

RESOLUTION 2021-07-08

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY
AUTHORIZING THE EVENT SPONSORSHIP OF 2021 CHRISTMAS IN
THE CATHEDRAL; PROVIDING AN EFFECTIVE DATE.**

WHEREAS, the Downtown Investment Authority ("DIA") has received a request from Cathedral District-Jax, Inc for sponsorship of the 2021 Christmas in the Cathedral event in the amount of \$25,000, a copy of which is attached as Exhibit A; and

WHEREAS, this is the third year of an event that has drawn thousands to Downtown and provided valuable activation over an extended period between Thanksgiving and New Year's; and

WHEREAS, the DIA has \$10,000 remaining in our 2020-21 general fund administrative Events budget which is not otherwise allocated; and

WHEREAS, in order to most efficiently use available resources, the DIA Board wishes to authorize the use of the entire balance available in the DIA 2020-21 administrative Events budget to effectuate a sponsorship of the 2021 Christmas in the Cathedral Event hosted by Cathedral District-Jax, Inc.; and

WHEREAS, in the event the 2021-22 budget pending before City Council provides additional funding for events in the coming year, the DIA will evaluate and consider the request for additional sponsorship funding for this project in October.

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

Section 1. The DIA Board hereby expressly authorizes the use of \$10,000 currently located in the Events Activity within the FY 2020-2021 Administrative Budget for the DIA sponsorship of a 2021 Christmas in the Cathedral hosted by Cathedral District-Jax, Inc.


Section 2. The DIA Board hereby authorizes the CEO to take all actions necessary to effectuate the intent of this Resolution including payment to Cathedral District -Jax, Inc. and entering into such sponsorship or event contribution agreement as may be appropriate.

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

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY




Braxton Gillam, Esq., Chairman

7/29/2021
Date

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



Exhibit A to Resolution 2021-07-08

Cathedral District-Jax, Inc.
a Community Development Corp.
(CDC)

Virginia (Ginny) D. Myrick
President/CEO
ginny@cathedraldistrict-jax.org

Linda Crofton
Director of Community Development
linda@cathedraldistrict-jax.org

Lori Boyer, CEO, Downtown Investment Authority
City Hall
117 E. Duval Street, 4th Floor
Jacksonville, FL 32202
ELECTRONICALLY TRANSMITTED
BOYERL@COJ.NET
RE: FY 2021-2022 Special Event Support

Dear Lori:

Board of Directors

Sydney A. Gervin, III, Chairman

The Very Rev. Katherine Moorehead
Vice-Chair

Audrey Moran, Secretary

Jeffrey C. Spence, Treasurer

Annie Erstling, Public Art Chair

Peter E. Kaplan,
Real Estate Development Chair

Tamara Baker
Community Development Chair

Msgr. Vincent Haut

The Rev. R. Gregg Kaufman

Steven T. Kelley

The Rev. Dr. Robert Morris

Ted Pappas, FAIA

LeMorris Prier Sr., PharmD

Alina Prior

John T. Sefton

Cathedral District-Jax, Inc. (CDJ) is asking for consideration of financial support of our signature special event "Christmas in the Cathedral District" which will be our 3rd year producing this event. CDJ produced the event in 2020, even enduring Covid, and we considered our event successful because of the number of families that came to see it in their cars.

The event is:

- Uniquely 5-weeks long, the only one in Downtown
- Run from the day after Thanksgiving to New Year's Eve
- 150 trees professionally lit in the Cathedral District
- Historic buildings architecturally lit
- Downloadable audio recording for self-driving tours of the District's historic buildings
- Opening night in Main Street Park
- An iconic *Projection Mapping* light show concludes the event
- Free and open to the public

We started in 2019 with a simple street-fair of food trucks, beer/wine, and paired that with open houses of all 5-historic churches. Each church had roving docents explaining the architectural history and live music to enhance the experience. We found the interest from Jacksonville families to be gratifying. By the second year when we added Jacksonville's first-ever, *Projection Mapping Light Show* on the Basilica of the Immaculate Conception, we drew thousands to see the show.

Here is a look at the 2020 *Projection Mapping* show done by local Jacksonville artist Kedgar Volta, Creative Director of the Castano Group.

Advisory Board

William (Bill) B. Barnett

Robert (Rob) M. Clements

The Rev. Canon Dr. J. Allison DeFoor

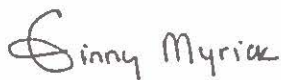
[Projection Mapping Link](#)

Exhibit A to Resolution 2021-07-08

In 2021 we anticipate another enormous outpouring for the architecture, history, and beauty of the Cathedral District. Today we are diligently planning and raising funds to support this month-long event. The trees in the District, from Union St. to Adams St. and Main St. to Hogan's Creek will be a centerpiece of the Christmas season. And if we are successful fund raising, we will produce two Projection Mapping shows, adding Historic Mt. Zion AME Church to tell the story of reconciliation, and Black history in Jacksonville and their church architecture. With the lifting of Covid restrictions, we will again open the Churches for tours and music as was done in 2019. We do not know of any other event produced downtown which is as long, unique, free and family-friendly.

Your FY 2021-2022 proposed budget recognizes the opportunity to incentivize large and small events for continued downtown family-friendly activity. **Cathedral District-Jax, a 5013C, is requesting \$25,000 to support the 2021 event.** This support will assist us to continue producing our signature event for all of Jacksonville. We look forward to answering any questions and speaking with you.

Sincerely,

A handwritten signature in black ink that reads "Ginny Myrick".

Ginny Myrick
President/CEO

A handwritten signature in black ink that reads "Syd Gervin".

Syd Gervin
Chairman

A handwritten signature in black ink that reads "Tamara Baker".

Tamara Baker
Chair Community Development

cc: CDJ Board of Directors
Linda Crofton, Director Community Development