

KEEPING DTJAX CLEAN & SAFE

SEVEN DAYS A WEEK

Our Downtown Ambassadors provide extra eyes and ears on the street seven days a week. We work closely with the City of Jacksonville to clean and maintain our public realm and to report safety violations. We work closely with the Jacksonville Sheriff's Office to report nuisance and criminal activity. And, as Downtown's hospitality team, we work with local businesses, attractions and Visit Jacksonville to make DTJax a more friendly and welcoming place.

Fifteen years into the program, Downtown's safety, hospitality and clean team continues to expand its services. The Ambassador program has grown 50% from 12 to 18 employees in

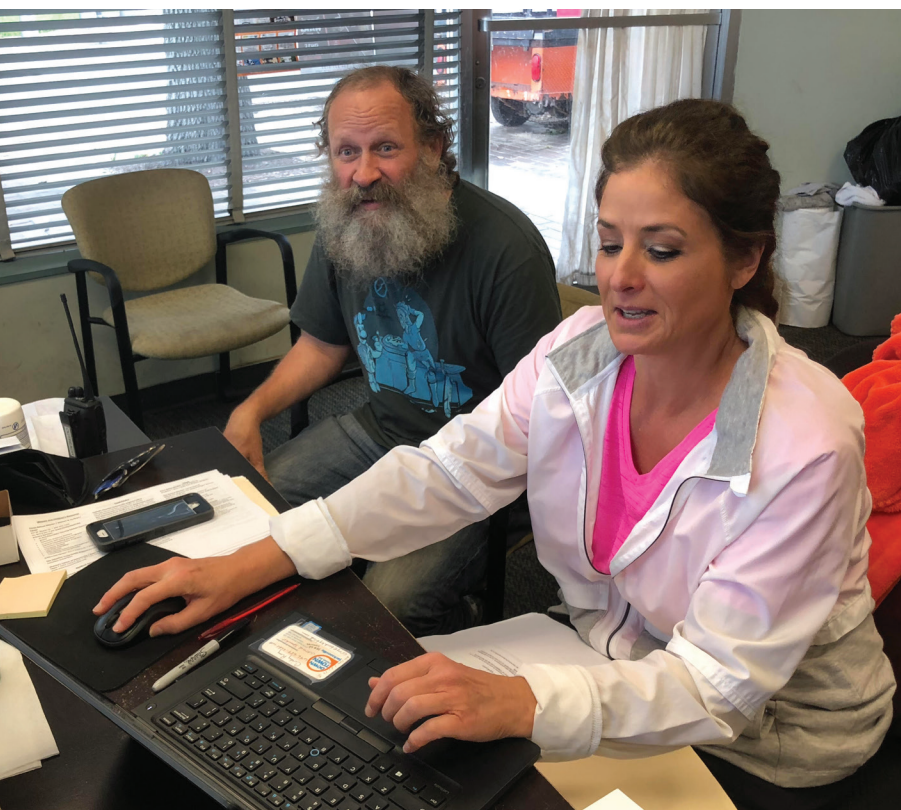
the past year—thanks to support from community partners such as the City of Jacksonville, BB&T and the Jacksonville Transportation Authority (JTA)—and now includes a Social Service Outreach Division, a Property Maintenance Division and new equipment.

SOCIAL SERVICE OUTREACH

Homelessness and panhandling are top issues continually cited as preventing Downtown from reaching its potential. To better understand and address this issue, the new Social Services Outreach Division launched in January 2018, and is modeled after successful programs in other downtowns like Cleveland and Cincinnati. The program has one Outreach Specialist who works to

build relationships with homeless and transient individuals within our 90-block district and—as much as possible—to connect these individuals with local, appropriate social service providers and to get them off the streets of Downtown. To assist our Outreach Specialist in transporting persons in need to services, JTA graciously donated two ADA-compliant passenger vans to the program.

Through continual engagement, the Outreach Specialist collects meaningful data that we and our partners can use to identify large-scale solutions to address homelessness and transience in Downtown and to further Downtown's status as an exciting place to live, work, visit and invest. The program was made possible by the



City's Community Development Block Grant (CDBG) program and BB&T's Community Development program and has been renewed for a second year thanks to continued charitable funding.

PROPERTY MAINTENANCE

In Spring 2018, we launched the Property Maintenance Division to better maintain the public realm. Our new Property Maintenance Specialist—affectionately known as Downtown's handy man—has been hard at work up keeping the BID streetscape and properties, fixing building facades, information kiosks, trash cans and more.

