



Downtown Investment Authority Agenda

Hybrid Virtual In-Person Meeting
Wednesday, December 15th at 2:00 p.m.

MEMBERS:

Braxton Gillam, Esq., Chairman
Carol Worsham, Vice Chairman
Jim Citrano, Secretary
Bill Adams, Esq., Board Member
David Ward, Esq. Board Member

Ron Moody, Board Member
Todd Froats, Board Member
Craig Gibbs, Esq., Board Member
Oliver Barakat, Esq. Board Member

BOARD MEMBERS EXCUSED:

- I. **CALL TO ORDER**
- II. **PUBLIC COMMENTS***
- III. **COMMUNITY REDEVELOPMENT AGENCY**
 - A. November 17, 2021 Community Redevelopment Agency Meeting Minutes
 - B. Resolution 2021-12-02: Sidewalk Enhancement Grant Modification (Steve Kelley, Director of Downtown Real Estate and Development)
 - C. Resolution 2021-12-03: Riverfront Activation (Lori Boyer, CEO)
 - D. Resolution 2021-12-04: Rescind 2021-06-03 (Lori Boyer, CEO)
- IV. **DOWNTOWN INVESTMENT AUTHORITY**
 - A. November 17, 2021 Downtown Investment Authority Board Meeting Minutes
 - B. Resolution 2021-12-01: 600 Park Street Home2Suites (Steve Kelley, Director of Downtown Real Estate and Development)
- V. **NEW BUSINESS**
- VI. **CEO INFORMATIONAL BRIEFING**
- VII. **CHAIRMAN REPORT**
- VIII. **ADJOURN DOWNTOWN INVESTMENT AUTHORITY MEETING**
- IX. **OPEN PUBLIC WORKSHOP ON BID/CRA INCENTIVES**
- X. **ADJOURN PUBLIC WORKSHOP**

**Only individuals attending the meeting in-person will have an opportunity to provide public comments. Persons who cannot attend the meeting in-person, but who wish to submit public comments regarding any matter on the agenda for consideration at the meeting, may do so by sending their public comments via electronic mail to DIAPublicComments@coj.net prior to the start of the meeting. Public comments received prior to the meeting will not be read during the meeting but will instead be forwarded to all DIA Board members for review in advance of the meeting and will remain a part of the permanent record for the meeting itself. You are encouraged to submit public comments well in advance of the start of the meeting to provide DIA Board members with adequate time to read them in preparation for the meeting.*

Downtown Investment Authority Agenda
Wednesday, November 17th, 2021

PHYSICAL LOCATION

City Hall at St. James
117 West Duval Street
First Floor, Lynwood Roberts Room
Jacksonville, FL 32202

Visitors are encouraged not to enter City owned public buildings if they have: symptoms of COVID-19, a fever of 100.4 degrees Fahrenheit or higher, are currently undergoing evaluation for COVID-19 infection, a diagnosis of COVID-19 in the prior 10 days, or have had close contact with someone infected with COVID-19 during the prior 14 days. Any member of the public entering City owned public building may choose to wear a mask inside the building.

VIRTUAL LOCATION

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

Join Zoom Meeting

<https://zoom.us/j/94074017448?pwd=WklzbHNRRCT6cFBqL0M4YkNrMkxrQT09>

Meeting ID: 940 7401 7448

Passcode: 642945

One tap mobile

+1 (301) 715-8592 (Washington D.C)

+1 (312) 626-6799 US (Chicago)

Find your local number: <https://zoom.us/u/acIhApg5DJ>

TAB III.A

**NOVEMBER 17, 2021 COMMUNITY REDEVELOPMENT AGENCY MEETING
MINUTES**



Downtown Investment Authority
Hybrid Meeting
Wednesday, November 17, 2021 – 2:00 p.m.

Community Redevelopment Agency
MEETING MINUTES

DIA Board Members: Carol Worsham, Vice Chair (Acting Chair); Jim Citrano, Secretary; Oliver Barakat (via Zoom; non-voting); Craig Gibbs, Esq.; Bill Adams, Esq.; Todd Froats; David Ward, Esq.; and Ron Moody

DIA Board Members Excused: Braxton Gillam, Esq., Chair

Mayor's Staff: None

Council Members: None

DIA Staff: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Operations Manager; John Crescimbeni, Contract and Regulatory Compliance Manager (via Zoom); Ina Mezini, Communication and Marketing Specialist (via Zoom); Wanda James Crowley, Financial Analyst (via Zoom); Lori Radcliffe-Meyers, Downtown Development Coordinator (via Zoom); and Xzavier Chisholm, Administrative Assistant.

Office of General Counsel: John Sawyer, Esq. and Joelle Dillard, Esq. (via Zoom)

I. CALL TO ORDER

Madam Chair Worsham called the CRA Board Meeting to order at 2:01 p.m.

II. PUBLIC COMMENTS

Madam Chair Worsham opened the floor to public comment.

The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:

Cliff Miller	Suggested various improvements to specific areas of downtown
Nancy Powell	Quality/design of downtown architecture; pedestrian experience
Bruce Fafard, CEO MOSH	Asked for support to relocate MOSH to the Northbank
Carnell Oliver	Economic Development funds for minorities; Atkins proposal

III. COMMUNITY REDEVELOPMENT AGENCY MEETING

A. OCTOBER 20, 2021 COMMUNITY REDEVELOPMENT AGENCY MEETING MINUTES

Having called for corrections or other edits by her fellow board members and after receiving none, Madam Chair Worsham asked for a motion and second on the item.

Motion: Board Member Moody moved to approve the minutes as presented

Seconded: Board Member Froats seconded the motion

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0.

B. RESOLUTION 2021-11-05: FORD ON BAY COURTHOUSE DISPOSITION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) APPROVING THE FRAMEWORK FOR THE TERMS AND CONDITIONS, SCORING CRITERA AND TIMELINE TO BE INCLUDED IN A NOTICE OF DISPOSITION OF THAT CERTAIN CITY-OWNED PROPERTY COMMONLY REFERRED TO AS THE FORMER COURTHOUSE PROPERTY; AUTHORIZING THE ISSUANCE OF A NOTICE OF DISPOSITION IN ACCORDANCE WITH THE TERMS ESTABLISHED HEREIN; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; FINDING THAT THIS RESOLUTION FURTHERS THE BUSINESS INVESTMENT AND DEVELOPMENT (“BID”) PLAN, INCLUDING THE COMMUNITY REDEVELOPMENT AREA PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham gave the floor to Board Member Barakat to present the resolution.

Board Member Barakat spoke to the Retail Enhancement and Property Disposition Committee’s (REPD) discussion of Resolution 2021-11-05, noting the relevant dates for the disposition.

Motion: Board Member Barakat moved to approve Resolution 2021-11-05, as recommended by the Retail Enhancement and Property Disposition Committee

CEO Boyer stated that the notice will be published November 19th.

Madam Chair Worsham called for discussion.

Seeing no discussion, Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0.

C. RESOLUTION 2021-11-01: MOSH DISPOSITION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO ISSUE A 30-DAY NOTICE OF DISPOSITION IN ACCORDANCE WITH THE NEGOTIATED DISPOSITION PROCEDURE ADOPTED BY DIA; AUTHORIZING THE PUBLICATION OF A NOTICE OF DISPOSITION FOR THE GROUND LEASE OF A 2.5 ACRE PARCEL (THE “MUSEUM PARCEL”) OF CITY-OWNED REAL PROPERTY LOCATED WITHIN THE BOUNDARY OF THE PARCEL DEPICTED ON EXHIBIT A ATTACHED HERETO (THE “PROPERTY”) AND COMPRISING A PORTION THE LAND GENERALLY KNOWN AS SHIPYARDS EAST LOCATED BETWEEN GATOR BOWL BOULEVARD AND THE ST. JOHNS RIVER, AND IDENTIFIED BY DUVAL COUNTY TAX PARCEL NUMBER RE#130571-000, (“THE PROPERTY”); EXPRESSING THE INTENTION, ABSENT HIGHER RESPONSIVE OFFERS, TO DISPOSE OF SAID PROPERTY SUBSTANTIALLY IN ACCORDANCE WITH THE NEGOTIATED TERMS ATTACHED HERETO AS EXHIBIT B TO THE MUSEUM OF SCIENCE AND HISTORY (“MOSH”) (THE “DEVELOPER”) SUBJECT TO BOARD APPROVAL AT THE NEXT REGULARLY SCHEDULED MEETING FOLLOWING EXPIRATION OF THE THIRTY DAY NOTICE PERIOD; ESTABLISHING THE TERMS OF THE PUBLISHED NOTICE OF DISPOSITION; FINDING THAT THIS RESOLUTION FURTHERS THE BUSINESS INVESTMENT AND DEVELOPMENT (“BID”) PLAN, INCLUDING THE COMMUNITY REDEVELOPMENT AREA PLAN; AUTHORIZING THE CEO OF THE DIA TO TAKE ALL ACTION NECESSARY TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham gave the floor to CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it is a negotiated disposition and redevelopment proposal of city-owned property located on a portion of Lot X within the Shipyards. MOSH is requesting exclusive use of 2.5 acres pursuant to a long-term ground lease, along with the right to host events and program on an additional 1.5 acres and the authority to design the entire 6.86-acre site. The minimum capital investment in the museum will be not less than \$70M, a portion of which may be City funds. CEO Boyer proposed an amendment to accept changes made to Exhibit C.

Board Member Barakat spoke to the REPD Committee’s discussion of the proposed design and the development in relation to the Riverwalk. Adding that, the committee was in support of proceeding with the disposition.

Madam Chair Worsham called for discussion from the board.

Board Member Citrano stated that he looks forward to seeing the conceptual site plan and trusts that MOSH will work with the relevant entities in its building design process.

Board Member Froats expressed concern over the surface parking lot for 16 buses and noted that he would like to see some protection for the City as a financial stakeholder in the development. He is in support of the resolution.

Board Member Moody expressed concern for the parking of nearby businesses such as Intuition.

Motion: Board Member Adams moved to amend Resolution 2021-11-01 to incorporate the changes made to Exhibit C

- 1) Insert (**non-City sources**) after “Minimum private...” in item 5
- 2) Change \$60 million to \$40 million in item 5

Second: Board Member Moody seconded the motion

Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE AMENDMENT PASSED UNANIMOUSLY 7-0-0.

Madam Chair Worsham called for a vote on Resolution 2021-11-01 as amended.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE RESOLUTION PASSED UNANIMOUSLY 7-0-0.

D. RESOLUTION 2021-11-03: 600 PARK ST/HOME2SUITES

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING [APPROVAL/DENIAL] OF ~~THE REQUESTED~~ AN INCENTIVES FOR THE HOME 2 SUITES PROJECT; [DIRECTING DEVELOPMENT OF A TERM SHEET BETWEEN THE DOWNTOWN INVESTMENT AUTHORITY AND KELCO BROOKLYN, LLC]; AND PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham called upon DIA’s Steve Kelley to introduce the resolution.

Mr. Kelley provided an overview of the resolution, stating that the applicant is requesting a REV Grant for the development of a six-story, 100 room, select-service hotel under the Home2Suites brand of Hilton properties located at 600 Park Street. Additionally, the proposal includes the lease of approximately 2,000 sq ft of space for a restaurant and amenities such as a business center, fitness center, vending and ice machines, a guest laundry room, and a sundries shop. The DIA staff report concluded that the project does not warrant financial support.

Board Member Citrano stated that he will abstain from voting.

Steve Diebenow provided the applicant presentation, followed by David Gray, of Newmark Valuation and Advisory. Mr. Gray expressed the following:

- New hotels induce demand
- New hotels do not necessarily impact the existing hotel market
- Not having a new-build Marriott will cause downtown to miss out on brand-loyal customers
- Home2Suites would be the only mid-class extended stay in the market

Board Member Moody commented that the marketplace should decide the highest and best use for the property and cautioned the board against interfering with the marketplace. Adding that, he believes the Brooklyn district has the market for this project.

John Sawyer, with the Office of General Counsel, responding to a question from Board Member Froats, confirmed that a REV Grant is not an option based on certain requirements not being met.

Board Member Froats noted that the market is moving forward, and the board should look to the future. He stated he is support of an economic incentive.

Board Member Citrano stated that he supports providing an economic incentive and that a flag Hilton product in downtown would be a net benefit.

Board Member Adams noted that the data suggests the market (excluding the Hyatt) has been relatively static. Mr. Diebenow responded that even though there is a dip in the first year when a new hotel is introduced into the market, the market returns within two years.

Kelly Slay spoke to inducing demand by making the proverbial pie bigger with a new development, and that the development will not compete with the Hyatt. Adding that, the Hyatt is its own market.

Responding to Board Member Adams, CEO Boyer clarified the DIA’s position, stating that the DIA is supportive of the proposed development, but does not believe the development warrants a financial incentive. If approved, the resolution allows the DIA to provide a financial incentive, however the board will have to then provide DIA staff with direction on what that incentive should look like.

Board Member Gibbs commented that there is a need for hotels in downtown, especially in the Brooklyn district, where the only other comparable choice is the Marriott. He is favor of an incentive for the developer.

- Motion:** Board Member Gibbs moved to approve Resolution 2021-11-03, incorporating the following language and changes:
- 1) Recommend **approval** in the body of the resolution
 - 2) Strike Section 2
 - 3) Use the language “directs” in Section 3
 - 4) Add language to Section 3 for the negotiation of a financial incentive equivalent to a 75 percent REV Grant

Second: Board Member Ward seconded the motion

CEO Boyer responding to a question from Board Member Adams, clarified that the financial incentive would come from the economic development fund.

Madam Chair Worsham called for a vote.

Vote: Aye: 5 Nay: 1 Abstain: 1

THE MOTION PASSED UNANIMOUSLY 5-1-1.

Madam Chair Worsham called for a 10-minute intermission.

E. RESOLUTION 2021-11-04: DVI LEASE OF DUVAL GARAGE DISPOSITION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO ISSUE A 30-DAY NOTICE OF DISPOSITION IN ACCORDANCE WITH THE NEGOTIATED DISPOSITION PROCEDURE ADOPTED BY DIA; AUTHORIZING THE PUBLICATION OF A NOTICE OF DISPOSITION FOR THE LEASE OF APPROXIMATELY 20,660 SQUARE FEET OF FIRST FLOOR RETAIL, STORAGE AND LOADING SPACE WITHIN THE DUVAL STREET PARKING GARAGE (THE “LEASED PREMISES”) MORE SPECIFICALLY DEPICTED ON EXHIBIT A ATTACHED HERETO AND COMPRISING A PORTION OF DUVAL COUNTY TAX PARCEL NUMBER RE# 073716 0000, (“THE PROPERTY”); EXPRESSING THE INTENTION TO LEASE SAID PROPERTY IN ACCORDANCE WITH THE NEGOTIATED TERMS TO DOWNTOWN VISION ,INC. (“DVI”) (THE “TENANT”) UPON EXPIRATION OF THE THIRTY DAY NOTICE PERIOD ABSENT HIGHER RESPONSIVE OFFERS; APPROVING THE TERMS AND CONDITIONS OF SAID DISPOSITION INCLUDED AS EXHIBIT ‘B’; AUTHORIZING THE DISPOSITION OF THE PROPERTY AND ITS BUILDOUT ON THE TERMS SET FORTH ON EXHIBIT B IF NO ALTERNATIVE RESPONSIVE OFFER IS RECEIVED; FINDING THAT THIS RESOLUTION FURTHERS THE BUSINESS INVESTMENT AND DEVELOPMENT (“BID”) PLAN, INCLUDING THE COMMUNITY REDEVELOPMENT AREA PLAN; AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A LEASE, DISBURSEMENT AGREEMENT AND IF APPROPRIATE A REDEVELOPMENT AGREEMENT AND ASSOCIATED DOCUMENTS; AUTHORIZING THE CEO TO INITIATE THE FILING OF LEGISLATION WITH THE CITY COUNCIL AS MAY BE REQUIRED; AUTHORIZING THE CEO OF THE DIA TO TAKE ALL ACTION NECESSARY TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION, INCLUDING THE EXECUTION OF A REDEVELOPMENT AGREEMENT, LEASE, DISBURSEMENT AGREEMENT OR FUNCTIONAL EQUIVALENTS; PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham called on CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution and term sheet, stating that it is a proposed 10-year lease, with two 5-year renewal options, of ground level retail space in the Duval Street Garage. DVI plans to use the space for its offices, a meeting room, programming, and a small gift shop open to the public. A Notice of Disposition is required for this lease proposal.

Motion: Recommended for approval out of the REPD committee

Madam Chair Worsham called for discussion.

There was unanimous support for the resolution from the board.

Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0.

F. RESOLUTION 2021-11-07: VISTA BROOKLYN COMPLETION DATE EXTENSION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A TWO (2) MONTH EXTENSION AS AUTHORIZED IN ORDINANCE 2021-311-E, AS ENACTED BY THE CITY OF JACKSONVILLE CITY COUNCIL JUNE 22, 2021, OF THE COMPLETION DATE CONTAINED IN THE AMENDED AND RESTATED REDEVELOPMENT AGREEMENT (“AMENDMENT”) BETWEEN THE CITY OF JACKSONVILLE (“CITY”) AND HP-BDG 200 RIVERSIDE, LLC, OR AN AFFILIATED COMPANY MANAGED BY HP-BDG 200 RIVERSIDE, LLC (“COMPANY”); AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham gave the floor to CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that the developer has requested a 60-day extension of the completion date, moving the current completion date of November 29th to January 29th.

Madam Chair Worsham called for a motion.

Motion: Board Member Adams moved to approve Resolution 2021-11-07 as presented

Second: Board Member Gibbs seconded the motion

Madam Chair Worsham opened the floor for board discussion. Seeing none, Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0.

