



**Downtown Investment Authority  
Finance and Budget Committee**

**Friday, June 17, 2022  
1:30 P.M.**

## **FINANCE AND BUDGET AGENDA**

Todd Froats, Chair  
Oliver Barakat, Committee Member  
Ron Moody, Committee Member

Committee Members Excused:

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. MAY 10, 2022 FINANCE AND BUDGET COMMITTEE MEETING MINUTES APPROVAL
- IV. RESOLUTION 2022-06-01: NB TID FY 22-23 BUDGET AMENDMENT
- V. RESOLUTION 2022-06-02: SS TID FY 22-23 BUDGET AMENDMENT
- VI. RESOLUTION 2022-06-03: JESSIE BALL DUPONT FUND BICENTENNIAL EVENT SPONSORSHIP
- VII. OLD BUSINESS
- VIII. NEW BUSINESS
- IX. ADJOURN

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### **MEETING LOCATION**

#### **Physical Location**

City Hall at St. James Building  
117 W Duval St  
First Floor, Lynwood Roberts Room  
Jacksonville, Florida 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.



**Downtown Investment Authority  
Finance and Budget Committee**

**Friday, June 17, 2022  
1:30 P.M.**

**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://us02web.zoom.us/j/87199704452?pwd=YVZWRFNvaDlrRTRuRlFhR1pPSjVOUT09>

**Meeting ID:** 871 9970 4452

**Passcode:** 308035

**One tap mobile**

+1 (312) 626-6799 (Chicago)

+1 (646) 558-8656 (New York)

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

**TAB III**

**MAY 10, 2022 FINANCE AND BUDGET COMMITTEE  
MEETING MINUTES APPROVAL**



**Downtown Investment Authority**  
**Finance and Budget Committee Hybrid Meeting**  
**May 10, 2022 – 1:30 p.m.**

**Finance and Budget Committee Hybrid Meeting**  
***MEETING MINUTES***

**Finance and Budget Committee Members (CMs) in Attendance:**

Todd Froats, Chair  
Oliver Barakat

Ron Moody  
Braxton Gillam, Esq., Ex-Officio (late arrival)

**CMs Excused:**

**Board Members Present:** Stephanie Burch, Esq.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Guy Parola, Operations Manager; Wanda James Crowley, Financial Analyst; Ina Mezini, Communication and Marketing Specialist (via Zoom); and Xzavier Chisholm, Administrative Assistant

**Office of General Counsel:** John Sawyer, Esq.

**I. CALL TO ORDER**

The Finance and Budget Committee meeting of May 10, 2022, was called to order at 1:30 p.m. by Chairman Froats.

**II. PUBLIC COMMENTS**

Chairman Froats called for public comments.

*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:*

Bruce Fouraker                      Inquired as to how much longer the debt service for both 11 East and the Carling will be continuing.

Clifford Miller                      Advocated for enhanced architecture for the building being developed immediately next to the Jones Bros building; advocated for bike lanes; and advocated for the reactivation of the Prime Osborne.

**III. MARCH 31, 2021 FINANCE AND BUDGET COMMITTEE MEETING MINUTES APPROVAL**

**Motion:**              CM Moody moved to approve the minutes as presented

**Seconded:**        CM Barakat

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**IV. RECOMMENDATION: PROPOSED FY 22-23 CRA BUDGETS**

**A. NORTHBANK (Resolution 2022-05-03)**

CEO Boyer presented the proposed Northbank CRA FY 22-23 budget.

- Three new REV grants coming online but no estimates yet of next year's tax revenue. Only able to budget a 3 percent increase which isn't enough to cover the REV grant payments.
- The Lynch building mortgage (debt repayment) has a balloon payment in July (2023) and the Budget Office is planning to budget for that revenue. Not sure if it will happen, adding that there is a contract in negotiation, at least on the building. That revenue will not be budgeted until it materializes and will be treated as unallocated.
- In terms of continuing debt service, the 11 East building pays monthly with a balloon payment in July of 2023 and the Carling building does not have a balloon payment and continues for many years.
- The Independent Audit fund increase represents a more thorough audit as requested by the Chair.
- Plan Authorized Expenditures reflects funding for various programs including new programs.

