



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday September 15<sup>th</sup>, 2026,  
7:30 AGENDA**

- I. Call to Order
  - a. Remarks from Chairman
- II. Recurring Agenda
  - a. Meeting was properly noticed.
  - b. \*Approval of the proposed meeting agenda for September 15<sup>th</sup>, 2026
  - c. \*Approval of the minutes from the regular meeting of the DIB August 10<sup>th</sup>, 2026
  - d. \*Review of the August Financials
- III. On-Going Business
  - a. PPD Report - Sergeant Ghigliotty
  - b. Spotless Report - Labarian Turner
  - c. Marketing Report - Caron Sjoberg
  - d. Palafox Market - Cailin Feagles
- IV. Old Business
- V. New Business
  - a. Schedule Major Parades Meeting for September 28<sup>th</sup>, 29<sup>th</sup>, or 30<sup>th</sup>
  - b. \*First Friday Art Walk
  - c. \*Harvest Sip & Shop Review and Holiday Haul 11/04/26
  - d. \* Schedule Overtime PPD Officers for FY 2026/2027
    - FY27 PPD overtime \$56,000 for all Friday/Saturday coverage and Thanksgiving Eve; Dec. 23–24; MLK weekend; Presidents' Day weekend; Memorial Day weekend; March 13 additional shift; June 17; July 1; and Labor Day weekend. *Remaining Balance \$14,000 (28 shifts)*
  - e. \*Executive Director Annual Review – up to \$5,000
  - f. \*Executive Director Contract Extension
- VIII. Public Comment
- IX. Adjournment

**Next Special Meeting – September 28<sup>th</sup>, 29<sup>th</sup>, or 30<sup>th</sup>**

**Next Regular Meeting – October 13<sup>th</sup>**

**(\*) Items to be voted on**



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Monday August 10th, 2026, 7:30  
**AGENDA**

Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Sara Papantonio, Gregg Harding, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

- I. Call to Order
  - a. The meeting is called to order at 8:05 AM
- II. Recurring Agenda
  - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
  - b. The proposed meeting agenda for August 10<sup>th</sup>, 2026 is motioned by William Merrill, seconded by Sara Papantonio, and unanimously approved.
  - c. The minutes from the regular meeting of the DIB on June 16<sup>th</sup> & July 21st 2026 are motioned, seconded, and unanimously approved.
  - d. The June and July 2026 financials are motioned, seconded, and unanimously approved.
    - Palafox Market revenue and expenses are on target.
    - Frazier & Deeter will attend the September and October meetings.
- III. On-Going Business
  - a. PPD Report
    - No report.
  - b. Spotless Report - Labarian Turner
    - Pressure washer has been repaired and pressure washing has started back up on Palafox Street.
  - c. Marketing Report - Caron Sjoberg
    - Projects included Summer Shop-a-palooza promotion, Music in the Park Palafox Market Summer Pop-Up, First Fridays Art Walk. Foo Foo Fest Project, and Umbrella Alley promotion.
  - d. Palafox Market - Cailin Feagles
    - Summer pop-up series has finished with a good vendor turnout for a first-time event.
    - Holiday Market preparation is underway.
    - The Board expressed interest in researching the costs associated with conducting an economic impact study.
  - e. Executive Director Update - FooFoo & Repast
    - Foo Foo Fest planning underway
    - Repast has been moved to April 2027
- IV. Old Business
- V. New Business
  - a. \*Election of DIB Officers July 2026 to June 2027 – Chris McKean, Chair; Nathan Holler, Vice Chair; William Merrill, Treasurer; & Walker Wilson, Secretary.
    - Motioned, seconded, and unanimously approved.

- b. \*2025/2026 Budget Correction
  - Motioned, seconded, and unanimously approved.
- c. \*2026/2027 Budget
  - Motioned, seconded, and unanimously approved.
- d. \*Outdoor Furniture for Plaza Ferdinand
  - Walker Wilson to order a set to test the furniture. Revisit at next meeting.
- e. \*Harvest Sip & Shop
  - There is a motion to approve up to \$1,500 to Shops on Palafox for the Harvest Sip & Shop. Motion is seconded, and unanimously approved.
- f. \*2026 All I Want Campaign - \$6,496.00
  - Motioned, seconded, and unanimously approved.
- g. \*Friends of Downtown Donation First City Lights Festival - \$85,000
  - Motioned, seconded, and unanimously approved.
- h. \*Authorize Chairman to enter negotiations with Executive Director on Contract Renewal to bring at September 15th meeting - Contract ends 09/30/2026
  - Motioned, seconded, and unanimously approved.

