

**LEGISLATIVE FACT SHEET**

DATE: April 13, 2022

BT or RC No: BT 22-074  
(Administration & City Council Bills) RC 22-118

SPONSOR: Downtown Investment Authority  
(Department/Division/Agency/Council Member)

Contact for all inquiries and presentation: Lori Boyer, CEO

Provide Name: Lori Boyer

Contact Number: (904) 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.)

This legislation seeks adoption of the updated Northbank and Southbank Community Redevelopment Plans and the updated Business Investment and Development Strategy which together constitute the Business Investment and Development ("BID") Plan. The update is required every 5 years by Code, and this effort has been underway for the past two years.

The CRA plan updates Goals and Strategies to provide discrete and measurable goals and objectives, to incorporate new elements such as resiliency, and update the list of Redevelopment Projects to incorporate the various planning initiatives that have been completed since the adoption of the 2014 plan such as the Haas parking study, the LaVilla Neighborhood Strategy, and the recent Parks Assessment and Design Standards update.

The BID Strategy updates the incentive programs offered in Downtown: a. to provide greater certainty to developers regarding the applicable criteria; b. to adjust incentives to updated market conditions by Downtown neighborhood; c. to provide a greater menu of off-the-shelf programs with pre-determined criteria to reduce the time and cost involved with extensive individual underwriting reviews; and d. to provide a "carrot" for desired redevelopment activities and design features without imposing an absolute requirement. The BID Strategy draws upon the Willdan updated Downtown Market Feasibility analysis and also updates the Years Tables establishing project priorities and the "Tiers Analysis" approach used to evaluate unique projects and mega projects.

The legislation also seeks amendments to Chapter 55 and 122 of the Ordinance Code to streamline the review processes and reduce the time it takes to get to a signed agreement.

Finally, the legislation seeks to amend the 21-22 budget of the Northbank CRA to appropriate 1.9 million in savings from the MPS Settlement to provide seed funding for three of the new incentive programs, to fund the LaVilla Heritage Trail and Gateways project, and to add to Plan Professional Services and the current year Supervision Allocation to the General Fund. A Companion BT requests that the General Fund DIA budget be amended to add 2 FTE's this fiscal year and receive the supervision allocation from the tax increment district to cover the associated expense. The positions are necessary to allow DIA to efficiently carry out its mission and provide timely responses to applicants and implementation of programs.

APPROPRIATION: Total Amount Appropriated \$ 1,900,000.00 as follows:

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

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

Name of City of Jacksonville Fundin	From: MPS Subsidy Downtown Garages	Amount: \$72,061.50
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Name of City of Jacksonville Funding	To: Supervision Allocation	Amount: \$72,061.50
Name of City of Jacksonville Funding	From: MPS Subsidy Downtown Garages	Amount: \$72,938.50
	To: NB Plan Professional Services	Amount: \$72,938.50
Name of City of Jacksonville Funding	From: MPS Subsidy Downtown Garages	Amount: \$225,000.00
	To: Northbank Enhanced Maintenance	Amount: \$225,000.00
Name of City of Jacksonville Funding	From: MPS Subsidy Downtown Garages	Amount: \$500,000.00
	To: Northbank Commercial Revitalization Program	Amount: \$500,000.00
Name & Number of Bond Account(s):	From: MPS Subsidy Downtown Garages	Amount: \$200,000.00
	To: Northbank Small Scale Residential Incentive	Amount: \$200,000.00
Name & Number of Bond Account(s):	From: MPS Subsidy Downtown Garages	Amount: \$830,000.00
	To: LaVilla Heritage Trail & Gateway Entrances	Amount: \$830,000.00

**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.)

The funding above utilizes savings from the MPS Settlement (the current year financial obligation is reduced and had been appropriated as part of the FY21-22 adopted budget from current year tax revenue). The funds are being appropriated to establish the Commercial Revitalization Program, the Small Scale Residential incentive, the Northbank Parking Screening Grant incentive, provide funding for the LaVilla Heritage Trail and Gateways project, increase the Plan Professional Services budget and increase the Supervision Allocation as set forth in the updated BID Plan authorized by this ordinance. The General fund budget is amended to accept the additional supervision allocation and add salary and associated expenses for two additional FTE's.

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

**ACTION ITEMS:**

Emergency?  Yes  No

Justification of Emergency: If yes, explanation must include detailed nature of emergency.

Federal or State Mandate?  Yes  No

Explanation: If yes, explanation must include detailed nature of mandate including Statute or Provision.

Fiscal Year Carryover?  Yes  No

Note: If yes, note must include explanation of all-year subfund carryover language.

all CRA funds appropriated will carryover as CRA programs and projects

CIP Amendment?

Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.

Contract / Agreement Approval?

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?

Related RC/BT?

Attachment: If yes, attach appropriate RC/BT form(s).

Waiver of Code?

Code Reference: If yes, identify code section(s) in box below and provide detailed explanation (including impacts) within white paper.

Code Exception?

Code Reference: If yes, identify code in box below and provide detailed explanation (including impacts) within white paper.

Related Enacted Ordinances?

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.

2014-560

**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?

Surplus Property Certification?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reporting Requirements?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Attachment: If yes, attach appropriate form(s).

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 DIA is required by ordinance and the BID Plan to provide a number of reports to

Division Chief: *Lois Boyer*  
(signature)

Date: 4/13/2022

Prepared By: *[Signature]*  
(signature)

Date: 4/13/2022

**ADMINISTRATIVE TRANSMITTAL**

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

Thru: Rachel Zimmer, Director of Intergovernmental Affairs, Office of the Mayor

(Name, Job Title, Department)

Phone: 255-5006

E-mail: [rachelz@coj.net](mailto:rachelz@coj.net)

From: Rachel Zimmer, Director of Intergovernmental Affairs, Office of the Mayor

Initiating Department Representative (Name, Job Title, Department)

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Primary Contact: Rachel Zimmer, Director of Intergovernmental Affairs, Office of the Mayor

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CC: Rachel Zimmer, Intergovernmental Affairs Liaison, 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: 255-5055 E-mail: psidman@coj.net

From: Lori Boyer, Chief Executive Officer, Downtown Investment Authority  
Initiating Council Member / Independent Agency / Constitutional Officer  
Phone: 255-5301 E-mail: boyerl@coj.net

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

CC: Rachel Zimmer , Intergovernmental Affairs Liaison, Office of the Mayor  
Phone: 255-5006 E-mail: rachelz@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?

Resolution 2022-02-08 attached; 2022-02-03 attached and 2022-04-13 to be provided

**FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED**