

**RESOLUTION 2018-04-02**

**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 2018-2019 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2018-2019 ANNUAL BUDGET INCLUDED AS ATTACHMENT 'A' TO RESOLUTION 2018-04-02; 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 re-confirmed the BID and continuation of the original Agreement via Ordinances 2005-785-E and 2012-422-E; and

**WHEREAS**, the Downtown Investment Authority ("DIA") has been designated by the 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 BID is completely located within DIA's boundaries; and

**WHEREAS**, the DIA finds that DVI provides valuable, enhanced public services to property owners within the BID; and

**WHEREAS**, the DIA finds that these public services could not be effectively provided by DVI without continued financial support from the City, 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 Jacksonville City Council approve a City contribution of \$ fully funded towards DVI's Fiscal Year 2018-2019 Budget.

**Section 3.** The DIA recommends that the City Council approve DVI's Fiscal Year 2018-2019 Budget with the City contribution identified in Resolution 2018-04-02, Section 2.

**Section 4.** This Resolution, 2018-04-02, Shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
\_\_\_\_\_

  
\_\_\_\_\_

James Bailey, Chairman

April 11, 2018  
Date

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



*Downtown  
Vision,  
Incorporated*

April 3, 2018

**Chair**  
**Teresa Durand-Steubben**  
*buildscapes*

**Vice Chair**  
**Oliver Barakat**  
*CBRE*

**Secretary**  
**Patrick McElhaneey**  
*EverBank*

**Treasurer**  
**Janice Lowe**  
*The Jacksonville Landing*

**Immediate Past Chair**  
**Debbie Buckland**  
*BB&T*

**Board Members**

**Bill Adams**  
*Gunster Law Firm*

**Tony Allegretti**  
*Cultural Council*

**John Blount**  
*First Baptist Church*

**Stephen Crosby**  
*InvestJax*

**Nathaniel P. Ford**  
*Jacksonville Transportation  
Authority*

**Councilmember Lori Boyer**  
*Jacksonville City Council*

**Erik Higgins**  
*Gresham, Smith & Partners*

**Dr. Christopher Holland**  
*Florida State College at  
Jacksonville*

**Jan Hanak**  
*Regency Centers*

**Traci Jenks**  
*Cushman & Wakefield*

**Vince McCormack**  
*Purdue Office Interiors*

**Bill Prescott**  
*Heritage Capital Group*

**John Ream**  
*The Connect Agency*

**Numa Saisselin**  
*Florida Theatre*

**Kerri Stewart**  
*JEA*

**Asst. Chief Elizabeth Kenny**  
*Jacksonville Sheriff's Office*

**Chief Don Tuten**  
*Jacksonville Sheriff's Office*

**Aundra Wallace**  
*Downtown Investment Authority*

Aundra Wallace, CEO  
Downtown Investment Authority  
117 W. Duval Street, #310  
Jacksonville, FL 32202

Re: Downtown Vision budget for fiscal year 2018-2019

Dear Mr. Wallace,

On behalf of the Board of Directors of Downtown Vision, please accept the following budget documents for Downtown Vision for the fiscal year 2018-2019:

- Budget Office Form Schedule AD AE
- FY18/19 Budget for Downtown Vision
- Budget Comparison for FY17/18 and FY18/19
- History of City of Jacksonville contribution to Downtown Vision

These budget documents were approved at our recent meeting of our board of directors on Wednesday March 28, 2018.

As you know, property owners in our Downtown business improvement district pay a 1.1 mils assessment on the taxable value of their property to Downtown Vision. These funds are used to complete our mission of keeping Downtown clean and safe, marketing Downtown to promote investment and ensuring a better overall Downtown experience.

We are thrilled that in the current budget of FY17/18, the City of Jacksonville has contributed the full amount of the assessment on its properties in the district (with a credit for the fair market value of Downtown Vision's space in the City-owned Ed Ball Building). The City of Jacksonville is the largest landowner within the district and we provide the same services to the City as we do to private property owners, if not more.

We believe it's a very wise investment -- Downtown Vision leverages more than \$3 in private funds from commercial property owners for every \$1 contributed by the City. We are all working towards the same goal.

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

*Downtown  
Vision,  
Incorporated*

We hope the Downtown Investment Authority and the City of Jacksonville warmly receives our request for additional funding to match the same calculation paid by private property owners. We believe this additional support will be directly beneficial to the DIA in reaching the redevelopment goals for Downtown Jacksonville laid out in your CRA and BID Plans.

