



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday June 27th, 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 June 27th, 2023
 - c. *Approval of the minutes from the regular meeting of the DIB on May 23rd, 2023
 - d. *Approval of the May Financials
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
- IV. New Business
 - a. *Website- Update
 - b. *CRA Future Workplan- Walker Wilson
 - c. *Interlocal Agreement CRA & DIB Amendment
 - d. *Tree Wrapping for 4th of July
 - e. *Trolley for Palafox Market
 - f. *Adding employee to Spotless Logistics Contract- \$58,195.20/year
 - g. Discussion on 2023-2024 Budget
 - h. Discussion on Waste Co-op & Grease disposal- Nathan Holler
 - i. Meeting with Mayor Sherry Sullivan of Fairhope, AL- Nathan Holler
 - j. *Executive Director- 2nd & 3rd Quarter Bonus
- V. Old Business
- VIII. Public Comment
- IX. Adjournment

**Next meeting – July 25th, 2023
(*) = approval item**



Downtown Improvement Board
Regular Monthly Meeting
Tuesday May 23rd, 2023, 7:30
AGENDA

Attendance- Michael Carro, Chairman, Jean Pierre N'Dione, Nathan Holler, Patti Sonnen, Chris McKean, Jennifer Brahier, Mike Kohler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations and Events

I. Call to Order

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

II. Recurring Agenda

- a. Mr. Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Jean Pierre N'Dione and seconded by Patti Sonnen and unanimously approved.
- c. The minutes of the regular meeting held on April 25th, 2023 were motioned, seconded, and unanimously approved.
- d. The April financials were motioned, seconded, and unanimously approved.
 - Waste Co-Op participation is caught up and over budget for month and year.
 - Palafox Market is under budget for month but expecting an increase next month due to Palafox Market expansion.
 - Ambassador program right at target for month and year.

III. On-Going Business

- a. PPD Report
 - PPD has put together a quarterly report providing great community engagement, park visits, meeting with the community, working events such as Fred Levin Fest and Fiesta Kids Treasure Hunt.
 - PPD is waiting for cost assessment for new high-definition security cameras. PPD is working on transferring existing cameras to the city.
- b. Spotless Report
 - Spotless has taken care of graffiti, weed abatement, and prepared Plaza Ferdinand for Palafox Market expansion.
 - Pressure washing is still in progress.
 - The city has taken on Jefferson Street Parking Garage 7 days a week.
- c. Marketing Report
 - Promoted Palafox Market expansion, skatepark opening, and downtown businesses.
 - Updated Palafox Market flyers for the visitor centers
- d. Palafox Market
 - Application renewal during April preparing for new market season and expansion into Plaza Ferdinand.
 - Palafox Market expanded into Plaza Ferdinand on May 13th
 - Parking, unloading/loading concerns for Palafox Market vendors.



IV. New Business

- a. *Website- Good Work Presentation
 - There is a motion to further investigate updating the current site to be compliant and evaluate the costs of adding a search bar, visit Pensacola calendar feed, Palafox Market integration, and social feed capabilities. Motion is seconded and unanimously approved.
- b. PPD & DIB ILA to fund CRA/DIB neighborhood police at \$60k annually to fund four officers- approved
 - Motioned, seconded, and unanimously approved.
- c. *International Downtown Association Conference- Registration, Hotel, & Flights for staff
 - Motioned, seconded, and unanimously approved.
- d. DIB Officer Ad Hoc Committee- Chair Michael Carro to set up committee to meet directly following June 27th DIB board meeting.
- e. Executive Director Update (State Appropriation, CRA/DIB Interlocal, & FooFoo Fest)
 - Applied for a state appropriation to the city for public restrooms at MLK Plaza.
 - Looking into other funding opportunities
 - CRA/DIB Interlocal Agreement is being revisited in June to expand the uses of the CRA funds
 - FooFoo Fest grant is approved, and the project will be fully funded through grant.

V. Old Business

VIII. Public Comment

IX. Adjournment

- The meeting is adjourned at 9:18 AM

Next meeting – June 27th, 2023

(*) = approval item

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

May 2023

	May 23	Budget	\$ Over Budget	Oct '22 - May 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	4,388.40	5,104.88	-716.48	47,775.91	40,839.08	6,936.83	61,258.60
4010 · Ad Valorem Revenue	55,470.84	55,470.83	0.01	443,766.72	443,766.68	0.04	665,650.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	404,623.78	404,623.00	0.78	404,623.00
4020 · Website Membership and Map	0.00	41.67	-41.67	0.00	333.32	-333.32	500.00
Program Revenue							
4030 · Palafox Market Vendor Payments	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	160,000.00
Total Program Revenue	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	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	-1,176.59	-904.17	-272.42	-8,838.60	-7,233.32	-1,605.28	-10,850.00
Total Income	76,667.65	73,046.54	3,621.11	1,016,130.76	995,495.44	20,635.32	1,287,681.60
Gross Profit	76,667.65	73,046.54	3,621.11	1,016,130.76	995,495.44	20,635.32	1,287,681.60
Expense							
3001 · Compactor - Waste Services	5,974.30	4,970.31	1,003.99	43,806.64	39,762.50	4,044.14	59,643.74
3002 · Compactor Lease	0.00	0.00	0.00	0.00	10.00	-10.00	10.00
3004 · Compactor - Security Fees	91.04	85.09	5.95	1,799.03	680.74	1,118.29	1,021.10
3007 · Compactor - Electric	45.17	48.65	-3.48	363.29	389.16	-25.87	583.76
5000 · CRA Interlocal Payment	0.00	0.00	0.00	504,623.78	504,623.00	0.78	504,623.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	621.62			5,218.93	0.00	5,218.93	0.00
5001 · Salaries, Benefits & Taxes - Other	4,792.00	5,807.46	-1,015.46	41,034.73	49,363.43	-8,328.70	75,497.00
Total 5001 · Salaries, Benefits & Taxes	5,413.62	5,807.46	-393.84	46,253.66	49,363.43	-3,109.77	75,497.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	166.68	-166.68	250.00
5007 · Annual Meeting	0.00	250.00	-250.00	0.00	250.00	-250.00	250.00
5009 · Bank Charges	18.00	41.67	-23.67	124.00	333.32	-209.32	500.00
5004 · Insurance Expense-Other	30.33			242.64	0.00	242.64	0.00
5005 · Workers Comp Insurance	41.42	42.58	-1.16	455.36	340.68	114.68	511.00
5030 · Insurance- General Liability	951.33	643.33	308.00	7,610.64	5,146.68	2,463.96	7,720.00
5011 · Interest Expense	0.00	16.67	-16.67	0.00	133.32	-133.32	200.00
5012 · Office Rent	1,274.85	1,313.17	-38.32	10,460.15	10,505.32	-45.17	15,758.00
5013 · Office Supplies	130.36	83.33	47.03	945.53	666.68	278.85	1,000.00
5014 · Office Equipment/Software	191.01	333.33	-142.32	2,895.32	2,666.68	228.64	4,000.00
5015 · Postage	126.00	16.67	109.33	250.80	133.32	117.48	200.00
5016 · Telecommunications	413.56	666.67	-253.11	3,312.11	5,333.32	-2,021.21	8,000.00
5017 · Website Support	0.00	407.58	-407.58	0.00	3,260.68	-3,260.68	4,891.00
5018 · Website Hosting							
5018 · Website Hosting - Other	0.00	208.33	-208.33	311.34	1,666.68	-1,355.34	2,500.00
Total 5018 · Website Hosting	0.00	208.33	-208.33	311.34	1,666.68	-1,355.34	2,500.00
5019 · Computer Support/Email Leasing	304.08	208.33	95.75	2,639.52	1,666.68	972.84	2,500.00
5020 · Dues, Subscriptions, Publicatio	9.99	250.00	-240.01	2,531.20	2,000.00	531.20	3,000.00
5021 · Travel Entertainment & Educ.	0.00	250.00	-250.00	301.14	2,000.00	-1,698.86	3,000.00
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	4,860.75	4,583.33	277.42	43,437.95	36,666.68	6,771.27	55,000.00
Total 5023 · Marketing Consultants	4,860.75	4,583.33	277.42	43,437.95	36,666.68	6,771.27	55,000.00
5024 · Bookkeeping	700.00	1,000.00	-300.00	7,285.00	8,000.00	-715.00	12,000.00
5025 · Audit	0.00	0.00	0.00	11,750.00	11,750.00	0.00	11,750.00
5026 · Legal Counsel							
5026 · Legal Counsel - Other	200.00	666.67	-466.67	4,840.00	5,333.32	-493.32	8,000.00
Total 5026 · Legal Counsel	200.00	666.67	-466.67	4,840.00	5,333.32	-493.32	8,000.00
5027 · Economic Development	107.75	6,250.00	-6,142.25	17,729.06	50,000.00	-32,270.94	75,000.00
5028 · Arts and Culture	0.00	385.25	-385.25	0.00	3,082.00	-3,082.00	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	0.00	0.00	45,000.00	45,000.00	0.00	60,000.00
6000 · Palafox Market							

