2013-2014
DOWNTOWN VISION, INC.
ANNUAL REPORT
Downtown Vision, Inc. (DVI) is the Downtown Improvement District (DID) for Downtown Jacksonville. A not-for-profit 501(c)6, DVI administers a 90-block district that strives to provide a multitude of services and programs to grow a strong and economically viable Downtown.

**OUR MISSION:**
Build and maintain a healthy and vibrant Downtown community and promote Downtown as an exciting place to live, work, play and visit.

**OUR GOALS:**
- Create a great street-level experience Downtown
- Tell the Downtown story
- Act on behalf of Downtown stakeholders to improve Downtown

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Downtown Vision Alliance, Inc. is a non-profit 501(c)3 that serves as the charitable division of DVI to support improvements in the urban core.

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- **3,800** Residents Downtown
- **48,900** Employees Downtown
- **2.5** Square Miles of Downtown
- **90** Block Downtown Improvement District
- **$1.3** Billion in Taxable Value
- **$480 Million in completed and active development**
- **5,200** Events Annually
- **9.3** Million Visits Annually
DVI CREATES A GREAT STREET-LEVEL EXPERIENCE DOWNTOWN

Downtown’s cleanliness, safety and hospitality team, Downtown Ambassadors provide extra eyes and ears on the street seven days a week. Eleven Ambassadors logged more than 22,000 hours and 25,000 combined bicycle and Segway miles in the DID.

### MAINTAINING A CLEAN DOWNTOWN

- **22+ TONS OF LITTER REMOVED**
- **1,000 GRAFFITI TAGS REMOVED**
- **2,700 SPILLS AND ODORS REMOVED**
- **95 CITY BLOCKS PRESSURE WASHED**

### PROVIDING A SAFE ENVIRONMENT DOWNTOWN

- **17,000 HOSPITALITY ASSISTS**
- **300 SAFETY OR CODE VIOLATIONS REPORTED**
- **2,000 HOSPITALITY & UMBRELLA ESCORTS**
- **7,000 NUISANCE REPORTS RESOLVED**
- **750 CAMPSITES REPORTED OR RESOLVED**

### THE CLEANING AND GREENING OF HEMMING PARK

DVI convened and managed a partnership with Greenscape, Late Bloomers Club and The Paul Bryan Group to design and implement a new landscape plan in Hemming Park. Approximately 100 volunteers replanted the park using a Wells Fargo Neighborhood LIFT grant. We leveraged an additional $80,000 in supplies, in-kind professional services and volunteer labor.

### FIRST WEDNESDAY ART WALK

This year, DVI celebrated 10 years of Art Walk, which was voted the “Best Art Walk” in Folio Weekly’s Best of Jax 2014 and won a 2014 SILVER ADDY Award for responsive website design by Station Four. New Headquarter events included: Oktoberfest, “Married by the Specktator,” Silent Disco, Summer in the City parties and a Back-to-School Kid’s Zone.
The Twitter Promoter program incented more than a dozen community influencers to tweet about Downtown. Over 20 weeks, 5,500+ #DTJax tweets reached 3,000,000+ users.

BEFORE CAMPAIGN
Downtown mentioned every 56 minutes
8:1 ratio of positive to negative mentions

AFTER CAMPAIGN
Downtown mentioned every 19 minutes
21:1 ratio of positive to negative mentions

#DTJax
The Twitter Promoter program incented more than a dozen community influencers to tweet about Downtown. Over 20 weeks, 5,500+ #DTJax tweets reached 3,000,000+ users.

#ChatDTJax
@DTJax Tweet Chats engage the community each month, creating a social-sphere dialog on topics such as riverfront development, parking, programming in Hemming Park, “unknowing” Downtown myths with TEDx and “JAX2025 Target: Downtown as a distinctive neighborhood” with JCCI Forward.
ADVOCATING FOR POLICIES THAT POSITIVELY IMPACT DOWNTOWN

Advocated for increased funding for managing Downtown, including cleanliness, safety and beautification, marketing and activation.

Conducted stakeholder and public surveys on food trucks to inform new policy and facilitated communications with property owners to support food trucks in the entertainment district.

Advised the DIA on the CRA Plan with a focus on the core for Downtown, the Business Investment Development (BID) Plan, and revitalization issues on safety, the riverfront and benchmarking.

Submitted a Request for Proposal to the City of Jacksonville as part of the Friends of Hemming Park (FHOP) for day-to-day management and programming of Hemming Park and assisted FOHP throughout contract negotiations, staffing and start up.

Collaborated with partner organizations and the DIA to ensure a unified design framework for the riverfront will drive future development through the CRA Plan. Advocated for the importance of continued River Taxi operations and assisted new ownership.

GROWING AN ALLIANCE TO SUPPORT DOWNTOWN

The “Making Waves: Realizing a World-class Waterfront” public forum allowed for discussion on the future of The Jacksonville Landing in conjunction with the Downtown Investment Authority (DIA) and influenced further discussions on the Water Street ramp removal, a focus on public space and improved connectivity to the core.

A Jacksonville Jazz Festival merchant meeting brought the City of Jacksonville on board to provide solutions for merchants concerned about the new festival location.

Stakeholder meetings in conjunction with the DIA offered a Q&A sessions on the $750,000 Downtown Jacksonville Retail Enhancement Plan and the Community Redevelopment Area (CRA) Plan.

DVI ACTS ON BEHALF OF STAKEHOLDERS TO IMPROVE DOWNTOWN

Facilitating Downtown Discussions

INVITATIONS TO SPECIAL EVENTS, PROMOTIONS AND VOLUNTEER OPPORTUNITIES

DISCOVER DOWNTOWN CARD WITH 40 SPECIAL OFFERS FROM LOCAL MERCHANTS, RESTAURANTS AND CULTURAL VENUES

180 MEMBERS

$9,200 IN MEMBERSHIP DUES RAISED
DOWNTOWN VISION, INC. FY13-14 SOURCES & USES OF FUNDS

EXPENSES

- 7% ADMINISTRATION
- 11% BUSINESS/STAKEHOLDER SUPPORT
- 36% MARKETING, PROMOTIONS & SPECIAL PROJECTS
- <1% CONTINGENCIES

TOTAL: $1,242,083

REVENUE

- <1% SPECIAL EVENTS INCOME
- 2% SPONSORSHIPS/MISCELLANEOUS
- <1% INTEREST INCOME
- 1% GSA PAYMENT FOR SERVICES
- 2% JEA PAYMENT FOR SERVICES
- 14% GAP FUNDING (TRANSFER FROM SPECIAL PROJECT RESERVE FUND)
- 25% CITY OF JACKSONVILLE
- 55% PRIVATE ASSESSMENTS (1.1 MILS OF COMMERCIAL TAXABLE VALUE)

TOTAL: $1,242,083
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THANK YOU TO OUR SPONSORS WHO SUPPORT DOWNTOWN VISION, INC.’S ADVOCACY AND ACTIVATION EFFORTS!

Downtown Vision, Inc. / 214 N. Hogan St., Ste. 120 / Jacksonville, FL 32202 / 904.634.0303 / downtownjacksonville.org

Photo courtesy of Visit Jacksonville.