

RESOLUTION 2024-04-13

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 2024-2025 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2024-2025 ANNUAL BUDGET INCLUDED IN EXHIBIT 'A'; 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 reauthorized the Enhanced Municipal Services Agreement between Downtown Vision, Inc. and the City through Ordinance 2005-785-E, Ordinance 2012-422-E and Ordinance 2019-97-E; and

WHEREAS, the Downtown Investment Authority ("DIA") has been designated 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 DIA finds that DVI provides valuable, enhanced public services to property owners within the BID that could not effectively be provided without financial support from the City; and

WHEREAS, DVI has submitted the five-page Exhibit A for consideration by DIA, inclusive of pages 2, 3 and 4 which represent the DVI budget for FY 24/25.

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 City of Jacksonville continue its financial contribution equal to 1.1 mils of the assessed value of City property within DVI's Business Improvement District.


Section 3. The DIA recommends that the City Council approve DVI's Fiscal Year 2024-2025 Budget included in Exhibit 'A' as pages 2, 3 and 4 thereof.

Section 4. This Resolution, 2024-04-13, shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Jim Citraho, Chairman



Date

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

EXHIBIT A



Chair
Paul Davison
BDO

Vice Chair
Kerri Stewart
Miller Electric

Secretary
Alisa Inman
Haskell

Immediate Past Chair
Nancy Salovein
Florida Theatre

Board Members
Councilman Paul Arno
Jacksonville City Council

Zach Anderson
Ash Properties

Oliver Benedict
CBRE

Lori Boyer
Downtown Investment Authority

Caryn Carvalho
Cushman & Wakefield

Austin Collins
First Baptist Church

Stephen Crosby
Investix

Katie Emlyn
Baptist Health

Sandra Fetter
Jesse Ball DuPont Fund

Mathias P. Ford Sr.
Jacksonville Transportation Authority

Soe Gilvray
Lotus Commercial USA

Paul Granger
Iconic Real Estate

Jan Hensel
Regency Centers

Eliu Hionides
PETRA

Will Leadworth
Trust

Vince McCormack
Perdue, Inc.

Chad Meadows
VyStar Credit Union

Bobby Muhlman
Resident

Bryan Moll
Gateway Tax

William R. Prescott
Heritage Capital Group

Roger Rasmussen
Community First Credit Union

John Reem
The Connect Agency

Lindsay Rasmussen
Jacksonville Jaguars

Assistant Chief Amy Ricks
Jacksonville Sheriff's Office

Leon Marshall Schepke
JEA

Teresa Stueben
Downtown Resident

Grady Thinner
Driver, McAfee PLLC

Aundra Wallace
JAXUSA Partnership

*Downtown
Vision,
Incorporated*

April 4, 2024

Lori Boyer, CEO
Downtown Investment Authority
117 W. Duval Street, #310
Jacksonville, FL 32202

Re: Downtown Vision Inc. Budget for Fiscal Year 2024 - 2025

Dear Mrs. Boyer,
On behalf of the Board of Directors of Downtown Vision Inc. (DVI), please accept the following budget documents submitted for DVI for the fiscal year 2024 – 2025

1. Budget Office Form Schedule AD AE
2. FY24/25 Budget for DVI
3. Budget Comparison for FY23/24 and FY24/25
4. Historic contributions by City of Jacksonville to DVI.

These budget documents were approved at our recent meeting of our board of directors on Wednesday March 27th, 2024. We now seek approval from yourself and the DIA board of directors.

As you know, private commercial and residential property owners in our Downtown business improvement district pay a 1.1 mils assessment on the taxable value of their property to DVI (subject to ordinance-mandated exemptions.) These funds are used by DVI to complete our mission of helping make Downtown a better place to live, work, visit and invest, in collaboration with City of Jacksonville and the DIA.