*CM Gillam arrived at 1:52 p.m.*

- NB Unallocated Plan Authorized Expenditures serves as a flexible pot of money to use as needed.

CM Barakat asked once the Lynch mortgage money is received, does it have to be allocated or spent within a certain time frame or does the DIA get to keep it. CEO Boyer responded that if the payment is received by the balloon date (July 2023), then the DIA would have to allocate it by September 30, 2023. The anticipated sale of the buildings (11 E and the Carling) is February 2023.

Responding to a question from CM Moody, CEO Boyer stated that the DIA is already looking at how the funds could be used.

CEO Boyer clarified for CM Gillam that the McCoy Creek relocation and restoration CIP project is being paid for by the City, not the DIA.

Chairman Froats asked why the balloon payment might not be received. CEO Boyer responded that the loan has already been extended and refinanced twice in the past.

Responding to a question from Chairman Froats, CEO Boyer clarified that the destination parks within downtown are City funded, and that although neighborhood parks may also be City funded, it

would not be inappropriate for them to be funded by the DIA since they are designed to serve the downtown residents.

CEO Boyer confirmed for CM Barakat that funds can be moved around within a category by the Board (i.e., moving funds from Commercial Revitalization to Urban Art).

CM Barakat suggested reevaluating the budget at a later date to determine if some of the projects should be consolidated due to limited bandwidth.

Responding to a question from Board Member Burch, CEO Boyer stated that the garages operating expenses was determined by looking at the previous three years of operating expenses.

Chairman Froats suggested having a balance sheet to help keep up with the balances on the parking garages and the parks, among other things.

Responding to a question from Chairman Froats regarding the revenue from the three new REV grants, CEO Boyer stated that she can't add the revenue to the budget until the property appraiser assigns a value to the properties

CEO Boyer stated that **Resolution 2022-05-03 will be changed to 2022-05-04.**

**Motion:** CM Barakat moved to approve Resolution 2022-05-04 as presented

**Seconded:** CM Moody

**Vote: Aye: 4      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 4-0-0**

**B.      SOUTHBANK (Resolution 2022-05-05)**

CEO Boyer presented the proposed Southbank CRA FY 22-23 budget.

- The budget reflects a 3 percent increase in revenue.
- The District payment was increased from \$3M to \$3.5M as previously discussed. Including the FY 22-23 payment, the DIA will have paid nearly \$15M with a total obligation of \$23M.
- The Unallocated account is lean, so in the event adjustments are needed that can't otherwise be absorbed, it is likely that it would be addressed using the \$650,664 in Southbank Retail Enhancement.
- There may be adjustments to the Southbank Future Year Debt Reduction account. Mr. Parola is working with accounting to get a firm number.

CEO Boyer confirmed for CM Barakat that the Sungard obligation is finished and will not appear in the future. She also stated that if One Call were to comply, this would be the last year they're eligible for payment. If they do not comply this year, then it's a default and they're no longer eligible for payment.

CM Moody asked about the significant decrease in the Professional Services account. CEO Boyer responded that this is an area where she anticipates increasing the amount if they have more revenue when the revenue numbers are received.

**Motion:** CM Moody moved to approve Resolution 2022-05-05 as presented

**Seconded:** Chairman Froats

**Vote: Aye: 4      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 4-0-0**

CEO Boyer spoke to the projected movement of fund balances at year end (FY 22).

**C. ADMIN (Resolution 2022-05-05)**

CEO Boyer stated that **Resolution 2022-05-05 will be changed to 2022-05-03.**

CEO Boyer presented the proposed Administrative FY 22-23 budget.

- The two new positions that the DIA has requested and that are going through City Council are not reflected.
- There is an enhancement request attached as Exhibit B that are three new positions as well as funds for staff furniture.

