



## **Downtown Improvement Board**

### **Regular Monthly Meeting**

Tuesday, January 26, 2021

7:30am

### **AGENDA**

#### **I. Call to Order**

- a. Comments from the Chairman

#### **II. Recurring Agenda**

- a. Meeting was properly noticed
- b. \*Approval of the proposed meeting agenda for January 26, 2021
- c. \*Approval of the minutes from the regular meeting of the DIB held on December 22, 2020

#### **III. Finance**

- a. \*DIB –December Financials

#### **IV. On-Going Business**

- a. \*Palafox Market Farmers Update- Nick Simmons IFAS Extension Office(Time Sensitive)
- b. StreetPlus December Report
- c. Marketing Report
- d. Palafox Market

#### **V. New Business**

- a. Review of Merchant Townhall
- b. \*1<sup>st</sup> QTR ED Bonus

#### **VI. On-Hold**

**(\*) = approval item**



- VIII. Upcoming Events
  - a. SunBelt Conference March 5th-7th
- IX. Public Comment
- X. Adjournment

**Next meeting – January 26, 2021**

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

### Regular Monthly Meeting

Tuesday, December 22, 2020, 7:30 a.m.

#### Attendance

Michael Carro, Chairman

Kevin Lehman, Adam Cobb, Jean Pierre N'Dione, Patti Sonnen

Commissioner Robert Bender, *ex officio*

Walker Wilson, Executive Director

Sydney Barrow, Palafox Market & Event Manager

#### Call to Order

- a. Chairman Carro called the meeting to order at 7:30 a.m.

#### Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was unanimously approved.
- c. Minutes of the regular meeting of the DIB held on November 24, 2020 were unanimously approved.

#### Finance

- a. DIB November Financials were unanimously approved.

#### On-Going Business

- a. StreetPlus November Report
  - i. StreetPlus Manager, Lori Hughes, introduced a new part-time employee, Tina Manely.
- b. Palafox Market
  - i. Mr. Wilson informed that vendors are doing better about spreading out, new vendors have been accepted, and looking to expand the market in the Spring.

- ii. A discussion was held regarding extending the Palafox Market down South Palafox Street, potentially geared towards farmers.
- iii. Mr. Wilson informed that he will present a proposal for Market extension to downtown merchants at Townhall on January 20th or 21st.

#### New Business

- a. Chairman Carro inquired to Mr. Wilson if the DIB Police officers could enforce noise ordinance on Palafox Street.

#### Marketing Report

- a. November Marketing Report was presented by Caron Sjoberg of Ideaworks.
  - i. Panhandling flyers have been given out to business owners.
  - ii. The All I Want for Christmas Campaign was a success, with higher participation but lower money total.

#### Upcoming Events

- a. DIB 1st QTR Townhall January 20th or 21st

#### Public Comment

- a. None

#### Adjournment

- a. The meeting was adjourned at 8:47 a.m.

**NEXT MEETING JANUARY 26, 2021, 7:30 A.M.**

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of December 31, 2020

	Dec 31, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
101 · Cash - Coastal- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal- 0237 Operating - Other	-16,086.32
Total 101 · Cash - Coastal- 0237 Operating	57,059.75
Total Checking/Savings	57,059.75
Accounts Receivable	
140.4 · A/R-Property Assessments	590,629.00
Total Accounts Receivable	590,629.00
Other Current Assets	
140.5 · Due from Friends of Downtown	888.25
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	7,507.49
Total Other Current Assets	9,395.74
Total Current Assets	657,084.49
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	168,473.57
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-118,225.58
Total Fixed Assets	138,384.22
<b>TOTAL ASSETS</b>	<b>795,468.71</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-544.69
Total Accounts Payable	-544.69
Other Current Liabilities	
453 · 403(b) Employer Contribution	1,380.96
458 · Due to 403(b) - Employee Contr	107.19
471 · Payroll Liabilities	1,450.81
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	442,971.72
Total Other Current Liabilities	450,910.68
Total Current Liabilities	450,365.99
Total Liabilities	450,365.99
Equity	
32000 · Unrestricted Net Assets	410,241.59
587 · Fund Balance	
302-001 · Audit Reclass	39,018.00
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	-76,545.00
589 · Add'l Paid in Capital	55,898.44
Net Income	-44,492.31
Total Equity	345,102.72

