



Downtown Investment Authority
Retail Enhancement and Property Disposition Committee Meeting
City Hall at St. James Building
117 W. Duval Street, 3rd Floor Conference Room C
Jacksonville, FL 32202
Tuesday, January 14, 2020 at 10:00 a.m.

Revised AGENDA

Oliver Barakat, Chair
Todd Froats, Committee Member
Carol Worsham, Committee Member
Ron Moody, Committee Member
Craig Gibbs, Esq., Ex-officio Committee Member

I. CALL TO ORDER

II. PUBLIC COMMENTS

III. DISCUSSION ITEMS

A. New Targeted Food and Beverage retail incentive program

- i. Rationale
- ii. Geographic areas applicable- The Elbow and Laura/Hogan corridor
- iii. Public infrastructure elements
- iv. Surveys
- v. Marketing
- vi. Workforce Training
- vii. Tenant eligibility criteria**
- viii. Incentive criteria**
- ix. Landlord commitments**
- x. Other

B. Existing Retail Incentive Program

- i. “Mixed use projects improving multiple floors can qualify for funds; provided the ground floor will be used for retail and renovations to the ground floor are part of the project scope.”
- ii. “The amount of the grant shall not exceed \$20 for every square foot leased or occupied by the proposed tenant or business.”
- iii. How should upper residential or office floors be evaluated and at what rate? Must they be occupied by the tenant (such as office or artist studio above and retail below, or personal residence above and retail below?) Should we develop another incentive structure for smaller residential projects on upper levels above retail in older existing buildings? REV for fewer than 25 units if in these buildings?



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- IV. OLD BUSINESS
- V. NEW BUSINESS
- VI. ADJOURN

MEETING MINUTES



**Downtown Investment Authority
Retail Enhancement and Property Disposition Committee
City Hall at St. James Building
117 West Duval St., 1st Floor, Lynwood Roberts Room
Tuesday January 14, 2020 – 10:00 a.m.**

REPD Committee Minutes

Board Members Present: Oliver Barakat, DIA Chair, Carol Worsham, Todd Froats, and Ron Moody

Board Members Absent: Todd Froats

DIA Staff Present: Lori Boyer, CEO, John Crescimbeni, Steve Kelley, Guy Parola and Karen Underwood-Eiland

Office of General Counsel: John Sawyer

Office of the Mayor: None

Council Member: Michael Boylan, Council Member, District 6

Next meeting: TBD

I. Call to Order – Committee Chairman Barakat

A quorum was confirmed and Committee Chairman Barakat called the Retail Enhancement and Disposition Committee meeting to order at approximately 10:00 a.m.

A last minute change was made on the meeting location and Committee Chairman Barakat waited a few minutes to make sure everyone found the new location.

This is the first meeting under the new committee name which is responsible for the below:

- Specific retail Enhancement Grant application reviews
- Development of new retail/restaurant focused program guidelines
- Consideration of responses to Notices of Disposition

II. Public Comments

None

III. Discussion Items

CEO Boyer briefly addressed agenda item B and asked a very specific question for the committee to think about with regard to DIA's existing retail incentive program, and

whether or how it applies to upper floors in “mixed-use” projects and if so, at what dollar amount per square foot?

CEO Boyer moved on to agenda item A and offered a presentation and handouts as summarized below:

A. New Targeted Food and Beverage retail incentive program

Targeted retail activation

i. Rationale

CEO Boyer referenced the memo and stated the goal of the new program is to create two targeted active street front districts within the Central Civic Core District that are distinctive in character, and provide concentrated areas of daytime and evening retail, dining and entertainment opportunities visible from the street and include sidewalk café spaces wherever feasible. These activated corridors will provide the urban lifestyle that many downtown residents seek and help to not only encourage further residential growth in downtown, but also draw residents from nearby neighborhoods into downtown. By targeting our focus, a resident or visitor will be able to find a variety of opportunities within close proximity and the businesses will be both visually connected and walkable.

CEO Boyer felt that it was critically important to create a concentrated area. The existing retail enhancement program will remain for the entire REP area including users who are not food and beverage retail within the new targeted areas.

Target area locations

ii. Geographic areas applicable – The Elbow and Laura/Hogan Corridor

CEO Boyer referenced the Hogan and Laura Street corridor and Elbow corridor maps and explained to the committee that these “districts” were selected because they pick up the majority of the existing food and beverage establishments.

She also stated that the conversion to two-way streets will positively impact both of these districts. In both cases, there is a public parking garage in or immediately adjacent to the District at which public parking can be provided on nights and weekends for the restaurant and entertainment users without charge. As for trying to build our residential market, she addressed concerns of hitting a demand or absorption plateau and wants to make sure to continue to have the demand get to 10,000 or 12,000 units.

Referencing the geographic area of the proposed boundaries for Laura and Hogan, they include a half block on either side of those two streets.

The Elbow

CEO Boyer continued to discuss the Elbow portion of the memorandum.

- iii. Public infrastructure elements - a presentation was provided on how the two streets cross both areas.

The DIA has an Urban Streetscape project contract which is about to embark on Phase III. In an upcoming meeting with the Cultural Council of Greater Jacksonville, her recommendation is going to be that the funding and scope for Phase III art projects be reallocated to the target areas and the projects be redesigned to enhance the kind of dining experience and unique character of the two distinct areas.

- iv. Surveys – Residents/Employers

CEO Boyer stated that a number of meetings have been held with retail brokers, building owners, and restaurant operators. There was an initial discussion about using geo-fencing and how it would work and some of the new technology available to determine what the market for the restaurants is and then use that information to sell a restaurant operator on why they should want to locate downtown.

Leadership Jacksonville's Reconnect has a group of young adults who are providing input to gather as much information as we can about what type of facilities people would like to have available downtown.

- v. Marketing – DIA and JAX Restaurant Reviews

Jax Restaurant Reviews is the largest food blog on the First Coast with over 80k followers. The DIA has been meeting with them and will use some of the available marketing funding to have them promote these districts when they are up and running. They will work with the DIA on actual pricing.

CEO Boyer discussed parking and safety. The Ed Ball Building and Yates Building parking garages were recommended to provide free parking and security guards at night to increase safety. Bob Carle, Office of Public Parking, has been working with the DIA to examine these costs so as to not increase DIA's overall cost of operating the garage or only be a nominal cost to anyone using the facilities.

A number of current and perspective restaurant operators addressed concerns about a perception of downtown not being safe. This is an opportunity to roll this out to DIA and DVI to do a concentrated marketing effort regarding downtown safety.

To ensure safety and security:

- Increasing the available JSO presence

- Increasing the number of Ambassadors downtown

There are various initiatives that the Mayor's taskforce on homelessness and Downtown Vision are working on and DIA Board members will be briefed on those at a later date.

CEO Boyer stated that some of the restaurant owners expressed one of the issues that Unity Plaza had was staggered opening times of various restaurants. If DIA adopts this target program at the board in February, and starts to roll it out in March, a 12-month plus construction time frame could coincide with.

- The proposed completion of Friendship Fountain.
- The proposed completion of the Times Union Center for the Performing Arts
- The proposed completion of the Fuller Warren multi-use path

Construction being finished then may increase the chance of success.

vi. Workforce Training

CEO Boyer stated that it has been hard to recruit qualified people for restaurant jobs. UNF and FSCJ both have culinary programs and she wants to work them and try to figure out a way of adding an incentive bonus to any graduate of their programs who work in a downtown restaurant for a fixed period - such as one year.

How can we try to retain the workforce?

vii. Tenant eligibility criteria

Since the goal is to provide before and after work, food and beverage options for downtown residents, visitors, workforce and event attendees, DIA may want to require establishments to be open for breakfast by no later than a time certain. To be a viable breakfast place, it has to be before work, not at 9 a.m. or 10:00 a.m. Restaurants would have to be open for a minimum of five nights and at least five days a week specifically including Friday and Saturday. CEO Boyer is open to different times and requirements.

Only first floor spaces with access from the streets or customers visible from the streets would qualify.

A second-floor space could qualify if there were stairs to the space from the outside and the space had an open balcony or rooftop area visible from the street.

