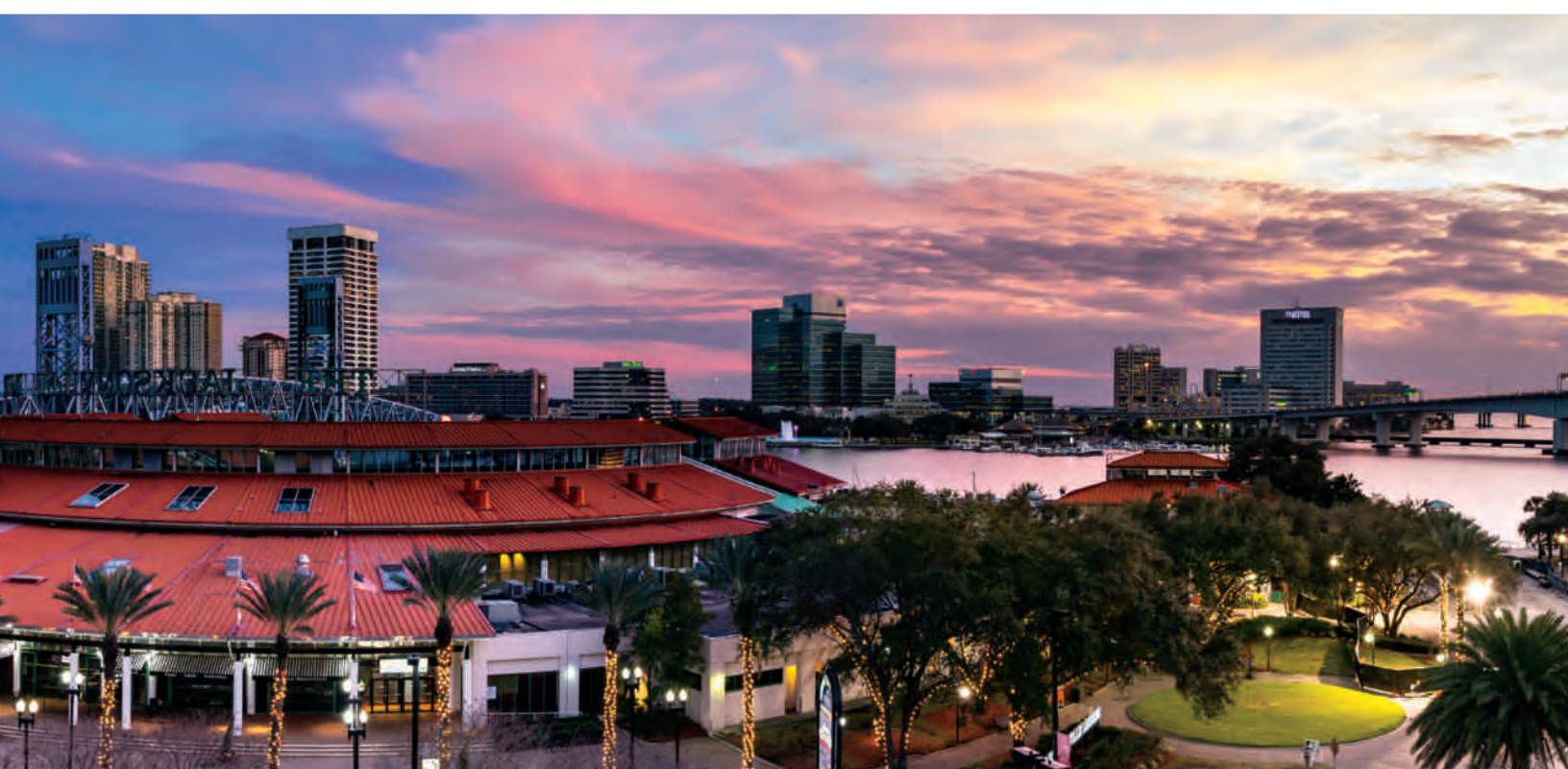


STATE OF DOWNTOWN JACKSONVILLE

5102



LETTER FROM MAYOR LENNY CURRY



“Downtown Jacksonville is thriving, as evidenced by the number of people we see enjoying our Riverwalks, participating in cultural events, and relocating for professional and personal benefits.

From transportation to economic development and citizen engagement, progress is visible in a wide range of areas. Commuting in the city has been made easier with the launch of the Jacksonville Transportation Authority's

Jacksonville also has earned positive national attention, ranking high on several 2015 lists, including Huffington Post's "5 Secretly Cool Cities," Forbes' "Cities with the Most Vibrant Employment Scene," and Global Trade's "Cities for Logistics Infrastructure." Additionally, the American Planning Association named Laura Street one of five of the nation's best thoroughfares, highlighting the street's use as a hub for community activities such as One Spark and Art Walk. The diversity among these recognitions speaks to the innovation, quality, and partnerships committed to improving the Downtown experience.

This is only the beginning. I look forward to building on this momentum and continuing to work with invested community members, like you, to make Jacksonville the best city to visit, work and live. ”

Sincerely,

Lenny Curry, Mayor of Jacksonville

First Coast Flyer fleet, a premium, energy-efficient rapid transit service system. Fifth Third Bank centralized its headquarters by moving Downtown to the One Enterprise Center. The construction of a state-of-the-art amphitheater at EverBank Field promises to attract more visitors and events, demonstrating the effective partnership between our city and the Jacksonville Jaguars.



DOWNTOWN INVESTMENT AUTHORITY

Great cities have great downtowns. The Downtown Investment Authority (DIA) was created to revitalize

Jacksonville's urban core by utilizing Community Redevelopment Area (CRA) resources to spur economic development. The DIA's projects are guided by a nine-member board of directors who conduct open-to-the-public business on an unpaid, volunteer basis. Of the nine, five are appointed by the mayor and four by the council president. All nine are confirmed by the Jacksonville City Council.

Aundra Wallace



Aundra Wallace, CEO
James Bailey Jr., Board Chair
117 W. Duval St. #310
Jacksonville, FL 32202
(904) 630-3492

DIA.COJ.NET



DOWNTOWN VISION, INC.

Downtown Vision, Inc. (DVI) is the business improvement district (BID) for Downtown Jacksonville. Founded as a not-for-profit

organization in 2000, DVI's mission is to create and support a vibrant Downtown and to promote Downtown as an exciting place to live, work, visit and invest.



Jacob Gordon

Jacob A. Gordon Esq., CEO

Debbie Buckland, Board Chair

214 N. Hogan St. #120, Jacksonville, FL 32202 | (904) 634-0303

DTJAX.COM

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This 2015 State of Downtown report is published by Downtown Vision, Inc. The report and supplement are available for download at:

DTJAXREPORTS.COM

STATISTICS



\$692 million
in completed & active developments
since January 2015



\$837 million
in proposed developments
since January 2015

What makes us unique:

2.75 square miles of Downtown⁽¹⁾
90 block BID
2.77 miles of Riverwalk
88 historic buildings

Doing business:

3 Fortune 500 headquarters
7.4 million sq. ft. of office space
59,400 employees

Building an urban vibe:

8,000+ residents⁽²⁾
4,100 residential units⁽²⁾
2,600 units proposed
118 restaurants, bars and clubs

Visiting Downtown:

6,100 events annually
11.2 million visits
2,372 hotel rooms
44,000 parking spaces

DOWNTOWN JACKSONVILLE RECEIVED ITS HISTORIC DISTRICT DESIGNATION IN 2016.

This designation supports the Downtown Investment Authority's No. 1 goal to reinforce Downtown as the City's unique epicenter for business, history, culture, education and entertainment. People living and working in historic districts enjoy a mix of aesthetics and functionality in a walkable environment. The original character of buildings and streetscapes remains while new design standards are raised. Properties within these districts appreciate at greater rates and are less vulnerable to market volatility. Most importantly, district designation encourages the purchase and rehabilitation of properties and enhances business recruitment potential.

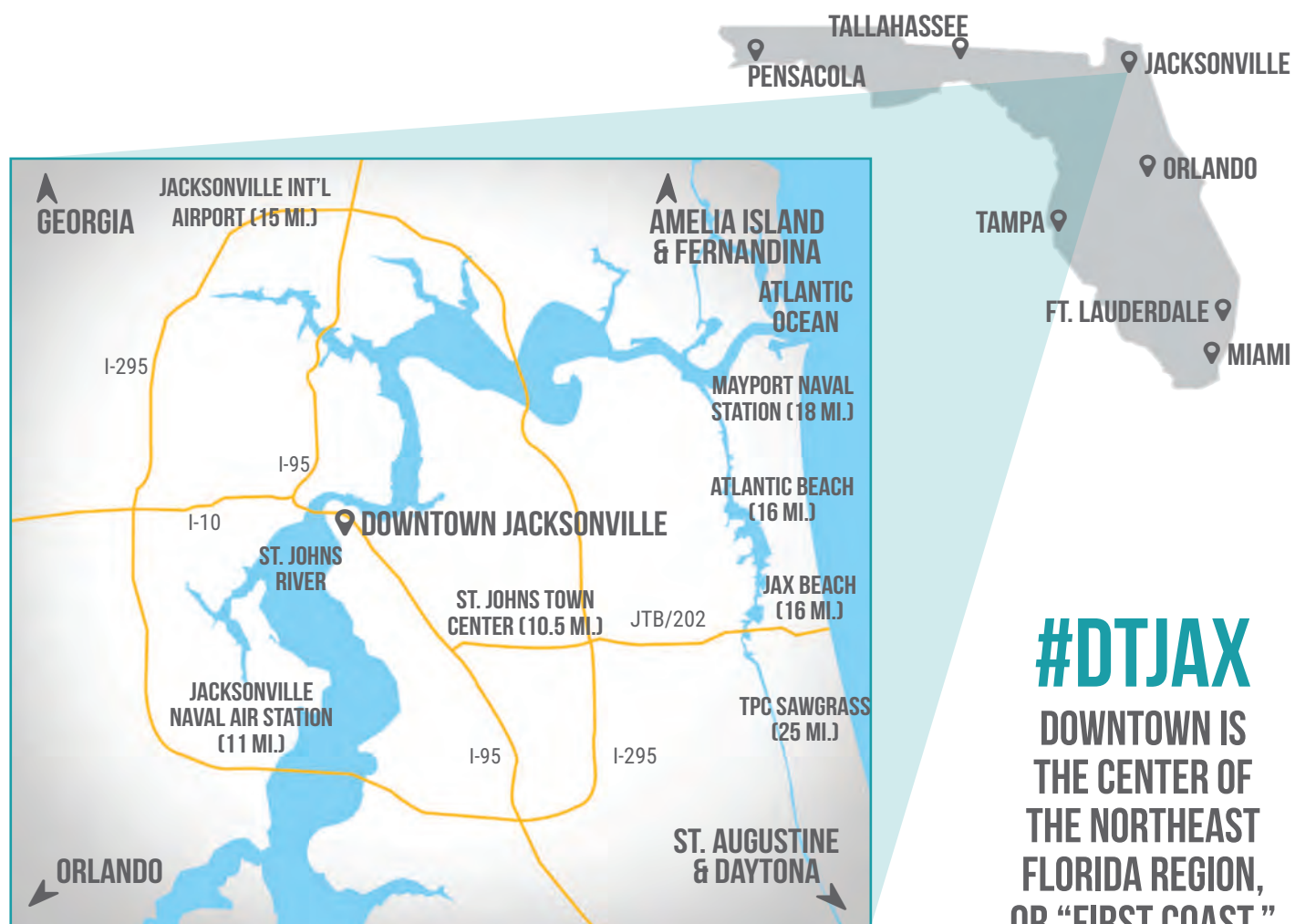
⁽¹⁾ Including the St. Johns River area, Downtown Jacksonville is 3.91 square miles total.
⁽²⁾ See footnote on Page 18.

2015 AWARDS

- Regional Award for Excellence in Economic Development and Tourism for the Community Redevelopment Area Plan and Business Investment and Development Strategy
- *Northeast Florida Regional Council (11/2015)*
- Great Places in America "Great Streets" Award for Laura Street
- *American Planning Association (10/2015)*
- Merit Award for Hemming Park Revitalization
- *International Downtown Association (9/2015)*
- Merit Award for #DTJax Twitter Campaign
- *International Downtown Association (9/2015)*



1	No. 1 in "5 Secretly Cool Cities" to get in on the ground floor	Huffington Post	2015
1	No. 1 U.S. city where Hispanics are doing the best economically	Forbes	2015
1	Veterans Memorial Arena ranked No. 1 for attendance and ticket sales during the first half of 2015	Venues Today	2015
1	No. 1 city for logistics infrastructure	Global Trade	2014
1	No. 1 city for culture for meetings and conventions	ConventionSouth	2014
2	No. 2 city where Americans are moving right now	Realtor.com	2016
2	No. 2 city for tech (Outside California & New York)	Data Fox	2016
2	No. 2 city with the most vibrant employment scene	Forbes	2015
2	No. 2 small business city in the U.S. for "small business economic sentiment"	Thumbtack.com	2015
2	No. 2 city for affordable vacations	GoBankingRates.com	2015
2	No. 2 city to save money	GoBankingRates.com	2014
3	JEA ranked No. 3 in the U.S. and No. 1 in Florida in customer satisfaction survey	J.D. Power & Associates	2015
3	Jacksonville International Airport ranked third-best airport in service quality for North America	Airports Council International	2015
3	No. 3 city to find employment	Forbes	2014
4	No. 4 fastest-growing market for Bachelor's education attainment	Site Selection Group	2015
5	No. 5 Southern city for jobs right now	ZipRecruiter Hiring Demand Index	2015
5	Top 5 "Surprising Foodie Cities to Visit Right Now"	Forbes Travel Guide	2016
9	No. 9 in metros with the highest levels of capital investment worldwide per capita	Inc.	2016
10	Top 10 city for attracting college graduates	Forbes	2014
10	Top 10 among America's new brainpower cities	NewGeography	2014
11	No. 1 U.S. city for culture based on cultural venues' density per city population	Property Shark	2014
12	No. 12 in cities with the largest population increase (13,069)	United States Census Bureau	2015
15	Top 15 metro area attracting Millennials	NewGeography	2014
20	Top 20 opportunity city for Asians and African Americans	Center for Opportunity Optimism	2015
25	No. 25 in U.S. cities with the happiest workers	Indeed Job Happiness Index	2016



#DTJAX
 DOWNTOWN IS
 THE CENTER OF
 THE NORTHEAST
 FLORIDA REGION,
 OR "FIRST COAST."



