



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday Jan 14<sup>th</sup>, 2023, 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 January 24<sup>th</sup>, 2023
  - c. \*Approval of the minutes from the regular meeting of the DIB on December 13<sup>th</sup>, 2022
  - d. \*Approval of the December Financials
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
- IV. New Business
  - a. \*Palafox Market Expansion
  - b. Palafox Market Bathroom Update- Amy Tootle, Director of Public Works
  - c. \*Website Update- Caron
  - d. \*Public Art Options- Tree Wrapping Project & Mirror Mirror
  - e. \*Funding for PPD Training course- \$2,100.00
  - f. \*Executive Director 1<sup>st</sup> QTR Bonus
- V. Old Business
- VIII. Public Comment
- IX. Adjournment

**Next meeting – Feb 28<sup>th</sup>, 2023  
(\* ) = approval item**





## Minutes of the Downtown Improvement Board Regular Monthly Meeting

Tuesday December 13<sup>th</sup>, 2022 7:30 a.m.

### Attendance

Michael Carro, Chairman, Jean Pierre N'Dione, Patti Sonnen, Greg Harding, Michael Kohler, Ex Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

#### I. Call to Order

- a. Comments from the Chairman

#### II. Recurring Agenda

- a. Mr. Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.
- c. The minutes of the regular meeting held on November 8<sup>th</sup>, 2022 were motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, and unanimously approved.
- d. DIB November Financials were motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, and unanimously approved.
  - Marketing overbudgeted year to date.
  - The waste co-op is back on track.
  - Additional expenses related to the All I Want Campaign were included with last month's financials.

#### III. On-Going Business

##### a. PPD Report

- DIB will work on funding and implementing a camera facing O'Riley's. Walker Wilson will find out details to have cameras set up in areas that need surveillance.
- TIF has reduced the amount of ad valorem revenue that is brought into DIB each year. CRA has not used these funds from the DIB in the last three years. Walker Wilson suggests that we utilize the extra funds to add additional officers and an additional spotless ambassador since the CRA has not used those funds in three years.

##### b. Spotless Report

- The Christmas Parade cleanup was inadequate. Spotless picked up 550 pounds of trash on Sunday after the parade. Keep Pensacola Beautiful oversaw cleanup and were told to blow everything into the street so the street sweeper could take care of the cleanup. Walker Wilson indicates that communication is lacking between the organizer and the cleanup crew. Michael Carro suggests that a cleaning fee needs to be assessed for each event. Michael Carro asks Labarian Turner with Spotless to put a proposal together for a guideline regarding an assessment fee for each event that occurs downtown. Labarian Turner also suggests that the permit needs to have better guidelines for cleanup.
- Portables were delivered downtown and there were no guidelines for placement.

##### c. Marketing Report



- Bubble Alley, FCLF, Holiday Haul, All I Want Campaign, and Palafox Market Holiday Edition occurred in November and December.
- 3 PR media campaigns, 2 social media campaigns, digital and print ad for All I Want, and homepage banners were included in the marketing report.
- All I Want Campaign added a new checkbox to add customers to the DIB email list (about 50% of customers selected it). Sidewalk decals, posters, receipt book stuffers, etc were included in promotional material. Total receipts submitted are \$133,000 with 1,001 submissions and a couple weeks left. DIB will look to add a prize for the merchant who had the most submissions next year.
- Downtown social media has been very successful overall.
- Pensacola was recognized as a World War II heritage city (only one per state) based on a community's contributions during that time. The oldest survivor of Pearl Harbor lives in Pensacola.

d. Palafox Market

- Palafox Market Holiday Edition has been very successful.
- Palafox Market will be open on Christmas Eve after a vendor survey confirmed that vendors would like to have the market on that day.

e. Executive Director Report-Bathroom update & Palafox Market expansion

- Walker Wilson and Emily Kopas met with Adrian Stills regarding a Palafox Market expansion. A total of 86 vendors can fit into the park. Requirements for these vendors include uniform tent color and outdoor rugs. Another \$110,000 in revenue for the Palafox Market will be raised to put back into the market. A new cleaning person and another PPD officer will be on-site for the market.
- The city has chosen architects for the permanent restrooms and will be moving forward with preliminary plans in around 3 weeks.
- Four new businesses opened in the DIB zone.
- ARB approved of the demolition of buildings for the East Garden Street project.
- Fountain in front of the post office will need some DIB funds for the relocation or cleanup. Walker asked Caron if there is a grant that we can use to fund. Save America's Treasures grant available until December 20<sup>th</sup>. Request to see if the state legislature, UWF Historic Trust, etc. can assist with funds. Michael suggests looking to relocate it to Government and Jefferson with a small roundabout.

IV. New Business

a. 2021-2022 Audit- Kristen McAllister

- The audit process was completed smoothly. Minimal liabilities overall. Had to move several payables back to the deadline. Motioned by Patti, seconded by Jean Pierre, unanimously approved.

b. Team Pickle- Pickle Ball facility at the Port (tentative presentation)

- Revisit next month.

V. Old Business

a. Executive Director Annual Review revisit next month.

VIII. Public Comment





IX. Adjournment

**Next meeting – January 24<sup>th</sup>, 2022**  
**(\*) = approval item**

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** January

Total Income DIB **Dec:** \$474,039.98

Total Expense DIB **Dec:** \$533,461.25

Notes:

**DIB - Dec 22**

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$3,600 Under Budget</i>	<i>\$120 Under Budget</i>
1301	Co-Op Participation	\$2,400 Under Budget	\$1,300 Under Budget
4030	Palafox Market	\$1,200 Under Budget	\$8,300 Over Budget
Expense			
Expense	<i>Overview</i>	<i>\$17K Under Budget</i>	<i>55K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$220 Over Budget</i>	<i>\$2,000 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$700 Over Budget	\$1,400 Over Budget
5023	Marketing	\$1,300 Over Budget	\$2,200 Over Budget
5027	Economic Development	\$4,300 Under Budget	\$7,500 Under Budget
6000	Palafox Market	\$13,000 Under Budget	\$39K Under Budget
7000	Ambassador Program	\$250 Under Budget	\$130 Over Budget

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

December 2022

	Dec 22	Budget	\$ Over Budget	Oct - Dec 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	2,636.95	5,104.89	-2,467.94	13,944.50	15,314.67	-1,370.17	61,258.60
4010 · Ad Valorem Revenue	55,470.84	55,470.84	0.00	166,412.52	166,412.52	0.00	665,650.00
4015 · CRA Interlocal Income	404,623.78	404,623.00	0.78	404,623.78	404,623.00	0.78	404,623.00
4020 · Website Membership and Map Program Revenue	0.00	41.66	-41.66	0.00	124.98	-124.98	500.00
4030 · Palafox Market Vendor Payments	12,100.00	13,333.34	-1,233.34	48,322.95	40,000.02	8,322.93	160,000.00
Total Program Revenue	12,100.00	13,333.34	-1,233.34	48,322.95	40,000.02	8,322.93	160,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	0.00	0.00	0.00	6,500.00	-6,500.00	6,500.00
4900 · Sales Tax Collected - Rent	-791.59	-904.16	112.57	-3,161.32	-2,712.48	-448.84	-10,850.00
Total Income	474,039.98	477,669.57	-3,629.59	630,142.43	630,262.71	-120.28	1,287,681.60
Gross Profit	474,039.98	477,669.57	-3,629.59	630,142.43	630,262.71	-120.28	1,287,681.60
Expense							
3001 · Compactor - Waste Services	5,192.89	4,970.31	222.58	16,920.91	14,910.95	2,009.96	59,643.74
3002 · Compactor Lease	0.00	0.00	0.00	0.00	10.00	-10.00	10.00
3004 · Compactor - Security Fees	173.52	85.09	88.43	809.30	255.29	554.01	1,021.10
3007 · Compactor - Electric	46.77	48.64	-1.87	136.57	145.92	-9.35	583.76
5000 · CRA Interlocal Payment	504,623.78	504,623.00	0.78	504,623.78	504,623.00	0.78	504,623.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	648.10	0.00	648.10	1,794.72	0.00	1,794.72	0.00
5001 · Salaries, Benefits & Taxes - Other	5,936.59	5,807.46	129.13	17,079.80	17,422.40	-342.60	75,497.00
Total 5001 · Salaries, Benefits & Taxes	6,584.69	5,807.46	777.23	18,874.52	17,422.40	1,452.12	75,497.00
5006 · Board Meetings	0.00	20.84	-20.84	0.00	62.52	-62.52	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	250.00
5009 · Bank Charges	30.50	41.66	-11.16	30.50	124.98	-94.48	500.00
5004 · Insurance Expense-Other	30.33	0.00	30.33	90.99	0.00	90.99	0.00
5005 · Workers Comp Insurance	165.42	42.59	122.83	248.26	127.77	120.49	511.00
5030 · Insurance- General Liability	951.33	643.34	307.99	2,853.99	1,930.02	923.97	7,720.00
5011 · Interest Expense	0.00	16.66	-16.66	0.00	49.98	-49.98	200.00
5012 · Office Rent	1,403.10	1,313.16	89.94	4,420.97	3,939.48	481.49	15,758.00
5013 · Office Supplies	26.96	83.34	-56.38	361.45	250.02	111.43	1,000.00
5014 · Office Equipment/Software	55.66	333.34	-277.68	927.95	1,000.02	-72.07	4,000.00
5015 · Postage	0.00	16.66	-16.66	0.00	49.98	-49.98	200.00
5016 · Telecommunications	411.94	666.66	-254.72	1,236.30	1,999.98	-763.68	8,000.00
5017 · Website Support	0.00	407.59	-407.59	0.00	1,222.77	-1,222.77	4,891.00
5018 · Website Hosting							
5018 · Website Hosting - Other	135.00	208.34	-73.34	135.00	625.02	-490.02	2,500.00
Total 5018 · Website Hosting	135.00	208.34	-73.34	135.00	625.02	-490.02	2,500.00
5019 · Computer Support/Email Leasing	129.98	208.34	-78.36	1,172.94	625.02	547.92	2,500.00
5020 · Dues, Subscriptions, Publicatio	0.00	250.00	-250.00	1,030.00	750.00	280.00	3,000.00
5021 · Travel Entertainment & Educ.	0.00	250.00	-250.00	301.14	750.00	-448.86	3,000.00
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	5,974.00	4,583.34	1,390.66	15,976.25	13,750.02	2,226.23	55,000.00
Total 5023 · Marketing Consultants	5,974.00	4,583.34	1,390.66	15,976.25	13,750.02	2,226.23	55,000.00
5024 · Bookkeeping	830.00	1,000.00	-170.00	3,185.00	3,000.00	185.00	12,000.00
5025 · Audit	2,250.00	0.00	2,250.00	2,250.00	11,750.00	-9,500.00	11,750.00
5026 · Legal Counsel							
5026 · Legal Counsel - Other	2,680.00	666.66	2,013.34	4,440.00	1,999.98	2,440.02	8,000.00
Total 5026 · Legal Counsel	2,680.00	666.66	2,013.34	4,440.00	1,999.98	2,440.02	8,000.00
5027 · Economic Development	1,945.21	6,250.00	-4,304.79	11,235.43	18,750.00	-7,514.57	75,000.00
5028 · Arts and Culture	0.00	385.25	-385.25	0.00	1,155.75	-1,155.75	4,623.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	15,000.00	15,000.00	0.00	60,000.00
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,665.38	4,298.00	-1,632.62	7,996.14	12,894.00	-4,897.86	55,874.00
6003 · Permits / Street Closure	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
6004 · Portable Toilet Rental	0.00	1,083.34	-1,083.34	2,300.00	3,250.02	-950.02	13,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66	0.00	124.98	-124.98	500.00

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

December 2022

	Dec 22	Budget	\$ Over Budget	Oct - Dec 22	YTD Budget	\$ Over Budget	Annual Budget
6007 · Marketing	1,371.37	833.34	538.03	2,121.37	2,500.02	-378.65	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	0.00	375.00	-375.00	1,500.00
6012 · Market Security	1,400.00	850.00	550.00	3,200.00	2,550.00	650.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	13,560.00	-10,170.00	10,170.00	40,680.00	-30,510.00	40,680.00
6000 · Palafox Market - Other	0.00	1,183.00	-1,183.00	0.00	3,549.00	-3,549.00	14,196.00
<b>Total 6000 · Palafox Market</b>	<b>8,826.75</b>	<b>21,974.34</b>	<b>-13,147.59</b>	<b>26,537.51</b>	<b>65,923.02</b>	<b>-39,385.51</b>	<b>149,150.00</b>
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,993.42	11,250.00	-256.58	33,880.26	33,750.00	130.26	135,000.00
<b>Total 7000 · Ambassador Program</b>	<b>10,993.42</b>	<b>11,250.00</b>	<b>-256.58</b>	<b>33,880.26</b>	<b>33,750.00</b>	<b>130.26</b>	<b>135,000.00</b>
5041 · Pressure Washing	0.00	0.00	0.00	0.00	6,500.00	-6,500.00	6,500.00
<b>Total Expense</b>	<b>553,461.25</b>	<b>571,146.61</b>	<b>-17,685.36</b>	<b>666,679.02</b>	<b>722,453.89</b>	<b>-55,774.87</b>	<b>1,287,681.60</b>
<b>Net Ordinary Income</b>	<b>-79,421.27</b>	<b>-93,477.04</b>	<b>14,055.77</b>	<b>-36,536.59</b>	<b>-92,191.18</b>	<b>55,654.59</b>	<b>0.00</b>
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	30.00	0.00	30.00	78.87	0.00	78.87	0.00
4960 · Interest Income	138.18			392.92			
<b>Total Other Income</b>	<b>168.18</b>	<b>0.00</b>	<b>168.18</b>	<b>471.79</b>	<b>0.00</b>	<b>471.79</b>	<b>0.00</b>
Other Expense							
5901 · Fraudulent Charges	0.00			-343.98			
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-343.98</b>	<b>0.00</b>	<b>-343.98</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>168.18</b>	<b>0.00</b>	<b>168.18</b>	<b>815.77</b>	<b>0.00</b>	<b>815.77</b>	<b>0.00</b>
<b>Net Income</b>	<b>-79,253.09</b>	<b>-93,477.04</b>	<b>14,223.95</b>	<b>-35,720.82</b>	<b>-92,191.18</b>	<b>56,470.36</b>	<b>0.00</b>

# DOWNTOWN IMPROVEMENT BOARD

## Balance Sheet - For Management Use Only

As of December 31, 2022

	Dec 31, 22
<b>ASSETS</b>	
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	-5,950.50
Total 101 · Cash - Synovus- 0237 Operating	67,195.57
103 · Synovus - Money Market	125,562.27
Total Checking/Savings	192,757.84
Accounts Receivable	
140.4 · A/R-Property Assessments	604,180.00
Total Accounts Receivable	604,180.00
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	80.25
140.5 · Due from Friends of Downtown	1,374.00
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	8,843.76
Total Other Current Assets	11,870.01
Total Current Assets	808,807.85
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	5,929.38
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-139,306.58
Total Fixed Assets	119,438.36
<b>TOTAL ASSETS</b>	<b>928,246.21</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	823.00
Total Accounts Payable	823.00
Other Current Liabilities	
481 · Sales Tax Payable	791.59
2110 · Direct Deposit Liabilities	-7.00
453 · 403(b) Employer Contribution	1,296.20
471 · Payroll Liabilities	1,342.14
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	499,237.48
Total Other Current Liabilities	507,660.41
Total Current Liabilities	508,483.41
Total Liabilities	508,483.41
Equity	
32000 · Unrestricted Net Assets	473,357.64
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
Total 587 · Fund Balance	-17,874.02
Net Income	-35,720.82
Total Equity	419,762.80

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of December 31, 2022

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TOTAL LIABILITIES & EQUITY

Dec 31, 22

928,246.21

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

December 2022

	Dec 22	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>Program Revenue</b>			
4030 · Palafox Market Vendor Payments	12,100.00	13,333.34	-1,233.34
<b>Total Program Revenue</b>	12,100.00	13,333.34	-1,233.34
<b>Total Income</b>	12,100.00	13,333.34	-1,233.34
<b>Gross Profit</b>	12,100.00	13,333.34	-1,233.34
<b>Expense</b>			
6000 · Palafox Market			
6001 · Palafox Market Project Mgmt	2,665.38	4,298.00	-1,632.62
6003 · Permits / Street Closure	0.00	0.00	0.00
6004 · Portable Toilet Rental	0.00	1,083.34	-1,083.34
6005 · Market Anniversary Celebration	0.00	0.00	0.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66
6007 · Marketing	1,371.37	833.34	538.03
6011 · Market App Program Fee	0.00	125.00	-125.00
6012 · Market Security	1,400.00	850.00	550.00
6013 · Palafox Market Event	0.00		
6015 · Bathroom Construction	3,390.00	13,560.00	-10,170.00
<b>Total 6000 · Palafox Market</b>	8,826.75	20,791.34	-11,964.59
<b>Total Expense</b>	8,826.75	20,791.34	-11,964.59
<b>Net Ordinary Income</b>	3,273.25	-7,458.00	10,731.25
<b>Net Income</b>	<b>3,273.25</b>	<b>-7,458.00</b>	<b>10,731.25</b>



# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

December 2022

	Oct - Dec 22	YTD Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>Program Revenue</b>			
4030 · Palafox Market Vendor Payments	48,322.95	40,000.02	8,322.93
<b>Total Program Revenue</b>	48,322.95	40,000.02	8,322.93
<b>Total Income</b>	48,322.95	40,000.02	8,322.93
<b>Gross Profit</b>	48,322.95	40,000.02	8,322.93
<b>Expense</b>			
6000 · Palafox Market			
6001 · Palafox Market Project Mgmt	7,996.14	12,894.00	-4,897.86
6003 · Permits / Street Closure	0.00	0.00	0.00
6004 · Portable Toilet Rental	2,300.00	3,250.02	-950.02
6005 · Market Anniversary Celebration	0.00	0.00	0.00
6006 · Farm Visit- Mileage Reimburseme	0.00	124.98	-124.98
6007 · Marketing	2,121.37	2,500.02	-378.65
6011 · Market App Program Fee	0.00	375.00	-375.00
6012 · Market Security	3,200.00	2,550.00	650.00
6013 · Palafox Market Event	750.00		
6015 · Bathroom Construction	10,170.00	40,680.00	-30,510.00
<b>Total 6000 · Palafox Market</b>	26,537.51	62,374.02	-35,836.51
<b>Total Expense</b>	26,537.51	62,374.02	-35,836.51
<b>Net Ordinary Income</b>	21,785.44	-22,374.00	44,159.44
<b>Net Income</b>	<b>21,785.44</b>	<b>-22,374.00</b>	<b>44,159.44</b>

**DOWNTOWN IMPROVEMENT BOARD**  
**Profit & Loss Budget Performance- For Mgmt Use Only**

Accrual Basis

December 2022

	<u>Annual Budget</u>
Ordinary Income/Expense	
Income	
Program Revenue	
4030 · Palafox Market Vendor Payments	160,000.00
Total Program Revenue	160,000.00
Total Income	160,000.00
Gross Profit	160,000.00
Expense	
6000 · Palafox Market	
6001 · Palafox Market Project Mgmt	55,874.00
6003 · Permits / Street Closure	1,200.00
6004 · Portable Toilet Rental	13,000.00
6005 · Market Anniversary Celebration	2,000.00
6006 · Farm Visit- Mileage Reimburseme	500.00
6007 · Marketing	10,000.00
6011 · Market App Program Fee	1,500.00
6012 · Market Security	10,200.00
6013 · Palafox Market Event	
6015 · Bathroom Construction	40,680.00
Total 6000 · Palafox Market	134,954.00
Total Expense	134,954.00
Net Ordinary Income	25,046.00
Net Income	<u><u>25,046.00</u></u>

## 2022 December Before and After's



2023 Mardi Gras Kick Off



MLK Park is a Vision in Gold



## Urban Objects on North Palafox



Before



After

Before



After

Cactus Cantina on Palafox



Before



After



Dog House Deli on Palafox



Before



New Arrival: 200 South



Before



After



Four Seasons on Palafox



Before



After



Bus stop bench at the corner of Government St and Palafox Place



Before



After

Rear of the Saenger Theater on Jefferson St



Before



After



Jefferson St Puppy Park trash can



Before



After

Jefferson St Garage - Alley



Before



After

## Ferdinand Park Monument



December 2022 is now over and awaiting the New.  
Santa has traded in his sleigh for a pressure washer.  
He will see you next year in 2023.



# Marketing Highlights December 2022



## SUMMARY

### PR/MEDIA

- New Year's Eve PR and promotion
- Holiday Market PR and promotion
- Ongoing "All I Want" PR and promotion
- IN Weekly Best of the Coast editorial survey

### DIGITAL

- 29 Downtown events created / promoted on website
- Video production: Vintage Downtown
- Updated homepage downtownpensacola.com
- Website About page programming updates
- New job posting and PDF link on website
- Added all 2023 Gallery Nights to web calendar
- Website calendar triage and troubleshooting

### SOCIAL MEDIA

- Daily Instagram and Facebook monitoring and response
- 29 Instagram Stories on @downtownpensacola
- Instagram Video Reel for "All I Want" campaign
- Facebook holiday reel

### CONTENT/DESIGN

- New DIB business card design
- Downtown photos holiday lights
- Downtown photos Palafox Market Holiday Edition
- Social assets for Holiday Market and closures
- Bubble Alley photos for final reel

### OTHER

- "All I Want" daily entries & receipts verification
- Marketing strategy meetings
- "All I Want" stats for media
- Board reports Oct. and Nov.
- Board meeting
- Respond to Google Reviews
- SEC championship map
- "All I Want" final statistical report
- PR monitoring/clips

## WEBSITE OVERVIEW

### WEBSITE VISITORS

**21.1K Unique Users**  
**2.04K Max. Unique Users/Day**  
**135 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

36,654

ACCOUNTS REACHED  
-3.7% VS LAST MONTH

3,592

PROFILE VISITS

26.1K

TOP SINGLE POST ENGAGEMENT



## FACEBOOK

90,080 FOLLOWERS

406,540

ACCOUNTS REACHED  
+23.3% VS LAST MONTH

14,140

PROFILE VISITS

63,912

PAID IMPRESSIONS

91.3K

TOP SINGLE POST ENGAGEMENT



## SAMPLE CLIPS-DEC 2022



SOCIAL MEDIA



VIDEO REEL (SAMPLE FRAMES)



VIDEO REEL (SAMPLE FRAMES)

1,199 NEW LIKES/FOLLOWS



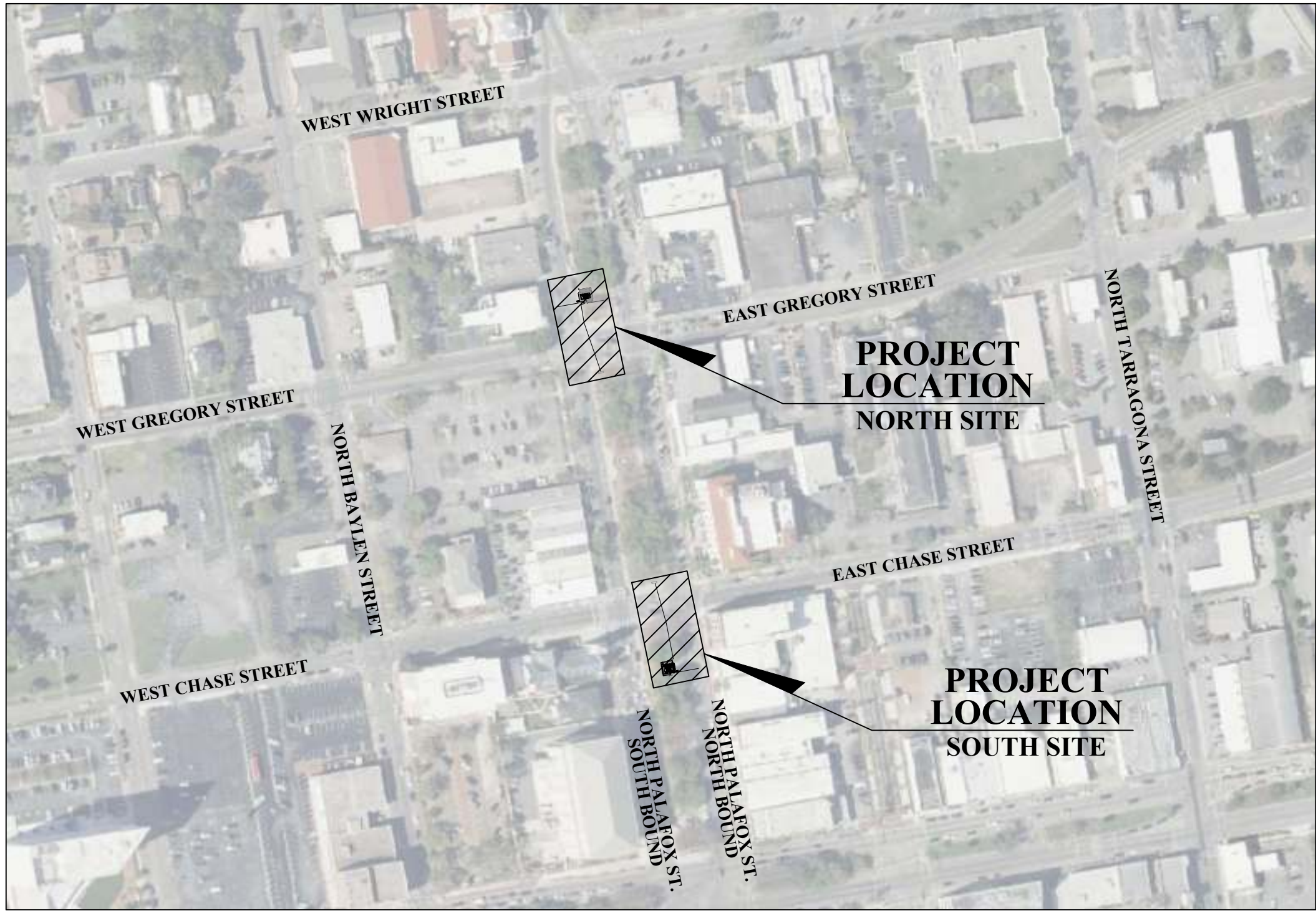
# 30% CONSTRUCTION DOCUMENTS FOR MLK PLAZA - PALAFOX STREET RESTROOMS

PREPARED FOR  
CITY OF PENSACOLA



2759 NORTH PALAFOX STREET  
PENSACOLA, FLORIDA 32501  
(850) 435-1895

INDEX OF SHEETS	
SHEET NO.	TITLE
G-000	COVER SHEET
C-100	OVERALL SITE PLAN
C-101	SITE GRADING PLAN
C-500	CIVIL DETAILS
A101	ARCHITECTUAL PLAN
A102	ARCHITECTUAL ELEVATIONS
A103	ARCHITECTUAL DETAILS



ESCAMBIA COUNTY ATLAS SECTION CA065

## VICINITY MAP

N.T.S

GOVERNING STANDARDS & SPECIFICATIONS (WHERE APPLICABLE):  
CITY OF PENSACOLA DESIGN STANDARDS CURRENT EDITION,  
FLORIDA DEPARTMENT OF TRANSPORTATION, DESIGN STANDARDS  
CURRENT EDITION, AND STANDARD SPECIFICATIONS FOR ROAD  
AND BRIDGE CONSTRUCTION CURRENT EDITION.

# ATKINS

2065 AIRPORT BLVD, SUITE 400  
PENSACOLA, FLORIDA 32504  
PHONE NO. 850.478.9844  
CERTIFICATE OF AUTHORIZATION NO. 24

# JANUARY 06, 2023

APPROVED BY

DATE

REVISIONS

NUMBER


MLK PLAZA - PALAFOX  
STREET RESTROOMS

COVER SHEET

ATKINS

2065 AIRPORT BLVD, SUITE 400  
PENSACOLA, FLORIDA 32504  
PHONE NO. 850.478.9844  
CERTIFICATE OF AUTHORIZATION NO. 24

ENGINEER OF RECORD  
JOSEPH D. BANTA  
FL# 79339

DRAWN BY: JDB

DESIGNED BY: JDB

CHECKED BY: MR

APPROVED BY: JDB

PROJECT NUMBER: 100082111

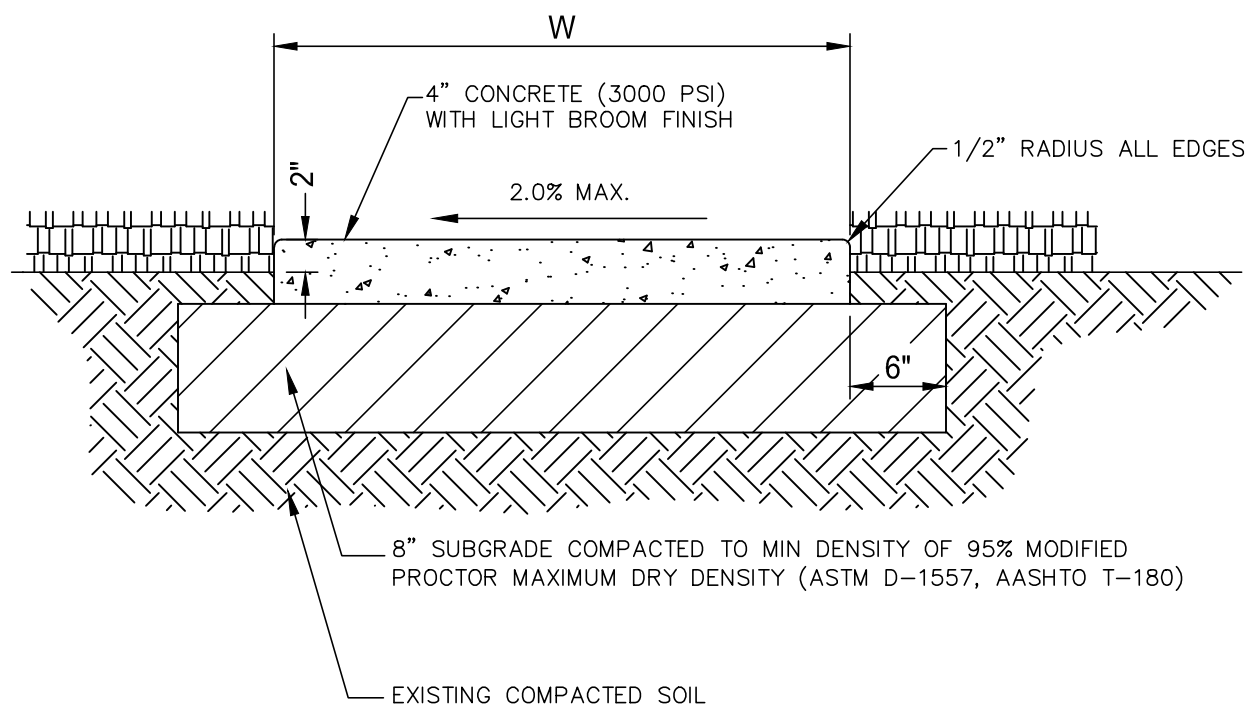
DRAWING NUMBER: G-000












NOTES:

1. SAWCUT CONTROL JOINTS @ 5' ON CENTER AND INSTALL EXPANSION JOINTS @ 15' ON CENTER. EXPANSION JOINTS TO BE AT ALL TIES TO CONCRETE.
2. EXPANSION JOINT MATERIAL SHALL BE ASPHALT FIBER IMPREGNATED PRE FORMED JOINT FILLER, TO FILL DEPTH OF CONCRETE.

1 CONCRETE SIDEWALK  
C500 NOT TO SCALE



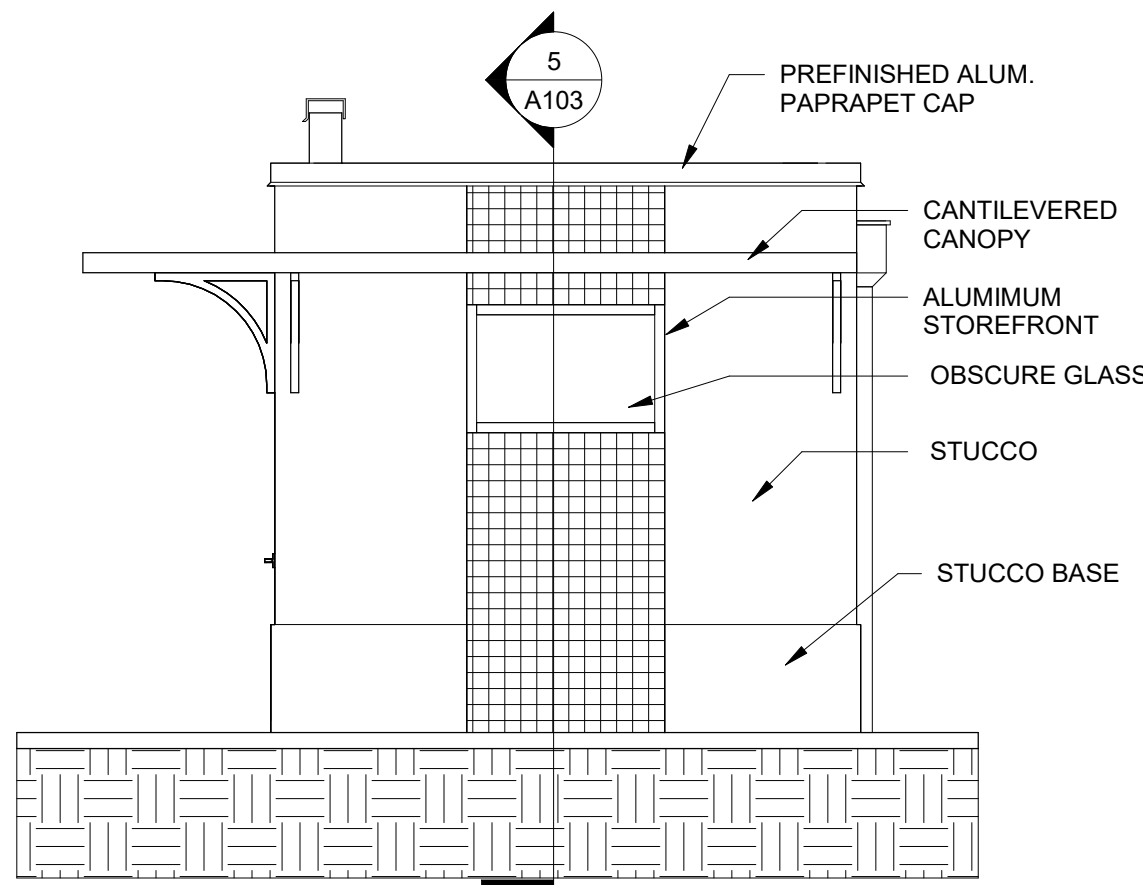
2 DOWNSPOUT TRENCH DRAIN  
C500 NOT TO SCALE

<div>ENGINEER OF RECORD JOSEPH D. BANTA FL# 79339</div>		<div>ATKINS</div> <div>2065 AIRPORT BLVD, SUITE 400 PENSACOLA, FLORIDA 32504 PHONE NO. 850.478.9844 CERTIFICATE OF AUTHORIZATION NO. 24</div>		<div>MLK PLAZA - PALAFOX STREET RESTROOMS</div> <div>CIVIL DETAILS</div>		<div><div>PENSACOLA FLORIDA'S FIRST &amp; FUTURE</div></div>		<table><thead><tr><th>NUMBER</th><th>REVISIONS</th><th>DATE</th><th>APPROVED BY</th></tr></thead><tbody><tr><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td></tr><tr><td> </td><td> </td><td> </td><td> </td></tr></tbody></table>		NUMBER	REVISIONS	DATE	APPROVED BY																								
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DRAWN BY: JDB		DESIGNED BY: JDB		CHECKED BY: MR		APPROVED BY: JDB		PROJECT NUMBER 100082111																													
DRAWING NUMBER C-500																																					

