



Downtown Vision, Inc. FY 2009-2010 Annual Report

During the past year, Downtown Vision worked on a number of major initiatives to provide a higher level of service for Downtown Improvement District stakeholders and improve Downtown:

- **Improved & Expanded Downtown Ambassador Program.** We outsourced our Ambassador Program to a nationally-recognized service provider, Service Group, Inc., which provides cleanliness, safety and hospitality services to more than 20 other downtowns. The city contracted with Downtown Vision to provide two additional cleaners for Downtown. As a result, we've expanded the cleanliness services we provide to Downtown stakeholders, including litter and graffiti removal, weed and tree fall abatement, pressure washing and cleaning of public fixtures. We have also increased the frequency of our safety and hospitality patrols. This contract has resulted in a better trained, equipped and managed work force that provides a higher level of service.
- **Increased Advocacy.** Downtown Vision released a Downtown white paper, *Turning the Corner: Rethinking and Remaking Downtown*, which outlined eight broad principles necessary to move Downtown forward. Focusing activities and investment in the core of Downtown is chief among these principles, which also address funding, leadership, maintenance, parking and other issues. We continue our outreach to City Council, the Mayor's Office, civic and community leaders and the public about this paper and what it will take to turn around Downtown. A copy of this paper is available on our website at downtownjacksonville.org.
- **Activating Vacant Retail Space.** We continue to work with the Cultural Council and Downtown property owners to partner artists with owners of vacant retail spaces through a program called *Off the Grid*. The purpose of *Off the Grid* is to activate vacant retail spaces with temporary art galleries and working studios, increasing pedestrian activity and bringing more people Downtown. To date, this program has resulted in twelve new art galleries Downtown. Additionally, we are working with the City of Jacksonville and the Cultural Council to explore long-term opportunities to support the Downtown arts community.
- **Leadership and Partnership.** We continue to partner with the Chamber, Jacksonville Civic Council, National Association of Office and Industrial Properties and others to continue to work toward growing a vital and strong Downtown – particularly in terms of reducing office vacancy Downtown.
- **Promoting Nightlife.** One of Downtown's greatest strengths is the 14 nightlife venues located in the core of Downtown. Working with the proprietors in the area, we've branded this emerging nightlife district as *The Core* and have been working together to promote this area. During the summer, we produced four nightlife promotions to bring additional patrons Downtown. On average, participating bars reported a 20-25% increase in revenue during the summer promotion. Our goal is to support this area and help it grow into a thriving entertainment district offering a complementary mix of restaurants, clubs, music venues and galleries.

Making Downtown Cleaner & More Attractive

- **Litter Removal.** Removed more than 14 tons of litter from Downtown sidewalks.
- **Graffiti Removal.** Removed 298 graffiti tags from public property and infrastructure.
- **Pressure Washing.** Pressure washed more than 200 block faces.
- **Weed and Tree Fall Abatement.** Removed more than two tons of leaves, acorns and weeds from sidewalks.
- **Hanging Flower Basket Maintenance.** Maintained and watered 70 hanging flower baskets in the district.

Making Downtown Safer & Friendlier

- **Addressing Nuisance Activity.** Reported and/or resolved more than 700 instances of nuisance activity (panhandling, open container violations, etc.).
- **Safety & Hospitality Patrols.** Provided more than 8,000 miles of bicycle and Segway patrols of the district.
- **Providing Safety Escorts.** Provided 129 safety escorts upon request.
- **Ingress/Egress Deployments.** Deployed Ambassadors daily to key ingress/egress points to provide a watchful eye and friendly greeting as employees and visitors traversed the area between their parked vehicle and their destination.
- **Reporting Property Damage & Safety Hazards.** Reported more than 300 instances of property damage or safety hazards to the appropriate agency for resolution.
- **Reporting Broken Street Lights.** Reported more than 300 broken street lights to JEA for repair.
- **Providing Directions & Information.** Provided directions or assistance to more than 10,000 people.
- **Umbrella Escorts.** Provided nearly 200 umbrella escorts in the rain.

