



Downtown Improvement Board
Regular Monthly Meeting
Tuesday, July 10, 2018
7:30am

AGENDA

- I. Call to Order
 - a. Comments from the Chairman
- II. Recurring Agenda
 - a. Meeting was properly noticed
 - b. Consideration of the proposed meeting agenda for July 10, 2018
 - c. Consideration of the minutes from the regular meeting of the DIB held on June 12, 2018
- III. On-Going Business
 - a. Parking Interlocal Agreement - (see new business item 'a')
 - b. Downtown Pensacola Alliance – IRS documents and check to be sent 7/10/18
 - c. Handicap Parking Painting - Completed
 - d. Jefferson Garage Landscaping – Completed
 - e. Palafox-Trot dance steps – Completed
 - f. Visit Pensacola FCLF grant – Submitted
 - g. Bike Share – stakeholder happy hour tentative schedule - last week of July or second week in Aug.
 - h. SPS Parking Master Plan wrap-up – meeting scheduled for mid-July
 - i. Interlocal Agreement Plan for 2020
- IV. Parking
 - a. Premium Parking Update – Eric Kullander
 - b. Pay-station upgrades – completed
 - c. 5 New Pay-stations – deployment plan
 - d. LPR – Parking Committee recommendation
 - e. Residential parking applications
 - f. Waste Co-Op surplus – Parking Committee recommendation
 - g. Marketing vehicles - policy
 - h. Tarragona Street - 2hr parking Committee recommendation
 - i. YMCA – Parking changes



V. Finance

- a. DIB Review
- b. DPMD Review

VI. Marketing Report

- a. Ideaworks – Caron Sjoberg

VII. New Business

- a. City / CRA Compliance
- b. 2018 & 2019 Budget
- c. Officer Elections

VIII. Public Comment

IX. Adjournment

Next meeting – August 14, 2018

Minutes of the DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, June 12, 2018

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:30 a.m.
- II. Attendance – John Peacock, DeeDee Davis, Charlie Switzer & Michael Carro, Teri Levin
- III. Ongoing Business
 - I. Mr. Peacock confirmed that the meeting was noticed properly.
 - II. There was a motion and a second to approve the June 12, 2018 agenda with one addition (email from Commissioner Robinson). The agenda was approved unanimously.
 - III. There was a motion and a second to accept the minutes from the regular meeting held on May 08, 2018. The motion was passed unanimously.
- IV. On Going Business
 - I. Committee Reports
 - A. Parking and Traffic
 - Mr. Kullander with Premium Parking provided an update, discussion items included:
 - Overall changes made to the parking system as well as enforcement changes
 - Mrs. Davis expressed her appreciation for the responsiveness of Premium to the issues identified
 - Ms. Newburn presented the results of the Parking survey completed downtown recently
 - Mr. Carro questioned the study on if the Haas center has done parking studies before this and/or research done prior to deployment of the survey.
 - Mr. Switzer suggested a follow up study be completed in a few months, perhaps some parking questions in the summer Perception study was suggested by Mr. Morse in response.
 - Mr. Morse presented the Parking Committees' suggestion to modify the language in the interlocal agreement. Mrs. Davis made a recommendation to remove the wording related to marketing and promotion of downtown. The recommendation to modify language was unanimously approved. Mrs. Davis made a motion to submit the modified changes to the City for approval. Ms. Levin seconded the motion and the Board approved unanimously.
 - Mr. Morse gave an update on the ongoing use and revenue of the waste co-op compactor and a short discussion was had between Board members
 - Mr. Dubuisson asked about the security machine used and questioned the value to be established, Mr. Morse stated that the equipment was reallocated not sold/disposed.
 - B. Finance
 - i. Mr. Morse presented March P&L and Balance Sheets for DIB
 - ii. Mr. Peacock noted the DPMD financials were not included and asked to receive those before a motion to approve could take place. Approval is postponed on all budgets until next month.
 - iii. Mr. Lehman again requested information to back-up the discrepancies between the P&L previously presented and the financials presented by Premium Parking and stated that he has not yet received the requested information.
 - C. Marketing Report
 - Ms. Sjoberg presented Board with March marketing overview and ROI report.
- V. Executive Director's Report

- Mr. Morse provided a status update on a variety of staff projects. There was a brief discussion of the items.

VI. New Business

- The Parking Committee submitted a rate structure change for the Jefferson Street Garage, this was unanimously passed by the Board
- The Parking Committee submitted recommendation to purchase 5 additional Pay Stations, Mr. Peacock suggested that purchase be postponed
- The Parking Committee submitted a recommendation for a “Roof Top” only parking option at a discount, this was discussed by the Board and was tabled for future discussion
- The MOU regarding Sidewalk Cleaning was successfully executed. The LTU funds can be dispersed and used for cleaning. Mr. Morse also presented to the board that the DIB worked with the City to get 50 additional trash receptacles on Palafox Street
- The proposed Sidewalk Ordinance was discussed, this ordinance would be the same area as the skateboard ordinance and would prohibit sitting/laying on sidewalks. This has been successfully implemented with no challenges in other cities (Tempe AZ and Durango CO specifically). Mr. Carro motioned to have this Ordinance to City Council, it was seconded with the caveat that a discussion with the ACLU should take place before sending to Council
- Mr. Peacock will get the proposed Sidewalk Ordinance to the appropriate people at the ACLU for discussion and bring to the Board for July’s meeting
- Mr. Morse formerly presented his resignation effective June 6, 2018. Mr. Peacock presented that Mr. Morse would be on paid Administrative leave thru July 6, 2018. Mr. Peacock presented to the board that former DIB Financial Coordinator, Lissa Dees, would be coming to serve as the Executive Director effective June 18, 2018. A discussion among board members took place. Mrs. Davis stated she had confidence in Lissa performing all aspects of the position on her own and her appreciation for the time Mr. Morse gave to the DIB

VII. Public Comment

- Ms. Pennington presented an issue with the employees and volunteers of Quayside Gallery having to pay \$10+ for parking during special events. Mr. Peacock suggested that due to these being private lots that they establish a communication with the owners of those lots to come to a solution for their needs
- Ms. Dubuisson presented information about the Premium Parking app not working fluidly/consistently, as well as, information about a new Market happening every other month on one Saturday, indoors in Belmont Devilliers Square, especially for those vendors unable to become a vendor at the Palafox Market. She also wanted to ensure that the Board and public knew about mis numbered street/block signs placed in the Belmont Devilliers area, as well as, concern over the throws that are used at downtown parades and the liability those bring for our city and event and informed the board that the DIB is a dependent special district and encouraged everyone to read the legislative act that formed the DIB
- Mr. Morse took a moment to thank the Board for their time and patience during his serving as Executive Director and for their support of his next pursuit of business

VIII. Adjournment




Meeting was adjourned at 9:13 a.m.