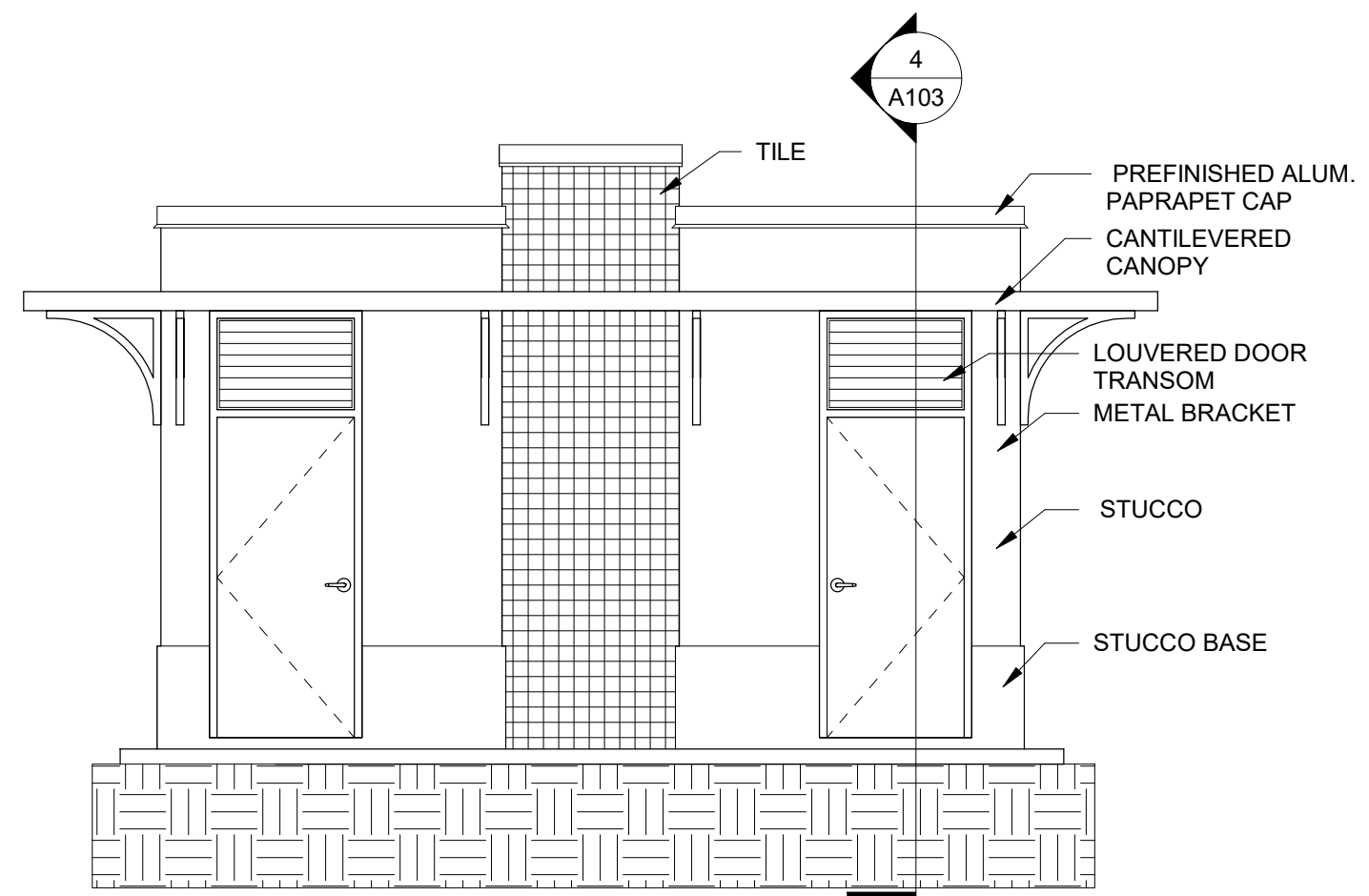




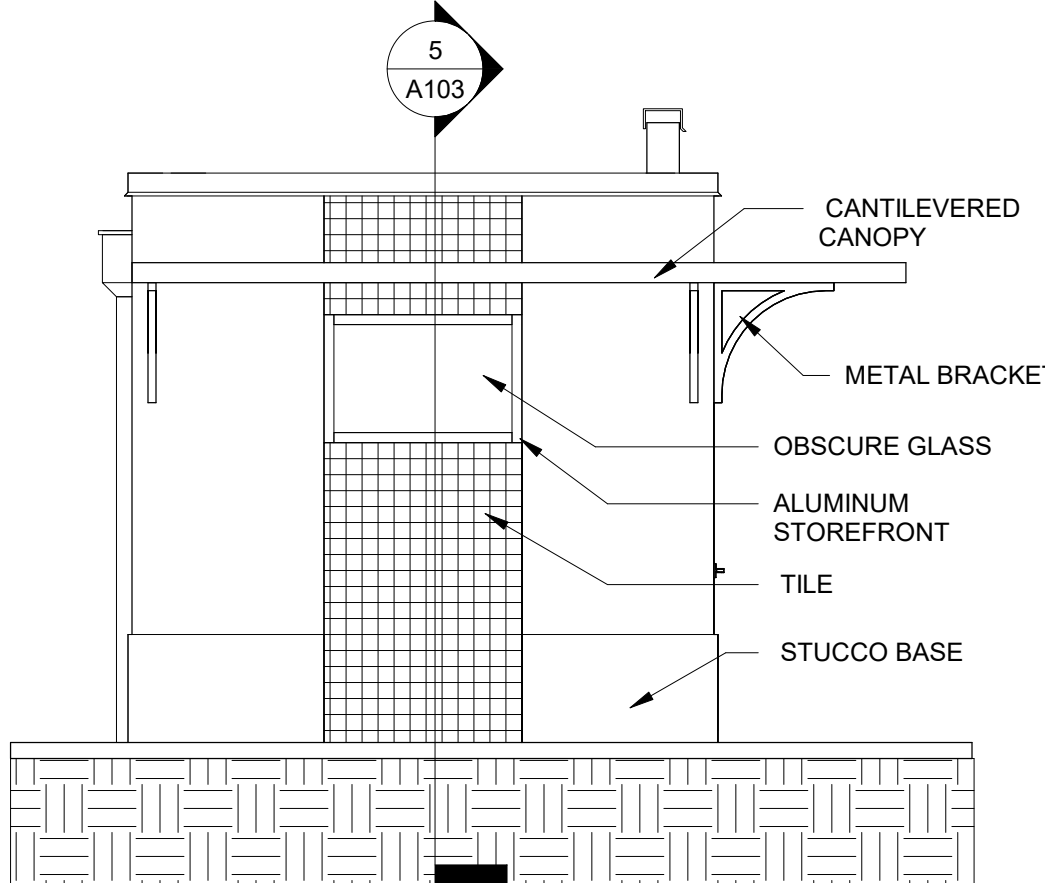




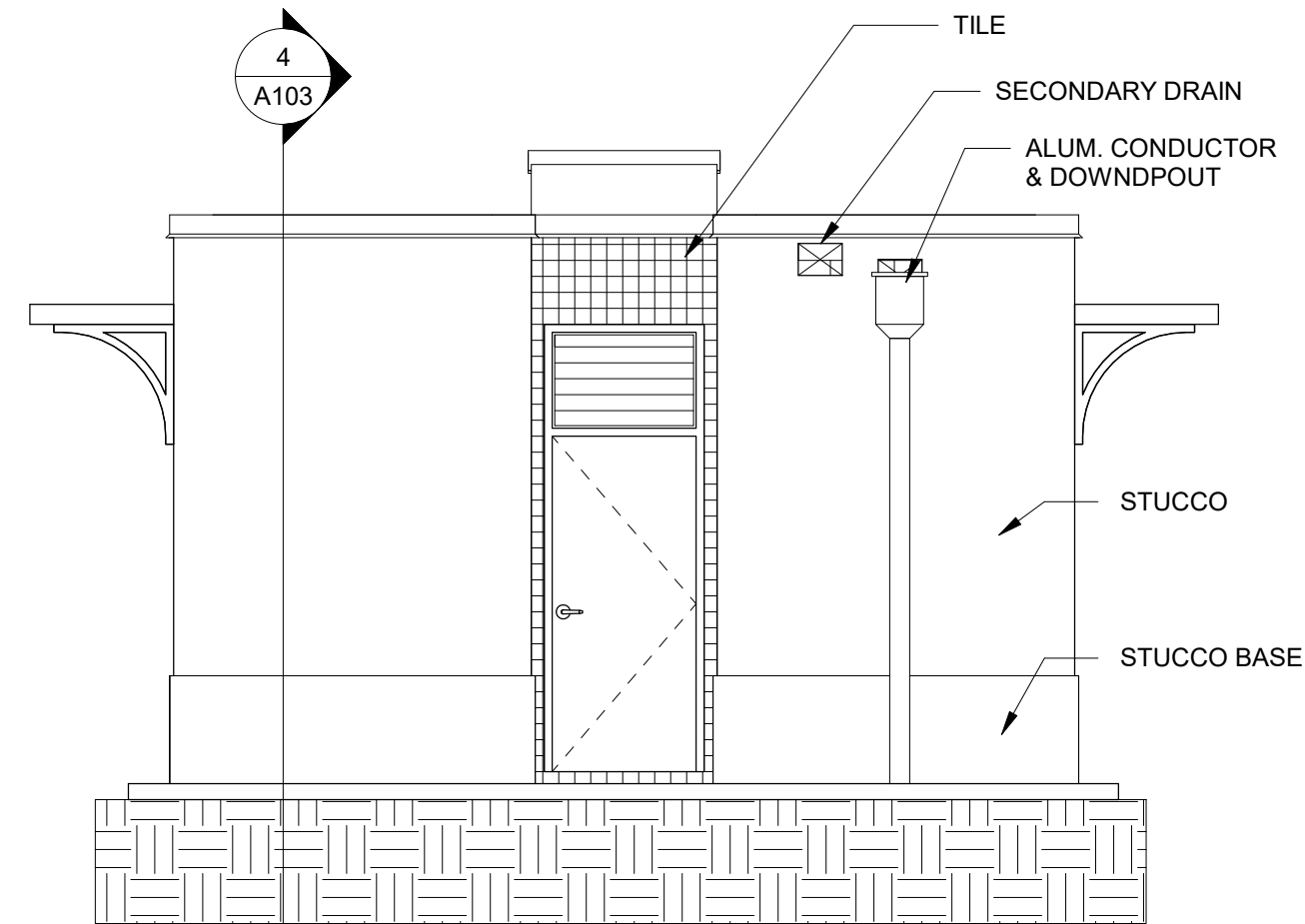
**2 WEST ELEVATION**  
1/4" = 1'-0"



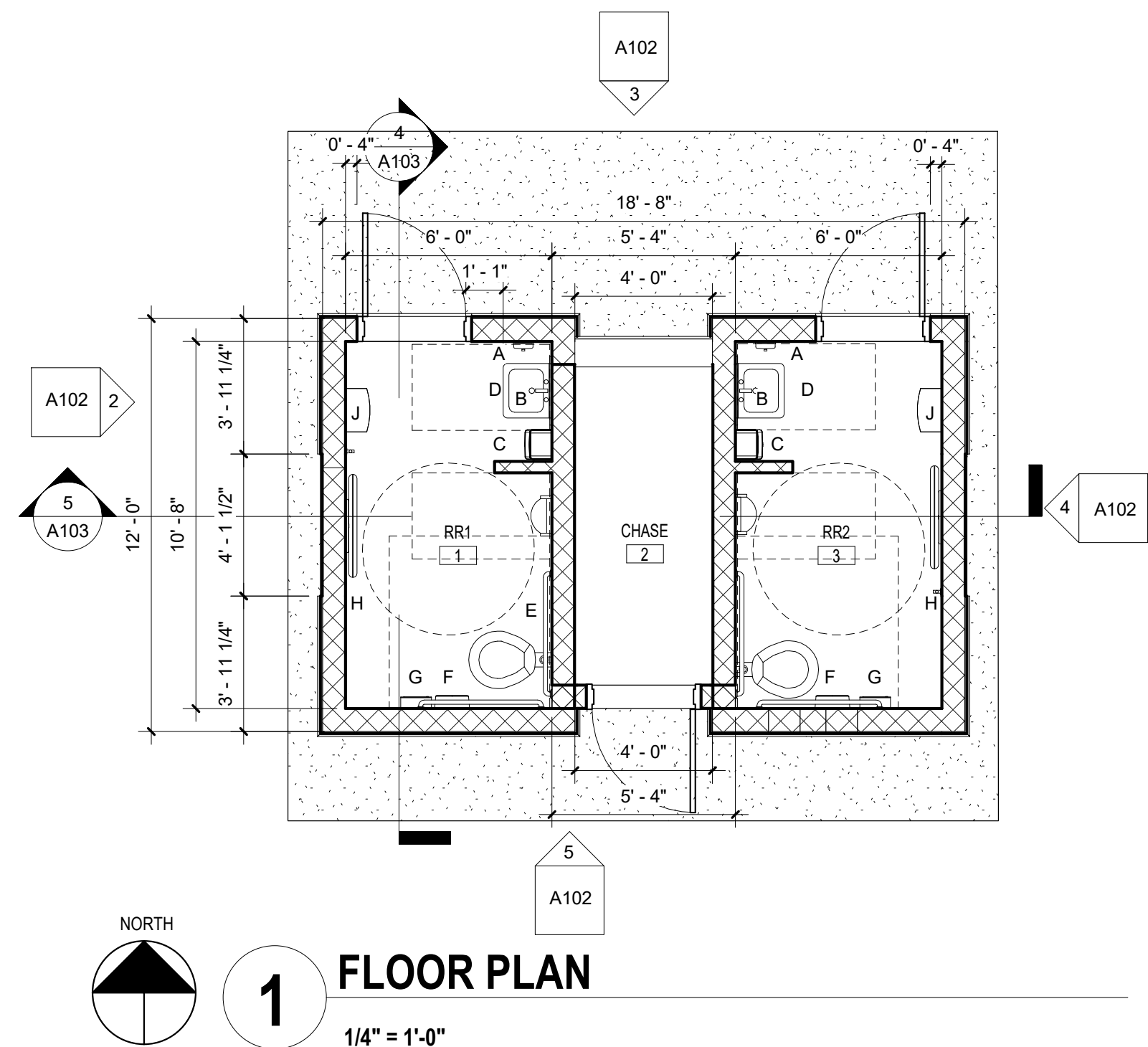
**3 NORTH ELEVATION**  
1/4" = 1'-0"



