



**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday April 27, 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 April 27, 2021
 - c. *Approval of the minutes from the regular meeting of the DIB held on March 23, 2021
- III. Finance
 - a. *DIB –March Financials
- IV. On-Going Business
 - a. StreetPlus March Report
 - b. Marketing Report
 - c. Palafox Market
 - d. Fountain Lighting Project Plaza Ferdinand - Update
- V. New Business
 - a. RFP Legal Services
 - b. Pensacola Mardi Gras – May
- VI. On Hold
- VIII. Public Comment
- IX. Adjournment

Next meeting – May 25, 2021

(*) = approval item

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, March 23rd, 2021, 7:30 a.m.

Attendance

Michael Carro, Chairman

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

Robert Bender, *ex officio*

Casey Jones, *ex officio*

Walker Wilson, Executive Director

Sydney Barrow, Palafox Market & Event Manager

Call to Order

- a. Chairman Carro called the meeting to order at 7:33 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 February 23, 2021 were unanimously approved.

Finance

- a. DIB February Financials were unanimously approved.

On-Going Business

- a. StreetPlus February Report
 - 1. StreetPlus Manager, Lori Hughes, informed the board of incidents that occurred in February, highlighting the increase of vandalism in the area.
- b. Marketing Report

1. Caron Sjoberg of Ideaworks informed the board of all marketing efforts that occurred in February, including promotions for the SunBelt Conference Tournament and The Palafox Market.

c. Palafox Market

1. Sydney Barrow presented the board a spreadsheet including number of vendors each week at the market.

New Business

A. Silver Hills Development Presentation

1. Mayor Robinson and Andrew Rothfeder gave presentation on Silver Hills Development asking the DIB to endorse plans.
2. A motion was presented by Adam Cobb. The motion was not seconded; motion failed.

B. Fountain Lighting Project Plaza Ferdinand

1. Alan Gray of Sesco Lighting presented plan for new lighting for fountain in Plaza Ferdinand.
2. Board suggested Mr. Wilson discuss splitting payment for lighting with Brian Cooper of City of Pensacola.
3. A motion to cover cost of materials and City can cover cost of labor was approved.

On-Hold

None

Upcoming Events

None

Public Comment

None

Adjournment

- a. The meeting was adjourned at 9:06 a.m.

NEXT MEETING APRIL 27, 2021, 7:30 A.M.

**Minutes of the
Finance Committee
Tuesday, April 13, 2021**

Attendance: Adam Cobb, Malcolm Ballinger, Mambwe Mutanuka, John Hodgdon, Charlie Switzer, and Walker Wilson.

- I. Call to Order – Mr. Cobb called the meeting to order at 4:33 pm.
 - a) Mr. Cobb confirmed the meeting was properly noticed.
 - b) There was a motion and a second to approve the April 13, 2021 agenda.
 - c) Meeting minutes from the February 9, 2021 were unanimously approved
 - d) Meeting minutes from the March 15, 2021 were unanimously approved
- II. On-Going Business
 - a) The committee unanimously approved the March 2021 financials.
- III. New Business
 - None
- IV. Public Comment
 - None
- V. Adjournment the meeting was adjourned at 4:55 p.m.

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

March 2021

	Mar 21	Budget	\$ Over Budget	Oct '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	3,500.89	4,800.83	-1,299.94	25,214.64	28,804.98	-3,590.34	57,610.00
1302 · Compactor Construction Re-Paymt	1,044.00	500.00	544.00	8,439.00	3,000.00	5,439.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	0.00	3,250.02	-3,250.02	6,500.00
4000 · Misc Income	0.00	0.00	0.00	1,060.82	0.00	1,060.82	0.00
4010 · Ad Valorem Revenue	49,219.09	49,219.08	0.01	295,314.51	295,314.48	0.03	590,629.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	326,478.72	326,479.00	-0.28	326,479.00
4020 · Website Membership and Map	120.00	50.00	70.00	720.00	300.00	420.00	600.00
Program Revenue							
4030 · Palafox Market Vendor Payments	9,980.00	6,725.00	3,255.00	35,564.54	40,350.00	-4,785.46	80,700.00
Total Program Revenue	9,980.00	6,725.00	3,255.00	35,564.54	40,350.00	-4,785.46	80,700.00
4040 · DPMD Cleaning Reimbursement	6,438.58	6,641.33	-202.75	25,553.96	39,847.98	-14,294.02	79,696.00
4900 · Sales Tax Collected	-652.90	0.00	-652.90	-2,326.66	0.00	-2,326.66	0.00
Total Income	69,649.66	68,477.91	1,171.75	716,019.53	737,346.46	-21,326.93	1,148,214.00
Gross Profit	69,649.66	68,477.91	1,171.75	716,019.53	737,346.46	-21,326.93	1,148,214.00
Expense							
3001 · Compactor - Waste Services	3,769.40	4,441.58	-672.18	19,122.95	26,649.48	-7,526.53	53,299.00
3002 · City Compactor Build Repayment	1,500.00	500.00	1,000.00	3,000.00	3,000.00	0.00	6,000.00
3004 · Compactor - Security Fees	80.35	291.67	-211.32	1,862.11	1,750.02	112.09	3,500.00
3007 · Compactor - Electric	52.79	67.58	-14.79	312.74	405.48	-92.74	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	0.00	30,000.00	-30,000.00	60,000.00
6012 · Market Security	528.00	500.00	28.00	1,740.45	3,000.00	-1,259.55	6,000.00
6011 · Market App Program Fee	0.00	166.67	-166.67	0.00	1,000.02	-1,000.02	2,000.00
5005 · Workers Comp Insurance	0.00	166.67	-166.67	0.00	1,000.02	-1,000.02	2,000.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	426,478.72	426,479.00	-0.28	426,479.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	806.79	0.00	806.79	3,473.32	0.00	3,473.32	0.00
5001 · Salaries, Benefits & Taxes - Other	10,780.61	8,519.75	2,260.86	50,026.93	51,118.50	-1,091.57	102,237.00
Total 5001 · Salaries, Benefits & Taxes	11,587.40	8,519.75	3,067.65	53,500.25	51,118.50	2,381.75	102,237.00
5006 · Board Meetings	0.00	541.67	-541.67	521.00	3,250.02	-2,729.02	6,500.00
5007 · Annual Meeting	0.00	83.33	-83.33	0.00	499.98	-499.98	1,000.00
5009 · Bank Charges	66.00	41.67	24.33	270.50	250.02	20.48	500.00
5004 · Insurance Expense-Other	834.17	1,404.17	-570.00	5,005.02	8,425.02	-3,420.00	16,850.00
5011 · Interest Expense	0.00	29.17	-29.17	0.00	175.02	-175.02	350.00
5012 · Office Rent	1,237.72	1,238.42	-0.70	8,664.04	7,430.52	1,233.52	14,861.00
5013 · Office Supplies	66.86	125.00	-58.14	417.76	750.00	-332.24	1,500.00
5014 · Office Equipment/Software	50.60	449.50	-398.90	1,972.20	2,697.00	-724.80	5,394.00
5015 · Postage	0.00	16.67	-16.67	17.80	100.02	-82.22	200.00
5016 · Telecommunications	622.75	871.00	-248.25	4,175.87	5,226.00	-1,050.13	10,452.00
5017 · Website Support	150.00	416.67	-266.67	2,228.75	2,500.02	-271.27	5,000.00
5018 · Website Hosting	135.00	333.33	-198.33	363.56	1,999.98	-1,636.42	4,000.00
5019 · Computer Support/Email Leasing	231.59	208.33	23.26	1,633.78	1,249.98	383.80	2,500.00
5020 · Dues, Subscriptions, Publicatio	22.98	208.33	-185.35	819.01	1,249.98	-430.97	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.17	-99.17	292.00	595.02	-303.02	1,190.00
5023 · Marketing Consultants	2,897.50	3,500.00	-602.50	25,617.25	21,000.00	4,617.25	42,000.00
5024 · Bookkeeping	580.00	1,041.67	-461.67	5,970.00	6,250.02	-280.02	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	298.50	708.33	-409.83	2,714.60	4,249.98	-1,535.38	8,500.00
5027 · Economic Development	79.80	2,083.33	-2,003.53	4,572.95	12,499.98	-7,927.03	25,000.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	75,000.00	-75,000.00	75,000.00
5080 · Florida Unemployment	0.00			2,747.93			
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	3,495.00	3,333.33	161.67	17,698.15	19,999.98	-2,301.83	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	600.00	-600.00	1,200.00
6004 · Portable Toilet Rental	1,580.00	1,645.83	-65.83	7,900.00	9,874.98	-1,974.98	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	124.98	-124.98	250.00
6007 · Marketing	194.50	500.00	-305.50	7,229.72	3,000.00	4,229.72	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.67	-41.67	0.00	250.02	-250.02	500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	2,500.02	-2,500.02	5,000.00
6000 · Palafox Market - Other	0.00	0.00	0.00	1,188.00	0.00	1,188.00	0.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

March 2021

	Mar 21	Budget	\$ Over Budget	Oct '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
Total 6000 · Palafox Market	5,269.50	6,058.33	-788.83	34,015.87	36,349.98	-2,334.11	72,700.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	12,380.28	13,282.58	-902.30	63,488.19	79,695.48	-16,207.29	159,391.00
Total 7000 · Ambassador Program	12,380.28	13,282.58	-902.30	63,488.19	79,695.48	-16,207.29	159,391.00
Total Expense	42,441.19	52,394.59	-9,953.40	680,375.30	833,846.54	-153,471.24	1,148,214.00
Net Ordinary Income	27,208.47	16,083.32	11,125.15	35,644.23	-96,500.08	132,144.31	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	7.37	0.00	7.37	42.31	0.00	42.31	0.00
Total Other Income	7.37	0.00	7.37	42.31	0.00	42.31	0.00
Net Other Income	7.37	0.00	7.37	42.31	0.00	42.31	0.00
Net Income	27,215.84	16,083.32	11,132.52	35,686.54	-96,500.08	132,186.62	0.00

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet - For Management Use Only

