



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday July 25th, 2023, 7:30
AGENDA**

- I. Call to Order
 - a. *Election of DIB Officers- Walker Wilson
- II. Recurring Agenda
 - a. Meeting was properly noticed
 - b. *Approval of the proposed meeting agenda for July 25th, 2023
 - c. *Approval of the minutes from the regular meeting of the DIB on June 27th, 2023
 - d. *Approval of the June Financials
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
- IV. New Business
 - a. *Executive Director Contract Extension
 - b. *2023-2024 Annual Budget
 - c. *All I Want Campaign- \$8,000
 - d. Gallery Night Discussion
 - e. Trashcan Discussion
 - f. Schedule DIB Roundtable
 - g. Pelican Drop Update
- V. Old Business
- VIII. Public Comment
- IX. Adjournment

**Next meeting – August 22nd, 2023
(*) = approval item**



**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday June 27th, 2023, 7:30

AGENDA

Attendance: Michael Carro, Chairman, Jean Pierre N'Dione, Chris McKean, Nathan Holler, Gregg Harding, Jennifer Brahier, 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 Chris McKean and seconded by Jean Pierre N'Dione and unanimously approved.
- c. The minutes of the regular meeting held on May 23rd, 2023, were motioned, seconded, and unanimously approved.
- d. The May financials were motioned, seconded, and unanimously approved.
 - Waste Co-Op over in expenses and income. The contract with Republic has been revisited and there is consideration to purchase a compactor.
 - Palafox Market vendor participation is over budget for month after first month of expansion.

III. On-Going Business

- a. PPD Report
 - The third officer with the CRA starts this week.
 - PPD is still working on a cost breakdown for the additional security cameras downtown.
- b. Spotless Report
 - Pressure washing is still in progress.
 - Spotless has a new reporting system that will enable them to pull their reports monthly.
 - City Trash Cans need to be cleaned or replaced. In the meantime, the lids that are in the parking garage will be placed back on the trash cans.
- c. Marketing Report
 - There have been many Palafox Market projects including Palafox Market Anniversary and Palafox Market South opening day.
 - We have onboarded with Visit Florida and Visit Pensacola.
 - Social Media promotion for downtown events.
 - FooFoo Fest "Magic Carpet" Project was announced.
 - Ideaworks and DIB working on marketing budget for the new year.
- d. Palafox Market
 - Palafox Market South has had a successful first month but looking for more ways to encourage customers to reach both markets.
 - Ideaworks has assisted in making rack cards and sidewalk decals to promote Palafox



Market South.

- There needs to be more awareness brought to safety measures for customers crossing the streets in Palafox Market North using cones and A-frame signage.

IV. New Business

- a. *Website- Update
 - There is a motion to approve updating the current site and additional capabilities up to \$28,000. Motion is seconded, the motion passed 3-1
- b. *CRA Future Workplan- Walker Wilson
 - Motioned, seconded, and unanimously approved.
- c. *Interlocal Agreement CRA & DIB Amendment
 - Motioned, seconded, and unanimously approved.
- d. *Tree Wrapping for 4th of July
 - There is a motion to approve up to \$2,500 to wrap trees from Main Street to Wright Street. Motion is seconded and unanimously approved.
- e. *Trolley for Palafox Market
 - Trolley to run from Palafox Market North to Palafox Market South to run through to Labor Day.
 - Motioned, seconded, and unanimously approved.
- f. *Adding employee to Spotless Logistics Contract- \$58,195.20/year
 - Motioned, seconded, and unanimously approved.
- g. Discussion on 2023-2024 Budget
 - There is an increase in the marketing budget attributed to grant research/writing, Beach TV, Visitor Enews, Visit Pensacola & Visit Florida, and an increased presence on Facebook, Instagram, & Twitter.
- h. Discussion on Waste Co-op & Grease disposal- Nathan Holler
 - Waste Co-Op would add fee to co-op for participants in need of grease disposal. The fee could be used for increased pressure washing for Jefferson Street Parking Garage.
- i. Meeting with Mayor Sherry Sullivan of Fairhope, AL- Nathan Holler
 - Potential trash can design from Fairhope. Trash cans are made of durable material with planters. Discuss at July meeting.
- j. *Executive Director- 2nd & 3rd Quarter Bonus
 - Motioned, seconded, and unanimously approved.

V. Old Business

VIII. Public Comment

IX. Adjournment

- Meeting was adjourned at 10:18 AM

Next meeting – July 25th, 2023

(*) = approval item

DIB - June 23

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$15,800 Over Budget</i>	<i>\$36,400K Over Budget</i>
1301	Co-Op Participation	On Budget	\$7,000 Over Budget
4030	Palafox Market	\$9,900 Over Budget	\$32K Over Budget
Expense			
Expense	<i>Overview</i>	<i>\$5K Over Budget</i>	<i>\$9K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$2,200 Under Budget</i>	<i>\$1,800 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$400 Under Budget	\$3,500 Under Budget
5023	Marketing	\$6,500 Over Budget	\$13K Over Budget
5027	Economic Development	\$6,100 Under Budget	\$32K Under Budget
6000	Palafox Market	\$7K Over Budget	\$3,800 Over Budget
7000	Ambassador Program	\$250 Under Budget	\$26K Over Budget

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: July

Total Income DIB **June:** \$88,857.10

Total Expense DIB **June:** \$57,274.18

Notes:

