LETTER FROM MAYOR LENNY CURRY

“Downtown Jacksonville is thriving, as evidenced by the number of people we see enjoying our Riverwalks, participating in cultural events, and relocating for professional and personal benefits.

From transportation to economic development and citizen engagement, progress is visible in a wide range of areas. Commuting in the city has been made easier with the launch of the Jacksonville Transportation Authority’s First Coast Flyer fleet, a premium, energy-efficient rapid transit service system. Fifth Third Bank centralized its headquarters by moving Downtown to the One Enterprise Center. The construction of a state-of-the-art amphitheater at EverBank Field promises to attract more visitors and events, demonstrating the effective partnership between our city and the Jacksonville Jaguars.

Jacksonville also has earned positive national attention, ranking high on several 2015 lists, including Huffington Post’s “5 Secretly Cool Cities,” Forbes’ “Cities with the Most Vibrant Employment Scene,” and Global Trade’s “Cities for Logistics Infrastructure.” Additionally, the American Planning Association named Laura Street one of five of the nation’s best thoroughfares, highlighting the street’s use as a hub for community activities such as One Spark and Art Walk. The diversity among these recognitions speaks to the innovation, quality, and partnerships committed to improving the Downtown experience.

This is only the beginning. I look forward to building on this momentum and continuing to work with invested community members, like you, to make Jacksonville the best city to visit, work and live.”

Sincerely,

Lenny Curry, Mayor of Jacksonville

DOWNTOWN INVESTMENT AUTHORITY

Great cities have great downtowns. The Downtown Investment Authority (DIA) was created to revitalize Jacksonville’s urban core by utilizing Community Redevelopment Area (CRA) resources to spur economic development. The DIA’s projects are guided by a nine-member board of directors who conduct open-to-the-public business on an unpaid, volunteer basis. Of the nine, five are appointed by the mayor and four by the council president. All nine are confirmed by the Jacksonville City Council.

Aundra Wallace, CEO
James Bailey Jr., Board Chair
117 W. Duval St. #310
Jacksonville, FL 32202
(904) 630-3492
DIA.COJ.NET

DOWNTOWN VISION, INC.

Downtown Vision, Inc. (DVI) is the business improvement district (BID) for Downtown Jacksonville. Founded as a not-for-profit organization in 2000, DVI’s mission is to create and support a vibrant Downtown and to promote Downtown as an exciting place to live, work, visit and invest.

Jacob A. Gordon Esq., CEO
Debbie Buckland, Board Chair
214 N. Hogan St. #120, Jacksonville, FL 32202 | (904) 634-0303
DTJAX.COM
### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Statistics &amp; Accolades</td>
</tr>
<tr>
<td>6</td>
<td>Downtown &amp; Jacksonville on the Map</td>
</tr>
<tr>
<td>8</td>
<td>Developing DTJax</td>
</tr>
<tr>
<td>12</td>
<td>Employment in the Urban Core</td>
</tr>
<tr>
<td>18</td>
<td>At Home in the Heart of the City</td>
</tr>
<tr>
<td>20</td>
<td>Artistic Atmosphere</td>
</tr>
<tr>
<td>22</td>
<td>Retail Mix</td>
</tr>
<tr>
<td>24</td>
<td>Central Culture &amp; Attractions</td>
</tr>
<tr>
<td>27</td>
<td>Hotels &amp; Hospitality</td>
</tr>
<tr>
<td>28</td>
<td>Targeted Transportation</td>
</tr>
<tr>
<td>30</td>
<td>Business Improvement District Benefits</td>
</tr>
<tr>
<td>31</td>
<td>Credits</td>
</tr>
</tbody>
</table>

This 2015 State of Downtown report is published by Downtown Vision, Inc. The report and supplement are available for download at: DTJAXREPORTS.COM
DOWNTOWN JACKSONVILLE RECEIVED ITS HISTORIC DISTRICT DESIGNATION IN 2016.

This designation supports the Downtown Investment Authority’s No. 1 goal to reinforce Downtown as the City’s unique epicenter for business, history, culture, education and entertainment. People living and working in historic districts enjoy a mix of aesthetics and functionality in a walkable environment. The original character of buildings and streetscapes remains while new design standards are raised. Properties within these districts appreciate at greater rates and are less vulnerable to market volatility. Most importantly, district designation encourages the purchase and rehabilitation of properties and enhances business recruitment potential.

(1) Including the St. Johns River area, Downtown Jacksonville is 3.91 square miles total.
(2) See footnote on Page 18.

2015 AWARDS

- Regional Award for Excellence in Economic Development and Tourism for the Community Redevelopment Area Plan and Business Investment and Development Strategy - Northeast Florida Regional Council (11/2015)
- Great Places in America “Great Streets” Award for Laura Street - American Planning Association (10/2015)
- Merit Award for Hemming Park Revitalization - International Downtown Association (9/2015)
- Merit Award for #DTJax Twitter Campaign - International Downtown Association (9/2015)
# ACCOLADES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Description</th>
<th>Source</th>
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<tr>
<td>1</td>
<td>No. 1 in “5 Secretly Cool Cities” to get in on the ground floor</td>
<td>Huffington Post</td>
<td>2015</td>
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<tr>
<td>1</td>
<td>No. 1 U.S. city where Hispanics are doing the best economically</td>
<td>Forbes</td>
<td>2015</td>
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<tr>
<td>1</td>
<td>Veterans Memorial Arena ranked No. 1 for attendance and ticket sales during the first half of 2015</td>
<td>Venues Today</td>
<td>2015</td>
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<td>1</td>
<td>No. 1 city for logistics infrastructure</td>
<td>Global Trade</td>
<td>2014</td>
</tr>
<tr>
<td>1</td>
<td>No. 1 city for culture for meetings and conventions</td>
<td>ConventionSouth</td>
<td>2014</td>
</tr>
<tr>
<td>2</td>
<td>No. 2 city where Americans are moving right now</td>
<td>Realtor.com</td>
<td>2016</td>
</tr>
<tr>
<td>2</td>
<td>No. 2 city for tech (Outside California &amp; New York)</td>
<td>Data Fox</td>
<td>2016</td>
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<td>2</td>
<td>No. 2 city with the most vibrant employment scene</td>
<td>Forbes</td>
<td>2015</td>
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<td>2</td>
<td>No. 2 small business city in the U.S. for “small business economic sentiment”</td>
<td>Thumbtack.com</td>
<td>2015</td>
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<tr>
<td>2</td>
<td>No. 2 city for affordable vacations</td>
<td>GoBankingRates.com</td>
<td>2015</td>
</tr>
<tr>
<td>2</td>
<td>No. 2 city to save money</td>
<td>GoBankingRates.com</td>
<td>2014</td>
</tr>
<tr>
<td>3</td>
<td>JEA ranked No. 3 in the U.S. and No. 1 in Florida in customer satisfaction survey</td>
<td>J.D. Power &amp; Associates</td>
<td>2015</td>
</tr>
<tr>
<td>3</td>
<td>Jacksonville International Airport ranked third-best airport in service quality for North America</td>
<td>Airports Council International</td>
<td>2015</td>
</tr>
<tr>
<td>3</td>
<td>No. 3 city to find employment</td>
<td>Forbes</td>
<td>2014</td>
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<tr>
<td>4</td>
<td>No. 4 fastest-growing market for Bachelor’s education attainment</td>
<td>Site Selection Group</td>
<td>2015</td>
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<tr>
<td>5</td>
<td>No. 5 Southern city for jobs right now</td>
<td>Zip Recruiter</td>
<td>2015</td>
</tr>
<tr>
<td>5</td>
<td>Top 5 “Surprising Foodie Cities to Visit Right Now”</td>
<td>Forbes Travel Guide</td>
<td>2016</td>
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<tr>
<td>9</td>
<td>No. 9 in metros with the highest levels of capital investment worldwide per capita</td>
<td>Inc.</td>
<td>2016</td>
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<tr>
<td>10</td>
<td>Top 10 city for attracting college graduates</td>
<td>Forbes</td>
<td>2014</td>
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<tr>
<td>10</td>
<td>Top 10 among America’s new brainpower cities</td>
<td>New Geography</td>
<td>2014</td>
</tr>
<tr>
<td>11</td>
<td>No. 1 U.S. city for culture based on cultural venues’ density per city population</td>
<td>Property Shark</td>
<td>2014</td>
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<tr>
<td>12</td>
<td>No. 12 in cities with the largest population increase (13,069)</td>
<td>United States Census Bureau</td>
<td>2015</td>
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<tr>
<td>15</td>
<td>Top 15 metro area attracting Millennials</td>
<td>New Geography</td>
<td>2014</td>
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<tr>
<td>20</td>
<td>Top 20 opportunity city for Asians and African Americans</td>
<td>Center for Opportunity Optimism</td>
<td>2015</td>
</tr>
<tr>
<td>25</td>
<td>No. 25 in U.S. cities with the happiest workers</td>
<td>Indeed Job Happiness Index</td>
<td>2016</td>
</tr>
</tbody>
</table>
Under new ownership, the Lexington Hotel & Conference Center – Jacksonville Riverwalk announced in mid-2015 that it was undertaking a $20 million renovation. All 323 rooms will be revamped, cabanas will be added to the pool area, and outdoor seating and meeting rooms also were added on the fourth level of the hotel’s Terrace Building. Overlooking the picturesque St. Johns River, this Northbank hotel now provides a sleek and modern guest experience.

On the Southbank, DoubleTree by Hilton Jacksonville Riverfront (formerly the Crowne Plaza) opened following a $12 million property-wide renovation that included a full remodel of its dining facilities. An extensive herb garden will complement the updated restaurant. The lobby, more than 35,000 square feet of meeting space and all common areas, along with the fifth-floor private event room and rooftop deck, will receive a full remodel.

Hyatt Regency Jacksonville

A 14.8% rise in average daily rate and 8% room nights to 1.1 million in 2015 was the most notable increase in Jacksonville. In 2015, three renovation projects accounted for more than $40 million in Downtown investments. As of April 2016, Downtown saw an increase from 2014 in both room and revenue per available room. Occupancy rates dipped slightly in 2015 because of hotel renovations, the average daily rate continued to climb to pre-recession levels, up 7% from 2014. While RevPAR remained nearly steady at 69% in 2015, as of April 2016, Downtown saw an increase of 9% to 75%. 

HOTELS & HOSPITALITY

Downtown Jacksonville remains the focal point of the First Coast, central to sport, concert, convention and arts events. The city is home to four of the six largest convention centers in the Southeast. Rightly recognized as the “Meeting Place of the South,” Downtown Jacksonville is a true destination for big business events. As Jacksonville’s downtown continues to evolve, so does the city’s reputation as an ideal choice for global and national conventions.
DOWNTOWN JACKSONVILLE

Downtown is 2.75 square miles in land mass and 3.91 square miles including the St. Johns River.

15 miles to the Jacksonville International Airport and Jax Beach
30 miles to the Georgia border
45 miles to St. Augustine and Fernandina Beach
140 miles to Orlando
200 miles to Tampa
345 miles to Miami and Atlanta
From the first new residential units in Downtown since 2008, to the launch of a new community plaza in Brooklyn, to the opening of the award-winning Jessie Ball DuPont Center for local nonprofits, to major hotel renovations, Downtown Jacksonville enjoyed an infusion of private investment in 2015. In total, more than $221 million in development was completed and more than $471 million projects are under way. In addition, 2015-2016 ad valorem taxes collected in the Community Redevelopment Area increased 8.5% over the previous year.
**COMPLETED**

- 220 Riverside & Unity Plaza
- Brooklyn Station on Riverside shopping center
- DoubleTree by Hilton re-branding & renovations
- Drew Building renovations (garden atrium, Daniel James Salon & Urban Grind)
- First Coast Flyer, JTA’s Bus Rapid Transit (BRT) system & road upgrades
- Hyatt Regency Jacksonville Riverfront room renovations
- Jessie Ball duPont Center
- Mathews Bridge painting & repair
- Palmetto Place residential
- Parador parking garage
- Regional Transportation Management Center
- Southbank Riverwalk
- State Attorney’s Office
- The Brooklyn Riverside luxury apartments
- Water Street Garage

**ACTIVE**

- 100 N. Laura (lobby renovations & Black Sheep restaurant)
- 225 N. Laura St. Apartments
- Baptist Medical Center
- Bold City Brewery Downtown
- Brixx Wood Fired Pizza
- Broadstone River House Apartments
- Clara White Mission
- Coastline Drive
- Cowford Chophouse
- Elena Flats
- EverBank Field/Amphitheater
- First Baptist Church renovations
- First Coast Mohs Skin Center
- FSCJ Dormitory (Lerner Building)
- Grover Stewart Building (Level Jacksonville)
- Holmes Building
- I-95 Overland Bridge project
- Intuition Ale Works
- Lexington Hotel & Conference Center renovations
- Manifest Distilling
- Old Republic Title Building
- State St., Union St. and Mathews Expressway project
- The Bank BBQ and Bakery
- Washington Street Bridge
- Winston Family YMCA