DIA will complete a space availability inventory to determine what spaces are currently available on the market that could be modified or renovated for this program's goals.

Limit the available incentive by type of business.

viii. Incentive criteria

CEO Boyer provided information below, as well as a handout, on funds currently available that could be used for new NB retail initiative:

• NB retail enhancement through 18/19 in CRA	\$1,300,000	
• NB retail enhancement 19/20 in CRA	\$307,242	
• NB retail enhancement in Econ Dev Fund	<u>\$257,951</u>	
	\$1,865,193	
• NB forgivable loans In Eco Dev Fund	\$925,059	(\$1,391,059 less \$466,000 encumbered)
• Façade Grants NB CRA 19/20	\$950,000	

The incentive criteria suggested is to increase to lesser of \$75 a square foot or 50% in the target area for full-service restaurant open for dinner (fine dining and contemporary casual).

ix. Landlord commitments

Landlord/building owner must sign an application along with operator and agree to base rent of no more than “X” per foot in year 1 of the loan, and escalating no more than “Y” % per year throughout 5 year loan period, with percentage rent participation as the primary rental income for the first three years.

CEO Boyer stated the landlords were present at the meetings with the idea of getting the them to agree to a reduced based rent with a percentage rent for the first couple of years. Most of the restaurant operators are stating it takes two years for them to fully develop their market in any location.

x. Other

Ed Ball incubator/start-up retail

In order to not compete with available retail spaces in private buildings, make Hogan frontage in Ed Ball available for pop-up seasonal retail or artist spaces on a competitive incubator basis. Model after Queen City pop-up program used in Buffalo, NY. That program allows start-up retail businesses to determine viability and work out operational issues. Partner with Chamber, JSEB program, DuPont etc. to select and train operators.

CEO Boyer stated that the City owns a number of retail spaces in Ed Ball and suggests art galleries with reduced rents. It will take a year to figure this out as the rest is developing.

B. Existing Retail Incentive Program

- i. "Mixed use projects improving multiple floors can qualify for funds; provided the ground floor will be used for retail and renovations to the ground floor are part of the project scope." CEO Boyer pointed out that this is part of what the CRA Plan states.*
- ii. "The amount of the grant shall not exceed \$20 for every square foot leased or occupied by the proposed tenant or business." The question becomes, if a building owner wants to renovate their first floor for retail and renovate their upper floors for residential or office and lease them to a third party or multiple third parties, do the upper floors qualify for a retail enhancement grant? There is an applicant that has come forward and is seeking to use this provision. The DIA is seeking guidance on what the board would like or how to interpret this on other floors.*

CEO Boyer asked for guidance on how should upper residential or office floors on "Mixed-use" projects be evaluated and at what rate? Must they be occupied by the tenant (such as office or artist studio above and retail below, or personal residence above and retail below?) Should we develop a separate incentive structure for smaller residential projects on upper levels above retail in older or existing buildings? Perhaps a REV grant for fewer than 25 units if in these types of buildings?

Committee Chairman Barakat stated that he did not recall an open-ended mixed-use provision. The DIA has incentives that assist general residential development, but he didn't understand why that would be embedded in a retail enhancement program. He recommended eliminating that to further define why we would incentivize a non-retail use in the upper floor.

Board Member Moody concurred with Committee Chairman Barakat.

Board Member Worsham commented that she was not involved during the creation of the REP. Retail enhancement provides funds for ground floor retail. She re-read the statement and commented that the upper part could also be part of a retail renovation. She inquired if the new incentive program has the ability to clarify the old program. CEO Boyer responded that the board has the authority to clarify because she was trying to interpret one consistent with two. If she makes both of those provisions consistent, then you have retail space in conjunction with your business on the first floor, but your office

or art studio is on the second floor, is that a mixed-use that qualifies because of the same tenant or a business?

Board Member Froats commented at some point and time the City was desperate to get retail assistance. He commented that the language needed to be changed and stated that we are not the retail and office enhancement program.

Board Member Moody commented if its retail first floor and office related to the retail, would they qualify for mixed use?

CEO Boyer recommended she bring a resolution to the next meeting. For clarification if we are in a five story building and somebody wanted to do retail on floor one and office /residential apartments on floors 2-5, we would not make a \$20 square foot retail incentive available for floors 2-5. The Committee agreed. CEO Boyer will bring that as a clarification. In terms of responding to the individual who was expressing an interest, staff will communicate that. She pointed out that the DIA will also need a program for small residential adaptive reuse projects. It may take 2 to 3 months to get to it, but expect something to be coming down the road. There will also be a recommendation for what to do for the smaller spaces from a residential office conversion standpoint.

Committee Chairman Barakat commented that Mr. Parola was administering this program and asked if CEO Boyer was considering increasing the \$20. CEO Boyer stated not at this meeting. There will be another meeting in February regarding the general retail enhancement number, but the part that she does want the committee to consider at this meeting was if the DIA was going to allow live, work or stay on the second floor in isolated instances, would \$20 a foot would be the right number on the second floor. She thought it would not, and she would like to bring a resolution to the board to simply eliminate that applicability by not saying \$20 a foot. Live, work, stay can be evaluated and presented to the committee by recommendation on case-by-case basis. We are already limited by fifty percent of the cost of the improvements, so 50% may get us where we need to be, but her guess is that the \$20 a foot is not the correct number for someone having an office or studio on the second floor.

Comments from Board members:

Board Member Froats asked what prevents residents in downtown buildings from using any free parking downtown. CEO Boyer responded, nothing, if we have it free and do not require bringing a receipt from a restaurant type facility; the idea is you have to leave by 6:00 a.m. That would be a concern if there were enough residents and they are over-parked.

Board Member Froats suggested setting it for a limited period of time on a six-month trial basis.

Board Member Froats commented that the grant money is not distributed until the actual facilities are built. The issue is that we start putting all of these limits on restaurant times. If they have received the funding, we don't have a lot of recourse. CEO Boyer responded that we actually do because they are all five (5) year forgivable loans.

Board Member Froats asked what would happen if they go out of business? Is there a way to structure financing? CEO Boyer responded that the restaurant operators are going the opposite direction. They are concerned about personal guarantees and them taking the personal risk for coming downtown. They are also concerned about whether they can get the cash sooner, so that they don't have to take out a bridge loan to get the work done.

Board Member Froats shared thoughts of not wanting to create more empty store fronts. He pointed out another risk of fine dining; The Cowford Chophouse may qualify for the higher rate. He also recommended using caution of using the language, i.e. "fine dining" or "casual dining."

CEO Boyer commented that she didn't want too many fine dining restaurants downtown and at some point, she is going to categorize the types of restaurants and recommend an appropriate number for each type.

Board Member Froats also mentioned to be careful when someone comes in and qualifies for fine dining a year later.

Board Member Froats commented about making the ride-share program more accessible. CEO Boyer responded that will be covered in the Strategic Implementation Committee meeting on Friday, January 17th at 10:00 a.m.

Board Member Froats commented that workforce training seemed like a large task to take on for the DIA. By setting all of these different requirements, the compliance piece would be very difficult.

Board Member Froats commented about the maps and recommended a concentrated effort. By not taking the whole DIA area and instead concentrating it on the focused areas, he suggested breaking those areas down into phases.

Board Member Worsham commented it was huge undertaking. She sees the potential with the combination of the synergy of what could happen with the one-way streets and widening the sidewalks and getting our infrastructure on the street for people to want to come downtown. The timing is going to be crucial to what we want to do. She referenced the excitement of Pensacola and walking around, San Marco, Avondale and Town Center streetscapes. Valet parking is something that people feel comfortable with.

She commented that there was a lot to digest. The focus on safety and perception in parking garages, needs more emphasis on security. She also asked whether owners of buildings would only be eligible for the enhanced grant if they were historic structures?

CEO Boyer stated that the owners could be eligible for the façade grant, which is exterior and would expect the owner to sign off on and be a part of any retail enhancement grant their tenant received, so that it was clear that they would participating in a percentage rent basis for a few years.

Board Member Worsham is onboard with the 7 a.m. – 9 a.m. hours, five days a week. Do you really want to limit casual dining? CEO Boyer didn't want to put the DIA in a position of having to pick and choose from restaurant formats and suggested having a limitation on types.

