#### **RESOLUTION 2022-04-08**

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE THE CITY'S FINANCIAL CONTRIBUTION TO DOWNTOWN VISION, INC. ("DVI") AS IDENTIFIED IN DVI'S 2022-2023 BUDGET; RECOMMENDING THAT THE JACKSONVILLE CITY COUNCIL APPROVE DVI'S 2022-2023 ANNUAL BUDGET INCLUDED IN EXHIBIT 'A'; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, DVI provides public services within the Downtown Business Improvement District ("BID") in accordance with the Enhanced Municipal Services Agreement ("Agreement"), including, but not limited to, cleaning, marketing, event planning, and the Ambassador Program; and

WHEREAS, the City Council, pursuant to Ordinance 1999-1175-E, created the Downtown BID; authorized the imposition of Special Assessments within the BID; and made certain findings of fact as to the benefit to be derived from property owners within the BID; and authorized execution of the Agreement; and

**WHEREAS**, the City Council reauthorized the Enhanced Municipal Services Agreement between Downtown Vision, Inc. and the City through Ordinance 2005-785-E, Ordinance 2012-422-E and Ordinance 2019-97-E; and

WHEREAS, the Downtown Investment Authority ("DIA") has been designated as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E, and further granted authorities via Ordinance 2014-0560-E; and

WHEREAS, the DIA finds that DVI provides valuable, enhanced public services to property owners within the BID that could not effectively be provided without financial support from the City; and

WHEREAS, DVI has submitted the five page Exhibit A for consideration by DIA, inclusive of pages 2, 3 and 4 which represent the DVI budget for FY 22/23,

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

- **Section 1**. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.
- **Section 2.** The DIA recommends that the City of Jacksonville continue its financial contribution equal to 1.1 mils of the assessed value of City property within DVI's Business Improvement District.

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**Section 3.** The DIA recommends that the City Council approve DVI's Fiscal Year 2022-2023 Budget included in Exhibit 'A' as pages 2, 3 and 4 thereof.

**Section 4.** This Resolution, 2022-04-08, Shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY** 

VOTE: In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

# **EXHIBIT A**

Updated March 19, 2022

# BUSINESS IMPROVEMENT DISTRICT (DOWNTOWN VISION) JACKSONVILLE, FLORIDA

#### **BUDGET - FISCAL YEAR 2022-2023**

ESTIMATED REVENUES	<u>DVI PROPOSED</u>
Assessed Properties (1)	\$ 1,659,690
City of Jacksonville (2)	\$ 657,284
Other Sources (3)	\$ 393,439
Total Estimated Revenues	<b>\$2,710,413</b>

Schedule AD

#### **APPROPRIATIONS**

	Clean, Safe and Attractive (4)	Marketing, Promotions, Special	Business & Stakeholder Support (6)	Management & General (7)	Total	
Personnel Services	\$137,226	Projects (5) \$433,121	\$203,114	\$87,138	\$860,599	
Operating Expenses	\$1,371,247	\$334,368	\$81,663	\$62,536	\$1,849,814	
Total Appropriations	\$1,508,473	\$767,489	\$284,777	\$149,674	\$2,710,413	

- (1) Commercial and residential property owners in DVI's Downtown district pay 1.1 mils of their property's assessed value to DVI, subject to residential property exemptions
- (2) This reflects a contribution from the City of Jacksonville equal to 1.1 mils of the value of the City's owned property in the Downtown district
- (3) This represents all other income for Downtown Vision Inc., including fee-for-service contracts, voluntary contributions from exempt organizations, grants, sponsorships and revenues generated from special events.
- (4) These contracted services include a team of Clean & Safe Ambassadors, a supervising project manager, uniforms, supplies and equipment. This line item includes 50% of the Director of District Services salary plus 25% of administrative budget.
- (5) Includes salaries for Vice President of Marketing, Senior Director of Placemaking, Communications Manager, Events Manager and includes 25% of the admin budget.
- (6) Includes salary for Stakeholder Support Manager, 50% of Vice President of District Services, and 25% of admin budget.
- (7) This represents 25% of the admin budget. The admin budget includes the CEO, Business Administrator and Office Manager positions.

