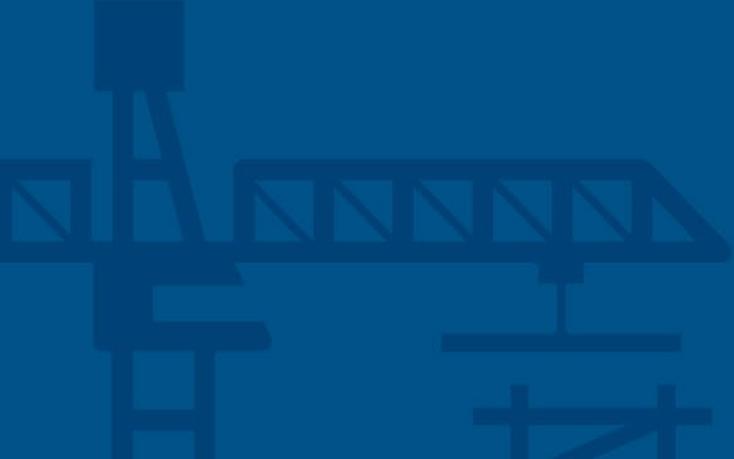


OCTOBER 27, 2025

DIA'S ROLE IN SHAPING THE FUTURE OF DOWNTOWN



DOWNTOWN
INVESTMENT AUTHORITY

DIA'S ROLE IN CITY GOVERNMENT

LEADING DOWNTOWN'S TRANSFORMATION

- Created under City **Ordinance Chapter 55** and **Florida Statutes Chapter 163**
- DIA **operates within City government** (not a separate legal entity like JEA or JAXPORT)
- A **semi-autonomous agency** with delegated authority in Downtown CRAs, but remains integrated within City government

DIA RELIES ON

Office of General Counsel (legal)

Procurement Division
(contracting and purchasing)

Finance & Budget Office
(funds management and appropriations)

City Council (approval of budgets, incentives, and land dispositions)

GOVERNANCE

HOW THE DIA IS GOVERNED

- Governed by **nine-member Board**: 5 Mayoral appointees, 4 Council appointees
- Members serve four-year terms and are responsible for **policy direction, oversight, and approvals** of DIA's activities, including CRA budgets, incentive programs, and land dispositions.
- Board has **autonomy for approved CRA functions** but remains accountable to City through ordinance and Council oversight
- DIA **managed by CEO**, selected by the Board, and administers daily operations and executes Board policy



DIA AT A GLANCE

THE DIA SERVES THE CITY AS TWO AGENCIES IN ONE

COMMUNITY REDEVELOPMENT AGENCY

Implements Northbank & Southbank CRA

Manages TIF funds for redevelopment

Oversees City property disposition within
Downtown overlay zone

ECONOMIC DEVELOPMENT AGENCY

Attracts private investment and create jobs

Restores vibrancy to urban core

Complements the work of the Office of
Economic Development

Together, these functions make the DIA **the City's lead redevelopment and investment authority for Downtown Jacksonville**, responsible for turning policy, planning, and vision into measurable results.



