

RESOLUTION 2023-08-05

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIVE THOUSAND DOLLAR (\$5,000.00) EVENT CONTRIBUTION TO WAGONER FOUNDATION TO SUPPORT THE JACKSONVILLE TACO & TEQUILA FESTIVAL; AUTHORIZING THESE FUNDS FROM THE DIA FISCAL YEAR 2022-2023 ADMINISTRATIVE BUDGET’S EVENT CONTRIBUTION FUNDS; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN EVENT CONTRIBUTION AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the mission of the DIA is, “To drive growth in business and investment, create a vibrant urban living environment and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure, and policy”; and

WHEREAS, the efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

Redevelopment Goal No. 4 Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions; and

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

WHEREAS, the third annual Taco & Tequila Festival is a two-day music and food festival serving as a major fundraiser for several local Jacksonville nonprofits benefiting the arts, community enrichment, and education in Jacksonville, Florida; and

WHEREAS, the festival will take place on Labor Day weekend, Saturday September 2nd and Sunday, September 3rd at Metropolitan Park in Downtown Jacksonville; and

WHEREAS, the venue will play host to two jam-packed days of world-class, live entertainment, authentic cuisine from over 40+ restaurants and food trucks, margarita and tequila sampling stations, local artists and makers' village, games, live music, and more; and

WHEREAS, Wagoner Foundation requests five thousand dollars (\$5,000) to be used towards production expenses for the festival. Production expenses include stage, lighting, video walls, green rooms, security, fencing, etc.; and

WHEREAS, the DIA Board via Resolution 2022-04-02 authorizes certain contributions to private organizations and sponsorships of events that take place in Downtown and/or further the Business Investment and Development Plan and do not exceed Five Thousand Dollars (\$5,000.00) per event or sponsorship, subject to available budgeted funds to proceed directly to the Board for consideration on the Consent Agenda;

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

Section 1. The DIA authorizes a contribution of five thousand dollars (\$5,000) to the Wagoner Foundation in accordance with Exhibit 'A'.

Section 2. The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution.

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

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY



Jim Citrano, Chair

8/16/23

Date

VOTE: In Favor: Opposed: Abstained: _____

EXHIBIT A



2023 Taco & Tequila Festival
Hosted By: The Wagoner Foundation

Date: July 27, 2023

The 3rd Annual Taco & Tequila Festival, a two-day music and food festival serves as a major fundraiser for several local Jacksonville nonprofits benefiting the arts, community enrichment, and education here on the First Coast. The special event will take place Labor Day weekend, Saturday, September 2nd, and Sunday, September 3rd at the Metropolitan Park in downtown Jacksonville! The beautiful venue will play host to two jam-packed days of world-class, live entertainment, authentic cuisine from over 40+ restaurants and food trucks, margarita and tequila sampling stations, local artists and makers' village, games, live music, and more!

The festival lineup, one of the largest to happen Downtown in recent years, will feature three stages with over 40 bands and DJs including Big Boi from Outkast, Lupe Fiasco, Iration, Gym Class Heroes, Collie Buddz, Ballyhoo, The Main Squeeze, Night Tales, The Ries Brothers, Cas Haley, Love Culture, The Hulagans, Outeredge, Ben Lewis, Easy Honey, Rohna, and other special guests!

The festival is best enjoyed with a Grand Tasting Experience or VIP Pass to the Golden Agave Club. The Grand Sampling experience will feature a curated sampling of over 50+ craft & premium distillers, live music, Glencairn sampling glass, all-day access to a private, 2-story lounge with air-conditioned restrooms, private bar, & more (Sold Out in 2022). General Admission tickets include a welcome Margarita or cervezas!

With the close proximity of this event to over 50 upcoming downtown developments & projects, the potential is limitless. There's a significant opportunity to work with the city, DIA, and downtown stakeholders to capture attendees and create positive awareness for the city's potential and upcoming projects that could propel Jacksonville into the city of the future. We expect tens of thousands of attendees and over 6,000+ tourists from outside of 150 miles away to visit downtown Jacksonville serving as an incubator for a once-in-a-lifetime, music, food, and cultural experience highlighting the very best of JAX.

Through an expansive & proven marketing campaign spanning the southeast and beyond, we plan to generate several million impressions highlighting our gorgeous city, the Jaguars + Sports Entertainment District, and Jacksonville FL, as a must-visit destination.

Our foundation is requesting assistance with a grant of \$5,000 to help with production expenses for the festival. We are bringing in world-renowned artists to perform at this one-of-a-kind festival costing us over \$300,000 in artist and production fees alone. Production fees include stage, lighting, video walls, green rooms, security, fencing, ect. By bringing in this caliber of talent, we will drive tourism downtown and allow our attendees to experience all our city has to offer. Again, the festival serves as a fundraiser for many local charities in the community with our two main charity partners being Boys & Girls Club and Make-A-Wish. Last year we were able to give back over \$115,000 to charity and we hope to deepen our impact this year by having more of our expenses covered.

For questions regarding this request, please contact Brooke Edmondson, Director of Events and Community Outreach, at brooke@904happyhour.com

For more information on the event please visit our website: www.ixtacofest.com