



# STATE OF DOWNTOWN REPORT

jacksonville, florida

2020



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# LETTER FROM **MAYOR LENNY CURRY**

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I have said from the very beginning, you cannot be a suburb of nowhere. Since taking office, I have been committed to changing our Downtown skyline and seeing Downtown Jacksonville meet its potential. Now, we have five billion dollars' worth of development projects in the pipeline in Downtown. We cannot lose that momentum.

That is why my FY 2023 budget allocates an additional 100 million dollars for downtown revitalization and related projects. This money will go to major improvements to attract more private investment Downtown and enhance the experience for citizens and visitors alike.

The St. Johns River is one of our key downtown assets, and developing the area around it, with the addition of a walkable museum and cultural district, Riverfront Plaza, the Emerald Trail, additional pedestrian and bike pathways, and continued world-class entertainment, will be a major driver of growth and development.

The growth of Downtown would not be possible without the people who have chosen to live there. We continue to make progress towards 10,000 multi-family units and will see more than 16,000 residents come to call Downtown home. This growth in both residential and commercial is crucial to driving the entertainment, retail, dining and commercial development of Downtown.

Jacksonville wouldn't be where it is today without our sports and entertainment venues. Providing the space for professional sports and amazing entertainment performances has put Jacksonville on an international stage. We continue to support our home and visiting teams with a new Miller Electric Performance Center, upgrades to the 121 Financial Ballpark Stadium, and hosting new and traditional rivalry games right here in Downtown.

When I took office in 2015, I promised that you wouldn't recognize Downtown Jacksonville in five, ten, fifteen years. Through the combined efforts of the City and our partners, we are well on our way to that vision.



**Lenny Curry**  
— Mayor of Jacksonville

**COJ.NET**



### Downtown Investment Authority (DIA)

The DIA is the Community Redevelopment Agency and the Economic Development arm of the City for Downtown Jacksonville. Guided by a nine-member board of directors, the DIA works to make Downtown a thriving and vibrant economic center for all.

117 W. Duval Street #310  
Jacksonville, FL 32202  
(904) 255-5302

[DIA.COJ.NET](http://DIA.COJ.NET) // [INVESTDTJAX.COM](http://INVESTDTJAX.COM)



Lori N. Boyer  
CEO



Carol Worsham  
Board Chair



W. Braxton Gillam, Esq.  
Immediate Past Board Chair



### Downtown Vision, Inc. (DVI)

DVI is the non-profit Business Improvement District working to create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest.

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

[DTJAX.COM/DVI](http://DTJAX.COM/DVI)



Jacob A. Gordon, Esq.  
CEO



Numa Saisselin  
Board Chair



Fireworks over the St. Johns River



Live music at the Third Thursday Sip & Stroll on the Southbank Riverwalk



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# THE CENTER OF FLORIDA'S FIRST COAST

Jacksonville is the principal city in Northeast Florida, a region affectionately referred to as "Florida's First Coast." It's distinguished by a growing population, strong economy, diverse culture and recreational opportunities, and abundant natural resources. By population, Jacksonville is the 12th largest U.S. city and the Jacksonville MSA has a population of more than 1.8 million across five counties. At 874 square miles, Jacksonville is the largest city by land area in the continental U.S. as a result of the 1968 consolidation of the City of Jacksonville and Duval County. This consolidation provides many benefits including a streamlined permitting process for area businesses, who also enjoy low operating costs, strong broadband infrastructure, and a highly skilled, low-cost workforce.

Downtown Jacksonville is the heart of the arts, history, business, innovation and civic engagement in the North Florida region. Straddling nearly six miles of waterfront, Downtown is a sizable 3.9 square miles, including the St. Johns River. All of Downtown now falls under a singular Commercial Central Business District (CCBD) zone to allow for a dense mixture of uses, while eight distinct districts offer unique histories, amenities and senses of place. Employees and residents cite walkability, culture, entertainment and the city atmosphere as the best things about the Downtown experience. Dense historic neighborhoods surround Downtown and provide a strong residential base a short drive or bike ride away.

## JACKSONVILLE RANKINGS

### Top 25 Best Places to Live in the U.S.

- U.S. News & World Report, 2022

### #14 Fastest-Growing Places in the U.S.

- U.S. News & World Report, 2022

### Top 5 Places to Live in Florida

1. Sarasota
2. Naples
3. Melbourne
4. Jacksonville
5. Tampa

- U.S. News & World Report, 2022

### Top 20 Large Metro for Employment Growth

- U.S. Bureau of Labor Statistics, 2022

### Top 10 Best Large City to Start a Business

- WalletHub, 2022

### Top 5 Best Job Market

- The Wall Street Journal, 2022

### #2 in Migration Population Growth

- LinkedIn, 2021

### 1 of 5 Supernova Cities

- Urban Land Institute, 2021

### Top 20 MSAs with the Strongest Job Recoveries

- The Business Journals, 2021

### #3 Best City for Job Seekers

- MoneyGeek, 2021

## POPULATION BY RADIUS

Source: Placer.ai, June 2022

### Within 1 Mile

Population - 8,399  
Density - 3,168 (pop/sq. mi.)  
Trade Area - 2.65 sq. mi.

### Within 2 Miles

Population - 26,080  
Density - 2,104 (pop/sq. mi.)  
Trade Area - 12.39 sq. mi.

### Within 3 Miles

Population - 73,364  
Density - 2,570 (pop/sq. mi.)  
Trade Area - 28.54 sq. mi.





20 Minutes  
to Jacksonville  
International  
Airport

3 Miles  
To Georgia

45 Minutes to  
Fernandina &  
Amelia Island

I-95

Brentwood

2 Miles

Phoenix

Durkeeville

Springfield

New Town

1 Mile

Eastside

25 Minutes to  
the Beaches

Rail Yard  
District

NORTH  
CORE

CATHEDRAL  
HILL

LAVILLA

CITY  
CENTER

SPORTS &  
ENTERTAINMENT

Mixon Town

BROOKLYN

WORKING  
WATERFRONT

Murray Hill

SOUTHBANK

Riverside

St. Nicholas

15 Minutes to St.  
Johns Town Center

Avondale

San Marco

I-95

25 Minutes  
to JAX Naval  
Air Station

Miramar

30 Minutes to TPC Sawgrass,  
Ponte Vedra & St. Johns County  
and 45 Minutes to St. Augustine

# DOWNTOWN DISTRICTS



01



05



02



06



03



07



04



08

## 01. Brooklyn

Modern and colorful, Brooklyn connects LaVilla and City Center to the historic Riverside neighborhood and 5Points shopping and entertainment district. Home to major corporate headquarters such as Haskell, Black Knight Financial and FIS, Brooklyn offers an ideal location for businesses and residents alike. The district has a mix of uses, including riverfront office, multi-family housing developments, condominiums, restaurants, retail and light industrial. The community enjoys plentiful river access, and with various major projects currently underway and strong economics, the Brooklyn district is well-positioned for continued growth and success.

## 02. LaVilla

East of City Center, LaVilla is home to a rich cultural heritage. As Jacksonville's oldest suburb, LaVilla was known as the Harlem of the South and the epicenter of Black culture and commerce in Northeast Florida, as well as Jacksonville's railroad hub. LaVilla's vibrant music and entertainment scene attracted many nationally renowned artists who came to play at the local clubs on and off Ashley Street. In 1929, the Ritz Theatre opened, becoming both an important stop on the Chitlin' Circuit and LaVilla's primary performance venue.

Following a decline in population and quality of life in the 20th Century, the River City Renaissance (RCR) Plan aimed to revitalize the area in the 1990s, making room for future development through the acquisition and clearing of many acres. Recently, redevelopment has returned in the form of new workforce housing and transportation projects. The 2019 LaVilla Neighborhood Development Strategy calls for a LaVilla Heritage Trail that will engage and educate the public on LaVilla's rich history and a Water Street road diet to connect the historic district to the riverfront.

## 03. City Center (formerly Central Core)

Jacksonville was founded on the riverbank of the City Center and its small walkable blocks are filled with historic architecture, cultural amenities and public art. The district encompasses much of Downtown's office towers, government services, regional non-profits, and various art and cultural centers. Today, work continues on key riverfront properties to enhance Jacksonville's iconic skyline. The availability of several unique and historic properties provide significant opportunities for adaptive reuse.

## 04. NorthCore (formerly Church District)

Situated along the northern boundary of Downtown between City Center and the historic Springfield neighborhood, the NorthCore is on the threshold of a major transition. The area is experiencing a resurgence thanks to numerous adaptive reuse projects aimed at preserving the rich, historic building stock and at bringing residential, retail and a hotel to the district.

## 05. Cathedral Hill

Anchored by five historic churches, Cathedral Hill connects City Center to the Sports & Entertainment District and is home to Billy Goat Hill, the highest point in Downtown Jacksonville. Beginning in 2016, the area has been championed by Cathedral District Jax-Inc. (CD-J), a nonprofit organized to foster growth as Jacksonville's Downtown neighborhood. CD-J created a master plan for the area to support development and revitalization efforts, including the continued support of the senior residents who call the district home via affordable, quality housing and amenities.

## 06. Sports & Entertainment

Sporting the biggest concentration of entertainment venues, the Sports & Entertainment District is home to five sports teams, major concerts, the annual Jacksonville Fair and many more family-friendly, non-profit and specialty retail events year-round. The district was once home to a thriving maritime industry, its riverfront lined with shipyards. The district's first multi-family property is currently under construction and major mixed-use developments are planned to bring residents, employees and visitors to the area.

## 07. Working Waterfront

The Working Waterfront sits on the eastern edge of Downtown beyond the Sports & Entertainment District. Home to the North Florida Shipyards, the district primarily supports industrial waterfront uses with a special district zoning overlay to accommodate the needs of shipping, lumber, concrete and oil businesses operating there.

## 08. Southbank

Home to tall riverfront office and residential towers, the Southbank sits between the St. Johns River and the San Marco neighborhood to the south. It features a wealth of hotels and premier medical campuses including Baptist Medical Center, Wolfson Children's Hospital, MD Anderson Cancer Center and Nemours Specialty Care center. The community enjoys plentiful riverfront access via the Southbank riverwalk, a boat ramp, kayak launch and River Taxi stops.

# MORE PEOPLE LIVING DOWNTOWN

Downtown residents enjoy the best of North Florida living.

Riverwalks and bridge loops offer scenic views and unique exercise opportunities. Diverse housing options fill historic buildings and new construction offers luxury amenities. Numerous dining, culture and entertainment offerings are walkable. Centrally located, Downtown provides quick access to Interstates 10 and 95, and the Beaches are a quick 20 minute drive away. This demand for the lifestyle is driving residential growth and Downtown is on track to quickly surpass 10,000 residents.

» In addition to incentives offered by the State of Florida, the DIA offers developers:

- Multi-Family Housing REV Grants
- Small-Scale Multi-Family Housing Grants
- Affordable Housing Support Loans

*Note: The resident count is hand-compiled by Downtown Vision using occupancy rates and units from 30 Downtown multifamily residential properties. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.*

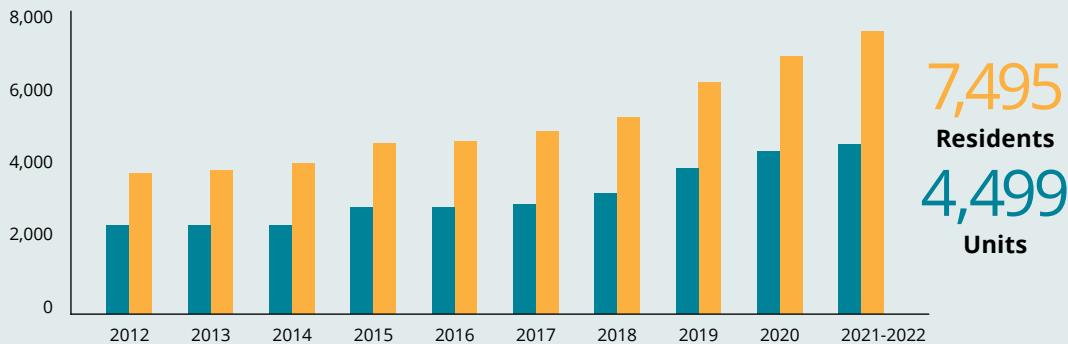
New Residential Buildings (Last 5 Years)
The Southerly
Vista Brooklyn
Elena Flats
Shipping Container Apartments
Lofts at Brooklyn
Lofts at Jefferson Station
SOBA (San Marco Apartments)
Broadstone River House
The Residences at Barnett
Houston Street Manor
FSCJ Student Housing (Lerner Building)
Lofts at Monroe
Lofts at LaVilla

Under Construction
225 Laura St. Apartments
Ashley Square Apartments (senior housing)
Florida Baptist Convention Building
Independent Life Insurance Building
One Riverside Ave. (Phase 1)
The Doro

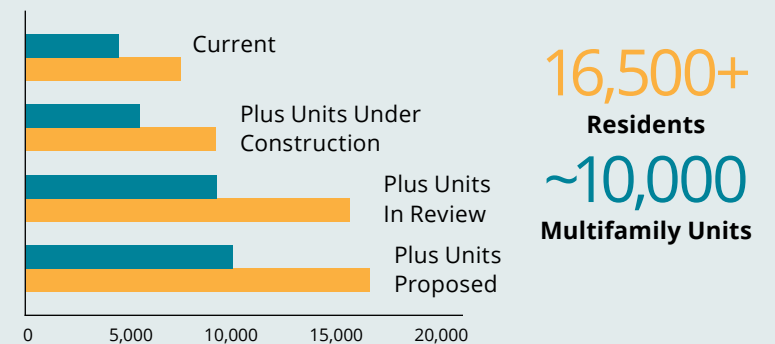
No. of Units	Location	Year Opened
185	Southbank	2022
308	Brooklyn	2021
4	Cathedral	2021
18	Cathedral	2021
133	Brooklyn	2021
133	LaVilla	2020
147	Southbank	2019
263	Southbank	2019
107	Central Core	2019
72	LaVilla	2018
58	Central Core	2018
108	LaVilla	2018
130	LaVilla	2018

No. of Units	Location	Lease / Sale
4	Central Core	For Lease
120	Cathedral	For Lease
24	Church	For Lease
140	Church	For Lease
271	Brooklyn	For Lease
247	Sports & Ent.	For Lease

## 10 Year Increase in Multifamily Residential



## Projected Residential Growth



In Review	No. of Units	Location	Lease / Sale
American Lions High Rise	332	Central Core	For Lease
Artea at Southbank	340	Southbank	For Lease
Brooklyn Mixed-Use	341	Brooklyn	For Lease
Central National Bank Building	132	Church	For Lease
Furchgott's	40	Central Core	For Lease
Johnson Commons	91	LaVilla	For Sale
Jones Brothers Furniture Building	103	Church	For Lease
JWB Cathedral Commons	175	Church	For Lease
Laura Street Trio Apartments (Phase 2)	166	Central Core	For Lease
Lofts at the Cathedral	140	Cathedral	For Lease
RD River City Brewery Apartments	325	Southbank	For Lease
RiversEdge: Life on the St. Johns	950	Southbank	Mixed
The Den (Ashley & Hogan Apartments)	185	Church	For Lease
The Hardwick at Ford on Bay	360	Central Core	For Lease
The Shipyards (Four Seasons & Residential)	25	Sports & Ent.	For Lease
Union Terminal Warehouse	220	Adjacent	For Lease
Proposed	No. of Units	Location	Lease / Sale
Armory Flats	100	Adjacent	For Lease
Berkman II Development	469	Central Core	Mixed
One Riverside Ave. (Phase 2)	115	Brooklyn	For Lease

4,499

**Multifamily Residential Units**

1,650+ UNITS OPENED  
IN THE PAST FIVE YEARS

806

**Units Under Construction**

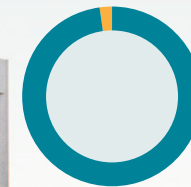
3,925

**Units In Review**

684

**Units Proposed**

**DIA BID PLAN GOAL: 8,140  
MULTI-FAMILY DWELLING UNITS  
BUILT AND OCCUPIED BY 2030**



**Average  
Multifamily  
Occupancy**

98%



Third Thursday Sip & Stroll on the Southbank Riverwalk

## Residential Sales and Rent Rates in Downtown

### Multifamily Sales

**\$318,700**

Average Sale Price

**\$232**

Average Price per SF

**\$93 - \$350**

Price per SF Range

### Market Rate Multifamily Rents

**\$1.89**

Average Price per SF

**\$1.06 - \$3.19**

Price per SF Range

## Residential Building Sales



Vista Brooklyn

**\$126,300,000**



The Brooklyn Riverside

**\$78,000,000**

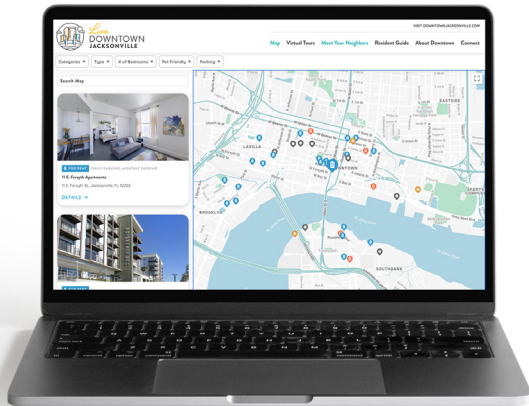


SoBA Apartments

**\$35,375,000**

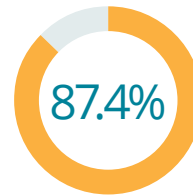
VIEW THE COMPLETE LIST OF RESIDENTIAL PROPERTIES AT

[livedtjax.com](https://livedtjax.com)



## Downtown Resident Profile

Source: Downtown Vision 2021-2022 Downtown Resident Survey

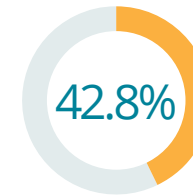


**LOVE OR LIKE LIVING DOWNTOWN**

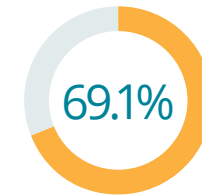


### BEST THINGS ABOUT LIVING DOWNTOWN

1. Entertainment/events
2. Culture (public art and cultural venues)
3. Restaurants
4. City living/atmosphere/vibe
5. Walkability



