

RESOLUTION 2020-09-07

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING THE CONTRIBUTION OF TEN THOUSAND AND NO/100 DOLLARS (\$10,000.) TO DOWNTOWN VISION INC. IN SUPPORT OF VARIOUS 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 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, Downtown Vision, Inc. has agreed to take over maintenance and updating of the LIVE DOWNTOWN JAX website; and

WHEREAS, Downtown Vision Inc. also engages in additional marketing efforts to recruit residents as well as office tenants and potential investors to Downtown.

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

Section 1. The DIA hereby approves the donation of \$10,000.00 to Downtown Vision Inc. 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.

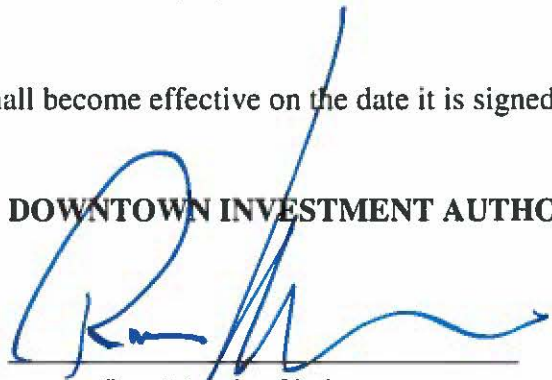
Section 3. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY



Witness



Ron Moody, Chairman

9/16/2020

Date

VOTE: In Favor: 8 Opposed: 0 Abstained: 0

Exhibit 1 to 2020-09-07

Term sheet for contribution to Downtown Vision

1. DIA to contribute \$10,000 prior to October 1, 2019
2. DVI will update and maintain the LIVE Downtown JAX website throughout the year and will continue to market Downtown residency, as well as office, retail and investment opportunities throughout Downtown. DVI 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. This contribution is for efforts in the upcoming fiscal year only.