



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday August 2nd, 2022 7:30
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 August 2nd, 2022
 - c. *Approval of the minutes from the regular meeting of the DIB on June 28, 2022
 - d. *Approval of the June Financials
- III. On-Going Business
 - a. PPD Report (time sensitive)
 - b. Spotless June Report
 - c. Marketing Report
 - d. Palafox Market
 - e. Executive Director Report
- IV. New Business
 - a. *Election of DIB Officers- Robert & Casey
 - b. *2022-2023 Budget
 - c. *Micro Mobility Scooter Recommendations to City
- V. On-Hold
- VIII. Public Comment
- IX. Adjournment

**Next meeting – August 23rd, 2022
(*) = approval item**



Minutes of the Downtown Improvement Board Regular Monthly Meeting
Tuesday, June 28th, 2022 7:30 a.m.

Attendance

Kevin Lehman, Claire Campbell, Jean Pierre N'Dione, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Kevin Lehman called the meeting to order at 7:32 a.m.

II. Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was motioned, seconded, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on May 24th, 2022 were motioned, seconded, and unanimously approved.
- d. DIB May financials were motioned, seconded, and unanimously approved.
 - Waste Co-Op: new pricing and one-time assessment sent out.
 - Palafox Market continues to do well.
 - A portion of bathroom construction has been taken out of the budget already.

III. On-Going Business

- a. PPD Report
 - Homeless advocates have been working with the homeless Downtown to find them permanent housing.
- b. Spotless Report
 - Spotless is waiting on shipping for the street sweeper.
 - DIB is working with Parks and Rec to mulch the Jefferson Street garage.
- c. Marketing Report
 - Calendar updated online to promote downtown businesses weekly, monthly, and yearly events.
 - DIB continues to increase social media engagement by highlighting events downtown each day.
- d. Palafox Market
 - Palafox Market social media hit 1500 followers.
 - Interns have been working with Emily on activities at the market for events.



- Thunderstorms impacted the market last Saturday.
- Plans in effect to order more merchandise to continue pulling in funds for the market.

IV. New Business

- a. Trash Co-Op Pricing
 - Motioned, seconded, and unanimously approved.
- b. MLK Bathroom ILA
 - Motioned, seconded, and unanimously approved.
- c. CRA Future Work Plan & Annual Report
 - Motioned, seconded, and unanimously approved.
- d. Executive Director 3rd QTR Bonus
 - Motioned, seconded, and unanimously approved.
- e. Improve the Plaza Ferdinand Park.
 - DIB has put in several requests for the Park to be fixed.