We believe the support of Downtown Vision is directly beneficial to the DIA for reaching your redevelopment goals laid out in your CRA and BID Plans and Downtown Master Plan. We hope the DIA and COJ warmly receives this year's request to continue to match the same formula calculation paid by private property owners.

Thank you for your consideration of this request and all your hard work for our Downtown. We look forward to our continued partnership.

Sincerely,

Jacob A. Gordon Esq., CEO, DVI

Cc: Paul Davison, Board Chair, Downtown Vision

29 West Duval Street, Jacksonville, FL 32202
904.634.0303 | downtownjacksonville.com

Updated March 27, 2024

**BUSINESS IMPROVEMENT DISTRICT
(DOWNTOWN VISION)
JACKSONVILLE, FLORIDA
BUDGET – FISCAL YEAR 2024-2025**

ESTIMATED REVENUES

Assessed Properties (1)
City of Jacksonville (2)
Other Sources (3)
Total Estimated Revenues

DVI PROPOSED

\$ 2,107,621
\$ 804,877
\$ 154,389
\$3,066,887

Schedule AD

APPROPRIATIONS

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special Projects (5)	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$149,732	\$659,239	\$229,470	\$84,679	\$1,123,120
Operating Expenses	\$1,525,122	\$252,981	\$87,707	\$77,957	1,943,767
Total Appropriations	<u>\$1,674,854</u>	<u>\$912,220</u>	<u>\$317,177</u>	<u>\$162,636</u>	<u>\$3,066,887</u>

- (1) Commercial and residential property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI, subject to residential property exemptions
- (2) This reflects a contribution from the City of Jacksonville equal to 1.1 mils of the value of the City's owned property in the Downtown district
- (3) This represents all other income for Downtown Vision Inc., including fee-for-service contracts, contributions, grants and other revenues
- (4) These contracted services include a team of Clean & Safe Ambassadors, a supervising operations manager, uniforms, supplies and equipment. This line item includes 50% of the Vice President of District Services salary plus 25% of administrative budget.
- (5) Includes salaries for Vice President of Marketing, Communications Manager, Director of Events, Events Manager, Communications Coordinator and Senior Director of Placemaking and includes 25% of the admin budget.
- (6) Includes salary for Director of Stakeholder Support, 50% of Vice President of District Services, and 25% of admin budget.
- (7) This represents 25% of the admin budget. The admin budget includes the CEO and Director of Administration positions.

