

**RESOLUTION 2025-02-09**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIVE THOUSAND DOLLAR (\$5,000.00) EVENT CONTRIBUTION TO PLACEMAKING AND EQUITY FUND, INC. TO SUPPORT LAVILLA SOUNDS; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2024-2025 ADMINISTRATIVE BUDGET’S EVENT CONTRIBUTION FUNDS; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN EVENT CONTRIBUTION AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; 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**, the Placemaking and Equity Fund, Inc. is a non-profit, non-partisan, organization that is “dedicated to supporting a sense of belonging for all residents in Jacksonville, Florida. The Placemaking & Equity Fund aims to achieve this by promoting increased access to public spaces and diverse and enriching programming of those spaces.”; and

**WHEREAS** LaVilla Sounds is a free community arts and music festival honoring Black History Month through entertainment that recognizes LaVilla’s rich history; and

**WHEREAS**, the arts and music festival will take place Saturday, February 22<sup>nd</sup> from 11 a.m. to 6 p.m. at Lift Ev’ry Voice and Sing Park; and

**WHEREAS**, throughout the day, the festival will feature family-friendly festivities, entertainment, food trucks and hands-on activities, including: Special Formula Band, R&B singer Alyson Williams, Florida A&M University Concert Choir, Games We Play with Queen Nur, Yohannas Performing Arts Company, DJ Charles Scantling and Brenda’s Line Dance Crew and more;and

**WHEREAS**, DIA seeks to support LaVilla Sounds via the event’s silver sponsorship level, totaling five thousand dollars (\$5,000); and

**WHEREAS**, the DIA Board via Resolution 2022-04-02 authorizes certain contributions to private organizations and sponsorships of events that take place in Downtown and/or further the

Business Investment and Development Plan and do not exceed Five Thousand Dollars (\$5,000.00) per event or sponsorship, subject to available budgeted funds to proceed directly to the Board for consideration on the Consent Agenda;

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

**Section 1.** The DIA authorizes a contribution of five thousand dollars (\$5,000) to the Placemaking and Equity Fund, Inc. in accordance with Exhibit 'A'.

**Section 2.** The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution.

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

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
\_\_\_\_\_  
Patrick Krechowski, Chair

2/19/25  
Date

VOTE: In Favor: 6 Opposed: 0 Abstained: 1

## EXHIBIT A

### PLACEMAKING AND EQUITY FUND

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January 28, 2025

Downtown Investment Authority  
Lori Boyer, CEO  
City Hall at St. James Building  
117 West Duval Street # 310  
Jacksonville, Florida 32202

Mrs. Boyer,

The community event announced at the Lift Ev'ry Voice and Sing Rededication Ceremony is scheduled for February 22, 2025. We would greatly appreciate DIA's support via event sponsorship. Event details and sponsorship levels included below.

#### Event Details

The City of Jacksonville, the Jessie Ball duPont Fund and Florida Blue invites the community to LaVilla's Lift Ev'ry Voice and Sing Park for a free arts and music festival on Saturday, February 22 from 11 a.m. to 6 p.m. at 120 Lee Street. Rain or shine, LaVilla Sounds Presented by Florida Blue will feature a variety of entertainment and activities that celebrate and honor LaVilla's rich history. "In honor of Black History Month, this festival brings our community together to create a space where history is not just remembered, but it is celebrated and helps inspire the next generation," said Carol Alexander, president and chief executive officer of MaBu Culture and host of the event. "LaVilla Sounds will honor LaVilla's role in history, the greater Jacksonville community and beyond through a day filled with music, gathering and fun."

Throughout the day, the festival will feature family-friendly festivities, entertainment, food trucks and hands-on activities, including:

- Special Formula Band
- R&B Singer Alyson Williams
- Florida A&M University Concert Choir
- Games We Play with Queen Nur
- Yohannas Performing Arts Company
- DJ Charles Scantling and Brenda's Line Dance Crew

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*No goods or services were provided in exchange for this contribution. The Placemaking and Equity Fund, Inc. is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN #87-2882720.*

LaVilla Sounds presented by Florida Blue is also made possible thanks to the generous contributions of the City of Jacksonville, EverBank and the Jessie Ball duPont Fund.

"At Florida Blue, we believe that arts and culture have the power to bring people together and foster a sense of community," said Darnell Smith, Market President for North Florida at Florida Blue. "We're proud to support LaVilla Sounds and celebrate the rich history and heritage of LaVilla, and we look forward to a fun-filled day of music, entertainment, and connection with our neighbors."

In June 2024, the City of Jacksonville celebrated the official re-dedication of the Lift Ev'ry Voice and Sing Park, which reimagined the birth site of James Weldon Johnson and J. Rosamond Johnson. Not only did the brothers write and compose "Lift Ev'ry Voice and Sing," which is now recognized by the NAACP as the "Black National Anthem," but they also earned national recognition for civil rights activism and composing more than 200 popular musical pieces, respectively.

Visit <https://www.levsparkjax.org/> and follow Lift Ev'ry Voice and Sing Park on Instagram, X and Facebook for more information.

Thank you for your consideration,

*Laura Phillips Edgcombe*

Laura Phillips Edgcombe

Principal, Downtown Public Spaces, Jessie Ball duPont Fund // EoL, City of Jacksonville  
ledgecombe@dupontfund.org



**Florida Blue**   
Your Health Solutions Partner

**PRESENTS:**

**FREE EVENT** LIVE MUSIC • SPOKEN WORD • FUN FOR THE WHOLE FAMILY

# LAVILLA SOUNDS

**SATURDAY, FEB 22 • 11 AM - 6 PM**



**LIFT EV'RY VOICE  
AND SING  
PARK**

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# LaVilla Sounds

## Sponsorship Opportunities

Benefits	Title	Stage	Platinum	Gold	Silver
Level	\$25,000	\$15,000	\$10,000	\$7,000	\$5,000
Naming	Presented By	Stage	VIP	n/a	n/a
Meet and Greet	yes	yes	yes	n/a	n/a
VIP Tickets	10	8	8	5	2
Stage Commercial	4 times	3 times	2 times	1 time	n/a
10x10 Tent Space	2 spaces	1 space	1 space	1 space	n/a
Marketing	logo lockup press release radio television email marketing website social media onsite signage stage announcement {every break}	press release email marketing website social media onsite signage stage announcement {every break}	press release email marketing website social media onsite signage stage announcement {half the breaks}	press release email marketing website social media onsite signage stage announcement {half the breaks}	email marketing website social media onsite signage stage announcement {quarter of the breaks}
Other Custom Benefits per Sponsor	yes	yes	yes	yes	yes

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