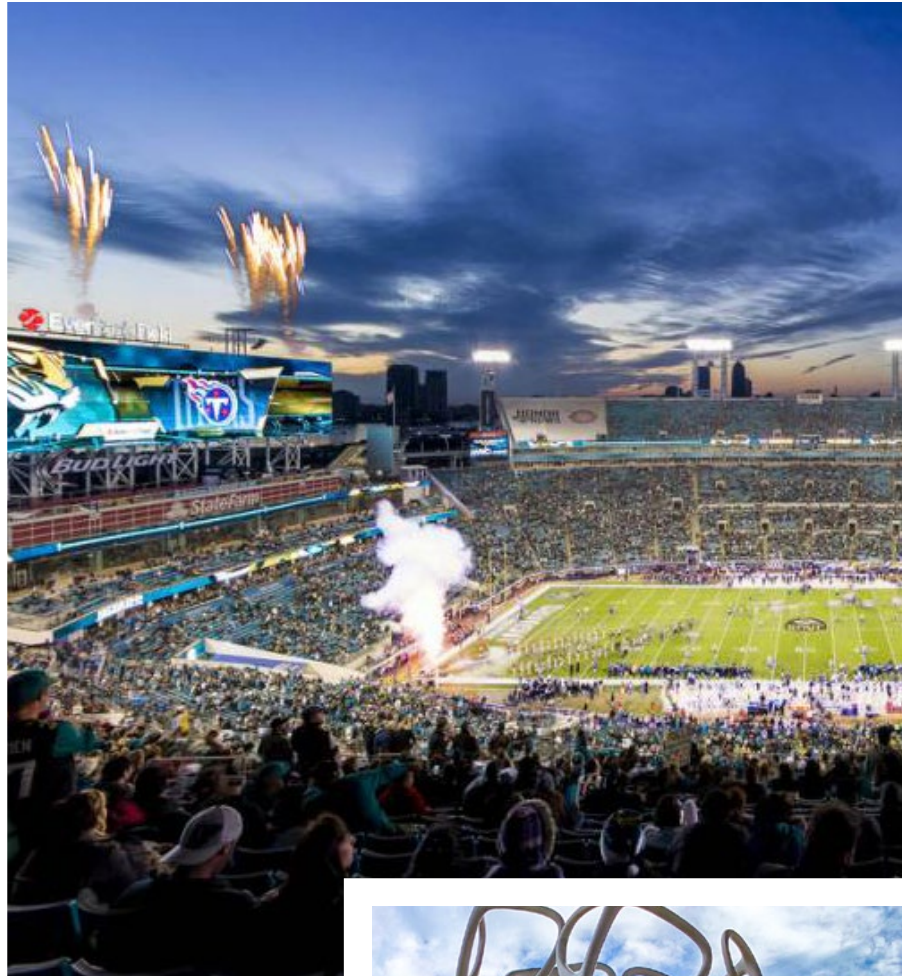


2018-2019

STATE OF **DOWNTOWN**

JACKSONVILLE, FLORIDA





LETTER FROM MAYOR LENNY CURRY

Earlier this year, I made a commitment to the people of Jacksonville that they would not recognize our Downtown in four years. That work is already underway. Jacksonville is a city on the move, and that is clearly demonstrated in our ever-growing Downtown. Economic growth throughout Jacksonville, specifically in our Downtown corridor, remains a top priority for my administration.

We have seen ample progress in the past few years and I am committed to continuing that momentum. Students are now living and learning Downtown. UNF and FSCJ have brought new life to historic buildings, capitalizing on Downtown's architecture. The Ambassador Hotel is being renovated, and six other hotels are in processes to accommodate our thriving hospitality market. Hotel occupancy is up 14% year-over-year; office vacancy is under 15% and is set to drop even further with businesses like VyStar Credit Union relocating Downtown. Last year, we topped 5,000 residents, and thanks to exciting new developments thousands more are set to move Downtown.

A busy Downtown means busier streets and increased pedestrian traffic. Infrastructure enhancements are being made to make Downtown more pedestrian-friendly. JTA has developed innovative and advanced plans for Downtown transportation, and Hart Bridge ramp improvements are set to flow traffic into key Downtown areas creating a catalyst for growth and activating our riverfront.

I look forward to further strengthening the heart of our city and maximizing the potential of our bold Downtown.

Sincerely,

Lenny Curry
Mayor of Jacksonville



COJ.NET



Lori Boyer, Incoming CEO



Brian Hughes, Interim CEO



Aundra Wallace, Former CEO

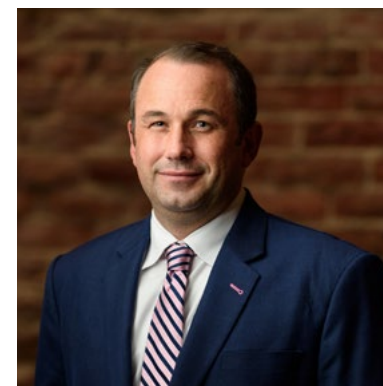
DOWNTOWN INVESTMENT AUTHORITY

Great cities have great downtowns. The Downtown Investment Authority (DIA) was created to revitalize Jacksonville's urban core by utilizing Community Redevelopment Area (CRA) resources and is guided by a nine-member board of directors. The DIA seeks to attract investment, facilitate job creation and increase residential density through capital investments, planning, advocacy, marketing and the establishment of policy.



117 W. Duval Street #310
Jacksonville, FL 32202
(904) 630-3492

DIA.COJ.NET



Jacob A. Gordon, Esq., CEO



Teresa Durand-Stuebben, Board Chair

DOWNTOWN VISION

Downtown Vision, Inc. (DVI) is the non-profit Business Improvement District (BID) for Downtown Jacksonville. Created in 2000, DVI is led by a 23-person board of directors representing Downtown stakeholders, from small and large property owners to residents and businesses to partner agencies. DVI's mission is to create and support a vibrant downtown community and promote Downtown as an exciting place to live, work, visit and invest.



214 N. Hogan Street #120
Jacksonville, FL 32202
(904) 634-0303

DTJAX.COM



TABLE OF CONTENTS

#DTJAX AT A GLANCE	5	RIVERFRONT RENAISSANCE	26
ON THE MAP	6-7	PAINTING THE TOWN	27
INVESTING IN #DTJAX	8-13	EXPERIENCES FOR EVERYONE.....	28-29
DOWNTOWN INVESTMENT AUTHORITY ..	14-15	BUSINESS IMPROVEMENT DISTRICT	30
DOWNTOWN LIVING	16-19	KEY COLLABORATORS	31
OFFICE MARKET AND EMPLOYMENT	20-22	BOARD AND STAFF	32
TOURISM	28-29	CREDITS.....	33
TRANSPORTATION.....	24-25		

#DTJAX AT A GLANCE



3.9
SQUARE MILES OF
DOWNTOWN

90
BLOCK BUSINESS
IMPROVEMENT DISTRICT

56
BLOCK HISTORIC
DISTRICT

DOWNTOWNJACKSONVILLE.COM

LIVE

- 5,220** residents
- 3,199** multifamily residential units
- 21** multifamily properties
- 978** units under construction
- 3,038** units proposed
- 90%** of residents like or love living Downtown

WORK

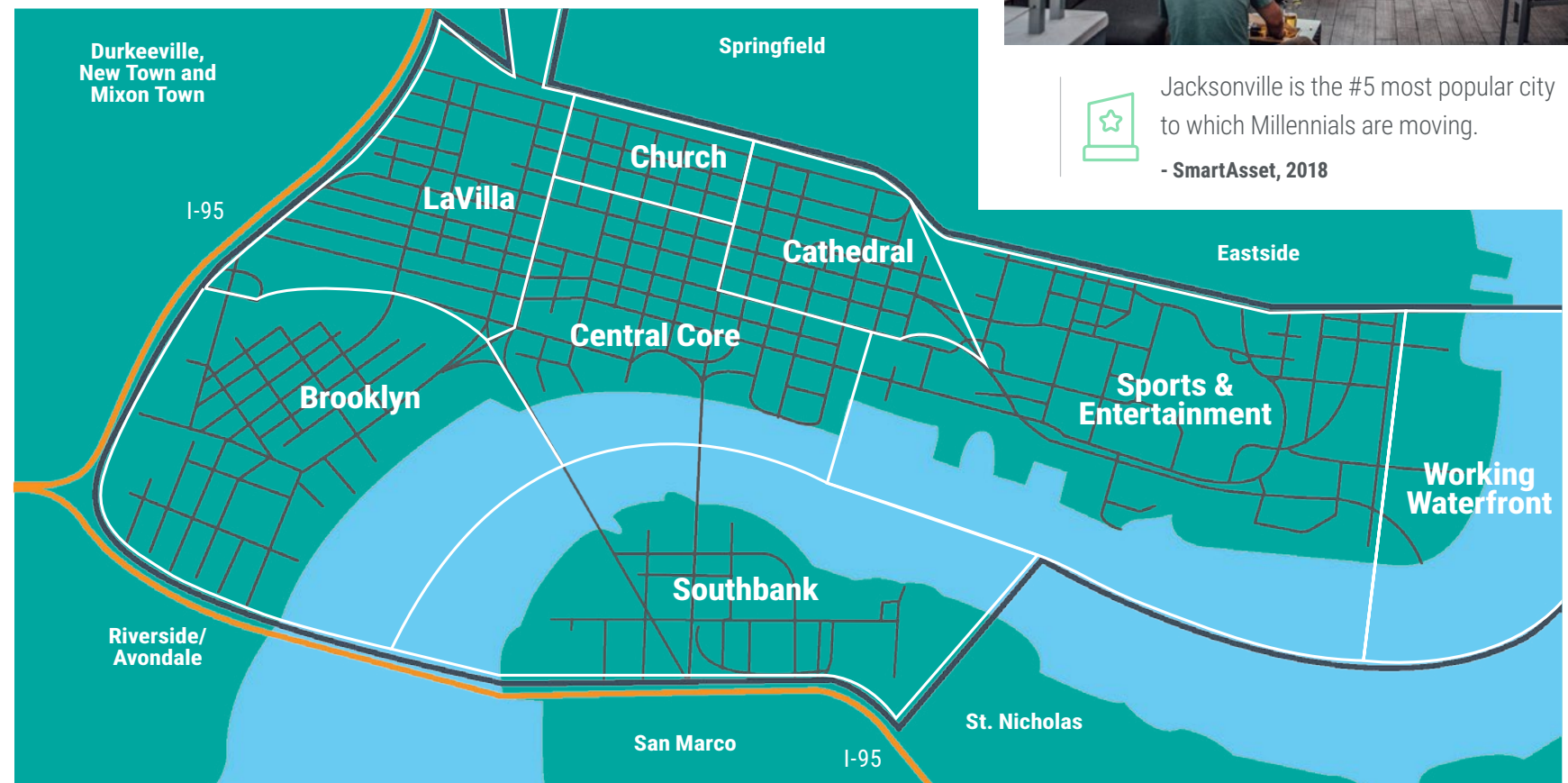
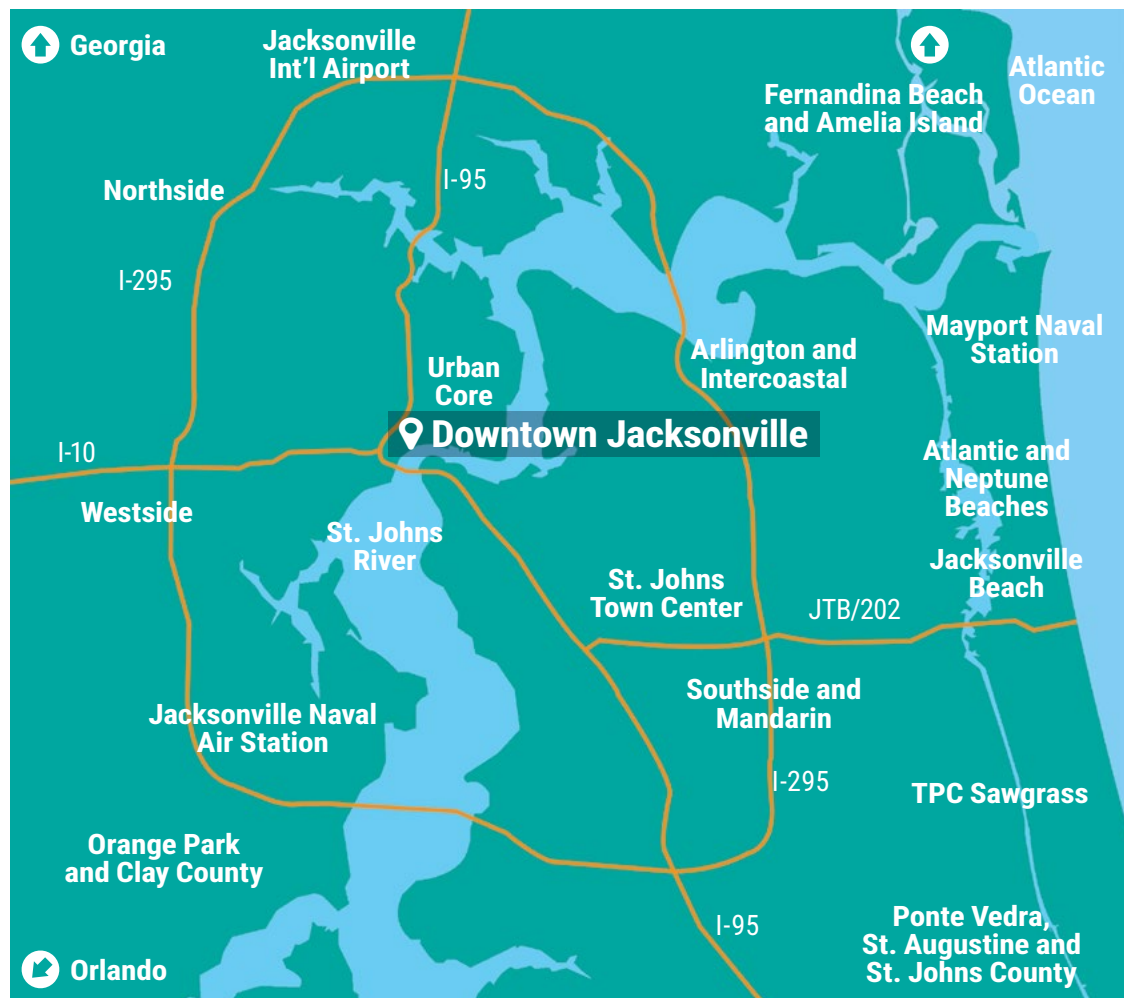
- 3** Fortune 500 corporate headquarters
- 7,411,273** SQ FT of office space (over 30% of the Jacksonville market)
- 14.8%** vacancy
- 148,741** net absorption
- \$21.54** average lease rate / sq. ft.
- 55,392** employees
- 1,931** businesses
- \$104** million in major commercial sales
- 82%** of employees like or love working Downtown

#DTJAX

VISIT

- 9** million+ visits annually
- 5,000+** events annually
- 2,361** hotel rooms
- 7** hotels proposed
- 14** culture and entertainment venues
- 5** major sports teams
- 3** college campuses
- 3** major medical facilities
- 2.8** miles of Riverwalk public park promenade
- 100+** public art pieces
- 44,000+** parking spaces

DOWNTOWN JACKSONVILLE ON THE MAP



Jacksonville is the #5 most popular city to which Millennials are moving.

- SmartAsset, 2018

JACKSONVILLE

At 874 square miles, Jacksonville is the largest city by land area in the continental United States. The 12th largest U.S. city by population, Jacksonville has one of the lowest overall costs of living in Florida and offers numerous tax advantages, with no corporate franchise tax, state personal tax, inventory tax or foreign income tax. Recognized as "America's logistics center," Jacksonville's intermodal system includes three railroads, Interstates 10 and 95, and the Jacksonville Port Authority. Jacksonville International Airport—just 15 miles from Downtown—offers more than 100 daily departures to 32 destinations.

DOWNTOWN

Downtown Jacksonville is the center of the city – the heart of the arts, history, business and innovation, and civic engagement in Northeast Florida. Geographically central, Downtown sits at the junction of Interstates 10 and 95, marking the eastern terminus of I-10 and the first Florida metro area on I-95. Downtown is 3.9 square miles, including the St. Johns River. Excluding water, Downtown makes up just 0.4% of Duval County yet generates almost 3% of the county's taxable value with over half of that taxable value in the 90-block Downtown Vision Business Improvement District. Downtown is composed of eight districts and in Spring 2019, Jacksonville City Council approved an updated Downtown Zoning Overlay streamlining existing zones into one Commercial Central Business District (CCBD) zone.



INVESTING IN #DTJAX

Downtown Jacksonville offers unique opportunities unmatched by other major Florida cities and developers are taking note. Between 2000-2017, more than \$2.6 billion in development has been completed Downtown. Since the beginning of 2018, \$1 billion in projects—more than one-third of the 18-year total—are under construction and almost \$3.6 billion in projects are proposed.

Two catalytic mixed-use projects, The Shipyards and The District continue to move forward, set to transform more than 100 acres of riverfront. The City

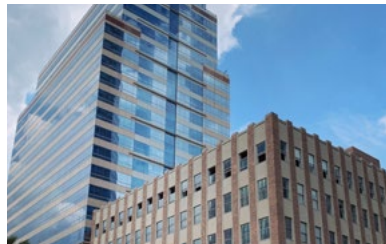
of Jacksonville has prioritized additional riverfront development demolishing the old City Hall and Courthouse Annex and buying back the lease of the declining Jacksonville Landing shopping center.

Downtown has a rich inventory of historic and mid-century architecture highlighted in recent award-winning adaptive reuse projects such as Sweet Pete’s Candy Co., the Jesse B. duPont Center and Cowford Chophouse. More projects aim to follow suit, including: The Barnett Building, Laura Street Trio, Ambassador Hotel, and Jones Bros. Furniture Building.



Southbank Riverwalk

INVESTMENT HIGHLIGHTS



VYSTAR CREDIT UNION HEADQUARTERS

Jacksonville’s largest credit union is relocating its headquarters and more than 900 employees Downtown in 2019. VyStar Credit Union purchased the 23-story high-rise at 76 S. Laura Street and adjacent garage for \$59 million in July 2018 and purchased the neighboring seven-story 100 W. Bay Building for \$5 million in February 2019. The credit union will infuse more than \$15 million into renovations with plans to recruit new retail, create pop-up experiences and add public art to its properties.



BB&T TOWER ACQUISITION

Local investor Ash Properties purchased the 18-story BB&T Tower and garage for \$23.3 million in July 2018 and plans for more than \$1.5 million in numerous upgrades. Shortly after, Ash Properties purchased the Exchange Building on the same block as its garage for an additional \$825,000 of crucial investment into an underutilized block.



AMBASSADOR HOTEL & THE ANNEX

Augustine Development Group purchased five lots totaling 1.5 acres for \$5.4 million in July 2018. The group has begun work to convert the long-vacant, historic Ambassador Hotel into a 127-room La Quinta at an estimated construction cost of \$15 million. It will then build The Annex to add 200 luxury apartments and 15,000 square feet of retail space to its property at an additional cost of \$38.1 million.



JONES BROTHERS FURNITURE BUILDING

Developer Ace Jax LLC is redeveloping two long-vacant, historic properties. Plans for the Jones Brothers building include 28 apartments, more than 1,100 square feet of retail space and nearly 1,000 square feet of office space. Next door, the old Western Union building is slated for 9,600 square feet of retail space. Combined redevelopment costs are projected to be \$13.3 million.



THE JACKSONVILLE LANDING DEMOLITION

After years of discussion and concerns about its decline, Jacksonville City Council approved a \$15 million buy out of the Jacksonville Landing Investments LLC’s long-term lease in March 2019, giving the City of Jacksonville full possession of The Jacksonville Landing and unlocking this central riverfront property for future development.



EMERALD TRAIL MASTER PLAN

In Spring 2019, Jacksonville City Council approved Groundwork Jacksonville’s Emerald Trail Master Plan to create a 30-mile network of bicycle and pedestrian trails that will connect Downtown to 14 historic neighborhoods, 18 schools, two colleges and nearly 30 parks. Phase one is a 1.3-mile “Model Project” to connect the existing S-Line Rail Trail in Springfield to the Prime Osborn Convention Center in LaVilla. The Emerald Trail is estimated to cost \$31 million, plus land acquisition, and take 10 years to complete. groundworkjacksonville.org/emerald-trail

“

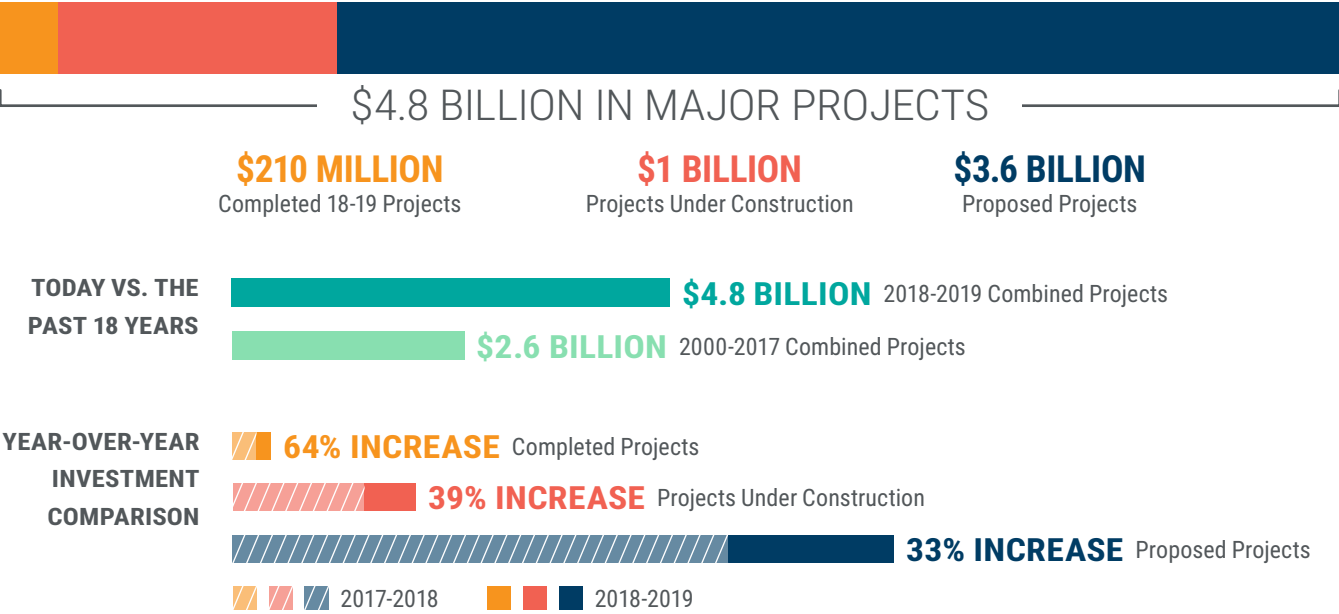
Downtown is a great place to live, work and play. Moving into our new VyStar Tower will ensure our team has a strong home base from which to serve our 690,000 members across Florida. It will provide a great environment for our employees, and is a visible sign of our commitment to Downtown and Northeast Florida.

Brian Wolfburg, President & CEO, VyStar Credit Union

”

INVESTMENT IN THE PIPELINE

Source: Downtown Vision, Inc.



CATALYTIC PROJECTS



THE BARNETT & LAURA ST. TRIO

In the central core, SouthEast Group is nearing completion on the renovation of the historic, 18-story Barnett Building. The University of North Florida opened a satellite campus in early 2019, with retail and 100 working-class-to-market rate apartments to open in the summer. Next, renovation will begin on the Laura Street Trio buildings adding a boutique hotel, high-end “Sophisticated Southern” restaurant, rooftop bar and parking garage.

Investment: \$100 million



THE DISTRICT

The District by Elements of Jacksonville—with its vision for sustainable design—will encourage a healthy lifestyle and diversity. The development will bring 950 residential units, 147 hotel rooms, 200,000 square feet of office space, 134,000 square feet of retail, a 125-slip marina and public park space to the long-vacant, 30-acre JEA site on Downtown’s Southbank.

Investment: \$535 million



LOT J & THE SHIPYARDS

In the Sports & Entertainment District, a joint venture between Iguana Investments and Cordish Companies will create two mixed-use developments. Lot J plans call for a courtyard-style entertainment and retail complex, a residential tower, hotel and office building next to the stadium. The Shipyards calls for more than 600 condos and apartments, 300,000 square feet of office space, 150,000 square feet of retail and commercial space, 300 hotel rooms, and a 250-slip marina on a 70-acre riverfront site.

Investment: \$2.5 billion

INVESTMENT HIGHLIGHTS

RESIDENTIAL	
COMPLETED	
1	Houston Street Manor..... \$8,600,000
2	Lofts at LaVilla..... \$22,000,000
3	Lofts at Monroe..... \$20,000,000
UNDER CONSTRUCTION	
4	Broadstone River House..... \$38,000,000
5	Cathedral Residences renovation..... \$30,000,000
6	Elena Flats..... \$2,800,000
7	Lofts at Jefferson Station..... \$17,000,000
8	SoBa Apartments..... \$15,000,000
9	Vista Brooklyn..... \$55,000,000
PROPOSED	
10	Ashley Square Senior Housing..... \$20,000,000
11	Lofts at Brooklyn..... \$30,000,000
12	Lofts at the Cathedral..... \$20,000,000
13	Shipping Container Apartments..... \$1,200,000
OFFICE & RETAIL	
COMPLETED	
14	Ameris Bank build out..... \$1,710,000
15	Black Knight Financial renovation..... \$1,100,449
16	Brewster Hospital/North Florida Land Trust..... \$540,000
17	CSX renovation..... \$4,527,750
18	Extra Space Storage..... \$8,000,000
19	Florida Times-Union build out..... \$800,000
20	HDR renovation..... \$576,000
21	Macquarie Group expansion..... \$1,535,625
22	One Call Care Management build out..... \$3,000,000
23	Prudential Insurance renovation..... \$2,110,000
24	Smith Hulsey & Busey renovation..... \$1,490,000
25	TIAA Bank Center renovation..... \$1,300,000
UNDER CONSTRUCTION	
26	530 West Union retail center..... \$1,500,000
27	BB&T Tower renovations..... \$3,870,000
28	Courthouse, City Hall Annex site demolition..... \$7,950,000
29	Hertz Jacksonville renovation..... \$1,000,000
30	VyStar Credit Union headquarters build out (former SunTrust Tower & Life of the South Building)..... \$79,289,876
PROPOSED	
31	Brooklyn Place with Chipotle Mexican Grill & Panera Bread..... \$1,750,000
32	JEA Headquarters..... \$72,000,000
33	The Jacksonville Landing demolition..... \$18,000,000
MIXED USE	
COMPLETED	
34	FSCJ Dormitory and cafe..... \$6,000,000
UNDER CONSTRUCTION	
35	225 Laura Street apartments..... \$800,000
36	Ambassador Hotel & Annex.. \$53,000,000
37	Barnett Building..... \$34,000,000
38	Doro District..... \$9,000,000
39	Laura Street Trio, Forsyth & Main Parking Garage..... \$44,000,000
40	Le Mesa Building..... \$3,000,000
PROPOSED	
41	Berkman Plaza II..... \$122,000,000
42	Jones Brothers building..... \$13,350,000
43	Lot J..... \$500,000,000
44	The District & AC Hotel by Marriott..... \$535,000,000
45	The Shipyards..... \$2,000,000,000
CIVIC, EDS & MEDS	
COMPLETED	
46	Baptist Health MD Anderson Center..... \$19,839,419
47	UNF Center for Entrepreneurship and Innovation..... \$1,640,000
48	VyStar Veterans Memorial Arena naming-rights..... \$9,760,000
UNDER CONSTRUCTION	
49	Baptist Medical Center renovation..... \$18,706,251
50	JU Film School at WJCT..... \$200,000
51	Main Library upgrades..... \$598,000
52	Prime Osborn Convention Center upgrades..... \$2,700,000
53	Ritz Theatre & Museum upgrades..... \$605,000
54	TIAA Bank Field Cool Zone..... \$550,000
55	Wolfson Children's Critical Care Tower..... \$187,000,000
PROPOSED	
56	Museum of Science & History renovation..... \$80,000,000

