



2023

ANNUAL REPORT

A photograph of downtown Jacksonville, Florida, featuring the Vystar building and the Bessie Coleman Bridge. The image is overlaid with a blue and green geometric design.

DOWNTOWN VISION

DOWNTOWN JACKSONVILLE, FLORIDA

OCT. 1, 2022 - SEPT. 30, 2023

DTJAX.COM

Message from the Chairs + CEO

Jacob A. Gordon, Esq.
(Chief Executive Officer)

Numa Saisselin
(Board Chair FY2023)

Paul Davison
(Incoming Board Chair FY2024)

OUR WORK TO SERVE DOWNTOWN AND ITS STAKEHOLDERS CONTINUES FOR A 24TH YEAR.

Reflecting on the past year's achievements and growth, we express our gratitude to stakeholders, property owners, our Board of Directors, Mayor Donna Deegan, former Mayor Lenny Curry, Jacksonville City Council, the Downtown Investment Authority, community leaders, funders, and our dedicated staff. The ongoing engagement of the Downtown community is pivotal in creating and sustaining vibrancy in the heart of our city.

These transformative times for Downtown Jacksonville are marked by more than

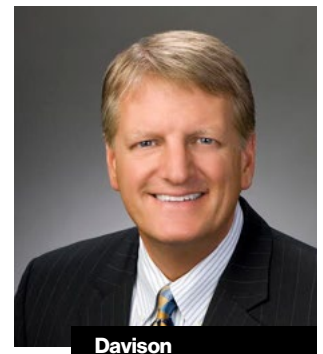
\$2 billion in development projects under construction today, a steady influx of residents, and a resurgence in visitor traffic. Despite rising favorability, we recognize challenges such as homelessness, vacant storefronts, underutilized office space, and inadequate infrastructure affect the day-to-day Downtown experience. Achieving a dynamic, 24-hour, pedestrian-friendly vision requires collective effort and sustained focus.

In FY2023, we dedicated our work to keeping Downtown clean and safe, advocating for stakeholders, expanding our marketing reach and research capabilities, producing memorable experiences, and empowering community activation. This summer, we served on transition committees for Mayor Donna Deegan, and contributed insights to key areas vital for the city's growth including economic

development; riverfront and parks; arts and culture; homelessness; and military and veteran affairs.

Our new headquarters at 29 W. Duval Street embodies our commitment to collaboration. Housing Downtown Vision staff, Downtown Ambassadors as well as community meeting spaces, we're proud to provide a centralized hub for collective efforts in shaping the future of Downtown Jacksonville.

We invite you to explore our work in the following pages of this report, to connect with us through our @DTJax social channels, to sign up for our newsletters, and to attend our meetings and events. We thank you for your continued support. Here's to another year of collaboration in creating and supporting a vibrant Downtown.





About Downtown Jacksonville

Geographically centered in Jacksonville and the Northeast Florida region, Downtown Jacksonville is the heart of the city.



Downtown Snapshot

LIVE

7,695 Downtown Residents

4,695 Multifamily Units

97.4% Average Occupancy

5,000+ Units Under Construction & In Review

WORK

53,600 Downtown Employees

2,400 Downtown Businesses

7.95 Million Square Feet of Office Inventory

30.2% of Jacksonville Office Space is Downtown

VISIT

18.5 Million Downtown Visitors in 2022

2,496 Hotel Rooms

680 Rooms Under Construction & In Review

18 Cultural & Entertainment Venues

INVEST

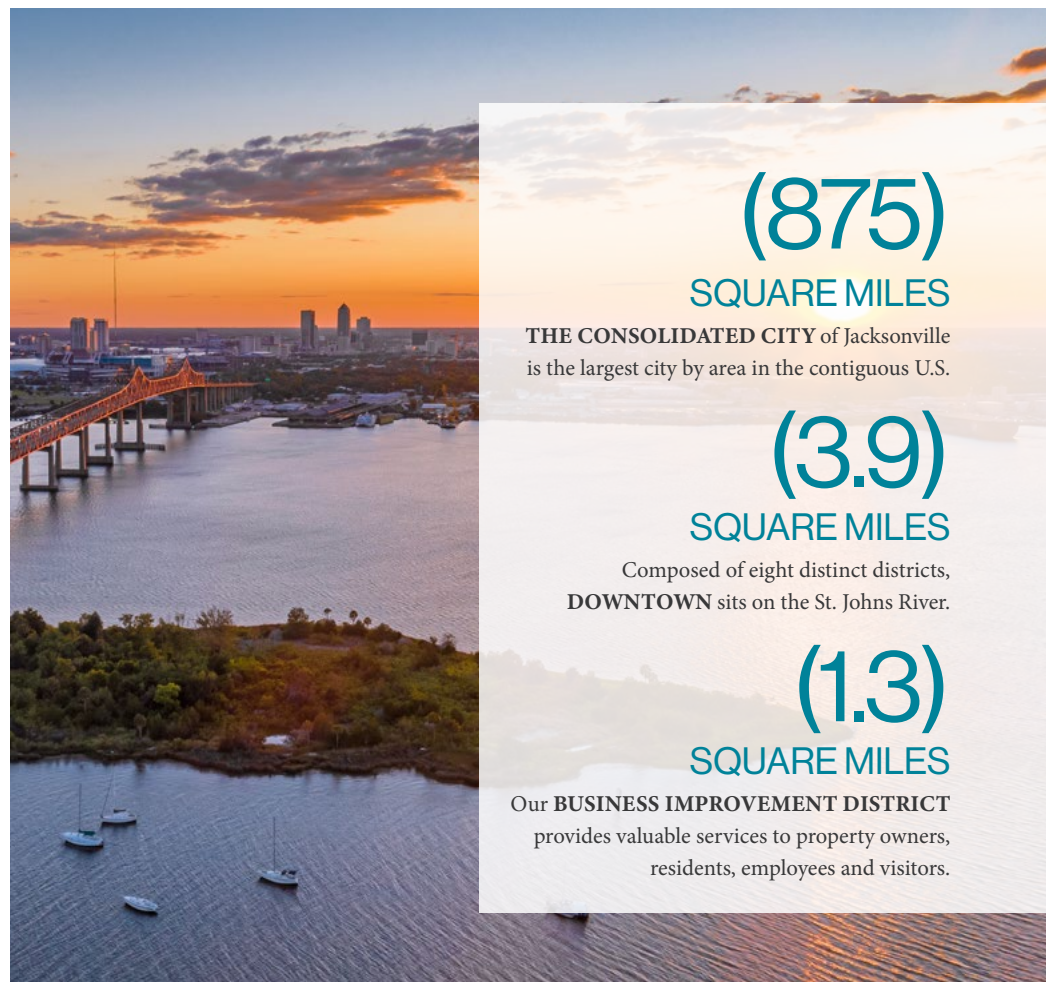
\$1 Billion in Projects Completed Since 2020