A discussion ensued regarding the correlation of the cost of the buildout for restaurants.

Board Member Moody suggested to think things out and inquired about a roll out date. CEO Boyer reported that it would happen in two phases, the first phase - how to attract the restaurant operators. There is a targeted list of restaurants that always have waiting lines in Jacksonville.

Board Member Moody liked the idea of free parking and mentioned the excitement of valet parking at the Chophouse. He mentioned making parking free for the first three to five years.

Board Member Moody inquired if privately owned garages were a liability issue. CEO Boyer responded if a private garage or private parking operator would be willing to make their spaces available, based on a restaurant receipt or the like, she may encourage them to do that.

Board Member Moody commented about workforce training bonus for the students that stay for a year be given one month free rent at the Barnett Apartments. This may encourage them to live downtown.

Committee Chairman Barakat provided feedback below to think through:

- Board Member Froats comments about geography
- The available properties that CEO Boyer identified in the Elbow – Only nine properties available
- The larger zones had 16 properties
- When the original program was done he believes that enabling legislation focused on capital improvement versus incentive improvements.

- The risk mitigation issues that Board Member Froats discussed
- Not clear on how to make determinations on the number of coffee shops. Board Member Moody replied that sometimes the marketplace would take care of that.
- Compliance could be a potential nightmare
- Workforce training and trying to fill a gap for an industry may be challenging. Seems like a different skillset and we need to be careful as it relates to the overall client conversation.
- With regard to free parking, make sure the signage is obvious for awareness. Let the restaurants take care of the valet awareness.

Board Member Worsham discussed the synergy of it coming together at once on Laura Street. Some issues came up with Laura Street shops when past street renovations were occurring. Make sure we think about the way improvements are scheduled when incentivizing somebody and then all of a sudden the street is being demolished. That's when it will get complicated.

Board Member Barakat pointed out being careful about what we are doing as far as the risks, and the quid pro quo concerning the investments. He also noted for landlords charging above rent, we should definitely prohibit as far as coming up with some artificial below-market rent the landlord should correct. He has not figured out how to come up with that number on a case-by-case basis.

Board Member Froats commented about when he thinks of downtown, he thinks of Bay and Laura Street. He asked what restaurants and bars on Bay Street that currently exist would qualify for this program, or if they wanted to close down and reopen something nicer? CEO Boyer responded that some of them have already received retail enhancement and will not qualify for the same property. If it was an operating facility that had never previously applied for a grant, they could apply under the new program.

CEO Boyer reported that the Ford on Bay responses are due Wednesday, January 22, 2020.

Public interviews are Thursday, January 30, 2020

The REPD Committee needs to meet again during the first week of February prior to the board meeting to discuss the scoring and evaluation of the responses.

Prior to the February Board meeting, CEO Boyer would like to have an additional REPD meeting after the committee has had an opportunity to digest the new retail incentive program - or it can be deferred to later in the month of February and taken up at the March Board meeting.

Board Member Worsham stated that she will not be able to attend the February board meeting. She commented that there was a lot of work involved with the new retail enhancement program and would like to move the recommendation to the March meeting. Committee Chairman Barakat agreed, noting there may be more comments/tweaks to make sure it would be done right.

CEO Boyer asked if the committee had any objections of the DIA conducting the survey? Committee Chairman Barakat reported that he had no objections.

IV. OLD BUSINESS

V. NEW BUSINESS

VI. ADJOURN

There being no further business, Committee Chairman Barakat adjourned the meeting at approximately 12:10 p.m.

The next meeting will be determined at a later date.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492 or by email at karenu@coj.net

MEETING HANDOUTS

Targeted retail activation

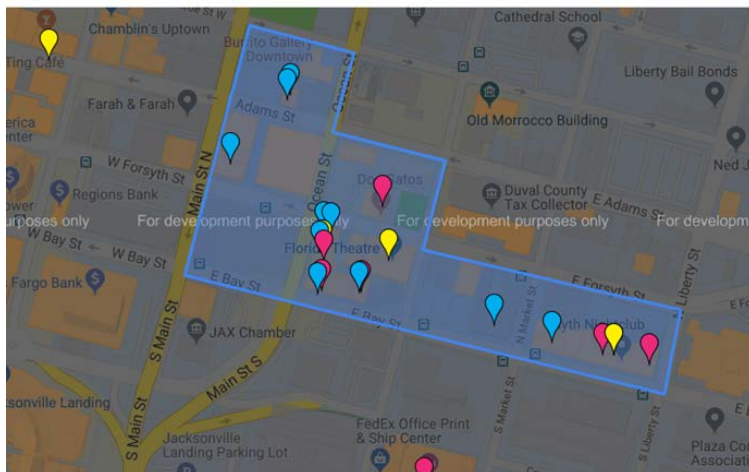
Goal: Create two targeted active street front districts within the Central Civic Core District that are distinctive in character, but serve to provide concentrated areas of daytime and evening retail, dining and entertainment opportunities that are visible from the street and include sidewalk café spaces wherever feasible. These activated corridors will provide the urban lifestyle that many downtown residents seek and help to not only encourage further residential growth but also to draw residents from nearby neighborhoods into Downtown. By targeting our focus, a resident or visitor will be able to find a variety of opportunities within close proximity and the businesses are both visually connected and walkable.

Target area Locations. The target areas were chosen based on:

1. Existing building stock within the area which can readily be used and/or converted for the targeted street front uses (first and second floors eligible).
2. Proximity to public parking garages that are not utilized extensively at night, which provide an opportunity for ample parking for patrons at free or reduced rates as market develops.
3. Existing concentration of restaurants, bars, and entertainment venues.
4. Existing sidewalk width or ROW convertible to expanded sidewalk
5. Streets designated within the adopted CRA plan for conversion to two-way creating a slower speed, providing greater visibility of street front establishments, and creating a more pedestrian friendly environment.
6. Impact on two City owned sites proposed for redevelopment- Former Courthouse/City Hall annex adjacent to the Elbow and The Landing at the waterfront of Laura and Hogan

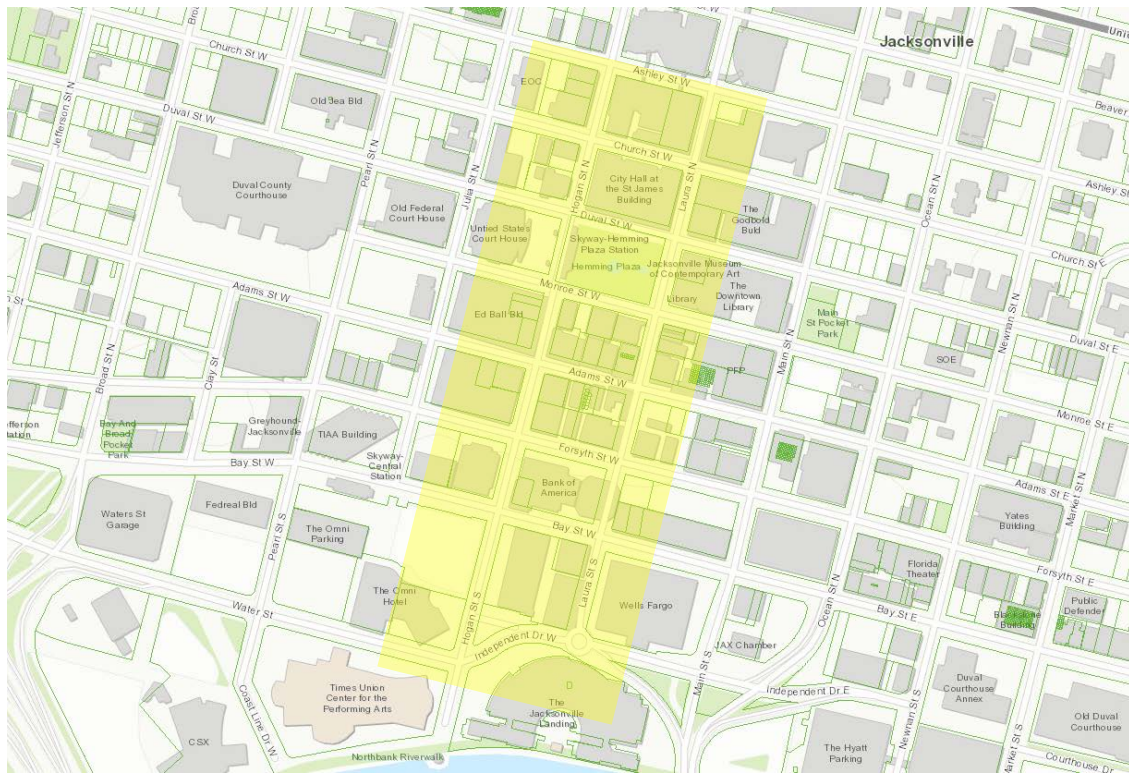
The two target areas proposed are:

The Elbow : focus on Forsyth between Main and Market; Adams between Main and Newnan and Bay between Main and Liberty; Frontage on one of these streets is important as Main and Ocean will remain one way and will be less walkable but connections that activate the frontage between corridors could be considered.





The Elbow corridors



Hogan and Laura corridors from Church or Ashley to Water Street

Public Infrastructure Improvements in target areas

1. Convert Forsyth and Adams to two way between Liberty and Pearl (or as far as Broad if traffic engineering prefers)
2. Move forward with design of Hogan Street cycle track which is a segment of the Emerald trail and connects FSCJ to the river (preliminary concept prepared by COJ Planning was evaluated and adopted as part of Emerald Trail design)
3. Focus on tree planting in target areas using tree fund to achieve desired 40% shade standard on Downtown streets.
4. Improve/enhance street lighting beyond functional standard
5. Public Art enhancements in each corridor including lighting and music
6. Initially remove on-street parking on northbound side of Forsyth between Ocean and Newnan expanding sidewalk to accommodate sidewalk café space (extend later to Liberty)

Parking

1. Provide free or minimal cost (\$1-2) parking after 5 pm in the Ed Ball and Yates Garages for patrons of retail and restaurants. Both facilities have gate controls that accept credit cards without the need for staff and the cost would be minimal unless we chose to implement a system whereby receipts from restaurants were required for discount. Florida Theater usage does not require all spaces in the Yates garage event for major events and the special event rate charged for those events is not necessary for the garage to break even operationally. Cars parked in the garage at 6am could be ticketed or towed to insure availability of spaces for daytime tenants.
2. Availability of garage parking would reduce concerns for safety and distance from destinations.

Safety and Perception

1. Increase number /hours of Ambassadors/ JSO presence
2. Create marketing around Downtown safety
3. Homeless population initiatives

Marketing

1. Geofencing- not pursuing at this time
2. Survey of residents and office workers
3. Coordinated grand opening of Districts
4. Marketing training
5. Continued marketing effort by DVI, DIA , and Chamber

Workforce Training

1. Coordinate with UNF and FSCJ
2. Internships?
3. DCPS?

Incentives: Existing retail enhancement program limited to \$20/square foot or 50% of total eligible expenses in the form of a forgivable loan to retail operator still available elsewhere Downtown, and for other types of retail in the targeted areas

- **Special enhanced incentive program for food and beverage establishments in targeted area.**

- 1. Tenant eligibility**

- A. Hours of operation: Goal is to provide before and after work food and beverage for downtown residents, visitors, and workers and event attendees. Must be open for breakfast no later than 7 am or stay open until at least 9 pm a minimum of 5 days/week (specifically including Friday/Saturday) to be eligible (lunch only facilities still qualify for basic REP but not enhanced)
- B. Only first floor spaces with access from street or customers visible from street (i.e. MOCA café entrance inside but clearly visible; Wells Fargo interior retail not visible or directly accessible. Second floor spaces eligible if open rooftop, balcony or deck where service visible from street level and access from street level provided via stairs or elevator accessible from sidewalk
- C. Complete space inventory – working to determine the spaces currently available (on the market) and those that could be renovated or modified to take advantage of the program (see maps of available spaces)
- D. Limit available enhanced incentives by type of business- x number of coffee shops, x bars, etc.- merchandise plan (base in part on survey responses)

- 2. Incentive criteria**

- A. Increase to lesser of \$75 square foot value and 50% in target area for full service restaurant open for dinner (fine dining and contemporary casual) with a not to exceed cap; \$50/ Square foot and 50% for fast casual, breakfast, tapas, bistro; \$40 for bars, coffee shop, ice cream, other food and bev; - is there a sliding scale?
- B. Create sidewalk café enhancement to retail program whereby grant available for 80% of cost of sidewalk tables, chairs, and furniture not to exceed \$15,000 provided open for service until 9pm at least 5 days/week
- C. Sidewalk café grant of \$5000 available for sidewalk café furnishings if open for lesser hours
- D. If Historic Contributing structure, cost per square foot increased \$15?
- E. Façade grant program established for exterior renovations to contributing historic structures within target areas – owner eligible to apply- grant of \$ for \$ match up to \$25,000 per building for the following improvements: exterior painting and cleaning, staining and masonry repairs, repair or replace awnings, cornices, decorative details, doors, entrances, and windows; signage installation; permanently affixed exterior lighting; sidewalk café enclosures and improvements

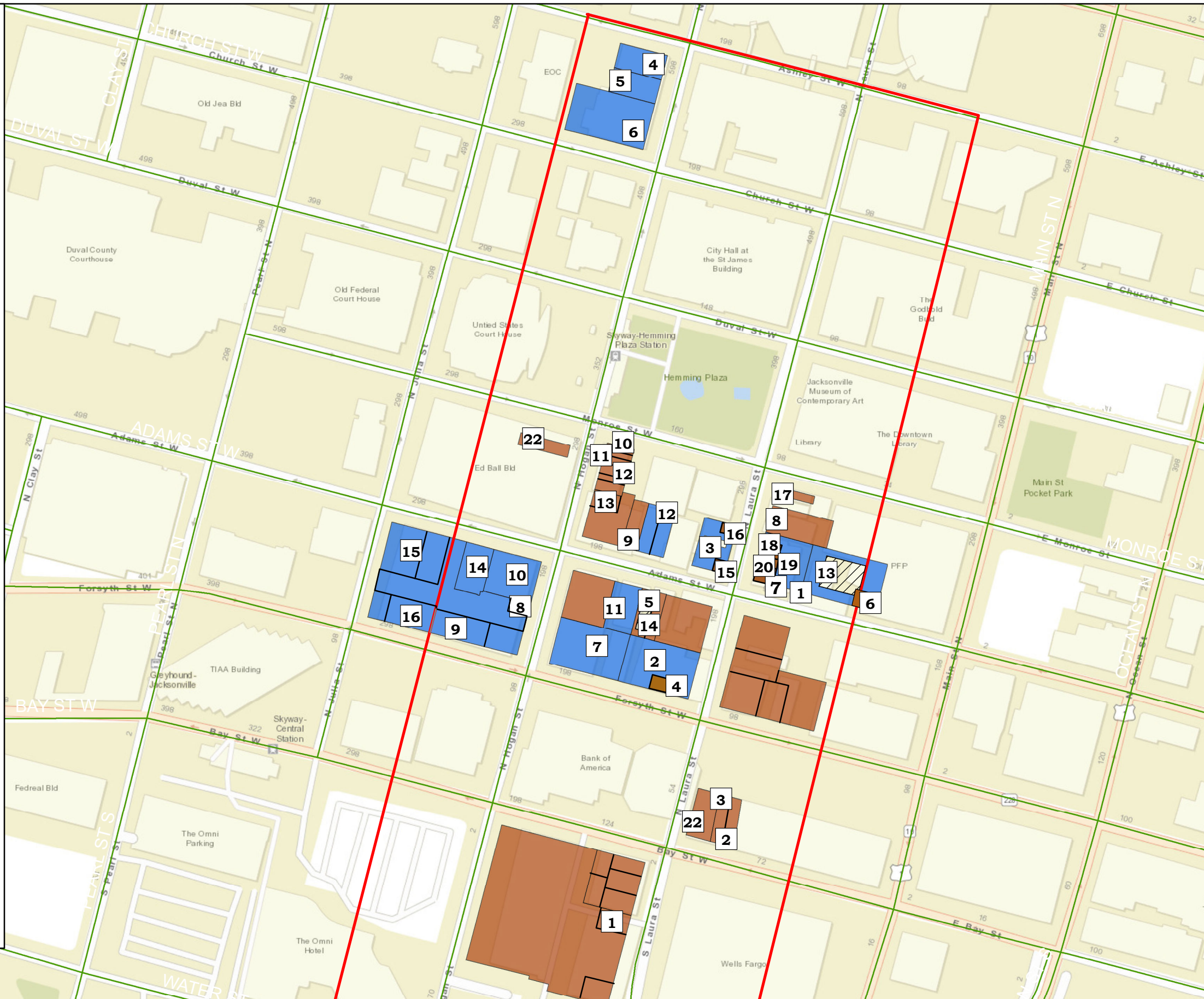
3. Landlord Participation

- A. Landlord/building owner must sign on application along with operator and agree to base rent of no more than ____ per foot in year 1 of the loan, and escalating no more than ___% per year throughout 5 year loan period, with a percentage rent participation as the primary rental income for the first three years

