

1 Introduced by Council Member Carlucci:  
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4 **ORDINANCE 2024-477**

5 AN ORDINANCE APPROPRIATING \$125,000 FROM THE  
6 COUNCIL PRESIDENT'S DESIGNATED CONTINGENCY TO  
7 THE GENERAL FUND OPERATING SUBSIDIES AND  
8 CONTRIBUTIONS TO PRIVATE ORGS ACCOUNT TO PROVIDE  
9 ADDITIONAL FUNDING TO DOWNTOWN VISION, INC.  
10 ("DVI") FOR THE DOWNTOWN AMBASSADORS PROGRAM;  
11 PROVIDING FOR CARRYOVER TO SEPTEMBER 30, 2025;  
12 PROVIDING AN EFFECTIVE DATE.  
13

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

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

24 **WHEREAS**, DVI's unique expertise in providing services within  
25 the Downtown Improvement District under the Enhanced Services  
26 Agreement enables DVI to provide certain services Downtown (as defined  
27 in Chapter 55, *Ordinance Code*) more collaboratively and efficiently  
28 for the City; and

29 **WHEREAS**, DVI employs Downtown Ambassadors to create and  
30 maintain a clean, safe and hospitable environment by providing  
31 Enhanced Services within the Downtown Improvement District seven days

1 per week including cleaning (e.g. litter and graffiti removal), safety  
2 and hospitality (e.g. providing directions, maps, event information),  
3 social services (e.g. connecting homeless and transient individuals  
4 with local social service providers) and property maintenance (e.g.  
5 repairing information kiosks and trash cans); and

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

9 **WHEREAS,** there has been an increase in Downtown events,  
10 including the monthly Sip & Stroll event along the Riverwalk and the  
11 nightly water shows at the revitalized Friendship Fountain and this  
12 increase in events necessitates an increase in the number of  
13 Ambassadors to ensure that Downtown is a safe, clean and hospitable  
14 place for all to enjoy; and

15 **WHEREAS,** the Council wishes to provide additional funding to  
16 DVI to ensure that there are sufficient Ambassadors working to keep  
17 Downtown safe and clean, to support the numerous special events that  
18 occur Downtown, to promote the live/work/visit experience, and to  
19 make Downtown more attractive to residents, businesses and visitors;  
20 now therefore

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

22 **Section 1. Appropriation.** For the 2023-2024 fiscal year,  
23 within the City's budget, there are hereby appropriated the indicated  
24 sum(s) from the account(s) listed in subsection (a) to the account(s)  
25 listed in subsection (b):

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

28 (a) Appropriated from:

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

30 (b) Appropriated to:

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

1 (b) Explanation of Appropriation:

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

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

13 **Section 3. Carryover.** The funds appropriated herein shall  
14 not lapse but shall carryover to September 30, 2025.

15 **Section 4. Effective Date.** This Ordinance shall become  
16 effective upon signature by the Mayor or upon becoming effective  
17 without the Mayor's signature.

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19 Form Approved:

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21           /s/ Carla A. Lopera          

22 Office of General Counsel

23 Legislation Prepared By: Carla A. Lopera

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