

1 Introduced by the Finance Committee (Council Members Howland, White,  
2 Arias, Carrico, Gaffney, Jr., Lahnen and Pittman):

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5 **ORDINANCE 2024-164**

6 AN ORDINANCE ADOPTING THE CITY COUNCIL'S 1-YEAR  
7 STRATEGIC PLAN; SETTING THE CITY COUNCIL'S TOP  
8 BUDGET PRIORITIES FOR THE 2024-2025 FISCAL YEAR;  
9 ENCOURAGING THE MAYOR TO INCORPORATE THE COUNCIL  
10 PRIORITIES INTO THE 2024-2025 BUDGET; WAIVING  
11 THE PROVISIONS OF SECTION 106.110 (CITY COUNCIL  
12 STRATEGIC PLAN), PART 1 (GENERAL PROVISIONS),  
13 CHAPTER 106 (BUDGET AND ACCOUNTING CODE),  
14 *ORDINANCE CODE*, REQUIRING SUBMITTAL OF THE  
15 STRATEGIC PLAN WITH CORRESPONDING FUNDING  
16 REQUESTS TO CITY ADMINISTRATION NO LATER THAN  
17 FEBRUARY 15<sup>TH</sup>; PROVIDING AN EFFECTIVE DATE.

18  
19 **WHEREAS**, in accordance with the requirements of Section  
20 106.110, *Ordinance Code*, the Council is required to update and adopt  
21 its strategic plan annually; and

22 **WHEREAS**, the Council adopted prior 1, 3, and 5 year strategic  
23 plans by Resolutions 2018-594-A, 2020-34-A, 2021-364-A, and  
24 2021-893-A and Ordinance 2023-149-E; and

25 **WHEREAS**, on February 6, 2024, the Finance Committee conducted  
26 an initial strategic planning meeting for fiscal year 2024-2025 to  
27 continue the process of developing both a short-term and long-term  
28 vision to guide the actions of City Council; and

29 **WHEREAS**, in preparation for the meeting, City Council Members  
30 were asked to consider setting aside a large portion of the available  
31 strategic planning dollars for fiscal year 2024-2025 into a reserve

1 account to offset debt service for significant capital projects  
2 anticipated to occur within the next three years and to propose  
3 smaller, short-term strategic initiatives to be considered by the  
4 Council as priorities for the various Council Districts covering a  
5 1-year time frame; and

6 **WHEREAS**, on February 21, 2024, the Finance Committee held a  
7 final strategic planning meeting where the Committee determined it  
8 appropriate to recommend the Council set aside \$5,000,000 in the  
9 Stadium (Strategic Downtown Project) Reserve account in preparation  
10 for anticipated significant capital projects in the Downtown over the  
11 next several years, and further developed the final list of 1-year  
12 strategic plan goals along with funding requests corresponding to  
13 those goals for submittal to City Administration for inclusion in the  
14 fiscal year 2024-2025 budget; and

15 **WHEREAS**, this strategic plan does not bind future City Council  
16 bodies but is intended to develop a shared sense of priorities and  
17 direction with the goal of supporting and investing in the vision for  
18 the future of the city that these priorities embody; and

19 **WHEREAS**, it is also the intention of City Council to  
20 communicate its budgetary priorities to the Administration so that  
21 these areas may be considered during the budget building process; and

22 **WHEREAS**, it is the Council's desire that these areas be  
23 considered for additional investment to the extent that revenues  
24 exceed expenses after taking into account mandatory cost increases,  
25 inflation, those budgetary targets and requirements set forth in the  
26 municipal code and other critical needs as determined during the  
27 budget review and preparation process; and

28 **WHEREAS**, to the extent practicable, the Council requests the  
29 recurring costs referenced in the below priority areas be considered  
30 by the Administration for funding without the use of one-time  
31 reserves; now therefore

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

2           **Section 1.           Adoption of the Strategic Plan.**       The City  
3 Council hereby adopts its strategic plan as follows:

4 **Long-term Strategic Priority (2024-2025):**

- 5       • Allocate funding to the Stadium (Strategic Downtown Project)  
6       Reserve to offset future debt service for Downtown projects  
7       (\$5,000,000).

8 **1-year goals (2024-2025) (short-term initiatives):**

- 9       • Provide funding to support opportunities and initiatives to  
10       combat homelessness and promote development of affordable  
11       housing:
  - 12           ◦ Appropriate **\$150,000** to Trinity Rescue Mission to provide  
13           transportation to homeless individuals seeking to obtain  
14           and sustain employment;
  - 15           ◦ Appropriate **\$125,000** to Habitat for Humanity of  
16           Jacksonville for development of affordable housing in  
17           Council District 14;
- 18       • Provide funding to support and provide access to food and basic  
19       necessities:
  - 20           ◦ Appropriate **\$200,000** to Feeding Northeast Florida to  
21           support expansion of its food pantry cold storage and  
22           warehouse space;
  - 23           ◦ Appropriate **\$100,000** to Safe Future Foundation, Inc. to  
24           support its mobile food pantry, diaper bank and period  
25           bank.
- 26       • Provide funding to support and promote education and training  
27       programs:
  - 28           ◦ Appropriate **\$200,000** to LIFT JAX for expansion of the  
29           Workforce Education and Training Center at Debs Grocery  
30           Store on Jacksonville's Eastside;
- 31       • Provide funding to support programs and services targeting