Ed Ball Incubator/start-up retail

1. In order to not compete with available retail spaces in private buildings, make Hogan frontage in Ed Ball available for pop-up seasonal retail or artist spaces on a competitive incubator basis. Model after Queen City pop-up program used in Buffalo. Allows start-up retail businesses to determine viability and work out operational issues. Partner with Chamber, JSEB program, DuPont etc. to select and train operators.

- Occupied Retail**
1. Toss Green
76 Laura St S
1600 SF
 2. Urban Grind
45 Bay St W
850 SF & 600 SF Loft
 3. Karma
45 Bay St W #101
 4. Bellweather
100 Laura St N
5114 SF
 5. Zodiac Bar & Grill
120 Adams St W
2600 SF
 6. Wine Decadence
31 Adams St W
1676 SF
 7. Jimmy Johns
207 Laura St N Suite 201
1435 SF
 8. Chamblins
215 Laura St N
1878 SF
 9. Scotties Discount
129 Adams St W
2900 SF
 10. Hemming Plaza Jewelers
231 Hogan St N
 11. Happy Grilled Cheese
219 Hogan St N
 12. Desert Rider
217 Hogan St N
 13. Jax Vision Care
201 Hogan St N #100
 14. Gillis Kitchen
126 Adams St W #102
1300 SF
 15. Jacobs Jewelers
204 Laura St N
 16. Visit Jax
208 Laura St N
 17. Magnificat Cafe
231 Laura St N
 18. Jerome Weitzen PA
213 Laura St N
 19. Holiday Salon & Apothecary
209 Laura St N
 20. Wolf & Cub
205 Laura St N
 21. Regions Bank
51 Bay St W
 22. Quiznos
224 Hogan St N

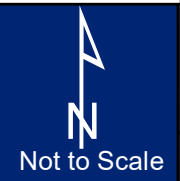


- Available Retail**
1. 201 Laura St N
Suite 47 - 900 SF Available
Suite 211 - 3,115 SF Available
 2. 100 Laura St N
Sub-Lease 1st Floor - Suite 120 2,695 SF Available
 3. 208 Laura St N
1st Floor Suite 200 - 2,913 SF Available
1st Floor Suite 204 - 4,315 SF Available
 4. 524 Hogan N
Commercial Space - 6,935 SF Available
 5. The Parlor
1st Floor Commercial Space - 2,500 SF Available
 6. 502 Hogan N
Commercial Space - 8,600 SF Available
 7. 121 Forsyth St W
1st Floor - 1,384 SF Available
 8. 110 Hogan St N
Unit 14 - 2259 SF Available
 9. 227 and 225 Forsyth St W
Unit 10 - 1060 SF Available
Unit 11 - 2338 SF Available
 10. 170 Hogan St N
2-Story Structure - 18,454 SF Available
 11. 126 Adams St W
 12. 119 Adams St W
2,862 SF Available Restaurant Space
3,018 SF Available Retail/Office Space
 13. 31 Adams St W
First Floor Suite 101 - 3,266 SF Available
 14. 218 Adams St W
7-Story Structure - 34,838 SF Available
 15. 236 Adams St W
Unit 1 - 1578 SF Available
 16. 229 Forsyth St W
Unit 8 - 3709 SF Available



■ Available
■ Occupied

DOWNTOWN PROPERTIES

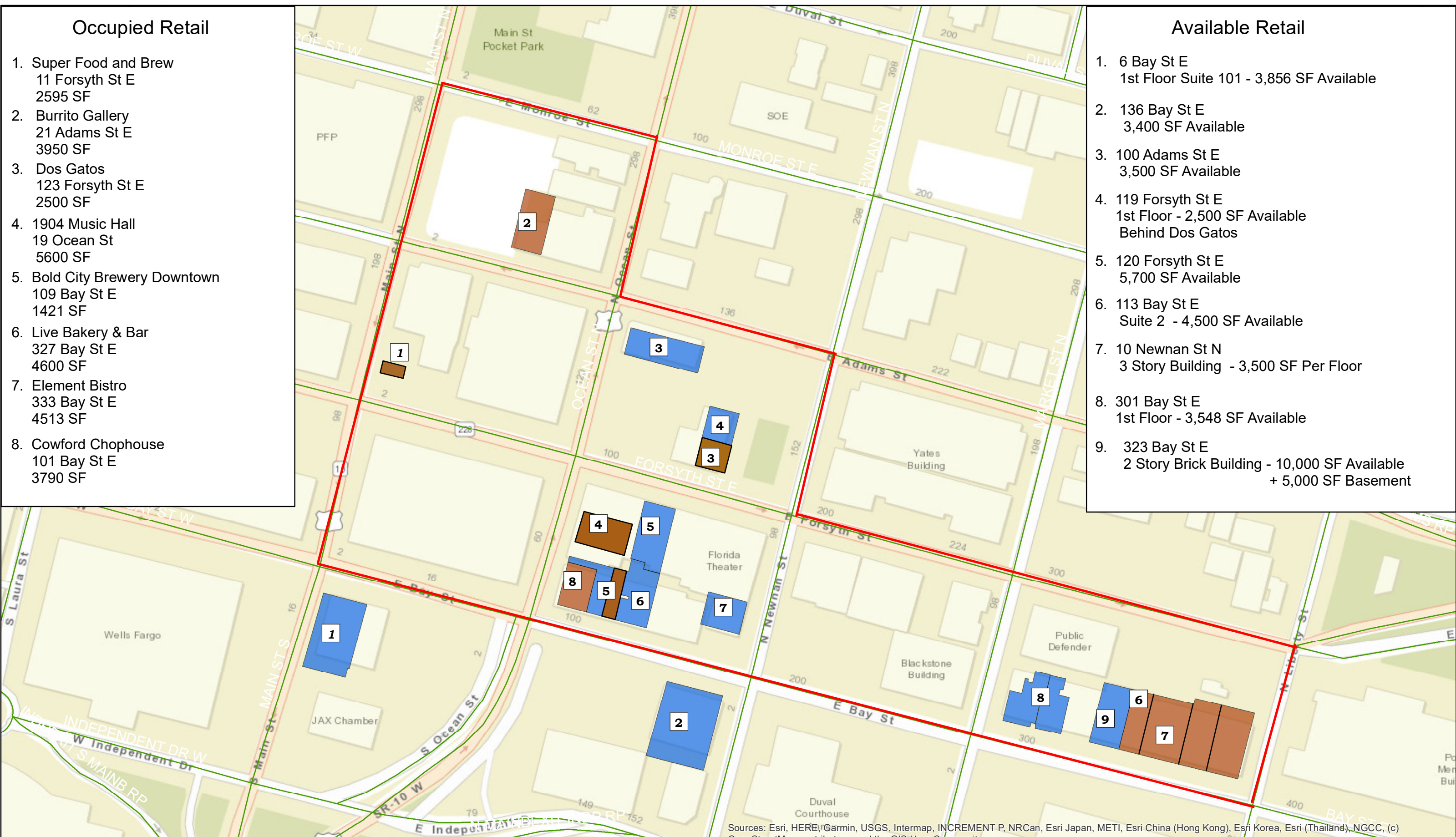


Occupied Retail

1. Super Food and Brew
11 Forsyth St E
2595 SF
2. Burrito Gallery
21 Adams St E
3950 SF
3. Dos Gatos
123 Forsyth St E
2500 SF
4. 1904 Music Hall
19 Ocean St
5600 SF
5. Bold City Brewery Downtown
109 Bay St E
1421 SF
6. Live Bakery & Bar
327 Bay St E
4600 SF
7. Element Bistro
333 Bay St E
4513 SF
8. Cowford Chophouse
101 Bay St E
3790 SF

Available Retail

1. 6 Bay St E
1st Floor Suite 101 - 3,856 SF Available
2. 136 Bay St E
3,400 SF Available
3. 100 Adams St E
3,500 SF Available
4. 119 Forsyth St E
1st Floor - 2,500 SF Available
Behind Dos Gatos
5. 120 Forsyth St E
5,700 SF Available
6. 113 Bay St E
Suite 2 - 4,500 SF Available
7. 10 Newnan St N
3 Story Building - 3,500 SF Per Floor
8. 301 Bay St E
1st Floor - 3,548 SF Available
9. 323 Bay St E
2 Story Brick Building - 10,000 SF Available
+ 5,000 SF Basement



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



- Available
- Occupied

ELBOW DISTRICT PROPERTIES



DIA Targeted Food and Beverage Program

January 14, 2020

Public Infrastructure

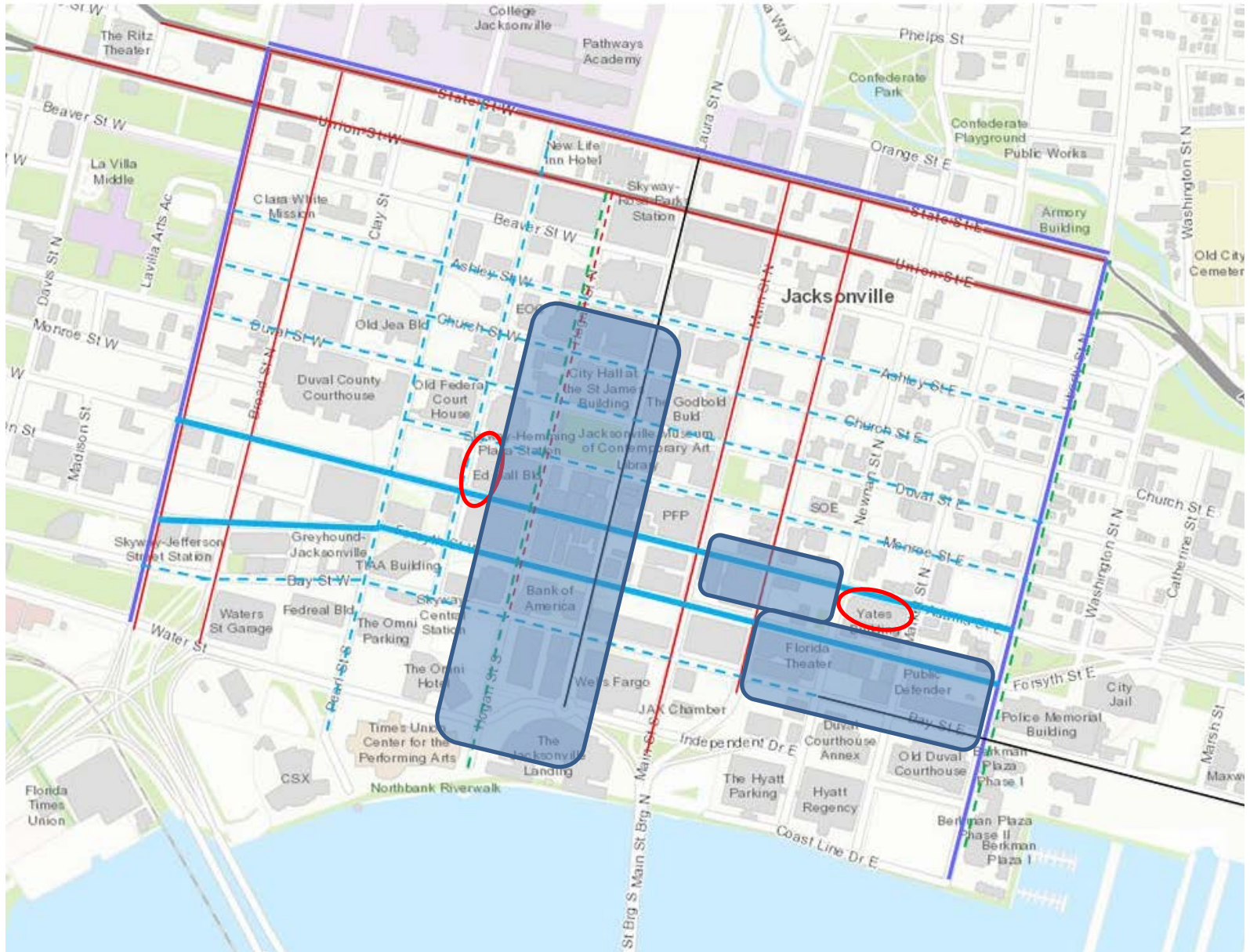
Two Way Street Conversion Adams and Forsyth



- Remain one way ————
- Convert to two way ————
- Future Conversion to two way - - - -
- Existing Two Way ————

