

RESOLUTION 2016-05-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY SUPPORTING THE CITY OF JACKSONVILLE'S ("CITY") FINANCIAL CONTRIBUTION TO DOWNTOWN VISION, INC. ("DVI"), EQUAL TO 1.1 MILS OF THE ASSESSED VALUE OF PRIVATELY HELD COMMERCIAL PROPERTIES WITHIN DVI'S BUSINESS IMPROVEMENT DISTRICT; AND RECOMMENDING THAT THE CITY COUNCIL APPROVE DVI'S 2016-2017 ANNUAL BUDGET AND WORKPLAN.

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 City Council at its discretion has been financially contributing \$311,660.00; 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; and

WHEREAS, the BID is completely located within Downtown; 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.

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.

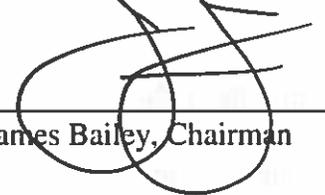
Section 2. The DIA recommends that the City Council approve DVI's Budget and Workplan, included as Attachment 'A' hereto, with a \$478,336.00 City voluntary contribution.

Section 3. This Resolution, 2016-05-03, Shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:



DOWNTOWN INVESTMENT AUTHORITY



James Bailey, Chairman

May 18, 2016

Date

VOTE: In Favor: 56 Opposed: 0 Abstained: 1

FORM APPROVAL:

Office of General Counsel

**Downtown Vision, Inc.
FY 15/16 vs. FY 16/17**

Attachment A

	Adopted FY2015/2016	Proposed FY2016/2017	Difference from prior year	Notes
REVENUES				
City of Jacksonville	\$311,660	\$311,660	\$0	This represents the city's contribution to DVI since FY 2011
Additional City of Jacksonville	\$0	\$166,676	\$166,676	This is the additional amount DVI is seeking from the City over the flat amount received in recent years to reflect 1.1 mils of the assessed value of City-owned properties. These funds will be earmarked for 4.25 FTE Ambassadors who will be dedicated to providing clean and safe services in support of the 1,000+ new employees in the Downtown Core over the past year as well as the street level investment of nearly \$4 million as a result of the DIA's Retail Enhancement Program.
Private Commercial Properties - Assessed at 1.1 mils	\$720,000	\$733,108	\$13,108	Based on increase in assessed value of properties in the Downtown Improvement District after a 30% decline over the past few years.
Voluntary Payments	\$38,765	\$52,027	\$13,262	Includes payments from JEA, GSA, First Baptist Church and other exempt properties. First Baptist Church's contribution was not anticipated when the FY15/16 budget was prepared.
Interest Income	\$960	\$960	\$0	Anticipating continued low interest rates
Special Events/Sponsorships/Miscellaneous	\$67,520	\$96,800	\$29,280	Increase due to increased revenue from monthly First Wednesday Art Walk.
FOHP Ambassador Subcontract	\$184,794	\$0	(\$184,794)	FOHP opted to take these services in-house.
TOTAL REVENUES	\$1,323,699	\$1,361,231	\$37,532	
EXPENDITURES				
Salaries	\$331,215	\$334,905	\$3,690	
Employee Benefits	\$32,134	\$52,985	\$20,851	Increase due to increased participation in 401k program and increased cost of health insurance.
Payroll Taxes/Worker's Comp	\$35,491	\$35,672	\$181	
Total Salaries & Related Expenses	\$398,840	\$423,562	\$24,722	
Professional Fees & Contract Services	\$663,385	\$498,444	(\$164,941)	Decrease due to end of subcontract with FOHP for Ambassador services. Marketing related professional services will decrease over past fiscal year. Total includes: Ambassador contract (\$456K total), rent to COJ (\$12k), marketing support (\$10k), Downtown Guide (\$10k), advertising (\$5.5k), design support (\$2.5k), and event and promotion supplies, such as kiosks, signage, tents (\$5k).
Supplies/Equipment/Maintenance	\$19,646	\$21,088	\$1,442	
Telephone	\$7,427	\$8,224	\$797	Includes phone lease, internet, local and long distance
Computers	\$17,022	\$17,222	\$200	Includes website management, software fees, email hosting and server maintenance
Insurance	\$6,500	\$7,900	\$1,400	Includes D&O, liability, property, theft and event insurance.
Accounting/Banking Services	\$16,579	\$16,634	\$55	Includes audit, payroll expenses, licenses and bank fees.
Postage	\$4,408	\$4,408	\$0	Includes postage meter, postage, bulk mail, UPS and courier fees
Travel/Conferences/Meetings	\$19,030	\$27,241	\$8,211	Includes Board meetings, committee meetings, stakeholder meetings and staff professional development
Subscriptions	\$1,508	\$1,058	(\$450)	Includes subscriptions for local papers and downtown-related journals
Organization Dues	\$5,020	\$4,450	(\$570)	Includes funding for membership in Florida Redevelopment Association, Chamber, JCCI, ULI and International Downtown Association
Program Support	\$109,172	\$153,373	\$44,201	Items include \$140k for events and promotions such as Art Walk, \$8K for beautification initiatives such as tree bed mulching and maintenance of 55 flower baskets, and \$3K for research, reports and meetings on Downtown. Increase in funding for events and promotions is a result of increased revenue generated from Art Walk.
Strategic Plan Implementation/Public Realm	\$50,162	\$177,627	\$127,465	Includes funding for 4.25 FTE Ambassadors who will be dedicated to providing clean and safe services in support of the 1,000+ new employees in the Downtown Core over the past year as well as the street level investment of nearly \$4 million as a result of the DIA's Retail Enhancement Program, as well as riverfront activation initiatives, new cigarette receptacles along the Riverwalk and an anti-panhandling campaign. Funding for additional Ambassadors would be paid for with additional funding from the city.
SUBTOTAL EXPENDITURES	\$1,318,699	\$1,361,231	\$42,532	
Contingency	\$5,000	0	(\$5,000)	
TOTAL EXPENDITURES	\$1,323,699	\$1,361,231	\$37,532	
Gap Funded through Special Project Reserve	\$0	\$0	\$0	

