

RESOLUTION 2022-09-09

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO EXECUTE AN AGREEMENT OR FUNCTIONAL EQUIVALENT WITH DOWNTOWN VISION, INC. FOR THE UPDATE, MAINTENANCE AND HOSTING OF THE LIVE DOWNTOWN JAX WEBSITE (LIVEDTJAX.COM); AUTHORIZING FUNDING IN THE AMOUNT OF TEN THOUSAND AND ZERO DOLLARS (\$10,000.00) TO BE PAID TO DOWNTOWN VISION, INC. FOR THESE WEBSITE SERVICES; AUTHORIZING THESE FUNDS PARTIALLY FROM THE GENERAL FUND'S ADVERTISING AND PROMOTION BUDGET AND PARTIALLY FROM THE DOWNTOWN NORTHBANK CRA TRUST FUND'S MARKETING BUDGET; PROVIDING AN EFFECTIVE DATE.

WHEREAS, in 2019, the JAX Chamber created and the LivedtJax website to market the downtown resident lifestyle, connect prospective residents to housing opportunities; and promote downtown as a vibrant neighborhood.; and

WHEREAS, in 2020, Downtown Vision, Inc. (DVI) agreed to take over maintenance and updating of the LivedtJax website; and

WHEREAS, DVI will continue to update and maintain the LIVE Downtown JAX website throughout the year, ensuring all website content, plugins, etc. remain up-to-date; and

WHEREAS, DIA recognizes that the LivedtJax website is a crucial tool in attracting future residents to Downtown and desires to continue its funding partnership with DVI; and

WHEREAS, the LivedtJax website enables visitors to:

- Browse available listings and request information directly from properties
- Search by number of bedrooms, pet-friendly options and other criteria
- Take virtual tours
- Explore our Resident Guide to learn how to live the dream in #DTJax,

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

Section 1. The DIA Board hereby authorizes the CEO to take all actions necessary to effectuate the intent of this Resolution including execution of an agreement for services or functional equivalent.

Section 2. The DIA Board hereby expressly authorizes the use of \$10,000 – \$1,500 of which will be paid from the general fund's advertising and promotion budget and the remaining \$8,500 will be paid from the Downtown Northbank CRA trust fund's marketing budget – payable to Downtown Vision, Inc. for the updating, maintenance and hosting of the LivedtJax website.

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

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Xavier Chisholm

Carol Worsham
Carol Worsham, Chair

9/21/22
Date

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