



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday July 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 July 27, 2021
  - c. \*Approval of the minutes from the regular meeting of the DIB on June 22, 2021
  - d. \*DIB –June Financials
  
- III. On-Going Business
  - a. StreetPlus May Report
  - b. Marketing Report
  - c. Palafox Market
  
- IV. New Business
  - a. \*Streets Plus Contract
  - b. \*Spotless Logistics Contract & Keep Pensacola Beautiful Contract
  - c. 2021/2022 Annual Budget Discussion
  - d. \*3<sup>rd</sup> QTR E.D. Bonus
  
- V. On-Hold
  - a. Fountain Lighting Project Plaza Ferdinand – Update
  
- VIII. Public Comment
  
- IX. Adjournment

**Next meeting – August 24, 2021  
(\* ) = approval item**

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

### Regular Monthly Meeting

Tuesday, June 22, 2021

#### Attendance

Michael Carro, Chairman , Kevin Lehman, Jean Pierre N'Dione, Adam Cobb, Patti Sonnen, Robert Bender, *ex officio*, Casey Jones, *ex officio*, and Walker Wilson, Executive Director

#### Call to Order

- a. Chairman Carro called the meeting to order at 7:31 a.m.
  - a. Comments for Chair- Chair Carro extended his thanks to board member Adam Cobb and thanked him for his service to the DIB and wished him luck on his future endeavors.

#### Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was unanimously approved.
- c. The minutes of the regular meeting of the DIB held on May 25, 2021 were unanimously approved.

#### Finance

- a. DIB May Financials were unanimously approved.
  - a. Board took the Finance Committee recommendation to look into setting aside funds into a C.D. if it was beneficial to the DIB.

#### On-Going Business

- b. StreetPlus May Report

- i. The board thanked StreetsPlus and took note of the many graffiti removals that had been done.
- c. Marketing Report
  - i. Worked on Annual Report for CRA and future work plan
  - ii. Finalizing power box wraps for Garden St Median. Commissioner Bender said that these wraps help prevent graffiti and are low maintenance.
  - iii. The 14<sup>th</sup> Annual Palafox Market celebration was a success and was covered by local media.
- d. Palafox Market
  - 1. The Market has been running successfully and had a new Manager, Emily Kopas.

#### New Business

- a) StreetsPlus Contract- No action was taken to end StreetsPlus contract but will be reviewed again in July
- b) Spotless Logistics Contract- The board wanted clarification on what assets Spotless will be bringing to the table, what the take home hourly rate would be for employees, what difference in graffiti removal is in proposal, and could event cleanup be a service provided to run through City Event process. Commissioner Bender suggested get at least two more quotes just to make sure we are making a sound decision on such a big contract.
- c) Palafox Street Closure- Chair Carro explained background of discussion and that he and Mr. Wilson had meet with City leadership to discuss possible street closure from 6 p.m. on Saturdays to 6 p.m. on Sundays from Garden St to Intendencia St. In the conversation with the City items to be covered such as Insurance for event, installation of bollards, and cleaning service for the event were discussed.

- a. Several business owners on Palafox showed up to speak on the issue and many stated that when a street closure is in place, they see a drop in sales from 25%-35%. Other business owners wanted to know why these funds for a street closure weren't being used to maintain current projects or allocated for more safety measures in downtown. Also stated is that when Palafox is closed and parking is shut off retailers see their business affected in a negative way. Mention of a retail committee was brought up and the board wanted to further investigate if this would give them a better read of what was happening on a day to day basis with our retail owners and bar/restaurant owners. The Board decided to table the Palafox street closure discussion.
- d) Annual Report- The Board unanimously approved the DIB's annual report to be sent to the CRA
- e) 2022/2023 work plan- The Board unanimously approved the 2022/2023 work plan to be sent to the CRA.
- f) 2021/2022 Budget Discussion- The board asked to identify ways we can utilize new funding to maintain current projects, keep downtown safe, and enhance the experience people have in Downtown.

#### On-Hold

- a. Fountain Lighting Project- No update
- b. DIB Projects Idea- Power Box project is coming along and will be installed in next 8 weeks.

#### Public Comment

None

#### Adjournment

- a. The meeting was adjourned at 9:57 a.m.

**NEXT MEETING July 27, 2021**

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

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

- I. Call to Order – Mr. Hodgdon called the meeting to order at 4:30 pm.
  - a) Mr. Wilson confirmed the meeting was properly noticed.
  - b) Meeting minutes from the June 15, 2021 were unanimously approved
  - c) There was a motion and a second to approve the agenda and passes unanimously.
- II. On-Going Business
  - a) The committee unanimously approved the June 2021 financials.
- III. New Business
  - a) Committee was informed the DIB board would be updated on options for a 6 month C.D. at their next board meeting. Committee members recalled opening a second account with Synovus that may still be open for this type of transaction. Members wanted to make sure to look at rates and how much cash we need on hand to operate until our next tax payment comes in early 2022.
  - b) Committee suggested finding ways to use Palafox Market profits to pour back into the market for any needed improvements. A discussion of increasing weekly fees for the Market were discussed from \$20 to \$25. The members wanted to know last time an increase was done and they also to show to the vendors what they would get for a weekly \$5 increase by showing them what improvements we would plan on implementing to make the Market better.
- IV. Public Comment

None
- V. Adjournment the meeting was adjourned at 5:01 p.m.

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

June 2021

	Jun 21	Budget	\$ Over Budget	Oct '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	4,747.90	4,800.84	-52.94	40,021.50	43,207.48	-3,185.98	57,610.00
1302 · Compactor Construction Re-Paymt	1,218.00	500.00	718.00	12,789.00	4,500.00	8,289.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.66	-541.66	0.00	4,875.02	-4,875.02	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	49,219.09	0.00	442,971.78	442,971.73	0.05	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	0.00	50.00	-50.00	720.00	450.00	270.00	600.00
Program Revenue							
4030 · Palafox Market Vendor Payments	8,285.00	6,725.00	1,560.00	56,677.04	60,525.00	-3,847.96	80,700.00
<b>Total Program Revenue</b>	<b>8,285.00</b>	<b>6,725.00</b>	<b>1,560.00</b>	<b>56,677.04</b>	<b>60,525.00</b>	<b>-3,847.96</b>	<b>80,700.00</b>
4040 · DPMD Cleaning Reimbursement	0.00	6,641.34	-6,641.34	43,763.69	59,771.98	-16,008.29	79,696.00
4900 · Sales Tax Collected	-540.70	0.00	-540.70	-3,706.54	0.00	-3,706.54	0.00
<b>Total Income</b>	<b>62,929.29</b>	<b>68,477.93</b>	<b>-5,548.64</b>	<b>920,776.01</b>	<b>942,780.21</b>	<b>-22,004.20</b>	<b>1,148,214.00</b>
<b>Gross Profit</b>	<b>62,929.29</b>	<b>68,477.93</b>	<b>-5,548.64</b>	<b>920,776.01</b>	<b>942,780.21</b>	<b>-22,004.20</b>	<b>1,148,214.00</b>
Expense							
3001 · Compactor - Waste Services	6,743.19	4,441.59	2,301.60	35,059.68	39,974.23	-4,914.55	53,299.00
3002 · City Compactor Build Repayment	1,500.00	500.00	1,000.00	4,500.00	4,500.00	0.00	6,000.00
3004 · Compactor - Security Fees	87.84	291.66	-203.82	2,132.15	2,625.02	-492.87	3,500.00
3007 · Compactor - Electric	53.88	67.59	-13.71	472.35	608.23	-135.88	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	30,000.00	45,000.00	-15,000.00	60,000.00
5005 · Workers Comp Insurance	0.00	166.66	-166.66	0.00	1,500.02	-1,500.02	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	537.86	0.00	537.86	5,458.40	0.00	5,458.40	0.00
5001 · Salaries, Benefits & Taxes - Other	7,765.84	8,519.75	-753.91	73,510.78	76,677.75	-3,166.97	102,237.00
<b>Total 5001 · Salaries, Benefits &amp; Taxes</b>	<b>8,303.70</b>	<b>8,519.75</b>	<b>-216.05</b>	<b>78,969.18</b>	<b>76,677.75</b>	<b>2,291.43</b>	<b>102,237.00</b>
5006 · Board Meetings	0.00	541.66	-541.66	521.00	4,875.02	-4,354.02	6,500.00
5007 · Annual Meeting	0.00	83.34	-83.34	0.00	749.98	-749.98	1,000.00
5009 · Bank Charges	48.00	41.66	6.34	425.90	375.02	50.88	500.00
5004 · Insurance Expense-Other	834.17	1,404.16	-569.99	7,387.53	12,637.52	-5,249.99	16,850.00
5011 · Interest Expense	0.00	29.16	-29.16	0.00	262.52	-262.52	350.00
5012 · Office Rent	1,237.72	1,238.41	-0.69	12,377.20	11,145.77	1,231.43	14,861.00
5013 · Office Supplies	9.47	125.00	-115.53	529.08	1,125.00	-595.92	1,500.00
5014 · Office Equipment/Software	50.60	449.50	-398.90	2,984.99	4,045.50	-1,060.51	5,394.00
5015 · Postage	181.55	16.66	164.89	199.35	150.02	49.33	200.00
5016 · Telecommunications	505.71	871.00	-365.29	5,661.17	7,839.00	-2,177.83	10,452.00
5017 · Website Support	93.75	416.66	-322.91	2,522.50	3,750.02	-1,227.52	5,000.00
5018 · Website Hosting	385.00	333.34	51.66	748.56	2,999.98	-2,251.42	4,000.00
5019 · Computer Support/Email Leasing	231.59	208.34	23.25	2,328.55	1,874.98	453.57	2,500.00
5020 · Dues, Subscriptions, Publicatio	417.98	208.34	209.64	1,666.95	1,874.98	-208.03	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.16	-99.16	292.00	892.52	-600.52	1,190.00
5023 · Marketing Consultants	4,397.50	3,500.00	897.50	36,919.75	31,500.00	5,419.75	42,000.00
5024 · Bookkeeping	665.00	1,041.66	-376.66	7,800.00	9,375.02	-1,575.02	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	89.00	708.34	-619.34	3,260.60	6,374.98	-3,114.38	8,500.00
5027 · Economic Development	43.99	2,083.34	-2,039.35	4,964.07	18,749.98	-13,785.91	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			3,551.93			
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	840.00	3,333.34	-2,493.34	23,353.16	29,999.98	-6,646.82	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	900.00	-900.00	1,200.00
6004 · Portable Toilet Rental	1,580.00	1,645.84	-65.84	12,640.00	14,812.48	-2,172.48	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.84	-20.84	0.00	187.48	-187.48	250.00
6007 · Marketing	1,562.72	500.00	1,062.72	10,490.44	4,500.00	5,990.44	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.66	-41.66	0.00	375.02	-375.02	500.00
6010 · Sales Tax Interest	0.00	416.66	-416.66	0.00	3,750.02	-3,750.02	5,000.00
6011 · Market App Program Fee	0.00	166.66	-166.66	1,033.43	1,500.02	-466.59	2,000.00
6012 · Market Security	528.00	500.00	28.00	3,307.95	4,500.00	-1,192.05	6,000.00
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

June 2021

	Jun 21	Budget	\$ Over Budget	Oct '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Total 6000 · Palafox Market	4,510.72	6,725.00	-2,214.28	52,012.98	60,525.00	-8,512.02	80,700.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,349.88	13,282.59	-2,932.71	97,877.00	119,543.23	-21,666.23	159,391.00
Total 7000 · Ambassador Program	10,349.88	13,282.59	-2,932.71	97,877.00	119,543.23	-21,666.23	159,391.00
Total Expense	40,740.24	52,394.57	-11,654.33	830,493.19	991,030.29	-160,537.10	1,148,214.00
Net Ordinary Income	22,189.05	16,083.36	6,105.69	90,282.82	-48,250.08	138,532.90	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	10.06	0.00	10.06	79.61	0.00	79.61	0.00
Total Other Income	10.06	0.00	10.06	79.61	0.00	79.61	0.00
Net Other Income	10.06	0.00	10.06	79.61	0.00	79.61	0.00
Net Income	22,199.11	16,083.36	6,115.75	90,362.43	-48,250.08	138,612.51	0.00

# DOWNTOWN IMPROVEMENT BOARD

## Balance Sheet - For Management Use Only

As of June 30, 2021

	Jun 30, 21
<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	289,896.60
Total 101 · Cash - Coastal- 0237 Operating	363,042.67
Total Checking/Savings	363,042.67
Accounts Receivable	
140.4 · A/R-Property Assessments	127,009.57
Total Accounts Receivable	127,009.57
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	1,091.30
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	2,502.47
Total Other Current Assets	5,855.02
Total Current Assets	495,907.26
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>634,291.48</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
481 · Sales Tax Payable	540.70
471 · Payroll Liabilities	1,136.14
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	147,657.18
Total Other Current Liabilities	154,334.02
Total Current Liabilities	154,334.02
Total Liabilities	154,334.02
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	90,362.43
Total Equity	479,957.46
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>634,291.48</b>

# DOWNTOWN IMPROVEMENT BOARD

## Account QuickReport

June 2021

	Type	Date	Memo	Split	Amount				
Program Revenue								As of Mar 2021	
4030 · Palafox Market Vendor Payments						Monthly		Cummulative	
	Deposit	06/11/2021	Application Fee	101 · Cash - Coastal- 0237 Operating	60.00	App Fees	1050	\$	3,867.50
	Deposit	06/11/2021	May 2021	101 · Cash - Coastal- 0237 Operating	60.00	Late Fees	5	\$	40.00
	Deposit	06/11/2021	June 2021	101 · Cash - Coastal- 0237 Operating	800.00	Dec-20	0	\$	286.00
	Deposit	06/11/2021	July 2021	101 · Cash - Coastal- 0237 Operating	325.00	Jan-21	0	\$	843.00
	Deposit	06/11/2021	August 2021	101 · Cash - Coastal- 0237 Operating	45.00	Feb-21	0	\$	1,516.40
	Deposit	06/29/2021	Application Fees	101 · Cash - Coastal- 0237 Operating	990.00	Mar-21	0	\$	4,460.00
	Deposit	06/29/2021	May 2021	101 · Cash - Coastal- 0237 Operating	138.00	Apr-21	0	\$	3,989.40
	Deposit	06/29/2021	June 2021	101 · Cash - Coastal- 0237 Operating	1,423.40	May-21	198	\$	5,566.20
	Deposit	06/29/2021	July 2021	101 · Cash - Coastal- 0237 Operating	1,578.00	Jun-21	3738.4	\$	5,406.00
	Deposit	06/29/2021	August 2021	101 · Cash - Coastal- 0237 Operating	493.60	Jul-21	1903	\$	2,927.40
	Deposit	06/29/2021	September 2021	101 · Cash - Coastal- 0237 Operating	309.60	Aug-21	538.6	\$	979.00
	Deposit	06/29/2021	October 2021	101 · Cash - Coastal- 0237 Operating	288.00	Sep-21	309.6	\$	546.00
	Deposit	06/29/2021	November 2021	101 · Cash - Coastal- 0237 Operating	202.80	Oct-21	288	\$	383.20
	Deposit	06/29/2021	June 2021	101 · Cash - Coastal- 0237 Operating	280.00	Nov-21	202.8	\$	230.80
	Deposit	06/29/2021	December 2021	101 · Cash - Coastal- 0237 Operating	51.60	Dec-21	51.6	\$	51.60
	Deposit	06/29/2021	Late Fee	101 · Cash - Coastal- 0237 Operating	5.00		8285	\$	31,092.50
	Deposit	06/29/2021	June 2021	101 · Cash - Coastal- 0237 Operating	1,235.00				
Total 4030 · Palafox Market Vendor Payments					8,285.00				
Total Program Revenue					8,285.00				
<b>TOTAL</b>					<b>8,285.00</b>				

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

June 2021

	Jun 21	Budget	\$ Over Budget	Oct '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	8,285.00	6,725.00	1,560.00	56,677.04	60,525.00	-3,847.96	80,700.00
Total Program Revenue	8,285.00	6,725.00	1,560.00	56,677.04	60,525.00	-3,847.96	80,700.00
Total Income	8,285.00	6,725.00	1,560.00	56,677.04	60,525.00	-3,847.96	80,700.00
Gross Profit	8,285.00	6,725.00	1,560.00	56,677.04	60,525.00	-3,847.96	80,700.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	840.00	3,333.34	-2,493.34	23,353.16	29,999.98	-6,646.82	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	900.00	-900.00	1,200.00
6004 · Portable Toilet Rental	1,580.00	1,645.84	-65.84	12,640.00	14,812.48	-2,172.48	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.84	-20.84	0.00	187.48	-187.48	250.00
6007 · Marketing	1,562.72	500.00	1,062.72	10,490.44	4,500.00	5,990.44	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.66	-41.66	0.00	375.02	-375.02	500.00
6010 · Sales Tax Interest	0.00	416.66	-416.66	0.00	3,750.02	-3,750.02	5,000.00
6011 · Market App Program Fee	0.00	166.66	-166.66	1,033.43	1,500.02	-466.59	2,000.00
6012 · Market Security	528.00	500.00	28.00	3,307.95	4,500.00	-1,192.05	6,000.00
Total 6000 · Palafox Market	4,510.72	6,725.00	-2,214.28	50,824.98	60,525.00	-9,700.02	80,700.00
Total Expense	4,510.72	6,725.00	-2,214.28	50,824.98	60,525.00	-9,700.02	80,700.00
Net Ordinary Income	3,774.28	0.00	3,774.28	5,852.06	0.00	5,852.06	0.00
Net Income	<b>3,774.28</b>	<b>0.00</b>	<b>3,774.28</b>	<b>5,852.06</b>	<b>0.00</b>	<b>5,852.06</b>	<b>0.00</b>

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** July 13

Total Income DIB April: \$62,929.29

Total Expense DIB April: \$22,189.05

Notes:

<b>DIB - May</b>		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$5,500 under targeted budget (Haven't received payment from City for Cleaning Reimbursement)</i>
1301	Co-Op Participation	\$50 Under Budget
4030	Palafox Market	\$1,500 over Budget
4040	DPMD Reimbursement	\$6,600 Under Budget (Waiting on payment)
Expense		
Expense	<i>Overview</i>	<i>\$11k Under Budget</i>
5001	Salaries, Benefits & Taxes	\$200 Under Budget
5023	Marketing	\$860 Over Budget
5027	Economic Development	\$2,000 Under Budget
6000	Palafox Market	\$2,200 Under Budget
7000	Ambassador Program	\$2,900 Under budget

# Street Report



## CLEANING AND HOSPITALITY AMBASSADOR SERVICES | JUNE 2021

The following data and information is provided to the Pensacola Downtown Improvement Board for tracking purposes. The information contained in this report is for activities reported in June 2021. The data and information are obtained from Ambassadors conducting patrols and entered in Statview.



*In the course of any given day, we may have to assist and take care of the average person. In this elevator on the 2nd floor of the Jefferson St Garage, two workers are waiting for the Fire Department to open the door.*

June was a challenging month in Pensacola-inclement weather was in full force: Heavy rain and winds swept the district. Luckily we persevered and were able to keep the district hazards to a minimum.



#### Employee of the Month:

**Lori Hughes, Operations Manager**

Lori is the glue that holds the Pensacola Account together.  
Congratulations Lori!

#### Rescues



*During the clean up after the Fiesta Parade, local police were called to assist this Veteran. He moved 2 of the parade benches out of the parking spaces and blocked Palafox Place at Government St.*



*Once police arrived and spoke to our veteran, we were able to replace the benches until they were picked up by the parade crew.  
Palafox was reopened and traffic flowing as normal.*



*He made a landing area for the helicopter to land.*

*Palafox Market setup and clean up of the Fiesta Parade*



*The left-over beads were unbelievably heavy and everywhere.*



# Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | JUNE 2021

*Pressure washing the Jefferson Street Alley. It was going so well and on time to finish by Monday.*



*The hose sprung a leak in two places. It was late Friday and the local rubber shop was not open over the weekend. After some maneuvers with turning wrenches, all is well again. The alley was completed Sunday on time and early.*



*JSG Compactor electrical wires cut by broken glass and stopped in mid air.*



*We consolidated the existing bags, tagged out the switch, and called for a mechanic. No one was available on Saturday,*

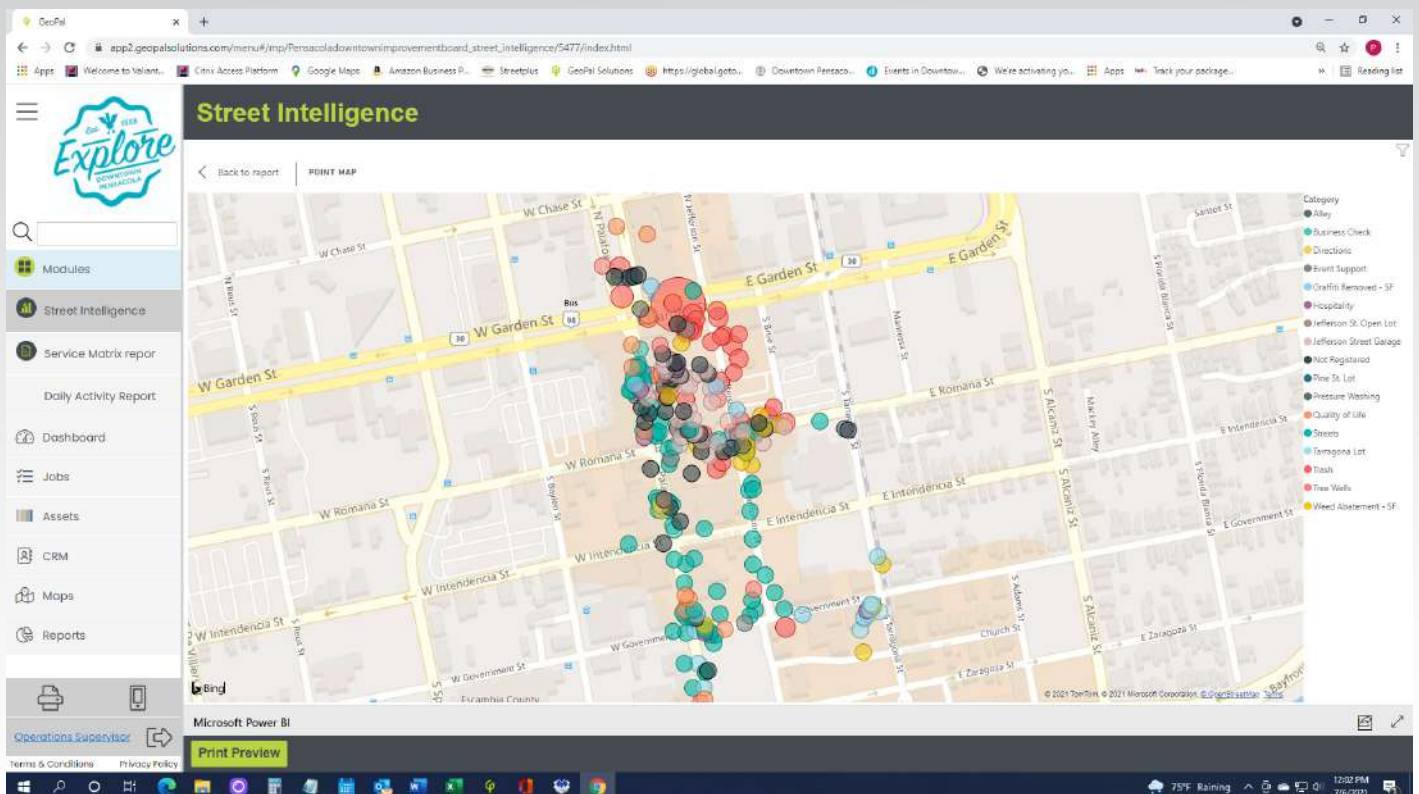
# Street Report

## PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | JUNE 2021

*After setting up Palafox Market, we cleaned out the compactor room of 105 bags.*