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# Downtown Vision, Inc. FY2022-2023 Budget

			Downto	wn Vision FY20	22 - 2023 Budge	et .						
	DOWNLOWN FROM FROM BOARD											
REVENUES	+							<del>                                     </del>		$\vdash$	BUDGETED 22/23	
City of Jacksonville Request (1)	+							-		\$	657.284	
Private Commercial Properties - Assessed at 1.1 mils (2)										\$		
Contracted Services (3)	+					·				\$	1,659,690	
	_							-		\$	116,935	
Voluntary Contributions, Sponsorships & Event Income (4)	_							-		Ť	275,904	
Interest Income								-		\$	600	
TOTAL REVENUES										\$	2,710,413	
	_	Clean, safe and	Mkta Brome	otions, special	Business/ Str	rkoholdor		Mone	annant 9	-		
		Attractive (5)		ects (6)	Business/ Stakeholder Support (7)		Total Programs	Management & General (8)		1		
EXPENDITURES		Attractive (5)	proje	cis (0)	Зиррог	L (/)	Total Flograms	Ge	rierai (o)	$\vdash$		
Salaries	\$	112,190	\$	347.087	s	168,298	\$ 627,575	8	70,395	\$	697,970	
Employee Benefits	\$	13,016		48,851	\$	16,790	\$ 78,657	\$	9,201	\$	87,858	
Payroll Taxes/Workers' Comp	\$	12,020		37,183	· -	18,026	\$ 67,229		7,542	\$	74,771	
Total Salaries & Related Expenses	\$	137,226			\$	203,114	\$ 773,461	\$	87,138	<u> </u>	860.599	
Total Salaries & Related Expenses	+	137,220	Φ	433,121	1 2	203,114	773,461	1.0	07,130	1	000,399	
Professional Fees and Contract Services	\$	1,300,312	\$	175,533	\$	19,128	\$ 1,494,973	\$	-	\$	1,494,973	
Supplies/Equip. & Postage	\$	5,313	\$	5,313	\$	5,313	\$ 15,939	\$	5,313	\$	21,252	
Telephone & Internet	\$	2,415	\$	2,415	\$	2,415	\$ 7,245	\$	2,415	\$	9,660	
Computers	\$	4,389	\$	4,389	\$	4,389	\$ 13,166	\$	4,389	\$	17,554	
Insurance	\$	3,057	\$	3,057	\$	3,057	\$ 9,170	\$	3,057	\$	12,226	
Rent	\$	28,500	\$	28,500	\$	28,500	\$ 85,500	\$	28,500	\$	114,000	
Accounting/Banking Services	\$	11,951	\$	11,951	\$	11,951	\$ 35,854	\$	11,951	\$	47,805	
Meetings	\$	1,540	\$	1,540	\$	1,540	\$ 4,620	\$	1,540	\$	6,160	
Travel/Conferences/Professional Development	\$	2,673	\$		\$	2,673	\$ 8,018	\$	2,673	\$	10,690	
Memberships & Subscriptions	\$	2,699	\$	2,699	\$	2,699	\$ 8,096	\$	2,699	\$	10,794	
Program Support	\$	8,400	\$	96,300	\$	-	\$ 104,700	\$	-	\$	104,700	
TOTAL EXPENDITURES	\$	1,508,473	\$	767,489	\$	284,777	\$ 2,560,740	\$	149,673	\$	2,710,413	
% of Total		56%		28%		11%	94%		6%			
REVENUES OVER EXPENDITURES/Gap Fund											\$0	
(1) This amount reflects a full contribution from the City equal	l to 1.1 r	nils of the value of the	City's owned pr	operty in DVI's D	owntown district	t		•				
(2) Non exempt property owners in expanded DVI's Downtow	vn distri	ct pay 1.1 mils of their	property's asse	essed value to DV	/I (both commerc	cial & resider	ntial properties)					
(3) Includes contracts fee-for-service including General Servi								IA				
(4) Includes all others revenue such as grants, sponsorships									r and Jesse B	all Di	uPont Fund.	
(5) Includes Clean & Safe Ambassador team, a supervising of					1 0							
(6) Includes salaries for Vice President of Marketing, Senior I										Г		
(7) Includes salary for Public Realm Manager, 50% of Vice President of District Services, and 25% of admin budget.												
								-		-		

(8) Includes 25% of the admin budget. The admin budget includes the CEO, Business Administrator and Office Manager positions.