V. On-Hold

VIII. Public Comment

IX. Adjourned at 8:45 a.m.

Next meeting – July 26th, 2022
(*) = approval item

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2022

	Jun 22	Budget	\$ Over Budget	Oct '21 - Jun 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	5,325.36	6,048.75	-723.39	37,381.69	54,438.75	-17,057.06	72,585.00
4010 · Ad Valorem Revenue	51,588.25	51,588.25	0.00	464,294.25	464,294.25	0.00	619,059.00
4015 · CRA Interlocal Income	0.00			357,534.39	357,534.00	0.39	357,534.00
4020 · Website Membership and Map	0.00	0.00	0.00	480.00	500.00	-20.00	500.00
4025 · FY Starting Balance	0.00			0.00	89,454.00	-89,454.00	89,454.00
Program Revenue							
4030 · Palafox Market Vendor Payments	23,303.93	13,333.33	9,970.60	139,317.88	120,000.01	19,317.87	160,000.00
4036 · Palafox Market Merchandise	1,824.58	1,277.00	547.58	3,484.58	2,554.00	930.58	6,385.00
Total Program Revenue	25,128.51	14,610.33	10,518.18	142,802.46	122,554.01	20,248.45	166,385.00
4040 · DPMD Cleaning Reimbursement	0.00	2,978.33	-2,978.33	40,387.70	26,805.01	13,582.69	35,740.00
4085 · LTU - Sidewalk Pressure Washing	0.00	0.00	0.00	6,475.00	6,475.00	0.00	6,475.00
4900 · Sales Tax Collected - Rent	-1,524.56	-904.17	-620.39	-9,114.26	-8,137.49	-976.77	-10,850.00
4901 · Sales Tax Collected - Merch	-127.30			-251.80			
Total Income	80,390.26	74,321.49	6,068.77	1,039,989.43	1,113,917.53	-73,928.10	1,336,882.00
Gross Profit	80,390.26	74,321.49	6,068.77	1,039,989.43	1,113,917.53	-73,928.10	1,336,882.00
Expense							
3001 · Compactor - Waste Services	0.00	5,905.83	-5,905.83	49,001.36	53,152.51	-4,151.15	70,870.00
3002 · Compactor Lease	0.00	2.00	-2.00	10.00	4.00	6.00	10.00
3004 · Compactor - Security Fees	96.04	87.92	8.12	798.76	791.24	7.52	1,055.00
3005 · Compactor - Repair	725.00			725.00			
3007 · Compactor - Electric	45.86	54.17	-8.31	416.93	487.49	-70.56	650.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	457,534.39	457,534.00	0.39	457,534.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	617.88	0.00	617.88	5,626.45	0.00	5,626.45	0.00
5001 · Salaries, Benefits & Taxes - Other	5,535.66	6,949.36	-1,413.70	53,593.75	60,677.22	-7,083.47	85,000.00
Total 5001 · Salaries, Benefits & Taxes	6,153.54	6,949.36	-795.82	59,220.20	60,677.22	-1,457.02	85,000.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	250.00	-250.00	250.00
5009 · Bank Charges	0.00	41.67	-41.67	108.00	374.99	-266.99	500.00
5004 · Insurance Expense-Other	39.92	0.00	39.92	359.28	0.00	359.28	0.00
5005 · Workers Comp Insurance	41.17	42.58	-1.41	377.53	383.26	-5.73	511.00
5030 · Insurance- General Liability	643.33	643.33	0.00	5,789.97	5,790.01	-0.04	7,720.00
5011 · Interest Expense	0.00	16.67	-16.67	0.00	149.99	-149.99	200.00
5012 · Office Rent	1,274.85	1,278.75	-3.90	12,785.63	11,508.75	1,276.88	15,345.00
5013 · Office Supplies	200.47	250.00	-49.53	3,109.07	2,250.00	859.07	3,000.00
5014 · Office Equipment/Software	77.16	416.67	-339.51	3,286.33	3,749.99	-463.66	5,000.00
5015 · Postage	0.00	16.67	-16.67	23.20	149.99	-126.79	200.00
5016 · Telecommunications	445.16	666.67	-221.51	3,995.54	5,999.99	-2,004.45	8,000.00
5017 · Website Support	0.00	416.67	-416.67	1,835.00	3,749.99	-1,914.99	5,000.00
5018 · Website Hosting							
5018 · Website Hosting - Other	135.00	208.33	-73.33	788.19	1,875.01	-1,086.82	2,500.00
Total 5018 · Website Hosting	135.00	208.33	-73.33	788.19	1,875.01	-1,086.82	2,500.00
5019 · Computer Support/Email Leasing	374.39	208.33	166.06	1,706.35	1,875.01	-168.66	2,500.00
5020 · Dues, Subscriptions, Publicatio	79.99	166.67	-86.68	1,246.92	1,499.99	-253.07	2,000.00
5021 · Travel Entertainment & Educ.	364.20	100.00	264.20	471.28	900.00	-428.72	1,200.00
5022 · Repair & Maintenance	0.00			43.00			
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	0.00	4,166.67	-4,166.67	28,041.75	37,499.99	-9,458.24	50,000.00
Total 5023 · Marketing Consultants	0.00	4,166.67	-4,166.67	28,041.75	37,499.99	-9,458.24	50,000.00
5024 · Bookkeeping	1,010.00	1,000.00	10.00	8,731.00	9,000.00	-269.00	12,000.00
5025 · Audit	0.00	979.17	-979.17	11,750.00	8,812.49	2,937.51	11,750.00
5026 · Legal Counsel							
5026 · Legal Counsel - Other	780.00	708.33	71.67	5,220.00	6,375.01	-1,155.01	8,500.00
Total 5026 · Legal Counsel	780.00	708.33	71.67	5,220.00	6,375.01	-1,155.01	8,500.00
5027 · Economic Development	506.86	4,826.00	-4,319.14	24,076.92	43,434.00	-19,357.08	57,912.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
5080 · Florida Unemployment	0.00			-86.46			
5227 · PPD Security	0.00	5,000.00	-5,000.00	45,495.00	45,000.00	495.00	60,000.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2022