15 miles to the Jacksonville International Airport and Jax Beach
30 miles to the Georgia border
45 miles to St. Augustine and Fernandina Beach

140 miles to Orlando
200 miles to Tampa
345 miles to Miami and Atlanta

DEVELOPING DTJAX

TOTAL INVESTMENT SINCE 2015: \$1.564 BILLION

\$221m+

COMPLETED

\$471m+

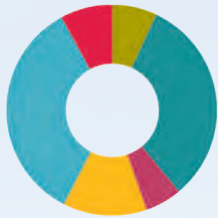
ACTIVE

\$872m+

PROPOSED

From the first new residential units in Downtown since 2008, to the launch of a new community plaza in Brooklyn, to the opening of the award-winning Jessie Ball DuPont Center for local nonprofits, to major hotel renovations, Downtown Jacksonville enjoyed an infusion of private investment in 2015. In total, more than \$221 million in development was completed and more than \$471 million projects are under way. In addition, 2015-2016 ad valorem taxes collected in the Community Redevelopment Area increased 8.5% over the previous year.

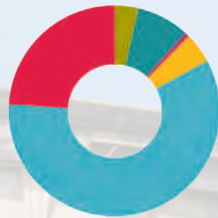




7% Retail
31% Residential
6% Hotel
14% Office
34% Transportation & Infrastructure
9% Civic

COMPLETED

- 220 Riverside & Unity Plaza
- Brooklyn Station on Riverside shopping center
- DoubleTree by Hilton re-branding & renovations
- Drew Building renovations (garden atrium, Daniel James Salon & Urban Grind)
- First Coast Flyer, JTA's Bus Rapid Transit (BRT) system & road upgrades
- Hyatt Regency Jacksonville Riverfront room renovations
- Jessie Ball duPont Center
- Mathews Bridge painting & repair
- Palmetto Place residential
- Parador parking garage
- Regional Transportation Management Center
- Southbank Riverwalk
- State Attorney's Office
- The Brooklyn Riverside luxury apartments
- Water Street Garage



2% Retail
9% Residential
1% Hotel
5% Office
59% Transportation & Infrastructure
24% Civic

ACTIVE

- 100 N. Laura (lobby renovations & Black Sheep restaurant)
- 225 N. Laura St. Apartments
- Baptist Medical Center
- Bold City Brewery Downtown
- Brixx Wood Fired Pizza
- Broadstone River House Apartments
- Clara White Mission
- Coastline Drive
- Cowford Chophouse
- Elena Flats
- EverBank Field/Amphitheater
- First Baptist Church renovations
- First Coast Mohs Skin Center
- FSCJ Dormitory (Lerner Building)
- Grover Stewart Building (Level Jacksonville)
- Holmes Building
- I-95 Overland Bridge project
- Intuition Ale Works
- Lexington Hotel & Conference Center renovations
- Manifest Distilling
- Old Republic Title Building
- State St., Union St. and Mathews Expressway project
- The Bank BBQ and Bakery
- Washington Street Bridge
- Winston Family YMCA



2% Retail
8% Residential
3% Hotel
64% Mixed-Use
22% Transportation & Infrastructure
1% Civic

PROPOSED

- 200 Riverside
- Artist Walk - Northbank Riverwalk
- Barnett Bank building
- Beaver Street Villas
- Burrito Gallery (Downtown)
- George Doro Fixture Co. Building
- Hemming Park stage and Black Sheep
- Hogan's Creek Greenway
- Houston Street Manor
- I-10/I-95 Interchange improvements/ Fuller Warren Bridge: bike/pedestrian path
- Jacksonville Regional Transportation Center
- Laura Street Trio
- Lofts at LaVilla
- Riverplace Boulevard "road diet"
- The District (mixed use)
- The Shipyards (mixed use)
- Unity Plaza Hotel

HEMMING PARK

Jacksonville's first and oldest park, Hemming Park has transformed in less than two years from a neglected plaza to an active gathering place under the direction of Friends of Hemming Park (FoHP), winning recognition in 2015 from the International Downtown Association. Jacksonville's central park lies at the doorstep of government and cultural institutions and a growing number of shops and restaurants. FoHP offers a variety of free daily and monthly programming, from photography and yoga classes to kids' activities and a Monday-Friday lunchtime café with food trucks and live music. In stark contrast to past years, today the park is inviting, featuring lush landscaping, a kids' zone, public art, mosaics and murals. FoHP also offers a social services coordinator to assist with job-search assistance, medical services and temporary shelter options. FoHP is currently working to add a permanent shipping container concessionaire and a permanent stage structure.

SOUTHBANK RIVERWALK

In early 2015, the City of Jacksonville celebrated the reconstruction of the Southbank Riverwalk. More than \$17 million was invested to replace aging wooden infrastructure with 4,000 feet of concrete pavers, shade sails, colorful lighting and community gathering spots. The vibrant walk serves to connect all of the Southbank attractions, including MOSH, Friendship Fountain, the marina, hotels, office and residential towers.

BROOKLYN

With shovels breaking ground just three years ago, Downtown's Brooklyn neighborhood today is bustling with new residences, shops, restaurants and public space. Connecting the core of Downtown with the historic Riverside Avondale neighborhood, Brooklyn now boasts more than 600 upscale apartments, a community plaza and amphitheater with daily programming and 13 new shops and restaurants. More than 50,000 square feet of retail space has been added, anchored by a specialty grocery store. Brooklyn now has an average household income of more than \$85,000 and a daytime population of more than 263,000.

LAVILLA

Famously known as the "Harlem of the South," LaVilla is a historically African-American neighborhood with a rich cultural history. Today, LaVilla is home to many Downtown attractions and institutions, including the Ritz Theatre and Museum, Ritz Chamber Players, LaVilla School of the Arts and the Prime Osborn Convention Center. Ripe for development, the Jacksonville Transit Authority has secured a planning and architecture firm for the \$33 million Jacksonville Regional Transportation Center, a multi-modal transportation hub that will connect all local and intercity bus, rail, park-n-ride and car-share services. Private developers also are investing, with Vestcor developing Lofts at LaVilla, a 120-unit affordable-housing development, and Houston Street Manor, a seven-story, 72-unit affordable-housing apartment building for seniors.



Rooftop dining at Burrito Gallery & Bar at Brooklyn Station on Riverside

DIA INCENTIVIZES INVESTMENT

Downtown Retail Enhancement

Grant Program. Launched in 2015, the grant program is designed to recruit and retain restaurants, retail and creative office space, to stimulate investment in older properties, and to expand the tax base in Downtown's Northbank Core Retail Enhancement Area. The DIA allocated \$750,000 in recoverable grants for any qualified property or business owner who is renovating or preparing commercial space for retail, salon, restaurant, gallery or similar use. To date, the program has resulted in more than \$3 million in capital investment, 120 new jobs and activation of 33,000 square feet of previously empty retail space. Of the grant money, 20 percent remains to leverage additional improvements.