Premium Parking, Parking Committee Agenda

All Legacy Pay Machines Have Be Updated Across Downtown

- The doors to all the legacy pay stations have been replaced.
- The equipment transition schedule is outlined below.

June 29	July 29	September 12
 Pay machines updated. No change in paying. Display receipt on dash.	INTRODUCTION PERIOD  Remember your license plate # or take a photo. OR If you don't know, enter "1234" to bypass. Display receipt on dash.	GO LIVE  All parkers can enter license plate #.

- June, legacy pay machines were updated.
- Beginning July 29, visitors will be given the option to enter their license plate # at on-street pay machines.
- There will be a 45-day period where visitors can enter their license plate # and simply walk away after payment; or if they do not recall their license plate #, they can also enter "1234" to bypass and simply return to their vehicle and continue to display the receipt on the dash.
- As of September 6, all visitors must enter their license plate # and will no longer need to display paper receipts on the dash.

New Pay Station Recommendation

We received five new Parkeon pay stations.

- We will be providing educion on the machines after DIB meetings
- 2 on Main to Romana
- **3 On garden**
 - **2 Around Wells Fargo**
 - **1 by the beer supply**



Timeline. How Policy Change Happens.

- 90 days** Draft policy created and sent to DIB for review
- 80 days** DIB provides feedback and policy revised
- 75 days** Draft policy presented to DIB Parking Committee
- 70 days** Incorporate Parking Committee feedback
- 65 days** DIB circulates revised policy to DIB board members
- 60 days** DIB meeting with community input & vote on policy
- 50 days** DIB drafts media advisory & begins communications plan
- 45 - 0 days** Operations/signage updates; policy goes in to effect



Operations & Communications Steps.

Marketing Communications.

PR & Social Media.

Merchant & Community Outreach.

Signage & Equipment Installed.

Parking Ambassador Education.

Soft Enforcement Grace Period.

Full Enforcement in Effect.

1042

Insert payment
to begin

Rates

50¢ per 1 Hour
5 Hour Max

Accepts: Nickles, Dimes, Quarters
\$1 Coins, Credit Cards
(All US coins except pennies)

NO REFUND / NO CHANGE

Language

Add
Time

Max
Time

Print

Cancel

Receipt

Payment Methods

← CREDIT CARD

VISA

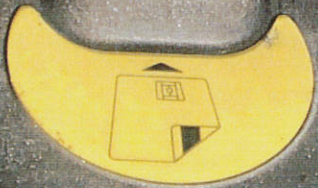
MasterCard

AMERICAN EXPRESS

DISCOVER

Credit Card Minimum \$1.00

← COIN





MAX 1 2 3 4 5 6 7 8 9 0

+ Q W E R T Y U I O P ↩

- A S D F G H J K L A-Z ✖

START ▶ ⏻ Z X C V B N M ✓ ◀ PRINT

CREDIT CARDS



COINS



COIN RETURN





Quote For:

**Premium Parking
(1) 2-Camera Mobile LPR System**

Quoted By:

**Applied Intelligent Systems
Todd Troutman**

Date: 02-14-18



Be Smart. Be Safe. Be Vigilant.

(1)	SSUPSYS-COM	Vigilant System Start Up & Commissioning of 'In Field' LPR system <ul style="list-style-type: none"> • Vigilant technician to visit customer site • Includes system start up, configuration and commissioning of LPR system • Applies to mobile (1 System) and fixed (1 Camera) LPR systems
(1)	VSPTRNG	Vigilant End User Training for LPR Systems <ul style="list-style-type: none"> • End user training for Vigilant products <ul style="list-style-type: none"> ◦ Covers all client purchased applications ◦ Includes classroom and field operation training • Vigilant certified technician to visit site and perform one training class
(1)	VSPTRVL-01	Vigilant Certified Partner Travel via Client Site Visit <ul style="list-style-type: none"> • Vigilant certified technician to visit client site • Includes all travel costs for onsite support services
(1)	CDMS24HWW	2-Camera Mobile LPR System - Extended Hardware Warranty - Years 2 through 5 <ul style="list-style-type: none"> • Full mobile LPR hardware component replacement warranty • Applies to 2-Camera hardware system kit • Valid for 4 years from standard warranty expiration
(2)	U-BASE-SET	High Impact Camera Magnet <ul style="list-style-type: none"> • Made for heavy weighted LPR cameras (Reaper) or high impact applications • One required per camera
(1)	VS-SHP-01	Vigilant Shipping & Handling Charges <ul style="list-style-type: none"> • Applies to each Mobile LPR System • Shipping Method is FOB Shipping

(1)	VS-INTEGRATION	Vigilant Solutions Parking Platform Integration API <ul style="list-style-type: none"> • Applies to each Mobile LPR Camera • Integration to Parking Platform Software – 5 Years
-----	----------------	--

Quote Notes:

1. All prices are quoted in USD and will remain firm and in effect for 60 days.
2. Complete system to be delivered within 30 days of AOR (After Receipt of Order).
3. All hardware components to have standard One (5) year hardware warranty.
4. All software to have standard one (5) year warranty for manufacturer defects.
5. Software is manufactured under strict Vigilant Solutions standard.
6. Annual Software Subscription fee of \$525.00 Per Camera – Includes an account on the Vigilant LEARN Server with Client Portal Access, Unlimited users, Unlimited storage for your LPR Data, Unlimited technical support calls, Free updates to back office software, Free updates to the Vigilant LPR software in the parking patrol vehicles, Automated White-List management- capability to have all cars sync White Lists automatically from one location via our secure LEARN Server. This subscription is including in this quote for a period (5) years.

