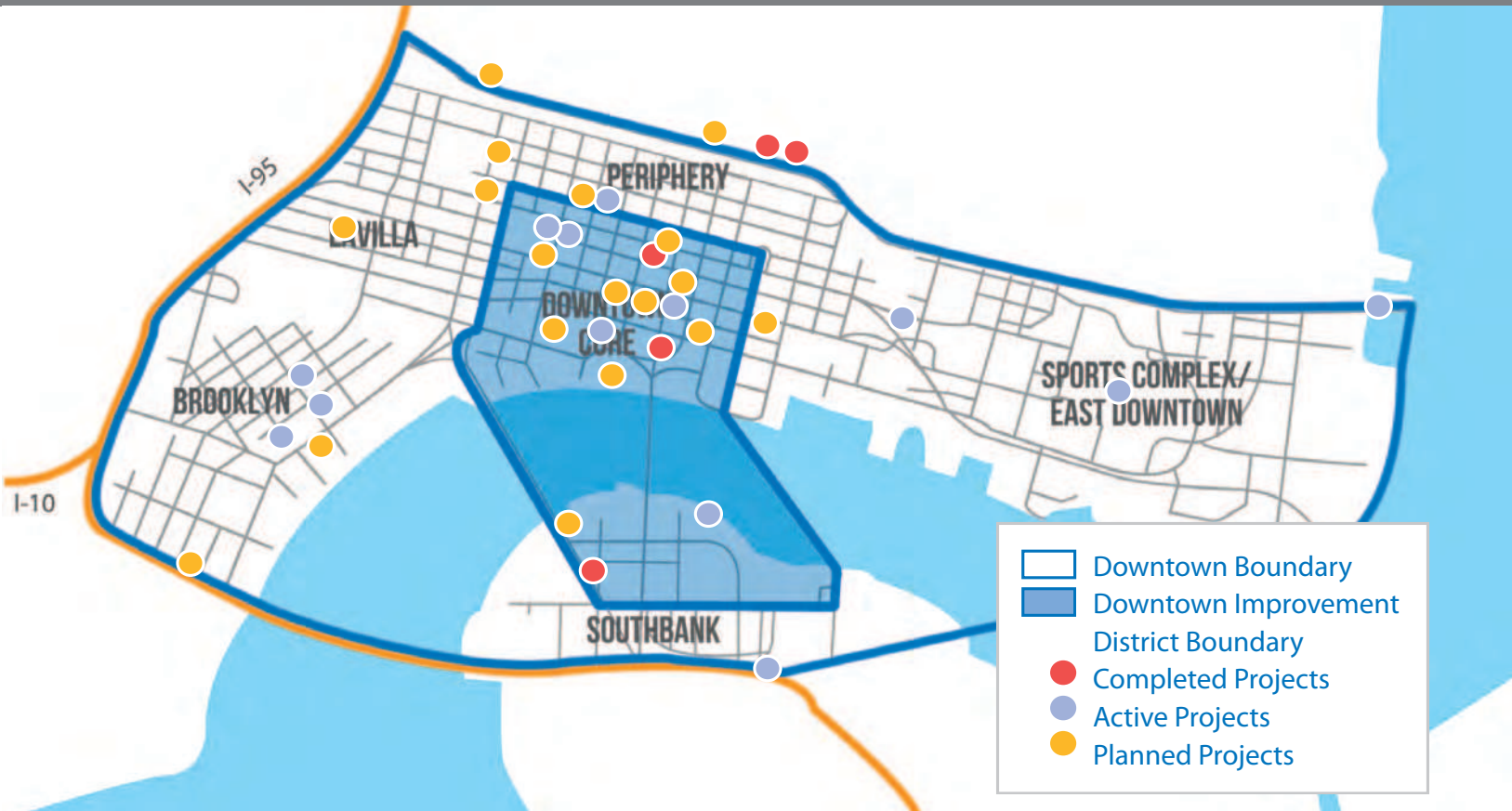
Completed in 2013	Type	Location	Investment
Family Dollar	Retail	Periphery	\$364,000
JAX Chamber Renovation	Office	Core	\$3,500,000
McDonald's	Retail	Periphery	\$689,426
MOCA Jacksonville Window Replacement	Culture/Entertainment	Core	\$535,000
San Marco Boulevard Reconstruction	Infrastructure/Transp.	Southbank	\$4,840,000
5 Total			\$9,928,426

Under Construction in 2013	Type	Location	Investment
220 Riverside/Unity Plaza	Mixed Use	Brooklyn	\$37,000,000
Brooklyn Station on Riverside*	Retail	Brooklyn	\$14,700,000
Duval County Courthouse Pedestrian Bridge	Office/Government	Core	\$900,000
Duval County Emergency Operations Center	Office/Government	Periphery	\$1,120,000
EverBank Field Renovations*	Park/Recreation	Sports Complex	\$63,000,000
Former Haydon Burns Library*	Office	Core	\$20,000,000
I-95 Overland Bridge	Infrastructure/Transp.	Southbank	\$227,000,000
Mathews Bridge Painting & Repair	Infrastructure/Transp.	Periphery	\$26,500,000
Old Federal Courthouse Renovation	Office/Government	Core	\$31,000,000
Old St. Luke's Hospital & Florida Casket Factory Renovation	Office	Sports Complex	\$1,250,000
Parador Parking Garage*	Parking	Core	\$8,000,000
Southbank Riverwalk	Park/Recreation	Southbank	\$15,000,000
The Brooklyn Riverside*	Residential	Brooklyn	\$24,800,000
13 Total			\$470,270,000

Proposed in 2013	Type	Location	Investment
Artist Walk - Northbank Riverwalk	Park/Recreation	Brooklyn	\$5,000,000
Burrito Gallery Renovations	Retail	Core	n/a
Bus Rapid Transit (BRT) System	Infrastructure/Transp.	LaVilla & Southbank	\$15,000,000
Clara White Mission Construction Maintenance Program Bldg.	Office	LaVilla	\$2,800,000
Grover Stewart Building	Mixed Use	Core	n/a
Hogan's Creek Greenway	Park/Recreation	Periphery	\$1,014,000
Jacksonville Landing Renovations	Mixed Use	Core	n/a
Jacksonville Transportation Center	Infrastructure/Transp.	LaVilla	\$182,000,000
Judge and Jury Restaurant	Retail	LaVilla	\$250,000
Laura Street Transfer Station Business Center	Office	Periphery	\$2,000,000
Laura Street Trio	Mixed Use	Core	\$40,000,000
Old Republic Title Building	Office/Retail	Core	\$1,350,000
Omni Jacksonville Renovations	Hotel/Restaurant	Core	\$8,000,000
Park View Inn	Parking/Retail	Periphery	\$2,500,000
South Shore Marina	Park/Recreation	Southbank	\$6,400,000
Sustainability Resource Center	Office	Core	\$650,000
The Barnett	Mixed Use	Core	n/a
(Winston) Yates Family YMCA	Park/Recreation	Brooklyn	\$21,000,000
18 Total			\$287,964,000

*These projects all broke ground during the first quarter of 2014.

TOTAL DOWNTOWN INVESTMENT COMPLETED, ACTIVE + PLANNED, 2013



“

With incredible riverfront parks and many of Jacksonville's best restaurants in walking distance, the Southbank offers fantastic quality of life options in an urban environment. As a developer, it is an exciting time to be in Downtown Jacksonville due to the tremendous amount of undeveloped riverfront properties as well as a host of redevelopment opportunities.”

**- MICHAEL BALANKY, PRESIDENT/CEO,
CHASE PROPERTIES, INC. + DOWNTOWN RESIDENT**

OFFICE + EMPLOYMENT

► Downtown Jacksonville is home to 7.3 million square feet of commercial office space, more than 1,100 businesses, three Fortune 500 headquarters and several major company headquarters.

Like the rest of Jacksonville, Downtown's vacancy rate remains high at 19.8%, though it dropped 3.4% from last year—a greater decrease than seen in suburban markets—with lease rates holding steady. This drop translates into an additional 248,200 square feet of occupied space. According to the National Association of Office and Industrial Professionals (NAIOP) standard metric, one employee can be estimated for

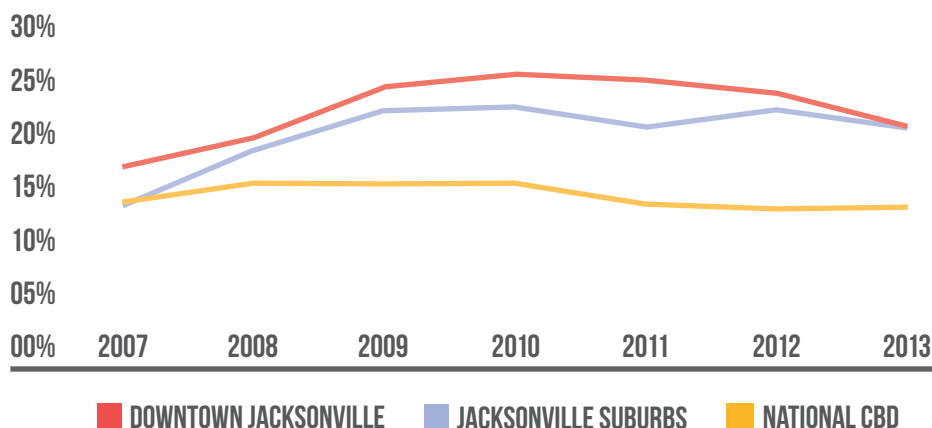
every 176 square feet of office space. This increase in occupied office space means that approximately 1,410 additional employees came to work Downtown in 2013.¹

The most significant lease transactions of 2013 occurred in EverBank Center. In January, Executive Suite Professionals, a provider of all-inclusive office suites, meeting rooms and virtual office services, leased 20,000 square feet. In July, leases were signed for three floors of space in EverBank Center: C2C Solutions, a medical finance company, leased 31,912 square feet, and EverBank expanded its presence by taking over two additional floors totaling 66,162 square feet.

With Jacksonville recently ranked number one on Wallet Hub's list of best cities to start a business based on metrics including affordability of office space, and Downtown Jacksonville positioned as an entrepreneurial epicenter, these positive office market trends should continue. 2014 kicked off with Family Support Services leasing 27,000 square feet of space in the Southbank's AvMed Building, Executive Suite Professionals announcing its expansion of 10,000 square feet to occupy an entire floor in EverBank Center, Liles, Gavin & George, P.A.'s lease of 5,876 square feet in EverBank Center, and tech firm feature[23]'s lease of 4,400 square feet in the Greenleaf and Crosby building.

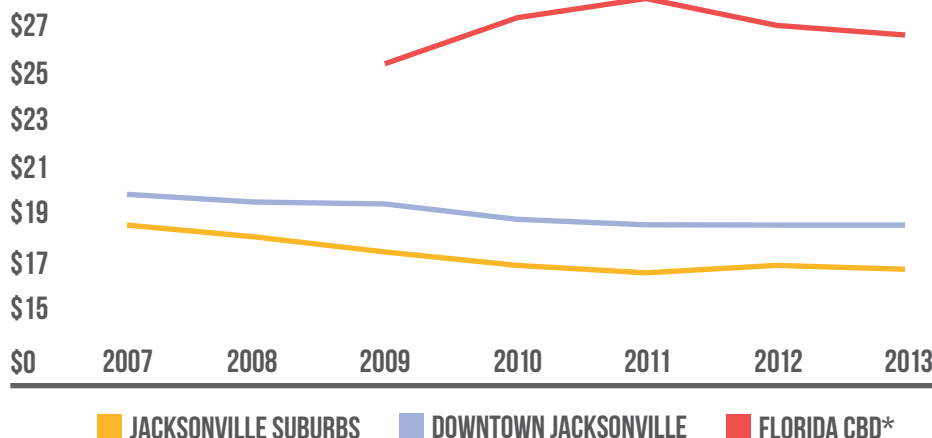
JACKSONVILLE AREA OFFICE VACANCY RATES ²

Source: CBRE Group, Inc.



JACKSONVILLE AREA AVERAGE LEASE RATES

Source: CBRE Group, Inc.



*Based on available data.



Approximately

1,410

new employees moved
Downtown in 2013.

¹ In previous years, this report used employment estimates from Nielsen Claritas. For 2013, Nielsen Claritas revised its methodology, which resulted in a significant downward skewing of employment numbers, despite office vacancy trends that suggest otherwise. 2013 data from Esri, an international provider of spatial data analysis tools based on U.S. Census Data, indicates that there are 48,869 employees in the Census tracts that include Downtown, though this figure includes a larger geographic area. For 2013, research suggests more than 1,400 new employees began working Downtown based on office vacancy rates and average square feet per employee as reported by the National Association of Office and Industrial Professionals.

² All figures based on fourth-quarter reports and include combined Class A, B and C vacancy rates.

SPOTLIGHT: INNOVATION IN THE RIVER CITY

When asked why they locate Downtown, high tech companies overwhelmingly respond that they want to be around other like-minded, creative and entrepreneurial individuals, and the Downtown environment that helps them flourish. Companies are also seeking open, flexible and stylish spaces to spur their imagination and creativity.

CoWork Jax opened its doors in 2012 to create Jacksonville's first co-working community with a simple mission of offering entrepreneurs and small businesses an environment to collaborate, conspire and grow. Today, it boasts more than 100 members. More than 15 companies with nearly 90 employees have grown out of CoWork Jax – many located in Downtown.

Darren Bounds started one such company, SportsYapper, in 2012, which has grown to a staff of 13 employees with an office located at 100 Laura Street. The SportsYapper app is similar to Twitter but optimized for sports fanatics and accounts for approximately 35% of the sports conversations currently occurring on Twitter.

Another company to come from CoWork Jax is KYN, an offshoot of One Spak formed in 2013. According to Shay Arnett, chief technologist, KYN provides a 24-week accelerator support program building stability and sustainability in start-up companies. The program provides

seed funding and \$70,000 in design, development and launch resources for new companies. The program is funded through STACHE Investments and is currently located in the Suddath Building on Bay Street.

While many of Downtown's tech firms are homegrown, others are fostered by national companies. As the innovation lab for Adecco Group, the world's largest staffing and recruiting firm, Ignite is a team of 25 adventurous minds devoted to creating digital solutions for the workplace. Located in the Duval Upchurch Building, Ignite uses a human-centered, lean and data-driven approach to solve problems ranging from hiring process efficiency, to workforce entry, to career transition.

In Summer 2014, feature[23] moved approximately 12 employees into the Greenleaf Building from St. Augustine. Jeremy Vaughan, principal, is looking to harness feature[23]'s open innovation culture to empower businesses with technology and accelerate better-integrated digital enterprises. Working closely with many large companies Downtown, the move is not only a strategic business decision, but also a way to collaborate with other organizations and initiatives more closely. Perhaps not so surprising, five of its employees are looking to live Downtown.



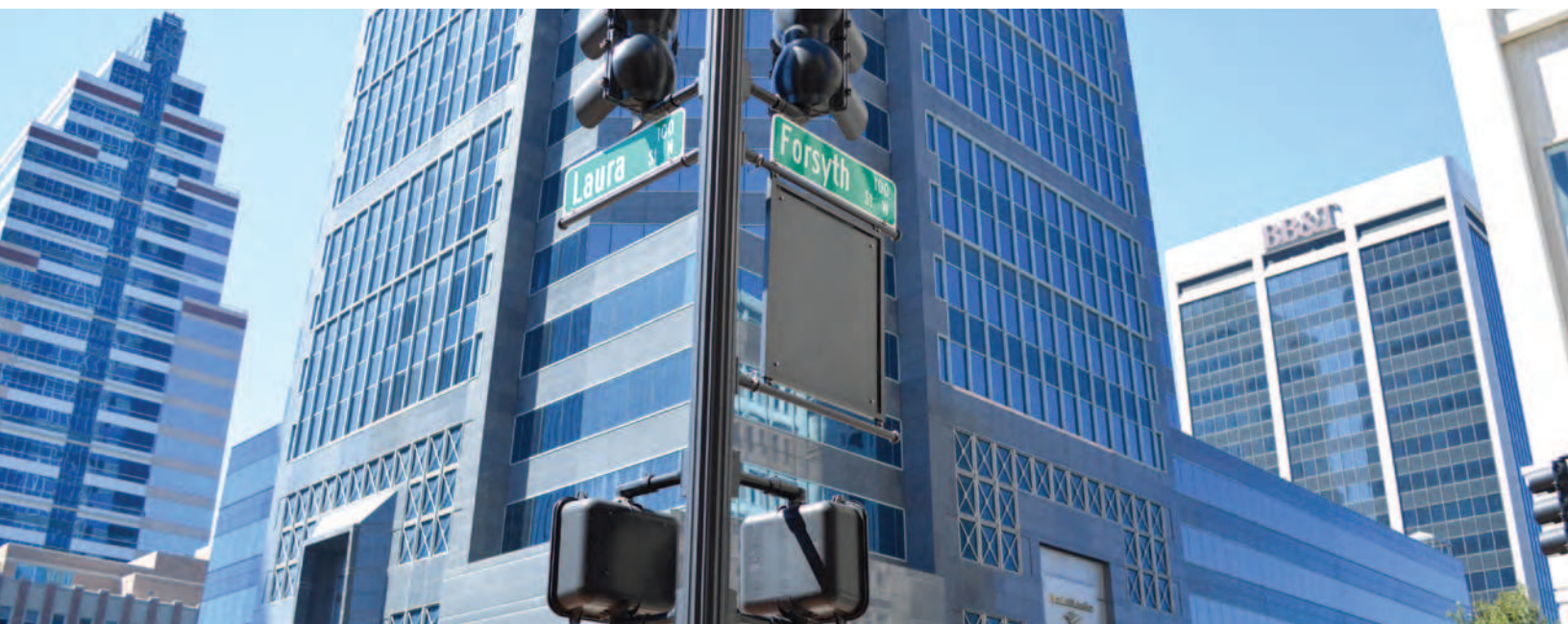
Over the past few years, there has been growing interest from high tech companies in locating Downtown. This buzz may help explain why Forbes recently named Jacksonville as the