ADJOURNMENT: The Community Redevelopment Agency proceedings are adjourned at 4:20 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Xzavier Chisholm at xchisholm@coj.net to acquire a recording of the meeting.

TAB III.B

RESOLUTION 2021-12-02: SIDEWALK ENHANCEMENT GRANT MODIFICATION

RESOLUTION 2021-12-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AMENDING THE TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS PROGRAM (“FAB-REP”) GUIDELINES, AS A PART OF THE DOWNTOWN RETAIL ENHANCEMENT FORGIVABLE LOAN PROGRAM, AND THE SIDEWALK ENHANCEMENT FORGIVABLE LOAN FOUND THEREIN, BY MODIFYING AND FORMALIZING THE REQUIREMENTS OF THE STAND-ALONE SIDEWALK ENHANCEMENT FORGIVABLE LOAN, THE SPECIFICS OF WHICH ARE INCLUDED HERETO AS EXHIBIT ‘A’; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency (“CRA”) for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E; and

WHEREAS, via Ordinance 2014-0560, the City Council adopted a *North Bank Community Redevelopment Area Plan* for Downtown; and

WHEREAS, included as a specific project within the North Bank Community Redevelopment Area Plan is a Downtown Retail Enhancement Grant Program (“REP”); and

WHEREAS, the REP is designed to create momentum in the critical task of recruiting and retaining restaurant and retail businesses and creative office space in the Northbank Core Retail Enhancement Area; and

WHEREAS, pursuant to Resolution 2020-06-01, the DIA adopted the Targeted Food and Beverage Program, a subset of the REP Program, (the “FAB REP Program”) to recruit food and beverage businesses to locate in specific dining districts within the Northbank Core Retail Enhancement Area and further authorized the Sidewalk Enhancement Forgivable Loan to encourage more outdoor dining activity and place making in accordance with the guidelines attached to Resolution 2020-06-01 (the “Current FAB-REP Guidelines”);

WHEREAS, the Current FAB-REP Guidelines require that the Business Owner and the Property Owner shall submit a joint application for funding under the program and must each contribute at least 25% of the cost of eligible improvements or provide a rent concession equal to such amount; and

WHEREAS, the Targeted Retail Activation: Food and Beverage Establishments Forgivable Loan Program includes an incentive funding opportunity known as the Sidewalk Enhancement Forgivable Loan to encourage more outdoor dining activity and place making; and

WHEREAS, the Sidewalk Enhancement Forgivable Loan may be undertaken as part of a broader FAB-REP application or may be applied for by eligible businesses without a request for further funding under the REP or the FAB-REP as separate stand-alone funding (a “Stand-alone Sidewalk Enhancement Forgivable Loan”); and

WHEREAS, it is the desire and intent of the DIA to modify and formalize the requirements of the Stand-alone Sidewalk Enhancement Forgivable Loan to allow for the Business Owner to apply for this funding individually, and that such Business Owner may be an existing business meeting other requirements defined further in the amended and restated guidelines attached as Exhibit ‘A’ hereto (the “Amended and Restated FAB-REP Guidelines”); and

WHEREAS, the interests of the City and the DIA can be best maintained through the administration of the Stand-alone Sidewalk Enhancement Forgivable Loan as a recoverable grant, and

WHEREAS, these amendments shall serve retroactively to any applications received prior to adoption of this Resolution 2021-12-02, and

NOW THEREFORE, BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA hereby amends and restates the Current FAB-REP Guidelines and adopts the Amended and Restated Guidelines attached hereto as Exhibit ‘A’ as the FAB-REP Guidelines, and hereby implements a Stand-alone Sidewalk Enhancement Forgivable Loan as set forth in Exhibit ‘A’.

Section 3. The DIA instructs its CEO to take all necessary action to effectuate the purposes of this Resolution.

Section 4. The Effective Date of this Resolution is the date upon execution of the Resolution by the Chairman of the DIA.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

W. Braxton Gillam, Esq., Chairman

Date

VOTE: In Favor: ____ Opposed: ____ Abstained: ____

Exhibit A

**DOWNTOWN JACKSONVILLE
RETAIL ENHANCEMENT PROGRAM
TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS
FORGIVABLE LOAN PROGRAM GUIDELINES AS AMENDED**

Program Purpose and Benefit

Targeted Retail Activation: Food and Beverage Establishments (“FAB-REP”) expands upon the Retail Enhancement Program to revitalize business corridors and underutilized or vacant buildings with a focus on food and beverage establishments within the Northbank Core Retail Enhancement Area.

The FAB-REP creates two distinct districts that provide concentrated areas of dining, and entertainment opportunities that are visible from the street, open beyond workday hours, and utilize unique place making efforts such as creative lighting, interesting public art and inviting outdoor spaces.

These activated streets will provide the urban lifestyle that many Downtown residents seek and also promote small businesses by cultivating vibrant retail districts that will attract visitors. Further, by encouraging the location of restaurant and beverage establishments within these specific districts, patrons and business owners alike will benefit from the variety of options and the unique, walkable, and visually connected areas.

Operating as an enhanced incentive to the Downtown Retail Enhancement Grant Program, the Targeted Retail Activation: Food and Beverage Districts (“FAB-REP”), is designed to incentivize the investment and concentrated location of food and beverage establishments in two target areas: **The Elbow** and the **Hogan x Laura Districts**. These target areas were chosen based on the following factors:

1. Existing building stock within the area which can readily be used and/or converted for the targeted street front uses (first and certain second floors eligible);
2. Proximity to public parking garages that are not utilized extensively at night, which provide an opportunity for ample parking for patrons at free or reduced rates as the market develops;
3. Existing concentration of restaurants, bars, and entertainment venues;
4. Existing sidewalk width or ROW convertible to expanded sidewalk;
5. Streets designated within the adopted CRA plan for conversion to two-way creating a slower speed, providing greater visibility of street front establishments, and creating a more pedestrian friendly environment; and
6. Impact on two City owned sites proposed for redevelopment- Former Courthouse/City Hall annex adjacent to the Elbow and The Landing development parcel at the waterfront of Laura and Hogan.

The Elbow: The Downtown bar and entertainment area already branded as The Elbow, with a focus on the following street frontages, which are described and depicted in the map below:

- Street frontage facing **Adams St.** from the middle of the block traveling east from Main St. and terminating at the west side of Newnan St.
- Street frontage facing **Forsyth St.** from the middle of the block traveling east from Main Street on the north side, continuing east from Ocean St. and terminating at the west side of Liberty St., with only the south side of Forsyth St. traveling east from Newnan St. included.
- Street frontage facing **Ocean St.** traveling south to Forsyth St and terminating at the middle of the block between Bay St. and Independent Dr., with only the east side of Bay Street between Forsyth St. and Bay St. included
- Street frontage facing **Bay St.** traveling east from Ocean St. and terminating at the west side of Liberty St., with only the north side of Bay St. traveling east from Newnan St. included.

**Frontage on Adams St., Forsyth St., and Bay St. is important as Main and Ocean will remain one-way and will be less walkable, however, connections that activate the frontage between districts could be considered.

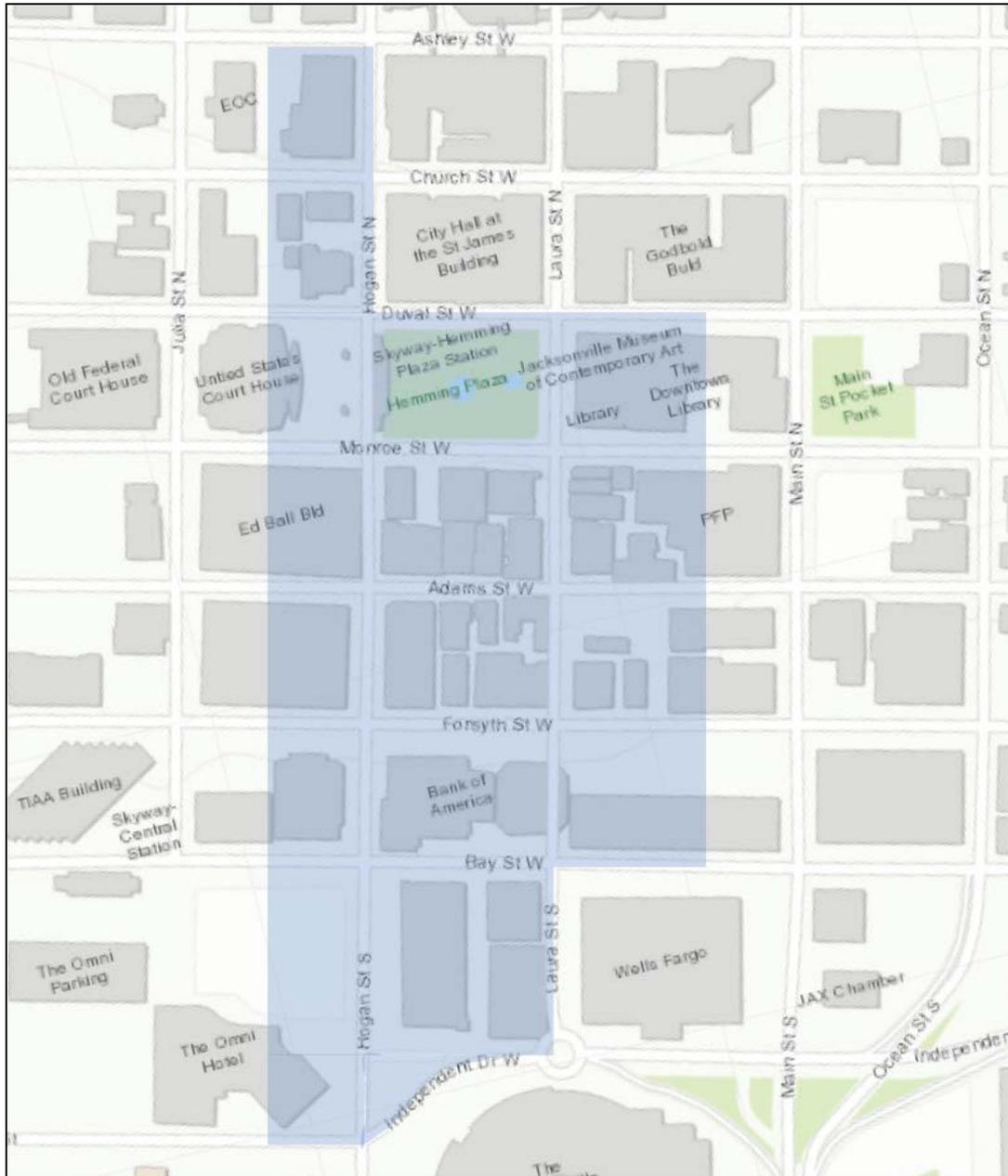
The Elbow FAB-REP District:



Hogan x Laura Districts: Already home to several restaurants and bars, with a focus on the following street frontages, which are described and depicted in the map below:

- Street frontage facing **Hogan St.** beginning at Ashley St. on the west side of Hogan St., including both sides of the street at Duval St., and terminating at Water St.
- Street frontage facing **Laura St.** beginning at Duval St., continuing south on Laura St. until Bay St. on both sides of the street, and continuing on the west side of Laura St. and terminating at Independence Dr.
- Street frontage facing **Monroe St., Adams St., and Forsyth St.** beginning at the middle of the block between Julia St. and Hogan Street on both sides of the street, and terminating at the middle of the block between Laura St. and Main St.
- Street frontage facing **Bay St.** beginning at the middle of the block between Julia St. and Hogan Street on both sides of the street, and terminating at Laura St.
- Street frontage facing **Bay St.** beginning at Laura St. and continuing east on the north side of Bay St. and terminating at the middle of the block between Laura St. and Main St.
- Street frontage facing **Water St., and Independence Dr.** beginning at the middle of the block between Julia St. and Hogan St. continuing east on the north side of Water St., and Independence Dr. and terminating Laura St.

Hogan x Laura FAB-REP District:



I. Qualifying Establishments:

- a. The Type of establishment will determine the appropriate incentive level.
 - Type 1: Generally, full service (i.e., wait staff, table bussers), full menu, full kitchen, non-disposable serve-ware. Must be open a minimum of five days per week for dinner until at least 9 p.m.
 - Type 2: Generally, limited service; order at the counter, self-clearing of tables, partial or full kitchen, buffet line, with on-site preparation and consumption

of food. Must be open a minimum of five days per week for either breakfast (by 7:00 a.m.) or dinner/evening hours (until at least 9:00 p.m.).

- **Type 3:** Generally, no kitchen or minimal kitchen, counter service only, limited menu or beverage only. Must be open a minimum of five days per week for either breakfast (by 7:00 a.m.) or dinner/evening hours (until at least 9:00 p.m.).
- b. The below table provides various classifications of establishments and the most likely type from the descriptions above. The DIA has the discretion to determine the type of establishment if it is not listed here or it is not clearly defined.

Establishment	Type:
Fine Dining Restaurant	1
Contemporary Casual Restaurant	1 or 2
Casual/Family Style Restaurant	1 or 2
Fast Casual Restaurant	2
Fast Food Restaurant	2 or 3
Café or Deli Restaurant	2 or 3
Pizza Parlor	2 or 3
Coffee Shop	3
Ice Cream Shop	3
Pastry Shop/ Bakery	3
Craft Brewery Tap Room	3
Craft Distillery Tasting Room	3
Bar/Lounge	3
Entertainment Venue, such as music hall or movie theater	3

II. General Program Requirements

a. Applicants:

- i. Business Owner and the Property Owner would submit a joint application for a FAB-REP Loan, indicating both the Business Owner and Property Owner’s investments towards the eligible improvements.

- 1. The Business Owner and Property Owner must each contribute at least 25% of the cost of eligible improvements or provide a rent concession equal to such amount. Funding received through the Downtown Historic Preservation & Revitalization Trust Fund ("HPTF"), or the related portion paid by the Business Owner or the Property Owner, is not eligible for consideration towards the required contribution to the cost of eligible improvements under FAB-REP.

2. Inclusion of the Business Owner in the Application Process creates alignment between incentive and performance as they are the principal beneficiary of the improvements in the immediate future.
 3. Inclusion of the Property Owner in the Application Process creates “buy-in” from the Property Owner as many of the eligible improvements will directly benefit him or her longer than the lease agreement with the Business Owner.
- ii. The Business Owner and the Property Owner will execute the same FAB-REP Grant Agreement that will identify specific responsibilities for each.
1. The amount of grant funds secured by the note will reflect the total FAB-REP Grant awarded by the DIA, irrespective of the Property Owner contribution.
 2. The DIA reserves the right to determine if a personal guarantee or other form of security is necessary for the note. The decision will be based on the creditworthiness of the Business Owner and/or the Property Owner.
 3. If the Business Owner is also the Property Owner, the DIA may request security in the form of a subordinate mortgage or lien on the property.
 4. Property Owner will have a cure period of 180 days should the Business Owner abandon the lease during the compliance period of the forgivable loan.

b. Grant Funding

i. Improvement Incentive amounts

1. Funding under the FAB-REP program will be determined by the Type of establishment and limited to 50% of eligible costs, as outlined in Section III(e).

Establishment Type	Price per Square Foot	Cap of Eligible Costs
Type 1:	\$65/Sq. Ft	50% of eligible costs, not to exceed \$400,000
Type 2:	\$50/Sq. Ft.	50% of eligible costs, not to exceed \$200,000
Type 3:	\$40/ Sq. Ft.	50% of eligible costs, not to exceed \$100,000

ii. Historic Preservation/Adaptive Reuse Boost

For properties designated as a local landmark (per the Jacksonville Historic Preservation Section of the Planning & Development Department), applicant can receive an additional \$20 per square foot boost to the grant award (still subject to cap). Any changes to the exterior of local landmarks will need to be approved by the Jacksonville Historic Preservation Section or Jacksonville Historic Preservation Commission.

Costs included in an application for funding, or previously approved for funding, through the Downtown Historic Preservation & Revitalization Trust Fund ("HPTF") at any level may not be included for consideration in the FAB-REP or for purposes of the boost, whether covered by the HPTF grant or not. Such costs must be separately identifiable in the construction budget presented at the time of application.

For properties designated as a contributing structure to the Downtown Historic District (per the National Park Service) but not a local landmark, the applicant can, subject to DIA approval, receive an additional \$10 per square foot boost to their grant (still subject to cap). While DIA encourages preservation of the historic façade of contributing structures, it is an intent of the FAB-REP to promote ground floor activation. To that end, the replacement of storefront plate glass windows with window opening systems or similar modifications that promote greater street front visibility and access will not disqualify an applicant from receiving the boost.

iii. Sidewalk Enhancement Forgivable loan

In an effort to encourage more outdoor dining activity and place making, a Sidewalk Enhancement loan may be awarded, subject to the following conditions and limitations:

- Additional funds will be available to FAB-REP loan recipients, to ~~cover~~ **reimburse** up to 80% of eligible outdoor dining improvement costs, but not to exceed \$15,000. A separate budget must be provided. The funds can be used for the cost of creating outdoor spaces that enhance the sidewalk experience, such as tables, chairs, and other furniture, lighting, greenery, umbrellas, and awnings.
- ~~If the recipient does not qualify for the FAB-REP (i.e. unable to meet hours of operation or other requirements) a Sidewalk Enhancement Forgivable Loan not to exceed \$5,000 can be awarded. A separate budget must be provided.~~
- All Sidewalk Loan recipients must hold a valid Sidewalk Café permit to be eligible for the grant.

