

THE BARGE™

An Imaginative Entertainment
Venue on the St. Johns River
in Downtown Jacksonville



The Challenge

- * Lack of unique venue space downtown
- * Underexposure and underutilization of Southbank, Riverwalk & St. Johns River
- * Lack & underperformance of waterfront bar, retail and entertainment venues
- * The potential timelines for The Shipyards, Liberty Street, Landing & Healthy Town projects

What's Missing?

A CREATIVE & VERSATILE ECONOMIC DRIVER THAT:

- * Creates a unique identity for Jacksonville
- * Provides sustainable growth
- * Showcases the river
- * Drives local/regional energy & excitement
- * Delivers the community something it is hungry for



The Solution

The BARGE

The region's first ever floating place-making space designed as an entertainment & rental venue

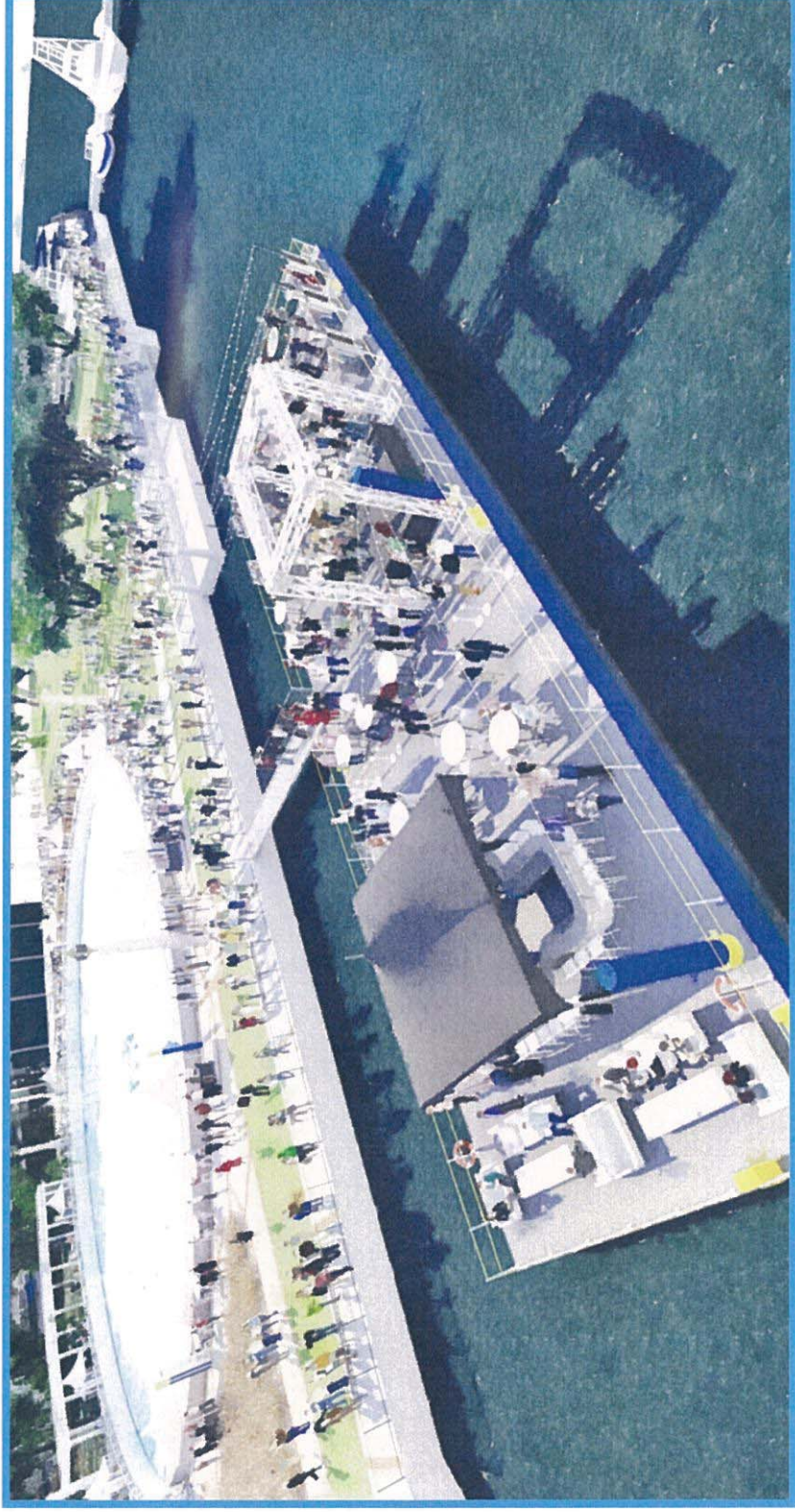
- Easy to remove within less than 24 hours-
- Environmentally safe with no hinderance to ecology-
- No encumbering of river and riverwalk access-
- No hinderance to existing business operation-



