

Enriching the Community (2002)

Developing Downtown as an Entertainment and Cultural Center

This forum explored how our community can utilize Jacksonville's Super Bowl as an opportunity to establish a permanent downtown entertainment district. The forum analyzed the current strategy for Jacksonville and sought other opportunities for solidifying Downtown as an entertainment and cultural hot spot.

Key findings:

- There is no advocacy group working to change negative perceptions (parking, safety and activities available) of Downtown.
- There is a lack of political support concerning the many needed changes to the current Downtown liquor and zoning codes.
- There is a lack of communication between the active downtown groups and the surrounding communities.

Action plan:

The plan is to form a Downtown advocacy group that addresses the identified gaps and needs of a vital downtown and promotes the creation of a Downtown cultural/entertainment district.

The advocacy group has been formed and has adopted the name 'Downtown Now'. Downtown Now's draft mission is to nurture the creation of a downtown cultural/entertainment district through advocacy, education and political action.

Through careful planning the group will establish short and long-term goals that will be shared with the current active downtown groups and the new incoming residents.

Community Leaders and Resource Experts

Al Battle; Downtown Development Authority
Terry Lorince; Downtown Vision Inc.
Mike Weinstein; Jacksonville Super Bowl Host Committee
Mike Kelly; Tampa Super Bowl Host Committee
Fernando Noriega; City of Tampa
Bill Fountain; City of West Palm Beach
Lise Sundrla; City of Savannah

Teresa O'Donnell Price; City of Jacksonville, Special Events Department
Robert Leverock Jr.; Gator Bowl Association
Michael Stewart; Jacksonville Convention and Visitor's Bureau
John Kiddy; Jacksonville Landing and Rouse Company
Bobi McGinnis; St. Johns River City Band
Matt Carlucci; Jacksonville City Council President

Issue Forum Participants

Marcus Haile, Chair
Bill Kwapil, Co-chair
Traci Akers
Jennifer Ashenfelder
Oliver Barakat
Michelle Barth
Alicia Bobe
Lee Brown
Circe Chamberlain
Joel Chamberlain
Amy Crockett
Kay Ehas

Susan Evatte
Colleen Farris
Kylie Francke
Joe Hayworth
Dan Hilken
Sherry Hogan
Alisa Hope
Andrew Jaffa
Sylvia Jaffa
George Kinghorn
Bonnie Knight
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Brian Lemmey
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Caroline Miller
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Joe Snowberger
Jason Thiel
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