**2ND FASTEST GROWING
HIGH TECH CENTER
IN THE COUNTRY,**
surpassed only by Austin, Texas.

LEED AND ENERGY STAR CERTIFIED DOWNTOWN BUILDINGS

Source: ENERGY STAR & U.S. Green Building Council

Building	Certification	Year
BB&T	ENERGY STAR	2008
Bank of America Tower	ENERGY STAR	2011
Bank of America Tower	LEED O&M: Existing Buildings	2011
Bennett Federal Building	ENERGY STAR	2007
CBRE Headquarters at One Enterprise	LEED Silver Interior Design & Construction	2013
CSX @ 550 Water Street	LEED Gold Interior Design & Construction	2011
CSX Headquarters	LEED O&M: Existing Buildings	2013
Duval County Courthouse	LEED Silver New Construction	2012
EverBank Center	ENERGY STAR	2008
Federal Courthouse	ENERGY STAR	2007
Jake Godbold City Hall Annex	LEED Gold Interior Design & Construction	2010
One Enterprise Center	ENERGY STAR	2005



2013 DOWNTOWN BUILDING SALES BY PRICE PER SQUARE FOOT

Source: Duval County Property Appraiser

Address	Buyer	Total Price	Gross Sq. Ft.	Price per Sq. Ft.	Closing Date
0 Oak St.	Parkview Plaza Partners LLC	\$117,000	11,674	\$10.02	Q2
0 Jackson St.	Shoppes on Riverside Jax LLC	\$3,085,000	199,504.8	\$15.46	Q4
236 Myrtle Ave.	Ross Leon	\$14,000	800	\$17.50	Q3
112 W. Adams St.	Barnett Tower, LLC	\$3,000,000	171,401	\$17.50	Q1
122 N. Ocean St.	JBDF LLC	\$2,200,000	124,560	\$17.66	Q2
51 Oak St.	NW/PSREG Brooklyn Owner LLC	\$7,000,000	358,498.8	\$19.53	Q4
0 Magnolia St.	Parkview Plaza Partners LLC	\$117,000	5,513	\$21.22	Q2
429 Talleyrand Ave.	Southeast Rigging, Inc	\$1,130,000	42,096	\$26.84	Q4
25 Market St.	25 Market Street North LLC	\$1,775,000	54,006	\$32.87	Q2
929 Peninsular Pl.	929-P TRUST	\$125,200	3,510	\$35.67	Q2
323 E. Bay St.	Past Trouble LLC	\$750,000	15,759	\$47.59	Q4
1015 Kings Ave.	Halenson LLC	\$556,800	9,400	\$59.23	Q3
541 Monroe St.	Lancaster Ventures LLC	\$185,000	3,035	\$60.96	Q2
233 E. Bay St.	Jung Chris	\$100,000	1,572	\$63.61	Q2
841 Prudential Dr.	IP Capital Partners	\$55,500,000	51,500	\$108.00	Q4

2013 DOWNTOWN OFFICE LEASE TRANSACTIONS BY SIZE

Source: CBRE Group, Inc., Colliers International Northeast Florida + Cushman & Wakefield

Tenant	Building	Address	Sq. Ft.	Closing Date
C2C Solutions	EverBank Center	301 W. Bay St.	31,920	Q2
EverBank	EverBank Center	301 W. Bay St.	66,162	Q3
Executive Suite Professionals	EverBank Center	301 W. Bay St.	20,000	Q1
Perdue Office Interiors	N/A	5 W. Forsyth St.	11,456	Q3
Regus Office Suites	Bank of America Tower	50 N. Laura St.	15,400	Q3
Robin Shepherd Agency	Riverplace Tower	1301 Riverplace Blvd.	12,600	Q3
Rock Tenn	DuPont Center	1660 Prudential Dr.	12,971	Q2
Workscapes, Inc.	121 Atlantic	121 W. Forsyth St.	5,506	Q2

JACKSONVILLE OFFICE SUBMARKETS BY SIZE

Source: CBRE Group, Inc.

Submarket	Total Sq Ft	Total Vacancy	Average Lease Rate
Arlington	984,122	43.7%	\$13.24
Baymeadows	3,023,985	31.1%	\$16.59
Beaches	793,775	15.6%	\$24.92
Clay County	557,567	17.4%	\$15.44
Deerwood Park	3,470,547	8.4%	\$19.76
Downtown CBD	7,335,804	19.8%	\$18.45
East Butler	206,876	11.2%	\$23.00
Mandarin	544,543	10.8%	\$13.68
Northside	95,600	34.8%	\$10.00
St. Johns County	515,543	28.9%	\$18.85
South I-95 Corridor	1,100,183	12.8%	\$18.12
Southpoint	3,070,137	17.1%	\$16.55
Southside	1,771,694	21.6%	\$14.48
Westside	371,435	5.7%	\$17.21
Suburban Total	16,506,007	19.5%	\$16.54



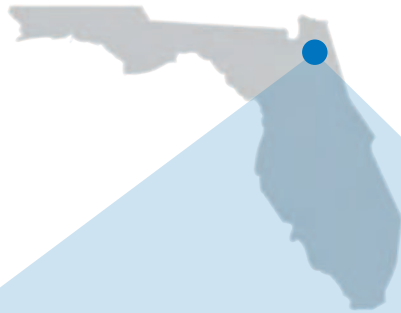
TOP FLORIDA DOWNTOWN/CBD OFFICE MARKETS BY SIZE

Source: CBRE Group, Inc.

City	Total Sq Ft	Total Vacancy	Average Lease Rate
Downtown Miami/Brickell	14,593,894	18.2%	\$33.95
Downtown Orlando	7,662,258	16.7%	\$22.00
Downtown Jacksonville	7,335,804	19.8%	\$18.45
Downtown Tampa	6,912,445	14.3%	\$21.68
Downtown Ft. Lauderdale	5,185,507	16.8%	\$20.19
Downtown Sarasota	2,004,525	18.6%	\$19.99
Downtown St. Petersburg	2,092,425	11.9%	\$20.38



JACKSONVILLE FLORIDA



3,800
RESIDENTS
DOWNTOWN



192,000
RESIDENTS
IN A FIVE-MILE RADIUS



49,000
EMPLOYEES
DOWNTOWN



141,000
EMPLOYEES
IN A FIVE-MILE RADIUS



\$47,000
AVERAGE HOUSEHOLD INCOME
IN A FIVE-MILE RADIUS



“

It's been a little more than six months since we made the decision to become Downtown residents, and I couldn't be happier. I love my short commute to work, our evening walks by the river, and our ability to be part of the action for events like Art Walk and One Spark. We get to enjoy the constant buzz of activity that comes with living in an urban area as well as the sense of belonging that comes with being part of a community.”

- NATALIE WEARSTLER, DOWNTOWN RESIDENT

► [READ RESIDENT SPOTLIGHTS AT BLOGDTJAX.COM.](http://BLOGDTJAX.COM) ◀

RESIDENTIAL

The nationwide trend of a walkable, urban lifestyle continues to gain favor in Jacksonville as Millennials and Empty Nesters seek housing options closer to their places of employment, access to public transit, and the bikeable and walkable destinations that make Downtown living desirable.