As of March 31, 2021

	Mar 31, 21
ASSETS	
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	373,949.46
Total 101 · Cash - Coastal- 0237 Operating	447,095.53
Total Checking/Savings	447,095.53
Accounts Receivable	
140.4 · A/R-Property Assessments	135,859.59
Total Accounts Receivable	135,859.59
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	61.25
140.5 · Due from Friends of Downtown	958.25
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	4,884.98
Total Other Current Assets	6,904.48
Total Current Assets	589,859.60
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
TOTAL ASSETS	728,243.82
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
481 · Sales Tax Payable	652.90
457 · Child Support W/H	162.70
471 · Payroll Liabilities	1,832.20
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	295,314.45
Total Other Current Liabilities	302,962.25
Total Current Liabilities	302,962.25
Total Liabilities	302,962.25
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	35,686.54
Total Equity	425,281.57
TOTAL LIABILITIES & EQUITY	728,243.82

DOWNTOWN IMPROVEMENT BOARD

Transaction Detail By Account

Program Revenue
4030 - Palafox
Market Vendor
Payments

March 2021						
Type	Date	Memo	Split	Debit	Credit	
Deposit	03/30/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	35.00		
Deposit	03/19/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	105.00		App Fees \$ 630.00
Deposit	03/23/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	140.00		Dec-20 \$ 286.00
Deposit	03/26/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	35.00		Jan-21 \$ 718.20
Deposit	03/02/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	35.00		Feb-21 \$ 1,359.20
Deposit	03/05/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	70.00		Mar-21 \$ 4,082.80
Deposit	03/12/2021	Application Fees 2020-2021	101 · Cash - Coastal- 0237 Operating	210.00		Apr-21 \$ 1,583.60
Deposit	03/02/2021	April 2021	101 · Cash - Coastal- 0237 Operating	36.00		May-21 \$ 547.00
Deposit	03/02/2021	April 2021	101 · Cash - Coastal- 0237 Operating	87.20		Jun-21 \$ 237.60
Deposit	03/05/2021	April 2021	101 · Cash - Coastal- 0237 Operating	20.00		Jul-21 \$ 278.00
Deposit	03/09/2021	April 2021	101 · Cash - Coastal- 0237 Operating	72.00		Aug-21 \$ 134.40
Deposit	03/09/2021	April 2021	101 · Cash - Coastal- 0237 Operating	72.00		Sep-21 \$ 67.20
Deposit	03/12/2021	April 2021	101 · Cash - Coastal- 0237 Operating	80.00		Oct-21 \$ 28.00
Deposit	03/16/2021	April 2021	101 · Cash - Coastal- 0237 Operating	120.00		Nov-21 \$ 28.00
Deposit	03/16/2021	April 2021	101 · Cash - Coastal- 0237 Operating	36.00		\$ 9,980.00
Deposit	03/19/2021	April 2021	101 · Cash - Coastal- 0237 Operating	80.00		
Deposit	03/19/2021	April 2021	101 · Cash - Coastal- 0237 Operating	232.00		
Deposit	03/23/2021	April 2021	101 · Cash - Coastal- 0237 Operating	40.00		
Deposit	03/23/2021	April 2021	101 · Cash - Coastal- 0237 Operating	120.00		
Deposit	03/26/2021	April 2021	101 · Cash - Coastal- 0237 Operating	167.20		
Deposit	03/30/2021	April 2021	101 · Cash - Coastal- 0237 Operating	180.00		
Deposit	03/30/2021	April 2021	101 · Cash - Coastal- 0237 Operating	141.20		
Deposit	03/30/2021	April 2021	101 · Cash - Coastal- 0237 Operating	100.00		
Deposit	03/26/2021	August 2021	101 · Cash - Coastal- 0237 Operating	67.20		
Deposit	03/30/2021	August 2021	101 · Cash - Coastal- 0237 Operating	67.20		
Deposit	03/09/2021	December 2020	101 · Cash - Coastal- 0237 Operating	54.00		
Deposit	03/19/2021	December 2020	101 · Cash - Coastal- 0237 Operating	64.00		
Deposit	03/23/2021	December 2020	101 · Cash - Coastal- 0237 Operating	168.00		
Deposit	03/02/2021	February 2021	101 · Cash - Coastal- 0237 Operating	130.00		
Deposit	03/02/2021	February 2021	101 · Cash - Coastal- 0237 Operating	264.00		

DOWNTOWN IMPROVEMENT BOARD

Transaction Detail By Account

March 2021				Debit	Credit
Type	Date	Memo	Split		
Deposit	03/02/2021	February 2021	101 · Cash - Coastal- 0237 Operating		187.20
Deposit	03/09/2021	February 2021	101 · Cash - Coastal- 0237 Operating		72.00
Deposit	03/12/2021	February 2021	101 · Cash - Coastal- 0237 Operating		72.00
Deposit	03/12/2021	February 2021	101 · Cash - Coastal- 0237 Operating		20.00
Deposit	03/16/2021	February 2021	101 · Cash - Coastal- 0237 Operating		100.00
Deposit	03/16/2021	February 2021	101 · Cash - Coastal- 0237 Operating		108.00
Deposit	03/16/2021	February 2021	101 · Cash - Coastal- 0237 Operating		168.00
Deposit	03/19/2021	February 2021	101 · Cash - Coastal- 0237 Operating		40.00
Deposit	03/23/2021	February 2021	101 · Cash - Coastal- 0237 Operating		144.00
Deposit	03/30/2021	February 2021	101 · Cash - Coastal- 0237 Operating		54.00
Deposit	03/02/2021	January 2021	101 · Cash - Coastal- 0237 Operating		74.00
Deposit	03/02/2021	January 2021	101 · Cash - Coastal- 0237 Operating		67.20
Deposit	03/09/2021	January 2021	101 · Cash - Coastal- 0237 Operating		90.00
Deposit	03/12/2021	January 2021	101 · Cash - Coastal- 0237 Operating		36.00
Deposit	03/16/2021	January 2021	101 · Cash - Coastal- 0237 Operating		25.00
Deposit	03/19/2021	January 2021	101 · Cash - Coastal- 0237 Operating		96.00
Deposit	03/23/2021	January 2021	101 · Cash - Coastal- 0237 Operating		330.00
Deposit	03/16/2021	July 2021	101 · Cash - Coastal- 0237 Operating		56.00
Deposit	03/16/2021	July 2021	101 · Cash - Coastal- 0237 Operating		54.00
Deposit	03/26/2021	July 2021	101 · Cash - Coastal- 0237 Operating		84.00
Deposit	03/30/2021	July 2021	101 · Cash - Coastal- 0237 Operating		84.00
Deposit	03/02/2021	June 2021	101 · Cash - Coastal- 0237 Operating		67.20
Deposit	03/16/2021	June 2021	101 · Cash - Coastal- 0237 Operating		36.00
Deposit	03/26/2021	June 2021	101 · Cash - Coastal- 0237 Operating		67.20
Deposit	03/30/2021	June 2021	101 · Cash - Coastal- 0237 Operating		67.20
Deposit	03/02/2021	March 2021	101 · Cash - Coastal- 0237 Operating		100.00
Deposit	03/02/2021	March 2021	101 · Cash - Coastal- 0237 Operating		226.00
Deposit	03/02/2021	March 2021	101 · Cash - Coastal- 0237 Operating		167.20
Deposit	03/05/2021	March 2021	101 · Cash - Coastal- 0237 Operating		240.00
Deposit	03/05/2021	March 2021	101 · Cash - Coastal- 0237 Operating		260.00
Deposit	03/09/2021	March 2021	101 · Cash - Coastal- 0237 Operating		252.00
Deposit	03/09/2021	March 2021	101 · Cash - Coastal- 0237 Operating		532.00
Deposit	03/12/2021	March 2021	101 · Cash - Coastal- 0237 Operating		152.00

DOWNTOWN IMPROVEMENT BOARD Transaction Detail By Account

March 2021				Debit	Credit
Type	Date	Memo	Split		
Deposit	03/12/2021	March 2021	101 · Cash - Coastal- 0237 Operating		365.00
Deposit	03/16/2021	March 2021	101 · Cash - Coastal- 0237 Operating		145.00
Deposit	03/16/2021	March 2021	101 · Cash - Coastal- 0237 Operating		400.00
Deposit	03/16/2021	March 2021	101 · Cash - Coastal- 0237 Operating		36.00
Deposit	03/19/2021	March 2021	101 · Cash - Coastal- 0237 Operating		60.00
Deposit	03/19/2021	March 2021	101 · Cash - Coastal- 0237 Operating		254.00
Deposit	03/23/2021	March 2021	101 · Cash - Coastal- 0237 Operating		138.00
Deposit	03/23/2021	March 2021	101 · Cash - Coastal- 0237 Operating		165.00
Deposit	03/26/2021	March 2021	101 · Cash - Coastal- 0237 Operating		40.00
Deposit	03/26/2021	March 2021	101 · Cash - Coastal- 0237 Operating		198.60
Deposit	03/30/2021	March 2021	101 · Cash - Coastal- 0237 Operating		60.00
Deposit	03/30/2021	March 2021	101 · Cash - Coastal- 0237 Operating		152.00
Deposit	03/30/2021	March 2021	101 · Cash - Coastal- 0237 Operating		140.00
Deposit	03/02/2021	May 2021	101 · Cash - Coastal- 0237 Operating		84.00
Deposit	03/05/2021	May 2021	101 · Cash - Coastal- 0237 Operating		20.00
Deposit	03/09/2021	May 2021	101 · Cash - Coastal- 0237 Operating		36.00
Deposit	03/12/2021	May 2021	101 · Cash - Coastal- 0237 Operating		20.00
Deposit	03/16/2021	May 2021	101 · Cash - Coastal- 0237 Operating		105.00
Deposit	03/19/2021	May 2021	101 · Cash - Coastal- 0237 Operating		60.00
Deposit	03/19/2021	May 2021	101 · Cash - Coastal- 0237 Operating		54.00
Deposit	03/26/2021	May 2021	101 · Cash - Coastal- 0237 Operating		84.00
Deposit	03/30/2021	May 2021	101 · Cash - Coastal- 0237 Operating		84.00
Deposit	03/16/2021	November 2021	101 · Cash - Coastal- 0237 Operating		28.00
Deposit	03/16/2021	October 2021	101 · Cash - Coastal- 0237 Operating		28.00
Deposit	03/26/2021	September 2021	101 · Cash - Coastal- 0237 Operating		16.80
Deposit	03/30/2021	September 2021	101 · Cash - Coastal- 0237 Operating		50.40
Total 4030 · Palafox Market Vendor Payments				0.00	9,980.00
Total Program Revenue				0.00	9,980.00
TOTAL				0.00	9,980.00