CEO Boyer confirmed for CM Gillam that the two new positions going before Council will be added to the current FY budget if approved. Furthermore, she added \$470,000 of Supervision Allocation funds between the Northbank and Southbank CRAs that will be paid back to the general fund to cover all the expenses associated with those employees.

Chairman Froats asked who the Council liaison is for the DIA. CEO Boyer responded that Councilwoman Cumber is. (*Councilman Gaffney – Primary; Councilwoman Cumber – Alt.*)

**Motion:** CM Moody moved to approve Resolution 2022-05-03 as presented

**Seconded:** Chairman Froats

**Vote: Aye: 4      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 4-0-0**

**V. OLD BUSINESS**

None.

**VI. NEW BUSINESS**

None.

**VII. ADJOURNMENT**

Seeing no further business, Chairman Froats adjourned the meeting at 2:44 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](mailto:xchisholm@coj.net) to acquire a recording of the meeting.*

DRAFT



**TAB IV**

**RESOLUTION 2022-06-01 NB TID FY 22-23 BUDGET AMENDMENT**

**RESOLUTION 2022-06-01**

**RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AS THE COMMUNITY REDEVELOPMENT AGENCY FOR THE COMBINED NORTH BANK COMMUNITY REDEVELOPMENT AREA TENTATIVELY ADOPTING FISCAL YEAR 2022-2023 BUDGET FOR THE COMBINED DOWNTOWN EAST AND NORTHWEST TAX INCREMENT DISTRICT; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Downtown Investment Authority (“DIA”) is the Community Redevelopment Agency for the North Bank Community Redevelopment Area pursuant to Ordinance 2012-0364; and

**WHEREAS**, as the Community Redevelopment Agency, the DIA is responsible for developing, approving, and implementing the budget for the Combined North Bank Community Redevelopment Area; and

**WHEREAS**, Pursuant to Section 106.204(c), Jacksonville Ordinance Code, the budgets for Community Redevelopment Agencies are not due until June 20 in order to allow time for revenue projections to be developed, however the City has requested tentative budget submissions by June 1; and

**WHEREAS**, the Finance and Budget Committee of DIA held a public meeting June 17, 2022, where they unanimously voted to tentatively approve the Combined Downtown East and Northwest Tax Increment District Budget, attached hereto as Exhibit A; and

**WHEREAS**, a revised budget is presented to the Board in June for final consideration since revenue and expense numbers changed by more than \$50,000 from the budget adopted at the May’s meeting; and

**WHEREAS**, in order to promote economic development, private capital investment and otherwise fulfill the DIA’s purposes, the attached budget for Fiscal Year 2022-2023 is to be submitted by the DIA’s Chief Executive Officer for initial budget input and unless modified in June, for consideration by the Mayor’s Budget Review Committee and the Jacksonville City Council.

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

Section 1. The Combined Downtown East and Northwest Tax Increment District budget for Fiscal Year 2022-2023 attached hereto as Exhibit ‘A’ is hereby adopted by the DIA.

Section 2. The CEO is authorized to submit this budget and make necessary changes thereto as required to reflect changes in actual FY23 revenue projections and FY 22 investment pool earnings with an adjusting entry in the Unallocated Plan Authorized Expenditures category to the extent that the aggregate increase or decrease in revenue is no more than \$50,000.

Section 3. The CEO is authorized to submit this budget and make necessary changes thereto as required by the Budget Office to reflect supervisory cost allocations as determined by the City, with an adjusting change in the Unallocated Plan Authorized Expenditures as required without further Board approval.