► Currently home to nearly 3,800 people living in 2,365 units, residential options are split between the North and Southbanks. Occupancy of rental properties in 2013 surpassed 94%, with occupancy of Southbank properties at 98%. The average lease rate for Downtown rental units was \$1.53 per square foot, which is a 12% increase over 2012.

Sales of residential units held steady in 2013, with 55 qualified residential sales.³ There was a decrease in the average price per square foot of residential properties, though the

upper limit of the price per square foot has remained fairly steady in recent years.

Residential construction returned to Downtown for the first time in five years in 2013, with 220 Riverside and The Brooklyn Riverside projects. Together, these will bring more than 600 new units to Brooklyn in 2014 and 2015 and serve to connect Downtown with the Riverside Avondale neighborhood.

³ Qualified sales are those property sales that are considered “market rate” and generally do not include bank-owned properties, pre-construction sales or partial interest in property.



We have so many people interested in living Downtown. Our job is to increase the supply of available units with projects such as the Berkman Plaza II, The Barnett and The Jacksonville Landing. These three projects alone will provide an additional 600 plus units in the core of Downtown.

- AUNDRA WALLACE, CEO, DOWNTOWN INVESTMENT AUTHORITY



SPOTLIGHT: BROOKLYN

Construction cranes returned to Downtown for the first major developments since before the recession hit. Rising out of the ground in Brooklyn, both 220 Riverside and The Brooklyn Riverside will bring more than 600 new units to Downtown Jacksonville. The seven-story 220 Riverside will add luxury amenities to Downtown living, including a saltwater pool with outdoor grilling areas,

lounge, sky box, fitness studio, pet grooming station and café. Currently pre-leasing units, the first residents are expected to move in this August 2014. The on-site Unity Plaza will welcome all Jacksonville residents with event zones, an amphitheater and 365-day-a-year programming. The neighboring apartment complex, The Brooklyn Riverside, is scheduled for completion in Spring 2015,

and both developments will be within walking distance of the new Brooklyn Station on Riverside. Given the high demand for Downtown living and very low vacancy rates in existing properties, these two projects are expected to be just the beginning as we continue to shift toward a Downtown that has a 24-hour population.



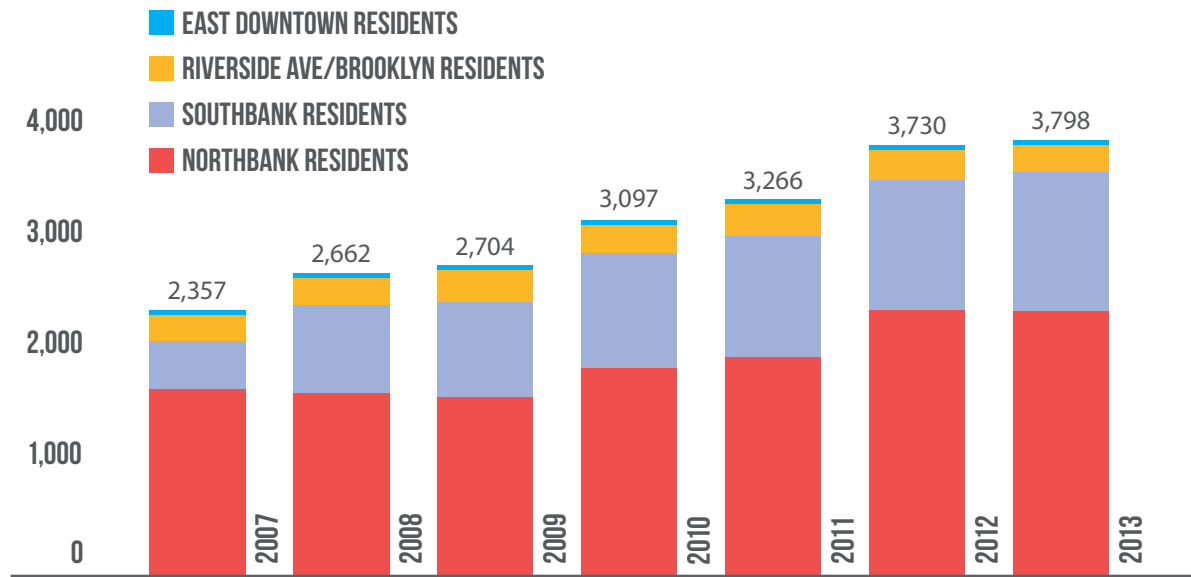
220 Riverside Rendering courtesy of NAI Hallmark Partners.



2,365 RESIDENTIAL UNITS

ESTIMATED NUMBER OF DOWNTOWN RESIDENTS BY YEAR ⁴

Source: Downtown Residential Communities, Downtown Vision, Inc. & the U.S. Census Bureau



DOWNTOWN RESIDENTIAL SALES ⁵

Source: City of Jacksonville Property Appraiser's Office

	2007	2008	2009	2010	2011	2012	2013
# Units Available	635	890	890	890	890	890	890
# Sales/Resales	250	212	45	57	75	53	55
% Units Sold from Developer	82%	80%	85%	85%	85%	34%	11%
Average Price per Square Foot	\$198	\$300	\$192	\$121	\$158	\$187	\$146
Price per Square Foot Range	\$96-368	\$75-565	\$75-345	\$33-289	\$31-281	\$48-282	\$23-290

*Only includes qualified sales.

DOWNTOWN RESIDENCES FOR LEASE ⁶

Source: Downtown Residential Communities

	2007	2008	2009	2010	2011	2012	2013
# Units	651	651	651	651	651	651	651
% Leased	71%	86%	82%	88%	91%	93%	94%
Average Price per Square Foot	\$1.36	\$1.40	\$1.30	\$1.15	\$1.20	\$1.36	\$1.53
Price per Square Foot Range	\$1.05-1.57	\$1.10-1.57	\$1.00-1.43	\$1.00-1.20	\$1.00-1.31	\$0.89-1.99	\$0.97-1.89

*Market rate units only.

⁴ Number of residents based on counts provided by residential communities or Average Household Size for the appropriate Census tract where no count was provided. It should be noted that these figures vary slightly from the Downtown Feasibility Study commissioned by the Downtown Investment Authority due to differences in methodology.

⁵ Does not include low-income or senior-living residences.

⁶ Does not include low-income or senior-living residences.

