

## 5 Points Merchants Association, Inc. – 5 Points Clean and Revitalize Program

### FY 2025-2026 City Grant Proposal Term Sheet

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**Grant Recipient:** 5 Points Merchants Association, Inc. (“Recipient”)

**Program Name:** 5 Points Clean and Revitalize Program (the “Program”)

**City Funding Request:** \$50,000

**Contract/Grant Term:** May 1, 2025 – April 30, 2026

**Any substantial change to this FY 2025-2026 City Grant Proposal Term Sheet (the “Term Sheet”) or a budget change not within 10% of the attached Program budget line-items will require City Council approval.**

#### **PROGRAM OVERVIEW:**

The Five Points neighborhood in Jacksonville is a vibrant and historically significant area that requires enhanced public realm management and improvement services. Maintaining a clean, safe, and welcoming environment is critical to supporting the revitalization efforts in Five Points. By ensuring the cleanliness and safety of public spaces, this Program will contribute to creating an inviting atmosphere that attracts businesses, residents, and visitors, boosting the area's livability and reputation as a cultural and commercial hub in Jacksonville.

The 5 Points Clean and Revitalize Program will directly address the needs of the Five Points community by offering enhanced cleaning, litter removal, and blight reduction services. The Program will be managed by 5 Points Merchants Association, Inc., with services modeled after successful programs in Jacksonville's other revitalizing districts, such as the Springfield Cleanup Corps Program.

This Program is designed to supplement existing City services by providing focused, hands-on efforts in public space management. Through this Program, the Five Points area will experience tangible improvements, leading to a cleaner, safer, and more attractive urban environment, ultimately improving the area's reputation as a destination for residents, businesses, and visitors alike.

#### **PROGRAM SCOPE OF WORK AND DELIVERABLES:**

The 5 Points Clean and Revitalize Program will provide services in the Five Points area in Jacksonville's Urban Core. The specific services to be provided include:

- **Cleaning and Litter Removal:** Daily removal of trash, litter, and debris from public spaces throughout the Five Points area.
- **Blight Reduction:** Addressing visual blight by removing graffiti and organizing volunteer clean-up efforts in neglected areas.
- **Safety and Outreach:** Active reporting of safety hazards, nuisances, and other issues affecting the public realm, ensuring timely responses from City departments and stakeholders.

The Program will rely on lessons learned from other successful public space management models in Jacksonville, such as those used by Downtown Vision, Inc. in Downtown Jacksonville, ensuring the Program's effectiveness

and long-term impact. By addressing key needs within the Five Points area, this Program aims to foster community pride, increase public safety, and enhance the overall quality of life for residents and visitors alike.

**Impact Metrics:** Staff will track progress daily, and productivity will be reported regularly, focusing on key metrics such as:

- Amount of litter and debris collected (in pounds)
- Graffiti tags removed
- Service area covered
- Community outreach and engagement
- Referrals made to City services for follow-up and resolution of issues

#### **PROGRAM COSTS/PAYMENT TERMS:**

City funds shall be expended in accordance with the approved budget for the sole benefit of Duval County residents. City funds will be disbursed in three installments, the first being a \$25,000 advance payment due upon execution of the grant agreement and the remaining City funds paid in two equal installments of \$12,500 each, subject to the City's receipt and approval of required documentation supporting the use and expenditure of previous disbursements, including but not limited to paid invoices, cleared checks and bank statements. Program budget includes the following:

- One part-time Program Manager responsible for overseeing daily operations, coordinating efforts, and ensuring quality control.
- Up to two part-time Operations Associates (Ambassadors) who will be responsible for hands-on litter removal, cleaning, graffiti removal, and minor maintenance tasks throughout the Five Points area.
- Materials and Equipment – acquisition, storage, and maintenance of equipment, including trash bags, graffiti removal supplies, uniforms for Program staff, and any necessary cleaning tools. The staff will be clearly identifiable with branded uniforms to maintain a professional presence and ensure accountability.
- Professional Services for additional cleaning, repairs, and maintenance.
- Advertising and Promotions – including posters, flyers and social media ads.

See attached budget for additional details.

#### **PROGRAM IMPACT & REPORTING:**

**Service Impact Tracking:** Throughout the duration of each shift, Program staff will track various performance metrics, including but not limited to:

- The portions of the Five Points area covered
- Volume of trash and litter removed (measured in pounds or bags)
- Graffiti tags removed and locations
- Engagement with the community, including reporting of nuisance activities, hazards, and issues to relevant City agencies
- Referral of issues to City service providers (e.g., COJ, JEA, JSO, JFRD)

A final reports demonstrating productivity for each of the Service Impact Tracking areas listed above will be provided upon completion of the Program. Recipient will also provide the City with the results of community surveys evaluating the effectiveness of the Program.