LAND VACUUM

In Fall 2017, we added a Tennant All Terrain Land Vacuum (ATLV) to enhance our ability to clean trash and debris and to cover much more ground on any given day. It's street legal, travels up to 16 miles per hour and can vacuum up to 110 pounds of debris at a time.

SKYWAY-AMBASSADOR PARTNERSHIP

There are more than one million trips on the automated Skyway annually transporting riders between the Northbank and Southbank, and from residences to businesses. We launched a new partnership with JTA in May to expand Ambassador services to the Skyway during peak ridership hours.

**DTJAX.COM/
CLEANANDSAFE**



LOGGED

29K
HOURS

PROVIDED

14.5K

HOSPITALITY ASSISTS



PROVIDED

1,100

HOSPITALITY AND
UMBRELLA ESCORTS

REMOVED

780
TONS
OF LITTER



REMOVED

350

GRAFFITI TAGS



FOSTERING A SENSE OF PLACE

LIVELY AND BEAUTIFUL SIDEWALKS

In 2017, we created the Lively and Beautiful Sidewalks “LABS” Initiative to raise funds for and to implement placemaking best practices that enhance the vibrancy of Downtown. Guided by an advisory committee, we are hard at work researching, developing and employing strategies as well as engaging potential partners to turn passive spaces into active public places. Our projects to date fall within the LABS mission, both enhancing Downtown’s curb appeal and creating or enhancing usable community assets, including:

ADAMS STREET PARKLET

Funded by proceeds from our inaugural gala, in 2017 we built Downtown’s first parklet—a small public park space in what was formerly on-street parking—in front of our neighboring coffee shop, The Brick Coffee House. We maintain movable seating and planter boxes to create an inviting spot for passersby to relax, eat and enjoy the outdoors.

HOLIDAY DECORATIONS

In our second year dressing up Downtown for the holidays, we added 40,000 LED lights to the trees along Laura Street create a “Lights on Laura” experience. This installation, combined with nearly 90 LED-light holiday garland wraps installed on historic lampposts, created a warm and welcoming holiday atmosphere from the December Art Walk to the January Art Walk in one of Downtown’s most walkable strips.

THE CORKSCREW

This past year, the City of Jacksonville created a Downtown’s first public gym on the Northbank Riverwalk under the Acosta Bridge by adding sculptural workout equipment, astroturf and landscaping. This fall, Ambassadors tracked usage of the space and have begun to staff the area providing hospitality and cleaning services. Moving forward,

Ambassadors will begin activating the area five days a week with moveable tables and chairs and work out equipment such as yoga mats, jump ropes and dumbbells to make it a destination for people exercising on the Riverwalk. In addition, Ambassadors will ensure the space is clean and well-maintained, deter vandalism and other unwanted behavior, report maintenance and security issues, and provide a welcoming presence and information to users and visitors.



CREATING EXPERIENCES

FIRST WEDNESDAY ART WALK

Our flagship event is a free, monthly Art Walk—running rain or shine—to showcase Downtown at its full potential. Art Walk is an economic driver for Downtown businesses promoting Downtown’s museums, art galleries, shops, restaurants and bars. Art Walk is the number one place to experience Jacksonville’s creative community. We constantly communicate with businesses, artists, visitors and all Downtown stakeholders through surveys and focus groups on how to best deliver value through Art Walk.

I LOVE ART WALK.COM

PARTICIPATING LOCATIONS **36** ARTISTS & PERFORMERS **100+** MONTHLY VISITORS **6K**

ART WALK: AN ART & COMMUNITY CELEBRATION

- OCT** **Oktoberfest** with traditional German performances, tapping of the keg and weiner dog races
- NOV** **Salute to Service** with the Jacksonville Symphony
- DEC** **Spirit of Giving** and holiday tree lighting with Mayor Curry
- FEB** **Dance Your heART Out** with live dance performances
- MAR** **Blowing off STEAM** celebrating Science, Technology, Engineering, Art and Math
- APR** **Do your pART** with the Cultural Council’s Public Art Week
- MAY** **Crossing Bridges** with the Jacksonville Symphony
- JUN** **5th Annual Bold City Brewery Release Party**
- AUG** **Back to School SmARTs** and USGBC Green Lion Festival
- SEP** **Dog Days of Summer** Pet Walk and best dressed pet competition

MORE DVI EVENTS AND PROMOTIONS:



DTJAX.COM/TRICKORTREAT



JAZZFESTAFTERDARK.COM



DTJAX.COM/PARKINGDAY



CELEBRATING #DTJAX

This year’s Vintage Circus-themed gala was a night of dinner, drinks and dancing to celebrate Downtown Jacksonville and those who love it. Thanks to support from sponsors, Downtown businesses and the community, we raised more than \$38,000 for the Lively and Beautiful Sidewalks (LABS) Fund to animate the streets of Downtown. #DTJax Award Winners were celebrated at the VIP Ceremony prior to the main event.