**4 EAST ELEVATION**  
1/4" = 1'-0"



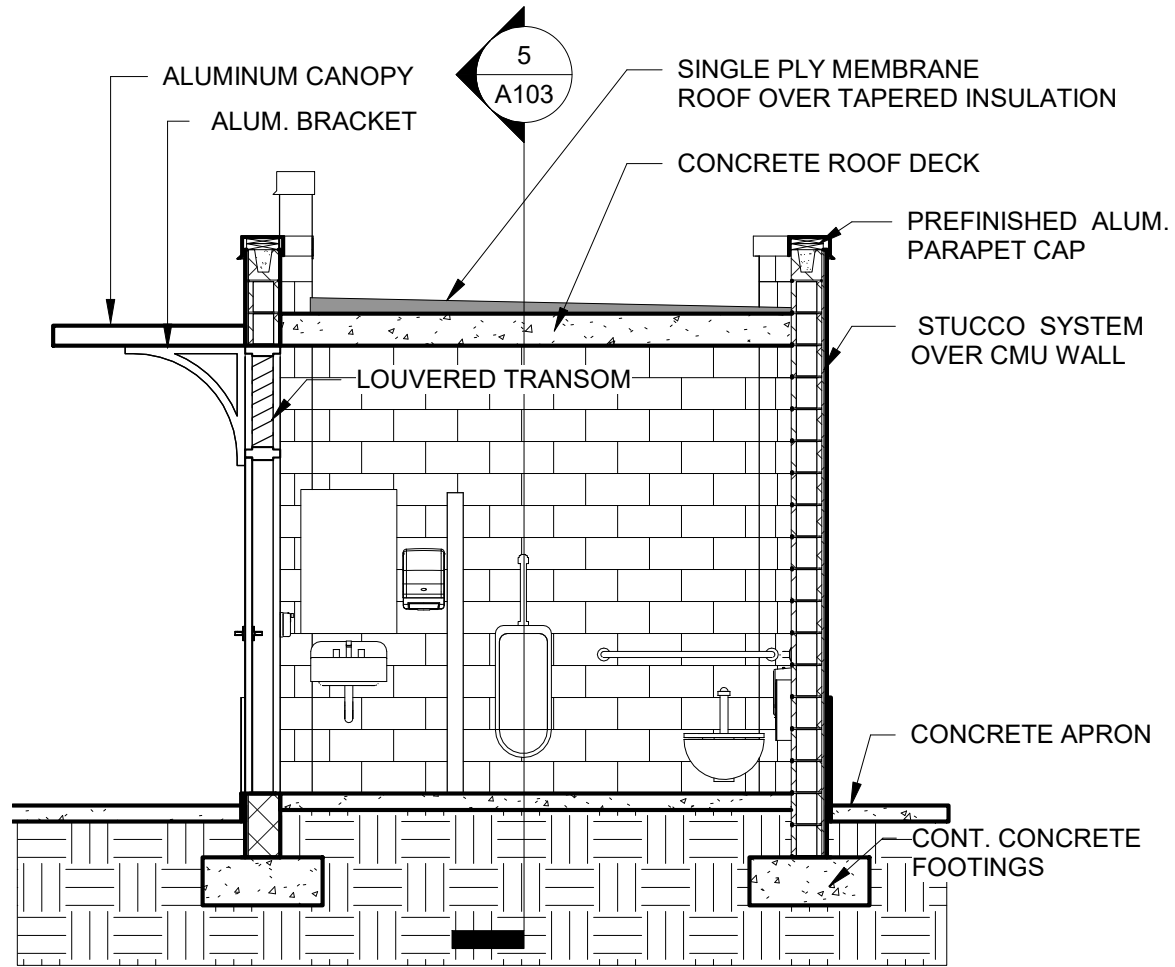
**5 SOUTH ELEVATION**  
1/4" = 1'-0"



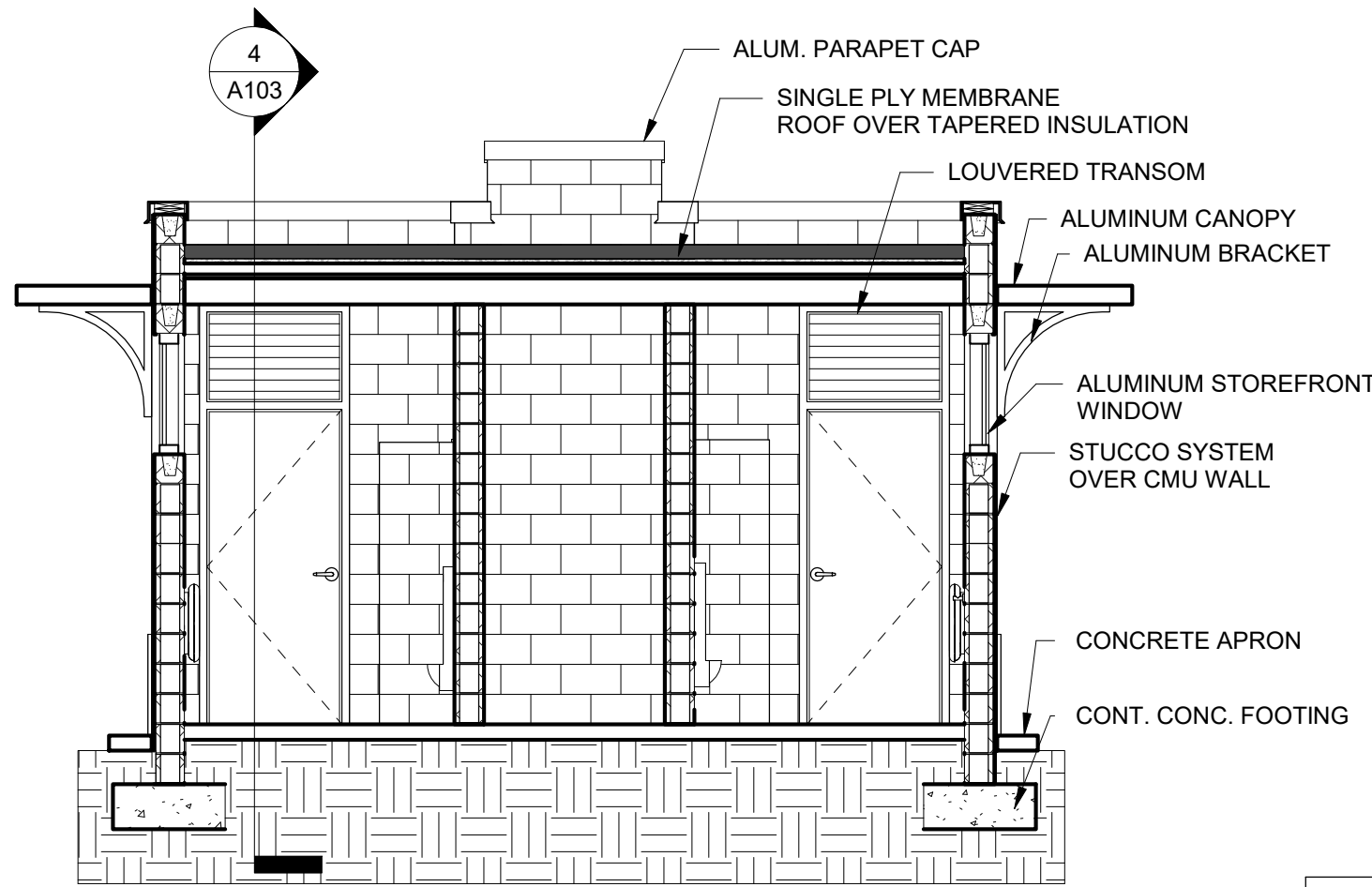
**1 FLOOR PLAN**  
1/4" = 1'-0"

APPROVED BY	
DATE	01/03/23
REVISIONS	
NUMBER	
 FLORIDA'S FIRST & FUTURE	
MLK PLAZA - PALAFOX STREET RESTROOMS	
 2065 AIRPORT BLVD., SUITE 400 PENSACOLA, FLORIDA 32504 PHONE NO. 850.478.9644 CERTIFICATE OF AUTHORIZATION NO. 24	
ENGINEER OF RECORD JOSEPH D. BANTA FL# 79339	
DRAWN BY:	LM
CHECKED BY:	MM
PROJECT NUMBER	100082111
DRAWING NUMBER	A102

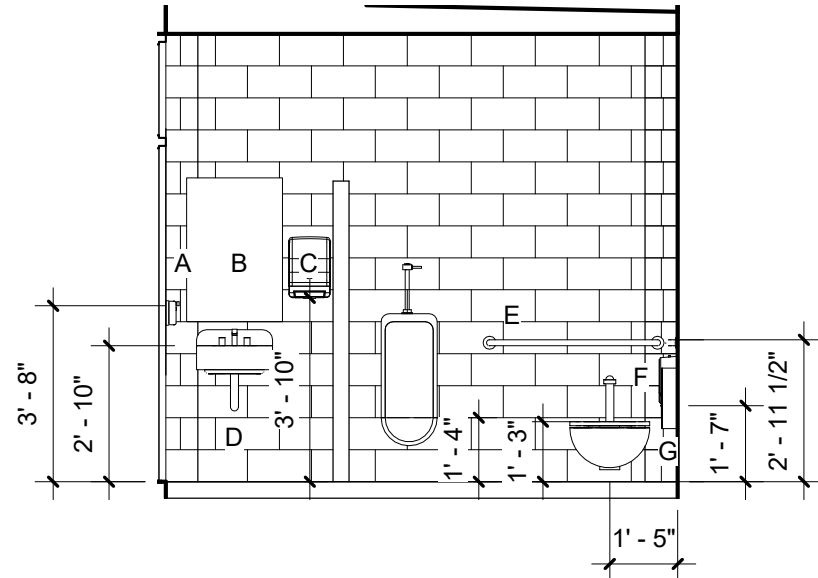




**4 BUILDING SECTION**  
1/4" = 1'-0"

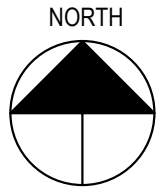
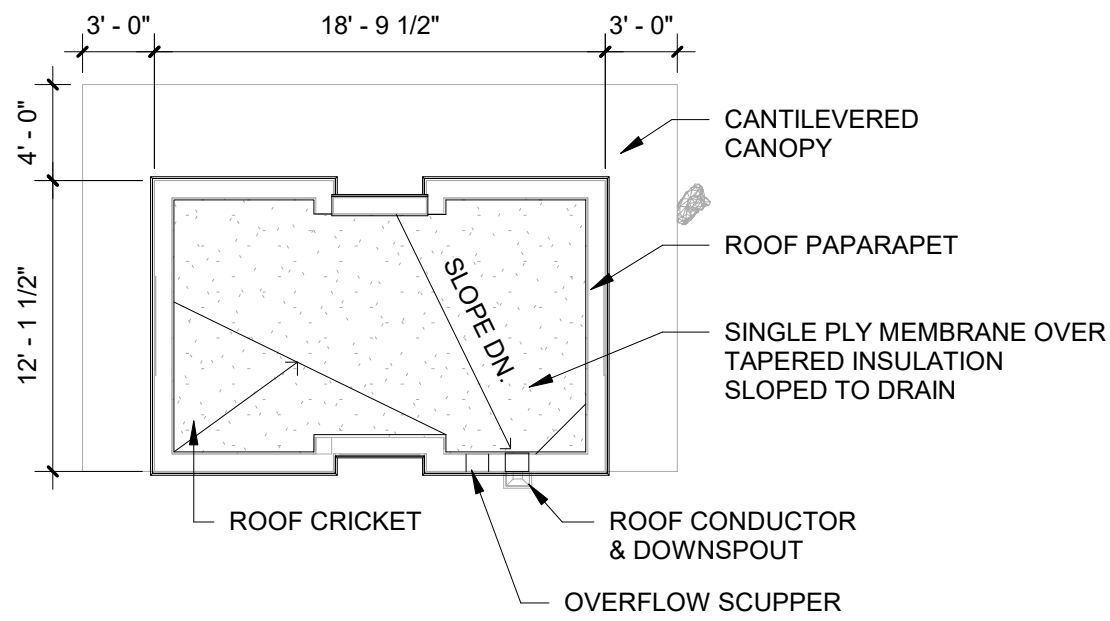


