

1 Introduced by the Council President at the request of the Mayor:

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4 **ORDINANCE 2021-499**

5 AN ORDINANCE REGARDING CHAPTER 28 (PARKS,
6 RECREATION, AND COMMUNITY SERVICES), *ORDINANCE*
7 *CODE*, AND CHAPTER 55 (DOWNTOWN INVESTMENT
8 AUTHORITY), *ORDINANCE CODE*; AMENDING CHAPTER 28
9 (PARKS, RECREATION, AND COMMUNITY SERVICES),
10 PART 1 (GENERAL), SECTION 28.103 (POWERS;
11 FUNCTIONS AND DUTIES OF DIRECTOR), *ORDINANCE*
12 *CODE*; CREATING A NEW SECTION 55.117 (DIRECT
13 CONTRACTS WITH DOWNTOWN VISION, INC.), PART 1
14 (DOWNTOWN INVESTMENT AUTHORITY), CHAPTER 55
15 (DOWNTOWN INVESTMENT AUTHORITY), *ORDINANCE*
16 *CODE*; PROVIDING FOR CODIFICATION INSTRUCTIONS;
17 PROVIDING AN EFFECTIVE DATE.

18
19 **WHEREAS**, annually, the City of Jacksonville ("City") executes
20 an Enhanced Municipal Services Agreement (the "Enhanced Services
21 Agreement") with Downtown Vision, Inc., a Florida not-for-profit
22 organization ("DVI"), to provide community enhancement services in
23 the downtown area ("Enhanced Services"); and

24 **WHEREAS**, the Enhanced Services Agreement is funded by special
25 assessments collected within the downtown business neighborhood
26 improvement district ("Downtown Improvement District") created
27 pursuant to the City's home rule authority and Chapter 163, *Florida*
28 *Statutes*; and

29 **WHEREAS**, DVI's unique expertise in providing services within the
30 Downtown Improvement District under the Enhanced Services Agreement,
31 will enable DVI to provide certain other downtown related services

1 Downtown (as defined in Chapter 55, *Ordinance Code*) more
2 collaboratively and efficiently for the City; and

3 **WHEREAS**, subject to availability of funds, the Downtown
4 Investment Authority ("DIA") and the City's Parks, Recreation and
5 Community Services Department ("Parks Department") desires to contract
6 with DVI, as needed, to provide and oversee other activities,
7 programs, and services Downtown in addition to the Enhanced Services;
8 now, therefore

9 **BE IT ORDAINED** by the Council of the City of Jacksonville:

10 **Section 1. Recitals.** The recitals above are true and
11 correct and incorporated herein by this reference.

12 **Section 2. Amending Chapter 28 (Parks, Recreation and**
13 **Community Services), Part 1 (General), Section 28.103 (Powers;**
14 **functions and duties of Director), *Ordinance Code*.** Chapter 28 (Parks,
15 Recreation and Community Services), Part 1 (General), Section 28.103
16 (Powers; functions and duties of Director), *Ordinance Code*, is hereby
17 amended to read as follows:

18 **CHAPTER 28 - PARKS, RECREATION AND COMMUNITY SERVICES**

19 **PART 1. - GENERAL**

20 * * *

21 **Sec. 28.103. - Powers; Functions and duties of Director.**

22 * * *

23 (f) The Director may execute agreements with Downtown Vision, Inc.,
24 a Florida not-for-profit corporation, as needed, to support
25 Department activities related to the activities, programs and
26 services set forth in Section 55.117, *Ordinance Code*, subject to
27 availability of funding. The payment terms for such agreements may
28 include a reasonable advance payment and payment terms based on draws,
29 reimbursements, or progress payments. Other City agencies may join
30 and contribute funding to any agreement executed pursuant to this
31 subsection. Prior to execution by any party, all such agreements

1 shall be prepared, reviewed and approved by the Office of General
2 Counsel as to both form and legality.

3 * * *

4 **Section 3. Creating a New Section 55.117 (Direct**
5 **Contracting with Downtown Vision, Inc.), Part 1 (Downtown Investment**
6 **Authority), Chapter 55 (Downtown Investment Authority), Ordinance**
7 **Code.** A new Section 55.117 (Direct Contracting with Downtown Vision,
8 Inc.), Part 1 (Downtown Investment Authority), Chapter 55 (Downtown
9 Investment Authority), *Ordinance Code*, is hereby created to read as
10 follows:

11 **CHAPTER 55 - DOWNTOWN INVESTMENT AUTHORITY**

12 **PART 1. - DOWNTOWN INVESTMENT AUTHORITY**

13 * * *

14 **Sec. 55.117. - Direct Contracting with Downtown Vision, Inc.**

15 Subject to the Authority's budget and Board approval, the Board may
16 execute agreements with Downtown Vision, Inc., a Florida not-for-
17 profit corporation, as needed, to provide activities, programs, and
18 services Downtown, including, but not limited to:

- 19 (a) Hosting, updating, and maintaining downtown related
20 websites, including but not limited to, Invest Jax Website
21 and Live Downtown Jax Website;
- 22 (b) Performing proactive social media and paid medium marketing
23 campaigns as requested by the Authority on a negotiated
24 fee basis, subject to approval by the Board of such fees;
- 25 (c) Programming in local parks and public spaces located
26 Downtown for downtown residents and employees;
- 27 (d) Programming live music, including food truck or beverage
28 service in select locations, on the Riverwalk on a regular
29 monthly basis throughout the year; and
- 30 (e) Overseeing sponsorships and partnerships related to large
31 downtown events (e.g., Jax River Jams and Holiday events).

1 The Board shall approve the payment terms of all agreements executed
2 pursuant to this section. Such payment terms may include a reasonable
3 advance payment and payment terms based on draws, reimbursements, or
4 progress payments. Other City agencies may join and contribute
5 funding to any agreement executed pursuant to this section. Prior to
6 execution by any party, all such agreements shall be prepared,
7 reviewed and approved by the Office of General Counsel as to both
8 form and legality.

9 **Section 4. Codification Instructions.** The Codifier and the
10 Office of General Counsel are authorized to make all chapter and
11 division "tables of contents" consistent with the changes set forth
12 herein. Such editorial changes and any others necessary to make the
13 *Ordinance Code* consistent with the intent of this legislation are
14 approved and directed herein, and changes to the *Ordinance Code* shall
15 be made forthwith and when inconsistencies are discovered.

16 **Section 5. Effective Date.** This Ordinance shall become
17 effective upon signature by the Mayor or upon becoming effective
18 without the Mayor's signature.

19
20 Form Approved:

21
22 /s/ Lawsikia J. Hodges

23 Office of General Counsel

24 Legislation Prepared By: Lawsikia J. Hodges

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