HOTELS	
COMPLETED	
57	Hampton Inn Jacksonville Downtown I-95 Central renovation..... \$1,500,000
58	Hyatt Regency renovation, SHOR Seafood Grill & Tavern, The Market..... \$1,251,790
59	Lexington Hotel & Conference Center renovation, Pier 1515 restaurant, Southbank Johnnie's lounge..... \$20,000,000
PROPOSED	
60	Hyatt Place..... Not Available
61	Residence Inn by Marriott Hotel..... \$22,980,000
PARKS & TRAILS	
UNDER CONSTRUCTION	
62	Northbank Riverwalk bulkhead repairs, wayfinding signage & performing arts activation node..... \$5,650,000
PROPOSED	
63	Emerald Trail..... \$31,000,000
64	Friendship Fountain activation node..... \$2,250,000
65	Southbank Riverwalk extension and enhancement..... \$7,500,000
INFRASTRUCTURE & TRANSPORTATION	
COMPLETED	
66	Greyhound Intercity Bus Terminal..... \$8,000,000
UNDER CONSTRUCTION	
67	Acosta Bridge LED lighting..... \$2,600,000
68	Coastline Drive..... \$31,000,000
69	I-10/I-95 Interchange improvements & Fuller Warren Bridge bike/pedestrian path..... \$128,000,000
70	I-95 Overland Bridge..... \$227,000,000
71	Jacksonville Regional Transportation Center..... \$49,300,000
72	Riverplace Boulevard road diet..... \$6,300,000
PROPOSED	
73	Bay Street Innovation Corridor..... \$63,000,000
74	Brooklyn road diet..... \$2,200,000
75	Hart Bridge Ramp demolition..... \$37,000,000





DOWNTOWN INVESTMENT AUTHORITY

City Agency for Downtown Development



The Downtown Investment Authority (DIA) acts on behalf of the City of Jacksonville and has invested more than \$35 million into Downtown to leverage more than \$300 million in private investment since 2014. To support private investors, the DIA offers numerous incentives, such as the Commercial Revitalization Program, a real estate tax recovery grant. To enhance the Downtown environment, the DIA invests in infrastructure improvements such as public art, free Wi-Fi, urban park space, public parking and street lighting. To shape the future of Downtown, the DIA has commissioned studies on pedestrian walkability, riverfront design standards, convention center feasibility, parking and development strategies for publicly controlled assets. And, since 2016, to support investor-driven parking demand, the DIA has overseen the Office of Public Parking.

DIA.COJ.NET

DIA'S COMMUNITY REVITALIZATION AREA PLAN GOALS

1. Reinforce Downtown as the City's unique epicenter for business, history, culture, education, and entertainment.
2. Increase rental and owner-occupied housing Downtown, targeting key demographic groups seeking a more urban lifestyle.
3. Simplify the approval process for Downtown development and improve departmental and agency coordination.
4. Improve walkability/bikeability and connectivity to adjacent neighborhoods and the St. Johns River while creating highly walkable nodes.
5. Establish a waterfront design framework to ensure a unique experience and sense of place.
6. Maintain a clean and safe 24-7 Downtown for residents, workers, and visitors.
7. Use planning and economic development policies to promote design for healthy living.



SIMPLIFY ZONING FOR DEVELOPMENT

Led by Councilmember Lori Boyer, in Spring 2019 the 2030 Comprehensive Plan was modified to eliminate Downtown's minimum parking requirements and the Downtown Zoning Overlay was updated to streamline 14 zones into one Commercial Central Business District (CCBD) zone. The new CCBD zone will cover myriad uses: residential, office, retail and entertainment, mixed-use properties, "eds and meds," utilities and parking garages. Plus, land near the riverfront will fall into one of three zones to maximize public access to and views of the St. Johns River.

LAVILLA MASTER DEVELOPMENT PLAN

As Jacksonville's oldest suburb, LaVilla was once known as the Harlem of the South and the epicenter of black culture and commerce in Northeast Florida. To redevelop Downtown's LaVilla neighborhood while respecting its rich history and celebrate its cultural impact, the DIA and Jacksonville Transportation Authority completed a LaVilla Master Development Plan in Spring 2019. The plan calls for workforce, senior and market-rate apartments, mid-market, for-sale town homes, a LaVilla Heritage Trail for pedestrians and bicycles, and a Water Street road diet to connect the historic district to the riverfront.

PARKING IMPROVEMENTS

The DIA recently completed a Downtown Public Parking Strategy, Implementation Plan and Residential On-Street Parking Program. Recommendations include activating and connecting parking assets, redistributing parking demand, and implementing mobile payment and pay-by-plate options.



DOWNTOWN RETAIL ENHANCEMENT GRANT PROGRAM

Launched in 2014, the Downtown Retail Enhancement Grant Program is designed to recruit and retain restaurants, retail and creative office space and to stimulate investment in older properties in the Northbank Core Retail Enhancement Area. More than \$690,000 in program funds have been deployed, leveraging more than \$3.2 million of investment, creating more than 127 new jobs and activating more than 40,000 square feet of retail space.

PROJECT NAME	DIA FUNDS	TOTAL INVESTMENT
Dogtopia	\$78,000	\$981,872
Bellwether restaurant	\$102,280	\$686,453
Jimmy John's Gourmet Sandwiches	\$28,000	\$442,601
LIVE Bar	\$79,000	\$330,805
Burrito Gallery Downtown	\$73,000	\$233,000
Tossgreen restaurant	\$31,460	\$232,375
Element Bistro & Myth Nightclub	\$90,260	\$216,629
Urban Grind Coffee Co.	\$17,000	\$173,000
Bold City Brewery Downtown	\$28,000	\$124,350
Wine Decadence	\$33,520	\$107,613
Super Food and Brew	\$49,837	\$99,675
Spliff's Gastropub & 1904 Music Hall	\$30,000	\$86,000
Daniel James Salon	\$32,000	\$77,500
Zodiac Bar & Grill	\$18,288	\$38,341
TOTAL	\$690,645	\$3,212,406

“

Jacksonville's Downtown is the economic heart of our entire city. Downtown is in the midst of a generational transformation that will increase the opportunities for people to live, work and play here. With the leadership of Mayor Curry and other stakeholders in the next few years we will see a vibrant and active Downtown that will serve our city into the future. These are exciting times.

Brian Hughes, Interim DIA CEO

”



LIVING DOWNTOWN

High demand for urban living is driving unprecedented growth in Downtown’s housing market. More than 5,220 residents now live in 21 multifamily properties, up 8% from last year. Downtown’s 3,200 residential units boast a 96% average occupancy rate. Opened in February 2018, Vestcor’s affordable Lofts at LaVilla were 100% occupied just 45 days after opening, followed by the Lofts at Monroe in November, which reached 100% occupancy just 30 days after opening. In addition,

Florida State College of Jacksonville opened Downtown’s first college dorms in 2018. Three more developments are currently leasing: The Residences at the Barnett, Broadstone River House and Lofts at Jefferson Station. The average sale price is \$245,395 and ranges from \$78 - \$315 per square foot. The average price per square foot for residential leases is \$1.53, and ranges from \$0.85 - \$2.25.



Left to Right: The Peninsula, The Strand and San Marco Place

“When we’re looking to bring top talent to work here—and keep our people here in Jacksonville—a thriving, vibrant Downtown is a key selling point. Downtown housing developments are filling up as fast as they are coming out of the ground and this is only the beginning.”

Daniel Davis, President & CEO, JAX Chamber



Lofts at Jefferson Station

DOWNTOWN HOUSING SUMMARY

Source: Duval County Property Appraiser and Downtown Vision, Inc.

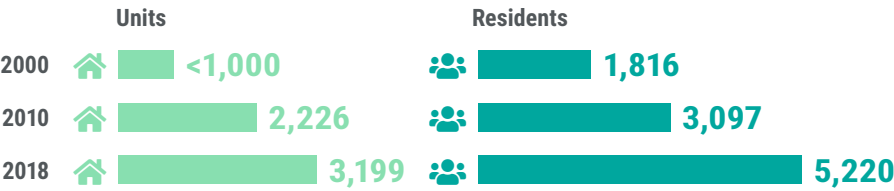
RESIDENTIAL COMMUNITY	ADDRESS	OPENED	#UNITS	LEASE/SALE
Houston Street Manor	Houston St. & Jefferson St.	2018	72	For Lease
FSCJ Student Dorms	20 W. Adams St.	2018	58	N/A
Lofts at LaVilla	Bay St. and Lee St.	2018	130	For Lease
Lofts at Monroe	Monroe St. & Davis St.	2018	108	For Lease
The Brooklyn Riverside	Park St. at Jackson St.	2015	310	For Lease
220 Riverside	220 Riverside Ave.	2015	295	For Lease
The Peninsula	1431 Riverplace Blvd.	2008	234	For Sale/Lease
Churchwell Lofts at East Bay	301 E. Bay St.	2008	20	For Sale
The Strand	1401 Riverplace Blvd.	2007	295	For Lease
San Marco Place	1478 Riverplace Blvd.	2007	141	For Sale
Residences at City Place	311 W. Ashley St.	2006	205	For Sale/Lease
The Metropolitan	421 W. Church St.	2006	118	For Lease
The Carling	31 W. Adams St.	2005	100	For Lease
11 E. Forsyth	11 E. Forsyth St.	2003	127	For Lease
Home Street Lofts	1050 Hendricks Ave.	2003	12	For Sale
The Plaza Condominiums at Berkman Plaza	400 E. Bay St.	2002	206	For Sale/Lease
Parks at the Cathedral	303 E. Church St.	2002	52	For Sale
The Townhomes at Berkman Plaza	442 E. Bay St.	2002	20	For Sale
W.A. Knight Lofts	113 W. Adams St.	2002	12	For Lease
Cathedral Residences (Senior Living)	601 N. Newnan St.	1967	632	For Lease
Stevens Duval (Senior Living)	601 N. Ocean St.	N/A	58	For Lease
TOTAL UNITS 2018			3,199	