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of December 31, 2020

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	Dec 31, 20
TOTAL LIABILITIES & EQUITY	<u>795,468.71</u>

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

December 2020

	Dec 20	Budget	\$ Over Budget	Oct - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	1,805.51	4,800.83	-2,995.32	11,799.06	14,402.49	-2,603.43	57,610.00
1302 · Compactor Construction Re-Paymt	522.00	500.00	22.00	3,915.00	1,500.00	2,415.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	0.00	1,625.01	-1,625.01	6,500.00
4000 · Misc Income	4,876.06	0.00	4,876.06	5,918.71	0.00	5,918.71	0.00
4010 · Ad Valorem Revenue	49,219.08	49,219.08	0.00	147,657.24	147,657.24	0.00	590,629.00
4015 · CRA Interlocal Income	326,478.72	326,479.00	-0.28	326,478.72	326,479.00	-0.28	326,479.00
4020 · Website Membership and Map Program Revenue	0.00	50.00	-50.00	0.00	150.00	-150.00	600.00
	4,349.54	6,725.00	-2,375.46	13,659.54	20,175.00	-6,515.46	80,700.00
4040 · DPMD Cleaning Reimbursement	0.00	6,641.33	-6,641.33	0.00	19,923.99	-19,923.99	79,696.00
4900 · Sales Tax Collected	0.00	0.00	0.00	-609.07	0.00	-609.07	0.00
<b>Total Income</b>	<b>387,250.91</b>	<b>394,956.91</b>	<b>-7,706.00</b>	<b>508,819.20</b>	<b>531,912.73</b>	<b>-23,093.53</b>	<b>1,148,214.00</b>
<b>Gross Profit</b>	<b>387,250.91</b>	<b>394,956.91</b>	<b>-7,706.00</b>	<b>508,819.20</b>	<b>531,912.73</b>	<b>-23,093.53</b>	<b>1,148,214.00</b>
<b>Expense</b>							
3001 · Compactor - Waste Services	3,454.45	4,441.58	-987.13	7,436.53	13,324.74	-5,888.21	53,299.00
3002 · City Compactor Build Repayment	0.00	500.00	-500.00	1,500.00	1,500.00	0.00	6,000.00
3004 · Compactor - Security Fees	80.35	291.67	-211.32	1,621.06	875.01	746.05	3,500.00
3007 · Compactor - Electric	54.47	67.58	-13.11	156.81	202.74	-45.93	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	0.00	15,000.00	-15,000.00	60,000.00
6012 · Market Security	0.00	500.00	-500.00	24.45	1,500.00	-1,475.55	6,000.00
6011 · Market App Program Fee	0.00	166.67	-166.67	0.00	500.01	-500.01	2,000.00
5005 · Workers Comp Insurance	0.00	166.67	-166.67	0.00	500.01	-500.01	2,000.00
5000 · CRA Interlocal Payment	426,478.72	426,479.00	-0.28	426,478.72	426,479.00	-0.28	426,479.00
5001 · Salaries, Benefits & Taxes	11,683.81	8,519.75	3,164.06	25,252.85	25,559.25	-306.40	102,237.00
