

**RESOLUTION 2020-05-04**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE THE CITY'S FINANCIAL CONTRIBUTION TO DOWNTOWN VISION, INC. ("DVI") AS IDENTIFIED IN DVI'S 2020-2021 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2020-2021 ANNUAL BUDGET INCLUDED IN EXHIBIT 'A'; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS, DVI provides public services within the Downtown Business Improvement District ("BID") in accordance with the Enhanced Municipal Services Agreement ("Agreement"), including, but not limited to, cleaning, marketing, event planning, and the Ambassador Program; and**

**WHEREAS, the City Council, pursuant to Ordinance 1999-1175-E, created the Downtown BID; authorized the imposition of Special Assessments within the BID; and made certain findings of fact as to the benefit to be derived from property owners within the BID; and authorized execution of the Agreement; and**

**WHEREAS, the City Council reauthorized the Enhanced Municipal Services Agreement between Downtown Vision, Inc. and the City through Ordinance 2005-785-E, Ordinance 2012-422-E and Ordinance 2019-97-E; and**

**WHEREAS, the Downtown Investment Authority ("DIA") has been designated as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E, and further granted authorities via Ordinance 2014-0560-E; and**

**WHEREAS, the DIA finds that DVI provides valuable, enhanced public services to property owners within the BID that could not effectively be provided without financial support from the City; and**

**WHEREAS, DVI has submitted the five page Exhibit A for consideration by DIA, inclusive of pages 2, 3 and 4 which represent the DVI budget for FY 20/21,**

**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 recommends that the City of Jacksonville continue its financial contribution equal to 1.1 mils of the assessed value of City property within DVI's Business Improvement District.

**Section 3.** The DIA recommends that the City Council approve DVI's Fiscal Year 2020-2021 Budget included in Exhibit 'A' as pages 2, 3 and 4 thereof.

**Section 4.** This Resolution, 2020-05-04, Shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**



A handwritten signature in blue ink, appearing to be 'J. Gibbs', written over a horizontal line.



Craig Gibbs, Chairman

05-26-20  
Date

VOTE: In Favor: 8 Opposed: 0 Abstained: 1



*Downtown  
Vision,  
Incorporated*

May 11, 2020

Lori Boyer, CEO  
Downtown Investment Authority  
117 W. Duval Street, #310  
Jacksonville, FL 32202

Re: Downtown Vision Inc. budget for Fiscal Year 2020-2021

Dear Ms Boyer,

On behalf of the Board of Directors of Downtown Vision Inc. (DVI), please accept the following budget documents for Downtown Vision for the fiscal year 2020 – 2021: (1) Budget Office Form Schedule AD AE, (2) FY20/21 Budget for DVI, (3) Budget Comparison for FY19/20 and FY20/21 and (4) Historic contributions by City of Jacksonville to DVI.

These budget documents were approved at our recent meeting of our board of directors on Wednesday April 22, 2020. We now seek approval from the DIA board of directors, and if approved, to be submitted to the Mayor's Office.

As you know, commercial property owners in our Downtown business improvement district pay a 1.1 mils assessment on the taxable value of their property to DVI. These funds are used to complete our mission of helping make Downtown a better place to live, work, visit and invest.

We are thrilled that since 2017, the City of Jacksonville has contributed the full amount of their formula assessment on its properties in the district. We believe it's a very wise investment since our district leverages more than \$2.50 in private funds for every \$1.00 contributed by the City. We are all working towards the same goal!

The support of DVI will be directly beneficial to the DIA in reaching its redevelopment goals for Downtown Jacksonville laid out in your CRA and BID Plans. We hope the DIA and the City warmly receives this year's request to continue to match the same formula calculation paid by private property owners.

Thank you for all your hard work for our City. We look forward to our continued partnership to help make Downtown Jacksonville better.