DIB - March		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	Overview	\$1,100 over targeted budget
1301	Co-Op Participation	\$1,300 Under Budget
4030	Palafox Market	\$3,200 Over Budget
4040	DPMD Reimbursement	\$200 Under Budget
Expense		
Expense	Overview	\$10k Under Budget
5001	Salaries, Benefits & Taxes	\$3,000 Over Budget (3 Payrolls made instead of normal 2)
5023	Marketing	\$600 Under Budget
5027	Economic Development	\$2,000 Under Budget
6000	Palafox Market	\$800 Under Budget
7000	Ambassador Program	\$900 Under budget

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: April 21

Total Income DIB March: \$69,649.66

Total Expense DIB March: \$42,441.19

Notes:

DIB Q1 2021 MARKETING

Powered By
ideawörks



Q1 Target Audiences

- **Downtown property owners / businesses**
- **Downtown residents**
- **Visitors from other areas**
- **Local residents**
- **Government officials**
- **Media**

Q1 Downtown Pensacola Marketing

The Q1 marketing strategy included social media, email marketing, PR and media outreach, the Downtown Pensacola website, and grants/events.



In addition to the list below, the agency also monitored and reported PR coverage, e-marketing, social media and website statistics; prepared monthly board reports; and conducted multiple internal marketing meetings.

Q1 Agency Deliverables

01

JANUARY

- 7 merchant eblasts
- Facebook daily content/response
- Instagram content/account mgmt.
- Florida Humanities grant research
- Foo Foo Festival webinar
- Downtown Foo Foo Fest event plan
- Sun Belt trolley route map design
- Homelessness task force meeting coordination
- 3 corporate name plates
- Palafox Market trademark
- Downtown events web promotion
- Mardi Gras Market PR Game Plan
- 2 marketing video conferences

02

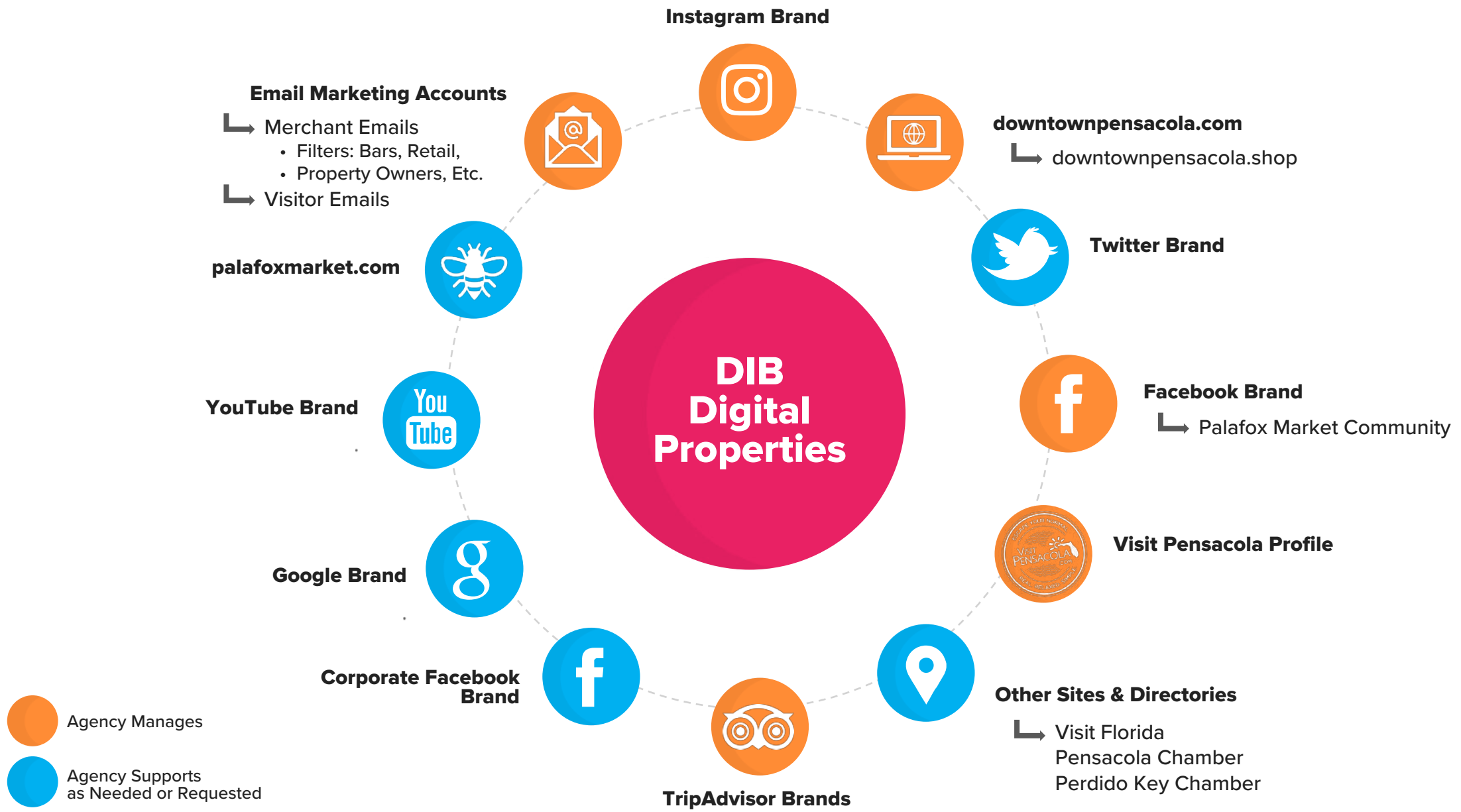
FEBRUARY

- 12 Sun Belt team host bar posters
- 7 versions Sun Belt trolley route map
- Sun Belt social media toolkit
- Facebook daily content/response
- Instagram content/account mgmt.
- Website news post/button: Legal RFP
- Virtual meetings with Paintscaping and UWF Historic Trust
- Garden Street Utility Box project specs and estimates
- UWF intern request/job description
- Palafox Market anniversary plan
- Downtown events web promotion
- 2 marketing video conferences

03

MARCH

- 2 merchant eblasts
- Google form
- Facebook daily content/response
- Instagram content/account mgmt.
- 4 virtual meetings/calls with Paintscaping, Port of Pensacola
- Sun Belt Conference PR & promotion
- 2 legal RFP ads
- Palafox Market march dates PR
- Palafox Market call for vendors PR
- Palafox Market website diagnostics and programming
- Downtown events web promotion
- 2 marketing video conferences





DIB Website

The DIB website is a web application that was built in 2015-16. The site has a back-end content management system so that most updates may be made "on the fly" and pushed live in real time.

Q1 Website Content

Weekly and/or Monthly Updates

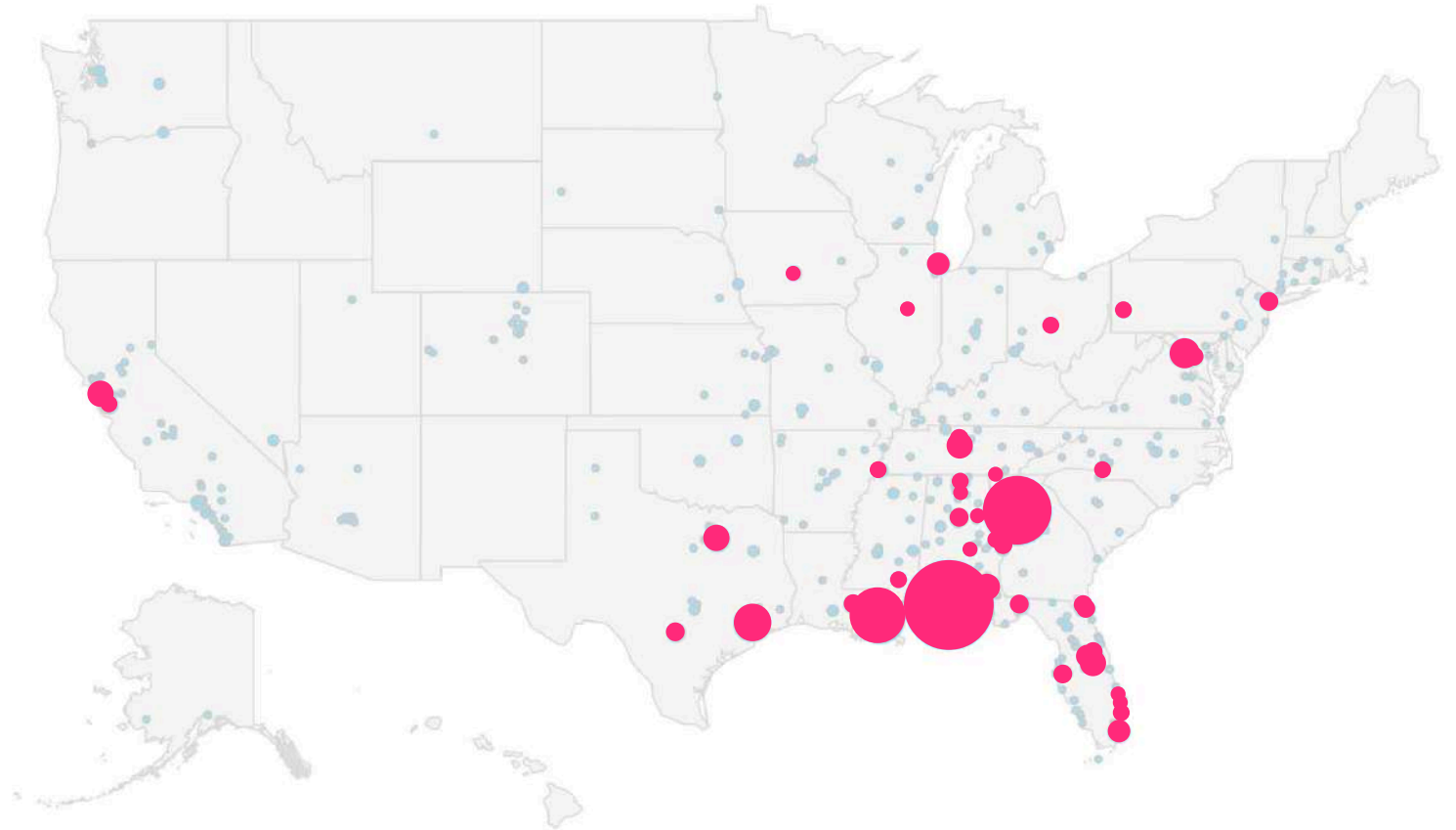
- Seasonal Splash Banners
- News
- DIB Blog
- Downtown Events