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2023

	Jun 23	Budget	\$ Over Budget	Oct '22 - Jun 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	5,106.46	5,104.88	1.58	52,882.37	45,943.96	6,938.41	61,258.60
4010 · Ad Valorem Revenue	55,470.84	55,470.83	0.01	499,237.56	499,237.51	0.05	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	374.99	-374.99	500.00
Program Revenue							
4030 · Palafox Market Vendor Payments	23,175.00	13,333.33	9,841.67	151,977.95	120,000.01	31,977.94	160,000.00
4036 · Palafox Market Merchandise	130.00			130.00	0.00	130.00	0.00
Total Program Revenue	23,305.00	13,333.33	9,971.67	152,107.95	120,000.01	32,107.94	160,000.00
4085 · LTU - Sidewalk Pressure Washing	6,500.00	0.00	6,500.00	6,500.00	6,500.00	0.00	6,500.00
4900 · Sales Tax Collected - Rent	-1,516.13	-904.17	-611.96	-10,354.73	-8,137.49	-2,217.24	-10,850.00
4901 · Sales Tax Collected - Merch	-9.07			-9.07			
Total Income	88,857.10	73,046.54	15,810.56	1,104,987.86	1,068,541.98	36,445.88	1,287,681.60
Gross Profit	88,857.10	73,046.54	15,810.56	1,104,987.86	1,068,541.98	36,445.88	1,287,681.60
Expense							
3001 · Compactor - Waste Services	2,723.02	4,970.31	-2,247.29	46,529.66	44,732.81	1,796.85	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	1,890.07	765.83	1,124.24	1,021.10
3007 · Compactor - Electric	44.36	48.65	-4.29	407.65	437.81	-30.16	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							
5001.9 · Payroll Admin Fees	5.25			5.25			
5003.5 · 403(b) Employer Contribution	621.62			5,840.55	0.00	5,840.55	0.00
5001 · Salaries, Benefits & Taxes - Other	4,785.75	5,807.46	-1,021.71	45,820.48	55,170.89	-9,350.41	75,497.00
Total 5001 · Salaries, Benefits & Taxes	5,412.62	5,807.46	-394.84	51,666.28	55,170.89	-3,504.61	75,497.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	250.00	-250.00	250.00
5009 · Bank Charges	0.00	41.67	-41.67	124.00	374.99	-250.99	500.00
5004 · Insurance Expense-Other	30.33			272.97	0.00	272.97	0.00
5005 · Workers Comp Insurance	41.42	42.58	-1.16	496.78	383.26	113.52	511.00
5030 · Insurance- General Liability	951.33	643.33	308.00	8,561.97	5,790.01	2,771.96	7,720.00
5011 · Interest Expense	0.00	16.67	-16.67	0.00	149.99	-149.99	200.00
5012 · Office Rent	0.00	1,313.17	-1,313.17	10,460.15	11,818.49	-1,358.34	15,758.00
5013 · Office Supplies	116.92	83.33	33.59	1,148.35	750.01	398.34	1,000.00
5014 · Office Equipment/Software	61.23	333.33	-272.10	3,236.33	3,000.01	236.32	4,000.00
5015 · Postage	0.00	16.67	-16.67	250.80	149.99	100.81	200.00
5016 · Telecommunications	437.93	666.67	-228.74	3,750.04	5,999.99	-2,249.95	8,000.00
5017 · Website Support	0.00	407.58	-407.58	0.00	3,668.26	-3,668.26	4,891.00
5018 · Website Hosting							
5018 · Website Hosting - Other	0.00	208.33	-208.33	311.34	1,875.01	-1,563.67	2,500.00
Total 5018 · Website Hosting	0.00	208.33	-208.33	311.34	1,875.01	-1,563.67	2,500.00
5019 · Computer Support/Email Leasing	303.69	208.33	95.36	2,943.21	1,875.01	1,068.20	2,500.00
5020 · Dues, Subscriptions, Publicatio	484.99	250.00	234.99	3,016.19	2,250.00	766.19	3,000.00
5021 · Travel Entertainment & Educ.	268.85	250.00	18.85	569.99	2,250.00	-1,680.01	3,000.00
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	11,181.15	4,583.33	6,597.82	54,869.10	41,250.01	13,619.09	55,000.00
Total 5023 · Marketing Consultants	11,181.15	4,583.33	6,597.82	54,869.10	41,250.01	13,619.09	55,000.00
5024 · Bookkeeping	660.00	1,000.00	-340.00	7,945.00	9,000.00	-1,055.00	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	0.00	666.67	-666.67	4,840.00	5,999.99	-1,159.99	8,000.00
Total 5026 · Legal Counsel	0.00	666.67	-666.67	4,840.00	5,999.99	-1,159.99	8,000.00
5027 · Economic Development	4,131.31	6,250.00	-2,118.69	21,860.37	56,250.00	-34,389.63	75,000.00
5028 · Arts and Culture	0.00	385.25	-385.25	0.00	3,467.25	-3,467.25	4,623.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2023

	Jun 23	Budget	\$ Over Budget	Oct '22 - Jun 23	YTD Budget	\$ Over Budget	Annual Budget
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							
6001 · Palafox Market Project Mgmt	3,461.54	4,298.00	-836.46	36,716.95	40,831.00	-4,114.05	55,874.00
6003 · Permits / Street Closure	0.00	0.00	0.00	500.00	0.00	500.00	1,200.00
6004 · Portable Toilet Rental	1,020.00	1,083.33	-63.33	8,690.00	9,750.01	-1,060.01	13,000.00
6005 · Market Anniversary Celebration	0.00	500.00	-500.00	0.00	2,000.00	-2,000.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	374.99	-374.99	500.00
6007 · Marketing	3,176.00	833.33	2,342.67	19,541.82	7,500.01	12,041.81	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,957.68	1,125.00	832.68	1,500.00
6012 · Market Security	1,800.00	850.00	950.00	9,000.00	7,650.00	1,350.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	30,510.00	30,510.00	0.00	40,680.00
6000 · Palafox Market - Other	6,493.03	1,183.00	5,310.03	6,561.53	10,647.00	-4,085.47	14,196.00
Total 6000 · Palafox Market	19,340.57	12,304.33	7,036.24	114,227.98	110,388.01	3,839.97	149,150.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,993.42	11,250.00	-256.58	127,497.74	101,250.00	26,247.74	135,000.00
Total 7000 · Ambassador Program	10,993.42	11,250.00	-256.58	127,497.74	101,250.00	26,247.74	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	57,274.18	51,853.58	5,420.60	1,028,249.75	1,037,368.13	-9,118.38	1,287,681.60
Net Ordinary Income	31,582.92	21,192.96	10,389.96	76,738.11	31,173.85	45,564.26	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	29.41			224.61	0.00	224.61	0.00
4960 · Interest Income	1,138.70			6,057.04			
Total Other Income	1,168.11			6,281.65	0.00	6,281.65	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	1,168.11			6,625.63	0.00	6,625.63	0.00
Net Income	32,751.03	21,192.96	11,558.07	83,363.74	31,173.85	52,189.89	0.00

