A LETTER FROM THE EXECUTIVE DIRECTOR

One of the pure joys of my position is the ever-changing environment and opportunities our organization deals with on a daily basis. Whether it’s working with a property owner on getting their trees trimmed by the City, developing benchmark standards for Downtown or figuring out how to bring more people and businesses Downtown, each day is meaningful. Ever evolving, our goals marry the Downtown ideal set forth in the JAX2025 visioning report with a “ground up” approach focused on the street environment:

Downtown Jacksonville is a dynamic central neighborhood, which is a business powerhouse fostering an entrepreneurial spirit and our community’s 24-hour epicenter of first-class arts, culture, sports and unique shopping opportunities. Downtown is packed with plenty of green spaces, a strong café culture and vibrant design that attract people to live, work and visit. Public spaces are clean, safe and teeming with activity through a wide variety of self-sustaining events and programming.

This past year, DVI has been hard at work both leading and supporting initiatives to further the mounting momentum and achieve this vision. DVI’s Laura Street Façade Grant Program awarded more than $43,600 among seven property owners and provided much needed color, energy and activation, with tables and chairs and murals on the street. As a part of One Spark, DVI took the lead in facilitating four public murals that remain from the festival today. DVI launched iloveartwalk.com and overhauled downtownjacksonville.org to enhance the user experience on the go. DVI hired its first-ever Director of Strategic Partnerships to cement our role in facilitating partnerships and multi-organizational initiatives. We improved our approach to Ambassador services, cross-training staff on all cleaning equipment and implementing flexible scheduling. DVI supported a number of pro-Downtown programs and events such as JAX2025, One Spark, the Spark District and The Downtown Marketing Collaborative.

From public realm to Downtown promotion, advocacy to augmenting partner initiatives, Downtown Vision continues to work hard on your behalf as a major partner in the management of Downtown Jacksonville. In the coming years, our continued efforts will focus on ensuring high quality public spaces through activation and management of the public realm. Our role remains key in creating a vibrant Downtown, which will attract citywide economic development and will enhance the quality of life for all Jacksonville residents.

Very truly yours,

Terry Lorince

Executive Director
Downtown Vision, Inc. (DVI) is the Downtown Improvement District (DID) for Downtown Jacksonville. Downtown Vision, Inc. is a not-for-profit 501(c)6 organization whose mission is to build and to maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play and visit. Downtown Vision Alliance is a not-for-profit 501(c)3 that serves as the charitable division of DVI to support improvements in the urban core.

DVI administers a 90-block Downtown Improvement District that strives to provide a multitude of services and programs to support and enhance a strong and economically viable Downtown.

THESE ENHANCED SERVICES INCLUDE:

• Cleaning and safety through the Downtown Ambassador program.

• Directing improvements in the public realm.

• Supporting stakeholders and advocating on their behalf.

• Promoting and marketing all that Downtown has to offer.

• Activating more than 50 event days annually, including the award-winning First Wednesday Art Walk.

• Compiling resource directories, reports and ombudsman services.

Dear Downtown Visionaries,

The Cultural Council of Greater Jacksonville congratulates Downtown Vision, Inc. for its commitment to Downtown improvement. We are pleased to work in partnership with Downtown Vision, as we look toward a brighter, more vital Downtown core that is clean, safe, and alive with art and culture. Our combined focus on the Spark District positions Jacksonville to claim its rightful title as Bold New City of the South living up to the uniqueness of its geography, the demands of the companies that currently call it home, and warmly welcomes those waiting to take advantage of a blossoming economy.

Since 1971, the Cultural Council of Greater Jacksonville has championed the appreciation, relevance and expression of art and culture. In 2012, the arts and culture industry achieved an overall economic impact of $58 million. For every dollar invested in the arts in Jacksonville, the art industry returned $23 back to the economy! The arts strengthen education, promote economic development, advance tourism and energize Downtown.

The combined focus of the Cultural Council and DVI to revitalize Downtown Jacksonville through our creative place—making initiatives will result in a vibrant, economically successful city where we love to live, work and play.

For more information on the Cultural Council and the Spark District initiative, please visit us on the web at culturalcouncil.org.

Sincerely,

Diane Brunet-Garcia
President, Board of Directors
Cultural Council of Greater Jacksonville

Dear Downtown Leader,

As advocates for targeted economic development, SunTrust is pleased to support Downtown Vision, Inc.’s 2012-2013 Annual Report and goals for FY 13-14. We recognize that vibrant partnerships with organizations such as Downtown Vision, Inc. are vital to preserving and developing our city, starting with the Downtown core.

