

**RESOLUTION 2022-06-03**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A THIRTY THOUSAND FIVE HUNDRED DOLLAR (\$30,500) CONTRIBUTION FROM THE EVENT CONTRIBUTION LINE ITEM WITHIN THE FY 21-22 ADMINISTRATIVE BUDGET TO JESSIE BALL DUPONT FUND FOR THE JACKSONVILLE BICENTENNIAL “JAXNEXT 100 PROPOSAL”; FUNDING TO BE IN ACCORDANCE WITH ATTACHMENT ‘A’ TO THIS RESOLUTION; 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**, the Jessie Ball DuPont Fund is a non-profit, non-partisan, organization that “envision a world in which every member of those communities feels like they belong”; and

**WHEREAS**, the JaxNext 100 Proposal includes “five days in August 2022 (August, 9-13), local creatives and Jacksonville citizens will come together at The Jessie to not only reflect on Jacksonville’s past, but imagine its next 100 years. The Jessie will celebrate Jacksonville’s bicentennial in a diverse and inclusive atmosphere with a variety of events open to the public that lift up and celebrate our creative economy and the variety of ways artists help shape our story and history.”

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

**Section 1.** The DIA will contribute \$30,500.00 to the Jessie Ball DupPont Fund as an event contribution for their JaxNext 100 bicentennial event.

**Section 2.** The DIA authorizes its CEO 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.

**[SIGNATURES ON FOLLOWING PAGE]**

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

  
\_\_\_\_\_

  
W. Braxton Gillam IV, Esq., Chairman

6/21/22  
\_\_\_\_\_  
Date

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



### **JaxNext 100 Proposal**

For five days in August 2022 (August, 9-13), local creatives and Jacksonville citizens will come together at The Jessie to not only reflect on Jacksonville's past, but imagine its next 100 years. The Jessie will celebrate Jacksonville's bicentennial in a diverse and inclusive atmosphere with a variety of events open to the public that lift up and celebrate our creative economy and the variety of ways artists help shape our story and history. The activities that take place over this week will be documented in an online digital time capsule for all future Jaxsons to enjoy ([www.jaxnext100.com](http://www.jaxnext100.com)). This event will be widely marketed to all Duval County residents using traditional media and social media outlets to reach as many people as possible.

The Jessie's goal with this programming (and all of its programming) is to activate this section of Downtown Jacksonville for all residents, increase local foot traffic in this vicinity to enhance surrounding local businesses, and provide more options for activities that keep people engaged Downtown past 5pm on weekdays and on weekends. In this bicentennial activation plan, we will work with surrounding businesses to create options for attendees to visit their establishments before and after our events. We will advertise within those places to attract their customers and attach surrounding businesses to our marketing efforts as appropriate. On three nights we will work with adjacent businesses to host an official afterparty. We believe our building can serve as a galvanizing center for this section of Downtown and we plan to use our placemaking efforts to continue to spur growth and activity in this region.

### **Tuesday, August 9 - Artist Salon**

In partnership with the Cultural Council, The Jessie will host its inaugural artist salon (which will continue on a quarterly basis). Artists will come together to bond, network, and get out of their heads for a little while. It is a conversation, a support group, and sometimes a counseling session. But it is always a networking extravaganza. Salon is an experimental lab for new ideas, and a place to learn and grow by leaps and bounds as an artist and professional. Food and drink will be provided. In this inaugural salon, artists will help us think about ways we can support and help them grow here on the First Coast in the future and work through the challenges of the past to build a more sustainable creative economy in Jacksonville. Each salon will also include optional training sessions to help artists develop the "business side" of being an artist. Working to schedule an after party at an adjacent business.

**Budget for event: \$3,500**

### **Wednesday, August 10th - Our Music, Our Future**

Curated by Winterland presents, 4 local and national musical acts will converge on The Jessie and perform against a stunning visual backdrop in its artful alleyway space. In the Great Hall a vinyl market, synthesizer explorations/soundbath meditation will be set up for visitors to explore. Local food trucks will be on site for dining options. The event will feature other placemaking options in partnership with DVI. Entry is free to all. Outdoor music will end by 10pm sound curfew.