Section 4. 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 IV, Esq., Chairman

\_\_\_\_\_  
Date

VOTE: In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

PROPOSED NORTHBANK FY 22-23 BUDGET

EXHIBIT A

Combined Northbank CRA FY 22 / 23 Budget		FY 22/23 PROPOSED IN JUNE'22
1		
2	<b>Revenue</b>	
3		
4	<b>Ad Valorem Revenue</b>	<b>11,489,575.00</b> <sup>1A</sup>
5	Northwest TID	7,923,681.00
6	Northeast TID	3,565,894.00
7	Debt Repayment (Lynch 11-E)	12,767,365.78 <sup>1B</sup>
8	Debt Repayment (Carling Loan)	\$ 506,487.00
9	Investment Pool Earnings*	216,828.00 <sup>1C</sup>
10	Interest Income	-
11	MPS Garages Revenue	1,800,000.00
12	Churchwell Loft Lease	18,800.88 <sup>1D</sup>
13	<b>Total Revenue:</b>	<b>26,799,056.66</b>
14		
15	<b>Administrative Expenditures</b>	
16	ANNUAL INDEPENDENT AUDIT	\$ 2,500.00
17	SUPERVISION ALLOCATION	\$ 1,100,000.00
18	<b>Total Administrative Expenditures:</b>	<b>1,102,500.00</b>
19		
20	<b>Financial obligations</b>	
21	Hallmark / 220 Riverside (leg: 2012-270)	\$ 414,160.22
22	Pope & Land / Brooklyn (leg: 2012-703; 2013-288)	\$ 416,175.14
23	Lofts at Jefferson Station (DIA resolution 2017-10-05)	\$ 71,776.81
24	MPS Subsidy Downtown Garages	\$ -
25	Parking Lease - JTA / Fidelity	
26	Lynch Bldg. Loan Repayment	\$ 8,397,424.41 <sup>2A</sup>
27	Vista Brooklyn-200 Riverside (REV)	\$ 729,282.79
28	Vista Brooklyn - 200 Riverside (Supplemental REV)	\$ -
29	Park View Plaza (Residence Inn REV)	\$ 135,456.82
30	Lofts at Brooklyn	\$ 142,572.60
31	Garages Debt Service	\$ 1,985,628.00
32	<b>Total Financial Obligations:</b>	<b>12,292,476.79</b>
33		
34	<b>Future Year Debt Reduction</b>	-
35	NB Future Year Debt Reduction	\$ -
36		
37	<b>Plan Authorized Expenditures</b>	
38	<b>Plan programs</b>	
39	NB RETAIL ENHANCEMENT	\$ -
40	NB COMMERCIAL REVITALIZATION PROGRAM	\$ 500,000.00
41	NB DEVELOPMENT LOANS	\$ 200,000.00
42	NB FAÇADE GRANT PROGRAM	\$ -
43	NB PARKING SCREENING	\$ 500,000.00
44	NB SMALL SCALE RESIDENTIAL	\$ 225,000.00
45	NB URBAN ART	\$ -
46	NB WATERFRONT ACTIVATION	\$ 50,000.00
47	NB MARKETING	\$ 200,000.00
48	NB BANNERS	\$ 30,000.00
49	NB ENHANCED MAINTENANCE	\$ 500,000.00
50	NB ACTIVATION & PROGRAMMING OF PUBLIC SPACES (DOWNTOWN PARKS AND PROGRAMMING)	\$ 1,000,000.00
51	NB SUBSIDIES AND CONTRIBUTIONS TO PRIVATE ORGANIZATIONS	\$ -
52	NB EVENTS	\$ -
53	NB CRA GARAGES (OPERATING EXPENSES)	\$ 1,700,000.00
54	<b>NB UNALLOCATED PLAN AUTHORIZED EXPENDITURES</b>	<b>\$ 4,753,784.87</b>
55	<b>\$383,843.50 plus Lynch net proceeds for new project of \$4,369,941.37</b>	
56	<b>Plan Capital Projects</b>	
57	NB TWO WAY CONVERSION - FORSYTH & ADAMS	\$ 1,500,000.00
58	HISTORIC SHOTGUN HOUSES REHABILITATION (NEW)	\$ -
59	NB PARKS ACQUISITION AND CAPITAL IMPROVEMENTS	\$ 1,270,295.00
60	NB NEIGHBORHOOD STREETScape IMPROVEMENTS	\$ 500,000.00
61	NB RIVERWALK ENHANCEMENTS & SIGNAGE	\$ 25,000.00
62	NB SHIPYARDS WEST PARK	\$ 250,000.00
63	NB LIBERTY STREET IMPROVEMENTS	\$ 100,000.00
64	NB LAVILLA HERITAGE TRAIL & GATEWAY ENTRANCES	\$ -
65	<b>Plan Professional Services</b>	
66	PROFESSIONAL SERVICES	\$ 100,000.00
67	BID AND CRA PLAN UPDATE	
68	<b>Total Plan Authorized Expenditures:</b>	<b>13,404,079.87</b>
69	<b>TOTAL EXPENDITURES</b>	<b>26,799,056.66</b>
70	<b>TOTAL REVENUES LESS TOTAL EXPENDITURES</b>	<b>-</b>