VII. Adjournment- The meeting is adjourned at 9:23 AM

VI. Public Comment

**Next meeting – September 15<sup>th</sup>, 2026**  
**(\*) = approval item**



# Budget Projection

Aug-26

|                                   | Actual              | Projected Annual    | Annual Budget       | Projected<br>YE2026<br>Over/(Under) |
|-----------------------------------|---------------------|---------------------|---------------------|-------------------------------------|
| Revenue                           |                     |                     |                     |                                     |
| 1301 Co-Op Participation          | 76,686.71           | 83,658.23           | 88,000.00           | -4,341.77                           |
| 4000 Misc Income                  | 20,208.22           | 22,045.33           |                     | 22,045.33                           |
| 4010 Ad Valorem Revenue           | 845,428.93          | 922,286.11          | 845,428.93          | 76,857.18                           |
| Program Revenue                   |                     |                     |                     |                                     |
| 4030 Palafox Market Vendor        |                     |                     |                     |                                     |
| 4031 Palafox Market Vendor North  | 176,708.61          | 192,773.03          | 245,000.00          | -52,226.97                          |
| 4031 Palafox Market Vendor South  | 46,225.00           | 50,427.27           |                     | 50,427.27                           |
| 4035 Palafox Market Summer Pop-Up | 7,350.00            | 8,018.18            |                     | 8,018.18                            |
| 4037 Palafox Market App Fees      | 4,810.00            | 5,247.27            |                     | 5,247.27                            |
| 4038 Palafox Market Merchandise   | 437.84              | 477.64              |                     | 477.64                              |
| 4039 Palafox Market Misc Income   | 1,220.00            | 1,330.91            |                     | 1,330.91                            |
| <b>Total for Program Revenue</b>  | <b>236,751.45</b>   | <b>258,274.31</b>   | <b>245,000.00</b>   | <b>13,274.31</b>                    |
| QuickBooks Payments Sales         | 40.00               | 43.64               |                     |                                     |
| 4901 Sales Tax Collected - Merch  |                     |                     |                     |                                     |
| <b>Total for Revenue</b>          | <b>1,179,115.31</b> | <b>1,286,307.61</b> | <b>1,178,428.93</b> | <b>107,835.04</b>                   |
| Cost of Goods Sold                | 1,171.37            | 1,277.86            |                     | 1,277.86                            |
| <b>Gross Profit</b>               | <b>1,177,943.94</b> | <b>1,285,029.75</b> | <b>1,178,428.93</b> | <b>106,557.19</b>                   |
| Expenditures                      |                     |                     |                     |                                     |
| 3001 Compactor - Waste Services   | 65,903.58           | 71,894.81           | 79,990.00           | -8,095.19                           |
| 3004 Compactor - Security Fees    | 2,596.52            | 2,832.57            | 3,000.00            | -167.43                             |
| 3007 Compactor - Repair           | 3,969.71            | 4,330.59            | 4,000.00            | 330.59                              |
| 3007 Compactor - Electric         | 497.58              | 542.81              | 1,000.00            | -457.19                             |
| 5001 Salaries, Benefits & Taxes   | 96,488.16           | 105,259.81          | 131,635.12          | -26,375.31                          |
| 5001.11 Ambassador Salary Expense | 935.80              | 1,020.87            |                     | 1,020.87                            |
| 5001.9 Payroll Admin Fees         | 30.00               | 32.73               |                     | 32.73                               |

|                                                      |                   |                   |                   |                  |
|------------------------------------------------------|-------------------|-------------------|-------------------|------------------|
| 5003.5 403(b) Employer Contribution                  | 12,204.36         | 13,313.85         |                   | 13,313.85        |
| 5003 Health/Dental Insurance                         | 3,696.41          | 4,032.45          |                   | 4,032.45         |
| <b>Total for 5001 Salaries, Benefits &amp; Taxes</b> | <b>113,354.73</b> | <b>123,659.71</b> | <b>131,635.12</b> | <b>-7,975.41</b> |
| 5004 Insurance Expense-Other                         | 377.63            | 411.96            |                   | 411.96           |
| 5005 Workers Comp Insurance                          | 523.96            | 571.59            | 500.00            | 71.59            |
| 5009 Bank Charges                                    | 442.45            | 482.67            | 450.00            | 32.67            |
| 5010 Bank Direct Deposit Fee                         | 41.60             | 45.38             |                   | 45.38            |
| 5012 Office Rent                                     | 14,476.06         | 15,792.07         | 16,000.00         | -207.93          |
| 5013 Office Supplies                                 | 2,626.53          | 2,865.31          | 1,900.00          | 965.31           |
| 5014 Office Equipment/Software                       | 4,088.14          | 4,459.79          | 4,000.00          | 459.79           |
| 5015 Postage                                         | 370.34            | 404.01            | 370.34            | 33.67            |
| 5016 Telecommunications                              | 4,827.59          | 5,266.46          | 4,143.67          | 1,122.79         |
| 5017 Website Support                                 | 271.60            | 296.29            |                   | 296.29           |
| 5018 Website Hosting                                 | 2,389.27          | 2,606.48          | 3,500.00          | -893.52          |
| 5019 Computer Support/Email Leasing                  | 3,281.40          | 3,579.71          | 3,200.00          | 379.71           |
| 5020 Dues, Subscriptions, Publicatio                 | 2,384.92          | 2,601.73          | 2,500.00          | 101.73           |
| 5020.5 Fees                                          | 895.00            | 976.36            |                   | 976.36           |
| 5021 Travel Entertainment & Educ.                    | 2,229.68          | 2,432.38          | 5,000.00          | -2,567.62        |
| 5022 Repair & Maintenance                            | 660.00            | 720.00            |                   | 720.00           |
| 5023 Marketing Consultants                           | 89,611.19         | 97,757.66         | 104,500.00        | -6,742.34        |
| 5024 Bookkeeping                                     | 12,481.79         | 13,616.50         | 15,000.00         | -1,383.50        |
| 5025 Audit                                           | 16,229.80         | 17,705.24         | 16,229.80         | 1,475.44         |
| 5026 Legal Counsel                                   | 2,866.25          | 3,126.82          | 3,200.00          | -73.18           |
| 5027 Economic Development                            | 146,440.88        | 159,753.69        | 151,000.00        | 8,753.69         |
| 5030 Insurance- General Liability                    | 16,421.41         | 17,914.27         | 16,000.00         | 1,914.27         |
| 5227 PPD Security                                    | 59,450.00         | 64,854.55         | 70,000.00         | -5,145.45        |
| 6000 Palafox Market                                  | 5,628.14          | 6,139.79          | 5,700.00          | 439.79           |
| 6001 Palafox Market Project Mgmt                     | 88,885.81         | 96,966.34         | 90,880.45         | 6,085.89         |
| 6003 Permits / Street Closure                        | 2,000.00          | 2,181.82          | 2,000.00          | 181.82           |
| 6004 Portable Toilet Rental                          | 20,185.24         | 22,020.26         | 19,819.55         | 2,200.71         |
| 6007 Marketing                                       | 35,390.70         | 38,608.04         | 40,000.00         | -1,391.96        |
| 6011 Market App Program Fee                          | 2,280.00          | 2,487.27          | 2,250.00          | 237.27           |

