LETTER FROM MAYOR LENNY CURRY

Earlier this year, I made a commitment to the people of Jacksonville that they would not recognize our Downtown in four years. That work is already underway. Jacksonville is a city on the move, and that is clearly demonstrated in our ever-growing Downtown. Economic growth throughout Jacksonville, specifically in our Downtown corridor, remains a top priority for my administration.

We have seen ample progress in the past few years and I am committed to continuing that momentum. Students are now living and learning Downtown. UNF and FSCJ have brought new life to historic buildings, capitalizing on Downtown’s architecture. The Ambassador Hotel is being renovated, and six other hotels are in processes to accommodate our thriving hospitality market. Hotel occupancy is up 14% year-over-year, office vacancy is under 15% and is set to drop even further with businesses like VyStar Credit Union relocating Downtown. Last year, we topped 5,000 residents, and thanks to exciting new developments thousands more are set to move Downtown.

A busy Downtown means busier streets and increased pedestrian traffic. Infrastructure enhancements are being made to make Downtown more pedestrian-friendly. JTA has developed innovative and advanced plans for Downtown transportation, and Hart Bridge ramp improvements are set to flow traffic into key Downtown areas creating a catalyst for growth and activating our riverfront.

I look forward to further strengthening the heart of our city and maximizing the potential of our bold Downtown.

Sincerely,

Lenny Curry
Mayor of Jacksonville

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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 and is guided by a nine-member board of directors. The DIA seeks to attract investment, facilitate job creation and increase residential density through capital investments, planning, advocacy, marketing and the establishment of policy.

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DOWNTOWN VISION

Downtown Vision, Inc. (DVI) is the non-profit Business Improvement District (BID) for Downtown Jacksonville. Created in 2000, DVI is led by a 23-person board of directors representing Downtown stakeholders, from small and large property owners to residents and businesses to partner agencies. DVI’s mission is to create and support a vibrant downtown community and promote Downtown as an exciting place to live, work, visit and invest.
#DTJAX AT A GLANCE

$4.8 BILLION IN MAJOR PROJECTS

$210 MILLION
Completed 18-19 Projects

$1 BILLION
Projects Under Construction

$3.6 BILLION
Proposed Projects

WORK
3 Fortune 500 corporate headquarters
7,411,273 SQ FT of office space
(over 30% of the Jacksonville market)
14.8% vacancy
148,741 net absorption
$21.54 average lease rate / sq. ft.
55,392 employees
1,931 businesses
$104 million in major commercial sales
82% of employees like or love working Downtown

LIVE
5,220 residents
3,199 multifamily residential units
21 multifamily properties
978 units under construction
3,038 units proposed
90% of residents like or love living Downtown

VISIT
9 million+ visits annually
5,000+ events annually
2,361 hotel rooms
7 hotels proposed
14 culture and entertainment venues
5 major sports teams
3 college campuses
3 major medical facilities
2.8 miles of Riverwalk public park promenade
100+ public art pieces
44,000+ parking spaces

3.9 SQUARE MILES OF DOWNTOWN
90 BLOCK BUSINESS IMPROVEMENT DISTRICT
56 BLOCK HISTORIC DISTRICT

DOWNTOWNJACKSONVILLE.COM

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DOWNTOWN JACKSONVILLE ON THE MAP

JACKSONVILLE
At 874 square miles, Jacksonville is the largest city by land area in the continental United States. The 12th largest U.S. city by population, Jacksonville has one of the lowest overall costs of living in Florida and offers numerous tax advantages, with no corporate franchise tax, state personal tax, inventory tax or foreign income tax. Recognized as “America’s logistics center,” Jacksonville’s intermodal system includes three railroads, Interstates 10 and 95, and the Jacksonville Port Authority. Jacksonville International Airport—just 15 miles from Downtown—offers more than 100 daily departures to 32 destinations.

DOWNTOWN
Downtown Jacksonville is the center of the city – the heart of the arts, history, business and innovation, and civic engagement in Northeast Florida. Geographically central, Downtown sits at the junction of Interstates 10 and 95, marking the eastern terminus of I-10 and the first Florida metro area on I-95. Downtown is 3.9 square miles, including the St. Johns River. Excluding water, Downtown makes up just 0.4% of Duval County yet generates almost 3% of the county’s taxable value with over half of that taxable value in the 90-block Downtown Vision Business Improvement District. Downtown is composed of eight districts and in Spring 2019, Jacksonville City Council approved an updated Downtown Zoning Overlay streamlining existing zones into one Commercial Central Business District (CCBD) zone.

Jacksonville is the #5 most popular city to which Millennials are moving.
- SmartAsset, 2018
DOWNTOWN VISION

INVESTING IN #DTJAX

Downtown Jacksonville offers unique opportunities unmatched by other major Florida cities and developers are taking note. Between 2000-2017, more than $2.6 billion in development has been completed Downtown. Since the beginning of 2018, $1 billion in projects—more than one-third of the 18-year total—are under construction and almost $3.6 billion in projects are proposed.

Two catalytic mixed-use projects, The Shipyards and The District continue to move forward, set to transform more than 100 acres of riverfront. The City of Jacksonville has prioritized additional riverfront development demolishing the old City Hall and Courthouse Annex and buying back the lease of the declining Jacksonville Landing shopping center.

Downtown has a rich inventory of historic and mid-century architecture highlighted in recent award-winning adaptive reuse projects such as Sweet Pete’s Candy Co., the Jesse B. duPont Center and Cowford Chophouse. More projects are to follow, including: The Barnett Building, Laura Street Trios, Ambassador Hotel, and Jones Bros. Furniture Building.

INVESTMENT HIGHLIGHTS

VYSTAR CREDIT UNION HEADQUARTERS
Jacksonville’s largest credit union is relocating its headquarters and more than 900 employees Downtown in 2019. VyStar Credit Union purchased the 23-story high-rise at 76 S. Laura Street and adjacent garage for $59 million in July 2018 and purchased the neighboring seven-story 100 W. Bay Building for $5 million in February 2019. The credit union will infuse more than $15 million into renovations with plans to recruit new retail, create pop-up experiences and add public art to its properties.

BB&T TOWER ACQUISITION
Local investor Ash Properties purchased the 18-story BB&T Tower and garage for $23.3 million in July 2018 and plans for more than $1.5 million in renovations. Shortly after, Ash Properties purchased the Exchange Building on the same block as its garage for an additional $825,000 of crucial investment into an underutilized block.

AMBASSADOR HOTEL & THE ANNEX
Augustine Development Group purchased five lots totaling 1.5 acres for $5.4 million in July 2018. The group has begun work to convert the long-vacant, historic Ambassador Hotel into a 127-room La Quinta at an estimated construction cost of $15 million. It will then build The Annex to add 200 luxury apartments and 15,000 square feet of retail space to its property at an additional cost of $38.1 million.