Footnotes for Proposal in June 2022

- 1A Property Taxes projected by Angela Moyer, Budget Officer
- 1B Lynch Payments include nine months of monthly payments plus the payoff amount; (\$49,603.96x9)+\$12,320,930.14.
- 1C Investment Pool Earnings projected by Angela Moyer, Budget Officer
- 1D Churchwell Loft Lease payments for ground lease. Moved from Parking Division for FY23
- 2A Lynch Self Insurance Loan Repayment Payoff as of 9/23, calculated by Angela Moyer.

**TAB V**  
**RESOLUTION 2022-06-02 SS TID FY 22-23 BUDGET AMENDMENT**

**RESOLUTION 2022-06-02**

**RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AS THE COMMUNITY REDEVELOPMENT AGENCY FOR THE SOUTHSIDE COMMUNITY REDEVELOPMENT AREA TENTATIVELY ADOPTING FISCAL YEAR 2022-2023 BUDGET FOR THE SOUTHSIDE TAX INCREMENT DISTRICT; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Downtown Investment Authority (“DIA”) is the Community Redevelopment Agency for the Southside Community Redevelopment Area pursuant to Ordinance 2012-0364; and

**WHEREAS**, as the Community Redevelopment Agency, the DIA is responsible for developing, approving and implementing the budget for the Southside Community Redevelopment Area; and

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**WHEREAS**, the Finance and Budget Committee of DIA held a public meeting June 17, 2022, where they unanimously voted to tentatively approve the Southside Tax Increment District Budget, attached hereto as Exhibit A; and

**WHEREAS**, a revised budget is presented to the Board in June for final consideration since revenue or expense numbers changed by more than \$ 50,000 from the budget adopted at the May’s meeting; and

**WHEREAS**, in order to promote economic development, private capital investment and otherwise fulfill the DIA’s purposes, the attached budget for Fiscal Year 2021-2022 is to be submitted by the DIA’s Chief Executive Officer for initial budget input and unless modified in June, for consideration by the Mayor’s Budget Review Committee and the Jacksonville City Council,

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

Section 1. The Southside Tax Increment District budget for Fiscal Year 2022-2023 attached hereto as Exhibit ‘A’ is hereby adopted by the DIA.

Section 2. The CEO is authorized to submit this budget and make necessary changes thereto as required to reflect changes in actual FY23 revenue projections and FY 22 investment pool earnings with an adjusting entry in the Unallocate Plan Authorized Expenditures category to the extent that the aggregate increase or decrease in revenue is no more than \$50,000.

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Section 4. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