Downtown Vision, Inc. FY16/17 Budget

Downtown Vision, Inc. FY16/17 Budget						BUDGETED 16/17
REVENUES						
City of Jacksonville Historic Contribution						\$311,660
City of Jacksonville Additional Request (1)						\$166,676
Private Commercial Properties - Assessed at 1.1 mils						\$733,108
JEA Payment for Services						\$25,000
General Services Administration Payment for Services						\$14,496
Voluntary Payments						\$12,531
Interest Income						\$960
Sponsorships/Miscellaneous						\$25,000
Special Events Income						\$71,800
TOTAL REVENUES						\$1,361,231
	Clean, safe and Attractive (2)	Mktg, Promotions, special projects (3)	Business/ Stakeholder Support (4)	Total Programs	Management & General (5)	
EXPENDITURES						
Salaries	\$68,148	\$159,818	\$68,148	\$296,113	\$38,793	\$334,905
Employee Benefits	\$7,379	\$32,462	\$7,379	\$47,220	\$5,765	\$52,985
Payroll Taxes/Workers' Comp	\$7,290	\$16,947	\$7,290	\$31,526	\$4,146	\$35,672
Total Salaries & Related Expenses	\$82,816	\$209,226	\$82,816	\$374,859	\$48,703	\$423,562
Professional Fees and Contract Services	\$459,166	\$33,154	\$3,063	\$495,382	\$3,063	\$498,444
Supplies/Equip. & Uniform Purchase & Maintenance	\$5,272	\$5,272	\$5,272	\$15,816	\$5,272	\$21,088
Telephone	\$2,056	\$2,056	\$2,056	\$6,168	\$2,056	\$8,224
Computers	\$1,705	\$12,107	\$1,705	\$15,517	\$1,705	\$17,222
Insurance	\$1,975	\$1,975	\$1,975	\$5,925	\$1,975	\$7,900
Accounting/Banking Services	\$4,159	\$4,159	\$4,159	\$12,476	\$4,159	\$16,634
Postage	\$1,102	\$1,102	\$1,102	\$3,306	\$1,102	\$4,408
Travel/Conferences/Meetings	\$5,347	\$13,248	\$5,347	\$23,942	\$3,299	\$27,241
Subscriptions	\$265	\$265	\$265	\$794	\$265	\$1,058
Organization Dues	\$1,113	\$1,113	\$1,113	\$3,338	\$1,113	\$4,450
Program Support	\$8,191	\$140,542	\$4,498	\$153,232	\$141	\$153,373
Public Realm Initiatives (6)	\$177,627	\$0	\$0	\$177,627	\$0	\$177,627
TOTAL EXPENDITURES	\$750,793	\$424,218	\$113,370	\$1,288,380	\$72,852	\$1,361,231
% of Total	55%	31%	8%	95%	5%	
REVENUES OVER EXPENDITURES/Gap Fund						\$0

(1) Commercial property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI. These additional requested funds represents the difference between the City's historic contribution to DVI and the actual 1.1 mils calculation using the value of the City's owned property. These funds will be earmarked for 4.25 FTE Ambassadors who will be dedicated to providing clean and safe services in support of the 1,000+ new employees in the Downtown Core over the past year as well as the street level investment of nearly \$4 million as a result of the DIA's Retail Enhancement Program.

(2) Contracted services includes 4.4 FTE ambassadors, 5.2 FTE cleaners and a supervising project manager, plus uniforms, supplies and equipment for program. This line item includes 50% of the Director of District Services salary plus 25% of all admin costs.

(3) Includes salaries for Director of Marketing, Communications Coordinator and Marketing and Events Manager. Includes 25% of the admin budget.

(4) Includes salary for 1/2 of Director of District Services and 25% of entire admin budget.

(5) This represents 25% of the entire admin budget, which includes the CEO and Office Manager positions.

(6) In 16/17, DVI's strategic focus is on the St. John's Riverwalk. This amount includes the hiring of 4.25 FTE Ambassadors who will be dedicated to providing clean and safe services throughout the Downtown District, to be funded with the additional \$166,676 being sought from the City for their full 1.1 mils calculation.