**HAVE AN ANNUAL HOUSEHOLD INCOME OF \$100,000+**



**HAVE A FOUR-YEAR DEGREE OR HIGHER**



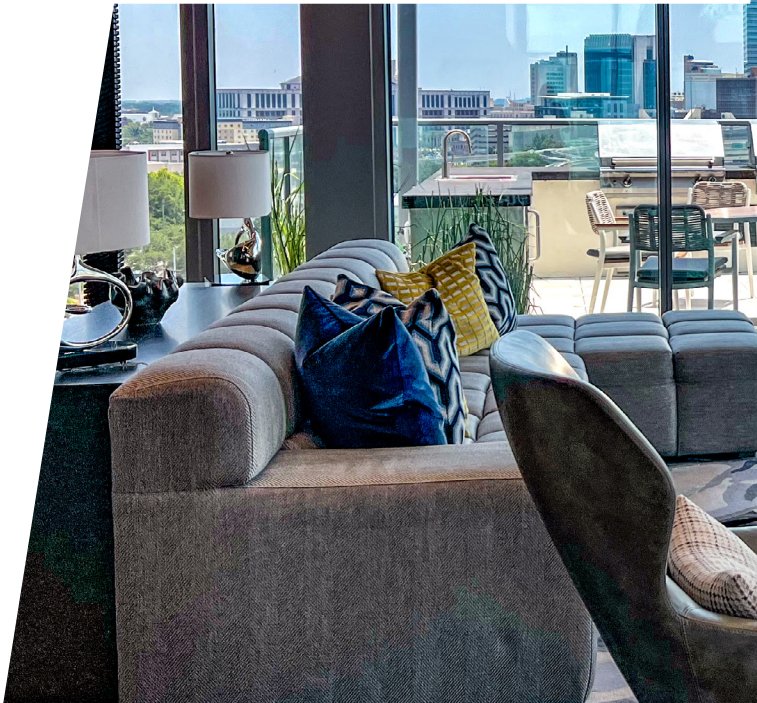
### WORST THINGS ABOUT LIVING DOWNTOWN

1. Panhandling
2. Loitering/transient population
3. Feeling unsafe
4. Empty storefronts/not attractive
5. Lack of a walkable grocery store

Walkable dining includes the Estrella Cocina rooftop



Skyline view from the Vista Brooklyn clubhouse



# OFFICE MARKET ADAPTS TO NEW TRENDS

*Downtown is home to Jacksonville's tallest buildings, three Fortune 500 Companies, nearly eight million square feet of commercial office space, more than two million square feet of government buildings, and a robust collection of historic and mid-century architecture. This year, FIS (fintech) and JEA (electric authority) are topping off their new headquarters in Downtown.*

Commercial lease rates are holding steady while vacancy rates are driven by larger than normal swings in occupancy as many firms opt for increased flexibility and a couple large Downtown tenants put space on the market in the past year. To incentivize use of Downtown's commercial building stock, the DIA offers a Commercial Revitalization Program to provide funds to tenants for new leases involving existing office space as a way to offset parking costs, while the City provides Business Infrastructure Grant/Loan to attract economic development by providing access to capital for infrastructure improvements to commercial businesses that increase the tax base.



**31.3%**  
of Jacksonville's  
Class A and B Office  
Inventory is Located  
Downtown



**7.6 M**  
Square Feet of Office  
Space in Downtown

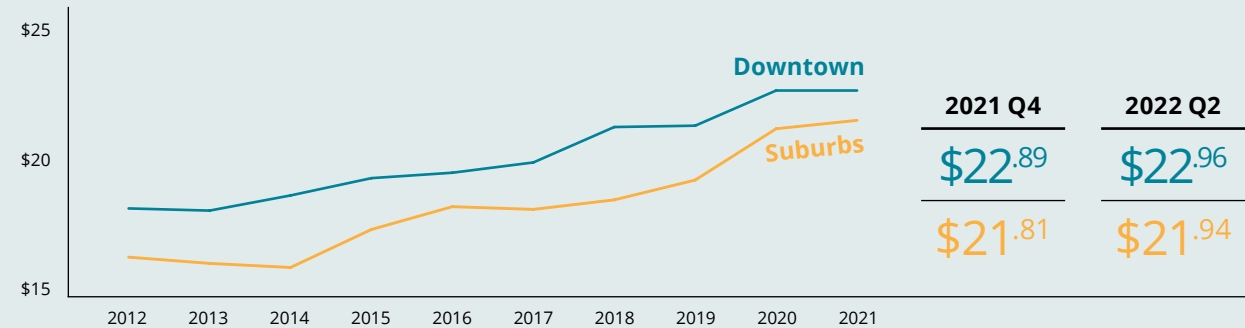
## Office Market Comparison of Florida CBDs - 2021 Q4

Source: CBRE Group, Inc.

City	Total SF	Total Vacancy	Net Absorption	Average Lease Rate
Miami (Downtown & Brickell)	15,160,330	19.6%	-60,373	\$49.93
Tampa	6,836,452	17.0%	123,393	\$39.88
Orlando	8,063,758	13.0%	136,635	\$29.83
Downtown Jacksonville	7,572,605	25.7%	-595,579	\$22.89

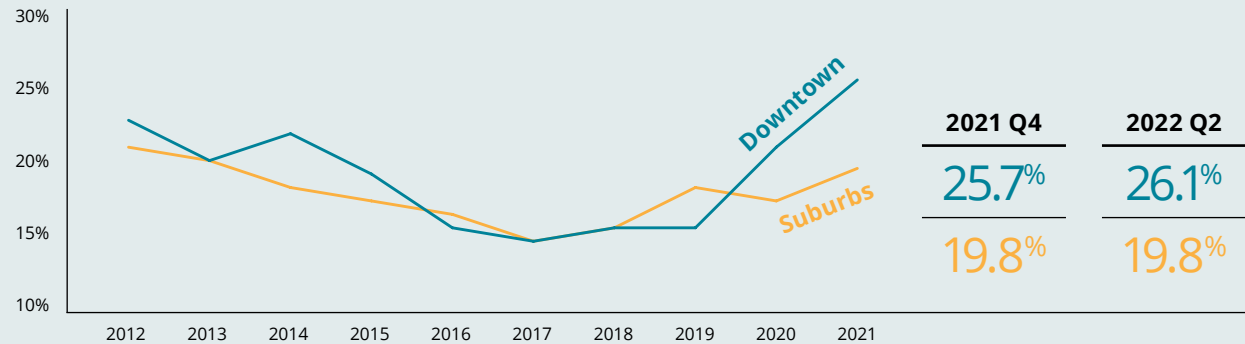
## Jacksonville Area Average Lease Rates - Year Over Year

Source: CBRE Group, Inc.



## Jacksonville Area Office Vacancy Rates - Year Over Year

Source: CBRE Group, Inc.





**\$138.5M**  
in commercial sales  
*(Jan. 2021-June 2022)*



**Riverplace Tower**  
816,245 SF

**\$73,200,000**



**1200 Riverplace Blvd.**  
394,413 SF

**\$20,670,000**



**121 Atlantic Building**  
114,779 SF

**\$10,450,000**



**539K**

Square feet of office space  
is under construction and  
near completion

**356K**

Square feet of office  
space is in review with  
the City.



**FIS Headquarters**  
386,000 SF



**JEA Headquarters**  
153,000 SF



**2,400**  
**Businesses in Downtown**

*Source: Bureau of Labor Statistics*

**Top Business Sectors by Employment**

1. Public Administration
2. Professional, Scientific & Tech Services
3. Health Care & Social Assistance
4. Finance & Insurance
5. Information
6. Educational Services
7. Legal Services
8. Central Bank/Credit Intermediation
9. Transportation & Warehousing
10. Accommodation & Food Services



**54,600**  
**Employees in Downtown**

UNEMPLOYMENT RATE  
*Source: Bureau of Labor Statistics*

**2.8%** Jacksonville  
**3.3%** Florida  
**3.8%** U.S.

### Fortune 500s in Downtown

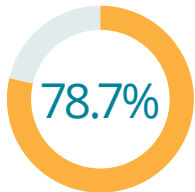


### Major Downtown Employers

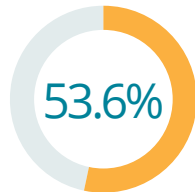


## Downtown Employee Profile

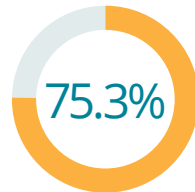
Source: Downtown Vision 2021-2022 Downtown Employee Survey



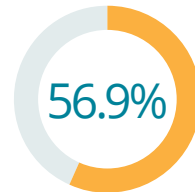
LOVE OR LIKE WORKING DOWNTOWN



HAVE AN ANNUAL HOUSEHOLD INCOME OF \$100,000+



HAVE A FOUR-YEAR DEGREE OR HIGHER



HAVE A COMMUTE TIME OF 20 MINUTES OR LESS



#### BEST THINGS ABOUT WORKING DOWNTOWN

1. Restaurants
2. Entertainment/events
3. Culture (public art and cultural venues)
4. Walkability
5. Atmosphere/vibe



#### WORST THINGS ABOUT WORKING DOWNTOWN

1. Loitering/transient population
2. Panhandling
3. Feeling unsafe
4. Empty storefronts/not attractive
5. Cleanliness



#### WHERE EMPLOYEES ARE WORKING

- 59.7% On Site Full Time
- 24.7% On Site Part Time
- 8.2% Remote for the Near Future
- 7.4% Remote Indefinitely

# MAKING IT EASIER FOR **RETAIL TO THRIVE**

*Dense and diverse retail is vital to creating character and driving visits to Downtown. The DIA's Retail Enhancement Program (REP) aims to attract new and retain existing businesses, to expand the tax base, to increase sales, to modernize older spaces, and to cultivate a lively environment. Property owners can seek various incentives for remodels, renovations, and interior and exterior additions to buildings with ground-level access and street-level visibility.*



## **Core Retail Enhancement Program (Core REP)**

Core REP is designed to create momentum in recruiting and retaining restaurants and retail within the City Center and Southbank. The grant offers a maximum award of \$30 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs. An incentive boost of \$5 per square foot is available to businesses primarily selling goods instead of services.