Nearly 350 guests were treated to a sensational dinner buffet by Bellwether, Cowford Chophouse and Anthony’s Gourmet Catering. A full bar featured Downtown’s craft breweries and distillery: Bold City Brewery, Intuition Ale Works and Manifest Distilling. Guests enjoyed big top entertainment including aerialists, a juggling stilt walker, a henna tattoo artist, a tarot card reader, old-timey carnival games, the Tin Can Photo Lounge and more. It was a wonderful night celebrating DTJax and raising funds for DVI’s efforts.

DTJAXGALA.COM

THIRD ANNUAL #DTJAX AWARDS

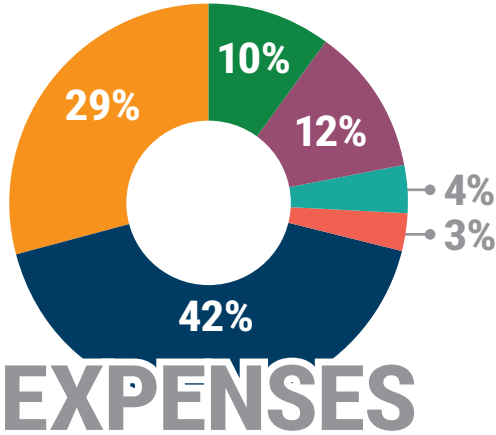
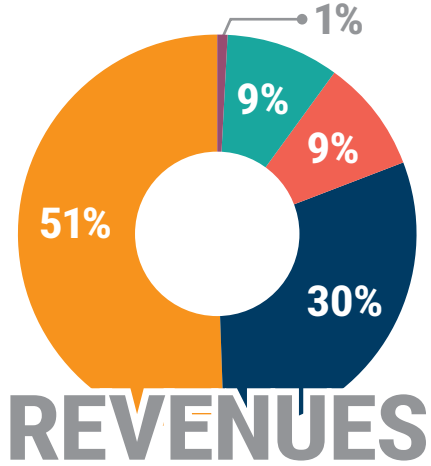
DOWNTOWNERS OF THE YEAR
Frank Denton & Mark Nusbaum
J Magazine

PROJECT OF THE YEAR
Cowford Chophouse
Jacques & Alex Klempf

AMBASSADOR OF THE YEAR
Willie Browner

DOWNTOWN ACHIEVEMENT AWARD
Preston Haskell
Haskell Co.

OUR BUDGET is approved by the Downtown Vision Board of Directors, the Downtown Investment Authority, the Mayor’s Office and Jacksonville City Council. For fiscal year 2017-2018, the adopted budget was \$1,393,379.



LEVERAGING MORE RESOURCES FOR DTJAX

Although exempt, the City of Jacksonville pays a full 1.1 mils assessment on its Downtown property, a significant contribution to our mission. In addition to commercial property assessments, we secured more than \$260,000 in grants, voluntary contributions, fee-for-service contracts and through many other fundraising efforts. Highlights include:

VOLUNTARY CONTRIBUTIONS

Supportive of the value we provide, many exempt property owners voluntarily contribute a 1.1-mils assessment, including: First Baptist Church of Jacksonville, JEA, JAX Chamber, Jacksonville Police and Fire Pension Fund and the Jessie Ball DuPont Fund.

GRANTS FOR CLEAN AND SAFE

COJ Community Development Block (CDBG) Grant: \$113,600 awarded over two years.

BB&T Community Development Charitable Contribution: \$24,000 awarded over two years.

COJ Neighborhoods Matching Grant: \$5,000

FEE-FOR-SERVICES

JTA contract for Ambassador services on the Skyway

GSA contract for Ambassador services at the Federal Courthouse

FUNDRAISING FOR LIVELY AND BEAUTIFUL SIDEWALKS

2018 #DTJax Gala: \$38,000