

RESOLUTION 2021-04-05

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 2021-2022 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2021-2022 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.

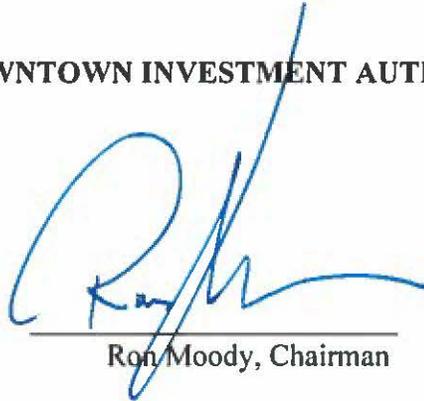
Section 3. The DIA recommends that the City Council approve DVI's Fiscal Year 2021-2022 Budget included in Exhibit 'A' as pages 2, 3 and 4 thereof.

Section 4. This Resolution, 2021-04-05, Shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Ron Moody, Chairman



Date

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



*Downtown
Vision,
Incorporated*

EXHIBIT A

March 24, 2021

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

Re: Downtown Vision Inc. budget for Fiscal Year 2021-2022

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 2021 – 2022:

- (1) Budget Office Form Schedule AD AE,
- (2) FY21/22 Budget for DVI,
- (3) Budget Comparison for FY20/21 and FY21/22 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 March 24, 2021. These documents anticipate a budget reflective of the expanded district as approved by the DIA Board of Directors on March 17, 2021. For these budget documents, 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. 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

- Chair**
Nurma Saisselin
Florida Theatre
- Vice Chair**
Traci Jenks
Cushman & Wakefield
- Treasurer**
Oliver Barakat
CBRE
- Secretary**
Kerri Stewart
JEA
- Board Members**
- Zach Ashourian
Ash Properties
- Stephan Crosby
CSX (retired)
- Teresa Durand-Stuebgen
Foresight Construction Group
- Jan Hanak
Regency Centers
- Kerri Stewart
Miller Electric
- Paul Grainger
Iconic Real Estate
- Allan Isoue
Haskell
- Bill Prescott
Heritage Capital Group
- Elias Hionides
Petra Jax
- Alex Sifakis
JWB Real Estate Capital
- Caryn Carreiro
Cushman & Wakefield
- Vince McCormack
Perdue Office Interiors
- John Ream
The Connect Agency
- Ryan McIntyre
VyStar Credit Union
- Paul Davison
BDO
- David Kottmyer
Danis Construction
- Lori Boyer
Downtown Investment Authority
- Councilmember Joyce Morgan
Jacksonville City Council
- Nathaniel P. Ford
Jacksonville Transportation Authority
- Soe Gilvarty
Lotus Commercial USA LLC
- Cyndy Trimmer
Driver McAfee Hawthorne Diebenow
- Asst. Chief Adam Pendley
Jacksonville Sheriff's Office
- Aundra Wallace
JaxUSA Partnership

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

**BUSINESS IMPROVEMENT DISTRICT
(DOWNTOWN VISION)
JACKSONVILLE, FLORIDA
BUDGET – FISCAL YEAR 2021-2022**

ESTIMATED REVENUES

DVI PROPOSED

Assessed Properties (1)	\$ 1,688,943
City of Jacksonville (2)	\$ 661,898
Other Sources (3)	\$ 183,336
Total Estimated Revenues	<u>\$2,514,177</u>

Schedule AD

APPROPRIATIONS

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special Projects (5)	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$121,972	\$296,211	\$263,427	\$77,195	\$758,805
Operating Expenses	\$1,395,371	\$295,529	\$32,836	\$31,636	\$1,755,372
Total Appropriations	<u>\$1,517,343</u>	<u>\$591,740</u>	<u>\$296,263</u>	<u>\$108,831</u>	<u>\$2,514,177</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 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, Stakeholder Support Manager, Public Realm Manager, 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 Administrative Assistant positions.

Schedule AE

Downtown Vision, Inc. FY2021-2022 Budget

Downtown Vision FY21/22 Budget							BUDGETED 21/22
REVENUES							
City of Jacksonville Request (1)							\$ 661,898
Private Commercial Properties - Assessed at 1.1 mils (2)							\$ 1,381,609
Private Residential Properties - Assessed at 1.1 mils (3)							\$ 287,334
Contracted Services (4)							\$ 77,251
Voluntary Contributions, Sponsorships & Event Income (5)							\$ 103,985
Interest Income							\$ 2,100
TOTAL REVENUES							\$ 2,514,177
	Clean, safe and Attractive (6)	Mktg, Promotions, special projects (7)	Business/ Stakeholder Support (8)	Total Programs	Management & General (9)		
EXPENDITURES							
Salaries	\$ 96,798	\$ 230,802	\$ 212,176	\$ 539,776	\$ 59,800		\$ 599,576
Employee Benefits	\$ 14,801	\$ 40,693	\$ 28,530	\$ 84,024	\$ 10,986		\$ 95,010
Payroll Taxes/Workers' Comp	\$ 10,373	\$ 24,716	\$ 22,721	\$ 57,810	\$ 6,409		\$ 64,219
Total Salaries & Related Expenses	\$ 121,972	\$ 296,211	\$ 263,427	\$ 681,610	\$ 77,195		\$ 758,805
Professional Fees and Contract Services	\$ 1,357,879	\$ 105,166	\$ -	\$ 1,463,045	\$ -		\$ 1,463,045
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	\$ 4,201	\$ 4,201	\$ 4,201	\$ 12,603	\$ 4,201		\$ 16,804
Insurance	\$ 2,959	\$ 2,959	\$ 2,959	\$ 8,877	\$ 2,959		\$ 11,836
Rent	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -
Accounting/Banking Services	\$ 11,368	\$ 11,368	\$ 11,368	\$ 34,104	\$ 11,368		\$ 45,472
Meetings	\$ 1,540	\$ 1,540	\$ 1,540	\$ 4,620	\$ 1,540		\$ 6,160
Travel/Conferences/Professional Development	\$ 1,410	\$ 1,410	\$ 1,410	\$ 4,230	\$ 1,410		\$ 5,640
Memberships & Subscriptions	\$ 2,430	\$ 2,430	\$ 2,430	\$ 7,290	\$ 2,430		\$ 9,720
Program Support	\$ 5,856	\$ 158,727	\$ 1,200	\$ 165,783	\$ -		\$ 165,783
TOTAL EXPENDITURES	\$ 1,517,343	\$ 591,740	\$ 296,263	\$ 2,405,346	\$ 108,831		\$ 2,514,177
% of Total	60%	24%	12%	96%	4%		
REVENUES OVER EXPENDITURES/Gap Fund							\$0
(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) Commercial property owners in expanded DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI. (3) Residential property owners in expanded DVI's Downtown district will be assessed 1.1 mils of their property's assessed value to DVI. (4) Includes contracts fee-for-service including General Services Administration (GSA) for federal courthouse and JTA for Skyway Ambassador services and other marketing work (5) 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. (6) 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. (7) Includes salaries for Vice President of Marketing, Communications Manager and Events Manager. Includes 25% of the admin budget. (8) Includes salary for Director of Experience, Stakeholder Support Manager, Public Realm Manager, 50% of Vice President of District Services, and 25% of admin budget. (9) Includes 25% of the admin budget. The admin budget includes the CEO, Business Administrator and Administrative Assistant positions.							

