

# CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY



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**Bill Type and Number:** Ordinance 2021-499

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

**Date of Introduction:** July 27, 2021

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

**Date of Analysis:** July 29, 2021

**Type of Action:** Ordinance Code amendment; codification direction

**Bill Summary:** The bill amends Ordinance Code Chapter 28 – Parks, Recreation and Community Services – and Chapter 55 – Downtown Investment Authority – to add new sections providing for direct contracting between the City, the DIA and Downtown Vision, Inc. for the provision of certain public services within the DVI jurisdictional boundary. The City’s municipal code codifier is directed to codify the new provisions.

**Background Information:** The new sections in Chapters 28 and 55 provide that the Director of the Department of Parks, Recreation and Community Services and the Executive Director of the DIA (with the concurrence of the DIA board of directors) may, subject to availability of adequate funding, contract directly with DVI for services that include, but are not limited to, (a) hosting, updating, and maintaining downtown related websites, including but not limited to, the Invest Jax Website and Live Downtown Jax Website; (b) performing proactive social media and paid medium marketing campaigns as requested by the Authority on a negotiated fee basis, subject to approval by the Board of such fees; (c) programming in local parks and public spaces located Downtown for downtown residents and employees; (d) programming live music, including food truck or beverage service in select locations, on the Riverwalk on a regular monthly basis throughout the year; and (e) overseeing sponsorships and partnerships related to large downtown events (e.g., Jax River Jams and Holiday events).

The new language provides that other City agencies may join and contribute funding to any agreement executed pursuant to this section, and that prior to execution by any party, all such agreements shall be prepared, reviewed and approved by the Office of General Counsel as to both form and legality.

**Policy Impact Area:** Downtown activation and promotion and event management.

**Fiscal Impact:** The bill authorizes execution of contracts with DVI for particular services as needs are identified and funding made available.

**Analyst:** Clements