



# 2025

# ANNUAL REPORT

OCTOBER 2024 - SEPTEMBER 2025

DOWNTOWN JACKSONVILLE, FLORIDA  
[DTJAX.COM](http://DTJAX.COM)





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LETTER FROM

# DOWNTOWN VISION'S CEO & CHAIR



## OUR WORK SUPPORTING DOWNTOWN AND SERVING OUR STAKEHOLDERS CONTINUES FOR A **26<sup>TH</sup> YEAR**

As Downtown Jacksonville's only Business Improvement District, Downtown Vision is proud of its role as a leader in efforts that create and support a vibrant and thriving Downtown Jacksonville. This FY2025 Annual Report highlights our key areas of focus and the value we provide to our stakeholders from property and business owners to residents, visitors, investors and civic partners.

With billions of dollars in development underway, guided by strong public-private partnerships between the development community and the City of Jacksonville's Downtown Investment Authority (DIA), Downtown continues to emerge as a model of smart growth, resilience and vitality. The steady influx of new residents to North Florida in recent years has fueled opportunities for businesses and amenities to expand and evolve, meeting the needs of our growing and diverse community. While challenges remain, sustained strategic investment and effective collaboration will ensure we build the downtown our city deserves.

Our continued progress would not be possible without the dedication and efforts of our partners. We extend our gratitude to Downtown property and business owners, our Board of Directors, Mayor Donna Deegan, the Jacksonville City Council, the DIA, community leaders and our valued members and sponsors. We also recognize the commitment of Downtown Vision's staff and ambassadors,

whose passion and hard work drive our mission to create and support a thriving Downtown, one that is an exceptional place to live, work, visit and invest.

In FY2025, Downtown Vision continued to build on the successes of the past year, strengthening Downtown's sense of place and community. The Third Thursday Sip & Stroll Presented by PNC Bank continues to grow along the Southbank Riverwalk, while First Wednesday Art Walk remains a cornerstone of Downtown's cultural identity, drawing thousands each month to support local businesses, galleries and artists. Through PlacemakingJax Presented by VyStar Credit Union, we are expanding partnerships and empowering local creatives to reimagine underused spaces as vibrant public places that reflect Jacksonville's unique energy and spirit.

We invite you to explore our work in the pages ahead, connect with us on social media (@DTJax), subscribe to our newsletter, visit us online at DTJax.com and join us at upcoming meetings and events. Thank you for your continued support and for being part of the movement to create and sustain a dynamic Downtown Jacksonville.



Jacob A. Gordon, Esq., CEO  
Downtown Vision, Inc.



Paul Davison, Board Chair  
Independent Board Member



## ABOUT

# DOWNTOWN JACKSONVILLE

### 3.9 SQUARE MILES

Composed of eight distinct districts, Downtown sits on the St. Johns River centered in the heart of Jacksonville, Florida.

### 1.3 SQUARE MILES

The Business Improvement District provides valuable services to property owners, residents, employees and visitors.

### 875 SQUARE MILES

The consolidated city of Jacksonville is the largest city by area in the contiguous U.S.