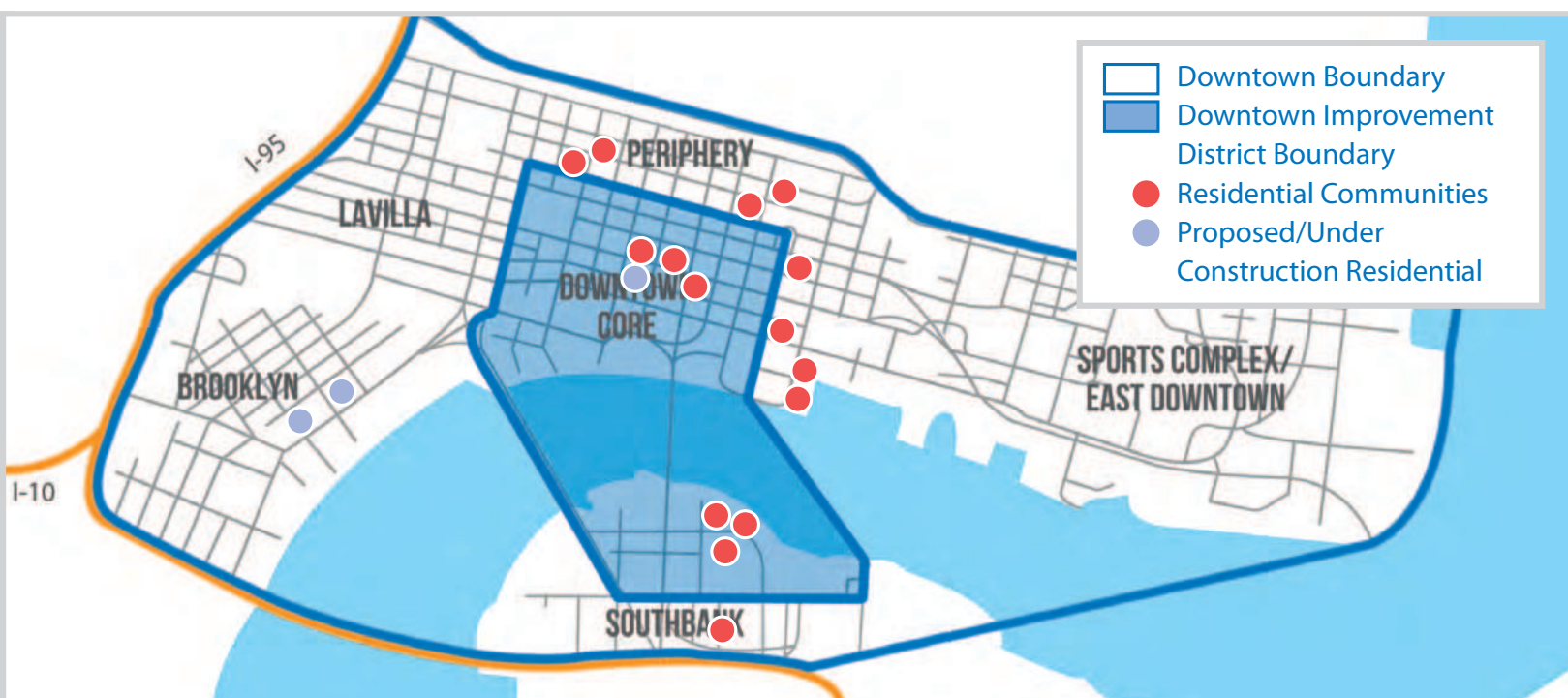
DOWNTOWN HOUSING SUMMARY

Source: Downtown Residential Communities

Residential Community	Address	Year Opened	# Units	Lease/Sale
11 E. Forsyth	11 E. Forsyth St.	2003	127	For Lease
Cathedral Residences (Senior Living)	601 N. Newnan St.	1967	632	For Lease
Churchwell Lofts At East Bay	301 E. Bay St.	2008	21	For Sale
Home Street Lofts	1050 Hendricks Ave.	2003	12	For Sale
Parks at the Cathedral	303 E. Church St.	2002	51	For Sale
Residences at City Place	311 W. Ashley St.	2006	205	For Sale
San Marco Place	1478 Riverplace Blvd.	2007	141	For Sale
Single Family Homes & Small Multi-family Buildings	Multiple addresses	N/A	134	For Sale/Lease
Stevens Duval (Senior Living)	601 N. Ocean St.	N/A	58	For Lease
The Carling	31 W. Adams St.	2005	99	For Lease
The Metropolitan Lofts	421 W. Church St.	2006	118	For Lease
The Peninsula	1431 Riverplace Blvd.	2008	234	For Sale/Lease
The Plaza Condominiums at Berkman Plaza	400 E. Bay St.	2002	206	For Sale/Lease
The Strand at St. Johns	1401 Riverplace Blvd.	2007	295	For Lease
Riverwalk Townhomes	442 E. Bay St.	2002	20	For Sale
W.A. Knight Lofts	113 W. Adams St.	2002	12	For Lease
Total Units 2013			2365	

Proposed Units and Units Under Construction				
220 Riverside (under construction)	220 Riverside Ave.	2014	294	For Lease
The Barnett	112 W. Adams St.	TBD	80	For Lease
The Brooklyn Riverside (under construction)	Park St. at Jackson St.	2014	310	For Lease
Total Units Proposed or Under Construction			684	

RESIDENTIAL COMMUNITIES





“

Downtown is a great place to start a business for several reasons. Perfect weather most afternoons and evenings, nearby accessibility to resources and an urban core that is not only patrolled for safety but actively cleaned.”

- BRYCE PFANENSTIEL, CO-FOUNDER
FORGE 3D PRINTING STUDIO

► READ BUSINESS SPOTLIGHTS ◀
AT BLOGDTJAX.COM.



RETAIL + RESTAURANTS

▶ True to the entrepreneurial nature of Downtown Jacksonville, the retail and restaurant scene in Downtown is flush with one-of-a-kind, locally owned and operated storefronts.

The 90-block Downtown Improvement District (DID)⁷ has 724,000 square feet of retail space, including nearly 580,000 square feet on the Northbank and 144,000 square

feet on the Southbank. At the close of 2013, 92 restaurants, 29 bars and 130 retailers and service providers added energy and vibrancy to Downtown, with 22 sidewalk cafés and outdoor seating areas enhancing street-level activity.

During 2013, 19 retailers and restaurants opened Downtown for a net gain of nine new businesses. Despite these gains, retail

vacancy in Downtown is still at 34%, while the Southbank has a substantially lower retail vacancy rate of 14%.

Helping create a vibrant, compact and walkable city center, each new opening helps improve the quality of life for Downtown's residents and workers.

⁷ See page 7 for Downtown Improvement District boundaries.

NEW DOWNTOWN RETAIL + RESTAURANTS IN 2013

Source: Downtown Vision, Inc.

Avocados	Grease Rags Clothing Co.	N.A.I.W.BE	The Volstead
Bay Street Café	Jacksonville Sports Tavern	The Pita Pit	Workscapes
Chrislesleyart	K. Anthony Boutique	San Marco Strands Salon	Xtreme Kettle Corn Factory
The Corner Diner	McDonald's	Simply Sweet Antiques	Zaps Grill
Foxy Lady Cruises	Metro PCS Kiosk	Skin and Bone Spa	

DOWNTOWN IMPROVEMENT DISTRICT RETAIL VACANCY

Source: Downtown Property Owners, Commercial Retailers & Downtown Vision, Inc. (4th Quarter 2013)

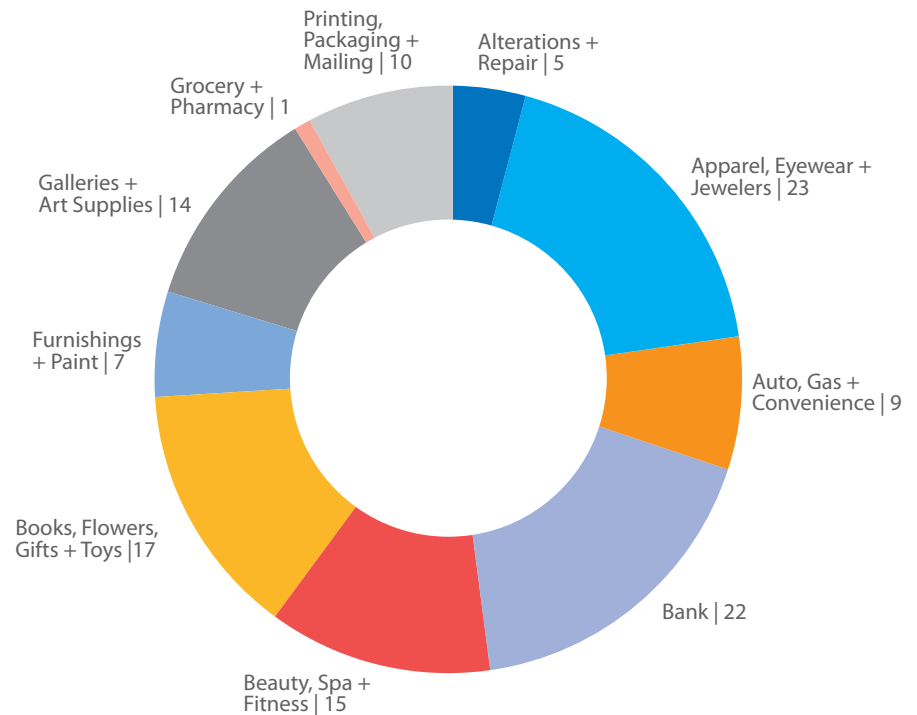
	Vacant Storefronts	Occupied Storefronts	Total Storefronts	Vacancy Rate
Total DID	61	132	193	31.6%
NB DID	58	113	171	33.9%
SB DID	3	19	22	13.6%





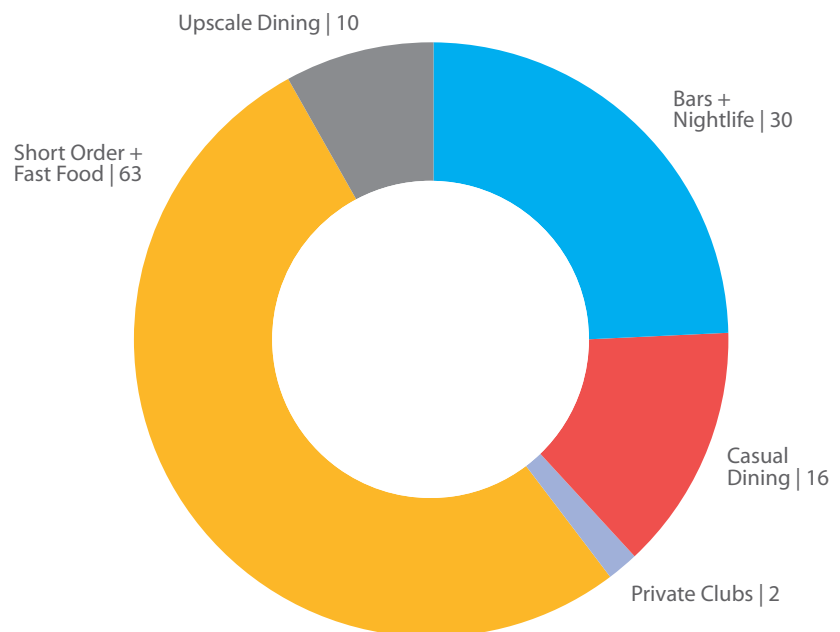
DOWNTOWN RETAIL + SERVICES BY TYPE IN 2013

Source: Downtown Vision, Inc.