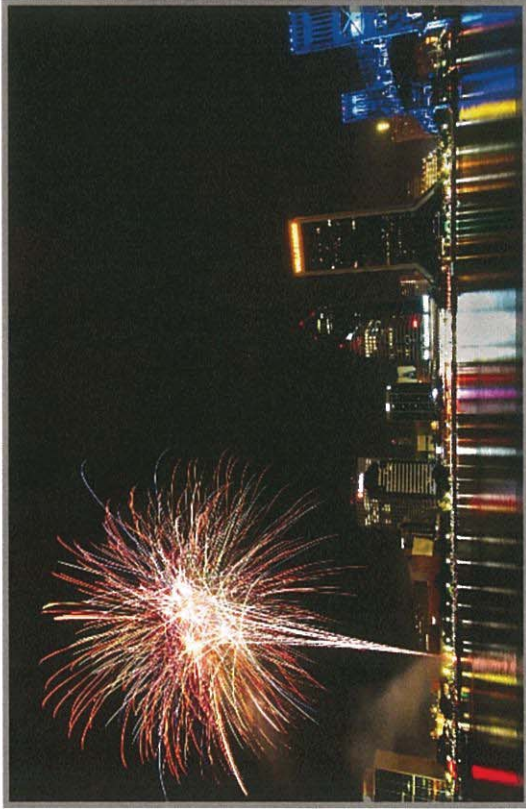
The Solution

Phase 1

A 5000-6000 sq. ft. barge retrofitted and secured for activation at Friendship Park



Imagine...



Venue Activation

- * Corporate events & conference meetings
- * Private events (weddings, bar mitzvahs, etc)
- * Community/city events
- * Sponsored retail activation
- * Charitable events & activities
- * Extension of existing venues
 - * MOSH, Florida Theatre, TU Center
 - * Hyatt, Omni, Crowne Plaza, RAM

Impact

New visitors to the
Southbank
restaurants, museum,
hotels

Connections from the
Northbank
water taxi, jaguars
games, boaters

Activation of
Friendship Park
holidays, concerts,

2016 Rentals (Apr-Dec)
est. local economic spend:
\$575K

2017 Rentals (Jan-Dec)
est. local economic spend:
\$1.4M

2018 Rentals (Jan-Dec)
est. local economic spend:
\$1.6M



THE BARGE™

Traction - Since February 2015

37 direct
rental
inquiries

730 Facebook
Friends

175 Barge
members

612 Twitter
Followers



Over 200
requests for
more information

Daily interest
and questions on
our launch date

12 media hits

More than a dozen Barge inquiries
through Visit Jacksonville from out
of town planners



Precedent

Our First Look At The Brooklyn Barge Bar, Opening Imminently In Greenpoint

BY NELL CASEY @FOOD IS ART | 7/17/14 4:40



FULLSCREEN

(Clay Williams / Gothamist)



With their liquor license in place and summer officially underway, Greenpoint's Brooklyn Barge Bar is



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2015 Sapphire Awards and Symposium
 A Night of Honors and Entertainment
 April 27-28, 2015 | Renaissance Resort & Spa | West Palm, FL

RISE WITH NUTRI GRANIN AND ENERGIZE
 MAKE IT WITH INVESTIGATIVE REPORTS AND REAL FRUIT!

Miami Science Barge wins \$300K Knight Foundation grant
 The James S. and Arlene L. Knight Foundation announced today that it has awarded a \$300,000 grant to the Miami Science Barge, a mobile laboratory for biology.