**PROPOSED**

- 200 Riverside
- Artist Walk - Northbank Riverwalk
- Barnett Bank building
- Beaver Street Villas
- Burrito Gallery (Downtown)
- George Doro Fixture Co. Building
- Hemming Park stage and Black Sheep
- Hogan’s Creek Greenway
- Houston Street Manor
- I-10/I-95 Interchange improvements/ Fuller Warren Bridge: bike/pedestrian path
- Jacksonville Regional Transportation Center
- Laura Street Trio
- Lofts at LaVilla
- Riverplace Boulevard “road diet”
- The District (mixed use)
- The Shipyards (mixed use)
- Unity Plaza Hotel

Cowford Chophouse
HEMNING PARK
Jacksonville’s first and oldest park, Hemming Park has transformed in less than two years from a neglected plaza to an active gathering place under the direction of Friends of Hemming Park (FoHP), winning recognition in 2015 from the International Downtown Association. Jacksonville’s central park lies at the doorstep of government and cultural institutions and a growing number of shops and restaurants. FoHP offers a variety of free daily and monthly programming, from photography and yoga classes to kids’ activities and a Monday-Friday lunchtime café with food trucks and live music. In stark contrast to past years, today the park is inviting, featuring lush landscaping, a kids’ zone, public art, mosaics and murals. FoHP also offers a social services coordinator to assist with job-search assistance, medical services and temporary shelter options. FoHP is currently working to add a permanent shipping container concessionaire and a permanent stage structure.

SOUTHBANK RIVERWALK
In early 2015, the City of Jacksonville celebrated the reconstruction of the Southbank Riverwalk. More than $17 million was invested to replace aging wooden infrastructure with 4,000 feet of concrete pavers, shade sails, colorful lighting and community gathering spots. The vibrant walk serves to connect all of the Southbank attractions, including MOSH, Friendship Fountain, the marina, hotels, office and residential towers.

BROOKLYN
With shovels breaking ground just three years ago, Downtown’s Brooklyn neighborhood today is bustling with new residences, shops, restaurants and public space. Connecting the core of Downtown with the historic Riverside Avondale neighborhood, Brooklyn now boasts more than 600 upscale apartments, a community plaza and amphitheater with daily programming and 13 new shops and restaurants. More than 50,000 square feet of retail space has been added, anchored by a specialty grocery store. Brooklyn now has an average household income of more than $86,000 and a daytime population of more than 263,000.

LAVILLA
Famously known as the “Harlem of the South,” LaVilla is a historically African-American neighborhood with a rich cultural history. Today, LaVilla is home to many Downtown attractions and institutions, including the Ritz Theatre and Museum, Ritz Chamber Players, LaVilla School of the Arts and the Prime Osborn Convention Center. Ripe for development, the Jacksonville Transit Authority has secured a planning and architecture firm for the $33 million Jacksonville Regional Transportation Center, a multi-modal transportation hub that will connect all local and intercity bus, rail, park-n-ride and car-share services. Private developers also are investing, with Vestcor developing Lofts at LaVilla, a 120-unit affordable-housing development, and Houston Street Manor, a seven-story, 72-unit affordable-housing apartment building for seniors.

Rooftop dining at Burrito Gallery & Bar at Brooklyn Station on Riverside
DIA INCENTIVIZES INVESTMENT

Downtown Retail Enhancement Grant Program. Launched in 2015, the grant program is designed to recruit and retain restaurants, retail and creative office space, to stimulate investment in older properties, and to expand the tax base in Downtown’s Northbank Core Retail Enhancement Area. The DIA allocated $750,000 in recoverable grants for any qualified property or business owner who is renovating or preparing commercial space for retail, salon, restaurant, gallery or similar use. To date, the program has resulted in more than $3 million in capital investment, 120 new jobs and activation of 33,000 square feet of previously empty retail space. Of the grant money, 20 percent remains to leverage additional improvements.

Grant applicants are required to submit a comprehensive business plan, including a market summary, a marketing plan, a capital and cash flow analysis, job creation, and a summary of management experience. These requirements, combined with the capital infusion, help ensure small businesses will succeed in Downtown.

Commercial Revitalization Program. Real estate tax recovery grant for improvements made for new, renewed, or expanded office or retail space leases.

Sale-leaseback Incentive Program. Funds the development of a new facility or renovation of an existing building for a specific employer and charges a below-market rental rate. A long-term fixed lease provides the investor-developer a market rate of return, which then would sublease to an employer for the same period at Downtown’s rental rate.

Multi-family Housing Rev Grant. Recovery of a portion of the incremental increase in ad valorem taxes produced from a multi-family housing development.

Rental Subsidy. A $200-per-month subsidy is available to qualified renters who live and work in Downtown with incentives for employer matching funds from companies with a substantial workforce Downtown.

Down Payment Assistance Program. Investment of up to $20,000 for eligible homeowners purchasing a primary residence in Downtown Jacksonville.

### RETAIL ENHANCEMENT GRANTEES

<table>
<thead>
<tr>
<th>Name</th>
<th>DIA Funds</th>
<th>Jobs Created</th>
<th>Total Investment</th>
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<tbody>
<tr>
<td>Urban Grind Coffee Co.</td>
<td>$17,000</td>
<td>3</td>
<td>$173,000</td>
</tr>
<tr>
<td>Jimmy John’s</td>
<td>$28,000</td>
<td>12.5</td>
<td>$442,601</td>
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<tr>
<td>120 E. Forsyth</td>
<td>$100,000</td>
<td>20</td>
<td>$949,806</td>
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<tr>
<td>Super Food &amp; Brew</td>
<td>$49,837</td>
<td>10.5</td>
<td>$99,675</td>
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<tr>
<td>Zodiac Grill</td>
<td>$18,288</td>
<td>2</td>
<td>$38,341</td>
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<tr>
<td>Burrito Gallery &amp; Bar</td>
<td>$73,000</td>
<td>8</td>
<td>$233,000</td>
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<tr>
<td>Daniel James Salon</td>
<td>$32,000</td>
<td>2</td>
<td>$77,500</td>
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<tr>
<td>Wine Decadence</td>
<td>$33,520</td>
<td>6</td>
<td>$107,613</td>
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<td>Element Bistro/Myth Nightclub</td>
<td>$90,260</td>
<td>23.5</td>
<td>$216,629</td>
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<tr>
<td>Black Sheep restaurant</td>
<td>$102,280</td>
<td>22</td>
<td>$686,453</td>
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<tr>
<td>The Men’s Room</td>
<td>$29,094</td>
<td>7</td>
<td>$58,187</td>
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<tr>
<td>Bold City Brewery</td>
<td>$28,000</td>
<td>3</td>
<td>$124,350</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$601,279</strong></td>
<td><strong>119.5</strong></td>
<td><strong>$3,207,155</strong></td>
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</table>
Ten Class-A office towers offer unparalleled views of the Downtown skyline and St. Johns River. Home to 7.4 million square feet of commercial office space, Downtown in 2015 saw another 1.4 million square feet proposed through projects including the Barnett Bank building, The District, The Shipyards, The First Coast Mohs Skin Center and JTA’s Jacksonville Regional Transportation Center.