Grant applicants are required to submit a comprehensive business plan, including a market summary, a marketing plan, a capital and cash flow analysis, job creation, and a summary of management experience. These requirements, combined with the capital infusion, help ensure small businesses will succeed in Downtown.

Commercial Revitalization

Program. Real estate tax recovery grant for improvements made for new, renewed, or expanded office or retail space leases.

Sale-leaseback Incentive Program.

Funds the development of a new facility or renovation of an existing building for a specific employer and charges a below-market rental rate. A long-term fixed lease provides the investor-developer a market rate of return, which then would sublease to an employer for the same period at Downtown's rental rate.



Urban Grind atrium garden

RETAIL ENHANCEMENT GRANTEES

Name	DIA Funds	Jobs Created	Total Investment
Urban Grind Coffee Co.	\$17,000	3	\$173,000
Jimmy John's	\$28,000	12.5	\$442,601
120 E. Forsyth	\$100,000	20	\$949,806
Super Food & Brew	\$49,837	10.5	\$99,675
Zodiac Grill	\$18,288	2	\$38,341
Burrito Gallery & Bar	\$73,000	8	\$233,000
Daniel James Salon	\$32,000	2	\$77,500
Wine Decadence	\$33,520	6	\$107,613
Element Bistro/Myth Nightclub	\$90,260	23.5	\$216,629
Black Sheep restaurant	\$102,280	22	\$686,453
The Men's Room	\$29,094	7	\$58,187
Bold City Brewery	\$28,000	3	\$124,350
Total	\$601,279	119.5	\$3,207,155

Multi-family Housing Rev Grant.

Recovery of a portion of the incremental increase in ad valorem taxes produced from a multi-family housing development.

Rental Subsidy. A \$200-per-month subsidy is available to qualified renters who live and work in Downtown with incentives for

employer matching funds from companies with a substantial workforce Downtown.

Down Payment Assistance Program.

Investment of up to \$20,000 for eligible homeowners purchasing a primary residence in Downtown Jacksonville.

EMPLOYMENT IN THE URBAN CORE

Ten Class-A office towers offer unparalleled views of the Downtown skyline and St. Johns River. Home to 7.4 million square feet of commercial office space, Downtown in 2015 saw another 1.4 million square feet proposed through projects including the Barnett Bank building, The District, The Shipyards, The First Coast Mohs Skin Center and JTA's Jacksonville Regional Transportation Center.

The Central Business District (CBD) experienced 344,572 square feet of net absorption in 2015, the highest amount in the past ten years. Returning to pre-recession levels, office occupancy rates for 2015 were at 81.4%, up from the lowest point of 75.1% in 2010. In the past ten years, only 2006 had a higher occupancy rate of 85.2%.

Downtown's average lease rate is \$19.65 per square foot, the highest average since 2007 when it was \$19.71. As usual, Downtown Jacksonville is incredibly affordable compared to other major Florida cities. The average lease rate is 33.2% lower than the average rate for Florida's other major CBDs.

**SIGNIFICANT
COMMERCIAL
SALES** **\$98.5 million**
in transactions
1.2 million
in gross square feet

**SIGNIFICANT
OFFICE
LEASES** **400,000**
square feet leased
1,600
jobs added

7,400,000
SQUARE FEET OF COMMERCIAL OFFICE SPACE

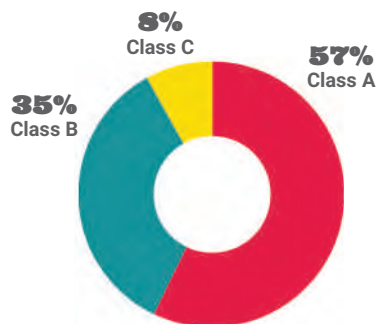


59,400
employees

3 FORTUNE
500 HQs

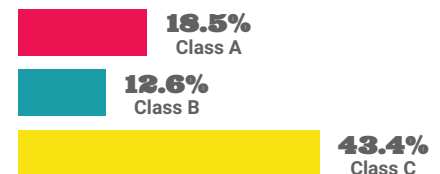
1,100
businesses

**2015 CLASS A, CLASS B AND
CLASS C MIX**
Source: CBRE Group, Inc.



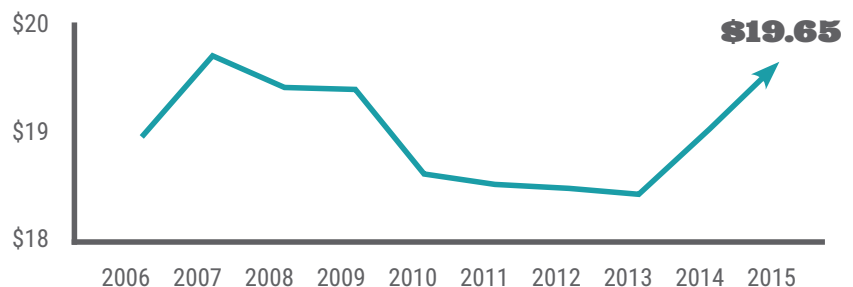
81.4% OFFICE OCCUPANCY
UP FROM **75.1%** IN 2010

**Q4 2015 CLASS A, CLASS B AND
CLASS C VACANCY**
Source: CBRE Group, Inc.



AVERAGE OFFICE LEASE RATES PER SQ. FT., 2006-2015

Source: CBRE Group, Inc.



MAJOR HEADQUARTERS IN DTJAX

Source: JAXUSA Partnership

Corporate Headquarters	Regional Employees
.....	
CSX Corporation	6,300
Black Knight Financial	2,400
EverBank	2,239
Citizens Property Insurance	1,000
Stein Mart, Inc.	1,000
Interline Brands Inc.	700
Fidelity National Financial	500
Suddath Relocation Systems	450
Haskell	420
Fidelity National Information Systems	400

JESSIE BALL DUPONT CENTER

Completed in 2015, the award-winning Jessie Ball duPont Center is home to 12 local non-profits and approximately 200 employees in one of Jacksonville's most iconic mid-century modernist buildings. Formerly the Haydon Burns Library, the Jessie Ball duPont Fund purchased the property and implemented leading energy conservation and green building practices as guideposts for the meticulous restoration.

STEIN MART

Headquartered Downtown, Stein Mart first opened in 1908 and today operates more than 260 fashion-forward department stores nationwide. In 2015, USA Today's readers voted Stein Mart to be America's Best Department Store.

CSX

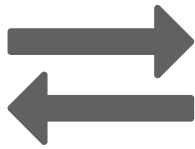
Fortune 500-ranked CSX is a leading supplier of rail-based freight transportation in North America. In 2015, CSX earned a place on the Carbon Disclosure Project's S&P 500 Climate Disclosure Leadership Index and the Climate Performance Leadership Index with a perfect CDP score and was the only railroad company listed. CSX was also named to the Dow Jones Sustainability Index for North America for the fifth consecutive year in 2015, for leading financial performance according to economic, environmental and social criteria.

ANCHOR INSTITUTIONS AND LOGISTICS

Downtown is anchored by Florida State College of Jacksonville's (FSCJ) Downtown campus, which emphasizes advanced technology programs; as well as Baptist Medical Center Jacksonville, the flagship hospital for Baptist Health; and Wolfson Children's Hospital, the region's only pediatric inpatient center.

