



**Downtown Investment Authority
Hybrid Virtual In-Person Meeting
Wednesday, October 15th, 2025,
2:00 PM**

MEMBERS:

Patrick Krechowski, Esq., Board Chair
Sondra Fetner, Esq., Vice Chair
Scott Wohlers, Secretary
John Hirabayashi
Jill Caffey

Cameron Hooper
Carrie Bailey
Micah Heavener
Trevor Lee

I. CALL TO ORDER

II. PUBLIC COMMENTS

III. COMMUNITY REDEVELOPMENT AGENCY

- A. Form 8B: Voting Conflict Disclosures
- B. September 17th, 2025, Community Redevelopment Agency Meeting Minutes Approval
- C. Resolution 2025-10-01: Starbucks FABREP
- D. Resolution 2025-10-02: North Market SOHL PA Commercial Revitalization Program
- E. Resolution 2025-10-03: 120 West Adams – Obscure REP – DEFER
- F. Resolution 2025-10-04: Snyder Memorial Methodist Episcopal Church Due Diligence
- G. Resolution 2025-10-05: Music Heritage Garden Funding
- H. Resolution 2025-10-06: Keanes Sidewalk Enhancement Grant
- I. Resolution 2025-10-09: M.O.S.H. RDA Amendment

IV. DOWNTOWN INVESTMENT AUTHORITY

- A. September 17th, 2025, Downtown Investment Authority Meeting Minutes Approval
- B. Resolution 2025-10-07: Sip & Stroll Funding
- C. Resolution 2025-10-08: Gateway Mobility Fee Credits
- D. Resolution 2025-10-10: RiversEdge Parks Contribution
(to be provided under a separate cover)

V. OLD BUSINESS

VI. NEW BUSINESS

VII. CEO INFORMATIONAL BRIEFING

VIII. CHAIRMAN REPORT

IX. OTHER MATTERS TO BE ADDED AT THE DISCRETION OF THE CHAIR

X. ADJOURN

PHYSICAL LOCATION

Jacksonville Public Library-Main Library/Downtown
303 North Laura Street
Multipurpose Room (located in the Conference Center)
Jacksonville, Florida 32202

PLEASE NOTE: The multipurpose room will **not be accessible through the Main Street entrance**. The Main Street entrance will be closed. Please use the Laura Street entrance to enter the building.

VIRTUAL LOCATION

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

Join Zoom Webinar

<https://us02web.zoom.us/j/87990789951?pwd=6D95Mq0jIJ1V4PLG9oxpc7UWGLTOSL.1>

Webinar ID: 879 9078 9951

Passcode: 062932

One tap mobile

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

International numbers available: <https://us02web.zoom.us/j/keJuzyhyuj>

TAB III.B

**SEPTEMBER 17TH, 2025 COMMUNITY REDEVELOPMENT AGENCY MEETING
MINUTES APPROVAL**



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Community Redevelopment Agency Hybrid Meeting
MEETING MINUTES

DIA Board Members: Sondra Fetner, Esq.; Micah Heavener; Scott Wohlers; John Hirabayashi; Cameron Hooper; Carrie Bailey; Jill Caffey; and Trevor Lee

Mayor's Office: Bill Delaney, Council Liaison

Council Members: None

DIA Staff: Colin Tarbert, CEO; Guy Parola, Director of Operations; Steve Kelley, Director of Downtown Real Estate and Development; Allan DeVault, CRA Redevelopment Manager; Wade McArthur, Property Disposition Manager; Scott Wilson, Capital Projects Manager; and Ava Hill, Administrative Assistant

Office of General Counsel: John Sawyer, Esq.

I. CALL TO ORDER

Sondra Fetner, Board Vice Chair, called the Board Meeting to order at 2:00 p.m. The Pledge of Allegiance was recited and Board members and staff introduced themselves.

II. PUBLIC COMMENTS

The following people made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:

John Nooney	Requested a DIA resolution recognizing his advocacy for Florida Inland Navigation District land acquisition projects and discussed electric vehicle legislation and community engagement.
Ernest Smith	Spoke in support of Resolution 2025-09-01 (Breezy Jazz Club), emphasizing its positive impact on the Elbow District and downtown nightlife.

III. COMMUNITY REDEVELOPMENT AGENCY

A. FORM 8B: VOTING CONFLICT DISCLOSURES

None.

B. JULY 16TH 18TH, 2025, COMMUNITY REDEVELOPMENT AGENCY MEETING MINUTES APPROVAL

Board Vice Chair Fetner called for a motion on the meeting minutes as presented.



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Motion: Board Member Heavener motioned to approve the meeting minutes.
Seconded: Board Member Bailey seconded the motion.

Board Vice Chair Fetner called for a vote on the meeting minutes.

Vote: Aye: 8 Nay: 0 Abstain: 0

MOTION PASSED UNANIMOUSLY 8-0-0

C. RESOLUTION 2025-09-01 BREEZY’S JAZZ CLUB

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AGENCY (“GRANTOR”) APPROVING THE AWARD OF A RETAIL ENHANCEMENT PROGRAM TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS GRANT (FAB-REP) TO BREEZY JAZZ CLUB LLC AND LIBERTY AND BAY PROPERTIES LLC (“GRANTEES”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A FORGIVABLE LOAN AGREEMENT AND RELATED SECURITY DOCUMENTS; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE DEVELOPMENT PLAN IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE NORTHBANK CRA PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.

Mr. Allan DeVault presented a proposal to support the relocation of Breezy Jazz Club back to downtown Jacksonville, specifically to 327 East Bay Street. The club, originally opened in 2016 on Adams Street and later moved to San Marco, is returning to the Elbow District due to increased downtown activity. The new location spans 3,650 square feet and will expand operations to include weekday lunch and Sunday brunch. The club has a strong management team, a loyal customer base, and a clear target market. The total development budget includes \$350,000 in improvements, and the project qualifies for \$138,662 in DIA funding based on rent concessions from the landlord and eligible costs. The project met the minimum scoring threshold and was praised for its potential to enhance downtown nightlife.

Board Vice Chair Fetner called for a motion on the resolution.

Motion: Board Member Wohlers motioned to approve the meeting minutes.
Seconded: Board Member Hirabayashi seconded the motion.

Seeing no discussion, Board Vice Chair Fetner called for a vote on the resolution.

Vote: Aye: 8 Nay: 0 Abstain: 0

MOTION PASSED UNANIMOUSLY 8-0-0



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

D. RESOLUTION 2025-09-02 GARAGE OPERATOR RFP

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY APPROVING THE MINIMUM QUALIFICATIONS, SCOPE OF SERVICES, AND SCORING CRITERIA OF A REQUEST FOR PROPOSAL FOR GARAGE OPERATORS AT THE METROPOLITAN PARKING, LLC GARAGES (COURTHOUSE GARAGE, ARENA GARAGE, AND SPORTS COMPLEX GARAGE) AS LISTED IN EXHIBITS 1, 2, AND 3; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO MAKE MINOR CHANGES TO THE EXHIBITS, PROVIDED THE EXHIBITS INCLUDED IN THE REQUEST FOR PROPOSAL ARE SUBSTANTIALLY SIMILAR TO THE ATTACHED; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER, THROUGH THE CITY PROCUREMENT DIVISION, TO ISSUE THE REQUEST FOR PROPOSAL, NEGOTIATE WITH A VENDOR, AND NEGOTIATE A CONTRACT WITH A VENDOR THAT IS SUBJECT TO APPROVAL BY THE DIA BOARD; PROVIDING AN EFFECTIVE DATE.

Mr. Peter Sherwill requested approval to issue a new Request for Proposals (RFP) for the operation of three DIA-leased parking garages: the Courthouse Garage, Arena Garage, and Sports Complex Garage. The current operator's contract expires at the end of 2025, with a one-year extension option. A previous RFP process was abandoned due to delays in contract negotiations. The new RFP consolidates the garages into a single bid and includes more prescriptive language around reporting and operational standards, aligning with best practices from peer cities like Tampa and St. Petersburg.

Board Vice Chair Fetner called for a motion on the resolution.

Motion: Board Member Lee motioned to approve the meeting minutes.

Seconded: Board Member Caffey seconded the motion.

Board Vice Chair Fetner opened the floor for discussion.

Board Member Carrie Bailey: Asked whether the decision to reissue the RFP was due to delays in contract execution and whether the responses received this time were more diverse or still limited.

Mr. Peter Sherwill: Confirmed he wasn't involved in the original RFP process but explained that the new RFP incorporates all prior negotiation points to streamline the process. He expects more responses than the previous round 18 months ago.

Board Member Carrie Bailey: Inquired whether the RFP requirements—specifically the need for resumes—might be too restrictive and limit the number of potential applicants.

Mr. Peter Sherwill: Stated that the minimum qualifications align with standards used in peer cities like Tampa and St. Petersburg. He believes the current operator and several others will meet the criteria.



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Mr. Guy Parola: Noted that the minimum qualifications remain unchanged from the previous RFP. Last time, they received 4–5 responses and expect a similar number this time. The main change is the addition of more specific reporting requirements.

Board Vice Chair Fetner: Asked about the timeline for the RFP process.

Mr. Peter Sherwill: Outlined that, if approved, the RFP would go to procurement immediately and be released by October 1st. It would remain open for 30 days, followed by scoring and award. The new contract would begin January 1st, and the current contract includes a 90-day termination clause.

Seeing no further discussion, Board Vice Chair Fetner called for a vote on the resolution.

Vote: Aye: 8 Nay: 0 Abstain: 0

MOTION PASSED UNANIMOUSLY 8-0-0

E. RESOLUTION 2025-09-03 CATHEDRAL GATEWAY FEATURES

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIFTEEN THOUSAND DOLLAR (\$15,000) CONTRIBUTION TO CATHEDRAL DISTRICT - JAX FOR COST OVERRUNS ASSOCIATED WITH THE FABRICATION, DESIGN, INSTALLATION AND PERMITTING OF GATEWAY MARKERS TO BE PAID OUT OF THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA FUND; SUBSIDIES AND CONTRIBUTIONS TO PRIVATE ORGANIZATIONS PROGRAM; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

Mr. Guy Parola presented a request to appropriate an additional \$15,000 to the Cathedral District for gateway signage. The original \$15,000 grant, matched by another funding source, faced cost overruns due to inflation and delays—similar to issues seen in other DIA projects like LaVilla. The signs have already been installed and are considered a valuable part of the district’s branding and identity efforts, aligning with the DIA’s CRA and BID plans.

Board Vice Chair Fetner called for a motion on the resolution.

Motion: Board Member Fetner motioned to approve the meeting minutes.
Seconded: Board Member Caffey seconded the motion.

Board Vice Chair Fetner opened the floor for discussion.

Board Member Hirabayashi: Asked if there is any estimate or understanding of the potential cost overruns related to the LaVilla project.



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Mr. Guy Parola: Stated that he does not currently have that information but offered to research it and follow up.

Board Member Heavener: Asked whether this request represents the final funding needed to complete the project.

Mr. Guy Parola: Confirmed that since the installations are already in place, this should be the final request.

Seeing no further discussion, Board Vice Chair Fetner called for a vote on the resolution.

Vote: Aye: 8 Nay: 0 Abstain: 0

MOTION PASSED UNANIMOUSLY 8-0-0

F. RESOLUTION 2025-09-04 NB UNALLOCATED

RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) FOR THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA RESCINDING RESOLUTION 2025-04-06, WHICH AUTHORIZED THE LAPSE TO THE GENERAL FUND OF \$250,000 CURRENTLY APPROPRIATED IN FY 24-25 AS UNALLAOCATED PLAN AUTHORIZED EXPENDITURES AND REQUESTED APPROPRIATION TO THE DOWNTOWN ECONOMIC DEVELOPMENT FUND OF A LIKE AMOUNT IN THE ANNUAL 25-26 BUDGET; EFFECTUATING A \$250,000 TRANSFER OF FY 24-25 UNALLOCATED PLAN AUTHORIZED EXPENDITURE BUDGET TO THE RETAIL ENHANCEMENT PROGRAM; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL ACTION NECESSARY TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Guy Parola proposed reallocating \$250,000 from the CRA’s unallocated Plan Authorized Expenditures budget to the Downtown Retail Enhancement Program. Originally, the funds were intended to lapse to the general fund and be reappropriated for downtown parks maintenance. However, since City Council did not appropriate the funds and a new nonprofit—the Jacksonville Riverfront Alliance—is expected to take over park operations, the lapse is no longer necessary. The reallocation supports ongoing retail development efforts.

Board Vice Chair Fetner called for a motion on the resolution.

Motion: Board Member Fetner motioned to approve the meeting minutes.
Seconded: Board Member Caffey seconded the motion.

Board Vice Chair Fetner opened the floor for discussion.



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Board Member Hirabayashi: Asked about the potential benefits of reallocating funds directly to a specific program, such as the Retail Enhancement Program, instead of maintaining a separate initiative.

Mr. Guy Parola: Explained that during FY25–26, they expect to gain insights into parks maintenance and programming needs. Since the current program may no longer be necessary, future funding will likely be directed straight to areas of need.

Board Member Hirabayashi: Asked whether the decision was influenced by restrictions on using CRA funds for park-related expenses.

Mr. Guy Parola: Clarified that tax increment financing (TIF) dollars cannot be used for maintenance, which is why the funds couldn't be applied to parks.

Board Member Bailey: Inquired about the nature of the Jacksonville Riverfront Alliance—whether it is a public or private entity.

Board Vice Chair Fetner: Stated that the Alliance is a nonprofit organization being established to manage and program the downtown riverfront, and it is currently in negotiations with the City.

Mr. Guy Parola: A funding request may be coming soon to temporarily support maintenance of River's Edge parks until the new managing organization is operational. This is a heads-up to avoid surprise.

Board Member Wohlers: Asked whether reallocating the full \$250,000 to the Retail Enhancement Program would negatively impact other areas of the Downtown Development and Redevelopment Plan (DDRP).

