

Downtown Vision, Inc.

FY 2011-2012 Annual Report

During the past year, Downtown Vision, Inc. (DVI) worked on a number of major initiatives to provide a higher level of service for Downtown Improvement District stakeholders and to improve Downtown:

Supporting Downtown stakeholders and renewing the Downtown Improvement District. Through conversations with DVI stakeholders and a DVI Board Retreat, we reaffirmed DVI's priorities as advocating for Downtown, bringing more people Downtown and activating Downtown, marketing Downtown, making Downtown clean, safe and attractive, and raising additional funds for Downtown management and DVI. In September 2012, the Downtown Improvement District (DID) was renewed for an additional seven years with the support of more than 80% of DID property owners.

Advocating for Downtown. We continued advocating for the recommendations outlined in our 2010 white paper, *Turning the Corner: Rethinking & Remaking Downtown*, with emphasis on best practices in Downtown management and development. Areas of focus included advocating for the creation of the Downtown Investment Authority, increased focus on and funding for Downtown management and increased coordination in Downtown revitalization efforts.

Activating Downtown through promotions, events and partnerships. Activating Downtown through events and promotions remained a high priority, and we continued to produce events to bring more than 100,000 people Downtown, including First Wednesday Art Walk, the Southbank Movies in the Park, Eat Up Downtown, Dine with Us Downtown and The Core promotions. We also partnered other organizations with and provided support for many other events and initiatives, including the Jacksonville Light Parade, the Commemorate 450th celebration, Parking Day and the upcoming One Spark event.

Promoting and marketing Downtown. We augmented our efforts to promote Downtown, including increased social media outreach, revamped email communications and new Downtown itinerary information on our website. We also partnered with JAX Chamber, the Jacksonville Civic Council, Visit Jacksonville, the Jacksonville Transportation Authority, the Jacksonville Jaguars, SMG Jacksonville, NAIOP of Northeast Florida, the Urban Land Institute of Northeast Florida, JEA and the City of Jacksonville to form the Downtown Marketing Collaborative, a joint effort between various Downtown partners to market Downtown.

Supporting business retention and attraction efforts. We continued our Downtown business retention and attraction efforts, including creating informational packages and presentations to support EverBank's move and providing advocacy, tours, research and support to existing and prospective Downtown businesses.

Advocating for Downtown

Downtown management. Advocated for increased focus on and funding for Downtown management, including improving cleanliness, safety and beautification, marketing Downtown, bringing more people Downtown through events and promotions and activating Downtown.

Downtown Investment Authority. Advocated for the creation of the Downtown Investment Authority to ensure a dedicated organization will have consistent leadership over time, dedicated funding sources, dedicated staff and a constant focus on Downtown and be responsible for overseeing Downtown economic development and attracting businesses to Downtown.

Advocacy for Downtown issues. Advocated in support of Downtown on a number of issues, including future use of the former County Courthouse/Courthouse Annex site, design standards for the new Parador parking garage, legislation to allow the city to better manage the use of city-owned parking facilities Downtown, improved coordination of parking meter time limits based on the needs of adjacent businesses, providing parking and bike lanes on Riverplace Boulevard as part of the Bus Rapid Transit system and saving the former Guaranty Savings & Trust Building (Bostwick Building) from demolition.

Partnership and leadership. Worked with Mayor Brown and other partners to provide tours, statistics and insight to the IBM Smarter Cities Grant team during their stay. Continued to coordinate with JAX Chamber, Jacksonville Civic Council, JEDC, NAIOP, and Visit Jacksonville and Leadership Jacksonville on shared Downtown goals to ensure that we speak with one voice to move Downtown forward.

Activating Downtown through Promotions, Events and Partnerships

First Wednesday Art Walk. DVI celebrated the 100th Art Walk in March, at which Mayor Alvin Brown presented an “Art Walk Day” proclamation. Art Walk attracts more than 6,000 patrons each month to more than 40 Downtown venues (galleries, restaurants, businesses, etc.) and features hundreds of participating artists. Art Walk was voted “Best Artsy Event” and “Best Place to Meet New People” in *Jacksonville Magazine* for 2012.

Eat Up Downtown. Secured region-wide sponsorship from the Jacksonville Economic Development Commission and continued media sponsorship from *Jacksonville Magazine* for the 2012 Eat Up Downtown dining promotion. The newly revamped promotion implemented a three-tiered pricing system that ran in August 2012 with 24 participating restaurants. The two-week-long promotion was such a success, more than half of the restaurants extended the promotion for a third week, ultimately attracting 24,000 people Downtown.

