RESOLUTION 2023-04-05

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 2023-2024 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2023-2024 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 1, 2, 3 and 4 which represent the DVI budget for FY 23/24.

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.

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Section 3. The DIA recommends that the City Council approve DVI's Fiscal Year 2023-2024 Budget included in Exhibit 'A' as pages 1, 2, 3 and 4 thereof.

Section 4. This Resolution, 2023-04-05, Shall become effective on the date it is signed by the Chair of the DIA Board.

___ Opposed: _____ Abstained: ______

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

BUSINESS IMPROVEMENT DISTRICT (DOWNTOWN VISION) JACKSONVILLE, FLORIDA BUDGET – FISCAL YEAR 2023-2024

<u>ESTIMATED REVENUES</u>

<u>DVI PROPOSED</u>

 Assessed Properties (1)
 \$ 1,769,510

 City of Jacksonville (2)
 \$ 732,337

 Other Sources (3)
 \$ 353,627

 Total Estimated Revenues
 \$2,855,474

Schedule AD

APPROPRIATIONS

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special	Business & Stakeholder Support (6)	Management & General (7)	Total
Personnel Services	\$158,991	Projects (5) \$498,189	\$236,923	\$97,381	\$991,484
Operating Expenses	\$1,478,918	\$213,971	\$93,941	\$77,160	\$1,863,990
Total Appropriations	\$1,637,909	\$712,160	\$330,864	<u>\$174,541</u>	\$2,855,474

- (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, 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 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, Senior Director of Placemaking, Communications Manager, Director of Events 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, Business Administrator and Office Manager positions.

Schedule AE

Exhibit A page 2 Downtown Vision, Inc. FY2023-2024 Budget

Updated March 20, 2023

			Do	wntown Vision FY2023 - 2	024	Budget						
	\top		П				Г				BUDGETED 23/24	
REVENUES	\top		П		Г		П		П			
City of Jacksonville Request (1)			\Box								\$	732,33
Private Commercial Properties - Assessed at 1.1 mils (2)			oxdot								\$	1,769,510
Contracted Services (3)			┖		oxdot				$ldsymbol{ld}}}}}}$		\$	122,709
Voluntary Contributions, Sponsorships & Event Income (4)			┺		╙		匚		_		\$	230,318
Interest Income			┖		┖		L				\$	600
TOTAL REVENUES	╀	. <u>.</u>	┝		H		H				\$	2,855,474
		Clean, safe and Attractive (5)		Mktg, Promotions, special		Business/ Stakeholder				Management &		
			┺	projects (6)		Support (7)		Total Programs	General (8)		—	
EXPENDITURES	+-	400 007	-	000.040	۴	100 700	_	200.010		75.510	_	700.00
Salaries Employee Benefits	\$ \$	123,287 22,932	_		-	183,720	_	693,319	_	75,512		768,831
Employee Benefits Payroll Taxes/Workers' Comp	13	12,772			\$ \$	34,171 19.032	\$	128,958 71,826	_	14,046 7,823		143,004 79,649
Total Salaries & Related Expenses	13		5		S	236,923	S	894,103	_	97,381	\$	991,484
Total Salaires & Nealeo Expenses	ť	150,991	Ľ	490,109	Ľ	230,923	ů	694,103	Ť	97,301	9	351,404
Professional Fees and Contract Services	\$	1,390,364	-		\$	9,132	\$	1,520,656	\$	-	\$	1,520,656
Supplies/Equip. & Postage	\$	5,313	\$	5,313	\$	5,313	\$	15,939	\$	5,313	\$	21,252
Telephone & Internet	\$	2,415	\$	2,415	\$	2,415	\$	7,245	\$	2,415	\$	9,660
Computers	\$	4,758	\$	4,758	\$	4,758	\$	14,274	\$	4,758	\$	19,032
Insurance	\$	3,056	\$	3,056	\$	3,057	\$	9,169	\$	3,057	\$	12,226
Rent	\$	42,000	\$	42,000	\$	42,000	\$	126,000	\$	42,000	\$	168,000
Accounting/Banking Services	\$	11,771	\$	11,771	\$	11,772	\$	35,314	\$	11,771	\$	47,085
Meetings	\$	1,486	\$	1,486	\$	1,487	\$	4,459	\$	1,486	\$	5,945
Travel/Conferences/Professional Development	\$	3,686	\$	3,686	\$	3,684	\$	11,056	\$	3,686	\$	14,742
Memberships & Subscriptions	\$	2,674	\$	2,674	\$	2,673	\$	8,021	5	2,674	\$	10,698
Program Support	\$	11,395	\$	15,652	\$	7,650	\$	34,697	\$		\$	34,697
TOTAL EXPENDITURES	\$	1,637,909	\$	712,160	\$	330,864	\$	2,680,933	\$	174,541	\$	2,855,474
% of Total	٦	57%		25%		12%		94%		6%		
REVENUES OVER EXPENDITURES/Gap Fund	\perp		F				\Box					\$0.0
(1) This amount reflects a full contribution from the City equa							40.00					
(2) Non exempt property owners in expanded DVI's Downtow (3) Includes contracts fee-for-service including General Serv									r DI	<u> </u>		
A) Includes all others revenue such as grants engineerships												D-# D- O4F

(4) Includes all others revenue such as grants, sponsorships and event revenue plus voluntary monetary contributions from exempt organizations such as JEA, First Baptist Church, JAX Chamber and Jesse Ball DuPont Ful (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 Vice President of Marketing, Senior Director of Placemaking, Communications Manager 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, Business Administrator and Office Manager positions.