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Vision

Create and build a “Barge Economy” on the water utilizing barges as event venues and retail establishments in a creative, entrepreneurial and environmentally responsible way

- * Begin in downtown Jacksonville
- * Expand into the region connecting land to water
- * Develop new industry
- * Create new jobs



The Plan

Phase 1: 72 Hour Rentals

*Nov 2015 - March 2016 - Friendship Park, Locations TBD

Phase 1A: “Permanent” Rentals

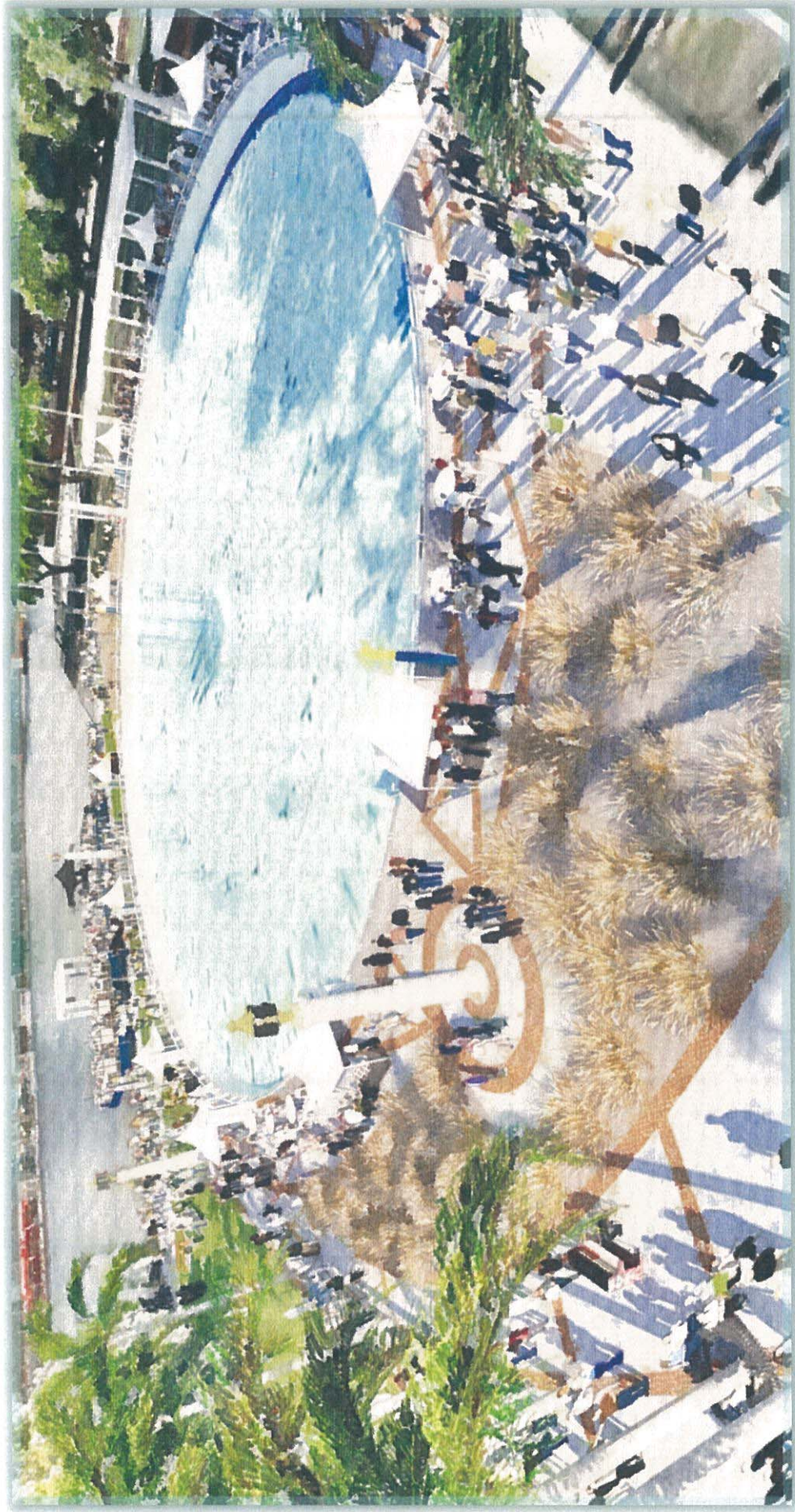
*April - Dec 2016 - Friendship Park

What We Need

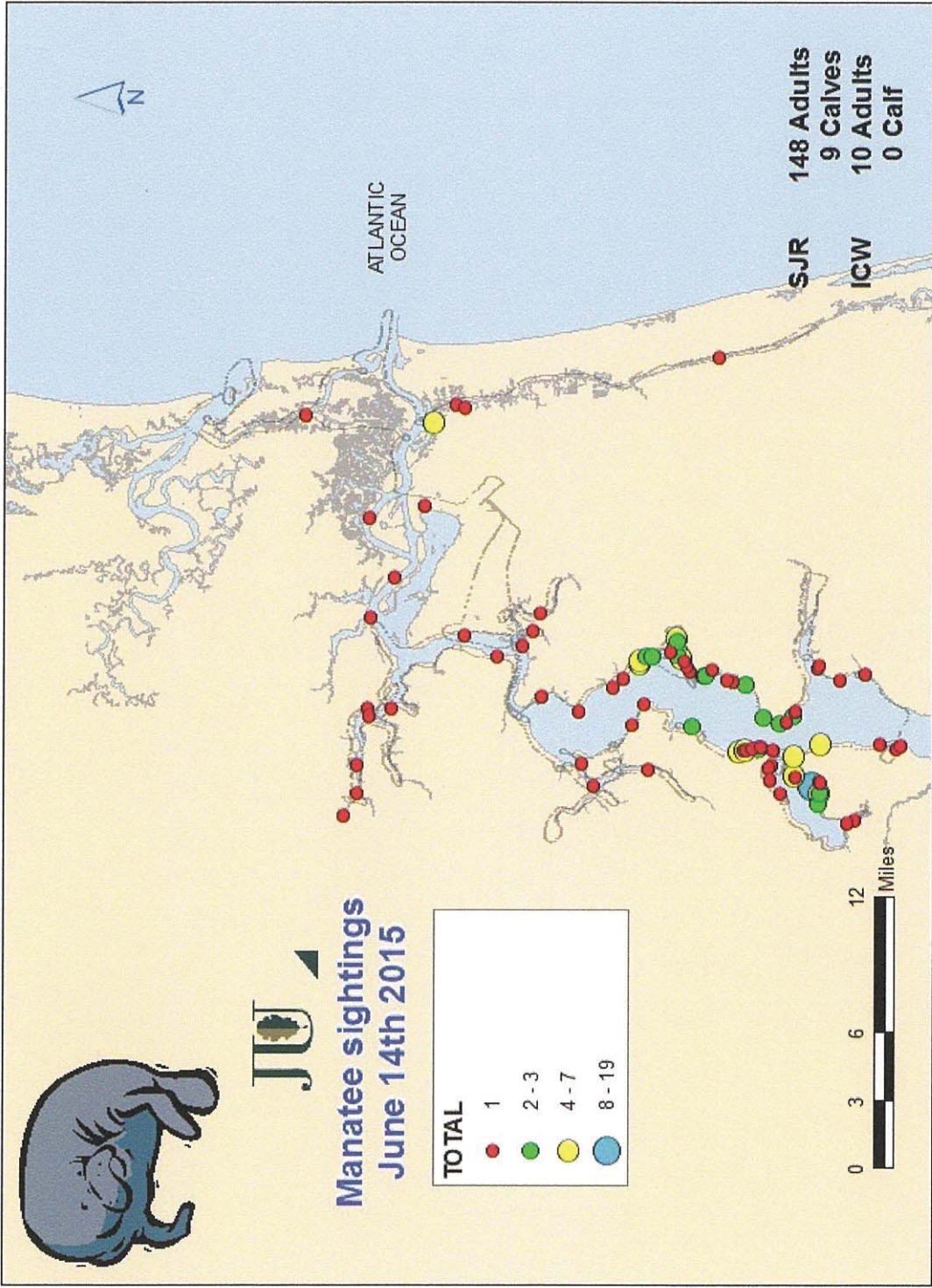
- * Long-term lease with city to secure location on south bank at Friendship Park
- * Expeditious rewrite of existing sub-merged land lease with access across Friendship Park

Let's Make This Happen Together

THE BARGE™



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The information contained in this email and the manatee sighting maps are the results of aerial surveys conducted by Jacksonville University under an agreement with USCG AIRAUX. The manatee sightings represent the known minimum number of animals and their location at the time of the flight. The numbers may be higher and the animals change locations frequently. The information is an indication of the number and location of manatees and subject to change daily.