**5 BUILDING SECTION 2**  
1/4" = 1'-0"

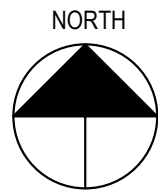
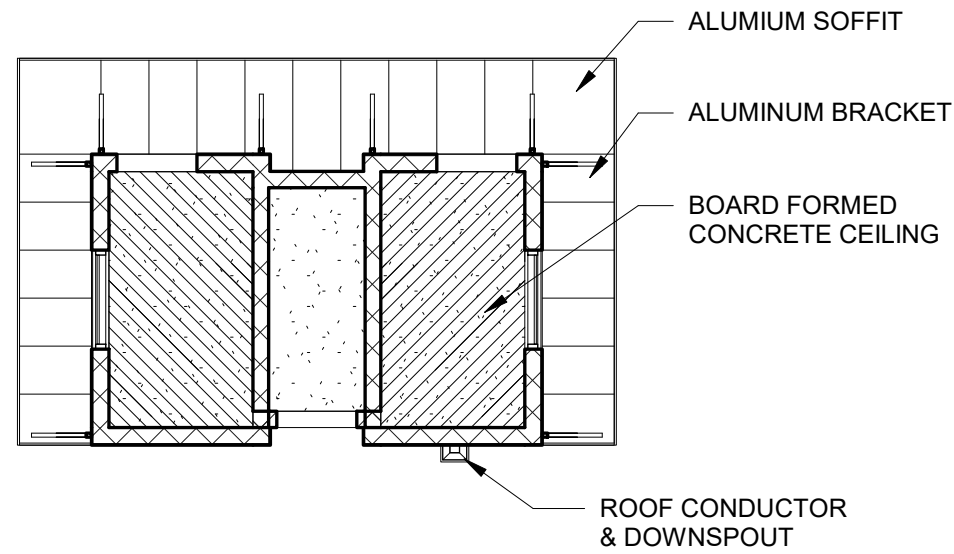


**1 INTERIOR ELEVATION**  
1/4" = 1'-0"

TOILET ACCESSORY ABBREVIATIONS KEY & RESPONSIBILITY	
ITEM:	SUPPLIED BY:
a. SOAP DISPENSER	OWNER FURNISHED / CONTRACTOR INSTALLED (COORD. W/ SPECS.)
b. 18"x36" MIRROR	CONTRACTOR FURNISHED / CONTRACTOR INSTALLED
c. PAPER TOWEL DISPENSER	CONTRACTOR FURNISHED / CONTRACTOR INSTALLED
d. UNDERLAVATORY GUARD	CONTRACTOR FURNISHED / CONTRACTOR INSTALLED
e. 42" GRAB BAR	CONTRACTOR FURNISHED / CONTRACTOR INSTALLED
f. TOILET PAPER DISPENSER	OWNER FURNISHED / CONTRACTOR INSTALLED
g. SANITARY NAPKIN DISPOSER	OWNER FURNISHED / CONTRACTOR INSTALLED
h. BABY CHANGING STATION	CONTRACTOR FURNISHED / CONTRACTOR INSTALLED



**2 ROOF PLAN**  
1/8" = 1'-0"



**3 REFLECTED CEILING PLAN**  
1/8" = 1'-0"



[INSIDERS BLOG](#)[PALAFOX MARKET](#)[DOWNTOWN IMPROVEMENT BOARD](#)

# DOWNTOWN PENSACOLA

MAKING HISTORY SINCE 1559.

[JOIN OUR LIST](#)[#DOWNTOWNPENSACOLA](#)

## WHAT'S HAPPENING



### PALAFOX MARKET

1/9/2023

Head to Martin Luther King, Jr. Plaza every Saturday from 9am-2pm, rain or shine, for the award-winning Palafox Market—named “Florida’s Best Farmers Market” by Southern Living magazine. Shop for farm-fresh produce, plants, baked goods and more at the event that’s ...



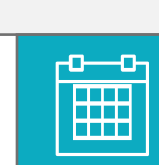
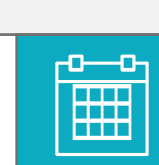
### GALLERY NIGHT

1/21/2023

One Friday evening each month, Palafox Street—one of America’s “10 Great Streets”—closes at 5:00 pm to traffic and transforms into an outdoor festival of art, music and food. Gallery Night is the perfect opportunity to experience downtown Pensacola’s thriving art ...

## FIND MORE EVENTS

SELECT DATE



SELECT CATEGORY

[SEARCH EVENTS >](#)