DOWNTOWN IMPROVEMENT BOARD

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Accrual Basis

June 2023

	Jun 23	Budget	\$ Over Budget	Oct '22 - Jun 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	23,175.00	13,333.33	9,841.67	151,977.95	120,000.01	31,977.94	160,000.00
4036 · Palafox Market Merchandise	130.00			130.00	0.00	130.00	0.00
Total Program Revenue	23,305.00	13,333.33	9,971.67	152,107.95	120,000.01	32,107.94	160,000.00
Total Income	23,305.00	13,333.33	9,971.67	152,107.95	120,000.01	32,107.94	160,000.00
Gross Profit	23,305.00	13,333.33	9,971.67	152,107.95	120,000.01	32,107.94	160,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	3,461.54	4,298.00	-836.46	36,716.95	40,831.00	-4,114.05	55,874.00
6003 · Permits / Street Closure	0.00	0.00	0.00	500.00	0.00	500.00	1,200.00
6004 · Portable Toilet Rental	1,020.00	1,083.33	-63.33	8,690.00	9,750.01	-1,060.01	13,000.00
6005 · Market Anniversary Celebration	0.00	500.00	-500.00	0.00	2,000.00	-2,000.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	374.99	-374.99	500.00
6007 · Marketing	3,176.00	833.33	2,342.67	19,541.82	7,500.01	12,041.81	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	1,957.68	1,125.00	832.68	1,500.00
6012 · Market Security	1,800.00	850.00	950.00	9,000.00	7,650.00	1,350.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	30,510.00	30,510.00	0.00	40,680.00
Total 6000 · Palafox Market	12,847.54	11,121.33	1,726.21	107,666.45	99,741.01	7,925.44	134,954.00
Total Expense	12,847.54	11,121.33	1,726.21	107,666.45	99,741.01	7,925.44	134,954.00
Net Ordinary Income	10,457.46	2,212.00	8,245.46	44,441.50	20,259.00	24,182.50	25,046.00
Net Income	10,457.46	2,212.00	8,245.46	44,441.50	20,259.00	24,182.50	25,046.00

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of June 30, 2023

	Jun 30, 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	-55,901.62
Total 101 · Cash - Synovus- 0237 Operating	17,244.45
103 · Synovus - Money Market	426,873.75
Total Checking/Savings	444,118.20
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	2,705.28
Total Other Current Assets	5,801.53
Total Current Assets	592,383.28
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	712,875.07
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	10,520.67
Total Accounts Payable	10,520.67
Other Current Liabilities	
481 · Sales Tax Payable	1,525.20
453 · 403(b) Employer Contribution	621.62
458 · Due to 403(b) - Employee Contr	519.24
471 · Payroll Liabilities	1,376.54
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	166,412.44
Total Other Current Liabilities	175,455.04
Total Current Liabilities	185,975.71
Total Liabilities	185,975.71
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

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of June 30, 2023

	Jun 30, 23
Net Income	83,363.74
Total Equity	526,899.36
TOTAL LIABILITIES & EQUITY	712,875.07

Marketing Highlights June 2023



SUMMARY

PR/MEDIA

- Palafox Market 16th Anniversary PR
- Palafox Market Free Trolley PR & Promotion
- Best of the Coast survey
- Foo Foo PR Team Support
- Chairman Plaque

OTHER

- Downtown Pensacola content on VisitFlorida.com
- Social Media policy/PM vendor group
- FY2023-24 Marketing Budget
- Google Reviews
- Downtown area businesses boosted in June:
 - Jaco's, Bodacious, The Dog House, The Handlebar,
 - Bodacious Books, MESS Hall, O'Riley's Irish Pub,
 - Parlor Doughnuts, Angelena's, Gray Boutique,
 - Blake Doyle Skate Park, Emerald Coast Tours,
 - Pensacola Museum of Art, The 5 Barrel, Jackson's,
 - Gracie Downtown, Union Public House, The Rex
 - Café, Gallery Night, Rocket to Saturn, Peterbrooke
 - Chocolatier, Rusted Arrow Mercantile, Don Alan's,
 - Pure Barre, Scout, Deshi, Sauce Boss, Perfect Plain,
 - YMCA, Emerald Republic, Disko Lemonade,
 - Pensacola Hair Shop, Improvable Cause, PLT, The
 - Kennedy, Vinyl

CONTENT/DESIGN

- Sidewalk Decals Palafox Market Directionals
- Palafox Market Map Promo Rack Cards
- Trolley Signs
- Best of the Coast ad
- Palafox Market A-frame posters
- Palafox Market marquee poster
- Palafox Market Parking Signs

DIGITAL

- New Website—working with vendor
- Downtown events
- Downtown blog: We're Rolling (Skate Park)
- Downtown blog: Palafox Market South
- Visit Pensacola Downtown Events
- Website G4 update

SOCIAL MEDIA

- Instagram and Facebook marketing
- Instagram Stories on @downtownpensacola
- Palafox Market Facebook Vendor Group
- Palafox Market Social Media

WEBSITE OVERVIEW

WEBSITE VISITORS

5,305 Users
6,459 Sessions
12,084 Pageviews

ACQUISITION

Organic Search
Direct
Organic Social

TOP PAGES

1.Home Page
2.Events
3.Directory





INSTAGRAM
40,183 FOLLOWERS

23,248
ACCOUNTS REACHED

2,625
PROFILE VISITS

16,606
TOP SINGLE POST ENGAGEMENT



FACEBOOK
91,207 FOLLOWERS

286,453
ACCOUNTS REACHED

7,893
PROFILE VISITS

31,636
TOP SINGLE POST ENGAGEMENT

downtownpensacola
Downtown Pensacola



[View insights](#)

[Boost post](#)



Liked by awesometropolis1 and 1,296 others

608 NEW LIKES/FOLLOWS

SAMPLE CLIPS-JUNE 2023



Shoppers check out the vendors during opening day of Palafox Market South-Plaza Ferdinand. [BLACKPILLS.COM](#)

'See a portion of dower

Palafox Market celebrates its 16th anniversary with its gr

Kamal Morgan
Pensacola News Journal
JUNE 7, 2023, 10:00 AM

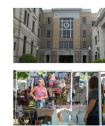
After many years helping Pensacola's small businesses grow, Palafox Market is celebrating its 16th anniversary. Palafox Market, which for last 15 years has been located in Martin Luther King, Jr. Plaza, has long been a launching point to help budding entrepreneurs thrive, perfect and expand their business models. This year due to the high demand from vendors, the

market launched a second location in Plaza Ferdinand. The market's expansion to Plaza Ferdinand on May 16th is anticipated to grow the revenue for Palafox Market from \$160,000 to just shy of \$300,000, while also helping to alleviate a growing waiting list, create more opportunities for local vendors and businesses, and draw more foot traffic to surrounding businesses, according to Downtown Improvement Board Executive Director Walker Wilson.

"It gives us a chance to try and grow the footprint of what we might consider downtown," growth. "Let's see how it goes."