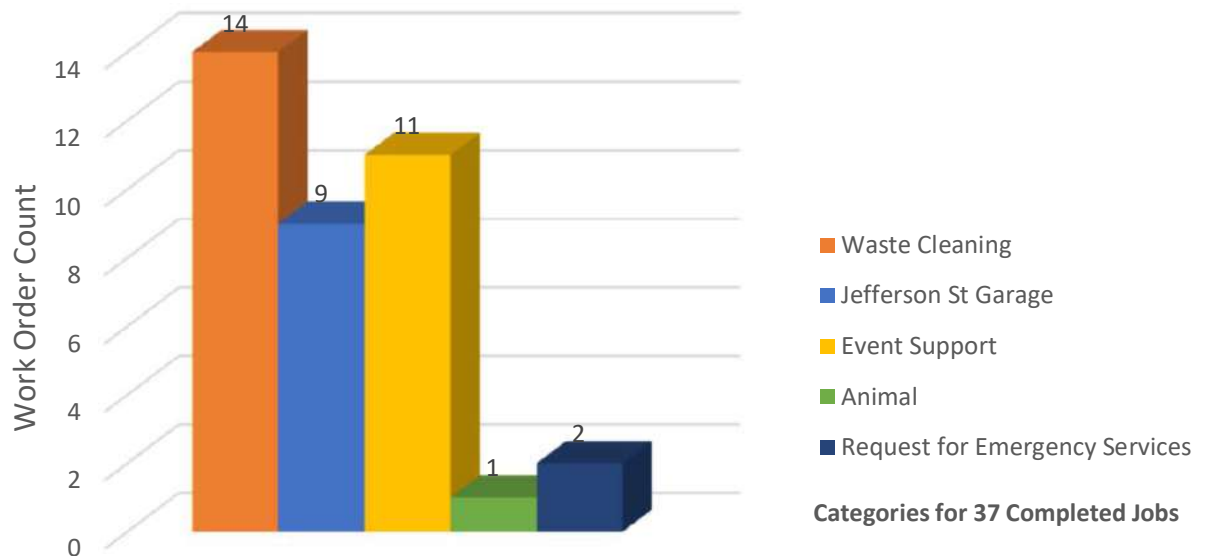
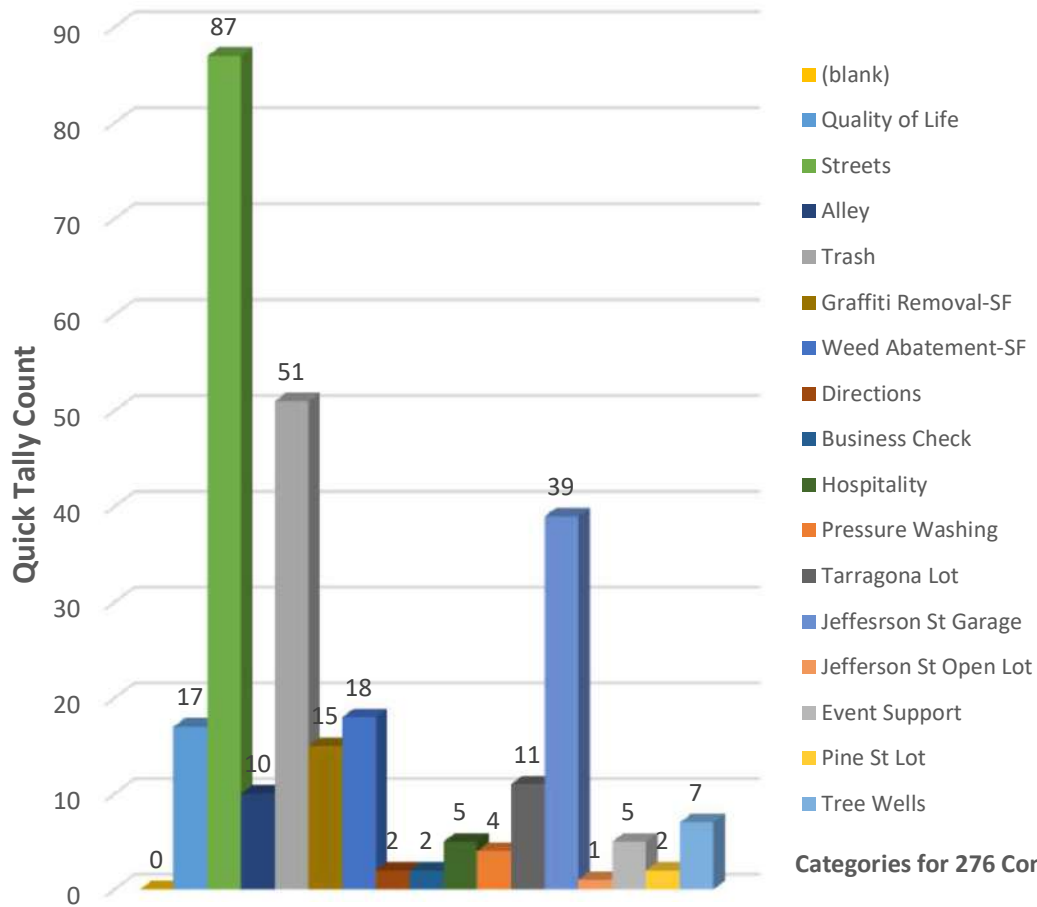
*This react and take action is what we do here in Downtown Pensacola. Surprise has little meaning here, It is almost as if it never happened.*



# Street Report

## PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | JUNE 2021



# DIB Q2 2021 Marketing

Powered By  
**ideawörks**



# Q2 Downtown Pensacola Marketing

The Q2 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.*

## Q2 Agency Deliverables

04

### APRIL

- 7 merchant eblasts
- Florida Humanities grant research and application
- Foo Foo Festival event research and grant application
- Paintscaping project collaboration
- Facebook daily content/response
- Instagram content/account mgmt.
- Community project outlines
- Historic research for electric boxes
- Q1 analytics and marketing report
- Palafox Market PR
- Palafox Market Anniversary event announcement and big pitches
- Downtown events web promotion
- Palafox Market website maintenance
- TripAdvisor account management

05

### MAY

- Utility Box art graphic designs
- Vaccine clinic PR
- Vaccine event graphic designs and directional signs
- Visit Pensacola grant workshop
- Annual Report production
- Facebook daily content/response
- Instagram content/account mgmt.
- 8 merchant eblasts
- Board Meeting & marketing report
- Downtown Pensacola and Palafox Market news posts
- Downtown events promotion
- TripAdvisor review response
- Website and Social Media Technical Support
- Palafox Market anniversary event
- Palafox Market job posting

06

### JUNE

- 5 merchant eblasts
- Utility box new content drafting and graphic design, vendor estimates
- Facebook daily content/response
- Instagram content/account mgmt.
- Foo Foo Festival marketing meeting
- Son et Lumière creative and marketing
- CRA Annual report production
- DIB workplan production
- Fourth of July promotion
- Palafox Market call for vendors PR
- Downtown events web promotion
- Repast event planning
- TripAdvisor and Google Reviews
- Downtown retail blog/sales tax holiday
- Palafox Market website updates

# Q2 Website Content

## News Posts

- DIB Seeks Manager for Palafox Market
- Palafox Market Celebrates 14 Years

## Blog Posts

- Sales Tax Holiday Announcement

## Homepage

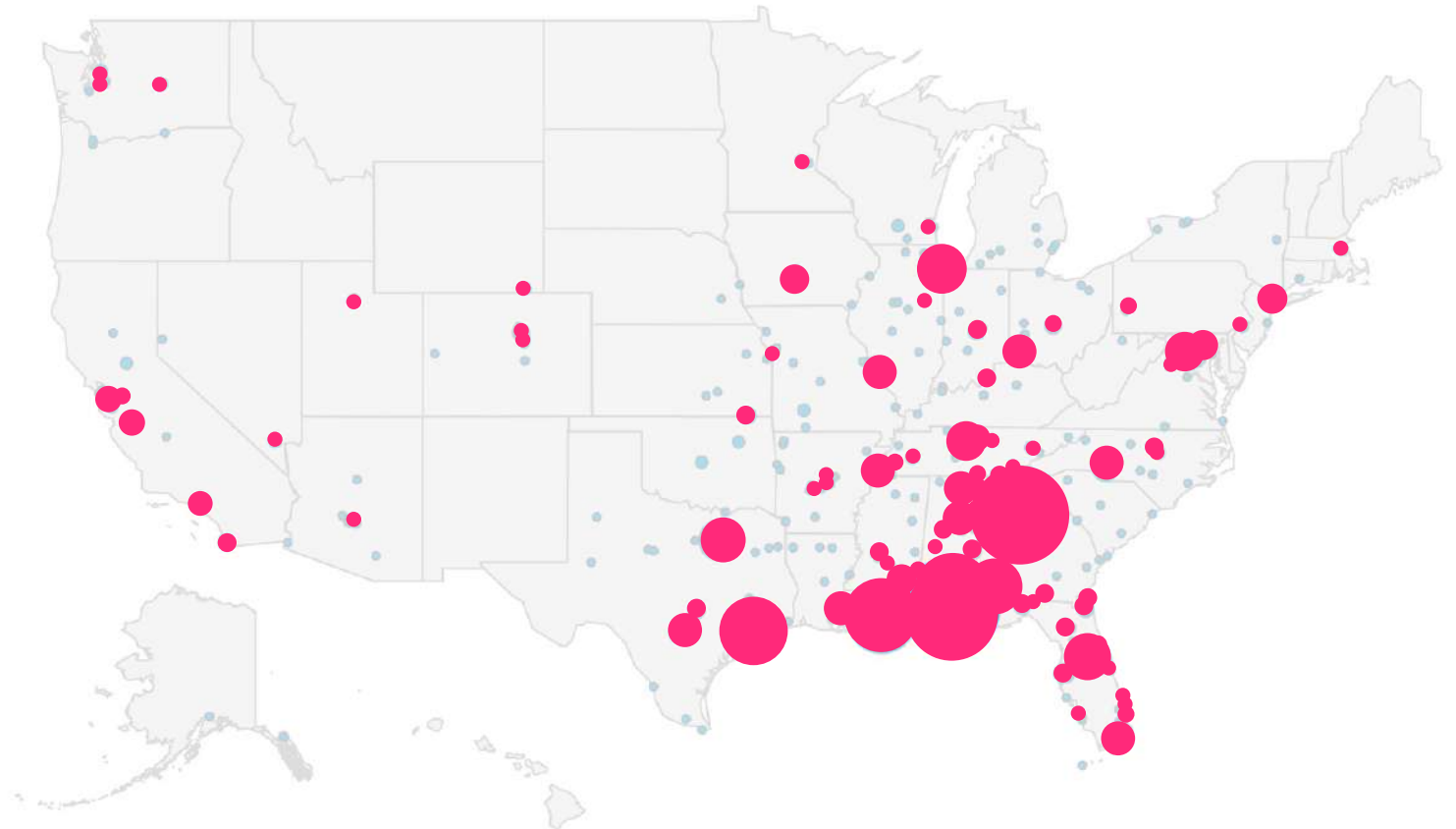
- Weekly Addition of Downtown Area Events



The "heat map" shows the origins of website visitors to downtownpensacola.com during Apr, May and Jun 2021

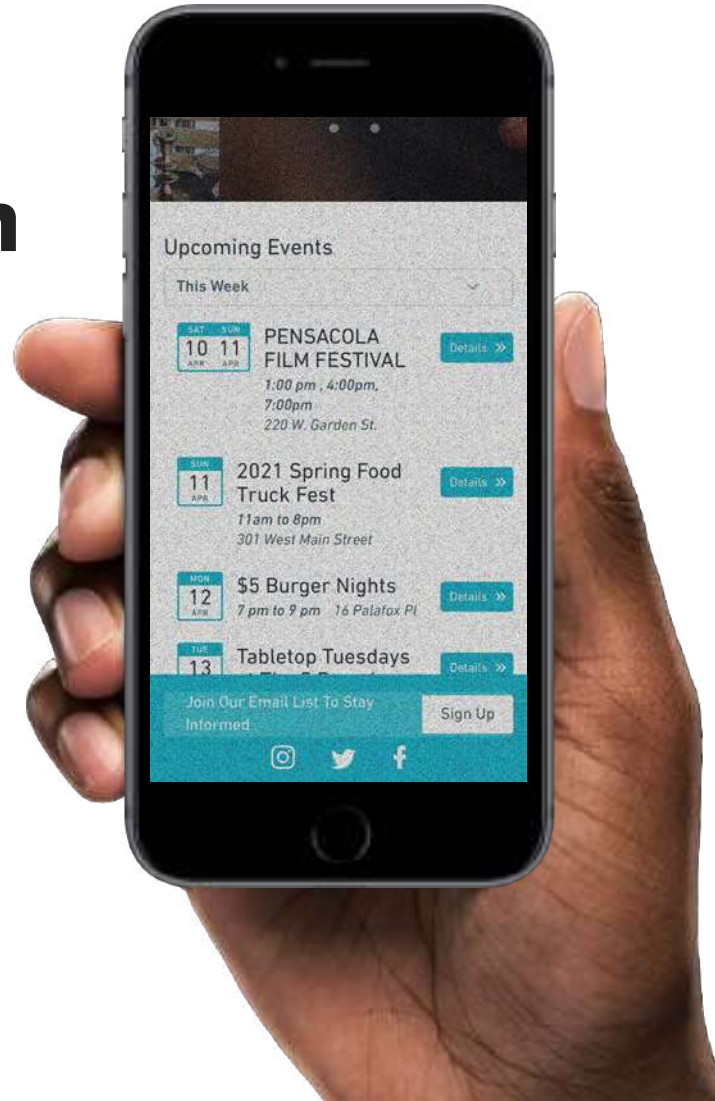
## Q2 Web Visitors

1. **Florida** 44%
2. **Georgia** 12%
3. **Alabama** 8.8%
4. **Louisiana** 7.8%
5. **Texas** 7.3%
6. **Tennessee** 1.7%
7. **Virginia** 1.7%
8. **California** 1.6%
9. **Mississippi** 1.4%
10. **Illinois** 1.3%



# Promoting Downtown Events

**10,197**  
Total unique  
website visitors in  
Q2



## Q2 Events 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

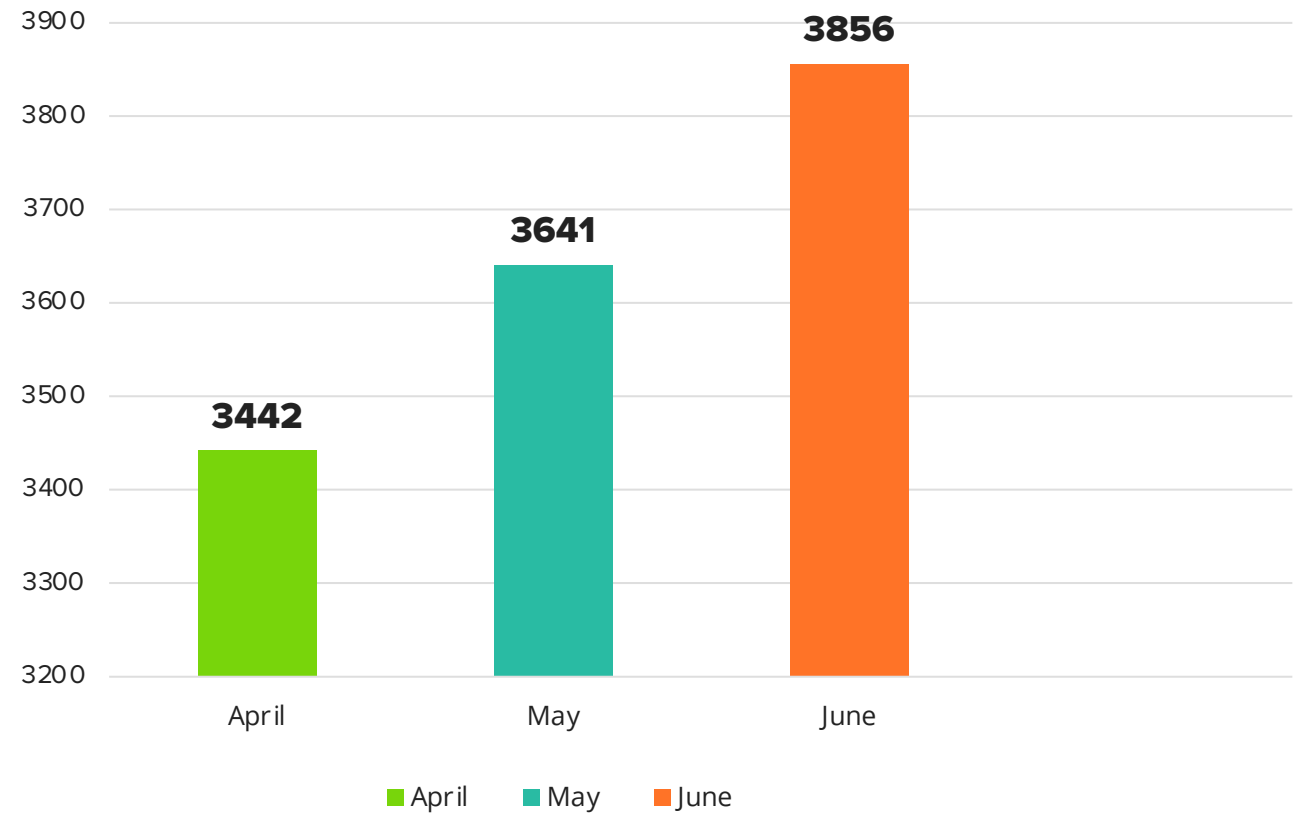
## Most Visited Website Pages in Q2



# Q2 Website Visitors By Month

## downtownpensacola.com

There's a marked increased in website traffic since Q1, which can likely be attributed to post-Covid return of events.



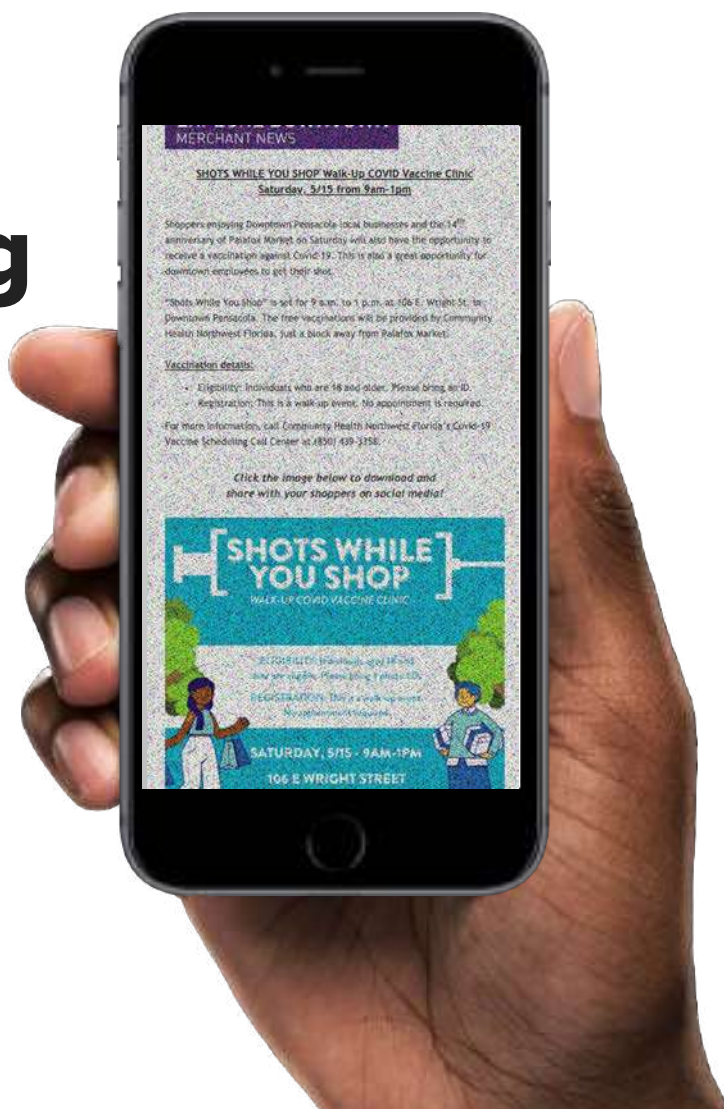
# palafoxmarket.com



*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.*

## Q2 Email Marketing

Listed to the right are the topics for e-blasts distributed to downtown merchants during Q2 2021.