## **Basic Retail Enhancement Program (Basic REP)**

Basic REP covers Brooklyn, LaVilla, NorthCore, Cathedral Hill and the Sports and Entertainment district. The grant offers a maximum award of \$20 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs.



## **Food and Beverage Retail Enhancement Program (FAB-REP)**

FAB-REP was developed to cluster restaurants, retail and entertainment venues in two distinct, walkable corridors of the City Center: the Laura/Hogan Street Corridor and The Elbow Entertainment District Corridor. Five-year forgivable loans fund capital improvements up to 50% of the build-out costs. Eligibility requirements for businesses include certain dedicated hours of operation, service type and size. More than \$2.5 million is earmarked for FAB-REP and incentives will be scaled by type of business.



## **Sidewalk Enhancement Grant**

Property owners with a sidewalk cafe permit located within the FAB-REP boundaries may seek reimbursement up to 80% of eligible outdoor dining improvement costs, not to exceed \$15,000.



## **Waterfront Restaurant Program**







To build on Downtown's scenic waterfront, riverfront parks and recreational docks, eligible riverwalk and creekfront restaurants and new construction—either free standing restaurants or mixed-use properties—that offer a direct view of the water, access to the Riverwalk or creekside trail may apply for grants of up to 50% of eligible costs.



## **Storefront Façade Grant Program**

To increase the utilization of existing buildings, enhance economic vitality, attract new tenants and strengthen the overall image of Downtown, property owners in the Northbank CRA's Historic District may seek reimbursement for the improvement of storefronts and, if applicable, second story façades. The grant offers up to \$30 per square foot and is capped at 50% of eligible costs, with a maximum grant award of \$75,000 per applicant.

## **Grant Footprint Key:**

	Core REP
	Basic REP
	FAB-REP & Sidewalk Enhancement Grant Area
	Waterfront Restaurant Zone - Riverwalk
	Waterfront Restaurant Zone - Creekside
	Historic District Storefront Façade Grant Area

LEARN MORE AT [dia.coj.net/incentives](https://dia.coj.net/incentives)





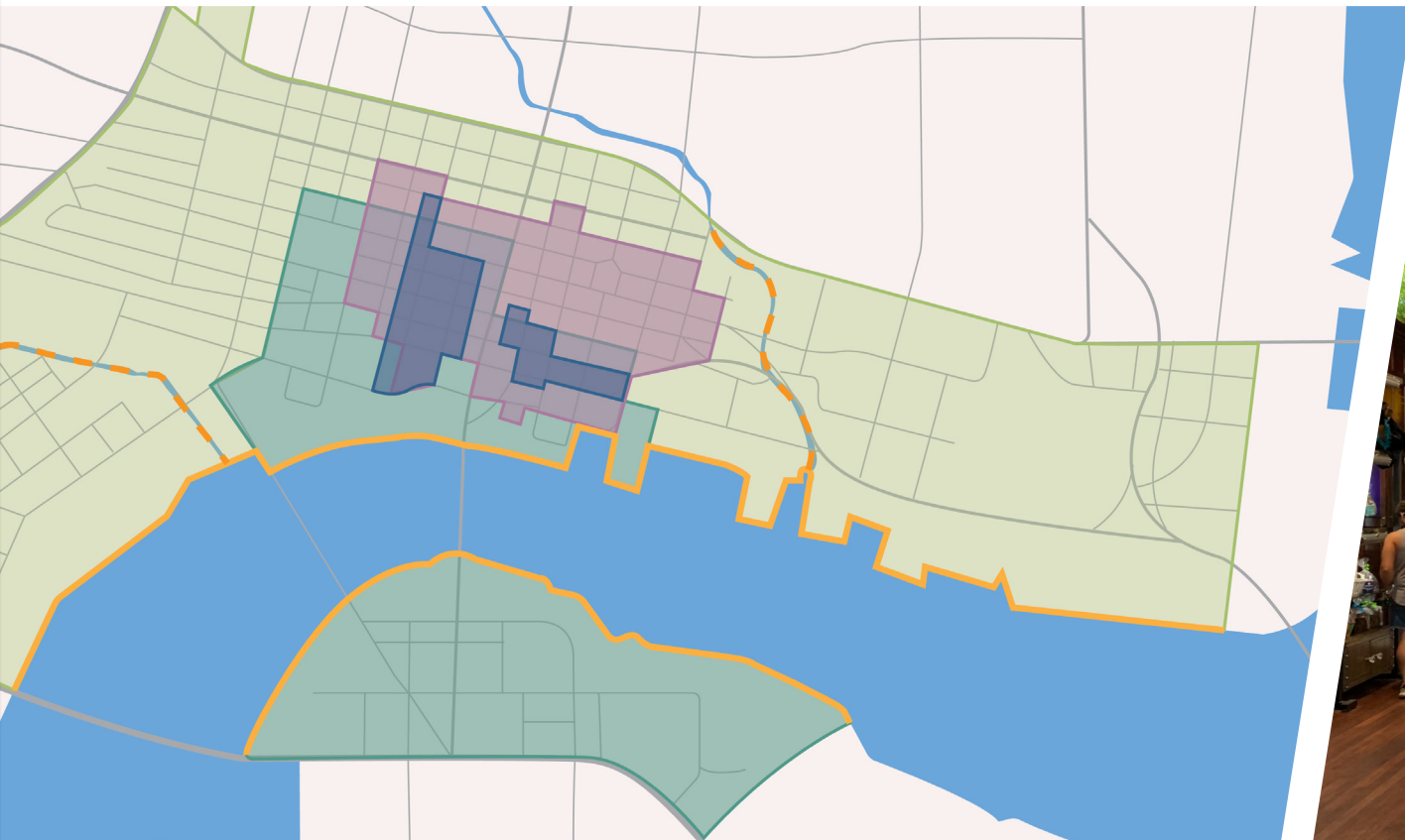
117K  
Square feet of  
retail space under  
construction

### New Retail (Opened 2021-2022)



### Announced Retail

- Alder & Oak
- Blueberry Bakery
- City Grill and Raw Bar
- East Bay St. Bar
- The Greenhouse & Bar
- Hardwicks Bar
- Marathon Music Works
- Maritime 618
- Plenti
- Southern Grounds & Co.
- Vagabond Coffee Co.
- Whole Foods



Sweet Pete's Candy Co. in City Center

# HOSPITALITY & VISITS BOUNCING BACK

Early 2022 marked the opening of the first new hotel in Downtown since 2009. Work is underway on a TRYP by Wyndham, an urban, lifestyle boutique brand in the central core, and a permit has been issued for an extended stay, business traveler-targeted Home2 Suites by Hilton. To incentivize a variety of upscale hotel options, the DIA offers a Targeted Hotel REV Grant for full-service hotel projects creating between 25 and 150 rooms, with a 4-star or higher rating and containing a full-service restaurant.

Hotel Summary	Rooms	Type	Meeting Space (SF)
Hyatt Regency Jacksonville Riverfront	951	Full Service	110,000
Marriott Jacksonville Downtown	354	Full Service	14,000
The Southbank Hotel	323	Full Service	35,000
DoubleTree Jacksonville Riverfront	293	Full Service	12,000
Residence Inn by Marriott	135	Select Service	
Hilton Garden Inn Jacksonville Downtown Southbank	123	Select Service	
Hampton Inn Jacksonville Downtown I 95	118	Select Service	
Extended Stay America Jacksonville Riverwalk	101	Select Service	
Homewood Suites Jacksonville Downtown Southbank	98	Select Service	

Under Construction	Rooms	Location
Ambassador Hotel, TRYP by Wyndham	100	NorthCore
Home2 Suites by Hilton	100	Brooklyn

In Review	Rooms	Location
The Shipyards, Four Seasons	176	Sports & Ent.
RiversEdge: Life on the St. Johns	147	Southbank
Laura St. Trio, Marriott Bonvoy Autograph Collection	140	City Center



