

**RESOLUTION 2021-10-06**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) PROVIDING FOR A SIXTY THOUSAND DOLLAR (\$60,000.00) CONTRIBUTION TO DOWNTOWN VISION INC. (“DVI”) FROM SB PARKS PROGRAMMING FOR MONTHLY PROGRAMMING OF THE SOUTHBANK RIVERWALK; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

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

**WHEREAS**, at the suggestion of DIA staff and in collaboration with the COJ Department of Parks, Recreation and Community Services which manages the Southbank Riverwalk, DVI developed a budget and plan for a monthly “Sip and Stroll” on the Southbank Riverwalk; and

**WHEREAS**, pursuant to recently adopted legislation, DIA is authorized to contract directly with DVI for the implementation of such programming in Downtown City parks; and

**WHEREAS**, staff has reviewed the budget and plans for Sip and Stroll and recommends that the Board approve the use of \$60,000 from SB Parks Programming to support this initiative.

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


**Section 1.** The DIA authorizes a payment of sixty thousand dollars (\$60,000.00) to Downtown Vision, Inc. from SB Parks Programming within the SS CRA budget to be used for production of the monthly Sip and Stroll event described on Exhibit A attached hereto.


**Section 2.** The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution, including execution of a contract for such services.

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

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
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W. Braxton Gillam, Esq., Chair

10-20-2021  
Date

VOTE: In Favor: 7 Opposed: 0 Abstained: —

**RESOLUTION 2021-06-03  
EXHIBIT A**

MEMORANDUM

TO: Lori Boyer, CEO, Downtown Investment Authority  
W. Braxton Gillam, Board Chair, Downtown Investment Authority  
Board of Directors, Downtown Investment Authority

FROM: Jacob Gordon, CEO, Downtown Vision  
Kat Hardwick, VP of Marketing, Downtown Vision

RE: Downtown Southbank Riverwalk Programming – “Sip & Stroll” 2021 – 2022

DATE: October 14, 2021

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We appreciate the Downtown Investment Authority’s support and investment in DVI’s newest programming effort – a monthly ‘Sip & Stroll’ activation on the Southbank Riverwalk.

Leveraging the very successful concept from DVI’s 6th Annual #DTJax Gala of the same name, this event will animate the Southbank from the DoubleTree Hotel to the Southbank Jacksonville Hotel with numerous activations & improvements, such as food vendors, bars, seating options, monthly live music and more.

The event will take place every Third Thursday of the month from November 2021 to September 2022. (There will be no April 2022 Sip & Stroll given our successful Jax River Jams concert series coming back).

**We are seeking \$60,000 to be paid in one installment for 10 events this fiscal year from the DIA. We truly could not produce these events in Downtown without DIA support. We also have a private sector sponsor, PNC Bank who will be making these events possible.**

**Budget Breakdown Per Event – 10 Events Total**

<b>REVENUES</b>		
PNC Bank	\$6,000	“Presented By” Sponsor
DIA (requested)	\$6,000	“In Partnership With” DIA
DVI	\$7,129	Event Producer + Cost Overruns
<b>TOTAL PER EVENT</b>	<b>\$19,129</b>	
<b>EXPENSES</b>		
Logistics and Safety	\$1,857	Permits, private security, cleaning fees
Production	\$8,500	Live music, performances, bars, production company for necessary event infrastructure
Marketing & Supplies	\$4,532	Prorated for annual Ad buys, signage, branded drink cups, wristbands, tables & chairs
Staffing & Administration	\$4,240	DVI event staff & Ambassadors, insurance, accounting, etc.
<b>TOTAL EXPENSES PER EVENT</b>	<b>\$19,129</b>	

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The logo for 'Sip & Stroll Downtown Jacksonville' is centered on a blue background with a repeating pattern of small icons representing various food and drink items. The text 'Sip & Stroll' is in a large, white, stylized font. Above it, 'DOWNTOWN JACKSONVILLE' is written in a smaller, white, sans-serif font. Below the main title, it says 'PRESENTED BY' followed by the PNC logo and the word 'PNC' in a large, white, sans-serif font.

THIRD THURSDAYS | 5 - 8 P.M. | SOUTHBANK RIVERWALK

The logo for the Downtown Jacksonville Investment Authority (DIA JAX) is located in the bottom right corner. It features the letters 'DIA' in a large, blue, sans-serif font, with 'JAX' in a smaller font to its right. Below this, 'DOWNTOWN INVESTMENT AUTHORITY' is written in a smaller, blue, sans-serif font. To the right of this logo is another smaller logo for 'DOWNTOWN JACKSONVILLE'.