7

### April E-Blasts

- Visit Pensacola Lifestyle Research
- Tree-Trimming
- Hashtag Project Input Reminder
- Palafox Market Merchant E-News (4)

8

### May E-Blasts

- COVID Vaccine Event
- City Resident Survey
- Palafox Market 14<sup>th</sup> Anniversary (2)
- Mardi Gras Updates
- Palafox Market Merchant E-News (3)

5

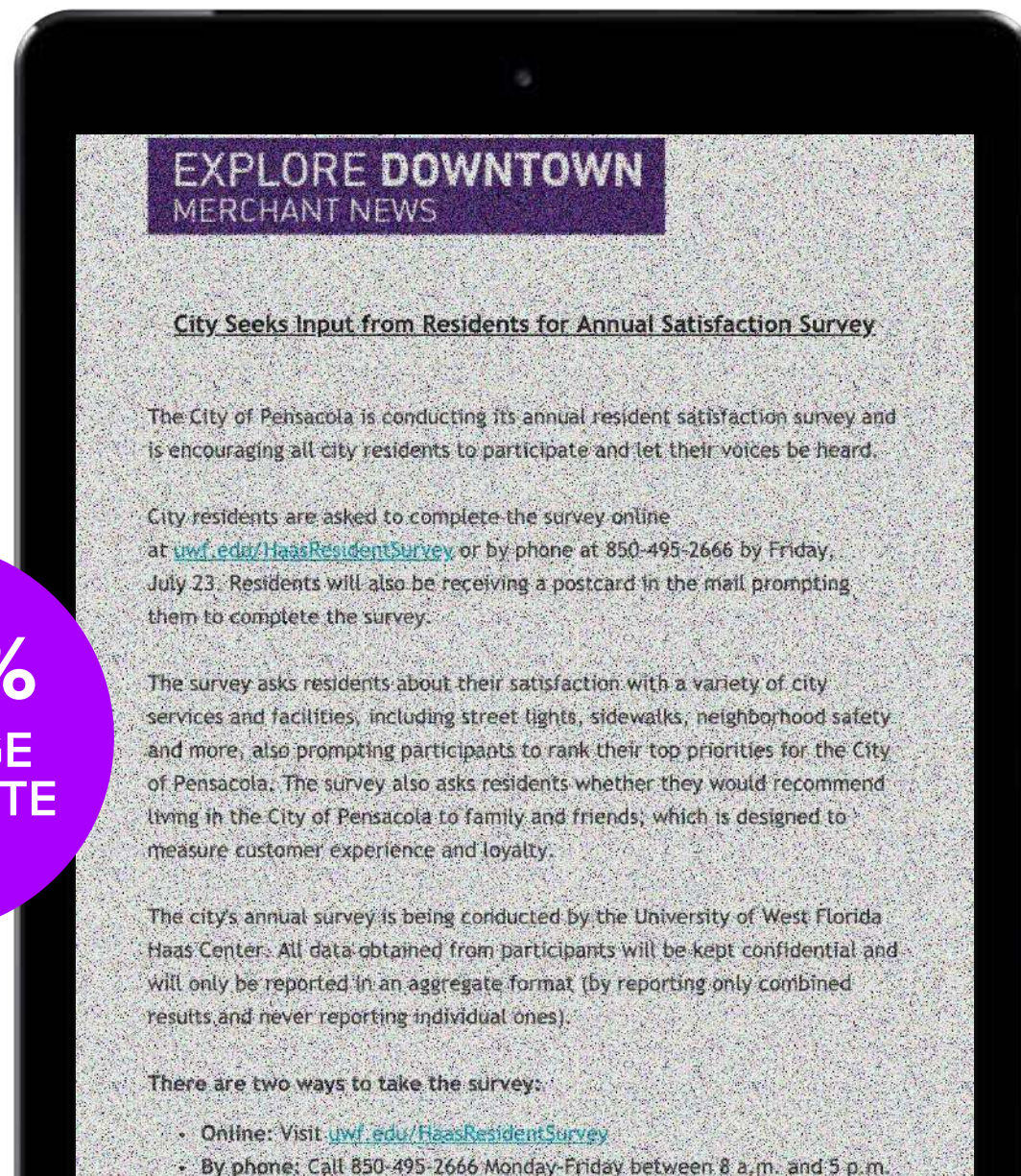
### June E-Blasts

- Map Updates
- Independence Day Celebrations
- Palafox Market Merchant E-News (3)

## Q2 Merchant Email Stats

**61.1%**  
AVERAGE  
OPEN RATE

**19.4%**  
AVERAGE  
CLICK RATE



## Q2 Social Media Quick Stats



### FACEBOOK

The total Downtown Pensacola Facebook audience is 81,041



### INSTAGRAM

The total Downtown Pensacola Instagram audience is 35K



### FACEBOOK

Facebook engagements include Likes, Shares, Comments, Link Clicks



### INSTAGRAM

Instagram engagements include Likes, Shares, Comments, Link Clicks

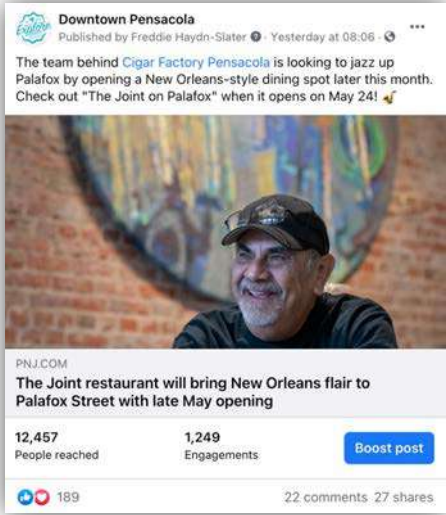
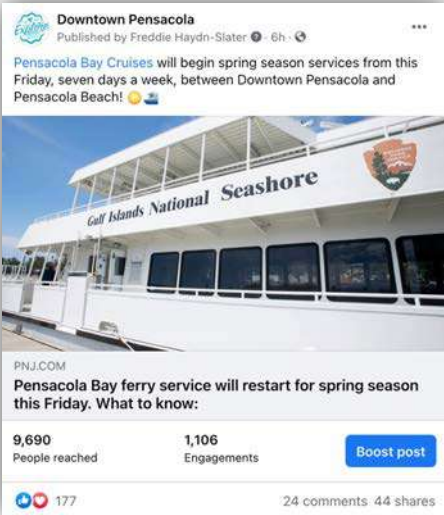
# DIB Social Audience

Combined Social Media Audience

134K



Q2  
Sample  
Posts



Facebook Posts

Dates

64 Total Posts

Apr-Jun



# Q2 Sample Posts



Instagram Posts

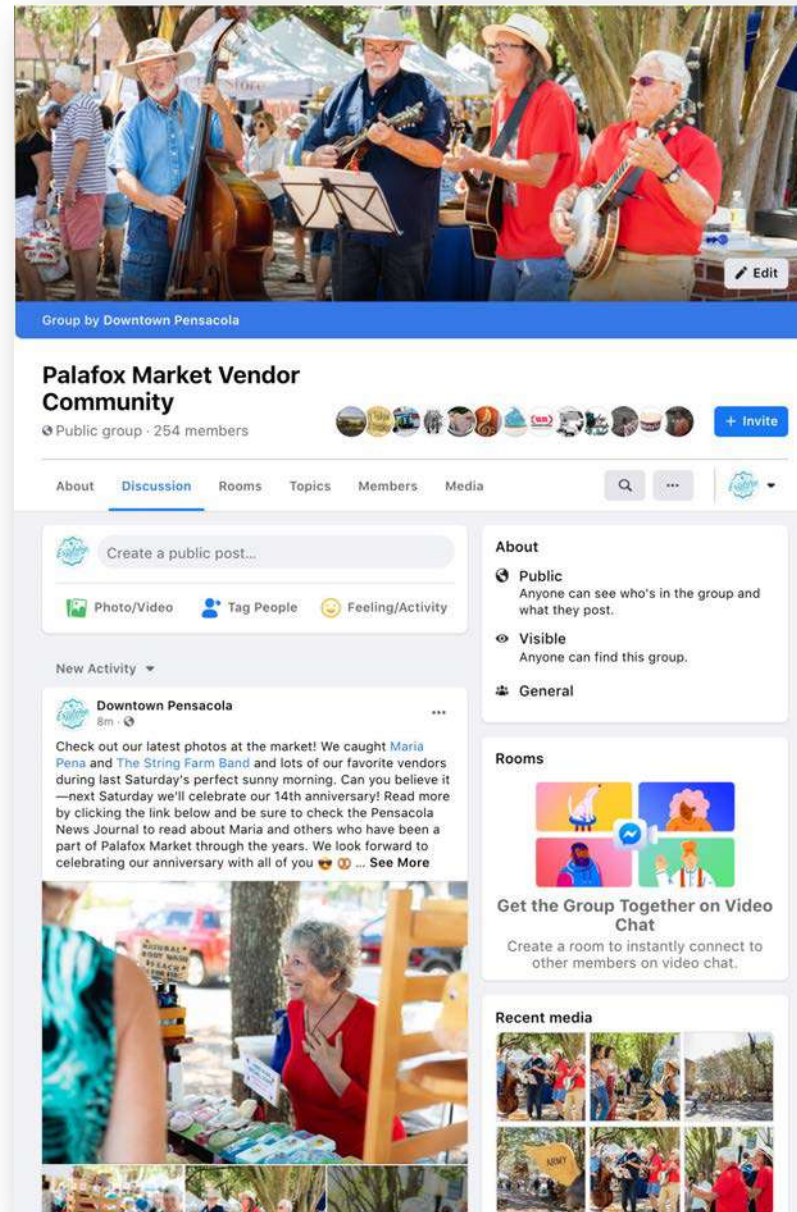
Dates

67 Total Posts

Apr-Jun



# Palafox Market Facebook Vendor Community



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


# Google Reviews

Search Topic


Palafox Market

Date

Ongoing




**Shannon Fox**  
★★★★★ 6 days ago  
*The user didn't write a review, and has left just a rating.*




**Palafox Market (owner)**  
24 mins ago  
*Thank you for your great review, Shannon!*

[Edit](#) [Delete](#)




**Joshua Farthing**  
★★★★★ 1 week ago  
Awesome little "Hippie Shack" 🍌 Selling tie dye shirts and jewelry. 'The office' and 'Star Wars' dog bananas are just the cherry to top off a Sweet spot 🍌




**Palafox Market (owner)**  
24 mins ago  
*Thank you for your great review, Joshua—we hope to see you again soon!*

[Edit](#) [Delete](#)




**Brian Dandelakis**  
★★★★★ 1 week ago  
Enjoyable place. Also helping local businesses




**Palafox Market (owner)**  
23 mins ago  
*Thank you for taking time to post a review, Brian!*

[Edit](#) [Delete](#)



**Trevor Duncan**  
★★★★★ 2 weeks ago  
*The user didn't write a review, and has left just a rating.*



**Palafox Market (owner)**  
23 mins ago  
*Thanks for the five stars, Trevor—all of us at Palafox Market appreciate it very much :)*

[Edit](#) [Delete](#)

# Q2 News Releases

Topic

Date

Covid Walk-Up  
Clinic

05/11/21

## News Release FOR IMMEDIATE RELEASE



**Media Contact:**  
Caron Sjöberg, APR, CPRC  
Ideaworks  
(850) 434-9095 • [carons@ideaworks.co](mailto:carons@ideaworks.co)

### Free walk-up Covid clinic at Palafox Market in Downtown Pensacola this Saturday

PENSACOLA, Fla. (May 11, 2021)—Shoppers enjoying the 14<sup>th</sup> anniversary of Palafox Market on Saturday will also have the opportunity to receive a vaccination against Covid-19, the Downtown Improvement Board announced Wednesday.

“Shots While You Shop” is set for 9 a.m. to 1 p.m. at 106 E. Wright St. in Downtown Pensacola. The free vaccinations will be provided by Community Health Northwest Florida.

That’s just a block away from Palafox Market, a [farmers](#) market-turned-local showcase hosting a special day of entertainment, giveaways, children’s activities and more from 9 a.m. to 2 p.m.

“We were already planning a day of celebration for the market’s anniversary, so we are excited to be able to add the vaccination opportunity,” said Walker Wilson, DIB executive director. “What more appropriate way to celebrate a community success than by helping strengthen the health of the community in a way that is accessible to everyone.”

Vaccination details:

- Eligibility: Individuals who are 18 and older. Please bring an ID.
- Registration: This is a walk-up event. No appointment is required.
- Counseling: A Community Health Northwest Florida licensed Clinical Social Worker will be present for those seeking counseling services and resources.