Exhibit A page 3

Updated March 20, 2023

Memberships & Subscriptions

SUBTOTAL EXPENDITURES

TOTAL EXPENDITURES

Program Support

Contingency

Variance

Adopted

10,794

104,700 \$

\$ 2,710,413 \$ 2,855,474

\$ 2,710,413 \$ 2,855,474

10,695

34,697

(S-70,003)

\$145,061

\$145,061

\$0

\$0

events + fundraising.

Proposed

Increase

Downtown Vision FY 22/23 vs. FY 23/24

FY22/23 FY23/24 (Decrease) Notes REVENUES City of Jacksonville 657,284 \$ 732,337 \$75,053 City contribution to Downtown Vision based on same 1.1 mils formula as private properties Private Commercial Properties \$ 1,659,690 \$ 1,769,510 \$109,820 Increase in assessed value of properties in the existing downtown district 600 \$ Interest Income \$0 Decrease is due to lower interest rates Includes payments fee-for-service such as General Services Administration (GSA) for ambassador assistance around Federal Courthouse, JTA for Ambassadors at some Skyway stations, LifeBuilders Program hiring formerly homeless individuals to be Contracted Services 116,935 \$ 122,709 \$5,774 Ambassadors and partnership with DIA for Downtown marketing Includes all others revenue, including grants, sponsorships, event revenue and voluntary contributions from exempt organizations like Voluntary Contributions. JEA, JTA, First Baptist Church, JaxChamber and Jesse Ball DuPont Fund. Decrease is due to lesser sponsorships and revenues from Sponsorships, Etc. 275,904 \$ 230,318 (\$-45,586) events. \$ 2,710,413 \$ 2,855,474 TOTAL REVENUES \$145,061 **EXPENDITURES** Salaries 697,970 \$ 768,831 \$70,861 Increase due to increased salary range for positions 87,858 \$ 143,004 Employee Benefits \$55,146 Increase due to increased cost of health insurance and increased benefits for new employees like 401K Payroll Taxes/Worker's Comp 74,771 \$ 79,649 \$4,878 Increase due to increases above Total Salaries & Related Expenses 860,599 \$ 991,484 \$130,885 Professional Fees & Contract Includes clean & safe Ambassadors contract, and other costs such as Downtown map/guide, advertising, graphic design support, Services \$ 1,494,973 \$ 1,520,656 \$25,683 consulting, marketing support, printing reports, rack cards and marketing collateral. Supplies, Printing & Postage 21,252 \$ 21,252 \$0 Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees Telephone & Internet 9.660 S 9,660 \$0 Includes phone lease, internet, local and long distance Computers 17.554 \$ 19,032 \$1,478 Includes website management, software fees, email hosting and server maintenance Insurance 12.226 S 12,226 \$0 Includes D&O, liability, property, theft and event insurance. Increase is due to increased coverage Rent \$ 114.000 S 168,000 \$54,000 Annual debt service for financing of new headquarters fit-out Accounting, Banking & Payroll 47.805 47,085 (\$-720) Includes audit, payroll expenses, licenses and bank fees Meetings 6,160 | \$ 5,945 (\$-215) Includes Board meetings, committee meetings, stakeholder meetings and board retreat Travel/Conferences/Profess. 10,690 Development 14,742 \$4,052 Includes conference expenses, lodging and travel expenses. Increase is due to increased travel compared to last year Also includes funding for membership in organizatons like JaxChamber, Urban Land Institute and International Downtown Association and

subscriptions for local papers such as Jacksonville Business Journal

Items includs costs for events and promotions and for beautification initiatives. Decrease is due to increased use of 501(c)3 foundation for

Attachment 3

Exhibit A page 4

Updated March 19, 2023 Downtown Vision History of Revenues from City of Jacksonville

Attachment 4

Fiscal Year	Private Assessments (Budgeted)	Assessed Value of City Property	· -	City Assessments (Paid)	-	Other \$ (Note 1, 2)	Actual City Contribution	Actual Millage	City Assessment Diff From Millage (Note 3)	DVI Adopted
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	50	
FY 02/03	\$734,000	\$156,824,545	\$172,507	\$172,507	1.1	\$0	\$172,507	1.1	\$0	
FY 03/04	\$775,000	\$174,746,364	\$192,221	\$192,221	1.1	\$0	\$192,221	1.1	\$0	
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	\$1,132,01
FY 07/08	\$825,600	\$208,860,909	\$229,747	\$229,747	1.1	\$0.	\$229,747	1.1	\$0	
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	\$1,297,409
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
FY 17/18	\$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 (proposed)	\$1,769,510	\$665,760,909	\$732,337	\$732,337	1.1	\$0	\$732,337	1.1	\$0	\$0

^{1.} The "Other \$" column from FY09/10 to FY 13/14 reflects a grant from City of Jacksonville for additional ambassadors.

^{2.} The "Other \$" column for FY 16/17 to FY 19/20, 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.

From FY 08/09 through FY 16/17, the City of Jacksonville underpaid its 1.1 mil assessment by a total of \$583,376.

^{4.} During the past 20 years, Downtown Vision, Inc. has leveraged over \$2.50 in private assessments for every \$1 paid by the City of Jacksonville.