Movies in the Park. The fifth year of this free, family-friendly outdoor movie series on the Southbank occurred at the Wyndham Jacksonville Riverwalk riverfront lawn and attracted more than 3,700 moviegoers to the Downtown riverfront in April and May.

Dine with Us Downtown. Launched an initiative with DVI Board member and Jacksonville Jaguars CFO Bill Prescott to bring diners Downtown and celebrate Downtown as a dining destination. This grassroots promotion brings approximately 50-60 people to a different Downtown restaurant each month.

The Core promotions. Continued a partnership and joint marketing efforts for Downtown nightlife venues, including the annual Great Pirate Party. DVI provided information on young professionals/industry groups and conventions to attract more patrons to Downtown nightlife venues. Over the summer, DVI produced 4,000 “The Core” maps, which were fully distributed in less than one month. The great demand led to integration of the nightlife map into the Downtown Guide & Map.

Partnership development and support. Fostered multiple partnerships with Downtown cultural events and initiatives, including providing funds to continue the 2011 Jacksonville Light Parade, taking an active advisory role in the upcoming One Spark event, partnering and participating in Parking Day, and convening groups of both Downtown residents and residential managers, and the 15 largest cultural and entertainment organizations. DVI curated content for the Laura Street kiosks producing, “The Core” nightlife directory posters, Art Walk posters and downtownjacksonville.org posters. DVI also produced and distributed promotional posters welcoming visitors to Downtown for the Jacksonville Jazz Festival and U.S. vs. Scotland soccer game.

Off the Grid. This partnership with the Cultural Council of Greater Jacksonville, Downtown stakeholders and local artists has resulted in more than 20 galleries and studios opening Downtown during the past three years, with seven currently active. The program and its offshoots have activated more than 50,000 square feet of vacant retail space, and seven retail spaces have signed leases for permanent tenants.

CoWork Jax. Assisted CoWork Jax with finding a permanent location Downtown at 5 W. Forsyth Street.

Promoting and Marketing Downtown and the Importance of Downtown

Telling the story about Downtown. Refocused DVI’s promotion and marketing efforts on better telling the story about Downtown through various tools, including social media, website, email, testimonials and the digdowntownjax.com blog.

Increased social media outreach. Increased efforts to reach new and existing Downtown users through timely and informative social media tools, including Facebook, and Twitter, LinkedIn, YouTube, Flickr and Pinterest. DVI organically increased Facebook fans by 38% (3,600) and Twitter followers by 41% (3,780).

Revamped events email. Revamped our bi-weekly events email, *Things to Do Downtown*, to a weekly format and updated content to focus on highlights based on reader feedback. DVI’s events calendar promotes hundreds more than two thousand of Downtown events each year.

More online information. Added nine Downtown itineraries to DVI’s website, downtownjacksonville.org, to provide more information for Downtown visitors. Itineraries include information on family days, getting to know Downtown, fitness suggestions and more.

Downtown Marketing Collaborative. The Downtown Marketing Collaborative is a partnership between DVI, JAX Chamber, the Jacksonville Civic Council, Visit Jacksonville, the Jacksonville Transportation Authority, the Jacksonville Jaguars, SMG Jacksonville, NAIOP of Northeast Florida, the Urban Land Institute of Northeast Florida, JEA and the City of Jacksonville. The group has raised \$180,000 to bring people Downtown to tell the story of Downtown, change negative perceptions and bring people Downtown. DVI has committed to help raise additional funding to sustain the efforts and be competitive with other cities.

Other marketing support. Worked with local media outlets for coverage in more than 200 Downtown stories. DVI also provided information and support via our website and social media to dozens of Downtown event providers, produced more than 100,000 copies of the Downtown Guide & Map and maintained 21 Downtown information kiosks.

Supporting Downtown Business Retention and Attraction Efforts

Information packages and presentations for EverBank employees. Worked with El Ad Florida, LLC and EverBank to develop welcome packages and secured two-dozen Downtown discounts for the more than 1,600 EverBank employees who moved Downtown this summer. Also provided more than a dozen “Downtown is Safe” presentations with the Jacksonville Sheriff’s Office and stationed a Downtown Ambassador and hospitality kiosk in the building lobby for more than six weeks to help familiarize EverBank employees with Downtown.

Realtor and business information and support. Provided information to area realtors and more than 25 prospective businesses on why Downtown is a great location for business.

Promotion of new Downtown businesses. Promoted 31 new Downtown businesses and retailers in DVI’s monthly email updates.