The "heat map" shows the origins of website visitors to downtownpensacola.com during Jan, Feb and Mar 2021

Q1 Web Visitors

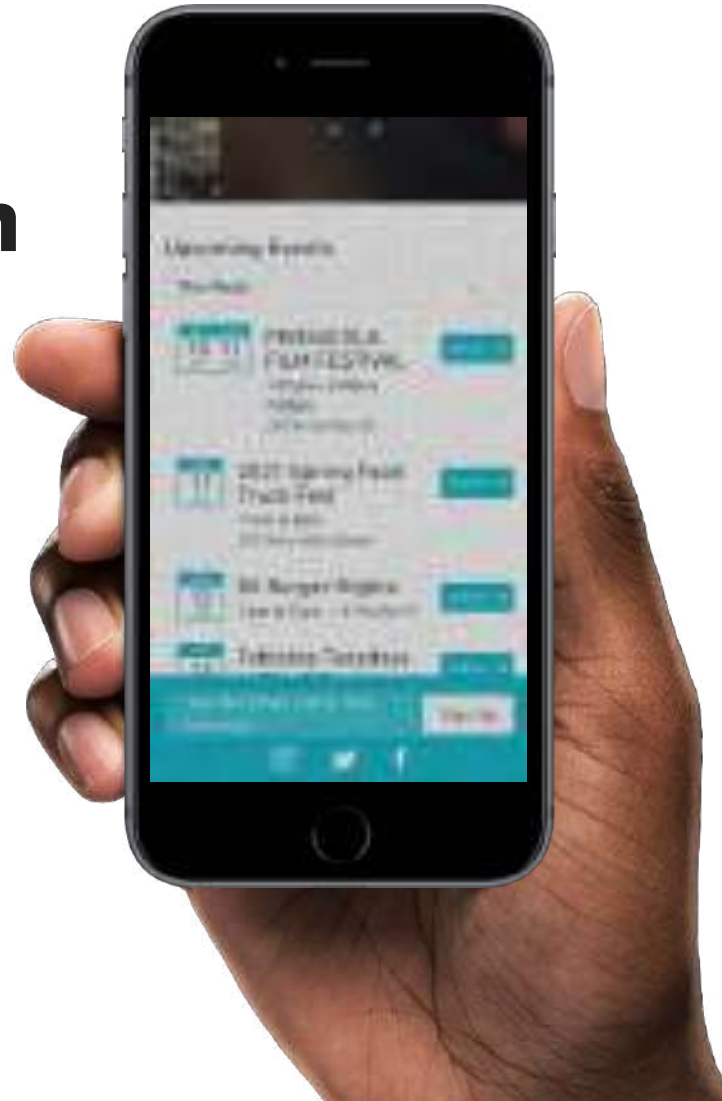
1. **Florida** 46%
2. **Georgia** 10%
3. **Alabama** 8.3%
4. **Louisiana** 6.4%
5. **Texas** 5.3%
6. **Virginia** 2.4%
7. **California** 2.2%
8. **Mississippi** 1.7%
9. **Tennessee** 1.6%
10. **Illinois** 1.6%



Promoting Downtown Events

7,592

Total unique
website visitors
in Q1



Q1 Tasks:



Program new event details on website Events page

- Maintain spreadsheet of resources
- Weekly add new events to site
- Promote events for home page feature
- Share events to social sites



Promote events set up by others

- Edit/format address info for mapping
- Approve if in downtown area
- Promote on home page + social channels



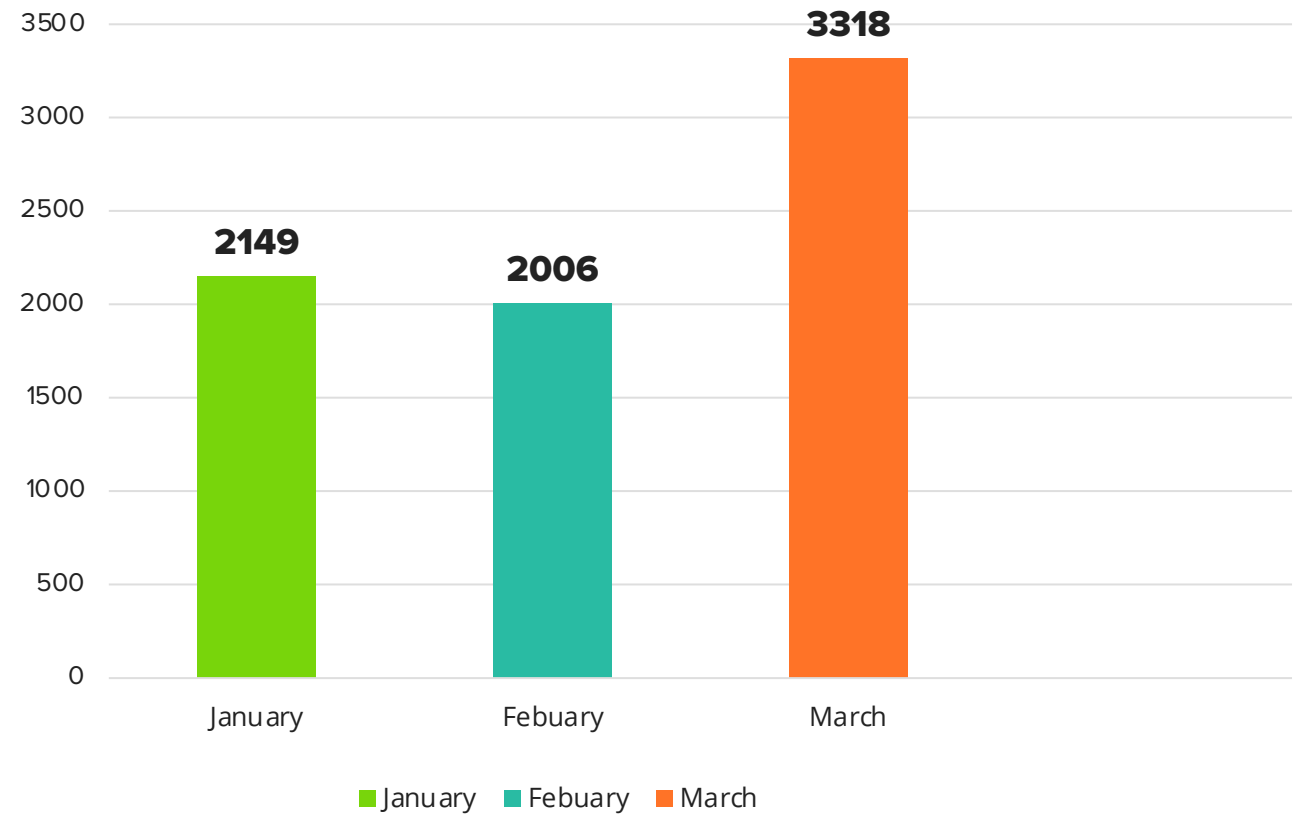
Create Downtown event blog

- Research what's going on in the district and the surrounding area
- Draft blog content
- Obtain or take photos
- Program to the Downtown Blog page

Q1 Website Visitors By Month

downtownpensacola.com

At the beginning of 2021, website traffic for Downtown Pensacola was lower than the overall average for the site, likely due to COVID safety restrictions and the lack of public events taking place in the downtown core. However, in March, there was more than a 50% increase in web traffic suggesting that, as COVID safety restrictions are loosened, more people are looking at events and business offerings downtown.



Most Visited Website Pages in Q1



Keeping the email database up-to-date is an ongoing effort. Though the DIB's email contacts are opt-in, the agency helps to update the merchant database upon request, and filters contacts into sub-groups, such as bars/restaurants, retail, property owners, etc.

Q1 Email Marketing

Listed to the right are the topics for e-blasts distributed to downtown merchants during Q1 2021.

**7**

January E-Blasts

- Skanska Fix Your Mess
- Holding Skanska Accountable
- Sun Belt Conference Announcement
- Sun Belt Conference Update
- Merchant Town Hall (3)

2

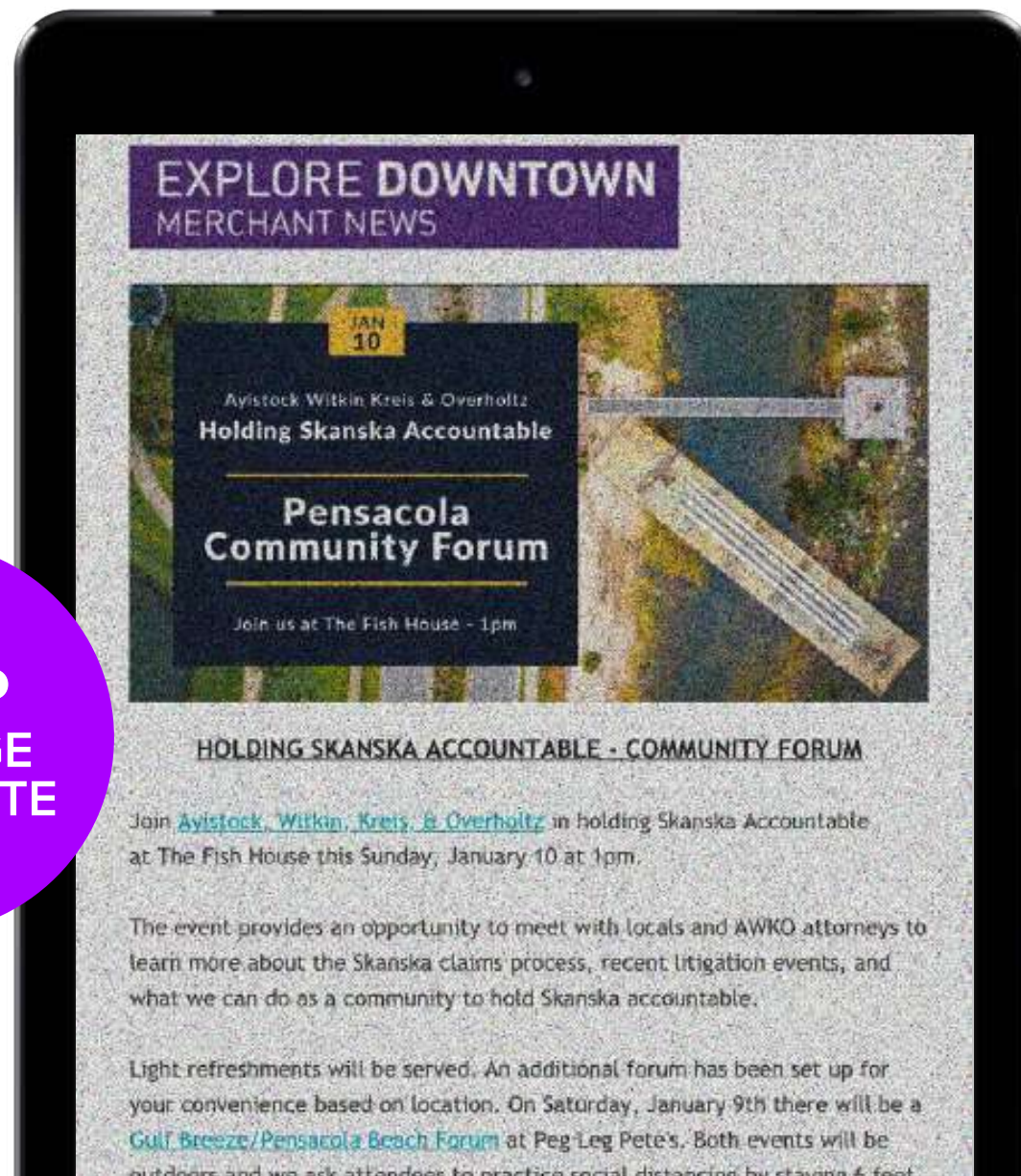
March E-Blasts

- Request for Maintenance Contact
- Downtown Hashtag Connector Input Notice

Q1 Merchant Email Stats

31%
AVERAGE
OPEN RATE

1.2%
AVERAGE
CLICK RATE



Q1 Social Media Quick Stats



FACEBOOK

The total Downtown Pensacola Facebook audience is 80,600



INSTAGRAM

The total Downtown Pensacola Instagram audience is 34.2K



FACEBOOK

Facebook engagements include Likes, Shares, Comments, Link Clicks



INSTAGRAM

Instagram engagements include Likes, Shares, Comments, Link Clicks

DIB Social Audience



Combined Social Media Audience

134K



Q1 Sample Posts



Facebook Posts

Dates

66 Total Posts

Jan-Mar

Q1 Sample Posts



Facebook Posts

Dates

66 Total Posts

Jan-Mar





Q1 Sample Posts

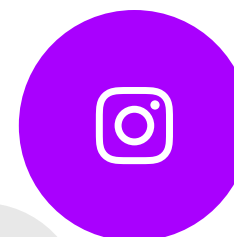


Instagram Posts

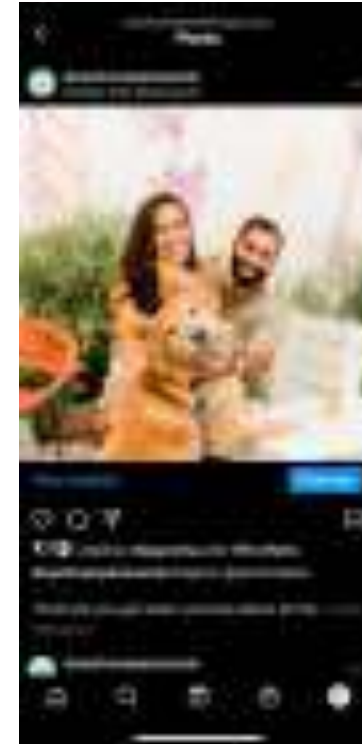
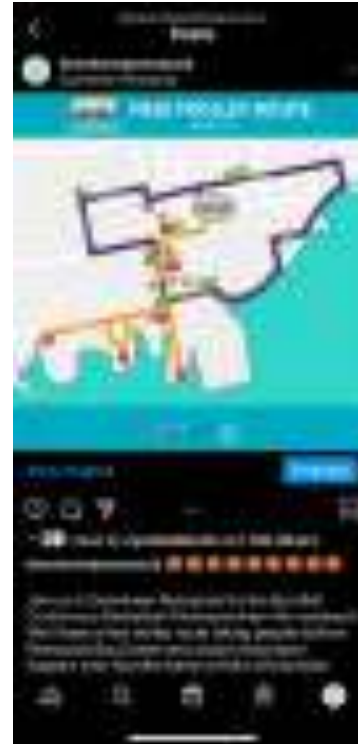
Dates

76 Total Posts

Jan-Mar



Q1 Sample Posts



Instagram Posts

Dates

76 Total Posts

Jan-Mar

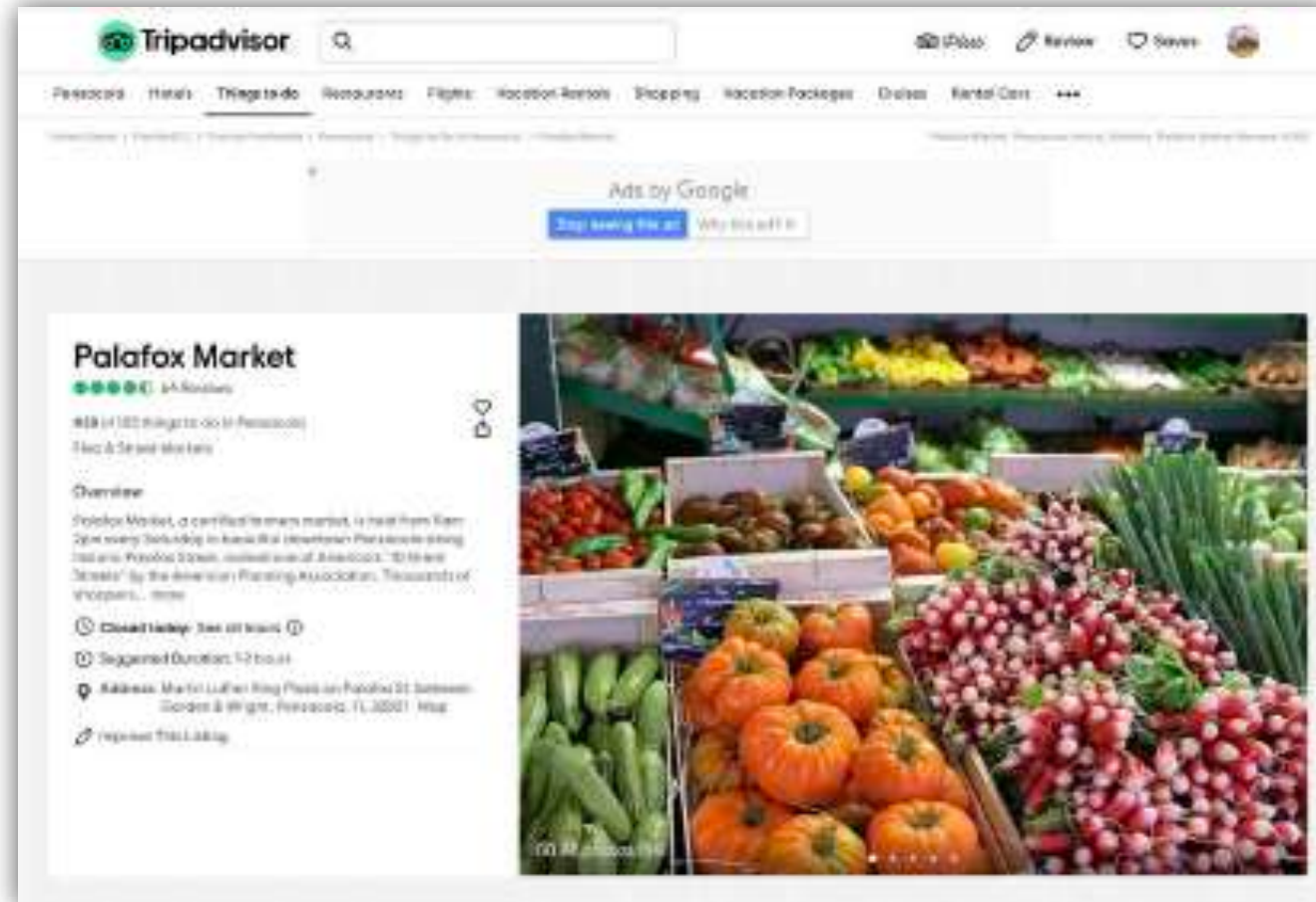


The Downtown Improvement Board and Palafox Market have multiple listings and properties on various search engines and sites. Keeping these listings up to date helps the DIB to reach many more potential visitors, and also serves to boost the search rankings of the DIB website.