This past year has seen a renewed commitment to Downtown Jacksonville. The community has stepped up as a vocal champion for the importance of the revitalization in the urban core. Leadership, developers and businesses are investing in Downtown creating a level of momentum not seen since before the economic down turn. Downtown’s residential market is once again growing, poised to attract new professionals, families and entrepreneurs looking for a robust live, work, play quality of life found in urban neighborhoods.

Actively supporting the developmental goals and civic initiatives of the communities we serve is a key priority at SunTrust. We applaud efforts of Downtown Vision, Inc., which plays a critical role in the activation, beautification and management of Downtown Jacksonville.

We believe a strong community is the foundation for the lives of all who live and work in Downtown. SunTrust is deeply committed to continuing Downtown development and the creation of world-class city center.

Sincerely,

Debbie Buckland
Executive Vice President
SunTrust

Dear Downtown Stakeholder:

CB Richard Ellis has long been a Downtown advocate that supports Downtown Vision, Inc. (DVI) for their leadership in forging cross-sector partnerships that are essential to Downtown Jacksonville’s economic growth.

As leaders in commercial real estate, CB Richard Ellis is committed to the communities we serve. Our goal is to improve the quality of our communities and work with organizations such as DVI to achieve this goal.

With a renewed interest in Downtown development and the addition of the Development Investment Authority (DIA), DVI plays a vital role in improving Downtown and thereby strengthening the City of Jacksonville as a major economic engine. The continued interest in creating a vibrant, healthy and attractive place to live, work and conduct business is supported through our strong performance and corporate positioning in Downtown’s commercial real estate market.

It is with great pride that we celebrate alongside other Downtown advocates, in congratulating DVI for another successful year of accomplishments in moving the Downtown in a positive direction.

Sincerely,

Olive Barakat
Senior Vice President
CBRE
DID YOU KNOW? DOWNTOWN JACKSONVILLE HAS MORE PARKING THAN DISNEY WORLD, WITH MONTHLY RATES 45% LOWER THAN THE MONTHLY AVERAGE NATIONWIDE.

Our Role in JAX2025
JCCI’s visionary JAX2025 plan for the future of Jacksonville places a strong emphasis on our city’s dynamic urban heart. DVI’s staff played an active role in the planning process, surveying and community meetings essential in developing the 2013 Vision Report and continues participation through the Distinctive Neighborhood and Arts and Entertainment committees. “Following DVI’s social media and attending “First Wednesday Art Walks” were cited as key opportunities for individuals to get involved and make the vision for Downtown a reality.

The Management of Hemming Plaza
This 1.5-acre park located in the core of Downtown Jacksonville is a public space of historical significance and central to a key node of activity in the walkable core of Downtown. In the recent push for Hemming Plaza’s restoration, DVI has served on the Hemming Plaza Ad Hoc subcommittee, responded to a Request For Information on Hemming Plaza operations earlier this year and collaborated with the Cultural Council of Greater Jacksonville, 1º Jax, Inc, and others on a prospective scope of work for management of the plaza.

Downtown Vision Alliance
This year, DVI reintroduced Downtown Vision Alliance (DVA), a not-for-profit 501(c)3, to serve as the charitable arm of DVI and support improvements in the urban core.

Committees
DVI’s board members drive organizational initiatives through leadership of and service on five committees: Advocacy, Public Realm, Marketing and Communications, Stakeholder Support, and Development and Partnership Support.

Research & Information
Since our inception, DVI has proven to be the leading independent information resource for Downtown stakeholders and the community, publishing the annual State of Downtown Report, the annual Safety Paper and the Benchmarking Report. New this year, the Benchmarking Report serves to measure Downtown’s successes in the following areas:

- Increased taxable value
- Decreased vacant buildings
- More people working Downtown
- More people living Downtown
- Increased retail uses
- More sidewalk cafes
- More visitors to Downtown

Face-to-Face
Whether it’s convening partners and the public at quarterly operations meetings, gauging the quality of the Downtown experience through focus groups with residents, employees and young professionals; or hosting lunch and learns to educate businesses and employees, engaging the community in an open dialogue mobilizes a Downtown army of supporters and provides us with invaluable feedback.