Quoted by: Todd Troutman - 770-310-2987 - todd@appliedintelsystems.com

Total Price (Excluding sales tax)	\$23,751.00
--	--------------------



**APPLIED
INTELLIGENT
SYSTEMS**

Applied Intelligent Systems
2906 Preserve Blvd
Panama City Beach, FL 32408
(P) 770-310-2987

**Be smart. Be safe.
Be Vigilant.**

Attention:	Premium Parking	Date	2/14/2018
Project Name:	(1) 2-Camer Mobile LPR System	Quote Number:	101-0720-01

PROJECT QUOTATION

We at Applied Intelligent Systems and Vigilant Solutions are pleased to quote the following systems for the above referenced project:

Qty	Item #	Description
(1)	Mobile LPR SYS-1 CDM-2-22--RE	Mobile LPR 2-Camera System w/ Integrated Processor (Expandable to 4 Cams) <u>Hardware:</u> <ul style="list-style-type: none"> Qty=2 Combination IR / Color LPR Cameras - 25mm lens package Cameras w/ integrated solid state DSPs (No moving parts) Wiring harness w/ ignition control (Direct to Battery) <ul style="list-style-type: none"> Single point power connection Field installed GPS receiver for MDC (USB Connect) <u>Software:</u> <ul style="list-style-type: none"> CarDetector Mobile LPR software application for MDC unit <ul style="list-style-type: none"> LPR vehicle license plate scanning / real time alerting Full suite of LPR tools including video tool set
(1)	VS-LEARN--H	Vigilant Hosted/Managed Centralized LPR server via LEARN <ul style="list-style-type: none"> Vigilant hosted/managed LEARN account <ul style="list-style-type: none"> Central repository for all LPR data acquired by each LPR system Includes Vigilant's suite of LPR data analytics via online web access <ul style="list-style-type: none"> Automated CarDetector software update management Plate searching, mapping, data mining utilities Stakeout, Associate Analysis and Locate Analysis Full administrative security with management auditing Plug-N-Play an unlimited number of CarDetector LPR systems <ul style="list-style-type: none"> Requires NO server hardware, NO server maintenance Requires Vigilant Enterprise Service Agreement contract
(1)	VSBCSVC-01	Vigilant LPR Basic Service Package for Hosted/Managed LPR Deployments <ul style="list-style-type: none"> Managed/hosted server account services by Vigilant <ul style="list-style-type: none"> Includes access to all LEARN and CarDetector software updates Priced per camera per year for up to 14 total camera units registered Requires new/existing Enterprise Service Agreement (ESA) Includes Coverage Years 1-5
(1)	SSUPLN-COM	Vigilant Start Up & Configuration of Hosted/Managed LEARN Server Account <ul style="list-style-type: none"> New client account setup via national LPR server Required for all hosted/managed LEARN client accounts

Lissa Dees

From: Teri <levinteri@aol.com>
Sent: Friday, June 29, 2018 1:46 PM
To: Lissa Dees
Subject: Re: YMCA Parking - NEW Information

I think it is important for not only the ambassadors , but for all DIB members and of course the parking committee.. we all need to be aware of all the parking (growth issues). and btw.. what time does Premium stop monitoring in the evenings? and I hope we can encourage them that while all this Gulf Power work is ongoing and all the construction around the Studer apartments is ongoing.. that they not be strict on parking tickets... there is enough upheaval and upset people traveling the detours down town.. let's be patient and not fuel that fire.
Teri

-----Original Message-----

From: Lissa Dees <LissaD@downtownpensacola.com>
To: 'Teri Levin' <levinteri@aol.com>
Sent: Fri, Jun 29, 2018 12:42 pm
Subject: RE: YMCA Parking - NEW Information

Thanks for sharing.

I will distribute to the Parking Ambassadors.

From: Teri Levin [<mailto:levinteri@aol.com>]
Sent: Friday, June 29, 2018 10:14 AM
To: Lissa Dees <LissaD@downtownpensacola.com>
Subject: Fwd: YMCA Parking - NEW Information

FYI...

Teri Levin
- Sent from my iPhone

Begin forwarded message:

From: Andrea Rosenbaum <arosenbaum@ymcanwfl.org>
Date: June 28, 2018 at 11:20:42 AM CDT
To: levinteri@aol.com
Subject: YMCA Parking - NEW Information
Reply-To: arosenbaum@ymcanwfl.org

PARKING: THE LATEST

Beginning Monday, July 2:

- Everyone will enter the parking garage via Jefferson Street. The entrance on Intendencia Street will be closed. Jefferson Street will become one-way heading north for the blocks closest to the Y.

Beginning Monday, July 16:

- The parking validation system will go into effect. Members will take a ticket when you enter the garage and bring the ticket into the Y. You will validate your ticket at the station on the self-service kiosk in the lobby.
- You will receive 2 ½ hours of parking at no charge. If you stay longer than 2 ½ hours, you will be required to pay (cash or card) \$10/hour to exit the garage.

Beginning Wednesday, July 25:

- Intendencia Street between Jefferson and Tarragona will be closed to vehicular traffic for about 8 weeks so construction can be completed. We will have pedestrian access to cross the street. The 8 parking spots (handicapped and 10-minute) in front of the building will NOT be accessible to cars for this entire period of time.
- Our street parking attendants will stay in place during this transition.

The next three months will require patience and flexibility from everyone. The good news is that we are in the final stages of construction - and when this is complete, the street in front of the Y will be beautiful, safe and pedestrian friendly. When construction is done, the garage will be pressure washed and re-striped, with additional lighting, ground reflectors and speed limit signs to provide a safer experience for everyone.



DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of June 30, 2018

	Jun 30, 18
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Coastal- 0237	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal- 0237 - Other	177,644.68
Total 101 · Cash - Coastal- 0237	250,790.75
Total Checking/Savings	250,790.75
Accounts Receivable	
140.4 · A/R-Property Assessments	280,679.22
Total Accounts Receivable	280,679.22
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	550.00
140.5 · Due from Friends of Downtown	1,092.00
140.11 · Due from Parking Fund	35,085.78
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	4,197.28
Total Other Current Assets	41,925.06
Total Current Assets	573,395.03
Fixed Assets	
240 · Equipment	133,671.36
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-91,329.00
Total Fixed Assets	57,733.59
TOTAL ASSETS	631,128.62
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-1,034.08
452 · Compensated Absences	4,212.27
Total Accounts Payable	3,178.19
Other Current Liabilities	
2110 · Direct Deposit Liabilities	-4,073.01
458 · Due to 403(b)	-1,149.52
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	295,611.45
Total Other Current Liabilities	295,388.92
Total Current Liabilities	298,567.11
Long Term Liabilities	
N/P - DLL Financial Solutions	
Deferred Interest	-712.40
N/P - DLL Financial Solutions - Other	8,705.22
Total N/P - DLL Financial Solutions	7,992.82
Total Long Term Liabilities	7,992.82
Total Liabilities	306,559.93
Equity	
32000 · Unrestricted Net Assets	330,399.74

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of June 30, 2018

	Jun 30, 18
587 · Fund Balance	-40,639.00
Net Income	34,807.95
Total Equity	324,568.69
TOTAL LIABILITIES & EQUITY	<u>631,128.62</u>

DIB		
June Budget Notes		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income		
Summary	Income	\$6K of Ad Valorem unrealized for 2018 - Palafox Market is \$3k over projected revenue - overall Income is on target with budget
5001	Salaries, Benefits & Taxes	\$19k over in Salaries - \$12K over in workers com Ins. & \$5k over in Helath Ins. *line item will be over budget at E.O.Y.
5027	Economic Development	\$24K below budget
5028	Arts & Culture	\$16K below budget
7000	Ambassador	\$9k over budget
Summary		overall expenses are \$3,580 under budget Y.T.D.

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

October 1, 2017 through July 6, 2018

	Oct 1, '17 - Jul 6, 18	Budget	\$ Over Budget	Oct 1, '17 - Jul 6, 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income	679,103.38	684,730.83	-5,627.45	679,103.38	684,730.83	-5,627.45	827,639.93
Gross Profit	679,103.38	684,730.83	-5,627.45	679,103.38	684,730.83	-5,627.45	827,639.93
Expense							
5000 · CRA Interlocal Payment	216,580.30	216,580.30	0.00	216,580.30	216,580.30	0.00	216,580.30
5001 · Salaries, Benefits & Taxes	197,669.83	159,010.08	38,659.75	197,669.83	159,010.08	38,659.75	207,550.00
5006 · Board Meetings	0.00	727.83	-727.83	0.00	727.83	-727.83	950.00
5007 · Annual Meeting	500.00	1,532.26	-1,032.26	500.00	1,532.26	-1,032.26	2,000.00
5009 · Bank Charges	3,471.38	2,662.30	809.08	3,471.38	2,662.30	809.08	3,475.00
5011 · Interest Expense	142.50	153.23	-10.73	142.50	153.23	-10.73	200.00
5012 · Office Rent	8,660.55	9,193.55	-533.00	8,660.55	9,193.55	-533.00	12,000.00
5013 · Office Supplies	1,673.14	2,451.61	-778.47	1,673.14	2,451.61	-778.47	3,200.00
5014 · Office Equipment/Software	2,099.39	4,979.84	-2,880.45	2,099.39	4,979.84	-2,880.45	6,500.00
5015 · Postage	360.12	766.13	-406.01	360.12	766.13	-406.01	1,000.00
5016 · Telecommunications	7,969.86	9,959.68	-1,989.82	7,969.86	9,959.68	-1,989.82	13,000.00
5017 · Website Support	531.25	2,298.39	-1,767.14	531.25	2,298.39	-1,767.14	3,000.00
5018 · Website Hosting	1,803.88	766.13	1,037.75	1,803.88	766.13	1,037.75	1,000.00
5019 · Computer Support/Email Leasing	1,299.08	3,447.58	-2,148.50	1,299.08	3,447.58	-2,148.50	4,500.00
5020 · Dues, Subscriptions, Publicatio	3,338.29	2,451.61	886.68	3,338.29	2,451.61	886.68	3,200.00
5021 · Travel Entertainment & Educ.	2,772.91	3,830.65	-1,057.74	2,772.91	3,830.65	-1,057.74	5,000.00
5022 · Repair & Maintenance	26.86	766.13	-739.27	26.86	766.13	-739.27	1,000.00
5023 · Marketing Consultants	56,249.00	57,459.68	-1,210.68	56,249.00	57,459.68	-1,210.68	75,000.00
5024 · Bookkeeping	13,920.00	11,032.26	2,887.74	13,920.00	11,032.26	2,887.74	14,400.00
5025 · Audit	9,165.00	13,790.32	-4,625.32	9,165.00	13,790.32	-4,625.32	18,000.00
5026 · Legal Counsel	8,689.00	12,641.13	-3,952.13	8,689.00	12,641.13	-3,952.13	16,500.00
5027 · Economic Development	13,343.75	38,306.45	-24,962.70	13,343.75	38,306.45	-24,962.70	50,000.00
5028 · Arts and Culture	1,844.00	18,387.10	-16,543.10	1,844.00	18,387.10	-16,543.10	24,000.00
5029 · Donation to Friends of Downtown	11,968.00	0.00	11,968.00	11,968.00	0.00	11,968.00	0.00
5201 · Friends of Downtown	1,149.61	0.00	1,149.61	1,149.61	0.00	1,149.61	0.00
6000 · Palatfox Market	49,269.53	53,552.41	-4,283.08	49,269.53	53,552.41	-4,283.08	69,900.00
7000 · Ambassador Program	97,202.95	88,533.87	8,669.08	97,202.95	88,533.87	8,669.08	115,560.00
Total Expense	711,699.98	715,280.52	-3,580.54	711,699.98	715,280.52	-3,580.54	867,515.30
Net Ordinary Income	-32,596.60	-30,549.69	-2,046.91	-32,596.60	-30,549.69	-2,046.91	-39,875.37
Other Income/Expense	55,357.84	30,645.16	24,712.68	55,357.84	30,645.16	24,712.68	40,000.00
Net Income	22,761.24	95.47	22,665.77	22,761.24	95.47	22,665.77	124.63

