



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Tuesday October 25<sup>th</sup>, 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 October 25<sup>th</sup>, 2022
  - c. \*Approval of the minutes from the regular meeting of the DIB on September 30<sup>th</sup>, 2022
  - d. \*Approval of the September Financials
  
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
  - e. Executive Director Report- FCLF, Foo Foo, All I Want Campaign
  
- IV. New Business
  - a. Jefferson Street Parking Garage Discussion- Lissa Dees
  - b. Presentation on Active Transportation Plan- Caitlin Cerame
  - c. Puppy Pit Stop Maintenance Update
  - d. True Omni Digital Kiosk Presentation
  
- V. On-Hold
  
- VIII. Public Comment
  
- IX. Adjournment

**Next meeting – ?????**  
**(\*) = approval item**



## Minutes of the Downtown Improvement Board Regular Monthly Meeting

Tuesday September 30<sup>th</sup>, 2022 7:30 a.m.

### Attendance

Michael Carro, Chairman, Patti Sonnen, Nathan Holler, Robert Bender, Ex Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

#### I. Call to Order

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

#### II. Recurring Agenda

- a. Ms. Kopas confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Patti Sonnen, seconded by Nathan Holler, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on August 23<sup>rd</sup>, 2022 were motioned by Patti Sonnen, seconded by Nathan Holler, and unanimously approved.
- d. DIB August Financials were motioned by Patti Sonnen, seconded by Nathan Holler, and unanimously approved.
  - Bathroom payment and FODT Christmas light payment occurred.
  - Marketing under budget for the year.
  - Trash compactor payments will be coming in until December.
    - Ring doorbell cameras installed in the trash compactor area.

#### III. On-Going Business

##### a. PPD Report

- Homeless advocate groups came out to Palafox Street area to speak with some of the homeless located downtown and assist them in finding safer housing solutions.

##### b. Spotless May Report

- Nathan Holler requests a long-term solution for watering plants in the alleyway of Jefferson parking garage.
- Lisa Dees, City of Pensacola Parking Director, has agreed to take care of the landscaping and flowerpots outside of Jefferson parking garage.
- Parking signage is necessary to educate the public and protocol to reduce booting should be put in place.

##### c. Marketing Report

- Visit Pensacola is open to collaborating on a website, kiosk, and All-I-Want Campaign.



- Foo Foo Fest Bubble Alley is being promoted in preparation for the November event.
- Board is interested in exploring plans to incorporate more events downtown like a Wine Festival, Dining Event with Restaurants, and/or Wine Walk, etc.
- Holiday Haul-November 9<sup>th</sup> will occur consecutively with Christmas Lighting. Christmas tree will be in front of Pensacola History Museum.

d. Palafox Market

- New mulch was spread at the Palafox Market.
- Foo Foo Fest promoted the event at the Market this past weekend.
- Began planning the Palafox Halloween Market after great feedback from last year.
  - Send out a survey to Downtown Business Owners to see if they are interested in a Halloween Trick or Treat Event Downtown.
- Lots of great feedback from the Holiday market. Payments should start coming in and the deadline is October 15<sup>th</sup>.

IV. New Business

- a. Puppy Pitstop Maintenance
  - Board requests two more quotes.
- b. Executive Director Quarterly/Annual Review
  - 5% increase and bonus motioned by Patti Sonnen, seconded by Nathan Holler and unanimously approved.
- c. Board requests to invite new mayor to the next meeting and create a list of items to discuss.
- d. David Forte mentioned that the City is in negotiations regarding the MLK restroom design which should be finalized today. Weekly development meeting information regarding downtown will be sent out to Walker and Emily going forward.

V. On-Hold

VIII. Public Comment

IX. Adjournment: 9:27 am

**Next meeting – October 25<sup>th</sup>, 2022**

**(\*) = approval item**

# Downtown Vandalism

Event Support:



Beer Bottles Launched from the roof (3<sup>rd</sup> fl.) of the Jefferson Street Garage





Pressure Washing:



A city can, insert barrel was removed and dragged from Cask & Flight to the corner of Romana Street



## Vehicular Rearrangement

Event Support:



A car rearranged many planters in the pedestrian and entry lanes trying to exit the Jefferson Street Garage.

The cement columns stopped the forward progress and further damage.





Event Support:

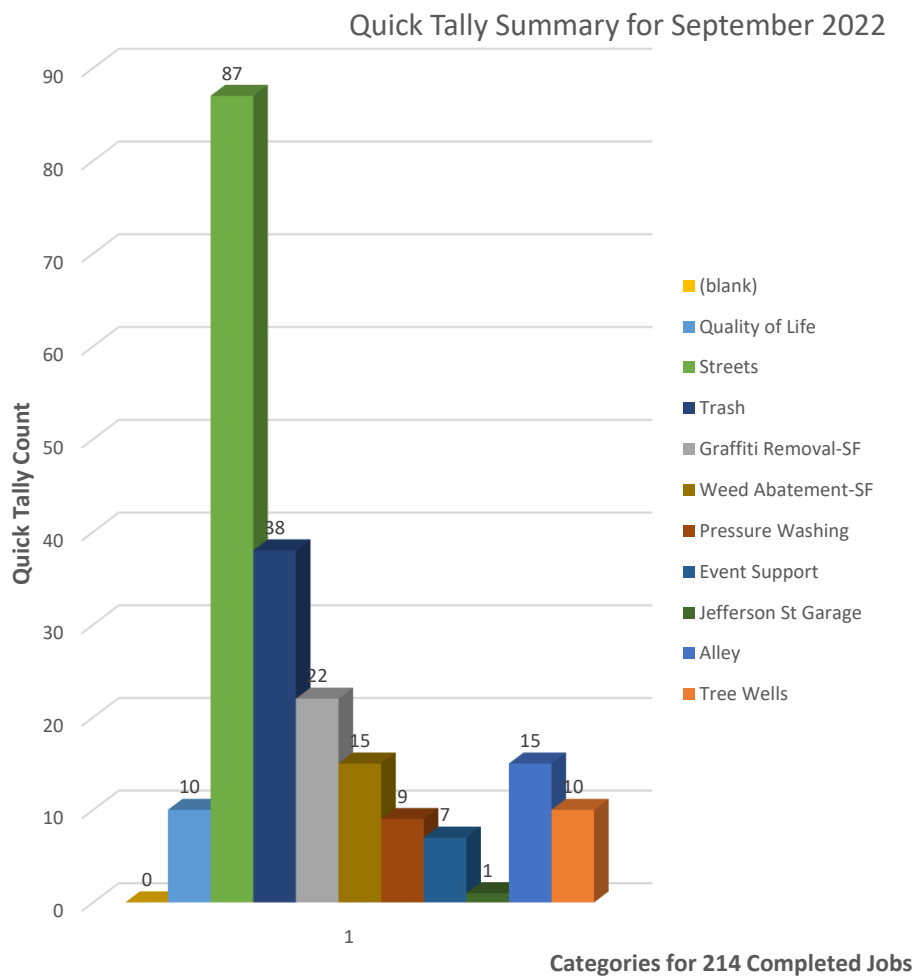


The planters have been salvaged. All planters are watered twice a week, this includes the Jefferson alley and Puppy Park planters as well.



## September 2022 Quick Tally Summary

| Categories          | Count of Quick Tally Categories |
|---------------------|---------------------------------|
| (blank)             | 0                               |
| Quality of Life     | 10                              |
| Streets             | 87                              |
| Trash               | 38                              |
| Graffiti Removal-SF | 22                              |
| Weed Abatement-SF   | 15                              |
| Pressure Washing    | 9                               |
| Event Support       | 7                               |
| Jefferson St Garage | 1                               |
| Alley               | 15                              |
| Tree Wells          | 10                              |
| <b>Grand Total</b>  | <b>214</b>                      |



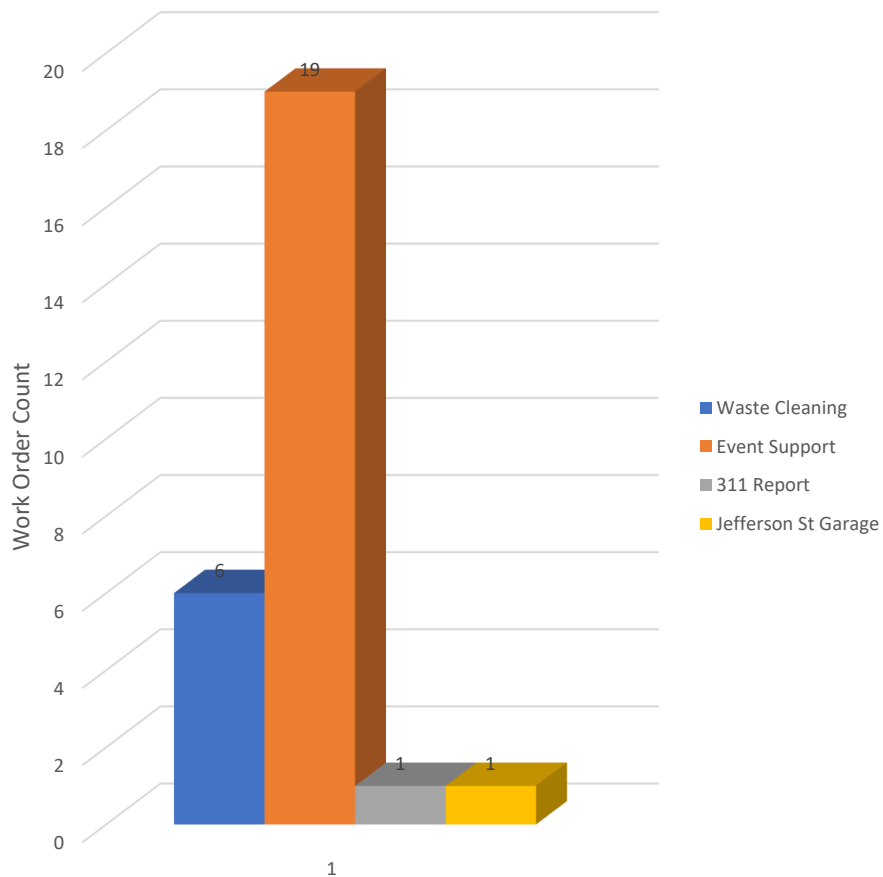




## September 2022 Work Order Summary

| Categories          | Count of Work Order Categories |
|---------------------|--------------------------------|
| Waste Cleaning      | 6                              |
| Event Support       | 19                             |
| 311 Report          | 1                              |
| Jefferson St Garage | 1                              |
| <hr/>               |                                |
| <b>Grand Total</b>  | <b>27</b>                      |