|                                          |                     |                     |                     |                   |
|------------------------------------------|---------------------|---------------------|---------------------|-------------------|
| 6012 Market Security                     | 43,800.00           | 47,781.82           | 44,000.00           | 3,781.82          |
| 6013 Palafox Market Event                | 2,603.71            | 2,840.41            | 2,450.00            | 390.41            |
| 6018 Market Cleaning Labor               | 35,391.28           | 38,608.67           | 37,500.00           | 1,108.67          |
| 6005 Market Anniversary Celebration      |                     |                     |                     |                   |
| 6006 Farm Visit- Mileage Reimburseme     |                     |                     | 200.00              | -200.00           |
| 6016 Travel, Entertainment & Educati     | 298.89              | 326.06              | 200.00              | 126.06            |
| 6017 P. M. Holiday Market (Perm/Cop)     |                     |                     |                     |                   |
| <b>Total for 6000 Palafox Market</b>     | <b>236,463.77</b>   | <b>257,960.48</b>   | <b>245,000.00</b>   | <b>12,960.48</b>  |
| 7000 Ambassador Program                  | 9.00                | 9.82                | 217,000.00          | -216,990.18       |
| 7001 Ambassador Program Labor            | 199,135.94          | 217,239.21          |                     | 217,239.21        |
| 7006 Janitorial Supplies                 | 2,816.52            | 3,072.57            |                     | 3,072.57          |
| <b>Total for 7000 Ambassador Program</b> | <b>201,961.46</b>   | <b>220,321.59</b>   | <b>217,000.00</b>   | <b>3,321.59</b>   |
| F010 Bank Wire                           | 90.00               | 98.18               |                     |                   |
| QuickBooks Payments Fees                 | 604.06              | 658.97              |                     |                   |
| Uncategorized Expenditure                |                     |                     |                     |                   |
| 3002 Compactor Lease                     |                     |                     | 10.00               | -10.00            |
| 5006 Board Meetings                      |                     |                     |                     |                   |
| 5007 Annual Meeting                      |                     |                     |                     |                   |
| 5029 Donation to Friends of Downtown     |                     | 85,000.00           | 85,000.00           | 0.00              |
| <b>Total for Expenditures</b>            | <b>1,008,828.90</b> | <b>1,185,540.62</b> | <b>1,184,128.93</b> | <b>654.53</b>     |
| <b>Net Operating Revenue</b>             | <b>169,115.04</b>   | <b>99,489.13</b>    | <b>-5,700.00</b>    | <b>105,902.65</b> |
| Other Revenue                            |                     |                     |                     |                   |
| 4960 Interest Income                     | 5,336.10            | 5,821.20            | 5,000.00            | 821.20            |
| 4965 Revenue Reimbursement               | 4,800.00            | 5,236.36            |                     | 5,236.36          |
| 4980 Sales Tax Collection Allowance      | 17.24               | 18.81               |                     | 18.81             |
| <b>Total for Other Revenue</b>           | <b>10,153.34</b>    | <b>11,076.37</b>    | <b>5,000.00</b>     | <b>6,076.37</b>   |
| Other Expenditures                       |                     |                     |                     |                   |
| <b>Net Other Revenue</b>                 | <b>10,153.34</b>    | <b>11,076.37</b>    | <b>5,000.00</b>     | <b>6,076.37</b>   |
| <b>Net Revenue</b>                       | <b>179,268.38</b>   | <b>110,565.51</b>   | <b>-700.00</b>      | <b>111,265.51</b> |