Sip & Stroll: Silent Disco at the DoubleTree Hotel pool deck



Hyatt Regency riverfront view



**2,496**  
Rooms Available Now

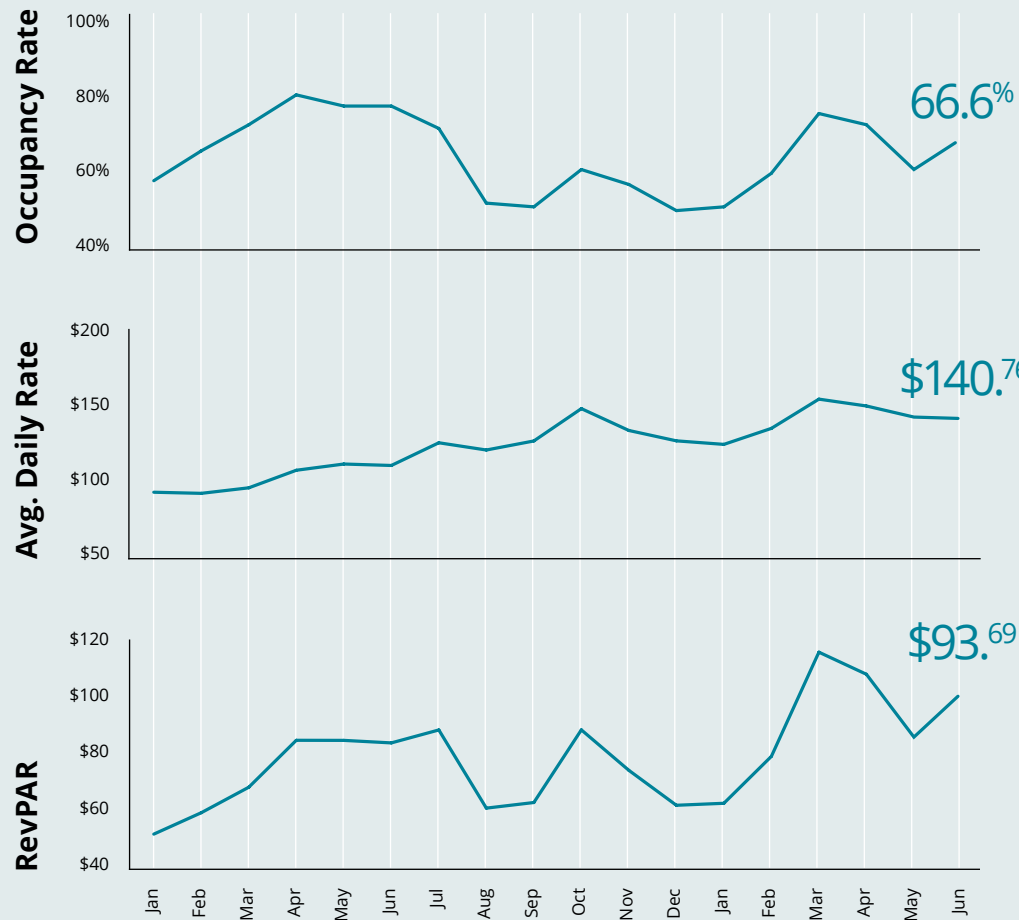
**200**  
Rooms Under Construction

**463**  
Rooms In Review

**3,159**  
Combined Rooms

Hotel Summary	2017	2018	2019	2020	2021
Total Hotel Room Nights	543,774	619,700	611,010	342,285	556,448
Hotel Occupancy Rate	63.1%	71.80%	70.90%	40.40%	64.60%
Average Daily Rate	\$124.36	\$127.14	\$126.07	\$115.10	\$113.50
Revenue Per Available Room	\$78.44	\$91.32	\$89.34	\$46.51	\$73.30

Stats By Month: January 2021-June 2022



Source: Visit Jacksonville

Notes: These statistics exclude data from The Residence Inn. Also, while leisure travel has returned, convention travel—which impacts larger convention-based hotels like the 951-room Hyatt Regency—is lagging behind, contributing to lower occupancy and average daily rates.



**Sold: Marriott Jacksonville Downtown**  
FORMERLY THE OMNI

**\$35,100,000**



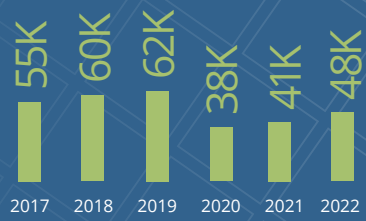
**Opened: Residence Inn by Marriott**  
THE 135-ROOM HOTEL OPENED EARLY 2022,  
THE FIRST HOTEL TO OPEN SINCE 2009.



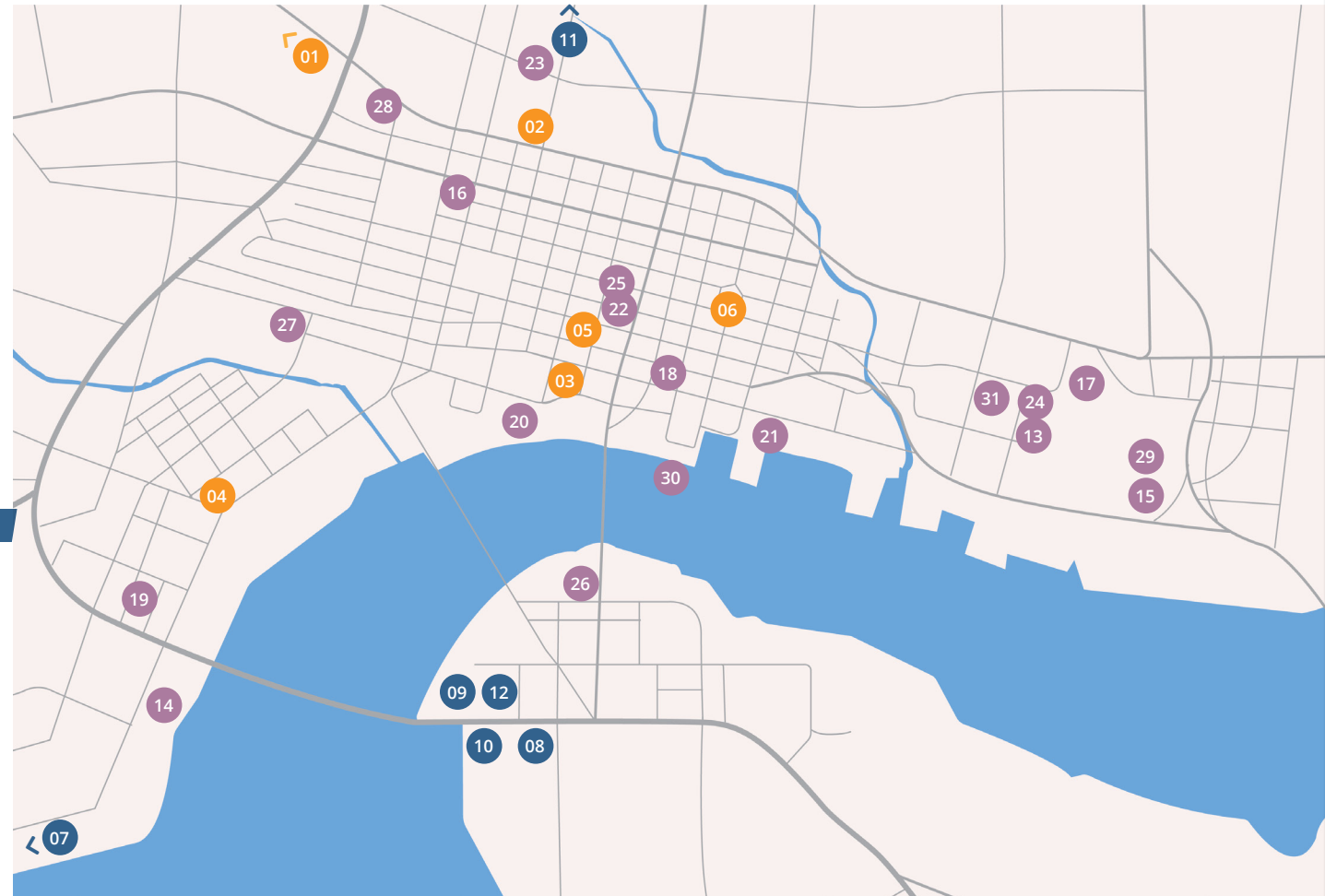
**Under Construction: TRYP by Wyndham**  
THE 100-ROOM HOTEL WILL OPEN IN THE HISTORIC  
AMBASSADOR HOTEL ORIGINALLY BUILT IN 1922.

# EDS, MEDS, CULTURE & ENTERTAINMENT

Average Daily Q1-Q2 Visits

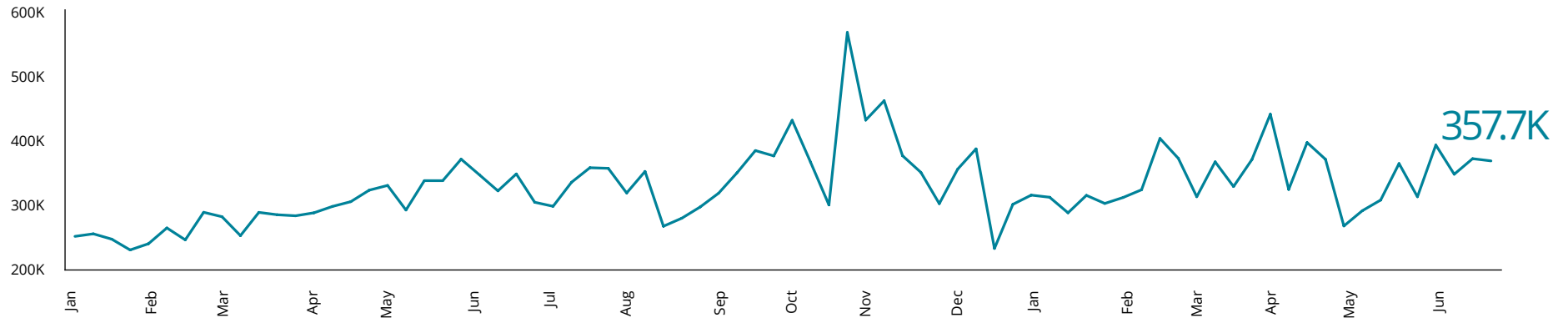


Visits By Year



# Downtown Visits By Week - January 2021-June 2022

Source: Placer.ai



## Colleges & Universities

01. Edward Waters University (HBU)
02. Florida State College at Jacksonville Downtown Campus
03. Jacksonville University
  - College of Law
  - Nathan M. Bisk Center for Professional Studies
04. Strayer University
05. University of North Florida, Coggin College of Business Campus
06. University of Florida: JaxLab, Center for Architecture Education and Research

