

2014-2015

DOWNTOWN VISION, INC. ANNUAL REPORT

DOWNTOWN JACKSONVILLE, FLORIDA



WELCOME TO DOWNTOWN JACKSONVILLE



LETTER FROM DOWNTOWN VISION, INC. BOARD CHAIR DEBBIE BUCKLAND

Downtown Jacksonville has blossomed in 2014-2015. Developments have taken root, bringing new residents, employees, businesses and visitors to the core. New leadership in the Mayor's Office, City Council, Sheriff's Office, DVI and beyond is helping to cultivating an innovative image for Downtown. And, DVI's 2015 strategic plan has provided our organization with improved focus, allowing us to provide stronger stakeholder support.

Enthusiasm for Downtown is flourishing and, as support grows, so does DVI's role within Downtown. I am pleased to present DVI's 2014-2015 Annual Report and to share the great work being done. I invite you to learn more about us at DTJax.org and to come see for yourself what's new Downtown.

Debbie Buckland, **DVI Board Chair**, *Market President, BB&T*



Downtown Vision, Inc.

DVI is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit 501(c)6 organization. Funded by commercial property owners through a self-assessment, DVI is governed by a board of directors representing diverse stakeholders in Downtown.



MISSION:

CREATE AND SUPPORT A VIBRANT DOWNTOWN AND PROMOTE DOWNTOWN AS AN EXCITING PLACE TO LIVE, WORK, VISIT AND INVEST.



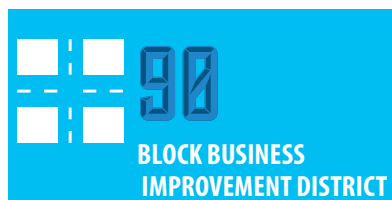
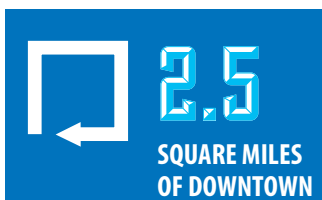
VISION:

JACKSONVILLE BOASTS A DYNAMIC, 24-HOUR PEDESTRIAN DOWNTOWN THAT SERVES AS THE PREMIER CENTER FOR THE ARTS, DINING, RETAIL, ENTERTAINMENT, BUSINESS AND URBAN LIVING IN NORTHEAST FLORIDA.

OUR STRATEGIC PLAN

DVI's 2015 Strategic Plan is tightly aligned to the vision, mission and priorities of the City of Jacksonville's Downtown Investment Authority (DIA). As part of this public-private partnership, DVI focuses resources on four strategic pillars:

- Clean and Safe/Ambassador Services
- Marketing
- Experience Creation
- Information Management



KEEPING DOWNTOWN CLEAN + SAFE

Founded in 2003, DVI's cleanliness, safety and hospitality team, Downtown Ambassadors, provides extra eyes and ears on the street seven days a week. This year, DVI honed its Ambassador deployment while continuing to provide a presence during employee rush hours. DVI added dedicated Riverwalk patrols to deter nuisance activity and new nighttime hours for a hospitality presence in The Elbow entertainment district. Go to dtjax.org/cleanandsafe for more information.



27+

TONS OF LITTER REMOVED

7,300

NUISANCE REPORTS RESOLVED

700

CAMPsites REPORTED OR RESOLVED

1,800

HOSPITALITY AND UMBRELLA ESCORTS

18,000

HOSPITALITY ASSISTS

3,700

SPILLS AND ODORS REMOVED

95

CITY BLOCKS PRESSURE WASHED

600

SAFETY OR CODE VIOLATIONS REPORTED

In 2015, DVI launched a Northbank Security Network to foster dialogue among property managers and the Jacksonville Sheriff's Office (JSO) on safety and quality-of-life issues. The Downtown Information and Safety Network e-newsletter continues to signal street and bridge closures, safety concerns, construction projects and emergencies impacting the Downtown area and is distributed to a readership of 8,500+ stakeholders. Working closely with Downtown's social service agencies, DVI will better train Ambassadors to assist those most in need and to educate the public to help minimize nuisance violations, including panhandling and public urination in the coming year.

