RESOLUTION 2025-11-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO EXECUTE AN AGREEMENT OR FUNCTIONAL EQUIVALENT WITH DOWNTOWN VISION, INC. FOR EVENTS, MARKETING AND COMMUNICATION SERVICES IN FY 25-26; AUTHORIZING FUNDING IN THE AMOUNT OF TWENTY-EIGHT THOUSAND AND ZERO DOLLARS ($28,000.00) TO BE PAID TO DOWNTOWN VISION, INC. FOR THESE SERVICES; AUTHORIZING THESE FUNDS FROM GENERAL FUND ADVERTISING & PROMOTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the DIA seeks to attract investment, facilitate job creation and increase residential density through capital investment, planning, marketing, and public-private partnerships including the provision of incentives; and

WHEREAS, the DIA recognizes the importance of promoting Downtown Jacksonville's redevelopment opportunities and investment potential through strategic marketing, communications, and event programming; and

WHEREAS, Downtown Vision, Inc. (DVI), as the Downtown Business Improvement District and marketing partner for Downtown Jacksonville, possesses the capacity and infrastructure to assist DIA with event production, communications outreach, and related marketing activities; and

WHEREAS, City Council, via Ordinance 2021-0499, amended Chapter 55 to authorize the DIA to directly enter into agreements with DVI for services within the Downtown boundaries, provided such agreements do not exceed one hundred thousand dollars ($100,000) and therefore do not require further City Council approval; and

WHEREAS, the DIA desires to collaborate with DVI to plan and execute a Real Estate and Development Summit, to provide support for development tours and stakeholder experiences, and to maintain the functionality of the Downtown Development Map and Find Property tool; and

WHEREAS, these activities will collectively enhance investor awareness, strengthen stakeholder relationships, and advance the DIA's mission of promoting a vibrant, economically thriving Downtown.

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

Section 1. The DIA Board hereby authorizes the CEO to take all actions necessary to effectuate the intent of this Resolution including execution of an agreement for services or functional equivalent.

Section 2. The DIA Board hereby expressly authorizes the expenditure of $28,000.00, payable to Downtown Vision, Inc., for events, marketing, and communications services during FY 25-26, to be funded from General Fund Advertising & Promotion.

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 11-19-25 Date

VOTE: In Favor: 9 Opposed: 0 Abstained: 0

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EXHIBIT A

DVI will provide events, marketing, and communications support to advance DIA's mission of promoting downtown investment, development activity, and placemaking initiatives. This Exhibit defines the baseline deliverables and a flexible framework for ongoing collaboration between DIA and DVI.

SCOPE OF WORK

Annual Event Support

Real Estate & Development Summit (one annual event)
Collaborate with DIA to plan and execute an annual Real Estate and Development Summit focused on investment opportunities, market trends, and downtown growth. Responsibilities may include, but are not limited to:

- Event concept development and timeline management
- Venue coordination, vendor management, and day-of operations support
- Marketing and communications, including event branding, invitations, and promotions
- Coordination of participant registration and sponsor engagement

Final event format, theme, and scope to be determined jointly by DIA and DVI at least six months in advance of the planned event date.

This event and the associated deliverables are subject to change based on DIA's annual goals and priorities. In the event that DIA elects to modify, postpone, or replace the Real Estate and Development Summit with a different initiative, DVI's support shall be redirected accordingly under DIA's direction.

Ongoing Services

1. Development Map Hosting
    a. Continue hosting and ensuring basic functionality of DIA's interactive Downtown Development Map
    b. DIA will be responsible for all content updates and data management; DVI will ensure the map platform remains active and operational
2. Find Property Map Hosting
    a. Continue hosting and ensuring functionality of the Find Property plugin.
    b. DIA will handle all data updates and listings; DVI will monitor the platform and address basic technical issues

As-Needed Support
Upon DIA's request, DVI will provide support to enhance engagement and visibility for DIA projects and initiatives. These services may include, but are not limited to:

1. Tours & Stakeholder Experiences
    a. Support DIA in coordinating and delivering development tours, site visits, and stakeholder experiences designed to highlight Downtown Jacksonville's real estate opportunities, active projects, and redevelopment efforts.

   b. Services may include logistical coordination, scheduling, communications, and on-site support, as requested by DIA.
   c. Specific tours and experiences will be planned collaboratively throughout the year based on DIA's project and investment priorities.
2. Social Media Promotion
   a. Develop and share content spotlighting downtown development, investment activity, and new or existing businesses, in alignment with DIA's priorities.
3. Photography & Videography
   a. Access to DVI's photo library of Downtown Jacksonville.
   b. New photography upon request (ex: events, ribbon cuttings, project milestones)
4. Graphic Design Support
   a. Design support for digital or print materials, such as maps, infographics, etc.
5. Press & Media Coordination
   a. Support for public announcements, milestones, or media outreach related to DIA initiatives and assist in sharing DIA press releases or earned media coverage across DVI channels

Coordination & Reporting

- DIA and DVI will designate staff leads to coordinate activities and review priorities on a regular basis.
- Deliverables and timelines may be refined jointly based on event planning schedules and DIA project milestones.

Funding Summary

DIA shall provide a one-time contribution of $28,000 to DVI to support the services outlined in this Exhibit.

- Approximately $8,000 of this total will support hosting and technical functionality of the *Development Map* and *Find Property* platforms.
- The remaining $20,000 will support event planning, marketing, communications, and related as-needed services as described above.

This contribution represents a fixed annual allocation; services will be provided on an ongoing and as-needed basis according to DIA priorities.