explore the more

2009 Downtown Vision Annual Report

A Message to Our Stakeholders

The past few years have challenged all of us to look at how we do business, think outside the box, and ensure that what we do provides significant value. We’ve taken a hard look at Downtown Vision’s programs, and made changes to continue to provide more value to Downtown stakeholders each year. The Board of Directors has reaffirmed Downtown Vision’s commitment to serving Downtown stakeholders, particularly in these difficult times, and also to activating the streets to bring energy, excitement and people to Downtown Jacksonville. We’ve rolled out several new initiatives in the past year, while continuing to provide our core cleanliness and safety services.

More Service For Our Downtown Stakeholders

Never has it been more critical that our first priority be to provide service and support to our Downtown stakeholders. From sharing information and answering your questions to handling day-to-day Downtown cleanliness issues to being your advocate, our goal is to make it easier for you to do business Downtown.

More Vibrancy and Energy on Downtown Streets

Sometimes the smallest things make the biggest difference, which is why our key initiatives during the past year focused on activating the streets and bringing more people Downtown. We kicked off our Great Streets initiative, which included hanging flower baskets and cleaning up vacant store fronts, and we have plans for much more this year. We also launched the Creative Community initiative, which matches artists and property owners to fill vacant spaces, enhancing our cultural community Downtown. It was with great excitement that we kicked off the explore the more campaign with creative bubbles on sidewalks, windows and parking meters, generating a buzz throughout the city. As always, we continued to utilize social media and other resources to promote and enhance events and partnerships to make Downtown more vibrant and attractive.

More Core Services

We are excited about the new initiatives we’ve launched this year, but that hasn’t stopped us from continuing to enhance our core services. From providing cleanliness services and reporting Downtown issues to intervening in nuisance activity and promoting Downtown businesses and events, we continue to strive to make Downtown cleaner, safer and friendlier.

Once again we extend our gratitude and appreciation to all of our Downtown supporters and property owners whose vision, time, energy and funding make our programs possible. We look forward to continuing our partnership with you to build a more beautiful, safe and vibrant Downtown.

Sincerely,

Jay Southerland
Chair

Terry Lorince
Executive Director
More Value and Service For Our Downtown Stakeholders

Serving you is our highest priority, and here are some of the ways we worked for you last year:

explore the more

Launched in October, explore the more is Downtown Vision's public education campaign. The goal of the campaign is to engage people with Downtown and encourage them to explore all of the more that Downtown has to offer - more culture, more events, more history - while building a sense of Downtown community and promoting Downtown businesses. The campaign includes:

- New brochure for property owners and leasing agents to use in marketing Downtown as a business location.
- Service notification door hangers to let Downtown stakeholders know when Downtown Vision has provided service in their absence, including cleaning or safety service.
- 150 sidewalk "bubbles" with Downtown fun facts, history and wayfinding information.
- 50+ retailer window cling "bubbles" with customized message about individual businesses.

Advocacy

During the past year, Downtown Vision has continued to advocate on your behalf for the improvement of Downtown, and addressed issues including:

- Requested that the city delay implementation of the Bay Street traffic signalization system and study alternatives that would address both the city's transportation needs and the interests of Downtown stakeholders.
- With the Jacksonville Economic Development Commission, lobbied for legislation to prohibit pay phones on public rights-of-way in Downtown to reduce nuisance activity and visual blight.
- Supported Mayor Peyton's Fix It Now plan and advocated against further cuts to city services and public facilities in Downtown.
- Worked with the Florida Department of Transportation and Southbank property owners to address concerns about the impacts of the I-95 Overland Bridge Reconstruction project, including noise levels, parking, pedestrian access, and modifications to the Hendricks Avenue exit.
- Successfully advocated for the City of Jacksonville to continue their funding contribution to the Downtown Improvement District.

Support and Information

Businesses are the backbone of Downtown and our role is to provide support and information to make your life easier. Last year, some of our services included:

- Fulfilled more than 650 information requests from Downtown stakeholders, prospective investors, partners and others.
- Assisted with resolving more than 600 issues requested by Downtown property owners, from addressing acorn and leaf falls to helping businesses find employee parking.
- Sent more than 80 emails to Downtown stakeholders and supporters with information about Downtown development, events and safety.
- Hosted more than a dozen meetings with Downtown stakeholders on issues related to safety, homelessness, making Downtown retail ready and Southbank-specific issues.
Bringing *More* Vibrancy and Energy on Downtown Streets

Activating the streets and bringing more people Downtown were high priorities for Downtown Vision in 2009. Below are some of our accomplishments in enhancing Downtown’s streetscape and attracting people Downtown:

**Great Streets**
- Partnered with more than a dozen Downtown properties to install 70 hanging flower baskets as a demonstration program along a key pedestrian route in Downtown.
- Installed more than 50 parking meter wraps and 20 banners along the demonstration route.
- Partnered with the American Institute of Graphic Artists to design and install artist murals along a vacant property on Adams Street.