The Central Business District (CBD) experienced 344,572 square feet of net absorption in 2015, the highest amount in the past ten years. Returning to pre-recession levels, office occupancy rates for 2015 were at 81.4%, up from the lowest point of 75.1% in 2010. In the past ten years, only 2006 had a higher occupancy rate of 85.2%.

Downtown’s average lease rate is $19.65 per square foot, the highest average since 2007 when it was $19.71. As usual, Downtown Jacksonville is incredibly affordable compared to other major Florida cities. The average lease rate is 33.2% lower than the average rate for Florida’s other major CBDs.
THE DIA URBAN ARTS PROJECTS PROGRAM

In 2015, the Art in Public Places Committee of the Cultural Council of Greater Jacksonville (CCGJ) teamed up with the Downtown Investment Authority (DIA) to launch the first DIA Urban Arts Projects Program. This initiative was dedicated to enhancing the urban environment by commissioning temporary public art projects throughout the downtown area. The program aimed to attract tourists, encourage foot traffic, and improve the overall aesthetics of the city through the installation of art installations that would enhance the urban environment and provide attractive streetscapes. A call for artists was issued for projects totaling $136,000, including Skyway columns, traffic signal cabinets, bike racks, and street furniture. This was a significant investment aimed at fostering a vibrant cultural scene and contribution to the quality of life for both residents and visitors of Greater Jacksonville.

The CCGJ’s third annual SPARK Grant Program awarded $70,000 in 2015 for temporary arts and cultural projects in Downtown, with five projects launching throughout 2016. SPARK grants are awarded to artists to create temporary installations throughout the downtown area that can be used as guideposts for the meticulous restoration of modernist buildings. Beginning in 2016, the program will be expanded to offer a total of 10 awards totaling $100,000, which will be awarded to artists for creating temporary installations throughout the downtown area. The program celebrates the creative spirit of Jacksonville and serves as a catalyst for future projects, enriching the cultural landscape.

MAJOR HEADQUARTERS IN DTJAX

Source: JAXUSA Partnership

<table>
<thead>
<tr>
<th>Corporate Headquarters</th>
<th>Regional Employees</th>
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<tr>
<td>CSX Corporation</td>
<td>6,300</td>
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<td>Black Knight Financial</td>
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<tr>
<td>EverBank</td>
<td>2,239</td>
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<tr>
<td>Citizens Property Insurance</td>
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<td>Stein Mart, Inc.</td>
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<td>Interline Brands Inc.</td>
<td>700</td>
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<tr>
<td>Fidelity National Financial</td>
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<tr>
<td>Suddath Relocation Systems</td>
<td>450</td>
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<tr>
<td>Haskell</td>
<td>420</td>
</tr>
<tr>
<td>Fidelity National Information Systems</td>
<td>400</td>
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JESSIE BALL DUPONT CENTER

Completed in 2015, the award-winning Jessie Ball duPont Center is home to 12 local non-profits and approximately 200 employees in one of Jacksonville’s most iconic mid-century modernist buildings. Formerly the Haydon Burns Library, the Jessie Ball duPont Fund purchased the property and implemented leading energy conservation and green building practices as guideposts for the meticulous restoration. The center hosts a variety of events and programs, including arts and cultural initiatives, educational programs, and community engagement activities.

STEIN MART

Headquartered Downtown, Stein Mart first opened in 1908 and today operates more than 260 fashion-forward department stores nationwide. In 2015, USA Today’s readers voted Stein Mart to be America’s Best Department Store. Founded in 1908, Stein Mart is one of the nation’s most iconic fashion-forward department store chains, offering a wide range of apparel, accessories, and home decor for men, women, and children. The company is known for its trendy and affordable fashion styles, with a focus on providing a high-quality shopping experience for customers.

CSX

Fortune 500-ranked CSX is a leading supplier of rail-based freight transportation in North America. In 2015, CSX earned a place on the Carbon Disclosure Project’s S&P 500 Climate Disclosure Leadership Index and the Climate Performance Leadership Index with a perfect CDP score and was the only railroad company listed. CSX was also named to the Dow Jones Sustainability Index for North America for the fifth consecutive year in 2015, for leading financial performance according to economic, environmental and social criteria.
ANCHOR INSTITUTIONS AND LOGISTICS

Downtown is anchored by Florida State College of Jacksonville’s (FSCJ) Downtown campus, which emphasizes advanced technology programs; as well as Baptist Medical Center Jacksonville, the flagship hospital for Baptist Health; and Wolfson Children’s Hospital, the region’s only pediatric inpatient center.

In addition, Jacksonville is recognized as “America’s logistics center” with a strong intermodal system including three railroads, interstates 10 and 95, and the Jacksonville Port Authority. In addition, Jacksonville International Airport, just 15 miles from Downtown, offers more than 90 nonstop daily routes and ticket prices 15% lower than other East Coast hubs. (1) Jacksonville also offers tax advantages, with no corporate franchise tax, state personal tax, inventory tax or foreign income tax.

(1) Source: JAXUSA Partnership

<table>
<thead>
<tr>
<th>Lease: Tenant, Property</th>
<th>Transaction Sq. Ft.</th>
<th>Jobs Added</th>
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<td>Citizens Property Insurance Corp., EverBank Center</td>
<td>236,250</td>
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<tr>
<td>C2C, EverBank Center</td>
<td>27,568</td>
<td>200</td>
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<tr>
<td>SunGuard, Prudential Building</td>
<td>27,000</td>
<td>25</td>
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<tr>
<td>Ameris Bancorp, Riverplace Tower</td>
<td>19,000</td>
<td>40</td>
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<tr>
<td>Macquarie Group, Riverplace Tower</td>
<td>17,500</td>
<td>85</td>
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<tr>
<td>Confidential tenant, EverBank Center</td>
<td>16,363</td>
<td></td>
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<tr>
<td>Nelson Mullins Riley &amp; Scarborough, Bank of America Tower</td>
<td>13,698</td>
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<tr>
<td>Pricewaterhouse Coopers, SunTrust Building</td>
<td>13,106</td>
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<tr>
<td>Gresham, Smith &amp; Partners, One Enterprise Center</td>
<td>10,700</td>
<td>40</td>
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<td>Gatlin Development, Riverplace Tower</td>
<td>6,700</td>
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<tr>
<td>Fifth Third Bank, One Enterprise Center</td>
<td>5,425</td>
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</table>