See More

News



Millions of dollars and more jobs could be coming to McDavid sawmill
ESCAMBIA-COUNTY 4:15 a.m. CT June 7



Palafox Market celebrates 16 years supporting downtown, small businesses
PENSACOLA 4:12 a.m. CT June 7

PALM | WEDNESDAY, JUNE 7, 2023 | 11A



Shoppers check out the vendors during opening day of Palafox Market South-Plaza Ferdinand. [JOURNAL-NEWS.COM](#)

Market

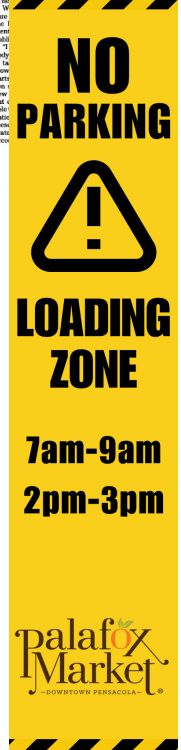
Continued from page 3A

Palafox Market will celebrate its 16th anniversary with live entertainment, face painting for children, and more. The anniversary celebration will feature local chefs, live music, and more. Palafox Market will also have a variety of vendors, including fresh produce, baked goods, and more.

"It's phenomenal," Burton said. "The way you just can go from booth to booth and they're all open, it's one of the best parts of the market. I don't believe you really did it. I don't know how you did it, it's just amazing."

The annual of businesses, plants, crafts, fresh food, and more, the market is a great place to spend the day. The market is open from 9 a.m. to 3 p.m. on Saturdays. The market is a great place to spend the day. The market is open from 9 a.m. to 3 p.m. on Saturdays.

goes back into parts with the largest chunk really being utilized for the beautiful or maintenance that ranges from landscaping to the market. The market is a great place to spend the day. The market is open from 9 a.m. to 3 p.m. on Saturdays.



Media Contact:
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Ideaworks
(850) 434-9095 • caron@ideaworks.com

Palafox Market Launches Free Trolley Service To Run Between Two Market Locations Beginning July 1

PENSACOLA, Fla. (June 28, 2023) — The Downtown Improvement Board this week announced it will launch a free trolley service to carry shoppers between Palafox Market's two locations each Saturday until Labor Day, and possibly beyond that date depending upon usage. The trolley will run from 10:30 a.m. until 2:30 p.m. between Palafox Market "North" at Martin Luther King, Jr. Plaza, and Palafox Market "South" at Plaza Ferdinand. The trolley will stop at the corner of Gregory and Palafox, adjacent to the North Palafox parking lot, and on the corner of Jefferson and Government Streets, running on a continual cycle and giving shoppers the opportunity to shop at both markets with ease. You can track the trolley on your phone or desktop at <http://palafox-trolley.com/>.

Hosted by the Downtown Improvement Board, the Palafox Market is open from 9 a.m. to 2 p.m. on Saturdays, rain or shine, and features more than 200 local farmers, bakers, artists and craftsmen/women.

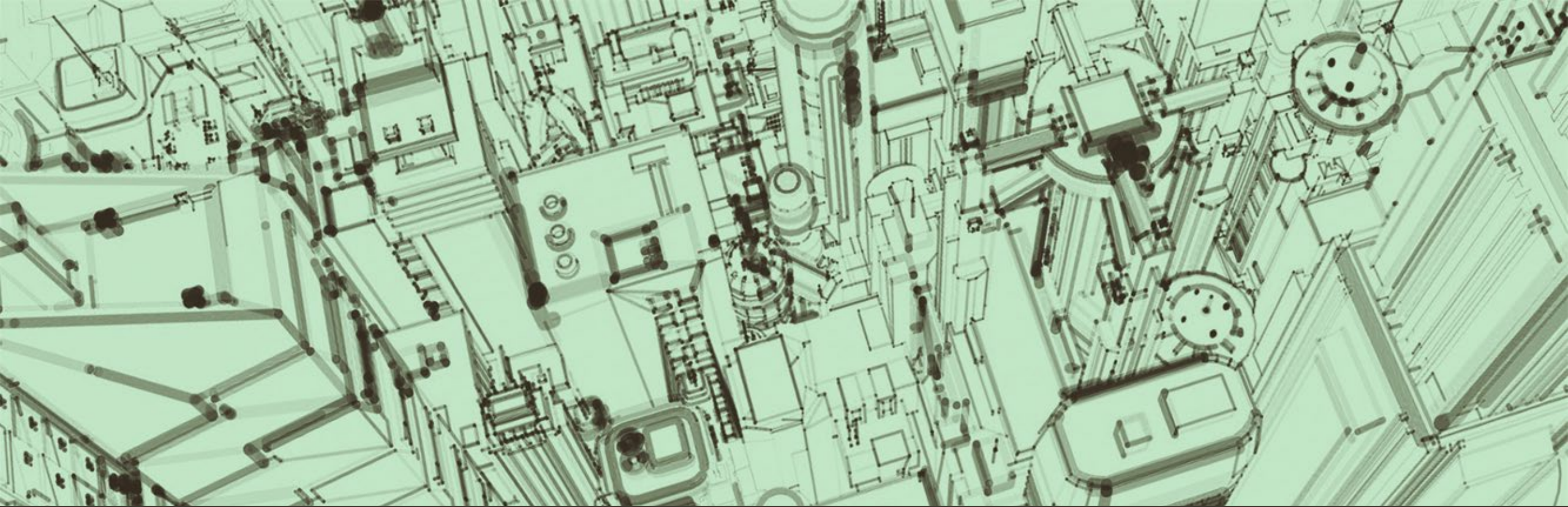
For more information about Palafox Market, visit www.palafoxmarket.com or follow @palafoxmarket on Instagram.