JONES BROTHERS FURNITURE BUILDING
Developer Ace Jax LLC is redeveloping two long-vacant, historic properties. Plans for the Jones Brothers building include 28 apartments, more than 1,500 square feet of retail space and nearly 1,000 square feet of office space. Next door, the old Western Union building is slated for 9,600 square feet of retail space. Combined redevelopment costs are projected to be $13.3 million.

THE JACKSONVILLE LANDING DEMOLITION
After years of discussion and concerns about its decline, Jacksonville City Council approved a $15 million buy out of the Jacksonville Landing Investments LLC’s long-term lease in March 2019, giving the City of Jacksonville full possession of The Jacksonville Landing and unlocking this central riverfront property for future development.

EMERALD TRAIL MASTER PLAN
In Spring 2019, Jacksonville City Council approved Groundwork Jacksonville’s Emerald Trail Master Plan to create a 30-mile network of bicycle and pedestrian trails that will connect Downtown to 14 historic neighborhoods, 18 schools, two colleges and nearly 30 parks. Phase one is a 1.3-mile “Model Project” to connect the existing S-Line Rail Trail in Springfield to the Prime Osborn Convention Center in LaVilla. The Emerald Trail is estimated to cost $31 million, plus land acquisition, and take 10 years to complete.

downtownvision.org/emerlad-trail

Downtown is a great place to live, work and play. Moving into our new VyStar Tower will ensure our team has a strong home base from which to serve our 690,000 members across Florida. It will provide a great environment for our employees, and is a visible sign of our commitment to Downtown and Northeast Florida.

Brian Wolfburg, President & CEO, VyStar Credit Union
INVESTMENT IN THE PIPELINE
Source: Downtown Vision, Inc.

$4.8 BILLION IN MAJOR PROJECTS
$210 MILLION
Completed 18-19 Projects
$1 BILLION
Projects Under Construction
$3.6 BILLION
Proposed Projects

TODAY VS. THE
PAST 18 YEARS

$4.8 BILLION
2018-2019 Combined Projects
$2.6 BILLION
2000-2017 Combined Projects

64% INCREASE
Completed Projects
39% INCREASE
Projects Under Construction
33% INCREASE
Proposed Projects

YEAR-OVER-YEAR INVESTMENT COMPARISON

INVESTMENT HIGHLIGHTS

RESIDENTIAL
COMPLETED
1. Houston Street Manor ...................$6,600,000
2. Lofts at LaVita ..........................$22,000,000
3. Lofts at Monroe .........................$29,000,000

UNDER CONSTRUCTION
4. Broadstone River House ...............$38,000,000
5. Cathedral Residences renovation ......$30,000,000
6. Elena Flats ...............................$2,800,000
7. Lofts at Jefferson Station 17,000,000
8. South Apartments ......................$16,000,000
9. Vista Brooklyn .........................$55,000,000

PROPOSED
10. Ashley Square Senior Housing .........$20,000,000
11. Lofts at Brooklyn ......................$30,000,000
12. Lofts at the Cathedral ..................$26,000,000
13. Shipping Container Apartments ......$1,200,000

OFFICE & RETAIL
COMPLETED
14. Ameris Bank build out ...............$1,710,000
15. Black Knight Financial renovation .....$1,100,449
16. Brewer Hospital/North Florida Land Trust ..............$540,000
17. CSX renovation .......................$4,527,750
18. Extra Space Storage ..................$8,000,000
19. Florida Times Union build out ......$880,000
20. HDR renovation .......................$576,000
21. Macquarie Group expansion .........$1,535,625
22. One Call Care Management build out ..............$3,000,000
23. Prudential Insurance renovation .....$2,110,000
24. Smith Hulsey & B胡子y renovation .......$1,490,000
25. TIAA Bank Center renovation ..........$1,300,000

UNDER CONSTRUCTION
26. 530 West Union retail center .......$1,500,000
27. BB&T Tower renovations ..............$3,870,000
28. Courthouse, City Hall Annex site demolition ..............$795,000
29. Hertz Jacksonville renovation .........$1,000,000
30. VyStar Credit Union headquarters build out (former SunTrust Tower & Life of the South Building) ..................$79,281,876

PROPOSED
31. Brookly Place with Chipotle Mexican Grill & Panera Bread ..............$17,750,000
32. JEA Headquarters .......................$72,000,000

MIXED USE
COMPLETED
33. 225 Laura Street apartments ......$800,000
34. Ambassador Hotel & Annex .........$33,000,000
35. Barnett Building .......................$34,000,000
36. Doro District .........................$9,000,000
37. Laura Street Trio, Forsyth & Main Parking Garage ..............$44,000,000
38. Le Mesa Building .......................$3,000,000

PROPOSED
39. Berkman Plaza II .......................$122,000,000
40. Jones Brothers building ..............$13,350,000
41. Lot J ...................................$500,000
42. The District & AC Hotel by Marriott ..........$335,000,000
43. The Shipyards .........................$2,000,000,000

CIVIC, EDS & MEDS
COMPLETED
44. Baptist Health MD Anderson Center ..........$19,893,419
45. UNF Center for Entrepreneurship and Innovation ..............$1,640,000
46. VyStar Veterans Memorial Arena naming rights ..............$9,760,000

UNDER CONSTRUCTION
47. Baptist Medical Center renovation ..............$18,706,251
48. JU Film School at WUC ..............$200,000
49. Main Library upgrades ..............$598,000
50. Prime Osborn Convention Center upgrades ..............$2,700,000
51. Ritz Theatre & Museum upgrades ..............$605,000
52. TIAA Bank Field Cool Zone ..............$550,000
53. Wolfson Children’s Critical Care Tower ..............$187,000,000

PROPOSED
54. Museum of Science & History renovation ..............$80,000,000

HOTELS
COMPLETED
55. Hampton Inn Jacksonville Downtown I-95 Central renovation ..............$1,500,000
56. Hyatt Regency renovation, SHOR Seafood Grill & Tavern, The Market ..............$1,251,790

PROPOSED
57. Hyatt Place .................Not Available
58. Residence Inn by Marriott Hotel ..............$22,980,000

PARKS & TRAILS
UNDER CONSTRUCTION
59. Northbank Riverwalk bulbhead repairs, wayfinding signage & performing arts activation node ..............$5,650,000

PROPOSED
60. Emerald Trail .................$31,000,000
61. Friendship Fountain activation node ..............$2,250,000
62. Southbank Riverwalk extension and enhancement ..............$1,500,000