Advocating for Downtown

- **More Funding for Downtown.** We continue to advocate that the city increase funding for Downtown maintenance, improvements and incentives to attract and retain Downtown businesses.
- **New Bus Shelters.** We worked closely with the Jacksonville Transportation Authority to ensure the new Downtown bus shelters were designed to reduce nuisance activity by including solar lighting, increasing transparency and improving maintenance.

Providing Information & Assistance

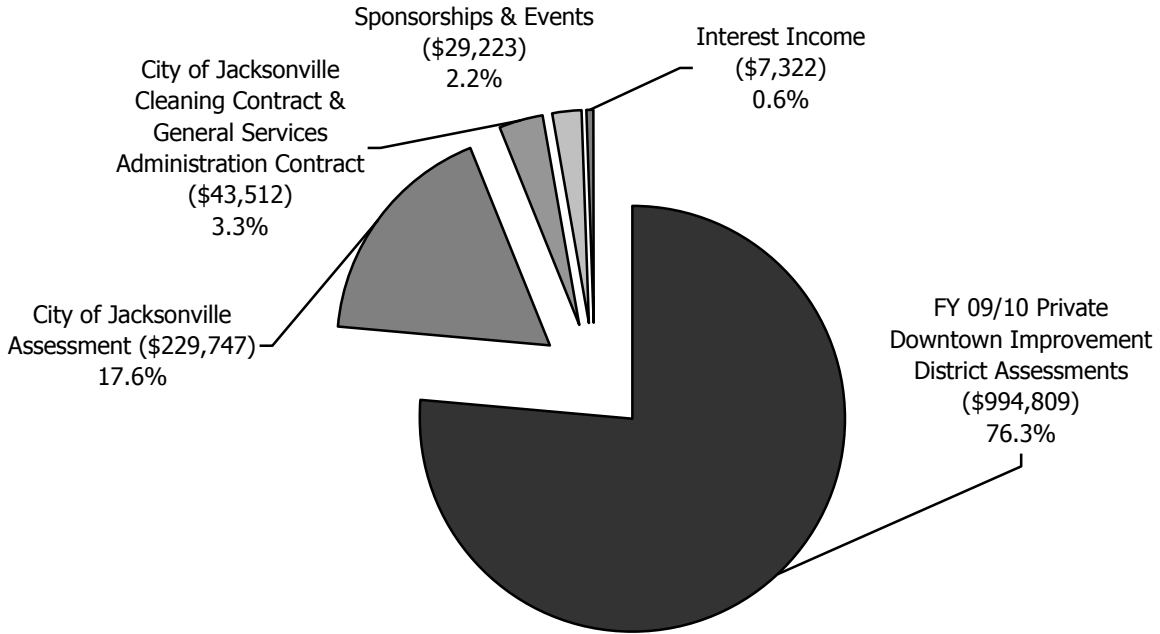
- **Requests for Information, Service and Assistance.** Responded to more than 2,600 requests for information, service or assistance from Downtown stakeholders. These included requests for statistical data and market information, as well as support on issues ranging from complaints about illegal dumping and campsites to code enforcement issues to marketing support for Downtown retailers, events and partnerships.
- **Communications.** Sent 90 emails to Downtown stakeholders and supporters filled with information on Downtown development, retail, events, parking, safety and more.
- **State of Downtown Report.** Produced 2009 State of Downtown report, which includes statistical information on Downtown development, residential and office markets, culture, retail, nightlife and parking.