"DVI's Ambassador program is an invaluable asset to Downtown Jacksonville. Investors want to know that there is someone looking out for them day-to-day. Whether it's making their employees feel safe, providing a direct connection to information and services, or simply keeping Downtown clean, Downtown Ambassadors are a great amenity for business and property owners. Having this hardworking team on the street, seven days a week, sets us apart from the rest of the city."

Aundra Wallace
CEO, Downtown Investment Authority



AWARDS

- 2015 International Downtown Association (IDA) Merit Award for Hemming Park Revitalization
- American Planning Association's 2015 Great Places in America "Great Streets" Award for Laura Street, including DVI's Laura Street Facade grant program.

PROMOTING AN AUTHENTIC #DTJAX

In conjunction with the City of Jacksonville, the Downtown Investment Authority and other Downtown stakeholders, DVI seeks to reinforce Downtown as the City's unique epicenter for business, history, culture and entertainment. **Go to DTJax.org for more information.**

TOP 5
REASONS PEOPLE VISIT


1. EVENTS
2. DINING
3. NIGHTLIFE
4. PARKING
5. LIVING

BLOGDTJAX.COM DETAILING THE BEST OF DOWNTOWN JACKSONVILLE

130
STORIES

69,000
PAGE VIEWS

43,000+
SHARES



DVI produces 100,000 copies of the Downtown Guide and Map annually, distributing it in partnership with Visit Jacksonville, and maintains 15 information kiosks in Downtown hotels, office towers and garages.




DTJAX.ORG

1.2 M
PAGE VIEWS

#DTJAX WEEKLY

22,300+
E-NEWSLETTER CIRCULATION

43,000
FOLLOWERS

#DTJAX

59:1
RATIO OF POSITIVE TO NEGATIVE # MENTIONS

In 2015, DVI redesigned the weekly e-newsletter to streamline coverage of events, Downtown and DVI news and blog articles. Through targeted promotion via blog, social media and local media platforms, the e-newsletter content continues to go viral each week.

FOLLOW US

FACEBOOK
TWITTER
INSTAGRAM

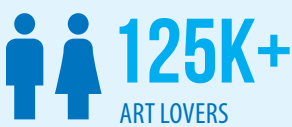
CREATING CAPTIVATING DOWNTOWN EXPERIENCES



FIRST WEDNESDAY ART WALK

DVI's First Wednesday Art Walk is Downtown's signature monthly event dedicated to driving visits to Downtown businesses and to celebrating Jacksonville's local arts scene. No month is the same at Downtown's Art Walk. This year, Downtown celebrated "Oktoberfest @ Art Walk," "Musical Masquerade," with open-air performances by the entire Jacksonville Symphony Orchestra; "Summer Sizzle" Bold City Brewery release party; and "Celebrating the Art of Jacksonville," part of the inauguration day celebration for new Jacksonville Mayor Lenny Curry and Sheriff Mike Williams.

Go to iloveartwalk.com for more information.



In celebration of the mayoral, City Council and sheriff inaugurations, DVI commissioned a seven-foot-tall "Hollywood"-style JACKSONVILLE sign. Each letter was painted by a local artist and the letter "I" was left absent to create a stand-in photo opportunity. DVI also worked with local artists on seven mural walls in The Elbow and worked with the Cummer Museum to promote the Outings Project, based on an international movement to set museum artwork free on the streets of Downtown.



AWARDS

- Jacksonville Magazine's Best in Jax "Best Art Walk/Festival" Award for the First Wednesday Art Walk
- International Downtown Association (IDA) Merit Award for the #DTJax Twitter Promoter Campaign
- Jacksonville Business Journal's 2015 BizTech Award for Best Use of Social Media

GROWING DOWNTOWN'S ENTERTAINMENT DISTRICT



As Downtown Jacksonville's burgeoning entertainment district, The Elbow is a collection of bars and restaurants offering an authentic DJax entertainment experience. With a wealth of diverse, walkable and award-winning culinary, nightlife, live music and performance venues, The Elbow is one of Jacksonville's newest amenities.