- Application for the Sidewalk Enhancement Loan must include a plan to protect the improvements including all equipment and fixtures for the five-year compliance period, subject to approval by DIA staff.
- DIA reserves the right to inspect the improvements during the compliance period. In the event operator fails to use the improvements as intended or fail to secure and maintain the improvements in good repair as agreed, including but not limited to loss of or irreparable damage (beyond normal wear and tear), the DIA may declare the recipient in default. The recipient will then have a period of thirty days to cure such default or DIA may withhold amortization of funds awarded under this Sidewalk Enhancement Grant.
- As an alternative to the REP or FAB-REP, qualifying Business Owners already established or new qualifying Business Owners within the FAB-REP districts, may apply for a Stand-alone Sidewalk Enhancement Forgivable Loan to reimburse up to 80% of eligible outdoor dining improvement costs, but in an amount not to exceed \$5,000, without requiring participation by the Property Owner as a co-applicant. Further, administration of any Stand-alone Sidewalk Enhancement Forgivable Loan will be made as a recoverable grant with claw back provisions for a term of three years. Approval shall be based on applicant eligibility, DIA staff approval of the proposed improvements, evidence of a valid lease with a minimum of three years remaining, and documented approval of the improvements by the landlord. Application Requirements and Project Evaluation Criteria of the REP shall not apply to applicants for a Stand-alone Sidewalk Enhancement Forgivable Loan. However, a separate application and budget must be provided, and other requirements as found under the Sidewalk Enhancement Forgivable Loan program, to the extent not contrary to this paragraph, shall apply to the Stand-alone Sidewalk Enhancement Forgivable Loan.

iv. Type of Funding

1. Zero-interest, forgivable loan, payable upon completion of the work and receipt by DIA of invoices for goods and services rendered, and proof that recipients paid for such goods and services.
 - a. No interest shall accrue upon the principal of the total loan amount with principal forgiven over a five (5) year period.
 - b. Total principal balance will amortize 20% each year of the compliance period.

- c. At end of five years, the loan shall be forgiven in its entirety on the condition the improvements are installed and maintained in reasonably good condition and no City Code violations are incurred during the compliance period.
- d. If it is determined that recipient(s) is in default, interest and full payment of the grant may be demanded.
- e. DIA may help arrange bridge financing with community lenders, to facilitate funding requirements during the construction or build-out phase of the project. However, it is not the responsibility of DIA to arrange such financing arrangement.

c. Recipient Eligibility:

- i. **Hours of Operation:** Establishment must be open not less than 5 days per week which must include either breakfast or dinner/evening hours, and specifically including at least one of the following operating periods:
 - 1. Breakfast: opening no later than 7:00 am
 - 2. Dinner/Evening hours: staying open at least until 9:00 pm, including either Friday or Saturday evening
 - 3. DIA will have the authority to modify the required hours of operation in the event market conditions require same.
- ii. **Availability of funding for the specific type:**
 - 1. In an effort to create a competitive and diverse mix of establishments in the FAB-REP districts, the DIA will target FAB-REP Grants to a specific number of establishments types each year. For Year 1 of the program, there will be a target of 14 grants, awarded on a first come, first serve basis, subject to available funds, and allocated as follows:
 - a. Type 1: not more than 3 in each district
 - b. Type 2: not more than 4 in each district
 - c. Type 3: not more than 3 in each district
 - 2. The DIA reserves the right to adjust this allocation at any time based on market conditions and grant demand. Further, the DIA will evaluate the applicant's business plan, proximity to other establishments, the contribution made to the diversity in the retail mix of the area proposed, the product offering, and price points, in relation to the existing or approved establishments in the FAB-REP district.
- iii. First floor spaces with access from the street or customers visible from the street are eligible. Situations where the upper floor space is related to the

operations on the first floor and adds to the street activation may be considered as supplemental space on a case-by-case basis.

- iv. Second floor only spaces may be eligible if open rooftop, balcony, or deck where service is visible from street level and access from street level is provided via stairs or elevator accessible from the sidewalk.
- v. Supplemental space including outdoor seating areas, meeting space, banquet halls, and similar areas should not be included in the calculation of eligible square feet. DIA may award an incentive for supplemental space at a reduced rate per square foot depending on the anticipated use and level of finish which must be separately identifiable in the construction budget presented at the time of application.
- vi. Applicant must provide a copy of a fully negotiated lease agreement with at least 5-year term operating during the entirety of the compliance period.
- vii. The scoring rubric found in the existing Retail Enhancement Program will be utilized in scoring applications.
- viii. In the event the recipient is unable to meet the above eligibility requirements, a Retail Enhancement Program Grant should be considered.

d. Eligible and Ineligible Improvements:

Eligible Improvements

To be considered eligible, the improvement must be directly related to the retail food or beverage establishment seeking the grant. Office, distribution, and costs associated with preparation or packaging of food or beverages to be consumed or distributed off-site are considered indirect improvements and not eligible for grant funds. Further, the use of FAB-REP grant funds may not be used for any portion of the cost of improvements submitted as part of an application or already approved for funding through an HPTF Grant. Such costs must be separately identifiable in the construction budget presented at the time of application.

The below list is not exhaustive but is illustrative of those improvements that otherwise would be considered eligible.

- Interior demolition and site preparation
- Code compliance, life safety and ADA
- Electrical, utility, and mechanical improvements (e.g., lighting, HVAC, elevator for establishment use only).
- Doors, windows, flooring, façade improvements (including awnings affixed to the building), and other interior and exterior improvements.
- Cooking, refrigeration, and ventilation systems, but not small appliances (e.g., microwave), fixtures, point-of-sale systems

- Other construction or improvements that would commonly be recognized as permanent or part of the interior or exterior of the tenant space

Ineligible Improvements

Generally, any non-permanent improvements or improvements that do not directly relate to food or beverage operation, or any improvement made without the necessary permits are not eligible for grant funds.

- Temporary or movable furniture such as tables, chairs
- China, tablecloths, silverware, etc.
- Small kitchen appliances (i.e., microwaves, toasters)
- Enhancements or improvements generally considered out of scale with the business plan included as part of the grant application. By way of example, an ice cream parlor would generally not require a wine cellar.
- Office equipment
- Moving expense
- Working capital
- Refinancing existing debts for prior improvements
- General periodic maintenance
- Soft costs (e.g., engineering and design, developer fees, etc.)
- New building construction or new building additions

TAB III.C

RESOLUTION 2021-12-03: RIVERFRONT ACTIVATION

RESOLUTION 2021-12-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) IN SUPPORT OF CREATING A VIBRANT AND PUBLICLY ACCESSIBLE DOWNTOWN RIVERFRONT BY PRIORITIZING RIVERFRONT CAPITAL IMPROVEMENTS AND IMPLEMENTING THE IDENTIFIED RECOMMENDATIONS OF THE JESSIE BALL DUPONT FUND RIVERFRONT PARKS ACTIVATION PLAN; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Resolution 2021-04-07 adopted on April 21, 2021, the Downtown Investment Authority contributed funds to support the Jessie Ball duPont Fund’s Riverfront Parks Activation Plan (the “Activation Plan”) in an effort to develop a comprehensive program and strategy to activate Jacksonville’s Downtown Riverfront parks and public spaces; and

WHEREAS, the Jessie Ball duPont Fund and its project partners conducted extensive community and stakeholder engagement to understand the needs and wants of the public and integrated the public input to develop its Activation Plan; and

WHEREAS, after eight months, the Jessie Ball duPont Fund completed its Riverfront Parks Activation Plan for Jacksonville’s Downtown riverfront and presented its findings and recommendations to the public on October 25, 2021, and to the Downtown Investment Authority Board on November 22, 2021; and

WHEREAS, the Activation Plan focuses on creating a vibrant and inviting Riverfront that provides fun, flexible, accessible, and recreational opportunities for all types of visitors; and

WHEREAS, the Activation Plan identifies that investment in waterfront activations and public space improvements can spur new development, improve quality of life, create higher-paying jobs, attract new talent and business, and generate compelling return on investments for the city; and

WHEREAS, the Downtown Investment Authority supports a holistic approach to transform the Downtown Riverfront into a world-class destination that thoughtfully plans for vibrant public spaces and parks with strategically integrated private development; and

WHEREAS, the Downtown Investment Authority concurs with and supports implementation of the Activation Plan principles, strategies and conclusions identified on Exhibit A attached hereto and made a part hereof; and

WHEREAS, the Downtown Investment Authority is in the process of completing its 5-year update to the adopted BID and CRA plan for Downtown and staff is directed to incorporate the Activation Plan recommendations into the BID and CRA Plan; and

WHEREAS, to fully capitalize on the unprecedented momentum of growth and opportunity in Downtown Jacksonville, the Downtown Investment Authority encourages the City Council and Mayor’s Office to prioritize the completion of several Downtown Riverfront Capital Improvement Projects that will further support the economic redevelopment of Downtown and the quality of life for visitors and residents of the City at large; and

WHEREAS, in alignment with the Activation Plan, the Downtown Investment Authority supports the timely implementation and funding of a dispersed sites activation pilot program;

NOW THEREFORE, BE IT RESOLVED by the Downtown Investment Authority:

Section 1. The principles, strategies and conclusions of the Activation Plan identified on Exhibit A attached hereto are hereby adopted and staff is directed to incorporate those terms into the updated BID and CRA plan.

Section 2. The DIA staff is directed to include in the BID and CRA update, and specifically in the CRA master plan, the location of the various riverfront park parcels which have been identified in the Activation Plan and/or the City’s Capital Improvement Program.

Section 3. The City is urged to accelerate funding for design and construction of Liberty Basin Marina, Riverfront Plaza, Northbank Riverwalk Extension, Downtown Bulkhead replacements, Metropolitan Park renovations, and Southbank Riverwalk extension, and to seek other public funding opportunities to assist therewith, in order to capture the current market cycle and coordinate such public infrastructure with adjacent private redevelopments.

Section 4. The DIA staff is directed to work with Jessie Ball duPont Fund and the City Department of Parks and Recreation to begin implementation of the dispersed sites implementation strategy of the Activation Plan activation within this fiscal year.

Section 5. The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution.

Section 6. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

W. Braxton Gillam, Chairman

Date

VOTE: In Favor: ____ Opposed: ____ Abstained: ____

Exhibit A to Resolution 2021-12-03
Key Activation Plan principles, strategies, and conclusions

1. The entire Riverfront of Downtown should be planned holistically to include public spaces designed for and accessible to all residents of Jacksonville, as well as Downtown residents, employees, and visitors.
2. The riverfront should include a connected system of ample parks and public spaces of high-quality design.
3. The riverfront will include a mix of public spaces and private uses, with private development playing a key role in funding and activation.
4. The riverfront should include Connections with Nature and Water, Educational Opportunities and Celebrate Diverse Cultures and History.
5. A variety of food options and other entertainment, including year-round activities, will be essential.
6. The Riverfront should be Fun and Functional
7. The riverfront should be a gathering place for Community.
8. The following Social & Cultural Principles will be applied when developing park and public space designs and programs:
 - a. Welcoming and Accessible to all
 - b. Diversity of Audience and Experience
 - c. Flexible
 - d. Fun and Functional
 - e. Promoting Wellness
9. The following Waterfront Public Realm Principles will be applied when designing Riverfront park and public space- both new and renovated:
 - a. Ecology
 - b. Multiple connected paths
 - c. Framed View Corridors
 - d. Variety
 - e. Great Streets
10. In light of current population growth and demographic trends, the time for investment in waterfront public infrastructure is now—to spur new private redevelopment in the current market cycle, to attract talent and businesses, and to improve quality of life.
11. While the investment of General Fund dollars now is needed, the ROI generated is compelling and real estate value capture, donations, and earned income will help fund lasting success
12. A concerted and strategic effort should be made to seek additional resources such as federal and state grants and philanthropic and private donations to fund development and programming of public riverfront parks and spaces.
13. An activated program should include:
 - a. Public green space
 - b. Opportunities for active recreation and sports
 - c. Opportunities to enjoy arts and culture
 - d. Commercial and retail venues
 - e. Community gathering spaces and opportunities for services

14. Partnerships and community ownership will be instrumental to consistent and varied programming
15. Adopt two-year overarching themes for programming
16. Establish a framework of daily weekday program themes
17. Implement a riverfront toolkit of Walk elements, Cue elements, Mobile Units, Pocket Elements and Hubs that create a sense of place and unify the Riverwalk experience; begin with a Dispersed Activation Scenario and work to implement this year