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

May 2023

	May 23	Budget	\$ Over Budget	Oct '22 - May 23	YTD Budget	\$ Over Budget	Annual Budget
6001 · Palafox Market Project Mgmt	3,461.54	4,298.00	-836.46	33,255.41	36,533.00	-3,277.59	55,874.00
6003 · Permits / Street Closure	500.00	0.00	500.00	500.00	0.00	500.00	1,200.00
6004 · Portable Toilet Rental	680.00	1,083.33	-403.33	6,605.00	8,666.68	-2,061.68	13,000.00
6005 · Market Anniversary Celebration	0.00	1,500.00	-1,500.00	0.00	1,500.00	-1,500.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	333.32	-333.32	500.00
6007 · Marketing	1,642.50	833.33	809.17	16,365.82	6,666.68	9,699.14	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,957.68	1,000.00	957.68	1,500.00
6012 · Market Security	1,400.00	850.00	550.00	7,200.00	6,800.00	400.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	27,120.00	27,120.00	0.00	40,680.00
6000 · Palafox Market - Other	68.50	1,183.00	-1,114.50	68.50	9,464.00	-9,395.50	14,196.00
Total 6000 · Palafox Market	11,142.54	13,304.33	-2,161.79	93,822.41	98,083.68	-4,261.27	149,150.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,993.42	11,250.00	-256.58	116,504.32	90,000.00	26,504.32	135,000.00
Total 7000 · Ambassador Program	10,993.42	11,250.00	-256.58	116,504.32	90,000.00	26,504.32	135,000.00
5041 · Pressure Washing	0.00	0.00	0.00	0.00	6,500.00	-6,500.00	6,500.00
Total Expense	43,019.52	53,103.58	-10,084.06	969,294.89	985,514.55	-16,219.66	1,287,681.60
Net Ordinary Income	33,648.13	19,942.96	13,705.17	46,835.87	9,980.89	36,854.98	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	18.82			195.20	0.00	195.20	0.00
4960 · Interest Income	1,228.60			4,918.34			
Total Other Income	1,247.42			5,113.54	0.00	5,113.54	0.00
Other Expense							
5901 · Fraudulent Charges	0.00			-343.98			
Total Other Expense	0.00			-343.98	0.00	-343.98	0.00
Net Other Income	1,247.42			5,457.52	0.00	5,457.52	0.00
Net Income	34,895.55	19,942.96	14,952.59	52,293.39	9,980.89	42,312.50	0.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

May 2023

Accrual Basis

	May 23	Budget	\$ Over Budget	Oct '22 - May 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	160,000.00
Total Program Revenue	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	160,000.00
Total Income	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	160,000.00
Gross Profit	17,985.00	13,333.33	4,651.67	128,802.95	106,666.68	22,136.27	160,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	3,461.54	4,298.00	-836.46	33,255.41	36,533.00	-3,277.59	55,874.00
6003 · Permits / Street Closure	500.00	0.00	500.00	500.00	0.00	500.00	1,200.00
6004 · Portable Toilet Rental	680.00	1,083.33	-403.33	6,605.00	8,666.68	-2,061.68	13,000.00
6005 · Market Anniversary Celebration	0.00	1,500.00	-1,500.00	0.00	1,500.00	-1,500.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	333.32	-333.32	500.00
6007 · Marketing	1,642.50	833.33	809.17	16,365.82	6,666.68	9,699.14	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,957.68	1,000.00	957.68	1,500.00
6012 · Market Security	1,400.00	850.00	550.00	7,200.00	6,800.00	400.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	27,120.00	27,120.00	0.00	40,680.00
Total 6000 · Palafox Market	11,074.04	12,121.33	-1,047.29	93,753.91	88,619.68	5,134.23	134,954.00
Total Expense	11,074.04	12,121.33	-1,047.29	93,753.91	88,619.68	5,134.23	134,954.00
Net Ordinary Income	6,910.96	1,212.00	5,698.96	35,049.04	18,047.00	17,002.04	25,046.00
Net Income	6,910.96	1,212.00	5,698.96	35,049.04	18,047.00	17,002.04	25,046.00

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of May 31, 2023

	May 31, 23
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Synovus- 0237 Operating - Other	-67,203.60
Total 101 · Cash - Synovus- 0237 Operating	5,942.47
103 · Synovus - Money Market	445,735.05
Total Checking/Savings	451,677.52
Accounts Receivable	
140.4 · A/R-Property Assessments	142,463.55
Total Accounts Receivable	142,463.55
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	80.25
140.5 · Due from Friends of Downtown	1,444.00
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	3,728.36
Total Other Current Assets	6,824.61
Total Current Assets	600,965.68
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-139,306.58
Total Fixed Assets	120,491.79
TOTAL ASSETS	721,457.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	3,807.95
Total Accounts Payable	3,807.95
Other Current Liabilities	
481 · Sales Tax Payable	1,176.59
471 · Payroll Liabilities	1,376.54
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	221,883.28
Total Other Current Liabilities	229,436.41
Total Current Liabilities	225,628.46
Total Liabilities	225,628.46
Equity	
32000 · Unrestricted Net Assets	461,409.64
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	52,293.39

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of May 31, 2023

	May 31, 23
Total Equity	495,829.01
TOTAL LIABILITIES & EQUITY	721,457.47

Marketing Highlights May 2023



SUMMARY

PR/MEDIA



- Palafox Market South Opening Day Media
- Media Monitoring and Clips
- Palafox 16th Anniversary
- Foo Foo Grants Announced

OTHER



- Visit Florida Onboarding
- Downtown Photo Shoot
- Marketing strategy meetings
- Downtown area businesses boosted in May: Vinyl Music Hall, Makers Cafe, Dog House Deli, Bodacious Bookstore, Play, Pensacola Museum of Art, Gallery Night, The Handlebar, Blake Doyle Skatepark, Rocket to Saturn, Shops on Palafox, Rusted Arrow, Scout, Joe Zarzaur, Disko Lemonade, The Rex Cafe, The Kennedy, Quayside Arts, Khons, Pensacola Bay Brewery, The 5 Barrel, MESS Hall, Seville Quarter, America's First Settlement Trail, Blue Wahoos, Cafe Single Fin, Deshi on Main

CONTENT/DESIGN



- Merchant Welcome Kit (in production)
- Palafox Market A-Frame Directionals
- Palafox Market Parking Signs

DIGITAL



- New Website—New Requests Follow-Up
- Updates to DIB website About Page
- Downtown events on downtownpensacola.com
- Visit Pensacola Downtown Events

SOCIAL MEDIA



- Daily Instagram and Facebook monitoring and response
- Instagram Stories on @downtownpensacola
- Palafox Market South, Gallery Night, Memorial Day, Fiesta Parade, El Cano, Juneteenth
- Shop-A-Palooza
- Palafox Market Social Media