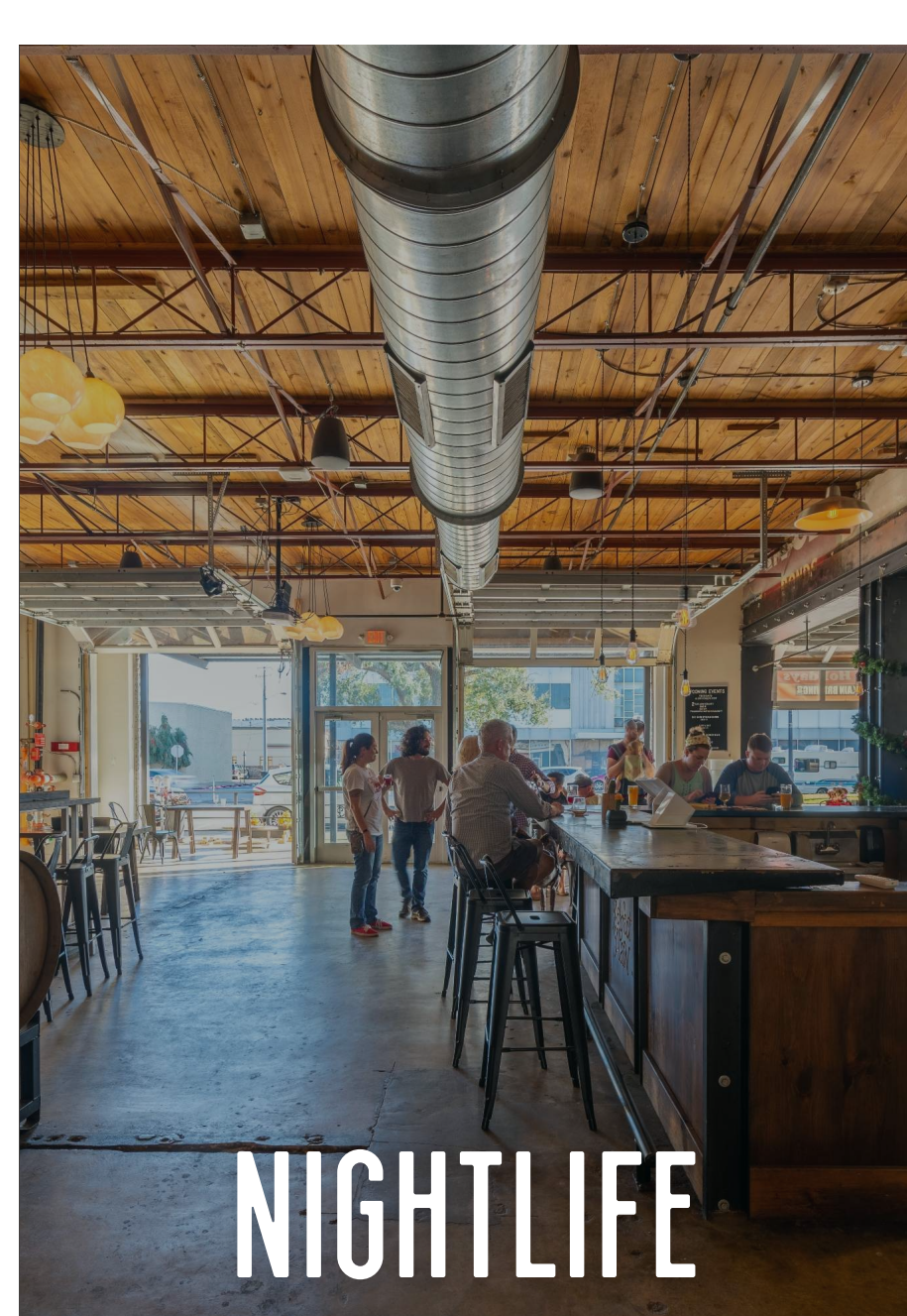
## FIND IT DOWNTOWN



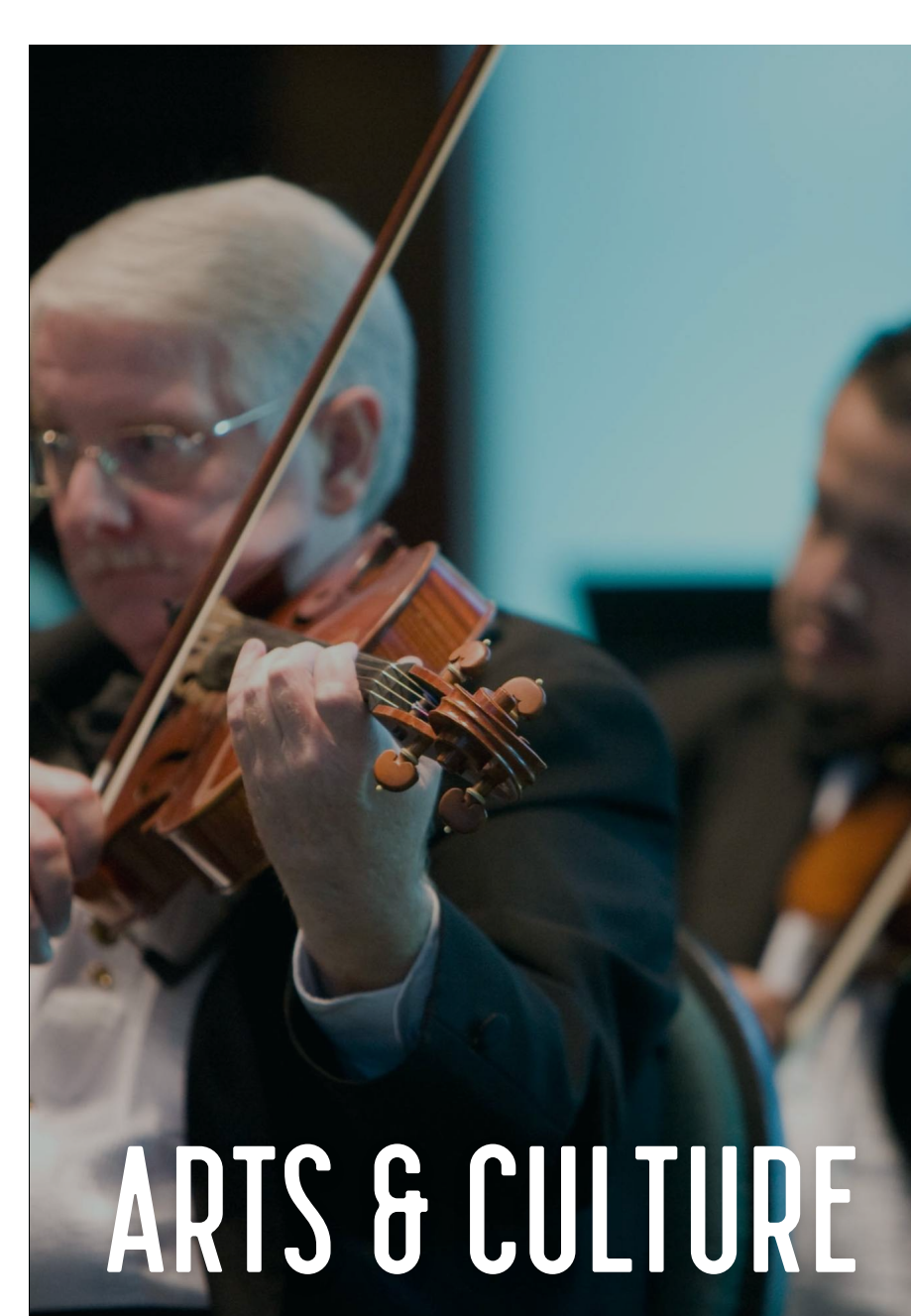
SHOPPING



FOOD & DRINK



NIGHTLIFE



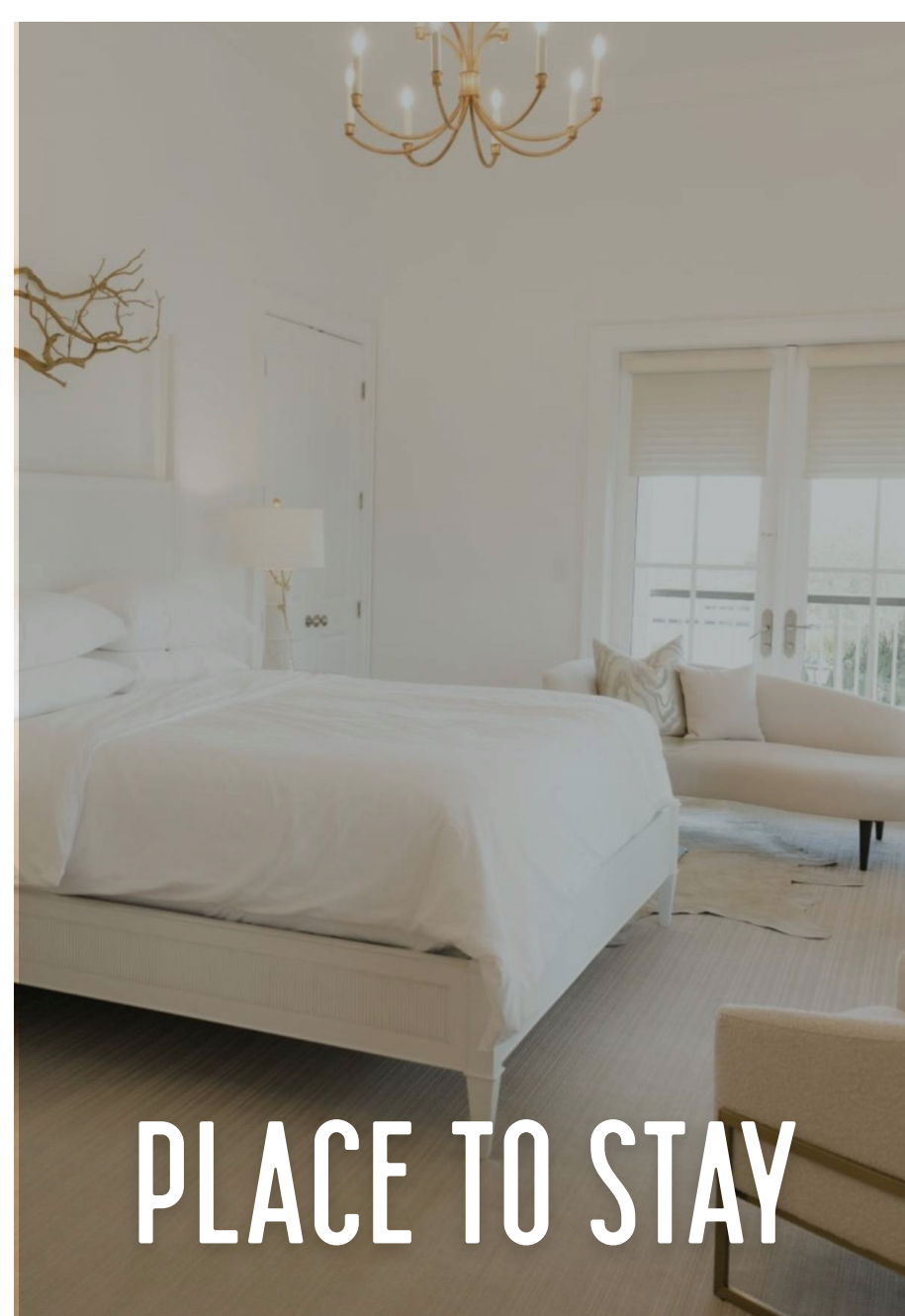
ARTS & CULTURE



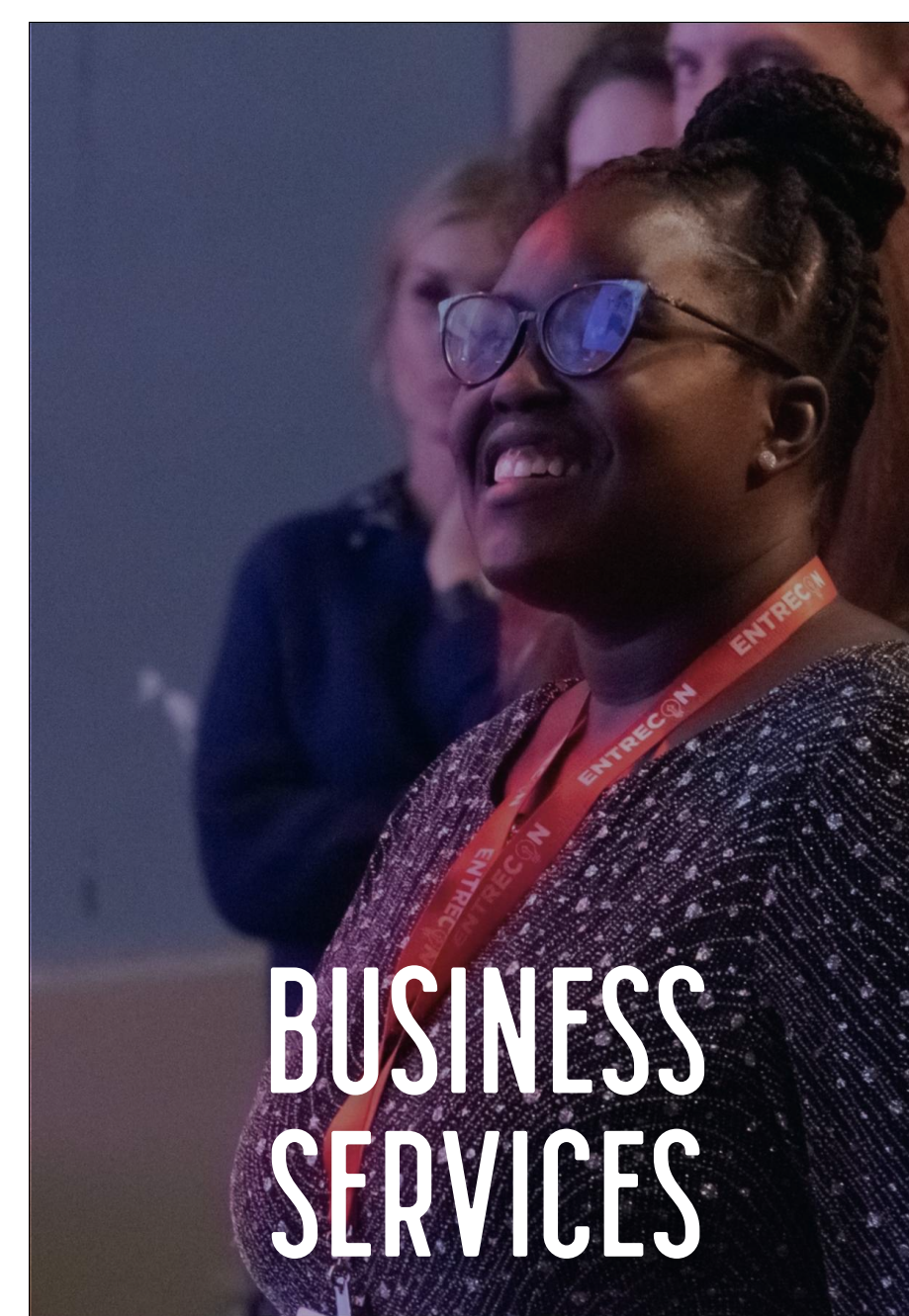
PAMPERING



SPORTS



PLACE TO STAY



BUSINESS SERVICES



## INSIDERS BLOG



### MARDI GRAS 2023 HEATS UP

Head to Martin Luther King, Jr. Plaza every Saturday from 9am-2pm, rain or shine, for the award-winning Palafox Market—named “Florida’s Best Farmers Market” by Southern Living magazine. Shop for farm-fresh produce, plants, baked goods and more at the event that’s ...



### DAILY PRIZES AND \$1,000 TO WIN IN THE “ALL I WANT” GIVEAWAY!

One Friday evening each month, Palafox Street—one of America’s “10 Great Streets”—closes at 5:00 pm to traffic and transforms into an outdoor festival of art, music and food. Gallery Night is the perfect ...

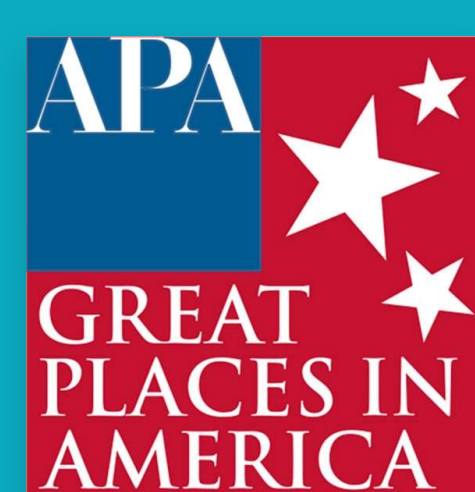


### TAKE A WALK THROUGH HISTORY WITH THE NEW “AMERICA’S FIRST SETTLEMENT TRAIL”

One Friday evening each month, Palafox Street—one of America’s “10 Great Streets.” Gallery Night is the perfect opportunity to experience downtown Pensacola’s thriving art ...

[NEXT >](#)

Pensacola Downtown Improvement Board  
226 S. Palafox Place, Suite 106  
Pensacola, Florida 32502

[PRIVACY](#)[TERMS OF USE](#)



## Walker Wilson

---

**From:** Caron Sjoberg <carons@ideaworks.co>  
**Sent:** Friday, January 20, 2023 11:12 AM  
**To:** Walker Wilson  
**Subject:** DIB Website / Rough Working Draft

Walker,

For the DIB website, we should estimate up to \$25,000 for the new site with a content-management system so that it can be easily updated. This includes a Palafox Market site within the new site (also content managed). (I think you have the original RFP that outlines all of the technical details of the website.)

If we want to link the site to a calendar feed with Visit Pensacola's website, Visit will charge the DIB \$1,000 each year for this. We will then get a feed of all events that are put into the Visit Pensacola website back-end and we will need to have special programming on our site (estimated at \$1,000-2,000) so that our site will show only the downtown events.

 [DIBWEBPROOF.pdf](#)



Caron Sjoberg, APR, CPRC  
CEO

PHONE (850) 434-9095

EMAIL [carons@ideaworks.co](mailto:carons@ideaworks.co)



Please consider posting a Google review for us! Just click here:

<https://g.page/ideaworksco/review?ia>















**From:** [Kenneth McMahon](#)  
**To:** [Walker Wilson](#)  
**Subject:** Training Course Funding Request  
**Date:** Tuesday, January 3, 2023 10:16:56 AM  
**Attachments:** [image001.png](#)

---

Good morning,

This is Officer Ken McMahon with the Pensacola Police Department. We spoke last week about Officer Dave Partrick and myself possibly receiving funding assistance with training courses. The courses are centered around crime prevention and evaluating existing buildings and blue prints for new construction with the intention of improving safety and reducing crime. We have both taken the Basic Crime Prevention Through Environmental Design (CPTED) course which focuses on crime prevention through proper design and effective use of a built environment to reduce fear and likelihood of crime. There is an Advanced CPTED course in May of 2023 that we hope to attend. In addition to CPTED, there are three basic crime prevention course, which focus primarily on physical security. The first is Basic Crime Prevention, which teaches the student to create and maintain effective crime prevention programs. The second is Crime Prevention Commercial Applications, which focuses on loss prevention, bank security, robbery prevention and proper placement of security devices. The third is Crime Prevention Residential Applications, which is centered around neighborhood watch programs and residential security. Completion of the CPTED, Advanced CPTED and Basic Crime prevention courses would provide us with a certification and a designation of Florida Crime Prevention Practitioner, which is awarded by the Attorney General's Office. The final courses are Practitioner updates, which are only required every 3 years after receiving the designation, and serve to keep us up to date on any new information.

The basic courses are 5 days and cost \$399 per person, while the advanced and update courses are only 3 days and cost \$299. The overall cost of a training course also includes the price for lodging, travel and per diem. Rates for lodging, travel and per diem are determined by the Government Services Administration ([https://www.gsa.gov/travel/plan-book/per-diem-rates/per-diem-rates-results/?action=perdiems\\_report&state=FL&fiscal\\_year=2023&zip=&city=For](https://www.gsa.gov/travel/plan-book/per-diem-rates/per-diem-rates-results/?action=perdiems_report&state=FL&fiscal_year=2023&zip=&city=For)) and vary based on the city in which the course is being held. For reference, the Basic CPTED course I attended in December 2022 had a total cost of \$1,563.50. This breaks down to \$399 for the course, \$200 for travel, \$585 for the hotel and \$379.50 for meals and incidentals. All of these courses can be found at <http://www.fcpti.com/>. FCPTI hosts these courses multiple times per year, typically in the Orlando area. For Officer Partrick and I to attend the remaining courses, assuming they are all held in Orlando, the total cost would be approximately \$9,168. Due to some of the course dates overlapping with prior responsibilities, we would likely be unable to complete all of these courses within this fiscal year.

Completion of this training would allow us to give each downtown business a comprehensive crime prevention report on how to correct any negative activity generators. This could include something as simple as changing the type of lighting a business uses or changing the way a business uses a space. In the short time since I have returned from the basic CPTED training, I have noticed several areas in the downtown area that would qualify as negative activity generators. For example, the back door of a particular business, which leads to the Jefferson Street ally way, provides ample

opportunity for negative activity. When exiting this business's back door, you are walking blindly into a long, dimly lit hallway that leads into the ally way. On one side of this hallway is a large windowless wall and on the other is a tall privacy fence. Not only are the employees unable to see what they are walking in to, but the hallway effectively removes all natural surveillance from anyone else who may be in the area. After speaking with the employees, they reported finding paraphernalia and other contraband in the deep corner of the hallway, just outside the back door to the business. One employee also mentioned walking out of the back door to be immediately confronted by an unknown male. I spoke with the owner of the business and recommended increased lighting, an introduction of live feed cameras facing the back door and the ally way and the possibility of installing a decorative gate, in the hallway, to provide visibility and security. While we are currently able to provide unofficial recommendations like these, without the completion of this training, we are unable to provide the comprehensive crime prevention reports that a business could use to reduce the likelihood of crime.

While these training courses are necessary, it is not feasible for the Police Department to fund them all as the training budget must be shared among all sworn Law Enforcement members. With that in mind, I ask for the Downtown Improvement Board's consideration in funding the courses for Officer Partrick and myself.

Thank you for your consideration,

**Kenneth McMahon**  
**Officer**  
**Community Out Reach / CRA**  
Pensacola Police Department  
Office: 850-436-5413  
Mobile: 850-293-7539



[www.pensacolapolice.com](http://www.pensacolapolice.com)

**COURTESY ▪ INTEGRITY ▪ PROFESSIONALISM**

Florida has a very broad public records law. As a result, any written communication created or received by City of Pensacola officials and employees will be made available to the public and media, upon request, unless otherwise exempt. Under Florida law, email addresses are public records. If you do not want your email address released in response to a public records request, do not send electronic mail to this office. Instead, contact our office by phone or in writing.

**From:** [David Forte](#)  
**To:** [Victoria D'Angelo](#); [Walker Wilson](#); [Eric Randall](#)  
**Subject:** FW: Complete CPTED Cert  
**Date:** Wednesday, January 11, 2023 5:12:39 PM  
**Attachments:** [image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

If we were to split this 3 ways, that would be just over \$2K per party. Please discuss amongst each other and let me know your recommendation.

Thanks,  
David Forte, Deputy City Administrator  
Community Development Team  
Visit us at <http://cityofpensacola.com>

222 West Main Street  
Pensacola, FL 32502  
850-324-3739 (cell)  
[dforte@cityofpensacola.com](mailto:dforte@cityofpensacola.com)



---

**From:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>  
**Sent:** Wednesday, January 11, 2023 4:01 PM  
**To:** David Forte <[DForte@cityofpensacola.com](mailto:DForte@cityofpensacola.com)>  
**Cc:** Eric Randall <[ERandall@cityofpensacola.com](mailto:ERandall@cityofpensacola.com)>  
**Subject:** Re: Complete CPTED Cert

Correct

Get [Outlook for iOS](#)

---

**From:** David Forte <[DForte@cityofpensacola.com](mailto:DForte@cityofpensacola.com)>  
**Sent:** Wednesday, January 11, 2023 2:57:33 PM  
**To:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>  
**Cc:** Eric Randall <[ERandall@cityofpensacola.com](mailto:ERandall@cityofpensacola.com)>  
**Subject:** RE: Complete CPTED Cert

So, \$6,076?

David Forte, Deputy City Administrator  
Community Development Team  
Visit us at <http://cityofpensacola.com>



222 West Main Street  
Pensacola, FL 32502  
850-324-3739 (cell)

[dforte@cityofpensacola.com](mailto:dforte@cityofpensacola.com)



---

**From:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>

**Sent:** Wednesday, January 11, 2023 2:21 PM

**To:** David Forte <[DForte@cityofpensacola.com](mailto:DForte@cityofpensacola.com)>

**Cc:** Eric Randall <[ERandall@cityofpensacola.com](mailto:ERandall@cityofpensacola.com)>

**Subject:** FW: Complete CPTED Cert

See below for the CPTED Training amounts requested

**Kevin Christman**  
**Deputy Chief**  
Pensacola Police Department  
Office: 850-435-1908



[www.pensacolapolice.com](http://www.pensacolapolice.com)

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---

**From:** Jeff Brown <[JBrown@cityofpensacola.com](mailto:JBrown@cityofpensacola.com)>

**Sent:** Tuesday, January 10, 2023 7:04 PM

**To:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>; Chad Willhite <[CWillhite@cityofpensacola.com](mailto:CWillhite@cityofpensacola.com)>; Erik Goss <[EGoss@cityofpensacola.com](mailto:EGoss@cityofpensacola.com)>

**Subject:** Re: Complete CPTED Cert

**Ken would be: 3978.50**

What Ken needs to take:

Commercial (gas and room with Ken)

Residential (gas and room with Ken)



Advanced (gas and room with Ken)

**Dave would be: 2097.50 (no gas or room on Dave's)**

What Dave needs to take:

Commercial

Residential

Advanced

**Jeffrey C. Brown**

**Sergeant**

Community Outreach Division

Pensacola Police Department

Office: 850-436-5415

Mobile: 850-549-7726



[www.pensacolapolice.com](http://www.pensacolapolice.com)

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---

**From:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>

**Date:** Tuesday, January 10, 2023 at 2:41 PM

**To:** Jeff Brown <[JCBrown@cityofpensacola.com](mailto:JCBrown@cityofpensacola.com)>, Erik Goss <[EGoss@cityofpensacola.com](mailto:EGoss@cityofpensacola.com)>, Chad Willhite <[CWillhite@cityofpensacola.com](mailto:CWillhite@cityofpensacola.com)>

**Subject:** Re: Complete CPTED Cert

Take out the training they've already had. Then send me the total for what they will be going to.

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**From:** Jeff Brown <[JCBrown@cityofpensacola.com](mailto:JCBrown@cityofpensacola.com)>

**Sent:** Tuesday, January 10, 2023 2:24:20 PM

**To:** Kevin Christman <[KChristman@cityofpensacola.com](mailto:KChristman@cityofpensacola.com)>; Erik Goss <[EGoss@cityofpensacola.com](mailto:EGoss@cityofpensacola.com)>; Chad Willhite <[CWillhite@cityofpensacola.com](mailto:CWillhite@cityofpensacola.com)>

**Subject:** Complete CPTED Cert

DC,

Here is the breakdown to have an officer attend all CPTED classes to be 100% certified (there is a 3 year re-up) you must do, but it is only one class.

I looked on the Florida Crime Prevention Institute for the classes/location/hotel/etc..

Using Orlando as the city where all these classes are taught:

Crime Prevention Residential Application – 399.00 tuition / 379.50 meals / 495.00 hotel / 150.00 gas

Crime Prevention Commercial Application – 399.00 tuition / 379.50 meals / 520.00 hotel / 150.00 gas

Basic CPTED – 399.00 tuition / 379.50 meals / 520.00 hotel / 150.00 gas

Advanced CPTED – 299.00 tuition / 241.50 meals / 416.00 hotel / 150.00 gas

TOTAL FOR 1 OFFICER TO ATTEND ALL OF THESE = 5,427.00    \*\*GAS IS AN ESTIMATE\*\*

Not sure if this is what you wanted? Just let me know.

**Jeffrey C. Brown**

**Sergeant**

Community Outreach Division

Pensacola Police Department

Office: 850-436-5415

Mobile: 850-549-7726



[www.pensacolapolice.com](http://www.pensacolapolice.com)

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## **1st QTR 2022/23**

### **Executive Director Accomplishments:**

- Oversaw the Palafox Christmas Market bringing a new event to downtown for the Holidays
- Executed DIBs most successful All I Want campaign. This years campaign saw record highs in every measurable category.
- Provided the Urban Core Redevelopment Committee with DIBs 2023/2024 scope of work
- Successfully installed bubble alley and maintained through out the project.
- Hosted 13 businesses on morning radio show WCOA 1370 to promote their business or upcoming events
- Updated DIB website Calendar of events and sent out newsletter monthly newsletters.
- Participated in LeaP by speaking on a panel about the importance of Downtown as it relates to tourism and an economic driver.
- Partnered with Rusted Arrow & Indigeaux to turn on Christmas Lights in conjunction with their Holiday Haul Event. From the feedback we received, this was their most successful Holiday Haul they have hosted, and we look forward to making it better in 2023.
- Secured funding to expand First City Lights Festival into the Belmont-DeVillers neighborhood.
- Successfully hired and oversaw transition new Director of Operations & Events.
- In the process of identifying specific camera requested by PPD to be installed in the DIB.
- Welcomed the owners of four new businesses in the DIB
- Meet with new city council member to go over priorities and concerns within the downtown core.
- Meet with Mayor Reeves and staff on Palafox Market expansion
- Switching phone line services for DIB office which will create \$150/month savings

### 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

When the DIB was created, local business and residential growth had moved from Pensacola's downtown core to the suburbs, leaving downtown buildings and sidewalks virtually empty. Property values had nosedived, and surveys showed that people were afraid of crime downtown. Motivated to take action, a handful of downtown property and business owners took steps to form the Downtown Improvement Board in 1972, with the purpose of developing and marketing the 44-block core of downtown Pensacola.

Looking around the DIB district today, it is hard to fathom those pre-DIB days and to grasp the true, lasting impact that the Downtown Improvement Board has had on not just downtown but all of Pensacola.

Following the transfer of parking services to the City the DIB has taken on some changes in operations. DIB staff worked diligently to reevaluate priorities under new leadership and took aim at reducing cost. The DIB made hard but necessary changes to reduce staff & eliminate waste and in doing so was about to reduce annual expenses by 5% that can now be geared towards economic development projects or marketing local businesses.

- Safety
  - Identify areas of need for lighting & cameras
    - Install 3 new lights or cameras per fiscal year
  - Create safe & inviting paths to walk between major anchors of downtown and activates
    - EGD to S. Palafox, N. Palafox to S. Palafox, S. Alcaniz to S. Palafox., and Wahoos to S. Palafox.
  - Increase PPD Presence
    - Reduce number of reported criminal activity
- Cleanliness/Aesthetically Pleasing
  - In February of 2022 the DIB contracted cleaning services with a locally owned business to manage the cleaning of downtown. The DIB has seen an increase of 7.7% in pounds of trash removed from downtown and has also seen a 23% increase pressure washing done in the downtown area.
  - Work with the city on a way to place ownership of downtown cleaning into a singular organization, preferably the DIB.
  - Report to businesses & property owners monthly cleaning progress
  - Locate areas of overgrowth or blighted areas of Downtown to improve
  - Work with local artist to bring at least one form of public art project to Downtown each year.
  - Secure funding to grow First City Light Festival and to extend timeframe lights are up each year.
  - Promote and interesting sidewalk environment for residents and tourist
  - Create Banner/Flag program in fiscal year 2022/23
- Palafox Market
  - With changes in rate structure for the Market we have seen an increase in revenue from \$100,000 per year to \$160,000 per year. These additional funds are utilized to make improvements such as new mulch for the park and converting one on street parking space into a bike parking station by installing 5 bike racks. The Market has also installed banners along N. Palafox with the Palafox Market logo and is underway on a new



website for the Palafox Market with a more friendly online shopping option for our vendors to utilize. The Market has also dedicated funds in partnership with the city to build two public restrooms to be maintained by the city.

- Expand Palafox Market in 2022/23 and partner with the city to enhance infrastructure in each park the market will operate out of
- Business Growth
  - Partner with local agencies on marketing efforts to include Downtown Pensacola and its businesses.
  - Explore potential for rideshare service to/from Pensacola Beach during summer.
  - Work with business owners to determine their needs/wants and how DIB can help facilitate them
  - Extending commercial uses into the public realm by encouraging sidewalk cafes, street vendors, or street performers.
- Friends of Downtown
  - In 2015 the DIB saw a need to establish a 501(c)(3) to raise funds to bring Christmas lights to the downtown area. Currently the Friends of Downtown Board is working to raise additional funding to expand the footprint of the light festival to include Belmont/De Villers.
  - Add additional board members to FODT to assist with fundraising and planning events such as repast dinner, or holiday events.
- Advocacy/Marketing
  - The DIB's "All I Want" \$1,000 holiday retail promotion encourages shoppers an incentive to support local businesses during the holidays for the chance to win a \$1,000 downtown gift card prize. This past year over 1,000 receipts were uploaded totaling \$150,000, a 340% increase from the previous year. This upcoming year the DIB intends to work hand in hand again with Downtown Merchants to enhance the program and encourage more Holiday shopping in 2023.
  - Building out a new website that will include Palafox Market activities and be more user friendly for the Merchants downtown.
  - Identify issues affecting Downtown and poll/discuss issues with Downtown property owners and business owners on how certain issues may affect their business.
  - Foster effective partnerships among members, local government and the Downtown community
  - Advocate for a mix use of buildings with publicly accessible uses on ground floors
  - Promote Downtown as a place that needs residential/mixed use development.
  - Continue to grow DIBs social media presence. Over the past year the DIB has seen increase in the following categories:
    - **144,000** SOCIAL MEDIA AUDIENCE - +10%
    - **198,000** INSTAGRAM REACH +30.6%
    - **46,500** – FACEBOOK PAGE VISITS + 60.2%
    - **35,300** – INSTAGRAM PAGE VISITS +39.2%
    - **5,482** NEW FOLLOWERS ON FACEBOOK +6.58%
    - **3,200** NEW INSTAGRAM FOLLOWERS +8.94%
    - **49,600** UNIQUE WEBSITE VISITORS +27.28%