

Introduced by Council Member Carlucci and Co-Sponsored by Council Member Peluso and amended by the Neighborhoods, Community Services, Public Health and Safety Committee:

ORDINANCE 2024-477-E

AN ORDINANCE APPROPRIATING \$125,000 FROM THE COUNCIL PRESIDENT'S DESIGNATED CONTINGENCY TO THE GENERAL FUND OPERATING SUBSIDIES AND CONTRIBUTIONS TO PRIVATE ORGS ACCOUNT TO PROVIDE ADDITIONAL FUNDING TO DOWNTOWN VISION, INC. ("DVI") FOR THE DOWNTOWN AMBASSADORS PROGRAM; AMENDING ORDINANCE 2023-504-E, THE FISCAL YEAR 2023-2024 BUDGET, BY AMENDING SCHEDULE AD (DOWNTOWN VISION BUSINESS IMPROVEMENT DISTRICT ESTIMATED REVENUES) AND SCHEDULE AE (DOWNTOWN VISION BUSINESS IMPROVEMENT DISTRICT APPROPRIATIONS) TO REFLECT THE APPROPRIATION OF FUNDS AUTHORIZED HEREIN; PROVIDING FOR CARRYOVER TO SEPTEMBER 30, 2025; PROVIDING AN EFFECTIVE DATE.

WHEREAS, annually the City of Jacksonville ("City") executes an Enhanced Municipal Services Agreement (the "Enhanced Services Agreement") with Downtown Vision, Inc., a Florida not-for-profit organization ("DVI"), to provide community enhancement services Downtown ("Enhanced Services"); and

WHEREAS, the Enhanced Services Agreement is funded by special assessments collected within the downtown business neighborhood improvement district ("Downtown Improvement District") created pursuant to the City's home rule authority and Chapter 163, *Florida*

1 *Statutes; and*

2 **WHEREAS,** DVI's unique expertise in providing services within
3 the Downtown Improvement District under the Enhanced Services
4 Agreement enables DVI to provide certain services Downtown (as defined
5 in Chapter 55, *Ordinance Code*) more collaboratively and efficiently
6 for the City; and

7 **WHEREAS,** DVI employs Downtown Ambassadors to create and
8 maintain a clean, safe and hospitable environment by providing
9 Enhanced Services within the Downtown Improvement District seven days
10 per week including cleaning (e.g. litter and graffiti removal), safety
11 and hospitality (e.g. providing directions, maps, event information),
12 social services (e.g. connecting homeless and transient individuals
13 with local social service providers) and property maintenance (e.g.
14 repairing information kiosks and trash cans); and

15 **WHEREAS,** to offer its Ambassadors a competitive wage, the DVI
16 has reduced the total number of Ambassadors that it employs from 26
17 to 22; and

18 **WHEREAS,** there has been an increase in Downtown events,
19 including the monthly Sip & Stroll event along the Riverwalk and the
20 nightly water shows at the revitalized Friendship Fountain and this
21 increase in events necessitates an increase in the number of
22 Ambassadors to ensure that Downtown is a safe, clean and hospitable
23 place for all to enjoy; and

24 **WHEREAS,** the Council wishes to provide additional funding to
25 DVI to ensure that there are sufficient Ambassadors working to keep
26 Downtown safe and clean, to support the numerous special events that
27 occur Downtown, to promote the live/work/visit experience, and to
28 make Downtown more attractive to residents, businesses and visitors;
29 now therefore

30 **BE IT ORDAINED** by the Council of the City of Jacksonville:

31 **Section 1. Appropriation.** For the 2023-2024 fiscal year,

within the City's budget, there are hereby appropriated the indicated sum(s) from the account(s) listed in subsection (a) to the account(s) listed in subsection (b):

(The account information is attached hereto as **Exhibit 1** and incorporated herein by this reference)

(a) Appropriated from:

See **Exhibit 1** \$125,000

(b) Appropriated to:

See **Exhibit 1** \$125,000

(b) Explanation of Appropriation:

The funding above is an appropriation of \$125,000 from the Council President's Designated Contingency to the General Fund Operating Subsidies and Contributions to Private Org account to provide funding to Downtown Vision, Inc. ("DVI") for the Downtown Ambassadors Program.

Section 2. Purpose. The purpose of the appropriation in Section 1 above is to provide additional funding to DVI to support the Downtown Ambassadors Program, including hiring additional Ambassadors to further the City's and DVI's common goals to keep Downtown safe and clean and to make Downtown more attractive to residents, businesses and visitors.

Section 3. Amending Ordinance 2023-504-E, the Fiscal Year 2023-2024 Budget, to Replace Schedules AD and AE to Reflect the Appropriation Authorized Herein. Ordinance 2023-504-E, the Fiscal Year 2023-2024 Budget, is hereby amended to replace Schedule AD (Downtown Vision Business Improvement District Estimated Revenues) and Schedule AE (Downtown Vision Business Improvement District Appropriations), to reflect the appropriation of funds authorized herein to facilitate the addition of two new Ambassador positions for the Downtown Ambassadors Program. The revised Schedule AD and revised Schedule AE are attached hereto as **Exhibit 2** and incorporated herein

by this reference.

Section 4. Carryover. The funds appropriated herein shall not lapse but shall carryover to September 30, 2025.

Section 5. Effective Date. This Ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.

Form Approved:

/s/ Mary E. Staffopoulos

Office of General Counsel

Legislation Prepared By: Carla A. Lopera

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