**Budget for event: \$17,925**

**Thursday, August 11 - Cinematic Futures**

In partnership with and curated by Adam and Monique Madrid, The Jessie will host filmmakers who will present new work that shares their own ideas, vision and expression through reflection on its last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity. If film is your medium of creative expression, this event is for you! Based on other film events in Jacksonville, we expect 25-30 individual submissions from local filmmakers.

There will be an independent panel of judges and cash prizes will be awarded in:

1. Narrative short, short film or documentary - \$1,500 first place, \$1,000 runner up, \$750 student winner, \$500 student runner up, \$750 3rd place, \$600 4th place, and \$500 for fifth place. Winners will also receive trophies. As a surprise at the event, all filmmakers that make a film that does not place will get an equal amount of the remaining cash award of \$3,000.

Submissions are due by July 31st for consideration.

The public event with free entry for all will feature screenings of the winning films, Q&A with filmmakers, food, drinks and an afterparty. Winners will be announced live at the event to build excitement and participation.

**Participants**

- Open to any filmmaker that lives, or has a connection to or an affiliation with the city of Jacksonville. Student filmmakers include all entrants 18 and under.

**Length**

- Limited to 10 minute maximum run time for all submitted films

**Prompt**

Filmmakers will create a new work that shares their own ideas, vision and expression through reflection on Jacksonville's last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity.

Submission can be up to 10 minutes max. Can be 1080p or 4k. Must be in a mp4 or mov file. Submissions can be sent to: [submissions@LOLJAX.com](mailto:submissions@LOLJAX.com) with the subject line: "JAXNext100 Film". More than one submission can be sent in per filmmaker. Any question regarding the specifics of submission can be emailed to [info@loljax.com](mailto:info@loljax.com).

**Budget for event: \$15,000**

**Friday, August 12 - We have the WRITE to our Future**

In partnership with 904Ward and Jax by Jax, The Jessie will host writers, poets and spoken word artists who will present new work that shares their own ideas, vision and expression of

Jacksonville's through reflection on its last 200 years, imagining its next 100 years or a combination of the two through the lens of diversity and inclusivity. If you use words as your creative tool this event is for you! There will be an independent panel of judges and cash prizes will be awarded in:

1. Story or Essay - \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each
2. Page Poetry - \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each
3. Spoken Word- \$1,000 first place, \$750 runner up, \$500 student winner, 5 honorable mentions at \$200 each

Submissions are due by July 12th for consideration.

The public event with free entry for all will feature live readings by winning authors and spoken word performers, food, drinks and more. Winners will be announced live at the event to build excitement and participation. Working to schedule an after party at an adjacent business.

#### Participants

- Open to any writer that lives, or has a connection to or an affiliation with the city of Jacksonville. Student writers include all entrants 18 and under.

#### Length

- Limited to 1,000 words for story or essay
- Limited to 2 pages for page poetry
- Limited to 5 minutes for spoken word video/audio recordings

Writing Prompts for writers to choose from:

1. **Past:** Write about a historical person, place, or thing in Jacksonville and how they or it impacted you, people of the past, or the city itself.
2. **Present:** In what ways has our city embraced the diversity of people living here? In what ways can the City address the remaining challenges to embracing diversity?
3. **Future:** Choose a line or lines from the Johnson Brothers song *Lift Every Voice and Sing* and how those words inspire your vision of Jacksonville's future?

**Budget for event: \$17,250**

#### **Saturday August 13 - Jacksonville's Past - Present - Future: 'Rivers, Threads, Pockets and Bubbles**

In partnership with Moving the Margins and 904Ward, The Corner Gallery will present an unprecedented collaboration between four local visual artists that express their unique artistic visions of where Jacksonville has been, where it is now, and where it is heading. The opening of this exhibit, which will run through October, will feature artists talks, live performances, food, and free drinks. Working to schedule an after party at an adjacent business.

**Budget for event: This event is fully funded via a Jessie Ball duPont Fund grant**

**Marketing budget for media buys and placement: \$7,500**  
**Fiscal sponsorship fee to 904Ward: \$2,850 (5%)**  
**Total Budget for all events & marketing: \$64,025**

**Total Request from DIA = \$30,500**  
**Total Funded by Jessie Ball duPont Fund = \$33,525**