

RESOLUTION 2026-06-04

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) AUTHORIZING AN AMOUNT NOT TO EXCEED SEVENTY-FIVE THOUSAND DOLLARS (\$75,000.00) TO DOWNTOWN VISION, INC. (DVI) TO UNDERTAKE A STRATEGIC STORYTELLING AND COMMUNICATIONS SCOPE OF WORK FOR DOWNTOWN JACKSONVILLE PURSUANT TO ORDINANCE 2021-499-E AND SECTION 55.117, ORDINANCE CODE; AUTHORIZING THESE FUNDS ACTIVITY; AUTHORIZING A BUDGET TRANSFER IN THE AMOUNT OF \$75,000 FROM “FLORIDA THEATRE” ACTIVITY TO “ADVERTISING AND PROMOTION” IN A FORMAT SUBSTANTIALLY SIMILAR TO EXHIBIT ‘A’; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the DIA seeks to promote downtown investment, economic development, and quality urban design consistent with the adopted Business Investment and Development Plan (“BID Plan”); and

WHEREAS, activation, communication, and continued investment in Downtown Jacksonville are essential to implementation of the adopted BID and Community Redevelopment Area (“CRA”) Plan; and

WHEREAS, the DIA seeks to support a strategic storytelling and communications effort for Downtown Jacksonville to help DIA and its downtown partners align around a clear, compelling, and repeatable story about why Downtown Jacksonville matters, what is happening now, and where the city is headed; and

WHEREAS, the proposed scope of work is intended to develop a shared narrative platform for use by DIA, Downtown Vision, Inc. (“DVI”), the Jacksonville Riverfront Alliance, Visit Jacksonville, city leadership, civic institutions, private developers, cultural partners, and other downtown stakeholders; and

WHEREAS, the scope of work includes discovery and document review, stakeholder engagement, an in person focus group in Downtown Jacksonville, an audience and message framework, a downtown narrative framework, naming options or rallying language for the downtown strategy update, and a final presentation of findings and recommendations; and

WHEREAS, Ordinance 2021-499-E created Section 55.117, Ordinance Code, authorizing the DIA Board, subject to the Authority’s budget and Board approval, to execute agreements with DVI, as needed, in an amount not to exceed \$100,000.00 to provide activities, programs, and services Downtown; and

WHEREAS, DVI's unique expertise in providing services within the Downtown Improvement District and its existing role as a downtown partner will enable DVI to undertake and coordinate this strategic storytelling and communications scope collaboratively and efficiently; and

WHEREAS, use of the direct contracting authority provided by Ordinance 2021-499-E and Section 55.117, Ordinance Code, will allow this time sensitive project to launch in August 2026 and be completed by the end of calendar year 2026, a timeline that would not be possible under the standard procurement process; and

WHEREAS, the total project budget shall not exceed \$75,000.00, all inclusive, and the DIA finds it appropriate to provide such funding to DVI to undertake the strategic storytelling and communications scope of work for Downtown Jacksonville; and

WHEREAS, the DIA desires to fund this effort through a transfer of \$75,000 of surplus budget from the "Florida Theatre" activity, which was originally funded as part of a larger public incentive in 2016, to the Advertising and Promotion account,

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

Section 1. The DIA Board hereby authorizes the expenditure of an amount not to exceed \$75,000.00 payable to Downtown Vision, Inc. to undertake the strategic storytelling and communications scope of work for Downtown Jacksonville from its Advertising and Promotion account within the Combined Northbank Community Redevelopment Area budget.

Section 2. The DIA Board hereby authorizes its Chief Executive Officer to negotiate and execute an agreement, task order, or functional equivalent with DVI pursuant to Ordinance 2021-499-E and Section 55.117, Ordinance Code, subject to availability of budgeted funds and review and approval by the Office of General Counsel as to form and legality.

Section 3. The DIA instructs its Chief Executive Officer to effectuate a Budget Transfer of substantially in accordance with Exhibit 'A', authorizing its Chief Executive Officer to make amendments as may be required by the Budget or Accounting offices, providing that such changes, including numerical adjustments, are in accordance with the purposes of this resolution. Providing further that prior to signing of a BT form by the DIA CEO and DIA Board Chair, the Budget Office shall have reviewed and signed the BT form.

Section 4. The DIA Board authorizes the payment terms for such agreement, which may include a reasonable advance payment and payment terms based on draws, reimbursements, or progress payments, consistent with Section 55.117, Ordinance Code.

Section 5. 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

6/24/26
Date

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

CRA Budget Transfer Form

City of Jacksonville, Florida

COMMUNITY REDEVELOPMENT AGENCY

Downtown Development Authority

Name of Community Redevelopment Agency

No

Plan Capital Project (Yes or No)
(if applicable fill out CRA Capital Project Form)

7

Council District (s)

Description of Expenditure Request:

Transfer budget from Forgivable Loans to Advertising and Promotions per DIA Bord Resolution 2026-06-04.

\$75,000.00

Total Amount of Expenditure Request

6/15/26

Anticipated Expenditure Commencement Date

6/15/26

Anticipated Expenditure Completion Date

Forgivable Loans

Applicable Approved CRA Budget Line Item For Expenditure

\$75,000.00

Available Funds in Approved CRA Budget Line Item

Date Rec'd.	Date Fwd.	CRA Board Administrator Approval

BUDGET OFFICE

Date Rec'd.	Date Fwd.	Budget Officer Approval

ACCOUNTING DIVISION

Date Rec'd.	Date Fwd.	Comptroller Approval

Budget Office and Accounting approval required to verify available funds and for any necessary finance activity / line item changes.

CRA BOARD APPROVAL

Date Rec'd.	Date Fwd.	CRA Board Chair Approval

\$75,000.00

Expenditure Amount Approved by CRA Board

Resolution 2026-06-04

CRA Board Resolution Number

6/17/2026

Resolution Date

RESOLUTION 2026-06-04
EXHIBIT A

CRA Budget Transfer Line Item Detail

* This element of the account string is titled project but it houses both projects and grants.

TRANSFER FROM: (Revenue line items in this area are being appropriated and expense line items are being de-appropriated.)

[illegible]

TRANSFER TO: (Revenue line items in this area are being de-appropriated and expense line items are being appropriated.)

[illegible]