Downtown Green Collaborative. Worked with Downtown Green Collaborative and City of Jacksonville to develop Commercial Energy Challenge Grant to make Downtown commercial buildings more sustainable. The grant awarded \$105,000 in funds to five Downtown buildings for energy efficiency improvements.

Database of available retail space. Continued to maintain a database of more than 80 available retail spaces in the Downtown Improvement District to assist businesses looking for space Downtown. The database is updated regularly and is available on DVI’s website.

Supporting Downtown Stakeholders

Requests for information, service and assistance. Responded to more than 2,000 requests for information, service or assistance from Downtown stakeholders. These included requests for statistical data and market information, assistance with cleanliness and safety concerns and marketing support for Downtown retailers, events and partnerships.

Courthouse move. Provided updated parking and transportation information to businesses impacted by the courthouse move to Adams Street.

Communications about Downtown. Sent more than 100 emails to Downtown stakeholders and supporters filled with information on Downtown development, retail, events, parking and more.

One-stop shop for information. Continued to be the one-stop shop for information on Downtown, from our online Downtown directory and parking map to the Downtown Safety Paper to the State of Downtown report.

Renewed the Downtown Improvement District. Renewed the Downtown Improvement District for seven years at the same millage rate (1.1 mils) to continue to provide cleanliness, safety, hospitality, beautification, marketing, events and advocacy services to Downtown stakeholders.

Making Downtown Cleaner, Safer and Friendlier

Enhanced cleaning. Continued to provide enhanced cleaning services in the Downtown Improvement District, including pressure washing, litter and graffiti removal and weed and tree fall abatement. Accomplishments in the past year include removing 12 tons of litter, 5 tons of leaves and acorns and 908 graffiti tags, pressure washing 196 block faces, removing 1,295 spills and odors, and pressure washing areas before and after major events.

Additional cleaning staff. Worked with City of Jacksonville to continue city funding for two additional cleaners for Downtown.

Nuisance activity intervention. Reported and/or resolved more than 1,900 instances of nuisance activity (panhandling, open container violations, etc.).

Safety and hospitality patrols. Provided daily walking, bicycle and Segway patrols of the district.

Safety escorts. Provided nearly 500 safety escorts to make people feel more comfortable Downtown.

Ingress/egress deployments. Deployed Ambassadors daily to key ingress/egress points to provide a watchful eye and friendly greeting as employees and visitors walked between their parked vehicle and their destination.

Property damage & safety hazard surveys. Reported nearly 300 instances of property damage or safety hazards to the appropriate agency for resolution.

Advocacy for increased police. Advocated that the Jacksonville Sheriff's Office review current beat deployment Downtown and provide additional deployment at night and on weekends.

Directions and information. Provided directions or assistance to more than 14,000 people.

Umbrella escorts. Provided more than 1,000 umbrella escorts in the rain.

Hemming Plaza Ad Hoc Committee. Participated in the Jacksonville City Council's Hemming Plaza Ad Hoc Committee to advocate for best practices to be implemented to improve Hemming Plaza.

Making Downtown More Attractive

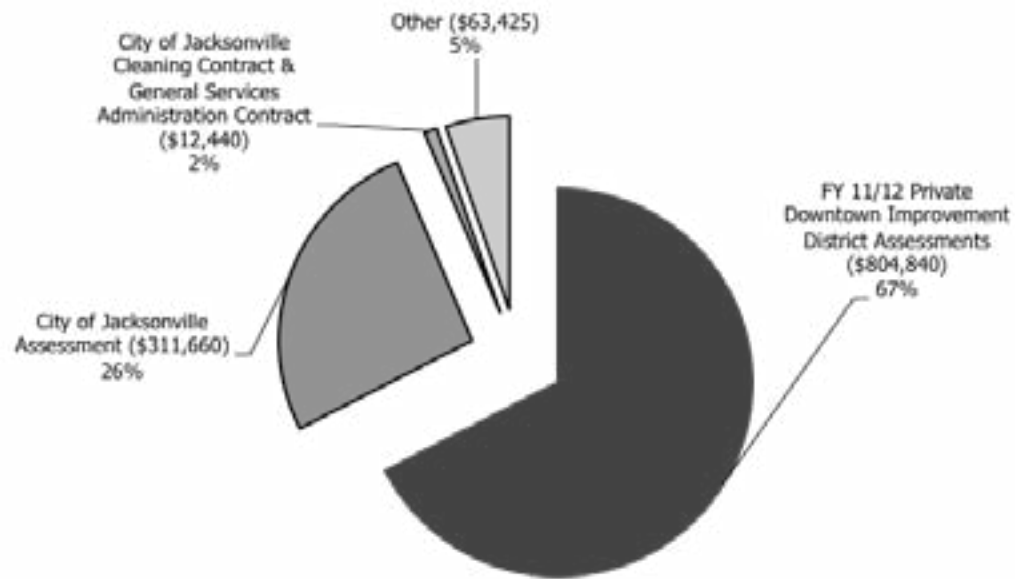
Laura Street Facade Improvement Grant Program. Awarded \$100,000 in façade grants to nine properties along Laura Street to leverage the city's investment along Laura Street and spur private investment to improve the pedestrian environment. Two properties (100 N. Laura and Wells Fargo Center) have completed or started work on improvements.