Photo by Shane Heuer



## LIVE

**8,941**  
Residents  
  
**5,655**  
Multifamily Units  
  
**93%**  
Average Occupancy  
  
**3,400+**  
Units Under Construction & In Review

## WORK

**46,833**  
Downtown Employees  
  
**8 Million**  
Square Feet of Office Inventory  
  
**30+%**  
of Jacksonville Office Space is in Downtown

## VISIT

**19 Million+**  
Visitors (2024)  
  
**2,500+**  
Hotel Rooms  
  
**550+**  
Rooms Under Construction & In Review  
  
**20**  
Cultural & Entertainment Venues

## INVEST

**\$6.5 Billion**  
in the Project Pipeline  
  
**\$375 Million**  
Completed Since 2024  
  
**\$2.46 Billion**  
Under Construction  
  
**\$2.50 Billion**  
Proposed  
  
**\$1.15 Billion**  
In Review



## ABOUT

# DOWNTOWN VISION

## DOWNTOWN JACKSONVILLE'S BUSINESS IMPROVEMENT DISTRICT (BID)

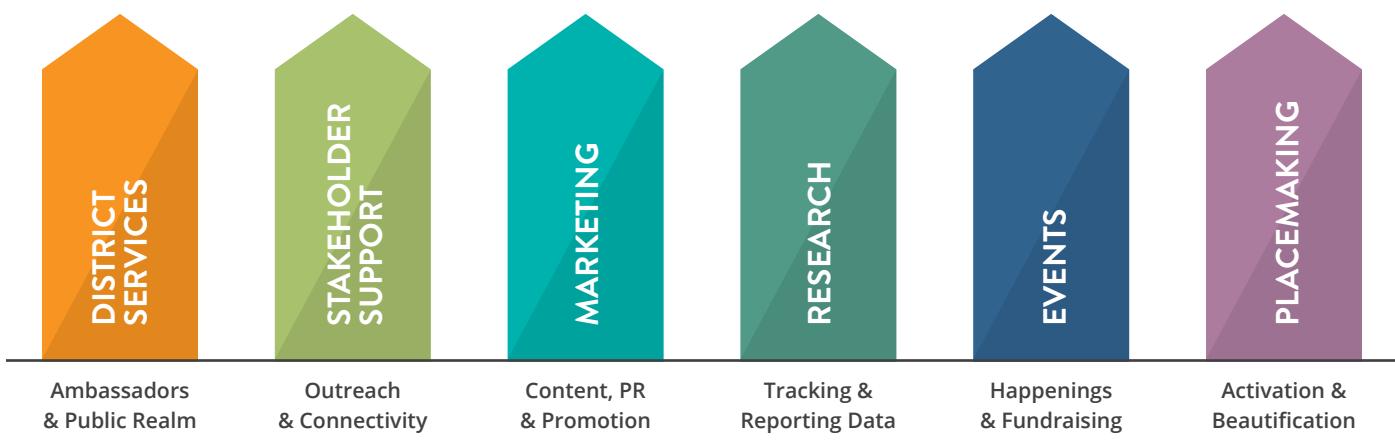


Founded in 2000, Downtown Vision is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded in part by Downtown's property owners through a self-assessment. We're governed by a large board of directors representing diverse Downtown stakeholders, including the City of Jacksonville. Our corporate structure includes both a 501(c)6 non-profit business association and a 501(c)3 charitable organization, providing our members and supporters with a wide range of support and benefits.



Photo by Toni Smailagic

## OUR STRATEGIC AREAS OF FOCUS



Ambassadors & Public Realm

Outreach & Connectivity

Content, PR & Promotion

Tracking & Reporting Data

Happenings & Fundraising

Activation & Beautification

## OUR MISSION

Create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest.

## OUR VISION

A dynamic, 24-hour, pedestrian-friendly Downtown Jacksonville that serves as the premier center for the arts, dining, retail, entertainment, business and urban living in Northeast Florida.

Photo by Toni Smailagic

## A PUBLIC-PRIVATE PARTNERSHIP FOR DOWNTOWN

Downtown Vision is tightly aligned to the vision, mission and priorities of the Downtown Investment Authority (DIA), the Community Redevelopment Agency and economic development arm of the City of Jacksonville for Downtown. This enables private sector integration in the execution of the Business Investment and Development Plan and benefits the property owners in the BID, the businesses that operate here and their employees and customers.



THE CITY OF  
JACKSONVILLE



BOARD OF  
DIRECTORS  
Appointed By  
The Mayor's Office  
& City Council



DOWNTOWN  
INVESTMENT  
AUTHORITY



DOWNTOWN  
VISION



BOARD  
OF DIRECTORS  
Diverse Downtown  
Stakeholders



DOWNTOWN  
PROPERTY OWNERS  
Tenants & Owners

## LOCAL, REGIONAL AND NATIONAL AFFILIATIONS

BOMA Jacksonville  
Florida Downtowns  
International Downtown  
Association  
JAX Chamber  
Leadership Jacksonville  
NAIOP NEFL  
Urban Land Institute



## DISTRICT SERVICES

# KEEPING DOWNTOWN CLEAN & SAFE

**THE CORNERSTONE OF A GREAT DOWNTOWN IS A CLEAN, SAFE AND HOSPITABLE ENVIRONMENT. OUR TEAM WORKS SEVEN DAYS A WEEK TO ENSURE THAT EVERYONE WHO LIVES, WORKS AND VISITS DOWNTOWN JACKSONVILLE ENJOYS A POSITIVE AND WELCOMING EXPERIENCE.**

Essential in supporting our mission are the Downtown Ambassadors, who serve as extra eyes and ears on the street while maintaining the public realm, assisting those in need and helping to activate public spaces. Working across three core divisions, they enhance safety, cleanliness and connection throughout Downtown.

### AMBASSADOR DIVISIONS:

- SAFETY & HOSPITALITY DIVISION
- CLEAN DIVISION
- SOCIAL SERVICES OUTREACH DIVISION

In FY2025, the program continued to expand its impact through partnerships and on-the-ground service. Ambassadors dedicated 40 hours per week to staffing the Skyway monorail system in partnership with the Jacksonville Transportation Authority (JTA) and supported dozens of special events that drove visitors to Downtown restaurants, retailers and cultural destinations.

### CORE AMBASSADOR SERVICES:

- 10,000+ HOSPITALITY ASSISTS
- 130+ TONS OF LITTER REMOVED
- 3,100+ GRAFFITI TAGS REMOVED
- 7,200+ BUSINESS CHECK-INS

### SOCIAL SERVICES OUTREACH:

- 1,062 CLIENTS SERVED
- 944 DOCUMENTATION ASSISTS
- 588 TRANSPORTATION FACILITATIONS



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

Over the past year, Ambassadors removed more than 130 tons of litter and debris, provided nearly one hundred safety and umbrella escorts, and completed thousands of business check-ins, reinforcing our commitment to creating a Downtown that feels clean, cared for and connected.