Ideaworks responds to reviews,
answers questions and provides
information to visitors who leave
feedback on Tripadvisor.

Tripadvisor Profile



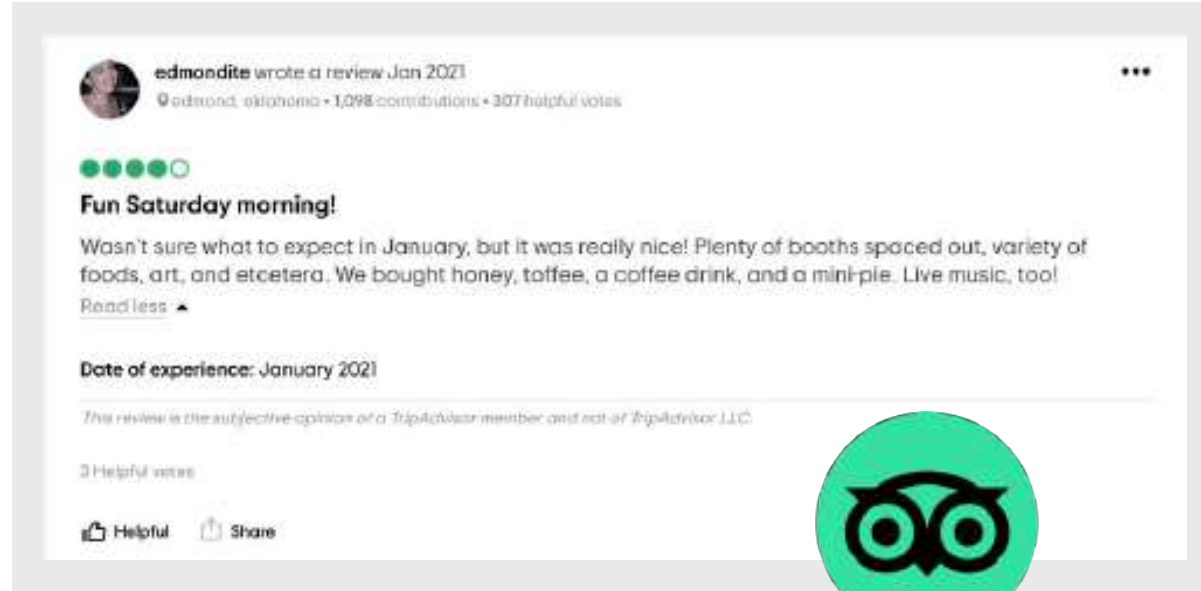
Search Topic

Palafox Market

Date

Ongoing

Reviews



Tripadvisor®

Directory / Site

Tripadvisor

Sample Directory Listing

[illegible]

Search Topic

Date _____

Palafox Market

Ongoing

Q1 PR + Media



Q1 Media Clips



Topic

Date

Downtown
Things to Do

01/30/21

Q1 Media Clips



Topic

Date

Palafox Market

01/16/21

Q1 Media Clips

Downtown Events

01/01/21



Q1 Media Clips

The screenshot shows the AARP website's 'PENSACOLA, FL Events' page. The header includes the AARP logo, navigation links (Join, Renew, Help, Member Benefits), and user options (AARP Rewards, Register, Login, Search). The main content area features the 'Palafox Market' event details for Saturday, April 3, 2021, at 9:00 am, located at Martin Luther King Jr. Plaza. A map shows the market's location in downtown Pensacola. A 'Find it Fast' sidebar lists categories like Happenings, Events, Volunteering, Restaurants, Work & Jobs, Offers, Movies, and Healthy Living. The 'Upcoming AARP Events' section highlights a virtual seminar titled 'Caring in Uncertain Times: Finding Support & Connection' on May 15, 2021.

Topic

Palafox Market

Date Range

Jan-Mar
Continuous

Q1 Media Clips

Topic

Palafox Market

Dates

Weekly

Ticketshare program, allowing them to easily re-sell their tickets to any game they cannot attend.

PENSACOLA SPORTS LAUNCHES HOLE-IN-ONE MILLION DOLLAR SHOOTOUT

Pensacola Sports, along with several area golf courses, announced a new golf program to build excitement in the local golf scene. The program includes Marcus Points Golf Club, Scenic Hills Country Club and Tiger Point Golf Club.

All golfers can choose to participate when they sign in at the respective pro-shop before their round. All participating golfers from all three courses will be entered into the same pool. Increasing the amount the golfer can win. The entry fee is \$3 and that entry is valid for that round only. If a participating golfer hits a legitimate hole-in-one and after proper verification, the golfer will win a third of the entire pot, with a minimum guaranteed winnings of \$200. Full rules and event information can be found at pensacolaspports.org/holeinone.

In addition to the original winnings, all players who hit a hole-in-one during the program will be invited to participate in a \$1 Million Dollar Shootout. The date and location of the Pensacola Sports' Million Dollar Shootout will be announced at a later date.

Players who make a hole in one must notify Pensacola Sports with their information that day. If multiple holes-in-one are hit in the same day, the prize will be divided evenly. The competition starts over immediately after a qualifying winner is determined. There are approximately 144 reported holes-in-one at the Pensacola area courses annually.

The Pensacola Sports' Hole-in-One Million Dollar Shootout is also a fundraiser for Pensacola Sports, a private not-for-profit sports event and tourism company.

PENSACOLA ICE FLYERS SINGLE GAME TICKETS NOW ON SALE

The Ice Flyers are one of five teams in the Southern Professional Hockey League that were able to proceed forward in the upcoming season. The home opener, which is themed Pensacola Strong Night, is Wednesday, Dec. 30. Fans can see the full list of theme nights and home dates at pensacolalceflyers.com.

The team has been approved to have limited capacity in the Bay Center. Due to capacity restrictions, a significantly reduced amount of single game ticket will be available each home game. Therefore, fans are encouraged to purchase the tickets early to the games they are wanting to attend. Other protocols will be released at a later date.

Seating pods consisting of one seat up to six seats are spread out across both the lower and upper seating bowls. Fans will have to purchase all the seats in the desired pod. For example, if a group of three fans want to purchase tickets, they will need to buy all three

Single game tickets are available online at Ticketmaster.com or in person at the Pensacola Bay Center Box Office, which is open to a.m.-4 p.m. Monday to Friday. Season tickets are still available in multiple packages. More information about season tickets is available on the Ice Flyers' website.

FOOD + WINE

THE MANDALORIAN TRIVIA NIGHT

Visit Perfect Plain Brewing Co., Monday, Dec. 28 at 7 p.m. for trivia night based on the popular Disney's show. Enjoy happy hour all night, prizes and bonus points to anyone dressed up as their favorite Star Wars character. For more information, visit facebook.com/perfectplainbrewingco.

JACKSON'S STEAKHOUSE OPEN

FOR LUNCH Jackson's will be offering its standard lunch menu Wednesday-Friday, 11 a.m.-2 p.m. As always, during lunch service Wednesday-Friday, the first martini is free.

Enjoy lunch menu favorites, including: Chef Irv's jumbo lump crab cakes with red sweet pepper and charred sweet corn-off the cob relish. Chef Miller has also created some new additions to add to the lunch lineup, including the Ole Hickory's fried-chicken sandwich with double-dusted crispy chicken breast. Jackson's Steakhouse is located at 400 S. Davis. For more information, visit greatsouthernrestaurant.com.

PALAFOX MARKET Palafox Market is back at its regular location in MLK Jr. Plaza in a carefully planned, phased reopening. Palafox Market has launched with about half its regular vendors, showcasing food, farm produce and products geared toward safety and sanitation such as handmade soaps and face masks. For more information, visit facebook.com/downtownpensacola.

PENSACOLA POSITIVITY'S SUNDAY MARKET

Street happen each Sunday from 10 a.m.-3 p.m. in MLK Plaza on Palafox. Local makers, growers and creators gather each under the oak trees to sell their goods to the community. Interested vendors can request an application by emailing requeaskmike@h@gmail.com. For more information, visit facebook.com/palafoxmarkets.

SATURDAYS AT THE MARKET OUT-DOOR VENDOR EVENT

Located at 5300 Berryhill Road, the outdoor market features artisans and craftsmen alike from 9 a.m.-4 p.m. on Saturdays. Social distancing guidelines will be in effect. For more information, email saturdaysatthemarket@gmail.com.

PENSACOLA POP-UP FARMERS MARKET

Check out fresh and organic produce, milk, eggs, meat, fresh-baked bread, mushrooms, lumber, grits, cornmeal, ples and plants Saturdays from 9 a.m.-1

UPTOWN PENSACOLA MARKET

Check out local vendors of art, produce and other local treasures every Saturday at 7201 N. Ninth Ave. from 9 a.m.-3 p.m. For more information, visit facebook.com/uptownmarketpensacola.

SUNDAY VIBES IN THE GARDEN

Sunday Funday is back at Garden & Grain with DJ Hyde and drink specials. Safety guidelines will be in place. Visit facebook.com/perfectplainbrewingco for more information. Garden and Grain is located behind Perfect Plain Brewing Co. at 50 E. Garden St.

TWILIGHT THREE-COURSE SPECIAL

The District's Twilight Three-Course special is back Tuesdays, Wednesdays, and Thursdays from 4:30-6 p.m. Guests enjoy three courses for \$35 per person. Diners must be seated by 6 p.m. for offer to be valid. To make a reservation, call 332-5224 or online at districtstreaks.com. The District is located at 123 E. Government St.

KID-FRIENDLY

WEST FLORIDA LITERARY FEDERATION ANNOUNCES YOUTH POETRY CONTEST

The West Florida Literary Federation (WFLF) is encouraging students of Northwest Florida to participate in its 2021 youth poetry contest titled "Unmuted Voices."

This year, the organization is offering middle and high school students three writing choices that will empower their creativity, let them share their voices, and contribute to their language development. Students can select one of these themes for their poems: •Hope and Healing •Changes and Challenges •Memories/Windows/Views Prizes will be awarded, and an awards ceremony will be held in April for National Poetry Month. For more information and classroom materials for teachers, visit wflf.org/communityevents.