Hanging flower basket maintenance. Maintained and watered 55 hanging flower baskets in the district.

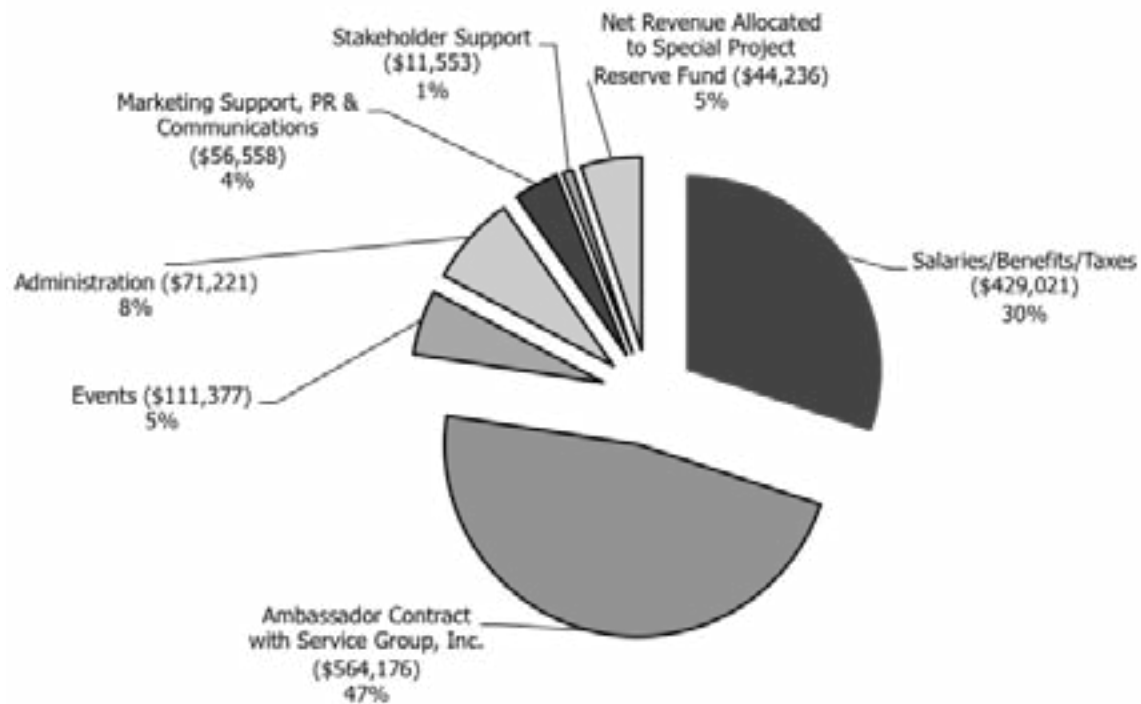
Tree bed maintenance. Mulched and weeded 600 Downtown Improvement District tree beds.

Downtown Vision, Inc. FY 11/12 Sources & Uses of Funds

Funds Collected: \$1,192,365



Funds Expended: \$1,192,365



DVI FY 11/12 Board of Directors

Chair

Mike Jennings
Prudential Financial

Vice Chair

Christopher D. Flagg
Flagg Design Studio, LLC

Secretary

Dan King
*Hyatt Regency
Jacksonville Riverfront*

Treasurer

Debbie Buckland
SunTrust

Immediate Past Chair

Jay Southerland
*The Southerland Group/
Triage Management Services*

Barry Argalas
Regency Centers

Oliver Barakat
CBRE Group, Inc.

