

**RESOLUTION 2023-03-10**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIVE THOUSAND DOLLAR (\$5,000.00) EVENT CONTRIBUTION TO WINTERLAND MUSIC OUTREACH FOUNDATION TO SUPPORT THE WINTERLAND V EVENT; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2022-2023 ADMINISTRATIVE BUDGET’S EVENT CONTRIBUTION FUNDS; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN EVENT CONTRIBUTION AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; 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**, the efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

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

**WHEREAS**, activation of Downtown is essential to implementation of the adopted BID and CRA Plan; and

**WHEREAS**, Winterland V is a free, two-day concert on Downtown Jacksonville’s scenic riverfront that features national and local acts and focuses on making space for large scale performances open to local talent as well as providing networking opportunities for local creatives; and

**WHEREAS**, the Winterland Music Outreach Foundation is the organization responsible for Winterland V; and

**WHEREAS**, Winterland Music Outreach Foundation requests five thousand dollars (\$5,000) to be used towards the recuperation of infrastructure expenditures, specifically generator power, that was spent during this years festival which took place on February 24<sup>th</sup> and 25<sup>th</sup>; and

**WHEREAS**, the DIA Board via Resolution 2022-04-02 authorizes certain contributions to private organizations and sponsorships of events that take place in Downtown and/or further the Business Investment and Development Plan and do not exceed Five Thousand Dollars (\$5,000.00) per event or sponsorship, subject to available budgeted funds to proceed directly to the Board for consideration on the Consent Agenda;

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

**Section 1.** The DIA authorizes a contribution of five thousand dollars (\$5,000) to Winterland Music Outreach Foundation in accordance with Exhibit ‘A’.

**Section 2.** The DIA authorizes its Chief Executive Officer 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, Chair

\_\_\_\_\_

Date

VOTE: In Favor: \_\_\_\_ Opposed: \_\_\_\_ Abstained: \_\_\_\_

## EXHIBIT A



March 6, 2023

Winterland Music Outreach Foundation is requesting \$5,000 to be used toward the recuperation of infrastructure for our free annual music festival downtown on Riverfront Plaza. This contribution will be put toward necessary infrastructure like generator power.

Winterland just celebrated its fifth year as a hub for music and culture. Our mission is to elevate our local creative community and to help drive the creative economy, creating a lasting music industry in Jacksonville. By making space for large scale performances open to local talent, we're able to instigate excitement and upward mobility within the music entertainment sector of our economy. Winterland is not only a forward facing music festival for residents to enjoy, it's also a networking opportunity for local creatives to support each other with tangible opportunities for work. We've utilized a free model the past two years which has aided in our outreach. Last weekend saw 3500 residents on the lawn enjoying two full days of music. We partnered with several local small businesses and nonprofits to help build out the space, including WJCT's JME, and we utilized the Water Taxi to aid in transporting folks from RAM to Riverfront Plaza throughout the weekend. We look forward to continuing to grow and appreciate your support.

Sincerely,

Glenn Michael Van Dyke  
CEO | Music Interceptor