Thank you for all your hard work for our City. With you and your agency working closely with Mayor Lenny Curry and City Council, Downtown Jacksonville is improving every day. We look forward to our continued partnership to help make Downtown a better place to live, work, visit and invest.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Gordon', with a long horizontal line extending to the right.

Jacob A. Gordon Esq.  
CEO

Cc: Jim Bailey, Chairman, Downtown Investment Authority

**BUSINESS IMPROVEMENT DISTRICT  
(DOWNTOWN VISION)  
JACKSONVILLE, FLORIDA  
BUDGET – FISCAL YEAR 2018/19**

**ESTIMATED REVENUES**

**DVI PROPOSED**

Assessed Properties (1)	\$ 794,285
City of Jacksonville (2)	\$ 456,775
Other Sources (3)	\$ 255,307
<b>Total Estimated Revenues</b>	<b><u>\$1,506,367</u></b>

Schedule AD

**APPROPRIATIONS**

	Clean, Safe and Attractive (4)	Mktg, Promotions, Special Projects (5)	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$86,796	\$228,555	\$86,796	\$53,193	\$455,236
Operating Expenses	\$716,125	\$212,636	\$66,990	\$55,276	\$1,051,028
<b>Total Appropriations</b>	<b><u>\$802,921</u></b>	<b><u>\$441,191</u></b>	<b><u>\$153,786</u></b>	<b><u>\$108,469</u></b>	<b><u>\$1,506,367</u></b>

- (1) Commercial property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI.
- (2) This reflects a contribution from the City of Jacksonville equal to 1.1 mils of the value of the City's owned property (minus a rent credit of \$33,988 for Downtown Vision's office space in the Ed Ball Building.)
- (3) This represents all other income for Downtown Vision, 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 admin budget.
- (5) Includes salaries for Vice President of Marketing, Communications Coordinator, Events Manager and includes 25% of the admin budget.
- (6) Includes salary for 50% of Director of District Services and 25% of admin budget.
- (7) This represents 25% of the admin budget. The admin budget includes the CEO and Business Administrator positions.