Updated March 19, 2022

# Downtown Vision FY 21/22 vs. FY 22/23

Attachment 3

	1	Adopted FY21/22		Proposed FY22/23	Increase (Decrease)	Notes			
REVENUES	_	F121/22	$\vdash$	FIZZIZS	(Decrease)	Notes			
City of Jacksonville	\$	661,898	\$	657,284	(\$ 4 61A)	City contribution to Downtown Vision based on same 1.1 mils formula as private properties			
Private Commercial Properties	\$	1.668.943	\$	1,659,690		Slight decrease in assessed value of properties in the existing downtown district			
	\$	2,100	\$	1,059,090		Decrease is due to lower interest rates			
Interest Income	φ	2,100	1 4	000	(φ-1,500)	Includes payments fee-for-service such as General Services Administration (GSA) for ambassador			
Contracted Services	\$	77,251	   \$	116,935	\$39,684	assistance around Federal Courthouse, JTA for Ambassadors at some Skyway stations, LifeBuilders  Program hiring formerly homeless individuals to be Ambassadors and partnership with DIA for Downtown			
Voluntary Contributions, Sponsorships,				· ·		Includes all others revenue, including grants, sponsorships, event revenue and voluntary contributions from exempt organizations like JEA, First Baptist Church, JaxChamber and Jesse Ball DuPont Fund.			
Etc.	\$	103,985	\$	275,904		Increase is due to increased sponsorships and revenues from events like new Sip & Stroll			
TOTAL REVENUES	\$	2,514,177	\$	2,710,413	\$196,236				
	_								
EXPENDITURES	-		Ļ	207.070	****				
Salaries	\$	599,576	\$	697,970		Increase due to increased salary range for new positions			
Employee Benefits	\$	95,010	\$	87,858		Decrease due to reduced cost of health insurance and benefits with new employees			
Payroll Taxes/Worker's Comp	\$	64,219	\$	74,771		Increase due to increases above			
Total Salaries & Related Expenses	\$	758,805	\$	860,599	\$101,794				
Professional Fees & Contract Services	\$	1,463,045	\$	1,494,973		graphic design support, consulting, marketing support, printing reports, rack cards and marketing collateral.			
Supplies, Printing & Postage	\$	21,252	\$	21,252	\$0	Includes office supplies, stationary, copier, water cooler, postage meter, postage, bulk mail, UPS, courier fees			
Telephone & Internet	\$	9,660	\$	9,660		Includes phone lease, internet, local and long distance			
Computers	\$	16,804	\$	17,554		Includes website management, software fees, email hosting and server maintenance			
Insurance	\$	11,836	\$	12,226		Includes D&O, liability, property, theft and event insurance. Increase is due to increased coverage			
Rent	\$	-	\$	114,000		Annual debt service for financing of new headquarters fit-out			
Accounting, Banking Services & Payroll	\$	45,472	\$	47,805		Includes audit, payroll expenses, licenses and bank fees			
Meetings	\$	6,160	\$	6,160		Includes Board meetings, committee meetings, stakeholder meetings and board retreat			
Travel/Conferences/Profess. Development	\$	5,640	\$	10,690		Includes conference expenses, lodging and travel expenses. Increase is due to increased travel compared to last year (limited travel because of COVID-19 pandemic)			
Memberships & Subscriptions	\$	9,720	\$	10,794		International Downtown Association and subscriptions for local papers such as Jacksonville Business Journal			
	Ĺ	-,.	Ė			Items includs costs for events and promotions and for beautification initiatives. Decrease is due to			
Program Support	\$	165,783	\$	104,700	(\$-61,083)	increased use of 501(c)3 foundation for events + fundraising.			
SUBTOTAL EXPENDITURES	\$	2,514,177	\$	2,710,413	\$196,236				
Contingency	\$	-	\$		\$0				
TOTAL EXPENDITURES	\$	2,514,177	\$	2,710,413	\$196,236				
Variance	\$	-	\$	-	\$0				

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#### Downtown Vision History of Revenues from City of Jacksonville