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Prev Year Comparison

October 1, 2017 through July 6, 2018

	Oct 1, '17 - Jul 6, 18	Oct 1, '16 - Jul 6, 17	\$ Change	% Change
Ordinary Income/Expense				
Income	679,103.38	592,802.45	86,300.93	14.6%
Gross Profit	679,103.38	592,802.45	86,300.93	14.6%
Expense	711,699.98	810,016.64	-98,316.66	-12.1%
Net Ordinary Income	-32,596.60	-217,214.19	184,617.59	85.0%
Other Income/Expense				
Other Income				
Voided Checks	5,265.54	0.00	5,265.54	100.0%
4980 - Sales Tax Collection Allowance	92.30	0.00	92.30	100.0%
4040.50 - Holiday Lights Income	0.00	150,000.00	-150,000.00	-100.0%
4065 - DPMD Loan Repayment	50,000.00	20,000.00	30,000.00	150.0%
Total Other Income	55,357.84	170,000.00	-114,642.16	-67.4%
Other Expense	0.00	9,805.74	-9,805.74	-100.0%
Net Other Income	55,357.84	160,194.26	-104,836.42	-65.4%
Net Income	22,761.24	-57,019.93	79,781.17	139.9%

Downtown Parking Management District
Balance Sheet- For Management Use Only
As of June 30, 2018

	<u>Jun 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
100 · Petty Cash-Jefferson Garage	1,717.20
101 · Cash-Coastal -514-8	298,676.04
102 · Cash-Wells Fargo -9358	51,268.02
Total Checking/Savings	351,661.26
Accounts Receivable	
140.4 · Parking Fees & Fines	72,275.00
145.4 · Allowance for Doubtful Accounts	-55,444.80
Total Accounts Receivable	16,830.20
Total Current Assets	368,491.46
Fixed Assets	
241 · Equipment	317,829.48
290 · Improvements	177,362.10
300 · Accumulated Depreciation	-278,659.14
Total Fixed Assets	216,532.44
TOTAL ASSETS	<u>585,023.90</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
452 · Due to D.I.B.	40,555.83
460 · Restricted Fund	1,000.00
481 · Sales Tax Payable	-1,022.96
Total Other Current Liabilities	40,532.87
Total Current Liabilities	40,532.87
Long Term Liabilities	
503 · N/P-CB & T-Pay Stations	34,174.01
Total Long Term Liabilities	34,174.01
Total Liabilities	74,706.88
Equity	
32000 · Unrestricted Net Assets	372,683.35
32100 · Investment in Capital Assets	182,358.00
Net Income	-44,724.33
Total Equity	510,317.02
TOTAL LIABILITIES & EQUITY	<u>585,023.90</u>

DPMMD		
June Budget Notes		
<u>Code</u>	<u>Description</u>	<u>DPMMD Notes</u>
Revenue		
10-00	Judicial Center Lot	under budget - not running special events
11-00	North Palafox	over budget Y. T. D. \$13K primarily from Monthly Passes
12-00	Tarragona Lot	over budget Y. T. D. \$13K primarily from Monthly Passes
13-00	Trash Co -Op	under budget Y.T.D. \$11K - Have not collected fees for loan repayment
20-00	Intendencia	over budget Y.T.D. \$9K - lot is still ran during special events
21-00	JSG	over budget Y.T.D. \$59K
23-01 & 02	Meter/PlayStation	over budget Y.T.D. \$29K
24-00	Parking Fines	over budget Y.T.D. \$35K
Summary		YTD revenue \$126K over budget
Expense		
30-00	Trash Co -Op	under budget Y.T.D. - \$7K - Timing issue with May and June Republic invoices
40-00	Shared Expenses	lot share no longer an expense
50-09	Debt Service	\$10k over will balance at end of year
		over budget \$40K - includes \$51K for Structured Parking Study and additional marketing for Parking Management transition - expense overage must be compensated with revenue surplus
50-12	Marketing /Printing /Research	over budget \$7K Y.T.D. with majority of overage from S,B,& T which should trend down over the next 2.5 months
50-14	Overhead Reimbursement	\$4k under budget - related to audit - timing
50-15	Professional Services	
50-16	facility R&M	underbudget Y.T.D. \$10K- will use to help off-set overage in signage and striping
50-17	signage & striping	overbudget \$6K - due to parking management change - will not hit annual budget target of \$5k
50-18	Utilities	trending slightly below target
50-19	T&E	over budget \$4K Y.T.D. - early spend - should hit target at e.o.y.
50-20	Management Contracts	over budget \$99K - exceeded annual target of \$51K - expense overage must be compensated with decrease in codes 50-23, 24 & 25
50-22	Pay station Repairs	\$4k under budget - category will be over budget at end of year due to Pay Station upgrades completed at the end of June
50-23	Contract Parking Enforce Sev	under budget YTD \$47K will use to off set Management Contracts overages
50-24 & 25	special events & Security	will use \$21K to further off set overages in Management Contracts
50-26	Meter Equipment	will be over budget due to purchase of 5 new pay stations
50-28	Street /landscape Improv.	\$9k overbudget due to landscaping at JSG
Summary		\$78K YTD over budget in Expenses - will utilize revenue overages to off-set expense overages.

Downtown Parking Management District Profit & Loss Budget Performance - For Mgmt Use Only