\$2.42 Billion in Projects Under Construction

\$1.57 Billion in Projects In Review

\$3.39 Billion in Projects Proposed

\$8 Billion Total in the Project Pipeline



(875)

SQUARE MILES

THE CONSOLIDATED CITY of Jacksonville is the largest city by area in the contiguous U.S.

(3.9)

SQUARE MILES

Composed of eight distinct districts, DOWNTOWN sits on the St. Johns River.

(1.3)

SQUARE MILES

Our BUSINESS IMPROVEMENT DISTRICT provides valuable services to property owners, residents, employees and visitors.

About Downtown Vision

Downtown Jacksonville's Business Improvement District (BID)

Founded in 2000, Downtown Vision is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded mainly by Downtown's property owners through a self-assessment. We're governed by a large board of directors representing diverse Downtown stakeholders in various sectors, including real estate, economic development, design/

build, retail and small business, finance, healthcare, government and non-profit, as well as Downtown residents.

We have both a 501(c)6 non-profit business association and a 501(c)3 charitable organization, providing our members and supporters with a wide range of support and benefits under six strategic areas of focus.

Our work is tightly aligned to the vision, mission and priorities of the Downtown Investment Authority (DIA), the Community Redevelopment Agency and economic development arm of the City of Jacksonville for Downtown. This alignment enables private sector integration in the execution of the Business Investment and Development Plan. The Downtown Master Plan, including our work, benefits property owners in the BID, businesses, employees, customers, and all visitors alike.

In 2021, Jacksonville City Council approved an expansion of our Downtown District from one-half square mile to 1.3 square miles—a 160% increase in area—adding growing areas of Downtown in parts of the LaVilla, Brooklyn and Cathedral Hill districts to the BID.





MISSION

Create and support a vibrant Downtown and promote Downtown as a great place to live, work, visit and invest.

VISION

A dynamic, 24-hour, pedestrian-friendly Downtown Jacksonville that serves as the premier center for the arts, dining, retail, entertainment, business and urban living in Northeast Florida.

WE FOCUS IN SIX STRATEGIC AREAS

-  **District Services**
AMBASSADORS & PUBLIC REALM
-  **Research**
TRACK, ANALYZE & REPORT
-  **Stakeholder Support**
OUTREACH & CONNECTION
-  **Events**
HAPPENINGS & FUNDRAISERS
-  **Marketing**
PROMOTION & PUBLIC RELATIONS
-  **Placemaking**
ACTIVATIONS & BEAUTIFICATION

A PUBLIC-PRIVATE PARTNERSHIP FOR DOWNTOWN BENEFITS ALL STAKEHOLDERS



WHAT WE CARE ABOUT

NINE PRINCIPLES TO IMPROVE DOWNTOWN

In our role as the Business Improvement District (BID) for Downtown Jacksonville, we live our mission of helping make “DTJax” a better place to live, work, visit and invest. In FY2023, we formulated nine guiding principles to improve Downtown, drawing from: our day-to-day work in Downtown; our partnerships with the City of Jacksonville, the Downtown Investment Authority and civic collaborators; insights gained from consultant-led focus groups involving community leaders and developers; subject matter experts on Mayor Deegan’s Downtown subcommittee, as well as surveys of residents, employees and visitors.

In no particular order, these principles are designed to help Downtown’s public and private partners stay true to what will be most beneficial, as we continue to work together for the betterment of the heart of our city.

1. **Implementation of (and ample funding for) the City’s Downtown Master Plan (including the Downtown Investment Authority and its CRA Plan and BID Plan)**

Public investment is a transformative force in creating the Downtown we all want. Supporting the implementation of the City’s Downtown Master Plan—which includes the DIA’s CRA Plan and BID Plan—requires adequate funding, streamlined processes, strategic advocacy and strengthened capacities within the DIA.