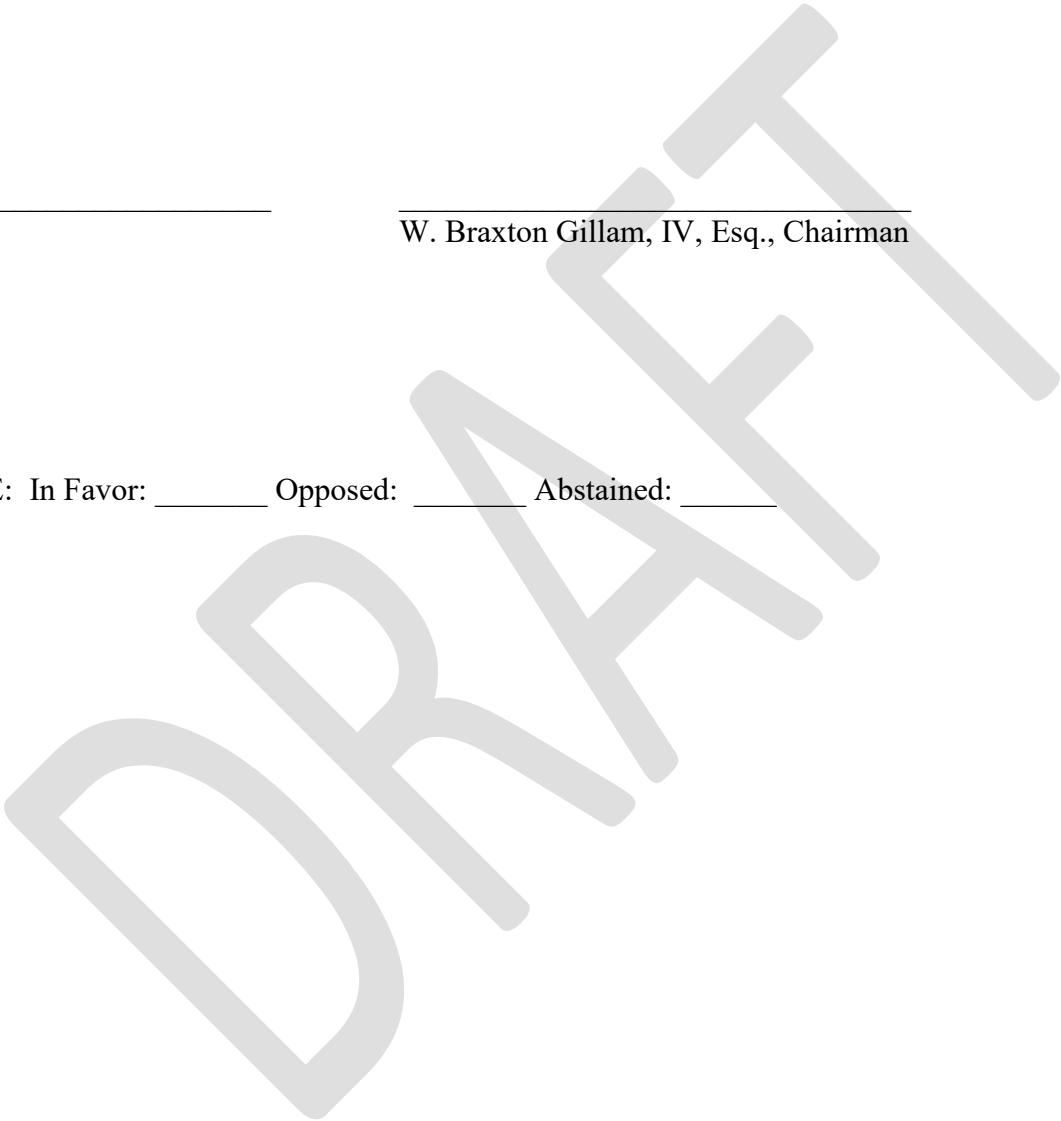
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\_\_\_\_\_  
W. Braxton Gillam, IV, Esq., Chairman

\_\_\_\_\_

Date

VOTE: In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_



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**TAB VI**  
**RESOLUTION 2022-06-03 JESSIE BALL DUPONT FUND**  
**BICENTENNIAL EVENT SPONSORSHIP**

**RESOLUTION 2022-06-03**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A THIRTY THOUSAND FIVE HUNDRED DOLLAR (\$30,500) CONTRIBUTION FROM THE EVENT CONTRIBUTION LINE ITEM WITHIN THE FY 21-22 ADMINISTRATIVE BUDGET TO JESSIE BALL DUPONT FUND FOR THE JACKSONVILLE BICENTENNIAL “JAXNEXT 100 PROPOSAL”; FUNDING TO BE IN ACCORDANCE WITH ATTACHMENT ‘A’ TO THIS RESOLUTION; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the mission of the DIA is, “To drive growth in business and investment, create a vibrant urban living environment and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure, and policy.; and