SUPPLEMENTAL INFORMATION

DUPONT STUDY

Activating Jacksonville's Riverfront

Project Overview



October 2021



DVDL



WXY JLP+D

Project Partners & Collaborators

Project Initiator



Project Partners



Activation Plan &
Project Lead



Design Partner



Governance & Funding
Strategy Partner



Community Partner

Project Collaborators

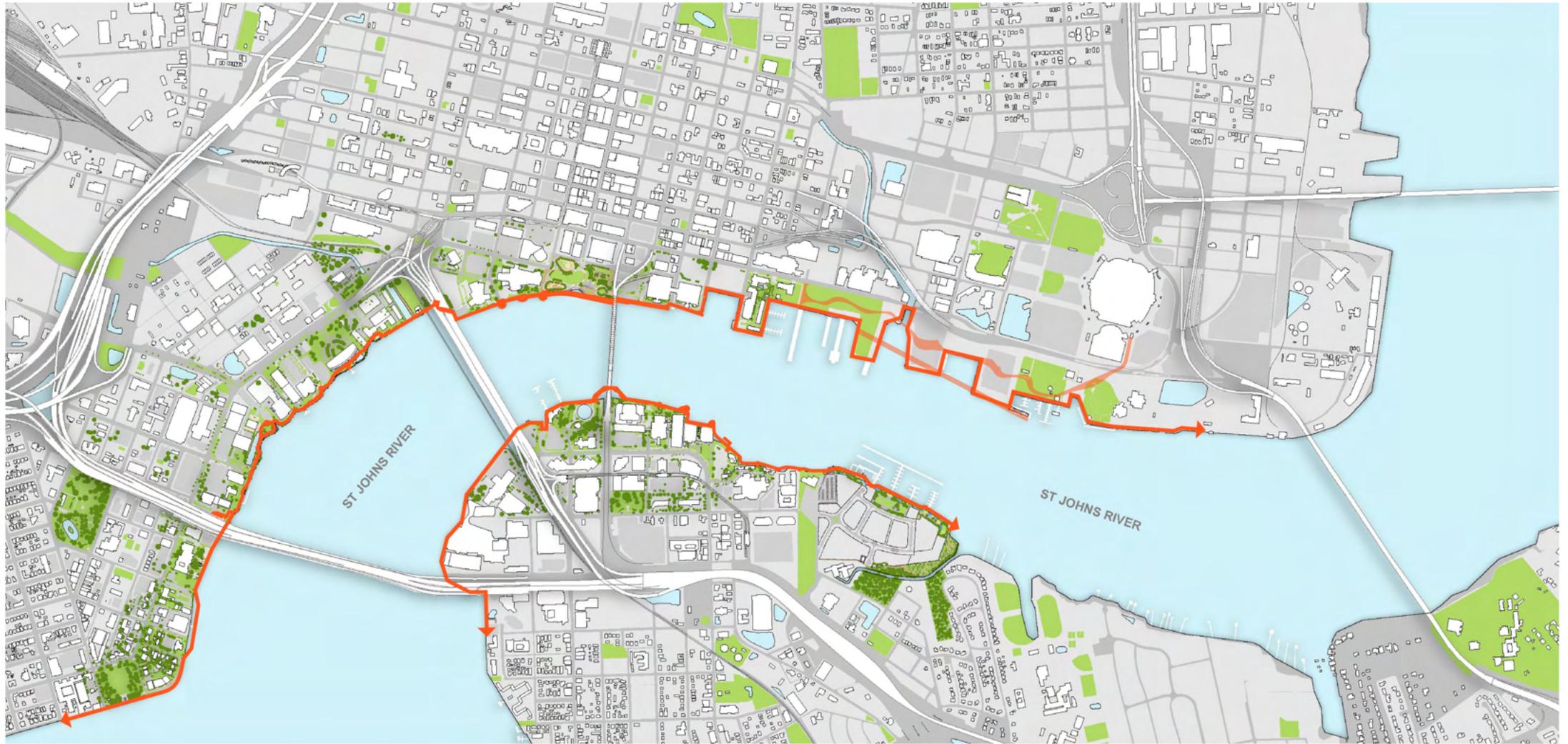


Benchmark Research
Collaborator

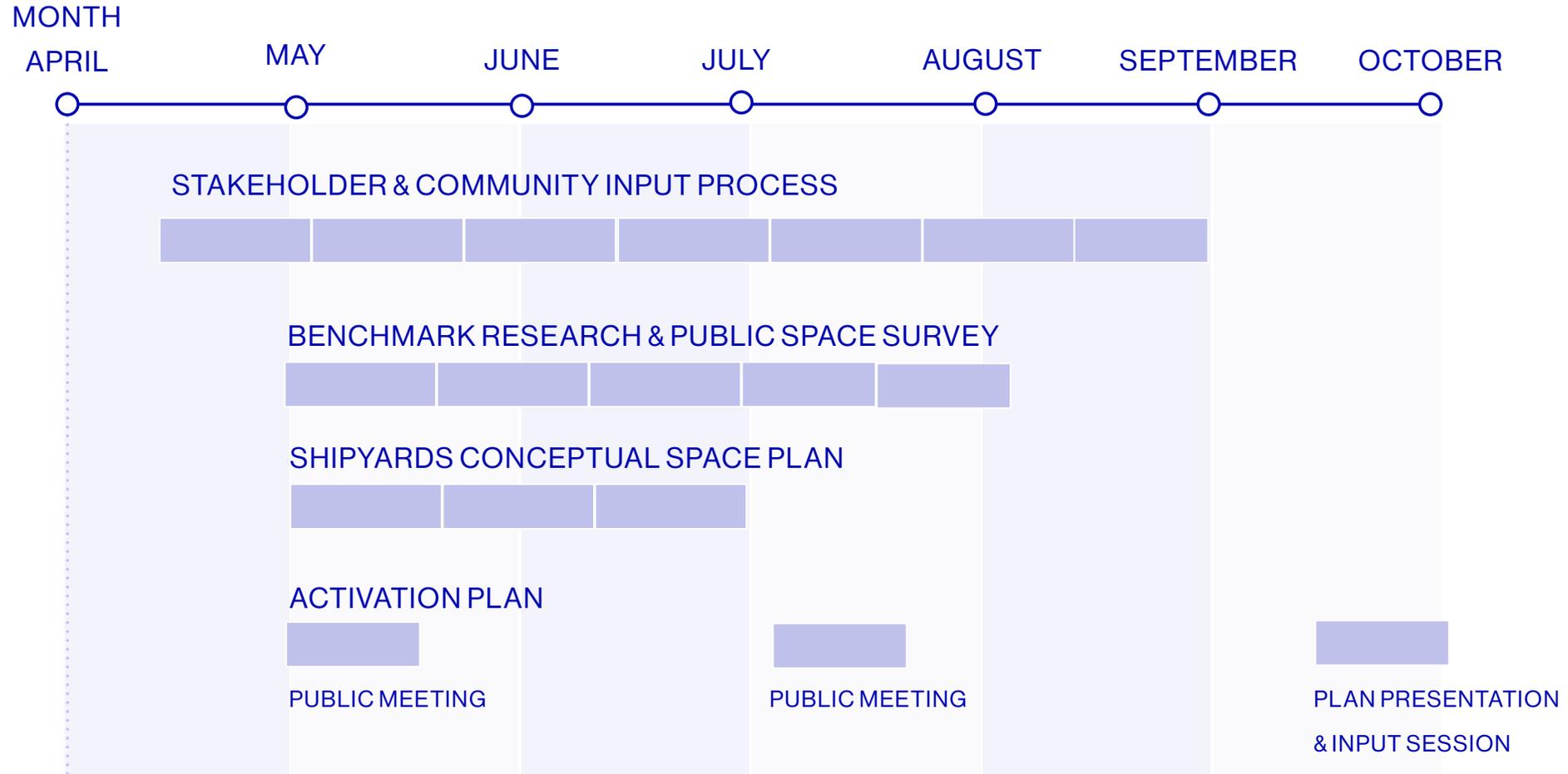


Community Engagement
Advisor

Project Boundaries



Project Timeline



Taskforce – Activating Jacksonville’s Riverfront



Barbara Ketchum,
Riverfront Parks Now



Betzy Santiago,
FSCJ



Bill Joyce,
Dep. of Public Works



Brian Wolfburg,
Vystar



Daryl Joseph,
Dep. of Parks and Recreation



Diana Donovan,
Cultural Council



Diana Greene,
Duval County Public Schools



Ennis Davis,
Modern Cities



Irvin PeDro Cohen,
LISC



Jake Gordon,
Downtown Vision



Jimmy Orth,
St Johns Riverkeeper



Melanie Patz,
Baptist Health



Michael Corrigan,
Visit Jacksonville



Mike Balanky,
Chase Properties



Nancy Powell,
Scenic Jacksonville



Sondra Fetner,
Urban Vision Consulting



Suzanne Pickett,
Historic Eastside CDC



Barbara Goodman,
Riverfront Parks Cons.

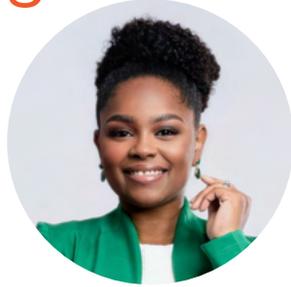
Next Gen Group - Activating Jacksonville's Riverfront



Andrew Pantazi,
Journalism



Aniyah Pendleton,
HR and learning



Ashantae Green,
Environmental justice



Brooks Dame,
Homeless services



Danyelle Johnson,
News / journalism



Ebony Payne English,
Arts / Literature



Grace Stoyshich,
Restaurants / journalism



Javon Knight,
Public policy



Jose Morales,
ADA advocacy



Mike Field,
Economic
development



Nadia Esha,
Engineering and education



Pascal Rathle,
Entrepreneurship



Shelby VanDervort,
Downtown revitalization



Tia Keitt,
Neighborhood resources

Activation Coalition - Activating Jacksonville's Riverfront



Andrea Barnwell
Brownlee, Cummer
Museum



Andrea Williams,
Jumbo Shrimp



Basma Alawee,
WeaveTales



Bruce Fafard,
MOSH



Cindy Watson,
JASMYN



David Clark,
DESC



David McGowan,
WJCT Public Media



Dawn Gilman,
Changing
Homelessness



Dimitri Demopoulos,
Churchwell Condo
Association



Eric Mann,
First Coast YMCA

Activation Coalition Cont. - Activating Jacksonville's Riverfront



Gabrielle Magid,
Stronger Than
Stigma



Hope McMath,
Yellow House



Jessica Santiago,
Art Republic



Justin Weakland,
Jacksonville Naval
Museum



Kyle Reese,
One Jax



Linda Levin,
Eldersource



Megan Denk,
Players Center for
Child Health



Michelle Barth,
Jacksonville
Symphony



Natasha Parks,
UF/IFAS Extension



Shiva Thompson,
Yoga 4 Change

Public Input Overview (Oct 2021)

1 Public Space Survey

3,122 participants

6 Public Programs/Tours

755 participants

2 Public Meetings (Virtual)

227 attendees

5 Community Meetings

105 participants

(interactive dialogue-based meetings)

8 Stakeholder Meetings

51 organizations/groups represented

(3 groups engaged throughout)



Jaxsons Want...

A Waterfront for All

Ample Park and Public Space

Community

High Quality Design

Year-Round Activities

Accessibility

To Celebrate Diverse Cultures & History

A Variety of Food Options

Educational Opportunities

Connections with Nature & Water

...on the riverfront



[Photo credit: Trevor Neely, via Unsplash]

The River is the Star of the Show

Activating Jacksonville's Riverfront





[Cumberland Park, Nashville. Photo credit: Kungfoofool, via Creative Commons]

Jaxsons want a Fun *and* Functional Riverfront

Activating Jacksonville's Riverfront



Waterfront Cities Benchmark Research



06

ACTIVATING JACKSONVILLE'S RIVERFRONT

**COLUMBUS, OH
SCIOTO MILE AND
BICENTENNIAL PARK**

In the heart of downtown Columbus, **Scioto Mile** connects the city's main cultural district to the Scioto River via an integrated system of parks, boulevards, and paths. Critical to the park's success were two large infrastructural changes—first, removing a dam and thereby creating 46 additional acres of riverfront land, and second, reducing the number of lanes on the road running parallel to the river. Comfortable seating, interactive fountains, open spaces, play areas, and proximity to pubs and museums have made it a point of pride and have changed residents' perceptions of the urban core.

Year developed: 2004-2008
Cost: \$105 million
Size: 170 acres
Visitors annually: 1M

Project Highlights:

- The park's main feature is the Scioto Mile, a 1.7-mile-long promenade that runs along the river. It features a mix of green spaces, public art, and interactive fountains.
- The park's design includes a mix of green spaces, public art, and interactive fountains.
- The park's design includes a mix of green spaces, public art, and interactive fountains.

Design & Landscaping:

- The promenade features a stone colonnade with awnings, gardens, water canals, and table seating for a game of chess or dominoes. Lined with trees and seasonal flowers, the stone-paved pedestrian walk provides a canopy of shade during hot summer days.
- 1,000 linear feet of concrete floodwall were removed to recover more parkland, and 600 feet of bio-retention were installed to improve water quality.
- The pocket bike paths and bridges are nestled within two broader greenway systems, the Scioto Discovery Trail and the Ohio-to-Erie Trail, leading downtown to these systems was a primary objective.

Project Highlights:

- First priority was making minor changes to dams and roads to create park spaces.
- The city's small-scale investment in pocket parks paved the way for larger development.
- There is an emphasis on shaded walkway areas for relief on hot days.

Learnings for Jacksonville:

- The park offers a smooth transition between ecological and urban spaces.
- Partnerships with local hospital systems suggest that the medical community can be a valuable partner in the development and activation of public spaces.
- Services as a focal point and impetus for further revitalization efforts and investment in downtown Little Rock.



07

ACTIVATING JACKSONVILLE'S RIVERFRONT

**COPENHAGEN, DENMARK
THE HARBOUR PARK**

Islands Brygge Harbour Park is a public park directly on the waterfront in Central Copenhagen and one of the most lively and popular places along the harborfront. Islands Brygge is a versatile space, previously serving military, industrial and residential purposes and redevelopment in 2003, when it became a multi-functional recreational area. The park contains the famous **Islands Brygge Harbour Baths**, where locals and tourists alike lounge for a swim with a view of the city's skyline. The park's lawn space provides room for a variety of exercise and games. The area is also home to many open-air concerts and contains a cultural center.

Year developed: 2004-2008
Cost: € 620,000
Size: 28,000 m²
Visitors annually: 1,000,000

Project Highlights:

- Islands Brygge Harbour Park is a formerly livable park that gives people the ability to claim it as their own through swimming, sun-programmed lawn areas, and biking or walking.
- As the municipality worked to improve the area, they addressed poor water quality and maintained some of the old industrial landmarks.
- The park area is heavily used by bikers, pedestrians, locals, and visitors alike.

Design & Landscaping:

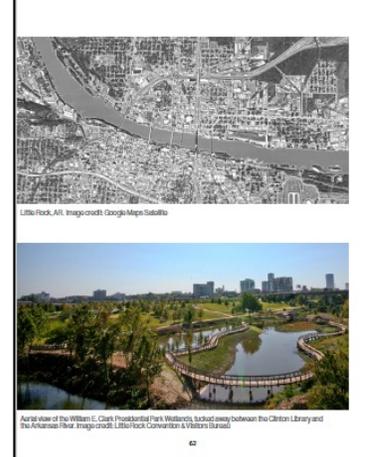
- The park is located in a former dockland area and has retained a number of features from its industrial past, including railway tracks, an abandoned railway car used for exhibition space, and an old ship hull that functions as a bandstand.
- The park is surrounded by three adapted industrial warehouse-turned-apartment buildings, most notably the "silos" buildings.
- The famous Islands Brygge Harbour Baths extends the park over the water and is part of a system of seasonal bathing facilities along the waterfront of Copenhagen.

Project Highlights:

- The park is located in a former dockland area and has retained a number of features from its industrial past, including railway tracks, an abandoned railway car used for exhibition space, and an old ship hull that functions as a bandstand.
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Learnings for Jacksonville:

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- Partnerships with local hospital systems suggest that the medical community can be a valuable partner in the development and activation of public spaces.
- Services as a focal point and impetus for further revitalization efforts and investment in downtown Little Rock.



08

ACTIVATING JACKSONVILLE'S RIVERFRONT

LITTLE ROCK, AR

Clinton Presidential Library and Museum and River Market District, but the park's trails helped to better connect them all to each other and to downtown.

Primary landscape features include upper and lower riverfront promenades, grassy gathering spaces, small-scale amphitheater, tennis gardens, a grove of native Arkansas trees, and lawns that stretch down to the river.

A 1,600-foot boardwalk immerses visitors in natural ecology, including low marsh, high marsh, sandbar, and elevated wetland.

Project Highlights:

- The park gives coherence to pre-existing community anchors.
- Connections to the Arkansas River help trail allow for more exploration.
- Partnerships with local hospital systems suggest that the medical community can be a valuable partner in the development and activation of a public space.

Design & Landscaping:

- A section of the trail is known as "Medical Mile," a linear "health museum" whose trails encourage exercise and where interpretive signage and artwork promote physical activity and nutrition. Medical Mile features a 1,300-foot mural wall, a wellness promenade, and a plaza.
- The park is adjacent to the River Market District, which offers a market full of food vendors, pubs, galleries and music venues. The seasonal Little Rock Farmer's Market has made its home in the River Market's two open-air pavilions overlooking the river.
- The Vogel-Schweier Sculpture Garden consists of landscaped outdoor "rooms" housing more than 90 whimsical works of art by local sculptors. Outdoor movies are shown at the First Society Amphitheater, and the Margaret Clark Adventure Park is designed for preschool-aged children to climb trees, explore tunnels, and perform on stage.
- The Rock Island Railroad Bridge, originally a railroad trestle, was converted to a pedestrian and bike bridge spanning the Arkansas River. The Clinton Presidential Library, nestled in the park, is centered over the Arkansas River and provides sweeping river views.

Events & Activation:

- A section of the trail is known as "Medical Mile," a linear "health museum" whose trails encourage exercise and where interpretive signage and artwork promote physical activity and nutrition. Medical Mile features a 1,300-foot mural wall, a wellness promenade, and a plaza.
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Learnings for Jacksonville:

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- Partnerships with local hospital systems suggest that the medical community can be a valuable partner in the development and activation of public spaces.
- Services as a focal point and impetus for further revitalization efforts and investment in downtown Little Rock.

Benchmark Cities – Highlights

Design & Landscaping



Queens Quay Waterfront, Toronto, Canada

Reclaiming the street for bikes, pedestrians, and a streetcar, the city prioritized infrastructural changes along the boulevard. Many structures are multipurpose, such as the wave decks, which combine lighting, views, benches, interesting acoustics, and amphitheater seating.



Boardwalk at Lady Bird Lake, Austin, TX

Creating experiences on the water through the 10-mile-long Boardwalk meandering along the water's edge. Greenways from the inner city neighborhoods are being created to connect to the linear paths on the riverfront.

Benchmark Cities – Highlights

Programming & Activation



Waterfront Park, Louisville, KY

Free, family friendly summer concerts on the Great Lawn bring over a quarter-million visitors to the river every year. The sloping lawn helps absorb floodwater while being home to wide variety of programs attracting diverse range of people



Brooklyn Bridge Park, Brooklyn, NY

With the river and skyline as an intriguing backdrop, the annual Photoville Festival features free photo exhibitions on the Brooklyn Riverfront and across the five Boroughs. The park is divided into 6 programmed piers for sports, playgrounds, outdoor gyms, and more.

Benchmark Cities – Highlights

Flood Protection & Ecology



Cumberland Park, Nashville, TN

Transformed from wastelands into vibrant public spaces, the downtown riverfront parks provide more than green space, they also remediated brownfields, mitigate flooding, and revitalize downtown. The tiered waterfront seating doubles as a flood wall.



Presidential Park and Wetlands, Little Rock, AR

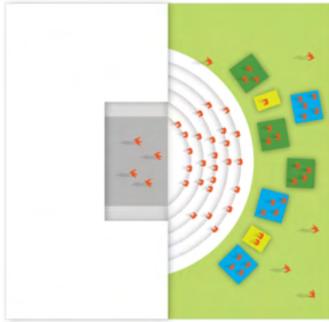
Arkansas River Trail, a 14-mile loop starting in Riverfront Park and winding through 13 acres of restored wetland. Boardwalks transport visitors into a natural sandbar habitat protected and enhanced for native species of the Arkansas River.

The Shipyards Esplanade Plan



Social, Cultural & Public Realm Principles

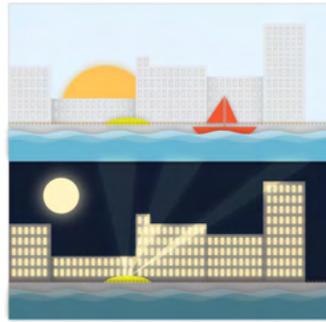
Social & Cultural Principles



WELCOMING & ACCESSIBLE
TO ALL



DIVERSITY OF AUDIENCE &
EXPERIENCE



FLEXIBLE

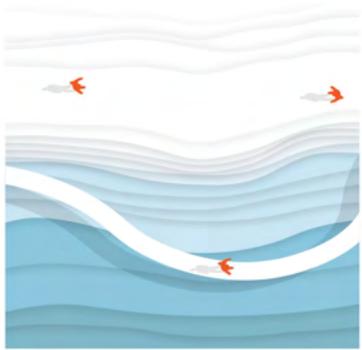


FUN & FUNCTIONAL

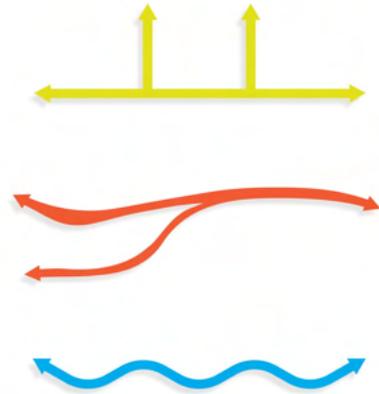


PROMOTING WELLNESS

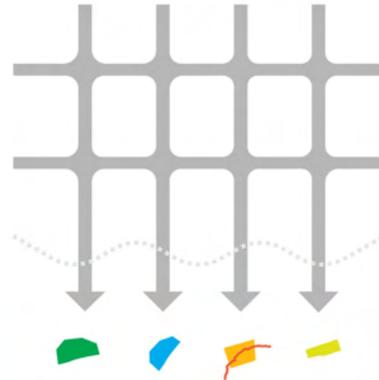
Waterfront Public Realm Principles



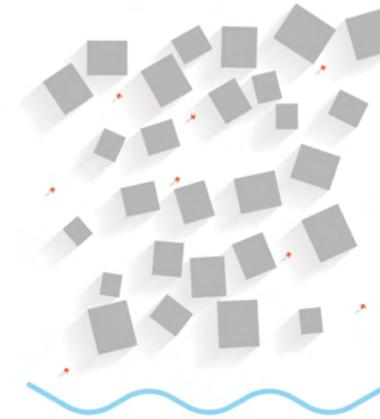
ECOLOGY



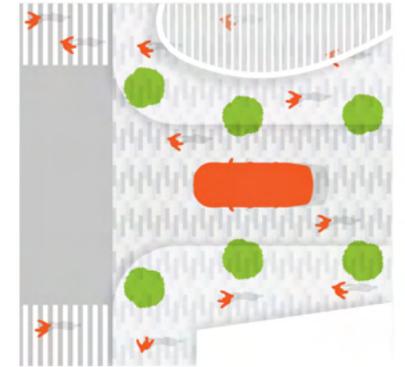
MULTIPLE
CONNECTED PATHS



FRAMED VIEW
CORRIDORS



VARIETY



GREAT STREETS

The Economic Case for Activation

Capital Follows People, People Follows Place, Place Needs Investment.