For more information, call Community Health Northwest Florida at (850) 436-4630.

###

## MEDIA ASSISTS

–WEAR-TV

–WKRG-TV

–Pensacola News Journal

–CAT Country

# Q2 News Releases

Topic

Date

Palafox Market  
14<sup>th</sup> Year

05/03/21



## News Release FOR IMMEDIATE RELEASE

**Media Contact:**  
Caron Sjöberg, APR, CPRC  
Ideaworks  
(850) 434-9095 • [carons@ideaworks.co](mailto:carons@ideaworks.co)

### Palafox Market Marks 14<sup>th</sup> Anniversary With Celebration

PENSACOLA, Fla. (May. 3, 2021) — The modest farmers market project that blossomed into the centerpiece of Saturday mornings in Downtown Pensacola is celebrating its 14<sup>th</sup> anniversary.

On Saturday, May 15, shoppers at Palafox Market will enjoy live entertainment, activities for kids and giveaways. The market is open from 9 a.m. to 2 p.m. every Saturday, rain or shine, in Martin Luther King, Jr., Plaza.

"We're all looking forward to celebrating 14 years of Palafox Market," said Sydney Barrow, market manager. "This market wouldn't be what it is without our amazing vendors and the support of the community."

This anniversary is especially meaningful because the market was closed last year from March to October due to Covid-19.

"Our vendors offer a variety of products like unique art, baked goods, fresh produce, live plants and so much more," Barrow said. "These vendors took a big hit in 2020 due to the pandemic, so it has been great to have everyone back together."

Palafox Market, coordinated by the Downtown Improvement Board, opened in 2006 with a strictly agricultural focus, giving about 25 local farmers a venue to offer their products to shoppers in the downtown area. It first met under the Interstate 110 overpass, and then a vacant lot, before finding its home in Martin Luther King, Jr., Plaza.

**MEDIA ASSISTS**  
—Pensacola News Journal  
—WEAR-TV

# Q2 Media Clips

Topic


Date

Covid-19 Walk-up Clinic 05/13/21

NEWS WEATHER CORONAVIRUS FEATURES CHIME IN WATCH

## As vaccinations decline in Northwest Florida, health care agencies get creative

By Rebekah Casser | Thursday, May 13th 2021




ESCAMBIA COUNTY, Fla. -- More than 9.3 million Floridians have received the COVID-19 vaccine, but health officials say the number of people getting the shot is on the decline.

If you look at the numbers for Escambia County, the total number of COVID-19 vaccine doses given has declined by about 50% in the past two weeks.

The latest data shows there has been four days already this month where less than 600 vaccines were administered.

Now, Northwest Florida agencies are getting creative to bring more vaccines into the community.



### NFL Star Rob Gronkowski Loves These Shoes

Wool & Shagland

On Saturday, Community Health Northwest Florida will be hosting a walk-up vaccine clinic at the Palafox Market. They're calling it "Shots while you Shop." From 9 a.m.-1 p.m., you can receive either the Moderna or Johnson & Johnson vaccine.

This is just one way Community Health Northwest Florida is trying to bring the vaccine to people instead of waiting for others to come to them.

"We're currently working with our housing communities," said Sandra Donaldson, chief advocacy officer for Community Health NWFL. "We have vaccinated inside of Morris Court, Oakwood Terrace, Forrest Creek to offer that access."



# Q2 Media Clips

Topic

PNJ.com

Date

05/14/21

## EVENTS

## Downtown Pensacola Palafox Market celebrates 14 years Saturday

Special to the News Journal

Published 4:35 a.m. CT May 14, 2021

[View Comments](#)

11 Photos

[VIEW FULL GALLERY](#)

**Pensacola Palafox Market reopens to big crowd following COVID-19 closure | PHOTOS**  
 Palafox Market reopened Saturday after closing in mid-March due to the coronavirus pandemic.

PENSACOLA — The modest farmers market project that blossomed into a Saturday morning centerpiece in Downtown Pensacola celebrates its 14th anniversary this weekend.

On Saturday, [Palafox Market](#) will feature live entertainment, children's activities and giveaways. The market is open from 9 a.m. to 2 p.m. every Saturday, rain or shine, in Martin Luther King Jr. Plaza.

"We're all looking forward to celebrating 14 years of Palafox Market," said Sydney Barrow, market manager. "This market wouldn't be what it is without our amazing vendors and the support of the community."

This anniversary is especially meaningful because [the market was closed last year](#) from March to October because of COVID-19.

"Our vendors offer a variety of products like unique art, baked goods, fresh produce, live plants and so much more," Barrow said. "These vendors took a big hit in 2020 due to the pandemic, so it has been great to have everyone back together."

# Q2 Media Clips

Topic

Palafox Market

Date Range

05/14/21



Pensacola News Journal | FRIDAY, MAY 14, 2021 | 1C

USA TODAY LIFE



Palafox Market celebrates its 14th anniversary Saturday with kids activities, giveaways and live entertainment. SPECIAL TO NEWS JOURNAL

## WEEKEND JAM Palafox Market celebrates 14 years

Special to Pensacola News Journal  
USA TODAY NETWORK - FLORIDA

PENSACOLA — The modest farmers market project that blossomed into a Saturday morning centerpiece in downtown Pensacola celebrates its 14th anniversary this weekend.

On Saturday, Palafox Market will feature live entertainment, children's activities and giveaways. The market is open from 9 a.m. to 2 p.m. every Saturday, rain or shine, in Martin Luther King Jr. Plaza.

"We're all looking forward to celebrating 14 years of Palafox Market," said Sydney Barrow, market manager. "This market wouldn't be what it is without our amazing vendors and the support of the community."

"This anniversary is especially meaningful because the market was closed last year from March to October because of COVID-19."

"Our vendors offer a variety of products like unique art, baked goods, fresh produce, live plants and so much more," Barrow said. "These vendors took a big hit in 2020 due to the pandemic, so it has been great to have everyone back together."

Palafox Market, coordinated by the Downtown Improvement Board, opened in 2006 with a strictly agricultural focus, giving about 25 local farmers a venue to offer their products to shoppers in the downtown area. It first met under the Interstate 10 overpass, and then a vacant lot, before finding its home in Martin Luther King Jr. Plaza.

Marta Pena said she brought her homemade soap and other handmade goods to Palafox.

See MARKET, Page 1C

Want to go?

When: 9 a.m.-2 p.m. Saturday, May 15

Where: Martin Luther King Jr. Plaza, Downtown Pensacola

Admission: Free

Details: palafoxmarket.com

**Hearing Loss & Dementia**

Hearing is essential to your safety, health, and happiness. Professional Hearing Aid Center can test and begin the process of treating hearing loss. Seniors with untreated hearing loss are significantly more likely to develop dementia and other conditions over time than those who retain their hearing. Some can be up to five times more susceptible to developing dementia than those who have hearing aids. Save your brain power, call Professional Hearing today!

**Professional Hearing Aid Center**

115 North Palafox St.  
Pensacola, FL 32502  
Phone: (850) 438-4092  
Fax: (850) 438-4095  
info@professionhearing.com

**NUHEAR**

## Market

Continued from Page 1C

Market in 2009 or 2010 after she and her husband retired.

"We were at the end of Palafox in a little lot," said Pena, whose booth is called Lady Bug Natural Soaps. "There were eight, maybe nine, vendors, mainly a lot of vegetables and stuff like that. I was the only one making soap at the time. We've been doing it ever since. We've met so many nice people."

In the beginning, the market was only open Saturdays during harvest season.

"The DIB decided to make the market year-round when it was expanded to include other vendor types like bakers, jewelry makers, artists, etc.," said Lissa Dees, former executive director of the DIB.

Dees recently went on to become the parking manager for the city of Pensacola.

"Once enough vendors were part of the market, the DIB felt that it could be sustainable throughout the entire year and not just limited to spring and summer," she said. "Ag vendors could still sell their seasonal products in the fall and winter months, so it made sense."

Today, as many as 8,000 people meander along the plaza's redbrick walkway on busy Saturdays. Customers might be sampling fresh tamales, buying local squash or perusing original works of art for sale by Pensacola artists.

The String Farm bluesgrass band performs for donations in the center of the plaza near the MLK bust. Band member Jerry Jackson says they have been a part of Palafox Market since 2012.

"We are grateful to be allowed to contribute to the market's success," he said. "Our goal has always been to bring joy and fun to everyone at the market."

With current COVID-19 restrictions, there is space for 120 vendors at the market. Not only are all of the available spaces usually spoken for, but there is typically a waiting list.

There is always food ready to eat for sale, ranging from giant bags of popcorn and fried pork rinds to homemade pies and cakes. Many of the edible items are organic or otherwise aimed at a niche market, like gluten-free and keto-friendly baked goods and specialty



In 2020, Southern Living magazine named Palafox Market as the best farmers market in Florida. SPECIAL TO NEWS JOURNAL

mustard.

The products offered at the market all come from within 100 miles of Pensacola.

Like Pena, many of the vendors are cottage entrepreneurs for whom the market represents much of their sales.

"Ninety-nine percent of my sales come from this market," Pena said. "This market has been great for me."

Amanda Wyant and Patricia Schriber started New Roots Farm in early 2020, and they've been a part of Palafox Market since January. New Roots Farm grows organic micro-greens, like kale, purple kohlrabi and clover, sought for their dense nutrition when eaten raw.

Wyant, who lives in Navarre and makes the trip to Pensacola every Saturday, said Palafox Market puts her in contact with her target audience.

"It is a commitment, but it is absolutely worth it," she said. "We tend to cater a little bit to people who are vegan or vegetarians, or are looking to improve their health."

In 2020, Southern Living magazine named Palafox Market as the best farmer's market in Florida. Palafox Market also consistently wins local awards in categories such as "Best Farmer's Market," "Best Free Thing to Do," and "Best Place to Buy Local Produce."

# Q2 Media Clips

# inweekly

Topic

Walk-up Clinic


Dates

05/11/21

HEALTH

## Downtown walk-up vax on Saturday

RICK OUTZEN MAY 11, 2021 1 COMMENT



Shoppers enjoying Downtown Pensacola local businesses and the 14th anniversary of Palafox Market on Saturday will also have the opportunity to receive a vaccination against Covid-19. This is also a great opportunity for downtown employees to get their shot.

“Shots While You Shop” is set for 9 a.m. to 1 p.m. at 106 E. Wright St. in Downtown Pensacola. The free vaccinations will be provided by Community Health Northwest Florida, just a block away from Palafox Market.

**Vaccination details:**

**Eligibility:** Individuals who are 18 and older. Please bring an ID.

**Registration:** This is a walk-up event. No appointment is required.

For more information, call Community Health Northwest Florida’s Covid-19 Vaccine Scheduling Call Center at (850) 439-3358.

Share: [Twitter](#) [Facebook](#) [Pinterest](#) [LinkedIn](#)

# Q2 Media Clips

Topic

Walk-up Clinic

Dates

Q2



Saturday, May 15

Special event presented in partnership with Downtown Improvement Board in Conjunction with Palafox Market: Location: 106 East Wright Street (just down from First United Methodist Church)

Choice of Vaccine: Dose #1 of Moderna or Johnson & Johnson (One dose and done)

Time: 9am - 1pm

These clinics are open to all Florida residents who qualify to receive the Johnson & Johnson

## Coronavirus Live Blog: Week Of May 10

By WUWF STAFF • MAY 10, 2021

[Share](#) [Tweet](#) [Email](#)



Monday, May 10

### Pensacola Blue Wahoos Partnering With FDOH To Offer COVID-19 Vaccines

The Florida Department of Health in Escambia County (FDOH-Escambia), in partnership with the Pensacola Blue Wahoos, will offer free COVID-19 vaccines to fans at Blue Wahoos games on Tuesday, May 11, Saturday, May 15, and Sunday, May 16.

