

**RESOLUTION 2019-09-08**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING THE CONTRIBUTION OF TEN THOUSAND AND NO/100 DOLLARS (\$10,000.) TO THE JAX CHAMBER IN SUPPORT OF VARIOUS CHAMBER MARKETING EFFORTS THAT FURTHER INVESTMENT IN DOWNTOWN AND ENCOURAGE AND SUPPORT DIA’S EFFORTS TO INCREASE RESIDENCY IN DOWNTOWN; INSTRUCTING THE CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, in accordance with the adopted BID and CRA plans for Downtown, increasing both the number of Downtown residents and their satisfaction with living Downtown are important objectives; and

**WHEREAS**, the JAX Chamber has created and is hosting a LIVEDOWNTOWNJAX website to market the downtown resident lifestyle, connect prospective residents to housing opportunities; and promote downtown as a vibrant neighborhood; and

**WHEREAS**, JAXUSA maintains a website directed toward prospective businesses, site selectors, and investors who may be considering Jacksonville for relocation or investment;

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

**Section 1.** The DIA hereby approves the donation of \$10,000.00 to the JAX Chamber in support of its marketing efforts for Downtown more fully outlined in the term sheet attached hereto as Exhibit 1.

**Section 2.** The DIA hereby authorizes the CEO to take all action necessary 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**

  
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Craig Gibbs, Chairman

9/18/19  
Date

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

Exhibit 1 to 2019-09-08

Term sheet for contribution to JAX Chamber

1. DIA to contribute \$10,000 prior to October 1, 2019
2. JAX Chamber will continue to host and update the LIVE Downtown JAX website throughout the year and will continue to market Downtown residency. JAX Chamber to recognize DIA as a partner in its LIVE DOWNTOWN JAX Campaign and website commensurate with similar partners at this contribution level, displaying the DIA logo where appropriate along with other sponsor logos.
3. A Tab will be established on the JAXUSA homepage for DOWNTOWN JAX in addition to the current Jacksonville tab. The tab will direct to a single page of information on Downtown and contact info for DIA.
4. This contribution will entitle DIA and Downtown Jacksonville to items 2 and 3 for the upcoming fiscal year. Any extension beyond the fiscal year will be on mutually agreeable terms.