Bringing More People Downtown

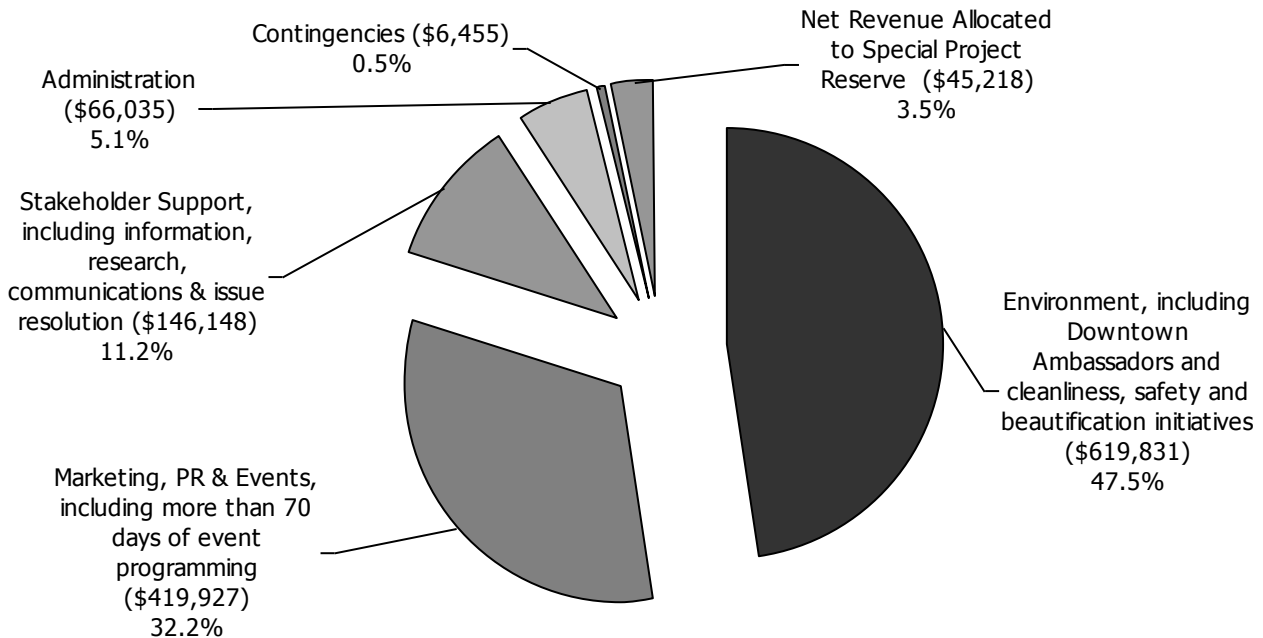
- **First Wednesday Art Walk.** Continued to expand and improve the Art Walk, which attracts 5,000-6,000 patrons per month to more than 40 Downtown venues.
- **Movies in the Park.** Brought more than 2,500 visitors to Movies in the Park at Treaty Oak for free, family-friendly Friday movies on the Southbank.
- **Online Events Calendar & Emails.** Received more than 600 requests to promote Downtown events via our online events calendar, and sent bi-weekly events email promoting more than 400 Downtown events.
- **Social Media.** Expanded our social media outreach and use of Facebook and Twitter features to collectively reach 4,000 users.
- **Media Relations.** Responded to more than 160 media inquiries about Downtown, ranging from requests for information on new businesses to position statements on Downtown issues. In FY 09/10, there were more than 400 media mentions of Downtown or Downtown Vision in print, radio, television and online media.

Downtown Vision, Inc. FY 09/10 Sources & Uses of Funds

Funds Collected \$1,304,614



Funds Expended \$1,304,614



FY 09/10 Board of Directors

Chair	Vice Chair	Secretary	Treasurer	Immediate Past Chair
Jay Southerland <i>The Southerland Group/ Triage Management Services</i>	Mike Jennings <i>Prudential Financial</i>	Christopher D. Flagg <i>FLAGG Design Studio LLC</i>	Michael Harrell <i>CB Richard Ellis</i>	Stephen A. Crosby <i>CSX</i>
Jim Bailey <i>Bailey Publishing</i>	Debbie Buckland <i>SunTrust</i>	James M. Craig, II <i>Winn Dixie Stores, Inc.</i>	W. Edwin Frazier, III <i>Rayonier, Inc.</i>	Jennifer R. Hoover <i>The Vestcor & JDR Companies</i>
Dan King <i>Hyatt Regency Jacksonville Riverfront</i>	Janice Lowe <i>Jacksonville Landing</i>	Audrey McKibbin Moran <i>The Sulzbacher Center</i>	Michael Munz <i>The Dalton Agency</i>	John Pharr <i>Regency Centers</i>
Gilbert J. Pomar, III <i>The Jacksonville Bank</i>	Barry Vaughn <i>Suddath</i>	Tri Vu <i>TTV Architects</i>	Robert Arleigh White <i>Cultural Council of Greater Jacksonville</i>	
	Ex-Officio Ronald D. Barton <i>Jacksonville Economic Development Commission</i>	Ex-Officio Councilmember Art Shad <i>Jacksonville City Council</i>	Advisory Committee John M. Welch, Jr.	