DOWNTOWN BARS + RESTAURANTS BY TYPE IN 2013

Source: Downtown Vision, Inc.



“

There is a great love for our core as evident by the vast amount of organizations and individuals wanting to be involved in the process of making Downtown Jacksonville a destination. As a retail book business, we are not just surviving in a market that competes with the big guys like Amazon and Internet-driven businesses, we are THRIVING and every month we are beating last year's sales. The combined love, passion, energy, diversity and extreme vision of so many people make this a great place to do business.”

- JENNIFER O'DONNELL,
MANAGER, CHAMBLIN'S UPTOWN + CAFÉ





NIGHTLIFE + ENTERTAINMENT

► From the roar of diehard football fans to the bobbing heads of local music enthusiasts, Downtown Jacksonville offers events of every flavor. More than 5,200 events filled the events calendar on downtownjacksonville.org in 2013 and brought more than 9.3 million visits for culture, entertainment and recreation.

Perhaps Jacksonville's most robust events destination, Downtown's Sport Complex is home to EverBank Field, the Baseball Grounds of Jacksonville and Veterans Memorial Arena as well as the Jacksonville Expo Center at the Fairgrounds and Metropolitan Park. A sports town at heart, fans bleed teal for the Jacksonville Jaguars NFL franchise. The Double-A Jacksonville Suns cater to families and college students alike with 82 home games in 2013. The Arena Football League team, the Jacksonville Sharks, has celebrated Division Championships every year since its inception, 2010-2013, and the American Basketball League team, the Jacksonville Giants, is reigning ABA national champions two years in a row, 2012-2013.

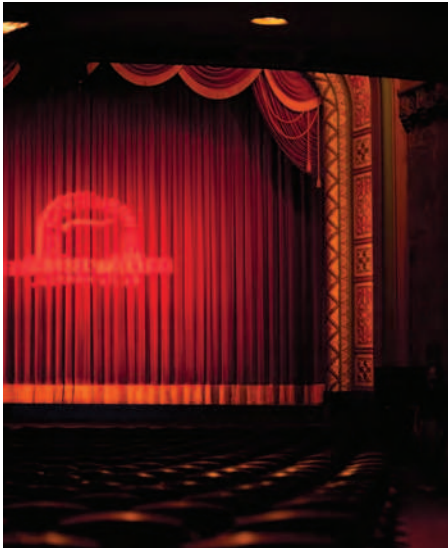
Located under the Fuller Warren Bridge, the Riverside Arts Market continues to draw thousands of visitors each week and is widely considered a "must do" for visitors. A number of annual, monthly and weekly events heat up the walkable core of Downtown,

including hundreds of waterfront concerts at The Jacksonville Landing, First Wednesday Art Walk, Community First Saturdays, the Jacksonville Jazz Festival and the most celebrated newcomer on the events scene, One Spark. Dubbed "The World's Crowdfunding Festival," One Spark attracted an estimated 140,000 people to Downtown Jacksonville from April 17-21, 2013. Serving to foster innovation in art, music, technology and ideas, hundreds of "Creators" competed for \$150,000 in crowdfunding, distributed based on the share of total votes. For five days, Downtown Jacksonville was filled with music, art and energy. The lasting impacts of the inaugural One Spark festival included several murals and art installations and reinforced Downtown Jacksonville as a great place for creative people.

Whether for a happy hour or a nightcap, 30 bars and clubs offer a diverse choice of ambiance and music stylings and are a major support of Jacksonville's craft brewery scene. A number of bars have received national and international accolades, including Dos Gatos being named one of the top ten bars in Florida and Underbelly being named one of the top ten music venues in Florida by *The Guardian (UK)*. During the spring of 2013, friends and local musicians Grant Nielson and Trey Hebron were walking between 1904 Music Hall and Underbelly when Trey remarked to a

passerby that they were "hanging out at The Elbow." At that moment, a brand was born for Downtown Jacksonville's growing nightlife district, and it was officially launched at the inaugural One Spark festival. Since that initial conversation, The Elbow has grown into a brand and volunteer-led social media and web presence dedicated to the promotion of the Downtown music and nightlife scene. In 2014, The Elbow will continue to grow with the production of "Amplified," a compilation CD of local musicians.

Downtown is also home to some of Jacksonville's best parks and public spaces. More than 2.5 miles of Downtown Riverwalk provides access for pedestrians and bicyclists to Downtown's crown jewel, the St. Johns River. Downtown's smaller parks, including Treaty Oak Park and Friendship Fountain, attract the casual user, small events and weddings. In the heart of Downtown, the revitalization of Hemming Plaza is a key focus of City leaders, with the City of Jacksonville issuing a Request for Proposals for park management in 2013. At the time of publication, contract negotiations were under way with the Friends of Hemming Park for daily programming, cleaning and security services. These public spaces make Downtown a natural location for organized races and charity walks, which drew nearly 90,000 people in 2013.



MAJOR DOWNTOWN VENUES BY SIZE

Source: Downtown Venues

Venue	Seating	2013 Total Events	2013 Total Attendance
Ritz Theatre & Museum	400	n/a	14,684
Florida Theatre	2,000	162	130,500
Times-Union Center for Performing Arts	5,400	257	274,988
Baseball Grounds of Jacksonville	10,000	82	788,766
Veterans Memorial Arena	16,000	109	520,333
EverBank Field	76,000	251	685,023
Metropolitan Park	10,000	30	149,300

ESTIMATED ATTENDANCE BY FACILITY FOR MAJOR SPORTS, CULTURAL + ENTERTAINMENT VENUES

Source: City of Jacksonville Office of Special Events, Downtown Venues, Downtown Vision, Inc. & SMG

	2007	2008	2009	2010	2011	2012	2013
Baseball Grounds of Jacksonville	458,733	430,039	356,553	358,085	319,393	665,532	788,766
EverBank Field	938,918	790,644	726,240	826,231	724,596	847,142	685,023
Florida Theatre	187,448	196,000	200,000	138,630	137,169	128,409	130,500
Jacksonville Expo Center at the Fairgrounds	450,000	450,000	437,460	392,673	400,000	367,250	378,254
Main Library*	807,745	894,182	932,633	883,054	873,270	863,167	791,173
Metropolitan Park	189,100	180,850	151,500	140,425	80,300	85,150	149,300
MOCA Jacksonville	34,926	47,000	55,070	57,820	51,399	71,763	64,466
Museum of Science & History	173,448	136,525	163,137	142,527	153,217	164,264	166,200
Riverside Arts Market			500,000	500,000	350,000	250,000	225,500
Ritz Theatre & Museum	23,175	21,476	21,476	21,573	25,259	26,269	14,684
The Jacksonville Landing	4,500,000	4,050,000	4,000,000	4,000,000	4,000,000	4,290,000	4,385,000
Times-Union Center for Performing Arts	375,822	288,387	284,422	298,299	271,438	297,949	274,988
Veterans Memorial Arena	407,814	378,111	411,691	452,598	559,221	482,122	520,333
Churches	821,200	821,200	603,000	603,000	618,000	618,000	618,000
Organized Walks and Races**							89,650
Total Estimated Attendance	9,368,329	8,684,414	8,843,182	8,814,915	8,563,262	9,157,017	9,281,837

*Library hours were reduced in 2013, which could account for the decrease in visits.