Mr. Guy Parola: Said they are confident in the reallocation decision at this time, though circumstances could potentially change by March 2026.

Seeing no further discussion, Board Vice Chair Fetner called for a vote on the resolution.

Vote: Aye: 8 Nay: 0 Abstain: 0

MOTION PASSED UNANIMOUSLY 8-0-0

IV. ADJOURNMENT

Board Vice Chair Fetner adjourned the CRA meeting at 2:29 PM.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Ava Hill at avah@coj.net to acquire a recording of the meeting. And

TAB III.C

RESOLUTION 2025-10-01 STARBUCKS FABREP

RESOLUTION 2025-10-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA” OR “GRANTOR”) ACTING AS THE NORTHBANK DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY APPROVING THE AWARD OF A RETAIL ENHANCEMENT PROGRAM TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS GRANT (FAB-REP) TO STARBUCKS JAX LLC AND JACKSONVILLE TOWER FLORIDA REALTY LP (“GRANTEES”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A FORGIVABLE LOAN AGREEMENT AND RELATED SECURITY DOCUMENTS IN ACCORDANCE WITH PROGRAM GUIDELINES; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE DEVELOPMENT PLAN IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE NORTHBANK DOWNTOWN CRA PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Ordinance 2012-0364-E created the Downtown Investment Authority, designating the DIA as the City’s Community Redevelopment Agency, and, as amended through Ordinance 2018-555-E, the City Council created the Combined Northbank Downtown Community Redevelopment Area authorizing the DIA to carry out community redevelopment under Chapter 163, Part III, Florida Statutes in accordance with a community redevelopment plan; and

WHEREAS, DIA is the designated Community Redevelopment Agency for the Northbank Downtown CRA, for which a Business Investment and Development Plan, inclusive of a Community Redevelopment Area Plan, (“BID/CRA Plan”) was adopted by Ordinance 2014-560-E and amended and updated by Ordinance 2022-372-E; and

WHEREAS, the Grantees submitted a Retail Enhancement Program application to the DIA under the Targeted Retail Activation: Food and Beverage Establishments Program to facilitate the development of a coffee shop and sidewalk café in the Hogan x Laura District of the Central Core neighborhood in Downtown Jacksonville to be known as Starbucks (“the Project”); and

WHEREAS, the application was reviewed by the DIA staff and found to be consistent with program guidelines, the BID Plan and CRA Plan for Downtown Northbank; and

WHEREAS, The DIA hereby finds that the Project furthers the following Goal(s) of the BID Plan:

Goal 3) Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

Goal 4) Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks and attractions; and

WHEREAS, the DIA is authorized to utilize the Northbank Downtown CRA Trust Fund, in accordance with the CRA Plan, to foster the redevelopment of the Northbank Downtown Community Redevelopment Area; and

WHEREAS, to assist the Grantees in making renovations for the purposes of establishing the Project the DIA proposes to provide a Forgivable Loan secured by a note for the Food and Beverage Retail Enhancement Program funding not to exceed \$118,200 and the Sidewalk Enhancement Program not to exceed \$15,000 with total funding limited to ONE HUNDRED THIRTY-THREE THOUSAND TWO HUNDRED DOLLARS and 00/100 (\$133,200) to the Grantees; and

WHEREAS, the financial assistance to the Project will be in the form of the proposed terms and incentives on the Term Sheet, attached as Exhibit A to this Resolution.

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 hereby approves the award of the Food and Beverage Retail Enhancement Program Targeted Retail Activation: Food And Beverage Establishments Grant (FAB-REP) in an amount not to exceed \$133,200 from the Northbank Downtown Redevelopment Trust Fund, Forgivable Loans account to Grantees to be provided in accordance with the term sheet attached hereto as Exhibit A.

Section 3. The Chief Executive Officer is hereby authorized to negotiate and execute the contracts necessary to document this approval and otherwise take all additional actions necessary to effectuate the purposes of this Resolution.

Section 4. The Effective Date of this Resolution is the date of execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Witness

Patrick Krechowski, Esq., Chairman

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

Exhibit A:

**RETAIL ENHANCEMENT PROGRAM
TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE
ESTABLISHMENTS FORGIVABLE LOAN PROGRAM TERM SHEET
(FAB-REP)**

**Starbucks
50 N Laura Street**

Project Name: Starbucks

Co-Applicants: Starbucks Jax LLC ("Tenant")
Jacksonville Tower Florida Realty LP ("Landlord")

Total Build Out Costs: \$579,550
Eligible Costs under FAB-REP program: \$469,050
Maximum Eligible Funding (by square footage): \$118,200

Sidewalk Enhancement costs: \$24,215
Eligible Costs under FAB-REP program: \$24,215
Maximum Eligible Funding (by maximum program guidelines): \$15,000

Project: Tenant improvements to 50 N Laura Street, RE# 073724-0000, located in the Hogan x Laura District of the Central Core neighborhood of the Northbank Downtown CRA owned by Jacksonville Tower Florida Realty LP, in accordance with the application received. Funding will facilitate the development of a coffee shop and sidewalk cafe classified as a Type 2 establishment per FAB-REP Guidelines and submitted documents.

The applicant also agrees to operate during expanded hours, as detailed further below, and is expected to remain in business in the location at these service levels for a minimum of 5 years.

DIA Funding: No more than \$133,200 through the Northbank Downtown CRA Trust Fund, as follows:

Infrastructure: No City of Jacksonville or CRA infrastructure funding or support is requested.

Land: No City of Jacksonville or CRA land or building is requested.

Loans: No further City of Jacksonville or CRA loans have been requested.

(A) FAB-REP Forgivable Loan:

- Maximum funding limited to the lesser of 50% of eligible build-out costs actually incurred as supported by invoices that have been approved by the DIA or \$118,200, to be paid from the Northbank Downtown CRA Trust Fund.
- The grant will be structured as a forgivable, 0% interest loan that will amortize at the rate of 20% on each anniversary date of the closing for 5 years so long as business operations as proposed in the business plan continue uninterrupted (unless otherwise modified with DIA approval),

subject to force majeure, and no uncured event of default exists. Each co-applicant will be a party to that forgivable note and loan agreement.

- The co-applicants acknowledge that these loan funds are awarded and shall be used in accordance with the Retail Enhancement Program Targeted Retail Activation: Food and Beverage Establishments guidelines.
- The forgivable loan will be secured by a personal guarantee of Jeremy Roberts on behalf of the Tenant and Robyn Pinson on behalf of the Landlord in the event of a default under the program or funding agreement.

(B) Sidewalk Enhancement Grant:

- Maximum funding limited to the lesser of 80% of actual costs incurred for equipment to be used in providing outdoor seating and activation as supported by invoices that have been approved by the DIA or \$15,000, to be paid from the Northbank Downtown CRA Trust Fund.
- The forgivable loan will amortize at the rate of 20% on each anniversary date of the closing so long as no event of default exists with total forgiveness on the fifth anniversary date and grantee maintains business consistent with the business type as presented in the application.
- The applicant must provide evidence that the lease for the subject property and operation of the subject business materially consistent with the business plan provided with the application is in effect for a period of not less than five years.
- Funding requires evidence of the issuance of a Sidewalk Café permit to the Grantee that would allow the use of the subject sidewalk for the intended purpose.
- Maintain operating hours materially consistent with the days and hours as represented in the application.
- Property acquired through the Sidewalk Enhancement Grant proceeds, and listed in Figures 1, must be secured or removed from the sidewalk at the end of each day.

Minimum Build Out and Equipment Costs (FAB-REP Forgivable Loan):

- The Minimum Total Build Out Costs incurred through completion to remain eligible for the FAB-REP Forgivable Loan is \$420,000. Such costs will exclude soft costs such as General Conditions, General Requirements, Overhead, Insurance, and similar expenditures not contributing to the hard costs of construction. The budget establishing Eligible Costs is summarized below in Figure 1.
- Minimum Build Out Costs may be reduced by up to 10% with a commensurate reduction in FAB-REP funding, where such funding shall not exceed 50% of such revised total.
- The total Minimum Build Out Costs shall also exclude costs incurred for non-fixed furnishings, wall decorations, and any equipment not affixed to the property as determined by the DIA in its sole discretion. Any equipment affixed to the property included in this total must remain on the property through the compliance period of the forgivable loan agreement, notwithstanding any provisions in the lease stating otherwise.
- The minimum contribution from each co-applicant towards the Minimum Build Out Costs shall be \$59,100. However, such amount may be reduced by up to 10% with reduction in Minimum Build Out and Equipment Costs but must be equal to 25% of the final Minimum Build Out Costs as submitted with the funding request and approved by the DIA.

Performance Schedule:

- A) Retail Enhancement Loan Agreement to be executed within three (3) months from the receipt of the Agreements which shall establish the Retail Enhancement Loan Agreement Effective Date. The DIA Board approval shall terminate if the Retail Enhancement Loan Agreement Effective Date is not met within the timeline established, subject to approved extensions as provided below.
- B) Commencement of Construction: Within three (3) months following the Retail Enhancement Loan Agreement Effective Date, Applicant commits to commencement of construction, meaning receipt of all required approvals, permitting, and closing on all required financing to allow the start of construction activities and has actually commenced buildout type work.
- C) Substantial Completion: Within nine (9) months following the Commencement of Construction Date, as defined above, Grantee shall provide evidence of completion of construction, payment of all subcontractors, material providers, and laborers, and receipt of licensing necessary to conduct the business as outlined in the application submitted.
- D) Business operations, consistent with the business plan provided, to commence not later than twelve (12) months following the Retail Enhancement Loan Agreement Effective Date, subject to force majeure and extensions provided herein.
- E) The DIA CEO will have the authority to extend this Performance Schedule, at the CEO's discretion, for up to three (3) months for good cause shown by the Applicant. Any extensions to the Commencement of Construction Date shall simultaneously have the same effect as extending the Completion Date.

Additional Commitments:

- 1. Prior to submission of request for disbursement under the Retail Enhancement Loan Agreement, Applicant shall establish business operations following the description as outlined in the application, business plan and as Project above. The build-out should be materially consistent with the floor plan included in Figure 2 below.
- 2. All rehabilitation work and design features must comply with all applicable city codes, ordinances, the established Downtown Development Review Board Guidelines and the Downtown Zoning Overlay.
- 3. Per FAB-REP guidelines, the award will be structured as:
 - a) Zero interest, forgivable loan payable upon completion of the work, establishment of business operations, and receipt by DIA of invoices for goods and services rendered and proof that recipients paid for such goods and services.
 - b) No interest shall accrue upon the principal of the total loan amount, with the principal forgiven over a five (5) year period.
 - c) The total principal balance will amortize 20% each year of the compliance period, so long as business operations have continued uninterrupted, subject to force majeure, and no uncured event of default exists.
 - d) At the end of five years, the loan shall be entirely forgiven on the condition that the improvements are installed and maintained in reasonably good condition, so long as business operations have continued uninterrupted, subject to force majeure, all taxes are maintained in current status with no tax certificates, and no City Code violations are incurred during the compliance period.

- e) If it is determined that the recipient(s) is in default, subject to cure periods to be defined in the Retail Enhancement Loan Agreement, full repayment of the forgivable loan plus a default rate of interest may be demanded.
- 4. Minimum Hours of Operation to be maintained as:
Starbucks Hours of Operation:

Monday through Friday	6:00 am to 8:00 pm
Saturday	7:00 am to 4:00 pm
- 5. Minimum number of employees: A minimum of two (2) full-time equivalent employees, defined as working a minimum of 35 hours per week, shall be required for the term of this agreement. This may include owner-operators.
- 6. Personal Guaranty of payment and performance obligations in the event of default to be provided by Jeremy Roberts on behalf of the Tenant and Robyn Pinson on behalf of the Landlord.
- 7. Additional terms and conditions as may be required and as found in the Redevelopment Agreement or other documentation prepared to establish the obligations for this award.

Conditions:

This Term Sheet is limited by the following conditions:

- 1. Downtown Investment Authority to receive copies of any necessary permits, invoices, cancelled checks or documentation from other methods of payment, and other items as may be requested by the DIA in its sole discretion as evidence of eligible expenditures; and
- 2. Borrower shall submit a proper contractor's final affidavit and full and complete releases of liens from each contractor, subcontractor and supplier confirming final payment has been made for all materials supplied and labor furnished in connection with the Project; and
- 3. No progress payments shall be made by the DIA during the term of construction, and no payment shall be made prior to the satisfaction of conditions outlined herein; and
- 4. Annual sales and reporting required to demonstrate compliance with terms and conditions as approved; and
- 5. There may be additional terms, conditions, rights, responsibilities, warranties, and obligations for both parties which shall be determined in a later negotiated mutually agreeable written contract.

Budget as Submitted, Figures 1:

Docusign Envelope ID: 2481B096-8565-431B-8666-9E44E288BA69



INVOICE NO. 91825

TDBarr Construction LLC
5595 Hansel Ave.
Orlando, FL 32809
404.509.8550

FL License No. CBC1259979
www.tdbarrconstruction.com
travis@tdbarrconstruction.com

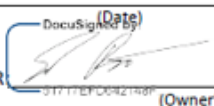
Owner's Name: Starbucks Jax LLC		Owner's Address: 400 Pittman St. Ste 101	
Owner's City: Orlando	Owner's Zip Code: 32801	Owner's Phone: 4073107423	Owner's Work Phone:

Project Name & Address: Starbucks build out - Tenant Improvement BOA tower Jacksonville	Email: rober1je26@gmail.com
--	--------------------------------

ITEM	DESCRIPTION	AMOUNT
Concrete	Subfloor Demo and Replacement	\$8,500.00
Metals	Metal Stud Framing	\$22,950.00
Wood and Plastic	Millwork Package \ Cabinets \ Wall Coverings	\$65,000.00
Doors and Windows	Storefront door added	\$11,000.00
Finishes	Drywall, tile, base, soffit, ceiling	\$121,560.00
Fire alarm sprinkler	Install fire alarm and add sprinkler heads	\$17,000.00
Mechanical	Add Vav for HVAC, add duct drops, plumber scope per plans	\$125,490.00
electrical	Add new electrical, starbucks lighting package	\$97,550.00

TOTAL OF THIS INVOICE		\$469,050.00

Date Submitted: 9/19/2025

APPROVED BY OWNER:  (Date)
(Owner's Signature)

SUBMITTED BY:  DocuSigned by:
(Contractor's Signature)

DocuSign Envelope ID: 2481B096-8565-431B-8666-9E44E288BA69



INVOICE NO. 91825

TDBarr Construction LLC
5595 Hansel Ave.
Orlando, FL 32809
404.509.8550
FL License No. CBC1259979
www.tdbarrconstruction.com
travis@tdbarrconstruction.com

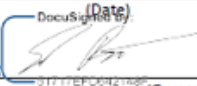
Owner's Name: Starbucks Jax LLC		Owner's Address: 400 Pittman St. Ste 101	
Owner's City: Orlando	Owner's Zip Code: 32801	Owner's Phone: 4073107423	Owner's Work Phone:

Project Name & Address: Starbucks build out - Outdoor Tables, Chairs, Umbrellas	Email: roberlje26@gmail.com
---	---------------------------------------

ITEM	DESCRIPTION	AMOUNT
Tables	Starbucks specified out door tables	\$18,550.00
Chairs	Starbucks specified our door seating	\$3,465.00
Umbrellas	Starbucks specified our door umbrellas	\$2,200.00

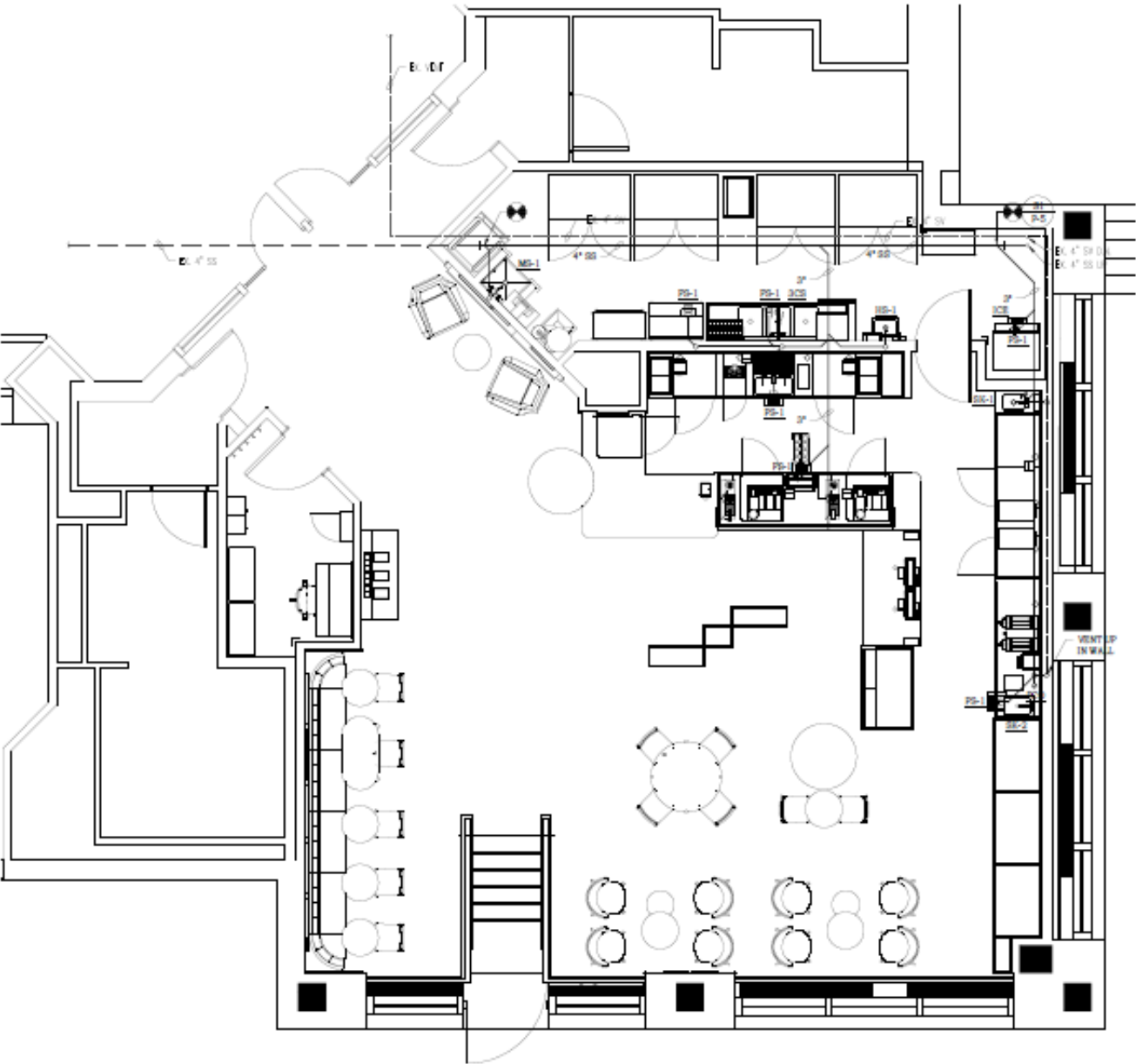
	TOTAL OF THIS INVOICE	\$24,215.00

Date Submitted: 9/19/2025

APPROVED BY OWNER:  (Date)
(Owner's Signature)

SUBMITTED BY:  DocuSigned by:
(Contractor's Signature)

Floor Plan Figure 2:



SUPPLEMENTAL INFORMATION

RESOLUTION 2025-10-01 STARBUCKS FABREP STAFF REPORT



Downtown Investment Authority

**STAFF REPORT
DIA RETAIL ENHANCEMENT PROGRAM
TARGETED RETAIL ACTIVATION:
FOOD AND BEVERAGE RETAIL ENHANCEMENT PROGRAM (FAB-REP)**

**Starbucks
50 N Laura Street**

Project:

**STARBUCKS
50 N LAURA STREET**

Co-Applicants:

**Starbucks Jax, LLC ("Tenant")
Jeremy Roberts, Owner/Licensee**

**Jacksonville Tower Florida Realty, LP (Landlord)
Robyn Pinso, Property Owner Representative**

Project Location:

**50 N Laura Street
Jacksonville, Florida 32202**

Funding Eligibility:

Type	Total
FAB-REP	\$133,200

Project Description:

The co-applicants, Starbucks Jax, LLC and Jacksonville Tower Florida Realty, LP have applied for funding under the Food and Beverage Retail Enhancement Program Grant (FAB-REP) to build out a coffee shop and sidewalk cafe at 50 North Laura Street, more commonly known as the Bank of America Tower. The space, on the corner of Laura and Bay Street, previously housed two separate retail businesses which are being combined into one. This will be the return of Starbucks to Downtown with the last one closing in 2011.

The licensee, Jeremy Roberts, resides in Orlando, FL where he owns and operates a brewery and taco restaurant called Orange County Brewery, a three-unit concept called Brew Theory which provides contract brewing and packaging for small and large





brands and is a partner in a construction company. He is also President of RE Management Group Inc. which owned and developed seven (7) restaurants, five (5) of which were Little Caesars franchises. Mr. Roberts was awarded a five-store special license agreement from Starbucks in 2024.

in 2020, the building at 50 N Laura Street was purchased by Group RMC which is an investment manager focused on long-term real estate ownership with over \$2.5 billion in real estate across 22 million square feet. Group RMC has been very active in renovating the Bank of America Tower, first with amenity areas for it's tenants, and is now focused on the lobby tenants that will additive to the City Center.

Business Plan Summary:

Mr. Roberts has a long track record of entrepreneurship, successfully starting, operating, and in some cases, selling business, primarily in the food and beverage space, and his business plan materials display those experiences. He also **clearly** understands the DIAs goals of creating "a vibrant, walkable and economically dynamic city center", as he puts it. It's evident that the plan was put together by a seasoned businessperson with the backing of a global, branded third-place hospitality and lifestyle operation while referencing such details as the Jacksonville's Downtown Design Standards.

With some assumption, many of the items discussed in more detail below were provided by Starbucks corporate who, under the lead of a new CEO, Brian Niccol, are reshaping their entire brand by returning to their roots as a welcoming community coffeehouse. They are looking to streamline operations by reducing the menu, improving speed and digital ordering, and making their cafes more comfortable.

Finally, they will be opening the space to the outside by way of a new storefront door directly into Starbucks so it can be accessed from the sidewalk but not before you pass through branded umbrellas with matching tables and chairs on one of the busiest pedestrian and vehicular corners in our Downtown.

Development Team:

(Parts taken directly from the business plan)

"Jeremy E. Roberts – Business Owner / Operator

- *Over 20 years of entrepreneurial and operational experience across food, beverage, construction, and retail sectors.*
- *Former multi-unit franchisee of Little Caesars, where he developed and operated five stores in Volusia County, Florida, before selling the company in 2014.*
- *Founder and current owner of **Orange County Brewers**, a successful brewpub and restaurant in Orlando.*
- *Founder and owner of **Brew Theory**, a 45,000 sq. ft. beverage production and co-packing facility offering contract brewing, packaging, and quality assurance services.*



- Partner in **TDBARR Construction**, specializing in office tenant improvements, commercial buildouts, hotel renovation, and restaurant development.
- Awarded a five-store special license agreement from Starbucks in 2024, underscoring both his financial capacity and Starbucks' confidence in his ability to operate multiple units successfully.
- Active member of the Young Presidents' Organization (YPO), Orlando and Atlas Chapters.

Jeremy's proven ability to launch, operate, and scale businesses across multiple industries demonstrates the operational discipline and business acumen required to successfully introduce Starbucks to Downtown Jacksonville."

Additionally, Starbucks Jax, LLC will receive support for Starbucks Corporation in the form of operation & training, supply chain & quality control, technology & innovation, and brand standards and compliance.

Operating Plan and Employment Summary:

While about half of the existing Starbucks are company owned stores, as mentioned previously, the Bank of America location will be a licensed store which comes with most of the same requirements



including training, branding and, of course, product line up but also allows for some flexibility in other areas like hours of operation. Based on current Downtown activity and pedestrian traffic, the Bank of America store will be open a little later in the morning than some and only open for special on Sundays.

The menu will be reflective of other stores which

includes standard drip coffee and espresso-based drinks, 25 Frappuccino's, hot and iced teas, seasonal specialties, and long list of other unique beverage choices. Additionally, this store will offer quickly prepared or grab and go morning croissants, bagels and pastries, 11 different lunch sandwiches and protein boxes and snack and treats like cookies, cake pops and quick bite, packaged snacks.

A store manager will be hired well prior to opening to oversee daily operations, scheduling and customer service while, shift supervisors will provide in-store leadership during operating hours to approximately 25 baristas and support staff.

The proposed hours of operation, which surpass minimum FAB-REP program requirements and provide additional weekend hours to existing Downtown options, are as follows:

Day of the Week	Open	Close
Monday thru Friday	6:00 am	8:00 pm
Saturday	7:00 am	4:00 pm
Sunday	Special events	

Target Market:

Starbucks is an internationally renowned company with approximately 39,000 locations worldwide which carries with it a vast audience of customers from all ages and backgrounds. As previously mentioned, there is also a void in Downtown of the brand since 2011 with exception of Baptist Hospital and a branded coffee machine at the Hyatt.

Pulling directly from their Mr. Roberts business plan, their specific target market is:

- **Primary:** *Urban professionals (ages 25–45) employed in downtown offices, with median incomes above \$60,000.*
- **Secondary:** *Gen Z students, tourists, and downtown residents drawn to Starbucks' seasonal drinks and welcoming space.*
- **Psychographics:** *Busy, socially conscious, digitally connected individuals who value quality, convenience, and community.*

Marketing Summary:

As a licensee, the fee that goes back to corporate is specifically slated for a comprehensive brand marketing campaign that spends relatively little on traditional advertising compared to competitors (like Dunkin'). Instead, it invests in digital buzz, app engagement, in-store storytelling, and seasonal rituals as its main “venues” for advertising. While they



do some traditional media like transit ads in urban markets, they rely more on partnerships and co-branding with streaming music, 3rd party delivery providers and grocery store end caps.

Again, directly from Mr. Robert's business plan, this store's specific strategy is:

The marketing strategy for the Starbucks at the Bank of America Tower is designed to leverage the power of the global Starbucks brand while tailoring outreach to the specific needs of Downtown Jacksonville. The plan focuses on generating strong opening momentum, building long-term customer loyalty, and aligning with DIA's objectives of street activation and placemaking.

Operating Budget:

As can be imagined, Starbucks has a formula based proforma that is adapted to each individual location. All cost of goods sold, labor, and other expenses are very closely monitored to provide adequate, and sometimes significant, return for royalty fees and ad revenue for Starbucks corporation as well as profit to the licensee. Based on tens of thousands of stores in operation, they assume a 5% first year sales growth with a more modest increase in the subsequent years. Driven mostly by average check and transactions per day, the Bank of America Starbucks shows strong profitability from the outset, even when reducing their assumed transactions per day by 35%. These

projections were shown for ten years.



Property Consideration:

As previously mentioned, the Bank of America Tower has a new ownership group that are deeply invested in reviving their

tenant experience, pivoting toward how those needs which have changed post-pandemic and, more uniquely, engaging with the public and outside audience. With this, they will be adding an exterior door and outside umbrellas and seating on a plaza adjacent to the sidewalks on Bay and Laura street. The owners are also heavily investing in the build out of Starbucks, well above and beyond FAB REP criteria, in addition to first year rent concessions. Plans for a full service, mid to upscale restaurant are also in the works for the future.