###



FREE TROLLEY
From the Downtown Improvement Board

POWERED BY IDEAWÖRK

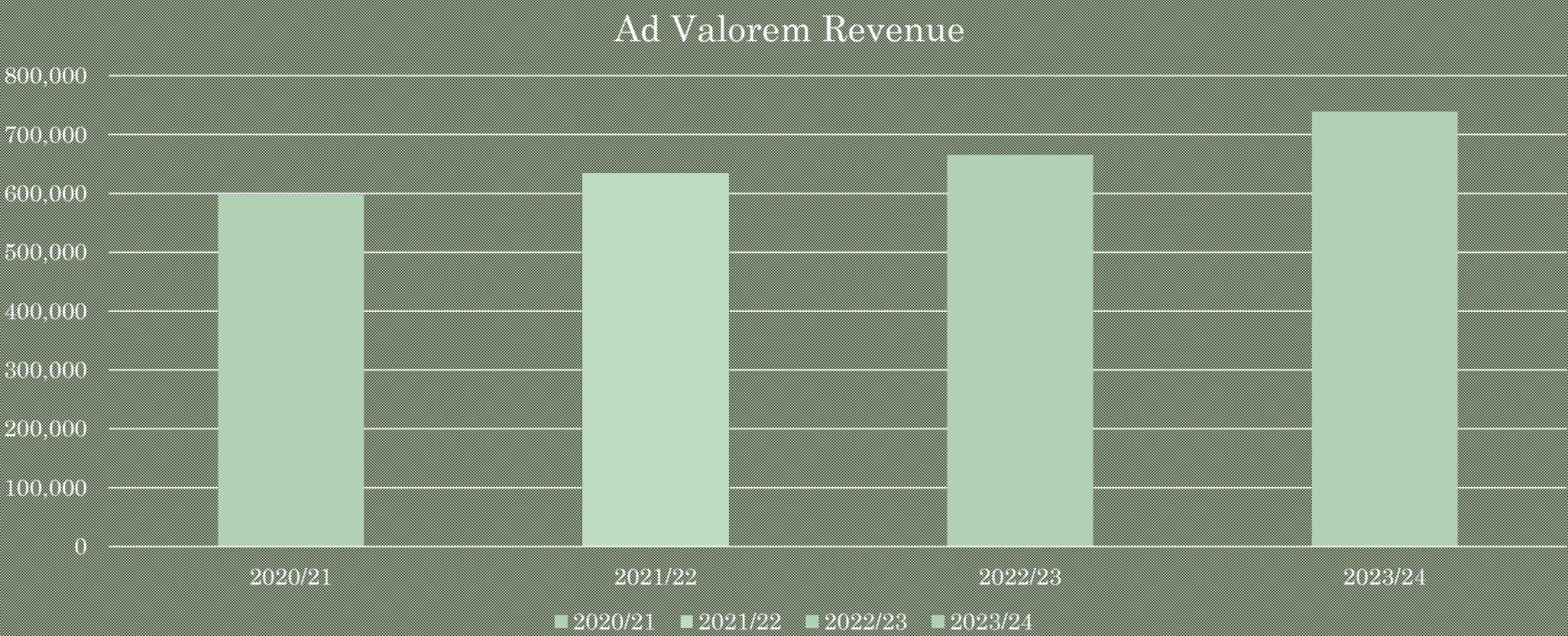


Executive Director Contract Extension

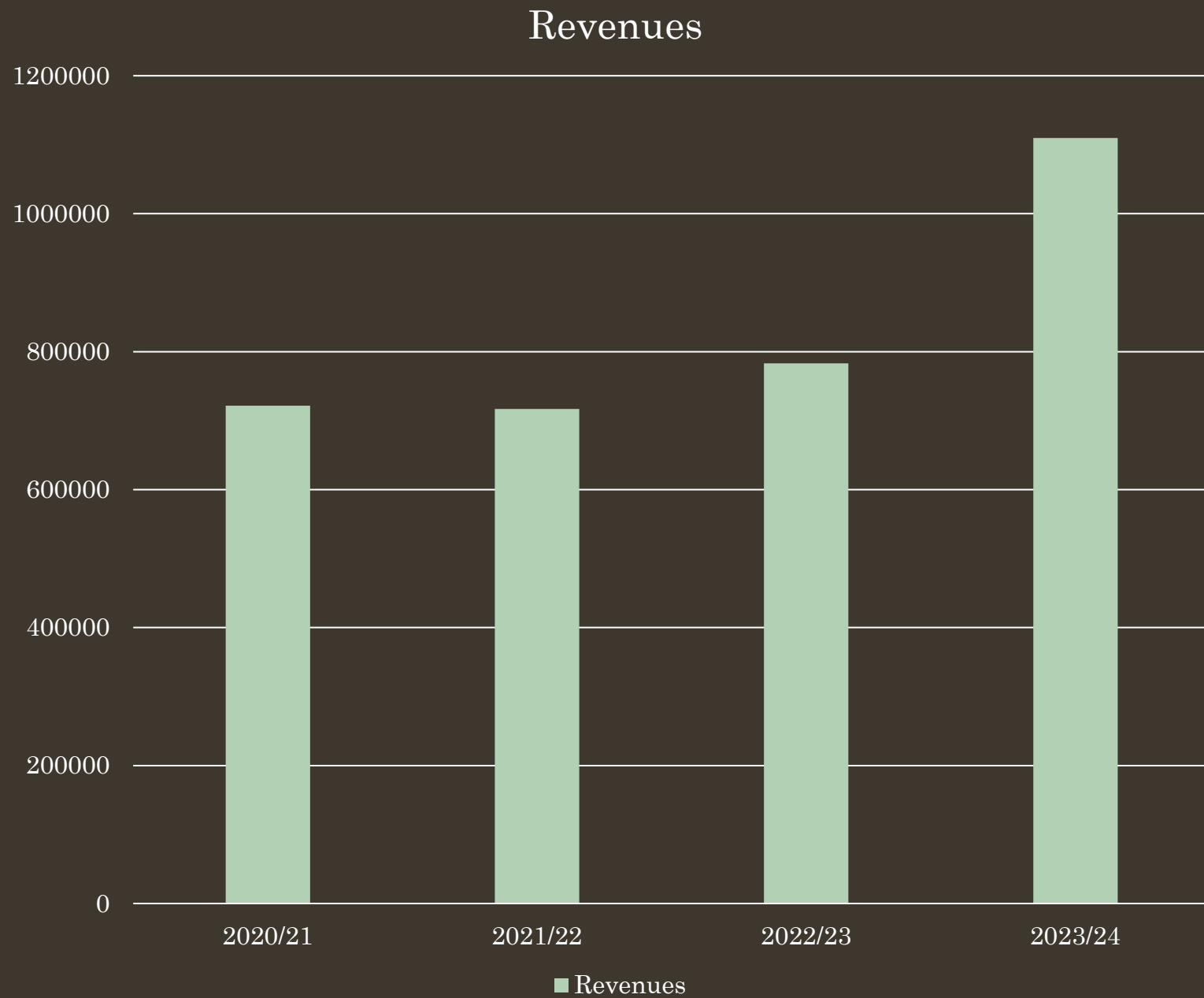
Walker Wilson



Property Values 2020-2023



Revenue Increase



Operating Overhead Reductions

Expense	2020/2021	2022/2023	Savings
Salaries, Benefits, Taxes	\$102,137	\$75,497	\$26,640
Board Meetings	\$6,000	\$250	\$5,750
Insurance	\$16,850	\$7,720	\$9,130
Workers Comp	\$2,000	\$511	\$1,489
Verizon	\$3,960	\$1,623.60	\$2,336.40
Cox	\$4,836	\$3,840	\$996
App River	\$2,012.40	\$1,525.52	\$486.88
Ambassador Program	\$159,391	\$135,000	\$24,391
Total	\$297,186	\$225,967	\$71,219

