

# CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY



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**Bill Type and Number:** Ordinance 2021-292

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** May 11, 2021

**Committee(s) of Reference:** F

**Date of Analysis:** May 13, 2021

**Type of Action:** Authorizing downtown non-ad valorem special assessment levy; authorizing execution of a Municipal Services Agreement; designating oversight agency

**Bill Summary:** The bill informs the State of Florida of the City's intention to levy a non-ad valorem special assessment in downtown Jacksonville using the state's uniform method for the purpose of providing enhanced municipal services in an expansion of the current Downtown Vision jurisdiction. It adopts a list of improvements and services to be funded with the proceeds of the assessment and defines the boundaries of the assessment area. It provides for the method of apportionment, the service cost, the listing of the properties to be assessed and exemptions from the assessment. It establishes an assessment rate and term and authorizes the execution of an Enhanced Municipal Services Agreement between the City and Downtown Vision, Inc. It designates the Downtown Investment Authority as the oversight agency for the enhanced program.

**Background Information:** The bill authorizes an expansion of the current Downtown Vision service area to the north from Church Street to State Street; to the south from Prudential Drive to I-95; to the east from Market Street to Hogan's Creek (Northbank) and from the School Board building to the new District development (Southbank); and to the west from Broad Street to Lee Street and Riverside Avenue. The expansion increases the size of the DVI district from 0.5 to 1.3 square miles. The special assessment for DVI's services would be levied on the newly incorporated properties, except that the following types of properties are excluded from the assessment: 1) residential properties receiving a homestead property tax exemption for the year prior to the year of the assessment in question; 2) newly constructed residential properties or residential properties that have undergone a major renovation (as defined) during the first five years following the issuance of a valid certificate of occupancy by the City; 3) residential properties that are affordable housing products and have received funding through the Florida Housing Finance Corporation; and 4) residential properties that are adaptive reuse projects and have received funding through the City of Jacksonville Historic Preservation and Revitalization Trust Fund.

A new Municipal Services Agreement will be executed between the City and DVI to provide for the delivery of the enhanced municipal services in the expanded area in several areas: 1) cleaning, safety and hospitality services (Downtown Ambassadors); 2) downtown marketing and communication; 3) downtown information and management; and 4) downtown experience creation.

**Policy Impact Area:** Downtown experience improvement

**Fiscal Impact:** The bill authorizes the levy of the special assessment for DVI in an expanded area. The expansion would increase DVI's budget from \$1,699,338 in FY20-21 to a proposed \$2,514,177 in FY21-22, and increase the City's contribution from \$510,615 in FY20-21 to \$661,898 in FY21-22.

**Analyst:** Clements