WEBSITE OVERVIEW

WEBSITE VISITORS

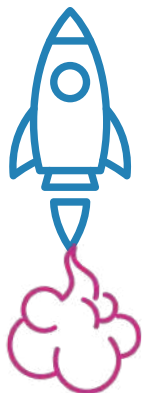
4,749 Users
5,853 Sessions
10,477 Pageviews

ACQUISITION

Organic Search
Direct
Organic Social

TOP PAGES

1.Home Page
2.Events
3.Directory





INSTAGRAM
39,896 FOLLOWERS

36,877
ACCOUNTS REACHED

2,580
PROFILE VISITS

29,404
TOP SINGLE POST ENGAGEMENT



FACEBOOK
90,866 FOLLOWERS

388,981
ACCOUNTS REACHED

6,189
PROFILE VISITS

36,339
TOP SINGLE POST ENGAGEMENT



779 NEW LIKES/FOLLOWS

SAMPLE CLIPS-APRIL 2023



PENSACOLA, Fla. — Pensacola's Palafox Market could be growing soon. The Downtown Improvement Board voted to add new vendors at Plaza Ferdinand Tuesday morning. If the plan is approved by the city, there will be spots for more than 80 new vendors.



pensacola news journal

Pensacola's Palafox Market expands to South-Plaza Ferdinand | PHOTOS

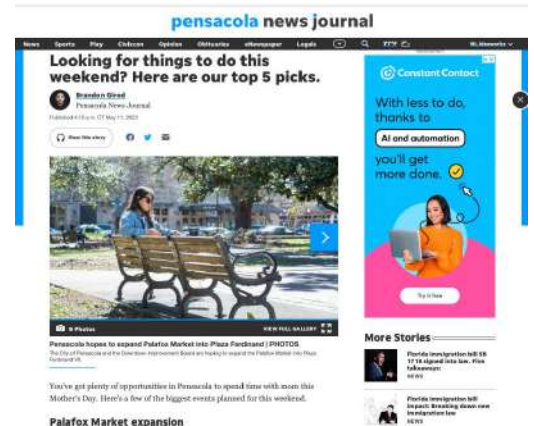
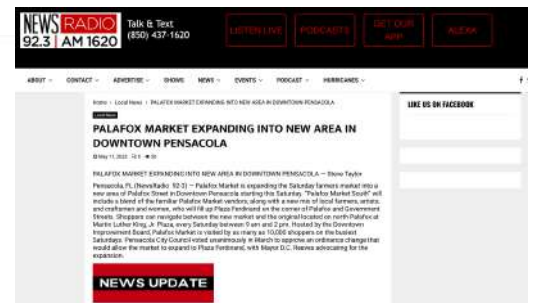
15 PHOTOS
11:23 a.m. CDT May 13, 2023



Shoppers check out the vendors during opening day of Palafox Market South-Plaza Ferdinand Saturday, May 13, 2023. JOHN BLACKIE/BLACKIE@PNJ.COM



A train takes visitors for a ride during opening day of Palafox Market South-Plaza Ferdinand Saturday, May 13, 2023.



DOWNTOWN PENSACOLA WEBSITE

Option	Platform	License Fees	Development Cost	Monthly Hosting and Support
New Site: Duncan McCall	Expression Engine	Included	\$ 39,450.00	\$500.00*
New Site: Good Work	Craft CMS	\$ 299.00	\$ 38,000.00	\$ 500.00
Convert Existing Site to Craft CMS	Craft	\$ 299.99	\$ 11,000.00	\$500.00
Update Site in Existing Platform	Node/JS		\$ 2,500.00	\$ 500.00

*Guaranteed for 2 years

Additional Work from Good Work (After Converting Existing Website to Craft Platform)

- Add Search Bar /Search Capability Site-Wide
- Bring Site to WCAG and ADA Compliance
- Add a Social Media Feed
- Integrate Palafox Market Website/Link to Marketwurks
- Add SEO Features into New Platform
- Install SEOMatic Plugin
- Add a Tab to Each Entry Type with Basic SEO Overrides
- **TOTAL ADDITIONAL = \$11,475-\$16,875**

COMBINED TOTAL (Convert existing website to Craft platform; add compliance, search bar, search features, social media feed, merge Palafox Market site, etc.)

\$23,040-28,440



DIB CRA FY2024-25 PLAN

CLEANLINESS

DIB Ambassadors work hard to improve the appearance and maintain the cleanliness of downtown streets and sidewalks, ensuring blight is removed and safety issues are addressed. The DIB plans to increase the size of our ambassador program from two ambassadors to four over the next 12 months. This increase in service will ensure that both day and night downtown is being kept clean and residents and visitors are welcomed by a friendly face. They are visible seven days a week and, during their rotation, also act as hospitality ambassadors, providing directions, answering questions and assisting visitors and merchants wherever possible. The DIB will continue to keep the downtown district clean by:

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

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



SAFETY AND SECURITY

With a continued vision for the downtown district, **DIB is focusing on safety and security as its top priorities**, implementing projects to help augment existing infrastructure and working on public awareness campaigns to educate the community. Security needs will continue to be addressed through the maintenance and procurement of security cameras and upgraded lighting in dark areas within the downtown district while also communicating these updates to stakeholders, residents and visitors.

The DIB's mission to enhance the district's quality-of-life and economic success by creating a cleaner, safer and more enjoyable environment will continue to guide the efforts and focus areas for improving the downtown district.



MARKETING THE DOWNTOWN DISTRICT

With its eclectic range of shops, galleries and restaurants, consistent line-up of events, and historic sites and monuments, there's no shortage of reasons why people come back to Downtown Pensacola year after year. One of the DIB's primary goals is to continue marketing the downtown district. Here are some statistics from the DIB's FY2022/23 marketing efforts that DIB will continue to manage and grow:

- **149K Social Media Fans:** During the first half of FY2023, the average engagements per Facebook, Instagram and Twitter post increased 10 % compared to the same period in the previous year.
- **1.9 M Reached On Social Media :** The Downtown Pensacola social media channels reached far and wide in FY2023.
- **129K Unique Website Visitors:** DIB's website was very active over the past year and currently DIB is looking into building an entire new website to give the public and our merchants a better website experience. Roughly half of the website traffic to downtownpensacola.com comes from nearby drive markets, while the other half consists of local residents. Two thirds of web traffic comes from a mobile device while the remaining third comes from desktop users. The DIB is also planning major improvements to the website to give residents & visitors an easier way to navigate downtown activities and businesses.



FY2024-25 PROJECTS

Managing such an active urban place can be both rewarding and challenging, and we are constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces, aggressively addressing parking challenges and improving the environment. We try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola, our downtown businesses, residents, property owners and visitors. Here are some of the planned projects for FY2024:

- ***Palafox Market:*** Palafox Market draws record crowds of locals and visitors each Saturday to Martin Luther King, Jr. Plaza & Plaza Ferdinand in Downtown Pensacola to shop the bustling farmers market and patronize downtown shops, restaurants, events and galleries. DIB will also continue to streamline back-office processes to improve the efficiency of the market.
- ***Pedestrian Crossing Safety Enhancements:*** In FY2023, the DIB will continue focus on implementing improvements to the safety of pedestrian crossing areas on Palafox Street between Garden and Main Streets. These measures will improve the safety of visitors and residents of downtown.
- ***Creating Spaces and Enhancing Places:*** The DIB will continue to seek opportunities to collaborate with the City, CRA and community to improve the use, appearance and safety of areas throughout the district while ensuring maximum and judicious use of CRA funding.

Thank you for your partnership, support and for entrusting the DIB to help make our downtown the best, brightest, safest and most Inviting place to live, work, play and visit. We hold this as our highest honor and responsibility!



DIB

MAR 2022 - MAR 2023

EST 1972

LOOKING BACK. LOOKING FORWARD.

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.

During our reporting period, March 2022-2023 the DIB has taken on expanded operations with the Palafox Market and changes in DIB Board members. The DIB staff continues to eliminate waste in spending and in doing so has reduced annual expenses by over 5% that can now be geared towards economic development projects or marketing local businesses.