**WHEREAS**, the efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

Redevelopment Goal No. 4 Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions; and

**WHEREAS**, the Jessie Ball DuPont Fund is a non-profit, non-partisan, organization that “envision a world in which every member of those communities feels like they belong”; and

**WHEREAS**, the JaxNext 100 Proposal includes “five days in August 2022 (August, 9-13), local creatives and Jacksonville citizens will come together at The Jessie to not only reflect on Jacksonville’s past, but imagine its next 100 years. The Jessie will celebrate Jacksonville’s bicentennial in a diverse and inclusive atmosphere with a variety of events open to the public that lift up and celebrate our creative economy and the variety of ways artists help shape our story and history.”

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

**Section 1.** The DIA will contribute \$30,500.00 to the Jessie Ball Dupont Fund as an event contribution for their JaxNext 100 bicentennial event.

**Section 2.** The DIA authorizes its CEO to take all necessary actions to effectuate the purpose of this Resolution.

**Section 3.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

**[SIGNATURES ON FOLLOWING PAGE]**

**WITNESS:**

**DOWNTOWN INVESTMENT AUTHORITY**

\_\_\_\_\_

\_\_\_\_\_  
W. Braxton Gillam IV, Esq., Chairman

\_\_\_\_\_  
Date

**VOTE:** In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

DRAFT



### **JaxNext 100 Proposal**

For five days in August 2022 (August, 9-13), local creatives and Jacksonville citizens will come together at The Jessie to not only reflect on Jacksonville's past, but imagine its next 100 years. The Jessie will celebrate Jacksonville's bicentennial in a diverse and inclusive atmosphere with a variety of events open to the public that lift up and celebrate our creative economy and the variety of ways artists help shape our story and history. The activities that take place over this week will be documented in an online digital time capsule for all future Jaxsons to enjoy ([www.jaxnext100.com](http://www.jaxnext100.com)). This event will be widely marketed to all Duval County residents using traditional media and social media outlets to reach as many people as possible.

The Jessie's goal with this programming (and all of its programming) is to activate this section of Downtown Jacksonville for all residents, increase local foot traffic in this vicinity to enhance surrounding local businesses, and provide more options for activities that keep people engaged Downtown past 5pm on weekdays and on weekends. In this bicentennial activation plan, we will work with surrounding businesses to create options for attendees to visit their establishments before and after our events. We will advertise within those places to attract their customers and attach surrounding businesses to our marketing efforts as appropriate. On three nights we will work with adjacent businesses to host an official afterparty. We believe our building can serve as a galvanizing center for this section of Downtown and we plan to use our placemaking efforts to continue to spur growth and activity in this region.

### **Tuesday, August 9 - Artist Salon**

In partnership with the Cultural Council, The Jessie will host its inaugural artist salon (which will continue on a quarterly basis). Artists will come together to bond, network, and get out of their heads for a little while. It is a conversation, a support group, and sometimes a counseling session. But it is always a networking extravaganza. Salon is an experimental lab for new ideas, and a place to learn and grow by leaps and bounds as an artist and professional. Food and drink will be provided. In this inaugural salon, artists will help us think about ways we can support and help them grow here on the First Coast in the future and work through the challenges of the past to build a more sustainable creative economy in Jacksonville. Each salon will also include optional training sessions to help artists develop the "business side" of being an artist. Working to schedule an after party at an adjacent business.

**Budget for event: \$3,500**

### **Wednesday, August 10th - Our Music, Our Future**

Curated by Winterland presents, 4 local and national musical acts will converge on The Jessie and perform against a stunning visual backdrop in its artful alleyway space. In the Great Hall a vinyl market, synthesizer explorations/soundbath meditation will be set up for visitors to explore. Local food trucks will be on site for dining options. The event will feature other placemaking options in partnership with DVI. Entry is free to all. Outdoor music will end by 10pm sound curfew.