Sincerely,

Jacob A. Gordon Esq., CEO, DVI

**214 N. Hogan Street Suite 120, Jacksonville, FL 32202**  
**| 904.634.0303 | Fax 904.634.8988**

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*Downtown Investment Authority*

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**Chief Don Tuten**  
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**Asst. Chief Jimmy Judge**  
*Jacksonville Sheriff's Office*

**Aundra Wallace**  
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**BUSINESS IMPROVEMENT DISTRICT  
(DOWNTOWN VISION)  
JACKSONVILLE, FLORIDA  
BUDGET – FISCAL YEAR 2020-21**

**ESTIMATED REVENUES**

Assessed Properties (1)  
City of Jacksonville (2)  
Other Sources (3)  
**Total Estimated Revenues**

**DVI PROPOSED**

\$ 963,680  
\$ 510,615  
\$ 225,043  
**\$1,699,338**

Schedule AD

**APPROPRIATIONS**

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special Projects (5)	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$107,869	\$273,488	\$166,502	\$64,541	\$612,400
Operating Expenses	\$762,114	\$251,636	\$38,472	\$34,716	\$1,086,938
<b>Total Appropriations</b>	<b><u>\$869,983</u></b>	<b><u>\$525,124</u></b>	<b><u>\$204,974</u></b>	<b><u>\$99,256</u></b>	<b><u>\$1,699,338</u></b>

- (1) Commercial property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI.
- (2) This reflects a contribution from the City of Jacksonville equal to 1.1 mils of the value of the City's owned property.
- (3) This represents all other income for Downtown Vision, including fee-for-service contracts, voluntary contributions from exempt organizations, grants, sponsorships and revenues generated from special events.
- (4) These contracted services include a team of Clean & Safe Ambassadors, a supervising project manager, uniforms, supplies and equipment. This line item includes 50% of the Director of District Services salary plus 25% of administrative budget.
- (5) Includes salaries for Vice President of Marketing, Communications Manager, Events Manager and includes 25% of the admin budget.
- (6) Includes salary for Director of Experience, 50% of Director of District Services and 25% of admin budget.
- (7) This represents 25% of the admin budget. The admin budget includes the CEO and Business Administrator positions.