Downtown Vision also continued its successful collaboration with City Rescue Mission (CRM) through the Next Step Ambassador Program. This initiative provides individuals experiencing homelessness with full-time employment alongside the Downtown Ambassadors, offering job training, a living wage and essential lifestyle support such as transportation and shelter provided by CRM. The program serves as a pathway to stability, helping participants gain work experience, develop life skills, and secure long-term housing and employment.

Additionally, the Social Services Outreach Division continues to play a vital role in addressing homelessness Downtown. This dedicated team builds relationships with the unhoused community, assesses individual needs and connects people with service providers offering long-term care. Through daily outreach, the division provides gap case management services including transportation, documentation assistance and resource navigation to help individuals access support. In FY2025, the team provided outreach and assistance to more than 1,000 individuals experiencing homelessness in Downtown Jacksonville.



Photo by Wesly Michael Rakim Edwards

## STAKEHOLDER SUPPORT

# SUPPORTING & ENGAGING DOWNTOWN STAKEHOLDERS

AS THE PRIMARY SUPPORT ORGANIZATION FOR DOWNTOWN'S PRIVATE PROPERTY OWNERS, DOWNTOWN VISION REMAINS CLOSELY CONNECTED TO THE NEEDS OF OUR COMMUNITY. WE ADVOCATE ON BEHALF OF OUR STAKEHOLDERS, SHARE TIMELY INFORMATION AND COLLABORATE TO ADDRESS ISSUES THAT SHAPE THE DOWNTOWN EXPERIENCE.

Our Quarterly Stakeholder Meetings continue to serve as an essential platform for information sharing and collaboration among Downtown's business, civic and community leaders. In FY2025, discussions featured updates on transformational initiatives such as the Emerald Trail, the UF Jacksonville Center for Emerging Technologies and major residential developments shaping Downtown's growth. Presentations also explored topics including Downtown event programming, public art and placemaking, pedestrian and mobility improvements, and emerging transportation technologies that are redefining how people move through our urban core.

Monthly security meetings, held in coordination with Downtown property managers, private security teams and the Jacksonville Sheriff's Office continue to strengthen communication and coordination around safety, security and quality-of-life concerns.

Beyond meetings, Downtown Vision works one-on-one with stakeholders to address day-to-day needs, from nuisance and blight reporting to managing events and street closures. Through partnerships with the Downtown Investment Authority, Downtown Dwellers, St. Johns Riverkeeper, NextUp Jax and 904 Happy Hour, we also host Quarterly Community Cleanups to engage residents and businesses through Downtown's various neighborhoods. In FY2025, these cleanups removed an average of more than 275 bags of litter and debris from areas including NorthCore, Brooklyn, City Center and Cathedral Hill, reinforcing our collective commitment to keeping Downtown clean and inviting.



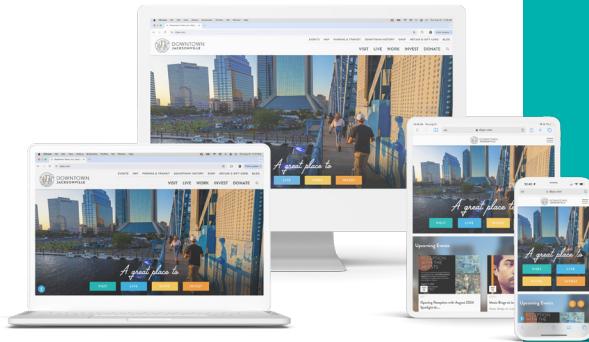
## MARKETING

# SHARING THE STORY OF DOWNTOWN

At the heart of our marketing efforts, Downtown Vision positions Downtown Jacksonville as a thriving center for business, culture, education, history and entertainment across Northeast Florida. For more than two decades, DTJax.com has served as the go-to online resource for residents and visitors alike featuring interactive maps, event calendars, parking details, development updates and key information that connects people to all Downtown has to offer.

We continue to strengthen engagement across digital platforms, reaching audiences and inspiring them to experience Downtown firsthand. Through our social media channels including Facebook, Instagram, LinkedIn, Threads and X, we share real-time updates on Downtown happenings, partner with local businesses on promotions and giveaways and collaborate with influencers to showcase Downtown's unique amenities and experiences.

Our weekly #DTJax e-newsletter keeps more than 16,000 subscribers informed with the latest news, events and development updates. In addition, we send targeted communications as needed to deliver important safety, event and logistical information ensuring our community stays connected and informed.