	Jun 22	Budget	\$ Over Budget	Oct '21 - Jun 22	YTD Budget	\$ Over Budget	Annual Budget
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,665.38	3,025.64	-360.26	25,321.11	25,910.26	-589.15	36,500.00
6003 · Permits / Street Closure	0.00	0.00	0.00	512.50	0.00	512.50	1,200.00
6004 · Portable Toilet Rental	525.00	791.67	-266.67	5,920.00	7,124.99	-1,204.99	9,500.00
6005 · Market Anniversary Celebration	500.00	177.58	322.42	4,343.70	1,598.26	2,745.44	2,131.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	374.99	-374.99	500.00
6007 · Marketing	0.00	1,666.67	-1,666.67	19,646.50	14,999.99	4,646.51	20,000.00
6008 · PMkt Credit Card Fees	0.00	0.00	0.00	24.37	0.00	24.37	0.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,393.29	1,125.00	268.29	1,500.00
6012 · Market Security	800.00	550.00	250.00	5,721.00	4,950.00	771.00	6,600.00
6014 · Merchandise Expense	0.00	860.60	-860.60	0.00	1,721.20	-1,721.20	4,303.00
6015 · Bathroom Construction	0.00	17,890.80	-17,890.80	0.00	35,781.60	-35,781.60	89,454.00
6000 · Palafox Market - Other	0.00	6,108.42	-6,108.42	3,062.45	54,975.74	-51,913.29	73,301.00
Total 6000 · Palafox Market	4,490.38	31,238.05	-26,747.67	65,944.92	148,562.03	-82,617.11	244,989.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,993.42	11,746.75	-753.33	118,913.41	105,720.75	13,192.66	140,961.00
Total 7000 · Ambassador Program	10,993.42	11,746.75	-753.33	118,913.41	105,720.75	13,192.66	140,961.00
5041 · Pressure Washing	0.00	0.00	0.00	6,475.00	6,475.00	0.00	6,475.00
Total Expense	28,476.74	77,158.09	-48,681.35	918,193.47	1,024,220.21	-106,026.74	1,336,882.00
Net Ordinary Income	51,913.52	-2,836.60	54,750.12	121,795.96	89,697.32	32,098.64	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	29.28	0.00	29.28	202.90	0.00	202.90	0.00
4960 · Interest Income	13.97			27.81			
Total Other Income	43.25	0.00	43.25	230.71	0.00	230.71	0.00
Net Other Income	43.25	0.00	43.25	230.71	0.00	230.71	0.00
Net Income	51,956.77	-2,836.60	54,793.37	122,026.67	89,697.32	32,329.35	0.00

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Accrual Basis

June 2022

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Income							
Program Revenue							
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4036 · Palafox Market Merchandise	1,824.58	1,277.00	547.58	3,484.58	2,554.00	930.58	6,385.00
Total Program Revenue	25,128.51	14,610.33	10,518.18	142,802.46	122,554.01	20,248.45	166,385.00
Total Income	25,128.51	14,610.33	10,518.18	142,802.46	122,554.01	20,248.45	166,385.00
Gross Profit	25,128.51	14,610.33	10,518.18	142,802.46	122,554.01	20,248.45	166,385.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,665.38	3,025.64	-360.26	25,321.11	25,910.26	-589.15	36,500.00
6003 · Permits / Street Closure	0.00	0.00	0.00	512.50	0.00	512.50	1,200.00
6004 · Portable Toilet Rental	525.00	791.67	-266.67	5,920.00	7,124.99	-1,204.99	9,500.00
6005 · Market Anniversary Celebration	500.00	177.58	322.42	4,343.70	1,598.26	2,745.44	2,131.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	374.99	-374.99	500.00
6007 · Marketing	0.00	1,666.67	-1,666.67	19,646.50	14,999.99	4,646.51	20,000.00
6008 · PMkt Credit Card Fees	0.00	0.00	0.00	24.37	0.00	24.37	0.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,393.29	1,125.00	268.29	1,500.00
6012 · Market Security	800.00	550.00	250.00	5,721.00	4,950.00	771.00	6,600.00
6014 · Merchandise Expense	0.00	860.60	-860.60	0.00	1,721.20	-1,721.20	4,303.00
6015 · Bathroom Construction	0.00	17,890.80	-17,890.80	0.00	35,781.60	-35,781.60	89,454.00
Total 6000 · Palafox Market	4,490.38	25,129.63	-20,639.25	62,882.47	93,586.29	-30,703.82	171,688.00
Total Expense	4,490.38	25,129.63	-20,639.25	62,882.47	93,586.29	-30,703.82	171,688.00
Net Ordinary Income	20,638.13	-10,519.30	31,157.43	79,919.99	28,967.72	50,952.27	-5,303.00
Net Income	20,638.13	-10,519.30	31,157.43	79,919.99	28,967.72	50,952.27	-5,303.00

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet - For Management Use Only