In addition, Jacksonville is recognized as "America's logistics center" with a strong intermodal system including three railroads, interstates 10 and 95, and the Jacksonville Port Authority. In addition, Jacksonville International Airport, just 15 miles from Downtown, offers more than 90 nonstop daily routes and ticket prices 15% lower than other East Coast hubs.⁽¹⁾ Jacksonville also offers tax advantages, with no corporate franchise tax, state personal tax, inventory tax or foreign income tax.

(1) Source: JAXUSA Partnership



COMPLETED TRANSACTIONS OF NOTE, 2015-2016

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

Lease: Tenant, Property	Transaction Sq. Ft.	Jobs Added
Citizens Property Insurance Corp., EverBank Center	236,250	1,000
C2C, EverBank Center	27,568	200
SunGuard, Prudential Building	27,000	25
Ameris Bancorp, Riverplace Tower	19,000	40
Macquarie Group, Riverplace Tower	17,500	85
Confidential tenant, EverBank Center	16,363	
Nelson Mullins Riley & Scarborough, Bank of America Tower	13,698	
Pricewaterhouse Coopers, SunTrust Building	13,106	
Gresham, Smith & Partners, One Enterprise Center	10,700	40
Gatlin Development, Riverplace Tower	6,700	20
Fifth Third Bank, One Enterprise Center	5,425	

Sale: Property, Buyer	Sale Date	Total Price	Gross Sq. Ft.
100 Magnolia St./The Brooklyn Riverside, Blue Rock Real Estate LLC	2016, Q2	\$58,000,000	358,558
76 S Laura St., Mainstreet CV 76 S. Laura St., LLC	2015, Q2	\$31,100,000	383,239
245 Riverside Ave., Tomoka Land Co.	2015, Q3	\$25,100,000	135,286
1650/1660 Prudential Drive, Baptist Health Properties Inc.	2015, Q3	\$16,000,000	160,000
1300 Riverplace Blvd., Riverplace Boulevard LP	2015, Q2	\$9,000,000	112,000
1515 Prudential Dr./Lexington Hotel, Vantage Hospitality/LexDevCoJax Inc.	2015, Q2	\$9,000,000	256,362
201 N. Laura St./Elks Building, Elks Building Partners LP	2016, Q1	\$4,500,000	28,400
233 W. Duval St.	2015, Q4	\$2,000,000	153,000
500 Park St., Ware Group Real Estate Holdings LLC	2015, Q1	\$1,200,000	15,817
107 E. Bay St., Foodonics Equities, LLC	2015, Q2	\$620,000	5,860



STRONG BUSINESS PARTNERSHIPS

With 3,000 business members, JAX Chamber is among the top four finalists for the Association of Chamber of Commerce Executives' "Chamber of the Year" Award in 2016. The Chamber is committed to helping small businesses thrive and leading on important policy issues. Recognized programs include JAX Bridges, designed to assist small-business entrepreneurs, and JAX Alliance, focused on developing transportation, energy and other infrastructure networks that augment economic growth.

myjaxchamber.com

THRIVING ENTREPRENEURIAL ECOSYSTEM

DTJax has a strong innovation culture fostering start-ups, business incubators and accelerators.

#StartupJax	Meet-up group working to solve real problems and create viable business models
Bunker Labs	Jacksonville chapter connecting veteran-owned tech startups and aspiring entrepreneurs with educational resources, mentors and funding opportunities
CoWorkJax	Coworking community offering flexible working environments, office supplies and hardware, Wi-Fi, meeting rooms and 24/7 access
Cowork Creative	A boutique co-working space for creative entrepreneurs
E3 Business Group	Workshops, events, and outreach partnerships to share E3 concepts of education, encouragement and empowerment, and to build relationships with entrepreneurs across the country
Intelligent Office	Provider of virtual office solutions along with furnished office suites and meeting room spaces
Jax Bridges	Entrepreneurial Growth Division of the JAX Chamber
JaxCoE	Community of Entrepreneurs fostering collaboration and hosting investor summits and innovation conferences
Level Office	Fully furnished, amenity-rich workspaces with direct fiber internet & WiFi
One Spark Ventures	Social Purpose Corporation founded to connect entrepreneurs with capital sources year-round



ONE SPARK CROWDFUNDING FESTIVAL 2015: BY THE NUMBERS

5	Days
320,000	Attendees
537	Creators
117,000	Votes cast
\$93,000	Dollars pledged

EMPLOYEE DEMOGRAPHICS

Source: Downtown Vision, Inc. Survey 2015



**More than half
were born after
1972**

Age

18-24	3.3%
25-34	24.3%
35-44	25.9%
45-54	28.2%
55-64	16.1%
65-74	2.0%
75 and over	0.2%



**59% have a bachelor's
degree or higher**

Education Level

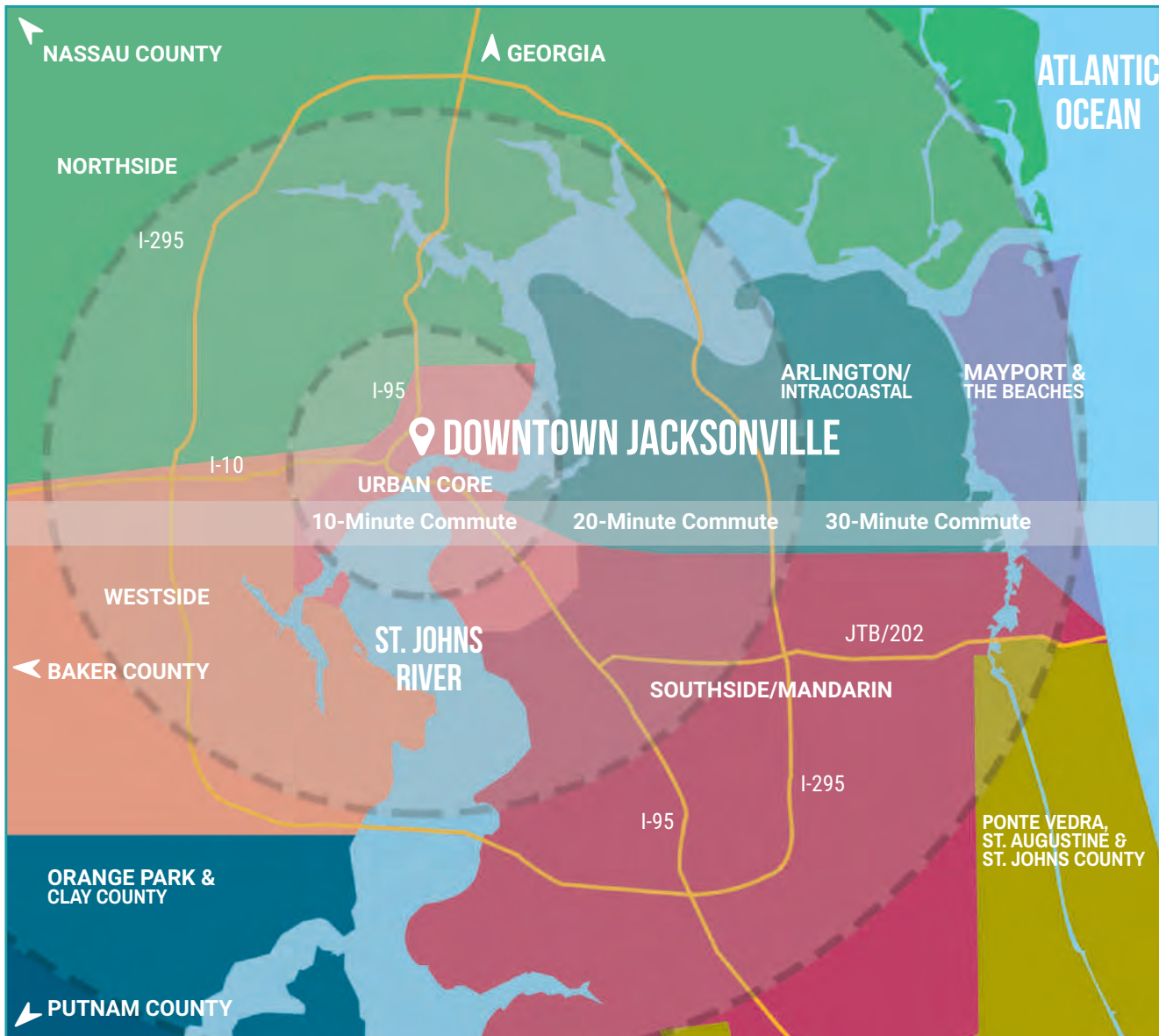
Some high school	0.3%
High school diploma/GED	21.2%
Associate's degree	19.3%
Bachelor's degree	42.3%
Master's degree	14.3%
Doctorate/Post-graduate degree	2.6%