Backing Businesses
DVI continues to promote Downtown as a great place for business, to advocate for businesses to locate Downtown, to provide information to new Downtown employees and business owners to acclimate them to Downtown, and to promote businesses through various channels. New this year, DVI made the Available Retail Space Database accessible online and produced welcome kits with resources on Downtown, issue resolution, marketing support and more.

THE PUBLIC REALM

BEAUTIFUL
- MAINTAINED 55 FLOWER BASKETS
- FACILITATED 5 PUBLIC MURALS

CLEAN
- REMOVED 22.2 TONS OF LITTER
- PRESSURE WASHED 120 BLOCKS

SAFE
- COVERED 24,500 MILES OF DOWNTOWN ON BIKE & SEGWAY
- PROVIDED 1,350 UMBRELLA ESCORTS
- PROVIDED 280 CAMPSES
Downtown Ambassadors

Logging more than 22,000 hours this past year, the Downtown Ambassadors—a service contracted through Block by Block, a leading provider in more than 65 Downtowns nationwide—are Jacksonville’s Downtown cleanliness, safety and hospitality team. From litter removal and pressure washing, to answering questions and providing directions, to resolving nuisance activity, the Downtown Ambassadors are the key hosts of the Downtown experience.

Jacksonville Sheriff’s Office Partnership

DVI works hand-in-hand with the Jacksonville Sheriff’s Office to facilitate a safe environment Downtown, to deter crime, to promote key safety habits and to address Downtown’s chronic homeless. DVI regularly attends and contributes to the Sheriff’s Advisory Council (ShAdCo) meetings.

Online Presence

To offer a thoughtful discussion of ideas and solutions to move Downtown Jacksonville forward, DVI launched a Downtown blog with regular posts from staff and guest bloggers on an array of Downtown news and initiatives, from advocacy and guest bloggers on an array of Downtown blog with regular posts from staff and solutions to move Downtown Jacksonville.

First Wednesday Art Walk

A year full of rainy Wednesdays did not dampen the spirit of Art Walk: Downtown’s signature event. This rain-or-shine event continues to infuse Downtown with hundreds of artists and performers and an average of 6,000 patrons* each month. This year, DVI undertook community and artist surveys, convened a brain trust to advise on event enhancements, launched iloveartwalk.com, a mobile-friendly site dedicated to the Art Walk, rebranded the event and enhanced sidewalk programming. DVI launched its inaugural Oktoberfest at Art Walk in October and will be celebrating Cheers to 10 Years, a 10-year birthday celebration, in November.

DVI ASSISTS WITH 500 PHONE CALLS, EMAILS & WALK-INS REQUESTING INFORMATION AND ISSUE RESOLUTION ASSISTANCE EACH MONTH.

Downtown Marketing Collaborative

An active partner in the collaborative, DVI led the RFP process to select Wingard Creative as agency of record and manages the creative contract, which launched the full traditional and grassroots campaign “Downtown is on Fire” this year, complete with print, outdoor, radio, online, promotional materials and more. The goal of the DMC is to bring people Downtown through addressing a key misperception that there is nothing to do Downtown.

PR & Media

DVI keeps Jacksonville-area reporters up to date on Downtown issues and events. DVI responds to requests for information and interviews, provides editorial content and leads media tours on key issues. Our daily activity resulted in 300 media mentions for Downtown, up 50% from last year.

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*Average count based on a fair-weather Art Walk.

BRINGING PEOPLE DOWNTOWN

72,000
ART LOVERS AT ART WALK

4,000
MOVIE BUFFS AT MOVIES IN THE PARK

23,000
FOODIES AT EAT UP DOWNTOWN

150
STAKEHOLDERS & PARTNERS AT ANNUAL MEETING

250
FOODIES AT DINE WITH US DOWNTOWN

MARKETING & COMMUNICATIONS

DOWNTOWNJACKSONVILLE.ORG
326,000 VISITS
1,076,000 PAGE VIEWS

ILOVEARTWALK.COM
87,400 VISITS
100,700 PAGE VIEWS

EATUPDOWNTOWN.COM
26,400 VISITS
119,200 PAGE VIEWS

THINGS TO DO DOWNTOWN
WEEKLY E-NEWSLETTER FEATURES HIGHLIGHTS FROM MORE THAN 40 EVENTS EACH WEEK. DISTRIBUTION: 6,400

Top 10 Reasons People Visit Downtown Jacksonville

1. Events
2. Dining
3. Nightlife
4. About DVI
5. Living Downtown
6. Parking
7. Art Walk
8. Bars & Clubs
9. Movies in the Park
10. Shopping

Supporting Partner Events

- 2012 Lighted Boat Parade
- Downtown Catalyst Club
- Earth Day Downtown Clean Up
- Fitness in the Plaza
- French Week
- Jazz Film Fest
- Jazz Fest After Dark
- Metro Jacksonville Pub Crawl
- NAIOP Downtown Tour
- One Spark
- The Elbow nightlife events
- The Pirate Party
- THE PLAYERS’ Championship

Other DVI Events

The November 2012 Annual Meeting, “Great Minds Think Downtown,” featured a thought-provoking keynote speech by Al Letson, the presenter of the NPR News magazine program. The event also included the presentation of the DVI Award for Excellence in Downtown redevelopment, which was given to the E. W. Scripps Company for their project development in the Downtown area.

MOVIES IN THE PARK

Ferris Bueller’s Day Off
Who Framed Roger Rabbit
Mary Poppins
The Shining
French Week
Flagg on creative placemaking and a surprise performance—or random act of kindness—by opera students from Jacksonville University. The free springtime movie series, Movies in the Park, held on the Southbank riverfront lawn of the Wyndham Jacksonville Riverfront, screened Mary Poppins, Who Framed Roger Rabbit, Ferris Bueller’s Day Off and Brave in its 6th year. The summer-time dining promotion, Eat Up Downtown, united 22 restaurants to offer three-course prix fixe dinner menus in its 7th year. Additionally, DVI continued Dine with Us Downtown, a monthly grassroots dining promotion in conjunction with board member Bill Prescott, and held Picnic in the Plaza, a demonstration pop-up picnic program with music and lawn games in Hamming Plaza.

Fourth Thursday Art Walk

In line with the Downtown Jacksonville Marketing Collaborative’s goal of “simplifying site navigation and to make it more responsive for mobile devices,” DVI undertook community and artist surveys, convened a brain trust to advise on event enhancements, launched iloveartwalk.com, a mobile-friendly site dedicated to the Art Walk, rebranded the event and enhanced sidewalk programming. DVI launched its inaugural Oktoberfest at Art Walk in October and will be celebrating Cheers to 10 Years, a 10-year birthday celebration, in November.

DVI’s online one-stop-shop for all things Downtown with hundreds of artists and performers and an average of 6,000 patrons* each month. This year, DVI continued Dine with Us Downtown, a monthly grassroots dining promotion in conjunction with board member Bill Prescott, and held Picnic in the Plaza, a demonstration pop-up picnic program with music and lawn games in Hamming Plaza.

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GOAL #1
Leadership through strategic alliances and advocacy.
As the premier organization that is focused exclusively on the success of Downtown, we are dedicated problem solvers determining holistic and sustainable solutions for Downtown. DVI enlists agencies, businesses and organizations to collectively accomplish common tasks that are needed to drive Downtown revitalization.

This year we will:
- Continue to convene and grow partnerships with organizations dedicated to Downtown improvement.
- Work with City leaders to influence new policy and revisit outdated ordinances and to make it easier to do business, to keep Downtown clean and safe, and to hold events Downtown.
- Actively participate in JAX2025 Distinctive Neighborhood and Arts and Entertainment committees to ensure sustainable outcomes for Downtown.

GOAL #2
Enhance the urban environment to make Downtown more welcoming.
Downtown Vision, Inc. leads initiatives to create and maintain quality public places that are clean, safe, environmentally friendly and socially engaging to make Downtown more walkable and to grow its café culture.

This year we will:
- Continue to provide daily cleanliness, safety and hospitality services that are vital to Downtown residents, employees and visitors.
- Operate as the day-to-day manager of Downtown’s street-level environment.
- Expand our volunteer outreach efforts for increased greening and beautification efforts.
- Continue to produce and market events that support the growth and vibrancy of Downtown.
- Work with the City of Jacksonville and private property owners to improve the visual appeal, infrastructure maintenance and sidewalk standards in Downtown Jacksonville through façade improvements, street décor, sidewalk café seating, lighting, landscaping and arts initiatives.
- Support building maintenance policies and work with Downtown building owners and developers to renovate and occupy vacant properties.
- Ensuring that Hemming Plaza is a premier public space by supporting maintenance and programming in the Plaza with the City and partners.
- Partner with local and state government as well as community stakeholders to support transit, bike and pedestrian-friendly improvements in Downtown.
- Work with key officials to advocate for policies that increase retail and business opportunities.
- Create and support thoughtful and innovative programs designed to enliven key nodes of activity such as the Hemming Plaza area, the Entertainment District and the Riverfront District in Downtown.
GOAL #3
Tell the story of Downtown Jacksonville.
We keep the community informed on Downtown’s unique events and offerings.