## Budget vs. Actuals - Month (Palafox Market)

Aug-26

|                                      |                  | Aug-26           |                 |                   | YTD               |                  |                   |
|--------------------------------------|------------------|------------------|-----------------|-------------------|-------------------|------------------|-------------------|
|                                      | Actual           | Budget           | Over budget by  | Actual            | Budget            | Over budget by   | Annual Budget     |
| Revenue                              |                  |                  |                 |                   |                   |                  |                   |
| Program Revenue                      |                  |                  |                 |                   |                   |                  |                   |
| 4030 Palafox Market Vendor           |                  |                  |                 |                   |                   |                  |                   |
| 4031 Palafox Market Vendor North     | 15,830.00        | 20,416.67        | -4,586.67       | 176,708.61        | 224,583.37        | -47,874.76       | 245,000.00        |
| 4031 Palafox Market Vendor South     | 9,290.00         |                  | 9,290.00        | 46,225.00         |                   | 46,225.00        |                   |
| 4035 Palafox Market Summer Pop-Up    | 500.00           |                  | 500.00          | 7,350.00          |                   | 7,350.00         |                   |
| 4037 Palafox Market App Fees         | 610.00           |                  | 610.00          | 4,810.00          |                   | 4,810.00         |                   |
| 4038 Palafox Market Merchandise      | 170.00           |                  | 170.00          | 437.84            |                   | 437.84           |                   |
| 4039 Palafox Market Misc Income      |                  |                  | 0.00            | 1,220.00          |                   | 1,220.00         |                   |
| <b>Total for Program Revenue</b>     | <b>26,400.00</b> | <b>20,416.67</b> | <b>5,983.33</b> | <b>236,751.45</b> | <b>224,583.37</b> | <b>12,168.08</b> | <b>245,000.00</b> |
| <b>Total for Revenue</b>             | <b>26,400.00</b> | <b>20,416.67</b> | <b>5,983.33</b> | <b>236,751.45</b> | <b>224,583.37</b> | <b>12,168.08</b> | <b>245,000.00</b> |
| Expenditures                         |                  |                  |                 |                   |                   |                  |                   |
| 6000 Palafox Market                  |                  | 475.00           | -475.00         | 5,628.14          | 5,225.00          | 403.14           | 5,700.00          |
| 6001 Palafox Market Project Mgmt     | 7,272.85         | 6,990.80         | 282.05          | 88,885.81         | 83,889.65         | 4,996.16         | 90,880.45         |
| 6003 Permits / Street Closure        |                  | 166.67           | -166.67         | 2,000.00          | 1,833.37          | 166.63           | 2,000.00          |
| 6004 Portable Toilet Rental          | 1,791.00         | 1,651.63         | 139.37          | 20,185.24         | 18,167.93         | 2,017.31         | 19,819.55         |
| 6007 Marketing                       | 6,384.25         | 3,333.33         | 3,050.92        | 35,390.70         | 36,666.63         | -1,275.93        | 40,000.00         |
| 6011 Market App Program Fee          | 30.00            | 187.50           | -157.50         | 2,280.00          | 2,062.50          | 217.50           | 2,250.00          |
| 6012 Market Security                 | 3,600.00         | 3,666.67         | -66.67          | 43,800.00         | 40,333.33         | 3,466.67         | 44,000.00         |
| 6013 Palafox Market Event            | 411.58           | 204.17           | 207.41          | 2,603.71          | 2,245.87          | 357.84           | 2,450.00          |
| 6018 Market Cleaning Labor           | 3,255.11         | 3,125.00         | 130.11          | 35,391.28         | 34,375.00         | 1,016.28         | 37,500.00         |
| 6005 Market Anniversary Celebration  |                  | 0.00             | 0.00            |                   |                   | 0.00             |                   |
| 6006 Farm Visit- Mileage Reimburseme |                  | 16.67            | -16.67          |                   | 183.37            | -183.37          | 200.00            |
| 6016 Travel, Entertainment & Educati | 106.43           | 16.67            | 89.76           | 298.89            | 183.37            | 115.52           | 200.00            |
| 6017 P. M. Holiday Market (Perm/Cop) |                  |                  | 0.00            |                   |                   | 0.00             |                   |
| <b>Total for 6000 Palafox Market</b> | <b>22,851.22</b> | <b>19,834.11</b> | <b>3,017.11</b> | <b>236,463.77</b> | <b>225,166.02</b> | <b>11,297.75</b> | <b>245,000.00</b> |
| <b>Total for Expenditures</b>        | <b>22,851.22</b> | <b>19,834.11</b> | <b>3,017.11</b> | <b>236,463.77</b> | <b>225,166.02</b> | <b>11,297.75</b> | <b>245,000.00</b> |
| <b>Net Revenue</b>                   | <b>3,548.78</b>  | <b>582.56</b>    | <b>2,966.22</b> | <b>287.68</b>     | <b>-582.65</b>    | <b>870.33</b>    | <b>0.00</b>       |