2. **A strong sense of place through public investment and meticulous maintenance**

Public investment and meticulous maintenance are essential to creating a strong sense of place. “Curb appeal” is an essential factor in economic development and requires strong pedestrian and bicycle infrastructure; ample and well maintained public realm assets—including lighting, signage and landscaping—and vibrant, active parks. Enhancing the visual appeal, functionality and overall atmosphere of Downtown attracts residents, businesses and visitors alike.

3. **A welcoming environment where absolutely everyone feels safe**

Ensuring a welcoming and safe environment for everyone is a priority. Coordinated efforts, targeted homelessness outreach, enhanced security measures, and investments in infrastructure and lighting work together to create a downtown that feels inviting and inclusive.

4. **More things to do! (ex. restaurants, retail, culture, events & tourism amenities)**

Diverse cultural, entertainment and recreational offerings and activated public places foster a distinctive identity and a sense of place that resonates

with residents and visitors. Strategic investments, regulatory and permitting adjustments, and community engagement are proposed to achieve this and make Downtown an exciting destination.

5. **An accessible and connected Downtown focused on people not cars**

A shift from car-centric urban design to a people-centric approach is crucial. Prioritizing pedestrians, bicycles and public transportation creates an accessible, safe, well-connected and environmentally sustainable Downtown that enhances well-being and quality of life.

6. **A resilient and historically preserved Downtown**

Balancing historical preservation with forward-looking resiliency strategies is key. Preserving historic buildings contributes to the character of Downtown, and being prepared for climate change impacts ensures a vibrant and connected environment for the future.

7. **Eased barriers to development (ex. streamlined permitting & incentive support)**

Addressing barriers in development requires streamlined permitting, robust funding incentive support, requirement flexibility, and coordination between City departments to stimulate economic growth, accommodate diverse projects, and transform the urban landscape.

8. **A more livable Downtown with all the things that contribute to overall well-being**

A plentiful and diverse residential base supports the Downtown ecosystem and is critical to Downtown’s success. A livable Downtown requires well-maintained infrastructure, thoughtful urban planning, affordable housing, quality jobs, educational resources, medical services, and great third places. A thriving community with a strong sense of belonging, safety, connectivity, and overall well-being, will cultivate a prosperous Downtown.

9. **Downtown is Different**

Rules, plans and standards should reflect Downtown’s unique character, dense environment, walkability and public transit options.

[DTJAX.COM/WHATWECAREABOUT](https://dtjax.com/whatwecareabout)



OUR NEW HEADQUARTERS

In Spring 2023, we opened our new headquarters on West Duval Street—adjacent to City Hall and James Weldon Johnson Park—to serve as a centralized hub for streamlined operations, collaborative work and community engagement. This transformative project, years in the making, converted more than 14,000 square feet of first-story shell space in the Library Parking Garage into a functional, industrial-style space dedicated to Downtown Vision staff and the Downtown Ambassadors.

In addition to consolidating offices, the headquarters was designed with flexible workspaces to adapt to our evolving needs, and to promote a collaborative environment serving diverse needs. Two rentable community spaces provide dynamic venues for meetings, workshops and community events. And, purpose-built, on-site storage areas ensure the safekeeping of cleaning, safety and event supplies, further enhancing our efficiency in delivering services.

Our space was made possible with support from the City of Jacksonville and Downtown Investment Authority, and with financing from Truist Bank. The project team, led by architect ELM | Ervin Lovett Miller and contractor Auld & White Constructors, collaborated with engineering consultants Keister | Webb Engineering – Jacksonville, interior design specialists Hota Design Studio, and furniture supplier Perdue Office Interiors.





District Services

Making Downtown Clean, Safe & Hospitable

A clean, safe and hospitable environment is the cornerstone of a great Downtown, which is why we focus on it seven days a week.

Key in supporting our mission, Downtown Ambassadors work across four divisions to provide extra eyes and ears on the street, to clean the public realm, to reach out to those in need, and to activate shared spaces. Their tireless work is essential in creating great experiences Downtown, in supporting Downtown’s restaurants, retailers and cultural amenities, and in bolstering the economic growth of Downtown.

Ambassador Divisions:

- **Safety & Hospitality Division**
- **Clean Division**
- **Social Services Outreach Division**
- **Place Management Division**

Our hospitality team logged 4,000 miles of Downtown patrols throughout the BID in FY 2023. During patrols, they provide safety and umbrella escorts, offer directions, support special events, and check in regularly with street-level businesses. They also coordinate with the Jacksonville Sheriff’s Office and City departments regarding Downtown security and infrastructure issues, nuisance activities and emergency response needs.

Our clean team addresses unsightly issues by removing trash, debris and graffiti; by pressure washing sidewalks and “hot spots”; and by reporting sanitation issues.

Our Social Services Outreach Division builds relationships with the unhoused community, assesses their needs, provides gap case

management-services and connects individuals with service providers who can offer longer term assistance.

Our Place Management Division continues to support and enliven the Corkscrew Park outdoor gym with movable equipment and also services public seating areas in the City Center.

In FY2023, we created the NextStep program in collaboration with City Rescue Mission and with support from the City of Jacksonville based on a successful pre-pandemic pilot program. Through the program, individuals experiencing homelessness are hired to work with the Downtown Ambassador team and are empowered through job training and experience that enhances the cleanliness, safety and hospitality of Downtown Jacksonville. Throughout the program, participants receive shelter, transportation and life-skills guidance from City Rescue Mission.