As of June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Synovus- 0237 Operating - Other	115,903.66
Total 101 · Cash - Synovus- 0237 Operating	189,049.73
103 · Synovus - Money Market	300,027.81
Total Checking/Savings	489,077.54
Accounts Receivable	
140.4 · A/R-Property Assessments	133,690.10
Total Accounts Receivable	133,690.10
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	1,641.01
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	2,173.18
Total Other Current Assets	6,647.44
Total Current Assets	629,415.08
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-128,735.58
Total Fixed Assets	128,621.21
TOTAL ASSETS	758,036.29
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	1,063.00
Total Accounts Payable	1,063.00
Other Current Liabilities	
481 · Sales Tax Payable	1,651.86
453 · 403(b) Employer Contribution	1,222.52
471 · Payroll Liabilities	1,101.24
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	154,764.75
Total Other Current Liabilities	163,740.37
Total Current Liabilities	164,803.37
Total Liabilities	164,803.37
Equity	
32000 · Unrestricted Net Assets	399,626.27
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	71,579.98
Net Income	122,026.67
Total Equity	593,232.92
TOTAL LIABILITIES & EQUITY	758,036.29

DIB - June 22

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>	<u>YTD</u>
Income	Overview	\$6,000 Over Budget	\$73K Under Budget (FY Starting Balance not accounted for correctly on P&L)
1301	Co-Op Participation	\$700 Under Budget	\$17K Under Budget (Pricing has been adjusted & assesment invoiced)
4030	Palafox Market	\$10,500 Over Budget	\$20,000 Over Budget
Expense			
Expense	Overview	\$48K Under Budget	\$106K Under Budget
3001	Compactor Co-Op	\$5K Under Budget (No Bill in June due to contract change)	\$4,100 Under Budget
5001	Salaries, Benefits & Taxes	\$800 Under Budget	\$1,400 Under Budget
5023	Marketing	\$4,000 Under Budget (No Invoice Paid in June)	\$9,500 Under Budget (No invoice in May or June)
5027	Economic Development	\$4,300 Under Budget	\$19K Under Budget
6000	Palafox Market	\$26,200 Under Budget	\$86K Under Budget (Down payment for restrooms not expensed yet)
7000	Ambassador Program	\$750 Under Budget	\$13,000 Over Budget