- Limits of project ————
- Cycle track/trail - - - -

Districts overlaid on street plans; garage locations

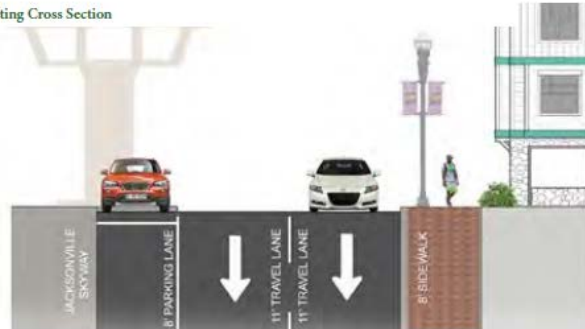


Hogan Street Cycle Track - Emerald Trail

Hogan Street Raised Cycle Track - Union Street to Bay Street



Existing Cross Section



Proposed Cross Section

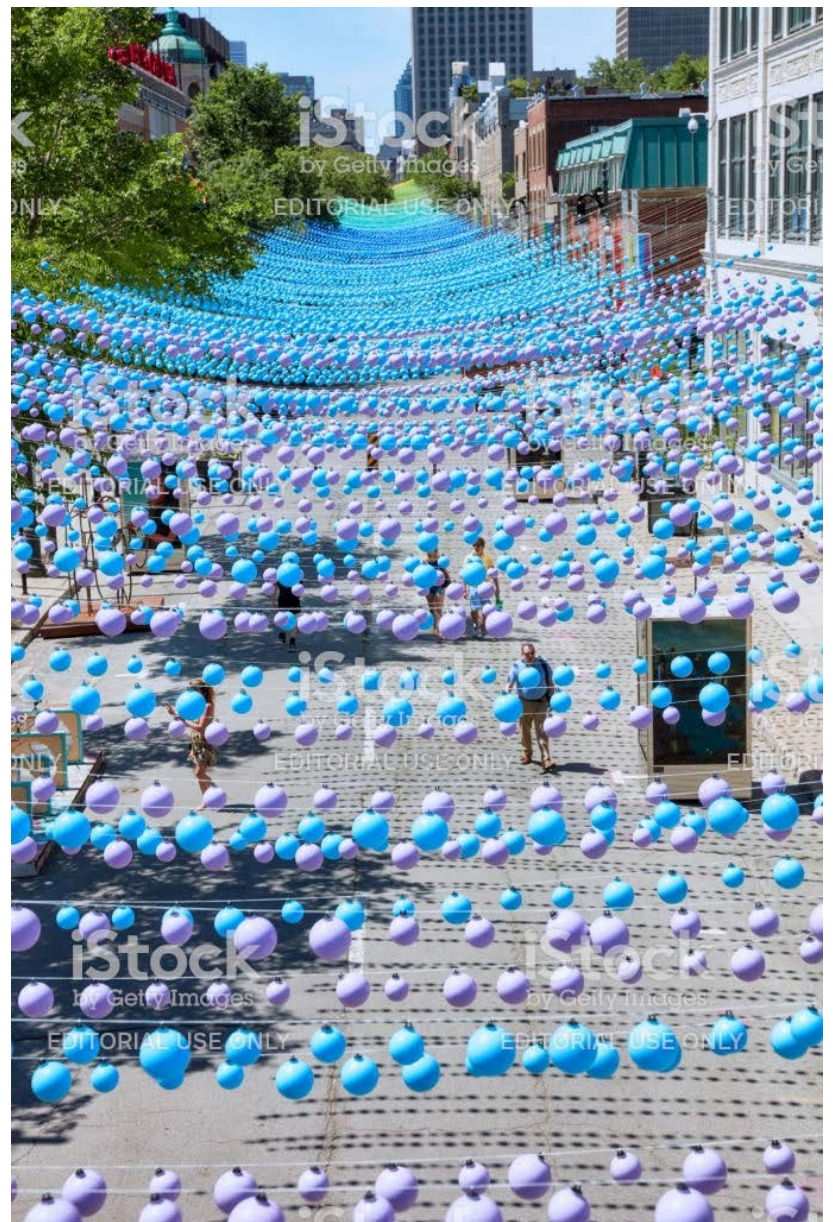


Emerald Trail Master Plan

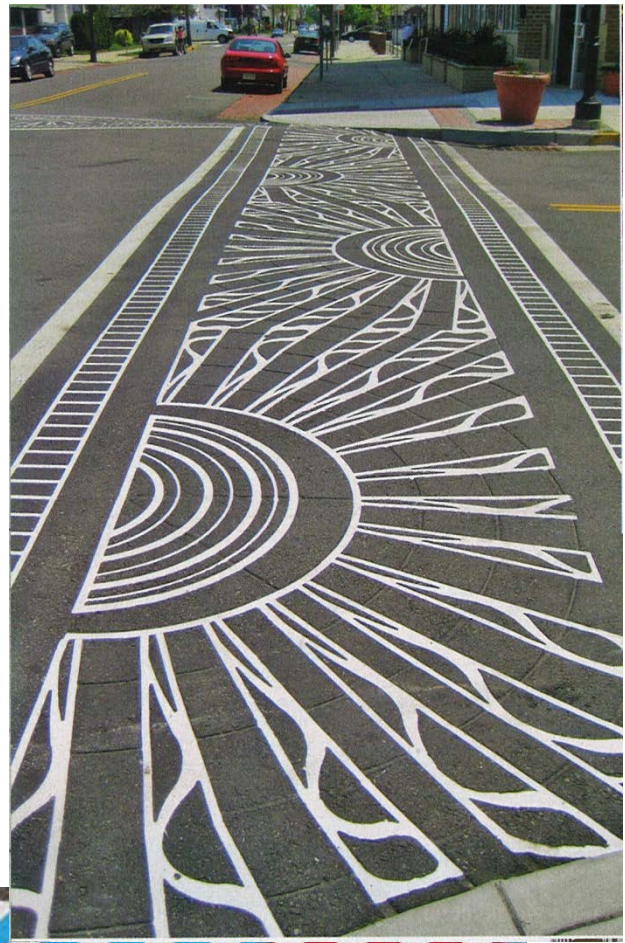
Public Art

- Urban Streetscape contract with Cultural Council requires amendment
- Target these two areas
- Create sense of distinct place with art installations- character of district
- Utilize remaining Phase II budget, Phase III budget and perhaps additional funds







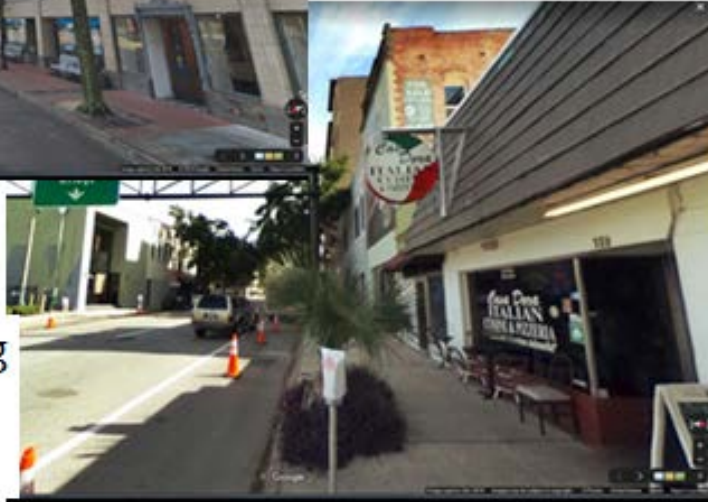


Trees and Widened Sidewalks



Forsyth scale right,
but sidewalk too
narrow

Convert street
to 2 way
Eliminate parking
and widen
sidewalk



Tree Fund \$ Available for Planting



Lighting and Music

- **DVI has added tree lighting the entire length of Laura Street**
- **New Sculpture in the Elbow lighted**
- **Add decorative lighting/ art in Elbow and along Hogan**
- **Outdoor Music**

Survey – Employees

Retail-Specific

1. How many times per month do you attend or participate in the following activities downtown (please see attached map for Downtown boundary)? Answer: *sliding scale: never, rarely (less than once/month); sometimes (1-2 times/month); Often (3-4 times/month); Frequently (5 or more times/month)*
 - a. Dining out – breakfast
 - b. Dining out – dinner
 - c. Happy hour
 - d. Bar/nightclub
 - e. Sporting event
 - f. Cultural or entertainment events (e.g., Art Walk, Jazz Festival, Hemming Park Events, etc.)
 - g. Services (e.g., Hair salon, dry cleaners, spa, etc.)
 - h. Other _____

2. How many times per month do you visit, in any location, the following dining establishments? Answer: *sliding scale: never, rarely (less than once/month); sometimes (1-2 times/month); Often (3-4 times/month); Frequently (5 or more times/month)*
 - a. Breakfast Restaurant
 - b. Lunch Restaurant
 - c. Dinner Restaurant
 - d. Coffee Shop
 - e. Happy Hour
 - f. Bars/Late Night Food & Drink
 - g. Bakery/Donut Shop
 - h. Ice Cream Shop
 - i. Other _____

3. Where do you typically dine out for breakfast? Please select your top two areas.
 - a. Downtown Jacksonville
 - b. Riverside
 - c. San Marco
 - d. Avondale
 - e. Town Center
 - f. Southside
 - g. The Beaches (Jax Beach, Atlantic Beach, Neptune Beach, Ponte Vedra)
 - h. Other _____

4. Where do you typically dine out for dinner? Please select your top two areas.
- a. Downtown Jacksonville
 - b. Riverside
 - c. San Marco
 - d. Avondale
 - e. Town Center
 - f. Southside
 - g. The Beaches (Jax Beach, Atlantic Beach, Neptune Beach, Ponte Vedra)
 - h. Other _____
5. What **THREE (3)** restaurants would you most like to see Downtown?
- a. Asian Cuisine
 - b. Bakery/Donut Shop
 - c. Bar (craft cocktail, sports, speakeasy, pub, live music, wine, etc.)
 - d. Barbecue
 - e. Bistro
 - f. Breakfast/Diner
 - g. Brew Pub
 - h. Coffee Shop
 - i. Delicatessen
 - j. Family Dining
 - k. Fast Food/Casual
 - l. Greek Cuisine
 - m. Ice Cream Shop
 - n. Italian Cuisine
 - o. Late Night Eat/Drink
 - p. Mexican Cuisine
 - q. Middle Eastern Cuisine
 - r. Organic/Healthy
 - s. Pizzeria
 - t. Seafood
 - u. Steakhouse
 - v. Tapas
 - w. Vegetarian
 - x. Other _____
6. What **THREE (3)** businesses would you most like to see Downtown?
- a. Art Galleries
 - b. Arts/Crafts
 - c. Auto Shop
 - d. Bodega (small convenience-style grocery store)
 - e. Butcher Shop