[DTJAX.COM/CLEANANDSAFE](https://www.dtjax.com/cleanandsafe)



Core Ambassador Services



13,200
HOSPITALITY
ASSISTS



195,000
POUNDS OF LITTER
& DEBRIS REMOVED



1,800
GRAFFITI TAGS
REMOVED



1,200
NUISANCE ISSUES
ADDRESSED

Social Services Outreach



792
CLIENTS SERVED



116
DOCUMENTATION
ASSISTS



148
TRANSPORTATION
FACILITATION



Stakeholder Support

Connecting Stakeholders to Solutions

As Downtown's primary support organization for private property owners, we actively engage with the community, advocate for stakeholders, assist in navigating City processes and ensure stakeholders stay informed about Downtown. We foster connections among Downtown partners and creators, facilitate permitting and grant information for businesses, coordinate responses to blight issues with City agencies, and relay public realm and nuisance concerns.

Our Quarterly Stakeholder Meetings provide a platform to inform and exchange ideas. In FY2023, discussions covered topics including Jacksonville Sheriff's Office (JSO) zone realignments, resiliency plans, JEA's integrated resource planning, riverfront parks infrastructure and programming, and Emerald Trail construction. Our monthly Security Network meetings with property managers, security personnel and JSO help maintain open communication addressing safety and quality-of-life issues.

Our collaborative clean-up efforts in partnership with the Downtown Investment Authority, Downtown Dwellers, 904 Happy Hour, Build Up Downtown and the St. Johns Riverkeeper engage residents and stakeholders across different Downtown districts. Each clean up attracts nearly 100 volunteers who collectively remove an average of 100 bags of trash.



Marketing

Promoting the Heart of Our City



1,000,000+
DTJAX.COM
PAGE VIEWS



43,700
INVESTDTJAX.COM
PAGE VIEWS



13,100
LIVEDTJAX.COM
PAGE VIEWS



172,000
SOCIAL MEDIA
FOLLOWERS



9 Million
CROSS-CHANNEL
IMPRESSIONS



12,200
E-NEWSLETTER
SUBSCRIBERS

Positioning Downtown as a thriving epicenter for business, history, culture, education and entertainment in the North Florida region is at the core of our marketing efforts.

For two decades, our website DTJax.com has served as the pivotal online resource for locals and visitors alike, providing up-to-date maps, event calendars, parking details and essential information on Downtown.




We work closely with the Downtown Investment Authority to maintain two additional websites: InvestDTJax.com and LiveDTJax.com. Designed to recruit investors, InvestDTJax.com highlights available incentives and provides a real estate map with available private and City-owned property. LiveDTJax.com is designed to recruit residents and provide a welcome guide with resources and information to help new residents settle into Downtown. Combined, traffic across all three sites has surged by 12.5% year over year.

Across social media channels Instagram, Facebook, X (Twitter) and LinkedIn, including accounts like @DTJax, @JacksonvilleArtWalk, @TheElbow, and @DowntownDwellers, we share engaging and timely content, partner with local businesses for ticket giveaways, and collaborate with influencers such as @Cre8Jax to promote small businesses, hidden gems, arts, entertainment, walkability and a healthy lifestyle. In FY2023 our collective social media following grew by 19.4%


Our email marketing includes weekly #DTJax e-newsletters, which highlight news, events, and development updates, alongside our Downtown Information & Safety Network newsletters, which provide crucial safety information.

These marketing strategies foster community engagement while informing and inviting individuals to explore and contribute to the growth of our city center.




-  DTJAX.COM
-  INVESTDTJAX.COM
-  LIVEDTJAX.COM



 DTJAX.COM/THEELBOW

In October 2023, we relaunched The Elbow Nightlife District marketing program to showcase distinctive venues and entertainment while championing a safe and inclusive district. Our targeted content is designed to boost engagement and drive visits Downtown.



 DTJAX.COM/GIFTCARD

Our digital-only #DTJax e-Gift Card gift card is redeemable at more than 30 Downtown locations. Since its launch in 2020, we've distributed more than \$40,000 worth of gift cards bolstering local spending within our community.



 DTJAX.COM/SHOP

Our online Merchandise Shop offers unique #DTJax branded goods to support a sense of community pride, serve as souvenirs and outfit brand ambassador for Downtown.

Research

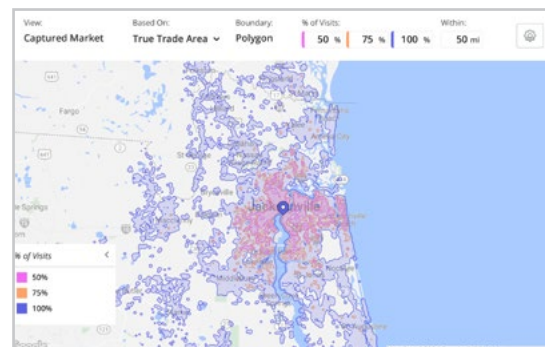
Understanding Downtown Through Data

As the primary source of information for Downtown Jacksonville, we specialize in collecting, analyzing and visualizing data to illustrate Downtown's ongoing revitalization. Leveraging location-based insights, we conduct real-time and historical analyses of foot traffic, consumer behavior and demographic trends. We offer tailored reports to the City, developers, investors, and event organizers upon request, and we maintain a collection of relevant reports on Downtown – notably our annual State of Downtown Reports. This cornerstone publication benchmarks key indicators of Downtown's vibrancy, including development and investment, residential demand, office market, transportation and infrastructure enhancements and tourism health.