1 various underserved Duval County populations and residents:

- 2 o Appropriate **\$50,000** to Ben's Place to provide day programs
- 3 to adult Duval County students with disabilities;
- 4 o Appropriate **\$200,000** to Northside Community Involvement,
- 5 Inc. to provide resources and programs to support
- 6 low-income families and children in Duval County;
- 7 o Appropriate **\$100,000** to Isaiah 117 House to provide
- 8 services and programs for children awaiting foster care
- 9 placement;
- 10 o Appropriate **\$100,000** to the Northeast Florida Immigrant
- 11 Resource Alliance for the provision of services to Duval
- 12 County's immigrant population;
- 13 o Appropriate **\$100,000** to Treasure House, Inc. for the
- 14 provision of services for families with neurodivergent
- 15 children and children with disabilities;
- 16 o Establish a Police Athletic League in the Valencia Way
- 17 housing complex to work with area youth and to initiate
- 18 services and programs to combat crime (**\$200,000**);
- 19 o Provide funding for grants to various Community Development
- 20 Corporations to support economic development through the
- 21 provision of services and programs aimed at improving
- 22 access to affordable housing, social services, education
- 23 and safety workshops, cultural development and youth
- 24 programs (**\$100,000**);
- 25 • Provide funding to support and provide additional resources to
- 26 the City's veteran community:
  - 27 o Appropriate **\$100,000** for upgrades to the UNF Military and
  - 28 Veterans Resource Center;
  - 29 o Appropriate **\$265,657** to construct a rain/shade structure
  - 30 adjacent to the Veterans Memorial Wall;
- 31 • Appropriate **\$200,000** to the City of Atlantic Beach to assist

1 with construction of a lifeguard station;

- 2 • Provide funding to support programs that encourage and promote  
3 individual and familial health and healthy lifestyles:

- 4 ○ Appropriate **\$200,000** to support organizations that provide  
5 programs and services aimed at addressing health  
6 disparities in Jacksonville's Southside and in other  
7 underserved communities in Duval County;

- 8 ○ Appropriate **\$100,000** to Edward Waters University to provide  
9 certified personnel and expanded hours of operation for  
10 the Samuel Newby Community Athletic Center;

- 11 • Appropriate **\$200,000** to the City's Restore Endangered Historic  
12 Adaptable Buildings Trust Fund to support efforts to preserve  
13 Jacksonville's historically significant buildings (outside  
14 Downtown);

- 15 • Provide funding to reduce blight and to support neighborhood  
16 development and beautification:

- 17 ○ Establish a community grant program to support the City's  
18 various registered neighborhood associations to complete  
19 projects designed to combat blight and  
20 beautify/rehabilitate neighborhoods (**\$100,000**);

- 21 ○ Provide funding to strengthen the Public Works Department's  
22 ability to conduct Countywide tree trimming and median  
23 maintenance/beautification (**\$100,000**);

- 24 ○ Provide funding to strengthen the Public Works Department's  
25 ability to complete Countywide ditch service and  
26 maintenance (**\$100,000**);

- 27 ○ Appropriate **\$200,000** to the Mandarin Community Club to  
28 provide various programs and services including  
29 preservation and restoration of Mandarin's historic  
30 properties, neighborhood beautification projects,  
31 development of various educational programs and forums,

1           etc.;

- 2       • Facilitate and promote the growth and sustainability of small  
3       businesses:
- 4           o Appropriate **\$200,000** to provide additional support for the  
5           Moncrief Area Business Improvement Program (proposed to be  
6           expanded and renamed the "Myrle-Moncrief-Soutel Business  
7           Corridor");
  - 8       • Provide funding for improvements to City parks and certain  
9       associated facilities:
    - 10           o Appropriate **\$200,000** to provide supplemental funding for  
11           District 5 park improvements and enhancements approved by  
12           the Special Committee on Parks and Quality of Life;
    - 13           o Appropriate **\$200,000** to construct a storage facility at  
14           San Mateo Little League Park and to procure additional  
15           field materials for baseball and softball programs at the  
16           Park.

17           **Section 2.           Priorities of City Council.**   The Council has  
18       deliberated and debated its top priorities for fiscal year 2024-2025  
19       and hereby submits the long-term and short-term strategic priorities  
20       of the City Council as outlined in Section 1 above.

21           **Section 3.           Encouraging the Mayor to Incorporate Council**  
22       **Priorities into the Fiscal Year 2024-2025 Budget.**   The Council hereby  
23       requests and encourages the Mayor to incorporate the Council strategic  
24       priorities into the fiscal year 2024-2025 budget for the consolidated  
25       government of the City of Jacksonville.

26           **Section 4.           Waiver of Section 106.110 (City Council**  
27       **Strategic Plan), Part 1 (General Provisions), Chapter 106 (Budget and**  
28       **Accounting Code), Ordinance Code.**   The provisions of Section 106.110  
29       (City Council Strategic Plan), Part 1 (General Provisions), Chapter  
30       106 (Budget and Accounting Code), *Ordinance Code*, requiring the City  
31       Council to forward the funding requests for each component of the

1 strategic plan to City Administration no later than February 15<sup>th</sup> are  
2 hereby waived.

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

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7 Form Approved:

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9           /s/ Mary E. Staffopoulos          

10 Office of General Counsel

11 Legislation Prepared By: Mary E. Staffopoulos

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