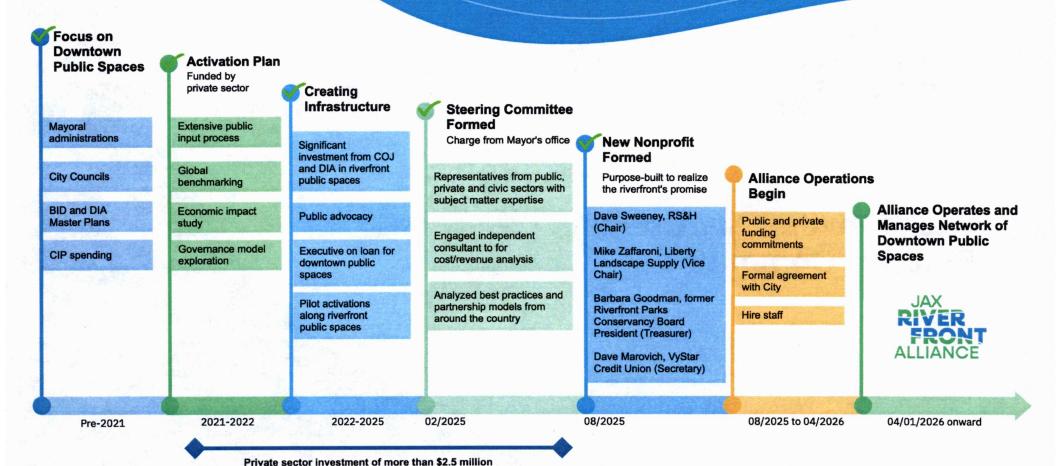
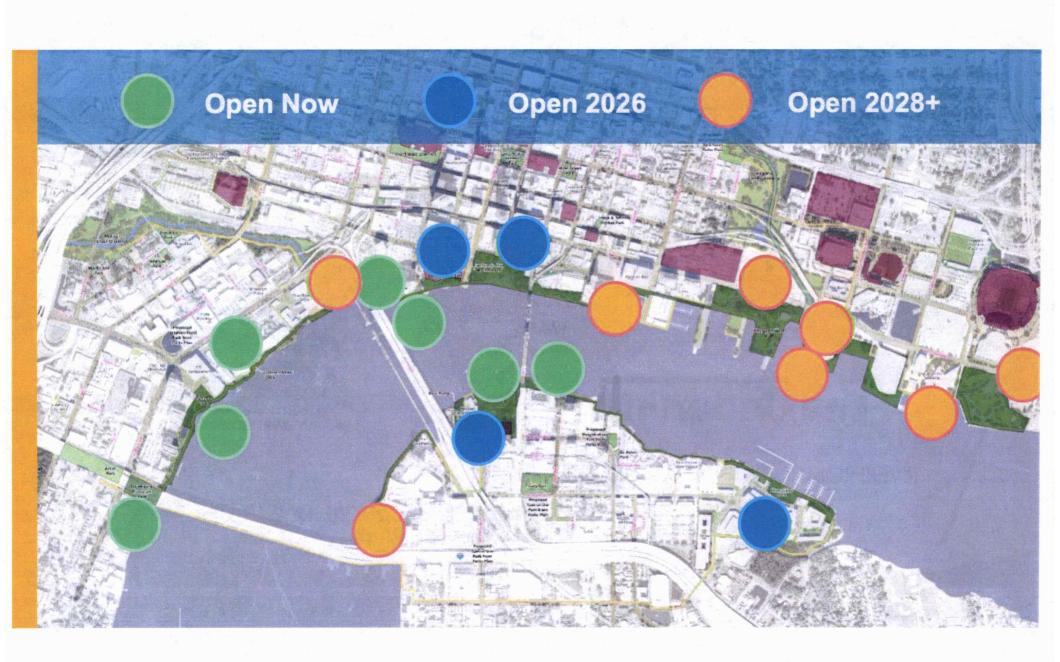


