

RESOLUTION 2023-04-05

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 2023-2024 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2023-2024 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 1, 2, 3 and 4 which represent the DVI budget for FY 23/24.

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 2023-2024 Budget included in Exhibit 'A' as pages 1, 2, 3 and 4 thereof.

Section 4. This Resolution, 2023-04-05, Shall become effective on the date it is signed by the Chair of the DIA Board.

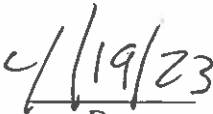
WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Carol Worsham, Chairman



Date

VOTE: In Favor: 7 Opposed: 0 Abstained: 0

**BUSINESS IMPROVEMENT DISTRICT
(DOWNTOWN VISION)
JACKSONVILLE, FLORIDA
BUDGET – FISCAL YEAR 2023-2024**

ESTIMATED REVENUES

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

DVI PROPOSED

\$ 1,769,510
\$ 732,337
\$ 353,627
\$2,855,474

Schedule AD

APPROPRIATIONS

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special Projects (5)	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$158,991	\$498,189	\$236,923	\$97,381	\$991,484
Operating Expenses	\$1,478,918	\$213,971	\$93,941	\$77,160	\$1,863,990
Total Appropriations	<u>\$1,637,909</u>	<u>\$712,160</u>	<u>\$330,864</u>	<u>\$174,541</u>	<u>\$2,855,474</u>

- (1) Commercial and residential property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI, subject to residential property exemptions
- (2) This reflects a contribution from the City of Jacksonville equal to 1.1 mils of the value of the City's owned property in the Downtown district
- (3) This represents all other income for Downtown Vision Inc., 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 operations manager, uniforms, supplies and equipment. This line item includes 50% of the Vice President of District Services salary plus 25% of administrative budget.
- (5) Includes salaries for Vice President of Marketing, Senior Director of Placemaking, Communications Manager, Director of Events and includes 25% of the admin budget.
- (6) Includes salary for Director of Stakeholder Support, 50% of Vice President of District Services, and 25% of admin budget.
- (7) This represents 25% of the admin budget. The admin budget includes the CEO, Business Administrator and Office Manager positions.

Schedule AE

Exhibit A page 2

Downtown Vision, Inc. FY2023-2024 Budget

Updated March 20, 2023

Downtown Vision FY2023 - 2024 Budget						
						BUDGETED 23/24
REVENUES						
City of Jacksonville Request (1)						\$ 732,337
Private Commercial Properties - Assessed at 1.1 mils (2)						\$ 1,769,510
Contracted Services (3)						\$ 122,709
Voluntary Contributions, Sponsorships & Event Income (4)						\$ 230,318
Interest Income						\$ 600
TOTAL REVENUES						\$ 2,855,474
	Clean, safe and Attractive (5)	Mktg, Promotions, special projects (6)	Business/ Stakeholder Support (7)	Total Programs	Management & General (8)	
EXPENDITURES						
Salaries	\$ 123,287	\$ 386,312	\$ 183,720	\$ 693,319	\$ 75,512	\$ 768,831
Employee Benefits	\$ 22,932	\$ 71,855	\$ 34,171	\$ 128,958	\$ 14,046	\$ 143,004
Payroll Taxes/Workers' Comp	\$ 12,772	\$ 40,022	\$ 19,032	\$ 71,826	\$ 7,823	\$ 79,649
Total Salaries & Related Expenses	\$ 158,991	\$ 498,189	\$ 236,923	\$ 894,103	\$ 97,381	\$ 991,484
Professional Fees and Contract Services	\$ 1,390,364	\$ 121,160	\$ 9,132	\$ 1,520,656	\$ -	\$ 1,520,656
Supplies/Equip. & Postage	\$ 5,313	\$ 5,313	\$ 5,313	\$ 15,939	\$ 5,313	\$ 21,252
Telephone & Internet	\$ 2,415	\$ 2,415	\$ 2,415	\$ 7,245	\$ 2,415	\$ 9,660
Computers	\$ 4,758	\$ 4,758	\$ 4,758	\$ 14,274	\$ 4,758	\$ 19,032
Insurance	\$ 3,056	\$ 3,056	\$ 3,057	\$ 9,169	\$ 3,057	\$ 12,226
Rent	\$ 42,000	\$ 42,000	\$ 42,000	\$ 126,000	\$ 42,000	\$ 168,000
Accounting/Banking Services	\$ 11,771	\$ 11,771	\$ 11,772	\$ 35,314	\$ 11,771	\$ 47,085
Meetings	\$ 1,486	\$ 1,486	\$ 1,487	\$ 4,459	\$ 1,486	\$ 5,945
Travel/Conferences/Professional Development	\$ 3,686	\$ 3,686	\$ 3,684	\$ 11,056	\$ 3,686	\$ 14,742
Memberships & Subscriptions	\$ 2,674	\$ 2,674	\$ 2,673	\$ 8,021	\$ 2,674	\$ 10,695
Program Support	\$ 11,395	\$ 15,652	\$ 7,650	\$ 34,697	\$ -	\$ 34,697
TOTAL EXPENDITURES	\$ 1,637,909	\$ 712,160	\$ 330,864	\$ 2,680,933	\$ 174,541	\$ 2,855,474
% of Total	57%	25%	12%	94%	6%	
REVENUES OVER EXPENDITURES/Gap Fund						\$0.00
(1) This amount reflects a full contribution from the City equal to 1.1 mils of the value of the City's owned property in DVI's Downtown district						
(2) Non exempt property owners in expanded DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI (both commercial & residential properties)						
(3) Includes contracts fee-for-service including General Services Administration (GSA) for federal courthouse and JTA for Skyway Ambassador services and other marketing work for DIA						
(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 Fu						
(5) Includes Clean & Safe Ambassador team, a supervising operations director, uniforms, supplies and equipment and includes 50% of the Vice President of District Services salary plus 25% of admin budget.						
(6) Includes salaries for Vice President of Marketing, Senior Director of Placemaking, Communications Manager and Director of Events. Includes 25% of the admin budget.						
(7) Includes salary for Director of Stakeholder Support, 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, Business Administrator and Office Manager positions.						