## **Budget for event: \$17,925**

### **Thursday, August 11 - Cinematic Futures**

In partnership with and curated by Adam and Monique Madrid, The Jessie will host filmmakers who will present new work that shares their own ideas, vision and expression through reflection on its last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity. If film is your medium of creative expression, this event is for you! Based on other film events in Jacksonville, we expect 25-30 individual submissions from local filmmakers.

There will be an independent panel of judges and cash prizes will be awarded in:

1. Narrative short, short film or documentary - \$1,500 first place, \$1,000 runner up, \$750 student winner, \$500 student runner up, \$750 3rd place, \$600 4th place, and \$500 for fifth place. Winners will also receive trophies. As a surprise at the event, all filmmakers that make a film that does not place will get an equal amount of the remaining cash award of \$3,000.

Submissions are due by July 31st for consideration.

The public event with free entry for all will feature screenings of the winning films, Q&A with filmmakers, food, drinks and an afterparty. Winners will be announced live at the event to build excitement and participation.

#### Participants

- Open to any filmmaker that lives, or has a connection to or an affiliation with the city of Jacksonville. Student filmmakers include all entrants 18 and under.

#### Length

- Limited to 10 minute maximum run time for all submitted films

#### Prompt

Filmmakers will create a new work that shares their own ideas, vision and expression through reflection on Jacksonville's last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity.

Submission can be up to 10 minutes max. Can be 1080p or 4k. Must be in a mp4 or mov file. Submissions can be sent to: [submissions@LOLJAX.com](mailto:submissions@LOLJAX.com) with the subject line: "JAXNext100 Film". More than one submission can be sent in per filmmaker. Any question regarding the specifics of submission can be emailed to [info@loljax.com](mailto:info@loljax.com).

## **Budget for event: \$15,000**

### **Friday, August 12 - We have the WRITE to our Future**

In partnership with 904Ward and Jax by Jax, The Jessie will host writers, poets and spoken word artists who will present new work that shares their own ideas, vision and expression of

Jacksonville's through reflection on its last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity. If you use words as your creative tool this event is for you! There will be an independent panel of judges and cash prizes will be awarded in:

1. Story or Essay - \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each
2. Page Poetry - \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each
3. Spoken Word- \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each

Submissions are due by July 12th for consideration.

The public event with free entry for all will feature live readings by winning authors and spoken word performers, food, drinks and more. Winners will be announced live at the event to build excitement and participation. Working to schedule an after party at an adjacent business.

#### Participants

- Open to any writer that lives, or has a connection to or an affiliation with the city of Jacksonville. Student writers include all entrants 18 and under.

#### Length

- Limited to 1,000 words for story or essay
- Limited to 2 pages for page poetry
- Limited to 5 minutes for spoken word video/audio recordings

Writing Prompts for writers to choose from:

1. **Past:** Write about a historical person, place, or thing in Jacksonville and how they or it impacted you, people of the past, or the city itself.
2. **Present:** In what ways has our city embraced the diversity of people living here? In what ways can the City address the remaining challenges to embracing diversity?
3. **Future:** Choose a line or lines from the Johnson Brothers song *Lift Every Voice and Sing* and how those words inspire your vision of Jacksonville's future?

**Budget for event: \$17,250**

#### **Saturday August 13 - Jacksonville's Past - Present - Future: 'Rivers, Threads, Pockets and Bubbles**

In partnership with Moving the Margins and 904Ward, The Corner Gallery will present an unprecedented collaboration between four local visual artists that express their unique artistic visions of where Jacksonville has been, where it is now, and where it is heading. The opening of this exhibit, which will run through October, will feature artists talks, live performances, food, and free drinks. Working to schedule an after party at an adjacent business.

**Budget for event: This event is fully funded via a Jessie Ball duPont Fund grant**

**Marketing budget for media buys and placement: \$7,500**  
**Fiscal sponsorship fee to 904Ward: \$2,850 (5%)**  
**Total Budget for all events & marketing: \$64,025**

**Total Request from DIA = \$30,500**  
**Total Funded by Jessie Ball duPont Fund = \$33,525**