Attachment 4

Fiscal Year	Private Assessments (Budgeted)	Assessed Value of City Property	City Assessments (Due) (1.1mils)	City Assessments (Paid)		Other \$ (Note 1, 2)	Actual City Contribution	Actual Millage	City Assessment Diff From Millage (Note 3)	DVI Adopted Budget
FY 00/01	\$778,970	\$139,318,182	\$153,250	\$153,250	1.1	\$0	\$153,250	1.1	\$0	\$983,140
FY 01/02	\$740,000	\$130,045,455	\$143,050	\$143,050	1.1	\$0	\$143,050	1.1	\$0	\$956,478
FY 02/03	\$734,000	\$156,824,545	\$172,507	\$172,507	1.1	\$0	\$172,507	1.1	\$0	\$1,090,950
FY 03/04	\$775,000	\$174,746,364	\$192,221	\$192,221	1.1	\$0	\$192,221	1.1	\$0	\$1,116,746
FY 04/05	\$781,948	\$201,148,182	\$221,263	\$221,263	1.1	\$0	\$221,263	1.1	\$0	\$1,159,737
FY 05/06	\$735,492	\$214,837,273	\$236,321	\$236,321	1.1	\$0	\$236,321	1.1	\$0	\$1,159,737
FY 06/07	\$786,284	\$219,482,727	\$241,431	\$241,431	1.1	\$0	\$241,431	1.1	\$0	\$1,132,013
FY 07/08	\$825,600	\$208,860,909	\$229,747	\$229,747	1.1	\$0	\$229,747	1.1	\$0	\$1,150,521
FY 08/09	\$892,413	\$330,055,455	\$363,061	\$229,747	0.7	\$0	\$229,747	0.7	-\$133,314	\$1,212,356
FY 09/10	\$950,000	\$310,965,455	\$342,062	\$229,747	0.7	\$39,587	\$269,334	0.9	-\$72,728	\$1,253,886
FY 10/11	\$840,000	\$295,737,273	\$325,311	\$229,747	0.8	\$79,175	\$308,922	1.0	-\$16,389	\$1,203,629
FY 11/12	\$750,000	\$270,883,636	\$297,972	\$229,747	0.8	\$81,913	\$311,660	1.2	\$13,688	\$1,183,568
FY 12/13	\$686,000	\$242,986,364	\$267,285	\$229,747	0.9	\$81,913	\$311,660	1.3	\$44,375	\$1,297,405
FY 13/14	\$686,000	\$250,729,355	\$275,802	\$229,747	0.9	\$81,913	\$311,660	1.2	\$35,858	\$1,246,962
FY 14/15	\$686,000	\$421,943,650	\$464,000	\$311,660	0.7	\$0	\$311,660	0.7	-\$152,340	\$1,242,083
FY 15/16	\$720,000	\$439,806,863	\$481,498	\$311,660	0.7	\$0	\$311,660	0.7	-\$169,838	\$1,323,699
FY 16/17	\$733,108	\$434,850,748	\$478,336	\$311,660	0.7	\$33,988	\$345,648	0.8	-\$132,688	\$1,188,133
FY 17/18	\$769,627	\$447,708,427	\$492,479	\$458,491	1.1	\$33,988	\$492,479	1.1	\$0	\$1,448,380
FY18/19	\$794,285	\$446,148,182	\$490,763	\$456,775	1.1	\$33,988	\$490,763	1.1	\$0	\$1,488,034
FY19/20	\$902,587	\$450,792,727	\$495,872	\$461,884	1.1	\$33,988	\$495,872	1.1	\$0	\$1,639,892
FY20/21	\$963,680	\$464,195,264	\$510,615	\$510,615	1.1	\$0	\$510,615	1.1	\$0	\$1,699,338
FY21/22	\$1,439,176	\$601,725,667	\$661,898	\$661,898	1.1	\$0	\$661,898	1.1	\$0	\$2,514,177
FY22/23 (proposed)	\$1,659,690	\$597,530,909	\$657,284	\$657,284	1.1	\$0	\$657,284	1.1	\$0	\$2,710,413

#### NOTES

- 1. The "Other \$" column from FY 09/10 to FY 13/14 reflects a grant from City of Jacksonville for additional ambassadors.
- 2. The "Other \$" column for FY 16/17 to FY 19/20, reflects a rental credit for Downtown Vision's lower-than-market rent in the Ed Ball Building as requested by City Council in FY 16/17.
- 3. From FY 08/09 through FY 16/17, the City of Jacksonville underpaid its 1.1 mil assessment by a total of \$583,376.
- 4. During the past 20 years, Downtown Vision, Inc. has leveraged over \$2.58 in private assessments for every \$1 paid by the City of Jacksonville.