RESOLUTION 2026-02-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) PROVIDING FOR A TWENTY THOUSAND DOLLAR ($20,000.00) CONTRIBUTION TO DOWNTOWN VISION, INC. (DVI) FOR SUPPORT OF PLACEMAKINGJAX LEGACY PROJECTS; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2025-2026 ADMINISTRATIVE BUDGET'S EVENT CONTRIBUTION FUNDS; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the mission of the DIA is, "Through stewardship and collaboration, we drive investment, facilitate growth, and foster community to create a vibrant Downtown for all."; and

WHEREAS, the DIA seeks to advance the goals of the Downtown Community Redevelopment Area, including Redevelopment Goal No. 4, which calls for increasing the vibrancy of Downtown through arts, culture, events, parks, and attractions; and

WHEREAS, activation of Downtown is essential to implementation of the adopted BID and CRA Plan; and

WHEREAS, PlacemakingJax is a program administered by DVI that supports temporary, community-driven activations in Downtown Jacksonville by providing education, technical assistance, and resources to local organizers; and

WHEREAS, over multiple program cycles, certain PlacemakingJax projects have demonstrated sustained success, strong community demand, and a continued commitment to Downtown, resulting in repeat participation ("Legacy Projects"); and

WHEREAS, these Legacy Projects are uniquely rooted in Downtown, attract a wide and diverse audience, and have contributed meaningfully to Downtown activation, cultural expression, and economic vitality; and

WHEREAS, providing targeted support for Legacy Projects allows the PlacemakingJax program to continue fostering proven activations while preserving program resources for new and emerging placemaking ideas; and

WHEREAS, the DIA desires to partner with DVI to support two (2) Legacy Projects that align with Downtown priorities, community impact, and the goals of the PlacemakingJax program, consistent with the framework and criteria set forth in "Exhibit A"; and

WHEREAS, City Council via Ordinance 2021-0499 amended Chapter 55 to allow for DIA to directly enter into agreements with DVI for the programming of parks and public spaces located within Downtown without further need for City Council approval; and

WHEREAS, DIA staff has reviewed the PlacemakingJax framework and recommends approval of a $20,000 contribution from the DIA fiscal year 2025-2026 administrative budget's event contribution funds to support two (2) Legacy PlacemakingJax activations.

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

Section 1. The DIA authorizes a payment of twenty thousand dollars ($20,000.00) to DVI from the DIA fiscal year 2025-2026 administrative budget's event contribution funds to support two (2) PlacemakingJax Legacy activations.

Section 2. The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution, including execution of a contract for such services.

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 2/18/26
Date

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

EXHIBIT A

PlacemakingJax Legacy Project Support
Framework & Criteria

Purpose

This Exhibit outlines the framework for the Downtown Investment Authority's (DIA) financial support of two (2) PlacemakingJax Legacy Projects administered by Downtown Vision, Inc. (DVI). This support is intended to recognize proven, community-supported activations while allowing PlacemakingJax program resources to remain available for new and emerging ideas.

Definition of Legacy Projects

For purposes of this Exhibit, PlacemakingJax Legacy Projects are defined as projects that:

- Have successfully participated in the PlacemakingJax program in multiple prior cycles;
- Have demonstrated sustained community interest and demand for their return; and
- Have shown an ongoing commitment to Downtown Jacksonville through continued programming, partnerships, or activation of Downtown spaces.

Funding Framework

- The DIA's contribution is a one-time payment intended to support two (2) Legacy Projects during the applicable program cycle.
- DVI will administer the funds in accordance with PlacemakingJax program guidelines.
- In the event a supported Legacy Project is cancelled due to inclement weather or other circumstances outside of DVI's control, any unspent or uncommitted portion of the DIA Contribution shall be reallocated to alternative activation activities upon the mutual consent of the Parties.

Coordination & Recognition

- DIA staff and DVI will coordinate to identify and confirm the two (2) Legacy Projects supported through this contribution.
- As a condition of support, Legacy Projects will provide appropriate sponsor recognition, including acknowledgment and logo inclusion for the DIA in marketing, promotional materials, and on-site signage, as applicable.