Development Budget:

Starbucks Jax LLC provided a detailed interior build out budget that does include furniture and fixtures but no equipment for drink or food preparation which totals over \$1 million. As previously mentioned, the landlord is contributing a very fair tenant improvement allowance. Beyond the proposed FAB REP grant, the capital will come from a combination of a private capital fund loan and the owner's personal investment. Again, based on the experience of the operator/licensee, Starbucks corporation and the building ownership group, these numbers all align with developing a successful store.

FAB-REP Considerations:

FAB-REP imposes three caps in the determination of the funding recommendation. Funding is limited to the lesser of these three approaches:

- 1) Funding Limitation Per Square Foot:
 - a. Starbucks is a Type II establishment under FAB-REP guidelines which limit funding to \$50 per square foot.
- DIA staff calculates the total possible funding via square footage as:

- Coffee Shop and Cafe – 2,362 sq ft x \$50 = \$118,200
 - Total funding eligibility calculated by this measure - **\$118,200**
- 2) Budget Limitation: Build Out and Equipment Budget Limitation: FAB-REP guidelines limit funding to 50% of eligible costs, totaling \$469,050 in this project. At a 50% margin, funding eligibility by this measure is **\$234,525**.
 - 3) Guideline cap for a Type II project is **\$200,000**.

Therefore, the maximum funding for the coffee shop shall be \$118,200 by way of the square feet calculation.

Per program guidelines, the Business Owner (Tenant) and Property Owner (Landlord) are each to provide a minimum of 25% of costs determined to be eligible for funding. With DIA funding capped at \$118,200 by way of the square footage calculation (1 above), a minimum of \$59,100 toward eligible costs must be funded by each party. Per information provided by the co-applicants, the Landlord (Jacksonville Tower Florida Realty, LP) will provide rent concessions for the initial lease year as well as significant contribution toward tenant improvement. The Tenant (Starbucks Jax LLC) will provide over \$800,000 toward the construction cost plus overruns, in addition to equipment and additional startup costs.



Sidewalk Enhancement Grant Considerations:

Per the BID strategy, additional funds will be available to FAB-REP grant recipients as a Sidewalk Enhancement Grant to reimburse up to 80% of eligible outdoor dining improvement costs but not to exceed \$15,000. Starbucks Jax, LLC has provided a separate budget to utilize this grant to create outdoor spaces that enhance the sidewalk experience along the Laura and Bay Street corridors. Starbucks Jax, LLC has submitted additional plans to include tables, chairs, and umbrellas, all specified by Starbucks Corporate. At night, the applicant proposes to bring in all furniture.

The Owner estimates this at a cost of \$24,215, of which the grant offers 80% (\$24,215 x 80%), or \$19,372, which exceeds the maximum eligible amount. Therefore, the limitation of \$15,000 is imposed for this recommendation. **See Figure 3**

Retail Enhancement Scoring Rubric:

Per Retail Enhancement Grant Guidelines, applications are scored using a rubric that rates the business plan and the anticipated contribution to local property taxes and sales taxes. A minimum score of 30 points out of 55 points possible is required to have the proposed project referred to the

REPD Committee for funding consideration. With a score of 42, the subject proposal does qualify for consideration by the Board. Retail Enhancement Scoring for the subject redevelopment is found below:

A. Business Plan (see point breakdown below) – (up to 40 points)

Categories	Points Available	Points scored
The plan shows good short-term profit potential and contains realistic financial projections	10	9
The submitted business plan was extensive and detailed. The proformas were formulaic based, detailed and realistic. While the daily guest count may take a little time to reach average Starbucks level, it still showed the ability for a good, immediate profit.		
The plan shows how the business will target a clearly defined market and its competitive edge	5	5
In addition to Starbucks' extensive work and understanding of their market, Mr. Roberts went a step further in focusing on Downtown Jacksonville.		
The plan shows that the management team has the skills and experience to make the business successful	10	8
Mr. Robert's experience and track record score a 10 out of 10, but at this time, there are no other parts of the management team have been identified. This still leaves little doubt that a strong team will be assembled.		
The plan shows that the entrepreneur has made or will make a personal (equity) investment in the business venture	10	9
Mr. Roberts will invest at least \$800,000 in a 2,300 square-foot location, separate from TI and FAB REP grants.		
Number of FTE job positions created in excess of the required two (2) positions	5	4
Starbucks Jax will hire a management team plus 25 barista and support staff.		
TOTAL	40	36

B. Expansion of the local property tax base by stimulating new investment in existing Downtown properties (up to 5 points for properties five years and older and an additional 5 points if the property is a historic property (local landmark status or contributing structure status) – maximum of 10 points)

Properties	Points Available	Points scored
50 N Laura Street	5	2
This operation is likely to have little to no effect on the property taxes for 50 N Laura, but the addition of a Starbucks on our main street after a long absence has positive rippling effects on the perception of Downtown that will result in more interest and investment.		
Historic Property	N/A	N/A
Total	10	2

- C. Expansion of the state and local sales tax base by increasing sales for new or existing shops (up to 5 points)

Expansion of sales tax	Points Available	Points scored
Coffee shop and sidewalk cafe	5	4
With a first-year projection of over \$1.2 million, the sales tax revenue is significant especially in relation to the square footage occupied.		
Total	5	4
Total	55	42

Staff review of the application indicates the proposed project meets the Redevelopment Goals within Downtown Jacksonville as outlined below:

Goal 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

Goal 5. Improve the perception and reality of safety, cleanliness, and maintenance in Downtown Jacksonville for residents, workers, and visitors.

Property Tax Consideration:

Property taxes are current on the property, and the building is within the defined Hogan x Laura district as found in the FAB-REP Guidelines.

Program Eligibility:

Based on the information presented in this staff report, DIA staff finds the proposed project eligible for funding under the application submitted based on the following calculations:

Type	Total
FAB-REP Forgivable Loan	\$ 118,200
Sidewalk Enhancement	\$15,000

FAB-REP Additional Conditions:

1. No interest shall accrue upon the principal of the total FAB-REP forgivable loan amount with the principal forgiven over a five (5) year period.
2. In the absence of default, the total principal balance will amortize 20% each year of the compliance period.
3. At the end of five years, the forgivable loan shall be forgiven in its entirety on the condition the improvements are installed and maintained in reasonably good condition, and no City Code violations are incurred during the compliance period.

4. If it is determined that the recipient(s) are in default, interest and full payment of the forgivable loan may be demanded, subject to applicable cure periods.

5. Further approvals of exterior improvements may be required by the Downtown Development Review Board.

See the Term Sheet, Exhibit A to Resolution 2025-10-01, for additional information on proposed terms and conditions.

Figures 1: Construction Budget (eligible items only):

DocuSign Envelope ID: 2481B096-8565-431B-8666-9E44E288BA69


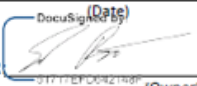
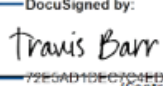
		INVOICE NO. 91825	
Owner's Name: Starbucks Jax LLC		Owner's Address: 400 Pittman St. Ste 101	
Owner's City: Orlando	Owner's Zip Code: 32801	Owner's Phone: 4073107423	Owner's Work Phone:
Project Name & Address: Starbucks build out - Tenant Improvement BOA tower Jacksonville		Email: roberlje26@gmail.com	
ITEM	DESCRIPTION	AMOUNT	
Concrete	Subfloor Demo and Replacement	\$8,500.00	
Metals	Metal Stud Framing	\$22,950.00	
Wood and Plastic	Millwork Package \ Cabinets \ Wall Coverings	\$65,000.00	
Doors and Windows	Storefront door added	\$11,000.00	
Finishes	Drywall, tile, base, soffit, ceiling	\$121,560.00	
Fire alarm sprinkler	Install fire alarm and add sprinkler heads	\$17,000.00	
Mechanical	Add Vav for HVAC, add duct drops, plumber scope per plans	\$125,490.00	
electrical	Add new electrical, starbucks lighting package	\$97,550.00	
TOTAL OF THIS INVOICE		\$469,050.00	
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Date Submitted: 9/19/2025</p> <p>APPROVED BY OWNER:  (Owner's Signature)</p> </div> <div style="width: 45%;"> <p>DocuSigned by:</p> <p>SUBMITTED BY:  (Contractor's Signature)</p> </div> </div>			

Figure 2: Floor Plan:

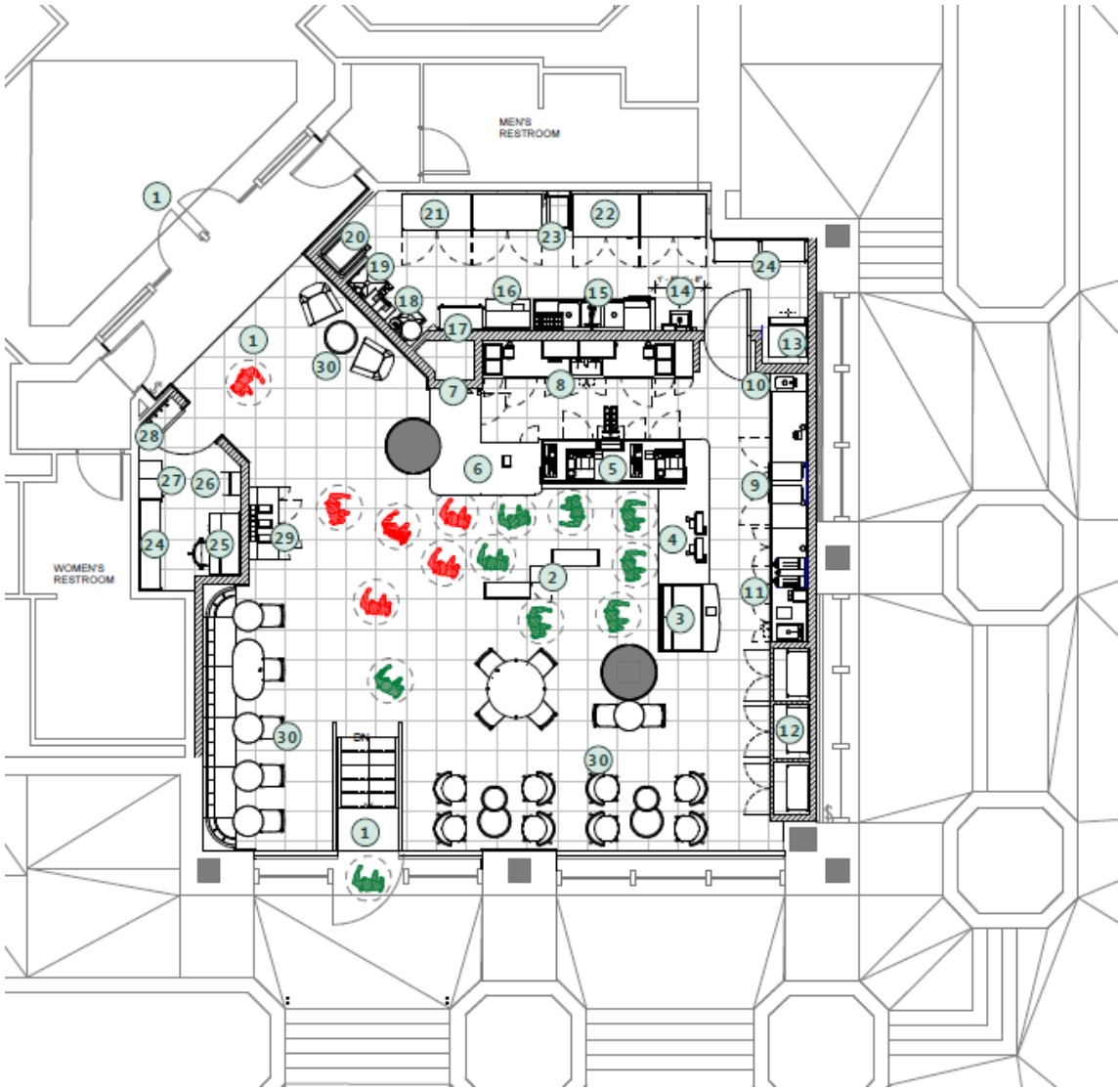





Figure 3: Sidewalk Budget:

DocuSign Envelope ID: 2481B096-8565-431B-8666-9E44E288BA69

		INVOICE NO. 91825	
		TDBarr Construction LLC 5595 Hansel Ave. Orlando, FL 32809 404.509.8550 FL License No. CBC1259979 www.tdbarrconstruction.com travis@tdbarrconstruction.com	
Owner's Name: Starbucks Jax LLC		Owner's Address: 400 Pittman St. Ste 101	
Owner's City: Orlando	Owner's Zip Code: 32801	Owner's Phone: 4073107423	Owner's Work Phone:
Project Name & Address: Starbucks build out - Outdoor Tables, Chairs, Umbrellas			Email: roberlje26@gmail.com
ITEM	DESCRIPTION	AMOUNT	
Tables	Starbucks specified out door tables	\$18,550.00	
Chairs	Starbucks specified our door seating	\$3,465.00	
Umbrellas	Starbucks specified our door umbrellas	\$2,200.00	
TOTAL OF THIS INVOICE		\$24,215.00	
Date Submitted: 9/19/2025			
APPROVED BY OWNER: 		SUBMITTED BY: 	
(Owner's Signature)		(Contractor's Signature)	

TAB III.D

**RESOLUTION 2025-10-02 NORTH MARKET SOHL PA COMMERCIAL
REVITALIZATION PROGRAM**

RESOLUTION 2025-10-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA” OR “GRANTOR”) ACTING AS THE COMBINED NORTHBANK DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY APPROVING THE AWARD OF DIA COMMERCIAL REVITALIZATION PROGRAM GRANT TO SODL & INGRAM, LLC (“APPLICANT” OR “GRANTEE”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A GRANT AGREEMENT IN ACCORDANCE WITH PROGRAM GUIDELINES; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENT; AND FINDING THAT THE PROPOSED ACTIVITY IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Ordinance 2012-0364-E created the Downtown Investment Authority, designating the DIA as the City’s Community Redevelopment Agency, and, as amended through Ordinance 2018-555-E, the City Council created the Combined Northbank Downtown Community Redevelopment Area authorizing the DIA to carry out community redevelopment under Chapter 163, Part III, Florida Statutes in accordance with a community redevelopment plan; and

WHEREAS, DIA is the designated Community Redevelopment Agency for the Northbank Downtown CRA, for which a Business Investment and Development Plan, inclusive of a Community Redevelopment Area Plan, (“BID/CRA Plan”) was adopted by Ordinance 2014-560-E and amended and updated by Ordinance 2022-372-E; and

WHEREAS, at their April 30, 2022 meeting the Downtown Investment Authority (“DIA”) approved Resolution 2022-04-13 which revised and updated the Commercial Revitalization Program as a component of the amended and updated BID/CRA Plan memorialized by City Council in its approval of Ordinance 2022-372-E, to provide funding for the recruitment and establishment of new office users in Downtown Jacksonville to backfill existing, vacant office space in the revitalization of Downtown Jacksonville, with funding provided through the Northbank Downtown CRA Trust Fund; and

WHEREAS, the Applicant is leasing property determined to be eligible under program guidelines located at 24 N Market Street (RE# 073374-0000) and has applied for funding under the DIA Commercial Revitalization Program to facilitate their professional office move from outside of Downtown and into the City Center District of the Northbank Downtown CRA; and

WHEREAS, the application was reviewed by the DIA staff and found to be consistent with program guidelines and the BID Plan and CRA Plan for Downtown; and

WHEREAS, the DIA hereby finds that the Project furthers the following Goal(s) and Strategic Objective(s) of the BID Plan:

- Goal Number 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the regions epicenter for business.
 - Improve the occupancy rates of existing Downtown commercial office buildings.
 - Grow or maintain the Downtown workforce each year by adding new permanent jobs and/or retaining existing permanent jobs within Downtown.
- Goal Number 5: Improve the safety, accessibility, and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.
 - Support a clean and safe Downtown 24-7, including the work of Downtown Vision Inc.
 - Enforce proper maintenance of private property.