**Creative Community**
- Partnered with artist Jim Draper and the Cultural Council to match artists with property owners of vacant retail space.
- Matched artists and artist groups with vacant retail space in Downtown, resulting in five new Downtown galleries, with another six spaces under discussion for artist placement.

**Retail Ready**
- Gave a presentation on making Downtown retail ready, with a focus on de-identifying vacant spaces and sprucing up empty storefronts.
- Worked with Code Enforcement to cite Downtown storefronts that were below maintenance standards.

**Façade & Streetscape Improvement Plans**
- Allocated $100,000 toward a Laura Street Facade Improvement Grant Program.
- Created conceptual drawings for Laura Street Facade Improvement Grant Program to demonstrate how small improvements can make a big difference to the pedestrian environment.
- Created conceptual drawings for a Southbank Streetscape Improvement Project to make Riverplace Boulevard more pedestrian-friendly and establish a sense of place on the Southbank.

**Grassroots Marketing & Social Media**
- Launched Downtown's new mobile website, DTJAX.org, providing easy, handheld access to the Downtown Directory, maps and events information.
- Expanded use of social media, including Facebook and Twitter.

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"Our goal is to build a sense of community Downtown, activate the streets and bring more people Downtown."

Jay Southerland
Downtown Vision, Inc. Chair

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**Events**
Downtown Vision produces more than 70 days of event programming per year for Downtown, including three annual events (Movies in the Park, Eat Up Downtown and the Downtown Historic Church Tour), one monthly event (First Wednesday Art Walk) and one weekly event (Hemming Plaza Market). Some of our 2009 successes include:
- Attracted more than 60,000 visits to Downtown Vision events, supporting Downtown venues including cultural attractions, retailers, restaurants and nightlife.
- Continued partnerships with Visit Jacksonville, THE PLAYERS Championship, JaxParks, City of Jacksonville Office of Special Events and others to support Downtown events, including THE PLAYERS Downtown Experience, Bravo’s *Top Chef* and Farmers’ Market, the Toyota Farm Tour, JaxParks...Get Out There and Art in the Park.
- Provided information to more than 75 organizations and individuals interested in producing events Downtown, assisting them with various issues such as information on possible venues and direction on who to contact for permitting and logistical recommendations.
More Core Services

We’ve been working on making Downtown cleaner, safer and friendlier since 2001, and last year we enhanced our services further:

Making Downtown Cleaner
- Removed 8.9 tons of litter from Downtown Improvement District sidewalks.
- Reported more than 500 maintenance issues, including heavy litter, landscaping issues and public urination, of which 60% was resolved by the Downtown Clean Team.
- Added new weed abatement service to clear weeds from sidewalks and walkways.
- Partnered with Clean It Up, Green It Up/Keep Jacksonville Beautiful for Let’s Shine in ‘09, leveraging more than 75 volunteer hours to clean, weed and mulch Downtown tree beds.
- Received Award of Merit from JaxPride for Downtown Digs project.

Making Downtown Safer
- Reported and/or resolved more than 1,400 instances of nuisance activity, including trespassing, panhandling, loitering at bus shelters and public drinking.
- Reported more than 550 broken streetlights and more than 650 safety hazards.
- Worked with the Jacksonville Sheriff’s Office to arrange a Downtown Sheriff’s Walk and various operations to deter panhandling, trespassing and public drinking.
- Provided more than 100 safety escorts to citizens upon their request.
- Provided office and event ingress and egress coverage daily.

Making Downtown Friendlier
- Provided nearly 16,000 directions.
- Assisted more than 6,500 people with parking information.
- Assisted more than 22,000 people with events and general Downtown information.
- Provided more than 500 people with umbrella escorts in the rain.
- Found and returned more than 100 lost items, including identification cards, keys, legal documents, checks, wallets and purses.

Downtown Vision by the Numbers

<table>
<thead>
<tr>
<th>Stakeholder Support &amp; Information</th>
<th>Downtown Cleanliness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues resolved</td>
<td>337 Tons of litter removed</td>
</tr>
<tr>
<td>Requests for information fulfilled</td>
<td>827 Cleanliness/maintenance issues reported</td>
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<tr>
<td>Prospective investors spoken to</td>
<td>27 Cleanliness/maintenance issues resolved</td>
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<tr>
<td>Retailers &amp; businesses assisted</td>
<td>397 Tree beds mulched</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Marketing &amp; Events</th>
<th>Downtown Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique website visits monthly</td>
<td>13,487 Nuisance activities reported/resolved</td>
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<tr>
<td>Emails sent with updates and events information</td>
<td>83 Safety escorts provided</td>
</tr>
<tr>
<td>Media requests</td>
<td>131 Property damage &amp; safety hazards reported</td>
</tr>
<tr>
<td>Downtown Guides distributed</td>
<td>21,481 Broken street lights reported</td>
</tr>
<tr>
<td>DVI events produced</td>
<td>78 Homeless citizens referred for services</td>
</tr>
<tr>
<td>Facebook fans</td>
<td>750+ Calls to Jacksonville Sheriff’s Office</td>
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</tbody>
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FY 08/09 Sources & Uses of Funds