**1.1 MILLION+**

Page Views on  
DowntownJacksonville.com



**190,000+**

Social Media Followers



**6 MILLION**

Cross-channel Impressions



**13,000+**

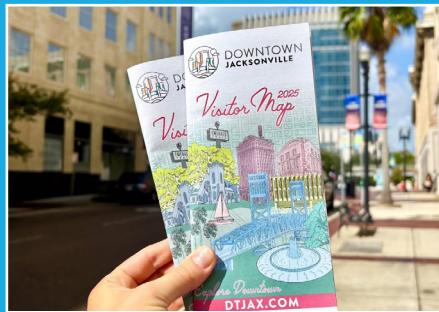
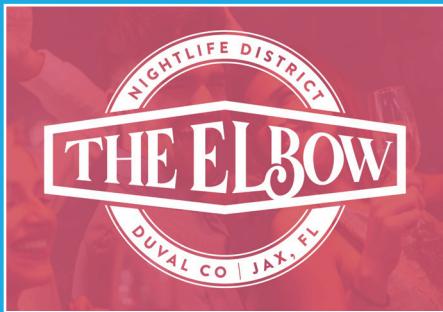
e-Newsletter Subscribers



DTJax.com



@DTJax



### DTJAX.COM/THEELBOW

The Elbow's marketing program highlights the distinctive venues and entertainment options in Downtown Jacksonville's nightlife district. Through curated content, we aim to increase interest, enhance engagement and encourage visits to Downtown.

### DOWNTOWN VISITOR MAP

Printed annually, the Downtown Map supports visitors exploring Downtown Jacksonville. Designed as a convenient wayfinding tool, it highlights key resources such as recurring events, Ambassador services, transportation options and more, making it easier to navigate, discover and experience Downtown.

### DTJAX.COM/SHOP

The DTJax online shop offers unique branded merchandise that celebrates our city, inspires community pride and helps residents and visitors alike show their love for Downtown Jacksonville.



# MEASURING DOWNTOWN'S MOMENTUM

As the primary source of data and insight for Downtown Jacksonville, Downtown Vision tracks and analyzes trends that illustrate Downtown's performance across key indicators of urban revitalization including development and investment activity, residential growth, office market trends, transportation and infrastructure improvements, and tourism and foot traffic patterns. Through our annual reports, we transform this data into a compelling narrative that captures Downtown's ongoing evolution and momentum.

Leveraging insights from a wide range of information sources, Downtown Vision produces the annual State of Downtown Report, providing an 18-month snapshot of the trends shaping Downtown Jacksonville's progress. This flagship publication showcases the full scope of Downtown's revitalization highlighting public and private development projects, residential growth, riverfront investment, historic preservation, and the creation of public spaces and amenities.

Using geofencing technology, we analyze foot traffic, visitor behavior and trade area patterns, delivering actionable insights to developers, investors and community partners. In addition, we conduct annual surveys with Downtown residents, employees and visitors to better understand their experiences and perceptions. This feedback helps identify emerging needs, track shifts in behavior and guide strategies that strengthen Downtown's continued evolution.

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

## 2025 SURVEYS:

Downtown Resident, Employee & Visitor Responses

**1,241**

### RESIDENTS

#### WHAT THEY LIKE

1. Walkability / bike-ability
2. Waterfront / river access
3. City living / atmosphere / vibe

#### WHAT THEY DISLIKE

1. Panhandling
2. Lack of a walkable grocery store
3. Lack of retail / shopping

**89.2%**

LIKE or LOVE  
Living Downtown

**72%**

LIKE or LOVE  
Working Downtown

## FY2025 VISITS SNAPSHOT

**19.4M**

Total Annual Visits

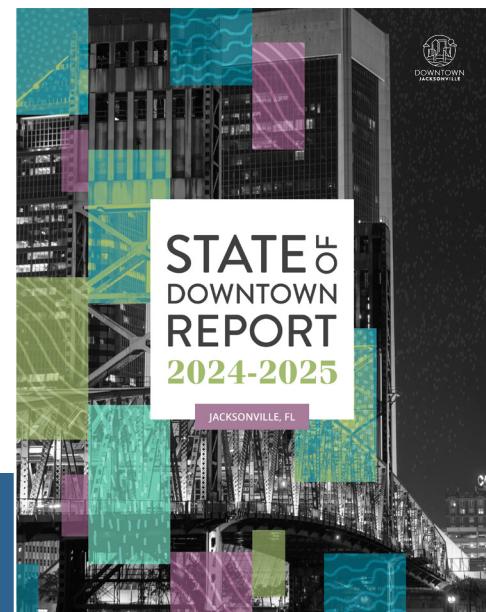
**374.7K**

Average Weekly Visits

**53,882**

Average Daily Visits

Sourced via Placer.ai



### EMPLOYEES

#### WHAT THEY LIKE

1. Waterfront / river access
2. Restaurants
3. Walkability / bike-ability

#### WHAT THEY DISLIKE

1. Panhandling / loitering
2. Construction / traffic congestion
3. Lack of restaurant options



## EVENTS

# GATHERING THE CITY AT ITS CENTER

We showcase Downtown's diverse business community, cultural assets and public spaces through our signature events, which play a vital role in driving economic activity and community engagement. These events boost local restaurants and retailers, highlight the regional arts scene, and create welcoming experiences that invite residents and visitors alike to explore and enjoy all that Downtown has to offer.