INFRASTRUCTURE & TRANSPORTATION
COMPLETED
63. Greyhound Intercity Bus Terminal ..............$8,000,000

UNDER CONSTRUCTION
64. Acosta Bridge LED lighting ..............$2,600,000
65. Coastal Driveway ..............$31,000,000
66. I-95-99 Interchange improvements & Fuller Warren Bridge bike/pedestrian path ..............$128,000,000
67. I-95 Overland Bridge ..............$227,000,000
68. Jacksonville Regional Transportation Center ..............$49,300,000
69. Riverplace Boulevard road diet ..............$6,300,000

PROPOSED
70. Bay Street Innovation Corridor ..............$63,000,000
71. Brookside road diet ..............$2,350,000
72. Hart Bridge ramp demolition ..............$37,000,000

CATALYTIC PROJECTS

THE BARNETT & LAURA ST. TRIO
In the central core, SouthEast Group is nearing completion on the renovation of the historic, 18-story Barnett Building. The University of North Florida opened a satellite campus in early 2019, with retail and 106 working-class-to-market rate apartments to open in the summer. Next, renovation will begin on the Laura Street Trio buildings adding a boutique hotel, high-end “Sophisticated Southern” restaurant, rooftop bar and parking garage.
Investment: $100 million

THE DISTRICT
The District by Elements of Jacksonville— with its vision for sustainable design—will encourage a healthy lifestyle and diversity. The development will bring 950 residential units, 147 hotel rooms, 200,000 square feet of office space, 134,000 square feet of retail, a 125-slip marina and public park space to the long-vacant, 30-acre site. The Jacksonville Landing footprint will be reimagined to include a 350-room hotel, 112,000 square feet of office space, 200,000 square feet of retail, parking, dining and entertainment.
Investment: $535 million

LOT J & THE SHIPYARDS
In the Sports & Entertainment District, a joint venture between Iguana Investments and Cordish Companies will create two mixed-use developments. Lot J plans call for a courtyard-style entertainment and retail complex, a residential tower, hotel and office building next to the stadium. The Shipyards calls for more than 600 condos and apartments, 300,000 square feet of office space, 150,000 square feet of retail and commercial space, 300 hotel rooms, and a 250-slip marina on a 70-acre riverfront site.
Investment: $2.5 billion

DOWNTOWN VISION
2018-2019 State of Downtown Report • 11

2018-2019 State of Downtown Report • 11
SIMPLIFY ZONING FOR DEVELOPMENT

Led by Councilmember Lori Boyer, in Spring 2019 the 2030 Comprehensive Plan was modified to eliminate Downtown’s minimum parking requirements and the Downtown Zoning Overlay was updated to streamline 14 zones into one Commercial Central Business District (CCBD) zone. The new CCBD zone will cover myriad uses: residential, office, retail and entertainment, mixed-use properties, “eds and meds,” utilities and parking garages. Plus, land near the riverfront will fall into one of three zones to maximize public access to and views of the St. Johns River.

LAVILLA MASTER DEVELOPMENT PLAN

As Jacksonville’s oldest suburb, LaVilla was once known as the Harlem of the South and the epicenter of black culture and commerce in Northeast Florida. To redevelop Downtown’s LaVilla neighborhood while respecting its rich history and celebrate its cultural impact, the DIA and Jacksonville Transportation Authority completed a LaVilla Master Development Plan in Spring 2019. The plan calls for workforce, senior and market-rate apartments, mid-market, for-sale town homes, a LaVilla Heritage Trail for pedestrians and bicycles, and a Water Street road diet to connect the historic district to the riverfront.

DOWNTOWN RETAIL ENHANCEMENT GRANT PROGRAM

Launched in 2014, the Downtown Retail Enhancement Grant Program is designed to recruit and retain restaurants, retail and creative office space and to stimulate investment in older properties in the Northbank Core Retail Enhancement Area. More than $690,000 in program funds have been deployed, leveraging more than $3.2 million in investment, creating more than 127 new jobs and activating more than 40,000 square feet of retail space.

Jacksonville’s Downtown is the economic heart of our entire city. Downtown is in the midst of a generational transformation that will increase the opportunities for people to live, work and play here. With the leadership of Mayor Curry and other stakeholders in the next few years we will see a vibrant and active Downtown that will serve our city into the future. These are exciting times.

Brian Hughes, Interim DIA CEO

The DIA recently completed a Downtown Public Parking Strategy, Implementation Plan and Residential On-Street Parking Program. Recommendations include activating and connecting parking assets, redistributing parking demand, and implementing mobile payment and pay-by-plate options.
DOWNTOWN VISION

High demand for urban living is driving unprecedented growth in Downtown’s housing market. More than 5,220 residents now live in 21 multifamily properties, up 8% from last year. Downtown’s 3,200 residential units boast a 96% average occupancy rate. Opened in February 2018, Vestcor’s affordable Lofts at LaVilla were 100% occupied just 45 days after opening, followed by the Lofts at Monroe in November, which reached 100% occupancy just 30 days after opening. In addition, Florida State College of Jacksonville opened Downtown’s first college dorms in 2018. Three more developments are currently leasing: The Residences at the Barnett, Broadstone River House and Lofts at Jefferson Station. The average sale price is $245,395 and ranges from $78 - $315 per square foot. The average price per square foot for residential leases is $1.53, and ranges from $0.85 - $2.25.

Daniel Davis, President & CEO, JAX Chamber

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When we’re looking to bring top talent to work here—and keep our people here in Jacksonville—a thriving, vibrant Downtown is a key selling point. Downtown housing developments are filing up as fast as they are coming out of the ground and this is only the beginning.
Daniel Davis, President & CEO, JAX Chamber
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DOWNTOWN VISION

DOWNTOWN VISION

DOWNTOWN RESIDENT PROFILE

Source: Downtown Vision 2018 Downtown Resident Survey

BEST THINGS
ABOUT LIVING DOWNTOWN:
1. City living/atmosphere/vibe
2. Walkability
3. Entertainment/events

WORST THINGS
ABOUT LIVING DOWNTOWN:
1. Loitering/transient population
2. Panhandling
3. Lack of a walkable grocery store

MOST IMPORTANT
TO THE DOWNTOWN EXPERIENCE:
1. Personal safety at night
2. Attractiveness/sense of place/walkability
3. More retail and restaurants

RESIDENTIAL DEVELOPMENT & POPULATION GROWTH

Source: Duval County Property Appraiser, Downtown Investment Authority and Downtown Vision, Inc.

<table>
<thead>
<tr>
<th>Units</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 &lt;1,000</td>
<td>1,816</td>
</tr>
<tr>
<td>2010 2,226</td>
<td>3,097</td>
</tr>
<tr>
<td>2018 3,199</td>
<td>5,220</td>
</tr>
</tbody>
</table>

The 2018 resident count is hand compiled by Downtown Vision, Inc. using occupancy rates and units from 21+ Downtown multifamily residential properties. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.