Schedule AE

## Downtown Vision, Inc. FY2020-2021 Budget

Downtown Vision FY20/21 Budget							BUDGETED 20/21
<b>REVENUES</b>							
City of Jacksonville Request (1)							\$ 510,615
Private Commercial Properties - Assessed at 1.1 mils (2)							\$ 963,680
Contracted Services (3)							\$ 64,990
Voluntary Contributions, Sponsorships & Event Income (4)							\$ 157,053
Interest Income							\$ 3,000
<b>TOTAL REVENUES</b>							<b>\$ 1,699,338</b>
	<b>Clean, safe and Attractive (5)</b>	<b>Mktg, Promotions, special projects (6)</b>	<b>Business/ Stakeholder Support (7)</b>	<b>Total Programs</b>	<b>Management &amp; General (8)</b>		
<b>EXPENDITURES</b>							
Salaries	\$ 82,951	\$ 217,221	\$ 134,401	\$ 434,573	\$ 50,821		\$ 485,394
Employee Benefits	\$ 16,034	\$ 33,178	\$ 17,707	\$ 66,918	\$ 8,277		\$ 75,195
Payroll Taxes/Workers' Comp	\$ 8,884	\$ 23,090	\$ 14,394	\$ 46,368	\$ 5,443		\$ 51,811
<b>Total Salaries &amp; Related Expenses</b>	<b>\$ 107,869</b>	<b>\$ 273,488</b>	<b>\$ 166,502</b>	<b>\$ 547,859</b>	<b>\$ 64,541</b>		<b>\$ 612,400</b>
Professional Fees and Contract Services	\$ 724,243	\$ 82,232	\$ -	\$ 806,475	\$ -		\$ 806,475
Supplies/Equip. & Postage	\$ 5,311	\$ 5,311	\$ 5,311	\$ 15,932	\$ 5,311		\$ 21,243
Telephone & Internet	\$ 2,295	\$ 2,295	\$ 2,295	\$ 6,885	\$ 2,295		\$ 9,180
Computers	\$ 4,279	\$ 4,279	\$ 4,279	\$ 12,836	\$ 4,279		\$ 17,115
Insurance	\$ 2,060	\$ 2,060	\$ 2,060	\$ 6,181	\$ 2,060		\$ 8,241
Rent	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -
Accounting/Banking Services	\$ 11,817	\$ 11,817	\$ 11,817	\$ 35,452	\$ 11,817		\$ 47,269
Meetings	\$ 2,344	\$ 2,344	\$ 2,344	\$ 7,031	\$ 2,344		\$ 9,375
Travel/Conferences/Professional Development	\$ 4,568	\$ 4,568	\$ 4,568	\$ 13,705	\$ 4,568		\$ 18,273
Memberships & Subscriptions	\$ 2,042	\$ 2,042	\$ 2,042	\$ 6,125	\$ 2,042		\$ 8,167
Program Support	\$ 3,156	\$ 134,688	\$ 3,756	\$ 141,600	\$ -		\$ 141,600
<b>TOTAL EXPENDITURES</b>	<b>\$ 869,983</b>	<b>\$ 525,124</b>	<b>\$ 204,974</b>	<b>\$ 1,600,081</b>	<b>\$ 99,256</b>		<b>\$ 1,699,338</b>
<b>% of Total</b>	<b>51%</b>	<b>31%</b>	<b>12%</b>	<b>94%</b>	<b>6%</b>		
<b>REVENUES OVER EXPENDITURES/Gap Fund</b>							<b>\$0</b>
(1) This amount reflects a full contribution from the City equal to 1.1 mils of the value of the City's owned property. (2) Commercial property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI. (3) Includes contracts with General Services Administration (GSA) for federal courthouse and JTA for Skyway Ambassador services (4) Includes all others revenue such as grants, sponsorships and event revenue plus voluntary monetary contributions from exempt organizations such as JEA, First Baptist Church, JAX Chamber and Jesse Ball DuPont Fund. (5) Includes Clean & Safe Ambassador team, a supervising operations director, uniforms, supplies and equipment and includes 50% of the Director of District Services salary plus 25% of admin budget. (6) Includes salaries for Vice President of Marketing, Communications Manager and Events Manager. Includes 25% of the admin budget. (7) Includes salary for Experience Manager, 50% of Vice President of District Services, and 25% of admin budget. (8) Includes 25% of the admin budget. The admin budget includes the CEO and Business Administrator positions.							