June 2018

	Jun 18	Budget	\$ Over Budget	Oct '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Income							
10-00 · Judicial Center Lot	0.00	83.34	-83.34	0.00	750.00	-750.00	1,000.00
11-00 · North Palatka Lot	43.50	660.00	-616.50	18,956.54	5,910.00	13,046.54	7,900.00
12-00 · Tarragona Street Lot	261.39	318.32	-56.93	15,335.98	2,429.98	12,906.00	3,507.00
13-00 · Trash	8,206.64	6,915.48	1,291.16	46,910.51	58,481.24	-11,570.73	79,228.00
20-00 · Intendencia Garage	1,221.00	916.67	304.33	17,938.72	8,250.01	9,688.71	11,000.00
21-00 · Jefferson Street Garage	1,862.00	27,083.34	-25,221.34	302,828.73	243,750.01	59,078.72	325,000.00
22-00 · Judicial Center Garage	0.00	100.00	-100.00	1,400.00	750.00	650.00	1,100.00
23-01 · Paystations	5,892.52	8,000.00	-2,107.48	111,797.06	72,000.00	39,797.06	96,000.00
23-02 · Single Space Meters	2,943.98	5,333.34	-2,389.36	37,257.44	48,000.01	-10,742.57	64,000.00
24-00 · Parking Fines	16,145.00	10,000.00	6,145.00	125,581.60	90,000.00	35,581.60	120,000.00
25-00 · OnStreet Dumpster Placement Fee	0.00	8.34	-8.34	2,135.50	75.01	2,060.49	100.00
26-00 · Residential Parking Permits	0.00	500.00	-500.00	1,207.50	4,500.00	-3,292.50	6,000.00
29-01 · Sales Tax Collected	0.00			-27,616.34			
29-02 · Cash Over (Short)	0.00			-48.00			
4502 · Baylen St Pkg Lot- SOLD 100117	0.00	0.00	0.00	17.50	0.00	17.50	0.00
4515 · Govt St Pkg Lot -DEC CLOSING	0.00			7,514.25			
Total Income	36,576.03	59,918.83	-23,342.80	661,216.99	534,896.26	126,320.73	714,835.00
Gross Profit							
	36,576.03	59,918.83	-23,342.80	661,216.99	534,896.26	126,320.73	714,835.00
Expense							
30-00 · DPMD Trash Expense	47.74	5,808.82	-5,761.08	104,805.87	112,279.50	-7,473.63	129,706.00
40-00 · DPMD Shared Expenses	0.00	800.00	-800.00	7,362.77	7,200.00	162.77	9,600.00
50-00 · DPMD Operating Expenses							
50-04 · Jefferson Garage CC Fees	0.00	750.00	-750.00	2,710.40	6,750.00	-4,039.60	9,000.00
50-05 · Parking Meter CC Fees	0.00	1,000.00	-1,000.00	7,865.02	9,000.00	-1,134.98	12,000.00
50-06 · Insurance - Auto	0.00			1,847.93			
50-07 · Bad Debt Expense	0.00	666.66	-666.66	0.00	5,999.99	-5,999.99	8,000.00
50-08 · Bank Charges	0.00	25.00	-25.00	202.45	225.00	-22.55	300.00
50-09 · Debt Service - DIB Loan	10,000.00	3,333.34	6,666.66	40,000.00	30,000.00	10,000.00	40,000.00
50-10 · Debt Service-\$2,717.86	0.00	2,716.66	-2,716.66	24,566.63	24,450.00	146.63	32,600.00
50-11 · Dues & Subscriptions	0.00	500.00	-500.00	0.00	1,500.00	-1,500.00	2,000.00
50-12 · Marketing / Printing / Research	3,130.70	2,750.00	380.70	64,789.20	24,750.00	40,039.20	33,000.00
50-13 · Office Supplies	0.00	0.00	0.00	153.22	0.00	153.22	0.00

Downtown Parking Management District Profit & Loss Budget Performance - For Mgmt Use Only

June 2018

	Jun 18	Budget	\$ Over Budget	Oct '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
50-14 · Overhead Reimbursement	15,621.04	13,443.33	2,177.71	128,228.73	120,990.00	7,238.73	161,320.00
50-15 · Professional Services	0.00	0.00	0.00	7,915.00	12,100.00	-4,185.00	12,100.00
50-16 · Facility Repair & Maintenance	5,767.42	6,250.00	-482.58	46,244.55	56,250.00	-10,005.45	75,000.00
50-17 · Signage & Striping	0.00	416.66	-416.66	9,432.66	3,750.00	5,682.66	5,000.00
50-18 · Utilities	582.92	1,166.66	-583.74	9,741.93	10,500.00	-758.07	14,000.00
50-19 · Travel Entertainment & Educ	90.45	500.00	-409.55	90.45	4,500.00	-4,409.55	6,000.00
50-20 · Management Contracts	0.00	4,250.00	-4,250.00	137,829.59	38,250.00	99,579.59	51,000.00
50-21 · Paystation Parkeon \$1456/mo	1,300.00	1,457.25	-157.25	13,124.17	13,115.25	8.92	17,487.00
50-22 · Paystation Repairs	0.00	625.00	-625.00	1,684.00	5,625.00	-3,941.00	7,500.00
50-23 · Contract Parking Enforc Serv	0.00	10,058.34	-10,058.34	42,755.10	90,525.00	-47,769.90	120,700.00
50-24 · Enforcement Spec Events Pkg	1,005.28	1,666.66	-661.38	11,898.46	15,000.00	-3,101.54	20,000.00
50-25 · Security	0.00	2,083.34	-2,083.34	169.37	18,750.00	-18,580.63	25,000.00
50-26 · Meter Equipment	0.00	833.34	-833.34	24,234.09	7,500.00	16,734.09	10,000.00
50-28 · Street / Landscape Improvements	0.00	1,275.00	-1,275.00	20,933.39	11,475.00	9,458.39	15,300.00
Total 50-00 · DPMD Operating Expenses	37,497.81	55,767.24	-18,269.43	596,446.34	511,005.24	85,441.10	677,307.00
Total Expense	37,545.55	62,376.06	-24,830.51	708,614.98	630,484.74	78,130.24	816,613.00
	-969.52	-2,457.23	1,487.71	-47,397.99	-95,588.48	48,190.49	-101,778.00
Other Income							
Voided Checks	0.00			2,071.64			
60-00 · Other Income	81.69			602.02			
	81.69			2,673.66			
Total Other Income	81.69			2,673.66			
	-887.83	-2,457.23	1,569.40	-44,724.33	-95,588.48	50,864.15	-101,778.00

Downtown Parking Management District Profit & Loss Prev Year Comparison October 2017 through June 2018

Ordinary Income/Expense

Income

11-00 . North Palatfox Lot	18,956.54	39,959.34	-21,002.80	-52.56%
12-00 . Tarragona Street Lot	15,335.98	13,630.12	1,705.86	12.52%
13-00 . Trash	46,910.51	0.00	46,910.51	100.0%
20-00 . Intendencia Garage	17,938.72	372.00	17,566.72	4,722.24%
21-00 . Jefferson Street Garage	302,828.73	293,229.59	9,599.14	3.27%
22-00 . Judicial Center Garage				
22-03 . JCG-Special Event Income	1,400.00	0.00	1,400.00	100.0%
Total 22-00 . Judicial Center Garage	1,400.00	0.00	1,400.00	100.0%