Photo by Toni Smailagic



Photo by Toni Smailagic



Photo by Toni Smailagic

### SIP & STROLL PRESENTED BY PNC BANK

Launched in November 2021, this free, monthly event welcomed more than 22,000 people to the Downtown riverfront in FY2025. We continued to activate an expanded footprint including the newly upgraded Friendship Fountain. We continue to strengthen partnerships by collaborating with a range of local cultural and social organizations for unique programming that celebrates Jacksonville's diversity and community spirit.

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

### FIRST WEDNESDAY ART WALK

The beloved Downtown tradition continues to bring thousands of friends and families together each month in Downtown to experience Jacksonville's vibrant arts and culture scene. Partnering with local businesses and Friends of James Weldon Johnson Park, First Wednesday Art Walk welcomed over 25,000 attendees in FY2025, underscoring its lasting impact on Downtown's creative community.

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

# DOWNTOWN VISION'S SIGNATURE ANNUAL EVENTS

At the 11th annual DTJax Awards, Downtown supporters and community leaders gathered to celebrate projects, organizations and individuals who have made a significant impact on Downtown's progress.

## 2025 DTJAX AWARD WINNERS



### DOWNTOWN AMBASSADOR OF THE YEAR: TRAI ROBINSON

Award to honor a Downtown Ambassador who continually goes above and beyond in their service of Downtown's stakeholders, residents, employees and visitors.



### DOWNTOWNER OF THE YEAR: BRYAN MOLL, GATEWAY JAX

An individual who in 2024 has demonstrated inspirational leadership and has made strides to create and support a vibrant Downtown.



### SMALL BUSINESS OF THE YEAR: THE GREENHOUSE BAR

A street-level retailer who has enhanced the Downtown experience for everyone living, working and visiting DTJax.



### RETAIL PROJECT OF THE YEAR: POUR TAPROOM/PIZZA DYNAMO

A new retail project that has created an amenity for Downtown residents, employees and visitors through remarkable design and unique offerings.



### DOWNTOWN PROJECT OF THE YEAR: UNION TERMINAL WAREHOUSE

A project that has significantly enhanced the economic revitalization of Downtown through the activation of underutilized buildings, job creation or leading design practices.



### ACTIVATOR OF THE YEAR: HUSH HUSH SILENT DISCO

Award that recognizes an individual or organization for a significant body of work that reinforces Downtown as the premier center for arts, dining, retail, entertainment, business and/or urban living in Northeast Florida.



### DOWNTOWN ACHIEVEMENT AWARD: GUY PAROLA, DOWNTOWN INVESTMENT AUTHORITY

Award that recognizes an individual or organization for a significant body of work that reinforces Downtown as the premier center for arts, dining, retail, entertainment, business and/or urban living in Northeast Florida.



Photo by Wesly Michael Rakim Edwards

### LOOKING BACK AT THE 10<sup>TH</sup> ANNUAL DTJAX GALA:

Our 10th annual DTJax Gala: Under Construction, the must-attend party of the year, welcomed more than 350 guests to celebrate Downtown's growth and raise money for transformative placemaking initiatives in #DTJax.

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

## PLACEMAKING

# CREATING MEANINGFUL EXPERIENCES FOR THE COMMUNITY

Public space beautification and activation are fundamental to creating exceptional experiences in a lively downtown. At Downtown Vision, we collaborate with community partners to enhance the public realm giving people reasons to linger longer, explore more and make lasting memories that bring them back to Downtown Jacksonville.

### DOWNTOWN VISION'S PLACEMAKING PRINCIPLES:

- Activate the Public Realm and Streetscape with Resident-Led Programming
- Enhance Public Space via Principles of Urban Planning and Tactical Urbanism
- Engage the Community to Make Public Spaces More Public

Introduced in 2022, PlacemakingJax Presented by VyStar Credit Union provides education, technical support and program funding to engage the community, remove barriers and transform underused public spaces into celebrated community places.

Each year, the program holds an open call for placemaking projects and convenes a task force of specialists drawing on their industry knowledge, years of experience and strong community ties to evaluate and guide the work. Through this competitive process, local creatives are selected to develop and implement at least eight activations in Downtown's underutilized spaces. Once chosen, partners receive funding, technical expertise and support from Downtown Vision's staff to bring their creative visions to life. In FY2025, the program received and vetted 77 project submissions.

Launched in 2023, Placemaking School continued in FY2025 as a six-session educational program designed for local producers seeking to shape and activate Downtown's public spaces. The curriculum introduced best practices for transforming underutilized areas, provided exposure to both local and national placemaking leaders and

incorporated hands-on learning opportunities. Sessions covered topics such as permitting, fundraising, Placemaking 101, project management, activation storytelling and national placemaking trends, equipping Jacksonville's emerging producers with the tools and confidence to bring their creative ideas to life.

Each year, the program hosts Community Office Hours to foster collaboration, networking and community integration, which are key components of successful placemaking. By partnering with Downtown businesses to host these gatherings, this component of the program strengthened relationships among participants, built connections with local enterprises and deepened engagement within Jacksonville's creative community.