PATH TO 10,000 RESIDENTS

10,000 residents is the widely accepted standard to create the level of density needed to attract a healthy retail mix. Factoring in units currently under construction and proposed, Downtown is currently on track to double the number of residential units and create the desired density for more retail investment.

3,199 Existing Units  ➔  5,220 Residents
978 Units Under Construction ➔  -6,800 Residents
3,038 Proposed Units  ➔  -11,800 Residents

The most important thing we must do now in Downtown is to stay on track and not take our foot off the pedal. Respond and adjust to market trends when necessary - but keep our focus on the plan and execute.

Michael Munz, Partner, RummellMunz
While Downtown makes up just 0.37% of Jacksonville, it’s home to more than 30% of its commercial office space—7.4 million square feet—and all three of Jacksonville’s Fortune 500 companies. A value for Florida, the average lease rate per square foot is significantly lower than Florida’s other major central business districts. Yet Downtown outperforms the Jacksonville suburbs with cost per square foot that’s up 6.5% year-over-year. Downtown’s average lease rate is $1.76 higher than the suburban cumulative average. Although Downtown’s office vacancy rate is up slightly year-over-year to 14.8%, it’s the second lowest vacancy rate since 2000. Vacancy will drop further in 2019 as VyStar Credit Union relocates its headquarters and more than 900 employees Downtown.

**OFFICE MARKET COMPARISON:** Florida’s CBDs

<table>
<thead>
<tr>
<th>CITY</th>
<th>TOTAL SQUARE FOOTAGE</th>
<th>TOTAL VACANCY</th>
<th>2018 NET ABSORPTION</th>
<th>2018 AVERAGE LEASE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami (Downtown &amp; Brickell)</td>
<td>15,246,764</td>
<td>16.1%</td>
<td>142,822</td>
<td>$44.24</td>
</tr>
<tr>
<td>Tampa</td>
<td>6,897,722</td>
<td>7.4%</td>
<td>308,799</td>
<td>$28.04</td>
</tr>
<tr>
<td>Orlando</td>
<td>7,975,732</td>
<td>9.3%</td>
<td>90,283</td>
<td>$27.42</td>
</tr>
<tr>
<td>Downtown Jacksonville</td>
<td>7,411,273</td>
<td>14.8%</td>
<td>148,741</td>
<td>$21.54</td>
</tr>
</tbody>
</table>

WE’RE EXCITED ABOUT THE FUTURE OF DOWNTOWN AND HAVE MADE INVESTMENTS THAT SUPPORT OUR BELIEF IN THE CITY’S CORE. THERE’S A GOOD RANGE OF INVESTORS—FROM STANDALONE RETAIL REDEVELOPMENT TO LARGER CORPORATIONS—COMMITTING THEIR COMPANY’S FUTURE TO DTJax. AS LONG AS WE CONTINUE TO GROW THE RESIDENTIAL MARKET, OUR COMPANY SEES A GREAT FUTURE ON THE HORIZON FOR DOWNTOWN JACKSONVILLE.

Zach Ashourian, Ash Properties

**MAJOR HEADQUARTERS**

<table>
<thead>
<tr>
<th>HEADQUARTERS</th>
<th>REGIONAL EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIAA Bank</td>
<td>3,380</td>
</tr>
<tr>
<td>Black Knight Financial Services</td>
<td>2,400</td>
</tr>
<tr>
<td>CSX Corporation</td>
<td>3,600</td>
</tr>
<tr>
<td>One Call Care Management</td>
<td>2,277</td>
</tr>
<tr>
<td>Citizens Property Insurance</td>
<td>1,000</td>
</tr>
<tr>
<td>Haskell</td>
<td>1,350</td>
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<tr>
<td>FIS</td>
<td>1,100</td>
</tr>
<tr>
<td>Stein Mart</td>
<td>1,000</td>
</tr>
<tr>
<td>SuFed</td>
<td>450</td>
</tr>
<tr>
<td>Interline Brands</td>
<td>700</td>
</tr>
<tr>
<td>Fidelity National Financial</td>
<td>500</td>
</tr>
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</table>

**OFFICE MARKET COMPARISON:** Jacksonville Submarkets

<table>
<thead>
<tr>
<th>SUBMARKET</th>
<th>TOTAL SQUARE FOOTAGE</th>
<th>TOTAL VACANCY</th>
<th>2018 NET ABSORPTION</th>
<th>2018 AVERAGE LEASE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Jacksonville</td>
<td>7,411,273</td>
<td>14.8%</td>
<td>148,741</td>
<td>$21.54</td>
</tr>
<tr>
<td>All Jacksonville Suburbs</td>
<td>24,567,708</td>
<td>15%</td>
<td>49,147</td>
<td>$28.04</td>
</tr>
<tr>
<td>Arlington</td>
<td>984,122</td>
<td>38.6%</td>
<td>108,799</td>
<td>$12.05</td>
</tr>
<tr>
<td>Beaches</td>
<td>783,775</td>
<td>4.4%</td>
<td>11,007</td>
<td>$27.20</td>
</tr>
<tr>
<td>Clay County</td>
<td>559,741</td>
<td>9.5%</td>
<td>9,386</td>
<td>$14.40</td>
</tr>
<tr>
<td>East Butler</td>
<td>230,876</td>
<td>5.8%</td>
<td>1,913</td>
<td>$24.00</td>
</tr>
<tr>
<td>I-95/East Beltway</td>
<td>11,311,926</td>
<td>13.8%</td>
<td>103,997</td>
<td>$21.54</td>
</tr>
<tr>
<td>Baymeadows</td>
<td>3,457,008</td>
<td>13.8%</td>
<td>-6,080</td>
<td>$12.00</td>
</tr>
<tr>
<td>Deerwood Park</td>
<td>3,634,588</td>
<td>10.8%</td>
<td>18,742</td>
<td>$23.92</td>
</tr>
<tr>
<td>South 95 Corridor</td>
<td>1,180,193</td>
<td>6.4%</td>
<td>-6,080</td>
<td>$22.31</td>
</tr>
<tr>
<td>Southpoint</td>
<td>3,070,137</td>
<td>20.1%</td>
<td>88,716</td>
<td>$20.10</td>
</tr>
<tr>
<td>Mandarin</td>
<td>544,543</td>
<td>6.1%</td>
<td>18,742</td>
<td>$18.77</td>
</tr>
<tr>
<td>Northside</td>
<td>95,600</td>
<td>0</td>
<td>14,100</td>
<td>$12.00</td>
</tr>
<tr>
<td>St. Johns County</td>
<td>573,626</td>
<td>18.8%</td>
<td>46,023</td>
<td>$20.89</td>
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<tr>
<td>Southside</td>
<td>1,695,694</td>
<td>21.9%</td>
<td>-74,742</td>
<td>$14.20</td>
</tr>
<tr>
<td>Westside</td>
<td>367,096</td>
<td>6.8%</td>
<td>2,866</td>
<td>$20.39</td>
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</table>
DOWNTOWN VISION