Single-shot COVID-19 vaccines will be available to eligible fans ages 18 and up.

No appointments will be necessary for fans attending the games. 500 vaccine doses will be available at the ballpark in first-come, first-serve fashion.

"We're so excited for the opportunity to work together with the Florida Department of Health to offer vaccines to our fans," Team President Jonathan Griffith said.



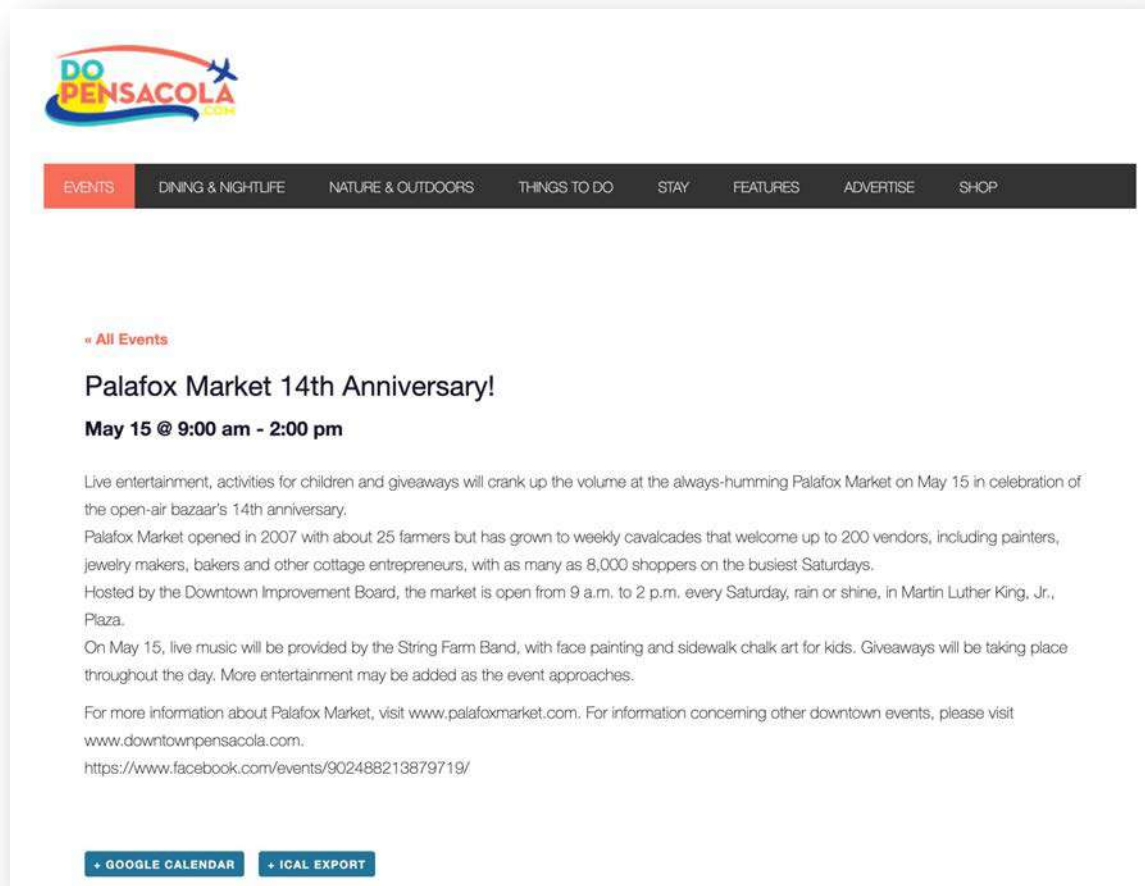
# Q2 Media Clips

Topic

Palafox Market

Dates

Q2



The screenshot shows the homepage of DO PENSACOLA.COM. The header features the logo and a navigation menu with links: EVENTS, DINING & NIGHTLIFE, NATURE & OUTDOORS, THINGS TO DO, STAY, FEATURES, ADVERTISE, and SHOP. The main content area is titled « All Events » and features a post for the Palafox Market 14th Anniversary. The event is scheduled for May 15 from 9:00 am to 2:00 pm. The text describes the market's history, its location in Martin Luther King, Jr. Plaza, and the activities planned for the day, including live music, face painting, and giveaways. It also provides links to the market's website and a Facebook event page. At the bottom of the event post, there are buttons for '+ GOOGLE CALENDAR' and '+ I CAL EXPORT'.

**DO PENSACOLA.COM**

EVENTS DINING & NIGHTLIFE NATURE & OUTDOORS THINGS TO DO STAY FEATURES ADVERTISE SHOP

« All Events »

### Palafox Market 14th Anniversary!

**May 15 @ 9:00 am - 2:00 pm**

Live entertainment, activities for children and giveaways will crank up the volume at the always-humming Palafox Market on May 15 in celebration of the open-air bazaar's 14th anniversary.

Palafox Market opened in 2007 with about 25 farmers but has grown to weekly cavalcades that welcome up to 200 vendors, including painters, jewelry makers, bakers and other cottage entrepreneurs, with as many as 8,000 shoppers on the busiest Saturdays.

Hosted by the Downtown Improvement Board, the market is open from 9 a.m. to 2 p.m. every Saturday, rain or shine, in Martin Luther King, Jr., Plaza.

On May 15, live music will be provided by the String Farm Band, with face painting and sidewalk chalk art for kids. Giveaways will be taking place throughout the day. More entertainment may be added as the event approaches.

For more information about Palafox Market, visit [www.palafoxmarket.com](http://www.palafoxmarket.com). For information concerning other downtown events, please visit [www.downtownpensacola.com](http://www.downtownpensacola.com).

<https://www.facebook.com/events/902488213879719/>

+ GOOGLE CALENDAR + I CAL EXPORT

## Q2 Production

### Overview

Graphics and  
Signs for Covid-19  
Walk-Up Clinic

### Description of Work

- 2 Directional Signs
- Flyer
- Social Graphics



# Q2 Production Utility Box Wraps

## Overview

6 Full Wraps

## Description of Work

- Historic Research
- Graphic Design
- Production & Quotes



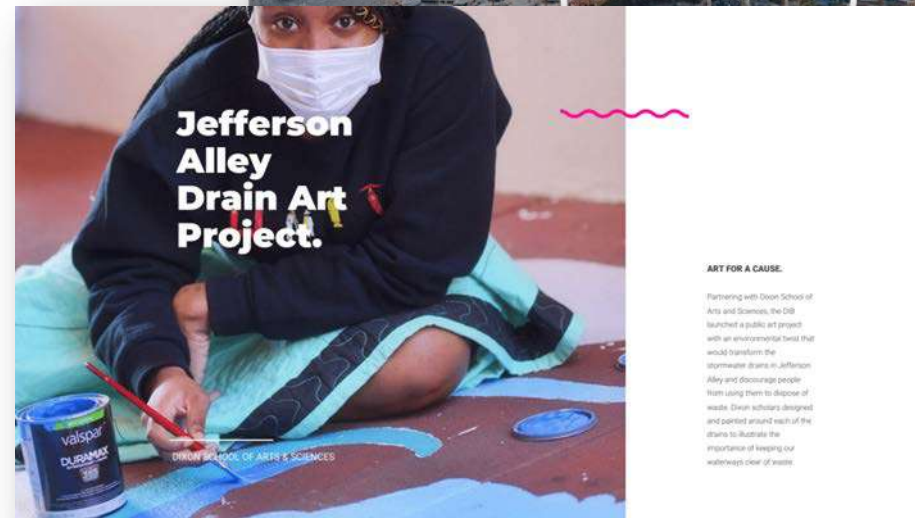
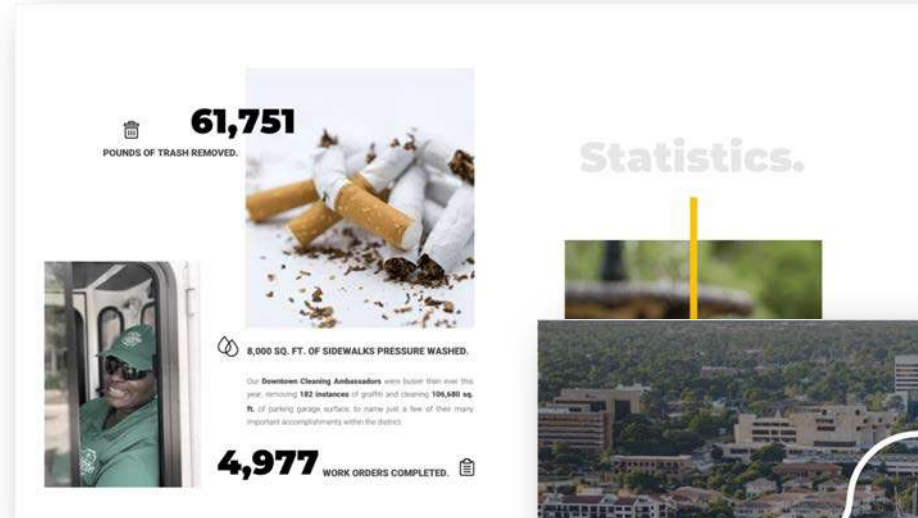
# Q2 Production Annual Report

Overview

Annual Report

Description of Work

- Copywriting
- Research/Data
- Design/Production



# Q2 Production DIB Work Plan

## Overview

### 2022 Work Plan

## Description of Work

- Copywriting
- Design/Production



### DIB CRA FY2022-23 PLAN

#### CLEANLINESS

DIB Ambassadors work hard to improve the appearance and maintain the cleanliness of downtown streets and sidewalks, ensuring blight is removed and safety issues are addressed. They are visible seven days a week and, during their rotation, also act as hospitality ambassadors, providing directions, answering questions and assisting visitors and merchants wherever possible. The DIB will continue to keep the downtown district clean by:

- Removing litter from downtown street, gutters and sidewalks.
- Sanitizing communal surfaces such as trash cans, handrails, benches and pay stations
- Removal of all pet and human waste.
- Weed abatement, leaf removal and light landscaping of public property.
- Deploying temporary garbage receptacles as needed.
- Removal of identified graffiti within 48 hours.
- Pressure-washing all streets within the district on a reoccurring basis.
- Keeping all City parking facilities maintained through regular sanitizing, pressure-washing and litter removal.

Litter isn't unique to Downtown Pensacola but it's a problem that continues to grow as our district expands and becomes more successful and vibrant. To encourage responsible litter disposal, the DIB will continue its downtown sustainability campaign efforts by using positive reinforcement and educational materials to address the litter problem. The DIB will also continue to work with the City and CRA to ensure the district has adequate trash receptacles on the streets.



ing on safety and security as its top infrastructure and working on public roads will continue to be addressed lighting in dark areas within the district. Stakeholders, residents and visitors. Due to COVID-19, the DIB will build on the social practices following the latest public education collateral.

economic success by creating a to guide the efforts and focus areas



istent line-up of events, and historic sites come back to Downtown Pensacola year after year, bringing the downtown district. Here are the DIB will continue to manage and grow: FY2020, the average engagements per post compared to the same period in the

own Pensacola social media channels beginning of FY2020. It-in database of more than 8,000, the average national open rate for the industry

traffic to downtownpensacola.com consists of local residents. Two thirds of the traffic comes from desktop users.



challenging, and we are constantly investing in downtown investment to developing addressing parking challenges and the purpose and planning, and to keep in mind, our downtown businesses, planned projects for FY2022:

is of locals and visitors each Saturday to shop the bustling farmers market and series. Once safely reopened, the DIB will t events to attract visitors and locals to is and securing downtown as a popular back-office processes to improve the

FY2021, the DIB will focus on crossing areas on Palafox Street improve the safety of visitors and

will continue to seek opportunities to e the use, appearance and safety of and judicious use of CRA funding.