UNDER CONSTRUCTION	LOCATION	#UNITS	LEASE/SALE
225 Laura St. Apartments	225 Laura St.	4	For Lease
Broadstone River House	Prudential Dr.	263	For Lease
Elena Flats	122 E. Duval St.	4	For Lease
Le Mesa Building	905 W. Forsyth St.	16	For Lease
Lofts at Jefferson Station	W. Bay St. and Water St.	133	For Lease
The Residence at the Barnett	112 W. Adams St.	100	For Lease
SOBA Apartments	1444 Home St.	143	For Lease
Vista Brooklyn	200 Riverside Ave.	308	For Lease
TOTAL		978	

PROPOSED UNITS	LOCATION	#UNITS	LEASE/SALE
Ambassador Hotel Apartments	Church St. and Julia St.	200	For Lease
Ashley Square Senior Housing	127 E. Ashley St.	120	For Lease
The District	Southbank	950	For Sale/Lease
Jones Brothers Furniture building	Hogan St. and Ashley St.	28	For Lease
LaVilla Master Plan Housing	Multiple Properties	637	For Sale/Lease
Lofts at Brooklyn	Spruce St. and Jackson St.	133	For Lease
Lofts at the Cathedral	325 E. Duval St.	115	For Lease
Shipping Container Apartments	412 E. Ashley St.	18	For Lease
The Shipyards	Bay St.	662	For Sale/Lease
Southbank Apartments by Ventures	841 Prudential Dr.	297	For Lease
TOTAL		3,038	

RESIDENTIAL DEVELOPMENT & POPULATION GROWTH

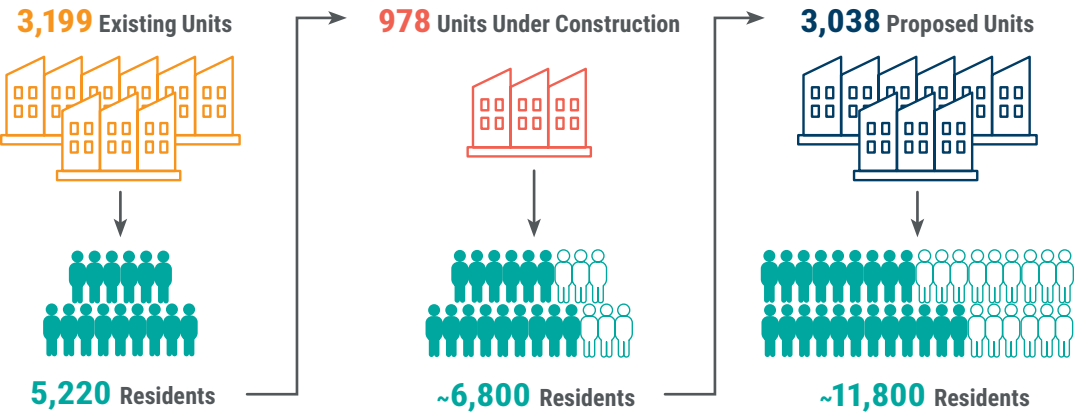
Source: Duval County Property Appraiser, Downtown Investment Authority and Downtown Vision, Inc.



The 2018 resident count is hand-compiled by Downtown Vision, Inc. using occupancy rates and units from 21+ Downtown multifamily residential properties. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.

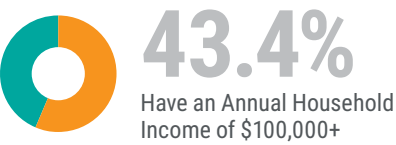
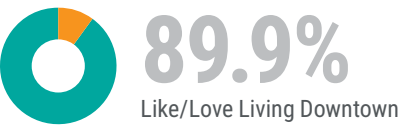
PATH TO 10,000 RESIDENTS

10,000 residents is the widely accepted standard to create the level of density needed to attract a healthy retail mix. Factoring in units currently under construction and proposed, Downtown is currently on track to double the number of residential units and create the desired density for more retail investment.



DOWNTOWN RESIDENT PROFILE

Source: Downtown Vision 2018 Downtown Resident Survey



BEST THINGS

ABOUT LIVING DOWNTOWN:

- 1 City living/atmosphere/vibe
- 2 Walkability
- 3 Entertainment/events

WORST THINGS

ABOUT LIVING DOWNTOWN:

- 1 Loitering/transient population
- 2 Panhandling
- 3 Lack of a walkable grocery store

MOST IMPORTANT

TO THE DOWNTOWN EXPERIENCE:

- 1 Personal safety at night
- 2 Attractiveness/sense of place/walkability
- 3 More retail and restaurants



“The most important thing we must do now in Downtown is to stay on track and not take our foot off the pedal. Respond and adjust to market trends when necessary - but keep our focus on the plan and execute.”
Michael Munz, Partner, RummellMunz



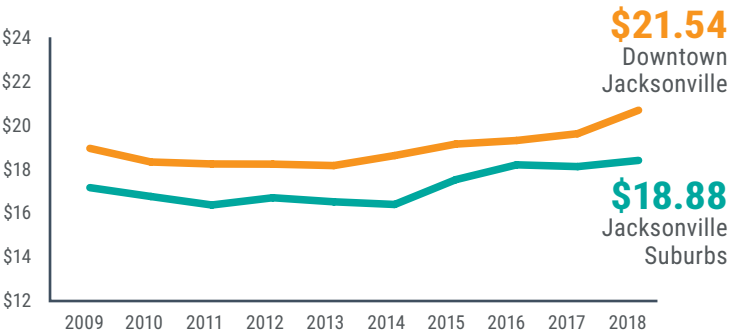
WORKING DOWNTOWN

Valuable Commercial Office Space and Downtown Employment

While Downtown makes up just 0.37% of Jacksonville, it's home to more than 30% of its commercial office space—7.4 million square feet—and all three of Jacksonville's Fortune 500 companies. A value for Florida, the average lease rate per square foot is significantly lower than Florida's other major central business districts. Yet Downtown outperforms the Jacksonville suburbs with cost per square foot that's up 6.5% year-over-year. Downtown's average lease rate is \$1.76 higher than the suburban cumulative average. Although Downtown's office vacancy rate is up slightly year-over-year to 14.8%, it's the second lowest vacancy rate since 2000. Vacancy will drop further in 2019 as VyStar Credit Union relocates its headquarters and more than 900 employees Downtown.

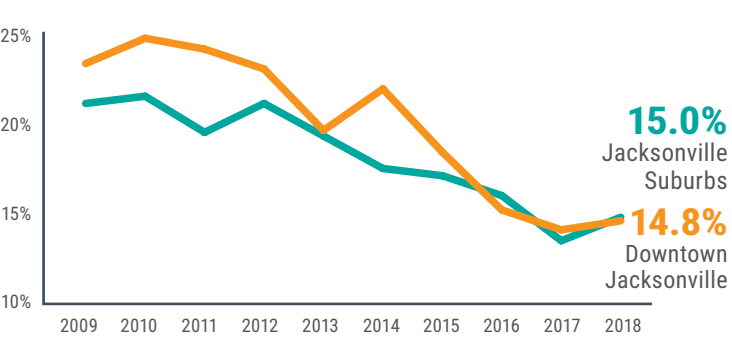
AVERAGE OFFICE LEASE RATES PER SQ. FT., 2009-2018

Source: [CBRE, Inc.](#)



DOWNTOWN OFFICE VACANCY RATES, 2009-2018

Source: [CBRE, Inc.](#)



7.4 MILLION SQ. FT.
OF COMMERCIAL OFFICE SPACE

55,392
DOWNTOWN EMPLOYEES

1,931
DOWNTOWN BUSINESSES

3 FORTUNE 500
CORPORATE HEADQUARTERS

OFFICE VACANCY 14.8%

\$21.54
AVERAGE LEASE RATE PER SQ. FT.

148,741 NET ABSORPTION

\$104+ MILLION
IN MAJOR COMMERCIAL SALES



MAJOR HEADQUARTERS

Source: [JAXUSA Partnership](#), [Jacksonville Business Journal](#)

HEADQUARTERS	REGIONAL EMPLOYEES
TIAA Bank	3,380
Black Knight Financial Services	2,400
CSX Corporation	3,600
One Call Care Management	2,277
Citizens Property Insurance	1,000
Haskell	1,350
FIS	1,100
Stein Mart	1,000
Suddath	450
Interline Brands	700
Fidelity National Financial	500

OFFICE MARKET COMPARISON: Florida's CBDs

Source: [CBRE, Inc.](#)

CITY	TOTAL SQUARE FOOTAGE	TOTAL VACANCY	2018 NET ABSORPTION	2018 AVERAGE LEASE RATE
Miami (Downtown & Brickell)	15,248,764	16.10%	142,822	\$44.24
Tampa	6,897,722	7.40%	308,799	\$28.04
Orlando	7,975,732	9.30%	90,283	\$27.42
Downtown Jacksonville	7,411,273	14.80%	148,741	\$21.54

OFFICE MARKET COMPARISON: Jacksonville Submarkets

Source: [CBRE, Inc.](#)

SUBMARKET	TOTAL SQUARE FOOTAGE	TOTAL VACANCY	2018 NET ABSORPTION	2018 AVERAGE LEASE RATE
Downtown Jacksonville	7,411,273	14.80%	148,741	\$21.54
All Jacksonville Suburbs	24,567,708	15%	49,147	\$19.78
Arlington	984,122	38.60%	10,983	\$12.05
Beaches	793,775	4.40%	-11,007	\$27.20
Clay County	559,741	9.50%	9,386	\$14.40
East Butler	230,876	5.80%	1,913	\$24.00
I-95/East Beltway	11,311,926	13.80%	-103,997	\$21.28
Baymeadows	3,457,008	13.80%	-28,459	\$20.01
Deerwood Park	3,634,588	10.80%	18,712	\$23.96
South 95 Corridor	1,150,193	6.40%	-6,080	\$22.31
Southpoint	3,070,137	20.10%	-88,170	\$20.10
Mandarin	544,543	6.10%	4,881	\$18.77
Northside	95,600	0	14,100	\$12.00
St. Johns County	573,062	18.80%	46,023	\$20.89
Southside	1,695,694	21.90%	-74,742	\$14.20
Westside	367,096	6.80%	2,866	\$20.39

“

We're excited about the future of Downtown and have made investments that support our belief in the city's core. There's a good range of investors—from standalone retail redevelopment to larger corporations—committing their company's future to DTJax. As long as we continue to grow the residential market, our company sees a great future on the horizon for Downtown Jacksonville.

Zach Ashourian, Ash Properties

”

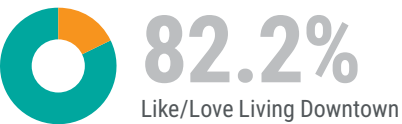
MAJOR TRANSACTIONS, 2018-2019
Source: Duval County Property Appraiser, Cushman & Wakefield

Table with 4 columns: TENANT, PROPERTY, SQ. FT., LEASE DATE. Rows include SunTrust Bank, Gatehouse Media, Morgan & Morgan, Riverside Business Center, Live Oak Contracting, and Smith, Hulsey & Busey.

Table with 6 columns: PROPERTY, BUYER, SALE DATE, SALE PRICE, SQUARE FEET, COST PER SQ. FT. Rows include properties like 76 S. Laura Street, 200 W. Forsyth Street, 420 Julia Street, etc.

EMPLOYEE DEMOGRAPHICS

Source: Downtown Vision 2018 Downtown employee survey and research



BEST THINGS

ABOUT WORKING DOWNTOWN:

- 1 Restaurants
- 2 Walkability
- 3 Culture

WORST THINGS

ABOUT WORKING DOWNTOWN:

- 1 Loitering/transient population
- 2 Panhandling
- 3 Feeling unsafe

MOST IMPORTANT

TO THE DOWNTOWN EXPERIENCE:

- 1 Personal safety at night
- 2 Attractiveness/sense of place/walkability
- 3 More retail and restaurants



RISEING TOURISM

Central for conventions, Downtown offers more than 2,300 hotel rooms and 520,000 square feet of air-conditioned meeting space. Upscale hotel accommodations offer a range of on-site amenities and are within walking distance of sports areas, concert venues, dining, entertainment and Downtown's scenic riverwalks. The Hyatt Regency Jacksonville Riverfront, Lexington Hotel & Conference Center and Hampton Inn all completed significant renovations in 2018.



- ROOM NIGHTS ARE UP 14% TO 619,700
- OCCUPANCY RATES ARE UP 13.8% TO 72%
- REVPAR IS UP 16% TO \$91.32
- THE AVERAGE DAILY ROOM RATE IS UP 2% TO \$127 PER NIGHT

TOURISM METRICS

Source: Visit Jacksonville (Convention and Visitors Bureau)

Table with 11 columns: Metric, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018. Rows include Total Room Nights, Occupancy Rate, Average Daily Rate, and RevPAR.



Table with 2 columns: DOWNTOWN HOTELS, ROOMS. Rows include Hyatt Regency Jacksonville Riverfront, Omni Jacksonville Hotel, Lexington Hotel and Conference Center Jacksonville Riverwalk, etc.

Table with 3 columns: PROPOSED HOTELS, LOCATION, ROOMS. Rows include AC Hotel by Marriott, Courtyard by Marriott, Hyatt Place, etc.

The Downtown tourism community continues to grow and evolve. In addition to the Beaches, Downtown Jacksonville is a main destination for visitors in Northeast Florida. More tourists are visiting Downtown everyday creating a greater demand for new hotels and cultural and entertainment amenities.

Michael Corrigan, President & CEO, Visit Jacksonville



Jacksonville is ranked as one of the Top 10 best value destinations in the world.

- Lonely Planet, 2018



TRANSPORTATION INNOVATION & ENHANCEMENTS

THE ULTIMATE URBAN CIRCULATOR AND BAY STREET INNOVATION CORRIDOR

Together, the City of Jacksonville and Jacksonville Transportation Authority are collaborating with numerous other organizations, including North Florida Transportation Planning Organization, JEA and JAX Chamber on a Bay Street Innovation Corridor to bring a smart transportation corridor to Downtown and connect the Jacksonville Regional Transportation Center to the Sports and Entertainment District.

In early 2019, the U.S. Department of Transportation awarded a \$25 million BUILD Grant to both the JTA and the City of Jacksonville.
u2c.jtafla.com

JACKSONVILLE REGIONAL TRANSPORTATION CENTER

Twenty-five years and \$57.3 million in the making, construction nears completion on phase two of the Jacksonville Regional Transportation Center (JRTC). Phase one, a 10,000-square foot Intercity Bus Terminal, featuring Greyhound and MegaBus, opened in spring of 2018. Phase two will complete a impressive new multimodal station for all public transit in the region, integrating a 40,000-square-foot JTA bus transfer facility, the First Coast Flyer Bus Rapid Transit (BRT), Skyway/U2C, rideshare and bike share – all in one transit hub.

FIRST COAST FLYER

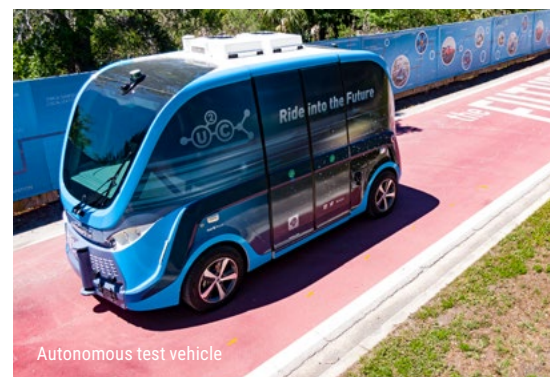
Launched in 2015, the \$151.8-million First Coast Flyer Bus Rapid Transit (BRT) connects Jacksonville's Northside, Southside and Beaches. The newest East Corridor to the Beaches added 18.5-mile to the network and launched in December 2018. This spring, JTA received a \$16.6-million Capital Investment Grant from the Federal Transit Administration for the final 12.9-mile line which will connect Downtown to Orange Park. The full system will be completed by the end of 2020, creating a 57-mile network connecting the region to the JRTC and Downtown.
fcf.jtafla.com

PEDESTRIAN & BICYCLE ENHANCEMENTS

The City completed a new Pedestrian and Bicycle Master Plan in 2017 to prioritize pedestrian access, bicyclists and public transportation.

The Florida Department of Transportation is currently constructing a shared-use lane on the Fuller Warren Bridge to link Brooklyn to the Southbank/San Marco neighborhoods.

The Downtown Investment Authority has recently designed two road diet plans. One on Riverplace Boulevard is currently under construction and scheduled for completion in fall 2019. The second is slated for Brooklyn, along Riverside Avenue, Park Street and Forest Street. In addition, the DIA is beginning the process to convert Downtown's one-way streets back into two-way streets.



“

The Jacksonville Regional Transportation Center at LaVilla has already altered the conversation about what that historic neighborhood can grow into over the next few years. The JRTC will serve as a regional hub, bringing our community closer to Downtown Jacksonville. This, along with our commitment to spurring transit-oriented development in LaVilla, will ensure this area thrives as we move into the next decade and beyond.

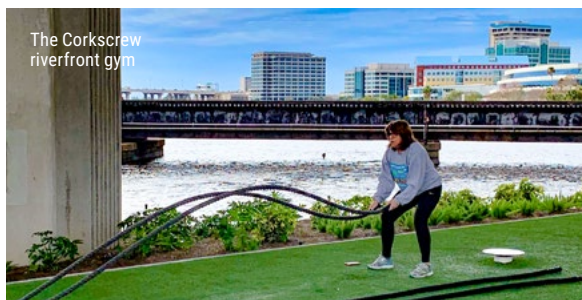
Nathaniel P. Ford, CEO, Jacksonville Transportation Authority

”

THE SKYWAY TODAY

- **30** YEARS OF OPERATION
- **FREE** RIDES TO ALL **8** STOPS
- **4,000+** WEEKDAY TRIPS
- **1.05 MILLION** TRIPS ANNUALLY





PAINTING THE TOWN

Downtown has seen an explosion of public art in recent years, with the addition of more than 80 pieces, including murals, sculptures, mosaics, seating and bike rack installations and traffic signal cabinet art in the past decade alone. The Cultural Council of Greater Jacksonville's Art in Public Places program oversees the selection, installation and conservation of a wide range of art on City-owned property and administers the Downtown Investment Authority's Urban Arts Project, infusing multiple art pieces into targeted areas. The privately funded Art Republic has curated murals on private property since 2016, while Friends of Hemming Park added its own Sculpture Garden in 2019.



RIVERFRONT RENAISSANCE

In addition to development opportunities, the City of Jacksonville has prioritized new ways to activate the riverfront for the community.

ACTIVATION NODES

With support from City Councilmember Lori Boyer, community leaders have recently identified a number of riverfront "nodes" – ideal locations to celebrate different facets of Jacksonville's identity. The first two nodes are funded and in various stages of design. Plans for the southbank's iconic St. Johns River Park and Friendship Fountain call for a botanical garden, history-themed play park, concessions and fountain upgrades. Plans for the riverfront at the Times-Union Center for the Performing Arts call for a musical heritage garden, Riverfront Visitor Center and a new Wallcast Outdoor Venue with livestream performances and movie projections. Meanwhile, the Acosta Bridge will glow again, with new color-changing LED lights outlining its profile, thanks to the Jacksonville Transportation Authority. These enhancements combined with the electric blue Main Street Bridge will create one large nightly multimedia show Downtown.

PUBLIC GYM & SIGNAGE

The Corkscrew, Downtown's first outdoor gym, was launched in 2018 by the City's Parks and Recreation Department in the shade of the Acosta Bridge. Sculptural workout equipment is complemented by moveable seating and work out equipment, and Downtown Ambassadors staffing five days a week. In early 2019, the City installed a new riverfront wayfinding signage system to aid pedestrians in accessing the north and southbank riverwalks.

RIVER ACCESS

The City's Parks Department has been investing in new infrastructure, including new boat ramps, kayak launches, and boat docks. In addition, the St. Johns River Taxi provides convenient crossings to four Downtown docks Tuesdays through Sundays, event-based routes, sunset cruises and MOSH Science and History tours. jaxrivertaxi.com



“

No other city has the natural resources Jacksonville has. By creating a complete pedestrian loop connecting both sides of the river and punctuating it with nodes of activity that highlight our history and culture we can use the river to tell our story and create something truly special for everyone Downtown.

Lori Boyer, City Council Member / Incoming DIA CEO

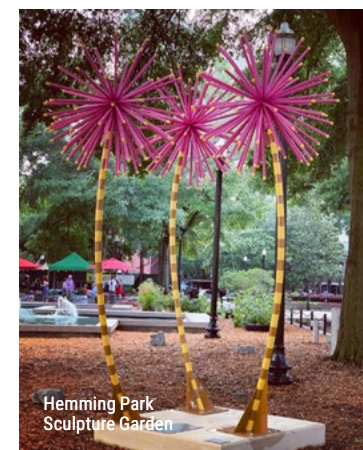
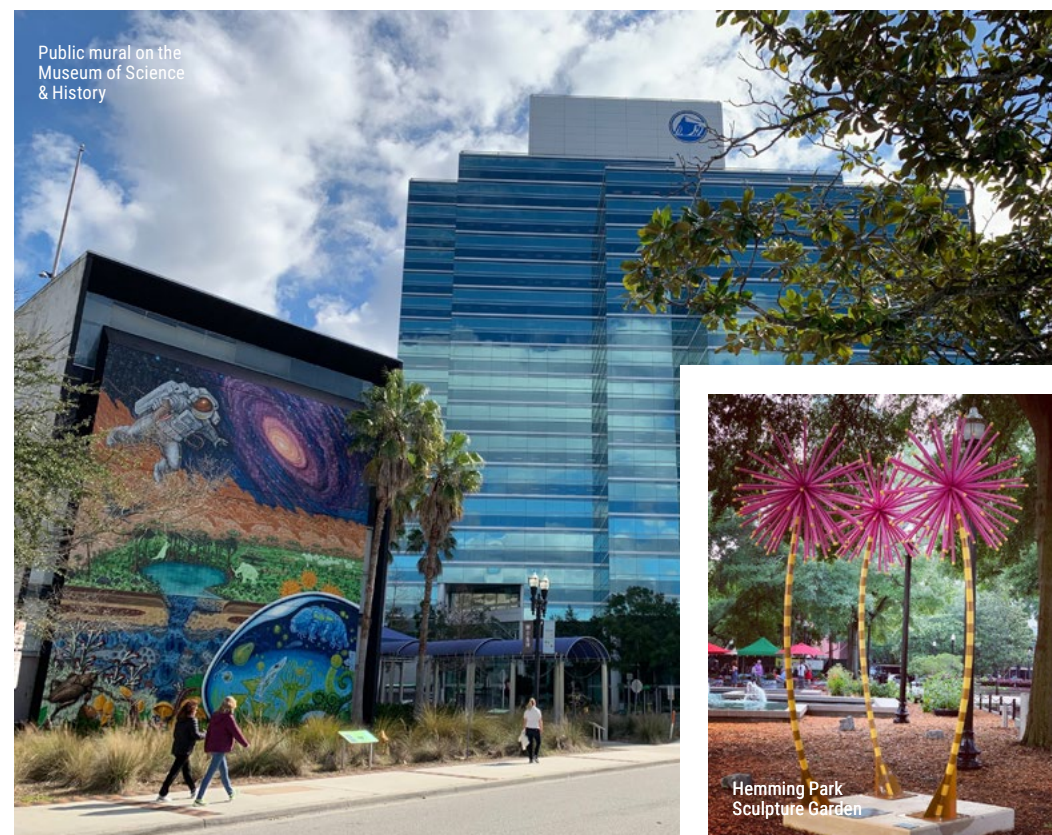
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The arts and culture animate a vision for the future. Indeed, a vision for the future of Downtown is one of arts and cultural districts, galleries, public art trails, art installations, lighting design, creative streetscapes and landscape architecture, and pop-up performing arts corners. Implementing these kinds of ideas can provide a multitude of unique destinations, attract residents and tourists alike, add to the quality of life, and be a year-round economic driver for Jacksonville.

Joy Young, Executive Director, Cultural Council of Greater Jacksonville

”





#DTJAX: EXPERIENCES FOR EVERYONE

The most walkable neighborhood in Jacksonville, Downtown has something for everyone. Downtown's theaters and performance venues offer more than 28,000 seats and experiences from national acts to Broadway shows to community theater. As Northeast Florida's central location for professional sports – football, baseball, basketball and hockey games fill the calendar year round.



MAJOR EVENTS THROUGHOUT THE YEAR

- New Year's Eve Fireworks on the St. Johns River
- Martin Luther King Jr. Breakfast
- #DTJax Gala
- Get Down(town)! : A Celebration of Black History
- Jax Book Festival
- Jacksonville Lantern Parade
- Monster Jam
- Gate River Run, the largest 15K in the U.S.
- GastroFest
- Jacksonville Home & Patio Show
- World of Nations Celebration
- Jax Poetry Fest
- Welcome to Rockville
- 48-Hour Film Festival
- Jacksonville Jazz Festival
- Jazz Fest After Dark
- 4th of July Fireworks on the St. Johns River
- Bluegrass Beer & Barbecue
- Hispanic Heritage Celebration
- Florida vs. Georgia Football Classic
- Southern Women's Show
- TEDxJacksonville
- Trick or Treat on the Street
- Jacksonville Fair
- Jacksonville Light Boat Parade
- Sea of Blue Parade
- Small Business Saturday
- Veterans Day Parade
- Annual Christmas Tree Lighting at Art Walk
- #DTJax Awards Breakfast
- Holidays in Hemming
- TaxSlayer Gator Bowl

VISIT [DTJAX.COM](https://www.downtownjacksonville.com) FOR A DOWNTOWN EVENTS CALENDAR.

THEATERS & PERFORMANCE HALLS

- 5 & Dime, A Theatre Co.
- Daily's Place Amphitheater
- Florida Theatre
- Friday Musicale
- Ritz Theatre and Museum
- Times-Union Center for the Performing Arts
- VyStar Veterans Memorial Arena



#1 Top Stop in Florida:

- Florida Theatre (venues seating up to 2,000)
- Daily's Place Amphitheater (venues seating up to 10,000)
- VyStar Veterans Memorial Arena (venues seating up to 30,000)

-VenuesNow Magazine, 2019

PERFORMANCE GROUPS

- Cathedral Arts Project
- Florida Ballet
- FSCJ Artist Series
- Jacksonville Children's Chorus
- Jacksonville Symphony
- River City Fine Arts Academy
- Theatreworks Inc.



SPORTS TEAMS

- Jacksonville Jaguars (NFL)
- Jacksonville Jumbo Shrimp (MiLB)
- Jacksonville IceMen (ECHL)
- Jacksonville Sharks (AFL)
- Jacksonville Giants (ABA)

COMPLEXES

- Baseball Grounds of Jacksonville
- TIAA Bank Field



[DOWNTOWNJACKSONVILLE.COM](https://www.downtownjacksonville.com)



PUBLIC PLACES

- Brooklyn Park
- Cathedral Park
- The Corkscrew
- Emerald Trail
- Friendship Fountain / St. Johns River Park
- Gefen Riverwalk Park
- Hemming Park
- Metropolitan Park
- Northbank and Southbank Riverwalks
- Treaty Oak Park
- Unity Plaza
- Veterans Memorial Wall



NEW RETAIL

- Arepa Please
- Bellezza Nail Spa
- Dogtopia, dog daycare
- Escape Room 5280
- Gate gas station
- Gillis Kitchen Catering & Bakery
- Island Girl Cigar Bar
- Justice Pub
- Karma Beauty Spa
- Maddy D's
- Pier 1515, Lexington Hotel
- SHOR Seafood Grill & Tavern, Hyatt Regency
- Southbank Johnnie's, Lexington Hotel

LIBRARY & MUSEUMS

- Jacksonville Public Library: Main Branch
- Merrill Museum House
- MOCA Jacksonville (Museum of Contemporary Art)
- Museum of Science and History (MOSH)
- Ritz Theatre & Museum



COLLEGE CAMPUSES

- Jacksonville University
 - Davis College of Business Downtown Campus
 - Brooks Rehabilitation College of Healthcare Sciences
 - Nathan M. Bisk Center for Professional Studies
 - Film School at WJCT, coming soon
- University of North Florida
 - Coggin College of Business Downtown campus
 - Entrepreneurship Center
 - MOCA Jacksonville – a cultural institute
- Florida State College at Jacksonville
 - Downtown Campus & Dormitory



COMING SOON

- Summer Classics Home Furniture
- The Market, Hyatt Regency
- Vagabond Coffee Co.
- Vale Food Company
- Yobe Frozen Yogurt
- Burlock & Barrel Distillery
- Chipotle Mexican Grill
- Joysticks Arcade Lounge and Retro Bar
- Mathers Social Gathering
- Panera Bread
- Tossgreen, 2nd location
- Vagabond Coffee Co., 2nd location
- Whispers Oyster Bar & Seafood
- Whimsy Salon and Boutique

SHOPPING & EXPO CENTERS

- Brooklyn Station at Riverside
- Fairgrounds and Expo Center
- Prime Osborn Convention Center



SUPPORTING A VIBRANT DOWNTOWN JACKSONVILLE

Downtown's Business Improvement District



jacksonville

Formed in 2000, Downtown Vision is the 90-block Business Improvement District (BID) for Downtown Jacksonville. A not-for-profit organization funded mainly by Downtown's commercial property owners through a self-assessment, Downtown Vision is governed by a 23-person board of directors representing diverse Downtown stakeholders and represents a strong public-private partnership with the City of Jacksonville and the Downtown Investment Authority. Downtown Vision's mission is to build and maintain a vibrant Downtown Jacksonville community and to promote Downtown as an exciting place to live, work, visit, and invest.

DTJax.com

KEY SERVICES

District Services

Ambassadors & Stakeholder Support

Experience Creation

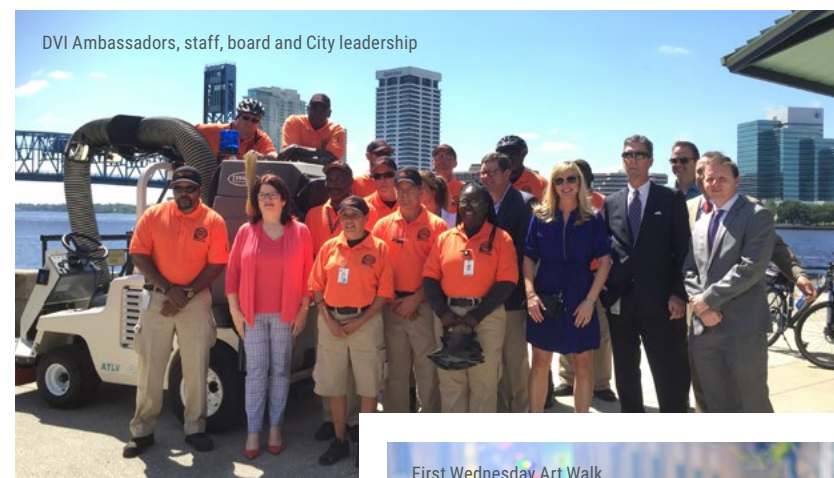
Placemaking & Public Realm

Marketing & Events

Marketing, PR, Events & Promotions

Information Management

Research, Reports & Surveys



DVI Ambassadors, staff, board and City leadership



First Wednesday Art Walk



Downtown Ambassador

KEY DOWNTOWN COLLABORATORS

The City of Jacksonville's investment is essential to downtown revitalization, and the Downtown Investment Authority and Downtown Vision form a public-private partnership dedicated exclusively to Downtown. Several regional agencies are based in Downtown and provide essential leadership and investment in the urban core as well.



Countless additional organization are dedicated to supporting and enhancing Downtown Jacksonville, such as:

CATHEDRAL DISTRICT-JACKSONVILLE, INC.
cathedraldistrict-jax.org

DOWNTOWN DWELLERS RESIDENTS GROUP
thedowntowndwellers.com

FRIENDS OF HEMMING PARK
hemmingpark.org

GROUNDWORK JACKSONVILLE
groundworkjacksonville.org

JACKSONVILLE CIVIC COUNCIL
jaxciviccouncil.com

JAXSPORTS
jaxsports.com

JESSIE BALL DUPONT FUND
dupontfund.org

LISC JACKSONVILLE
lisc.org/jacksonville

“

Great downtowns have an energy and vibrancy to their streets. Downtown Jacksonville has many of the pieces already in place. With collaboration, investment and hard work it has the potential for so much more.

Mari Kuraishi, President, Jessie Ball duPont Fund

”

BOARD AND STAFF

DOWNTOWN INVESTMENT AUTHORITY

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James Bailey, Jr., Chair

Craig Gibbs, Esq., Vice Chair

Oliver Barakat

Ron Moody, Secretary

W. Braxton Gillam, Esq.

Dane Grey

Marc Padgett

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Todd Froats

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Incoming CEO

Brian Hughes

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Karen Underwood

Executive Assistant

Robert Carle

Public Parking Officer

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Aundra Wallace

CEO

Thomas J. Daly Esq.

Manager of Finance

Jim Klement

Redevelopment Coordinator

DOWNTOWN VISION

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DIRTT Environmental Solutions

Oliver Barakat, Vice Chair

CB Richard Ellis

Numa Saisselin, Treasurer

Florida Theatre

Board of Directors

Bill Adams

Gunster Law Firm

Zach Ashourian

Ash Properties

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First Baptist Church

Stephen Crosby

InvestJax

Paul Davison

BDO USA, LLP

Jan Hanak

Regency Centers

Erik Higgins

Gresham Smith

Elias Hionides

Petra

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Cushman & Wakefield

Vince McCormack

Perdue Office Interiors

Ryan McIntyre

VyStar Credit Union

William R. Prescott

Heritage Capital Group

John Ream

The Connect Agency

Dawn Southworth

Omni Jacksonville Hotel

Kerri Stewart

JEA

Ex Officio

Councilmember Lori Boyer

*Jacksonville City Council /
Downtown Investment Authority*

Nathaniel P. Ford

*Jacksonville Transportation
Authority*

Assistant Chief Jimmy Judge

Jacksonville Sheriff's Office

Assistant Chief Elizabeth Kenny

Jacksonville Sheriff's Office

Chief Donald Tuten

Jacksonville Sheriff's Office

Aundra Wallace

*Downtown Investment Authority
/JAXUSA Partnership*

Former Board Members

Tony Allegretti

*Cultural Council of Greater
Jacksonville*

Debbie Buckland

BB&T

Janice Lowe

The Jacksonville Landing

Patrick McElhaney

TIAA Bank

Staff

Jacob A. Gordon, Esq.

Chief Executive Officer

Cheryl Hunte

Business Administrator

Katherine Hardwick

Vice President of Marketing

Eric Miller, Esq.

Vice President of District Services

Alexandra Abreu-Figueroa

Communications Manager

Junine Castin

Events Manager

Reggie Agulto

Events Assistant

CREDITS

The data presented in this report are derived from many sources and collected directly from organizations when available. We would like to thank Downtown property owners and facility managers for sharing information for this report, as well as the following organizations for their assistance: ADG | Acuity Design Group, Inc.; CBRE Group, Inc.; City of Jacksonville; Colliers International; Cushman & Wakefield; Duval County Property Appraiser; Downtown Investment Authority; ESRI; J Magazine; JAX Chamber; JAXUSA Partnership; Jacksonville Business Journal; Jacksonville International Airport; Jacksonville Transportation Authority; SMG; Visit Jacksonville (CVB) and Walkscore.

Photography and renderings by: Alexis TerKonda; Alexandra Abreu-Figueroa, Colliers International, Downtown Investment Authority; Downtown Vision, Inc.; Entwine Real Estate, Groundwork Jacksonville; Jacksonville Jaguars; Jacksonville Transportation Authority; Jay Palmer – Shoot the Sky Imageworks; Katherine Hardwick; Kram Kran Photo; Lexington Hotel and Conference Center; Nate Watson @natepwatson, Level Office Jacksonville; Omni Jacksonville, Regency Centers, Reggie Agulto; Rummel Munz; Southeast Group; and Visit Jacksonville and Wingard.

THANKS TO ALL OF OUR SUPPORTERS AND SPONSORS



904 Happy Hour; Ace Jax; Acuity Design Group (ADG); Affordable Marijuana License; Anthony's Gourmet Catering; Ash Properties; AT&T; Auld & White Constructors, LLC; The AutoValet; Bellwether; Block by Block; Bold City Brewery; buildscapes; The Bread & Board; Cecil W. Powell & Company; Chamblin's Uptown; The Connect Agency; Costa Sunglasses; CSX; Danis Construction; Delaware North; DJ Nick Fresh; DoubleTree Riverfront; Easy 102.9; Elite Parking; Elmhurst Milked; Fashion Group International; First Coast YMCA; Florida Blue; Folio Weekly; Friends of Hemming Park; Fun 4 First Coast Kids; Gate Petroleum; Gresham Smith; Gunster; HDR Inc.; Hello Fresh; IBERIABANK; IONE Fashions; Intuition Ale Works, Hope at Hand, Inc.; Hot 99.5; Hyppo Gourmet Ice Pops; Intuition Ale Works; Jacksonville Civic Council; The Jacksonville Landing; Jacksonville Public Library Main; Jacksonville Symphony; Jacksonville University; Jump 4 Jax; JWB Real Estate Capital; Lincoln Motors; LISC Jacksonville; Matt Carlucci - State Farm; Miller Electric; Moody Appraisal; Museum of Science & History; My Gym Children's Fitness Center; One Enterprise Center; Perdue Office Interiors; PRI Productions; PNC Financial Services; Regency Centers; Regions Bank; The River Club; RummelMunz Partners; Shawn Lednick; Sight & Sound Productions; Smith, Hulsey & Busey; Station Four; Tin Can Photo Lounge; Trash Panda; A Rain Dogs Flea Market; U.S. Green Building Council; Vagabond Coffee Co. & Bodega; WellCare; Wingard and X 106.5.



The 2018-2019 State of Downtown Report is a recap of progress and development in Downtown Jacksonville from January 2018 through April 2019. Published by Downtown Vision, Inc. in July 2019. This report is available for download at: DTJAXREPORTS.COM.