## Budget vs. Actuals - Month

Aug-26

|                                                      |                  | Aug-26           |                   |                     | YTD                 |                  |                     |
|------------------------------------------------------|------------------|------------------|-------------------|---------------------|---------------------|------------------|---------------------|
|                                                      | Actual           | Budget           | Over budget by    | Actual              | Budget              | Over budget by   | Annual Budget       |
| Revenue                                              |                  |                  |                   |                     |                     |                  |                     |
| 1301 Co-Op Participation                             | 5,565.56         | 7,333.33         | -1,767.77         | 76,686.71           | 80,666.63           | -3,979.92        | 88,000.00           |
| 4000 Misc Income                                     |                  |                  | 0.00              | 20,208.22           |                     | 20,208.22        |                     |
| 4010 Ad Valorem Revenue                              |                  | 70,452.41        | -70,452.41        | 845,428.93          | 774,976.51          | 70,452.42        | 845,428.93          |
| Program Revenue                                      |                  |                  |                   |                     |                     |                  |                     |
| 4030 Palafox Market Vendor                           |                  |                  |                   |                     |                     |                  |                     |
| 4031 Palafox Market Vendor North                     | 15,830.00        | 20,416.67        | -4,586.67         | 176,708.61          | 224,583.37          | -47,874.76       | 245,000.00          |
| 4031 Palafox Market Vendor South                     | 9,290.00         |                  | 9,290.00          | 46,225.00           |                     | 46,225.00        |                     |
| 4035 Palafox Market Summer Pop-Up                    | 500.00           |                  | 500.00            | 7,350.00            |                     | 7,350.00         |                     |
| 4037 Palafox Market App Fees                         | 610.00           |                  | 610.00            | 4,810.00            |                     | 4,810.00         |                     |
| 4038 Palafox Market Merchandise                      | 170.00           |                  | 170.00            | 437.84              |                     | 437.84           |                     |
| 4039 Palafox Market Misc Income                      |                  |                  | 0.00              | 1,220.00            |                     | 1,220.00         |                     |
| <b>Total for Program Revenue</b>                     | <b>26,400.00</b> | <b>20,416.67</b> | <b>5,983.33</b>   | <b>236,751.45</b>   | <b>224,583.37</b>   | <b>12,168.08</b> | <b>1,178,428.93</b> |
| QuickBooks Payments Sales                            |                  |                  |                   | 40.00               |                     | 40.00            |                     |
| 4901 Sales Tax Collected - Merch                     |                  |                  | 0.00              |                     |                     | 0.00             |                     |
| <b>Total for Revenue</b>                             | <b>31,965.56</b> | <b>98,202.41</b> | <b>-66,236.85</b> | <b>1,179,115.31</b> | <b>1,080,226.51</b> | <b>98,888.80</b> | <b>1,178,428.93</b> |
| Cost of Goods Sold                                   |                  |                  | 0.00              | 1,171.37            |                     | 1,171.37         |                     |
| <b>Gross Profit</b>                                  | <b>31,965.56</b> | <b>98,202.41</b> | <b>-66,236.85</b> | <b>1,177,943.94</b> | <b>1,080,226.51</b> | <b>97,717.43</b> | <b>1,178,428.93</b> |
| Expenditures                                         |                  |                  |                   |                     |                     |                  |                     |
| 3001 Compactor - Waste Services                      | 11,524.09        | 6,665.83         | 4,858.26          | 65,903.58           | 73,324.13           | -7,420.55        | 79,990.00           |
| 3004 Compactor - Security Fees                       | 257.88           | 250.00           | 7.88              | 2,596.52            | 2,750.00            | -153.48          | 3,000.00            |
| 3007 Compactor - Repair                              |                  | 333.33           | -333.33           | 3,969.71            | 3,666.63            | 303.08           | 4,000.00            |
| 3007 Compactor - Electric                            | 45.61            | 83.33            | -37.72            | 497.58              | 916.63              | -419.05          | 1,000.00            |
| 5001 Salaries, Benefits & Taxes                      | 8,427.62         | 10,125.78        | -1,698.16         | 96,488.16           | 121,509.34          | -25,021.18       | 131,635.12          |
| 5001.11 Ambassador Salary Expense                    |                  |                  |                   | 935.80              |                     | 935.80           |                     |
| 5001.9 Payroll Admin Fees                            |                  |                  |                   | 30.00               |                     | 30.00            |                     |
| 5003.5 403(b) Employer Contribution                  | 2,033.72         |                  | 2,033.72          | 12,204.36           |                     | 12,204.36        |                     |
| 5003 Health/Dental Insurance                         |                  |                  |                   | 3,696.41            |                     | 3,696.41         |                     |
| <b>Total for 5001 Salaries, Benefits &amp; Taxes</b> | <b>10,461.34</b> | <b>10,125.78</b> | <b>335.56</b>     | <b>113,354.73</b>   | <b>121,509.34</b>   | <b>-8,154.61</b> | <b>131,635.12</b>   |
| 5004 Insurance Expense-Other                         | 29.86            |                  | 29.86             | 377.63              |                     | 377.63           |                     |
| 5005 Workers Comp Insurance                          | 44.79            |                  | 44.79             | 523.96              | 0.00                | 523.96           | 500.00              |
| 5009 Bank Charges                                    | 63.00            | 37.50            | 25.50             | 442.45              | 412.50              | 29.95            | 450.00              |
| 5010 Bank Direct Deposit Fee                         |                  |                  |                   | 41.60               |                     | 41.60            |                     |
| 5012 Office Rent                                     | 1,319.85         | 1,333.33         | -13.48            | 14,476.06           | 14,666.63           | -190.57          | 16,000.00           |
| 5013 Office Supplies                                 | 791.04           | 158.33           | 632.71            | 2,626.53            | 1,741.63            | 884.90           | 1,900.00            |
| 5014 Office Equipment/Software                       | 109.32           | 333.33           | -224.01           | 4,088.14            | 3,666.63            | 421.51           | 4,000.00            |
| 5015 Postage                                         |                  | 30.86            | -30.86            | 370.34              | 339.46              | 30.88            | 370.34              |
| 5016 Telecommunications                              | 479.94           | 345.31           | 134.63            | 4,827.59            | 3,798.41            | 1,029.18         | 4,143.67            |
| 5017 Website Support                                 |                  | 0.00             | 0.00              | 271.60              | 0.00                | 271.60           |                     |
| 5018 Website Hosting                                 |                  | 291.67           | -291.67           | 2,389.27            | 3,208.37            | -819.10          | 3,500.00            |

