

**RESOLUTION 2023-05-04**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIVE THOUSAND DOLLAR (\$5,000) TRANSFER TO THE CITY OF JACKSONVILLE PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT TO SUPPORT THE ADVERTISING AND PROMOTION OF RIVERFRONT ACTIVATION PILOT PROGRAMS CONSISTENT WITH THE ACTIVATING JACKSONVILLE’S RIVERFRONT PLAN; AUTHORIZING THESE FUNDS FROM THE GENERAL FUND’S ADVERTISING AND PROMOTION BUDGET; AUTHORIZING DIA’S 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 achievement of the 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

Redevelopment Goal No. 7 Capitalize on the aesthetic beauty of the St. John’s River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville; and

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

**WHEREAS**, The Activating Jacksonville’s Riverfront plan, published in 2022 by the Jessie Ball duPont Fund and incorporated into the BID and CRA Plan, serves as a resource for the City of Jacksonville in the planning and development of Riverfront activation of Downtown parks; and

**WHEREAS**, The goal of the plan is to activate Jacksonville’s Downtown Riverfront through programming, activities, and public space design interventions for the benefit of all residents and visitors; and

**WHEREAS**, The City of Jacksonville Parks, Recreation and Community Services Department is tasked with implementing the Activating Jacksonville’s Riverfront plan via an executive on loan; and

**WHEREAS**, The executive on loan has implemented various regularly occurring pilot programs along the Riverfront and will continue to add diverse, accessible and regularly occurring programming; and

**WHEREAS**, the advertising and promotion of such programs is vital to build awareness, support and continued attendance of the programs, further attracting and retaining residents and visitors to Downtown Jacksonville; and

**WHEREAS**, the DIA supports the implementation of the Activating Jacksonville's Riverfront plan and believes its implementation is crucial to the success of Downtown and in particular, to the success of the connected network of destination parks along the Riverfront.

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

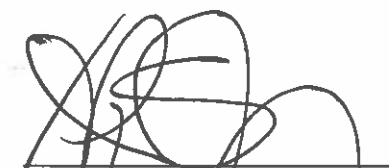
**Section 1.** The DIA authorizes a transfer of five thousand dollars (\$5,000.00) to City of Jacksonville Parks, Recreation and Community Services Department for the advertising and promotion of Riverfront activation pilot programs; and

**Section 2.** The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution.

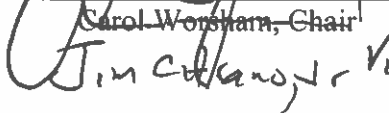
**Section 3.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**



Carol Worsham, Chair



Jim Calkano, Vice Chair

5/19/23  
Date

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



ONE CITY. ONE  
JACKSONVILLE.

May 10th, 2022

DIA Board  
117 W Duval Street, Suite 310  
Jacksonville FL 32202

# City of Jacksonville, Florida

*Daryl T. Joseph, Director*

Parks, Recreation and Community Services Department  
214 N Hogan Street, 4<sup>th</sup> Floor  
Jacksonville, FL 32202  
(904) 255-7907  
[www.coj.net](http://www.coj.net)

The City of Jacksonville Parks Recreation and Community Services Department is seeking a marketing and promotions contribution of \$5,000 to be used for the purpose of promoting the Department's Riverfront activation series targeting Downtown residents, employees, and citizens across the city. The Department is currently facilitating a weekly "Health and Wellness" activation series every Tuesday evening. In partnership with the Winston YMCA, and Yoga 4 Change this series creates the opportunity for Downtown residents, employees, and visitors to participate in a free yoga class at Sidney J. Gefen Park, or a free Zumba class at Riverfront Plaza. Beginning in late fall of 2022, these classes have drawn great interest, seeing more than six hundred attendees from as far away as Ponte Vadera Beach, and Clay County. In addition, The Department has partnered with JAX Fray, local "adult social sports league." JAX Fray offers adults the opportunity to participate in an array of structured team sports leagues across the county, with the goal of "transforming lives, building community, and creating positive impact in the world." After a long period of expressed interest from league participants, JAX Fray launched their inaugural "Downtown League" in the winter of 2022. Following the success of the winter season, JAX Fray is hosting Soccer, Kickball, Volleyball, and Ultimate Frisbee games for its one hundred plus players every weekend at Metropolitan Park and Riverfront Plaza. Following each weekend's competition, you can find JAX Fray's participants at Ruby Beach Brewing enjoying the "Fray Life" brew crafted in partnership with the brewery. The Parks Recreation and Community Services Department is committed to Downtown and Riverfront Parks Activation and plans to expand the "Health and Wellness" class offering, along with concurrently planning additional Riverfront activation series to be implemented later this year.

Sincerely,

Daryl T. Joseph  
Director