

THE MAGAZINE OF THE REBIRTH OF JACKSONVILLE'S DOWNTOWN
PREMIERE
ISSUE

SPORTS
AFTER FIVE
YEARS OF
UPGRADING
GAMEDAY
AMENITIES AT
THE BANK OF
AMERICA STADIUM
JAGS OWNER
SHAD KHAN
IS EAGER TO
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CULTURE
QUICK BROWN
FOX JUMPS OVER
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DEVELOPMENT
QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG

DOWNTOWN:
IT'S TIME
TO FIX IT

JUNE 2017

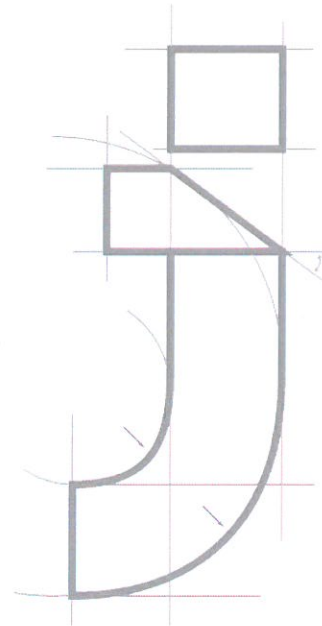
APRIL/MAY/JUNE 2017

PARTNERSHIP PROPOSAL

Today, we set out to remove the biggest obstacle standing in Jacksonville's way in becoming a world-class city. Together, we can build a legacy that will last forever.

TIMES-UNION
media

PARTNERSHIP PROPOSAL



STATEMENT OF CONFIDENTIALITY

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INTRODUCTION

WHO WE ARE

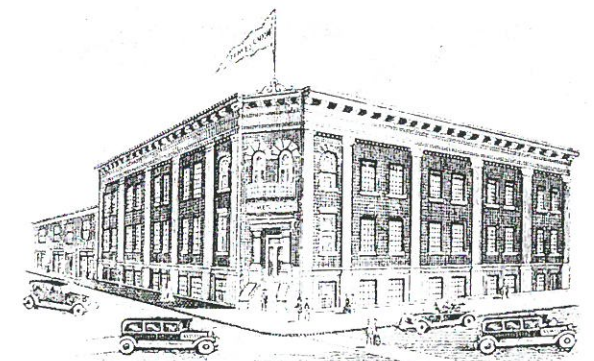
Widely known as the oldest newspaper in Florida, we began publication during the Civil War, when J.K. Stickney and W.C. Morrill published the first edition of the Florida Union in 1864.

After H.B. McCallum purchased the Florida Union in 1876, he became ill and decided to sell the paper. Our current incarnation began in 1883 when the Florida Union merged with another Jacksonville paper, the Florida Daily Times, owned by Charles H. Jones. That acquisition combined to form The Florida Times-Union. The first publication under our Times-Union name was February 4, 1883.

In later years, The Florida Times-Union was owned by Florida Publishing Company, a subsidiary of Seaboard Coast Line Railroad. In 1983, Morris Communications of Augusta, Georgia, acquired the Florida Publishing Company and The Florida Times-Union. Since that time, we've added a diverse array of media products, including Jacksonville.com, our award-winning website, and First Coast Magazine.

There is no denying our newspaper's history. **Since our beginnings, we've printed more than 55,000 issues comprising more than a billion words about Jacksonville.** For more than 150 years, we've been a staunch community watchdog and defender of the freedom of speech while serving a vital role in the Jacksonville community. It's a daunting responsibility we don't take lightly.

This is how The Florida Times-Union building looked in the early 1900s in downtown Jacksonville.



THE FLORIDA TIMES-UNION BUILDING



WHAT IS 'J' MAGAZINE?

You are getting an exclusive look at 'J' magazine. This quarterly publication with a single purpose – to chronicle the rebirth of Jacksonville's downtown – will feature some of the First Coast's most experienced and distinguished writers from the editorial staff of The Florida Times-Union.

Ten years ago, a publication like this probably couldn't exist. It is only now, as passionate city leaders, along with an influx of private investors, focus on the remarkable opportunities that await along the St. Johns River in Jacksonville's very heart.

'J' magazine isn't just a passenger along for the ride. Not even close. We'll push the conversation forward at every turn. Now is the time for our downtown to shine.

HELLO!

Spring 2017

Greetings to my fellow CEOs, business owners and marketing professionals in Jacksonville and Northeast Florida ...

As I've come to know many of you personally, I've learned we all care deeply about the future of our amazing city. So, let me ask you a question: What's the single biggest barrier keeping Jacksonville from becoming a world-class city?

Let's be honest, Jacksonville's downtown or, more precisely, the state of our downtown, is what's standing in our way. Bisected by the majestic St. Johns River, our downtown is sorely short of living up to its potential.

I believe it is time to change that, and at The Times-Union, we believe that time is NOW.

Jaguars' owner Shad Khan said it well earlier this month: "The five years I've been (in Jacksonville), well, downtown is dying. You can't have a viable city without a vibrant downtown. I think everybody gets that."

Khan is SO right.

Each of us can rattle off the issues holding our downtown back. As a group of downtown stakeholders, visionaries and leaders, you know as well as I do, these challenges can be overcome. All of them.

Like other cities that have transformed with far less natural beauty and far inferior points of destination, Jacksonville has a chance to be one of the most desired cities in the world. Businesses will want to relocate here. People will line up to live here. In short, Jacksonville can be the thriving, vibrant city we all want it to be.

So, as a collaborative team of leaders, let's make THIS our legacy. Let's not wait any longer. LET'S GET IT DONE.

To light a fire under our downtown, this spring The Times-Union is launching a magazine called "J."

On the following pages, you'll find details about this new forward-thinking quarterly magazine and how you can be involved. Make no mistake, "J" will be an unabashed voice pushing for the solutions and support needed to reshape downtown and transform Jax into a world-class city.

As leaders in this community, I believe we are completely in sync with the fact that hoping and waiting isn't getting this done. Now is the time. Our time.

So, what do I need from you? I'm looking for support, camaraderie, enthusiasm, passion and partnership.

Sound fun? Are you ready to solve the single biggest issue standing in the way of Jacksonville and world-class status?

I hope so.

Let's bring the mojo and make Jacksonville into the world-class city we all know is within reach.

Let's do it ... NOW!

— Mark

MARK NUSBAUM,
President and Publisher of
the Florida Times-Union
and Jacksonville.com.



WHAT WILL 'J' COVER?

From the push for continued development along our amazing downtown riverfront, to the future of our core's transit system, to the challenges of creating a modern convention center, to showcasing the virtually untapped value of the St. Johns River, "J" will explore our opportunities and advantages while traversing the obstacles holding us back.

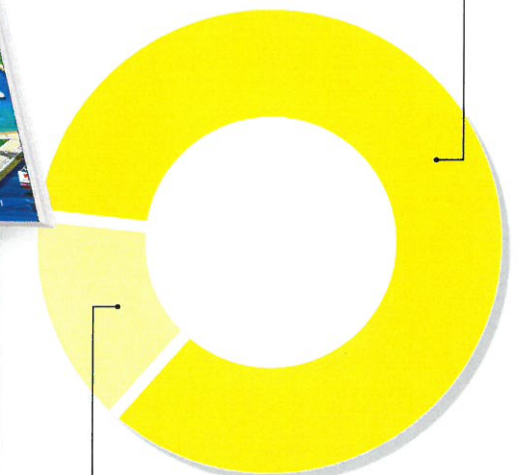


“We’ve got to move. We’ve got to get things done.”

LENNY CURRY, JACKSONVILLE MAYOR

HOW WILL 'J' BE DISTRIBUTED?

SEVEN-DAY-A-WEEK SUBSCRIBERS TO THE FLORIDA TIMES-UNION **30,000**



6,000 SINGLE COPY SALES (COVER PRICE: \$4.95) IN MULTIPLE RETAIL LOCATIONS

36,000
TOTAL COPIES



LOOKING FORWARD

We will look at the potential of our downtown, from the challenges we need to overcome to the opportunities that exist.



MEASURING OURSELVES

We will provide honest assessments on key indicators, such as safety, growth, culture, housing and retail – the very things that help define a downtown.



LEVERAGING OUR ASSETS

We will examine our downtown's assets. Things such as our NFL franchise and the St. Johns River. The important pieces every city wish they had.



STRATEGIC PARTNERING

We will monitor our downtown's financial health while looking into how private and public investments and strategic partnerships can reshape our core.



BUILDING ON THE PAST

We will research where our downtown has been – the history and heritage – that in many ways make us who we are, but in others, hold us back.



AMPLIFYING KEY VOICES

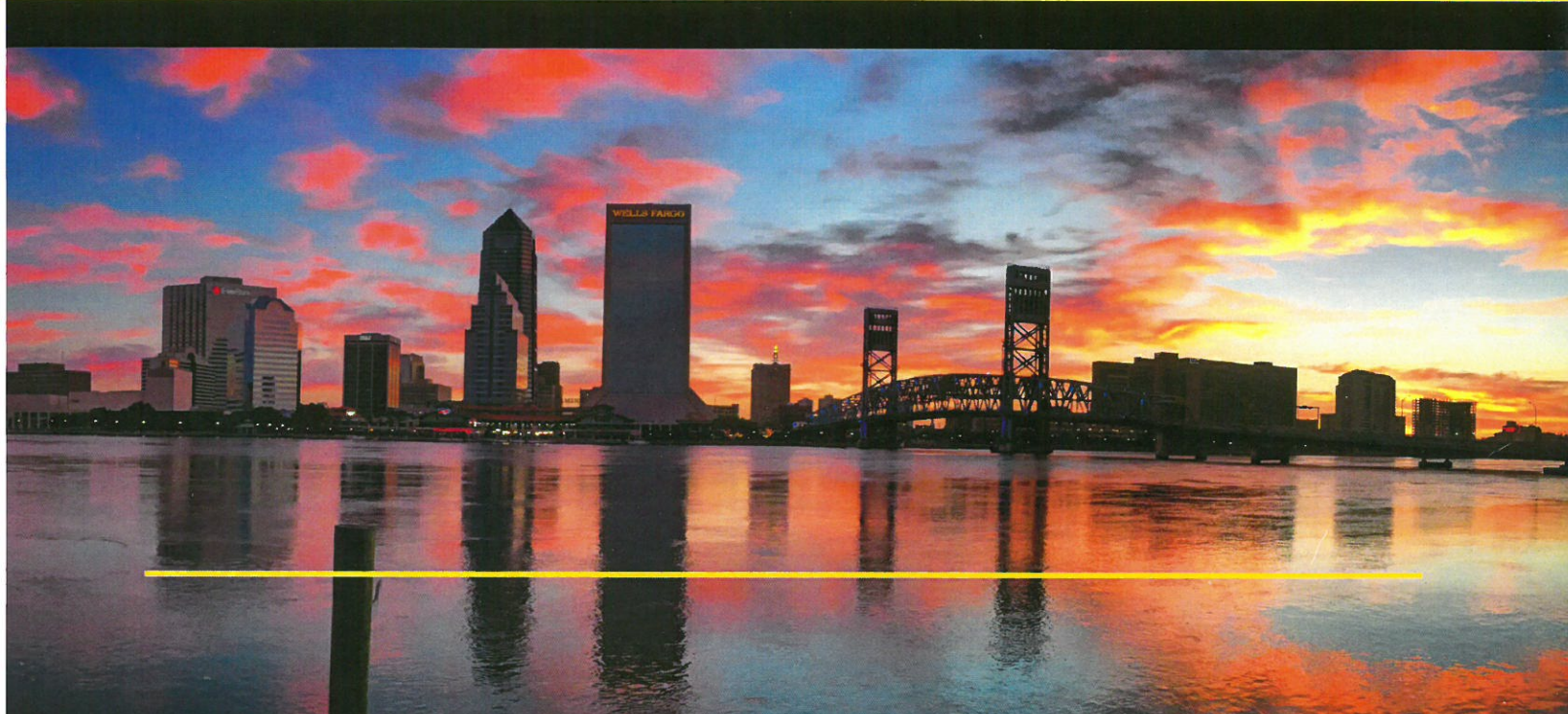
We will reach out to a diverse group of leaders, visionaries and stakeholders to let them address pressing downtown issues in their own voice.

“You can’t have a viable city without a vibrant downtown.”

SHAD KHAN, OWNER OF THE JACKSONVILLE JAGUARS

Over the years, Jacksonville Jaguars owner Shad Khan has offered insightful observations about the state of Jacksonville’s downtown. In 2014, Khan said, “There’s great potential here and I’m always befuddled. ... Why aren’t we doing better?” And, just this year, in March, he doubled down. “The five years I’ve been [in Jacksonville], well, downtown is dying.”

Let’s make a commitment that we not only keep our downtown alive, but we transform Jacksonville into a world-class city.



A SNEAK PEEK

With an award-winning team of seasoned journalists, here are just a few of the stories we have coming in the premier issue of ‘J’ magazine, debuting this spring.



IT’S TIME TO FIX OUR DOWNTOWN

Downtown has been withering since shopping malls took away most of its stores. But a vibrant downtown is essential to any real city, and for decades, revitalization has fallen short. **Frank Denton** offers four powerful reasons that now is the time.



BREATHING LIFE INTO NIGHTLIFE

A group of unlikely pioneer entrepreneurs are developing the funky Elbow into a lively district for food, drink and eclectic music. The district’s new anchor, a multimillion-dollar restaurant, is about to open at the very bend of the Elbow.



RIVER? WHAT RIVER?

Ron Littlepage explores why Jacksonville doesn’t take advantage of one of its greatest natural assets — the St. Johns River — other than just look at it. Then he explains why that is about to change, as a part of the coming downtown renaissance.



KEEPING THE FAITH

That huge Baptist church isn’t the only one, in fact, there are four others next door in the Cathedral District, anchored by St. John’s Cathedral and its dynamic Dean Kate Moorehead. They’re quietly but methodically building a diverse downtown neighborhood and “finding God in community.”



TEN HOURS IN DOWNTOWN JAX

We asked downtown activist **Tony Allegretti**, executive director of the Jacksonville Cultural Council, how he would spend 10 hours downtown. His answer will take you to some places you’ve never been and should know about.



THE ‘MAYOR OF HEMMING PARK?’

Paula Horvath didn’t find one, but she did meet **Sylvester**, a colorful character who has spent a share of his time hanging out there. If those park people make you feel uncomfortable, you’ll be interested in what they see when they look back.

NOW IS THE TIME

Vince Lombardi probably said it best: "Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work." Those words speak volumes when you apply them to Jacksonville's downtown. **TOGETHER**, we can be part of something remarkable for our city. **TOGETHER**, we see the potential. **TOGETHER**, we know it is within our grasp.

BUILDING A NETWORK TO CREATE MOMENTUM

The first time you heard someone say, "Jacksonville has so much potential," you probably beamed with pride, just like we all did. As the years clicked by, that pride turned to frustration when you visited other cities and saw how they pumped life into their once struggling communities by reinventing their downtowns.

In many cases, those cities **ONLY** have a thriving downtown. In Jacksonville's case, that seems to be the **ONLY** thing we don't have.

Together, we can fix that.