**Not previously tracked





ESTIMATED ATTENDANCE AT MAJOR DOWNTOWN SPECIAL EVENTS

Source: City of Jacksonville Office of Special Events, Downtown Venues, Downtown Vision, Inc. & SMG

	2007	2008	2009	2010	2011	2012	2013
Jacksonville Fair	450,000	400,000	437,460	392,673	400,000	367,250	378,254
Florida-Georgia Football Classic	100,000	125,000	200,000	200,000	200,000	200,000	200,000
Lighted Boat Parade	130,000	130,000	200,000	200,000	200,000	200,000	150,000
Freedom, Fanfare & Fireworks	250,000	200,000	250,000	150,000*	150,000	75,000	70,000
Jazz Festival	15,000	12,500	50,000	150,000	150,000	100,000**	100,000
DVI Events	60,000	60,000	60,000	80,000	101,300	103,300	105,000
Gator Bowl Festivities	100,000	100,000	100,000	100,000	100,000	100,000	70,000
New Year's Eve	75,000	75,000	50,000	50,000	50,000	50,000	55,000
World of Nations	60,000	75,000	80,000	75,000	50,000	55,000	50,000
Community First Saturdays						4,000	12,000
One Spark							140,000
Total Estimated Attendance	1,240,000	1,177,500	1,427,460	1,247,673	1,401,300	1,154,550	1,290,254

*Daytime components of this event were eliminated in 2010 due to budget constraints.

**Severe weather necessitated cancellation of one of the event days.

SPOTLIGHT: SMALL EVENTS HAVE BIG IMPACTS

JAX Chamber's seasonal event, Community First Saturdays kicked off in October 2012, and continued in 2013. Held the first Saturday of the month from October through May in a variety of locations in the Downtown Core, the event features outdoor fitness classes, kids' activities, food trucks, craft beer and entertainment. Organizers estimated this event drew more than 12,000 people to Downtown in 2013, demonstrating the power of smaller, regularly scheduled events.

Food trucks continue to be popular additions to the event scene in Downtown. In 2013, Jax Truckies held six events at a variety

of locations Downtown, drawing more than 20,000 people. Approximately 7,000 people attended the Jax Truckies Food Truck Championship alone, which was held in a private parking lot at Main and Adams streets. It had tremendous spillover effects for nearby restaurants, some even reporting record sales as a result of the event.

2013 also marked the launch of Jazz Fest After Dark. This free, three-day event was designed to introduce Jacksonville Jazz Festival-goers to Downtown's year-round nightlife and live music scene was named one of 2013's top 15 Musical Moments by Folio Weekly.



First Wednesday Art Walk,
produced by Downtown Vision, Inc.,

**WON BEST ART WALK
IN FOLIO WEEKLY'S
2013 BEST OF
JACKSONVILLE AWARDS,**
besting other regional Art Walk events.

ARTS + CULTURE

► Arts and cultural events add beauty and excitement to the landscape of Downtown each and every day. Downtown Jacksonville is home to several significant cultural institutions, including the Florida Ballet, Florida Theatre, MOCA Jacksonville, the Museum of Contemporary Art, Ritz Chamber Players, the Ritz Theatre and Museum, and the Times-Union Center for Performing Arts (TUCPA). Within TUCPA, the Jacksonville Symphony Orchestra holds more than 70 events annually, regularly filling the 1,724-seat Jacoby Symphony Hall. The Artist Series, presented by Florida State College at Jacksonville, brings national touring companies of Broadway theatre productions to Jacksonville. In 2013, more than 40 performances by national touring companies took place at TUCPA, many of which filled the 2,900-seat Moran Theatre.

Downtown is also home to more than a half dozen art galleries and the demand for art has spilled onto the streets in a big way this year. In March 2013, local artist Shaun Thurston

completed a striking mural on the façade of Chamblin's Uptown as part of Downtown Vision, Inc.'s (DVI) Laura Street Façade Improvement Program in collaboration with the Cultural Council of Greater Jacksonville's Art in Public Places program. In total, DVI facilitated five new street-level murals in time for One Spark, and in July, four murals were installed on the Yates Parking Garage by artists Sean Mahan and the Milagros Collective through the Art in Public Places program.

Also in 2013, the Cultural Council of Greater Jacksonville launched its Spark Grant program to engage pedestrians, increase foot traffic and program a portion of Downtown coined the "Spark District." Projects funded in 2013 included Swamp Radio, a production by local playwright Ian Mairs; The Looking Lab by Joy Leverette, which uses art to activate vacant retail storefronts; and the Jacksonville Songwriters' Residency, coordinated by Brad Lauretti, which brings songwriters to Downtown Jacksonville to write and perform.

“

The Cultural Council's Spark District Initiative is revitalizing the arts and culture landscape of Jacksonville and lending vitality to the Downtown economy. The inaugural round of Spark Grant recipients have cultivated energy and excitement in the urban core and broadened our economic footprint. With the support of the City and the community, the privately funded Spark District Initiative will continue to put artists and creators in the driver's seat to make substantial change Downtown.”

**- DIANE BRUNET-GARCÍA, CHAIR,
CULTURAL COUNCIL OF GREATER JACKSONVILLE**



HOTELS + CONVENTIONS

► Downtown is home to 2,153 hotel rooms. In 2013, Downtown's hotel occupancy decreased by 0.3%, resulting in approximately 2,000 fewer room nights. The average daily rate Downtown increased to \$103, and the RevPAR (revenue per available room) increased to \$62, the highest rate since prior to the recession.

In 2013, attendance at the Prime Osborn Convention Center decreased by 2% from

2012, while the number of events at the convention center increased by 6% to 237.

Discussions continue on building a new convention center, with a focus on site location and funding. Downtown advocates agree that the new convention center must be located in the Downtown core to leverage existing businesses, activity, hotel rooms and meeting space.

“

There is not a more powerful economic development engine for Downtown Jacksonville than the visitor industry. Building Downtown density and prosperity, supporting our arts and cultural scene, exposing Jacksonville to the hundreds of thousands of conventioners, business meeting attendees and leisure tourists that will want to bring their businesses here, live here or bring their friends and relatives here is the result of tourism. This \$2.2 billion industry is a cornerstone for the future of Downtown Jacksonville.”

- PAUL ASTLEFORD, PRESIDENT & CEO ,
VISIT JACKSONVILLE

► *The Florida Green Lodging program certifies four Downtown hotels: Crowne Plaza Jacksonville Riverfront, Hyatt Regency Jacksonville Riverfront, Omni Jacksonville Hotel and Wyndham Jacksonville Riverwalk.*

DOWNTOWN HOTEL DATA BY YEAR

Source: Visit Jacksonville

	2007	2008	2009	2010	2011	2012	2013
Total Hotel Room Nights	570,933	546,474	442,040	477,507	496,748	528,768	526,394
Hotel Occupancy Rate	66%	63%	51.10%	55.20%	57.40%	61.10%	60.80%
Average Daily Rate	\$113.74	\$116.54	\$91	\$85	\$87	\$98	\$103
RevPAR	\$75.06	\$71.54	\$47	\$56	\$57	\$60	\$62

CONVENTION CENTER EVENTS + ATTENDANCE BY YEAR

Source: Visit Jacksonville

	2007	2008	2009	2010	2011	2012	2013
Total Events	258	97	204	195	217	223	237
Total Attendance	159,551	203,991	147,889	161,816	169,967	187,783	183,623

PARKING + TRANSPORTATION

► More than 43,000 parking spaces make parking plentiful in Downtown Jacksonville, with nearly 17,000 spaces in the Downtown core and more than 26,000 located peripherally on the Southbank, at the Sports Complex, in LaVilla and along Riverside Avenue. Colliers International's 2012 CBD Parking Rate Survey rates parking availability in Downtown Jacksonville as "abundant," with parking garages consistently less than 60% full on weekdays. Parking ratios in the Downtown core are approximately three spaces per 1,000 square feet.

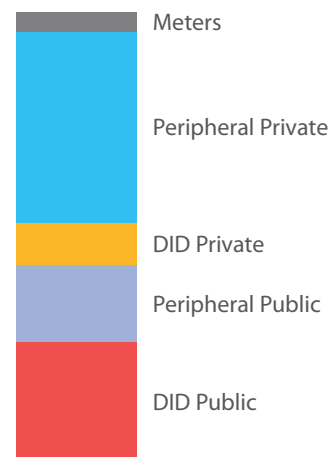
Downtown employees and visitors enjoy parking rates 45% lower than the national average. The average non-reserved monthly parking rate for Central Business District garages is \$90 and rates may be found for less at several locations. Plus, more than 7,600 peripheral parking spaces are available for Downtown employees with rates as low as \$26 per month. The Jacksonville Transportation Authority (JTA) continued the Downtown Star program in 2013, which offers a \$35 monthly pass that includes a peripheral parking space and unlimited Skyway and trolley use or a \$25 monthly pass for unlimited trolley use.