### Income
- BID Assessments: 77%
- City of Jacksonville: 19%
-Misc. & Sponsorships: 2%
- Clean, Safe & Great Streets: 1%
- Interest Income: 1%

### Expenses
- Environment: 46%
- Downtown Experience: 32%
- Stakeholder Support: 11%
- Admin & Mgmt: 5%
- Contingency: 1%
-Funds Allocated to Special Project Reserve: 5%
FY 08/09 Board of Directors

Chair
James Southerland
The Southerland Group/PR
Triage Management Services

Vice-Chair
Mike Jennings
Prudential Financial

Secretary
Chris Flagg
Flagg Design Studio, LLC

Treasurer
Michael Harrell
CB Richard Ellis

Past Chair
Steve Crosby
CSX

Officers

Directors

Jim Bailey
Bailey Publishing &Communications

Debbie Buckland
SunTrust Bank

James M. Craig, II
Rogers Towers, P.A.

W. Edwin Frazier, III
Rayonier, Inc.

Dan King
Hyatt Regency JacksonvilleRiverfront

Janice Lowe
The Jacksonville Landing

Michael Munz
The Dalton Agency

John Pharr
Regency Centers

Barry Vaughn
The Suddath Companies

Tri Vu
TTV Architects

Ron Barton
Jacksonville EconomicDevelopment Commission
(ex-officio)

Councilman Don Redman
Jacksonville City Council
(ex-officio)

Downtown Vision Staff

Terry Lorince
Executive Director
Katherine Moore
Marketing & Events
Coordinator

Amy Harrell
Director of District Services
Cheryl Mott
Office Manager

Carol Bianco
Ambassador OperationsManager

Natalysa Tucker
Administrative Assistant

Pamela Elms
Director of Marketing

Downtown Ambassadors

Ann Chinn
Lydia Cobert, Team Leader
Shemika Coleman
Richard Cooper

John Kelley
Michael Ryan
Deidra Smith
Joel Thrasher

Leetoy Harris, Team Leader
Larry Kirtsey
Roderick Terry

Michael Harvell
Saterica Stewart
Nathanial Washington

Partners & Sponsors

We would like to thank the property owners in the Downtown Improvement District whose funding supports the programming and operation of Downtown Vision, Inc. Downtown Vision is also grateful to the following partners and sponsors for their support in 2008/2009:

88.1 The Promise
96.9 The Eagle
904 Magazine
AIGA
Agility Press
Bailey Publishing
Bel Meridian Nursery
Bryant Hardwick
Burdette Ketchum
Burrito Gallery
CB Richard Ellis
Cecil Powell Insurance Co.
City of Jacksonville
City of Jacksonville Office of Special Events
Colliers Dickinson
Colliers International
Cornerstone
Creative Glassworks
CSX
Cultural Council of Greater Jacksonville
Daily Billboards
Downtown Council of the Chamber
Drummond Press
EU Jacksonville
Eco Latino
Films by Design
Flagg Design Studio
Fogle Fine Arts
Foley & Lardner
Folio Weekly
Gecko Gardens
General Services Administration
Hyatt Regency Jacksonville Riverfront
JEDC
Jacksonville Historical Society
Jacksonville Jaguars
Jacksonville Magazine
Jacksonville Main Library
Jacksonville Regional Chamber of Commerce
Jacksonville Sheriff’s Office
Jacksonville Transportation Authority
Jacksonville University
JaxParks
JEAdistance
Jim Draper
Kerry Speckman
LISC Jacksonville
London Bridge Eatery & Pub
Mark’s
Media Works, Inc.
MetroJacksonville.com
Michael Dunlap
Neil Rashba
Omni Jacksonville Hotel
RALLY Jacksonville! & Mayor Peyton’s Book Club
Regency Centers
Republic Parking
Rock 105
SMG
StorterChilds Printing
Sir Speedy
Suddath Van Lines
TTV Architects
The Artist Series
The Brick
The Improv Effect
The Ivy Ultra Bar
The Jacksonville Landing
The Peninsula
Tiffany Manning
Trad’s Garden Center
University of North Florida
Urban Jacksonville
Vestcor
Visit Jacksonville
One Hundred Laura Street
Paramount Performance Marketing
Parker Hudson
Petra Management
Printing.com
Prudential
Raintree Graphics
Regency Centers
Republic Parking
Rock 105
SMG
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