MAJOR TRANSACTIONS, 2018-2019
Source: Downtown Vision 2018 Downtown employee survey and research

EMPLOYEE DEMOGRAPHICS
Source: Downtown Vision 2018 Downtown employee survey and research

PROPERTY | LEASE DATE | SQ. FT. | TENANT | PROPERTY | LEASE DATE | SQ. FT.
--- | --- | --- | --- | --- | --- | ---
SunTrust Bank | 50 N. Laura Street | 18,215 | Q4 | Gatehouse Media | 1 Independent Drive | 30,176 | Q3
Morgan & Morgan | 76 S. Laura Street | 9,123 | Q2 | River48 Business Center | 501 Riverside Avenue | 25,442 | Q1
Live Oak Contracting | 100 N. Laura Street | 13,649 | Q1 | Smith, Huisy & Bussy | 1 Independent Drive | 25,944 | Q1

PROPERTY | BUYER | SALE DATE | SALE PRICE | SQUARE FEET | COST PER SQ. FT.
--- | --- | --- | --- | --- | ---
76 S. Laura Street | VyStar Credit Union | Q3 | $95,000,000 | 386,697 | $246.00
300 W. Forsyth Street | TACARA INVESTMENT GROUP LLC | Q3 | $24,450,000 | 276,236 | $88.57
420 Julia Street | AXIS HOTELS LLC | Q3 | $5,400,000 | 60,830 | $88.77
500 E. Bay Street | 500 EAST BAY LLC | Q3 | $4,750,000 | 2,704 | $1,750.00
10 N. Adams Street | 10 WEST ADAMS STREET LLC | Q2 | $1,748,000 | 36,358 | $48.08
1510 Riverplace Boulevard | ARZTPRAXIS LLC | Q3 | $1,713,200 | 7,728 | $221.69
10 N. Newman Street | 10 N. Newman LLC | 2019 Q2 | $915,000 | 10,363 | $88.29
325 E. Duval Street | BILLY GOAT HILL INC | Q1 | $870,700 | 9,123 | $95.24
120 E. Forsyth Street | 120 E FOSKYHLL LLC | Q2 | $350,000 | 11,734 | $70.73
310 W. Adams Street | EXCHANGE AT ADAMS LLC | Q3 | $629,000 | 34,665 | $18.20
215 Laura Street | CHAMBLIN BOOKMINE LLC | Q4 | $181,500 | 12,300 | $66.54
806 Rosselle Street | 806 ROSSELLE LLC | Q3 | $725,000 | 3,459 | $209.60
424 N. Hogan Street | TBSOP LLC | Q4 | $714,000 | 9,014 | $79.21

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RISING TOURISM

Central for conventions, Downtown offers more than 2,300 hotel rooms and 520,000 square feet of air-conditioned meeting space. Upscale hotel accommodations offer a range of on-site amenities and are within walking distance of sports areas, concert venues, dining, entertainment and Downtown’s scenic riverwalks. The Hyatt Regency Jacksonville Riverfront, Lexington Hotel & Conference Center and Hampton Inn all completed significant renovations in 2018.

- ROOM NIGHTS ARE UP 14% TO 619,700
- OCCUPANCY RATES ARE UP 13.8% TO 72%
- REVPAR IS UP 16% TO $91.32
- THE AVERAGE DAILY ROOM RATE IS UP 2% TO $127 PER NIGHT

DOWNTOWN HOTELS

- Hyatt Regency Jacksonville Riverfront
- Omni Jacksonville Hotel
- Lexington Hotel and Conference Center Jacksonville Riverwalk
- Doubletree Jacksonville Riverfront
- Hilton Garden Inn Jacksonville Downtown Southbank
- Hampton Inn Jacksonville Downtown I-95
- Extended Stay America Jacksonville Riverwalk
- Homewood Suites Jacksonville Downtown Southbank

PROPOSED HOTELS

- AC Hotel by Marriott
- Courtyard by Marriott
- Hyatt Place
- La Quinta
- Residence Inn by Marriott Hotel
- TBD
- TBD

TOTAL

795

TOURISM METRICS

Source: Visit Jacksonville (Convention and Visitors Bureau)

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</tr>
</thead>
<tbody>
<tr>
<td>Total Room Nights</td>
<td>442,040</td>
<td>477,507</td>
<td>496,748</td>
<td>528,768</td>
<td>526,394</td>
<td>551,501</td>
<td>526,538</td>
<td>569,496</td>
<td>543,774</td>
<td>619,700</td>
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<tr>
<td>Occupancy Rate</td>
<td>51.1%</td>
<td>55.2%</td>
<td>57.4%</td>
<td>61.3%</td>
<td>60.8%</td>
<td>63.7%</td>
<td>61.1%</td>
<td>65.9%</td>
<td>63.1%</td>
<td>71.80%</td>
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<tr>
<td>Average Daily Rate</td>
<td>$91.00</td>
<td>$85.00</td>
<td>$87.00</td>
<td>$98.00</td>
<td>$102.85</td>
<td>$106.50</td>
<td>$113.53</td>
<td>$124.35</td>
<td>$124.36</td>
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<tr>
<td>RevPAR</td>
<td>$46.64</td>
<td>$51.60</td>
<td>$56.85</td>
<td>$59.77</td>
<td>$70.08</td>
<td>$86.35</td>
<td>$99.39</td>
<td>$115.93</td>
<td>$124.41</td>
<td>$127.14</td>
</tr>
</tbody>
</table>

Jacksonville is ranked as one of the Top 10 best value destinations in the world.

- Lonely Planet, 2018

Michael Corrigan, President & CEO, Visit Jacksonville

The Downtown tourism community continues to grow and evolve. In addition to the Beaches, Downtown Jacksonville is a main destination for visitors in Northeast Florida. More tourists are visiting Downtown everyday creating a greater demand for new hotels and cultural and entertainment amenities.

