

# explore the more

## 2009 Downtown Vision Annual Report

### A Message to Our Stakeholders

The past few years have challenged all of us to look at how we do business, think outside the box, and ensure that what we do provides significant value. We've taken a hard look at Downtown Vision's programs, and made changes to continue to provide more value to Downtown stakeholders each year. The Board of Directors has reaffirmed Downtown Vision's commitment to serving Downtown stakeholders, particularly in these difficult times, and also to activating the streets to bring energy, excitement and people to Downtown Jacksonville. We've rolled out several new initiatives in the past year, while continuing to provide our core cleanliness and safety services.

#### More Service For Our Downtown Stakeholders

Never has it been more critical that our first priority be to provide service and support to our Downtown stakeholders. From sharing information and answering your questions to handling day-to-day Downtown cleanliness issues to being your advocate, our goal is to make it easier for you to do business Downtown.



#### More Vibrancy and Energy on Downtown Streets

Sometimes the smallest things make the biggest difference, which is why our key initiatives during the past year focused on activating the streets and bringing more people Downtown. We kicked off our **Great Streets** initiative, which included hanging flower baskets and cleaning up vacant store fronts, and we have plans for much more this year. We also launched the **Creative Community** initiative, which matches artists and property owners to fill vacant spaces, enhancing our cultural community Downtown. It was with great excitement that we kicked off the **explore the more** campaign with creative bubbles on sidewalks, windows and parking meters, generating a buzz throughout the city. As always, we continued to utilize social media and other resources to promote and enhance events and partnerships to make Downtown more vibrant and attractive.

#### More Core Services

We are excited about the new initiatives we've launched this year, but that hasn't stopped us from continuing to enhance our core services. From providing cleanliness services and reporting Downtown issues to intervening in nuisance activity and promoting Downtown businesses and events, we continue to strive to make Downtown cleaner, safer and friendlier.

Once again we extend our gratitude and appreciation to all of our Downtown supporters and property owners whose vision, time, energy and funding make our programs possible. We look forward to continuing our partnership with you to build a *more* beautiful, safe and vibrant Downtown.

Sincerely,

Jay Southerland  
Chair

Terry Lorince  
Executive Director



## More Value and Service For Our Downtown Stakeholders

Serving you is our highest priority, and here are some of the ways we worked for you last year:

### explore the more

Launched in October, *explore the more* is Downtown Vision's public education campaign. The goal of the campaign is to engage people with Downtown and encourage them to explore all of *the more* that Downtown has to offer - more culture, more events, more history - while building a sense of Downtown community and promoting Downtown businesses. The campaign includes:

- New brochure for property owners and leasing agents to use in marketing Downtown as a business location.
- Service notification door hangers to let Downtown stakeholders know when Downtown Vision has provided service in their absence, including cleaning or safety service.
- 150 sidewalk "bubbles" with Downtown fun facts, history and wayfinding information.
- 50+ retailer window cling "bubbles" with customized message about individual businesses.



### Advocacy

During the past year, Downtown Vision has continued to advocate on your behalf for the improvement of Downtown, and addressed issues including:

- Requested that the city delay implementation of the Bay Street traffic signalization system and study alternatives that would address both the city's transportation needs and the interests of Downtown stakeholders.
- With the Jacksonville Economic Development Commission, lobbied for legislation to prohibit pay phones on public rights-of-way in Downtown to reduce nuisance activity and visual blight.
- Supported Mayor Peyton's *Fix It Now* plan and advocated against further cuts to city services and public facilities in Downtown.
- Worked with the Florida Department of Transportation and Southbank property owners to address concerns about the impacts of the I-95 Overland Bridge Reconstruction project, including noise levels, parking, pedestrian access, and modifications to the Hendricks Avenue exit.
- Successfully advocated for the City of Jacksonville to continue their funding contribution to the Downtown Improvement District.

