

59 applications  
27 people across 8 project teams

# 2023 Snap Shot

## Programming

We implemented a series of pop-ups, interventions, activations, workshops, classes, one-offs:

**17** workshops/classes

**29** pop-ups

Please keep in mind that a workshop or class is 1-50 people and a pop-up event is 50-300 people (our model). Two out of 29 pop-ups exceeded 300 people and some achieved more than 400 in attendance.

Each class/workshop instructor and pop-up project lead collects & reports attendance as well as DVI staff.

Lastly, the total number of attendees are not unique users meaning if you went to two pop-ups you were counted twice.

## Engagement

**5,259**

\*people who attended a PMJax gathering

**213** creatives hired

\*artist, emcee, DJ, rapper, visual artist, muralist, skateboarder, musician, thespian, film/raadio professional, street shooter, content creator, influencer, blogger, baker, tastemaker, mixologist, chef, musician, poet/writer, dancer/performer, athlete, engineer, healer, make-up artist, street wear designer, graphic designer, photographer, videographer, painter, health instructor all were paid through the project

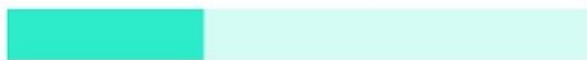
**Program Dollars Raised: \$134,000**

Key Partners:

Block by Block, PlacemakingUS & PlacemakingX, Jax Creators, Cre8Jax, WJCT, 904 Happy Hour, TeamMoneyProductionz, Rich Girls Entertainment Group, Ferg Creative, League of Vibrant Energies, Sweet Pete's, Back to the Grind, Super Food & Brew, Living Beauty Florals, Sunbelt Rentals, KOBRA, Jax Wall Project, Build Up Downtown, Downtown Investment Authority, Haskell, Jessie Ball DuPont Foundation, Community Foundation of NE Florida, Jax Chamber, Cultural Council of Greater Jacksonville, DuBlase Foundation, Ritz Theatre, Manifest Distilling, Black Mural Map, Community First Credit Union, Wolf & Cub, The Block Supply Skate Shop, The Winston Y, Cathedral District, Colliers International (The Urban Division), JWB RealEstate

Funders: #DTJAX Gala, Community Foundation of Northeast Florida, Community First Credit Union, Jax Chamber

**\$5,050** Art sold



### Public spaces activated

200 Block of Hogan Street  
200 Block of North Laura  
300 Block of Bay Street  
Brooklyn Park  
Cathedral District  
2 Alleys  
Brooklyn Riverwalk



**2,805 hrs** hours put in by residents leading their placemaking project

**2,475 hrs** DVI staff hours