Jax Riverfront Alliance Names Tony Moore as Founding Chief Executive Officer to Lead Next Chapter of Jacksonville's Riverfront

JACKSONVILLE, Fla. (October 28, 2026) — After a selective national search led by Kittleman & Associates, the Jax Riverfront Alliance board of directors has appointed Tony Moore as its inaugural chief executive officer. Moore brings more than three decades of expertise in large-scale civic development initiatives, strategic operations, and destination park management to the organization as it enters a new phase of stewardship and activation of Jacksonville's riverfront.

Moore's career began in the attractions industry, working with brands such as SeaWorld, Universal Studios, and Zoo Tampa, where he developed a strong foundation in large-scale operations and guest experience enhancement. He later moved into public urban park development and management, serving as founding CEO of Tulsa's Gathering Place, where he led the development and launch of a nationally recognized public park while building the organization from the ground up and overseeing its operational planning, programming, and community engagement.

Moore comes to Jacksonville from the Trinity Park Conservancy in Dallas, where he served as president and CEO leading the design, construction, and operational development of 250-acre Harold Simmons Park while positioning the conservancy as a catalyst for economic development, quality of life enhancement, and community transformation. Throughout his career, Moore has brought together vision and operational discipline to move ambitious initiatives from concept to execution while fostering collaboration, accountability, and excellence.

"Jacksonville has something really special — a river that most cities would envy and a community that clearly cares deeply about getting this right," said Moore. "Working with the City, our partners, and the community, we'll build on the tremendous momentum already underway, helping operate and care for these incredible destination parks the City has built. We'll help channel existing energy into a riverfront that becomes a beloved part of everyday life in this city, one that strengthens communities, enhances quality of life, and drives economic growth. I can't wait."

"Tony Moore brings exactly the combination of experience and expertise that the Jax Riverfront Alliance needs at this important moment," said David Sweeney, chair of the Jax Riverfront Alliance board of directors. "He has spent his career taking big ideas and actually delivering on them, building organizations, launching destination parks, and bringing communities along in the process. As we shift from standing up this organization to delivering on our riverfront vision, that track record is particularly important. Tony will be a trusted leader for our team and a strong partner for the City of Jacksonville, our donors, and the broader community. We could not be more pleased to have him on board."

Sweeney also recognized Linzee Ott, who has served as interim director since the organization's founding.

"We are deeply grateful to Linzee for her dedication, leadership, and tireless commitment to building the Jax Riverfront Alliance," Sweeney said. "She helped establish the strong foundation on which Tony will now build, and we are delighted that she will remain with the organization in a leadership role."

In his first year, Moore will focus on establishing the Jax Riverfront Alliance's operational and programming standards, strengthening relationships across the public and private sectors, and deepening community engagement around the future of Jacksonville's riverfront. His leadership comes at a pivotal time as the Jax Riverfront Alliance moves from establishing the organization to delivering on its vision for a riverfront that delights residents, benefits businesses, and inspires visitors.

"I'm delighted that the JRA has selected a strong leader in Tony Moore," said Mayor Donna Deegan. "We look forward to partnering with Tony and his talented team to continue the rapid growth we're enjoying with Jacksonville's dynamic new riverfront parks. These beautiful spaces are already drawing tens of thousands of visitors to our downtown waterfront, and as JRA moves into its next phase, we only anticipate those numbers to grow, enhancing downtown and the city as a whole."

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About the Jax Riverfront Alliance

The Jax Riverfront Alliance is an independent 501(c)(3) dedicated to enhancing Jacksonville's riverfront. Working with the City of Jacksonville and other valued public, private, and community partners, the Jax Riverfront Alliance seeks to deliver an exceptional year-round riverfront experience. Beginning with the programming of two priority parks, Riverfront Plaza and Riverfront Music Garden, the Jax Riverfront Alliance envisions ultimately stewarding the connected system of riverfront parks and pathways along both banks of the St. Johns River. Through year-round programming, meticulous maintenance, thoughtful partnerships, and a commitment to experiential excellence, the Jax Riverfront Alliance seeks to create a riverfront that becomes a daily destination for recreation, culture, nature, wellness, education, and connection that strengthens economic growth and community pride. Under a ten-year agreement with the City of Jacksonville, the Jax Riverfront Alliance is responsible for year-round programming, activation, fundraising, and over time enhanced maintenance, while the City retains ownership of all parks and continues to lead capital improvements, infrastructure, and security. This public-private model reflects years of research by Jacksonville community leaders and builds on proven approaches implemented in cities nationwide. Learn more at jaxriverfrontalliance.org.