Downtown Vision Staff

Terry Lorince <i>Executive Director</i>	Amy Harrell <i>Director of District Services</i>	Pamela Nix Elms <i>Director of Marketing</i>	Cheryl Hunte <i>Office Manager</i>	Katherine Moore <i>Marketing & Events Manager</i>
	Jessica Grant <i>Website & Social Media Coordinator</i>		Natalsya Tucker <i>Marketing Coordinator</i>	

Downtown Ambassadors

Gary Butler <i>Program Manager</i>	Richard Cooper <i>Supervisor</i>	Nathan Washington <i>Supervisor</i>	Ann Chinn	Lydia Cobbert
LaVerne Cuyler Sarah Sykes	Troy Harris Ivan Victoria	Michael Ryan Beverly Waters	Joseph Schaeffer Liz Wilson	Andre Silas Sean Wilson

FY 09/10 Partners & Sponsors

We would like to thank the Downtown property owners in the Downtown Improvement District whose funding supports the services provided by Downtown Vision, Inc. We are also grateful to our dedicated volunteers and interns. Special thanks to the following partners and sponsors for their support in FY 09/10:

96.9 The Eagle | *904 Magazine* | AIGA | AIA | Agility Press | Amanda Warford | Atlantic Imaging | Bailey Publishing | Ballyhoo Betsy Lovett | Bryant Hardwick | Burdette Ketchum | Burro Bags | Buttons by Jennifer | CB Richard Ellis | Cecil Powell Insurance Co. City of Jacksonville | City of Jacksonville Office of Special Events | Colliers Dickinson | Colliers International | Cornerstone | CSX Cultural Council of Greater Jacksonville | Daily Billboards | *Daily Record* | Dana's Limousine | David Lee | Digital Printing & Imaging Downtown Council of the Chamber of Commerce | Dylan Phillips | *EU Jacksonville* | *Eco Latino* | Films by Design | First Coast News FLAGG Design Studio, LLC | Florida Theatre | Foley & Lardner | *Folio Weekly* | General Services Administration | Giglio Signs Hyatt Regency Jacksonville Riverfront | Jacksonville City Council | Jacksonville Civic Council | JEDC Jacksonville Historical Society | Jacksonville Jaguars | *Jacksonville Magazine* | Jacksonville Main Library | Jacksonville RollerGirls Jacksonville Regional Chamber of Commerce | Jacksonville Sheriff's Office | Jacksonville Transportation Authority | JaxParks Jacksonville University | Jim Draper | JEA | Kelly Young | Kerry Speckman | LISC Jacksonville | Marty Lanahan | Media Works, Inc. MetroJacksonville | Metropolitan Parking Solutions | Mayor John Peyton | NAIOP | *Off the Grid* Artists | One Hundred Laura Street Paramount Performance Marketing | Parkway Properties | Printing.com | Pro-Motion Pedicabs | Rayonier, Inc. | Red Fin Group, LLC Relay Marketing | Republic Parking | Rich Trendel | Riverside Arts Market | Rogers Towers | Service Group, Inc. | SMG | Sir Speedy Sports Mania | Storter Childs | St. Johns Riverkeeper | Suddath Van Lines | The Brick Coffee House | *The Florida Times Union* The Improv Effect | The Jacksonville Landing | The Peninsula | The Resident | The UPS Store | Tiffany Manning | TTV Architects | UNF U.S. Census Bureau | U.S. Green Building Council of North Florida | Vestcor | Visit Jacksonville

Downtown Vision, Inc.

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