WHEREAS, to assist the Grantee in move their office to the commercial building located at 24 N Market Street (“the Project”) the DIA proposes to provide a Grant in an amount not to exceed SEVENTY-TWO THOUSAND DOLLARS (\$72,000) to the Grantee, to be paid in equal installments over the life of the lease; and

WHEREAS, financial assistance to the Project will be in the form of the proposed terms and incentives on the Term Sheet, attached as Exhibit A to this Resolution,

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 hereby awards a DIA Commercial Revitalization Grant to Grantee in an amount not to exceed \$72,000, paid over the life of the lease, from the Northbank Downtown CRA Trust Fund in accordance with the terms of the term sheet attached hereto as Exhibit A, including the additional award of ten DVI Downtown Gift Cards with a value of \$1,000, increasing the total funding award to \$73,000.

Section 3. The DIA Chief Executive Officer is hereby authorized to negotiate and execute the contracts necessary to document this approval and otherwise take all additional actions necessary to effectuate the purposes of this Resolution.

Section 4. The Effective Date of this Resolution is the date of execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

_____	_____	_____
	Patrick Krechowski, Esq., Chairman	Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

EXHIBIT A - TERM SHEET
Resolution 2025-10-02

Sodl & Ingram, PLLC
24 N Market Street
Commercial Revitalization Program (“CRP”) Grant

Project Name:	Sodl & Ingram, PLLC 24 North Market Street
Applicant:	Sodl & Ingram, PLLC Andrew Sodl, Partner
Proposed Lease Term:	120 months (10 years)
Square Footage Occupied:	5,000 SF
Minimum Employees Required:	10
Maximum CRP Grant Funding:	\$72,000 over 10 years

Project Activity: A new office tenant in Downtown Jacksonville has signed a new lease for 5,000 square feet on an upper-floor for a ten (10) year term.

DIA Funding: No more than **\$72,000**, paid in equal amounts over the life of the lease, through the Northbank Downtown CRA Trust Fund.

Additional reward: The DIA will provide 10 - \$100 DVI gift cards good at numerous downtown eateries for each employee. To be paid upon completion of build out and occupancy of the leased space.

Infrastructure: No City of Jacksonville or CRA infrastructure funding or support is requested.

Land: No City of Jacksonville or CRA land or building is requested.

Loans: No further City of Jacksonville or CRA loans have been requested.

Commercial Revitalization Program Grant:

- Calculated by multiplying parking offset amount, which is based on the length of lease, by total on-site, full-time equivalent (FTE) employees, 2 per 1,000 square feet leased, multiplied by total number of months in lease
 - In this case, $\$60 \times 10 \times 120 = \$72,000$
- Total award to be divided by number of years in the lease and paid, after showing continued compliance, after the anniversary date of the lease commencement
 - In this case, $\$72,000/10 = \$7,200$ per year

- Must maintain occupancy and lease payments for a minimum of the same, or more, square footage and maintain the minimum employees required throughout the life of the grant
 - In this case, 5,000 square feet and ten (10) employees

The Grant approval is contingent upon the following:

1. Execution of a ten (10) year lease for a minimum of 5,000 square feet of upper-story, non-ground floor existing office space.
2. Proof, acceptable to the DIA, of no less than 10 on site, FTE employees. May include owners and or partners.
3. Proof of all property taxes paid for at least the previous five (5) years.

Performance Schedule:

1. Commercial Revitalization Program Agreement or appropriate grant document to be executed not later than three (3) months from the receipt of the Draft Agreements which will establish the Façade Grant Agreement Effective Date.
2. Commencement of Occupation: Within six (6) months following the Grant Agreement Effective Date, Applicant commits to occupy no less than 5,000 square feet of office space with 10 or more FTEs at the subject address.
3. Yearly Lease Anniversary Requirements: On each anniversary of Commencement of Occupation, grantee will submit the necessary documentation to show the occupation of the same square footage and the employment of no less than the agreed-upon full-time equivalent employees.

Conditions:

This Term Sheet is limited by the following conditions:

1. Annual reporting required to demonstrate compliance with terms and conditions as approved; and
2. There may be additional terms, conditions, rights, responsibilities, warranties, and obligations for both parties which shall be determined in a later negotiated mutually agreeable written contract.

SUPPLEMENTAL INFORMATION

**RESOLUTION 2025-10-02 NORTH MARKET SOHL PA COMMERCIAL
REVITALIZATION PROGRAM STAFF REPORT**



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | <https://dia.coj.net/>

MEMORANDUM

TO: Retail Enhancement and Property Disposition Committee

FROM: Allan DeVault
CRA Redevelopment Manager, Downtown Investment Authority

SUBJECT: Overview of the Commercial Revitalization Program (CRP) and Recommendation for Sodi & Ingram PPLC

DATE: Thursday, October 9, 2025

The **Commercial Revitalization Program (CRP)** was created to attract new tenants to office buildings in Downtown Jacksonville by offsetting cost of parking. Suburban office parks often bundle free parking into their leases, which may place Downtown at a competitive disadvantage. The CRP may be used to offset a portion of these costs to help Downtown compete more effectively until its vibrancy and amenities naturally outweigh cost differences, however, funds are not restricted to offset parking costs and may be used for other purposes at the recipients discretion.

Program Overview:

- Eligible Office Spaces:
 - Existing office space only (must be on the tax rolls as a completed structure for at least 5 years).
 - *The subject property was built in 1985 and has been on the property tax rolls under previous ownership since at least 2013.*
 - Ground-floor office: minimum 1,000 SF and outside of the Core Retail Enhancement Area.
 - *Does not apply as the leased space is above the ground floor.*
 - Upper-story office: minimum 5,000 SF in buildings with at least 15% vacancy.
 - *The applicant will sign a lease for 5,000 square feet on the third floor of the building.*
 - Ineligible if building occupancy has been under 40% for 24 months unless recently sold and improved.
 - *This property was purchased by the new owner in August 2025. Managing member is Chris Hionides.*



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | <https://dia.coj.net/>

- Tenant Commitments:
 - Must be a first-time lease of that space (expansion into additional space qualifies).
 - *Applicant is moving from San Marco.*
 - Must maintain a staffing ratio of two (2) full-time employees per 1,000 SF leased.
 - *The applicant currently has 10 full-time positions, one of which is being filled after a departure. The applicant does have plans to add more staff.*
 - Lease must be a minimum of three (3) years and cannot be a sublet or license agreement.
 - *Lease is for a term of 10 years.*
- Incentives Provided:
 - Parking offset grants are calculated per 1,000 SF leased, assuming two employees per space.
 - Awards scale by lease length:
 - 3-year lease: \$2.88/SF equivalent
 - 5-year lease: \$5.40/SF equivalent
 - 10+ year lease: \$14.40/SF equivalent

Lease Term (Months)	Parking offset per space*	Grant Award (Per SF equivalent)
36-47	\$40.00/mo.	\$2.88
48-71	\$45.00/mo.	\$5.40
72-95	\$50.00/mo.	\$8.40
96-119	\$55.00/mo.	\$11.88
120+	\$60.00/mo.	\$14.40

* Assuming 2 employees/parking spaces for every 1,000 square feet

- Grants are capped at 50,000 SF (or 100 employee spaces); larger leases reviewed individually.
 - Annual compliance certification required; failure to maintain staffing ratios or space occupancy will suspend payments.
 - Each employee (calculated at 2 employees per 1,000 square feet) also receives a \$100 DVI Downtown gift card, encouraging immediate engagement with local businesses.
 - *(5,000 square feet / 1,000) * 2 = 10 DVI Downtown gift cards with a value of \$1,000.*
- Administration: Applications must be filed with the DIA before lease execution, and grant payments are made annually following compliance review.



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | <https://dia.coj.net/>

Recommendation:

Based on the criteria above, Sodl & Ingram PPLC at 24 North Market Street, Jacksonville, FL qualifies for participation in the Commercial Revitalization Program.

Their inclusion will:

- Reduce their effective parking costs, strengthening their commitment to Downtown.
- Activate additional office space, supporting overall occupancy and vibrancy.
- Contribute directly to the DIA's mission of making Downtown a competitive, desirable business location.

Funding Eligibility:

Calculated as $5,000 \text{ sf} / 2 = 10 \text{ employees}$.

From the table above for leases of 120+ months = $\$60 \times 10 \text{ employees} \times 120 \text{ months} = \$72,000$

Total DIA funding commitment proposed equals $\$72,000 + \$1,000 = \$73,000$.

TAB III.E

RESOLUTION 2025-10-03 120 WEST ADAMS – OBSCURE REP – DEFER

TAB III.F

**RESOLUTION 2025-10-04 SNYDER MEMORIAL METHODIST EPISCOPAL CHURCH
DUE DILIGENCE**

RESOLUTION 2025-10-04

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY FOR THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA, INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO DEVELOP A SOLICITION FOR DUE DILIGENCE SERVICES FOR THAT PROPERTY REFERRED TO AS THE SNYDER MEMORIAL METHODIST EPISCOPAL CHURCH AS MORE FULLY IDENTIFIED ON EXHIBIT A, WITH THOSE SERVICES SOUGHT MORE FULLY IDENTIFIED IN EXHIBIT B; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO UTILIZE THAT FUNDING SOURCE(S) IDENTIFIED IN SECTION 3 OF THIS RESOLUTION; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority has identified that property known as Snyder Memorial Methodist Episcopal Church, as more fully depicted on **Exhibit A** (“Snyder Memorial”), for future property disposition; and

WHEREAS, the Downtown Investment Authority desires to undertake certain due diligence activities (“Due Diligence Services”) as identified in **Exhibit B** in advance of any property disposition.

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 instructs its Chief Executive Officer to seek solicitations for Due Diligence Services in accordance with **Exhibit B** for the Snyder Memorial property as identified in **Exhibit A**.

Section 3. The DIA instructs its Chief Executive Officer to utilize the below funding source(s) for the procurement of such services as described in Section 2, above, in an amount of up to \$25,000.

Source:	Amount
Northbank Professional Services	(\$25,000)

Section 4. The DIA authorizes its Chief Executive Officer to take all necessary action to effectuate the purposes of this Resolution.

Section 5. This Resolution shall become effective on the date of which it is signed by the DIA Board Chair.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Witness

Patrick Krechowski, Esq., Chair

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

Exhibit A
Snyder Memorial



Snyder Memorial Methodist Episcopal Church located at 226 N Laura Street (073750-0000) being more particularly described as follows:

The East 3.76 feet of Lot 5 and all of Lot 6, Block 38, Harts Map of Jacksonville, of the former Public Records of Duval County, Florida.

Exhibit B
Due Diligence Services

The following Due Diligence Services will be procured through competitive solicitation. The services may be procured through a single solicitation for all services, or through multiple solicitations for discrete services. Additional services as may be recommended by the Office of General Council, the Department of Public Works, the Office of Administrative Services, JEA, or the Florida Department of Transportation may be included, provided that such services are consistent with and in furtherance of the intent of this Resolution 2025-10-04.

- 1) Survey of property
- 2) Ensure title insurability
- 3) Environmental (Phase I) and geotechnical investigation

TAB III.G

RESOLUTION 2025-10-05 MUSIC HERITAGE GARDEN FUNDING

RESOLUTION 2025-10-05

RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) AS THE COMMUNITY REDEVELOPMENT AGENCY (CRA) FOR THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA CREATING A MUSIC HERITAGE GARDEN PROJECTION AND SOUND CAPITAL PROJECT; EFFECTUATING A BUDGET TRANSFER WITHIN PLAN AUTHORIZED EXPENDITURES PURSUANT TO ITS AUTHORITY TO DO SO WITHOUT FURTHER ACTION BY CITY COUNCIL AS AUTHORIZED BY SECTION 106.341, JACKSONVILLE CODE OF ORDINANCES; AUTHORIZING THE TRANSFER OF \$1,213,740 FROM NB MUSIC HERITAGE GARDEN PROJECTION TOWER BUDGET TO NB MUSIC HERITAGE GARDEN PROJECTION AND SOUND CAPITAL PROJECT FOR THE DESIGN AND PROCUREMENT OF SPEAKERS AND PROJECTORS TOGETHER WITH ANY ANCILLARY HARDWARE, SOFTWARE OR SERVICES RELATING TO ADDITION OF THESE ELEMENTS TO MUSIC HERITAGE GARDEN; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL ACTION NECESSARY TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) is the Community Redevelopment Agency for the North Bank Community Redevelopment Area pursuant to Ordinance 2012-0364; and

WHEREAS, activation and programming of public space is a project within the DIA’s Business Investment and Development Plan – comprised of the Community Redevelopment Area Plan and Business Investment and Development Strategy (BID Plan); and

WHEREAS, the Music Heritage Garden is a City Capital Improvement project that will be a park located on the Northbank Riverfront behind the Jacksonville Center for the Performing Arts and adjacent to Riverfront Plaza and will honor and spotlight Jacksonville’s rich musical legacy through design and interactive art; and

WHEREAS, to further activate the Riverfront both at Music Heritage Garden and Riverfront Plaza as well as to connect programming across the river to Friendship Fountain, the DIA procured artistic services from De-Zyn Studios for the development of a multimedia projection show consisting of synchronized visuals, lights and sound that will be projected nightly onto surfaces of the Performing Arts Center and Friendship Fountain; and

WHEREAS, via Resolution 2024-08-07, the DIA transferred approximately \$500,000 as initial funding for the construction of the Music Heritage Garden Projection Tower to support the show; and

WHEREAS, via Resolution 2024-11-10, the DIA transferred \$750,000 as supplemental funding for the construction of the Music Heritage Garden Projection Tower; and

WHEREAS, following a pre-bid costing exercise conducted by a contractor we discovered the expected actual project cost of the projection tower exceed the budgeted amount; and

WHEREAS, following discussions between DIA and City staff regarding the most appropriate course of action, DIA staff recommends the transfer of \$1,213,740 from the Music Heritage Garden Projection Tower project to a new project, the Music Heritage Garden Projection and Sound, for the purchase and installation of an outdoor speaker system, additional projectors, and additional enhancements and ongoing program development; and

WHEREAS, the creation of a CRA project to fund additional capital improvements at the Music Heritage Garden will enable the park's lawn to serve as a venue for projected content, allow existing park funds to be redirected toward park enhancements by covering the cost of additional projectors, and strengthen the park's overall functionality while maximizing the DIA's investment in the nightly show; and

WHEREAS, in addition to creating a venue for viewing and listening to the projection show, the sound system will support additional programming in the space, further activating the park and promoting Jacksonville's rich music history; and

WHEREAS, the DIA has determined that new capital product is consistent with the BID Plan and a permitted use of budgeted funds.

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. By approval of this Resolution, the DIA in its capacity as the CRA for the Combined Northbank Community Redevelopment Area creates a Music Heritage Garden Projection and Sound Plan Authorized Expenditure / CRA Capital Project, further authorizing its Chief Executive Officer to effectuate a budget transfer in the amount of \$1,213,740 from NB Music Heritage Garden Projection Tower Plan Authorized Expenditure to (new) NB Music Heritage Garden Projection and Sound Project.

Section 3. The CEO is authorized and instructed to take all necessary action to effectuate the purpose of this Resolution.

Section 4. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

[SIGNATURES ON FOLLOWING PAGE]

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Patrick Krechowski, Esq., Chair

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

SUPPLEMENTAL INFORMATION

RESOLUTION 2025-10-05 MUSIC HERITAGE GARDEN FUNDING STAFF REPORT



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | <https://dia.coj.net/>

MEMORANDUM

To: Downtown Investment Authority Governing Board

Through: Patrick Krechowski, Esq., Chair

From: Guy Parola, Director of Operations
Ina Mezini, Strategic Initiatives Coordinator

Date: October 15, 2025

RE: Resolution 2025-10-05 Music Heritage Garden Funding Reallocation

Resolution 2025-10-05 would reallocate funding originally dedicated to the fabrication and installation of a projection tower within the Performing Arts Center Music Heritage Garden. The tower was intended to house two projectors as part of the interconnected audiovisual experiences planned for the Music Heritage Garden and Friendship Fountain/St. Johns River Park. This resolution would reallocate \$1,213,740 from the Music Heritage Garden Projection Tower project to a new project – the Music Heritage Garden Projection and Sound Project – to support the purchase and installation of outdoor speakers, additional projectors, programming, licensing, and related equipment and services.

Background

At or around 2020, the concept for a Music Heritage Garden (park) fronting the St. Johns River's Northbank at the Performing Arts Center began to develop as a City Capital Improvement Project. Two companion projects followed: improvements to Friendship Fountain/St. Johns River Park and the creation of an audiovisual experience linking the two parks.

As conceived, the audiovisual experience would utilize Performing Arts Center building facades and Friendship Fountain as "screens" for projection, with the "shows" linking the two parks to create a dynamic, waterfront experience. Specific to Music Heritage Garden, the DIA approved funding for a projection tower that would be located within the park, with two projectors oriented towards the southern rooftop façade of the Performing Arts Center (fly loft).

It is important to note that the two projectors planned for the tower were part of a larger system of seven. The remaining five projectors are mounted directly on the roof of Performing Arts Center, projecting onto the east and south façades, eliminating the need for additional

freestanding structures. The east façade is visible from Riverfront Plaza, the river, both Riverwalks, and nearby bridges; the south façade is visible from the Music Heritage Garden as well as the river, Riverwalks, and bridges.

In August of 2024, the DIA procured the design services of CD Urban, LLC, for the design of the projection tower. Following stakeholder input that the structure should serve as public art given its prominent location on the Riverfront, artist Matthew Mazzotta was added to the team. Over the past year there have been many iterations and concepts for the projection tower, centered around several constants: first, the tower must house two projectors and their housing, with a combined weight of approximately 1,000 pounds; second, the tower needed to be tall enough to clear tree canopy, account for site grading, and elevated such to effectively project onto the upper portion of the building, totaling approximately 50 feet; third, it must incorporate a winch system to lower the equipment for maintenance, as site constraints preclude the future use of heavy machinery; and, fourth, the tower needed to have an artistic skin.

Actual Cost vs Budget

Essentially, we are at 90% engineering and design completion for the tower, and it is our (DIA and City staff) recommendation that the projection tower project be put on hold and the previously allocated funding be redirected for the purchase and installation of outdoor speakers, additional projectors, and other ancillary equipment/services.

Originally, the projection tower was budgeted for \$1,200,000 to \$1,500,000, with a total appropriation to date (for construction, design costs paid separately) of \$1,213,743. As the design progressed and construction methods determined, the actual fabrication, construction and installation costs associated with the projection tower became a concern. To address that concern, the DIA employed the services of a contractor to undertake a pre-bid costing exercise.

Our contractor received pricing from several entities utilizing various construction methods (e.g. auger cast piles vs driven or micro piles, etc.), the results of which show an expected actual project cost of \$2,500,000 to \$5,000,000 when factoring in permit costs, insurances, etc.

Recommendation

The DIA and Parks, Recreation and Community Services staff recommend that the DIA transfer \$1,213,740 from the Music Heritage Garden Project Tower Project to the new Music Heritage Garden Projection and Sound Project for the purchase and installation of outdoor speakers in Music Heritage Garden, additional projectors and ancillary equipment/services, and support for programming, licensing and ongoing program development. This recommendation is based on the following reasons: there are five other projectors and two projection surfaces at the

Performing Arts Center viewable from both the Music Heritage Garden, Riverfront Plaza, and St. Johns River; a need for purchasing of outdoor speaker system to accompany the video projection show; an expected budget deficit for the tower; and pending financial commitments over the next few years (e.g. Riverfront Plaza Development Pad B). Additionally, by covering these costs, the DIA will enable the Parks Department to redirect capital improvement funds that would have been used for projectors and sound toward shade structures and park furnishings, thereby restoring elements back into the park's improvement plan.

The Music Heritage Garden Projection Tower Project would remain a project available for future funding should it be determined that there is a need for a third projection surface.

There is an August 2025 quote for outdoor speaker acquisition and installation of \$421,638, leaving \$792,102 available for additional projectors, programming, licensing, and related costs.

TAB III.H

RESOLUTION 2025-10-06 KEANES SIDEWALK ENHANCEMENT GRANT

RESOLUTION 2025-10-06

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA” OR “GRANTOR”) ACTING AS THE COMBINED NORTHBANK DOWNTOWN COMMUNITY DEVELOPMENT AGENCY APPROVING THE AWARD OF A RETAIL ENHANCEMENT PROGRAM FORGIVABLE SIDEWALK ENHANCEMENT LOAN TO 323 E BAY STREET, LLC (“GRANTEE”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A FORGIVABLE LOAN AGREEMENT OR EQUIVALENT; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENT; AND FINDING THAT THE PROPOSED SIDEWALK CAFÉ FURTHERS THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE NORTHBANK CRA PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Ordinance 2012-0364-E created the Downtown Investment Authority, designating the DIA as the City’s Community Redevelopment Agency, and, as amended through Ordinance 2018-555-E, the City Council created the Combined Northbank Downtown Community Redevelopment Area authorizing the DIA to carry out community redevelopment under Chapter 163, Part III, Florida Statutes in accordance with a community redevelopment plan; and

WHEREAS, DIA is the designated Community Redevelopment Agency for the Northbank Downtown CRA, for which a Business Investment and Development Plan, inclusive of a Community Redevelopment Area Plan, (“BID/CRA Plan”) was adopted by Ordinance 2014-560-E and amended and updated by Ordinance 2022-372-E; and

WHEREAS, the Grantee submitted a Retail Enhancement Program - Sidewalk Enhancement application to the DIA under the Targeted Retail Activation: Food and Beverage Establishments Program adopted by DIA pursuant to Resolution 2020-06-01 and as modified by Resolution 2021-12-02; and

WHEREAS, the application was reviewed by the DIA staff and found to be consistent with the BID Plan and CRA Plan for Downtown Northbank; and

WHEREAS, The DIA hereby finds that the Project is supported by the following Goal(s) and Strategic Objective(s) of the BID Plan:

- Goal 3: Increase and diversify the number and type of retail, food, and beverage, and entertainment establishments within Downtown.
- Goal 4: Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions.
- Goal 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River

WHEREAS, the DIA is authorized to utilize the Northbank Downtown CRA Trust Fund, in accordance with the CRA Plan, to foster the redevelopment of the Downtown Northbank Community Redevelopment Area; and

WHEREAS, there are sufficient funds available within the Northbank CRA approved budget for Retail Enhancement to fund this request; and

WHEREAS, to assist the Grantee in activating Downtown by adding additional sidewalk service area to their existing restaurant, DIA staff recommends that the DIA approve a Sidewalk Enhancement Forgivable Loan in the amount not to exceed ELEVEN THOUSAND SEVENTY-SIX AND 00/100 DOLLARS (\$11,076) to the Grantee in accordance with the terms of the established program and the application attached hereto as Exhibit A; and

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 hereby approves the award of a Retail Enhancement Grant Sidewalk Enhancement Grant in the amount of \$11,076.00 from the Combined Northbank CRA to Grantee to be provided in accordance with the application attached hereto as Exhibit A and the adopted Sidewalk Enhancement program guidelines.

Section 3. This award is subject to each of the following prior to reimbursement for eligible expenditures as may be submitted:

- a) Maximum funding limited to 80% of actual costs incurred as supported by invoices, but not more than \$11,076.00, and
- b) Evidence that the lease for the subject property and operation of the subject business has been renewed for a period of not less than five years.
- c) Issuance of a Sidewalk Café permit to Grantee that would allow use of the subject sidewalk for the intended purpose, and
- d) A notarized statement from Bay Street Warehousing, LLC, as property owner and landlord, authorizing operations related to this Sidewalk Enhancement application.
- e) Sidewalk furniture shall be materially consistent with the items listed in Exhibit A, attached hereto.

Section 4. The Chief Executive Officer is hereby authorized to negotiate and execute the Loan Agreement or equivalent and otherwise take all necessary action in connection therewith to effectuate the purposes of this Resolution.

Section 5. The Effective Date of this Resolution is the date of execution of this Resolution by the Chair of the DIA Board.

*** SIGNATURES FOUND ON THE FOLLOWING PAGE ***

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY








Witness

Patrick Krechowski, Esq., Chairman

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

EXHIBIT A
Resolution 2025-10-06

ITEM	STORE	PHOTO	PRICE	QUANTITY	TOTAL
TABLES/CHAIRS	WEBSTaurant		Only \$494.99 /Each Discounted shipping with 	6	\$2,969.94
UMBRELLAS	WEBSTaurant		Only \$299.99 /Each Ships free with 	6	\$1,799.94
CITRUS TREES	HOME DEPOT		\$48⁶⁵	6	\$291.90
PLANTER BOXES	BUILT - 30X30 METAL FABRICATED		\$1,000.00	6	\$6,000.00
SOIL FOR PLANTERS	HOME DEPOT		\$774⁵⁶ /pallet FREE DELIVERY	3	\$2,323.68
WALL LIGHTING	HOME DEPOT		\$91⁹⁵	5	\$459.75
				TOTAL:	\$13,845.21

SUPPLEMENTAL INFORMATION

**RESOLUTION 2025-10-06 KEANES SIDEWALK ENHANCEMENT GRANT STAFF
REPORT**

DIA Staff Report
Keane's Irish Pub
Sidewalk Enhancement Grant Program
October 9, 2025

Project name / Applicant: **323 E Bay Street, LLC d/b/a Keane's Irish Pub**
Evan Rajta, Operating Partner

Project Location: 315 E Bay Street
Jacksonville, Florida 32202

Total Project Costs:	\$13,845.00	100%
Applicant Contribution:	\$2,769.00	20%
Funding Request:	\$11,076.00	80%

Recommended Funding:	\$11,076.00	80% of Eligible Costs
-----------------------------	--------------------	------------------------------

Project Description:

The applicant, 323 E Bay Street, LLC d/b/a Keane's Irish Pub, has applied for funding under the Retail Enhancement Grant, Sidewalk Enhancement Stand-Alone program.