COMPLETED TRANSACTIONS OF NOTE, 2015-2016

Source: CBRE Group, Inc., Colliers International, Cushman & Wakefield

<table>
<thead>
<tr>
<th>Sale: Property, Buyer</th>
<th>Sale Date</th>
<th>Total Price</th>
<th>Gross Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Magnolia St./The Brooklyn Riverside, Blue Rock Real Estate LLC</td>
<td>2016, Q2</td>
<td>$58,000,000</td>
<td>358,558</td>
</tr>
<tr>
<td>76 S Laura St., Mainstreet CV 76 S. Laura St., LLC</td>
<td>2015, Q2</td>
<td>$31,100,000</td>
<td>383,239</td>
</tr>
<tr>
<td>245 Riverside Ave., Tomoka Land Co.</td>
<td>2015, Q3</td>
<td>$25,100,000</td>
<td>135,286</td>
</tr>
<tr>
<td>1650/1660 Prudential Drive, Baptist Health Properties Inc.</td>
<td>2015, Q3</td>
<td>$16,000,000</td>
<td>160,000</td>
</tr>
<tr>
<td>1300 Riverplace Blvd., Riverplace Boulevard LP</td>
<td>2015, Q2</td>
<td>$9,000,000</td>
<td>112,000</td>
</tr>
<tr>
<td>1515 Prudential Dr./Lexington Hotel, Vantage Hospitality/LexDevCoJax Inc.</td>
<td>2015, Q2</td>
<td>$9,000,000</td>
<td>256,362</td>
</tr>
<tr>
<td>201 N. Laura St./Elks Building, Elks Building Partners LP</td>
<td>2016, Q1</td>
<td>$4,500,000</td>
<td>28,400</td>
</tr>
<tr>
<td>233 W. Duval St.</td>
<td>2015, Q4</td>
<td>$2,000,000</td>
<td>153,000</td>
</tr>
<tr>
<td>500 Park St., Ware Group Real Estate Holdings LLC</td>
<td>2015, Q1</td>
<td>$1,200,000</td>
<td>15,817</td>
</tr>
<tr>
<td>107 E. Bay St., Foodonics Equities, LLC</td>
<td>2015, Q2</td>
<td>$620,000</td>
<td>5,860</td>
</tr>
</tbody>
</table>
18
AT HOME 
IN THE HEART OF THE CITY

(Walkscore.com

#StartupJax Meet-up group working to solve real problems and create viable
business models
Bunker Labs Jacksonville chapter connecting veteran-owned tech startups and
aspiring entrepreneurs with educational resources, mentors and funding
opportunities
CoWorkJax Coworking community offering flexible working environments, office
supplies and hardware, Wi-Fi, meeting rooms and 24/7 access
Cowork Creative A boutique co-working space for creative entrepreneurs
E3 Business Group Workshops, events, and outreach partnerships to share E3 concepts
of education, encouragement and empowerment, and to build
relationships with entrepreneurs across the country
Intelligent Office Provider of virtual office solutions along with furnished office suites
and meeting room spaces
Jax Bridges Entrepreneurial Growth Division of the JAX Chamber
JaxCoE Community of Entrepreneurs fostering collaboration and hosting
investor summits and innovation conferences
Level Office Fully furnished, amenity-rich workspaces with direct fiber internet & WiFi
One Spark Ventures Social Purpose Corporation founded to connect entrepreneurs with
capital sources year-round

ONE SPARK
CROWDFUNDING FESTIVAL
2015: BY THE NUMBERS

5 Days
320,000 Attendees
537 Creators
117,000 Votes cast
$93,000 Dollars pledged

THRIVING ENTREPRENEURIAL ECOSYSTEM

DTJax has a strong innovation culture fostering start-ups, business incubators and accelerators.

STRONG BUSINESS PARTNERSHIPS

With 3,000 business members, JAX Chamber is among
the top four finalists for the Association of Chamber of
Commerce Executives’ “Chamber of the Year” Award
in 2016. The Chamber is committed to helping small
businesses thrive and leading on important policy issues.
Recognized programs include JAX Bridges, designed to
assist small-business entrepreneurs, and JAX Alliance,
focused on developing transportation, energy and other
infrastructure networks that augment economic growth.

myjaxchamber.com
EMPLOYEE DEMOGRAPHICS
Source: Downtown Vision, Inc. Survey 2015

More than half were born after 1972

Age
- 18–24: 3.3%
- 25–34: 24.3%
- 35–44: 25.9%
- 45–54: 28.2%
- 55–64: 16.1%
- 65–74: 2.0%
- 75 and over: 0.2%

59% have a bachelor’s degree or higher

Education Level
- Some high school: 0.3%
- High school diploma/GED: 21.2%
- Associate’s degree: 19.3%
- Bachelor’s degree: 42.3%
- Master’s degree: 14.3%
- Doctorate/Post-graduate degree: 2.6%

63% have a household income of $80,000+

Annual Household Income
- Less than $20,000: 0.6%
- $20,000–$39,999: 5.1%
- $40,000–$59,999: 15.7%
- $60,000–$79,999: 15.8%
- $80,000–$99,999: 18.1%
- $100,000 or more: 44.7%
WHERE DOWNTOWN EMPLOYEES RESIDE & APPROXIMATE COMMUTE TIMES:
Source: Downtown Vision, Inc. Survey 2015

<table>
<thead>
<tr>
<th>Residential Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duval County: Southside/Mandarin</td>
<td>34.5%</td>
</tr>
<tr>
<td>St Johns County/Ponte Vedra/St. Augustine</td>
<td>14.8%</td>
</tr>
<tr>
<td>Duval County: Downtown/Urban Core</td>
<td>13.9%</td>
</tr>
<tr>
<td>Duval County: Westside</td>
<td>8.4%</td>
</tr>
<tr>
<td>Duval County: Arlington/Intracoastal</td>
<td>8.0%</td>
</tr>
<tr>
<td>Duval County: Northside</td>
<td>7.7%</td>
</tr>
<tr>
<td>Duval County: Beaches/Mayport</td>
<td>6.3%</td>
</tr>
<tr>
<td>Clay County/Orange Park</td>
<td>3.9%</td>
</tr>
<tr>
<td>Baker/Nassau/Putnam Counties</td>
<td>2.0%</td>
</tr>
<tr>
<td>Georgia</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
2015 saw the first major infusion of residential units since 2008, with 604 high-end apartment units opening in Brooklyn. This addition brings the total number of units to 4,126\(^{(1)}\) – an increase of 146% in the past 10 years.