Schedule AE

## Downtown Vision, Inc. FY18/19 Budget

Downtown Vision FY18/19 Budget						
						BUDGETED 18/19
<b>REVENUES</b>						
City of Jacksonville Request (1)						\$ 456,775
Private Commercial Properties - Assessed at 1.1 mils (2)						\$ 794,285
Contracted Services (3)						\$ 41,251
Voluntary Contributions (4)						\$ 41,407
Interest Income						\$ 480
Sponsorships/Special Events/Miscellaneous (5)						\$ 172,169
<b>TOTAL REVENUES</b>						<b>\$1,506,367</b>
	<b>Clean, safe and Attractive (6)</b>	<b>Mktg, Promotions, special projects (7)</b>	<b>Business/ Stakeholder Support (8)</b>	<b>Total Programs</b>	<b>Management &amp; General (9)</b>	
<b>EXPENDITURES</b>						
Salaries	\$ 66,149	\$ 169,320	\$ 66,149	\$ 301,617	\$ 41,189	\$ 342,806
Employee Benefits	\$ 13,565	\$ 41,746	\$ 13,565	\$ 68,877	\$ 7,595	\$ 76,472
Payroll Taxes/Workers' Comp	\$ 7,082	\$ 17,489	\$ 7,082	\$ 31,652	\$ 4,409	\$ 36,061
<b>Total Salaries &amp; Related Expenses</b>	<b>\$ 86,796</b>	<b>\$ 228,555</b>	<b>\$ 86,796</b>	<b>\$ 402,146</b>	<b>\$ 53,193</b>	<b>\$ 455,339</b>
Professional Fees and Contract Services	\$ 634,183	\$ 35,950	\$ 3,900	\$ 674,033	\$ 23,591	\$ 697,624
Supplies/Equip. & Postage	\$ 5,279	\$ 5,279	\$ 5,279	\$ 15,837	\$ 5,279	\$ 21,116
Telephone & Internet	\$ 2,085	\$ 2,085	\$ 2,085	\$ 6,255	\$ 2,085	\$ 8,340
Computers	\$ 2,418	\$ 2,418	\$ 2,418	\$ 7,253	\$ 2,418	\$ 9,670
Insurance	\$ 3,290	\$ 3,290	\$ 3,290	\$ 9,870	\$ 3,290	\$ 13,160
Rent	\$ 3,153	\$ 3,153	\$ 3,153	\$ 9,458	\$ 3,153	\$ 12,610
Accounting/Banking Services	\$ 6,467	\$ 6,467	\$ 6,467	\$ 19,401	\$ 6,467	\$ 25,868
Meetings	\$ 1,500	\$ 1,500	\$ 1,500	\$ 4,500	\$ 1,500	\$ 6,000
Travel/Conferences/Professional Development	\$ 5,481	\$ 5,481	\$ 5,481	\$ 16,444	\$ 5,481	\$ 21,926
Memberships & Subscriptions	\$ 2,014	\$ 2,014	\$ 2,014	\$ 6,041	\$ 2,014	\$ 8,054
Program Support	\$ 2,400	\$ 145,000	\$ 31,404	\$ 178,804	\$ -	\$ 178,804
Public Realm Initiatives (10)	\$ 47,856	\$ -	\$ -	\$ 47,856	\$ -	\$ 47,856
<b>TOTAL EXPENDITURES</b>	<b>\$ 802,921</b>	<b>\$ 441,191</b>	<b>\$ 153,786</b>	<b>\$ 1,397,897</b>	<b>\$ 108,470</b>	<b>\$ 1,506,367</b>
<b>% of Total</b>	<b>53%</b>	<b>29%</b>	<b>10%</b>	<b>93%</b>	<b>7%</b>	
<b>REVENUES OVER EXPENDITURES/Gap Fund</b>						<b>\$0</b>
(1) This amount reflects a full contribution from the City equal to 1.1 mils of the value of the City's owned property (minus a rent credit of \$33,988 for Downtown Vision's space in the Ed Ball Building.)						
(2) Commercial property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI.						
(3) Includes contracts with General Services Administration (GSA) for federal courthouse and JTA for Skyway Ambassador services						
(4) Includes voluntary monetary contributions from exempt organizations such as JEA, First Baptist Church, JaxChamber, Police and Fire Pension Fund and Jesse Ball DuPont Fund.						
(5) Includes all others revenue, including grants, sponsorships and revenues generated from special events like First Wednesday ArtWalk and the DTJax Gala						
(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 Coordinator and Events Manager. Includes 25% of the admin budget.						
(8) Includes salary for 50% of Director of District Services and 25% of admin budget.						
(9) Includes 25% of the admin budget. The admin budget includes the CEO and Business Administrator positions.						
(10) Includes funding for public realm projects such as parklets, holiday decorations and additional projects from new LABS (Lively and Beautiful Sidewalks) Fund						