Work Order Summary for September 2022



Categories for 27 Completed Jobs



# Marketing Highlights September 2022



## SUMMARY

### PR/MEDIA

- Press release final holiday
- Press release distribution "Bubble Alley"
- Press release Halloween Market
- IN Weekly Best of the Coast editorial survey

### DIGITAL

- 32 Downtown events created / promoted on website
- Bubble Alley digital ad campaign
- FCLF homepage banner (in progress)
- "All I Want" homepage banner (in progress)
- Halloween Market Facebook event

### SOCIAL MEDIA

- Daily Instagram and Facebook monitoring and response
- 29 Instagram Stories on @downtownpensacola
- FB ad campaign—feeder markets / Bubble Alley
- 789 total new Likes and Follows FB/Instagram

### CONTENT/DESIGN

- "All I Want" retail bag stuffer (in progress)
- DIB marketing presentation
- "All I Want" prizes
- Holiday sponsorship one-sheeter
- IN Weekly 1/2 page ad
- "All I Want" sidewalk decals (in progress)
- Downtown photos
- Halloween Market poster
- "All I Want" marquee posters (in production)

### OTHER

- Met with Visit Pensacola re "All I Want" collab
- Marketing strategy meetings
- Website RFP / call with Shawn Brown Visit P'cola
- Foo Foo Festival event
- Board meeting
- Coordinate Grinch and Pumpkinhead for halloween
- Respond to Google Reviews

## WEBSITE OVERVIEW

### WEBSITE VISITORS

**13.5K Unique Users**  
**1.12K Max. Unique Users/Day**  
**62 Potential Threats Blocked**

### TOP PAGES

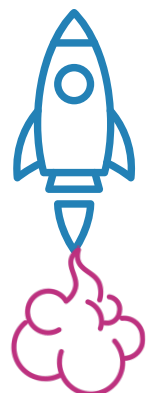
**Home Page**  
**Events**

### DEVICE

**74% Mobile**  
**23% Desktop**  
**2% Tablet**

### TOP COUNTRIES

**1.US**  
**2.UK**  
**3.Singapore**







# INSTAGRAM

## 38,002 FOLLOWERS

### 21,044

## ACCOUNTS REACHED

### +57.4% VS LAST MONTH

### 1,352

## PROFILE VISITS

### 15,498

## TOP SINGLE POST ENGAGEMENT



# FACEBOOK

## 88,499 FOLLOWERS

### 140,710

## ACCOUNTS REACHED

### +129.4% VS LAST MONTH

### 5,295

## PROFILE VISITS

### 322,550

## PAID IMPRESSIONS

### 96,055

## TOP SINGLE POST ENGAGEMENT

# SAMPLE CLIPS-SEPTEMBER 2022

# inweekly

## Best of the Coast 2022 Editorial Survey

Business name (as you want it to appear in print): \*

Downtown Improvement Board

Street address: \*

226 South Palafox Place, Suite 106, Pensacola, FL 32502

Web address: \*

www.downtownpensacola.com

What do you think sets you and your business apart? (50 words or less) \*

Downtown Pensacola is an integral part of our community, not only generating sales and creating jobs but contributing to the local quality of life. Through the DIB, downtown property owners pay an extra tax to cover the expense of providing services beyond what the local government offers.

What inspires you to be, do and make your "best"? (50 words or less) \*

Just look at photos of the downtown district from the mid-80's compared to today. Downtown Pensacola was named "Florida's Greatest Place," and Palafox Street was named one of America's "10 Great Streets." We are here today because of the vision, hard work and investment of many diverse stakeholders.

If you had to define your business with just one sentence or phrase, what would it be? (20 words or less) \*



News Release  
FOR IMMEDIATE RELEASE

Media Contact:  
Caron Sjoberg, APR, CPRC  
Ideaworks  
(850) 434-9095 • caron@ideaworks.ca

## Holiday lights, \$1,000 gift card, daily prizes and more in store for families in downtown Pensacola this year

PENSACOLA, Fla. (Oct. 12, 2022) — Downtown Improvement Board, Friends of Downtown Pensacola, Winterfest and businesses throughout the downtown district are ready to welcome locals and visitors to First City Lights Festival with a long list of family-friendly activities that includes \$1,000 gift card and daily prize giveaways, visits with Santa, "Holiday Ha!l" retail promotion and half a million white lights.

"As this year comes to a close, it seems fitting that we should celebrate with a time-honored local tradition of holiday lights, a gift to the community that the DIB works very hard to bring about each year," said Walker Wilson, DIB executive director. The DIB coordinates and helps to fund more than half a million white lights that illuminate downtown Pensacola's historic buildings, parks, shops, galleries and public spaces along Palafox Street during the holidays. Wilson says that the lights will be up from Nov. 9 through mid-January.

The "All I Want" Holiday Giveaway

Friends of Downtown Pensacola has launched its "All I Want" holiday promotion to support downtown small businesses, and will randomly select one winner a day for 12 days from Dec. 13-24. Each winner

## CONTENTS

### FEATURES

- 14 VANDALS TO VANGUARDS**  
The Pensacola Museum of Art premieres its latest exhibit showcasing the innovative and revolutionary genres of pop art and street art.
- 16 PROGRESSIVELY FALL FUN: BARKTOBERFEST 2022**  
The Pensacola Humane Society's Annual Barktoberfest returns to Community Maritime Park.
- 18 HAUNTED PENSACOLA**  
Historic Pensacola and DIB Historic Trust will once again host the popular Haunted House Walking and Trolley Tours this October throughout downtown Pensacola.
- 21 A SPIRITED FALL**  
Crisp fall cocktail recipes to help you start the season off right.
- 25 CRISP AIR & SPOOKY SCAVES!**  
A roundup of local fall festivities and Halloween events for the entire family.
- 30 FIND YOUR FOO FOO**  
The two-week celebration of arts and culture returns to the downtown streets.

### TOPICS

Editor's Note

Page 12 with

Deadly Davis

Pensacola Scene

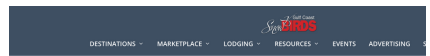
Event Calendar

ON THE MARKET

A REAL ESTATE SECTION

ON THE COVER: Bubble Alley featuring courtesy of the DIB

4 | OCTOBER 2022



## BUBBLE ALLEY TAKES FLIGHT OVER DOWNTOWN PENSACOLA NOV. 3

Posted by Karen Harrell | Sep 29, 2022 | Featured Stories | 0 • • • • •



Friends of Downtown Pensacola will help Pensacola's Foo Foo Festival pop the cork on its annual 12-day cultural celebration November 3rd with the unveiling of 4,000 colorful balloons hovering over the city's historic center.

Dubbed "Bubble Alley," the aerial display is composed of 18-inch diameter, multi-colored vinyl balloons suspended from wire grids over one block of Intendencia Street between Jefferson and Tarragona Streets.

The project is the brainchild of Friends of Downtown, a group of volunteer business owners that for the past six years has created Foo Foo Festival events that include the highly successful and colorful installations of Umbrella Sky, Fire and Rain and Sea of Lanterns.

Behind the scenes, Pensacola-based PR agency, Ideaworks developed the overall event plan and marketing strategy for Bubble Alley and wrote the grant application to fund it. Handling the fabrication is Pensacola-based design, fabrication and installation company Kazer's Edge Design.

"Our goal with this new project is to create the exciting visual aesthetic of Umbrella Sky, which attracted tens of thousands of visitors to downtown Pensacola," says Caron Sjoberg, president of Ideaworks. "We think Bubble Alley will do just that and



**CUSTOM 24" ORNAMENT \$1,250**

### ORNAMENT FEATURES

- Marine Grade Gel Coat
- Bright Red High Shine
- Glitter Finish
- Vinyl Cut Logo

These 24" fiberglass ornaments are made with a marine grade gel coat that is meant to last for many years. They come with an attached base so they are easy to display. May also be hung, but typically are a free-standing decoration.

For information and to order: 850-434-5371

**Downtown Pensacola**  
Published by Caron Sjoberg • September 22 at 9:40 AM •

Downtown Pensacola is gearing up for the Pensacola Seafood Festival this Friday, Saturday and Sunday at Seville Square, Fountain Park and Bartram Park! Free admission + free live music every day! 🍷🍷🍷

Produced by **Fiesta Pensacola**, the Pensacola Seafood Festival is one of the largest arts and crafts fairs in Northwest Florida with more than 160 artisans and craftsmen who travel from around the country to participate in this three-day festival. There is also live entertainment... [See more](#)

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# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

September 2022

|  | Sep 22    | Budget     | \$ Over Budget | Oct '21 - Sep 22 | YTD Budget | \$ Over Budget | Annual Budget |
|--|-----------|------------|----------------|------------------|------------|----------------|---------------|
| Ordinary Income/Expense                |           |            |                |                  |            |                |               |
| Income                                 |           |            |                |                  |            |                |               |
| Program Revenue                        |           |            |                |                  |            |                |               |
| 4030 · Palafox Market Vendor Payments  | 17,817.50 | 13,333.33  | 4,484.17       | 179,105.38       | 160,000.00 | 19,105.38      | 160,000.00    |
| 4036 · Palafox Market Merchandise      | 605.00    | 1,277.00   | -672.00        | 5,294.58         | 6,385.00   | -1,090.42      | 6,385.00      |
| Total Program Revenue                  | 18,422.50 | 14,610.33  | 3,812.17       | 184,399.96       | 166,385.00 | 18,014.96      | 166,385.00    |
| Total Income                           | 18,422.50 | 14,610.33  | 3,812.17       | 184,399.96       | 166,385.00 | 18,014.96      | 166,385.00    |
| Gross Profit                           | 18,422.50 | 14,610.33  | 3,812.17       | 184,399.96       | 166,385.00 | 18,014.96      | 166,385.00    |
| Expense                                |           |            |                |                  |            |                |               |
| 6000 · Palafox Market                  |           |            |                |                  |            |                |               |
| 6001 · Palafox Market Project Mgmt     | 2,665.38  | 3,025.64   | -360.26        | 34,649.94        | 36,500.00  | -1,850.06      | 36,500.00     |
| 6003 · Permits / Street Closure        | 500.00    | 1,200.00   | -700.00        | 1,012.50         | 1,200.00   | -187.50        | 1,200.00      |
| 6004 · Portable Toilet Rental          | 0.00      | 791.67     | -791.67        | 8,088.00         | 9,500.00   | -1,412.00      | 9,500.00      |
| 6005 · Market Anniversary Celebration  | 0.00      | 177.58     | -177.58        | 4,343.70         | 2,131.00   | 2,212.70       | 2,131.00      |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00      | 41.67      | -41.67         | 0.00             | 500.00     | -500.00        | 500.00        |
| 6007 · Marketing                       | 187.50    | 1,666.67   | -1,479.17      | 23,519.33        | 20,000.00  | 3,519.33       | 20,000.00     |
| 6008 · PMkt Credit Card Fees           | 0.00      | 0.00       | 0.00           | 51.77            | 0.00       | 51.77          | 0.00          |
| 6011 · Market App Program Fee          | 0.00      | 125.00     | -125.00        | 1,393.29         | 1,500.00   | -106.71        | 1,500.00      |
| 6012 · Market Security                 | 800.00    | 550.00     | 250.00         | 8,816.00         | 6,600.00   | 2,216.00       | 6,600.00      |
| 6014 · Merchandise Expense             | 0.00      | 860.60     | -860.60        | 0.00             | 4,303.00   | -4,303.00      | 4,303.00      |
| 6015 · Bathroom Construction           | 3,390.00  | 17,890.80  | -14,500.80     | 92,844.00        | 89,454.00  | 3,390.00       | 89,454.00     |
| Total 6000 · Palafox Market            | 7,542.88  | 26,329.63  | -18,786.75     | 174,718.53       | 171,688.00 | 3,030.53       | 171,688.00    |
| Total Expense                          | 7,542.88  | 26,329.63  | -18,786.75     | 174,718.53       | 171,688.00 | 3,030.53       | 171,688.00    |
| Net Ordinary Income                    | 10,879.62 | -11,719.30 | 22,598.92      | 9,681.43         | -5,303.00  | 14,984.43      | -5,303.00     |
| Net Income                             | 10,879.62 | -11,719.30 | 22,598.92      | 9,681.43         | -5,303.00  | 14,984.43      | -5,303.00     |

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of September 30, 2022

|   | Sep 30, 22        |
|---|-------------------|
| <b>ASSETS</b>                                     |                   |
| <b>Current Assets</b>                             |                   |
| <b>Checking/Savings</b>                           |                   |
| 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      | -59,504.87        |
| <b>Total 101 · Cash - Synovus- 0237 Operating</b> | 13,641.20         |
| 103 · Synovus - Money Market                      | 350,169.35        |
| <b>Total Checking/Savings</b>                     | 363,810.55        |
| <b>Other Current Assets</b>                       |                   |
| 161 · Prepaid Expenses                            | 572.00            |
| 140.10 · Due from City of Pensacola               | 5,161.00          |
| 140.9 · Due from Downtown Pens Alliance           | 0.25              |
| 140.5 · Due from Friends of Downtown              | 1,141.30          |
| 162 · City of P-Clean Up Deposit/Perm             | 1,000.00          |
| 164 · Prepaid Insurance                           | 11,913.00         |
| <b>Total Other Current Assets</b>                 | 19,787.55         |
| <b>Total Current Assets</b>                       | 383,598.10        |
| <b>Fixed Assets</b>                               |                   |
| 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               | -139,306.58       |
| <b>Total Fixed Assets</b>                         | 118,050.21        |
| <b>TOTAL ASSETS</b>                               | <b>501,648.31</b> |
| <b>LIABILITIES &amp; EQUITY</b>                   |                   |
| <b>Liabilities</b>                                |                   |
| <b>Current Liabilities</b>                        |                   |
| <b>Accounts Payable</b>                           |                   |
| 450 · Accounts Payable                            | -7.00             |
| <b>Total Accounts Payable</b>                     | -7.00             |
| <b>Other Current Liabilities</b>                  |                   |
| Accrued Salaries                                  | 2,081.83          |
| 481 · Sales Tax Payable                           | 1,123.12          |
| 471 · Payroll Liabilities                         | 1,288.24          |
| 4849 · Deferred Revenue Sign Maint                | 5,000.00          |
| <b>Total Other Current Liabilities</b>            | 9,493.19          |
| <b>Total Current Liabilities</b>                  | 9,486.19          |
| <b>Total Liabilities</b>                          | 9,486.19          |
| <b>Equity</b>                                     |                   |
| 32000 · Unrestricted Net Assets                   | 379,059.27        |
| 587 · Fund Balance                                |                   |
| 302-001 · Audit Reclass                           | 187,142.98        |
| 587 · Fund Balance - Other                        | -205,017.00       |
| <b>Total 587 · Fund Balance</b>                   | -17,874.02        |
| <b>Net Income</b>                                 | 130,976.87        |
| <b>Total Equity</b>                               | 492,162.12        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>             | <b>501,648.31</b> |

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

September 2022

|  | Sep 22           | Budget           | \$ Over Budget  | Oct '21 - Sep 22    | YTD Budget          | \$ Over Budget   | Annual Budget       |
|--|------------------|------------------|-----------------|---------------------|---------------------|------------------|---------------------|
| <b>Ordinary Income/Expense</b>                     |                  |                  |                 |                     |                     |                  |                     |
| Income   |                  |                  |                 |                     |                     |                  |                     |
| 1301 · Co-Op Participation                         | 7,753.27         | 6,048.75         | 1,704.52        | 61,529.97           | 72,585.00           | -11,055.03       | 72,585.00           |
| 4000 · Misc Income                                 | 0.00             | 0.00             | 0.00            | 91.65               | 0.00                | 91.65            | 0.00                |
| 4010 · Ad Valorem Revenue                          | 51,588.25        | 51,588.25        | 0.00            | 634,076.62          | 619,059.00          | 15,017.62        | 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             |                  |                 | 89,454.00           | 89,454.00           | 0.00             | 89,454.00           |
| Program Revenue                                    |                  |                  |                 |                     |                     |                  |                     |
| 4030 · Palafox Market Vendor Payments              | 17,817.50        | 13,333.33        | 4,484.17        | 179,105.38          | 160,000.00          | 19,105.38        | 160,000.00          |
| 4036 · Palafox Market Merchandise                  | 605.00           | 1,277.00         | -672.00         | 5,294.58            | 6,385.00            | -1,090.42        | 6,385.00            |
| <b>Total Program Revenue</b>                       | <b>18,422.50</b> | <b>14,610.33</b> | <b>3,812.17</b> | <b>184,399.96</b>   | <b>166,385.00</b>   | <b>18,014.96</b> | <b>166,385.00</b>   |
| 4040 · DPMD Cleaning Reimbursement                 | 0.00             | 2,978.33         | -2,978.33       | 40,387.70           | 35,740.00           | 4,647.70         | 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                  | -1,165.63        | -904.17          | -261.46         | -11,717.18          | -10,850.00          | -867.18          | -10,850.00          |
| 4901 · Sales Tax Collected - Merch                 | -42.21           |                  |                 | -378.08             |                     |                  |                     |
| <b>Total Income</b>                                | <b>76,556.18</b> | <b>74,321.49</b> | <b>2,234.69</b> | <b>1,362,334.03</b> | <b>1,336,882.00</b> | <b>25,452.03</b> | <b>1,336,882.00</b> |
| <b>Gross Profit</b>                                | <b>76,556.18</b> | <b>74,321.49</b> | <b>2,234.69</b> | <b>1,362,334.03</b> | <b>1,336,882.00</b> | <b>25,452.03</b> | <b>1,336,882.00</b> |
| Expense  |                  |                  |                 |                     |                     |                  |                     |
| 3001 · Compactor - Waste Services                  | 0.00             | 5,905.83         | -5,905.83       | 70,975.57           | 70,870.00           | 105.57           | 70,870.00           |
| 3002 · Compactor Lease                             | 0.00             | 2.00             | -2.00           | 10.00               | 10.00               | 0.00             | 10.00               |
| 3004 · Compactor - Security Fees                   | 80.54            | 87.92            | -7.38           | 1,003.29            | 1,055.00            | -51.71           | 1,055.00            |
| 3005 · Compactor - Repair                          | 0.00             |                  |                 | 725.00              |                     |                  |                     |
| 3007 · Compactor - Electric                        | 730.11           | 54.17            | 675.94          | 1,237.71            | 650.00              | 587.71           | 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              | 776.46           | 0.00             | 776.46          | 7,980.71            | 0.00                | 7,980.71         | 0.00                |
| 5001 · Salaries, Benefits & Taxes - Other          | 7,673.99         | 6,949.36         | 724.63          | 76,931.05           | 85,000.00           | -8,068.95        | 85,000.00           |
| <b>Total 5001 · Salaries, Benefits &amp; Taxes</b> | <b>8,450.45</b>  | <b>6,949.36</b>  | <b>1,501.09</b> | <b>84,911.76</b>    | <b>85,000.00</b>    | <b>-88.24</b>    | <b>85,000.00</b>    |
| 5006 · Board Meetings                              | 33.69            | 20.83            | 12.86           | 33.69               | 250.00              | -216.31          | 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          | 144.00              | 500.00              | -356.00          | 500.00              |
| 5004 · Insurance Expense-Other                     | 39.88            | 0.00             | 39.88           | 479.00              | 0.00                | 479.00           | 0.00                |
| 5005 · Workers Comp Insurance                      | 41.13            | 42.58            | -1.45           | 501.00              | 511.00              | -10.00           | 511.00              |
| 5030 · Insurance- General Liability                | 643.33           | 643.33           | 0.00            | 7,719.96            | 7,720.00            | -0.04            | 7,720.00            |
| 5011 · Interest Expense                            | 0.00             | 16.67            | -16.67          | 0.00                | 200.00              | -200.00          | 200.00              |
| 5012 · Office Rent                                 | 1,274.85         | 1,278.75         | -3.90           | 16,610.18           | 15,345.00           | 1,265.18         | 15,345.00           |
| 5013 · Office Supplies                             | 242.67           | 250.00           | -7.33           | 3,668.38            | 3,000.00            | 668.38           | 3,000.00            |
| 5014 · Office Equipment/Software                   | 55.66            | 416.67           | -361.01         | 4,332.89            | 5,000.00            | -667.11          | 5,000.00            |
| 5015 · Postage                                     | 0.00             | 16.67            | -16.67          | 196.20              | 200.00              | -3.80            | 200.00              |
| 5016 · Telecommunications                          | 415.65           | 666.67           | -251.02         | 5,217.66            | 8,000.00            | -2,782.34        | 8,000.00            |
| 5017 · Website Support                             | 0.00             | 416.67           | -416.67         | 1,835.00            | 5,000.00            | -3,165.00        | 5,000.00            |
| 5018 · Website Hosting                             |                  |                  |                 |                     |                     |                  |                     |
| 5018 · Website Hosting - Other                     | 135.00           | 208.33           | -73.33          | 923.19              | 2,500.00            | -1,576.81        | 2,500.00            |
| <b>Total 5018 · Website Hosting</b>                | <b>135.00</b>    | <b>208.33</b>    | <b>-73.33</b>   | <b>923.19</b>       | <b>2,500.00</b>     | <b>-1,576.81</b> | <b>2,500.00</b>     |
| 5019 · Computer Support/Email Leasing              | 234.00           | 208.33           | 25.67           | 2,367.29            | 2,500.00            | -132.71          | 2,500.00            |
| 5020 · Dues, Subscriptions, Publicatio             | 385.99           | 166.67           | 219.32          | 1,662.88            | 2,000.00            | -337.12          | 2,000.00            |
| 5021 · Travel Entertainment & Educ.                | 0.00             | 100.00           | -100.00         | 1,112.27            | 1,200.00            | -87.73           | 1,200.00            |
| 5022 · Repair & Maintenance                        | 0.00             |                  |                 | 579.55              |                     |                  |                     |
| 5023 · Marketing Consultants                       |                  |                  |                 |                     |                     |                  |                     |
| 5023 · Marketing Consultants - Other               | 6,385.00         | 4,166.67         | 2,218.33        | 50,793.44           | 50,000.00           | 793.44           | 50,000.00           |
| <b>Total 5023 · Marketing Consultants</b>          | <b>6,385.00</b>  | <b>4,166.67</b>  | <b>2,218.33</b> | <b>50,793.44</b>    | <b>50,000.00</b>    | <b>793.44</b>    | <b>50,000.00</b>    |
| 5024 · Bookkeeping                                 | 960.00           | 1,000.00         | -40.00          | 11,346.00           | 12,000.00           | -654.00          | 12,000.00           |
| 5025 · Audit                                       | 0.00             | 979.17           | -979.17         | 11,750.00           | 11,750.00           | 0.00             | 11,750.00           |
| 5026 · Legal Counsel                               |                  |                  |                 |                     |                     |                  |                     |
| 5026 · Legal Counsel - Other                       | 0.00             | 708.33           | -708.33         | 6,580.00            | 8,500.00            | -1,920.00        | 8,500.00            |
| <b>Total 5026 · Legal Counsel</b>                  | <b>0.00</b>      | <b>708.33</b>    | <b>-708.33</b>  | <b>6,580.00</b>     | <b>8,500.00</b>     | <b>-1,920.00</b> | <b>8,500.00</b>     |
| 5027 · Economic Development                        | 0.00             | 4,826.00         | -4,826.00       | 25,246.51           | 57,912.00           | -32,665.49       | 57,912.00           |
| 5029 · Donation to Friends of Downtown             | 0.00             | 0.00             | 0.00            | 75,000.00           | 75,000.00           | 0.00             | 75,000.00           |
| 5227 · PPD Security                                | 0.00             | 5,000.00         | -5,000.00       | 45,000.00           | 60,000.00           | -15,000.00       | 60,000.00           |



# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

September 2022

|  | Sep 22            | Budget           | \$ Over Budget    | Oct '21 - Sep 22    | YTD Budget          | \$ Over Budget     | Annual Budget       |
|--|-------------------|------------------|-------------------|---------------------|---------------------|--------------------|---------------------|
| <b>6000 · Palafox Market</b>           |                   |                  |                   |                     |                     |                    |                     |
| 6001 · Palafox Market Project Mgmt     | 2,665.38          | 3,025.64         | -360.26           | 34,649.94           | 36,500.00           | -1,850.06          | 36,500.00           |
| 6003 · Permits / Street Closure        | 500.00            | 1,200.00         | -700.00           | 1,012.50            | 1,200.00            | -187.50            | 1,200.00            |
| 6004 · Portable Toilet Rental          | 0.00              | 791.67           | -791.67           | 8,088.00            | 9,500.00            | -1,412.00          | 9,500.00            |
| 6005 · Market Anniversary Celebration  | 0.00              | 177.58           | -177.58           | 4,343.70            | 2,131.00            | 2,212.70           | 2,131.00            |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00              | 41.67            | -41.67            | 0.00                | 500.00              | -500.00            | 500.00              |
| 6007 · Marketing                       | 187.50            | 1,666.67         | -1,479.17         | 23,519.33           | 20,000.00           | 3,519.33           | 20,000.00           |
| 6008 · PMkt Credit Card Fees           | 0.00              | 0.00             | 0.00              | 51.77               | 0.00                | 51.77              | 0.00                |
| 6011 · Market App Program Fee          | 0.00              | 125.00           | -125.00           | 1,393.29            | 1,500.00            | -106.71            | 1,500.00            |
| 6012 · Market Security                 | 800.00            | 550.00           | 250.00            | 8,816.00            | 6,600.00            | 2,216.00           | 6,600.00            |
| 6014 · Merchandise Expense             | 0.00              | 860.60           | -860.60           | 0.00                | 4,303.00            | -4,303.00          | 4,303.00            |
| 6015 · Bathroom Construction           | 3,390.00          | 17,890.80        | -14,500.80        | 92,844.00           | 89,454.00           | 3,390.00           | 89,454.00           |
| 6000 · Palafox Market - Other          | 4,962.39          | 6,108.42         | -1,146.03         | 8,024.84            | 73,301.00           | -65,276.16         | 73,301.00           |
| <b>Total 6000 · Palafox Market</b>     | <b>12,505.27</b>  | <b>32,438.05</b> | <b>-19,932.78</b> | <b>182,743.37</b>   | <b>244,989.00</b>   | <b>-62,245.63</b>  | <b>244,989.00</b>   |
| <b>7000 · Ambassador Program</b>       |                   |                  |                   |                     |                     |                    |                     |
| 7001 · Ambassador Program Labor        | 10,993.42         | 11,746.75        | -753.33           | 142,426.67          | 140,961.00          | 1,465.67           | 140,961.00          |
| <b>Total 7000 · Ambassador Program</b> | <b>10,993.42</b>  | <b>11,746.75</b> | <b>-753.33</b>    | <b>142,426.67</b>   | <b>140,961.00</b>   | <b>1,465.67</b>    | <b>140,961.00</b>   |
| <b>5041 · Pressure Washing</b>         | <b>0.00</b>       | <b>0.00</b>      | <b>0.00</b>       | <b>6,475.00</b>     | <b>6,475.00</b>     | <b>0.00</b>        | <b>6,475.00</b>     |
| <b>Total Expense</b>                   | <b>43,606.64</b>  | <b>78,358.09</b> | <b>-34,751.45</b> | <b>1,221,141.85</b> | <b>1,336,882.00</b> | <b>-115,740.15</b> | <b>1,336,882.00</b> |
| <b>Net Ordinary Income</b>             | <b>32,949.54</b>  | <b>-4,036.60</b> | <b>36,986.14</b>  | <b>141,192.18</b>   | <b>0.00</b>         | <b>141,192.18</b>  | <b>0.00</b>         |
| <b>Other Income/Expense</b>            |                   |                  |                   |                     |                     |                    |                     |
| <b>Other Income</b>                    |                   |                  |                   |                     |                     |                    |                     |
| FL UC Reimbursement                    | 172.92            | 0.00             | 172.92            | 259.38              | 0.00                | 259.38             | 0.00                |
| 4980 · Sales Tax Collection Allowance  | 15.19             | 0.00             | 15.19             | 270.94              | 0.00                | 270.94             | 0.00                |
| 4960 · Interest Income                 | 59.95             |                  |                   | 169.35              |                     |                    |                     |
| <b>Total Other Income</b>              | <b>248.06</b>     | <b>0.00</b>      | <b>248.06</b>     | <b>699.67</b>       | <b>0.00</b>         | <b>699.67</b>      | <b>0.00</b>         |
| <b>Other Expense</b>                   |                   |                  |                   |                     |                     |                    |                     |
| 5900 · Depreciation                    | 10,571.00         | 0.00             | 10,571.00         | 10,571.00           | 0.00                | 10,571.00          | 0.00                |
| 5901 · Fraudulent Charges              | 343.98            |                  |                   | 343.98              |                     |                    |                     |
| <b>Total Other Expense</b>             | <b>10,914.98</b>  | <b>0.00</b>      | <b>10,914.98</b>  | <b>10,914.98</b>    | <b>0.00</b>         | <b>10,914.98</b>   | <b>0.00</b>         |
| <b>Net Other Income</b>                | <b>-10,666.92</b> | <b>0.00</b>      | <b>-10,666.92</b> | <b>-10,215.31</b>   | <b>0.00</b>         | <b>-10,215.31</b>  | <b>0.00</b>         |
| <b>Net Income</b>                      | <b>22,282.62</b>  | <b>-4,036.60</b> | <b>26,319.22</b>  | <b>130,976.87</b>   | <b>0.00</b>         | <b>130,976.87</b>  | <b>0.00</b>         |

**DIB - Sep 22**

| <u>Code</u> | <u>Description</u>         | <u>DIB Notes</u>                                 | <u>YTD</u>  |
|-------------|----------------------------|--|---|
| Income      | <i>Overview</i>            | <i>\$2,200 Over Budget</i>                       | <i>\$25,400 Over Budget</i>   |
| 1301        | Co-Op Participation        | \$1,700 Over Budget                              | \$11K Under Budget (Pricing has been adjusted & assesment invoiced) |
| 4030        | Palafox Market             | \$3,800 Over Budget                              | \$18,000 Over Budget  |
| Expense     |                            |  |   |
| Expense     | <i>Overview</i>            | <i>\$34K Under Budget</i>                        | <i>\$115,000 Under Budget</i>                                       |
| 3001        | <i>Compactor Co-Op</i>     | <i>\$5,900K Under Budget (No Bill in Sep)</i>    | <i>\$100 Over Budget</i>  |
| 5001        | Salaries, Benefits & Taxes | \$1,500 Over Budget (4th QTR Director Bonus)     | \$88 Under Budget   |
| 5023        | Marketing                  | \$2,200 Over Budget (Caught up on late invoices) | \$800 Over Budget   |
| 5027        | Economic Development       | \$4,800 Under Budget                             | \$32,600 Under Budget   |
| 6000        | Palafox Market             | \$19,000 Under Budget                            | \$62,000 Under Budget   |
| 7000        | Ambassador Program         | \$750 Under Budget                               | \$1,450 Over Budget   |

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** October

Total Income DIB **Sep:** \$76,556.18

Total Expense DIB **Sep:** \$43,606.64

Notes:

### 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      |