|                                          |                   |                  |                   |                     |                     |                  |                     |
|------------------------------------------|-------------------|------------------|-------------------|---------------------|---------------------|------------------|---------------------|
| 5019 Computer Support/Email Leasing      | 224.51            | 266.67           | -42.16            | 3,281.40            | 2,933.37            | 348.03           | 3,200.00            |
| 5020 Dues, Subscriptions, Publicatio     | 216.68            | 208.33           | 8.35              | 2,384.92            | 2,291.63            | 93.29            | 2,500.00            |
| 5020.5 Fees                              |                   |                  | 0.00              | 895.00              |                     | 895.00           |                     |
| 5021 Travel Entertainment & Educ.        |                   | 416.67           | -416.67           | 2,229.68            | 4,583.37            | -2,353.69        | 5,000.00            |
| 5022 Repair & Maintenance                |                   |                  | 0.00              | 660.00              |                     | 660.00           |                     |
| 5023 Marketing Consultants               | 17,498.25         | 8,708.34         | 8,789.91          | 89,611.19           | 95,791.74           | -6,180.55        | 104,500.00          |
| 5024 Bookkeeping                         |                   | 1,250.00         | -1,250.00         | 12,481.79           | 13,750.00           | -1,268.21        | 15,000.00           |
| 5025 Audit                               |                   | 1,352.48         | -1,352.48         | 16,229.80           | 14,877.28           | 1,352.52         | 16,229.80           |
| 5026 Legal Counsel                       |                   | 266.67           | -266.67           | 2,866.25            | 2,933.37            | -67.12           | 3,200.00            |
| 5027 Economic Development                | 4,014.30          | 12,583.33        | -8,569.03         | 146,440.88          | 138,416.63          | 8,024.25         | 151,000.00          |
| 5030 Insurance- General Liability        | 1,418.35          | 1,333.33         | 85.02             | 16,421.41           | 14,666.63           | 1,754.78         | 16,000.00           |
| 5227 PPD Security                        | 17,800.00         | 5,833.33         | 11,966.67         | 59,450.00           | 64,166.63           | -4,716.63        | 70,000.00           |
| 6000 Palafox Market                      |                   | 475.00           | -475.00           | 5,628.14            | 5,225.00            | 403.14           | 5,700.00            |
| 6001 Palafox Market Project Mgmt         | 7,272.85          | 6,990.80         | 282.05            | 88,885.81           | 83,889.65           | 4,996.16         | 90,880.45           |
| 6003 Permits / Street Closure            |                   | 166.67           | -166.67           | 2,000.00            | 1,833.37            | 166.63           | 2,000.00            |
| 6004 Portable Toilet Rental              | 1,791.00          | 1,651.63         | 139.37            | 20,185.24           | 18,167.93           | 2,017.31         | 19,819.55           |
| 6007 Marketing                           | 6,384.25          | 3,333.33         | 3,050.92          | 35,390.70           | 36,666.63           | -1,275.93        | 40,000.00           |
| 6011 Market App Program Fee              | 30.00             | 187.50           | -157.50           | 2,280.00            | 2,062.50            | 217.50           | 2,250.00            |
| 6012 Market Security                     | 3,600.00          | 3,666.67         | -66.67            | 43,800.00           | 40,333.33           | 3,466.67         | 44,000.00           |
| 6013 Palafox Market Event                | 411.58            | 204.17           | 207.41            | 2,603.71            | 2,245.87            | 357.84           | 2,450.00            |
| 6018 Market Cleaning Labor               | 3,255.11          | 3,125.00         | 130.11            | 35,391.28           | 34,375.00           | 1,016.28         | 37,500.00           |
| 6005 Market Anniversary Celebration      |                   | 0.00             | 0.00              |                     |                     | 0.00             |                     |
| 6006 Farm Visit- Mileage Reimburseme     |                   | 16.67            | -16.67            |                     | 183.37              | -183.37          | 200.00              |
| 6016 Travel, Entertainment & Educati     | 106.43            | 16.67            | 89.76             | 298.89              | 183.37              | 115.52           | 200.00              |
| 6017 P. M. Holiday Market (Perm/Cop)     |                   |                  | 0.00              |                     |                     | 0.00             |                     |
| <b>Total for 6000 Palafox Market</b>     | <b>22,851.22</b>  | <b>19,834.11</b> | <b>3,017.11</b>   | <b>236,463.77</b>   | <b>225,166.02</b>   | <b>11,297.75</b> | <b>245,000.00</b>   |
| 7000 Ambassador Program                  |                   |                  |                   | 9.00                |                     | 9.00             | 217,000.00          |
| 7001 Ambassador Program Labor            | 18,445.65         | 18,083.33        | 362.32            | 199,135.94          | 198,916.63          | 219.31           |                     |
| 7006 Janitorial Supplies                 | 360.10            |                  | 360.10            | 2,816.52            |                     | 2,816.52         |                     |
| <b>Total for 7000 Ambassador Program</b> | <b>18,805.75</b>  | <b>18,083.33</b> | <b>722.42</b>     | <b>201,961.46</b>   | <b>198,916.63</b>   | <b>3,044.83</b>  | <b>217,000.00</b>   |
| F010 Bank Wire                           |                   |                  | 0.00              | 90.00               |                     | 90.00            |                     |
| QuickBooks Payments Fees                 | 81.37             |                  | 81.37             | 604.06              |                     | 604.06           |                     |
| Uncategorized Expenditure                |                   |                  | 0.00              |                     |                     | 0.00             |                     |
| 3002 Compactor Lease                     |                   | 0.83             | -0.83             |                     | 9.17                | -9.17            | 10.00               |
| 5006 Board Meetings                      |                   |                  | 0.00              |                     |                     | 0.00             |                     |
| 5007 Annual Meeting                      |                   |                  | 0.00              |                     |                     | 0.00             |                     |
| 5029 Donation to Friends of Downtown     |                   |                  | 0.00              |                     |                     | 0.00             | 85,000.00           |
| <b>Total for Expenditures</b>            | <b>108,037.15</b> | <b>90,126.02</b> | <b>17,911.13</b>  | <b>1,008,828.90</b> | <b>1,008,502.83</b> | <b>326.07</b>    | <b>1,184,128.93</b> |
| <b>Net Operating Revenue</b>             | <b>-76,071.59</b> | <b>8,076.39</b>  | <b>-84,147.98</b> | <b>169,115.04</b>   | <b>71,723.68</b>    | <b>97,391.36</b> | <b>-5,700.00</b>    |
| Other Revenue                            |                   |                  |                   |                     |                     |                  |                     |
| 4960 Interest Income                     | 570.73            | 416.67           | 154.06            | 5,336.10            | 4,583.37            | 752.73           | 5,000.00            |
| 4965 Revenue Reimbursement               |                   |                  |                   | 4,800.00            |                     | 4,800.00         |                     |
| 4980 Sales Tax Collection Allowance      |                   |                  |                   | 17.24               |                     | 17.24            |                     |
| <b>Total for Other Revenue</b>           | <b>570.73</b>     | <b>416.67</b>    | <b>154.06</b>     | <b>10,153.34</b>    | <b>4,583.37</b>     | <b>5,569.97</b>  | <b>5,000.00</b>     |
| Other Expenditures                       |                   |                  |                   |                     |                     |                  |                     |