# Next Quarter

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



## Q3 2021:

- Garden Street Utility Box Wraps
- Son et Lumière
- Palafox Market Monthly PR
- 200<sup>th</sup> Anniversary Celebration Promotion
- Summer Event Promotion
- Repast

Thank You

**ideawörks**



## **Downtown Improvement Board Maintenance and Hospitality**



**Prepared By:  
Labarian Turner  
Lt@Spotlogistics.com  
(850)324-5397  
[www.thespotlesstouch.com](http://www.thespotlesstouch.com)**



June 18, 2021

Thank you for the opportunity and to prepare a cleaning quote for the DIB. Happy customers are the lifeblood of our business, and we know that the number one way to keep our clients happy is through quality and consistency!

We achieve that goal by leveraging technology to properly supervise and train our staff, use detailed cleaning checklists, and inspect all completed work. In addition, we'll regularly stay in touch with you using your preferred method(s) of communication (i.e., logbooks, emails, phone calls, or personal visits).

We appreciate the time and effort it takes to consider our proposal and encourage you to call if you require any additional information or have any questions or concerns.

At Spotless Logistics Commercial Cleaning Services, we look forward to consistently exceeding your expectations!

Sincerely,

*Labarian Turner*

Task	Description	Daily	As needed	Quarterly
Sidewalks (18" into public street)	Remove debris such as but not limited to leaves, cigarette butts, litter, and bottles	X		
Tree Wells and Median Strips	Remove debris such as but not limited to leaves, cigarette butts, litter, and bottles	X		
Trash collection and removal	As stated above, including unauthorized advertisements from public property	X		
Trash cans	Monitor overflow of public trash can	X		
*Trash cans: Events	Additional cans added during events to help minimize litter (not to cover the entire event)		X	
Graffiti Removal	Decals, flyers, paint, posters, and stickers will be removed from publicly owned surfaces (sidewalks, light poles, signal boxes, and electrical boxes) less than 10ft vertically		X	
Graffiti Removal *Special request	Special requests billed separately (items above 10 vertical ft)		X	
Pressure washing	Publicly owned sidewalks, sidewalk fixtures, and storefronts		X	
Bodily fluid	Will be pressure washed and disinfected		X	
Weed abatement	Removal of weeds on public property (spray and pull)		X	
Additional Services	Billed directly to the purchaser			
DIB Request	Request outside of the agreed scope of work billed as overtime hourly rate (Events, Functions, and Holidays)			
Event cleanup	I.E Mardi Gras Parade/ Fiesta Parade (bill event host)			
Storefront window cleaning	Items not covered in dib contract (bill store owner)			
Equipment				
DIB owned	Spotless will cover maintenance on non-recurring issues (first-time issues that occur under the possession of Spotless logistics)			
Daily Operation	Items and chemicals needed to complete daily tasks such as but not limited to brooms, chemicals, blowers lawn care items purchased by Spotless logistics			
Vehicle	Additional Full-size vehicle provided as needed pull equipment by Spotless logistics (willing to negotiate purchase)			
Weekly hours	120	Hours	Rate	O.T Rate

Hours structure	Hours dedicated to three full-time positions or two full time and two part-time positions			
Management	Attends DIB meetings. Meets with staff weekly	_____	_____	_____
Field Ambassador	Commuitcates with office manager as needed Stratigizes and execute weekly plan: Schedule review and monitor. Oversee entire staff communicate train and develop	40 hrs	\$27.03	\$40.55
Operations Supervisor	Oversee field tech(s)	40 hrs	\$23.18	\$34.77
Field Tech (s)	Execute assigned task	40 hrs	\$21.13	\$31.70
Annual total \$148,273.08				







# Keep Pensacola Beautiful Proposal for Services

Prepared by

Sigrid Solgard  
Executive Director

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Prepared For

Walker Wilson and the Downtown  
Improvement Board Board of Directors



## Why KPB?

Keep Pensacola Beautiful, Inc. is a 501c(3) nonprofit organization whose mission is to provide education and resources for sustained community improvement in Escambia County. KPB currently executes several high-profile contracts for city and county government and always strives to offer exceptional customer service, reliable and high-quality service, and excellent communication. By holding these contracts, KPB is able to support our mission-related activities and provide valuable volunteer opportunities and educational initiatives to our community which focus on how to be good stewards of our beautiful emerald coast environment.

At KPB we "talk trash and fight dirty" every day, and therefore we would be honored for the opportunity to support the DIB through our shared desire for a vibrant and attractive downtown. Thank you for your time and consideration.

--Sigrid Solgard, Executive Director

# Proposal for Services

## ANNUALLY:

LABOR (3 EMPLOYEES, 40 HOURS PER WEEK)	\$172,800.00
ADMINISTRATIVE COSTS (PAYROLL FEES, ADMIN, UNIFORMS)	\$5,432.00
FUEL/EQUIPMENT & SUPPLIES/MAINTENANCE	\$8,054.00
TOTAL:	\$186,286.00

In addition to the figures provided above, KPB would be able to provide a Polaris UTV in support of the required duties at no additional cost to the DIB.

If a more detailed breakdown of expenses is required, please do not hesitate to reach out to inquire.

Keep Pensacola Beautiful  
2001 N Palafox St.  
Pensacola, FL 32501

850-438-1178

[Director@KeepPensacolaBeautiful.org](mailto:Director@KeepPensacolaBeautiful.org)

### **3rd QTR 2020**

#### **Executive Director Accomplishments:**

- Attended Statewide collaboration DIB meetings for International Downtown Conference
- Submitted list of project ideas for DIB to explore
- Completed and presented DIB Mid-Year City/CRA reports
- Reduced staffing
- Attended City homeless meetings
- Began Preparations for 2021/2022 DIB Budget
- Began working on 2021 FCLF contracts, plans and sponsorships
- Worked with City to replace 'New' Broken trash receptacles
- Worked with Mr. Stebbins and Mr. Asmar on transfer of Legal Services
- Worked with UWF on 2021 – 200 Year City Celebration
- Attended Urban Core Redevelopment Board Meeting to answer questions on TIFF agreement
- Met with CRA on 2021 Garden Street Power Box Wrap Project
- Continued to work on finding savings to reduce DIB overhead. (estimated saving attached)
- Hired new C.O.O. to handle all financial and Palafox Market matters.
- Secured Foo Foo Festival Grant for Friends of DT
- Gave feedback to City on Bird Scooter role out.
- Working with Gardner to cleanup Jefferson St Garage.
- Finalized Fountain Lighting Project for Ferdinand Plaza.
- Worked with City to trim trees on Palafox
- Hosted a COVID-19 Vaccine site at Palafox Market
- Worked with local media to celebrate 14<sup>th</sup> anniversary of Palafox Market
- Coordinated with Mardi Gras and Fiesta to ensure cleanup of parades was completely finished
- Attend swearing in ceremony of new Pensacola Police Chief

### Estimated Annual DIB Savings

	2020/21	2021/22	Annual Savings
Salaries, Benefits, Taxes	\$ 102,237	\$ 82,172	\$ 20,065
Palafox Market Management	\$ 40,000	\$ 35,000	\$ 5,000
Board Meetings	\$ 6,000	\$ -	\$ 6,000
Insurance	\$ 16,850	\$ 7,720	\$ 9,130
Workers Compensation	\$ 2,000	\$ 511	\$ 1,489
Verizon	\$ 3,960	\$ 2,196	\$ 1,764
Cox	\$ 4,836	\$ 3,876	\$ 960
App River	\$ 1,222	\$ 959	\$ 263
Total Annual Savings			\$ 44,671

**Pensacola Downtown Improvement Board**  
**Operational Budget**  
**FY2021/22**

Year Total

FY2021/22

Plan

4000 - Misc. Income	\$ -
4010 - Ad Valorem Revenue	\$ 619,059
4015 - CRA Interlocal Income	\$ 357,534
4020 - Website Membership	\$ 500
4030 - Palafox Market Vendor Payments	\$ 100,000
4040-DPMD Cleaning Reimbursment	\$ 33,207
4050-Co-Op Participation	\$ 57,610
4080 - Bollard Rental	\$ -
4081 - LTU - Sidewalk Pressure Washing	\$ 6,500
<b>DIB Revenue</b>	<b>\$ 1,174,410</b>
5000 - CRA Interlocal Payment	\$ 457,534
5001 - DIB Salaries Benefits & Taxes	\$ 82,172
5004 - Liability Insurance / Other	\$ 7,720
5005 - Workers Compensation	\$ 511
5006 - Board Meetings	\$ 250
5007 - Annual Meeting	\$ 250
5008 - Committee Meetings	\$ -
5009 - Bank Charges	\$ 5,424
5010 - Bank Direct Deposit Fees	\$ 125
5011 - Interest	\$ 200
5012 - Office Rent	\$ 15,345
5013 - Office Supplies	\$ 1,250
5014 - Office Equipment	\$ 5,000
5015 - Postage	\$ 200
5016 - Telecommunications	\$ 10,000
5017 - Website Support	\$ 5,000
5018 - Website Hosting	\$ 4,000
5019 - Computer Support / Email Leasing	\$ 1,000
5020 - Dues Subscriptions & Publications	\$ 2,000
5021 - Travel, Entertainment & Education	\$ 1,500
5023 - Marketing Consultants	\$ 42,000
5024 - Bookkeeping	\$ 12,500
5025 - Audit	\$ 18,000
5026 - Legal Counsel	\$ 8,000
5027 - Economic Development	\$ 42,428
5028 - Arts and Culture	\$ -
5029 - Holiday Lights	\$ 75,000
5030- PPD Security	\$ 60,000
<b>DIB Expense</b>	<b>\$ 857,409</b>
6000 - Market Other / Misc.	\$ 21,650
6001 - Palafox Market Management	\$ 35,000
6003 - Permits / Street Closures	\$ 1,200
6004 - Portable Toilet Rental	\$ 6,500
6005 - Market Anniversary Celebration	\$ 1,000
6006 - Farm Visit - Mileage Reimbursement	\$ 500
6007 - Marketing	\$ 20,000
6008 - PMkt Credit Card Fees	\$ 1,500
6010 - Sales Tax Interest	\$ 5,000
6011 - Market App Program Fee	\$ 1,050

**Pensacola Downtown Improvement Board**  
**Operational Budget**  
**FY2021/22**

Year Total

FY2021/22

Plan

6012 - Market Security	\$ 6,600
<b>Palafox Market Expense</b>	<b>\$ 100,000</b>
5050 - Ambassador Program Labor	\$ 159,391
<b>Ambassador Program Expense</b>	<b>\$ 159,391</b>
7001- Republic - Compactor Service	\$ 53,299
7003 - Security	\$ 3,500
7004 - Compactor Utilities	\$ 811
<b>Compactor Expense</b>	<b>\$ 57,610</b>

**DIB Operating Expense**

\$ 1,174,410