This year, in coordination with the Downtown Investment Authority and the City of Jacksonville, DVI brought these venues together under a common purpose and marketing campaign. This coordinated effort with local invested consultants helped launch theelbowjax.com, a central landing page for districtwide events, news and a free local music album download. In addition, the website features a Twitter portal where individual businesses can promote their information under the TheElbowJax brand. DVI also spearheaded the effort to curate @TheElbowJax on Facebook, Twitter and Instagram; and worked with local media to earn more than 30 stories on The Elbow in just six months.

Go to theelbowjax.com for more information.

Complementing marketing efforts with The Elbow, DVI partnered on and sponsored the following events:

- Ocean Street Alleyway volunteer cleanup – Removed trash, weeded and installed mural walls
- The Elbow Bender – Inaugural outdoor concerts and districtwide bar party brought 5,000 people Downtown
- The Elbow Social – Districtwide happy hours and programming every Thursday encourages employees to stay Downtown after work
- The Elbow Tailgate – Collaborative partnership with the Jacksonville Jaguars on pre-game specials, round-trip transportation and game-day ticket packages
- Art Walk After Dark – Official First Wednesday Art Walk after party with live art and music



DOWNTOWN JACKSONVILLE: THE CENTER OF THE REGION



TRACKING DOWNTOWN DATA

DVI tracks and delivers quality reports on all aspects of Downtown revitalization. As a clearinghouse for Downtown information, DVI sees upgrades in data collection and analysis as crucial to providing compelling resources for generating Downtown investment.

REPORTS

- Annual State of Downtown Report – Comprehensive look at trends on Downtown development, employment, residential, retail, parking and more
- Biannual Downtown Development Updates – Snapshot of active and proposed projects

SURVEYS

- Downtown residents – Demographics and lifestyle
- Downtown employees – Demographics and experience
- The Elbow Entertainment District – Perceptions and usage

DATABASES

- Parking lot and garage rates
- Merchant openings and closings
- Available retail space
- Meeting and event space

TELLING DOWNTOWN'S STORY

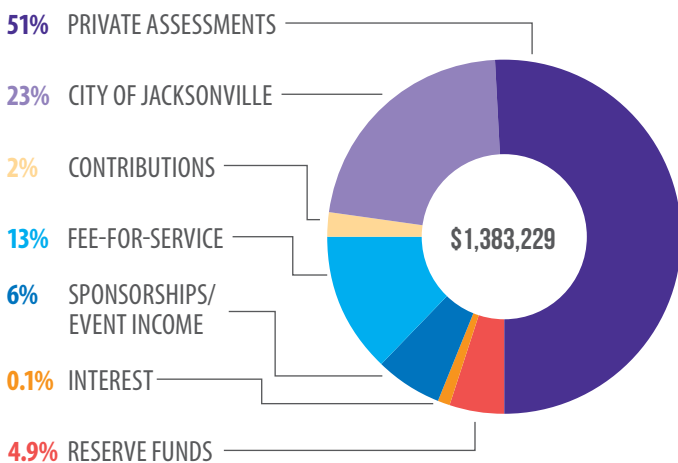
- Speaking engagements, walking tours and “Lunch and Learns” – Tailored Downtown information upon request
- Quarterly Operations Meetings – Provide stakeholder updates and forums for Downtown discussions
- Presentations to leaders to assist in moving businesses Downtown, such as Citizen's Property Insurance's move of 1,000 employees
- Merchant welcome kits