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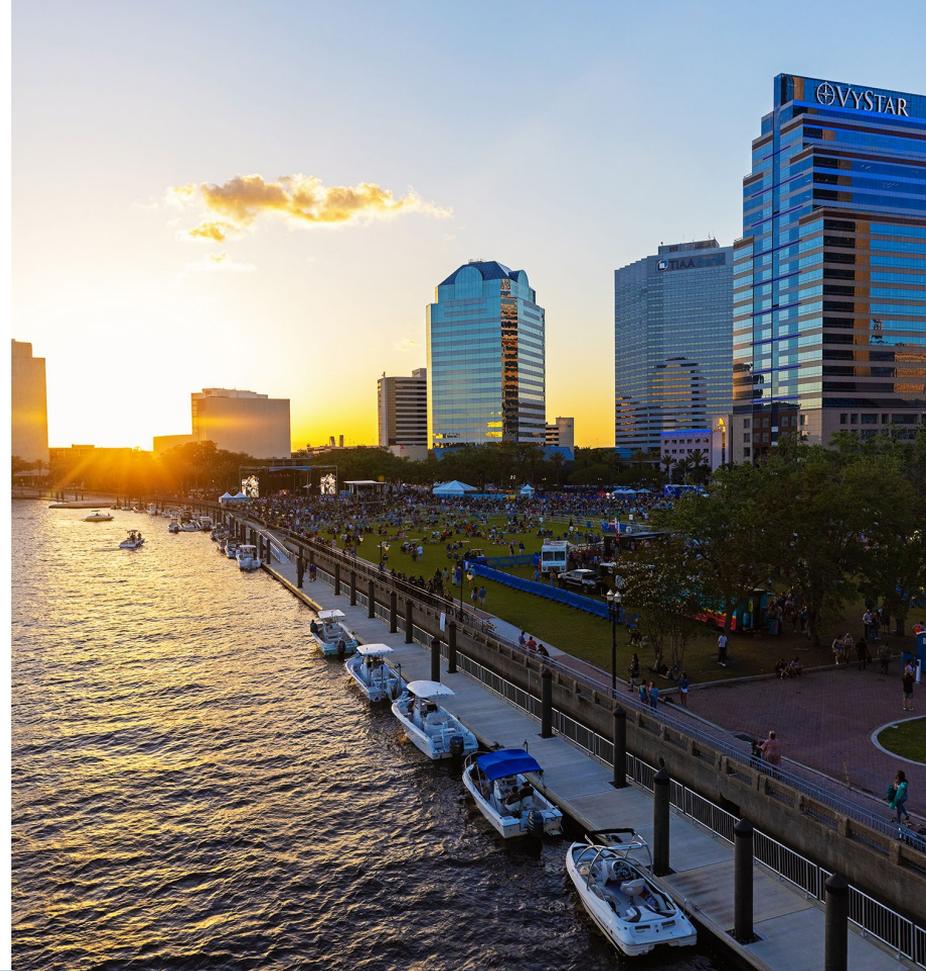
CORE FUNCTIONS

WHAT THE DIA DOES

WHAT THE DIA DOES

DIA SUPPORTS DOWNTOWN REVITALIZATION THROUGH FIVE PRIMARY FUNCTIONS

1. Planning, Policy & Stewardship
2. Economic Development & Incentives
3. Property Disposition & Redevelopment
4. Strategic Public Projects
5. Design Review & Regulation



PLANNING, POLICY, & STEWARDSHIP

SETTING THE VISION FOR DOWNTOWN

- Creates and implements the **Business Investment & Development Plan (BID Plan)**, comprised of the Community Redevelopment Area Plan (CRA Plan) and Business Investment & Development Strategy (BID Strategy)
- Recommends **design standards, streetscape guidelines and public-realm priorities** with the Downtown Development Review Board (DDRB)
- Manages **Office of Public Parking** to align parking strategy with Downtown development goals
- Coordinates with **Planning & Development, Public Works, Parks & Recreation**, and other agencies to ensure Downtown projects align with broader City objectives.
- Oversees **contract management** for projects and redevelopment agreements, ensuring alignment with vision for Downtown
- **Marketing Downtown** for redevelopment and economic development opportunities and serving as **Master Developer** through the assignment and negotiation of development rights

ECONOMIC DEVELOPMENT & INCENTIVES

CATALYZING PRIVATE INVESTMENT

- Administer **redevelopment agreements, ground leases** and **incentive programs**
- **Manage TIF funds** per statute and CRA Plans
- Administer **financial tools** that attract investment and support redevelopment
- Encourage **mixed-use, residential, and adaptive-reuse projects** that expand Downtown's tax base and activity

FINANCIAL TOOLS

REV Grants (Recaptured Enhanced Value)

Downtown Preservation & Revitalization Program (DPRP)

Retail Enhancement Programs (REP)