Accomplishments

- Reduced overhead spending by 5% in first six months
- Expanded Palafox Market and project to double revenue of market in 2024
- Worked with CRA to allow DIB to retain all Ad Valorem Revenue increasing annual budget \$100,000
- Expanded First City Light Festival into Belmont-De Villers
- Secured three Foo Foo Festival grants including Bubble Alley
- Changed cleaning contract to a locally owned business and reduced cost of contract for same amount of service
- Worked with City of Pensacola to bring two public restrooms to Palafox Market

QUESTIONS?

**Pensacola Downtown Improvement Board
Operational Budget**

Pensacola Downtown Improvement Board Operational Budget	Year Total		
	FY2023/24		
	1st Draft	Difference	% Change
4010 - Ad Valorem Revenue	\$ 739,063.00	\$ 73,413.00	9.93%
4015 - CRA Interlocal Income	\$ 574,070.00	\$ 169,370.00	30%
5000 - CRA Interlocal Payment	\$ (574,070.00)	\$ (69,370.00)	12%
4020 - Website Membership	\$ 500.00	\$ -	0%
4030 - Palafox Market Vendor Payments	\$ 320,910.00	\$ 160,910.00	50%
1301-Co-Op Participation	\$ 61,258.60	\$ -	0%
4085 - LTU - Sidewalk Pressure Washing	\$ -	\$ (6,500.00)	#DIV/0!
### Intrest Income	\$ 10,000.00	\$ 10,000.00	100%
4900 - Palafox Market Sales Tax Collected	\$ (21,992.00)	\$ (11,142.00)	51%
####- Funds Brought Forward	\$ -	\$ -	#DIV/0!
DIB Revenue	\$ 1,109,739.60	\$ 326,681.00	29%
7000 - Ambassador Program Labor	\$ 248,311.00	\$ 113,311.00	46%
5027 - Economic Development	\$ 109,458.25	\$ 37,608.25	34%
5029 - Donation to Friends of DT	\$ 85,000.00	\$ 10,000.00	12%
5227- PPD Security	\$ 104,000.00	\$ 44,000.00	42%
5041 Sidewalk Pressure Washing	\$ 27,657.00	\$ 21,157.00	76%
CRA Expenses	\$ 574,426.25	\$ 226,076.25	39%
5001 - DIB Salaries Benefits & Taxes	\$ 88,329.73	\$ (2,665.27)	-3%
5005 - Workers Compensation	\$ 511.00	\$ -	0%
5030 - Liability Insurance / Other	\$ 7,720.00	\$ -	0%
5006 - Board Meetings	\$ 250.00	\$ -	0%
5007 - Annual Meeting	\$ 250.00	\$ -	0%
5009 - Bank Charges	\$ 200.00	\$ (300.00)	-150%
5012 - Office Rent	\$ 16,915.98	\$ 1,157.98	7%
5013 - Office Supplies	\$ 1,000.00	\$ -	0%
5014 - Office Equipment	\$ 3,500.00	\$ (500.00)	-14%
5015 - Postage	\$ 200.00	\$ -	0%
5016 - Telecommunications	\$ 6,000.00	\$ (2,000.00)	-33%
5018 - Website Hosting	\$ 6,500.00	\$ 4,000.00	62%
5019 - Computer Support / Email Leasing	\$ 2,500.00	\$ -	0%
5020 - Dues Subscriptions & Publications	\$ 3,500.00	\$ 500.00	14%
5021 - Travel, Entertainment & Education	\$ 6,010.04	\$ 3,810.04	63%
5024 - Bookkeeping	\$ 12,000.00	\$ -	0%
5025 - Audit	\$ 11,750.00	\$ -	0%
5026 - Legal Counsel	\$ 8,000.00	\$ -	0%
DIB Expense	\$ 749,563.00	\$ 520,188.00	69%
6000 - Market Other / Misc.	\$ 58,615.43	\$ 34,615.43	59%
6001 - Palafox Market Management	\$ 76,232.17	\$ 36,232.17	48%
6003 - Permits / Street Closures	\$ 2,200.00	\$ 1,000.00	45%
6004 - Portable Toilet Rental	\$ 4,500.00	\$ (8,500.00)	-189%
6005 - Market Anniversary Celebration	\$ 3,000.00	\$ 1,000.00	33%
6006 - Farm Visit - Mileage Reimbursement	\$ 500.00	\$ -	0%
6007 - Marketing	\$ 108,790.40	\$ 92,720.40	85%
6011 - Market App Program Fee	\$ 1,900.00	\$ 400.00	21%
####- Palafox Market Bathroom Construction	\$ 40,680	\$ -	0%
6021 - Travel, Entertainment & Education	\$ 2,500.00	\$ 2,500.00	100%
Palafox Market Expense	\$ 298,918.00	\$ 149,768.00	50%
3001- Republic - Compactor Service	\$ 59,643.74	\$ -	0%
3002 - Compactor Lease	\$ 10.00	\$ -	0%
3004 - Security	\$ 1,021.10	\$ -	0%
3007 - Compactor Electric	\$ 583.76	\$ -	0%
Compactor Expense	\$ 61,258.60	\$ -	0%
DIB Operating Expense	\$ 1,109,739.60	\$ 321,606.00	29%
	FY2022-2023		
Tot Revenues	\$ 1,109,739.60	\$ 326,681.00	29%
Tot Expenses	\$ 1,109,739.60	\$ 321,606.00	29%
Tot Variance	\$ -		
% of budget	\$ -		



2022 All I Want Campaign

- New Creative Campaign
- Retail Bag Stuffer
- Website
- Updated Rules and Regulations
- Palafox Marquee Poster
- Sidewalk Decals
- Restaurant Check Insert
- Coasters
- Promo Flyers
- Social Media Graphics
- Facebook and Instagram Ad Campaign
- Public Relations
- Vendor Donations Support
- Tracking and Campaign Management
- Print Ad
- Digital Ad
- Emails

HIGHLIGHTS

- \$154,454.99 in downtown receipts uploaded
- 15,661 entries
- 1,970 clicks from social ads
- 86 participating merchants
- 51 donating merchants
- More than \$5,000 in daily prizes from participating merchants
- 26 Daily Prizes given away
- Top Participating Merchants: Rusted Arrow, Peterbrooke, O'Riley's, Bodacious Olive, Indigeaux, The Wine Bar

SIDEWALK DECAL

DAILY DRAWINGS

\$1,000 GRAND PRIZE!