DOWNTOWN SUMMARY PENSACOLA



MAR 2020 - 2021


72,589
POUNDS OF TRASH
REMOVED.
↑ 7.2% Increase from 2022



10,000 SQ. FT. OF SIDEWALKS PRESSURE WASHED

Our Downtown Cleaning Ambassadors were busy as ever this year, removing 124 instances of graffiti, to name just a few of their many important accomplishments within the district.

WORK ORDERS COMPLETED. **2,850** 

Statistics.



Sixteen.

NEW BUSINESSES IN DOWNTOWN

Sixteen new businesses opened or re-located to downtown the district during the year, bringing additional jobs into the district in the process.

- Makers Coffee
- Kilwin's
- Bavaria
- Gaby's Tacos
- The Handlebar
- Parlor Doughnuts
- Cycle Joint
- Fleet Feet Pensacola
- Pure Health CBD
- Crazy Cat Creamery
- The Rex Café
- Lilly Hall
- Papa's Pizza
- Cinnaholic
- Secret Sagittarius Brewery
- Juans Flying Burrito



PALAFox MARKET

Palafox Market Turns 16

Palafox Market has another record-breaking year

DIB has seen the success of the Palafox Market flourish over the past sixteen years and with success came the need for growth. The waiting list for Palafox Market had grown close to 100 potential vendors and the need for more space was evident. The DIB, Mayor Reeves, and City Council worked to lift 30-year-old restrictions on Plaza Ferdinand to allow for Palafox Market to operate in the park, allowing for an additional 85 vendors the opportunity to grow their small business. DIB also partnered with the city of Pensacola to find funding to bring two public restrooms to MLK Plaza that not only can be utilized by the Palafox Market on Saturdays but also residents and visitors throughout the week.



Keeping visitors safe.

The DIB partnered with the Downtown CRA again this year to fund neighborhood cops in the downtown core. PPDs presence was welcomed by all business owners and visitors. DIB host PPD for an update each month at their board meeting and ask PPD to provide feedback on areas that may need additional lighting or camera coverage to better keep residence and visitors safe. DIB & PPD are currently working to locate 4 to 6 locations for new cameras to be operated and maintained by PPD in the downtown core.





PALAFAX ST. SEVILLE TOWER

Keeping the district clean.

DIB CLEANING AMBASSADORS

Ambassadors improve the appearance of downtown streets and sidewalks, remove instances of graffiti, ensure lights are working and safety issues are addressed and elevate the sense of security in the district. They are visible six days a week and also act as hospitality ambassadors, providing positive customer service by giving directions, answering questions and assisting visitors wherever possible. DIB is currently working with Spotless Logistics to double the size of the ambassador program to tackle cleanliness throughout the district seven days a week and more hours of the day.





NEW PROJECT IN THE WORKS

Public Art.

Friends of Downtown was awarded a Foo Foo Festival grant to produce “**Bubble Alley**”. This project brought thousands of people to downtown Pensacola this winter and served as Pensacola’s most Instagramable moment. Many of the businesses immediately surrounding the art installation saw record setting days for their shops & restaurants.

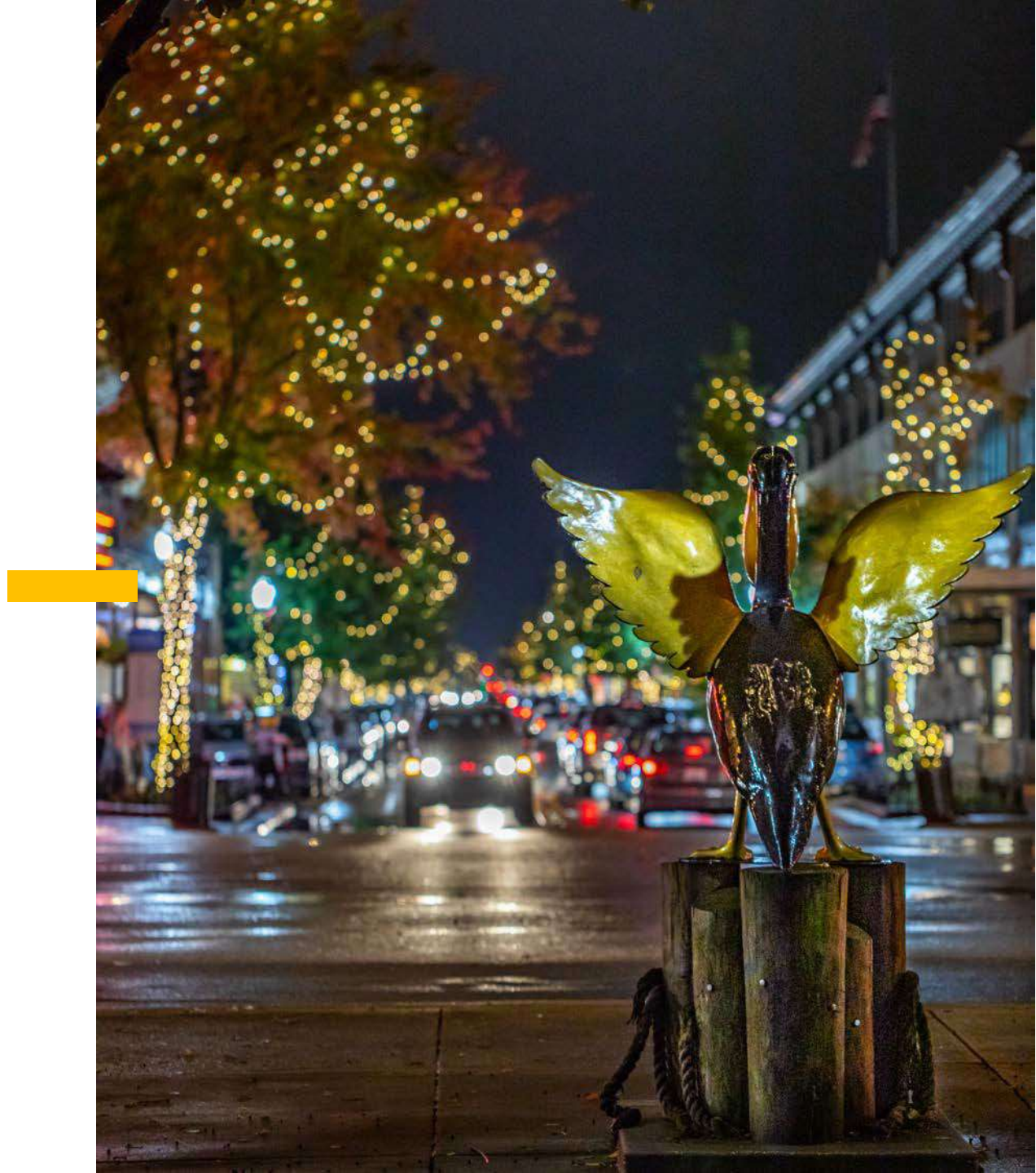
“All I Want”

The DIB’s “All I Want” \$1,000 holiday retail promotion returned for its 5th consecutive year in November 2022, offering shoppers a strong incentive to support local businesses during the holidays for the chance to win a \$1,000 downtown gift card prize and over 30 daily prizes given away each day of the contest. 1,259 receipts were uploaded totaling \$154,454.99 a 354% increase from the previous year. This upcoming year the DIB intends to yet again work hand in hand with Downtown Merchants to enhance the program and encourage more Holiday shopping in 2023.



City lights.

The magical experience of the First City Lights Festival kicked off on November 9th in partnership with the Shops on Palafox Holiday Haul event turning on half a million twinkling white lights. With support from the DIB, City of Pensacola, & Escambia County, Friends of Downtown funded and executed the festival, which generates business for local restaurants, shops, hotels and attractions during the winter “shoulder” months, while bringing first-time visitors back to Pensacola throughout the year. For the first time ever the First City Light Festival was expanded into the Belmont-De Villers neighborhood and DIB & Friends of Downtown are looking at ways to continue expanding the footprint of this festival in the future.