**63% have a house-
hold income of
\$80,000+**

Annual Household Income

Less than \$20,000	0.6%
\$20,000-\$39,999	5.1%
\$40,000-\$59,999	15.7%
\$60,000-\$79,999	15.8%
\$80,000-\$99,999	18.1%
\$100,000 or more	44.7%



WHERE DOWNTOWN EMPLOYEES RESIDE & APPROXIMATE COMMUTE TIMES:

Source: Downtown Vision, Inc. Survey 2015

Duval County: Southside/Mandarin	34.5%	Duval County: Northside	7.7%
St Johns County/Ponte Vedra/St. Augustine	14.8%	Duval County: Beaches/Mayport	6.3%
Duval County: Downtown/Urban Core	13.9%	Clay County/Orange Park	3.9%
Duval County: Westside	8.4%	Baker/Nassau/Putnam Counties	2.0%
Duval County: Arlington/Intracoastal	8.0%	Georgia	0.5%

2015 saw the first major infusion of residential units since 2008, with 604 high-end apartment units opening in Brooklyn. This addition brings the total number of units to 4,126⁽¹⁾ -- an increase of 146% in the past 10 years.

On average, Downtown housing is 94% occupied. The average price per square foot for residential sales is \$143 and ranges from \$47 to \$282. The average price per square foot

for residential leases is \$1.50 and ranges from \$1.12 to \$2.11. From Brooklyn to the Sports Complex, an estimated 8,000⁽¹⁾ residents call DTJax home.

Two of the Downtown Investment Authority's Community Redevelopment Area goals are to increase rental and owner-occupied housing, inducing construction of 350 multi-family units per year and to improve neighborhood

walkability/bikeability and connectivity to adjacent neighborhoods and the St. Johns River and to improve the quality of life.

DTJax is the most walkable/bikeable neighborhood in Jacksonville with a Walk Score of 75 and a Bike Score of 71.

-Walkscore.com



(1) Source: Policy Map community profile of the Downtown Development of Regional Impact (DRI). Resident and residential unit increases reflect a switch to Reinvestment Fund's PolicyMap data system, which is based on Census data and includes data on single-family units, small multi-family buildings and transitional housing. Estimates prior to 2015 used data provided by residential communities.

HOUSING SUMMARY

Source: Downtown Vision, Inc. (DVI)

	Year Opened	For Sale/ For Lease	Units
The Brooklyn Riverside	2015	For Lease	310
220 Riverside	2015	For Lease	294
The Peninsula	2008	Both	234
Churchwell Lofts at East Bay	2008	For Sale	20
The Strand at St. Johns	2007	For Lease	295
San Marco Place	2007	For Sale	141
Residences at City Place	2006	For Sale	205
The Metropolitan	2006	For Lease	118
The Carling	2005	For Lease	100
11 E. Forsyth	2003	For Lease	127
Home Street Lofts	2003	For Sale	12
The Plaza Condominiums at Berkman	2002	Both	206
Parks at the Cathedral	2002	For Sale	51
The Townhomes at Berkman Plaza	2002	For Sale	20
W.A. Knights Loft	2002	For Lease	12
Cathedral Residences (Senior Living)	1967	For Lease	632
Stevens Duval (Senior Living)	N/A	For Lease	720

ACTIVE & PROPOSED RESIDENTIAL

Source: Downtown Investment Authority & DVI

	Units
The District	1,170
The Shipyards	662
Broadstone River House	263
200 Riverside	200
Lofts at LaVilla	120
The Barnett	80
Houston Street Manor	72
FSCJ Student Housing (Lerner Building)	30
Beaver Street Villas	16
225 N. Laura St. Apartments	6
Elena Flats	4
Total Proposed	2,623

The Carling



ARTISTIC ATMOSPHERE

#DTJAX HAS
9 GALLERIES
21 MURALS
33 SCULPTURES

THE DIA URBAN ARTS PROJECTS PROGRAM

In 2015, the Art in Public Places Committee of the Cultural Council of Greater Jacksonville (CCGJ) teamed up with the Downtown Investment Authority to promote community development through public art installations that would enhance the urban environment and provide attractive streetscapes. A call for artists was issued for projects totaling

\$136,000, including Skyway columns, traffic signal cabinets, bike racks, street furnishings and outdoor sculpture.

SPARK GRANT

The CCGJ's third annual SPARK Grant Program awarded \$70,000 in 2015 for temporary arts and cultural projects in Downtown, with five projects launching throughout 2016:

- *Jax Kid's Mural Festival* – Downtown-themed mural project by Nicole Holderbaum to inspire confidence in children.
- *Hearing What Wasn't Said: The Music of Silent Film* – Jacksonville University band concert series setting original scores and sound effects to 1900s silent-film era movies.
- *The Harlem of the South: The Duke, Ella, James and The Cab!* Multi-media theatrical presentations of Harlem Renaissance figures performed by actors, musicians and dancers of Stage Aurora Theatrical Company, Inc.



- *The Music Video 48-Hour Challenge* – Music video production contest showcasing local talent in Downtown produced by composer and musician Maxwell Lee and film partner James Siler.
- *The Blue Trees* – Australian artist Konstantin Demopoulos, together with Greenscape of Jacksonville and community volunteers, paint Downtown trees blue with all-natural paint to raise awareness of the need for more trees in urban environments.

culturalcouncil.org

JAX OUTINGS PROJECT

The Cummer Museum of Art & Gardens, less than a mile from Downtown, created an installation of figures taken from works in the museum's permanent collection, blown-up and adhered to buildings in Downtown Jacksonville as a part of the global Outings Project. With more than 70 locations around the world, Jacksonville is one of only 16 cities in the United States involved, and the only city in the Southeast to participate.

cummuseum.org/jax-outings

I LOVE JAX ARTWALK
www.iloveartwalk.com

FIRST WEDNESDAY ART WALK
 Downtown's signature monthly event since 2003.