Keane's Irish Pub proposes adding six-four top tables, twenty-four chairs, six umbrellas and six citrus trees in large, custom-built planters to the sidewalk in front of their soon to open location at 315 East Bay Street in order to draw more attention to the restaurant, liven up the downtown area, and to provide more outdoor seating. For security, the applicant proposes bringing the tables, chairs, and umbrellas indoors after closing each night. This is considered an eligible activity under the program guidelines.

The subject property is located within the Elbow defined district of the Targeted Retail Activation: Food and Beverage Establishments Program (FAB-REP) adopted by DIA pursuant to Resolution 2020-06-01. Property taxes have been confirmed to have been paid for the 2025 tax year at the subject location as required.

Staff Recommendation:

Staff recommends approval of this request as submitted with funding under the Retail Enhancement Grant Program upon purchase and installation of the equipment as proposed subject to the following terms and conditions:

DIA Staff Report
Keane's Irish Pub
Sidewalk Enhancement Grant Program
October 9, 2025

1. Maximum funding limited to 80% of actual costs incurred as supported by invoices, but not more than \$11,076.00.
2. Evidence that the lease for the subject property and operation of the subject business has been renewed for a period of not less than five years.
3. Submission of a valid Sidewalk Café Permit.
4. A notarized statement from Bay Street Warehousing, LLC, as property owner and landlord, authorizing operations related to this Sidewalk Enhancement application.

TAB III.I

RESOLUTION 2025-10-09 M.O.S.H. RDA AMENDMENT

RESOLUTION 2025-10-09

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (THE “DIA”) RECOMMENDING AMENDMENTS TO THAT SECOND AMENDED AND RESTATED REDEVELOPMENT AGREEMENT AMONG THE CITY, DIA, AND MUSEUM OF SCIENCE AND HISTORY, INC. (“MOSH”) DATED MAY 20, 2025, (“RDA”) AND RELATED DOCUMENTS IN ACCORDANCE WITH THE TERM SHEET ATTACHED HERETO AS EXHIBIT A, WITH ALL OTHER TERMS AND CONDITIONS OF THE RDA AND RELATED DOCUMENTS REMAINING UNCHANGED; AUTHORIZING THE CHIEF EXECUTIVE OFFICER (“CEO”) OF THE DIA TO FILE LEGISLATION TO ENACT THE MODIFICATIONS TO THE RDA AND RELATED DOCUMENTS; AUTHORIZE THE CEO TO EXECUTE ALL DOCUMENTS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the DIA and City Council approved the RDA, and related documents via DIA Resolutions 2022-01-03 and 2022-09-03; Ordinance 2023-184-E; Ordinance 2024-372-E; and Ordinance 2025-0103-E respectively; and

WHEREAS, MOSH has been diligently pursuing fundraising as contemplated by the RDA and is making progress on the design of the surrounding City park as contemplated by the associated Cost Disbursement Agreement but has been delayed in the design of the museum building itself and commencement of construction necessitating this amendment; and

WHEREAS, MOSH, the DIA and the City find it in the best interest of the City, the DIA and MOSH to make those certain amendments included as Exhibit A to the Second Amended and Restated Redevelopment Agreement,

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 the amendment of the RDA and related documents to effectuate the modifications set forth in Exhibit A attached hereto.

Section 3. The DIA authorizes the CEO to initiate filing legislation with the City Council to enact the changes incorporated within this Resolution 2025-10-09.

Section 4. The Chief Executive Officer is hereby authorized to execute the contracts and documents and otherwise take all necessary action in connection therewith to effectuate the purposes of this Resolution.

Section 5. This Resolution, 2025-10-09, shall become effective on the date it is signed by the Chair of the DIA Board.

[SIGNATURES ON FOLLOWING PAGE]

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Witness

Patrick Krechowski, Esq., Chairman

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

EXHIBIT A
RESOLUTION 2025-10-09

- I. Off Street Parking:
 - a. Reduce from 75 to a minimum of 30 spaces
 - b. Parking may be surface or structured, providing that they are contained within the Museum Parcel and set back in accordance with requirements governing surface parking as contained in Chapter 656, Part 3, Subpart H, Jacksonville Code of Ordinances

II. Site Plan: Museum Parcel, Partnership Parcel and Park Parcel

Reconfiguration of the Museum Parcel, Joint-Use/Partnership Parcels and Park Parcel as described and illustrated throughout the RDA and its exhibits may be administratively approved jointly by the DIA CEO, Director of Parks, Recreation and Community Services, and the Director of Public Works providing that there is no reduction in area and quality of lands within the Joint-Use/Partnership and Park Parcels

SUPPLEMENTAL INFORMATION

RESOLUTION 2025-10-09 M.O.S.H. RDA AMENDMENT STAFF REPORT

MEMORANDUM

To: Downtown Investment Authority Governing Board

Through: Patrick Krechowski, Esq., Chair

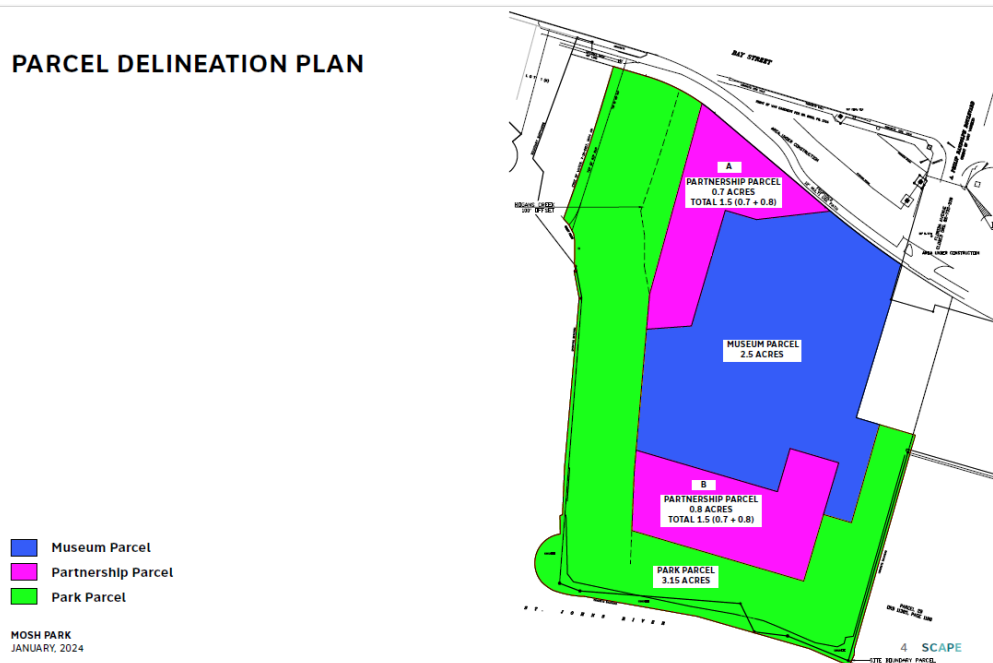
From: Guy Parola, Director of Operations
Ina Mezini, Strategic Initiatives Coordinator

Date: October 15, 2025

RE: Resolution 2025-10-09 M.O.S.H. RDA Amendments

Resolution 2025-10-09 would amend the M.O.S.H. Redevelopment Agreement (including associated documents therein) to reduce the number of required parking spaces to not less than thirty (30) and allow for de minimis reconfiguration of the “site plan” comprised of a Museum Parcel, Joint-Use / Partnership Parcels, and a Park Parcel, which are illustrated below:

PARCEL DELINEATION PLAN



[Continued on following page]

Background on Site Plan:

Since announcing their intent to relocate to the Northbank, M.O.S.H. the City and DIA have worked together with various design teams to redevelop a portion of the Shipyards east of Hogans Creek to accommodate a new museum. A result of this cooperation was the separation of a 7 acre parcel (see Exhibit 1 to this memorandum) into three contiguous areas: a Park Parcel, which is entirely public park and riverwalk; a Joint-Use/Partnership Parcel, which is park space that may be programed by M.O.S.H. and the City; and a Museum Parcel, which will house the museum, parking and associated areas.

The museum building itself, which is fully within the Museum Parcel, has undergone several iterations and is currently being redesigned. While an updated design remains a work in progress, in speaking with M.O.S.H. it is likely that a slight modification to the parcelization of the site plan will be necessary. We expect that the Museum Parcel will be pulled northwest, with a cascading effect being the Museum Parcel, Joint-Use/Partnership Parcels and Park Parcel being adjusted accordingly.

Amendment

The Redevelopment Agreement and associated documents will need revised exhibits once the parcels are reconfigured. The amendment, therefore, would allow the DIA Chief Executive Officer the Director of Parks, Recreation and Community Services, and the Director of Public Works to jointly approve modifications providing that there is no reduction in area and quality of lands within the Joint-Use/Partnership and Park Parcels. For clarification, by “quality of lands” we mean that usable park space will not be exchanged for, by way of example, parking facilities.

Background on On-Site Parking

The current M.O.S.H. location (on Southbank) has both on-site parking as well off-site parking (at the former River City Restaurant surface parking lot) together with public parking under the Acosta Bridge. Over the course of several years, on-site parking at the new M.O.S.H. location has gone through several scenarios: under the museum, surface, no parking, and so forth. However, while parking has consistently been identified as part of the “project”, neither the term sheets for property dispositions¹; the Redevelopment Agreement dated May 22, 2023; nor the Amended and Restated Redevelopment Agreement dated November 1, 2024, actually prescribed a minimum number of parking spaces. It was not until the Second Amended and Restated Redevelopment Agreement dated May 20, 2025, that a minimum number of parking spaces (75) was prescribed. This inclusion was in response to a proposal to eliminate all on-site parking and not based on actual on-site parking requirements within the Ordinance Code (note: within Downtown, there are no minimum on-site parking requirements).

¹ Resolutions 2021-11-01, 2022-01-03 and 2022-09-03 effectuated ground lease dispositions of the City’s property for M.O.S.H.

Amendment

The amendment would reduce the on-site parking space requirement from 75 to 30, subject to review by the City and DIA as part of the overall site and building plan review process. Staff supports this reduction because:

- The project includes a minimum 50,000 square feet of exhibit and gallery space incorporated into a larger building with classrooms, cafes, gift shop, etc. Even at 75 spaces, there would be an off-site parking need for the museum; and
- Regardless of the off-site parking demand number, the DIA operates public parking garages within proximity to the new museum location and is in the process of making these garage(s) open to transient (i.e. hourly) parkers.

TAB IV.A
SEPTEMBER 17TH, 2025 DOWNTOWN INVESTMENT AUTHORITY MEETING
MINUTES APPROVAL



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Downtown Investment Authority Hybrid Meeting
MEETING MINUTES

DIA Board Members: Sondra Fetner, Esq.; Micah Heavener; Scott Wohlers; John Hirabayashi; Cameron Hooper; Carrie Bailey; Jill Caffey; and Trevor Lee

Mayor's Office: Bill Delaney, Council Liaison

Council Members: None

DIA Staff: Colin Tarbert, CEO; Guy Parola, Director of Operations; Steve Kelley, Director of Downtown Real Estate and Development; Allan DeVault, CRA Redevelopment Manager; Wade McArthur, Property Disposition Manager; Scott Wilson, Capital Projects Manager; and Ava Hill, Administrative Assistant

Office of General Counsel: John Sawyer, Esq.

I. CALL TO ORDER

Sondra Fetner, Board Vice Chair, called to order the Downtown Investment Authority Meeting at 2:29 PM.

II. DOWNTOWN INVESTMENT AUTHORITY

A. JULY 16TH, 2025, DOWNTOWN INVESTMENT AUTHORITY MEETING MINUTES APPROVAL

Board Vice Chair Fetner called for a motion to approve the meeting minutes as presented.

Motion: Board Member Wohlers motioned to approve the meeting minutes.
Seconded: Board Member Hooper seconded the motion.

Seeing no discussion, Board Chair Krechowski called for a vote.

Vote: **Aye: 8** **Nay: 0** **Abstain: 0**

MOTION PASSED UNANIMOUSLY 8-0-0

III. CEO INFORMATIONAL BRIEFING

A. DOWNTOWN PROJECT UPDATE AND CEO REPORT

Colin Tarbert, in his sixth week as CEO, provided a comprehensive update. He highlighted the release of an RFP for a restaurant operator at Friendship Fountain, noting the high foot traffic in the area. He also discussed efforts to lease ground-floor retail space at the Ed Ball Building,



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

including a phased approach and targeted advertising. Tarbert announced the official confirmation of a Publix grocery store downtown, which will anchor a mixed-use development with 250 residential units. He emphasized the catalytic impact of this project on downtown livability.

Tarbert also reported on progress at the Gateway blocks, participation in open houses for the University of Florida's LaVilla project, Music Heritage Park, and the Met Park redesign. He praised staff for their work and noted the strong developer interest in these initiatives.

Non-Motorized User Counts

Guy Parola presented data on pedestrian and cyclist activity along Park Street and the Emerald Trail. Over a three-week period, more than 2,800 users were recorded at one location, with over 2,000 at another. The data demonstrated strong usage of the new infrastructure, even before full redevelopment of the corridor. A board member raised concerns about the visibility of roundabouts and suggested painting them for better safety. Staff agreed to consult with the city's traffic engineer.

Board Vice Chair Fetner: Asked if there are any plans to add landscaping or art installations to the roundabouts.

Mr. Guy Parola: Said there are no such plans because the roundabouts are designed to be drivable by emergency vehicles. Existing landscaping is already causing some issues.

Board Vice Chair Fetner: Asked whether the roundabouts could be painted to make them more visible.

Mr. Guy Parola: Said they will consult with the city's traffic engineer to determine if painting them is a viable option.