Schedule AE

Downtown Vision, Inc. FY2024-2025 Budget

Downtown Vision FY2024 - 2025 Budget							BUDGETED 24/25
REVENUES							
City of Jacksonville Request (1)							\$ 804,877
Private Commercial Properties - Assessed at 1.1 mils (2)							\$ 2,107,621
Contracted Services (3)							\$ 135,389
Voluntary Contributions, Sponsorships & Event Income (4)							\$ -
Interest Income							\$ 19,000
TOTAL REVENUES							\$ 3,066,887
	Clean, safe and Attractive (5)	Mktg, Promotions, special projects (6)	Business/ Stakeholder Support (7)	Total Programs	Management & General (8)		
EXPENDITURES							
Salaries	\$ 123,250.00	\$ 510,250.00	\$ 187,750.00	\$ 821,250.00	\$ 68,250.00	\$	\$ 889,500.00
Employee Benefits	\$ 15,479.00	\$ 103,570.00	\$ 24,548.00	\$ 143,597.00	\$ 10,195.00	\$	\$ 153,792.00
Payroll Taxes/Workers' Comp	\$ 11,003.00	\$ 45,419.00	\$ 17,172.00	\$ 73,594.00	\$ 6,234.00	\$	\$ 79,828.00
Total Salaries & Related Expenses	\$ 149,732.00	\$ 659,239.00	\$ 229,470.00	\$ 1,038,441.00	\$ 84,679.00	\$	\$ 1,123,120.00
Professional Fees and Contract Services	\$ 1,410,000.00	\$ 159,372.00	\$ 3,600.00	\$ 1,572,972.00	\$ -	\$	\$ 1,572,972.00
Supplies/Equip. & Postage	\$ 5,375.00	\$ 5,375.00	\$ 5,375.00	\$ 16,125.00	\$ 5,375.00	\$	\$ 21,500.00
Telephone & Internet	\$ 2,580.00	\$ 2,580.00	\$ 2,580.00	\$ 7,740.00	\$ 2,580.00	\$	\$ 10,320.00
Computers	\$ 2,795.00	\$ 2,795.00	\$ 2,795.00	\$ 8,385.00	\$ 2,795.00	\$	\$ 11,180.00
Insurance	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 9,750.00	\$ 3,250.00	\$	\$ 13,000.00
Rent (Debt Service)	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 126,000.00	\$ 42,000.00	\$	\$ 168,000.00
Accounting/Banking Services	\$ 11,100.96	\$ 11,100.96	\$ 11,100.96	\$ 33,302.88	\$ 11,100.96	\$	\$ 44,403.84
Meetings	\$ 3,131.04	\$ 3,131.04	\$ 3,131.04	\$ 9,393.12	\$ 3,131.04	\$	\$ 12,524.16
Travel/Conferences/Professional Development	\$ 2,750.00	\$ 2,750.00	\$ 2,750.00	\$ 8,250.00	\$ 2,750.00	\$	\$ 11,000.00
Memberships & Subscriptions	\$ 4,975.00	\$ 4,975.00	\$ 4,975.00	\$ 14,925.00	\$ 4,975.00	\$	\$ 19,900.00
Program Support	\$ 37,165.00	\$ 15,652.00	\$ 6,150.00	\$ 58,967.00	\$ -	\$	\$ 58,967.00
TOTAL EXPENDITURES	\$ 1,674,854.00	\$ 912,220.00	\$ 317,177.00	\$ 2,904,251.00	\$ 162,636.00	\$	\$ 3,066,887.00
% of Total	55%	30%	10%	95%	5%		
REVENUES OVER EXPENDITURES/Gap Fund							\$0.00
(1) This amount reflects a full contribution from the City equal to 1.1 mils of the value of the City's owned property in DVI's Downtown district							
(2) Nonexempt property owners in expanded DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI (both commercial & residential properties)							
(3) Includes contracts fee-for-service including General Services Administration for federal courthouse, JSO for Homeward Bound Program, JTA for Skyway Ambassador services plus marketing work for DIA							
(4) Includes all others revenue such as grants, sponsorships and event revenue							
(5) Includes Clean & Safe Ambassador team, a supervising operations director, uniforms, supplies and equipment and includes 50% of the Vice President of District Services salary plus 25% of admin budget.							
(6) Includes salaries for VP of Marketing, Senior Director of Placemaking, Director of Events, Director of Communications, Communications Coordinator, and Director of Events. Includes 25% of the admin budget.							
(7) Includes salary for Director of Stakeholder Support, 50% of Vice President of District Services, and 25% of admin budget							
(8) Includes 25% of the admin budget. The admin budget includes the CEO and Director of Administration positions.							