Our innovative interactive dashboards utilize data from Placer.ai and Spatial.ai, to provide insights on COVID-19 recovery, visitor and employee traffic, personas of visitors, employees, and residents, and preferences within brand category affinities.

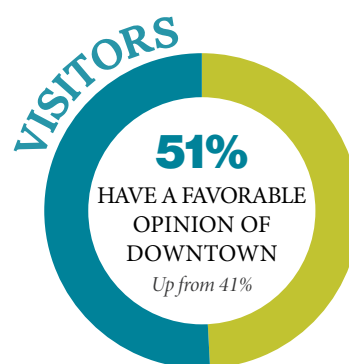
Annually, we conduct surveys with residents, employees and visitors to capture their experiences and perceptions. This feedback aids in identifying needs and tracking shifts in opinions and behaviors over time. In FY2023, we also held focus groups with developers and civic leaders to identify opportunities and challenges on the physical, political, social and cultural environment of Downtown. This community feedback was relayed to the new Mayoral administration through our work on various transition committees.

[DTJAX.COM/RESEARCH](https://www.downtownjacksonville.com/research)



2023 Surveys:

Respondents: 1,400+ Downtown Residents, Employees & Visitors



What has the greatest POSITIVE impact on your experience Downtown?

1. Waterfront / river access
2. Walkability / bike-ability
3. City living / atmosphere / vibe

1. Restaurants
2. Waterfront / river access
3. Convenience / central location

1. Waterfront / river access
2. Entertainment / events
3. Culture - public art & cultural venues

What has the greatest NEGATIVE impact on your experience Downtown?

1. Panhandling / loitering
2. Feeling unsafe
3. Lack of retail / shopping

1. Panhandling / loitering
2. Lack of sense of place / curb appeal / empty storefronts
3. Feeling unsafe

1. Panhandling / loitering
2. Lack of sense of place / curb appeal / empty storefronts
3. Lack of retail / shopping

Events

Bringing People Together Downtown



2023 River Jams Line Up

April 6 : Cold War Kids

with Bad Madonna and Visitation

April 13: Shaggy

with L.O.V.E. Culture and Jeremy Ryan

April 20: Grouplove

with Faze Wave and Liza Attic

April 27: Chris Lane

with Cumberland and Dylan Gerard

[DTJAX.COM](https://www.jaxriverjams.com)

We highlight the diverse attractions, amenities and offerings of Downtown through our curated series of signature events. Crafted as economic catalysts for local businesses, these events also provide inviting settings for individuals to explore Downtown and raise funds for special initiatives.

Jax River Jams Presented by VyStar Credit Union

The third year of our free concert series in collaboration with the City of Jacksonville and the Florida Theatre activated Riverfront Plaza Thursdays in April. Each year, we curate River Jams to feature a wide range of music genres to reflect the diversity of Jacksonville. And, by matching local openers with national acts, we showcase Jacksonville's talented music scene. In FY2023, 26,600 music lovers attended.



[DTJAX.COM/SIPANDSTROLL](https://www.dtjax.com/sipandstroll)

Sip & Stroll Presented by PNC

Launched in November 2021—following the successful 2021 Sip & Stroll #DTJax Gala—this free event welcomed more than 15,000 people in FY2023. Each third Thursday of the month, event-goers enjoy live music, food vendors, bars and relaxing picnic areas along the Southbank Riverwalk and a free Silent Disco After Party.



[DTJAX.COM/ARTWALK](https://www.dtjax.com/artwalk)

First Wednesday Art Walk

As we commemorate its twentieth year, our flagship event continues to bring friends and families Downtown each month to revel in Jacksonville's vibrant art and cultural scene and champions local businesses. In FY2023, Art Walk welcomed over 68,000 attendees.



[DTJAX.COM/AWARDS](https://www.dtjax.com/awards)

#DTJax Awards

The 8th Annual #DTJax Awards returned to The Lark event venue to honor the people and projects making a difference in Downtown. See [page 15](#) for the list of 2022 award recipients.



[DTJAX.COM/GALA](https://www.dtjax.com/gala)

#DTJax Gala

Our 8th annual #DTJax Gala: Rhinestone Cowford—the must-attend Downtown party of the year—welcomed more than 400 guests to boot, scoot and boogie the night away in LaVilla while celebrating Downtown and raising nearly \$90,000 for placemaking initiatives.

PlacemakingJax



Downtown Vision Leadership



Collaborate with Funders, Partners & Sponsors



Engage Property Owners & Local Businesses



Support Independent Producers



Hire Local Artists & Creative Talent



Activate Public Spaces In Downtown

Placemaking

Creating Places By And For People

Public space beautification, activation and management plays a fundamental role in creating exceptional experiences Downtown.