5006 · Board Meetings	0.00	541.67	-541.67	521.00	1,625.01	-1,104.01	6,500.00
5007 · Annual Meeting	0.00	83.33	-83.33	0.00	249.99	-249.99	1,000.00
5009 · Bank Charges	30.00	41.67	-11.67	90.00	125.01	-35.01	500.00
5004 · Insurance Expense-Other	834.17	1,404.17	-570.00	2,502.51	4,212.51	-1,710.00	16,850.00
5011 · Interest Expense	0.00	29.17	-29.17	0.00	87.51	-87.51	350.00
5012 · Office Rent	1,237.72	1,238.42	-0.70	3,713.16	3,715.26	-2.10	14,861.00
5013 · Office Supplies	32.17	125.00	-92.83	184.07	375.00	-190.93	1,500.00
5014 · Office Equipment/Software	46.00	449.50	-403.50	985.66	1,348.50	-362.84	5,394.00
5015 · Postage	0.00	16.67	-16.67	11.00	50.01	-39.01	200.00
5016 · Telecommunications	792.13	871.00	-78.87	2,397.80	2,613.00	-215.20	10,452.00
5017 · Website Support	825.00	416.67	408.33	1,387.50	1,250.01	137.49	5,000.00
5018 · Website Hosting	135.00	333.33	-198.33	171.05	999.99	-828.94	4,000.00
5019 · Computer Support/Email Leasing	250.22	208.33	41.89	915.01	624.99	290.02	2,500.00
5020 · Dues, Subscriptions, Publicatio	37.97	208.33	-170.36	355.07	624.99	-269.92	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.17	-99.17	292.00	297.51	-5.51	1,190.00
5023 · Marketing Consultants	4,142.75	3,500.00	642.75	15,371.50	10,500.00	4,871.50	42,000.00
5024 · Bookkeeping	700.00	1,041.67	-341.67	3,690.00	3,125.01	564.99	12,500.00
5025 · Audit	0.00	0.00	0.00	8,850.00	18,000.00	-9,150.00	18,000.00
5026 · Legal Counsel	293.10	708.33	-415.23	2,206.10	2,124.99	81.11	8,500.00
5027 · Economic Development	1,286.74	2,083.33	-796.59	3,123.92	6,249.99	-3,126.07	25,000.00
5029 · Donation to Friends of Downtown	0.00	75,000.00	-75,000.00	0.00	75,000.00	-75,000.00	75,000.00
6000 · Palafox Market	4,163.64	6,058.33	-1,894.69	17,016.06	18,174.99	-1,158.93	72,700.00
7000 · Ambassador Program	8,433.88	13,282.58	-4,848.70	27,073.37	39,847.74	-12,774.37	159,391.00
<b>Total Expense</b>	<b>464,992.29</b>	<b>553,873.59</b>	<b>-88,881.30</b>	<b>553,327.20</b>	<b>676,662.77</b>	<b>-123,335.57</b>	<b>1,148,214.00</b>
<b>Net Ordinary Income</b>	<b>-77,741.38</b>	<b>-158,916.68</b>	<b>81,175.30</b>	<b>-44,508.00</b>	<b>-144,750.04</b>	<b>100,242.04</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
Other Income							
4980 · Sales Tax Collection Allowance	8.39	0.00	8.39	15.69	0.00	15.69	0.00
<b>Total Other Income</b>	<b>8.39</b>	<b>0.00</b>	<b>8.39</b>	<b>15.69</b>	<b>0.00</b>	<b>15.69</b>	<b>0.00</b>

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

December 2020

	Dec 20	Budget	\$ Over Budget	Oct - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	8.39	0.00	8.39	15.69	0.00	15.69	0.00
Net Income	-77,732.99	-158,916.68	81,183.69	-44,492.31	-144,750.04	100,257.73	0.00

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** January

Total Income DIB December: \$387,250.91

Total Expense DIB December: \$464,992.29

Notes:

DIB - DEC		
Code	Description	DIB Notes
Income	Overview	\$7K under targeted budget
1301	Co-Op Participation	\$3K Under Budget(timing of check Deposits) YTD we are \$2,600 over budget
4030	Palafox Market	\$2,300 under budget - Phased Market opening
4040	DPMD Reimbursement	\$6,600 - under budget (timing of check from City)
Expense		
Expense	Overview	\$81k Over Budget (CRA Check Swap)
5001	Salaries, Benefits & Taxes	\$3K Over Budget (FL Unemployment)
5023	Marketing	\$600 Over Budget
5027	Economic Development	\$800 Under Budget
6000	Palafox Market	\$1,900 Under Budget
7000	Ambassador Program	\$4,800 Under budget (Credit on Invoice for previous overpayment Dec last month of credit)

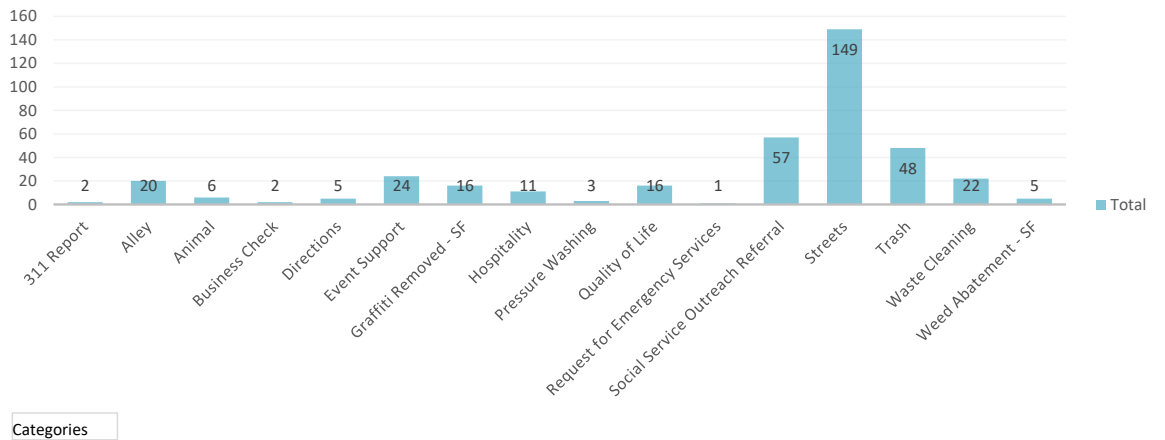
## Work Order Summary

Categories	Count of Work Order Category
311 Report	2
Trash	5
Event Support	17
Waste Cleaning	22
Social Service Outreach Referral	24
Animal	6
Request for Emergency Services	1
Streets	149
Social Service Outreach Referral	33
Trash	43
Pressure Washing	3
Alley	20
Hospitality	11
Quality of Life	16
Graffiti Removed - SF	16
Weed Abatement - SF	5
Event Support	7
Directions	5
Business Check	2

Row Labels	Sum of Count of Work Order Category
311 Report	2
Alley	20
Animal	6
Business Check	2
Directions	5
Event Support	24
Graffiti Removed - SF	16
Hospitality	11
Pressure Washing	3
Quality of Life	16
Request for Emergency Services	1
Social Service Outreach Referral	57
Streets	149
Trash	48
Waste Cleaning	22
Weed Abatement - SF	5
Grand Total	387

Sum of Count of Work Order Category

December 2020



### **Townhall Meeting - 1/21/21 5:30 p.m.**

Attendance: Walker Wilson, Sydney Barrow, Jean-Pierre N'Dionne

Downtown Merchants: Cigar Factory, Peterbrooke Chocolatier, Dog House Deli, Indigeaux, Badlands, Jewelers Trade, Deborah Dunlap, and Schmidt's Music

### **Jason Libbert - Pensacola Sports**

- Informed downtown merchants of the details on the SunBelt Conference Basketball Tournament coming to Pensacola March 5-8

### **Palafox Market Extension**

#### **Katie - Indigeaux**

- "I'm all for expanding the market but there has to be a better way to do it other than shutting down Palafox"
- Suggested Plaza Ferdinand so that there is a market on the North and South sides of Palafox so customers will walk through
- Referred back to another idea she'd heard in a previous meeting where the booths were set up in the parking spots on Palafox and face the sidewalks so the street could still be open
- When the street is closed and booths are set up in the middle of the street, customers stay in the middle and don't walk up the sidewalk
- If we do anything like this it needs to be heavily advertised, customers need to know exactly where to park, where to walk, what they can expect

**Walker informed merchants that Plaza Ferdinand has been closed to public events for a number of years now due to homeless feedings that were causing more harm than good**

### Deborah Dunlap

- Says Pensacola doesn't have the density of residents to close the streets
- Older customers (especially snowbirds) can't/don't want to walk these long stretches
- Liked Katie's idea of Plaza Ferdinand
  - She suggests that the DIB pushes the city to reopen Plaza Ferdinand to events or even just this event
- Suggested the N Palafox parking lot for extension if Plaza Ferdinand doesn't work
  - Farmers could set up in the parking lot and leave early without disturbing other vendors in the main part of the market

### Patrick - Elebash

- Asked if this problem of a long wait-list at the market would go away after COVID once you could put more people in Martin Luther King Plaza
- Claims Saturday used to be a ghost town but now is one of their best days mainly because of the Palafox Market, but he always has to come to these meetings and fight to not close the streets down
- DIB needs to get away from the idea that closing the street helps anyone
  - "Enough is enough"
- It might only be closed for four hours, but it keeps people away all weekend because of signage for parking, towing/tickets, confusion. Large portion of the public doesn't want to deal with that.
- Liked the idea of Plaza Ferdinand
- Suggested the 3rd floor of the Jefferson Street Parking Garage
- He has never been to one of these meetings in all his years where everyone has agreed on something until now.

### Nathan - Dog House

- Inconsistency of closing the street is horrible for business

- Until it is all walkable, you can't do it

#### Schmidt's Music

- Parking is already an issue, this will make it much worse where they are
- Suggested encouraging everyone to park in off Palafox Lots such as the one on N Palafox

#### **Other issues addressed**

##### Dog House

- Trash has never been so expensive
- There's no way they are actually recycling
- Side dumpster hasn't been hauled off

##### Nick - Badlands

- Traffic light on Palafox is insanely quick and causes pile ups
- Trip sensors haven't worked since the Hurricane
- Says he hasn't seen bicycle police on Palafox especially at night

##### Patrick Elabash- Jewelers Trade

- Wanted to know what right they have with trespassing panhandlers on their right-of-use area of sidewalk as all Downtown businesses pay insurance and lease from City.



## Marketing and PR Report

### HIGHLIGHTS AND METRICS

DECEMBER 2020

# Summary

## Public Relations/Media

- All I Want Campaign Paid Media (Facebook + CAT Country/1620AM)
- 1620 NewsRadio Interview Speaking Points (2)
- 1620 NewsRadio Interviews (3)
- First City Lights Festival Media Outreach
- Mardi Gras Market 2021 News Release

## E-Marketing

- Merchant Enewsletter: All I Want + Town Hall Poll
- Merchant Enewsletter: Golden Spoons, Panhandling Poster, Town Hall Poll
- Palafox Market Vendor Enewsletter: Pop-Up Market Opportunity

## Website Updates

- Downtown Blog Page: "Magical Tree Lights Respond When You Sing And Clap"
- Submitted Downtown Events

## Assets / Graphics

- All I Want Congratulations Social Media Graphics (12)

## Social Media Marketing

- Daily Posts, Monitoring, Response, Engagement
- Twitter, Facebook, Instagram

## Miscellaneous Projects

- FCLF Event Promotion
- All I Want Campaign Promotion + Winner Announcements
- All I Want Board Report
- Palafox Market Facebook Group Management
- Panhandling Poster Response
- Rotary DIB Presentation
- Palafox Market Google Listing Verification
- 2021 Planning
- 200<sup>th</sup> Anniversary Celebration Planning

## Meetings Attended

- Ideaworks Team DIB Meetings 12/2, 12/9, 12/16, 12/23
- Google Verification Call – Palafox Market 12/17
- DIB Board Meeting 12/22

### Key Performance Indicators

#### 2020 MARKETING GOALS

- 5% growth in unique website visitors
- 500k social media engagements
- 25% avg. visitor e-news open rate
- 10,000 social media audience increase
- 25 earned media placements

12-Mo. Goal	YTD	This Mo.	Last Mo.
<b>WEB</b>			
+5% visitor incr.	+3%	-5.7%	-4.4%
<b>E-MAIL</b>			
25% open rate	NA	NA	NA
<b>SOCIAL</b>			
500K engagements	157.7K	58K	55K
10,000 new fans	3,063	574	696
<b>PR</b>			
25 media placemts	21	3	12