Downtown Vision
FY 23/24 vs. FY 24/25

	Adopted FY23/24	Proposed FY24/25	Increase (Decrease)	Notes
REVENUES				
City of Jacksonville	\$ 732,337	\$ 804,877	\$ 72,540	City contribution to Downtown Vision based on same 1.1 mills formula as private properties
Private Commercial Properties	\$ 1,769,510	\$ 2,107,621	\$ 338,111	Increase in assessed value of properties in the existing downtown district
Interest Income	\$ 600	\$ 19,000	\$ 18,400	Increase is due to improved cash allocation maximizing interest revenue
Contracted Services	\$ 122,709	\$ 135,389	\$ 12,680	Includes payments for service such as General Services Administration (GSA) for ambassador assistance around Federal Courthouse, JTA for Ambassadors at some Skyway stations, JSO Homeward Bound program as well as partnership with DIA for Downtown marketing
Voluntary Contributions, Sponsorships, Etc.	\$ 230,318	\$ -	\$ (230,318)	Includes all others revenue, including grants, sponsorships, event revenue. Decrease is due to lesser sponsorships and revenues from events and increased use of 501(c)3 foundation for grants, placemaking and events.
TOTAL REVENUES	\$ 2,855,474	\$ 3,068,887	\$ 211,413	
EXPENDITURES				
Salaries	\$ 768,831	\$ 889,500	\$ 120,669	Increase due to increased salary range for existing employees.
Employee Benefits	\$ 143,004	\$ 153,792	\$ 10,788	Increase due to increased cost of health insurance and increased benefits for new employees like 401K retirement plan
Payroll Taxes/Worker's Comp	\$ 79,649	\$ 79,828	\$ 179	Increase due to increases above
Total Salaries & Related Expenses	\$ 991,484	\$ 1,123,120	\$ 131,636	
Professional Fees & Contract Services	\$ 1,520,656	\$ 1,572,972	\$ 52,316	Includes clean & safe Ambassadors contract, and other costs such as marketing, advertising, graphic design support, consulting, research support and developing marketing collateral.
Supplies, Printing & Postage	\$ 21,252	\$ 21,500	\$ 248	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees
Telephone & Internet	\$ 9,660	\$ 10,320	\$ 660	Includes phone lease, internet, local and long distance
Computers	\$ 19,032	\$ 11,180	\$ (7,852)	Includes technology needs & software fees. Decrease is reduced need for employee computers
Insurance	\$ 12,228	\$ 13,000	\$ 772	Includes D&O, liability, property, theft and event insurance. Increase is due to increased coverage & increased costs
Rent	\$ 168,000	\$ 168,000	\$ -	Annual debt service (principal and interest) for financing of fit-out of headquarters office space
Accounting & Banking	\$ 47,084	\$ 44,404	\$ (2,680)	Includes audit, accounting, licenses and bank fees
Meetings	\$ 5,944	\$ 12,524	\$ 6,580	Includes Board meetings, supplies and meals for meetings, committee meetings, stakeholder meetings and board planning session
Travel/Conferences/Profess. Development	\$ 14,742	\$ 11,000	\$ (3,742)	Includes conference expenses, lodging and travel expenses.
Memberships & Subscriptions	\$ 10,695	\$ 19,800	\$ 9,205	Also includes funding for membership in organizations like JaxChamber, Urban Land Institute (ULI) and International Downtown Association (ID), professional development and subscriptions for local papers such as Jacksonville Business Journal & Daily Record
Program Support	\$ 34,697	\$ 58,967	\$ 24,270	Increase is due to additional landscaping, sanitation and equipment for Ambassador team
SUBTOTAL EXPENDITURES	\$ 2,855,474	\$ 3,068,887	\$ 211,413	
Contingency	\$ -	\$ -	\$ -	
TOTAL EXPENDITURES	\$ 2,855,474	\$ 3,068,887	\$ 211,413	
Variance	\$ -	\$ -	\$ -	