- f. Drug Store
- g. Dry Cleaners
- h. Electronics Store/Printing Services
- i. Fitness Center/Yoga Studio
- j. Furniture Store
- k. Garden Center
- l. Gift Store
- m. Grocery Store
- n. Hair/Nail Salon
- o. Laundromat
- p. Medical/Dental Office
- q. Movie Theater
- r. Music/Record Store
- s. Pet Supply Store
- t. Seamstress/Tailor Shop
- u. Shoe Store
- v. Spa
- w. Sports Equipment Store
- x. Other _____

7. If more dinner/happy hour options were available Downtown, how likely are you to stay after work and dine Downtown? *(sliding scale from not likely to extremely likely)*

8. **OPTIONAL:** Name a community similar to downtown Jacksonville that you feel has a vibrant and attractive Downtown that we can learn from. Please explain why you chose this community (i.e: ample restaurants, thriving Riverwalk, programming, parking, etc.) and, if possible, please include links to support your statements:

General

1. How long have you worked Downtown?
 - a. Less than 1 Year
 - b. 1-2 years
 - c. 3-5 years
 - d. 6-10 years
 - e. More than 10 years

2. In which zip code do you live?
 - a. _____

3. Please indicate your age range:
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65-74
 - g. 75 and over

4. As which gender do you identify?
 - a. Male
 - b. Female
 - c. Other _____

5. Please indicate your household income:
 - a. Less than \$20,000
 - b. \$20,000-\$39,999
 - c. \$40,000-\$59,999
 - d. \$60,000-\$79,999
 - e. \$80,000-\$99,999
 - f. \$100,000-\$149,999
 - g. \$150,000 or more

6. Please indicate your highest level of education you have completed:
 - a. Some high school
 - b. High school diploma/GED
 - c. Associate's degree
 - d. Bachelor's degree
 - e. Master's degree
 - f. Doctorate/Post-graduate degree

Survey – Residents

Retail-Specific

1. How many times per month do you visit, in any location, the following dining establishments?

Answer: sliding scale: never, rarely (less than once/month); sometimes (1-2 times/month);

Often (3-4 times/month); Frequently (5 or more times/month)

- a. Breakfast Restaurant
 - b. Lunch Restaurant
 - c. Dinner Restaurant
 - d. Coffee Shop
 - e. Happy Hour
 - f. Bars/Late Night Food & Drink
 - g. Bakery/Donut Shop
 - h. Ice Cream Shop
 - i. Other _____
2. Where do you typically do your grocery shopping? Please select your top two areas.
- a. Downtown Jacksonville
 - b. Riverside
 - c. San Marco
 - d. Avondale
 - e. Town Center
 - f. Southside
 - g. The Beaches (Jax Beach, Atlantic Beach, Neptune Beach, Ponte Vedra)
 - h. Other _____
3. Where do you typically dine out for breakfast? Please select your top two areas.
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 - b. Riverside
 - c. San Marco
 - d. Avondale
 - e. Town Center
 - f. Southside
 - g. The Beaches (Jax Beach, Atlantic Beach, Neptune Beach, Ponte Vedra)
 - h. Other _____
4. Where do you typically dine out for dinner? Please select your top two areas.
- a. Downtown Jacksonville
 - b. Riverside
 - c. San Marco
 - d. Avondale

- e. Town Center
- f. Southside
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- h. Coffee Shop
- i. Delicatessen
- j. Donut Shop
- k. Fast Food/Casual
- l. Greek Cuisine
- m. Ice Cream Shop
- n. Italian Cuisine
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- x. Other _____

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- c. Auto Shop
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- e. Butcher Shop
- f. Drug Store
- g. Dry Cleaners
- h. Electronics Store/Printing Services
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- k. Garden Center
- l. Gift Store
- m. Grocery Store
- n. Hair/Nail Salon
- o. Laundromat
- p. Medical/Dental Office
- q. Movie Theater
- r. Music/Record Store
- s. Pet Supply Store
- t. Seamstress/Tailor Shop
- u. Shoe Store
- v. Spa
- w. Sports Equipment Store
- x. Other _____

7. **OPTIONAL:** Name a community similar to downtown Jacksonville that you feel has a vibrant and attractive Downtown that we can learn from. Please explain why you chose this community (i.e: ample restaurants, thriving Riverwalk, programming, parking, etc.) and, if possible, please include links to support your statements:

General

1. How long have you lived Downtown?
 - a. Less than 1 Year
 - b. 1-2 years
 - c. 3-5 years
 - d. 6-10 years
 - e. More than 10 years

2. Please indicate your age range:
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65-74
 - g. 75 and over

3. As which gender do you identify?
 - a. Male
 - b. Female
 - c. Other _____

4. Please indicate your household income:
 - a. Less than \$20,000
 - b. \$20,000-\$39,999
 - c. \$40,000-\$59,999
 - d. \$60,000-\$79,999
 - e. \$80,000-\$99,999
 - f. \$100,000-\$149,999
 - g. \$150,000 or more

5. Please indicate your highest level of education you have completed:
 - a. Some high school
 - b. High school diploma/GED
 - c. Associate's degree
 - d. Bachelor's degree
 - e. Master's degree
 - f. Doctorate/Post-graduate degree

DIA x Jax Restaurant Reviews Incentives Outline

Jax Restaurant Reviews is the largest food blog on the First Coast with over 80k followers. As the most trusted site for foodies, JRR is positioned to provide marketing and advertising support to restaurants moving into the Downtown Jacksonville area at a discounted rate through partnership with the Downtown Investment Authority. Here are some ways that JRR can assist in creating exposure for potential Downtown restaurants:

- **Pre-Opening Media Event**
 - An exclusive curated event with traditional media, local bloggers and influencers to visit and share their experience at the restaurant. JRR provides all coordination, follow-up and accompaniment during event.
- **Social Media Promotion**
 - **Facebook Live Show**- A 5-10 minute live video highlighting the restaurant and their food. The video reaches 7k-10k viewers on Facebook.
 - **Social Media Posts**- share food photos across all JRR platforms (Instagram, Facebook, Twitter, FB Group)
 - **Giveaways**- giveaways on social media generate engagement from followers and help restaurants gain new followers and customers.
- **Social Media Training** (e.g: [Social Media Workshop](#))
 - Industry tips on curating the right content, photography, scheduling and engagement.
- **Spotlight Articles**- JRR will work with the restaurant to tell their story through a featured article for our website.
- **Ongoing PR**
 - JRR has created many relationships with local media. There is an opportunity to provide ongoing PR pitching for new restaurants Downtown to be featured on TV and in local print media.
- **Other:**
 - Soft Opening Party for Scoop Members- JRR houses The Scoop group on Facebook, which has almost 9k members all focused on the Jax food scene. There's an opportunity to create exclusive soft-opening parties for Scoop members to create a buzz.
 - Downtown Edition Progressive Dinner/Foodie Tour
 - A progressive foodie tour- one courses at each restaurant
 - Potential to partner with DVI to host events that promote the dense restaurant corridors and attract people downtown to visit said corridors
 - "Eat and drink your way through Downtown Jax" (occurring every third Friday of the month or something similar)
 - Collaborate between DVI and Jax Restaurant Reviews for a Downtown Edition of Jax Restaurant Reviews Food Adventure Dinners

Jax Restaurant Reviews Statistics:

Facebook: 23k

Instagram: 50.7k Twitter: 8k

Website: 15k-20k monthly readers

The Scoop Group- 9k



Downtown Investment Authority

Funds available for NB retail initiative

NB retail enhancement through 18/19 in CRA	1,300,000
NB retail enhancement 19/20 in CRA	307,242
NB retail enhancement in Econ Dev Fund	<u>257,951</u>
	1,865,193
NB Forgivable Loans in Eco Dev Fund	925,059 (1,391,059 less 466,000 encumbered)
Façade Grants NB CRA 19/20	950,000

Food and Beverage type	Square footage	Incentive/Square foot	Cap
Fine Dining/Contemporary Casual	3000-7000	75.00	\$350,000
Fast Casual/full breakfast/tapas lounge	1500-3000	50.00	\$150,000
Coffee shop/Ice Cream/ Pastry/ Dessert/ juice bar/ bar/taproom	750-2500	40.00	\$80,000

DRAFT