SOCIAL MEDIA MARKETING

SOCIAL MEDIA ENGAGEMENTS

58K

Total social media engagements.  
+5.5% increase from last month

NEW SOCIAL MEDIA FANS

574

-17% decrease from last month

HIGHEST GROWTH: INSTAGRAM


389

New Instagram followers in December

**Downtown Pensacola**  
Published by Freddie Haydn-Slater  
17 December 2020 at 09:20

Looking for some last-minute gift ideas? How about a Downtown Pensacola restaurant cookbook? 📖

Learn how to create some of your O'Riley's Irish Pub Downtown favorites with their cookbook or check out the latest from Angelena's Pensacola's very own James Briscione, titled "Flavor For All".



PNJ.COM  
Last-minute gift ideas? Pensacola's James Briscione, McGuire's Irish Pub release cookbooks

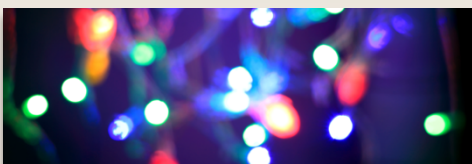
2,645 People reached 60 Engagements

Boost Post

December Social Promos: Palafox Market, All I Want Giveaway Promotion, First City Lights Festival, Christmas Events, New Year's Eve Events, Business News/Events.

www.downtownpensacola.com

Metric	Nov.	Dec.	% Chg
Unique visitors	3,213	3,029	-5.7%
Avg page views	2.39	2.27	-11.5%
Avg time on site	1:27	1:17	-11.5%



Magical Tree Lights Respond When You Sing and Clap

Posted: Dec 15, 2020 8:39 PM Updated: Dec 15, 2020 8:40 PM

The most wonderful time has to be the holidays in Downtown Pensacola! The season officially kicked off on Black Friday, when Winterfest and the First City ...

MEDIA/PUBLIC RELATIONS

NEWS RADIO  
92.3 | AM 1620



12/03/20 – Pensacola Winterfest – Santa Claus!

The Jolly Old Elf, Kris Kringle, the Big Man himself – Santa Claus

FROM IDEAWÖRKS

DATE: December 16, 2020  
TO: Walker Wilson and Sydney Barrow, DIB  
FROM: Freddie Carron, Ideaworks  
RE: Speaking Points for Wednesday Interview

Walker and Sydney,

Here are some things you might want to cover in your radio interview with 92.0AM today.

First City Lights Festival

The holiday lights are on downtown every night through the middle of January. There's also an interactive tree in Plaza Ferdinand that responds to the noise you make.

Winterfest

Winterfest is still in full swing downtown with trolley tours, photos with Santa and other activities. You can buy Winterfest tickets at [www.winterfestpensacola.org](http://www.winterfestpensacola.org).

Palafox Market

Saturdays from 9am-2pm, come do your holiday shopping at the Market! This Saturday will be the last market before Christmas, so it's your last chance to get all your holiday shopping taken care of.

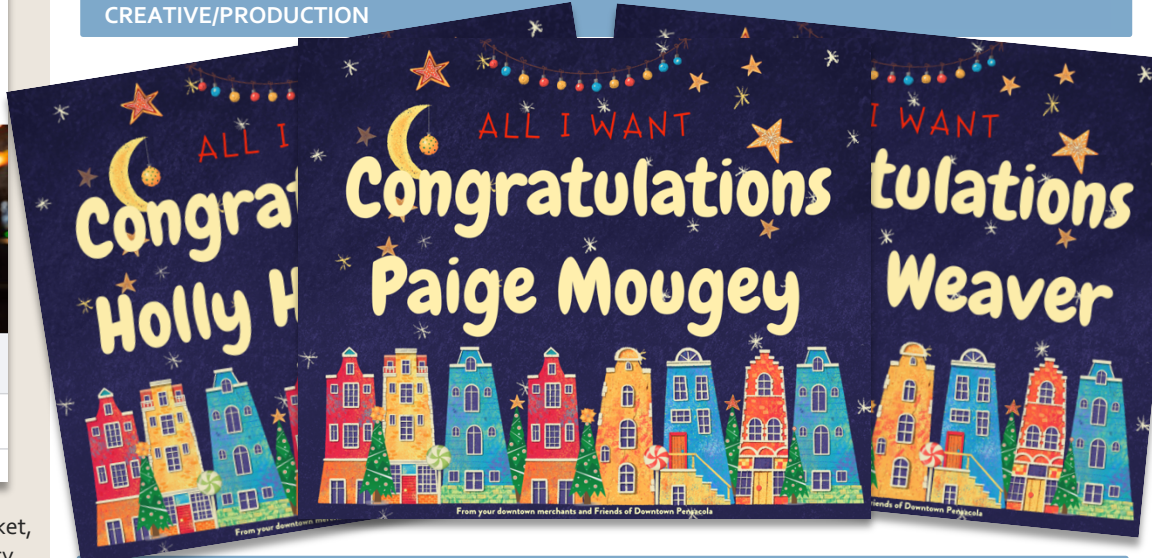
Christmas at the Port – Pop Up Christmas Movie Event

