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DOWNTOWN VISION STEPS IN TO CLEAN UP DOWNTOWN IMPROVEMENT DISTRICT

Downtown Ambassador Program Revamped with New Cleaning Equipment

Jacksonville, FL (February 25, 2010) – Downtown Vision, Inc. (DVI), Downtown Jacksonville’s Improvement District, showcased the new and improved Downtown Ambassador program that provides cleaning, safety and hospitality services for Downtown Jacksonville. In response to increasing maintenance needs and property owner requests, Downtown Vision’s Board of Directors contracted last month with a national company, Service Group Inc. (SGI), to bring best practices from other cities to Jacksonville. Service Group manages clean and safe programs for more than 20 other Downtown Improvement Districts across the country.

The Downtown Ambassador and Downtown Clean Team programs have been integrated into one program to leverage resources to deliver better and more coordinated services tailored to Downtown Jacksonville.

“In less than a month with Service Group, we hired, trained, procured new equipment and will begin deployment of the cleaning equipment today,” said Terry Lorince, executive director, Downtown Vision, Inc. “Having a clean Downtown is step one in Downtown revitalization. It shows we take pride in Downtown Jacksonville and we care about this neighborhood,” added Lorince.

Downtown Vision, Inc. has purchased and demonstrated the new green friendly, heavy cleaning equipment for additional cleaning services including an industrial pressure washer, a Billy Goat vacuum, and an Advanced Warrior walk behind scrubber. In the coming weeks, additional technology support will be implemented and deployment schedules and processes will be refined.

“We recognize that the city alone does not have the resources to provide the level of service Downtown needs. Our board decided that now was the time to expand our public-private partnership with the city to improve the fit and finish of Downtown,” said Terry Lorince, executive director.

The Downtown Improvement District is a 90-block area bordered by Prudential Drive to the south, Broad Street to the west, Church Street to the north and Market Street to the east. Downtown Vision’s Ambassador Program services the properties within the district. The City of Jacksonville will continue to service and maintain the park spaces within the Downtown Improvement District.

About Downtown Vision, Inc.

Downtown Vision, Inc. (DVI) is a not-for-profit 501(c)6 organization whose mission is to build and maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play, and visit.

Founded in 2000 at the request of Downtown property owners, Downtown Vision is dedicated to promoting the Downtown area, building a neighborhood Downtown, serving as a one-stop shop for information on Downtown and advocating the interests of local businesses and property owners. For more information visit, www.downtownjacksonville.org.