**Downtown Vision  
FY 17/18 vs. FY 18/19**

	<b>Adopted FY17/18</b>	<b>Proposed FY18/19</b>	<b>Increase (Decrease)</b>	<b>Notes</b>
<b>REVENUES</b>				
City of Jacksonville	\$ 458,491	\$ 456,775	(\$1,716)	Represents the city's historic contribution to Downtown Vision since FY 2011
Private Commercial Properties (1.1 mils)	\$ 769,627	\$ 794,285	\$24,658	Based on increase in assessed value of properties in the Downtown Improvement District
Interest Income	\$ 480	\$ 480	\$0	Anticipating continued low interest rates
Contracted Services	\$ 14,602	\$ 41,251	\$26,649	Includes payments from General Services Administration (GSA) for assistance around Federal Courthouse. Increase is new contract with JTA to provide ambassadors for Skyway stations
Voluntary Contributions	\$ 39,849	\$ 41,407	\$1,558	Includes voluntary contributions from exempt organizations like JEA, First Baptist Church, JaxChamber, Police and Fire Pension Fund and Jesse Ball DuPont Fund
Special Events/Sponsorships/ Miscellaneous	\$ 165,330	\$ 172,169	\$6,839	Includes all others revenue, including grants, sponsorships and revenues generated from special events like ArtWalk. Increase due to increased revenue projected from annual DTJax Gala fundraiser
<b>TOTAL REVENUES</b>	<b>\$ 1,448,379</b>	<b>\$ 1,506,367</b>	<b>\$57,988</b>	
<b>EXPENDITURES</b>				
Salaries	\$ 359,378	\$ 342,806	(\$16,572)	Decrease due to employee turnover
Employee Benefits	\$ 70,354	\$ 76,472	\$6,118	Increase due to increased cost of health insurance, benefits and increased participation in 401k program.
Payroll Taxes/Worker's Comp	\$ 38,048	\$ 36,061	(\$1,987)	Decrease due to employee turnover
Total Salaries & Related Expenses	\$ 467,780	\$ 455,339	(\$12,441)	
Professional Fees & Contract Services	\$ 497,074	\$ 697,624	\$200,550	Includes Ambassador contract (\$634K total), and other costs such as Downtown Map/Guide, advertising, graphic design support, consulting, marketing support and printing reports, rack cards and marketing collateral. Increase due to COJ full contribution dedicated to Ambassador team.
Supplies, Printing & Postage	\$ 21,116	\$ 21,116	\$0	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees
Telephone & Internet	\$ 8,224	\$ 8,340	\$116	Includes phone lease, internet, local and long distance
Computers	\$ 17,528	\$ 9,670	(\$7,858)	Includes website management, software fees, email hosting and server maintenance
Insurance	\$ 8,900	\$ 13,160	\$4,260	Includes D&O, liability, property, theft and event insurance.
Rent	\$ 12,250	\$ 12,610	\$360	Includes rent for location in Ed Ball Building
Accounting, Banking Services & Payroll	\$ 22,719	\$ 25,868	\$3,149	Includes audit, payroll expenses, licenses and bank fees.
Meetings	\$ 6,250	\$ 6,000	(\$250)	Includes Board meetings, committee meetings, stakeholder meetings and board retreat
Travel/Conferences/Professional Development	\$ 15,090	\$ 21,926	\$6,836	Includes conference expenses, lodging and travel expenses. Increase due to increased participation by CEO in national ULI Public Private Partnership product council and attendance at International Downtown Association (IDA) conference by new Director of District Services
Memberships & Subscriptions	\$ 7,988	\$ 8,054	\$66	Also includes funding for membership in JaxChamber, Urban Land Institute and International Downtown Association and subscriptions for local papers and downtown-related journals such as Times Union and Jacksonville Business Journal
Program Support	\$ 151,404	\$ 178,804	\$27,400	Items include \$145,000 for events and promotions such as Art Walk, JazzFest After Dark, Trick or Treat on the Street and DTJax Gala and for beautification initiatives such as tree bed mulching and maintenance of flower baskets hangers. Increase is related to costs for DTJax Gala.
Strategic Plan Implementation/Public Realm	\$ 212,056	\$ 47,856	(\$164,200)	Includes funding for public realm projects such as parklets, holiday decorations and additional projects from new LABS (Lively and Beautiful Sidewalks) Fund. Decrease is due to reallocation of additional Ambassadors funded by COJ contribution under Professional Fees/Contract Services above
<b>SUBTOTAL EXPENDITURES</b>	<b>\$ 1,448,379</b>	<b>\$ 1,506,367</b>	<b>\$57,988</b>	
<b>Contingency</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$0</b>	
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,448,379</b>	<b>\$ 1,506,367</b>	<b>\$57,988</b>	
<b>Variance</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$0</b>	

**Downtown Vision  
History of Revenues**

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 3, 4)	Actual City Contribution	Actual Millage	City Assessment Diff From Millage (Note 2)	DVI Adopted Budget
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
FY17/18	\$769,627	\$447,708,427	\$492,479	\$458,491	1.1	\$33,988	\$492,479	1.1	\$0	\$1,448,380
<b>FY18/19 (Proposed)</b>	<b>\$794,285</b>	<b>\$446,148,182</b>	<b>\$490,763</b>	<b>\$456,775</b>	<b>1.1</b>	<b>\$33,988</b>	<b>\$490,763</b>	<b>1.1</b>	<b>\$0</b>	<b>\$1,506,367</b>
<b>Total FY 00/01 - FY1718</b>	<b>\$14,664,727</b>		<b>\$5,868,359</b>	<b>\$4,818,518</b>		<b>\$432,477</b>	<b>\$4,794,220</b>		<b>-\$583,376</b>	<b>\$22,855,790</b>

- NOTES**
1. During the past 15 years, Downtown Vision, Inc. has leveraged \$4.69 in private assessments for every \$1 paid by the City of Jacksonville.
  2. From FY 08/09 through FY 16/17, the City of Jacksonville underpaid its 1.1 mil assessment by a total of \$583,376.
  3. The "Other \$" column from FY 09/10 to FY 13/14 reflects a grant from City of Jacksonville for additional ambassadors.
  4. The "Other \$" column for FY 16/17 to FY 17/18, 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.