|                   |            |          |            |            |           |            |          |
|-------------------|------------|----------|------------|------------|-----------|------------|----------|
| Net Other Revenue | 570.73     | 416.67   | 154.06     | 10,153.34  | 4,583.37  | 5,569.97   | 5,000.00 |
| Net Revenue       | -75,500.86 | 8,493.06 | -83,993.92 | 179,268.38 | 76,307.05 | 102,961.33 | -700.00  |

Accrual Basis Thursday, April 16, 2026 04:42 PM GMT-05:00



## JULY/AUGUST PRODUCTION



### LARGE-SCALE ACTIVATIONS

- Summer Shop-A-Palooza & "All I Want"
- Music in the Park Palafox Market Summer Pop-Ups
- First Fridays Art Walk
- America's 250<sup>th</sup> / July 4th Roundup
- 2026 Foo Foo Festival Installation
- Holiday Downtown "All I Want"
- New Palafox Completion



### DESIGN+PRODUCTION

- Weekly Downtown Event Roundups
- Summer Pop-Up Promotional Materials
- Downtown Business Photography and Videos
- First Fridays Art Walk A-Frames, Posters
- Downtown Ambassadors Video Reel
- Website Feature Heroes: Umbrella Alley & Art Walk
- "All I Want" Entries Landing Page Production
- First Fridays Art Walk Trolley Banners
- First Fridays Flyer Production
- Music in the Park A-Frame Signs



### PR + SOCIAL

- First Fridays Art Walks Press Release / Media
- Gallery Night promotion
- Umbrella Alley Press Release / Media
- World Cup Roundups
- Shop-A-Palooza "All I Want" Giveaway Promotion
- Business Highlight Reels
- Collab Reels with City of Pensacola
- Social content creation and graphics
- Father's Day downtown roundup
- Instagram and Facebook account management
- Daily social monitoring and response
- Respond to Google Reviews
- Umbrella Alley Photography / Videography



### DIGITAL

- Downtown Blog: Umbrella Alley
- Downtown Blog: Music in the Park Summer Pop-Ups
- Downtown Blog: First Fridays Art Walks
- Website Updates: Downtown Events
- Website Updates: Downtown Merchant Deals
- Website SEO: Main Site and Merchant Listings
- Website SEO: Social Card Images
- Digital Analytics
- Google Analytics
- Meta Verification
- Boosted Event: Music in the Park Summer Pop-Ups