CRA and Construction Project Updates

Scott Wilson provided updates on several major projects:

- One Riverside: Retail spaces are 95% complete, with tenant build-outs expected soon.
- McCoy's Creek: Concrete slab installation is complete, and excavation continues.
- The Hub: Construction is progressing rapidly, with roofing and framing underway.
- Johnson Commons: Buildings are nearing completion, with pool construction in progress.
- Pearl Street Projects: Building envelopes and window installations are ongoing.
- Riverfront Plaza: Landscaping, splash pad, and electrical work are underway.
- Four Seasons Hotel and Office: The hotel has reached Level 11; the office building is powered and enclosed.



Downtown Investment Authority
Downtown Investment Authority Hybrid Meeting
Wednesday, September 17th, 2025, 2:00 p.m.

Wilson also noted that Broadcast Place was awarded to Kimley-Horn and will include pickleball courts and other amenities. Shipyards West received multiple responses to its RFI, and Flagler Avenue Festival Street is moving forward.

He also shared updates Retail Enhancement Program projects that included:

- Completed: SIP Rooftop, Deck Alive, Dorothy's Downtown, Poor Tap Room, Pizza Dynamo, Players Grill, and Caddy Club.
- Under Construction: Abessa Bakery, Dapper D's Cigar Lounge, and Keene's Irish Pub.
- Upcoming: Tavola Trattoria, Koto Iskaya, and a new Salon on the South Bank.

Board Vice Chair Fetner opened the floor for discussion.

Board Member Hooper: Raised concern that the Fleet Landing development on the Southbank might not contribute tax revenue to the CRA and asked whether this poses a long-term issue.

CEO Colin Tarbert: Acknowledged awareness of the concern but noted that DIA has not been involved in the process. He stated the intention to engage with the developer and school board to better understand the project and advocate for mixed-use development that aligns with CRA objectives.

IV. ADJOURNMENT

Seeing no further discussion, Board Chair Krechowski adjourned the DIA meeting at 2:47 PM.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Ava Hill at avah@coj.net to acquire a recording of the meeting.

TAB IV.B

RESOLUTION 2025-10-07 SIP & STROLL FUNDING

RESOLUTION 2025-10-07

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) PROVIDING FOR A FIFTY-FOUR THOUSAND DOLLAR (\$54,000.00) CONTRIBUTION TO DOWNTOWN VISION, INC. (DVI) FOR MONTHLY PROGRAMMING OF THE SOUTHBANK RIVERWALK; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2025-2026 ADMINISTRATIVE BUDGET'S EVENT CONTRIBUTION FUNDS; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the mission of the DIA is, “To drive growth in business and investment, create a vibrant urban living environment and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure, and policy”; and

WHEREAS, the efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

Redevelopment Goal No. 4 Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions; and

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

WHEREAS, Sip and Stroll occurs on nine (9) Third Thursdays on the Southbank Riverwalk (Jan., Feb., March, April, May, Sept., Oct., Nov., Dec.), spanning from Friendship Fountain to The Southbank Hotel, providing live music, food vendors, bars and a picnic area; and

WHEREAS, City Council via Ordinance 2021-0499 amended Chapter 55 to allow for DIA to directly enter into agreements with DVI for the programming of parks and public spaces located within Downtown without further need for City Council approval; and

WHEREAS, DIA staff has reviewed the budget and plans for Sip and Stroll and recommends that the Board approve the use of \$54,000 from the DIA fiscal year 2025-2026 administrative budget's event contribution funds to support this initiative.

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

Section 1. The DIA authorizes a payment of fifty-four thousand dollars (\$54,000.00) to DVI from the DIA fiscal year 2025-2026 administrative budget's event contribution funds 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

Patrick Krechowski, Esq., Chair

Date

VOTE: In Favor: ____ Opposed: ____ Abstained: ____

EXHIBIT A
TO RESOLUTION 2025-10-07

SCOPE OF WORK AND PAYMENT TERMS
SIP AND STROLL

- I. **Purpose and Overview:** Downtown Vision, Inc. (“DVI”), a not-for-profit business improvement district in Downtown Jacksonville, operates with the mission to build and maintain a healthy and vibrant Downtown Jacksonville and to promote Downtown as an exciting place to live, work, visit, and invest. DVI works in close coordination with the Downtown Investment Authority (“DIA”) and other City of Jacksonville (“City”) agencies to support the shared goals for Downtown’s improvement and activation, as stated in the DIA’s Community Redevelopment Area Plan and Business Investment and Development Strategy. In furtherance of those goals, DVI launched and has since produced the Sip and Stroll event series (“Sip and Stroll”) in 2021, which programs an approximately one-half mile stretch of the Southbank Riverwalk with artists, vendors, concessions, and other activations on the third Thursday of specified months. DVI requests, and DIA has agreed to provide, up to ***fifty-four thousand dollars (\$54,000)*** (“DIA Support”) from the DIA to support Sip and Stroll for a period extending from October 2025 through September 2026, which will include nine (9) individual events barring cancellation due to weather. These funds will be paid and invested according to the following schedule and terms.
- II. **Term and Project Schedule:** The DIA Support shall be invested in the production of nine (9) individual Sip and Stroll events occurring on the third Thursday of each month during a term extending from October 2025 through September 2026 (“Term”), in accordance with the below schedule (“Project Schedule”). The total number of events and/or the Project Schedule may be impacted due to inclement weather cancellations, which shall not impact DVI’s access to the full amount of the DIA Support or the Payment Terms and Schedule included in Paragraph IV of this Exhibit.

Project Schedule

1. October 16, 2025
2. November 20, 2025
3. December 18, 2025
4. January 15, 2026
5. February 19, 2026
6. March 19, 2026
7. April 16, 2026
8. May 21, 2026
9. September 17, 2026

- III. **Allowable Expenses:** The DIA Support shall be expended on or provided as reimbursement for the following expenses in support of Sip and Stroll during the Term (“Allowable Expenses”):
- a. Musical and other artistic programming expenses;
 - b. Lighting, staging, audio-visual, or other production expenses;
 - c. Restroom facilities, barricades, or other event infrastructure expenses;
 - d. Event marketing expenses; and
 - e. Security or other emergency personnel expenses.
- IV. **Payment Terms and Schedule:** Payment of the DIA Support will be made according to the following schedule:
- a. A payment of ***eighteen thousand dollars (\$18,000)*** shall be made following the completion of the first three events within the agreement (October, November, December), not to exceed six thousand dollars (\$6,000) per event. Payment is due within thirty (30) days of a written request from DVI.
 - b. A payment of ***eighteen thousand dollars (\$18,000)*** shall be made following the completion of the fourth, fifth and sixth events within the agreement (January, February, March), not to exceed six thousand dollars (\$6,000) per event. Payment is due within thirty (30) days of a written request from DVI.
 - c. A final payment of ***eighteen thousand dollars (\$18,000)*** shall be made following the completion of the final event within the Term, not to exceed six thousand dollars (\$6,000) per event. Payment is due within thirty (30) days of a written request from DVI and submission of a report demonstrating at least ***fifty-four thousand dollars (\$54,000)*** in Allowable Expenses for October 2025, November 2025, December 2025, January 2026, February 2026, March 2026, April 2026, May 2026 and September 2026.
- V. **Reporting:** by October 30, 2026, DVI shall submit to the DIA a final report summarizing marketing efforts and operations related to the production of Sip and Stroll during the Term.

TAB IV.C

RESOLUTION 2025-10-08 GATEWAY MOBILITY FEE CREDITS

RESOLUTION 2025-10-08

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING AN ASSIGNMENT OF MOBILITY FEE CREDITS TO GATEWAY JAX OR AN AFFILIATED ENTITY (“DEVELOPER”) FOR THE LESSER OF THE ACTUAL MOBILITY FEE OBLIGATION AS DETERMINED BY THE CONCURRENCY MANAGEMENT SYSTEMS OFFICE OR THE ACTUAL VERIFIED COSTS INCURRED BY THE DEVELOPER (OR THEIR ASSIGNS) ASSOCIATED WITH A BEAVER STREET ROAD DIET; AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE THE CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, through the adoption of Ordinance 2012-0364, the DIA was created to serve as the Community Redevelopment Agency for Downtown Jacksonville; and

WHEREAS, pursuant to Chapter 55 Downtown Investment Authority, Jacksonville Code of Ordinances, DIA has the authority to “negotiate, assign and allocate development rights within the Central Business District.”; and

WHEREAS, the Gateway Jax through associated entities is redeveloping multiple blocks within Downtown Jacksonville, which include those properties referred to as Blocks N-4 and N-8 on which, cumulatively, they will construct more than 775 multifamily units, and 49,000 square feet of commercial retail; and

WHEREAS, Gateway Jax is coordinating improvements with DIA, Public Works and FDOT within the Beaver Street right-of-way to enhance bikeability and walkability (the “Beaver Street Road Diet”).

WHEREAS, the DIA has entered into a Mobility Fee Credit Contract with a remaining credit value of \$32,355,770, which the DIA is authorized to assign to Developers as an incentive; and

WHEREAS, the amended BID Strategy approved by DIA via Resolution 2022-02-08 and BY City Council through Ordinance 2022-0372 contains a Mobility Fee Credit incentive outlining eligibility and Mobility Fee Credit incentive consideration criteria; and

WHEREAS, pursuant to the BID Strategy, Mobility Fee Credit Incentive program, the DIA may grant a mobility fee credit incentive equal to the value of the Developer’s contributions below and will use the following considerations when determining whether to grant a Mobility Fee Credit incentive, and the amount of incentive credit to be awarded.

The developer incurs the costs of construction for such public improvements as upgraded sidewalks, pedestrian lighting, benches, shade trees, trash receptacles, artistic bicycle

racks, etc. beyond the minimum required by the Downtown Overlay of Downtown Design Standards.

Any other improvement or commitment for ongoing maintenance of a facility for the benefit of pedestrians, bicyclists, transit users, or other non-single occupant vehicle transportation users.

The project includes a mix of uses that includes first floor retail vertically integrated with residential, noting that office and other non-residential uses may also be incorporated providing that the project includes a residential component; and

WHEREAS, Blocks N-4 and N-8 within the project collectively referred to as Pearl Square and the Beaver Street Road Diet meet the aforementioned criteria by which DIA may approve the assignment of Mobility Fee Credits; and

WHEREAS, Gateway Jax anticipates the following mobility fees to be due for projects in the Central Business District:

- Block N-4 - \$108,573
- Block N-8 - \$218,640

WHEREAS, Pearl Square and the above noted construction will commence prior to final design and construction of a Beaver Street Road Diet, but that the DIA does not desire to slow down or otherwise pause permitting and construction of Pearl Square,

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 hereby finds that the assignment is generally supported by the following Redevelopment Goal and specifically the following Strategic Objectives within that Redevelopment Goal:

Redevelopment Goal 2, Increase rental and owner occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.

Redevelopment Goal 3, Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

Section 3. The DIA hereby assigns a Mobility Fee Credit Value in an amount not to exceed \$327,213 or the actual Mobility Fee Credit obligation as determined by the Concurrency Management Systems Office, providing that the Developer:

- i. Incur the cost for agreed upon improvements within the Beaver Street right-of-way meeting the Downtown Design Guidelines district standards for such pursuant to a performance schedule to be approved by DIA.

Section 4. This assignment of Mobility Fee Credit Value is contingent upon compliance with the agreed upon performance schedule. In the event Developer fails to incur the costs within the agreed upon timeframe, Developer shall pay an amount equivalent to any Mobility Fee Credits used into the Mobility Fund for Zone 10 and any unused Mobility Fee Credit shall be void.

Section 5. The Chief Executive Officer is hereby authorized to execute the contracts and documents and otherwise take all necessary action in connection therewith to effectuate the purposes of this Resolution.

Section 6. The Effective Date of this Resolution is the date upon execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Patrick Krechowski, Esq. Chair

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

SUPPLEMENTAL INFORMATION

**RESOLUTION 2025-10-08 RESOLUTION 2025-10-08 GATEWAY MOBILITY FEE
CREDITS STAFF REPORT**



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | <https://dia.coj.net/>

MEMORANDUM

To: Downtown Investment Authority Governing Board

Through: Patrick Krechowski, Esq., Chair

From: Guy Parola, Director of Operations
Ina Mezini, Strategic Initiatives Coordinator

Date: October 15, 2025

RE: Resolution 2025-10-08 Gateway Mobility Fee Credits

Resolution 2025-10-08 will provide mobility fee credits to Gateway Jax (or related affiliate) for use on those properties referred to as Blocks N-4 and N-8 in an aggregate amount of up to \$327,213.

Background

Via Ordinance 2020-110-E, the City Council approved a “Mobility Fee Credit Contract” between the City of Jacksonville and the Downtown Investment Authority, which pursuant to Chapter 55, Jacksonville Code of Ordinances, is the Master Developer for Downtown. As the Master Developer, the Downtown Investment Authority is responsible for allocating development rights and reporting on those allocations together with any Mobility Fee Credit assignments to others (i.e. developers).

Within the BID Strategy there exists a Mobility Fee Credit incentive program that provides Mobility Fee¹ Credits² (authorized via Chapter 55, Ordinance Code) to a project under certain conditions. In this instance, the Developer is working with FDOT, DIA and Public Works to identify pedestrian and bicycle improvements along Beaver Street to which the Developer will fund a portion of such improvements.

Currently, there remains \$32,355,770 in Mobility Fee Credit value available for allocation by the DIA. For context, the original Mobility Fee Credit value in March of 2020 (month and year contract approved) was \$32,834,388.

¹ Mobility Fees are those fees associated with mitigating transportation impacts associated with new development

² A “Credit” towards those fees may be provided by the DIA to a development effectively eliminating or greatly reducing the Mobility Fee obligation of a project

TAB IV.D

RESOLUTION 2025-10-10 RIVERSEDGE PARKS CONTRIBUTION

(TO BE PROVIDED UNDER A SEPARATE COVER)