DIB MARKETING METRICS

149,773 SOCIAL MEDIA AUDIENCE - 4% ↑

2,000,000 FACEBOOK REACH – 38.5% ↓

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% ↑

126,000 UNIQUE WEBSITE VISITORS – 173.9% ↑

BEHIND THE DIB

The Downtown Improvement Board is grateful to all of its staff, volunteer board and committee members, who continue to make downtown Pensacola a great place to live, work and play.

MEMBERS OF THE BOARD

Michael Carro, Board Chair

Jean Pierre N'Dione, Vice Chair

Nathan Holler, Treasurer

Chris McKeen

Patti Sonnen

Mike Kohler, Ex Officio

Jennifer Brahier, Ex Officio

Gregg Harding, Ex Officio

DIB Staff

Walker Wilson Executive Director

Cailin Feagles, Director of Operations & Events

PENSACOLA · FLORIDA

THE DIB



Thank you for your support.



The DIB is constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces and improving the environment. We are grateful for your ongoing support as we try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola, our downtown businesses, residents, property owners and visitors.





DOWN TOWN PENSACOLA

Florida's Greatest Place

One of America's 10 Best Streets



AMENDMENT NO. 1 TO INTERLOCAL AGREEMENT
BETWEEN THE COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF PENSACOLA, FLORIDA AND
THE PENSACOLA DOWNTOWN IMPROVEMENT BOARD
FOR IMPLEMENTATION OF CERTAIN URBAN CORE COMMUNITY
REDEVELOPMENT PLAN ACTIVITIES BY THE PENSACOLA DOWNTOWN
IMPROVEMENT BOARD

THIS AMENDMENT NO. 1 TO INTERLOCAL AGREEMENT ("Amendment No. 1") is made and entered into this ___ day of _____, 2023, by and between the Community Redevelopment Agency of the City of Pensacola, a public body corporate and politic of the State of Florida ("CRA") and the Pensacola Downtown Improvement Board, a public body corporate and politic of the State of Florida ("DIB"), together referred to as "the Parties".

WHEREAS, on September 11, 2020, the CRA and the DIB entered into an Interlocal Agreement for implementation of certain Urban Core Redevelopment Plan Activities by the DIB ("Interlocal Agreement"); and

WHEREAS, the Interlocal Agreement established the CRA would annually allocate for payment to the DIB, legally available funds in an amount equal to the tax increment revenues derived from the Pensacola Downtown Improvement Tax District ad valorem tax levy, less \$100,000 which would be retained by the CRA for implementation of affordable housing initiatives, as defined in Section 1 of the Interlocal Agreement; and

WHEREAS, the CRA and DIB agree to terminate the \$100,000 retainage by the CRA beginning in Fiscal Year 2024; and

WHEREAS, the CRA and DIB agree to simplify the process for approval of the annual work plan subject to specified work plan and reporting requirements as defined in this Amendment; and

WHEREAS, provided the above recitals, both the CRA and DIB desire to continue the implementation of the redevelopment plan activities embodied in the Interlocal Agreement; and

WHEREAS, the CRA and DIB now desire to amend the Interlocal Agreement upon the terms and conditions set forth herein;

NOW, THEREFORE, in consideration of the recitals above and mutual covenants and agreements herein contained, it is agreed by the CRA and DIB that the Interlocal Agreement shall be amended as follows:

1. The Parties agree that the recitals above are true and correct and are hereby incorporated into this Amendment.
2. Section 1 of the Interlocal Agreement is amended as follows:

1. Description.

Subject to and conditioned upon first satisfying all funding requirements for such Fiscal Year with respect to debt obligations of the CRA or the City secured by or payable from Tax Increment Revenues, the CRA will annually allocate for payment to the DIB, legally available funds in an amount equal to the tax increment revenues derived from the Pensacola Downtown Improvement Taxing District ad valorem tax levy within the DIB Area during the most recent tax year, ~~less \$100,000, which shall be retained by the CRA for implementation of affordable housing initiatives.~~ The use of such funds shall be allocated for economic development, marketing, public realm enhancement and beautification, community policing innovations and to support multi-modal enhancement of Downtown Pensacola, the uses authorized by pursuant to the Urban Core Plan, as amended, an annual work plan, as described in Section 2 herein, and any applicable state law. Funded projects shall be consistent and compatible with the long-term goals and objectives of the CRA, and the development and implementation of such projects shall be closely coordinated with the CRA, its' staff and City of Pensacola officials.

3. Section 2 of the Interlocal Agreement is amended as follows:

2. Annual Work Plan & Reporting

~~2.1 Tentative Work Plan. No later than September 15 of each year, the DIB shall submit to the CRA Administrator, a tentative work plan for the fiscal year beginning October 1st of the following calendar year (i.e. a tentative work plan submitted on September 15, 2020 shall reflect the plan of work for the 2022 fiscal year, beginning on October 1, 2021). Such projects contained within the tentative work plan shall be presented to the City of Pensacola Urban Core Redevelopment Board (UCRB) during its October meeting for input.~~

~~2.21 Proposed Work Plan. Following the meeting of the UCRB, t~~The DIB shall annually prepare a proposed work plan for use of the subject funds during the subject

upcoming fiscal year for approval by the CRA during its July meeting. Authorized representatives of the DIB and CRA shall meet to review the proposed work plan during its development prior to its submittal to CRA. It is recommended that meetings begin in January at the start of the City's budget preparation process, and the DIB shall submit a The final proposal shall be submitted to the CRA Administrator Manager no later than June 15 in accordance with the agenda deadlines for the July CRA meeting. The DIB shall present such proposal to the CRA during its July meeting, each year, for approval and incorporation into the City budget.

2.32 Report of Accomplishments and Activities. The DIB shall provide an annual report of its accomplishments and activities to the CRA during its July meeting each year. The DIB shall also provide regular project briefings to CRA staff and City of Pensacola officials throughout the year to ensure officials remain up-to-date on projects and activities undertaken pursuant to this Agreement.

Temporary modification of timelines and deadlines described in this Section may be authorized by the CRA Administrator Manager due to changes in budget schedules, board meetings, or similar causes. However, permanent modifications shall require amendment of this Agreement pursuant to Section 9 herein.

The Parties hereto acknowledge that Part III, Chapter 163, Florida Statutes (the Redevelopment Act) requires transparency and accountability regarding the expenditure of tax increment revenues by the Agency. The obligations of the DIB under this Section 2 are essential for compliance with such requirements. Failure to provide the Proposed Work Plan and/or the annual report of accomplishments and activities may result in suspension or termination of the annual funding contemplated by Section 1 above.


To ensure accountability and compliance with the reporting requirements of the Redevelopment Act, the DIB shall maintain a separate and complete accounting of all Tax Increment Revenues received, which shall not be combined with other funds and shall clearly identify each project funded. Carryover of funds remaining at the end of each fiscal year shall be permissible provided such carryover is consistent the Redevelopment Act and that the use of such funds is for an expense defined in the approved work plan described in Section 2 or as otherwise approved by the CRA. No later than January 15 of each year, the DIB shall provide to the CRA Manager a financial status report describing the amount spent on each project during and the amount of any carryover funds remaining at the close of the prior fiscal year.

4. The remaining provisions of the Interlocal Agreement shall remain in full force and effect.
5. This Amendment No. 1 to the Interlocal Agreement shall be recorded by the CRA upon full execution.

IN WITNESS WHEREOF, the Parties hereto have executed this instrument of amendment on the date first written above.

COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF
PENSACOLA

ATTEST:


CRA Chairperson

City Clerk

Witnesses:

PENSACOLA DOWNTOWN
IMPROVEMENT BOARD

ATTEST:

Chairperson

Witnesses:

Approved as to substance:

Legal in form and valid as drawn:

CRA Manager

City Attorney





Search: big twist yarn



Fabric / Apparel Fabric / Bridal & Special Occasion Fabric / Tulle Fabric

Matte Tulle Fabric



Item # 2141117

★★★★★ 4.7 (77) [Write a review](#)

Share

\$1.99 yd.