## Hospitals

07. Ascension St Vincent's Riverside Hospital
08. Baptist MD Anderson Cancer Center
09. Baptist Medical Center Jacksonville
10. Nemours Children's Specialty Care
11. UF Health & Proton Therapy Institute
12. Wolfson Children's Hospital

## Culture & Entertainment

13. 121 Financial Ballpark
14. Cummer Museum of Art & Gardens
15. Daily's Place Amphitheater
16. Eartha M. M. White Historical Museum
17. Fairgrounds and Expo Center
18. Florida Theatre
19. Friday Musicale
20. Jacksonville Center for the Performing Arts
21. Jacksonville Fire Museum - Reopening Soon
22. Jacksonville Public Library Main Branch
23. Karpeles Manuscript Library
24. Merrill House Museum
25. MOCA Jacksonville
26. Museum of Science and History
27. Prime Osborn Convention Center
28. Ritz Theatre & Museum
29. TIAA Bank Field
30. USS Orleck Naval Museum
31. VyStar Veterans Memorial Arena

## Performances & Sports

Downtown's cultural and entertainment venues offer more than 28,000 seats and host performances from Downtown-based groups such as the Florida Ballet, FSCJ Artist Series, Jacksonville Symphony, River City Fine Arts Academy and Theatreworks. In addition, the Sports & Entertainment District provides year round games for sports fans.



NFL



MiLB AAA



ECHL



NAL

# A PLAN FOR DOWNTOWN DEVELOPMENT



*In June 2022, City Council adopted the updated Business Investment and Development (BID) Plan to provide a modern redevelopment blueprint for the type of unique urban environment that can take advantage of markets that now exist. The plan will be used as a long-term guide for decisions of the Downtown Investment Authority and will be updated in five years as required by state statute.*



## BID Plan Goals:

### A Framework for How and Why the DIA Does Business

Everything the DIA does ties into eight new, distinct goals, which serve as the backbone of the BID Plan and guide all projects, programs, strategies and action items of the DIA.

- 01 Increase commercial office utilization, occupancy and job growth to reinforce Downtown Jacksonville as the region's epicenter for business.
- 02 Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.
- 03 Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.
- 04 Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks and attractions.
- 05 Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers and visitors.
- 06 Improve the walkability/ bikeability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.
- 07 Capitalize on the aesthetic beauty of the St. Johns River, value its health, respect its natural force and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.
- 08 Simplify and increase the efficiency of the approval process for Downtown development and improve departmental and agency coordination.

[DIA.COJ.NET/BID-PLAN](http://DIA.COJ.NET/BID-PLAN)

## Incentive Programs: Tools that Allow Sustainable Growth

To achieve revitalization goals, the DIA provides developers and investors with numerous incentives. As part of the BID Plan update, the DIA updated criteria to existing programs and added a variety of new incentive programs. These changes provide greater certainty to developers regarding applicable criteria; adjust incentives to updated market condition by Downtown neighborhood; provide a greater menu of off-the-shelf programs with predetermined criteria to reduce the time and cost involved with extensive individual underwriting reviews; and provide a “carrot” for desired development activities and design features without imposing an absolute requirement.

DIA Incentives include:

- Multi-Family REV Grant
- Small-Scale Residential (NEW)
- Affordable Housing Support Loan (NEW)
- Commercial Revitalization Program (NEW)
- Retail Enhancement Program
- Food & Beverage Retail Enhancement Program
- Waterfront Restaurant Program (NEW)
- Sidewalk Enhancement Forgivable Loan
- Targeted Hotel REV Grant (NEW)
- Downtown Preservation & Revitalization Program
- Historic Preservation Trust Fund

- Storefront Façade Grant Program
- Mobility Fee Credit Incentive (NEW)
- Parking Screening Grant (NEW)
- Stormwater Quality Credits

// LEARN MORE ABOUT DOWNTOWN INCENTIVES AT [dia.coj.net/incentives](https://dia.coj.net/incentives).

## A Focus on Activation and Downtown Maintenance

Improvements to public infrastructure and activation and maintenance of public spaces are crucial to Downtown’s revitalization and key focus points for the DIA. Numerous activation, branding and beautification initiatives enhance and shape the City’s overall design and visual aesthetic while highlighting the individuality and identities of residents, schools and businesses by neighborhood.

Special projects such as the Activation and Programming of Public Spaces, LaVilla Heritage Trail and Gateways, Urban Art Program, Neighborhood Streetscape Improvements, Enhanced Maintenance of Public Spaces and more strive to not only enhance Downtown’s vibrancy and appearance, but to create a sense of place that’s equal parts engaging, comfortable, safe and accessible for people of all ages and backgrounds.



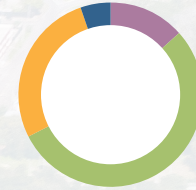
**IN THE FISCAL YEAR 2021-2022, THE DIA INVESTED \$70 MILLION TO LEVERAGE \$489 MILLION IN PRIVATE CAPITAL INVESTMENT AND NEW CONSTRUCTION.**

**Construction in the Sports & Entertainment District**





# Nearly \$5 Billion in Major Projects in the Pipeline



**\$263 Million**  
COMPLETED SINCE 2021

**\$1.35 Billion**  
UNDER CONSTRUCTION

**\$2.69 Billion**  
IN REVIEW

**\$658 Million**  
MILLION PROPOSED



806

RESIDENTIAL UNITS UNDER CONSTRUCTION



539K

SF OF OFFICE SPACE UNDER CONSTRUCTION



200

HOTEL ROOMS UNDER CONSTRUCTION



117K

SF OF RETAIL SPACE UNDER CONSTRUCTION

## PROJECTS CURRENTLY UNDER CONSTRUCTION



01



05



02



06



03



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04



08

### 01. Ambassador Hotel + The Annex

Investment: \$17,600,000

Augustine Development Group is renovating this long-vacant hotel building into a 100-room boutique TRYP by Wyndham.

### 02. Commodores Point Dry Dock

Investment: \$30,000,000

Fincantieri Marine Systems North America is improving marine infrastructure on the Working Waterfront in preparation for a 500-foot, Navy-certified dry dock.

### 03. The Doro

Investment: \$65,000,000

Rise: A Real Estate Company is constructing a 247-unit building with first floor retail, rooftop amenities and a 284-space garage. It will be the first major multifamily residential property in the Sports & Entertainment district.

### 04. Federal Reserve Bank

Investment: \$7,600,000

JWB Real Estate Capital is restoring the building's historic facade and the interior to house 6,500 SF of ground-level retail and 9,000 SF of high-end event space.

### 05. FIS Headquarters

Investment: \$145,000,000

Hines is nearing completion on the 12-story, 386,000 SF, riverfront headquarters and 1,650-space parking garage to accommodate this growing, global fintech leader.

### 06. Florida Baptist Convention

Investment: \$9,850,000

JWB Real Estate Capital is restoring the building's historic facade to house 24 studio and one-bedroom residential units and 4,200 SF of ground-level retail.

### 07. Independent Life Insurance Building

Investment: \$30,000,000

Augustine Development Group is renovating the 19-story building to create 135 apartments, a 21,000 SF, first-floor grocery store and a 10,000 SF restaurant and an executive sky lounge.

### 08. JEA Headquarters

Investment: \$72,200,000

Ryan Companies is nearing completion on the new public utilities headquarters that will include 153,000 SF of office space, 10,690 SF of mixed-use commercial space and 657 structured parking spaces.

**09. Miller Electric Performance Center**

Investment: \$120,000,000

Iguana Investments is constructing a 127,100 SF center to house the Jacksonville Jaguars’ football operations and training facility with indoor practice field and outdoor grass fields with bleacher seating for 2,300 people.

**10. One Riverside Avenue**

Investment: \$182,000,000

Fuqua Development is constructing phase one of this mixed-use project with 396 apartments and 54,256 SF of retail space to include a Whole Foods and riverfront restaurant space on the 18-acre riverfront site of the former Florida-Times Union.

**11. RiversEdge: Life on the St. Johns**

Investment: \$535,000,000

Preston Hollow Capital LLC has begun work on this healthy-living-inspired mixed-use project on 30-acres along the riverfront. The development is slated to bring 950 residential units, 147 hotel rooms, 200,000 SF of office space, 134,000 SF of retail, and a 125-slip marina. The project will include more than four acres of public park space and active water access.

**12. Thomas V. Porter House Mansion**

Investment: \$3,100,000

JWB Real Estate Capital is restoring this 1902 era building to house 16,000 SF of office space with nearly 1,300 SF of basement space reserved for a future restaurant.

**13. VyStar Parking Garage**

Investment: \$22,000,000

Danis is building an 807-space parking garage adjacent to the VyStar campus with 13,169 SF of ground floor retail space and will be the new home to the Jacksonville Children’s Chorus.

**14. Wolfson Children’s Hospital Critical Care Tower**

Investment: \$187,000,000

DPR Construction & Perry-McCall Construction is nearing completion on the seven-story, 250,000 SF critical care tower will serve as the “new front door” to both Wolfson Children’s Hospital and Baptist Medical Center and offer 75 new neonatal intensive care beds and 26 pediatric intensive care beds.