STUDENT JAZZ COMPETITION APPLICATION PROCESS OPEN

Student jazz musicians are invited to enter Jazz Pensacola's 2021 Student Jazz Competition. The finals will be 6:30 p.m. Monday, March 15, at Phineas Phogg's in Seville Quarter, 130 E. Government St.

Three finalists from each division—College Instrumental, High School Instrumental, Jazz Vocal—will perform at the live finals. Awards for first, second and third in each division, ranging from \$500 to \$500, will be presented at the conclusion of the event.

Application deadline is Friday, Feb. 12, 2021. Visit jazzpensacola.com to download the 2021 application.

TAKE-AWAY BABY DOLL HAT LOOM KIT

Try out a miniature loom knitting kit from Pensacola Library, located at 250 N. Spring St. Take-away loom knitting kits are

invaluable

Palafox Market Anniversary Event Plan

Overview

PR & Promotion

Description of Work

- Research
- PR Strategy
- Dates/Timing
- Giveaways



On the following pages are examples of collateral, ads, maps ad other marketing materials produced by Ideawörks during Q1 2021.

Q1 Materials Production



Q1 Production Trolley Maps



Overview

7 Trolley Ride
Guide / Maps

Description of Work

- Mapping of Route
- Production
- Printing Management

Q1 Production Host Bar Window Signs



Overview

12 Host Window
Posters

Description of Work

- Logo Coordination
- Graphic Design
- Printing Management

Q1 Production Legal Services RFP

Overview

Website
Programming

Description of Work

- Design Banner Ad
- Format RFP for News Page
- Programming



The screenshot shows a website for 'Explore Pensacola' with a navigation bar containing 'Events', 'Businesses', and 'About'. Below the navigation bar is a large image of a stack of books and a pen. The main heading reads 'REQUEST FOR PROPOSALS: DIB Seeking General Counsel'. Below this, it states 'Posted: Feb 18, 2021 8:04 PM Updated: Apr 6, 2021 2:32 PM'. The text describes the solicitation of proposals from experienced attorneys to provide legal services as General Counsel to the Pensacola Downtown Improvement Board (DIB). It includes a 'BACKGROUND' section detailing the DIB's mission and history, and a 'LEGAL REQUIREMENTS' section stating that all Federal, State, County, and local laws, ordinances, rules, and regulations shall apply. A 'SERVICES TO BE PERFORMED' section is also visible at the bottom.

REQUEST FOR PROPOSALS: DIB Seeking General Counsel

Posted: Feb 18, 2021 8:04 PM Updated: Apr 6, 2021 2:32 PM

Proposals are now being solicited from experienced and qualified attorneys at law firms to provide legal services as General Counsel to the Pensacola Downtown Improvement Board (DIB), a political subdivision created by the Florida Legislature in 1972.

BACKGROUND

The mission of the DIB is (i) to market downtown Pensacola to business and investors, (ii) to serve as an advocate for projects necessary to revitalize downtown Pensacola and to create in downtown a thriving urban neighborhood, (iii) to enhance downtown Pensacola as a place to work, visit, live and be entertained, and (iv) to raise awareness of downtown Pensacola as an important business, residential, cultural and entertainment center in the Tri-county metropolitan area. The DIB was incorporated as a dependant special district of the City of Pensacola per Chapter 189, Florida Statutes. The DIB was formed in April 1972. The long-term strategy of the DIB is formulated by an all-volunteer Board of Directors, comprised of Downtown property and business owners, while the day-to-day affairs are executed by the DIB's Executive Director and staff.

LEGAL REQUIREMENTS

All Federal, State, County, and local laws, ordinances, rules and regulations that in any manner affect the items covered herein shall apply, including but not limited to the DIB Special Act, Laws of Florida, Section 72-885 as amended.

This RFP and the resulting contract will be made and ended in Escambia County, Florida and shall be governed by the laws of the State of Florida. A proposed contract for services shall accompany the proposal.

SERVICES TO BE PERFORMED

RFP: Providing
Legal Services as
DIB General
Counsel
[CLICK HERE](#)

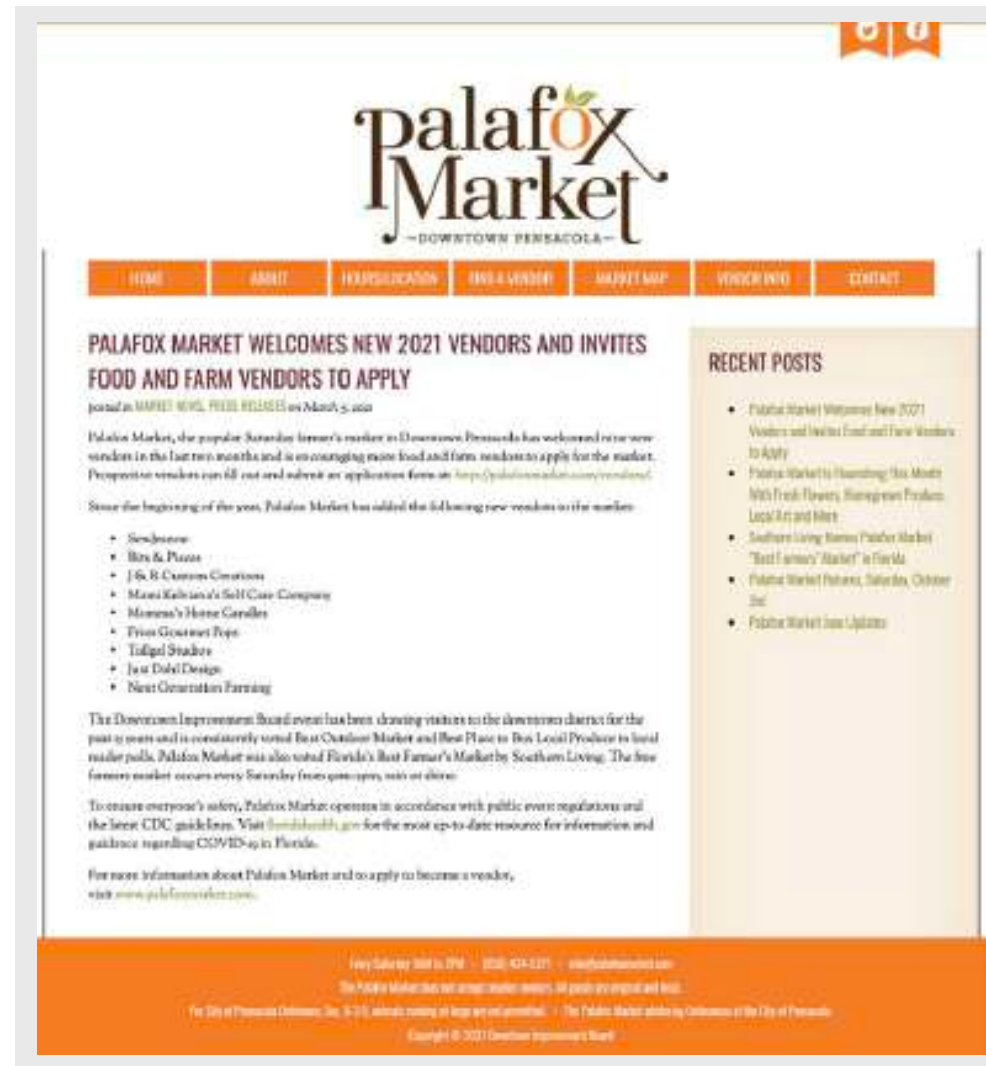
Q1 Production Palafox Market Website

Overview

Call for Vendors
on PM Website

Description of Work

- Copywriting
- Formatting for Web
- Programming



Q1
Production
Board
Nameplates



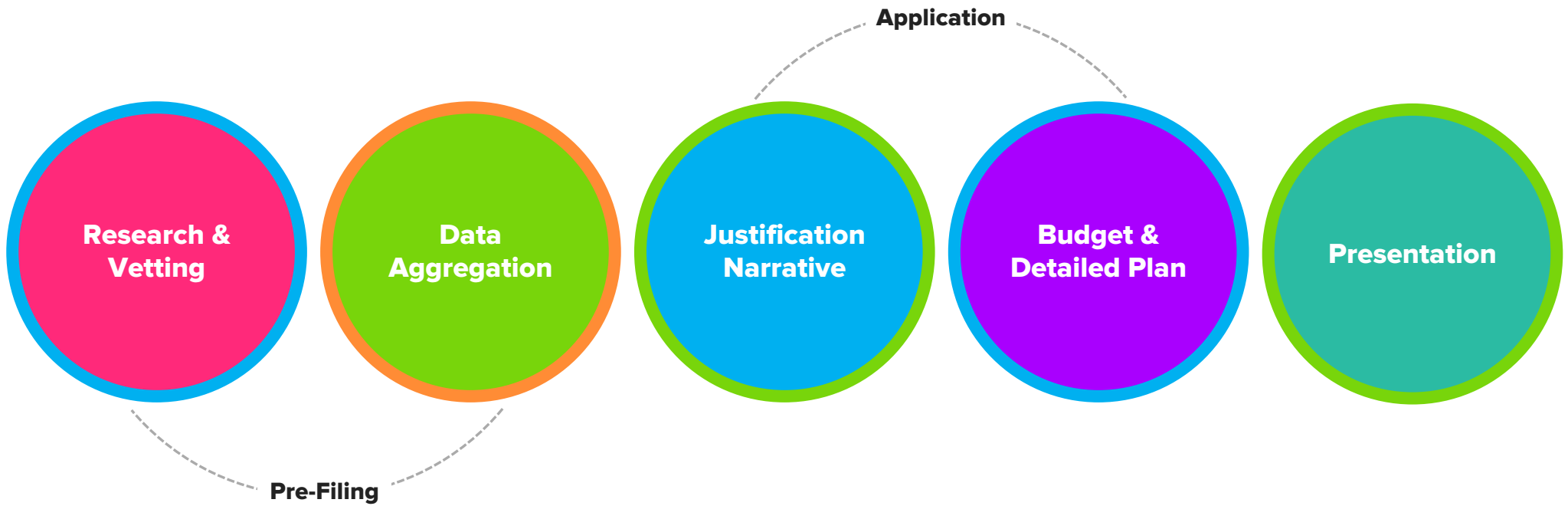
Project	Description
3 DIB Nameplates	Walker Wilson Casey Jones Sydney Barrow