4 interest-free payments. Available for orders above \$10. **Klarna.** [Learn More](#)

99 Cents Standard Shipping on all orders* when you use code JUNESHIP99 [Details](#)

Buy a Bolt of 20 yards and save an additional 10%

28 colors/styles | **Tango Red**



How to Get it



Ship to me

In Stock.
2 yards min.



Pick-up in Pensacola FL

Curbside or in-store

15 available

[See Nearby Stores](#)

Yard(s)

-

2

+

ADD FOR SHIPPING

DESCRIPTION	+
SHIPPING & RETURNS	+
HELPFUL GUIDES	+

recommended for *you*

YOU MAY ALSO LIKE

FREQUENTLY BOUGHT TOGETHER



ting

d.

★★ (24)

CHOOSE OPTIONS



6"x25yds Glimmer Tulle Spools

\$1.99 yd.

★★★★★ (24)

CHOOSE OPTIONS



Petticoat Netting Fabric Bright White

\$1.99 yd.

★★★★★ (6)

ADD FOR SHIPPING



Sparkle Tulle Fabric

\$1.99 yd.

★★★★★ (5)

CHOOSE OPTIONS



Solid Pointelle Knit Fabric

\$1.99 yd.

★★★★★ (1)

CHOOSE OPTIONS



White Abstra
Brush Fabric

\$1.99 yd.

★★★★★

ADD

#HANDMADEWITHJOANN

SHOW US WHAT YOU MADE

UPLOAD A PHOTO

POWERED BY CURALATE

Write a product review for a chance to

WIN A \$100 JOANN GIFT CARD!

Valid 5/28 - 6/24 for U.S. orders only

REVIEWS

Reviews

WRITE A REVIEW

Rating Snapshot

Select a row below to filter reviews.

5 ★	<div><div></div><div></div><div></div><div></div><div></div></div>	67
4 ★	<div><div></div><div></div><div></div><div></div><div></div></div>	4
3 ★	<div><div></div><div></div><div></div><div></div><div></div></div>	2
2 ★	<div><div></div><div></div><div></div><div></div><div></div></div>	2
1 ★	<div><div></div><div></div><div></div><div></div><div></div></div>	2

Average Customer Ratings

Overall	★★★★★	4.7
Quality of Product	<div><div></div><div></div><div></div><div></div><div></div></div>	4.7
Value of Product	<div><div></div><div></div><div></div><div></div><div></div></div>	4.7

1-8 of 77 Reviews

Sort by: Most Recent ▾



Ammamadeit
Middleton, WI
Reviews **2**
Votes **15**
Age **65 or over**
Skill Level **Intermediate**

★★★★★ · a year ago
Matte tulle
This works great for the wedding dresses and veils that I make for dolls.



Quality of Product

Value of Product

Helpful?

Yes · 6

No · 0

REPORT

sleeplesscrafter
Review **1**
Votes **6**
Age **35 to 44**
Skill Level **Advanced**

★★★★★ · a year ago
makes cute tutus!
I made a tutu for a one-year-old and it came out absolutely darling! Because it's so thin, you need a ton of it. I sewed lace and ribbon on the tutu. It took a lot!

Quality of Product

Value of Product

<div></div>		
<div>Helpful? <div>Yes · 6</div> <div>No · 0</div> <div>REPORT</div></div>		
<hr/>		
<div>Anonymous</div> <div>Review 1</div> <div>Votes 2</div> <div>Skill Level Beginner</div>	<div>★★★★★ · 3 years ago</div> <div>forget it</div> <div>I had no idea what tulle actually is when I bought that. I saw a sample of the color. I wanted to make a green screen, it's useless, my fault, gave it to my seamstress, hope it serves her well.</div> <div>Helpful? <div>Yes · 2</div> <div>No · 66</div> <div>REPORT</div></div>	
<hr/>		
<div>jafd</div> <div>New Jersey</div> <div>Review 1</div> <div>Vote 1</div> <div>Age 65 or over</div> <div>Skill Level Intermediate</div>	<div>★★★★★ · 3 years ago</div> <div>What material is this, specifically ?</div> <div>Bought some of this a while back to make 'ratlines' for model sailing ships. Took notes of what the fabric was, seem to have misplaced them. Need to know whether nylon or rayon or ???, find out what glue to use. Thanks for whatever help you can give me.</div> <div>Recommend this product <div>✓</div> Yes</div> <div>Helpful? <div>Yes · 1</div> <div>No · 23</div> <div>REPORT</div></div>	<div>Quality of Product</div> <div></div> <div>Value of Product</div> <div></div>
<hr/>		
<div>Mary Ann</div> <div>Review 1</div> <div>Votes 0</div> <div>Skill Level Intermediate</div>	<div>★★★★★ · 3 years ago</div> <div>Handkerchief cafe curtains</div> <div>I haven't made the curtains yet. I just found the Wright's Hem Facing! I have the vintage handkerchiefs (somewhere). I'll keep you posted!!</div> <div>Recommend this product <div>✓</div> Yes</div> <div>Helpful? <div>Yes · 0</div> <div>No · 8</div> <div>REPORT</div></div>	
<hr/>		
<div>Thomas</div> <div>Hobart, WA</div> <div>Review 1</div> <div>Votes 31</div> <div>Age 65 or over</div> <div>Skill Level Intermediate</div>	<div>★★★★★ · 3 years ago</div> <div>Good for garden use</div> <div>Great material for blueberry plant protection! The birds are way too active in our garden. Used 3 yards per plant and covered the berries well.</div> <div>Recommend this product <div>✓</div> Yes</div> <div>Helpful? <div>Yes · 31</div> <div>No · 1</div> <div>REPORT</div></div>	<div>Quality of Product</div> <div></div> <div>Value of Product</div> <div></div>
<hr/>		
<div>Grams</div> <div>Wi</div>	<div>★★★★★ · 3 years ago</div> <div>Tulle fabric</div>	

Review 1
Votes 30
Age 65 or over
Skill Level Intermediate

This makes good covering for your garden plants to keep squirrels and birds off your plants.

Recommends this product ✓ Yes

Quality of Product

Value of Product

Helpful?

Yes · 30

No · 0

REPORT

Linda
Virginia Beach VA
Review 1
Votes 3
Age 65 or over
Skill Level Intermediate

★★★★★ · 3 years ago
voille
I needed voille for a craft project and my order fulfilled the need perfectly!
Recommends this product ✓ Yes

Quality of Product

Value of Product

Helpful?

Yes · 3

No · 4

REPORT

Load More

join our mailing list & save!
your@email.com



- Customer Service
- Our Company
- Special Services
- Savings & Discounts



Join us on Mobile!
Download the app to stay updated and
get in touch right from your phone

DOWNLOAD THE APP

JOANN

United States (USD)
[Change](#)

Walker Wilson

From: Cailin Feagles
Sent: Thursday, June 22, 2023 1:01 PM
To: Walker Wilson
Subject: Re: Moving People between north and South markets

Minimum 3 hours
\$400-\$500 per day
We can do air conditioned or non air conditioned- Holds 30-35 people

Five Flags Trolley (Denise with Winterfest)

Cailin Feagles

Director of Operations and Events

Pensacola Downtown Improvement Board

226 South Palafox Place, Suite 106

Pensacola, FL 32502

Phone 850.434.5371

Cell 850.380.8196

[Take This Quick Survey to Let Us Know How We're Doing!](#)

From: Walker Wilson <walkerwilson@downtownpensacola.com>
Sent: Wednesday, June 21, 2023 10:53 AM
To: Cailin Feagles <cailinf@downtownpensacola.com>
Subject: RE: Moving People between north and South markets

Call around and get quotes and lets see what the cost is. My guess is it'll be a minimum 4 hrs @\$250/hr plus a tip for the driver

Walker Wilson

Executive Director



Pensacola Downtown Improvement Board

226 South Palafox Street, Suite 106

Pensacola, FL 32502

Direct Phone 850-434-5371

[Take This Quick Survey to Let Us Know How We're Doing!](#)

Florida has a very broad public records law. Under Florida law, both the content of emails and email addresses are public records. If you do not want the content of your email or your email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in person.