Parador Partners broke ground on a new 600-space parking garage at Hogan and Bay streets in December 2013, with completion anticipated in Fall 2014. And, there have been improvements to surface parking lots as a result of an ordinance requiring commercial surface parking lots be certified by the City of Jacksonville and meet specific signage and landscaping requirements by January 1, 2014. To date, approximately 10 lots have gone through the certification process, two have been upgraded and several others are currently going through the process for enhancement. Several parking operators have indicated they may close non-conforming lots rather than improve them, which could result in a slight decrease in the number of spaces available in 2014.

On the heels of a substantial increase in ridership following elimination of Skyway fares in 2012, JTA voted to continue offering the free service through September 2014. 2013 Skyway ridership was 32% higher than 2012. In addition to JTA's Downtown-specific services, such as the Skyway, the Rosa Parks Station on Downtown's northern edge served nearly three million riders in 2013, either as an end-point destination or a transfer station.

PUBLIC VS. PRIVATE DOWNTOWN PARKING SPACES BY LOCATION

Source: Downtown Building Managers, Downtown Parking Operators & Downtown Vision, Inc.



SPOTLIGHT: CITY OF JACKSONVILLE USES TECHNOLOGY TO IMPROVE DOWNTOWN PARKING

In Spring 2013, the City of Jacksonville's Office of Public Parking teamed up with Streetline on a three-month demonstration of Parker, a free mobile app to help people find parking faster in Downtown Jacksonville. As part of this initiative, sensors were installed along Laura Street between Monroe and Water streets, and on one block of Adams, Forsyth

and Bay streets to feed the app real-time information on available parking meters. The app also provides:

- Pricing information
- A timer to help you track remaining time on the meter, and
- Voice guidance so you won't have to take your eyes off the road.



PARKING RATES FOR GARAGE PARKING IN DOWNTOWN CORE + PERIPHERAL LOCATIONS*

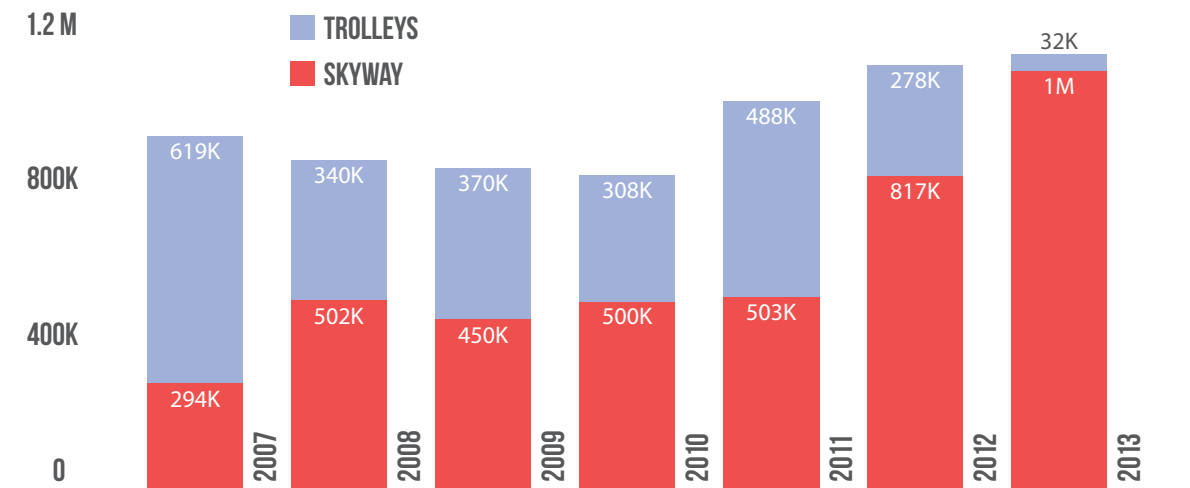
Source: Colliers International & Downtown Parking Operators

	Downtown Jacksonville Median Rates	National Average
Core Monthly Unreserved	\$90.00	\$166.26
Core Monthly Reserved	\$107.00	\$196.21
Core Daily	\$8.56	\$17.19
Core Hourly	\$1.47	\$5.77
Core Hourly Metered Parking	\$0.50	n/a
Peripheral Monthly	\$32.24	n/a

*At the time of publication, Colliers International had not yet released its 2013 North American CBD Parking Rate Survey. However, Downtown parking operators indicate rates remained stagnant in 2013.

ANNUAL TRANSIT RIDERSHIP IN DOWNTOWN

Source: Jacksonville Transportation Authority



**DOWNTOWN
JACKSONVILLE HAS
MORE PARKING
THAN FOUR
DISNEY WORLD
PARKS COMBINED.**



QUALITY OF LIFE

► “Downtown is on fire.” Not just a marketing campaign for the core of the city, the sparks of arts and entertainment and the fuel of large-scale investment and entrepreneurialism have fanned the flames of a renewed Downtown in 2013.

The heart of the city is on its way to meeting the vision outlined in the 2013 Jacksonville 2025 Report. “In 2025, Jacksonville’s distinctive neighborhoods, each with its own historic character and irresistible experiences, are livable, walkable and safe. They converge in the city’s dynamic central neighborhood, Downtown, which is a business powerhouse fostering an entrepreneurial spirit and our community’s 24-hours epicenter of first-class arts, cultural, sports and unique shopping opportunities.”

WalkScore, an organization whose mission is to help people find a walkable place to live and enjoy a walkable lifestyle, gives Downtown Jacksonville a score of 78 – the highest for any Jacksonville neighborhood. The Northbank’s 32202 ZIP code actually rates much higher with a score of 91 and is lauded as a walker’s paradise.

Downtown is also one of the safest neighborhoods in Jacksonville. According to the Jacksonville Sheriff’s Office (JSO), Downtown accounted for only 2% of violent

and property crime in the City of Jacksonville in 2013. JSO assigns more than 35 officers to cover Downtown, and regularly deploys additional officers Downtown for community events, parades, races and football games. Downtown employees and residents can also interface regularly with the JSO at monthly Sheriff’s Advisory Council meetings.

Downtown Vision, Inc. (DVI) remains committed to making visitors, residents and employees feel comfortable Downtown. DVI’s Downtown Ambassadors provided more than 570 hours of patrols seven days a week, acting as extra eyes and ears on the streets of the Downtown Improvement District (DID) and reporting and resolving nuisance activity. Ambassadors also offer safety and umbrella escorts upon request during regular operating hours and provided more than 700 escorts in 2013.

DVI also provides cleaning and beautification services via the Downtown Ambassador program, including litter and graffiti removal, sidewalk pressure washing, weed and leaf abatement, tree bed mulching and flower basket maintenance. In 2013, the Downtown Ambassadors removed 22 tons of litter and more than 700 graffiti tags, pressure washed more than 100 block faces, and removed more than 2,500 spills from sidewalks in the DID.



CREDITS

We would like to thank Downtown property owners and facility managers for sharing information for this report, as well as the following organizations for their assistance:

CBRE Group, Inc. | City of Jacksonville Office of Economic Development | City of Jacksonville Office of Special Events | Colliers International
Colliers International Northeast Florida | Cushman & Wakefield | Downtown Investment Authority | Duval County Property Appraiser
ENERGY STAR | Florida Department of Law Enforcement | Florida Theatre | Jacksonville Public Library | Jacksonville Sheriff's Office
Jacksonville Transportation Authority | MOCA Jacksonville | Museum of Science and History | Nielsen Claritas | Riverside Arts Market
SMG | The Jacksonville Landing | U.S. Green Building Council | Visit Jacksonville

Photography by Downtown Vision, Inc., Robert Futrell, Tiffany Manning, Neil Rashba.

The data presented in this report is derived from many sources and collected directly from organizations where available. The 2013 State of Downtown Report is a free publication and can be downloaded at downtownjacksonville.org. To request information not contained in this report, to request hard copies or to place your name on our mailing list for future report mailings, please contact 904.634.0303 x221.

For more information and publications about Downtown Jacksonville, please visit Downtown Vision, Inc.'s website, downtownjacksonville.org, or the Downtown Investment Authority's website, jaxdowntowninvestment.org.





DOWNTOWN VISION, INC.

Downtown Vision, Inc. (DVI) is the Downtown Improvement District (DID) for Downtown Jacksonville. DVI is a not-for-profit 501(c)6 organization whose mission is to build and maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play and visit.

DVI was formed in 2000 at the request of Downtown commercial property owners, is funded by commercial property owners through a self-assessment and is governed by a board representing property owners. DVI administers a 90-block Downtown Improvement District to provide a multitude of services over and above what the City of Jacksonville provides.

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