### Support and Information

Businesses are the backbone of Downtown and our role is to provide support and information to make your life easier. Last year, some of our services included:

- Fulfilled more than 650 information requests from Downtown stakeholders, prospective investors, partners and others.
- Assisted with resolving more than 600 issues requested by Downtown property owners, from addressing acorn and leaf falls to helping businesses find employee parking.
- Sent more than 80 emails to Downtown stakeholders and supporters with information about Downtown development, events and safety.
- Hosted more than a dozen meetings with Downtown stakeholders on issues related to safety, homelessness, making Downtown retail ready and Southbank-specific issues.



## Bringing *More Vibrancy and Energy* on Downtown Streets

Activating the streets and bringing more people Downtown were high priorities for Downtown Vision in 2009. Below are some of our accomplishments in enhancing Downtown's streetscape and attracting people Downtown:

### Great Streets

- Partnered with more than a dozen Downtown properties to install 70 hanging flower baskets as a demonstration program along a key pedestrian route in Downtown.
- Installed more than 50 parking meter wraps and 20 banners along the demonstration route.
- Partnered with the American Institute of Graphic Artists to design and install artist murals along a vacant property on Adams Street.

### Creative Community

- Partnered with artist Jim Draper and the Cultural Council to match artists with property owners of vacant retail space.
- Matched artists and artist groups with vacant retail space in Downtown, resulting in five new Downtown galleries, with another six spaces under discussion for artist placement.



### Retail Ready

- Gave a presentation on making Downtown retail ready, with a focus on de-identifying vacant spaces and sprucing up empty storefronts.
- Worked with Code Enforcement to cite Downtown storefronts that were below maintenance standards.

### Façade & Streetscape Improvement Plans

- Allocated \$100,000 toward a Laura Street Façade Improvement Grant Program.
- Created conceptual drawings for Laura Street Façade Improvement Grant Program to demonstrate how small improvements can make a big difference to the pedestrian environment.
- Created conceptual drawings for a Southbank Streetscape Improvement Project to make Riverplace Boulevard more pedestrian-friendly and establish a sense of place on the Southbank.

### Grassroots Marketing & Social Media

- Launched Downtown's new mobile website, DTJAX.org, providing easy, handheld access to the Downtown Directory, maps and events information.
- Expanded use of social media, including Facebook and Twitter.

*"Our goal is to build a sense of community Downtown, activate the streets and bring more people Downtown."*

**Jay Southerland**  
Downtown Vision,  
Inc. Chair

### Events

Downtown Vision produces more than 70 days of event programming per year for Downtown, including three annual events (Movies in the Park, Eat Up Downtown and the Downtown Historic Church Tour), one monthly event (First Wednesday Art Walk) and one weekly event (Hemming Plaza Market). Some of our 2009 successes include:

- Attracted more than 60,000 visits to Downtown Vision events, supporting Downtown venues including cultural attractions, retailers, restaurants and nightlife.
- Continued partnerships with Visit Jacksonville, THE PLAYERS Championship, JaxParks, City of Jacksonville Office of Special Events and others to support Downtown events, including THE PLAYERS Downtown Experience, Bravo's *Top Chef* and Farmers' Market, the Toyota Farm Tour, JaxParks...Get Out There and Art in the Park.
- Provided information to more than 75 organizations and individuals interested in producing events Downtown, assisting them with various issues such as information on possible venues and direction on who to contact for permitting and logistical recommendations.



## More Core Services

We've been working on making Downtown cleaner, safer and friendlier since 2001, and last year we enhanced our services further:



### Making Downtown Cleaner

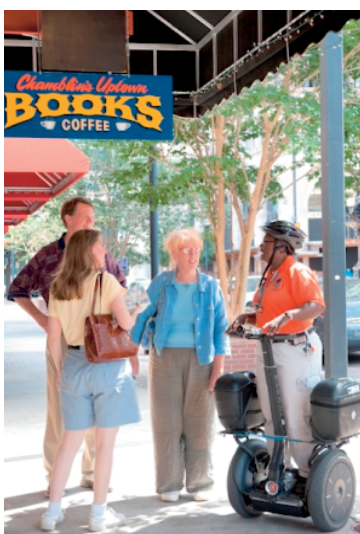
- Removed 8.9 tons of litter from Downtown Improvement District sidewalks.
- Reported more than 500 maintenance issues, including heavy litter, landscaping issues and public urination, of which 60% was resolved by the Downtown Clean Team.
- Added new weed abatement service to clear weeds from sidewalks and walkways.
- Partnered with Clean It Up, Green It Up/Keep Jacksonville Beautiful for Let's Shine in '09, leveraging more than 75 volunteer hours to clean, weed and mulch Downtown tree beds.
- Received Award of Merit from JaxPride for Downtown Digs project.