23-01 . Paystations	111,797.06	0.00	111,797.06	100.0%
23-02 . Single Space Meters	37,257.44	154,804.47	-117,547.03	-75.93%
24-00 . Parking Fines	125,581.60	131,405.47	-5,823.87	-4.43%
25-00 . OnStreet Dumpster Placement Fee	2,135.50	480.00	1,655.50	344.9%
26-00 . Residential Parking Permits	1,207.50	4,544.15	-3,336.65	-73.43%
29-01 . Sales Tax Collected	-27,616.34	-45,847.83	18,231.49	39.77%
29-02 . Cash Over (Short)	-48.00	0.00	-48.00	-100.0%
4502 . Baylen St Pkg Lot- SOLD 100117	17.50	15,080.50	-15,063.00	-99.88%
4503 . Spring Street Lot- NLN	0.00	38.98	-38.98	-100.0%
4515 . Govt St Pkg Lot- DEC CLOSING	7,514.25	23,426.20	-15,911.95	-67.92%
4518 . South Jefferson Lot- NLN	0.00	1,128.75	-1,128.75	-100.0%
4521 . Cr Cd Fees Pd JPG-NLN	0.00	-7,627.30	7,627.30	100.0%
4531 . Cr Cd Fees Pd-Meters NLN	0.00	-7,871.12	7,871.12	100.0%
Total Income	661,216.99	616,753.32	44,463.67	7.21%

Gross Profit

Expense				
30-00 . DPMD Trash Expense	104,805.87	0.00	104,805.87	100.0%
40-00 . DPMD Shared Expenses	7,362.77	9,052.45	-1,689.68	-18.67%
50-00 . DPMD Operating Expenses				
50-02 . Depreciation	0.00	32,007.48	-32,007.48	-100.0%
50-04 . Jefferson Garage CC Fees	2,710.40	1,845.21	865.19	46.89%
50-05 . Parking Meter CC Fees	7,865.02	2,620.60	5,244.42	200.12%
50-06 . Insurance - Auto	1,847.93	0.00	1,847.93	100.0%
50-08 . Bank Charges	202.45	209.20	-6.75	-3.23%
50-09 . Debt Service - DIB Loan	40,000.00	20,000.00	20,000.00	100.0%
50-10 . Debt Service-\$2,717.86	24,596.63	24,482.99	113.64	0.46%

Downtown Parking Management District Profit & Loss Prev Year Comparison October 2017 through June 2018

	Oct '17 - Jun 18	Oct '16 - Jun 17	\$ Change	% Change
50-12 · Marketing / Printing / Research	64,789.20	3,373.09	61,416.11	1,820.77%
50-13 · Office Supplies	153.22	289.70	-136.48	-47.11%
50-14 · Overhead Reimbursement				
50-14.2 · Bookkeeping	7,525.00	400.00	7,125.00	1,781.25%
50-14.3 · Legal	8,332.50	0.00	8,332.50	100.0%
50-14.4 · Marketing	1,031.25	0.00	1,031.25	100.0%
50-14.5 · Salaries, Benefits, and Taxes	71,964.53	0.00	71,964.53	100.0%
50-14 · Overhead Reimbursement - Other	39,375.45	40,142.52	-767.07	-1.91%
Total 50-14 · Overhead Reimbursement	128,228.73	40,542.52	87,686.21	216.28%
50-15 · Professional Services				
50-15.1 · Annual Audit	7,915.00	12,010.00	-4,095.00	-34.1%
Total 50-15 · Professional Services	7,915.00	12,010.00	-4,095.00	-34.1%
50-16 · Facility Repair & Maintenance	46,244.55	53,776.47	-7,531.92	-14.01%
50-17 · Signage & Striping	9,432.66	3,128.35	6,304.31	201.52%
50-18 · Utilities	9,741.93	10,191.48	-449.55	-4.41%
50-19 · Travel Entertainment & Educ	90.45	1,570.36	-1,479.91	-94.24%
50-20 · Management Contracts	137,829.59	95,167.28	42,662.31	44.83%
50-21 · Paystation Parkeon \$1456/mo	13,124.17	18,133.62	-5,009.45	-27.63%
50-22 · Paystation Repairs	1,684.00	0.00	1,684.00	100.0%
50-23 · Contract Parking Enforc Serv	42,755.10	30,061.19	12,693.91	42.23%
50-24 · Enforcement Spec Events Pkg	11,898.46	14,691.98	-2,793.52	-19.01%
50-25 · Security	169.37	31,371.02	-31,201.65	-99.46%
50-26 · Meter Equipment				
50-26.2 · Equipment Purchase	24,234.09	0.00	24,234.09	100.0%
50-26 · Meter Equipment - Other	0.00	2,594.35	-2,594.35	-100.0%
Total 50-26 · Meter Equipment	24,234.09	2,594.35	21,639.74	834.11%
50-27 · Jefferson Garage Maintenance				
50-28 · Street / Landscape Improvements	0.00	46,361.30	-46,361.30	-100.0%
Total 50-00 · DPMD Operating Expenses	596,446.34	444,428.19	152,018.15	34.21%
5032 · Debt Serv- \$1,197.96- PIF	0.00	1,363.05	-1,363.05	-100.0%
Total Expense	708,614.98	454,843.69	253,771.29	55.79%



MONTHLY HIGHLIGHTS AND METRICS

Summary

June Promotions

- Father's Day
- Summer things to do downtown
- Ferry service launched
- New downtown businesses

Public Relations/Media

- Parking Communication
- Exec. Director Resignation

E-Marketing

- July Visitor E-Newsletter

Website Updates

- June Downtown Events
- Staff/Board Page Updates
- Home page promoted events
- New info on Meeting page

Assets / Graphics

- Social media graphics
- *Downtown Crowd* ¼ Pg. Ad

Social Media Marketing

- Daily posts, response, engagement
- Twitter, Facebook, Instagram
- Instagram Story: Palafox Market



Grants

- **AWARDED:** Visit Florida Cultural, Heritage, Rural and Nature Marketing Grant \$5000
- **ASSISTED:** Visit Pensacola Grant