Ron Chamblin
Chamblin's Uptown

Stephen A. Crosby
CSX

W. Edwin Frazier, III
Rayonier, Inc.

Donald Harris
*Wyndham Jacksonville
Riverwalk*

Janice Lowe
The Jacksonville Landing

Vince McCormack
Perdue Office Interior

Gil Pomar
CenterState Bank

William R. Prescott
Jacksonville Jaguars

Pamela Smith
*El-Ad Florida, LLC
of Greater Jacksonville*

Sarah Toppi
Holland & Knight

Tri Vu
TTV Architects

Annika Wallace
Smith, Hulsey & Busey

Robert Arleigh White
Cultural Council

Ex-Officio

Paul Crawford
Office of Economic Development

Councilmember Don Redman
Jacksonville City Council

DVI Staff

Terry Lorince
Executive Director

Jennifer Hewett-Apperson
Director of District Services

Katherine Hardwick
Director of Marketing

Cheryl Hunte
Office Manager

Sarah Henderson
Communications Coordinator

Liz Grebe
Marketing & Events Assistant

Downtown Ambassadors

Bill Wimmer
Program Manager

Lionel Roberts
Supervisor

Beverly Waters
Supervisor

Lydia Cobbett
Samantha Herrick

JaRod Collins
Nancy Norman

Cedrick Council
Michael Ryan

Johnny Duckett
Derek Thomas

Joshua Givens
Donte Thomas

Darrell Hall
David Vazquez

Troy Harris

FY 11/12 Partners & Sponsors

We would like to thank the Downtown property owners in the Downtown Improvement District whose funding supports the services provided by Downtown Vision, Inc. We are also grateful to our dedicated volunteers and interns. Special thanks to the following partners and sponsors for their support in FY 11/12:

904 Magazine | 904 Happy Hour | Action News | *Active Magazine* | Agility Press | AIGA | AIA | Amazing Amusement | Atlantic Imaging | bb's
Bailey Publishing | Bill Prescott | Bryant Hardwick | Burdette Ketchum | Burro Bags | Café Nola | Casa Dora | CBRE Group, Inc. | Cecil Powell Insurance
Co. | Chart House | City of Jacksonville | City of Jacksonville Office of Special Events | City of Jacksonville Planning Department | Colliers International
Northeast Florida | CoWork Jax | CSX | Cultural Council of Greater Jacksonville | Cushman & Wakefield | Daily Billboards | Dave Henry | Digital Printing &
Imaging | Dylan Phillips | *Eco Latino* | El-Ad Florida, LLC | *EU Jacksonville* | EverBank | Films by Design | *Financial News & Daily Record* | Fionn MacCool's Irish
Restaurant and Pub | First Coast Audio Visual | First Coast News | FLAGG Design Studio, LLC | Florida Theatre | Foley & Lardner | *Folio Weekly*
General Services Administration | Giglio Signs | Global Jax | GPL Studios | Grubb & Ellis/Phoenix Realty Group | Hyatt Regency Jacksonville Riverfront
Indochine | Jacksonville City Council | Jacksonville Civic Council | Jacksonville Fashion Week | Jacksonville Fire & Rescue Department
Jacksonville Historical Society | Jacksonville Jaguars | *Jacksonville Magazine* | Jacksonville Main Library | Jacksonville Sheriff's Office
Jacksonville Transportation Authority | JAX Chamber | JAX Chamber Downtown Council | JAXUSA Partnership | Jim Draper | JEA
La Cena Ristorante | LISC Jacksonville | Mayor Alvin Brown | Media Works, Inc. | Mind Jar Media | MetroJacksonville | Metropolitan Parking Solutions
Mike Jennings | Minuteman Press | MOCA Jacksonville | *Money Pages* | Movember | National Association of Industrial & Office Professionals
Off the Grid Artists | Office of Economic Development | Office of Public Parking | Olío | Orlando Downtown Development Board | Parkway Properties
Petra Management | PRI Productions | Promo Depot | Rayonier, Inc. | Red Fin Group, LLC | Regency Centers | Relay Marketing | Republic Parking
Reputation Capital | River City Brewing Company | Riverside Arts Market | Robert Futrell | Rogers Towers | Ron Hubbard | Ron Lundy | Service Group, Inc.
Sir Speedy | SMG | St. Johns Riverkeeper | SunTrust | The Brick Coffee House | *The Florida Times-Union* | The Jacksonville Landing | *The Resident*
The Suddath Companies | The UPS Store | Tampa Downtown Partnership | Tiffany Manning | Traci Jenks and the Downtown Catalyst Club | Tracy Dot
Com | Transform Jax | Trellises | Triage Management Services | Troutman Enterprises | TTV Architects | Urban Land Institute North Florida | UNF
U.S. Census Bureau | U.S. Green Building Council of North Florida | Vestcor | Visit Jacksonville | *Where Magazine* | Wine Cellar
Wyndham Jacksonville Riverwalk | Zodiac Bar & Grill