

**RESOLUTION 2022-04-06**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIVE THOUSAND DOLLAR SPONSORSHIP CONTRIBUTION FOR THE “2022 URBAN LAND INSTITUTE (ULI) FLORIDA SUMMIT”; 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**, marketing efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

*Redevelopment Goal No. 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region’s epicenter for business.*

*Redevelopment Goal No. 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.*

*Redevelopment Goal No. 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.*

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

*Redevelopment Goal No. 7: Capitalize on the aesthetic beauty of the St. John’s River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.; and*

**WHEREAS**, ULI is a non-profit, non-partisan, real estate development focused organization whose mission is to “Shape the future of the built environment for transformative impact in communities worldwide”; and

**WHEREAS**, the 2022 ULI Florida Summit is being hosted by ULI North Florida in Jacksonville, Florida, June 1-3, 2022, and provides DIA with the opportunity to promote development activity and opportunities in Downtown Jacksonville to a concentration of Florida developers, and

**WHEREAS**, the sponsorship of the ULI Florida Summit event is beneficial to the City of Jacksonville and consistent with the mission and redevelopment goals of the DIA.

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

**Section 1.** The DIA will contribute \$5,000.00 to the Urban Land Institute to become a sponsor of the 2022 ULI Florida Summit.


**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.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Carol Worsham, Vice Chair

4/20/22

Date

VOTE: In Favor: 6 Opposed: 0 Abstained: 0