Photo by D'Avril Grant

### PLACEMAKINGJAX AIMS TO ADDRESS THE SHORTAGE OF ACTIVITIES IN DOWNTOWN BY OPERATING WITH TWO GOALS IN MIND:

1. Enhancing Community Engagement by Activating Underutilized Spaces in Downtown
2. Cultivating Local Producers by Providing Educational, Networking and Hands On Opportunities for Jacksonville's Creative Community



## PLACEMAKING

# THE PORTFOLIO YEAR

In FY2025, PlacemakingJax 3.0 Presented by Vystar Credit Union focused on enhancing Downtown's vibrancy through an inclusive programming portfolio that reflects the community's diversity. Highlights below represent just a few of the many activations that energized Downtown throughout FY25.



### THE POP OUT: A BLACK MUSIC MONTH LIVE CONCERT SERIES (FOUR ACTIVITIES)

**Number of Attendees:** 1,750  
**Creatives Involved:** 145  
**Planning Hours:** 600  
**Public Spaces Activated:** 1

**Team Leads:**  
Larry Love



### 41 E DUVAL ST: VACANT STOREFRONT ACTIVATION

**Number of Attendees:** 2,841  
**Creatives Involved:** 264  
**Planning Hours:** 10,000  
**Occupying Project Teams:** 5

#### Team Leads:

Elena Ohlander (Konbini Labo), Nicholas Kanobroski, James Simpo, Bismarck Habyarimana, and Jordan Johnson (Paulus Music Co.), Cory McCracken, David McCracken, Simeyon Gillespie, Ariel Salgado, Leslie St. Joan, Joshua Dunn, and Jaime Hutkin (Hush Hush Headphones: The Secret Space), Keegan Jervis, and Hootie Shepherd (Kollect), Kandice Knecole Clark (The Petite)



### CURATED BY KALIN ANDERSON

**Number of Attendees:** 35  
**Creatives Involved:** 14  
**Planning Hours:** 200  
**Public Spaces Activated:** 1  
**Team Leads:**  
Kalin Anderson



### SKYWAY SOCIAL: YEAR TWO

**Number of Attendees:** 898  
**Creatives Involved:** 62  
**Planning Hours:** 400  
**Public Spaces Activated:** 3  
**Team Leads:**  
Niko Costas, Josué A. Cruz, Harmony Strohm, Chris Anderson, Trevor Hall, Drew Lynch and RTEAM

## PLACEMAKING 3.0 SNAPSHOT



Number of Activations, Pop-ups, Interventions, Workshops, Classes and One-offs:

**82**



Number of Attendees:

**8,534**



Hours Invested:

**16,583**



Creatives Involved:

**591**



### PLACEMAKING SCHOOL IN REVIEW

**Number of Attendees:** 115  
**Graduates of all 6 courses:** 47  
**Hours invested by students:** 3,500  
**Number of Instructors:** 37  
**Cost of school:** \$44,000

# FY2025 BOARD & STAFF

## BOARD OF DIRECTORS

Paul Davison, Chair  
*BDO USA, LLC*  
Kerri Stewart, Vice Chair  
*Miller Electric*  
Allan Iosue, Secretary  
*Haskell*  
Will Landreth, Treasurer  
*Truist*  
Numa Saisselin  
Immediate Past Chair  
*Florida Theatre*  
Oliver Barakat  
*CBRE Group, Inc.*  
Kaci Barnes  
*PNC Bank*  
Caryn Carreiro, CCIM  
*Inlight Real Estate Partners*  
Austin Collins  
*First Baptist Church*  
Stephen Crosby  
*InvestJax*  
Katie Ensign  
*Baptist Health*  
Laura Phillips Edgecombe  
*Jessie Ball duPont Fund*  
Soo Gilvarry  
*Lotus Commercial USA LLC*  
Paul Grainger  
*Iconic Real Estate*

Jan Hanak  
*Regency Centers*  
Elias Hionides  
*PETRA*  
Robert Maldonado  
*La Cava Jacobson & Goodis (Resident)*  
Vince McCormack  
*Perdue, Inc.*  
Chad Meadows  
*VyStar Credit Union*  
William R. Prescott  
*Heritage Capital Group*  
Roger Rassman  
*Community First Credit Union*  
John Ream  
*The Connect Agency*  
Lyndsay Rossman  
*Jacksonville Jaguars*  
Eric Schullman  
*Gateway Jax*  
Steve Sprecher  
*Pinnacle Financial Partners*  
Teresa Stuebben  
*Haskell (Resident)*  
Cyndy Trimmer  
*Driver, McAfee, Hawthorne & Diebenow, PLLC*

## EX OFFICIO

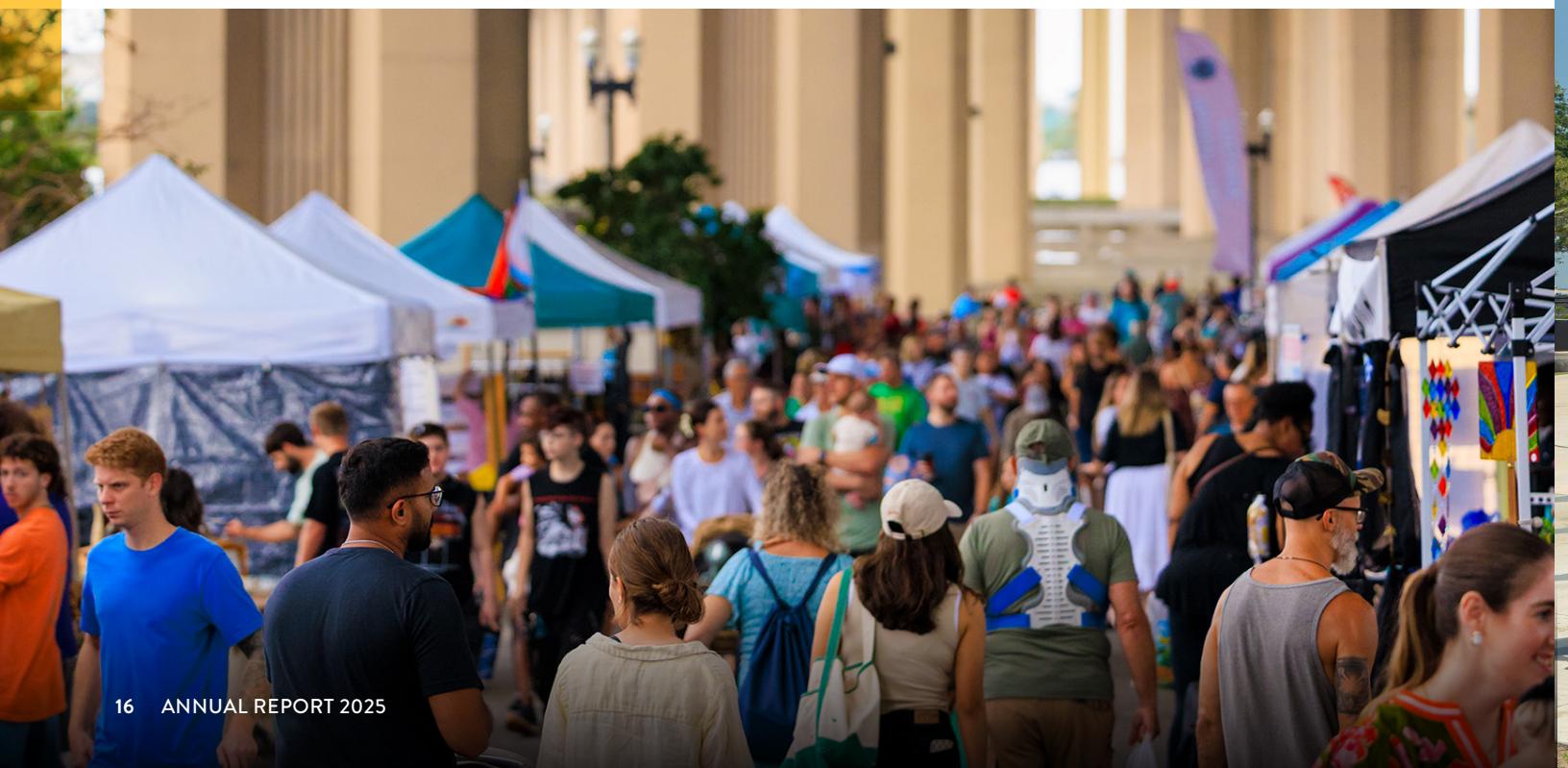
Raul Arias  
*Council Member Jacksonville City Council, District 11*  
Colin Tarbert  
*Downtown Investment Authority*  
Nathaniel P. Ford Sr.  
*Jacksonville Transportation Authority*  
Assistant Chief Jimmy Ricks  
*Jacksonville Sheriff's Office*  
Aundra Wallace  
*JAXUSA Partnership*

## STAFF

Jacob A. Gordon, Esq.  
*Chief Executive Officer*  
Eric Miller, Esq.  
*Chief Operating Officer and General Counsel*  
Erika Hooper  
*Executive Assistant to the CEO*  
Kady Yellow  
*Vice President of Placemaking*  
Noah Moran  
*Senior Director of Administration*  
Laken Gudzak  
*Director of Marketing and Communications*  
Eduardo Santos  
*Director of Stakeholder Support*  
Haley Wright  
*Director of Events*  
Rachael Wyant  
*Director of Research*  
Savanne Giroire  
*Communications Manager*  
Phoebe Mullis  
*Events Manager*

## PHOTOGRAPHY BY:

Rique Bentley  
Wesly Michael Rakim Edwards  
Savanne Giroire  
D'Avril Grant  
Shane Heuer  
Toni Smailagic