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## PROJECTS CURRENTLY IN REVIEW WITH THE CITY



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08

### 01. American Lions High Rise

Investment: \$166,600,000

American Lions plans to construct a 44-story tower housing 332 apartments, a 7,500 SF restaurant, 330-space parking garage on one acre of the 7-acre Riverfront Plaza. Plans include a sky garden terrace and ground-floor retail.

### 02. Artea

Investment: \$77,909,313

Corner Lot Development Group plans to construct a four-story, transit-oriented, multi-family property with 340 apartments and 425 parking spaces adjacent to the Skyway system.

### 03. Columbia Ventures Mixed-Use Project

Investment: To be determined

The developer is planning a five-story, 341 apartment building with onsite restaurant and retail space, plus 428 parking spaces on a vacant Brooklyn parcel.

### 04. Central National Bank

Investment: \$37,630,000

Augustine Development Group is redeveloping a 1950s-era building and constructing an adjacent eight-story building and parking deck to house 132 apartments and 3,240 SF of commercial-retail space.

### 05. The Den (Formerly Ashley & Hogan Apartments)

Investment: \$45,000,000

AWP331 LLC is renovating two existing structures and constructing a third to develop 185 apartments with 12,000 SF of retail and 89 parking spaces.

### 06. Furchgott's

Investment: \$18,000,000

Lotus Commercial USA LLC will renovate the former department store to include 40 apartments, cowork and fitness facilities and 3,900 SF of retail space.

### 07. The Hardwick at Ford on Bay

Investment: \$150,000,000

Carter plans to construct a riverfront mixed-use property that will include 360 apartments, 25,000 SF of retail—including a 1,500 SF restaurant—plus a 10,000 SF exterior elevated green space and 590 parking spaces.

### 08. Home2Suites by Hilton

Investment: \$17,300,000

Kelco Management and Development Inc. and Corner Lot Development Group plan to build a 100-room extended stay hotel in Brooklyn.



09



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**09. The Hub Brooklyn**

Investment: \$3,000,000

A collaboration among Restaurant & Hospitality Investment Group LLC, CD+Urban LLC and Cronk Duch Architecture will construct a 11,000 SF of retail, to feature a Southern Grounds & Co., Blueberry Bakery, and new restaurant concept Alder & Oak.

**10. Johnson Commons**

Investment: \$18,000,000

JWB Real Estate Capital is building 91 town homes and 10,000 SF of ground-level retail next to Lift Ev'ry Voice and Sing Park in LaVilla.

**11. Jones Bros. Furniture Building**

Investment: \$40,000,000

Corner Lot Development Group plans to redevelop the seven-story historic building to include 103 apartment units 10,200 SF of retail and 143 parking spaces.

**12. Laura Street Trio**

Investment: \$70,480,000

SouthEast Development Group is planning the adaptive reuse of three historic buildings for a 140-room Marriott Bonvoy – Autograph Collection Hotel and 29,000 SF of retail to include a high-end “Sophisticated Southern” restaurant, a 4,400 SF bodega, a rooftop bar, plus a parking garage.

**13. MOSH Genesis**

Investment: \$85,000,000

MOSH announced plans to construct a new 130,000 SF museum on the Shipyards property with offerings including a walk-through aquifer exhibit and a water quality bio-lab.

**14. RD River City Brewery Apartments**

Investment: \$85,000,000

Related Group is planning a new eight-story, riverfront tower with 325 apartments, a 5,000 SF restaurant space and 511 parking spaces. The City will finance the restoration of a 29-slip marina and boat ramp at the site.

**15. The Shipyards (Four Seasons)**

Investment: \$370,000,000

Iguana Investments Florida LLC is planning a 176-room Four Seasons hotel with 25 residences, a 156,000 SF Class A office tower and 200 parking spaces. Plans include a \$4 million investment to maintain Metropolitan Park. Phase II will add a 42,000-square-foot orthopedic sports medicine campus and 6,500 SF marina building.

# IMPROVING PUBLIC **TRANSIT & INFRASTRUCTURE**

Centrally located, Downtown serves as the hub for regional transportation and innovative infrastructure projects. Key streets are being reconfigured to calm traffic and give priority to pedestrians and cyclists, while dedicated bike/ped trails are in the works to connect neighborhoods. Public transportation options include buses, a free Skyway, St. Johns River Taxi, various shuttles, tuk-tuks and scooters that run in the City Center, Sports & Entertainment and LaVilla districts.

## Project Highlights

### 01. Jacksonville Regional Transportation Center (JRTC)

Investment: \$57,300,000

Opened in 2020, the Jacksonville Transportation Authority's multimodal station for all public transit in the region integrates a 40,000 SF JTA bus transfer facility, the First Coast Flyer Bus Rapid Transit (BRT), Skyway/U2C, rideshare and bike share, and a 10,000 SF Intercity Bus Terminal, Greyhound and MegaBus.

### 02. Bay St. Innovation Corridor & the Ultimate Urban Circulator

Investment: \$379,000,000

Jacksonville Transportation Authority's proposed collaboration with the City, North Florida TPO, JEA and JAX Chamber will create a national model for the deployment of autonomous vehicles. The existing Skyway will be converted and smart technologies such as dynamic signals, connected intersections, integrated data exchange, pedestrian sensors, flood warning sensors and power consumption reduction will be installed. Skyway corridors will be extended into the Sports and Entertainment District, through Brooklyn into Riverside and into San Marco and Springfield.

### 03. Emerald Trail

Investment: \$31,000,000

Groundwork Jacksonville's Master Plan will create a 30-mile network of bicycle and pedestrian trails that will connect Downtown to 14 historic neighborhoods, 18 schools, two colleges and nearly 30 parks. Groundwork is currently constructing the "Model Mile," which connects the S-Line Rail Trail in Springfield to the Prime Osborn Convention Center. The next phase will include a one-mile cycle track along Hogan Street connecting the Northbank Riverwalk to the Springfield neighborhood to the north.

### 04. Fuller Warren Bridge Multi-Use Path

Investment: \$146,000,000

The Florida Department of Transportation is constructing a shared use bicycle and pedestrian lane on the Fuller Warren Bridge to link Brooklyn and the Southbank/San Marco neighborhoods. Planned Southbank Riverwalk extensions and roadway improvements will create a Southbank Overland Loop for walkers, runners and cyclists.

## Enhancing Streets

### Adams & Forsyth Streets - Two-way Conversions

The City is designing plans to calm traffic and boost walkability on east-west corridors through LaVilla, City Center and the Sports & Entertainment District by converting one-way streets to two way streets. Future conversions include Monroe Street (East-West), and Julia and Pearl streets (North-South).

### Park Street Road Diet

The City is also reconfiguring Park Street—a main artery—through Brooklyn to support growing residential and retail needs by adding a cycle track, on-street parking and shade trees.

## More Available Parking

Demand is catching up to the supply of Downtown's 44,000 parking spaces. The DIA is implementing its comprehensive parking strategy to improve the experience and remove investment barriers. Revised parking standards eliminate minimum requirements and clarify requirements for street-front retail and ground-level open space. Adjusted rates for city-owned garages and on-street parking balance supply and demand ensuring the availability of on-street parking for short-term needs. And the Park Mobile App was introduced to make parking easier and more convenient, allowing users to pay for and monitor parking sessions on-the-go.



01



02



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**Key:**

- First Coast Flyer BRT
- Skyway & Stations
- Proposed Expansions
- Bay St. Innovation Corridor
- ... Emerald Trail Model Mile
- Emerald Trail Hogan St. Cycle Track
- Planned Multi-use Path
- Southbank Riverwalk Two-way
- ... Street Conversions
- Park Street Road Diet



73

**WALK SCORE**

DOWNTOWN IS THE MOST WALKABLE NEIGHBORHOOD IN JACKSONVILLE



53

**BIKE SCORE**

MULTIPLE PROJECTS UNDER WAY INCLUDE BIKE INFRASTRUCTURE



58

**TRANSIT SCORE**

PUBLIC TRANSPORTATION OPTIONS ARE CONSOLIDATED IN DOWNTOWN



**Corkscrew Park - an outdoor gym under the Acosta Bridge**

## CELEBRATING OUR RIVERFRONT & PARKS



18

**PARKS & TRAILS**  
WITHIN ONE MILE OF  
DOWNTOWN

*The St. Johns River—one of Florida's major commercial and recreational waterways—winds through Downtown and is lined by nearly three miles of riverwalk promenade. The riverwalks connect a number of parks including Corkscrew Park, a free, shaded public gym under the Acosta Bridge, plus docks, kayak launches and other amenities. Dotted with public art, the waterfront is home to regular events such as the weekly Riverside Arts Market and monthly Southbank Sip & Strolls.*

A number of projects are underway to create more water access for residents and visitors alike. The City is installing floating docks and piers along both banks, creating new and upgrading existing marinas, working to restore Downtown's creeks, and enhancing Downtown's riverfront park nodes with themes centered around what makes Jacksonville unique. Major mixed-use riverfront developments One Riverside Park and RiversEdge: Life on the St. Johns are allocating land for multi-acre public parks, and inland, the City is creating new public spaces and providing areas for art and exercise.

### **01. St. Johns River Park and Friendship Fountain Activity Node**

Investment: \$8,800,000

The City of Jacksonville has envisioned an "Exploring the St. Johns River" activity node that will include a botanical garden, history-themed play park, concessions and fountain upgrades will tell the story of the indigenous Timucuan people, Ribault's landing in 1562, the Ft. Caroline settlement, and botanist and horticulturist John Bartram's travels through Jacksonville.