This year we will continue to:
• Provide a comprehensive online resource for Downtown at downtownjacksonville.org.
• As the voice of Downtown, DVI will use all accessible communications channels, including e-newsletters, blog and social media, to paint the picture of Downtown from “a-day-in-the-life” spotlights to development issues.
• Manage the Downtown Marketing Collaborative, uniting the marketing efforts of more than a dozen organizations to raise awareness of all that Downtown has to offer across numerous marketing channels.
• Engage with social media enthusiasts who have the ability to influence public opinion toward Downtown by generating authentic conversations, photography and videos addressing key misperceptions about Downtown.
• Influence positive news coverage of Downtown and educate local media to ensure accuracy.

GOAL #4
Act on behalf of Downtown stakeholders to improve the condition of Downtown.
Jacksonville’s overall image is judged largely on the condition of its Downtown. The more vibrant Downtown becomes, the more Downtown will be attractive to businesses, investors, a diverse work force and visitors. The success of Downtown directly impacts overall property values, job creation and the local economy.

This year we will continue to:
• Be the voice for the people, businesses and organizations of Downtown Jacksonville, and guide the conversation on advocacy issues that impact the growth of Downtown, with a focus on redevelopment of the walkable core and the creation of a vibrant neighborhood environment to drive investment in Downtown.
• Be proactive in understanding the concerns of Downtown stakeholders and use our voice and reputation to raise awareness of relevant issues and drive their resolutions.
• Serve as the Downtown information resource for developers, businesses and residents, collecting and disseminating research that encourages investment in Downtown.
• Provide employees and employers support through education and outreach programs.

GOAL #5
Guarantee long-term organizational operations.
In order to continue and build upon the work that we have undertaken since 2000, a healthy and sustainable organization is necessary.

This year we will:
• Build stronger corporate and foundation relationships that sustain the enhanced programming we provide.
• Structure a funding strategy that supports DVI’s key initiatives as outlined.
• Develop new relationships with other organizations and funders, enabling us to undertake much of the work ahead.
• Create a membership program to enhance services to specific sectors of our business community.
• Develop a volunteer program to grow DVI’s capacity and facilitate new programs.
• Implement key committees to increase the engagement of our board to effectively fulfill DVI’s mission.
• Keep the Mayor’s office and City Council informed of our activities in order to maintain a consistently high level of public support.

DOWNTOWN VISION, INC. FY12-13 SOURCES & USES OF FUNDS

2012-2013 DOWNTOWN TIMELINE

October
• IBM Smarter Cities Challenge report for Downtown Jacksonville is released.
• Jacksonville Historical Society purchases the historic St. Luke’s Hospital and the Florida Casket Factory buildings.

November
• 230 Riverside development holds groundbreaking.

December
• JTA CEO Nathaniel Ford is hired.

January
• DVI releases its inaugural Benchmarking Report.

February
• Jax Pack Merchants Association is formed.

March
• DVI launches iloveartwalk.com.

April
• First-ever One Spark draws 130,000 people Downtown.

May
• Jacksonville is named the Downtown of the Month by the International Downtown Association.

June
• Downtown Investment Authority hires CEO Aundra Wallace.

July
• Four 52’-tall murals are completed on the Yates Garage by the Cultural Council.

August
• DVI releases State of Downtown report.

September
• City Council approves the first operating budget for the DIA and $4.1 million towards the development of Downtown.

August
• JAX Chamber staff returns to its newly renovated office.

October
• Pope and Land redevelopment plan (Brooklyn Riverside) is approved by the City.

November
• Downtown After renovation.
• First-ever One Spark draws 130,000 people Downtown.
• Grounded and Crosby Click returns to Downtown after renovation.
• DVI launches the Available Retail Space Database online.
• Unity Plaza director Jen Jones is hired.
• Jacksonville Day Resource Center, a one-stop shop to provide services necessary to Jacksonville’s homeless population, holds ribbon-cutting.
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