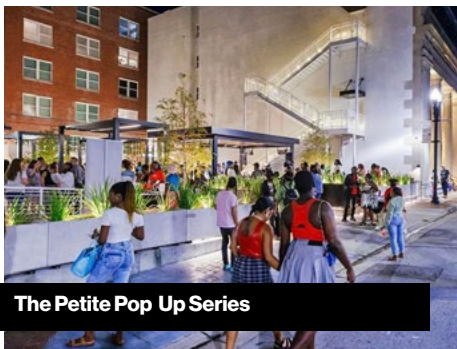
In 2022, we introduced PlacemakingJax, a collaborative initiative inviting the people of Jacksonville to engage in the creation of pop-up activations or large-scale interventions that turn underused public spaces into celebrated community places.

This program offers technical support and programming funding to remove barriers and to transform public spaces through a highly participatory resident-led process. We conducted workshops, classes, and assembled a task force of experts to administer an open call-for-ideas and then qualify and guide the work. In its inaugural year, 59 applications were received and the program fostered a total of 29 pop-ups led by 8 project teams.

Downtown was treated to an array of activations, from intimate alley concerts and a Brooklyn riverfront activation, to a new basketball court mural and a Go Skate Day revival, to block parties with pop-up galleries and themed gatherings. Combined these experiences welcomed 5,300 individuals, engaged local businesses, and provided employment opportunities for more than 200 local creatives.

[DTJAX.COM/PLACEMAKING](https://dtjax.com/placemaking)

[PLACEMAKINGJAX](https://www.instagram.com/placemakingjax)



The Petite Pop Up Series



L.O.V.E. Fest



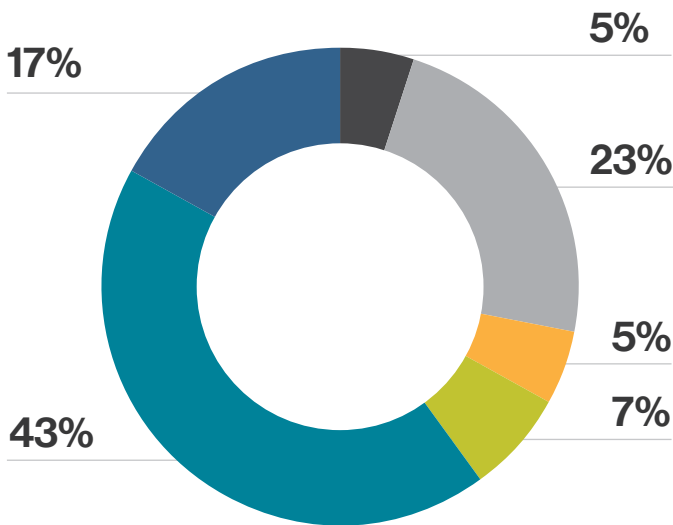
Brooklyn Park Basketball Court

FINANCIALS

Investing in Downtown: FY2023 Budget

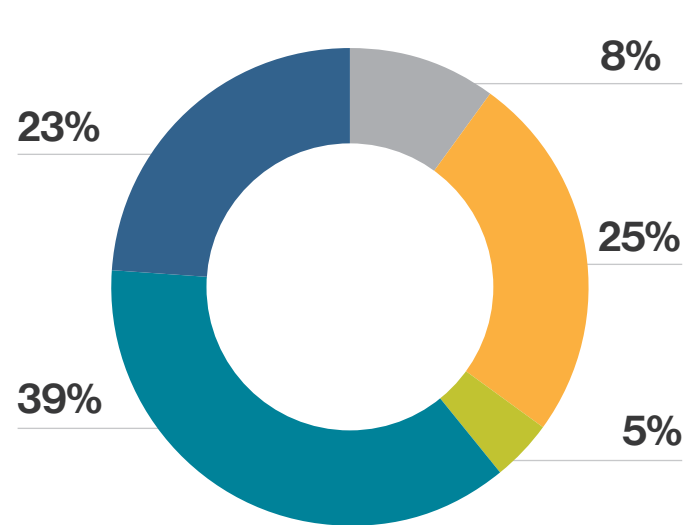
Downtown Vision is funded mainly through a non-ad valorem special assessment of Downtown property owners in our Downtown district, paid via the Duval County Tax Collector via an agreement with the City of Jacksonville. We also receive additional support from grants, sponsorships, fundraising efforts, and from voluntary contributions from exempt property owners, such as the City of Jacksonville, First Baptist Church, JAX Chamber, JEA, the Jessie Ball duPont Fund, the Jacksonville Transportation Authority and others. DVI's budget is annually approved by Jacksonville City Council. For fiscal year 2023, the approved budget was \$2,855,474. Downtown Vision also utilizes a separate nonprofit, Downtown Vision Alliance, for private fundraising efforts. A combined comprehensive fiscal audit is completed for both entities. The preliminary year-end breakdown of our total combined budget, excluding intercompany, is below:

REVENUES



	\$	%
City of Jacksonville	\$657,284	17%
BID Assessments	\$1,657,427	43%
Grants	\$258,272	7%
Fee-for-Service	\$202,997	5%
Sponsorships & Events	\$902,246	23%
Voluntary Contributions & Donations	\$206,616	5%

EXPENSES



	\$	%
Staffing	\$893,886	23%
District Services & Stakeholder Support	\$1,512,514	39%
Marketing & Research	\$186,932	5%
Events & Placemaking	\$944,590	25%
Administration & Headquarters	\$304,980	8%



FOR EVERY \$1 OF COMMERCIAL PROPERTY ASSESSMENT, WE LEVERAGE AN ADDITIONAL \$2.34 IN ADDITIONAL SUPPORT VIA VOLUNTARY CONTRIBUTIONS.