Completion Grants, Land Write-Downs
& Infrastructure Support

Downtown Economic Development Fund

Historic Preservation & Revitalization Trust Fund

PROPERTY DISPOSITION & REDEVELOPMENT

MANAGING & REDEVELOPING CITY-OWNED LAND

- Manage markets and **disposes of City parcels** through **RFPs/RFQs** or **unsolicited proposals**
- Ensure each disposition **advances public benefit, aligns with BID Plan goals** and **maximize long-term value for City**
- Coordinate with City Council and OGC for compliance
- **Recent/Ongoing Examples:** Shipyards (Iguana Investments), River City Brewing (Related Group), Cathedral Hill Affordable Housing, University of Florida LaVilla Campus
- **Upcoming:** Ford on Bay, Snyder Memorial Church Adaptive Reuse





STRATEGIC PUBLIC PROJECTS

STRATEGIC USE OF PUBLIC CAPITAL FOR COMMUNITY BENEFIT

Plans, prioritizes and allocates **CRA and TIF funding** along with CIP dollars for major public-realm and infrastructure projects

Partners with **Public Works, Parks & DVI** for implementation and maintenance

Funds CRA parcels located within parks to **accommodate restaurants, cafes & other active commercial uses**

Serves as **City's strategic investment partner**, ensuring public infrastructure supports private redevelopment resulting in a vibrant Downtown ecosystem

Supports and funds improvements to key civic and park assets, including:

Riverwalk Enhancements & Waterfront Connectivity

Riverfront Plaza

Shipyards West Park

Friendship Fountain & St. Johns River Park

RiversEdge Park & Bulkhead Restoration

LaVilla Streetscape & Infrastructure Improvements

DESIGN REVIEW & REGULATION

ENSURING DESIGN EXCELLENCE DOWNTOWN

- Staffs Downtown Development Review Board (DDRB) – the **Planning Commission for Downtown Overlay Zone**
- DDRB reviews all Downtown projects for design and zoning compliance to **ensure alignment with the regulations, design guidelines and BID Plan**
- Approves **deviations, variances** and **exceptions**
- Promotes **design excellence, walkability,** and **architectural quality** throughout Downtown





DOWNTOWN
INVESTMENT AUTHORITY

BEYOND OUR SCOPE

WHAT THE DIA DOES NOT DO

WHAT THE DIA DOESN'T DO

BEYOND OUR SCOPE

Business Attraction

Corporate recruitment led by JAXUSA Partnership and Office of Economic Development

Operations & Maintenance

DIA's operational function is the Office of Public Parking.

Streets, parks, and landscaping maintained by Public Works and Parks & Recreation

City Services & Construction

Does not provide City services (police, sanitation, lighting)

Public Works and Parks handle project construction and maintenance

Regulatory & Legislative

Does not issue permits, perform inspections or enforce codes; handled by Public Works

Does not levy or collect taxes. All revenues flow through statutory CRA/TIF mechanisms

Limited to Downtown Overlay Zone (Northbank & Southbank CRAs)

Programming & Events

Does not run daily activations or events. Managed by DVI, Special Events Office and other partners



HOW THE DIA SUPPORTS INSTEAD

COLLABORATING TO ADVANCE DOWNTOWN GOALS

Business Attraction

Partners with JAXUSA and OED to help companies choose Downtown

Operation & Maintenance

Funds enhancements that keep parks, streets, and public spaces active and maintained

City Services & Construction

Aligns capital investments to support operations and infrastructure improvements

Regulatory & Legislative

Coordinates with City departments on permitting, design, and project delivery

Programming & Events

Sponsors and promotes events that align with Downtown revitalization goals

LOOKING AHEAD

DOWNTOWN JACKSONVILLE IS EVOLVING – AND SO IS THE DIA

- We're evaluating how to **adapt our programs, processes, and priorities** to meet the Downtown's evolving needs.
- **Collaboration with City Council, partner agencies, stakeholders**, including the private sector, will be essential to that effort.
- We look forward to continued dialogue through this committee and to **working together to shape Downtown's future**.