All I Want DOWNTOWN

1. SHOP, EAT, PLAY DOWNTOWN

2. TAKE A PICTURE OF YOUR RECEIPTS

3. UPLOAD TO DOWNTOWNPENSACOLA.COM/ALLIWANT

NO PURCHASE NECESSARY. RESTRICTIONS APPLY. SEE WEBSITE FOR DETAILS.

COASTER

All I Want DOWNTOWN

1. Shop, eat, play downtown

2. Take a picture of your receipts

3. Upload to downtownpensacola.com/AllIWant

DAILY PRIZES!

\$1,000 GRAND PRIZE!

Restrictions apply. Full rules at downtownpensacola.com/AllIWant. Scan code to enter!

HOME PAGE BANNER

Explore

Events Businesses About Blog News Meetings Parking

The "All I Want" Giveaway!

Nov. 9-Dec. 18

The Downtown Improvement Board and downtown Pensacola merchants are giving you the chance to win a daily prize and a \$1,000 grand prize for the holidays! A receipt for at least \$10 from any downtown restaurant, bar, gallery or shop dated Nov. 9-Dec. 18 is all you need to enter. Click to read the rules and upload your receipts!

[Enter Drawing](#)

Upcoming Events

This Week

SAT 3 NOV	SUN 4 NOV	Weekend Specials at 200 South 11:00 a.m. to 7:00 p.m. 200 S. Palafox Pl.	Details
SUN 4 NOV		Sunday Brunch at O'Riley's Irish Pub 10am to 2pm 321 S Palafox Street	Details
MON 5 NOV	TUE 6 NOV	Pensacola Cinema Art presents: NOPE	Details

All I Want Holiday Giveaway!



**DAILY PRIZES +
\$1,000 GRAND PRIZE**

Shop, Eat, Play Downtown
Then Upload a Photo of
Your Receipts to
[downtownpensacola.com/
AllIWant](http://downtownpensacola.com/AllIWant)

Restrictions Apply. See Full Rules Online.

a&e happenings

HOLIDAY EVENTS

WINTERFEST TOURS Downtown Pensacola is again transforming into a winter wonderland. Reserve seats on special themed tours including the Scrooge Tour, Polar Express Tour, Grinch Tour as well as Santa and Grinch photo ops and pre-shows for the public to enjoy. For tour information and reservations, visit pensacolawinterfest.org.

SANTA AT THE LIBRARY Stop by your local library for Santa pictures and fun activities this holiday season.

*Thursday, Dec. 1, 5:30-6:30 p.m.
Century Library, 7991 N. Century Blvd.
*Tuesday, Dec. 6, 10:30-11:30 a.m.
Southwest Library, 12448 Gulf Beach Highway
*Tuesday, Dec. 6, 5:30-6:30 p.m.
Westside Library, 1901 W. Gregory St.
*Wednesday, Dec. 7, 10:30-11:30 a.m.
Pensacola Library, 239 N. Spring St.
*Thursday, Dec. 8, 10:30-11:30 a.m.
Tryon Library, 1000 Langley Ave.
*Thursday, Dec. 8, 5:30-6:30 p.m.
Molino Library, 6450-A Highway 95A
*Saturday, Dec. 10, 1:30-2:30 p.m.
Belview Library, 6425 Mobile Highway
*Tuesday, Dec. 12, 10:30-11:30 a.m.
Belview Library, 6425 Mobile Highway
*Tuesday, Dec. 13, 3-4 p.m.
Tryon Library, 1000 Langley Ave.
*Thursday, Dec. 15, 4:30-5:30 p.m.
Southwest Library, 12448 Gulf Beach Highway
*Saturday, Dec. 17, 1:30-2:30 p.m.
Pensacola Library, 239 N. Spring St.
*Wednesday, Dec. 21, 10:30-11:30 a.m.
Molino Library, 6450-A Highway 95A

**PALATOF MARKET WEDNESDAY NIGHT
HOLIDAY EDITIONS** Palatof Market will host four new Wednesday night market dates to celebrate the holiday season. Dates are Dec. 2, Dec. 4 and Dec. 21. Palatof Market will host 50-plus vendors from 4-8 p.m. Bary/breweries interested in setting up as a vendor can email emily@palatofmarketpensacola.com.

**ASCENSION SACRED HEART CHRISTMAS
TREE LIGHTING** Ascension Sacred Heart Pensacola will host its annual Christmas tree-lighting ceremony at the front of the hospital's campus on Thursday, Dec. 1, from 5-7 p.m. Parking for the event is available in the Ninth Avenue Parking Garage. Guests are invited to gather in the courtyard next to the hospital's conference center, 519 N. Ninth Ave.

The tree-lighting is an event going back decades and will feature a young patient from the St. Mary's Children's Hospital at Ascension Sacred Heart setting the 50-foot tree aglow for the holidays. Activities include photos with Santa Claus, arts and crafts, cookies, hot chocolate and a choir providing sounds of the season.

The event is free to the public.

**WEAVER WORKSHOP AT SELEVEN
PALATOF** Spruce up your door this season with a fresh holiday wreath decorated and designed by you. Class is 5 p.m., Thursday, Dec. 1,

at 911 S. Palafox. Class is \$85. For tickets, visit badociushop.com.

WREATHS OF JOY Enjoy a sweet soiree with fine foods, seasonal spirits and an auction of wreaths for every season. Performances from Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus complete the evening. Event is at 6 p.m., Thursday, Dec. 1, at Pensacola Bay Center, 201 E. Gregory St. Tickets are \$250-\$350. Visit wreathsofjoy.org for tickets and details.

**KITCHEN WORKSHOP: GINGERBREAD
HOUSE BAKING, BUILDING & DECORATING** This adult-only class offers an advanced gingerbread making class. The two-part class is \$60 per adult. Part one is Friday, Dec. 2, from 6-8 p.m., and part two is Saturday, Dec. 3, from 10 a.m.-noon at 4051 Barrancas Ave. Visit facebook.com/pensacolacooks for details.

