

1 Introduced by Council Member Boylan and Co-Sponsored by Council
2 Members Morgan, Hazouri, DeFoor, Diamond, Newby, Carlucci, Becton,
3 Wilson, Salem and Bowman:
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6 **RESOLUTION 2020-189**

7 A RESOLUTION HONORING THE LIFE AND COUNTLESS
8 CONTRIBUTIONS OF ROBERT "BOB" SHIRCLIFF;
9 PROVIDING AN EFFECTIVE DATE.
10

11 **WHEREAS**, Robert "Bob" Shircliff was born in Vincennes, Indiana
12 on May 20, 1928 to Thomas Maxwell and Martha Shircliff, and started
13 working part-time in his father's Pepsi-Cola bottling plant when he
14 was just eight years old; and

15 **WHEREAS**, Mr. Shircliff was a member of the Reserve Officers'
16 Training Corps in high school and in college, and graduated with a
17 Bachelor of Science degree in Marketing from Indiana University in
18 1950, and also served in the Army Reserves until 1963 when he
19 retired as a Captain in Military Intelligence; and

20 **WHEREAS**, Robert Shircliff married the love of his life Carol
21 Reed in 1953, and they were devoted to one another for 66 years.
22 The Shircliffs were blessed with two daughters, Elizabeth and Laura,
23 and later with four grandchildren and seven great-grandchildren;
24 and

25 **WHEREAS**, after college, Bob Shircliff joined his father's
26 Pepsi-Cola bottling business full-time. During his 18 year tenure
27 he was elected President of Pepsi-Cola Allied Bottlers, Inc. and
28 was President of the National Pepsi-Cola Bottlers Association; and

29 **WHEREAS**, Bob Shircliff's career with Pepsi took his family from
30 Bloomington to Charleston, West Virginia, and then to Jacksonville
31 where they settled in 1967, and after the sale of the family

1 business to the General Cinema Corporation, Mr. Shircliff served on
2 its board and oversaw twelve of its subsidiaries before departing
3 to start his own consulting firm which eventually became known as
4 The Shircliff Group; and

5 **WHEREAS**, Mr. Shircliff was a civic leader for numerous
6 organizations. He was a charter member and former President of the
7 Rotary Club of West Jacksonville, President of the River Club,
8 Chairman of the Jacksonville Regional Chamber of Commerce, Chairman
9 of the Jacksonville Community Foundation, Chairman of the American
10 Red Cross of Duval County, President of the United Way of
11 Jacksonville, and also chaired the boards of the Jacksonville
12 Symphony Association and the Cummer Museum of Art & Gardens. Mr.
13 Shircliff served on the boards of several business entities,
14 including Alliance Mortgage Corporation, Atlantic National Bank of
15 Jacksonville, and Everbank Financial Corporation; and

16 **WHEREAS**, Bob Shircliff was a philanthropist and fundraiser
17 extraordinaire who helped to raise nearly \$300 million to benefit
18 the Jacksonville community over a period of approximately 45 years.
19 Mr. Shircliff was a board member at Jacksonville University for 23
20 years, and led two successful capital campaigns on the campus. He
21 was a member of St. Matthew's Catholic parish for 53 years and led
22 capital campaigns to build two new Catholic high schools within the
23 Diocese of St. Augustine. Bob Shircliff may have been best known
24 for his championship and support of St. Vincent's Healthcare,
25 wherein he chaired or co-chaired four capital campaigns, was
26 Chairman of St. Vincent's Health System and the St. Vincent's
27 Medical Center Advisory Board, was the founding Chairman of the St.
28 Vincent's Foundation, vice-chair of Baptist St. Vincent's Health
29 System, and was a director of the Daughters of Charity National
30 Health System. In 2007, the City of Jacksonville recognized his
31 extraordinary contributions by renaming a portion of Barrs Street

1 in front of St. Vincent's Hospital to "Shircliff Way"; and

2 **WHEREAS**, Robert Shircliff was honored with numerous awards for
3 his civic and charitable endeavors, including the 2018 Thompson S.
4 Baker Award from Junior Achievement of North Florida and the
5 Association of Fundraising Professionals' First Coast chapter's
6 Lifetime Achievement Award. In 2001, Mr. Shircliff was presented
7 with the Pro Ecclesia et Pontifice Cross by Pope John Paul II for
8 distinguished service to the Catholic Church. He was honored by the
9 Jacksonville Regional Chamber of Commerce, Jacksonville University,
10 Leadership Jacksonville, Prevent Blindness, Inc., Volunteer
11 Jacksonville, OneJax (with both its Gold Humanitarian Award and a
12 Silver Medal). The National Society of Fundraising Executives
13 awarded Bob Shircliff with both the Philanthropist of the Year and
14 National Volunteer Fund Raiser of the Year, and he was also was
15 named to the Business Hall of Fame by the Florida Economic
16 Education Foundation; now therefore

17 **BE IT RESOLVED** by the Council of the City of Jacksonville:

18 **Section 1.** The City of Jacksonville hereby honors the
19 life of Robert Shircliff and his countless contributions to our
20 city. Bob was known for his integrity, humility and of course
21 trademark bowtie. He will be always be remembered as an exceptional
22 husband, father, grandfather, neighbor and gracious leader whose
23 humor and kindness endeared him to everyone he met. Robert
24 Shircliff loved to give to others, inspired others to do the same
25 and made Jacksonville a better place.

26 **Section 2. Effective Date.** This Resolution shall become
27 effective upon signature by the Mayor or upon becoming effective
28 without the Mayor's signature.

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Form Approved:

/s/ Paige H. Johnston

Office of General Counsel

Legislation Prepared By: Colleen Hampsey, City Council Research

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