Investing in the experience of place is
a smart business strategy.

Public spaces have become an increasingly important part of equitable economic development strategies for cities and regions.

Across the country, various waterfront activations and public space improvements demonstrate the investment's potential to:

Spur New
Development

Improve
Quality of Life

Create Good
Jobs

Attract Talent
Businesses

Generate
compelling
public sector
ROI's



Pittsburgh Three Rivers Park: \$130M public investment catalyzed \$2.6B in development.



Denver Confluence Park: Outdoor recreation helped park users get healthier and save \$65M in medical costs.



Chattanooga Waterfront, TN Attracting Volkswagen to create jobs for local residents and fostering businesses in the Innovation District

Fostering economic prosperity, with an intentional focus on inclusion



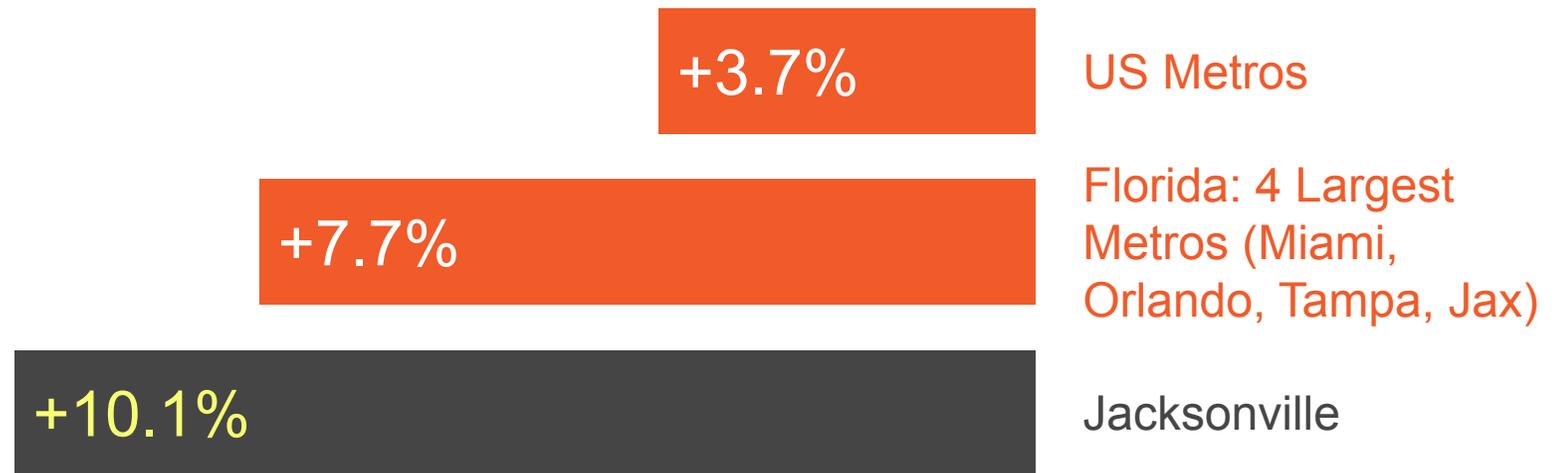
11th Street Bridge Park, Washington DC

An Equitable Economic Development Plan centered around the public realm, linking programs, policies, and government investments in workforce training, small business opportunities, arts and culture, and anti-displacement and affordable development to the planning of the new park.

Now is the time for Jacksonville to invest in its public realm to benefit its residents and compete for more talent and investment.

Jacksonville enjoyed some of the fastest population growth in the region and the country.

Population Growth (2014-2019)



Compared to other cities in Florida and the Southern United States, Jacksonville can better compete in areas vital for long-term economic growth:

- Fostering a more attractive environment for its young people
- Creating and attracting skilled workforce
- Leading technological innovation

	Jacksonville	Tampa	Tallahassee	Charleston	Savannah
Young adults who are new residents	19%	22%	34%	29%	25%
College degree holders who are new residents	1.7%	2.2%	2.7%	3.3%	2.9%
Innovation: growth rate of patents	1.4	5.4	5.0	1.9	2.1
Prosperity: growth rate of GDP per capita	2.7	2.8	2.9	3.8	3.5

Downtown Waterfront is One of the Most Strategic Locations for Improvement that Can Benefit the Entire City

Jacksonville's downtown waterfront is in the city's hub of commerce, sports, hospitality, and real estate investment.

- The Waterfront District's business density is 25+ times more than that of the rest of the city.
- Downtown Jacksonville, while being only 0.3% of the city's land area, creates 13% of total economic output in the city.
- Greater activation of the waterfront will make downtown a more vibrant place and yield an even more outsized impact on the City's economy.

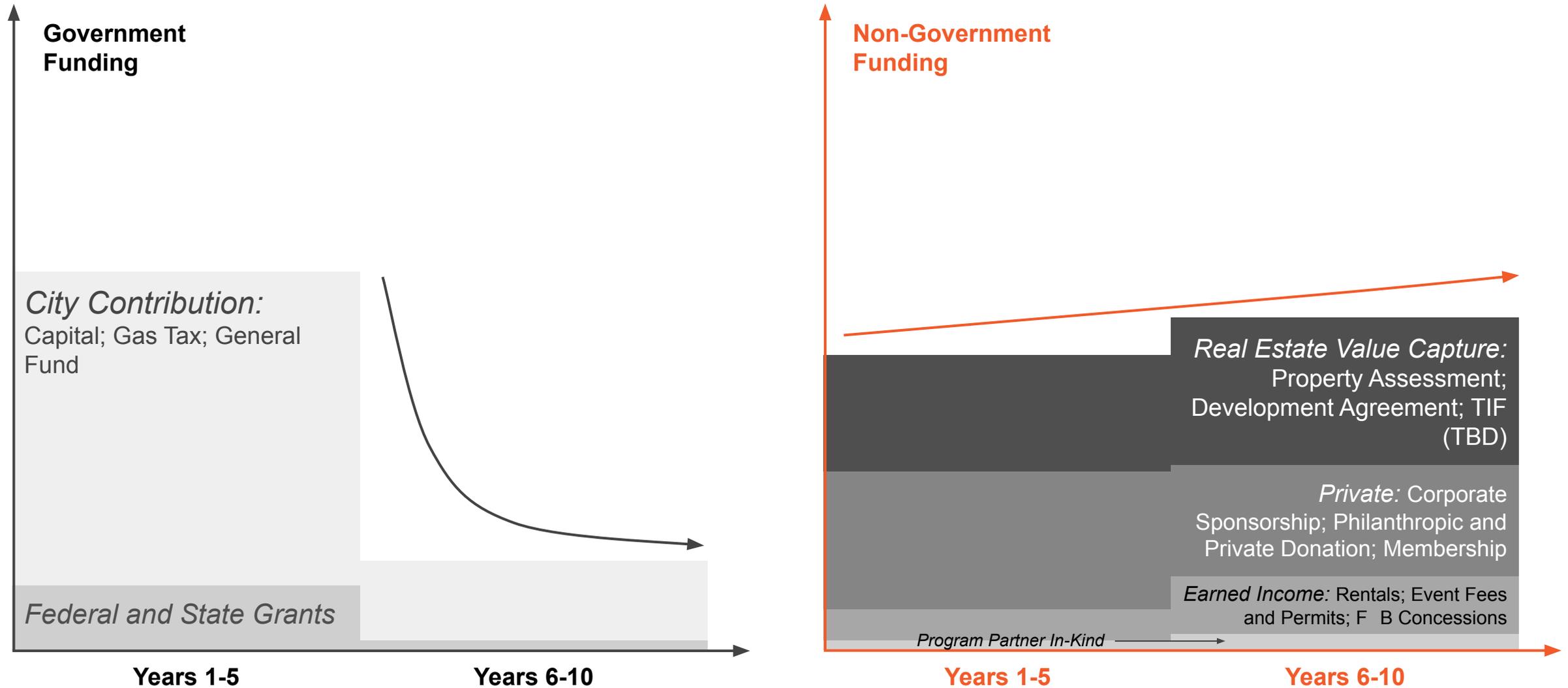




An activated riverfront catalyzes additional new development.

- The City owns a significant number of properties in the Waterfront District.
- As demonstrated in other places, well-designed, maintained, and programmed public spaces strengthen the real estate market.
- In Jacksonville, if some of the river-adjacent properties were to be developed, they would produce even greater economic dividends to the City, its residents, and employers.

Capitalize on Initial Success for Greater and Lasting Momentum



Earned Income



Events 75% of total operating revenue



Commissions and rentals 23% of total non-property tax operating revenue



Riverside Arts Market (Jacksonville, FL)

The non-profit keeps the revenue from the the weekly Riverside Arts Market, which most recently amounted to approximately \$400,000 a year.



Minneapolis Park and Recreation Board (Minneapolis, MN)

Commissions and rental revenue amounted to \$11M in 2020.

Private (Philanthropy, Individual, Corporate)



NRPA-sponsored corporate donation 38% of total capital cost



Membership income 11% of total operating revenue



Privately raised endowment income 42% of total operating revenue



Grand Avenue Park (Orlando, FL)

External corporate donors across the nation through NRPA's (National Recreation and Park Association) Parks Build Community project (\$450,000).



Jacksonville Zoo and Gardens (Jacksonville, FL)

The annual revenue from a multi-tiered membership system amounted to \$2.5M.



Millennium Park (Chicago, IL)

Capital campaign, including corporate sponsorship, paid for more than 40% of the construction and included a \$30 million endowment for maintenance.

Real Estate Value Capture



District property assessment 87% of total BID operating revenue



Adjacent property assessment 19% of Conservancy operating revenue



Philadelphia downtown parks (PA)

Business Improvement District: \$20M+ annual assessment revenue; 1500 beneficiary properties



Rose Kennedy Greenway (Boston, MA)

Conservancy supported by BID. \$1.3M annual assessment revenue. 50 properties included in the BID are immediately abutting the Greenway.

Federal and State Government Grant

Project Impact: Protecting Nature Environment



Improving Health Social Wellbeing



Promoting Arts Culture



Driving Economic Development



Federal Grant Agencies:

- The US Economic Development Administration
- The National Park Service
- The National Endowment for the Arts
- The Department of Housing and Urban Development
- The Department of Transportation
- The Environmental Protection Agency
- The National Oceanic and Atmospheric Administration
- AmeriCorps

State Grant Agencies:

- The Florida Department of State's Division of Arts and Culture
- The Florida Department of Economic Opportunity
- The Florida Department of Environmental Protection

U.S. Economic Development Administration

American Rescue Plan Act
Travel, Tourism, and Outdoor
Recreation Funding

Maximum award is \$10 million; lowest
award is \$100,000.

Cities succeed at capturing the value of public realms through strategic planning and coordinated investments.

- **Continue to convene** public and private funding partners. Build political support and advocacy.
- **Plug into** regional and national funding networks. Broaden the resource pool.
- **Dedicate** staff resource to manage a grant application strategy, fundraising plan, and revenue generation business plan.



Downtown Myrtle Beach, SC

Through Enterprise Community Partners, the City of Myrtle Beach accessed grant funding from Waccamaw Community Foundation and the Knight Foundation to advance an equitable economic and community development agenda.

Why Public-Private Partnerships?

Efficiency

Reducing public investment risk while enhancing the overall outcome of user experience

Funding

Increasing the funding pool via private fundraising potential

Expertise

Ensuring additional and specialized staff and expertise without adding the City's overhead

Creativity

Implementing flexible, creative, and entrepreneurial programming and activation strategies

Looking Ahead...

The migration from large cities caused by COVID-19 presents Jacksonville with an unparalleled opportunity to capitalize upon its already high quality of life and low cost of living.

Data suggests that Jacksonville outcompeted other places during the pandemic in regaining the initially lost jobs and drawing new residents.

2020's Migration Trends: Smaller cities gain ground

Biggest gains in net arrivals

1.	Jacksonville	+ 10.7%
2.	Salt Lake City	+ 9.6%
3.	Sacramento	+ 7.6%
4.	Milwaukee	+ 4.5%
5.	Kansas City, MO	+ 3.9%

Source: LinkedIn Economic Graph Research

LinkedIn News

The time to act is now, and the opportunity cost of inaction is high.

A high-quality public realm benefits the existing community and residents, create good jobs, and attract talent and investment that will increase the size of the economic pie shared by all. It's time to translate Jacksonville's strong current momentum to lasting competitive advantages, via its most unique asset - the Saint Johns River.



Activating Jacksonville's Riverfront

. The Vision for an Active Riverfront





**PUBLIC
GREEN SPACE**



SPORTS



**ARTS +
CULTURE**



**COMMERCIAL +
RETAIL**



**COMMUNITY +
SERVICES**

PROGRAM

Incentivizing Partnership & Community Ownership

- Partners and Groups to Plug into consistent programming
- Program Committees
- Access for Civic Groups to Program the Riverfront
- Advertisement through centralized Riverfront calendar
- Co-programming and cross-collaboration



Activation

Two-Year Riverfront Themes

- Overarching program structure
- Framework for community to play, learn, and co-create
- Exploration and innovation in the City
- Narrative arch from opening through closing community event

Examples of Riverfront Themes



Dreams

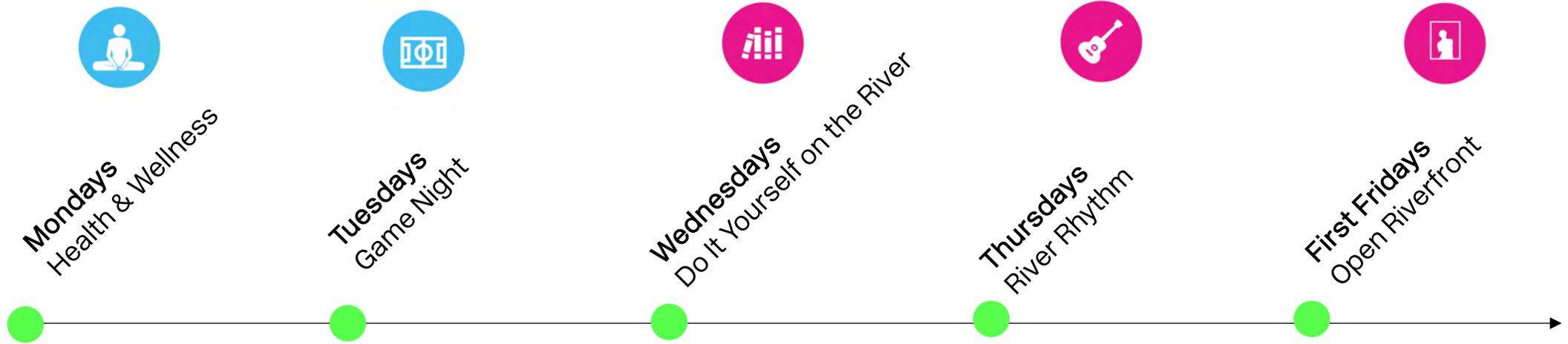


Bridges



Roots

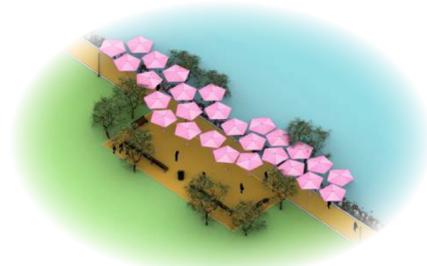
Riverfront Weekday Program Series



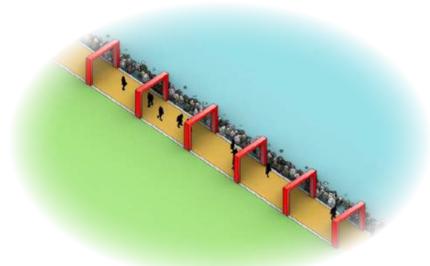
WALK



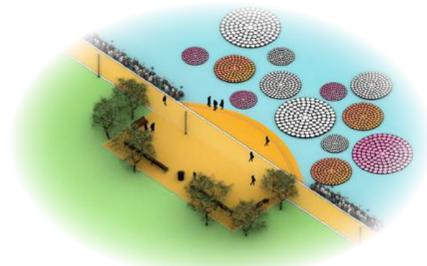
STORYTELLING



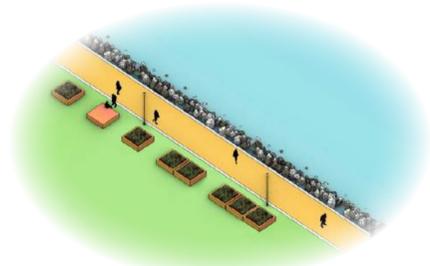
SHADE STRUCTURE



GATES



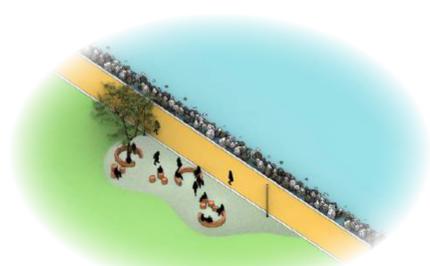
ART INSTALLATION



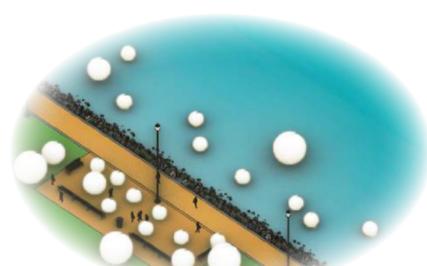
PLANTER



MURAL

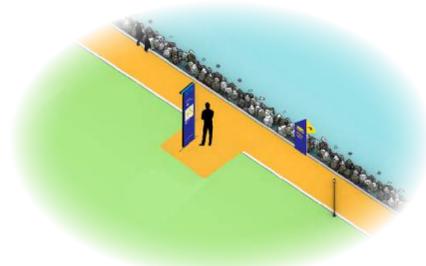


SOCIAL SEATING



LIGHTING INSTALLATION

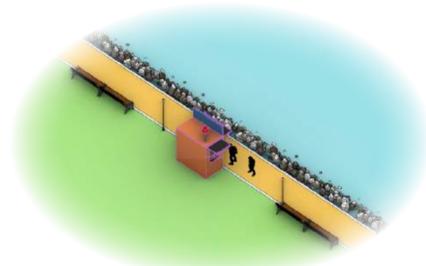
CUES



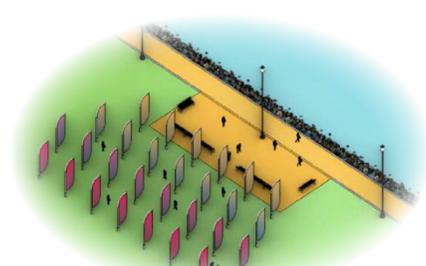
WAYFINDING



GROUND + POST SIGNAGE

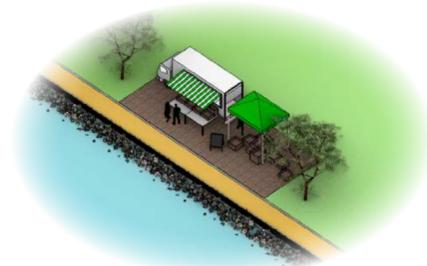


INFO STATION



BANNERS

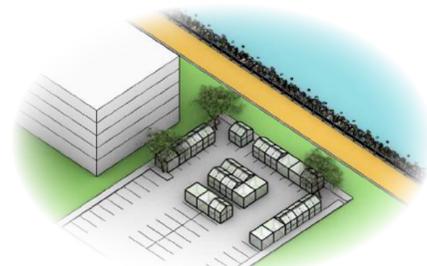
MOBILE UNITS



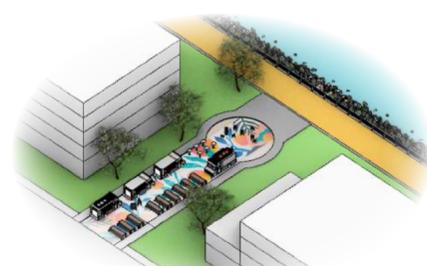
FOOD MARKET ON WHEELS



MOBILE PROGRAM UNIT

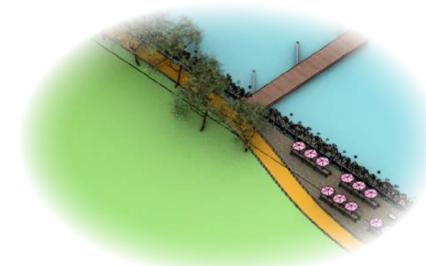


PARKING LOT AREA

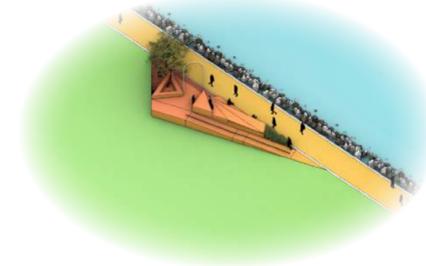


FOOD TRUCK AREA

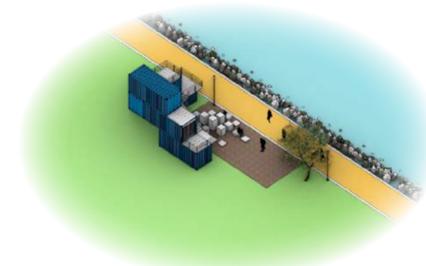
POCKET



PIER + PICNIC



PLATFORM

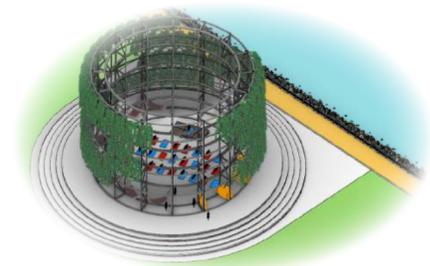


CONTAINER ART



GROVE

HUBS



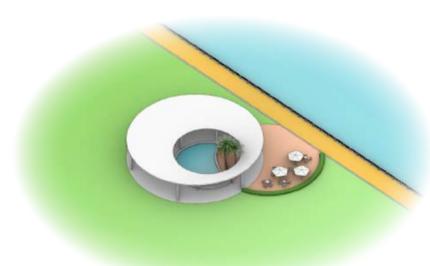
MULTIPURPOSE HUB



COMMUNITY CENTER



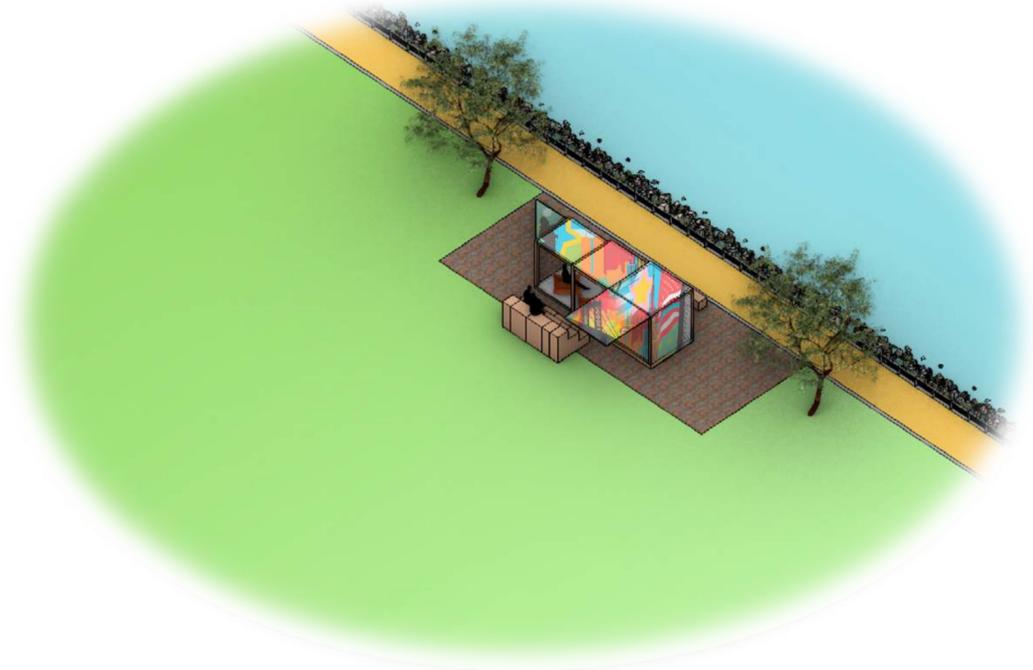
ECOLOGY ISLANDS



PARK PAVILION



Catalyst Cube (IncurSIONes, Will Sandy Landscape Architecture)
Caracas, Venezuela



MOBILE PROGRAM UNITS



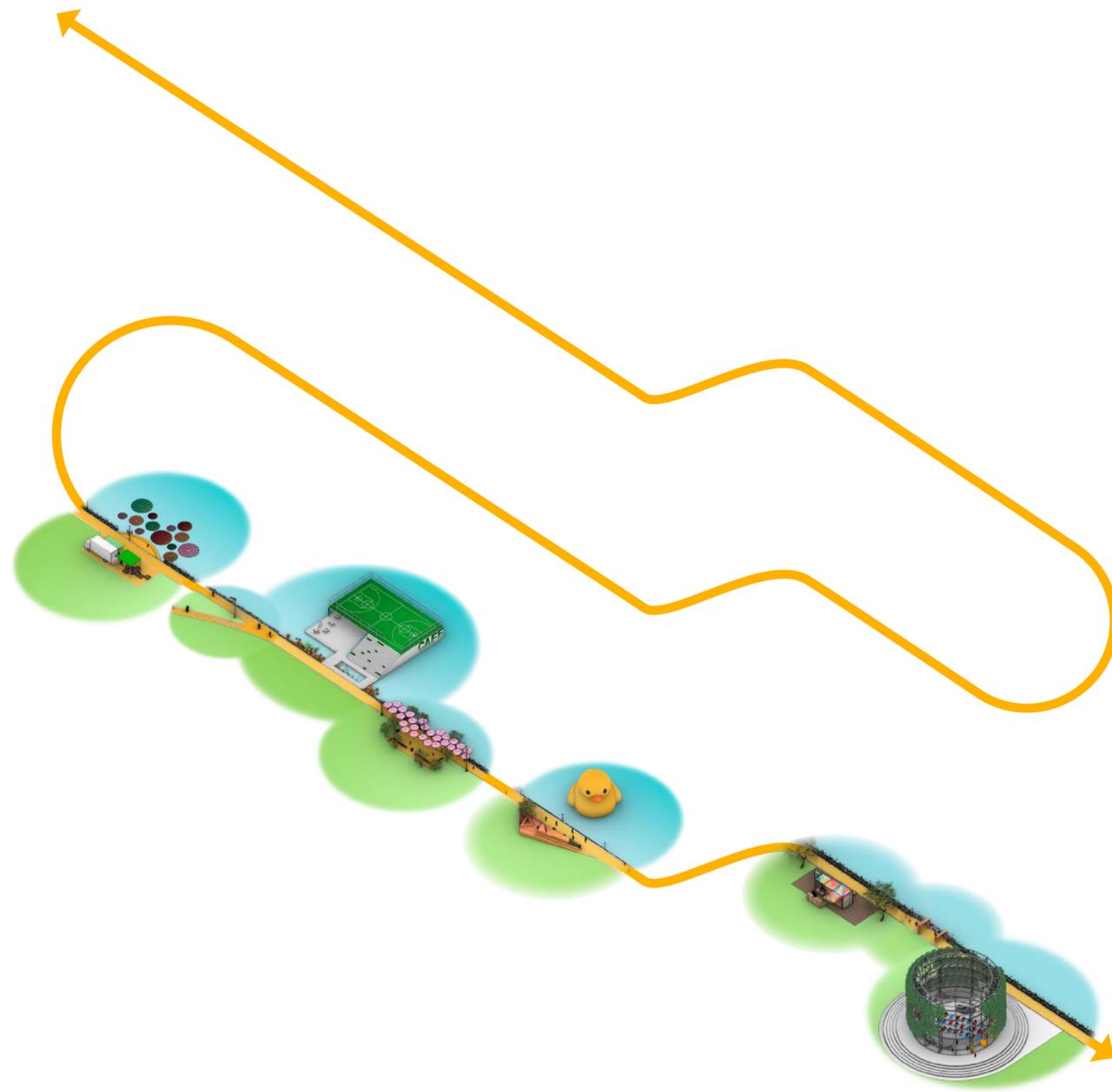
Downtown Brooklyn Kiosks (WXY Architecture + Urban Design)
Brooklyn, NY