Jacksonville City Council Finance Committee

August 22, 2025





























City of Jacksonville + Jax Riverfront Alliance Partnership Responsibilities

Hardscapes maintenance

Planting maintenance

Furnishings maintenance

Amenities maintenance

Utilities (water & electric)

Reserves & contingency

Programming & activations

Fundraising & sponsorship

Marketing & branding

Data & analytics

Operations & guest experience

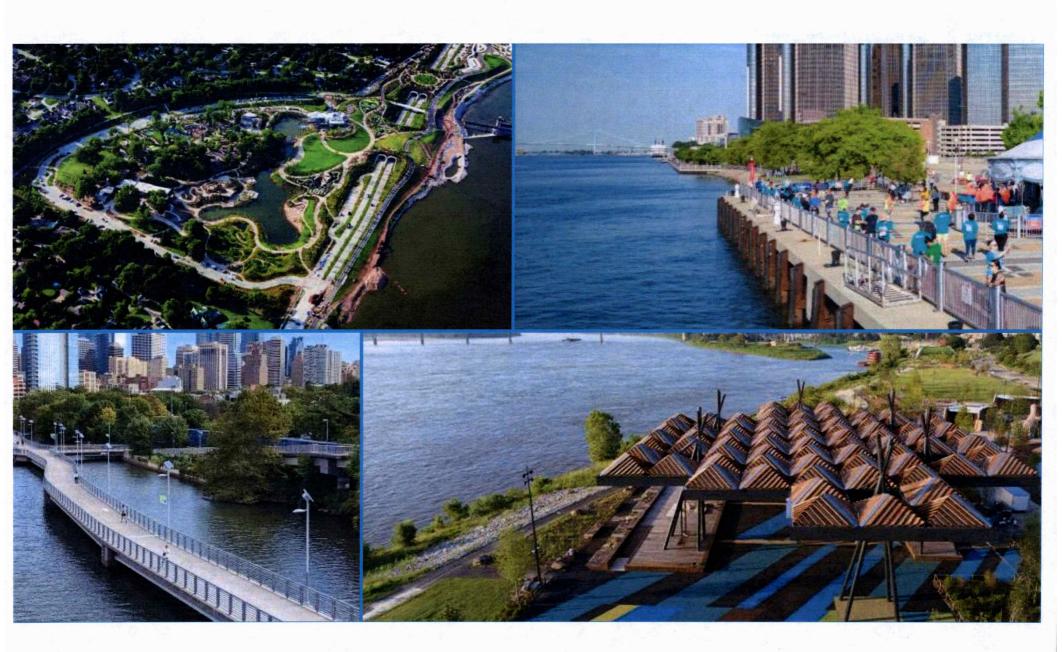
Security

Without the partnership there are 100s
With the partnership there will be 1000s
of activations and events every year
on Jacksonville's Downtown Riverfront.



Example activations may include...

- Family & Youth Activities
- Fitness & Wellness Programming
- Markets & Vendor Activations
- Arts, Music & Performance
- Community & Civic Engagement
- Environmental & Educational Programming
- Cultural & Heritage
- Signature
- Festivals & Mid-Scale (does not include large-scale, special events like RiverJams)





	Total Obligation FY 2025 / 2026		Today's Request
Operations & Management	\$2,413,000	50%	\$1,206,000
Programming / Activation	\$1,265,000	50%	\$632,500
Administration	\$1,413,000	75%	\$1,059,750
TOTAL*	\$5,600,000	52%	\$2,898,250

^{*}Does not include contingency or reserve.

Funding request assumes City of Jacksonville Parks, Recreation and Community Services Department will continue responsibility for the first six (6) months of FY 2025 / 2026, from October 1, 2025 to March 30, 2026, while Alliance ramps up to full operations.

The expectation is that Alliance staffing will begin in October 2025 to ensure a seamless transition by April 1, 2026.



THANK YOU