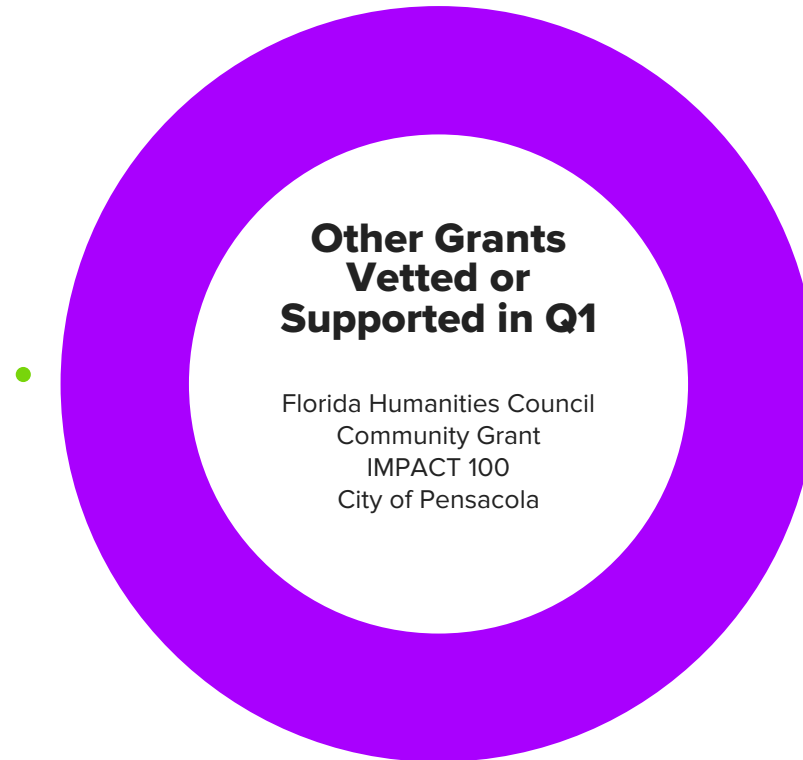
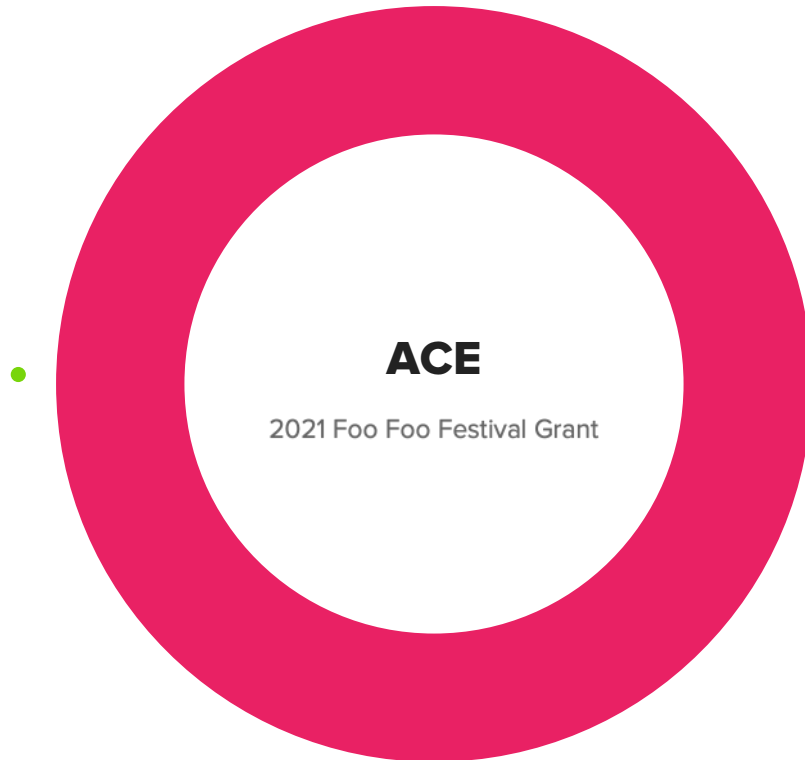


Grants / Events

The process of obtaining grant funds includes a number of steps that start well before the actual grant application period. Here is a high-level breakdown of the process.

The Grant Process





**Other Grants
Vetted or
Supported in Q1**

Florida Humanities Council
Community Grant
IMPACT 100
City of Pensacola

Next Quarter

Here's a look at some ongoing and upcoming projects for Q2 2021.



Q2 2021:

- Garden Street Utility Box Art
- Palafox Market Anniversary
- Palafox Market Monthly PR
- DIB Project Ideas
- Foo Foo Festival Grant Application
+ Event Planning
- 200th Anniversary Celebrations Promotion
- Spring/Summer Event Promotion (e.g.,
Pensacon, Mardi Gras, Crawfish Festival, etc.)

Thank You

Your Ideaworks Account Team

Caron Sjoberg
Freddie Haydn-Slater



2021 DIB Project Ideas

Title: Downtown Pop-Up Performances

Description: A weekly series of pop-up performances on the stage behind the T. T. Wentworth, featuring everything from opera, ballet, symphony, theater, stand-up comedy, circus, and more. The DIB could create free spring/summer event programming on a weekly basis for locals on their lunch breaks or visitors in town to enjoy. The DIB could also encourage craft vendors and food trucks to further encourage people to visit. The end result would be a mini-festival atmosphere in the heart of downtown where people can soak up the sun with a side of culture.



Title: Downtown Restaurant Passport

Description: A downtown restaurant week event, inspired by the New Orleans Restaurant Week (and other cities) as well as Great Southern Restaurant Week events; this initiative would take advantage of the rich, diverse and trendy downtown culinary scene. By encouraging downtown restaurants to participate, the DIB could create a “Downtown Restaurant Passport” for a month-long dining event during the shoulder seasons. Restaurants would be asked to offer a fixed 2-course lunches for \$25 and a fixed 3-course dinner for \$45, while also offering add-ons/upgrades as opportunities to further upsell and maximize profits.



Title: I HEART DOWNTOWN Public Art Sculpture

Description: Building on the momentum from the “I Heart Downtown” campaign from last year and taking inspiration from other cities around the world that have introduced similar public art (e.g. Amsterdam, New York), the I HEART DOWNTOWN public art sculpture would become a tourist destination for people to visit and take photos together. Based on the popularity of the “Wish You Were Here” mural on Romana Street and the “Foo Foo Wings” on Garden Street, we think that creating a 3D sculpture like this would become a hit for building local pride and generating tons of selfies. By including a unique hashtag and encouraging people to share their selfies on social media, the sculpture would further position Downtown Pensacola as a top tourist destination.



Title: Before I Die Wall

Description: Before I Die is a global art project that invites people to reflect on death and share their personal aspirations with the public. This ‘memento mori mural’ would be an interactive art opportunity for people to leave their own unique message and inspire others to do the same.



Title: Downtown Wellness Weekends

Description: Downtown Pensacola is home to many fitness and wellness businesses and organizations including Pure Pilates, Pure Barre, YMCA, Ride Society, Pensacola Sports, Disko Lemonade, Breathe Yoga, to name a few. Similar in structure to the Downtown

Pop-Up Performances idea and building on the free yoga/pilates classes offered monthly at Community Maritime Park, this weekly weekend event would be free to the public and give local fitness/wellness businesses the opportunity to reach a wider audience. With health a top priority in today's world, this would help build a stronger, healthier community. We'd recommend hosting these events at UWF Historic Trust Museum Plaza to take advantage of the stage and open, green space.



Title: Common Ground Intersection Art

Description: Inspired by a similar project in St. Petersburg, FL, this asphalt art project would involve painting intersections in Downtown Pensacola to make them bright, colorful and inviting. At a time when people feel disconnected and divided, projects like these can be used to spark conversations and strengthen community involvement.



Title: Beach Ball Sky (Umbrella Sky 2.0)

Description: We all know Umbrella Sky was a huge hit in Downtown Pensacola in 2017. One of the ways this project could be brought back downtown with a special Pensacola spin could be to line one street of downtown Pensacola with colorful, inflatable beach balls.



Title: Downtown Historic Mural Scavenger Hunt

Description: With the increasing popularity of public art and celebration of Pensacola's rich history, the DIB could create a "Downtown Historic Mural Scavenger Hunt" for people to explore and discover all the murals that have been put up. Tying into the planned Utility Box Art Project, this idea would turn travel into an interactive game for people to spot all the murals and learn tidbits about Pensacola's history in the process. Famed street artist "Invader" recently launched an art scavenger hunt with an accompanying app called "Flash Invaders" where people can submit their photos of his street art and score points for finding them. While we're not suggesting building an entire mobile app, the DIB could create a campaign for people to submit their mural photos through social media or build a landing page for photo submissions to automatically feed onto by using a unique hashtag.



Title: Downtown Daybreaker Events

Description: A trend that has taken off in other large cities like London and New York, Daybreaker events have been dubbed as “morning raves” that don’t serve alcohol and are multi-generational. Instead of waking up and hitting the gym, these events encourage people to hit the dance floor and get pumped up for the day ahead. More information can be found at: <https://www.daybreaker.com/home/>.



Title: CUBED: Infinity

Description: Inspired by both the original CUBED art projects and Yayoi Kusama’s [Infinity Mirror Rooms](#), this project would give locals and visitors the chance to do something entirely new with downtown CUBED art... go inside. By constructing a large cube with mirror-lined walls and lighting, the DIB could create a unique, experiential and immersive art project. Not only would the experience be a huge draw to downtown, it would also be another opportunity for user-content creation. By associating the project with a unique hashtag, downtown Pensacola would become THE Instagrammable hotspot on the Gulf Coast.