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: July

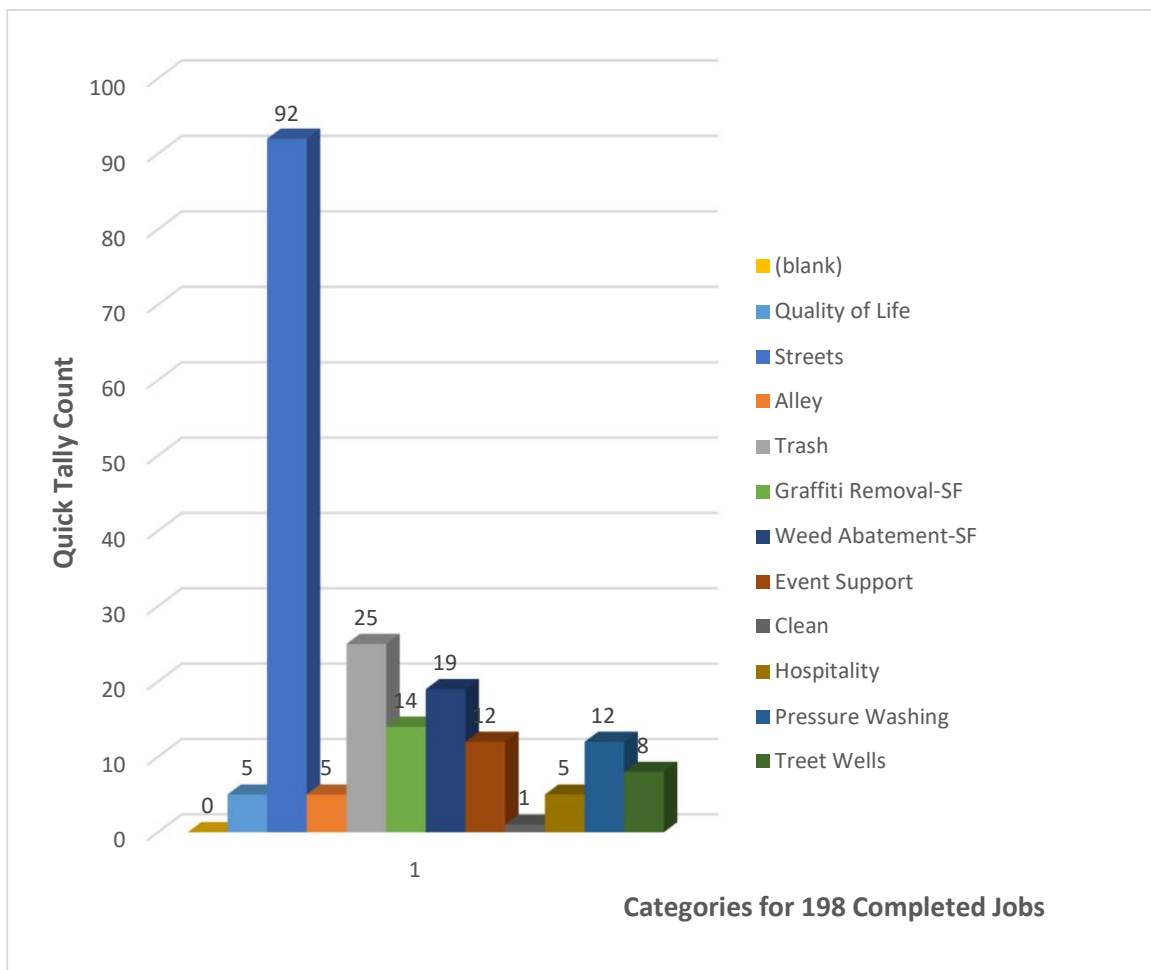
Total Income DIB **June:** \$80,390.26

Total Expense DIB **June:** \$28,476.74

Notes:

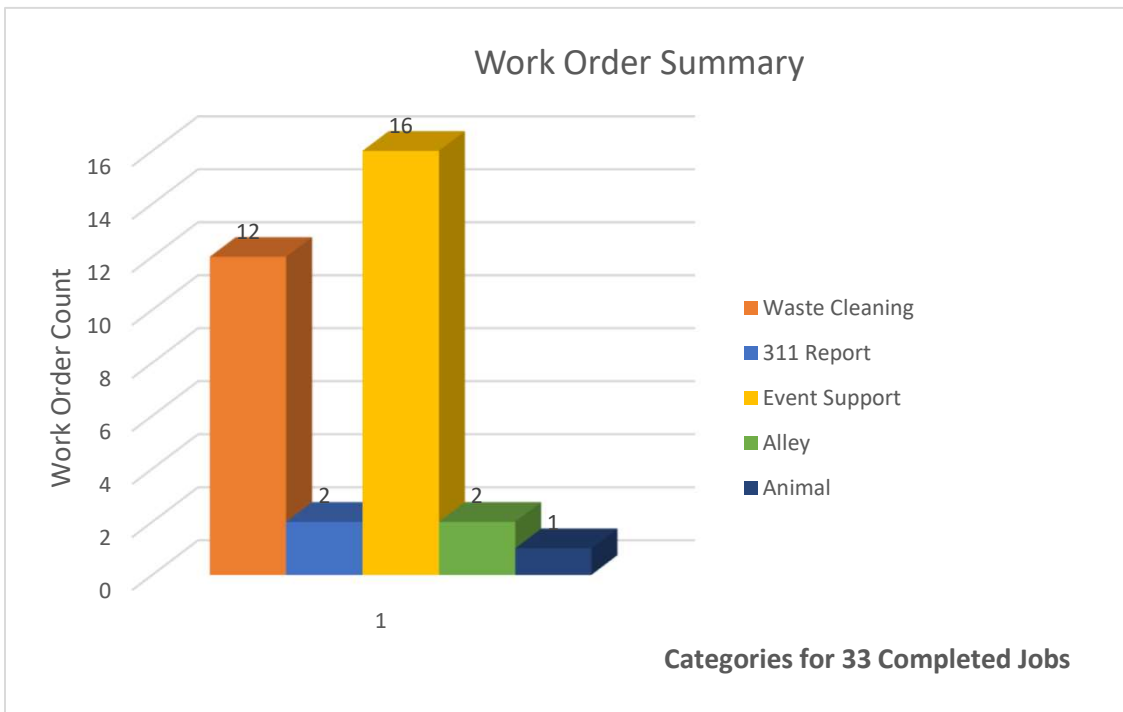
June 2022 Quick Tally Summary

Categories	Count of Quick Tally Categories
(blank)	0
Quality of Life	5
Streets	92
Alley	5
Trash	25
Graffiti Removal-SF	14
Weed Abatement-SF	19
Event Support	12
Clean	1
Hospitality	5
Pressure Washing	12
Treet Wells	8
Grand Total	198



June 2022 Work Order Summary

Categories	Count of Work Order Categories
Waste Cleaning	12
311 Report	2
Event Support	16
Alley	2
Animal	1
Grand Total	33



June 2022 Removals:

Any given day of cleaning the Downtown District begins with Removals.



The sources – The Palafox Market from its weekly event or hosting the Fiesta Parade





Odd Colony anticipating the excitement of Gallery Night



or 2 hours on Indentencia St before shots were fired or



a peaceful demonstration about the recent Supreme Court ruling in Ferdinand Park.

Regardless who or what made the deposits to the district, the end result is always the same to Remove It. Here are some examples of Before and Afters.

The Palafox Market, MLK Park island #2 – a city trash can overflows





And it is Event Support added and picked up along the with the other 12 Market barrels of collected trash.



This large pile of beads has a new definition for gathering for The Fiesta Parade.





This is an example of can service. This city cans inner barrel was removed. The unit had collected trash deposited inside the shell. The trash was removed and a trash bag was tied to the shell to collect the discarded trash, keeping the can sanitary and usable.





One of the few days it's not raining, but the heat index is offensive. Time to catch up with blowing off the sidewalks.





A sign left behind for \$5.00 Freestyle in the flower bed in front of Joe Zarzaur's Law firm.





Graffiti removed from a parking kiosk just outside of 226 Palafox Place, our office.

Weed Abatement outside the JSG in what once was a tree well



And the street corner was a little fuzzy too.



The JSG flower beds were a little fuzzy too and in need of deweeding.





A car part or two is not uncommon within the district. Where they are left; amaze me every time.



Above are just a few examples of removals.

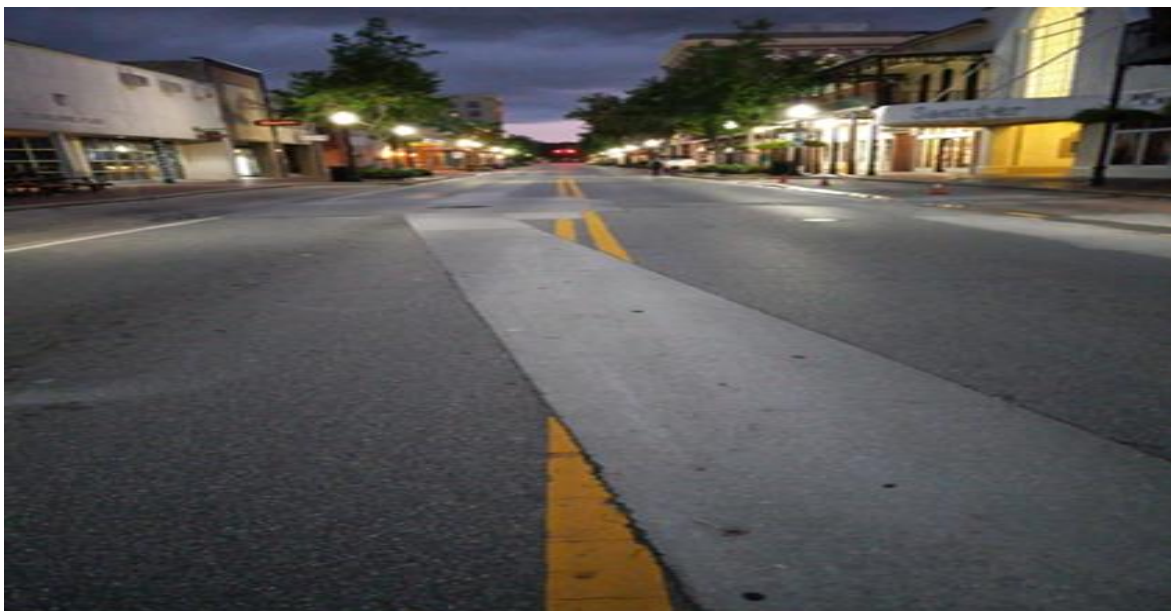
We strive to accomplish to keep the PDIB District alive and well.

If it means waking before the crack of dawn, to empty, pull, wash, sanitize, replace, or make safe any area within this district, then fine.

Our agenda is to keep this community clean, profitable, and safe for all who have left behind a removeable,



and then remove it, just like a string of beads.



Marketing Highlights June 2022



SUMMARY



PR/MEDIA

- Media response Pensacola News Journal
- Support WEAR-TV interview
- New board member PR prep
- Media response Good Grit magazine



CONTENT/DESIGN

- New photos at Palafox Market
- First City Lights Festival Sponsor Kit
- Metrics for CRA Annual Report



DIGITAL

- Downtown events created / promoted on website
- Updated home page banners
- New Downtown Pensacola website dev



OTHER

- FCLF Sponsorship Levels
- Board Report
- Marketing video calls
- Foo Foo Festival marketing strategy
- Foo Foo Festival event meeting with vendor
- Foo Foo name change coordination
- Logo Bubble Alley production
- Board meeting
- MailChimp database updates



SOCIAL MEDIA

- Daily Instagram and Facebook monitoring and response
- 49 Instagram Stories on @downtownpensacola
- FB ad campaign / Palafox Market 15th

WEB METRICS

DOWTOWNPENSACOLA.COM

5.6K Users (+26%)
6.6K Sessions (+29%)

TOP PAGES

Home Page
Events

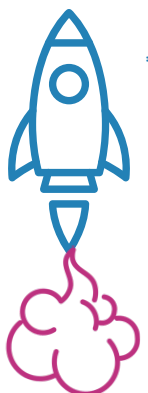
DEVICE

71.6% Mobile
26.4% Desktop
2% Tablet

ACQUISITION*

78.3% Organic
17.7% Direct
2.5% Social

*Organic traffic consists of visits from search engines, while direct traffic is made up of visits from people entering the DIB's URL into their browser. Social includes visits that original directly from a social media site.



INSTAGRAM

37.6K TOTAL FOLLOWERS

19,079

ACCOUNTS REACHED

-27% VS LAST MONTH

2,401

ACCOUNTS ENGAGED

-33.8% VS LAST MONTH

9.9 K

TOP SINGLE POST ENGAGEMENT



FACEBOOK

88,024 TOTAL FOLLOWERS

213,027

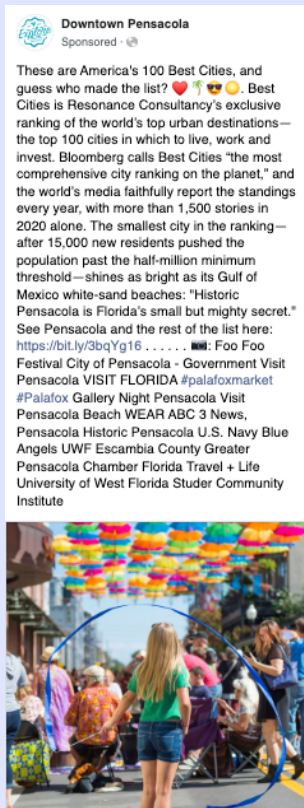
ACCOUNTS REACHED

5,335

FACEBOOK PAGE VISITS

13,775

TOP SINGLE POST ENGAGEMENT



**893 TOTAL NEW
LIKES / FOLLOWS**

CLIPS-JUNE 2022



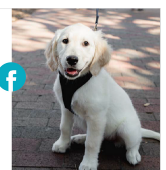
FCLF 2022 SPONSOR KIT



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METRICS FOR CRA ANNUAL REPORT



DIB MARKETING METRICS

- 144,000 SOCIAL MEDIA AUDIENCE - 10% ↑
- 2,000,000 FACEBOOK REACH - 38.5% ↓
- 198,000 INSTAGRAM REACH - 30.6% ↑
- 46,500 - FACEBOOK PAGE VISITS - 40.2% ↑
- 35,300 - INSTAGRAM PAGE VISITS - 39.2% ↑
- 5,482 NEW FOLLOWERS ON FACEBOOK - 6.58% ↑
- 3,200 NEW INSTAGRAM FOLLOWERS - 8.94% ↑
- 49,400 UNIQUE WEBSITE VISITORS - 27.28% ↑