**Downtown Vision  
FY 19/20 vs. FY 20/21**

	<b>Adopted FY19/20</b>	<b>Proposed FY20/21</b>	<b>Increase (Decrease)</b>	<b>Notes</b>
<b>REVENUES</b>				
City of Jacksonville	\$ 461,884	\$ 510,615	\$48,731	City contribution to Downtown Vision based on same 1.1 mils formula as private properties
Private Commercial Properties (1.1 mils)	\$ 902,587	\$ 963,680	\$61,093	Increase in assessed value of properties in the downtown district
Interest Income	\$ 480	\$ 3,000	\$2,520	Adjusted bank accounts to maximize interest revenues
Contracted Services	\$ 53,189	\$ 64,990	\$11,801	Includes payments from General Services Administration (GSA) for ambassador assistance around Federal Courthouse and JTA for Ambassadors at some Skyway stations.
Voluntary Contributions, Sponsorships, Etc.	\$ 221,752	\$ 157,053	(\$64,699)	Includes all others revenue, including grants, sponsorships, event revenue and voluntary contributions from exempt organizations like JEA, First Baptist Church, JaxChamber and Jesse Ball DuPont Fund. Decrease is due to less marketing sponsorships and fee-for-service revenue.
<b>TOTAL REVENUES</b>	<b>\$ 1,639,892</b>	<b>\$ 1,699,338</b>	<b>\$59,446</b>	
<b>EXPENDITURES</b>				
Salaries	\$ 390,244	\$ 485,394	\$95,150	Increase due to three new employees, including brand new position of Experience Manager
Employee Benefits	\$ 95,890	\$ 75,195	\$ (20,695)	Decrease due to renegotiated cost of health insurance and decreased 401k match for new employees
Payroll Taxes/Worker's Comp	\$ 41,795	\$ 51,811	\$10,016	Increase due to three new employees and one new position, as above
Total Salaries & Related Expenses	\$ 527,929	\$ 612,400	\$84,471	
Professional Fees & Contract Services	\$ 694,582	\$ 806,475	\$111,893	Includes Ambassador contract (\$724K total), and other costs such as Downtown map/guide, advertising, graphic design support, consulting, marketing support, printing reports, rack cards and marketing collateral.
Supplies, Printing & Postage	\$ 21,163	\$ 21,243	\$80	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees
Telephone & Internet	\$ 8,340	\$ 9,180	\$840	Includes phone lease, internet, local and long distance
Computers	\$ 12,648	\$ 17,115	\$4,467	Includes website management, software fees, email hosting and server maintenance
Insurance	\$ 10,760	\$ 8,241	(\$2,519)	Includes D&O, liability, property, theft and event insurance.
Rent	\$ 12,610	\$ -	(\$12,610)	Includes rent for location in Ed Ball Building
Accounting, Banking Services & Payroll	\$ 25,100	\$ 47,269	\$22,169	Includes audit, payroll expenses, licenses and bank fees.
Meetings	\$ 6,000	\$ 9,375	\$3,375	Includes Board meetings, committee meetings, stakeholder meetings and board retreat
Travel/Conferences/Profess. Development	\$ 30,180	\$ 18,273	(\$11,907)	Includes conference expenses, lodging and travel expenses. Decrease is due to less travel for staff.
Memberships & Subscriptions	\$ 10,054	\$ 8,167	(\$1,887)	Also includes funding for membership in organizations like JaxChamber, Urban Land Institute and International Downtown Association and subscriptions for local papers such as Jacksonville Business Journal
Program Support	\$ 280,526	\$ 141,600	(\$138,926)	Items include \$135,000 for events and promotions such as Art Walk, Jazz Fest After Dark, Trick or Treat on the Street and for beautification initiatives such as tree bed mulching. Decrease is due to less project specific costs paid by sponsorships, and increased use of 501(c)3 foundation for fundraising such as DTJax Gala
<b>SUBTOTAL EXPENDITURES</b>	<b>\$ 1,639,892</b>	<b>\$ 1,699,338</b>	<b>\$59,446</b>	
<b>Contingency</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,639,892</b>	<b>\$ 1,699,338</b>	<b>\$59,446</b>	
<b>Variance</b>	<b>\$ 0.00</b>	<b>\$ (0)</b>	<b>(\$0)</b>	