.....

☀️ RAIN OR SHINE YEAR-ROUND ☂️

.....

🐾 **100,000+** visitors in 2015

🎨 **500+** artists & performers

📏 **15** blocks **55** businesses

.....

ILOVEARTWALK.COM

NEW & ANNOUNCED RETAIL

NEW RESTAURANTS & BARS:

- Akel's Delicatessen
- Bay Street Bar & Grill
- Brixx Wood Fired Pizza
- Burrito Gallery & Bar (Brooklyn)
- Burritos Puebla
- D&G Deli & Grill
- Element Bistro Bar & Lounge
- folkfood
- HOBNOB
- Hyppo Gourmet Ice Pops
- Island Dream Italian Ice
- Myth Nightclub
- Pierre's Pizza
- Roja's Pizza
- Sbraga & Company
- Spliff's Gastropub

- St. Johns Provision Co.
- Super Food & Brew
- Sweet Heat Tacos
- Tasty Dog
- Zoës Kitchen

NEW: RETAIL & SERVICES:

- BARK Downtown
- Eglam Studios
- Hertz Rent-A-Car
- Ideal Co-op Info Shop
- Ink Junkies
- Marilyn Monroe Spas Nail Salon
- Mocha Misk'i
- Navy Federal Credit Union
- Office Creations
- Peterbrooke Chocolatier
- The Pink Nickel (boutique)

ANNOUNCED:

Restaurants & Bars

- The Bank BBQ & Bakery
- Black Sheep
- Bold Bean Coffee Roasters
- Bold City Brewery
- Breezy Jazz Club
- Cowford Chophouse
- Intuition Ale Works
- Lanna Thai Sushi
- Manifest Distillery
- Public Coffee House

Retail & Services

- First Coast Fashions
- Hollywood Cuts
- The Men's Room (clothier)
- Wolf & Cub (boutique)



Daniel James Salon



Peterbrooke Chocolatier

RETAIL MIX

Source: Downtown Property Owners & Downtown Vision, Inc.



- 38%** Dining
- 10%** Banks
- 10%** Bars & Nightlife
- 9%** Books & Gifts
- 6%** Apparel, Eyewear & Jewelers
- 6%** Beauty, Spa & Fitness
- 5%** Galleries
- 5%** Printing & Mailing
- 4%** Grocery, Convenience & Gas
- 3%** Car Rental & Repair
- 2%** Alterations & Repair
- 2%** Furnishings & Paint

OCCUPIED VS. VACANT RETAIL SPACE, Q4 2015.

72% OCCUPIED

28% VACANT

Jacksonville's "Top to Bottom" Tour

Receiving TripAdvisor's Certificate of Excellence, AdLib Luxury Tour's Top to Bottom tours offer visitors and locals alike the best way to see the Downtown's unique sites, from secret underground tunnels to behind the scenes at top cultural venues.

adlibtours.com

Urban Kayaking

One of the few places where you can kayak while surrounded by bridges, skyscrapers and dolphins, Downtown kayak tours offer a one-of-a-kind perspective on Jacksonville's rich riverfront history, scenery and ecology.

jacksonvillekayakcompany.com

📱 DOWNTOWN DIRECTORY:
DTJAX.ORG & FREE DTJAX APP.



CENTRAL CULTURE & ATTRACTIONS



Theatres & Performance Halls

- Florida Theatre
- Friday Musicale
- Ritz Theatre & Museum
- Times-Union Center for the Performing Arts
- Veterans Memorial Arena



Museums

- Fire Museum
- Merrill Museum House
- Museum of Contemporary Art (MOCA Jacksonville)
- Museum of Science & History (MOSH)



Shopping & Expo Centers

- Brooklyn Station at Riverside
- Jacksonville Expo Center at the Fairgrounds
- The Jacksonville Landing
- Prime Osborn Convention Center



Parks & Public Spaces

- Friendship Fountain
- Hemming Park
- Metropolitan Park
- Northbank and Southbank Riverwalks
- Treaty Oak Park
- Unity Plaza
- Veterans Memorial Wall

 **11 MILLION+ VISITS ANNUALLY IN DTJAX**

 **6,100** events |  **230** conventions

YEAR-ROUND SPORTS SCENE IN DTJAX

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	< Jacksonville Armada FC (NASL) >										
	< Jacksonville Sharks (AFL) >										
		< Jacksonville Suns (AA) >									
						< Jacksonville Jaguars (NFL) >					
Jax Giants (ABL) >											<



THE JACKSONVILLE SUNS

Following the 2015 season, the Jacksonville Suns began a new era of affordable family fun under new owner Ken Babby, named one of Sports Business Journal's 2016 "Forty Under 40." Before the 2016 season, Babby invested more than \$1.8 million into the ballpark to add the Budweiser Tiki Terrace, renovate all private luxury suites, develop the Firehouse Subs Hot Corner group hospitality area, expand the Sundowner Lounge, and improve other ballpark areas. The Suns also introduced a "FUNdamentally Different" promotional schedule, a new lineup of ticket and group outing options, and an all-new menu of concessions and catering.

jaxsuns.com

THE JACKSONVILLE ARMADA FC

The Jacksonville Armada FC, owned by Jacksonville native Mark Frisch, had a storybook beginning in its inaugural season. The club set two North American Soccer League (NASL) modern-day attendance records – highest-attended preseason match and highest-attended regular-season match. In addition, the Armada FC had the third-best attendance average in the NASL, at 7,927 per match, with most matches being played at the Armada FC's full-time home, Community First Park at the Baseball Grounds of Jacksonville. The Armada FC's success can be attributed to the club's robust community outreach off the field and commitment to a first-class match-day experience for fans.

armadafc.com





Florida Theatre

THE ELBOW ENTERTAINMENT DISTRICT



Downtown Jacksonville's growing entertainment district, The Elbow, is creating an authentic entertainment experience for Downtown employees, residents and visitors. It offers a wealth of diverse, walkable and award-winning culinary, nightlife, live music and performance venues. Cultivated around the historic Florida Theatre and the new Cowford Chophouse, The Elbow currently encompasses nine restaurants and seven bars with two additional spots to open by the end of 2016. Dedicated to showcasing Jacksonville's local talent, The Elbow has produced the Amplified CD, a premium sampling of Jacksonville's best and brightest songwriters and musicians and The Alley Sessions, a three-part YouTube series featuring local bands performing and discussing timely topics such as cultural diversity, creativity and equality. theelbowjax.com

SOMETHING'S BREWING

The local craft beer scene is branching into Downtown. Two of Jacksonville's original breweries, Bold City Brewery and Intuition Ale Works, are opening locations in Downtown in 2016. Two more, Aardwolf Brewing Co. and the new Engine 15 Brewing Co. sit less than a mile from Downtown. Together these breweries make up most of the Jax Ale Trail, a brewery passport program with delicious rewards. jaxaletrail.com



The Volstead



Underbelly

HOTELS & HOSPITALITY

Downtown Jacksonville remains the focal point of the First Coast, central to sport, concert, convention and medical tourism. While room nights and occupancy rates dipped slightly in 2015 because of hotel renovations, the average daily rate continued to climb to pre-recession levels, up 7% from 2014. While RevPAR remained nearly steady at 69% in 2015, as of April 2016, Downtown saw an increase of 14.8%, the most in Jacksonville. In 2015, three renovation projects accounted for more than \$40 million in Downtown investments.