### Making Downtown Safer

- Reported and/or resolved more than 1,400 instances of nuisance activity, including trespassing, panhandling, loitering at bus shelters and public drinking.
- Reported more than 550 broken streetlights and more than 650 safety hazards.
- Worked with the Jacksonville Sheriff's Office to arrange a Downtown Sheriff's Walk and various operations to deter panhandling, trespassing and public drinking.
- Provided more than 100 safety escorts to citizens upon their request.
- Provided office and event ingress and egress coverage daily.

### Making Downtown Friendlier

- Provided nearly 16,000 directions.
- Assisted more than 6,500 people with parking information.
- Assisted more than 22,000 people with events and general Downtown information.
- Provided more than 500 people with umbrella escorts in the rain.
- Found and returned more than 100 lost items, including identification cards, keys, legal documents, checks, wallets and purses.

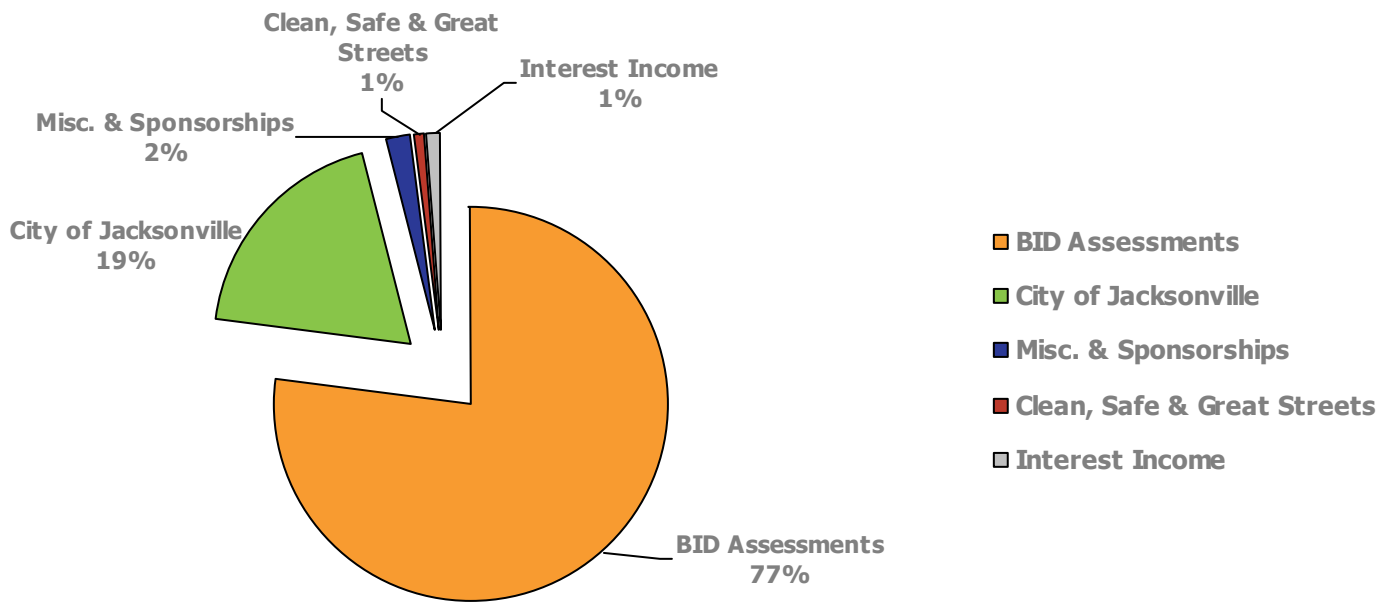


### Downtown Vision by the Numbers

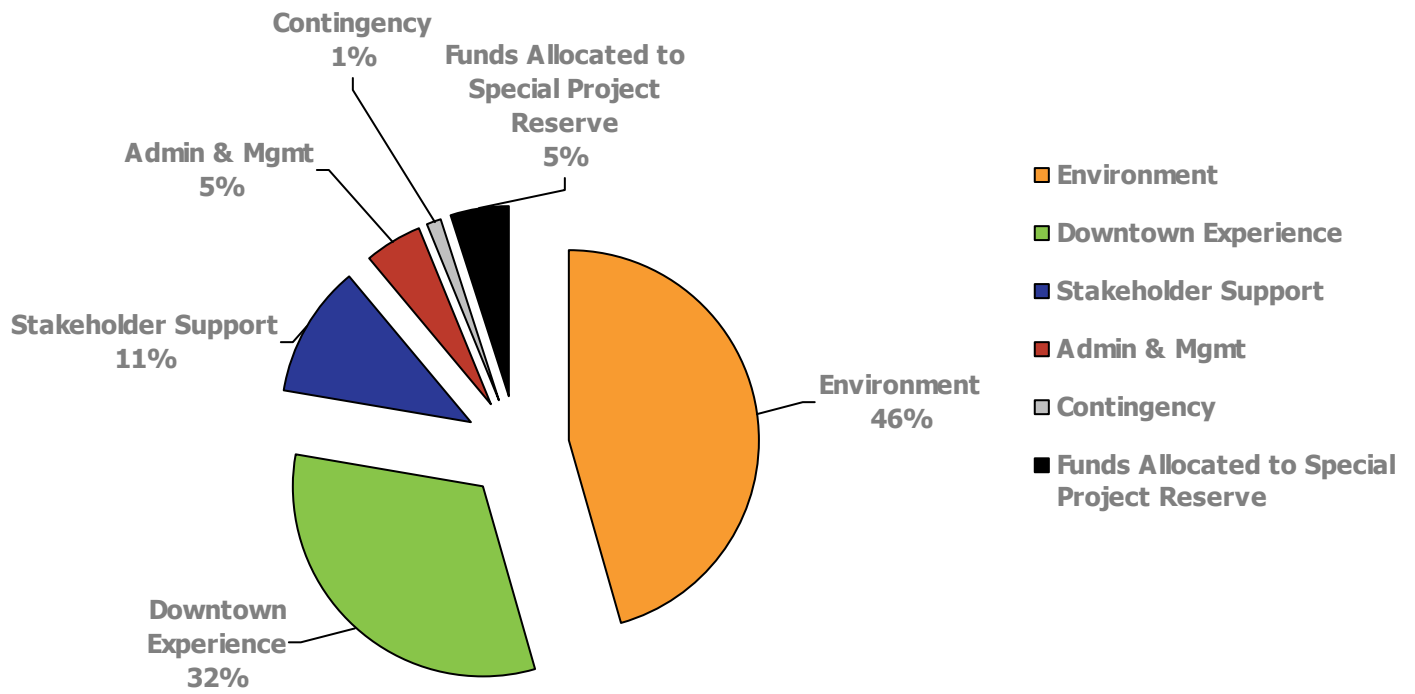
Stakeholder Support & Information		Downtown Cleanliness	
Issues resolved	337	Tons of litter removed	8.9
Requests for information fulfilled	827	Cleanliness/maintenance issues reported	590
Prospective investors spoken to	27	Cleanliness/maintenance issues resolved	351
Retailers & businesses assisted	397	Tree beds mulched	512
Marketing & Events		Downtown Safety	
Unique website visits monthly	13,487	Nuisance activities reported/resolved	1,440
Emails sent with updates and events information	83	Safety escorts provided	124
Media requests	131	Property damage & safety hazards reported	687
Downtown Guides distributed	21,481	Broken street lights reported	580
DVI events produced	78	Homeless citizens referred for services	133
Facebook fans	750+	Calls to Jacksonville Sheriff's Office	128