Activating Jacksonville's Riverfront



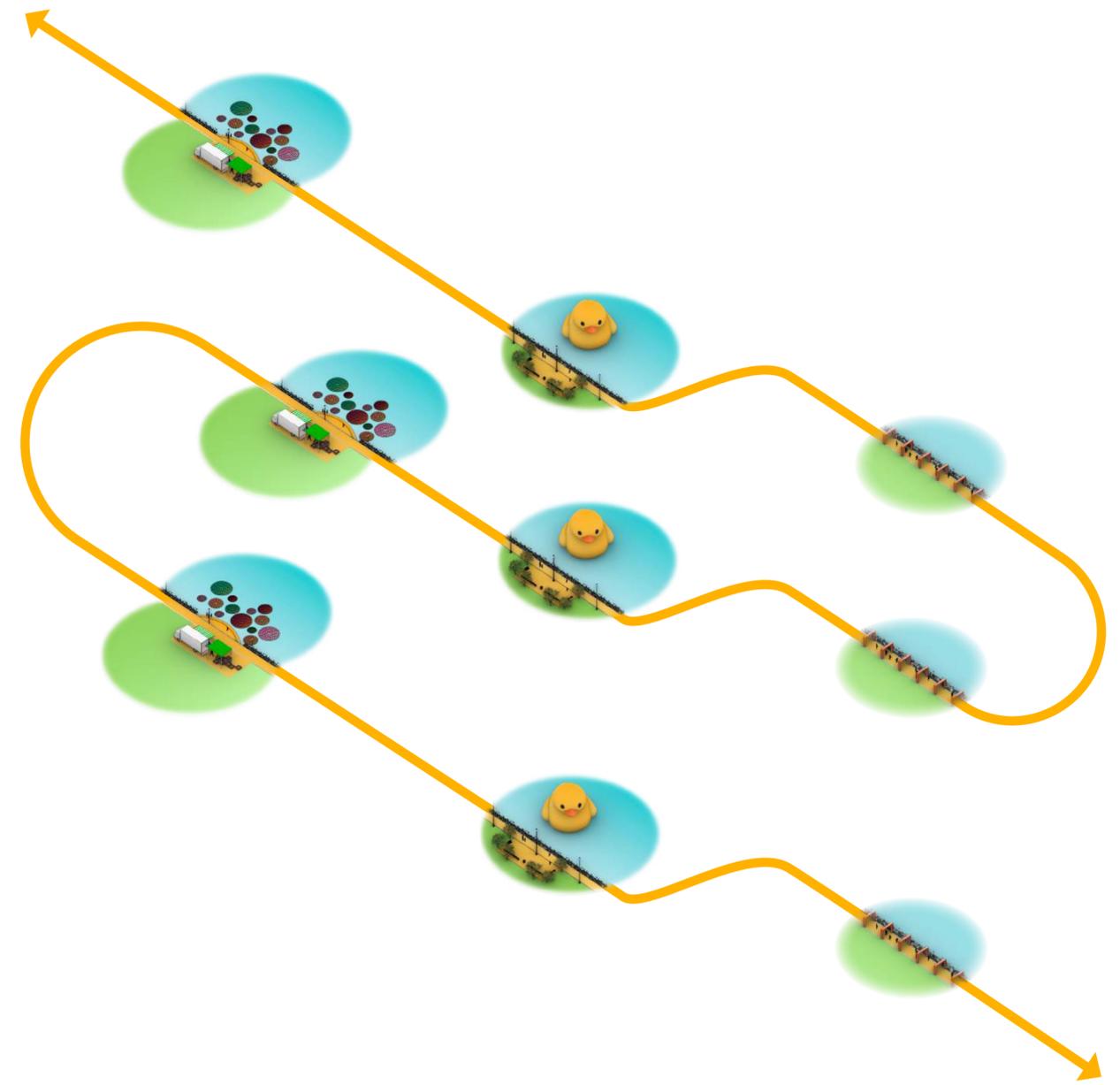


Implementation Strategies



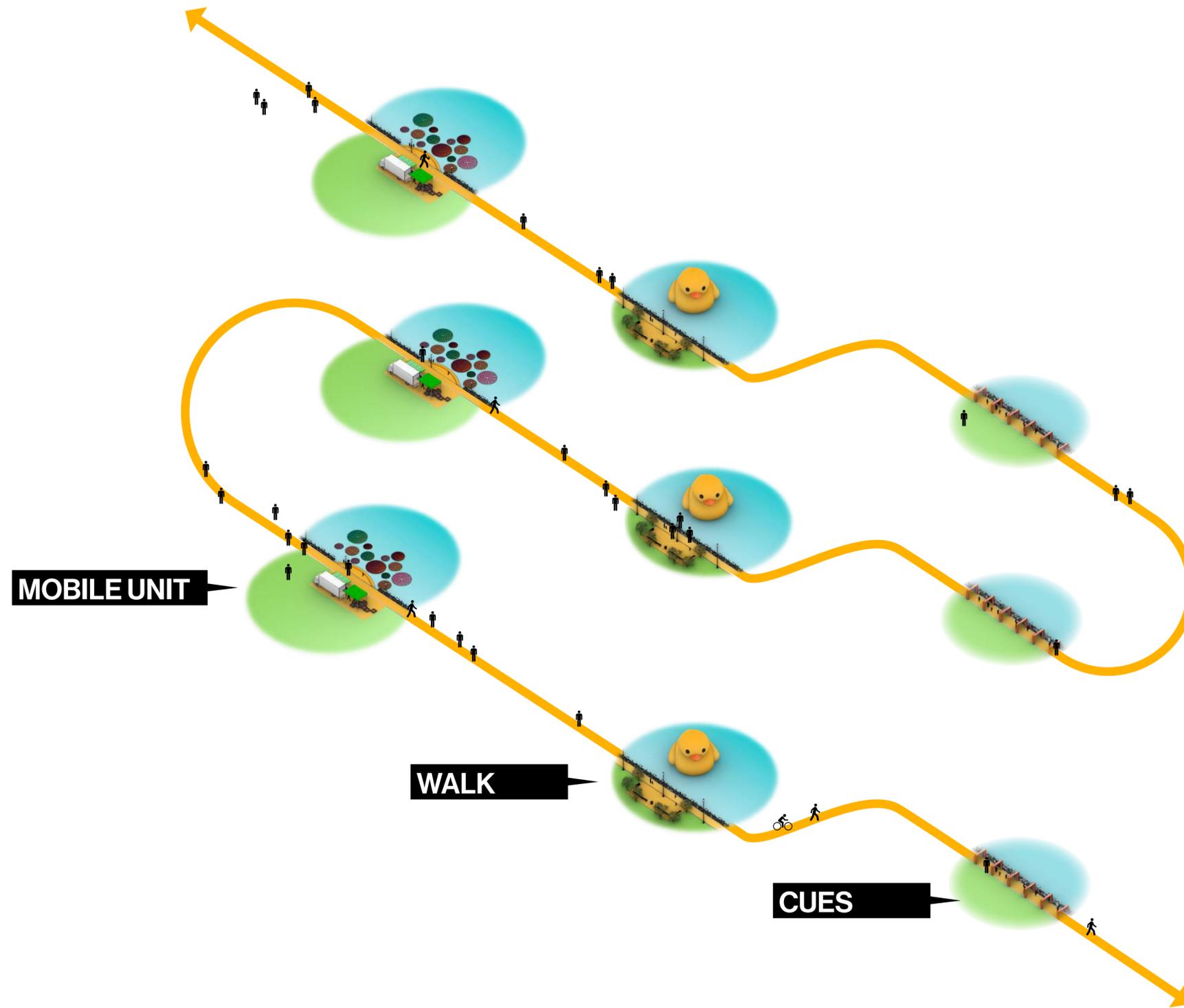
OPTION 1

Concentrated Activation Scenario

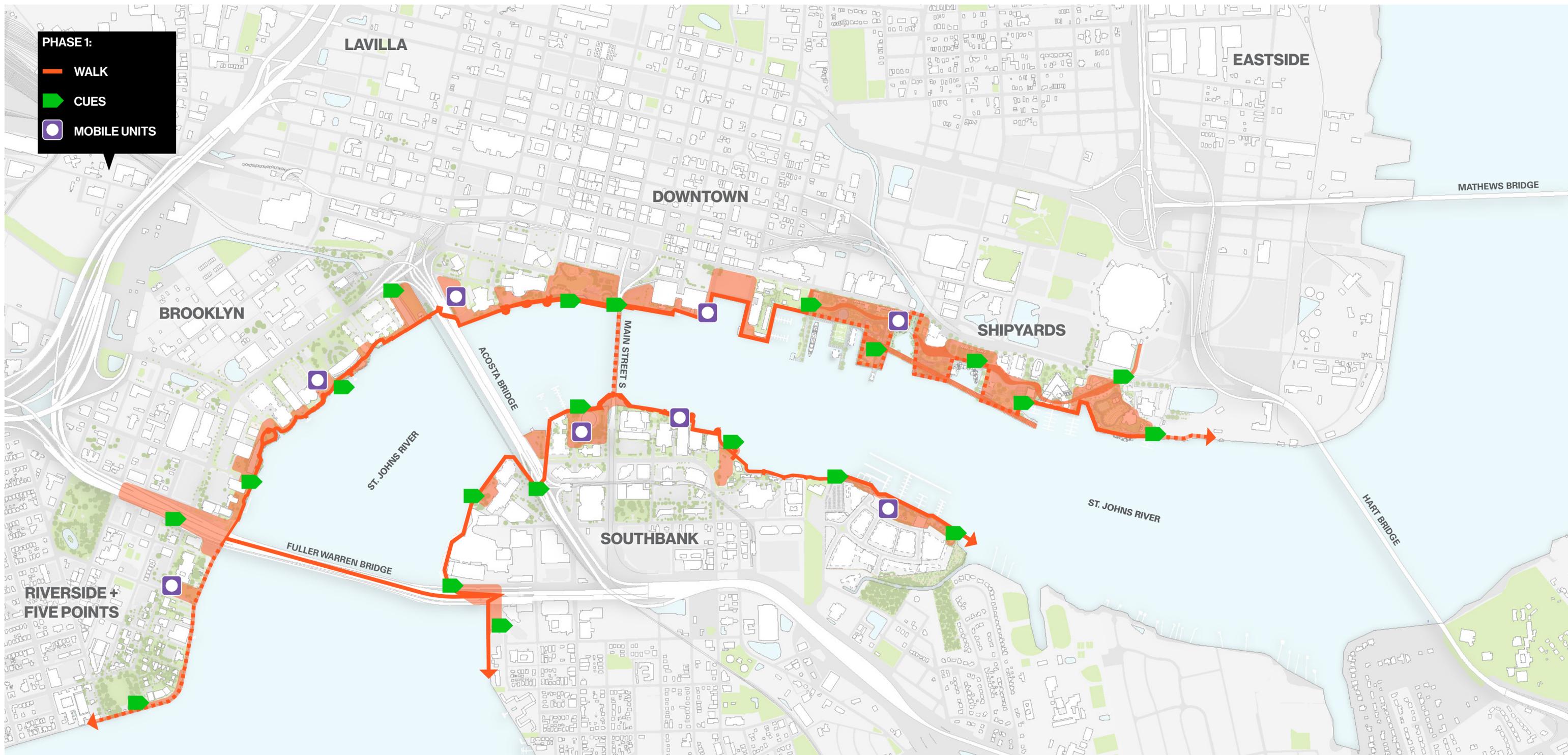


OPTION 2

Dispersed Activation Scenario



OPTION 2: Dispersed Activation Scenario



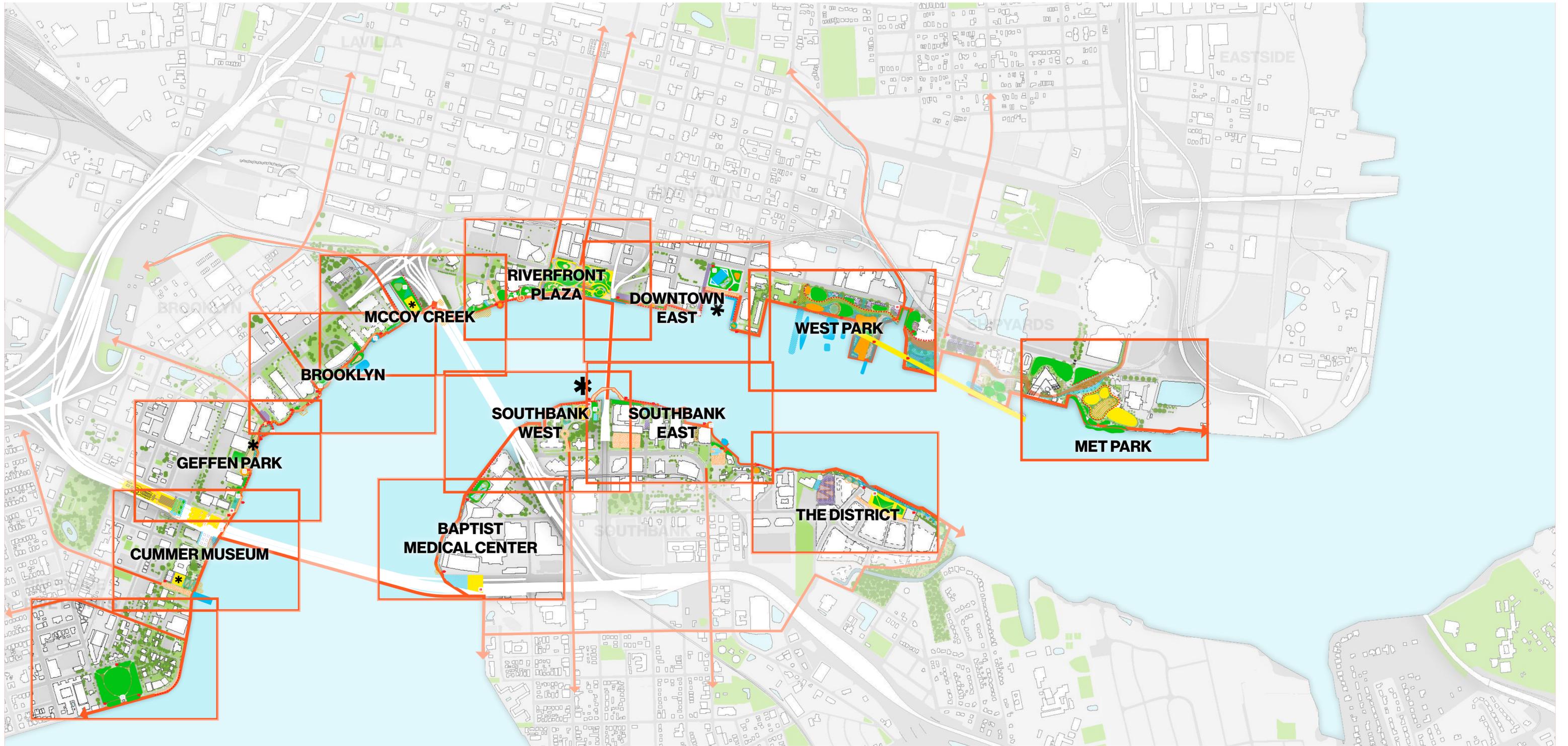
OPTION 2: Dispersed Activation Scenario - Phase 1

Program Rollout – Dispersed Scenario

Phase 1 – DISPERSED ACTIVATION

Full Riverwalk Gradual Activation

- 3-5 Programs Daily across 5 locations along the Riverwalk
- ~1000 Programs Annually
- Mix of small scale to large community events
- Sports, culture, passive activities, food, education, services, community events, theme days

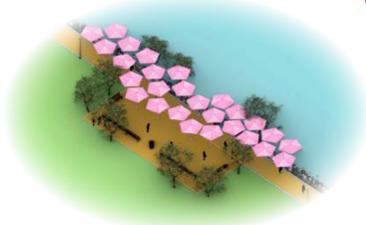
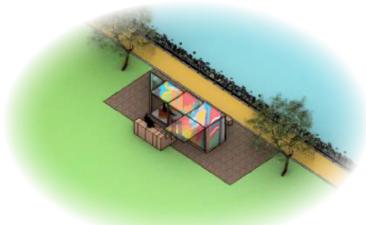
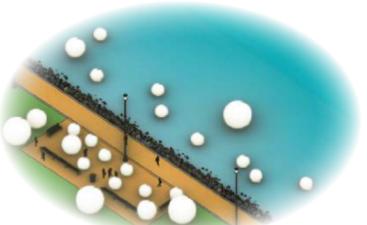
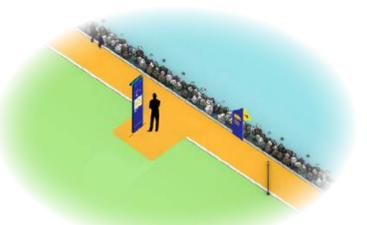


FOCUS AREAS



SOUTHBANK



-  01 SHADE STRUCTURE
-  02 BANNER
-  03 SOCIAL SEATING
-  04 PLANTER
-  05 MOBILE PROGRAM UNIT
-  06 LIGHTING
-  07 GROUND + POST SIGNAGE
-  08 WAYFINDING

SOUTHBANK

TAB III.D

RESOLUTION 2021-12-04: RESCIND 2021-06-03

RESOLUTION 2021-12-04

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY BOARD OF THE COMBINED NORTHSIDE EAST AND NORTHWEST COMMUNITY REDEVELOPMENT AREA (CRA) FORMALLY RESCINDING RESOLUTION 2021-06-03 AND RELEASING THE COMMITMENT OF \$100,000 OF FY 20-21 FUNDS WITHIN THE NORTHBANK PARKS AND PROGRAMMING ACTIVITY; PROVIDING AN EFFECTIVE DATE.

WHEREAS, in accordance with Sec. 106.340-106.346, Ordinance Code, the Board has been given authority to allocate and transfer funds within the CRA budget in accordance with the provisions of those sections, without further Council approval; and

WHEREAS, Resolution 2021-06-03, adopted by the DIA Board at its June 2021 Board Meeting, committed \$100,000 from the Northbank Downtown Parks and Programming activity to Downtown Vision, Inc. as a contribution towards the programming of that area formerly known as the Jacksonville Landing with an ice-skating rink from Thanksgiving 2021 through the first of January 2022; and

WHEREAS, the DIA Board was informed by Downtown Vision, Inc. that it was not feasible to implement the program this year; and

WHEREAS, the DIA has been informed in writing by the Chief Executive Officer of Downtown Vision, Inc. that they are now pursuing an ice-skating rink for December 2022, and will submit a new funding request to DIA once more details are known,

NOW THEREFORE, BE IT RESOLVED by the Downtown Investment Authority:

Section 1. The DIA Board hereby rescinds its approval of Resolution 2021-06-03, instructs its Chief Executive Officer to release the \$100,000 previously committed via Resolution 2021-06-03 within the Northbank Downtown Parks and Programming activity.

Section 2. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Braxton Gillam, Esq., Chairman

Date

VOTE: In Favor: ____ Opposed: ____ Abstained: ____

TAB IV.A

**NOVEMBER 17, 2021 DOWNTOWN INVESTMENT AUTHORITY BOARD MEETING
MINUTES**



Downtown Investment Authority
Hybrid Meeting
Wednesday, November 17, 2021 – 4:20 p.m.

Downtown Investment Authority
MEETING MINUTES

DIA Board Members: Carol Worsham, Vice Chair (Acting Chair); Jim Citrano, Secretary; Oliver Barakat (via Zoom; non-voting); Craig Gibbs, Esq.; Bill Adams, Esq.; Todd Froats; David Ward, Esq.; and Ron Moody

DIA Board Members Excused: Braxton Gillam, Esq., Chair

Mayor's Staff: None

Council Members: None

DIA Staff: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Operations Manager; John Crescimbeni, Contract and Regulatory Compliance Manager (via Zoom); Ina Mezini, Communication and Marketing Specialist (via Zoom); Wanda James Crowley, Financial Analyst (via Zoom); Lori Radcliffe-Meyers, Downtown Development Coordinator (via Zoom); and Xzavier Chisholm, Administrative Assistant.

Office of General Counsel: John Sawyer, Esq.; and Joelle Dillard (via Zoom)

CALL TO ORDER: Madam Chair Worsham called to order the Downtown Investment Authority Board Meeting at 4:20 p.m.

IV. DOWNTOWN INVESTMENT AUTHORITY MEETING

A. OCTOBER 20, 2021 DOWNTOWN INVESTMENT AUTHORITY BOARD MEETING APPROVAL OF THE MINUTES.

Seeing no comments, Madam Chair Worsham called for a motion.

Motion: Board Member Moody moved to approve the minutes as presented

Seconded: Board Member Adams seconded the motion

Seeing no comments, Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0

V. RESOLUTION 2021-11-02: CENTRAL NATIONAL BANK BUILDING DPRP

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL APPROVE A DOWNTOWN PRESERVATION AND REVITALIZATION PROGRAM FORGIVABLE LOAN PACKAGE FOR RENOVATIONS TO THE CENTRAL NATIONAL BANK BUILDING LOCATED AT 404 N JULIA STREET (THE “PROPERTY”) PURSUANT TO A REDEVELOPMENT AGREEMENT WITH AXIS 404 JULIA, LLC (“AXIS 404”) OR ASSIGNS (“DEVELOPER”); FINDING THAT THE PLAN OF DEVELOPMENT IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN (“BID PLAN”) AND THE NORTH BANK DOWNTOWN AND SOUTHSIDE COMMUNITY REDEVELOPMENT AREA PLAN (“CRA PLAN”); AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE THE CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

Madam Chair Worsham called on Mr. Kelley to introduce the resolution.

Mr. Kelley provided an overview of the resolution, stating that the applicant is requesting DPRP funding for the redevelopment of the historic Central National Bank (CNB) building. The redevelopment proposes 36 multi-family units as well as commercial/retail space on the ground floor including leasable space proposed to be occupied by a membership fitness center. The project will be undertaken simultaneously with a new construction component including 103-units of new multi-family housing and a 450-space structured parking garage, presented and approved at the October 20, 2021 DIA Board meeting.

Motion: Recommended for approval out of the Strategic Implementation committee

Board Member Citrano asked if a planned cost review has been performed. Mr. Kelley responded that staff has not pursued a cost review.

Board Member Froats stated that there is a need for DIA to incentivize projects that would not otherwise be feasible.

The board expressed unanimous support for the resolution.

Madam Chair Worsham called for a vote.

Vote: Aye: 7 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 7-0-0

VI. RESOLUTION 2021-11-06: JOHNSON COMMONS ALLOCATION – STORMWATER

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RE-ALLOCATING EIGHTY-EIGHT RESIDENTIAL UNITS PREVIOUSLY ALLOCATED TO VC 10 LAVILLA TOWNHOMES, LTD., TOGETHER WITH A NEW ALLOCATION OF THREE RESIDENTIAL UNITS, TEN THOUSAND SQUARE FEET OF COMMERCIAL/RETAIL/RESTAURANT, MOBILITY FEE CREDITS IN AN AMOUNT OF \$74,570.00, AND THE SALE OF UP TO FOUR CREDIT ACRES OF SURPLUS WATER QUALITY COMPENSATORY CREDITS TO JOHNSON COMMONS, LLC FOR USE ON CERTAIN PROPERTY IDENTIFIED BY DUVAL COUNTY TAX PARCELS 074830 0100, 074828 0100, AND 074845 0000 (COLLECTIVELY THE “PROPERTY”); FINDING THAT THESE ALLOCATIONS FURTHER THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN AND THE RECOMMENDATIONS WITHIN THE LAVILLA NEIGHBORHOOD DEVELOPMENT STRATEGY; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO EXECUTE ANY CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Madam Chair Worsham called upon DIA’s Guy Parola to introduce the resolution.

