RESOLUTION 2025-10-07

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) PROVIDING FOR A FIFTY-FOUR THOUSAND DOLLAR ($54,000.00) CONTRIBUTION TO DOWNTOWN VISION, INC. (DVI) FOR MONTHLY PROGRAMMING OF THE SOUTHBANK RIVERWALK; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2025-2026 ADMINISTRATIVE BUDGET'S EVENT CONTRIBUTION FUNDS; 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, 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, Sip and Stroll occurs on nine (9) Third Thursdays on the Southbank Riverwalk (Jan., Feb., March, April, May, Sept., Oct., Nov., Dec.), spanning from Friendship Fountain to The Southbank Hotel, providing live music, food vendors, bars and a picnic area; and

WHEREAS, City Council via Ordinance 2021-0499 amended Chapter 55 to allow for DIA to directly enter into agreements with DVI for the programming of parks and public spaces located within Downtown without further need for City Council approval; and

WHEREAS, DIA staff has reviewed the budget and plans for Sip and Stroll and recommends that the Board approve the use of $54,000 from the DIA fiscal year 2025-2026 administrative budget's event contribution funds to support this initiative.

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

Section 1. The DIA authorizes a payment of fifty-four thousand dollars ($54,000.00) to DVI from the DIA fiscal year 2025-2026 administrative budget's event contribution funds to be used for production of the monthly Sip and Stroll event described on Exhibit 'A' attached hereto.

Section 2. The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution, including execution of a contract for such services.

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

WITNESS: **DOWNTOWN INVESTMENT AUTHORITY**

Patrick Krechowski, Esq., Chair

10-15-25
Date

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

EXHIBIT A
TO RESOLUTION 2025-10-07

SCOPE OF WORK AND PAYMENT TERMS
SIP AND STROLL

I. **Purpose and Overview:** Downtown Vision, Inc. ("DVI"), a not-for-profit business improvement district in Downtown Jacksonville, operates with the mission to build and maintain and healthy and vibrant Downtown Jacksonville and to promote Downtown as an exciting place to live, work, visit, and invest. DVI works in close coordination with the Downtown Investment Authority ("DIA") and other City of Jacksonville ("City") agencies to support the shared goals for Downtown's improvement and activation, as stated in the DIA's Community Redevelopment Area Plan and Business Investment and Development Strategy. In furtherance of those goals, DVI launched and has since produced the Sip and Stroll event series ("Sip and Stroll") in 2021, which programs an approximately one-half mile stretch of the Southbank Riverwalk with artists, vendors, concessions, and other activations on the third Thursday of specified months. DVI requests, and DIA has agreed to provide, up to ***fifty-four thousand dollars ($54,000)*** ("DIA Support") from the DIA to support Sip and Stroll for a period extending from October 2025 through September 2026, which will include nine (9) individual events barring cancellation due to weather. These funds will be paid and invested according to the following schedule and terms.

II. **Term and Project Schedule:** The DIA Support shall be invested in the production of nine (9) individual Sip and Stroll events occurring on the third Thursday of each month during a term extending from October 2025 through September 2026 ("Term"), in accordance with the below schedule ("Project Schedule"). The total number of events and/or the Project Schedule may be impacted due to inclement weather cancellations, which shall not impact DVI's access to the full amount of the DIA Support or the Payment Terms and Schedule included in Paragraph IV of this Exhibit.

<u>Project Schedule</u>

1. October 16, 2025
2. November 20, 2025
3. December 18, 2025
4. January 15, 2026
5. February 19, 2026
6. March 19, 2026
7. April 16, 2026
8. May 21, 2026
9. September 17, 2026

III. **Allowable Expenses:** The DIA Support shall be expended on or provided as reimbursement for the following expenses in support of Sip and Stroll during the Term ("Allowable Expenses"):
   a. Musical and other artistic programming expenses;
   b. Lighting, staging, audio-visual, or other production expenses;
   c. Restroom facilities, barricades, or other event infrastructure expenses;
   d. Event marketing expenses; and
   e. Security or other emergency personnel expenses.

IV. **Payment Terms and Schedule:** Payment of the DIA Support will be made according to the following schedule:

   a. A payment of ***eighteen thousand dollars ($18,000)*** shall be made following the completion of the first three events within the agreement (October, November, December), not to exceed six thousand dollars ($6,000) per event. Payment is due within thirty (30) days of a written request from DVI.

   b. A payment of ***eighteen thousand dollars ($18,000)*** shall be made following the completion of the fourth, fifth and sixth events within the agreement (January, February, March), not to exceed six thousand dollars ($6,000) per event. Payment is due within thirty (30) days of a written request from DVI.

   c. A final payment of ***eighteen thousand dollars ($18,000)*** shall be made following the completion of the final event within the Term, not to exceed six thousand dollars ($6,000) per event. Payment is due within thirty (30) days of a written request from DVI and submission of a report demonstrating at least ***fifty-four thousand dollars ($54,000)*** in Allowable Expenses for October 2025, November 2025, December 2025, January 2026, February 2026, March 2026, April 2026, May 2026 and September 2026.

V. **Reporting:** by October 30, 2026, DVI shall submit to the DIA a final report summarizing marketing efforts and operations related to the production of Sip and Stroll during the Term.