From: Cailin Feagles <cailinf@downtownpensacola.com>
Sent: Tuesday, June 20, 2023 12:43 PM

To: Walker Wilson <walkerwilson@downtownpensacola.com>

Subject: Fw: Moving People between north and South markets

Cailin Feagles

Director of Operations and Events

Pensacola Downtown Improvement Board

226 South Palafox Place, Suite 106

Pensacola, FL 32502

Phone 850.434.5371

Cell 850.380.8196

[Take This Quick Survey to Let Us Know How We're Doing!](#)

From: Gustavo Perez-Matos <el.don.chimichurri.pr@gmail.com>

Sent: Tuesday, June 20, 2023 12:41 PM

To: Cailin Feagles <cailinf@downtownpensacola.com>

Subject: Moving People between north and South markets

Cailin

Good afternoon!!

What are the plans to have a trolley moving people between market locations?

Let us know as we need more traffic on the south.

Stop by our tent Saturday to talk about some suggestions I have.

Thanks,
Gus "El Don"

Pensacola Downtown Improvement Board Operational Budget	Year Total		Year Total			
	FY2022/23		FY2023/24			
			1st Draft		Difference	% Change
4000 - Misc. Income	\$	-	\$	-	\$	-
4010 - Ad Valorem Revenue	\$	665,650	\$	729,541.00	\$	63,891.00
4015 - CRA Interlocal Income	\$	404,700	\$	542,098.00	\$	137,398.00
5000 - CRA Interlocal Payment	\$	(504,700)	\$	(542,098.00)	\$	(37,398.00)
4020 - Website Membership	\$	500	\$	500.00	\$	-
4030 - Palafox Market Vendor Payments	\$	160,000	\$	320,910.00	\$	160,910.00
1301-Co-Op Participation	\$	61,258.60	\$	61,258.60	\$	-
4085 - LTU - Sidewalk Pressure Washing	\$	6,500	\$	6,500.00	\$	-
5041 - LTU - Sidewalk Pressure Washing	\$	(6,500)	\$	(6,500.00)	\$	-
#### Intrest Income			\$	10,000.00	\$	10,000.00
4900 - Palafox Market Sales Tax Collected	\$	(10,850)	\$	(21,992.00)	\$	(11,142.00)
####- Funds Brought Forward	\$	-	\$	323,873.00	\$	323,873.00
DIB Revenue	\$	776,559	\$	1,100,217.60	\$	323,659.00
5001 - DIB Salaries Benefits & Taxes	\$	90,995	\$	86,729.73	\$	(4,265.27)
5005 - Workers Compensation	\$	511	\$	511.00	\$	-
5030 - Liability Insurance / Other	\$	7,720	\$	7,720.00	\$	-
5006 - Board Meetings	\$	250	\$	250.00	\$	-
5007 - Annual Meeting	\$	250	\$	250.00	\$	-
5009 - Bank Charges	\$	500	\$	200.00	\$	(300.00)
5011 - Interest	\$	200	\$	-	\$	(200.00)
5012 - Office Rent	\$	15,758	\$	16,915.98	\$	1,157.98
5013 - Office Supplies	\$	1,000	\$	1,000.00	\$	-
5014 - Office Equipment	\$	4,000	\$	3,500.00	\$	(500.00)
5015 - Postage	\$	200	\$	200.00	\$	-
5016 - Telecommunications	\$	8,000	\$	6,000.00	\$	(2,000.00)
5017 - Website Support	\$	4,891	\$	-	\$	(4,891.00)
5018 - Website Hosting	\$	2,500	\$	6,500.00	\$	4,000.00
5019 - Computer Support / Email Leasing	\$	2,500	\$	2,500.00	\$	-
5020 - Dues Subscriptions & Publications	\$	3,000	\$	3,500.00	\$	500.00
5021 - Travel, Entertainment & Education	\$	2,200	\$	5,000.00	\$	2,800.00
5023 - Marketing Consultants	\$	53,150	\$	90,000.00	\$	36,850.00
5024 - Bookkeeping	\$	12,000	\$	12,000.00	\$	-
5025 - Audit	\$	11,750	\$	11,750.00	\$	-
5026 - Legal Counsel	\$	8,000	\$	8,000.00	\$	-
5027 - Economic Development	\$	71,850	\$	93,357.29	\$	21,507.29
5029 - Donation to Friends of DT	\$	75,000	\$	90,000.00	\$	15,000.00
5227- PPD Security	\$	60,000	\$	80,000.00	\$	20,000.00
###- Annual Pressure Washing			\$	21,157.00		
DIB Expense	\$	436,225.00	\$	547,041.00	\$	110,816.00
6000 - Market Other / Misc.	\$	24,000	\$	58,615.43	\$	34,615.43
6001 - Palafox Market Management	\$	40,000	\$	76,232.17	\$	36,232.17
6003 - Permits / Street Closures	\$	1,200	\$	2,200.00	\$	1,000.00
6004 - Portable Toilet Rental	\$	13,000	\$	4,500.00	\$	(8,500.00)
6005 - Market Anniversary Celebration	\$	2,000	\$	3,000.00	\$	1,000.00
6006 - Farm Visit - Mileage Reimbursement	\$	500	\$	500.00	\$	-
6007 - Marketing	\$	16,070	\$	30,000.00	\$	13,930.00
6011 - Market App Program Fee	\$	1,500	\$	1,900.00	\$	400.00
##### Palafox Market Bathroom Construction	\$	40,680	\$	40,680	\$	-
6021 - Travel, Entertainment & Education	\$	-	\$	2,500.00	\$	2,500.00
Spotless Cleaning	\$	-	\$	58,390.40	\$	58,390.40
6012 - Market Security	\$	10,200	\$	20,400.00	\$	10,200.00
Palafox Market Expense	\$	149,150	\$	298,918.00	\$	149,768.00
7000 - Ambassador Program Labor	\$	135,000	\$	193,000.00	\$	58,000.00
Ambassador Program Expense	\$	135,000	\$	193,000.00	\$	58,000.00
3001- Republic - Compactor Service	\$	59,643.74	\$	59,643.74	\$	-
3002 - Compactor Lease	\$	10.00	\$	10.00	\$	-
3004 - Security	\$	1,021.10	\$	1,021.10	\$	-
3007 - Compactor Electric	\$	583.76	\$	583.76	\$	-
Compactor Expense	\$	61,258.60	\$	61,258.60	\$	-
DIB Operating Expense	\$	781,633.60	\$	1,100,217.60	\$	318,584.00

Jefferson Street Garage SOW - Cleaning Cleaning to be done 7 days per week and completed between the hours of 3am & 7am		
<u>Task</u>	<u>Frequency</u>	<u>Description</u>
Trash / Debris Removal	Daily	Includes the removal of all trash, debris, leaves on all 3 floors, parking lot, and surrounding garage area
Human Excrement Removal	Daily	Remove all human excrement (urine, feces and/or vomit) are to be washed away with bleach or other sanitation solutions and water
Empty Trash Cans	Daily	Trash cans are emptied & disposed into trash compactor, new bag inserted, and cans are wiped down on all 3 levels and alley
Elevators	Daily	Elevators are inspected daily for trash, graffiti, excrement and cleaned as needed. Elevator doors, buttons and all common touch surfaces are wiped down with cleaning solution daily
Stair wells	Daily	Stairwells are swept and washed down(as needed) handrails are wiped down with cleaning solutions daily
Pay-stations	Daily	Both pay stations are wiped down daily with cloth (no solutions to be sprayed directly on the keyboards or screens)
Graffiti Removal	As Needs	All graffiti is removed or reported (if not within reach) once noticed
Pressure Washing	Quarterly	Pressure washing high traffic areas (exits, stairs etc....)