The 4-day FREE pop-up cinema event encourages families and friends to come and enjoy Christmas movies from tomorrow to Sunday. Indigene is offering deals for the 12 days of Christmas. Follow Downtown Pensacola on social media as well as your favorite downtown businesses for the latest.

Downtown Promos

Many downtown businesses are offering holiday deals and promos. For example, Rusted Arrow Mercantile is hosting a Market and Whiskey event tomorrow from 5-8pm. Indigene is offering deals for the 12 days of Christmas. Follow Downtown Pensacola on social media as well as your favorite downtown businesses for the latest.

CREATIVE/PRODUCTION



E-MARKETING

DOWNTOWN MERCHANT INPUT MEETING  
PALAFOX MARKET EXTENSION

The Downtown Improvement Board is inviting downtown merchant input meeting in January to discuss a potential Palafox extension and how this could affect downtown businesses. The meeting will be held on Wednesday, January 20 at either 12:30pm or 5pm OR Thursday, January 21 at 12:30pm or 5pm. Please click the button below to select your preference.

If you have any immediate concerns or questions, you're welcome to reach out to us directly at (850) 434-5371 or via email at: [walkerwilson@downtownpensacola.com](mailto:walkerwilson@downtownpensacola.com).

SELECT TIME SLOT

CONGRATULATIONS TO OUR GOLDEN SPOON AWARDS



Congratulations to our downtown restaurants for winning 2020 Awards. Since 1969, the Golden Spoons have denoted excellence for the establishments that earned them. They provide foodies with a guide to the finest restaurants in the area, celebrating the diversity of dining opportunities from coast to coast. It's proud to be the home of such a rich, diverse variety of high options.

EXPLORE DOWNTOWN  
MERCHANT NEWS



The "All I Want" Holiday Giveaway will end on Dec. 12, giving your customers 8 MORE DAYS to win \$100 for the 12 days of Christmas for submitting their downtown receipts to: [downtownpensacola.shop](http://downtownpensacola.shop). Please be sure to let your customers know about the promotion. Full rules and regulations are available at [downtownpensacola.shop](http://downtownpensacola.shop).

DOWNTOWN MERCHANT TOWN HALL - JANUARY

The Downtown Improvement Board would like to invite downtown merchants to a Merchant Town Hall meeting in January to hear from you about your priorities and concerns and to make sure we are serving you effectively. We are looking at either hosting the meeting on Wednesday, January 20 at either 12:30pm or 5pm OR Thursday, January 21 at either 12:30pm or 5pm. Please click the button below to select your time/date preference.

If you have any immediate concerns or questions, you're always welcome to reach out to us directly at (850) 434-5371 or via email at: [walkerwilson@downtownpensacola.com](mailto:walkerwilson@downtownpensacola.com).

SELECT TIME SLOT

afox Market  
DOWNTOWN PENSACOLA

FRESH FROM THE MARKET

THE  
LOCKS  
POP-UP

Friday 4 pm- 8 pm  
Saturday 10 am- 6 pm  
Sunday 12 pm- 5 pm

located at Savoy, directly across from Blue Dot