

1 Introduced by the Council President at the request of the Mayor and
2 amended by the Neighborhoods, Community Services, Public Health &
3 Safety Committee:

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6 **ORDINANCE 2021-499-E**

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

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

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

1 **WHEREAS**, DVI's unique expertise in providing services within the
2 Downtown Improvement District under the Enhanced Services Agreement,
3 will enable DVI to provide certain other downtown related services
4 Downtown (as defined in Chapter 55, *Ordinance Code*) more
5 collaboratively and efficiently for the City; and

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

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

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

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

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

22 **PART 1. - GENERAL**

23 * * *

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

25 * * *

26 (f) The Director may execute agreements with Downtown Vision, Inc.,
27 a Florida not-for-profit corporation, as needed, in an amount not to
28 exceed \$100,000 to support Department activities related to the
29 activities, programs and services set forth in Section 55.117,
30 *Ordinance Code*, subject to availability of funding. The payment
31 terms for such agreements may include a reasonable advance payment

1 and payment terms based on draws, reimbursements, or progress
2 payments. Other City agencies may join and contribute funding to any
3 agreement executed pursuant to this subsection. Prior to execution
4 by any party, all such agreements shall be prepared, reviewed and
5 approved by the Office of General Counsel as to both form and
6 legality. Any agreements in excess of \$100,000 shall be procured in
7 accordance with Chapter 126 of the Code. The Director shall provide
8 Council with a quarterly report regarding the direct contracting
9 permitted under this section.

10 * * *

11 **Section 3. Creating a New Section 55.117 (Direct**
12 **Contracting with Downtown Vision, Inc.), Part 1 (Downtown Investment**
13 **Authority), Chapter 55 (Downtown Investment Authority), Ordinance**
14 **Code.** A new Section 55.117 (Direct Contracting with Downtown Vision,
15 Inc.), Part 1 (Downtown Investment Authority), Chapter 55 (Downtown
16 Investment Authority), *Ordinance Code*, is hereby created to read as
17 follows:

18 **CHAPTER 55 - DOWNTOWN INVESTMENT AUTHORITY**

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

20 * * *

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

22 Subject to the Authority's budget and Board approval, the Board may
23 execute agreements with Downtown Vision, Inc., a Florida not-for-
24 profit corporation, as needed, in an amount not to exceed \$100,000
25 to provide activities, programs, and services Downtown, including,
26 but not limited to:

- 27 (a) Hosting, updating, and maintaining downtown related
28 websites, including but not limited to, Invest Jax Website
29 and Live Downtown Jax Website;

- 1 (b) Performing proactive social media and paid medium marketing
- 2 campaigns as requested by the Authority on a negotiated
- 3 fee basis, subject to approval by the Board of such fees;
- 4 (c) Programming in local parks and public spaces located
- 5 Downtown for downtown residents and employees;
- 6 (d) Programming live music, including food truck or beverage
- 7 service in select locations, on the Riverwalk on a regular
- 8 monthly basis throughout the year; and
- 9 (e) Overseeing sponsorships and partnerships related to large
- 10 downtown events (e.g., Jax River Jams and Holiday events).

11 The Board shall approve the payment terms of all agreements executed
12 pursuant to this section. Such payment terms may include a reasonable
13 advance payment and payment terms based on draws, reimbursements, or
14 progress payments. Other City agencies may join and contribute
15 funding to any agreement executed pursuant to this section. Prior to
16 execution by any party, all such agreements shall be prepared,
17 reviewed and approved by the Office of General Counsel as to both
18 form and legality. Any agreements in excess of \$100,000 shall be
19 procured in accordance with Chapter 126 of the Code. DIA shall
20 provide Council with a quarterly report regarding the direct
21 contracting permitted under this section.

22 **Section 4. Codification Instructions.** The Codifier and the
23 Office of General Counsel are authorized to make all chapter and
24 division "tables of contents" consistent with the changes set forth
25 herein. Such editorial changes and any others necessary to make the
26 *Ordinance Code* consistent with the intent of this legislation are
27 approved and directed herein, and changes to the *Ordinance Code* shall
28 be made forthwith and when inconsistencies are discovered.

29 **Section 5. Effective Date.** This Ordinance shall become
30 effective upon signature by the Mayor or upon becoming effective
31 without the Mayor's signature.

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Form Approved:

 /s/ Paige H. Johnston

Office of General Counsel

Legislation Prepared By: Lawsikia J. Hodges

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