Surrounding Neighborhoods

- Are College Educated 72.1%
- Have an Annual Household Income of $100,000+
- Live in Downtown and the Surrounding Neighborhoods 26.0%
- Like/Love Living Downtown 82.2%
- Walkability 74%
- Restaurants 74%
- Culture 74%
- Loitering/transient population 45%
- Feeling unsafe 45%
- Part-time/night workers 24%
- Personal safety at night 24%
- Attractiveness/sense of place/walkability 24%
- More retail and restaurants 24%
THE ULTIMATE URBAN CIRCULATOR AND BAY STREET INNOVATION CORRIDOR

Together, the City of Jacksonville and Jacksonville Transportation Authority are collaborating with numerous other organizations, including North Florida Transportation Planning Organization, JEA and JAX Chamber on a Bay Street Innovation Corridor to bring a smart transportation corridor to Downtown and connect the Jacksonville Regional Transportation Center to the Sports and Entertainment District.

In early 2019, the U.S. Department of Transportation awarded a $25 million BUILD Grant to both the JTA and the City of Jacksonville.

FIRST COAST FLYER

Launched in 2015, the $151.8 million First Coast Flyer Bus Rapid Transit (BRT) connects Jacksonville’s Northside, Southside and Beaches. The newest East Corridor to the Beaches added 18.5-mile to the network and launched in December 2018. This spring, JTA received a $16.6-million Capital Investment Grant from the Federal Transit Administration for the final 12.9-mile line which will connect Downtown to Orange Park. The full system will be completed by the end of 2020, creating a 57-mile network connecting the region to the JRTC and Downtown.

JACKSONVILLE REGIONAL TRANSPORTATION CENTER

Twenty-five years and $57.3 million in the making, construction nears completion on phase two of the Jacksonville Regional Transportation Center (JRTC). Phase one, a 10,000-square foot Intercity Bus Terminal, featuring Greyhound and Megabus, opened in spring of 2018. Phase two will complete a impressive new multimodal station for all public transit in the region, integrating a 40,000-square foot JTA bus transfer facility, the First Coast Flyer Bus Rapid Transit (BRT), Skyway/U2C, rideshare and bike share – all in one transit hub.

PEDESTRIAN & BICYCLE ENHANCEMENTS

The City completed a new Pedestrian and Bicycle Master Plan in 2017 to prioritize pedestrian access, bicyclists and public transportation.

The Florida Department of Transportation is currently constructing a shared-use lane on the Fuller Warren Bridge to link Brooklyn to the Southbank/San Marco neighborhoods.

The Downtown Investment Authority has recently designed two road diet plans. One on Riverplace Boulevard is currently under construction and scheduled for completion in fall 2019. The second is slated for Brooklyn, along Riverside Avenue, Park Street and Forest Street. In addition, the DIA is beginning the process to convert Downtown’s one-way streets back into two-way streets.

IMPROVED TRANSPORTATION INFRASTRUCTURE

Bay Street Innovation Corridor
- Skyway route
- Skyway stations
- Potential Skyway route extensions
- Potential Skyway stations
- First Coast Flyer BRT route
- Planned Flyer BRT route

Planned road diets
- Existing bike facility
- Proposed bike facility
- Riverwalk
- Planned multiuse path
- Existing docks
- Proposed docks, etc.

THE SKYWAY TODAY

- 30 YEARS OF OPERATION
- FREE RIDES TO ALL 8 STOPS
- 4,000+ WEEKDAY TRIPS
- 1.05 MILLION TRIPS ANNUALLY

“The Jacksonville Regional Transportation Center at LaVilla has already altered the conversation about what that historic neighborhood can grow into over the next few years. The JRTC will serve as a regional hub, bringing our community closer to Downtown Jacksonville. This, along with our commitment to spurring transit-oriented development in LaVilla, will ensure this area thrives as we move into the next decade and beyond.”

Nathaniel P. Ford, CEO, Jacksonville Transportation Authority
In addition to development opportunities, the City of Jacksonville has prioritized new ways to activate the riverfront for the community.

**ACTIVATION NODES**

With support from City Councilmember Lori Boyer, community leaders have recently identified a number of riverfront "nodes" – ideal locations to celebrate different facets of Jacksonville’s identity. The first two nodes are funded and in various stages of design. Plans for the southbank’s iconic St. Johns River Park and Friendship Fountain call for a botanical garden, history-themed play park, concessions and fountain upgrades. Plans for the riverfront at the Times-Union Center for the Performing Arts call for a musical heritage garden, Riverfront Visitor Center and a new Wallcast Outdoor Venue with livestream performances and movie projections.

**RIVER ACCESS**

The City's Parks Department has been investing in new infrastructure, including new boat ramps, kayak launches, and boat docks. In addition, the St. Johns River Taxi provides convenient crossings to four Downtown docks Tuesdays through Sundays, event-based routes, sunset cruises and MOSH Science and History tours.

**PUBLIC GYM & SIGNAGE**

The Corkscrew, Downtown’s first outdoor gym, was launched in 2018 by the City’s Parks and Recreation Department in the shade of the Acosta Bridge. Sculptural workout equipment is complemented by moveable seating and work out equipment, and Downtown Ambassadors staffing five days a week. In early 2019, the City installed a new riverfront wayfinding signage system to aid pedestrians in accessing the north and southbank riverwalks.

**RIVERFRONT RENAISSANCE**

No other city has the natural resources Jacksonville has. By creating a complete pedestrian loop connecting both sides of the river and punctuating it with nodes of activity that highlight our history and culture we can use the river to tell our story and create something truly special for everyone Downtown.

Lori Boyer, City Council Member / Incoming DIA CEO

Downtown has seen an explosion of public art in recent years, with the addition of more than 80 pieces, including murals, sculptures, mosaics, seating and bike rack installations and traffic signal cabinet art in the past decade alone. The Cultural Council of Greater Jacksonville’s Art in Public Places program oversees the selection, installation and conservation of a wide range of art on City-owned property and administers the Downtown Investment Authority’s Urban Arts Project, infusing multiple art pieces into targeted areas. The privately funded Art Republic has curated murals on private property since 2016, while Friends of Hemming Park added its own Sculpture Garden in 2019.

The arts and culture animate a vision for the future. Indeed, a vision for the future of Downtown is one of arts and cultural districts, galleries, public art trails, art installations, lighting design, creative streetscapes and landscape architecture, and pop-up performing arts corners. Implementing these kinds of ideas can provide a multitude of unique destinations, attract residents and tourists alike, add to the quality of life, and be a year-round economic driver for Jacksonville.

Joy Young, Executive Director, Cultural Council of Greater Jacksonville

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The most walkable neighborhood in Jacksonville, Downtown has something for everyone. Downtown’s theaters and performance venues offer more than 28,000 seats and experiences from national acts to Broadway shows to community theater. As Northeast Florida’s central location for professional sports – football, baseball, basketball and hockey games fill the calendar year round.

MAJOR EVENTS THROUGHOUT THE YEAR

- New Year’s Eve Fireworks on the St. Johns River
- Martin Luther King Jr. Breakfast
- NASCAR Coca-Cola 600
- Get Down(town)! A Celebration of Black History
- Jazz Fest After Dark
- Jacksonville Sharks (AFL)
- Jacksonville Giants (ABA)
- Jacksonville IceMen (ECHL)
- Jacksonville Jumbo Shrimp (MiLB)
- Jacksonville Jaguars (NFL)
- Gate River Run, the largest 15K in the U.S.
- Monster Jam
- Jacksonville Lantern Parade
- Jazz Fest After Dark
- 48-Hour Film Festival
- Welcome to Rockville
- Jax Poetry Fest
- Jacksonville Fair
- Trick or Treat on the Street
- Hispanic Heritage Celebration
- 5 & Dime, A Theatre Co.
- Daily’s Place Amphitheater
- Florida Theatre
- Friday Night Musicale
- River Theatre and Museum
- Times-Union Center for the Performing Arts
- VyStar Veterans Memorial Arena
- Holiday Events: Tree Lighting, Parades,意思, etc.
- #DTJax Awards Breakfast
- Annual Christmas Tree Lighting at Art Walk
- #DTJax Awards Breakfast
- Holidays in Hemming
- TaxSlayer Gator Bowl
- VyStar Veterans Memorial Arena
- Veterans Day Parade
- Annual Christmas Tree Lighting at Art Walk
- #7 Top Stop in Florida: Florida Theatre (venues seating up to 2,000)
- Daily’s Place Amphitheater (venues seating up to 10,000)
- VyStar Veterans Memorial Arena (venues seating up to 30,000)
- #DOWNTOWNJACKSONVILLE.COM

VISIT DTJAX.COM FOR A DOWNTOWN EVENTS CALENDAR.

THEATERS & PERFORMANCE HALLS

- 5 & Dime, A Theatre Co.
- Daily’s Place Amphitheater
- Florida Theatre
- Friday Night Musicale
- River Theatre and Museum
- Times-Union Center for the Performing Arts
- VyStar Veterans Memorial Arena

THROUGHOUT THE YEAR

- 4th of July Fireworks on the St. Johns River
- Bluegrass Beer & Barbecue
- Hispanic Heritage Celebration
- Florida vs. Georgia Football Classic
- Southern Women’s Show
- TEDxJacksonville
- Trick or Treat on the Street
- Jacksonville Fair
- Jacksonville Jazz Festival
- Jazz Fest After Dark

SPORTS TEAMS

- Jacksonville Jaguars (NFL)
- Jacksonville Jumbo Shrimp (MiLB)
- Jacksonville IceMen (ECHL)
- Jacksonville Giants (ABA)
- Jacksonville Sharks (AFL)

COMPLEXES

- Baseball Grounds of Jacksonville
- TIAA Bank Field

PERFORMANCE GROUPS

- Cathedral Arts Project
- Florida Ballet
- FSCJ Artist Series
- Jacksonville Children’s Chorus
- Jacksonville Symphony
- River City Fine Arts Academy
- Theatreworks Inc.

DOWNTOWNJACKSONVILLE.COM

- Jacksonville Public Library: Main Branch
- Merrill Museum House
- MDCA Jacksonville (Museum of Contemporary Art)
- Museum of Science and History (MOSH)
- Ritz Theatre & Museum
- Jacksonville University
- Davis College of Business Downtown Campus
- Brooks Rehabilitation College of Healthcare Sciences
- Nathan M. Bisk Center for Professional Studies
- Film School at WJCT, coming soon
- University of North Florida
- Coggin College of Business Downtown campus
- Entrepreneurship Center
- MGDA Jacksonville – a cultural institute
- Florida State College at Jacksonville
- Downtown Campus & Dormitory
- Summer Classics Home Furniture
- The Market, Hyatt Regency
- Vagabond Coffee Co.
- Vale Food Company
- Yale Frozen Yogurt
- Sushi

LIBRARY & MUSEUMS

- Jacksonville Lantern Parade
- Jazz Fest After Dark
- Jacksonville Jaguars (NFL)
- Jacksonville Fair
- Trick or Treat on the Street
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- Get Down(town)! A Celebration of Black History
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PRACTICAL INFORMATION

- VyStar Veterans Memorial Arena
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- VenuesNow Magazine, 2019

NEW RETAIL

- Joysticks Arcade Lounge
- Retro Bar
- The Corkscrew
- Halle’s Kitchen Catering & Baking
- Island Girl Cigar Bar
- Jax Pub
- Karma Beauty Spa
- Muddy D’s
- Pier 1515, Lexington Hotel
- SHOR Seafood Grill & Tavern
- Hyatt Regency
- Southbank Johnny’s, Lexington Hotel
- BENTO Asian Kitchen
- Sushi

COMING SOON

- Summer Classics Home Furniture
- The Market, Hyatt Regency
- Vagabond Coffee Co.
- Vale Food Company
- Yale Frozen Yogurt

SHOPPING & EXPO CENTERS

- Brooklyn Station at Riverside
- Fairgrounds and Expo Center
- Prime Osborn Convention Center

COLLEGE CAMPUSES

- Jacksonville University
- Davis College of Business Downtown Campus
- Brooks Rehabilitation College of Healthcare Sciences
- Nathan M. Bisk Center for Professional Studies
- Film School at WJCT, coming soon
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- Southern Women’s Show
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- Jacksonville Fair
- Jacksonville Jazz Festival
- Jazz Fest After Dark

ART/RIGHTS

Art Republic mural

GROUPS

- Children’s Chorus
- Florida Ballet Project
- Cathedral Arts Chorus
- Children’s Chorus
- Florida Theatre
- Daily’s Place Amphitheater
- Florida Theatre
- Friday Night Musicale
- River Theatre and Museum
- Times-Union Center for the Performing Arts
- VyStar Veterans Memorial Arena

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- #7 Top Stop in Florida: Florida Theatre (venues seating up to 2,000)
- Daily’s Place Amphitheater (venues seating up to 10,000)
- VyStar Veterans Memorial Arena (venues seating up to 30,000)

- VenuesNow Magazine, 2019

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SUPPORTING A VIBRANT DOWNTOWN JACKSONVILLE
Downtown’s Business Improvement District

Downtown Vision is the 90-block Business Improvement District (BID) for Downtown Jacksonville. A not-for-profit organization funded mainly by Downtown’s commercial property owners through a self-assessment, Downtown Vision is governed by a 23-person board of directors representing diverse Downtown stakeholders and represents a strong public-private partnership with the City of Jacksonville and the Downtown Investment Authority. Downtown Vision’s mission is to build and maintain a vibrant Downtown Jacksonville community and to promote Downtown as an exciting place to live, work, visit, and invest.