Mr. Parola provided an overview of the resolution, stating that it seeks the following:

- Reallocation of 88 residential units from Vestcor
- Allocation of:
 - 3 new residential units
 - 10,000 sq ft of commercial/retail/restaurant mobility fee credits
- The sale of up to four credit acres of surplus water quality compensatory credits to Johnson Commons

Madam Chair Worsham called for a motion.

Motion: Board Member Moody moved to approve Resolution 2021-11-06 as presented

Second: Board Member Adams seconded the motion

Madam Chair Worsham called for board discussion.

Board Member Citrano stated that he will need to abstain.

Madam Chair Worsham called for a vote.

Vote: Aye: 6 Nay: 0 Abstain: 1

THE MOTION PASSED UNANIMOUSLY 6-0-1

VII. NEW BUSINESS

None.

VIII. CEO INFORMATIONAL BRIEFING

CEO Boyer provided the following update:

- The Florida Redevelopment Association awarded the Southside CRA the Capital Projects Infrastructure Award for a large community at this year's FRA Conference for Riverplace Blvd
- Churchwell disposition is pending
- Publishing NODs for the [Ford on Bay] courthouse site, MOSH, and DVI Lease
- DuPont is providing a presentation at the upcoming public workshop
- Looking for volunteers amongst the board members for the Ford on Bay courthouse disposition evaluation committee
 - To be awarded in January
- There will be a Public Workshop on the BID/CRA goals and strategic objectives as well as the new proposed incentives program
- Upcoming Finance committee meeting
- Riverfront Jax proposal was received and made available to board members
- Terms for the Riverfront Plaza to be published in January and awarded no later than April
- Spoke to the DuPont study, referencing a document that illustrates planned, projected, and potential development properties within the downtown overlay and serves as a visual aid for the masterplan and future development

IX. CHAIRMAN REPORT

None.

X. ADJOURN

ADJOURNMENT: There being no further business, Madam Chair Worsham adjourned the meeting at 4:56 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Xzavier Chisholm at xchisholm@coj.net to acquire a recording of the meeting.

TAB IV.B

RESOLUTION 2021-12-01: 600 PARK STREET HOME2SUITES

RESOLUTION 2021-12-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING CITY COUNCIL APPROVAL OF A DOWNTOWN ECONOMIC DEVELOPMENT GRANT FOR THE HOME2SUITES PROJECT; AUTHORIZING THE CHIEF EXECUTIVE OFFICER (THE “CEO”) TO NEGOTIATE A REDEVELOPMENT AGREEMENT REGARDING THE SAME BETWEEN THE CITY OF JACKSONVILLE, DOWNTOWN INVESTMENT AUTHORITY, AND KELCO BROOKLYN, LLC; AUTHORIZING THE CEO OF THE DOWNTOWN INVESTMENT AUTHORITY TO EXECUTE SUCH AGREEMENT; PROVIDING AN EFFECTIVE DATE.

WHEREAS, Kelco Brooklyn, LLC (or similar such entity to be formed) (the “Developer”) proposes to construct a six-story, 100 room, select-service, extended stay hotel under the Home2Suites brand of Hilton Hotel properties at 600 Park Street in Jacksonville, Florida 32204, to include 2,000 square feet of leasable space for a restaurant and amenities as outlined in the Exhibit A Term Sheet. The project will result in the investment of approximately \$16,167,000 for the construction of the hotel and associated improvements; and

WHEREAS, the Developer is requesting a Downtown Economic Development Grant (“DEDG”) in the amount of \$2,385,220 that does not otherwise qualify for an established DIA Incentive Program; and

WHEREAS, the DIA Board considered the Developer’s request, the DIA staff report recommending denial of the incentive, and the expert testimony of Developer’s appraiser and concluded that an incentive was necessary to ensure redevelopment of the site for the proposed project; and

WHEREAS, the DIA Board found that the extended stay nature of the proposed hotel, the Hilton brand not otherwise available in the vicinity, and the business community needs in the immediate area differentiate this product from other select service and limited-service hotels thus eliminating the adverse impact on occupancy and room rates of other existing Downtown hotels; and

WHEREAS, the DIA Board found that the additional costs incurred by the Developer to integrate into the building a full service, open to the public, restaurant with outdoor seating along Park Street, including the cost of improvements to such space, factored into the need for an incentive; and

WHEREAS, the DIA Board therefore recommends approval of a Downtown Economic Development Grant in the amount of \$2,385,220 to help support the commercial growth

occurring in the Brooklyn area of Downtown Jacksonville and future hospitality needs of Brooklyn in particular.

NOW THEREFORE, BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA hereby directs the CEO of the Downtown Investment Authority to take all necessary action, including the filing of legislation before the City Council, to seek DEDG funding of up to \$2,385,220, to be allocated over ten annual payments of \$238,522 subject to terms and conditions found on the attached Exhibit A Term Sheet.

Section 3. The Chief Executive Officer is hereby authorized to execute the contracts and documents and otherwise take all necessary action in connection therewith to effectuate the purposes of this Resolution.

This Resolution, 2021-12-01, shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

W. Braxton Gillam, Esq., Chairman Date

VOTE: In Favor: ____ Opposed: ____ Abstained: ____

Exhibit A:

**DOWNTOWN ECONOMIC DEVELOPMENT GRANT
TERM SHEET**

**Home2Suites / Kelco Brooklyn, LLC
600 Park Street, Jacksonville FL 32204**

PROJECT DESCRIPTION

The project proposes the construction of a new hotel property at 600 Park St. in the Brooklyn District of Downtown Jacksonville utilizing City of Jacksonville funding as may be authorized by the Jacksonville City Council and administered as a Downtown Economic Development Grant by the Downtown Investment Authority (“DIA”).

Grantee intends to construct a six-story, 100-room, select-service hotel under the Home2Suites brand of Hilton properties. The hotel development proposes to provide hotel amenities including a business center, fitness center, vending and ice machines, a guest laundry room, and a sundries shop and to construct and lease 2,000 square feet of space integrated into the primary building for a full service restaurant open to the public and facing Park Street, with outdoor seating.

Applicant / Owner: Kelco Brooklyn, LLC
(or similar entity to be formed by these Principals for this purpose)

Principals: Kelley Slay, Andy Allen, George Leone

City Funding: Not more than \$2,385,220, funded in ten annual installments of \$238,522 on each successive anniversary of the closing, through the City of Jacksonville, Downtown Investment Authority, subject to additional terms and conditions that follow.

Infrastructure: No City of Jacksonville infrastructure improvements are contemplated.

Land: No City of Jacksonville land is committed to the project.

Loans: No other loans, grants, or other funding from the City of Jacksonville are contemplated for this project, although commercial tenants leasing space within these Property may be eligible for funding under separate programs. No costs may be submitted for duplicative funding under more than one DIA incentive program.

DEVELOPER OBLIGATIONS

1. To maintain eligibility for annual installment funding under the Downtown Economic Development Grant (“DEDG”), Owner shall cause the design, construction, and

continuing operation of the Hotel improvements (“Improvements”) to include the following:

- i) a select service, extended stay hotel with approximately 100 hotel rooms; but no fewer than 98 (the “Hotel”) that shall remain open 24 hours per day, seven days per week, 365 days per year, subject only to force majeure events; and
 - ii) amenity space for guests to include the following minimums:
 - a) Fitness center open 24 hours per day which may be limited for guest use only, minimum of 800 square feet; and
 - b) Flexible meeting space available during business hours and evenings (6:00 AM until 11:00 PM), minimum of 700 square feet; and
 - iii) restaurant of not less than 2,000 square feet integrated into the primary building for a full-service restaurant open to the public and facing Park Street, with outdoor seating open to the public, with additional requirements as defined further below (e.g., a breakfast bar serving hotel guests does not satisfy this requirement); and
 - iv) maintain compliance with all features and limitations as approved by the Downtown Development Review Board (“DDRB”).
2. The Minimum Private Capital Investment for the Improvements shall be \$14,666,740 (including land and the direct hard and soft costs of the development activity, but excluding any developer fee, project management, operating reserves, prepaid costs, furniture, fixtures, and equipment, and any costs not typically eligible for capitalization as a component of the real property per GAAP). Such minimum may be reduced by up to 10% with a pro rata reduction (considering Minimum Private Capital Investment for the Improvements plus Minimum Tangible Personal Property) in the City Funding commitment, subject to approval by the DIA CEO.
 3. The Minimum Tangible Personal Property (“TPP”) expenditures for the Hotel shall be \$1,500,000 to include computers, furniture, fixtures, and equipment, supplies, tenant improvements, and other similar expenditures for which the Grantee pays TPP tax on an annual basis, where costs may not also be included in Improvements. Such minimum may be reduced by up to 10% with a pro rata reduction (considering Minimum Private Capital Investment for the Improvements plus Minimum Tangible Personal Property) in the City Funding commitment, subject to approval by the DIA CEO.
 4. A Minimum Equity Requirement of \$5,950,000 shall be evidenced at closing and maintained per requirements found in 7. below.
 5. Improvements shall be constructed primarily of CMU (concrete masonry unit) and precast concrete and otherwise comply with the Downtown Zoning Overlay with design elements subject to DDRB approval.

6. During the term of the DEDG, the Hotel shall be operated as a Home2Suites Hotel (or, to the extent the Home2Suites name is changed throughout the United States by the ownership of the hotel name, under such new name, but subject to the below). In the event the owner of the Hotel elects to change the flag of the Hotel from Home2Suites to another brand, the change in the flag will be subject to approval of DIA to ensure that the Hotel continues to be operated as a select service, extended stay brand consistent with the Hotel as proposed and underwritten. In the event DIA fails to approve the change of flag on the Hotel, the owner of the Hotel may nevertheless change the flag but will thereafter lose the right to collect any further DEDG payments.
7. Eligibility for funding under the DEDG shall terminate if there is a full or partial sale of the property, or reduction in equity contribution below the Minimum Equity Requirement, or if outside parties are brought into the ownership structure, prior to the fifth anniversary following closing on the Agreements. Any amounts funded under the DEDG commitment prior to the occurrence of such an event within five years following closing on the Agreements shall be immediately reimbursed to the City of Jacksonville.
8. The addition of space for a 2,000 square foot restaurant and its continued operation is an integral component to the DEDG commitment. As such, initial year one funding of the DEDG is contingent upon lease of the restaurant space to be occupied and open for business within nine (9) months of the closing date on the Agreements. Funding in any year of eligibility under the DEDG is contingent upon restaurant operation a minimum of 8 hours per day, 6 days per week, throughout the year except in the event of operator turnover or declared force majeure events. In the event of operator turnover, a closure of not more than 60 days will be allowed without loss of DEDG eligibility for that year.

PERFORMANCE SCHEDULES

The following Performance Schedule milestones shall be included in the RDA for all Improvements to be constructed:

RDA EXECUTION: Within thirty (30) days following City Council Approval and execution by the Mayor.

PERMITTING: Permits necessary to commence construction shall be applied for within ninety (90) days after RDA Execution.

COMMENCE CONSTRUCTION: To occur within thirty (30) days following receipt of all required approvals, permitting, and closing on all required financing to allow the start of construction activities, but not later than twelve (12) months following the Effective Date of the Redevelopment

Agreement; and proceed without material delay through completion.

**COMPLETION OF
CONSTRUCTION:**

All improvements on the Hotel Improvements to be substantially completed within 18 months of Commencement.

EXTENSIONS:

The DIA CEO shall have authority to extend this Performance Schedule, in the CEO's sole discretion, for up to six (6) months for good cause shown by the Grantee. Any such extension to the Commencement Date will have the same effect on the Substantial Completion Date.

ADDITIONAL COMMITMENTS

There will be additional terms, conditions, rights, responsibilities, warranties, and obligations for both parties which shall be determined in a later negotiated mutually agreeable written contract (or multiple written contracts as is deemed necessary).

SUPPLEMENTAL INFORMATION
600 PARK ST HOME2SUITES – STAFF REPORT

**Home 2 Suites
Downtown Economic Development Grant
Staff Report
December 15, 2021**

Applicant: Kelco Brooklyn, LLC (to be formed)
Kelco Management and Corner Lot Development

Project: Home 2 Suites Hotel
600 Park Street
Jacksonville, FL 32204

Total Development Cost (as underwritten): \$14,666,740

Incentive Proposed: Downtown Economic Development Grant \$2,385,220
*Payable in ten equal annual installments of \$238,522
subject to compliance with terms and conditions as
outlined in the Ex A Term Sheet.*

The Project

The developer, Kelco Brooklyn, LLC (Kelco), is a proposed joint venture between Kelco Management (Mr. Kelley Slay) and Corner Lot Development (Mr. Andy Allen, CEO, and Mr. George Leone, COO). Kelco has developed plans for a six-story, 100 room, select-service, extended stay hotel under the Home2Suites brand of Hilton properties. The hotel development proposes to lease approximately 2,000 square feet of space for a restaurant, and provide amenities including a business center, fitness center, vending and ice machines, a guest laundry room, and a sundries shop.

The Development Team

- *Kelley D. Slay*, President of Kelco Management & Development. Mr. Slay directs the development and acquisition activity of Kelco hotels and is responsible for developing new business opportunities including providing recommendations regarding hotel markets, supply and demand dynamics and cash flow projections.
- *Andy Allen*, CEO of Corner Lot Properties. Mr. Allen started Corner Lot Properties in 2009 where he conducted commercial, multi-family and land transactions and quickly became the largest real estate wholesaler in Northeast Florida showing over \$1 billion of real estate including acquisition, disposition, sales, and development.
- *George Leone*, COO of Corner Lot Properties. Corner Lot Development Group (CLDG) was formed in 2017 and developed over \$15 million in commercial and SFR subdivisions in its first year.

Incentive Calculation:

- a) The project as proposed is not eligible for an established CRA incentive program and does not meet the qualifications of the REV Grant structure as found in the Public Investment Policy.

- b) At the direction of the DIA Board, a structured payment over time equivalent to the calculated maximum indebtedness of a 75% twenty-year REV Grant has been utilized to calculate the incentive amount, which is proposed to be structured and administered as a Downtown Economic Development Grant, funded over ten years subject to completion and operating performance measures.
- c) Property tax generated that accrues to the benefit of the Northbank Downtown CRA through the end of a twenty-year period is projected to equal \$3,194,183 before consideration of the incentive.
- d) 75% of the City portion of incremental ad valorem taxes totals \$2,385,220 (rounded).
- e) The ROI for this project would approximate 1.34X with the Downtown Economic Development Grant as the City Investment.

Recommendation:

Analysis performed by DIA Staff found that the financial incentives are not warranted by capital shortfalls resulting from the pro forma operating performance of this project.

The applicant has presented its case that the project cannot be undertaken without financial incentives and the DIA Board has agreed that merit is found in the following attributes and conditions that provide support for recommending an incentive as proposed:

- a) A select-service, extended stay hotel, may be considered highest and best use for this underutilized parcel in the Brooklyn submarket.
- b) The project will help meet the needs of the growing number of corporate clients found in close proximity to the development site.
- c) Alternative prospects for the site have not moved forward, and it is not providing value to the Brooklyn District in its current state.
- d) Meeting the demands of business traveler loyalty to specific flags or brands is an important element to fostering growth in the surrounding corporate community.
- e) Cost increases related to height, design elements and inclusion of a restaurant amenity make the project more difficult to construct and contribute to the need for financial support.
- f) An additional restaurant offering in this area will be beneficial to the local community.
- g) There is some precedent for the award of incentives to select service hotels, i.e., Marriott Residence Inn
- h) Additional hotel properties in the market will increase stays being lost to hospitality providers outside of Downtown Jacksonville.
- i) The extended stay nature of the proposed development is unique and needed within Downtown Jacksonville, and the Brooklyn District.
- j) Anticipating growth in hospitality demand in Jacksonville is important and warrants incentive to prepare to meet those demands proactively.
- k) If not eligible for a REV Grant, an alternative approach is warranted that helps achieve this desirable development activity.

The Ex. A Term Sheet to the resolution is structured to meet the request of the applicant and the recommendations of the DIA Board and includes the following provisions:

- a) Downtown Economic Development Grant in an amount equal to a 75%/20-year REV Grant and payable in ten equal annual installments of \$238,522.
- b) City Protections:
 - 1. Sale of the property, equity withdrawals, or material changes in equity interests within the first five years renders the project ineligible for future payments under the commitment and requires repayment of any funding made under the commitment up to that point. (This provision is similar to what was required of the Four Seasons and staff believes is warranted particularly in light of the pro forma and other financial information provided- the incentive should not be available to create a financial windfall)
 - 2. Establishes Minimums for Total Development Cost (\$14,666,740), Tangible Personal Property expenditures (\$1,500,000), and Developer Equity (\$5,950,000) as drawn from applicant provided documentation.(similar to RDA terms for all REV grants)
 - 3. Leasing and operation of the restaurant is an integral component of the incentive and performance measures are incorporated to be eligible for payments in each year. (the cost of constructing the restaurant was argued as a material factor in creating the need for the incentive, and its operation is considered a material benefit to activation of Park Street differentiating this use from a medical office building- terms similar to One Riverside regarding operation)
- c) Others as found in the Ex. A Term Sheet