GO TO DTJAX.ORG FOR MORE INFORMATION

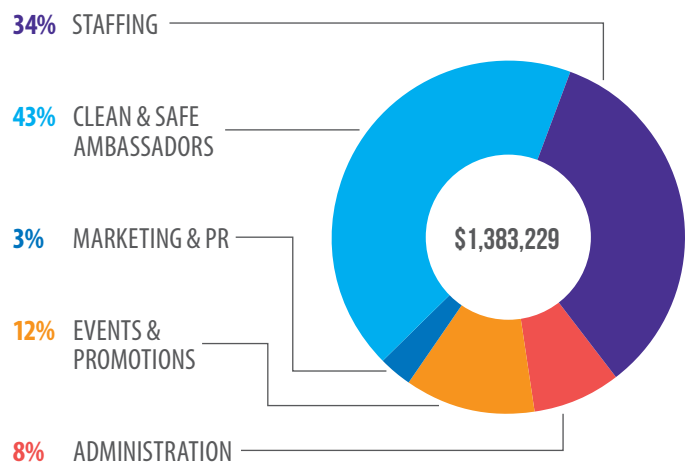
DVI IN THE DTJAX COMMUNITY

- JAX Chamber, Board of Governors
- Friends of Hemming Park, Board of Directors and Marketing Committee
- Florida Theatre, Board of Directors
- ULI North Florida, Advisory Board Member
- ULI North Florida, Council for Building Healthy Places Committee
- Urban Land Institute (National), Public/Private Partnership Product Council
- First Coast Chapter of the American Planning Association, Board Member
- Downtown Design and Review Board, Ex-Officio Member
- Project for Public Spaces, Placemaking Leadership Council
- International Downtown Association, Membership Committee
- Visit Jacksonville, Marketing Committee

DVI REVENUES



DVI EXPENSES



WELCOMING NEW CEO, JACOB A. GORDON, ESQ.



In May 2015, Mr. Gordon relocated to Jacksonville to become the second ever leader of Downtown Vision, Inc. Mr. Gordon relocated from Camden, N.J., where he was vice president at Cooper's Ferry Partnership (CFP), Camden's citywide economic development non-profit, and executive director of the Camden Special Services District (CSSD), Camden's BID. Mr. Gordon is a graduate of University of California, San Diego and the University of Pennsylvania Law School and has passed the Bar in California, Pennsylvania and New Jersey.

BOARD OF DIRECTORS, 2014-2015

Debbie Buckland, **Chair**
BB&T

William R. Prescott, **Vice Chair**
Heritage Capital Group

Oliver Barakat, **Secretary**
CBRE Group, Inc.

Janice Lowe, **Treasurer**
The Jacksonville Landing

Michael A. Jennings, **Immediate Past Chair**
Prudential Financial

Bill Adams
Gunster

John Blount
First Baptist Church

Vicki Burns
Regency Centers

Stephen Crosby
CSX

Jed V. Davis
D.D.I. Inc./Davis Family Office

Teresa Durand-Stuebben
Auld & White Constructors

Burnell Goldman
Omni Jacksonville Hotel

Traci Jenks
Cushman & Wakefield of Florida

Vince McCormack
Perdue, Inc.

Patrick McElhane
EverBank

Dorothy Merrick
Downtown resident

Allison Naseri
Downtown resident

John Ream
The Connect Agency

Numa Saisselin
Florida Theatre

Jay Southerland
*The Southerland Group/
Triage Management Services*

EX-OFFICIO

Tony Allegretti
Cultural Council of Greater Jacksonville

J. Keith Brown
Jacksonville Transportation Authority

Reggie Gaffney
City Council Member, District 7

Donald Tuten
Assistant Chief, Jacksonville Sheriff's Office

Aundra Wallace
Downtown Investment Authority

STAFF

Jacob A. Gordon, Esq., **CEO**

Terry Lorince, **Past Executive Director**

Katherine Hardwick, **Director of Marketing**

Jennifer Hewett-Apperson,
Director of District Services

Cheryl Hunte, **Office Manager**

Hana Ashchi,
Marketing & Events Coordinator

Sarah Henderson,
Communications Coordinator

AMBASSADORS

Bill Wimmer, **Program Manager**

Lionel Roberts, **Supervisor**

Beverly Waters, **Supervisor**

Mike Carpenter

Lydia Cobbett

Dashia Edwards

Otha Evans

Joshua Givins

Troy Harris

Mike Ryan

David Vazquez

THANK YOU TO OUR SPONSORS