DVT Jacksonville, DOWNTOWN JACKSONVILLE, DTJAX.com

KEY SERVICES
- District Services: Ambassadors, staff, board and City leadership
- Experience Creation: Placemaking & Public Realm
- Marketing & Events: Marketing, PR, Events & Promotions
- Information Management: Research, Reports & Surveys

KEY DOWNTOWN COLLABORATORS

The City of Jacksonville’s investment is essential to downtown revitalization, and the Downtown Investment Authority and Downtown Vision form a public-private partnership dedicated exclusively to Downtown. Several regional agencies are based in Downtown and provide essential leadership and investment in the urban core as well.

Great downtowns have an energy and vibrancy to their streets. Downtown Jacksonville has many of the pieces already in place. With collaboration, investment and hard work it has the potential for so much more.

Mari Kuraishi, President, Jessie Ball duPont Fund

Countless additional organization are dedicated to supporting and enhancing Downtown Jacksonville, such as:

- CATHEDRAL DISTRICT JACKSONVILLE, INC.
- DOWNTOWN DWELLERS RESIDENTS GROUP
- FRIENDS OF HEMMING PARK
- JAXSPORTS
- JESSIE BALL DUPTON FUND

JAXUSA PARTNERSHIP

JAX CHAMBER

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Mari Kuraishi, President, Jessie Ball duPont Fund
**BOARD AND STAFF**

**DOWNTOWN INVESTMENT AUTHORITY**

**Board of Directors**
- James Bailey, Jr., Chair
- Craig Gibbs, Esq., Vice Chair
- Olivia Barakat
- Ron Moody, Secretary
- W. Braxton Gilliam, Esq.
- Dane Greys
- Marc Padgett
- Carol Worsham
- Todd Frosts

**Former Board Members**
- Robert Clements
- Jack Meeks
- Brenna Durden, Esq.

**Staff**
- Lori Boyer, Incoming CEO
- Brian Hughes, Interim CEO
- Guy Parola, Operations Manager
- Karen Underwood, Executive Assistant
- Robert Carle, Public Parking Officer

**Former Staff**
- Aundra Wallace, CEO
- Thomas J. Daly Esq., Manager of Finance
- Jim Klement, Redevelopment Coordinator

**DOWNTOWN VISION**

**Officers**
- Teresa Durand-Stuebben, Chair
  DIRT Environmental Solutions
- Oliver Barakat, Vice Chair
  CB Richard Ellis
- Numa Saissein, Treasurer
  Florida Theatre

**Board of Directors**
- Bill Adams
  Gunster Law Firm
- Zach Ashourian
  Ash Properties
- John Blunt
  First Baptist Church
- Stephen Crosby
  InvestJax
- Paul Davison
  BDO USA, LLP
- Jan Hanak
  Regency Centers
- Erik Higgins
  Gresham Smith
- Elias Hionides
  Petra
- Traci Jenkins
  Cushman & Wakefield
- Vince McCormack
  Perdue Office Interiors
- Ryan McIntyre
  VyStar Credit Union
- William R. Prescott
  Heritage Capital Group
- John Ream
  The Connect Agency
- Dawn Southworth
  Omni Jacksonville Hotel
- Ken Stewart
  JEA

**Ex Officio**
- Councilmember Lori Boyer
  Jacksonville City Council / Downtown Investment Authority
- Nathaniel P. Ford
  Jacksonville Transportation Authority
- Assistant Chief Jimmy Judge
  Jacksonville Sheriff’s Office
- Assistant Chief Elizabeth Kenny
  Jacksonville Sheriff’s Office
- Chief Donald Tuten
  Jacksonville Sheriff’s Office
- Aundra Wallace
  Downtown Investment Authority / JAXUSA Partnership

**Former Board Members**
- Tony Allegritti
  Cultural Council of Greater Jacksonville
- Debbie Buckland
  BB&T
- Janice Lowe
  The Jacksonville Landing
- Patrick McElhaney
  TIAA Bank

**Staff**
- Jacob A. Gordon, Esq.
  Chief Executive Officer
- Cheryl Hunte
  Business Administrator
- Katherine Hardwick
  Vice President of Marketing
- Eric Miller, Esq.
  Vice President of District Services
- Alexandra Abreu-Figueroa
  Communications Manager
- Junine Castin
  Events Manager
- Reggie Aguilo
  Events Assistant

**THANKS TO ALL OF OUR SUPPORTERS AND SPONSORS**

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: ADG (Acuity Design Group, Inc.; CBRE Group, Inc.; City of Jacksonville; Colliers International; Cushman & Wakefield; Dural County Property Appraiser; Downtown Investment Authority; ESRI; J Magazine; JAX Chamber; JAXUSA Partnership; Jacksonville Business Journal; Jacksonville International Airport; Jacksonville Transportation Authority; SMG; Visit Jacksonville (CVB); and Walkscore.

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904 Happy Hour, Ace Jazz, Acuity Design Group (ADG); Affordable Marijuana License, Anthony’s Gourmet Catering; Ash Properties; AT&T; Auld & White Constructors, LLC; The AutoValet; Bellwether; Block by Block; Bold City Brewery; buildscapes; The Bread & Board; Cecil W. Powell Company; Chamblin’s Uptown; The Connect Agency; Costa Sunglasses; CSX; Danis Construction; Delaware North; DJ Nick Fresh; Doubletree Riverfront; Easy 102.9; Elite Parking; Emhrust Milked; Fashion Group International; First Coast YMCA; Florida Blue; Folio Weekly; Friends of Hemming Park; Fun 4 First Coast Kids; Gate Petroleum; Gresham Smith; Gunster; HDR Inc.; Hello Fresh; IBERIABANK; IONE Fashions; Intuition Ale Works; Jupiter Ale Works; Jacksonville Civic Council; The Jacksonville Landing; Jacksonville Public Library Main; Jacksonville Symphony; Jacksonville University; Jump 4 Jax; JWB Real Estate Capital; Lincoln Motors; LISC Jacksonville; Matt Carlucci - State Farm; Miller Electric; Moody Apparel; Museum of Science & History; My Gym Children’s Fitness Center; One Enterprise Center; Perdue Office Interiors; PRI Productions; PNC Financial Services; Regency Centers; Regions Bank; The River Club; RumellMunz Partners; Shawn Lednick; Sight & Sound Productions; Smith, Halsey & Busey; Station Four; Tin Can Photo Lounge; Trash Panda; A Rain Dogs Flea Market; U.S. Green Building Council; Vagabond Coffee Co. & Bodega; WellCare; Wingard and X 106.5.
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