QTR 2022/23

Executive Director Accomplishments:

- Successfully won FooFoo grant for Magic Carpet display in November
- Worked with Mayors office and CRA to allow for DIB to retain all Ad Valorem Revenue in new fiscal year
- Successfully opened Palafox Market South extension in Plaza Ferdinand
- Attended grand opening of the Blake Doyle Skatepark
- Worked with new business Proper Burger on cleaning surrounding area leading up to their opening in July.
- Worked with city staff on upgrading electrical service to Plaza Ferdinand in anticipation of Palafox Market opening.
- Met with developers from Tampa to discuss potential opportunities for business in downtown Pensacola.
- Co-Hosted Real News with Rick Outzen giving 26 business owners in downtown an opportunity to promote their business
- Went to Tallahassee with the Florida Downtown's Association to meet with state legislators to discuss the needs for all of Florida's downtowns.
- Secured summer intern through Escambia County Summer Youth Internship Program
- Met with the Lighting Company to begin discussions about First City Light Festival for 2023
- Prepared Annual update for CRA.
- Hosted quarterly merchant roundtable for downtown business owners

DIB FY2023-24 MARKETING / WORKING	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	Project Totals
Public Relations and Promotion													
News Release / Media Pitches [1]	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Media Response [2]	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$63	\$750
Grant Research and Vetting [3]	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Grant Writing [4]													\$2,292
Downtown Explorers Guide [5]	\$4,000	\$1,000	\$1,250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,250
Photography [6]	\$125	\$125	\$500	\$125	\$125	\$125	\$125	\$125	\$500	\$125	\$125	\$125	\$2,250
Advertising													
Beach TV	\$0	\$0	\$0	\$0	\$0	\$750	\$750	\$1,000	\$1,000	\$1,000	\$1,000	\$750	\$6,250
Beach TV :30 TV ad	\$0	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
Digital													
Visitor enews	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$5,700
Online Accounts/Reviews—Trip Advisor/Google	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$900
Website Content Updates	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$4,500
Visit Pensacola / Visit Florida Updated Content	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Strategy Development/Management/Reporting													
Project management, meetings, reporting	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000
Social Media Marketing													
Facebook & Instagram Marketing	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
Twitter Marketing	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Branded Downtown Pensacola linktree	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$9	\$108
TikTok Marketing													https://linktr.ee/s/pricing/
Totals	\$9,372	\$6,372	\$6,997	\$10,372	\$10,372	\$6,122	\$6,122	\$6,372	\$6,747	\$6,372	\$6,372	\$6,122	\$90,000
PROJECT / TACTICAL GOALS & NOTES				Breakdown of Advertising Costs									
PR and Promotion				March				\$750					
Drive locals to downtown to shop, play, eat, drink				April				\$750					
Reach tourists staying at Pensacola Beach hotels and condos; introduce them to downtown Pensacola and after-beach experiences				May				\$1,000					
Provide a guide and walking map to help visitors navigate downtown businesses and attractions				June				\$1,000					
Leverage the media to get the word out about downtown events and news				July				\$1,000					
Identify and pursue grant opportunities to fund downtown revitalization and beautification projects and special events that promote downtown's economic success				August				\$1,000					
Photography includes one 1/2 day professional photo shoot 2x				September				\$750					
Advertising				\$6,250				Total Beach TV					
Targeting visitors staying in Pensacola beach hotels and condos													
Budget includes a professional :30 editorial video													
Digital													
Reintroduces a monthly downtown newsletter													
Monthly blog; website digital banners; calendar of events													
Visit Florida and Visit Pensacola content to capitalize on their audiences (photos, videos, downtown events, news, etc.)													
Monthly Strategy Development/Management													
Monthly promotion strategy / project management & implementation													
Internal creative/strategy meetings/client conferences & calls													
Monthly marketing reports													
Monthly review and reporting of data and analytics													
Monthly board meetings													
Client consults as needed													

[1] Average of one news release / month although during holidays and Foo Foo there will be more. This includes event releases as well as pitches around things to do downtown or DIB announcements, etc.

[2] Interview coordination; photo requests; photo editing; video requests; requests for additional information, etc.

[3] Budgeted one hour per week

[4] This line item is incomplete as the total budget will depend on the number and type of grant applications produced. Notes: Federal grant applications are the most complicated and time-consuming; however, federal grant awards are generally much higher than local grants. Grants will need to be assessed on a case by case basis and Staff/Board can decide which grants should be pursued

[5] Illustrated Downtown Map Estimate: \$4,000
Printing Estimate for 2,500: \$1,250

[6] Includes two 1/2 professional photo shoots during the year; at least one during the holidays/foo foo

Home > Restaurant & Food Service > Cooking Equipment > Fryer Oil Filtration Equipment



+5 More

LYTLS8GAL4F8MOYJZV0

VEVOR Fryer Grease Bucket 8 Gal Oil Disposal Caddy Steel Fryer Oil Bucket w/Rust-proof Coating 30.3L Oil Transport Container w/Lid & Lock Clips Oil Caddy w/Filter Bag For Hot Cooking Oil Filtering

★★★★★ 19 Reviews 3 answered questions

\$128⁹⁹

\$92.99 Deal after registering [Sign in or Register](#) and save. [Detail](#)

Free Shipping. [Details](#)

Delivery **Tues. Jun. 27 - Sun. Jul. 2** [Details](#)

[Delivery to United States](#)

In Stock

Qty: 1

Add to Cart

Buy Now

Express checkout with

Live Chat

Contact Us

+ Add to Wish List

About this item

- **8 Gal Capacity with Filter Bag:** Our fryer grease bucket features a large capacity within its compact size. Measuring 13.8" (35 cm) in diameter and 13.8" (35 cm) in height, it can hold 8 gallons of oil, reducing the frequency of emptying the oil buckets. With its flat lid, it can be stacked up to save your space. Moreover, a filter bag is also offered, with which you can easily filter the impurities, suspended solids, and particulate matter in the oil.
- **Premium Steel Material:** Made of heavy-duty steel, about 0.02" (0.6 mm) in thickness, our oil disposal caddy is not easy to deform and built to last. Both the outside and inside are equipped with coatings. The rust & corrode-proof blue exterior coating enables this fryer oil caddy to stand up to wears and tears. And the interior is covered with a food-grade coating, hygienic & withstanding high temperatures, with which you can store the oil in it at ease.
- **Locks for Better Sealing:** For a better sealing effect, this fryer oil bucket

[See More](#)

People Who Bought This Item Also Bought

Search 410,000+ products

WebstaurantStore > Restaurant Equipment > Cooking Equipment > Commercial Fryers > Fryer Oil Filtration Equipment and Supplies > Fryer Oil Transporters > Fryclone 6.5 Gallon Orange Utility Oil Pail


Fryclone 6.5 Gallon Orange Utility Oil Pail
★★★★★ [Read 1 reviews](#) Item #: 259FOPN6GL

See more products like this!

Browse our full selection


See more products

plus




★★★★★
Fryclone Smart Pail 9.5 Gallon Orange Utility Oil Pail
\$199.99/Each

plus




★★★★★
Fryclone 40 - 50 lb. Fryer Oil Shuttle
\$459.99/Each

plus




★★★★★
Fryclone 70 - 100 lb. Fryer Oil Shuttle
\$549.00/Each

plus








★★★★★
Shortening Shuttle® SS-709 70 lb. Waste Oil Transport Container
\$743.00/Each



plus



★★★★★
Shortening Shuttle® SS-709-T 80 lb. Waste Oil Transport Container
\$743.00/Each

Note: Logo may vary





Free Shipping

Only
\$119.99

Ships free with

1

Add to Cart



Model #: T9FB652159 MPN #: 51003C

Liquidynamics™ 4 Wheel Drum Cart 51003C for 120 Lb. – 16 Gallon Drums

[View All Drum Platform Trucks](#)

(1) | Questions & Answers (0)

Purchase Information

PRICE

\$194.95