On average, Downtown housing is 94% occupied. The average price per square foot for residential sales is $143 and ranges from $47 to $282. The average price per square foot for residential leases is $1.50 and ranges from $1.12 to $2.11. From Brooklyn to the Sports Complex, an estimated 8,000\(^{(1)}\) residents call DTJax home.

Two of the Downtown Investment Authority’s Community Redevelopment Area goals are to increase rental and owner-occupied housing, inducing construction of 350 multi-family units per year and to improve neighborhood walkability/bikeability and connectivity to adjacent neighborhoods and the St. Johns River and to improve the quality of life.

DTJax is the most walkable/bikeable neighborhood in Jacksonville with a Walk Score of 75 and a Bike Score of 71.

-Walkscore.com

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(1) Source: Policy Map community profile of the Downtown Development of Regional Impact (DRI). Resident and residential unit increases reflect a switch to Reinvestment Fund’s PolicyMap data system, which is based on Census data and includes data on single-family units, small multi-family buildings and transitional housing. Estimates prior to 2015 used data provided by residential communities.
### HOUSING SUMMARY
*Source: Downtown Vision, Inc. (DVI)*

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Year Opened</th>
<th>For Sale/For Lease</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Brooklyn Riverside</td>
<td>2015</td>
<td>For Lease</td>
<td>310</td>
</tr>
<tr>
<td>220 Riverside</td>
<td>2015</td>
<td>For Lease</td>
<td>294</td>
</tr>
<tr>
<td>The Peninsula</td>
<td>2008</td>
<td>Both</td>
<td>234</td>
</tr>
<tr>
<td>Churchwell Lofts at East Bay</td>
<td>2008</td>
<td>For Sale</td>
<td>20</td>
</tr>
<tr>
<td>The Strand at St. Johns</td>
<td>2007</td>
<td>For Lease</td>
<td>295</td>
</tr>
<tr>
<td>San Marco Place</td>
<td>2007</td>
<td>For Sale</td>
<td>141</td>
</tr>
<tr>
<td>Residences at City Place</td>
<td>2006</td>
<td>For Sale</td>
<td>205</td>
</tr>
<tr>
<td>The Metropolitan</td>
<td>2006</td>
<td>For Lease</td>
<td>118</td>
</tr>
<tr>
<td>The Carling</td>
<td>2005</td>
<td>For Lease</td>
<td>100</td>
</tr>
<tr>
<td>11 E. Forsyth</td>
<td>2003</td>
<td>For Lease</td>
<td>127</td>
</tr>
<tr>
<td>Home Street Lofts</td>
<td>2003</td>
<td>For Sale</td>
<td>12</td>
</tr>
<tr>
<td>The Plaza Condominiums at Berkman</td>
<td>2002</td>
<td>Both</td>
<td>206</td>
</tr>
<tr>
<td>Parks at the Cathedral</td>
<td>2002</td>
<td>For Sale</td>
<td>51</td>
</tr>
<tr>
<td>The Townhomes at Berkman Plaza</td>
<td>2002</td>
<td>For Sale</td>
<td>20</td>
</tr>
<tr>
<td>W.A. Knights Loft</td>
<td>2002</td>
<td>For Sale</td>
<td>12</td>
</tr>
<tr>
<td>Cathedral Residences (Senior Living)</td>
<td>1967</td>
<td>For Lease</td>
<td>632</td>
</tr>
<tr>
<td>Stevens Duval (Senior Living)</td>
<td>N/A</td>
<td>For Lease</td>
<td>720</td>
</tr>
</tbody>
</table>

### ACTIVE & PROPOSED RESIDENTIAL
*Source: Downtown Investment Authority & DVI*

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>The District</td>
<td>1,170</td>
</tr>
<tr>
<td>The Shipyards</td>
<td>662</td>
</tr>
<tr>
<td>Broadstone River House</td>
<td>263</td>
</tr>
<tr>
<td>200 Riverside</td>
<td>200</td>
</tr>
<tr>
<td>Lofts at LaVilla</td>
<td>120</td>
</tr>
<tr>
<td>The Barnett</td>
<td>80</td>
</tr>
<tr>
<td>Houston Street Manor</td>
<td>72</td>
</tr>
<tr>
<td>FSCJ Student Housing (Lerner Building)</td>
<td>30</td>
</tr>
<tr>
<td>Beaver Street Villas</td>
<td>16</td>
</tr>
<tr>
<td>225 N. Laura St. Apartments</td>
<td>6</td>
</tr>
<tr>
<td>Elena Flats</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total Proposed</strong></td>
<td><strong>2,623</strong></td>
</tr>
</tbody>
</table>
ARTISTIC ATMOSPHERE

#DTJAX HAS

9 GALLERIES
21 MURALS
33 SCULPTURES

THE DIA URBAN ARTS PROJECTS PROGRAM
In 2015, the Art in Public Places Committee of the Cultural Council of Greater Jacksonville (CCGJ) teamed up with the Downtown Investment Authority to promote community development through public art installations that would enhance the urban environment and provide attractive streetscapes. A call for artists was issued for projects totaling $136,000, including Skyway columns, traffic signal cabinets, bike racks, street furnishings and outdoor sculpture.

SPARK GRANT
The CCGJ’s third annual SPARK Grant Program awarded $70,000 in 2015 for temporary arts and cultural projects in Downtown, with five projects launching throughout 2016:

• Jax Kid’s Mural Festival – Downtown-themed mural project by Nicole Holderbaum to inspire confidence in children.

• Hearing What Wasn’t Said: The Music of Silent Film – Jacksonville University band concert series setting original scores and sound effects to 1900s silent-film era movies.

• The Harlem of the South: The Duke, Ella, James and The Cab! Multi-media theatrical presentations of Harlem Renaissance figures performed by actors, musicians and dancers of Stage Aurora Theatrical Company, Inc.