Miscellaneous Projects

- Editorial for *Downtown Crowd*
- Galvez Monument Blog

Marketing and PR Report



JUNE 2018

Meetings Attended

June 1-30

DIB Board Meeting 6/5
Parking Communications Call
Marketing Conference Call
Parking Committee Meeting

LOOKING AHEAD: JULY

101 Things to Do Downtown
August *Downtown Crowd* ad
August visitor e-newsletter
Blog and content/photos: Downtown area public art (photos rained out in June)
Communicate parking changes to community
Work on strategic plan/marketing
News release: Downtown / August
Restaurant Month feature
Visit Pensacola Grant Presentations

DIGITAL MARKETING

SOCIAL MEDIA HIGHLIGHTS

OVERALL ENGAGEMENTS

17K

Total social media engagements in June,
15% increase since May

NEW SOCIAL MEDIA FANS

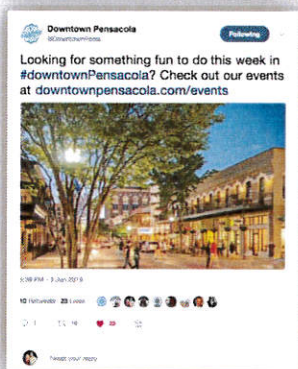
782

0.8% increase since last month

HIGHEST GROWTH: INSTAGRAM

389

New followers in June, a 3.8% increase since May



June Social Promotions

Opening of Graffiti Pizza, Palafox Market
Instagram Story, Free parking on Sunday

Public Relations

Multiple media assists related to ED change in early June. Reviewed Premium media releases. Additional Palafox Market anniversary coverage below:

Palafox Market Anniversary Celebration Join us in celebrate Palafox Market's 11th Anniversary in Downtown Pensacola on Saturday, May 5 from 9AM-2PM! Apr 5, 2018

Palafox Market Anniversary Celebration - Simply Pensacola
https://www.simplypensacola.com/event/palafox-market-anniversary-celebration/

Palafox Market celebrates its 10-year anniversary Saturday
www.pj.com/story/460218/05/10/palafox-market-anniversary-10th/1460218/

Palafox Market in downtown Pensacola celebrates 11 years of unique
https://www.pj.com/story/460218/05/10/palafox-market-anniversary-11th/1460218/

Palafox Market celebrates 11 years of unique products, fresh produce
https://www.pj.com/story/460218/05/10/palafox-market-anniversary-11th/1460218/

Palafox Market Anniversary Celebration - Simply Pensacola
https://www.simplypensacola.com/event/palafox-market-anniversary-celebration/

Palafox Market Anniversary Celebration - Facebook
https://www.facebook.com/event/1062480241687965/

New on the Blog



The Man Who Helped America Win the Revolution

Posted Jul 3, 2018 12:24 AM | Updated Jul 3, 2018 12:24 AM

There's something new at the intersection of Palafox and Wright Streets—a magnificent, 19 ft. monument that celebrates the heritage of both Pensacola and ...



All Aboard the Orange Blossom Special!

Posted May 18, 2018 3:11 PM | Updated May 18, 2018 3:11 PM

This past holiday season, Pensacola Winterfest brought the 'Winterfest Express' miniature train to downtown Pensacola as a part of their holiday-themed ...

Website Metrics

Website Analytics

Metric	June	May	% Chg
Unique visitors	6,802	5,362	+26.9%
Avg page views	2.29	2.32	-1.2%
Avg time on site	1:02	1:05	5.4%

Local vs. Out of Market
43% / 57%

TOTAL PAGE VIEWS: 18,285 (+24.47%)

E-News Metrics

June: 27.1% Open Rate

May: 24.7% Open Rate

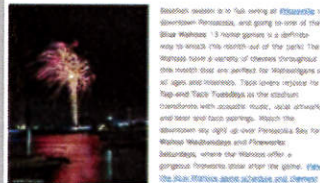
Industry Average: 19.3%

CREATIVE AND PRODUCTION



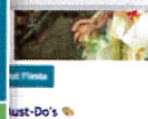
June marks the beginning of a new season, and no one does summer quite like downtown Pensacola. The weather is warm, the sites are near and the sounds of our district are bustling with activity. So grab a beach bag with Lemons Popcorn, Florida Pops, and take a walk, because while playing our favorite games to kick off the summer this June.

A Grand Slam Summer



Fifty Floats, Five Flags, One Big Celebration

From our streets of colorful decorated floats, to the parade to our historic Christmas Parade, downtown Pensacola knows how to host an event. And nothing sets off the summer like the Parade of Five Flags, Grand Parade. The parade celebrates the founding of our beautiful city by San Juan.



Downtown

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.

Explore downtown Pensacola's history and culture. Visit the historic sites and landmarks that make up our district. From the historic sites to the modern landmarks, downtown Pensacola has something for everyone.



Here's some information to help you navigate the new downtown parking system quickly and easily.

3 EASY WAYS TO PAY

1. Use the app: premiumparking.com/mobile-app. (Set up your profile in advance.)
2. Pay by text: Send PARK to 504504, enter your location # (on the red sign), tag #, duration, payment info.
3. Use a pay station. Just follow the signs.

HOURS AND COSTS

Charges apply Mon-Sat 8am-7pm

On-Street and Surface Lots: 50¢ per hour. (There is a \$1 min. via app or text, plus a \$3.35 convenience fee.)

Jefferson St. Parking Garage: 9 hours: \$3 | 12 hours: \$5 | 24 hours: \$9 | Event parking: \$5

HAVE YOUR TAG # READY BEFORE YOU PAY

Find out more at www.premiumparking.com

Thank you—your parking dollars make parking downtown better with safer lighting, streetcleaning, clearing crews, handicapped striping and more.



downtownpensacola
Graffiti Pizza

downtownpensacola Slice, slice baby! 🍕 Who's ready to grab a slice at the newest pizza by the slice place @graffiti_pizza in #downtownpensacola? 🍕 @Nesderantconsultants

madsenroselyn @klove6179

kimv3 @sistershiva yay! it's open 🍕

sistershiva @kimv3 where is this chileanbeachbum @cayne_d we'll have to check this place out! 🍕

surfrider_8 Oh yeah!!!! 🍕 🍕 🍕

339 likes

1447

Add a comment