SUPPORTERS

Thank you to our grantors, sponsors, donors and voluntary contributors for making our work possible.

Funders at the \$100,000+ Level:



\$25,001-\$100,000

Jacksonville Transportation Authority
JAX Chamber
JEA
First Baptist Church
PNC Bank
The Vestcor Companies

\$10,001-\$25,000

Auld & White Constructors
Block by Block
DANIS
M.C. Bass Electrical Contractor, Inc.
Miller Electric Company
Visit Jacksonville

\$5,001-\$10,000

Community First Credit Union
ELM | Ervin Lovett Miller
Lotus Commercial USA, LLC
Steve & Betsy Crosby
THE PLAYERS Championship
W.W. Gay Mechanical Contractor

\$5,000 & Under

Allied Universal
Avant Construction Group
BDO USA
bestbet Jacksonville
Cecil W. Powell & Company
Corner Lot Development Group

Cushman Wakefield
Driver, McAfee, Hawthorne & Diebenow, PLLC
England-Thims & Miller, Inc. (ETM)
Gate Petroleum
Gresham Smith
Iconic Real Estate Investments
Intuition Ale Works
Jacksonville Police and Fire Pension Fund
kasper architects + associates
Lee & Cates Glass
Live Oak Contracting
Manifest Distilling
Meskel & Associates Engineering
Perdue Office Interiors
Regency Centers
S3 Security
Seacoast Bank
The Haskell Company
The Whiting-Turner Contracting Company
Wingard

In-kind Partners

904 Happy Hour
Back to the Grind
Black Mural Map
Colliers International (The Urban Division)
Cre8Jax
Dennis + Ives

DuBlase Foundation
Ferg Creative
Florida Theatre
Folio
iHeartMedia
Jacksonville Business Journal
Jax Wall Project
JWB Real Estate Capital
KOBRA Paint
League of Vibrant Energies
Living Beauty Floral
Manifest Distilling
Money Pages
PlacemakingUS
PlacemakingX
Rich Girls Entertainment Group
Ritz Theatre & Museum
Sunbelt Rentals
Super Food & Brew
Sweet Pete's Candy Co.
TeamMoneyProductionz
The Block Supply Skate Shop
The Winston Y
WJCT
Wolf & Cub

Photography by: Cole LoCurto, D'Avril Grant / April Visuals, Katherine Hardwick, Kram Kran Photo, Lexi Brantman, Rakimism Photography and Toni Smailagic / Cre8Jax.

Board & Staff

FY2023

Board of Directors

Numa Saisselin, Chair (2023)
Florida Theatre

Kerri Stewart, Vice Chair
Miller Electric

Paul Davison, Treasurer (Incoming 2024 Chair)
BDO USA, LLP

Oliver Barakat, Secretary
CBRE Group, Inc.

Teresa Durand-Stuebben, Past Chair
Downtown Resident

Councilmember Raul Arias
Jacksonville City Council

Zach Ashourian
Ash Properties

Lori Boyer
Downtown Investment Authority

Caryn Carreiro
Inlight Real Estate Partners

Austin Collins
First Baptist Church

Stephen Crosby
Retired – CSX / InvestJax

Katie Ensign
Baptist Health

Sondra Fetner
Jessie Ball duPont Fund

Nathaniel P. Ford Sr.
Jacksonville Transportation Authority

Paul Grainger
Iconic Real Estate

Soo Gilvarry
Lotus Commercial USA

Jan Hanak
Regency Centers

Elias Hionides
PETRA

Allan Iosue
Haskell

Vince McCormack
Perdue, Inc.