## FY 08/09 Sources & Uses of Funds

### Income



### Expenses



## FY 08/09 Board of Directors

### Officers

<b>Chair</b> James Southerland <i>The Southerland Group/ Triage Management Services</i>	<b>Vice-Chair</b> Mike Jennings <i>Prudential Financial</i>	<b>Secretary</b> Chris Flagg <i>Flagg Design Studio, LLC</i>	<b>Treasurer</b> Michael Harrell <i>CB Richard Ellis</i>	<b>Past Chair</b> Steve Crosby <i>CSX</i>
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### Directors

Jim Bailey <i>Bailey Publishing &amp; Communications</i>	Debbie Buckland <i>SunTrust Bank</i>	James M. Craig, II <i>Rogers Towers, P.A.</i>	W. Edwin Frazier, III <i>Rayonier, Inc.</i>	Dan King <i>Hyatt Regency Jacksonville Riverfront</i>
Janice Lowe <i>The Jacksonville Landing</i>	Michael Munz <i>The Dalton Agency</i>	John Pharr <i>Regency Centers</i>	Barry Vaughn <i>The Suddath Companies</i>	Tri Vu <i>TTV Architects</i>
	John Welch, Jr. <i>Foley &amp; Lardner</i>	Ron Barton <i>Jacksonville Economic Development Commission (ex-officio)</i>	Councilman Don Redman <i>Jacksonville City Council (ex-officio)</i>	

## Downtown Vision Staff

Terry Lorince <i>Executive Director</i>	Amy Harrell <i>Director of District Services</i>	Pamela Elms <i>Director of Marketing</i>
Katherine Moore <i>Marketing &amp; Events Coordinator</i>	Cheryl Mott <i>Office Manager</i>	Carol Bianco <i>Ambassador Operations Manager</i>
		Natalsya Tucker <i>Administrative Assistant</i>

### Downtown Ambassadors

Lydia Cobbett, Team Leader	Leetoy Harris, Team Leader
Ann Chinn John Kelley Deidra Smith	Shemika Coleman Larry Kirtsey Roderick Terry
	Richard Cooper Michael Ryan Joel Thrasher
	Michael Harvell Saterica Stewart Nathaniel Washington

## Partners & Sponsors

We would like to thank the property owners in the Downtown Improvement District whose funding supports the programming and operation of Downtown Vision, Inc. Downtown Vision is also grateful to the following partners and sponsors for their support in 2008/2009:

88.1 The Promise	Flagg Design Studio	One Hundred Laura Street
96.9 The Eagle	Fogle Fine Arts	Paramount Performance Marketing
904 Magazine	Foley & Lardner	Parker Hudson
AIGA	Folio Weekly	Petra Management
Agility Press	Gecko Gardens	Printing.com
Bailey Publishing	General Services Administration	Prudential
Bel Meridian Nursery	Hyatt Regency Jacksonville Riverfront	Raintree Graphics
Bryant Hardwick	JEDC	RALLY Jacksonville! & Mayor Peyton's Book Club
Burdette Ketchum	Jacksonville Historical Society	Regency Centers
Burrito Gallery	Jacksonville Jaguars	Republic Parking
CB Richard Ellis	Jacksonville Magazine	Rock 105
Cecil Powell Insurance Co.	Jacksonville Main Library	SMG
City of Jacksonville	Jacksonville Regional Chamber of Commerce	StorterChilds Printing
City of Jacksonville Office of Special Events	Jacksonville Sheriff's Office	Sir Speedy
Colliers Dickinson	Jacksonville Transportation Authority	Suddath Van Lines
Colliers International	Jacksonville University	TTV Architects
Cornerstone	JaxParks	The Artist Series
Creative Glassworks	JEA	The Brick
CSX	Jim Draper	The Improv Effect
Cultural Council of Greater Jacksonville	Kerry Speckman	The Ivy Ultra Bar
Daily Billboards	LISC Jacksonville	The Jacksonville Landing
Digital Printing & Imaging	London Bridge Eatery & Pub	The Peninsula
Downtown Council of the Chamber	Mark's	Tiffany Manning
Drummond Press	Media Works, Inc.	Trad's Garden Center
EU Jacksonville	MetroJacksonville.com	University of North Florida
Eco Latino	Michael Dunlap	Urban Jacksonville
Films by Design	Neil Rashba	Vestcor
	Omni Jacksonville Hotel	Visit Jacksonville