Exhibit A page 3

Updated March 20, 2023

Downtown Vision
FY 22/23 vs. FY 23/24

Attachment 3

	Adopted FY22/23	Proposed FY23/24	Increase (Decrease)	Notes
REVENUES				
City of Jacksonville	\$ 657,284	\$ 732,337	\$75,053	City contribution to Downtown Vision based on same 1.1 mils formula as private properties
Private Commercial Properties	\$ 1,659,690	\$ 1,769,510	\$109,820	Increase in assessed value of properties in the existing downtown district
Interest Income	\$ 600	\$ 600	\$0	Decrease is due to lower interest rates
Contracted Services	\$ 116,935	\$ 122,709	\$5,774	Includes payments fee-for-service such as General Services Administration (GSA) for ambassador assistance around Federal Courthouse, JTA for Ambassadors at some Skyway stations, LifeBuilders Program hiring formerly homeless individuals to be Ambassadors and partnership with DIA for Downtown marketing
Voluntary Contributions, Sponsorships, Etc.	\$ 275,904	\$ 230,318	(\$45,586)	Includes all others revenue, including grants, sponsorships, event revenue and voluntary contributions from exempt organizations like JEA, JTA, First Baptist Church, JaxChamber and Jesse Ball DuPont Fund. Decrease is due to lesser sponsorships and revenues from events.
TOTAL REVENUES	\$ 2,710,413	\$ 2,855,474	\$145,061	
EXPENDITURES				
Salaries	\$ 697,970	\$ 768,831	\$70,861	Increase due to increased salary range for positions
Employee Benefits	\$ 87,858	\$ 143,004	\$55,146	Increase due to increased cost of health insurance and increased benefits for new employees like 401K
Payroll Taxes/Worker's Comp	\$ 74,771	\$ 79,649	\$4,878	Increase due to increases above
Total Salaries & Related Expenses	\$ 860,599	\$ 991,484	\$130,885	
Professional Fees & Contract Services	\$ 1,494,973	\$ 1,520,656	\$25,683	Includes clean & safe Ambassadors contract, 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	\$ 21,252	\$ 21,252	\$0	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees
Telephone & Internet	\$ 9,660	\$ 9,660	\$0	Includes phone lease, internet, local and long distance
Computers	\$ 17,554	\$ 19,032	\$1,478	Includes website management, software fees, email hosting and server maintenance
Insurance	\$ 12,226	\$ 12,226	\$0	Includes D&O, liability, property, theft and event insurance. Increase is due to increased coverage
Rent	\$ 114,000	\$ 168,000	\$54,000	Annual debt service for financing of new headquarters fit-out
Accounting, Banking & Payroll	\$ 47,805	\$ 47,085	(\$720)	Includes audit, payroll expenses, licenses and bank fees
Meetings	\$ 6,160	\$ 5,945	(\$215)	Includes Board meetings, committee meetings, stakeholder meetings and board retreat
Travel/Conferences/Profess. Development	\$ 10,690	\$ 14,742	\$4,052	Includes conference expenses, lodging and travel expenses. Increase is due to increased travel compared to last year
Memberships & Subscriptions	\$ 10,794	\$ 10,695	(\$99)	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	\$ 104,700	\$ 34,697	(\$70,003)	Items includes costs for events and promotions and for beautification initiatives. Decrease is due to increased use of 501(c)3 foundation for events + fundraising.
SUBTOTAL EXPENDITURES	\$ 2,710,413	\$ 2,855,474	\$145,061	
Contingency	\$ -	\$ -	\$0	
TOTAL EXPENDITURES	\$ 2,710,413	\$ 2,855,474	\$145,061	
Variance	\$ -	\$ -	\$0	