**HOT GLASS COLD BREW WINTER
WONDERLAND EDITION** The December Hot Glass Cold Brew will be Friday, Dec. 2, starting at 5 p.m., at First City Art Center, 1060 N. Guillemard St. This month's theme is Winter Wonderland, with limited handcrafted cups, craft beer, food trucks and glass blowing and ceramic demonstrations. Tickets are \$25-\$35. Visit firstcityart.org for details.

**THE GREAT AMERICAN TRAILER PARK
MUSICAL** The UWF Department of Theatre presents "The Great American Trailer Park Christmas Musical" with music and lyrics by David Neilsen and book by Betsy Kelso. Performances will be held Dec. 2-4 and Dec. 9-11, with shows at 7:30 p.m. on Friday and Saturday and 2:30 p.m. on Sunday. Performances will take place in the Mainstage Theatre of the CFPB, Bldg. 82, at 1000 University Parkway. Tickets can be purchased at the CFPB Box Office, Bldg. 82, by calling (850) 857-6285 or online at uwf.edu/tickets.

**FAMILY FUN CLASS—14TH ANNUAL
GINGERBREAD DECORATING & BAKING
CLASS** This two-day class is for one adult and one child. Times are 1-3 p.m., Saturday, Dec. 3, and Sunday, Dec. 4, at 4051 Barrancas Ave. Visit facebook.com/pensacolacooks to sign up.

**MAKE A GIFT DAY AT PENSACOLA
LIBRARY** Make someone special in your life an extra special present or three at 1 p.m., Saturday, Dec. 3, at the Pensacola Library, 239 N. Spring St. Be sure to visit the card-making station and gift wrapping station to wrap up your special home made gifts before you leave. Available while supplies last.

**ST. MARY'S WINTER ARTS AND CRAFTS
FAIR** The St. Mary's Episcopal Church Winter Arts and Crafts Fair is Friday, Dec. 2, and Saturday, Dec. 3, at 6845 Oak Street, Milton. Hours are Friday, noon-6 p.m., and Saturday, 9 a.m.-2:30 p.m. Vendors will be selling handmade crafts, custom jewelry, artwork, woodcrafts, candles and other creative handmade. Visit the event to shop local for one-of-a-kind treasures and for homemade turkey gummies, baked goods and gift hamper.

Contact the church at (850) 654-1245 or email stmarysmiltonflorida@gmail.com for more information.

SMORES WITH SANTA American Legion Post 78, located at 6025 Spikes Way in Milton, will host its first-ever S'mores with Santa event Friday, Dec. 2, from 5:30-8 p.m., and will feature hayrides and s'mores by the campfire. Warm beverages such as hot chocolate and apple cider will also be available.

CHRISTMAS MESSIAH The Choral Society of Pensacola presents "Christmas Messiah" on Friday, Dec. 3, at 7:30 p.m., and Saturday, Dec. 3, at noon, at Cathedral of the Sacred Heart, 1212 E. Moreno St. Tickets are \$5-\$20. Visit choralsocietyofpensacola.org for more information.

**CHRISTMAS CARAVAN ARTS & CRAFTS
SHOW** Find unique gifts among 40-plus unique vendors. Crafts show is 9 a.m.-3 p.m., Friday, Dec. 3, at 3200 N. 12th Ave. Visit sepcen.org/caravan2022.html for details.

WINTER ARTS AND CRAFTS FAIR The annual Winter Arts and Crafts Fair at St. Mary's Episcopal Church, located at 6845 Oak St., is Friday, Dec. 2-Saturday, Dec. 3, from 9 a.m.-2 p.m. Browse one-of-a-kind art, custom jewelry, wood crafts, candles and other creative handmade. Homemade turkey gummies, as well as baked and canned goods, will be available for purchase from the Episcopal Church Women.

RETAIL BAG STUFFER

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

**All I Want
DOWNTOWN**

1. SHOP, EAT, PLAY
DOWNTOWN
NOV. 9-DEC. 18

2. TAKE A PICTURE
OF YOUR RECEIPTS

3. UPLOAD TO
[DOWNTOWNPENSACOLA.COM/
ALLIWANT](http://DOWNTOWNPENSACOLA.COM/ALLIWANT)

Read full rules at:
downtownpensacola.com/AllIWant

WEBSITE

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

**All I Want
DOWNTOWN**

1. SHOP, EAT, PLAY
DOWNTOWN
NOV 9-DEC 18

2. SNAP A PHONE
PICTURE OF YOUR RECEIPTS

3. UPLOAD TO
[DOWNTOWNPENSACOLA.COM/
ALLIWANT](http://DOWNTOWNPENSACOLA.COM/ALLIWANT)

BROUGHT TO YOU BY DOWNTOWN MERCHANTS & THE BID

The "All I Want" Downtown Giveaway!

The Downtown Improvement Board and downtown merchants are giving you the opportunity to WIN daily prizes plus a \$1,000 gift card! All you have to do is upload your receipts from any downtown shop, restaurant, bar or gallery dated between November 9-December 18, 2022. For every \$10 you spend, you'll get one entry! By participating, you agree to be bound by the Official Rules ("Rules") below. Void where prohibited.

How to Enter:

1. Shop Downtown Between 11/9/22-12/18/22.
2. Upload Receipts Below.
3. You're Entered to Win*

*One entry for every \$10 you spend.

Full Name

FLYER

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

**All I Want
DOWNTOWN**

1. SHOP, EAT, PLAY
DOWNTOWN
11/9-12/18

2. TAKE A PICTURE
OF YOUR RECEIPTS

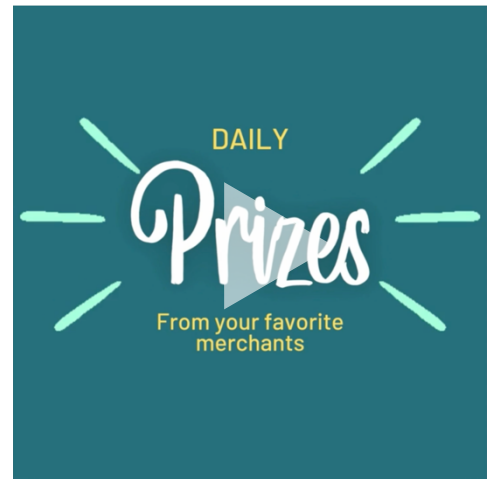
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ALLIWANT](http://DOWNTOWNPENSACOLA.COM/ALLIWANT)

NO PURCHASE NECESSARY. RESTRICTIONS APPLY. SEE WEBSITE FOR DETAILS.

POSTER



VIDEO AD



FACEBOOK / INSTAGRAM AD



DIGITAL AD