**Downtown Vision History of Revenues from City of Jacksonville**

Fiscal Year	Private Assessments (Budgeted)	Assessed Value of City Property	City Assessments (Due) (1.1mils)	City Assessments (Paid)	Millage Rate Paid by COJ	Other \$ (Note 1, 2)	Actual City Contribution	Actual Millage	City Assessment Diff From Millage (Note 3)	DVI Adopted Budget (Note 4)
FY 00/01	\$778,970	\$139,318,182	\$153,250	\$153,250	1.1	\$0	\$153,250	1.1	\$0	\$983,140
FY 01/02	\$740,000	\$130,045,455	\$143,050	\$143,050	1.1	\$0	\$143,050	1.1	\$0	\$956,478
FY 02/03	\$734,000	\$156,824,545	\$172,507	\$172,507	1.1	\$0	\$172,507	1.1	\$0	\$1,090,950
FY 03/04	\$775,000	\$174,746,364	\$192,221	\$192,221	1.1	\$0	\$192,221	1.1	\$0	\$1,116,746
FY 04/05	\$781,948	\$201,148,182	\$221,263	\$221,263	1.1	\$0	\$221,263	1.1	\$0	\$1,159,737
FY 05/06	\$735,492	\$214,837,273	\$236,321	\$236,321	1.1	\$0	\$236,321	1.1	\$0	\$1,159,737
FY 06/07	\$786,284	\$219,482,727	\$241,431	\$241,431	1.1	\$0	\$241,431	1.1	\$0	\$1,132,013
FY 07/08	\$825,600	\$208,860,909	\$229,747	\$229,747	1.1	\$0	\$229,747	1.1	\$0	\$1,150,521
FY 08/09	\$892,413	\$330,055,455	\$363,061	\$229,747	0.7	\$0	\$229,747	0.7	-\$133,314	\$1,212,356
FY 09/10	\$950,000	\$310,965,455	\$342,062	\$229,747	0.7	\$39,587	\$269,334	0.9	-\$72,728	\$1,253,886
FY 10/11	\$840,000	\$295,737,273	\$325,311	\$229,747	0.8	\$79,175	\$308,922	1.0	-\$16,389	\$1,203,629
FY 11/12	\$750,000	\$270,883,636	\$297,972	\$229,747	0.8	\$81,913	\$311,660	1.2	\$13,688	\$1,183,568
FY 12/13	\$686,000	\$242,986,364	\$267,285	\$229,747	0.9	\$81,913	\$311,660	1.3	\$44,375	\$1,297,405
FY 13/14	\$686,000	\$250,729,355	\$275,802	\$229,747	0.9	\$81,913	\$311,660	1.2	\$35,858	\$1,246,962
FY 14/15	\$686,000	\$421,943,650	\$464,000	\$311,660	0.7	\$0	\$311,660	0.7	-\$152,340	\$1,242,083
FY 15/16	\$720,000	\$439,806,863	\$481,498	\$311,660	0.7	\$0	\$311,660	0.7	-\$169,838	\$1,323,699
FY 16/17	\$733,108	\$434,850,748	\$478,336	\$311,660	0.7	\$33,988	\$345,648	0.8	-\$132,688	\$1,188,133
FY 17/18	\$769,627	\$447,708,427	\$492,479	\$458,491	1.1	\$33,988	\$492,479	1.1	\$0	\$1,448,380
FY18/19	\$794,285	\$446,148,182	\$490,763	\$456,775	1.1	\$33,988	\$490,763	1.1	\$0	\$1,488,034
FY19/20	\$902,587	\$450,792,727	\$495,872	\$461,884	1.1	\$33,988	\$495,872	1.1	\$0	\$1,639,892
<b>FY20/21 (Proposed)</b>	<b>\$963,680</b>	<b>\$464,195,264</b>	<b>\$510,615</b>	<b>\$510,615</b>	<b>1.1</b>	<b>\$0</b>	<b>\$510,615</b>	<b>1.1</b>	<b>\$0</b>	<b>\$1,699,338</b>

**NOTES**

1. The "Other \$" column from FY 09/10 to FY 13/14 reflects a grant from City of Jacksonville for additional ambassadors.
2. The "Other \$" column for FY 16/17 to FY 19/20, reflects a rental credit for Downtown Vision's lower-than-market rent in the Ed Ball Building as requested by City Council in FY 16/17.
3. From FY 08/09 through FY 16/17, the City of Jacksonville underpaid its 1.1 mil assessment by a total of \$583,376.
4. During the past 20 years, Downtown Vision, Inc. has leveraged \$2.63 in private assessments for every \$1 paid by the City of Jacksonville.