# FY2025 DOWNTOWN AMBASSADORS

**Jason Hatley**  
*Operations Manager*

**Mike Ryan**  
*Operations Supervisor*

Lionel Roberts,  
*Safety Team Lead*

Chad King,  
*Clean Team Lead*

Troy Harris,  
*District Coverage*

Robert Harris,  
*Next Step Team Lead*

Skittles Vlahos,  
*Outreach Program Lead*

Jay Barber,  
*Outreach Coordinator*

Michael McNeil  
Pernele Kiser  
Octavius Harris  
Potrena Jones  
Bob Cofer  
Brandy Hicks  
Russell Hill  
Kirston Morrison

Richard Malcolm  
Mike Carpenter  
Trai Robinson  
Denise Johnson  
Dulani Mitchell  
Alton Kox  
Henry Raddish

Photo by Wesly Michael Rakim Edwards

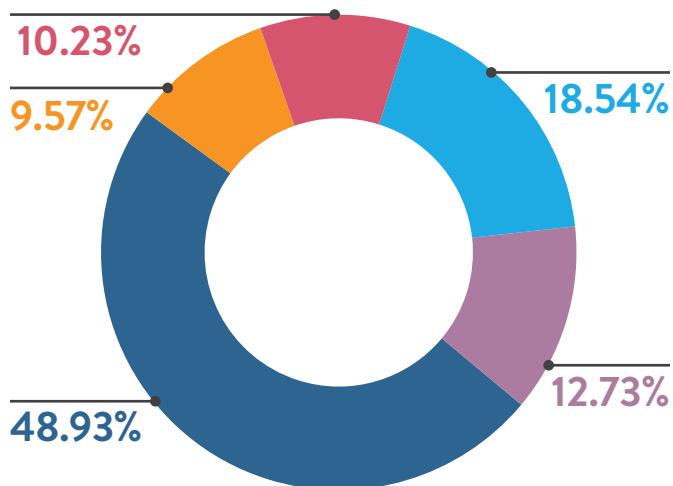


## FY2025 BUDGET

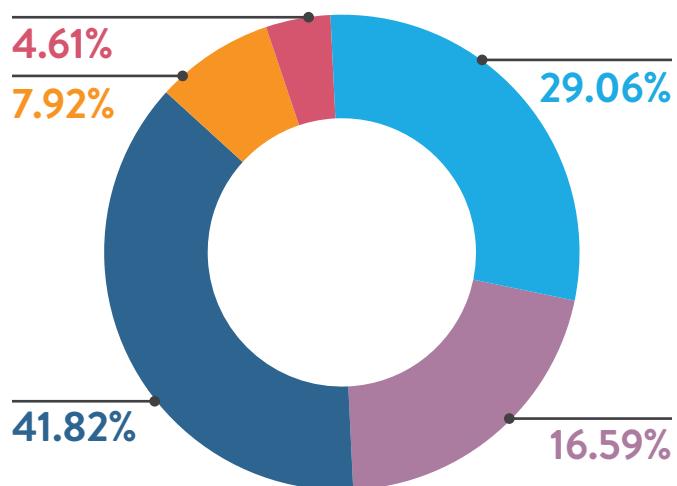
# INVESTING IN DOWNTOWN

Downtown Vision is funded mainly through a non-ad valorem special assessment of Downtown property owners collected by the Duval County Tax Collector, and through additional contributions from exempt property owners including the City of Jacksonville. These assessments and contributions fund the organizational budget for the 501(c) (6) Business Improvement District, which is approved by the Downtown Vision Board of Directors, the Downtown Investment Authority, the Mayor's Office and the Jacksonville City Council. Downtown Vision also utilizes a separate 501(c)3 nonprofit, Downtown Vision Alliance, for private fundraising efforts. The breakdown of our combined budget is below. For more detailed financial information, reach out to us via DTJax.com.

## REVENUES



## EXPENSES



City of Jacksonville	\$804,877	18.54%
BID Assessments	\$2,124,246	48.93%
Grants & Fee-for-Service	\$444,033	10.23%
Sponsorships + Event Revenue	\$552,722	12.73%
Voluntary Contributions + Other Revenue	\$415,528	9.57%
<b>Total Revenue</b>	<b>\$4,341,406</b>	<b>100%</b>

Staffing	\$1,215,399	29.06%
District Services & Stakeholder Support	\$1,749,137	41.82%
Marketing & Research	\$192,991	4.61%
Events & Placemaking	\$694,094	16.59%
Administration + Overhead	\$331,388	7.92%
<b>Total Expenses</b>	<b>\$4,183,009</b>	<b>100%</b>

FOR EVERY \$1 PAID BY PRIVATE OWNERS IN PROPERTY ASSESSMENT, WE LEVERAGE ANOTHER \$1.21 IN ADDITIONAL SUPPORT FROM THE PUBLIC SECTOR, SPONSORSHIPS, GRANT AND PHILANTHROPY. DOWNTOWN VISION IS A VALUABLE PUBLIC PRIVATE PARTNERSHIP SUPPORTING DOWNTOWN JACKSONVILLE.

MANY THANKS

# TO OUR SPONSORS, PARTNERS & MEMBERS



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