### INITIATIVES IN PROGRESS

- Halloween Market: Saturday, October 24
- Downtown Deals, Gift Cards promotion
- Foo Foo Festival
- Weekly downtown event roundups
- Palafox Market Social Media Giveaway
- Palafox Market Summer Pop-Ups promotion
- Updated explorers guide
- First Fridays Art Walk PR & promotion
- "2026 All I Want" strategy / budget / creative
- Autumn Harvest Sip & Shop
- Halloween Palafox Market



### GOOGLE ANALYTICS

- 150K Google Search Impressions
- 97K Page Views
- 18K New Users
- 23K Visits to Palafox Market page



## SOCIAL RE-CAP

Follow @downtownpensacola



**104.7K** TOTAL FACEBOOK FOLLOWERS

**54.4K** TOTAL INSTAGRAM FOLLOWERS

**1.7K** NEW FACEBOOK FOLLOWERS

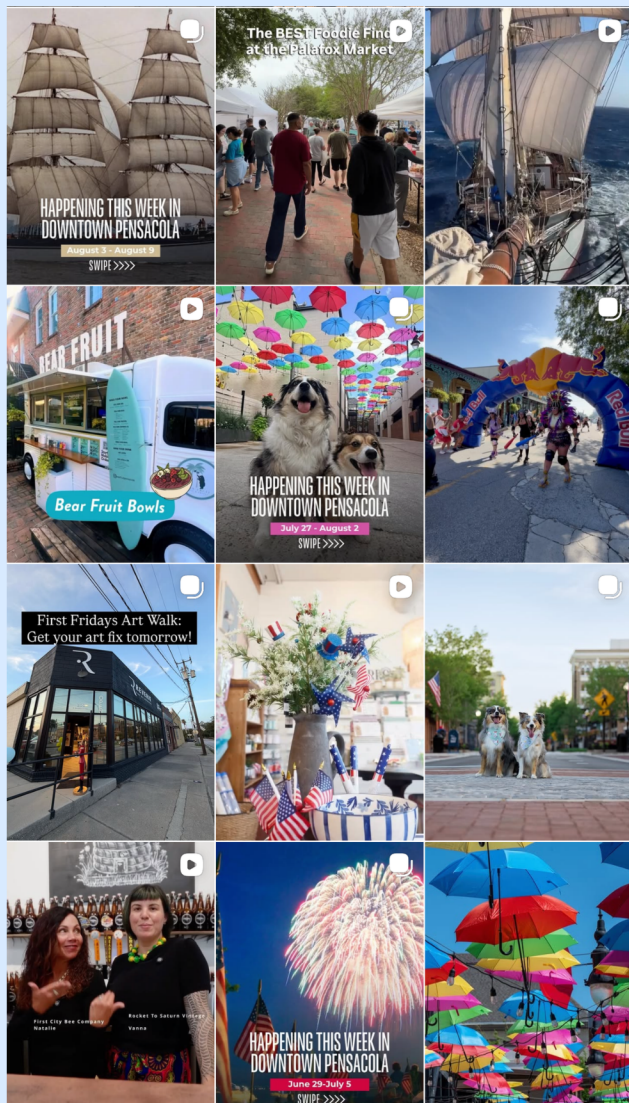
**1.4K** NEW INSTAGRAM FOLLOWERS

**1M** TOTAL INSTAGRAM VIEWS

**1.3M** TOTAL FACEBOOK VIEWS

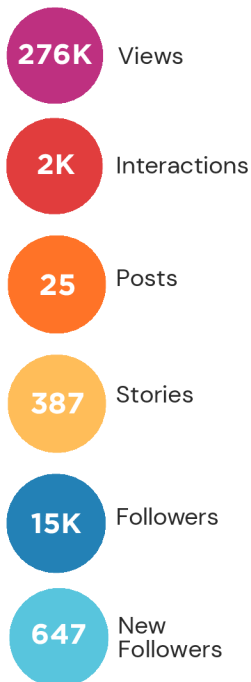
**83.7K** INSTAGRAM REACH (DAILY)

**425.6K** FACEBOOK REACH (DAILY)



## PALAFOX MARKET INSTAGRAM

Follow @palafoxmarket



## PALAFOX MARKET PROJECTS

- 25 POSTS
- 15 VIDEO REELS
- 387 STORIES
- MUSIC IN THE PARK/POP-UPS NEWS RELEASE
- SOCIAL ACCOUNT MONITORING, CONTENT, ENGAGEMENT
- PHOTOGRAPHY SOUTH & NORTH MARKETS
- GOOGLE REVIEWS / RESPONSE
- SUMMER POP-UPS PROMOTION
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- HALLOWEEN MARKET PRODUCTION
- MUSIC IN THE PARK WEBSITE BLOG/FEATURE
- FREE TROLLEY / FREE PARKING PROMOTION
- SOCIAL GRAPHICS PRODUCTION
- FATHER'S DAY GIFT PROMOS
- WEEKLY DOWNTOWN ROUNDUP FEATURE
- NEW VENDOR FEATURE: ANURI GIFTS
- MUSIC IN THE PARK POP-UP PHOTO/VIDEO SHOOTS