### **02. Musical Heritage Garden**

Investment: 6,500,000

The Center for the Performing Arts riverfront lawn will be reimagined as a musical heritage-themed activity node with symbolic landscaping, a children's musical play area and a new Wallcast Outdoor Venue featuring live stream performances and movie projections.

### **03. Riverfront Plaza**

Investment: \$27,250,000

Following a design competition, the winning agency Perkins&Will is designing Downtown's seven-acre central lawn to include a destination playground, river terrace, park pavilion, bike and pedestrian connection to the Main Street bridge, iconic public art and native landscaping.

### **04. Shipyards West Park**

Investment: \$22,000,000

Agency Landscape + Planning is designing this vacant riverfront property to activate the land between Riverfront Plaza and Metropolitan Park to be the future home of the Museum of Science and History (MOSH), the Jacksonville Fire Museum and the USS Orleck Naval Museum.

### **05. McCoy's Creek Greenway Restoration & Trail**

Investment: \$100,000,000

The City of Jacksonville has begun a multi-phase project to daylight McCoy's Creek, perform environmental remediation and flood mitigation, and add a new pedestrian bridge, greenway trail and kayak launches.

### **06. Hogan's Creek Greenway Restoration & Trail**

Investment: \$17,300,000 (Trail Only)

The City is restoring Hogan's Creek to improve resiliency and water access, and is designing a trail to connect the riverwalk, creek and Sports & Entertainment District.

### **07. Lift Ev'ry Voice and Sing Park**

Investment: \$3,000,000

Designed by renowned landscape architect Walter Hood to celebrate the contributions of brothers James Weldon Johnson and J. Rosamond Johnson in the creation of the country's "Black National Anthem," the City is constructing a public space to serve as a major landmark in the redevelopment of the LaVilla neighborhood.

### **08. Artist Walk**

Investment: \$3,500,000

The City is creating a plaza space under the Fuller Warren Bridge that will feature a skate plaza, stage and turf lawn. The Walk will connect the Fuller Warren bike/pedestrian bridge, Emerald Trail and Northbank Riverwalk.



01



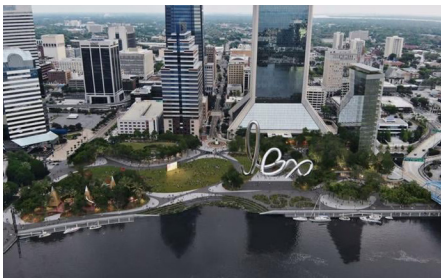
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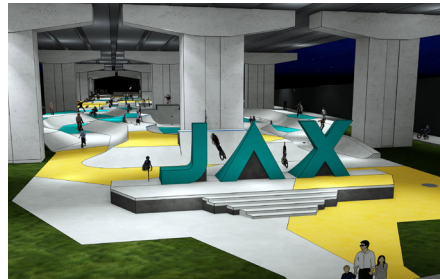
03



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08



USS Orleck Naval Museum

### DIA's BID Plan Strategy Parks Initiatives

- 01 Unify the Northbank and Southbank Riverwalk as a premier destination
- 02 Connect parks through safe and comfortable trails, sidewalks and bikeways
- 03 Develop a connected network of riverfront parks that offer year-round programs, activities and events for people of all backgrounds
- 04 Activate under-used parks—through both capital improvements, maintenance upgrades and programming—to meet resident and visitor needs
- 05 Develop new neighborhood parks

# Downtown Investment Authority

## COMMUNITY REDEVELOPMENT AGENCY

*The Downtown Investment Authority (DIA) is the Community Redevelopment Agency and the Economic Development arm of the City for Downtown Jacksonville. Guided by a nine-member board of directors, the DIA works to make Downtown a thriving and vibrant economic center for all. In the fiscal year 2020-2021, the DIA invested approximately \$70 million to leverage more than \$400 million in private capital investment and new construction.*

### Board Of Directors

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Stephanie Burch | Secretary  
W. Braxton Gillam, Esq. | Immediate Past Chair  
Oliver Barakat  
Todd Froats  
Craig A. Gibbs, Esq.  
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Antonio Posey  
Project Manager  
Susan Kelly  
Redevelopment Coordinator  
Wanda G. James Crowley  
Financial Analyst  
Xzavier Chisholm  
Administrative Assistant

# Downtown Vision, Inc.

## BUSINESS IMPROVEMENT DISTRICT

*Founded in 2000, Downtown Vision, Inc. (DVI) is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded mainly by Downtown's commercial property owners through a self-assessment. Downtown Vision is governed by a large board of directors representing diverse Downtown stakeholders and has a corporate structure with both a 501(c)6 non-profit business association and a 501(c)3 charitable corporation, providing members and supporters with a wide range of support and benefits.*

### Board Of Directors

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Assistant Chief J.L. Eason  
*Jacksonville Sheriff's Office*

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*Heritage Capital Group*

Roger Rassman  
*Community First Credit Union*

John Ream  
*The Connect Agency*

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*JWB Real Estate*

Alex Travis  
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Cyndy Trimmer  
*Driver, McAfee, Hawthorne &  
Diebenow, PLLC*

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Laken Chaney  
*Communications Manager*

Emily Gleeson  
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Savanne Giroire  
*Marketing & Events Assistant*

Claire Grunewald  
*Intern*

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*Operations Manager*

Mike Ryan  
*Operations Supervisor*

Lionel Roberts  
*Safety Team Lead*

Troy Harris  
*District Coverage*

Johnny Duckett  
*Clean Team Lead*

David Vazquez  
*LifeBuilders Team Lead*

Don Bui

Kerry Byrd

Jason Clark

Shawn Doyle

Erica Flood

Myra Hedglin

Brandy Hicks

Russell Hill

Potrena Jones

Ron Jones

Lex Lawrence

Mikhail Muhammad

Shomari Sawyer

Evelyn Thomas

Tinika Thomas

David Thompson

Duan Thompson

Thomas Tuohy

*As of June 30, 2022.*

# KEY DOWNTOWN COLLABORATORS

The City of Jacksonville's investment is essential to downtown revitalization, and the Downtown Investment Authority and Downtown Vision form a public-private partnership dedicated exclusively to Downtown with the support of the private advocacy non-profit Buildup Downtown. Several regional agencies are based in or near Downtown and provide essential leadership and investment in the urban core as well.

## Downtown Investment Authority

including the Downtown Design & Review Board and Office of Public Parking  
[dia.coj.net](http://dia.coj.net)

## Downtown Vision (BID)

and the Downtown Ambassadors  
[dtjax.org/dvi](http://dtjax.org/dvi)

## Buildup Downtown

[buildupdowntown.org](http://buildupdowntown.org)



**MISSION //** Facilitate and advocate for preservation, smart development and great public spaces in Downtown Jacksonville through communicating, connecting and informing current and future businesses and stakeholders.

**COMMUNITY IMPACT STATEMENT //** Thriving downtowns are the heartbeat of every major city around the world, and Jacksonville should be no different. Right now Jacksonville is on the doorstep of major change and Build Up Downtown was created to help facilitate that change. For over a decade, stakeholders, both public and private, have created an unstoppable momentum that will revitalize our Downtown and ensure our sustainability moving forward. Jacksonville's Downtown will soon be a unique epicenter for business, history, culture, education and entertainment.



**CITY OF JACKSONVILLE**  
*Parks & Recreation, Office of Special Events, Public Works, Historic Preservation Commission, Continuum of Care, etc.)*  
[coj.net](http://coj.net)



**JACKSONVILLE SHERIFF'S OFFICE**  
[jaxsheriff.org](http://jaxsheriff.org)



**JAX CHAMBER**  
[myjaxchamber.com](http://myjaxchamber.com)



**JAXUSA PARTNERSHIP**  
[jaxusa.org](http://jaxusa.org)



**JACKSONVILLE TRANSPORTATION AUTHORITY**  
[jtafla.com](http://jtafla.com)



**JEA (JACKSONVILLE ELECTRIC AUTHORITY)**  
[jea.com](http://jea.com)



**VISIT JACKSONVILLE**  
[visitjacksonville.com](http://visitjacksonville.com)



**CULTURAL COUNCIL OF GREATER JACKSONVILLE**  
[culturalcouncil.org](http://culturalcouncil.org)



**JESSIE BALL DUPONT FUND**  
[dupontfund.org](http://dupontfund.org)



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## Many thanks to Downtown Vision’s sponsors and partners:



Ameris Bank, Ash Properties, Auld & White Constructors, AVL, bestbet Jacksonville, Cecil W. Powell & Company, Connect Agency, Corner Lot Development, Driver McAfee Hawthorne & Diebenow, ELM - Ervin Lovett Miller, Franklin Street, Gate Petroleum, Gresham Smith, Haskell, Iconic Real Estate Investments, ICX Group, JWB Real Estate Capital, Kennetic Productions, Lee & Cates Glass, LS3P, Manifest Distilling, Memorial Hospital, Moody Williams Appraisal Group, Opus Construction, Perdue Office Interiors, PETRA, Police and Fire Pension Fund, Regency Centers, RMC Property Group, SeaCoast Bank, Sight and Sound Productions / Mugwamp, State Farm - Matt Carlucci, Steve Crosby, Sunbelt Rentals and Wingard



The 2022 State of Downtown Report is a recap of progress and development in Downtown Jacksonville from January 1, 2021 through June 30, 2022. Published by Downtown Vision in September 2022. This report is available for download at: [DTJAX.COM/REPORTS](https://www.dtjax.com/reports).

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*Jax River Jams concert series at Riverfront Plaza*