Pensacola Downtown Improvement Board Operational Budget FY2021/22	Year Total		
	FY2022/23		
		Difference	% Change
4000 - Misc. Income	\$ -	\$ -	
4010 - Ad Valorem Revenue	\$ 670,725	\$ 51,666.00	8%
4015 - CRA Interlocal Income	\$ 404,700	\$ 47,165.61	12%
5000 - CRA Interlocal Payment	\$ (504,700)	\$ (47,166.00)	9%
4020 - Website Membership	\$ 500	\$ -	0%
4030 - Palafox Market Vendor Payments	\$ 160,000	\$ -	0%
4036- Palafox Market T-Shirt Sales	\$ -	\$ (6,385.00)	0%
4040- City Cleaning Reimbursment	\$ -	\$ (35,739.88)	0%
1301-Co-Op Participation	\$ 61,258.60	\$ 3,638.60	6%
4080 - Bollard Rental	\$ -	\$ -	0%
4085 - LTU - Sidewalk Pressure Washing	\$ 6,500	\$ 25.00	0%
4900 - Palafox Market Sales Tax Collected	\$ (10,850)	\$ -	0%
DIB Revenue	\$ 788,134	\$ (76,249.67)	-10%
5001 - DIB Salaries Benefits & Taxes	\$ 90,995	\$ 5,995.00	7%
5005 - Workers Compensation	\$ 511	\$ -	0%
5030 - Liability Insurance / Other	\$ 7,720	\$ -	0%
5006 - Board Meetings	\$ 250	\$ -	0%
5007 - Annual Meeting	\$ 250	\$ -	0%
5009 - Bank Charges	\$ 500	\$ -	0%
5011 - Interest	\$ 200	\$ -	0%
5012 - Office Rent	\$ 15,758	\$ 412.89	3%
5013 - Office Supplies	\$ 1,000	\$ (2,000.00)	-200%
5014 - Office Equipment	\$ 4,000	\$ (1,000.00)	-25%
5015 - Postage	\$ 200	\$ -	0%
5016 - Telecommunications	\$ 8,000	\$ -	0%
5017 - Website Support	\$ 4,891	\$ (109.00)	-2%
5018 - Website Hosting	\$ 2,500	\$ -	0%
5019 - Computer Support / Email Leasing	\$ 2,500	\$ -	0%
5020 - Dues Subscriptions & Publications	\$ 3,000	\$ 1,000.00	33%
5021 - Travel, Entertainment & Education	\$ 2,200	\$ 1,000.00	45%
5023 - Marketing Consultants	\$ 53,150	\$ 3,150.00	6%
5024 - Bookkeeping	\$ 12,000	\$ -	0%
5025 - Audit	\$ 11,750	\$ -	0%
5026 - Legal Counsel	\$ 8,000	\$ (500.00)	-6%
5027 - Economic Development	\$ 71,850	\$ 13,938.00	19%
5029 - Donation to Friends of DT	\$ 75,000	\$ -	0%
5227- PPD Security	\$ 60,000	\$ -	0%
5041 - LTU - Sidewalk Pressure Washing	\$ 6,500	\$ 25.00	0%
DIB Expense	\$ 442,725	\$ 21,911.89	5%
6000 - Market Other / Misc.	\$ 24,000	\$ (49,301.00)	-205%
####- T-Shirt Cost & Sales Tax	\$ -	\$ (4,302.88)	0%
6001 - Palafox Market Management	\$ 40,000	\$ 3,500.00	9%
6003 - Permits / Street Closures	\$ 1,200	\$ -	0%
6004 - Portable Toilet Rental	\$ 13,000	\$ 3,500.00	27%
6005 - Market Anniversary Celebration	\$ 2,000	\$ (131.00)	-7%
6006 - Farm Visit - Mileage Reimbursement	\$ 500	\$ -	0%
6007 - Marketing	\$ 16,070	\$ (3,930.00)	-24%
6011 - Market App Program Fee	\$ 1,500	\$ -	0%
####- Palafox Market Bathroom Construction	\$ 40,680	\$ (48,774.00)	-120%

Pensacola Downtown Improvement Board Operational Budget FY2021/22	Year Total		
	FY2022/23		
		Difference	% Change
6012 - Market Security	\$ 10,200	\$ 3,600.00	35%
Palafox Market Expense	\$ 149,150	\$ (95,838.88)	-64%
7000 - Ambassador Program Labor	\$ 135,000	\$ (5,961.25)	-4%
Ambassador Program Expense	\$ 135,000	\$ (5,961.25)	-4%
3001- Republic - Compactor Service	\$ 59,643.74	\$ 6,344.74	11%
3002 - Compactor Lease	\$ 10.00		
3004 - Security	\$ 1,021.10	\$ (2,478.90)	-243%
3007 - Compactor Electric	\$ 583.76	\$ (227.24)	-39%
Compactor Expense	\$ 61,258.60	\$ 3,638.60	6%
DIB Operating Expense	\$ 788,134	\$ (76,249.64)	-10%
FY2021-2022			
Tot Revenues	\$ 788,134	\$ (76,249.67)	-10%
Tot Expenses	\$ 788,134	\$ (76,249.64)	-10%
Tot Variance	\$ -		
% of budget	0%		



- Require the operator to fine users for offenses such as improperly parked vehicles and ending a ride in a geofenced area through a tiered approach. The approach includes a warning, then a \$25 fine, and finally a suspension for 6 months.
- Institute a to be determined annual permit fee cost, and a fee per ride to be collected on a monthly basis.