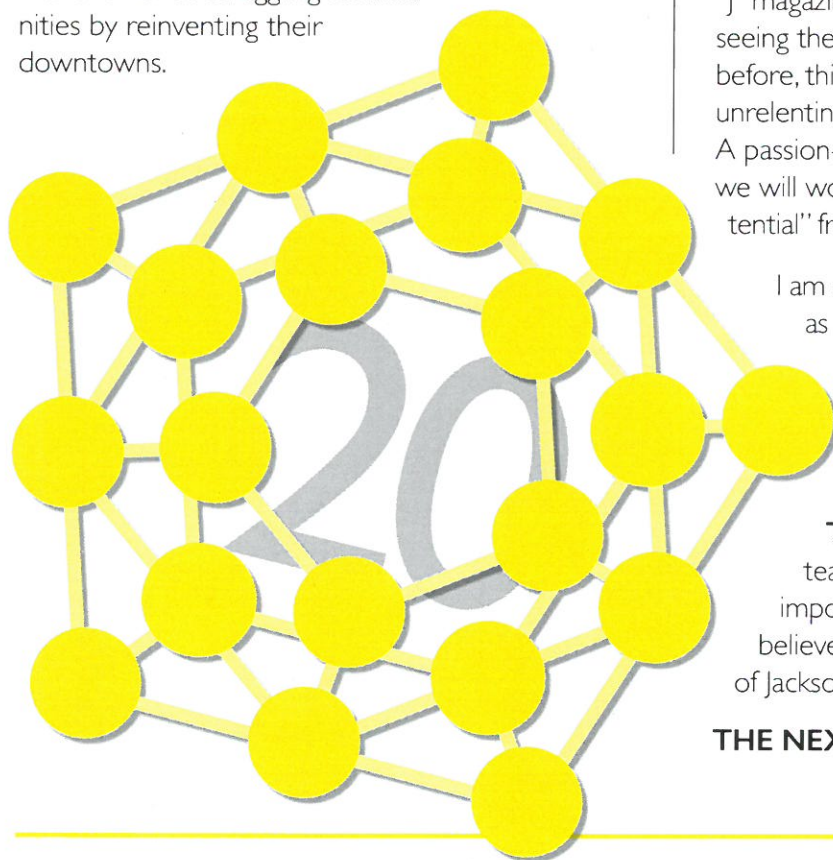
"J" magazine won't save our downtown, but after seeing the flicker of hope doused so many times before, this magazine's soul mission is to keep the unrelenting passion for progress raging all year long. A passion-fueled network of like-minded partners, we will work hand-in-hand to erase the word "potential" from Jacksonville's past.

I am so committed to this goal, that as long as I cover the cost of producing "J," and our city makes substantial progress on the downtown development front, I'm fine breaking even on this critical initiative.

In short, here's what I'm looking for:
Twenty signature sponsors – an all-star team of partners – in what will be the most important community effort in our lifetimes. I believe this team will boldly alter the very future of Jacksonville.

THE NEXT STEP IS UP TO ALL OF US.

– Mark Nusbaum



PARTNERING

Are you ready to be part of the renaissance? Are you ready to get serious about reshaping our downtown and make Jacksonville a world-class city? Here's how to be part of the catalyst to change our core:

PREMIER PARTNERSHIP

1

ONLY 20 SPOTS!

- Recognition in each issue of 'J' magazine.
- One full page of color advertising in 'J' magazine.
- Two full pages of color advertising in The Florida Times-Union to be used during the quarter.
- An exclusive seat on the 'J' Advisory Council that will meet quarterly to discuss our downtown's revitalization initiative.
- VIP status at future 'J' magazine events.

PER ISSUE
\$5,000
 ANNUALIZED
\$20,000

PLATINUM PARTNERSHIP

2

- A half page of color advertising in 'J' magazine.
- One full page of color advertising in The Florida Times-Union to be used during the quarter.
- VIP status at future 'J' magazine events.

PER ISSUE
\$3,000
 ANNUALIZED
\$12,000

GOLD PARTNERSHIP

3

- A quarter page of color advertising in 'J' magazine.
- A half page of color advertising in The Florida Times-Union to be used during the quarter.

PER ISSUE
\$2,000
 ANNUALIZED
\$8,000



THANK YOU

*"Because the people who are crazy
enough to think they can change the
world, are the ones who do."*

STEVE JOBS + ROB SILTANEN

TIMES-UNION

media 