Chad Meadows
VyStar Credit Union

Bryan Moll
Gateway Jax

William (Bill) R. Prescott
Heritage Capital Group

Roger Rassman
Community First Credit Union

John Ream
The Connect Agency

Assistant Chief Jimmy Ricks
Jacksonville Sheriff's Office

Ryan Rogers
Danis

Laura Marshall Schepis
JEA

Cyndy Trimmer
Driver, McAfee, Hawthorne & Diebenow, PLLC

Aundra Wallace
JAXUSA Partnership

Former Board Members

Alex Travis
Downtown Resident

Alex Sifakis
JWB Real Estate

Assistant Chief J.L. Eason
Jacksonville City Council

Councilmember Joyce Morgan
Jacksonville City Council

Staff

Jacob A. Gordon, Esq.
Chief Executive Officer

Katherine Hardwick
Vice President of Marketing & Research

Eric Miller, Esq.
Vice President of District Services & General Counsel

Kady Yellow
Sr. Director of Placemaking & Events

Noah Moran
Director of Administration

Eduardo Santos
Director of Stakeholder Support

Haley Tinkle
Director of Events

Laken Gudzak
Director of Communications

Phoebe Mullis
Events Manager

Savanne Giroire
Communications Coordinator

Ambassadors

Jason Hatley
Operations Manager

Mike Ryan
Operations Supervisor

Troy Harris
District Coverage

Warren Robinson
NextStep Team Lead

Azain Aldor
Outreach Coordinator

Mark Jenkins
Outreach Coordinator

Safety Team

Lionel Roberts
Team Lead

Bob Cofer
Lee Fields

Wendy Foster

Myra Hedglin

Alton Knox

Nancy Norman-Green

Clean Team

Walter Foster
Team Lead

Kerry Byrd

Mike Carpenter

Jason Clark

Brandy Hicks

Russell Hill

Denise Johnson

Potrena Jones

Ron Jones

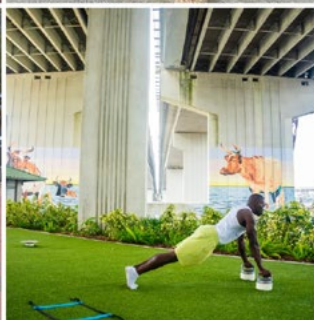
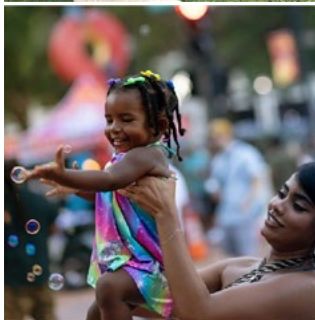
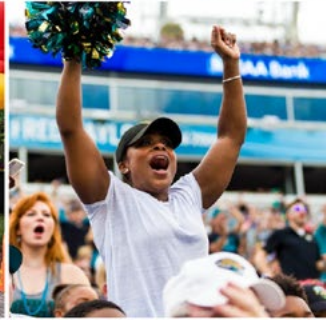
Ali Nelson

Evelyn Thomas

David Thompson

Duan Thompson

Angel Tirado



2022 #DTJAX AWARDS WINNERS



Duan Thompson

Downtown Ambassador of the Year

A Downtown Ambassador who continually goes above and beyond in their work to advance the mission of the Downtown Ambassador Program, to keep Downtown a clean, safe and hospitable environment.



FIS Headquarters

Downtown Project of the Year

A project that has significantly enhanced the economic revitalization of Downtown through the activation of underutilized buildings, job creation or leading design practices.



Jason Hunnicutt

Spliff's Gastropub, Underbelly, Ocean Street Tacos, Ocean Street Tequila

Downtowner of the Year

An individual who in 2023 has demonstrated inspirational leadership and has made strides to create and support a vibrant Downtown.



Dos Gatos

Jay & Joy Albertelli

Small Business of the Year

A street-level retailer who has enhanced the Downtown experience for everyone living, working and visiting Downtown.



Ruby Beach Brewing

Mark Vandello

Retail Project of the Year

A new retail project that has created an amenity for Downtown residents, employees and visitors through remarkable design and unique offerings.



Dawn Lockhart

Director of Strategic Partnerships City of Jacksonville

Downtown Achievement Award

An individual or organization for a significant body of work that reinforces Downtown as the premier center for arts, dining, retail, entertainment, business and urban living in Northeast Florida.

Doing More For Downtown

New Projects Through the Years

-
- (2015)** Received Jacksonville Business Journal's BizTech Award for Best Use of Social Media
Held "The Elbow Bender" outdoor concert and Ocean Street alleyway cleanup as part of The Elbow marketing collaborative
Launched Northbank Security Network Meetings
-
- (2016)** Held Inaugural #DTJax Gala and Inaugural #DTJax Awards Ceremony
Installed the Adams Street Parklet
Launched Small Business Saturday business promotions
-
- (2017)** Received International Downtown Association Award for Art Walk: Representing the Best of Jacksonville
First installation of holiday garland wraps on historic lampposts
Launched Skyway Ambassador Partnership with JTA
-
- (2018)** Launched Social Service Outreach Division to connect those in needs with local services
Started a place management program to activate the Corkscrew Outdoor Gym under the Acosta Bridge
Reached 100,000 combined followers on @DTJax social media
-
- (2019)** Launched Place Management Ambassador Division
Launched Florida Downtowns, an affiliation of urban place management organizations throughout Florida
Jacksonville City Council renews Downtown Vision BID for seven years
-
- (2020)** Launched new fully revamped website DTJax.com
Launched DTJax e-Gift Card
Launched DTJax Online Shop
Received First Coast Relief Fund grant to enhance clean and safe services during COVID-19
-
- (2021)** Installed Corkscrew Ramp Mural – the longest mural in Duval County
Launched Quarterly Downtown Community Cleanups in partnership with the Downtown Dwellers and 904 Happy Hour
Established the Social Service Outreach Center
Launched the Jax River Jams Presented by VyStar Credit Union outdoor concert series
City Council approved legislation for Downtown Vision's district expansion
Launched Third Thursdays Sip & Stroll Presented by PNC on the Southbank Riverwalk
-
- (2022)** Hosted ULI Florida Summit Rooftop Pool Party
Launched PlacemakingJax to foster producers and bring more activations Downtown
Completed the Cowford Mural on the Acosta Bridge at Corkscrew Park
-
- (2023)** Opened new Downtown Vision and Downtown Ambassador Headquarters with community meeting space
Launched quarterly data dashboards to provide insights on visitation trends and personas
Celebrated 20 Years of First Wednesday Art Walk programming
Launched the NextStep Ambassador Program to provide meaningful employment to individuals experiencing homelessness
Rebranded The Elbow Nightlife District and launched marketing program
-

DOWNTOWN VISION

29 W. DUVAL STREET, JACKSONVILLE, FL 32202

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