**Pilot Program Results:** While the Program will be launching in full for FY 2025-2026, preliminary findings from a limited pilot (carried out in Fall 2024-Spring 2025) showed a substantial reduction in litter and graffiti and received positive feedback from local businesses and residents. Over the course of the pilot, the Recipient hired an Ambassador who collected and removed litter, which was substantially worse on the weekends, removed graffiti tags, spruced landscaping and made community check-ins with local businesses and neighbors to address local concerns. These results demonstrate the immediate need for such services in the Five Points area. The two staff members would work daily for trash, graffiti, and landscaping sprucing.

**Community Reach:** The 5 Points Clean and Revitalize Program will directly benefit all residents, businesses, and visitors to the Five Points area, which, as of the 2020 census, has a population of approximately 2,500 residents. Indirectly, the Program will support all 950,000 residents of the Jacksonville metro area by helping to maintain the City's reputation as an attractive and livable urban destination, bolstering local tourism and economic development.

#### **ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:**

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, excluding Section 118.201(f)(7), and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY2025 City Grant Application  
Proposed Funding Period: FY 2024-2025  
FY 2025 City Grant - Complete Program Budget Detail

Lead Agency: 5 Points Merchants Association, Inc.

Program Name: 5 Points Clean and Revitalize Program

Agency Fiscal Year: May 2025-2026

Categories and Line Items	Prior Year Prg Funding FY 2022-2023	Current Year Prg Budget FY 2023-2024	Total Est. Cost of Program FY 2024-2025	BUDGET		Funding Partners		
				Agency Provided Funding	All Other Program Revenues	City of Jacksonville (City Grant)	Federal/ State & Other Funding	Private Foundation Funding
<b>I. Employee Compensation</b>								
<b>Personnel - 01201 (list Job Title or Positions no names)</b>								
1 5 Points Ambassador	\$0.00	\$0.00	\$15,750.00	\$0.00	\$0.00	\$15,750.00	\$0.00	\$0.00
2 Program Manager	\$0.00	\$0.00	\$12,000.00	\$0.00	\$0.00	\$12,000.00	\$0.00	\$0.00
3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
21	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Subtotal Employee Compensation</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$27,750.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$27,750.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Fringe Benefits</b>								
Payroll Taxes - FICA & Med Tax - 02101	\$0.00	\$0.00	\$250.00	\$0.00	\$0.00	\$250.00	\$0.00	\$0.00
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Subtotal Taxes and Benefits</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$250.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$250.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Employee Compensation</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$28,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$28,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>II. Operating Expenses</b>								
<b>Occupancy Expenses</b>								
Rent - Occupancy -04408	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance Property & General Liability - 04502	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Office Expenses</b>								
Office and Other Supplies - 05101	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training - 05401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees & Services (not audit) - 03410	\$0.00	\$0.00	\$17,500.00	\$0.00	\$0.00	\$17,500.00	\$0.00	\$0.00
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Travel Expenses</b>								
Local Mileage - 04021	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Equipment Expenses</b>								
Rental & Leases - Equipment - 04402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Equipment and Cleaning Supplies	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00
<b>Direct Client Expenses - 08301</b>								
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Operating Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$22,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$22,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>III. Operating Capital Outlay (OVER \$1,000)</b>								
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Capital Outlay</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Direct Expenses Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$50,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$50,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Percent of Budget</b>	<b>-</b>	<b>-</b>	<b>100.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>0.0%</b>

Last Modified: 03/11/2025

All City Grant Items listed must be included in the narrative section of the budget.

**Budget Narrative for Selected Items of Cost  
FY 2025 City Grant Application  
Program Budget Narrative (Max. 2 Pages)  
Proposed Funding Period: FY 2024-2025  
COJ Funding Only**

**Agency: 5 Points Merchants Association, Inc.**

**Program Name: 5 Points Clean and Revitalize Program**

**EXPENSES:** Please provide narrative description for all categories listed below for which you are seeking **City Funding Only**.

We have included those required elements in the spaces below. See instructions when listing personnel expenses.

Please feel free to add additional lines as necessary to provide explanations using the line insert feature.

**I. Employee Compensation** - (not related to costs of the office of the governor of a state or the chief executive of a political subdivision)

**Salary & Wages**

5 Points Ambassador(s) - Boots on the ground staff, graffiti removal, litter pickup, window washing, light landscaping, monitors ongoing activities.	\$15,750.00
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Program Manager - Will be responsible for overseeing the Program and act as liaison for local business owners.	\$12,000.00
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**Payroll Taxes & Benefits**

Payroll Taxes - FICA & Med Tax for positions	\$250.00
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**II. Operating Expenses**

**Occupancy Expenses**

Insurance Property & General Liability Insurance	\$500.00
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**Office Expenses**

Printing and Advertising - poster, flyers, social media ads	\$1,000.00
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Other - Equipment - Shed, Cleaning equipment and supplies	\$2,500.00
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Professional Fees & Services - Cleaning, landscaping, pressure washing, beautification	\$17,500.00
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Office and Other Supplies - Trash bags and other supplies	\$500.00
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**Travel Expenses - not related to entertainment expenses**

**Equipment Expenses**

**Direct Client Expenses**

**III. Operating Capital Outlay:**