**Downtown Vision
FY 20/21 vs. FY 21/22**

	Adopted FY20/21	Proposed FY21/22	Increase (Decrease)	Notes
REVENUES				
City of Jacksonville	\$ 510,615	\$ 493,438	(\$17,177)	City contribution to Downtown Vision based on same 1.1 mils formula as private properties
City of Jacksonville (expanded)	\$ -	\$ 168,460	\$168,460	Increase from geographic expansion of downtown district
Private Commercial Properties	\$ 963,680	\$ 978,875	\$15,195	Increase in assessed value of properties in the existing downtown district
Private Commercial Properties (expanded)	\$ -	\$ 402,734	\$402,734	Increase from geographic expansion of downtown district
Private Residential Properties (new)	\$ -	\$ 287,334	\$287,334	Increase from assessment of residential properties in district (subject to exemptions)
Interest Income	\$ 3,000	\$ 2,100	(\$900)	Decrease is due to lower interest rates
Contracted Services	\$ 64,990	\$ 77,251	\$12,261	Includes payments fee-for-service such as General Services Administration (GSA) for ambassador assistance around Federal Courthouse, JTA for Ambassadors at some Skyway stations and marketing services
Voluntary Contributions, Sponsorships, Etc.	\$ 157,053	\$ 103,985	(\$53,068)	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 fee-for-service revenue and marketing sponsorships.
TOTAL REVENUES	\$ 1,699,338	\$ 2,514,177	\$814,839	
EXPENDITURES				
Salaries	\$ 485,394	\$ 599,576	\$114,182.00	Includes three new positions for stakeholder assistance, public realm activation and administrative help
Employee Benefits	\$ 75,195	\$ 95,010	\$ 19,815.00	Includes three new positions as above
Payroll Taxes/Worker's Comp	\$ 51,811	\$ 64,219	\$ 12,408.00	Includes three new positions as above
Total Salaries & Related Expenses	\$ 612,400	\$ 758,805	\$146,405.00	
Professional Fees & Contract Services	\$ 806,475	\$ 1,463,045	\$ 656,570	Includes expanded Ambassador contract (\$1.36M 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	\$ 21,243	\$ 21,252	\$ 9	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees
Telephone & Internet	\$ 9,180	\$ 9,660	\$ 480	Includes phone lease, internet, local and long distance
Computers	\$ 17,115	\$ 16,804	(\$311)	Includes website management, software fees, email hosting and server maintenance
Insurance	\$ 8,241	\$ 11,836	\$3,595	Includes D&O, liability, property, theft and event insurance. Increase is due to increased coverage
Rent	\$ -	\$ -	\$0	As approved FY20-21, COJ is not charging rent for office location in Ed Ball Building
Accounting, Banking Services & Payroll	\$ 47,269	\$ 45,472	(\$1,797)	Includes audit, payroll expenses, licenses and bank fees.
Meetings	\$ 9,375	\$ 6,160	(\$3,215)	Includes Board meetings, committee meetings, stakeholder meetings and board retreat
Travel/Conferences/Profess. Development	\$ 18,273	\$ 5,640	(\$12,633)	Includes conference expenses, lodging and travel expenses. Decrease is due to less travel for staff.
Memberships & Subscriptions	\$ 8,167	\$ 9,720	\$1,553	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	\$ 141,600	\$ 165,783	\$24,183	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. Increase is due to increased investment in events
SUBTOTAL EXPENDITURES	\$ 1,699,338	\$ 2,514,177	\$814,839	
Contingency	\$ -	\$ -	\$ -	
TOTAL EXPENDITURES	\$ 1,699,338	\$ 2,514,177	\$814,839	
Variance	\$ -	\$ -	\$0	

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
FY20/21	\$963,680	\$464,195,264	\$510,615	\$510,615	1.1	\$0	\$510,615	1.1	\$0	\$1,699,338
FY21/22 (proposed)	\$1,439,176	\$601,725,667	\$661,898	\$661,898	1.1	\$0	\$661,898	1.1	\$0	\$2,514,177

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 over \$2.63 in private assessments for every \$1 paid by the City of Jacksonville.