HYATT REGENCY — \$8.1 MILLION

At 912,000 square feet, Jacksonville's largest hotel, Hyatt Regency Jacksonville Riverfront invested \$8.1 million into a full-scale remodel of all 951 guest rooms, along with corridors, its rooftop fitness center and its Regency Club lounge. Six new hard-walled meeting rooms also were added on the fourth level of the hotel's Terrace Building. Overlooking the picturesque St. Johns River, this Northbank hotel now provides a sleek and modern guest experience.

DOUBLETREE BY HILTON — \$12 MILLION

On the Southbank, DoubleTree by Hilton Jacksonville Riverfront (formerly the Crowne Plaza) opened following a \$12 million property-wide renovation highlighting its noteworthy mid-century modern architecture. Renovations included updates to all 293 guest rooms with full walk-out balconies, a complete redesign of the lobby and updates to 12,000 square feet of flexible meeting space, including a 4,600-square-foot ballroom, 19 meeting rooms, and the new restaurant St. Johns Provision Co.

LEXINGTON HOTEL — \$20 MILLION

Under new ownership, the Lexington Hotel & Conference Center – Jacksonville Riverwalk announced in mid-2015 that it was undertaking a \$20 million renovation. All 323 rooms will be revamped, cabanas will be added to the pool area, and outdoor seating and an herb garden will complement the updated restaurant. The lobby, more than 35,000 square feet of meeting space and all common areas, along with the fifth-floor private event room and rooftop deck, will receive a full remodel.



PARKING

With more than 44,000 spaces, parking is plentiful in Downtown. Opened in 2015, the six-story, \$10 million Parador parking garage offers more than 600 parking spaces one block from the riverfront and steps from shopping, entertainment, hotels and offices. Monthly parking rates in the core of Downtown are 84% less than the national average, averaging \$98.50, and daily rates are almost half the national average, averaging \$8.56.⁽¹⁾ With parking an important focus of Downtown development, City Council voted in 2016 for the Downtown Investment Authority to oversee parking. parkdtjax.com

SKYWAY

The Automated Skyway Express (Skyway) is a 2.5-mile, bi-directional system with eight stations on both the North and South banks. Today, the Skyway supports approximately 5,000 trips per day and had 1.32 million trips in fiscal year 2015.⁽²⁾ In December, the Jacksonville Transportation Authority (JTA) Board held a public process with leaders of Downtown serving on a blue ribbon panel to discuss the future

of the Skyway. With the panel's approval, JTA developed a Skyway Modernization Program, which will include replacement of the existing vehicles and evaluation of future extensions. jtafla.com

RIVER TAXI

In 2015, St. Johns River Taxi signed a long-term operating and marketing agreement with the City of Jacksonville to ensure seven-days-a-week river taxi service in Downtown. SJRT since has purchased two additional passenger vessels and has invested more than \$500,000 into operations. In addition, the River Taxi provides a valuable resource for approximately 5,000 students annually to enjoy an on-the-water learning experience focused on science, technology, engineering arts and mathematics.⁽³⁾ jaxrivertaxi.com

MYJTA APP

Also launched in December, the MyJTA app features live tracking for all JTA transportation and allows riders to plan trips, track rides, and pay fares. The app is free and a one-day bus pass costs just \$4. jtafla.com



TARGETED TRANSPORTATION



FIRST COAST FLYER

The \$33.2 million Bus Rapid Transit network launched in December with its first North line. The Flyer is outfitted with 18 branded stations, complimentary Wi-Fi, a Park-n-Ride lot and real-time bus arrival information. It offers 10-minute frequency during weekday peak hours and 15-minute frequency during weekday off-peak hours and boasts an on-time rate of 90%. A Southeast line is currently in under way – and a third East line to the Beaches will complete the 57-mile network – the largest bus rapid transit system of its kind in the Southeast.



JACKSONVILLE REGIONAL TRANSPORTATION CENTER (JRTC)

Twenty-five years in the making, the JRTC will begin construction in January 2017 and cost \$40 million. Scheduled for completion in 2019, the JRTC will integrate local, regional and

intercity service into one Downtown hub and will include:

- JTA lines: fixed route, Skyway and First Coast Flyer Bus Rapid Transit
- Greyhound and MegaBus
- Park-n-Ride, car and bike share, Uber and taxis
- A 10,000-square-foot terminal and 40,000-square-foot administration office



BUSINESS IMPROVEMENT DISTRICT BENEFITS

DOWNTOWN VISION, INC.

CLEAN & SAFE.

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

11 Ambassadors	22k Hours logged	26 Tons of litter removed	9.4k Nuisance reports resolved
1.1k Hospitality and umbrella escorts	11.8k Hospitality assists	150 Block faces pressure-washed	815 Safety or code violations reported

MARKETING.

DVI's online marketing in partnership with the City of Jacksonville, Downtown Investment Authority and stakeholders reinforces Downtown as the City's unique epicenter for business, history, culture and entertainment.

1.2m DTJax.com page views	23k #DTJax Weekly newsletter readers	61.6k @DTJax social media followers	100k DTJax Guides and Maps distributed
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EXPERIENCE CREATION.

Producing events such as the award-winning First Wednesday Art Walk, merchant events such as Trick or Treat on the Street and Small Business Saturday and The Elbow Entertainment District events and promotions encourages people to visit Downtown and support locally owned businesses.

16 Events produced	130k Event attendees	55 Partnering businesses	6.1k Events promoted
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INFORMATION MANAGEMENT.

Providing a clearinghouse for Downtown information, DVI collects data and crunches the numbers to provide compelling reports, analyses, presentations and tour information.

51 Downtown Information & Safety (DISN) e-blasts sent	3k Residents and employees surveyed	4 Quarterly Stakeholder Meetings	31 Presentations and tours
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CREDITS

The data presented in this report are derived from many sources and collected directly from organizations, when available. 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. | Colliers International Northeast Florida | Cultural Council of Greater Jacksonville | Cushman & Wakefield | Downtown Investment Authority | Duval County Property Appraiser | Friends of Hemming Park | Jacksonville Sheriff's Office | Jacksonville Transportation Authority (JTA) | JAXUSA Partnership | Jessie Ball duPont Fund | One Spark | Reinvestment Fund SMG | St. Johns River Taxi | Visit Jacksonville

Photography by: Dalton Agency, Downtown Vision, Inc., Jacksonville Armada FC, Jacksonville Suns, Jerry McGovern, JTA, Regency Centers, Robert Futrell, Kristen Penoyer, St. Johns River Taxi, The Carling, Visit Jacksonville and YMCA of Florida's First Coast.

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