Downtown Vision History of Revenues from City of Jacksonville

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 1, 2)	Actual City Contribution	Actual Millage	City Assessment Diff From Millage (Note 3)	DVI Adopted Budget (Note 4)
FY00/01	\$778,970	\$139,318,182	\$153,250	\$153,250	1.1	\$0	\$153,250	1.1	\$0	\$983,140
FY01/02	\$740,000	\$130,045,455	\$143,050	\$143,050	1.1	\$0	\$143,050	1.1	\$0	\$956,478
FY02/03	\$734,000	\$156,824,545	\$172,507	\$172,507	1.1	\$0	\$172,507	1.1	\$0	\$1,090,950
FY03/04	\$775,000	\$174,746,364	\$192,221	\$192,221	1.1	\$0	\$192,221	1.1	\$0	\$1,116,746
FY04/05	\$781,948	\$201,148,182	\$221,263	\$221,263	1.1	\$0	\$221,263	1.1	\$0	\$1,159,737
FY05/06	\$735,492	\$214,837,273	\$236,321	\$236,321	1.1	\$0	\$236,321	1.1	\$0	\$1,159,737
FY06/07	\$786,284	\$219,482,727	\$241,431	\$241,431	1.1	\$0	\$241,431	1.1	\$0	\$1,132,013
FY07/08	\$825,600	\$208,860,909	\$229,747	\$229,747	1.1	\$0	\$229,747	1.1	\$0	\$1,150,521
FY08/09	\$892,413	\$330,055,455	\$363,061	\$229,747	0.7	\$0	\$229,747	0.7	\$133,314	\$1,212,356
FY09/10	\$950,000	\$310,965,455	\$342,062	\$229,747	0.7	\$39,587	\$269,334	0.9	\$72,728	\$1,253,886
FY10/11	\$840,000	\$295,737,273	\$325,311	\$229,747	0.8	\$79,175	\$308,922	1.0	\$16,389	\$1,203,629
FY11/12	\$750,000	\$270,883,636	\$297,972	\$229,747	0.8	\$81,913	\$311,660	1.2	\$13,688	\$1,183,568
FY12/13	\$686,000	\$242,986,364	\$267,285	\$229,747	0.9	\$81,913	\$311,660	1.3	\$44,375	\$1,297,405
FY13/14	\$686,000	\$250,729,355	\$275,802	\$229,747	0.9	\$81,913	\$311,660	1.2	\$35,858	\$1,246,962
FY14/15	\$686,000	\$421,943,650	\$464,000	\$311,660	0.7	\$0	\$311,660	0.7	\$152,340	\$1,242,083
FY15/16	\$720,000	\$439,806,863	\$481,498	\$311,660	0.7	\$0	\$311,660	0.7	\$169,838	\$1,323,699
FY16/17	\$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
FY18/19	\$794,285	\$446,148,182	\$490,763	\$456,775	1.1	\$33,988	\$490,763	1.1	\$0	\$1,488,034
FY19/20	\$902,587	\$450,792,727	\$495,872	\$461,884	1.1	\$33,988	\$495,872	1.1	\$0	\$1,639,892
FY20/21	\$963,680	\$464,195,264	\$510,615	\$510,615	1.1	\$0	\$510,615	1.1	\$0	\$1,699,338
FY21/22	\$1,439,176	\$601,725,667	\$661,898	\$661,898	1.1	\$0	\$661,898	1.1	\$0	\$2,514,177
FY22/23	\$1,659,690	\$597,530,909	\$657,284	\$657,284	1.1	\$0	\$657,284	1.1	\$0	\$2,710,413
FY23/24	\$1,769,510	\$665,760,909	\$732,337	\$732,337	1.1	\$0	\$732,337	1.1	\$0	\$2,855,474
FY24/25 (proposed)	\$2,107,621	\$731,706,498	\$804,877	\$804,877	1.1	\$0	\$804,877	1.1	\$0	\$3,066,887
									-\$583,376	

1. The "Other \$" column from FY09/10 to FY13/14 reflects a grant from City of Jacksonville for additional ambassadors.
2. The "Other \$" column for FY16/17 to FY19/20, reflects a rental credit for Downtown Vision's lower-than-market rent in the Ed Ball Building as requested by City Council in FY16/17.
3. From FY08/09 through FY16/17, the City of Jacksonville underpaid its 1.1 mil assessment by a total of \$583,376.
4. During the past 23 years, Downtown Vision, Inc. has leveraged over \$2.56 in private assessments for every \$1 paid by the City of Jacksonville.