The Blue Trees – Australian artist Konstantin Demopoulos, together with Greenscape of Jacksonville and community volunteers, paint Downtown trees blue with all-natural paint to raise awareness of the need for more trees in urban environments.

culturalcouncil.org

**JAX OUTINGS PROJECT**

The Cummer Museum of Art & Gardens, less than a mile from Downtown, created an installation of figures taken from works in the museum’s permanent collection, blown-up and adhered to buildings in Downtown Jacksonville as a part of the global Outings Project. With more than 70 locations around the world, Jacksonville is one of only 16 cities in the United States involved, and the only city in the Southeast to participate.

cummermuseum.org/jax-outings
NEW & ANNOUNCED RETAIL

NEW RESTAURANTS & BARS:
• Akel’s Delicatessen
• Bay Street Bar & Grill
• Brixx Wood Fired Pizza
• Burrito Gallery & Bar (Brooklyn)
• Burritos Puebla
• D&G Deli & Grill
• Element Bistro Bar & Lounge
• folkfood
• HOBNOB
• Hyppo Gourmet Ice Pops
• Island Dream Italian Ice
• Myth Nightclub
• Pierre’s Pizza
• Roja’s Pizza
• Sbraga & Company
• Spliff’s Gastropub
• St. Johns Provision Co.
• Super Food & Brew
• Sweet Heat Tacos
• Tasty Dog
• Zoës Kitchen

NEW: RETAIL & SERVICES:
• BARK Downtown
• Eglam Studios
• Hertz Rent-A-Car
• Ideal Co-op Info Shop
• Ink Junkies
• Marilyn Monroe Spas Nail Salon
• Mocha Misk’i
• Navy Federal Credit Union
• Office Creations
• Peterbrooke Chocolatier
• The Pink Nickel (boutique)

ANNOUNCED:

Restaurants & Bars
• The Bank BBQ & Bakery
• Black Sheep
• Bold Bean Coffee Roasters
• Bold City Brewery
• Breezy Jazz Club
• Cowford Chophouse
• Intuition Ale Works
• Lanna Thai Sushi
• Manifest Distillery
• Public Coffee House

Retail & Services
• First Coast Fashions
• Hollywood Cuts
• The Men’s Room (clothier)
• Wolf & Cub (boutique)
Jacksonville’s “Top to Bottom” Tour
Receiving TripAdvisor’s Certificate of Excellence, AdLib Luxury Tour’s Top to Bottom tours offer visitors and locals alike the best way to see the Downtown’s unique sites, from secret underground tunnels to behind the scenes at top cultural venues.
adlibtours.com

Urban Kayaking
One of the few places where you can kayak while surrounded by bridges, skyscrapers and dolphins, Downtown kayak tours offer a one-of-a-kind perspective on Jacksonville’s rich riverfront history, scenery and ecology.
jacksonvillekayakcompany.com

DOWNTOWN DIRECTORY:
DTJAX.ORG & FREE DTJAX APP.

OCCUPIED VS. VACANT RETAIL SPACE, Q4 2015
72% OCCUPIED 28% VACANT

RETAIL MIX
Source: Downtown Property Owners & Downtown Vision, Inc.

- 38% Dining
- 10% Banks
- 10% Bars & Nightlife
- 9% Books & Gifts
- 6% Apparel, Eyewear & Jewelers
- 6% Beauty, Spa & Fitness
- 5% Galleries
- 5% Printing & Mailing
- 4% Grocery, Convenience & Gas
- 3% Car Rental & Repair
- 2% Alterations & Repair
- 2% Furnishings & Paint

OCCUPIED VS. VACANT RETAIL SPACE, Q4 2015
72% OCCUPIED 28% VACANT
CENTRAL CULTURE & ATTRACTIONS

Theatres & Performance Halls
- Florida Theatre
- Friday Musicale
- Ritz Theatre & Museum
- Times-Union Center for the Performing Arts
- Veterans Memorial Arena

Museums
- Fire Museum
- Merrill Museum House
- Museum of Contemporary Art (MOCA Jacksonville)
- Museum of Science & History (MOSH)

Shopping & Expo Centers
- Brooklyn Station at Riverside
- Jacksonville Expo Center at the Fairgrounds
- The Jacksonville Landing
- Prime Osborn Convention Center

Parks & Public Spaces
- Friendship Fountain
- Hemming Park
- Metropolitan Park
- Northbank and Southbank Riverwalks
- Treaty Oak Park
- Unity Plaza
- Veterans Memorial Wall
YEAR-ROUND SPORTS SCENE IN DTJAX

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; Jacksonville Armada FC (NASL)&gt;</td>
<td>&lt; Jacksonville Sharks (AFL)&gt;</td>
<td>&lt; Jacksonville Suns (AA)&gt;</td>
<td>&lt;Jacksonville Jaguars (NFL)&gt;</td>
<td></td>
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</tr>
</tbody>
</table>

THE JACKSONVILLE SUNS

Following the 2015 season, the Jacksonville Suns began a new era of affordable family fun under new owner Ken Babby, named one of Sports Business Journal’s 2016 “Forty Under 40.” Before the 2016 season, Babby invested more than $1.8 million into the ballpark to add the Budweiser Tiki Terrace, renovate all private luxury suites, develop the Firehouse Subs Hot Corner group hospitality area, expand the Sundowner Lounge, and improve other ballpark areas. The Suns also introduced a “FUNdamentally Different” promotional schedule, a new lineup of ticket and group outing options, and an all-new menu of concessions and catering.

jxsuns.com

THE JACKSONVILLE ARMADA FC

The Jacksonville Armada FC, owned by Jacksonville native Mark Frisch, had a storybook beginning in its inaugural season. The club set two North American Soccer League (NASL) modern-day attendance records – highest-attended preseason match and highest-attended regular-season match. In addition, the Armada FC had the third-best attendance average in the NASL, at 7,927 per match, with most matches being played at the Armada FC’s full-time home, Community First Park at the Baseball Grounds of Jacksonville. The Armada FC’s success can be attributed to the club’s robust community outreach off the field and commitment to a first-class match-day experience for fans.

armadafc.com
THE ELBOW ENTERTAINMENT DISTRICT

Downtown Jacksonville's growing entertainment district, The Elbow, is creating an authentic entertainment experience for Downtown employees, residents and visitors. It offers a wealth of diverse, walkable and award-winning culinary, nightlife, live music and performance venues. Cultivated around the historic Florida Theatre and the new Cowford Chophouse, The Elbow currently encompasses nine restaurants and seven bars with two additional spots to open by the end of 2016. Dedicated to showcasing Jacksonville's local talent, The Elbow has produced the Amplified CD, a premium sampling of Jacksonville's best and brightest songwriters and musicians and The Alley Sessions, a three-part YouTube series featuring local bands performing and discussing timely topics such as cultural diversity, creativity and equality. theelbowjax.com

SOMETHING'S BREWING

The local craft beer scene is branching into Downtown. Two of Jacksonville's original breweries, Bold City Brewery and Intuition Ale Works, are opening locations in Downtown in 2016. Two more, Aardwolf Brewing Co. and the new Engine 15 Brewing Co. sit less than a mile from Downtown. Together these breweries make up most of the Jax Ale Trail, a brewery passport program with delicious rewards. jaxaletrail.com
HOTELS & HOSPITALITY

Downtown Jacksonville remains the focal point of the First Coast, central to sport, concert, convention and medical tourism. While room nights and occupancy rates dipped slightly in 2015 because of hotel renovations, the average daily rate continued to climb to pre-recession levels, up 7% from 2014. While RevPAR remained nearly steady at 69% in 2015, as of April 2016, Downtown saw an increase of 14.8%, the most in Jacksonville. In 2015, three renovation projects accounted for more than $40 million in Downtown investments.

HYATT REGENCY — $8.1 MILLION
At 912,000 square feet, Jacksonville’s largest hotel, Hyatt Regency Jacksonville Riverfront invested $8.1 million into an full-scale remodel of all 951 guest rooms, along with corridors, its rooftop fitness center and its Regency Club lounge. Six new hard-walled meeting rooms also were added on the fourth level of the hotel’s Terrace Building. Overlooking the picturesque St. Johns River, this Northbank hotel now provides a sleek and modern guest experience.

DOUBLETREE BY HILTON — $12 MILLION
On the Southbank, DoubleTree by Hilton Jacksonville Riverfront (formerly the Crowne Plaza) opened following a $12 million property-wide renovation highlighting its noteworthy mid-century modern architecture. Renovations included updates to all 293 guest rooms with full walk-out balconies, a complete redesign of the lobby and updates to 12,000 square feet of flexible meeting space, including a 4,600-square-foot ballroom, 19 meeting rooms, and the new restaurant St. Johns Provision Co.

LEXINGTON HOTEL — $20 MILLION
Under new ownership, the Lexington Hotel & Conference Center – Jacksonville Riverwalk announced in mid-2015 that it was undertaking a $20 million renovation. All 323 rooms will be revamped, cabanas will be added to the pool area, and outdoor seating and an herb garden will complement the updated restaurant. The lobby, more than 35,000 square feet of meeting space and all common areas, along with the fifth-floor private event room and rooftop deck, will receive a full remodel.
PARKING

With more than 44,000 spaces, parking is plentiful in Downtown. Opened in 2015, the six-story, $10 million Parador parking garage offers more than 600 parking spaces one block from the riverfront and steps from shopping, entertainment, hotels and offices. Monthly parking rates in the core of Downtown are 84% less than the national average, averaging $98.50, and daily rates are almost half the national average, averaging $8.56. With parking an important focus of Downtown development, City Council voted in 2016 for the Downtown Investment Authority to oversee parking. parkdjax.com

SKYWAY

The Automated Skyway Express (Skyway) is a 2.5-mile, bi-directional system with eight stations on both the North and South banks. Today, the Skyway supports approximately 5,000 trips per day and had 1.32 million trips in fiscal year 2015. In December, the Jacksonville Transportation Authority (JTA) Board held a public process with leaders of Downtown serving on a blue ribbon panel to discuss the future of the Skyway. With the panel’s approval, JTA developed a Skyway Modernization Program, which will include replacement of the existing vehicles and evaluation of future extensions. jtafla.com

RIVER TAXI

In 2015, St. Johns River Taxi signed a long-term operating and marketing agreement with the City of Jacksonville to ensure seven-days-a-week river taxi service in Downtown. SJRT since has purchased two additional passenger vessels and has invested more than $500,000 into operations. In addition, the River Taxi provides a valuable resource for approximately 5,000 students annually to enjoy an on-the-water learning experience focused on science, technology, engineering arts and mathematics. jaxrivertaxi.com

MYJTA APP

Also launched in December, the MyJTA app features live tracking for all JTA transportation and allows riders to plan trips, track rides, and pay fares. The app is free and a one-day bus pass costs just $4. jtafla.com

(1) Colliers International & Downtown Parking Operators
**First Coast Flyer**
The $33.2 million Bus Rapid Transit network launched in December with its first North line. The Flyer is outfitted with 18 branded stations, complimentary Wi-Fi, a Park-n-Ride lot and real-time bus arrival information. It offers 10-minute frequency during weekday peak hours and 15-minute frequency during weekday off-peak hours and boasts an on-time rate of 90%. A Southeast line is currently under way – and a third East line to the Beaches will complete the 57-mile network – the largest bus rapid transit system of its kind in the Southeast.

**Jacksonville Regional Transportation Center (JRTC)**
Twenty-five years in the making, the JRTC will begin construction in January 2017 and cost $40 million. Scheduled for completion in 2019, the JRTC will integrate local, regional and intercity service into one Downtown hub and will include:
- JTA lines: fixed route, Skyway and First Coast Flyer Bus Rapid Transit
- Greyhound and MegaBus
- Park-n-Ride, car and bike share, Uber and taxis
- A 10,000-square-foot terminal and 40,000-square-foot administration office
BUSINESS IMPROVEMENT DISTRICT BENEFITS
DOWNTOWN VISION, INC.

CLEAN & SAFE. Downtown’s cleanliness, safety and hospitality team, Downtown Ambassadors provide extra eyes and ears on the street seven days a week and work closely with the Jacksonville Sheriff’s Office to create a safe Downtown environment.

- 11 Ambassadors
- 1.1k Hospitality and umbrella escorts
- 22k Hours logged
- 11.8k Hospitality assists
- 26 Tons of litter removed
- 150 Block faces pressure-washed
- 9.4k Nuisance reports resolved
- 815 Safety or code violations reported

MARKETING. DVI’s online marketing in partnership with the City of Jacksonville, Downtown Investment Authority and stakeholders reinforces Downtown as the City’s unique epicenter for business, history, culture and entertainment.

- 1.2m DTJax.com page views
- 23k #DTJax Weekly newsletter readers
- 61.6k @DTJax social media followers
- 100k DTJax Guides and Maps distributed

EXPERIENCE CREATION. Producing events such as the award-winning First Wednesday Art Walk, merchant events such as Trick or Treat on the Street and Small Business Saturday and The Elbow Entertainment District events and promotions encourages people to visit Downtown and support locally owned businesses.

- 16 Events produced
- 130k Event attendees
- 55 Partnering businesses
- 6.1k Events promoted

INFORMATION MANAGEMENT. Providing a clearinghouse for Downtown information, DVI collects data and crunches the numbers to provide compelling reports, analyses, presentations and tour information.

- 51 Downtown Information & Safety (DISN) e-blasts sent
- 3k Residents and employees surveyed
- 4 Quarterly Stakeholder Meetings
- 31 Presentations and tours
CREDITS
The data presented in this report are derived from many sources and collected directly from organizations, when available. We would like to thank Downtown property owners and facility managers for sharing information for this report, as well as the following organizations for their assistance:


SPONSORS