

LEGISLATIVE FACT SHEET

DATE: 07/08/21

BT or RC No: N/A
 (Administration & City Council Bills)

SPONSOR: DOWNTOWN INVESTMENT AUTHORITY
 (Department/Division/Agency/Council Member)

Contact for all inquiries and presentations _____

Provide Name: LORI BOYER, CHIEF EXECUTIVE OFFICER, DIA

Contact Number: 255-5301

Email Address: BOYERL@COJ.NET

PURPOSE: White Paper (Explain Why this legislation is necessary? Provide; Who, What, When, Where, How and the Impact.) Council Research will complete this form for Council introduced legislation and the Administration is responsible for all other legislation.

(Minimum of 350 words - Maximum of 1 page.)

The Downtown Investment Authority (“DIA”) and the Parks, Recreation & Community Services Department (“Parks Department”) seek permission to file legislation to amend Chapter 55 (Downtown Investment Authority) and Chapter 28 (Parks, Recreation and Community Services) of the Ordinance Code to enable DIA (with Board approval) and the Parks Department to engage Downtown Vision, Inc. for the performance of additional services within the boundaries of Downtown such as parks programming, events and marketing, and to allow DIA and the Parks Department to contribute funding to DVI for those services.

The City of Jacksonville and DVI maintain a contractual relationship through an Enhanced Municipal Services Agreement, with DVI’s services identified in their 2021-2031 Work Program, both of which are approved by City Council. The services and partnerships contemplated by this legislation are in addition to the 2021-2031 Work Program and are specific to implementing DIA and Parks Department priorities within Downtown.

- Hosting and regular updates and maintenance of the Invest Jax Website
- Hosting and regular updates and maintenance of the Live Downtown Jax Website
- Proactive social media and paid medium marketing campaigns.
- Programming partnerships in local parks and public spaces
- Live music on the Southbank Riverwalk on a regular monthly basis throughout the year, and to include food truck or beverage service in select locations
- Sponsorships, or partnerships in execution of, large events such as Jax River Jams and Holiday events

APPROPRIATION: Total Amount Appropriated: N/A as follows:

List the source **name** and provide Object and Subject Numbers for each category listed below:

(Name of Fund as it will appear in title of legislation)

Name of Federal Funding Source(s)	From: _____	Amount: _____
	To: _____	Amount: _____

Name of State Funding Source(s):	From: _____	Amount: _____
	To: _____	Amount: _____

Name of City of Jacksonville Fundir	From: _____	Amount: _____
	To: _____	Amount: _____
Name of In-Kind Contribution(s):	From: _____	Amount: _____
	To: _____	Amount: _____
Name & Number of Bond Account(s):	From: _____	Amount: _____
	To: _____	Amount: _____

PLAIN LANGUAGE OF APPROPRIATION / FINANCIAL IMPACT / OTHER:

Explain: Where are the funds coming from, going to, how will the funds be used? Does the funding require a match? Is the funding for a specific time frame? Will there be an ongoing maintenance? ... and staffing obligation? Per Chapters 122 & 106 regarding funding of anticipated post-construction operation costs.

(Minimum of 350 words - Maximum of 1 page.)

There is no appropriation sought by this legislation.

ACTION ITEMS: Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.

ACTION ITEMS:	Yes	No	
Emergency?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Justification of Emergency: If yes, explanation must include detailed nature of emergency.
			<div style="border: 1px solid black; height: 30px; width: 100%;"></div>
Federal or State Mandate?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Explanation: If yes, explanation must include detailed nature of mandate including Statute or Provision.
			<div style="border: 1px solid black; height: 30px; width: 100%;"></div>
Fiscal Year Carryover?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Note: If yes, note must include explanation of all-year subfund carryover language.
			<div style="border: 1px solid black; height: 30px; width: 100%;"></div>
CIP Amendment?	<input type="checkbox"/>	<input type="checkbox"/>	Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.
Contract / Agreement Approval?	<input type="checkbox"/>	<input type="checkbox"/>	Attachment & Explanation: If yes, attach the Contract / Agreement and name of Department (and contact name) that will provide oversight. Indicate if negotiations are on-going and with whom. Has OGC reviewed / drafted?
			<div style="border: 1px solid black; height: 30px; width: 100%;"></div>
Related RC/BT?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Attachment: If yes, attach appropriate RC/BT form(s).
Waiver of Code?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Code Reference: If yes, identify code section(s) in box below and provide detailed explanation (including impacts) within white paper.
			<div style="border: 1px solid black; height: 30px; width: 100%;"></div>

Code Exception?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Code Reference: If yes, identify code in box below and provide detailed explanation (including impacts) within white paper.
			<input type="text"/>
Related Enacted Ordinances?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Code Reference: If yes, identify related code section(s) and ordinance reference number in the box below and provide detailed explanation and any changes necessary within white paper.
			<input type="text"/>

ACTION ITEMS CONTINUED: Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.

ACTION ITEMS:

	Yes	No	
Continuation of Grant?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Explanation: How will the funds be used? Does the funding require a match? Is the funding for a specific time frame and/or multi-year? If multi-year, note year of grant? Are there long-term implications for the General Fund?
			<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
Surplus Property Certification?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Attachment: If yes, attach appropriate form(s).
Reporting Requirements?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Explanation: List agencies (including City Council / Auditor) to receive reports and frequency of reports, including when reports are due. Provide Department (include contact name and telephone number) responsible for generating
			<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Division Chief: *Lou Boyer*
(signature)

Date: 7/8/2021

Prepared By: *[Signature]*
(signature)

Date: 7/6/2021

ADMINISTRATIVE TRANSMITTAL

To: MBRC, c/o Jasmine Jordan, Budget Office, St. James Suite 325

Thru: Leeann Krieg, Director of Intergovernmental Affairs, Office of the Mayor
(Name, Job Title, Department)

Phone: 255-5015

E-mail: leeannk@coj.net

From: Leeann Krieg, Director of Intergovernmental Affairs, Office of the Mayor
Initiating Department Representative (Name, Job Title, Department)

Phone: 255-5015

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Primary Contact: Leeann Krieg, Director of Intergovernmental Affairs, Office of the Mayor
(Name, Job Title, Department)

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CC: Leeann Krieg, Director of Intergovernmental Affairs, Office of the Mayor

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COUNCIL MEMBER / INDEPENDENT AGENCY / CONSTITUTIONAL OFFICER TRANSMITTAL

To: Peggy Sidman, Office of General Counsel, St. James Suite 480
Phone: 904-630-4647 E-mail: psidman@coj.net

From: Downtown Investment Authority
Initiating Council Member / Independent Agency / Constitutional Officer
Phone: 255-5301 E-mail: _____

Primary Contact: Lori Boyer, Chief Executive Officer
(Name, Job Title, Department)
Phone: 255-5301 E-mail: boyerl@coj.net

CC: Leeann Krieg, Director of Intergovernmental Affairs, Office of the Mayor
Phone: 904-255-5015 E-mail: leeannk@coj.net

Legislation from Independent Agencies requires a resolution from the Independent Agency Board approving the legislation.

Independent Agency Action Item: **Yes** **No**
Boards Action / Resolution?

Attachment: If yes, attach appropriate documentation. If no, when is board action scheduled?

FUNDING APPROVED BY BOARD / COUNCIL AT TIME OF BUDGETARY APPROPRIATION OR ALLOCATION

FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED