



Downtown Improvement Board
Regular Monthly Meeting
Tuesday May 19th, 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 May 19th, 2026
 - c. *Approval of the minutes from the regular meeting of the DIB April 28th, 2026
 - d. *Review of the April 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
 - e. The New Palafox Project Update – Adrienne Walker & Walker Wilson

- IV. Old Business
 - a. Palafox Market Non-Profit Update – Walker Wilson

- V. New Business
 - a. CRA Commercial Improvement Grants – Shirley Baylis, CRA Program Manager
 - b. *Palafox Rent Relief Program – Letter of Support
 - c. *First Friday Downtown Art Galleries – Trolley Funding Request \$550/Month
 - d. *Plants for Plaza Ferdinand – (waiting on quote)
 - e. Umbrella Alley Update

- VI. Public Comment

- VII. Adjournment

Next meeting – June 16th, 2026
(*) = approval item



Downtown Improvement Board

Regular Monthly Meeting

Tuesday April 28th, 2026, 7:30

AGENDA

Attendance: Chris McKean, Chairman, William Merrill, Rafael Simpson, Mike Kohler, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

- I. Call to Order
 - a. The meeting is called to order at 7:33 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting is properly noticed.
 - b. The proposed meeting agenda for April 28th, 2026 is motioned by William Merrill, seconded by Rafael Simpson, and unanimously approved.
 - c. The minutes of the regular meeting of the DIB held on March 17th, 2026 are motioned, seconded, and unanimously approved.
 - d. The March & YTD Financials are motioned, seconded, and unanimously approved.
 - Frazier & Deeter presented March & YTD financials.
 - The board requested that future meetings include discussion of any significant budget variances, along with a forward-looking report projecting year-end budget performance.

- III. On-Going Business
 - a. PPD Report - Sergeant Ghigliotty
 - Community outreach will be incorporated into the same reporting system as PPD.
 - While noise concerns have largely been addressed, the board expressed concern about potential increases in vehicle noise once Palafox reopens. The board would like to discuss implementing an off-duty traffic detail in preparation for the reopening of Palafox.
 - b. Spotless Report - Labarian Turner
 - The spotless team has seen an uptick in graffiti.
 - Spotless continues to maintain the Portland Loo in MLK Jr. Plaza.
 - Pressure washing on Palafox sidewalks starts this week.
 - c. Marketing Report - Caron Sjoberg
 - Some of Ideaworks projects included All I Want Construction Edition, Wine Madness, Palafox Easter Market, Downtown Gift Card Program, Foo Foo Fest Project, and Umbrella Alley.
 - Planning is underway for a soft opening for Palafox.
 - d. Palafox Market - Cailin Feagles
 - Vendor renewals began in April. We had around 270 vendor renewals, and we will begin processing new applications this week.
 - Palafox Market Merch has been ordered and will be sold at upcoming markets.

- Preparation is underway for a new mid-week market in July.
- Vendor payments have moved to a new payment portal.
- Foot traffic counter is back up and running.
- e. The New Palafox Project Update – Adrienne Walker & Walker Wilson
 - The project is on track.
 - Paving will begin this week and the intersections are still being worked on.
 - A grand opening is being planned for later in the summer.

IV. Old Business

V. New Business

- a. *Palafox Market – Retaining Phelps Dunbar to provide legal opinion on moving Palafox Market operations from DIB to Friends of Downtown Pensacola and provide findings at May 19th Board Meeting
 - Motioned, seconded, and unanimously approved
- b. Florida Downtown Association Annual Meeting – DIB to host Sep 10th- Sep 12th
 - Florida Downtown Association will be visiting Pensacola in September for their annual meeting.
- c. Jefferson Garage Alleyway Project Update
 - The sandblasting in the Jefferson Street Parking Garage is nearing completion.
- d. * Shop-a-palooza on June 17th
 - There is a motion to approve up to \$2,670.00 for the event. Motion is seconded and unanimously approved.

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 8:53 AM

Next meeting – May 19th, 2026

(*) = approval item

Budget vs. Actuals - Month

Apr-26

	Apr-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
Program Revenue							
4030 Palafox Market Vendor				111,018.61	151,666.65	-40,648.04	260,000.00
4031 Palafox Market Vendor North	8,600.00	21,666.67	-13,066.67	16,385.00		16,385.00	
4031 Palafox Market Vendor South	1,085.00		0.00	7,375.00		7,375.00	
4037 Palafox Market App Fees	845.00		550.00	1,430.00		1,430.00	
Total for Program Revenue	10,530.00	21,666.67	-11,136.67	136,208.61	151,666.65	-15,458.04	260,000.00
Total for Revenue	10,530.00	21,666.67	-11,136.67	136,208.61	151,666.65	-15,458.04	260,000.00
Expenditures							
6000 Palafox Market	711.60	1,427.08	-715.48	5,204.34	9,989.56	-4,785.22	17,124.95
6001 Palafox Market Project Mgmt	8,114.85	6,990.80	1,124.05	54,780.45	52,431.03	2,349.42	90,880.45
6003 Permits / Street Closure		220.83	-220.83	1,000.00	1,545.85	-545.85	2,650.00
6004 Portable Toilet Rental	54.16	375.00	-320.84	11,567.27	2,625.00	8,942.27	4,500.00
6007 Marketing	4,050.55	3,166.67	883.88	22,991.80	22,166.65	825.15	38,000.00
6011 Market App Program Fee		158.33	-158.33	2,250.00	1,108.35	1,141.65	1,900.00
6012 Market Security	3,200.00	3,666.67	-466.67	25,200.00	25,666.65	-466.65	44,000.00
6013 Palafox Market Event			0.00	977.36		977.36	
6018 Market Cleaning Labor		3,679.55	-3,679.55	12,836.95	25,756.85	-12,919.90	44,154.60
6005 Market Anniversary Celebration		0.00	0.00		0.00	0.00	1,500.00
6006 Farm Visit- Mileage Reimburseme		20.83	-20.83		145.85	-145.85	250.00
6016 Travel, Entertainment & Educati		41.67	-41.67		291.65	-291.65	500.00
6017 P. M. Holiday Market (Perm/Cop)		378.33	-378.33		2,648.35	-2,648.35	4,540.00
Total for 6000 Palafox Market	16,131.16	20,125.76	-3,994.60	136,808.17	144,375.79	-7,567.62	250,000.00
Total for Expenditures	16,131.16	20,125.76	-3,994.60	136,808.17	144,375.79	-7,567.62	250,000.00
Net Revenue	-5,601.16	1,540.91	-7,142.07	-599.56	7,290.86	-7,890.42	10,000.00

Budget vs. Actuals - Month

Apr-26

	Apr-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
1301 Co-Op Participation	6,107.29	5,666.67	440.62	52,219.86	39,666.69	12,553.17	68,000.00
4000 Misc Income				20,979.46		20,979.46	
4010 Ad Valorem Revenue	8,650.57	50,921.00	-42,270.43	610,739.57	639,641.00	-28,901.43	834,747.00
Program Revenue							
4030 Palafox Market Vendor				111,018.61	151,666.65	-40,648.04	260,000.00
4031 Palafox Market Vendor North	8,600.00	21,666.67	-13,066.67	16,385.00		16,385.00	
4031 Palafox Market Vendor South	1,085.00		0.00	7,375.00		7,375.00	
4037 Palafox Market App Fees	845.00		550.00	1,430.00		1,430.00	
Total for Program Revenue	10,530.00	21,666.67	-11,136.67	136,208.61	151,666.65	-15,458.04	1,162,747.00
QuickBooks Payments Sales	40.00			40.00		40.00	
4901 Sales Tax Collected - Merch		-833.33	833.33		-5,833.31	5,833.31	-10,000.00
Total for Revenue	25,327.86	77,421.01	-52,093.15	820,187.50	825,141.03	-4,953.53	1,152,747.00
Cost of Goods Sold							
Gross Profit	25,327.86	77,421.01	-52,093.15	820,187.50	825,141.03	-4,953.53	1,152,747.00
Expenditures							
3001 Compactor - Waste Services	6,889.82	5,510.00	1,379.82	41,228.37	38,570.00	2,658.37	66,130.00
3004 Compactor - Security Fees	257.88	116.67	141.21	1,002.56	816.69	185.87	1,400.00
3007 Compactor - Electric	45.42	39.17	6.25	314.20	274.19	40.01	470.00
5001 Salaries, Benefits & Taxes	8,427.62	10,125.78	-1,698.16	58,845.82	75,943.33	-17,097.51	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	1,016.86		1,016.86	6,611.63		6,611.63	
5003 Health/Dental Insurance				3,696.41		3,696.41	
Total for 5001 Salaries, Benefits & Taxes	9,444.48	10,125.78	-681.30	70,119.66	75,943.33	-5,823.67	131,635.12
5004 Insurance Expense-Other	29.86		29.86	258.19		258.19	14,000.00
5005 Workers Comp Insurance	44.79	0.00	44.79	344.80	0.00	344.80	500.00
5009 Bank Charges	60.00	28.33	31.67	138.45	198.35	-59.90	340.00
5010 Bank Direct Deposit Fee				41.60		41.60	
5012 Office Rent	1,319.85	1,455.00	-135.15	9,196.66	10,185.00	-988.34	17,460.00
5013 Office Supplies	27.98	125.00	-97.02	1,241.51	875.00	366.51	1,500.00
5014 Office Equipment/Software	419.97	250.00	169.97	3,978.82	1,750.00	2,228.82	3,000.00
5015 Postage		16.67	-16.67	31.20	116.65	-85.45	200.00
5016 Telecommunications	698.31	291.67	406.64	3,174.45	2,041.65	1,132.80	3,500.00
5018 Website Hosting		541.67	-541.67	346.72	3,791.65	-3,444.93	6,500.00
5019 Computer Support/Email Leasing	135.80	208.33	-72.53	2,503.09	1,458.35	1,044.74	2,500.00
5020 Dues, Subscriptions, Publicatio	1,175.24	333.33	841.91	1,526.43	2,333.35	-806.92	4,000.00
5021 Travel Entertainment & Educ.		166.67	-166.67	850.00	1,166.65	-316.65	2,000.00
5023 Marketing Consultants	11,913.45	7,500.00	4,413.45	62,277.91	52,500.00	9,777.91	90,000.00

5024 Bookkeeping	3,414.76	1,625.00	1,789.76	8,650.01	11,375.00	-2,724.99	19,500.00
5025 Audit		0.00	0.00	16,229.80	15,000.00	1,229.80	15,000.00
5026 Legal Counsel		250.00	-250.00	426.25	1,750.00	-1,323.75	3,000.00
5027 Economic Development	12,421.00	11,587.59	833.41	101,362.76	81,113.13	20,249.63	139,051.03
5030 Insurance- General Liability	1,418.35	1,166.67	251.68	10,748.01	8,166.69	2,581.32	
5227 PPD Security	30,400.00	5,000.00	25,400.00	37,800.00	35,000.00	2,800.00	60,000.00
6000 Palafox Market	711.60	1,427.08	-715.48	5,204.34	9,989.56	-4,785.22	17,124.95
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Total for 6000 Palafox Market	16,131.16	20,125.76	-3,994.60	136,808.17	144,375.79	-7,567.62	250,000.00
7000 Ambassador Program						0.00	247,560.85
7001 Ambassador Program Labor	45,695.14	20,630.07	25,065.07	141,493.66	144,410.50	-2,916.84	
7006 Janitorial Supplies				85.89		85.89	
Total for 7000 Ambassador Program	45,695.14	20,630.07	25,065.07	141,579.55	144,410.50	-2,830.95	247,560.85
F010 Bank Wire	18.00		18.00	54.00		54.00	
QuickBooks Payments Fees	81.20		81.20	218.55		218.55	
3002 Compactor Lease		0.83	-0.83		5.85	-5.85	
5006 Board Meetings		20.83	-20.83		145.85	-145.85	250.00
5007 Annual Meeting		20.83	-20.83		145.85	-145.85	250.00
5029 Donation to Friends of Downtown		0.00	0.00		0.00	0.00	85,000.00
Total for Expenditures	142,042.46	87,135.87	54,906.59	652,451.72	633,509.52	18,942.20	1,164,747.00
Net Operating Revenue	-116,714.60	-9,714.86	-106,999.74	167,735.78	191,631.51	-23,895.73	-12,000.00
Other Revenue							
4960 Interest Income	635.28	1,000.00	-364.72	3,385.87	7,000.00	-3,614.13	12,000.00
4965 Revenue Reimbursement				4,800.00		4,800.00	
4980 Sales Tax Collection Allowance				17.24		17.24	
Total for Other Revenue	635.28	1,000.00	-364.72	8,203.11	7,000.00	1,203.11	12,000.00
Other Expenditures							
Net Other Revenue	635.28	1,000.00	-364.72	8,203.11	7,000.00	1,203.11	12,000.00
Net Revenue	-116,079.32	-8,714.86	-107,364.46	175,938.89	198,631.51	-22,692.62	0.00

Downtown Improvement Board

Statement of Financial Position

As of Apr 30, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
101 Cash - Synovus- 0237 Operating	22,984.65
103 Synovus - Money Market	311,691.58
Total for Bank Accounts	\$334,676.23
Accounts Receivable	
140 Accounts Receivable	10,684.76
Total for Accounts Receivable	\$10,684.76
Other Current Assets	
140.5 Due from Friends of Downtown	30,225.06
162 City of P-Clean Up Deposit/Perm	1,000.00
164 Prepaid Insurance	7,465.00
Inventory Asset	959.83
Total for Other Current Assets	\$39,649.89
Total for Current Assets	\$385,010.88
Fixed Assets	
240 Equipment	171,690.91
260 Furniture & Fixtures	6,982.81
275 Website Capitalized	10,850.00
300 Less Accumulated Depreciation	-172,442.37
Puppy Pit Stop Project	72,745.00
Total for Fixed Assets	\$89,826.35
Total for Assets	\$474,837.23
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
450 Accounts Payable	92,361.31
Total for Accounts Payable	\$92,361.31
Other Current Liabilities	
452 Compensated Absences	5,938.18
471 Payroll Liabilities	\$0.00
474 Medicare	582.23

Downtown Improvement Board

Statement of Financial Position

As of Apr 30, 2026

	Total
Total for 471 Payroll Liabilities	\$582.23
481 Sales Tax Payable	112.00
Florida Department of Revenue Payable	2.10
Total for Other Current Liabilities	\$6,634.51
Total for Current Liabilities	\$98,995.82
Total for Liabilities	\$98,995.82
Equity	
30000 Opening Balance Equity	959.83
587 Fund Balance	-\$205,017.00
302-001 Audit Reclass	296,776.98
Total for 587 Fund Balance	\$91,759.98
32000 Unrestricted Net Assets	107,182.71
Net Revenue	175,938.89
Total for Equity	\$375,841.41
Total for Liabilities and Equity	\$474,837.23



APRIL PRODUCTION

LARGE-SCALE ACTIVATIONS

- Downtown Pensacola “All I Want” Campaign
- Palafox Market Summer Pop-Ups
- Wine Madness
- New Palafox Construction
- Downtown Gift Cards
- Downtown Deals
- 2026 Foo Foo Festival Grant
- Repast

DESIGN+PRODUCTION

- Weekly Event Roundups
- DIB Trash Can Decals
- Construction progress videos
- Wine Madness event photography
- Summer Pop-Up Market Branding
- Business Owner Survey
- Downtown Photography
- Foo Foo Public Scoring
- Downtown Pensacola on VisitFlorida.com

PR + SOCIAL

- First Friday at Blue Morning Gallery Promotion
- Gallery Night promotion
- Gumbo Yaya Promotion
- Seating at Plaza Ferdinand promotion
- Instagram and Facebook account management
- Daily monitoring and response
- Respond to Google Reviews
- Business Highlight Reels (Bluetique, Khon’s, Dog House, Rusted Arrow, Lucky Dough Pizza, SalTerra)
- Collab with Joe Vinson for Historical content
- Social content creation and graphics
- Media Assist / Margo Stringfield and NY Times
- Galvez Day promotion
- Mother’s Day brunch roundup
- Rusty Knuckle Car Show promotion

DIGITAL

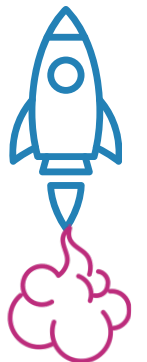
- Website: Add Downtown Events
- Website: Add Downtown Merchant Deals
- Website SEO: Main Site and Merchant Listings
- Business Owner Support
- Digital Analytics
- Downtown Business Reels
- Website business directory updates
- Gift Card landing page
- Google Analytics troubleshooting

INITIATIVES IN PROGRESS

- Downtown Pensacola YouTube
- On this day in history social posts
- Website programming changes
- Downtown Deals, Gift Cards promotion
- Foo Foo production
- Repast 2026 production
- The New Palafox progress reels
- Palafox Grand re-opening
- Weekly downtown event roundups
- Palafox Market Anniversary / Long-Time vendor highlights
- Summer Shop-A-Palooza
- Palafox Market Summer Pop-Up

GOOGLE ANALYTICS

- 110K Google Search Impressions
- 43K Page Views
- 15K New Users
- 11.7K Visits to Palafox Market page



SOCIAL RE-CAP

Follow @downtownpensacola



102K TOTAL FACEBOOK FOLLOWERS

52K TOTAL INSTAGRAM FOLLOWERS

559 NEW FACEBOOK FOLLOWERS

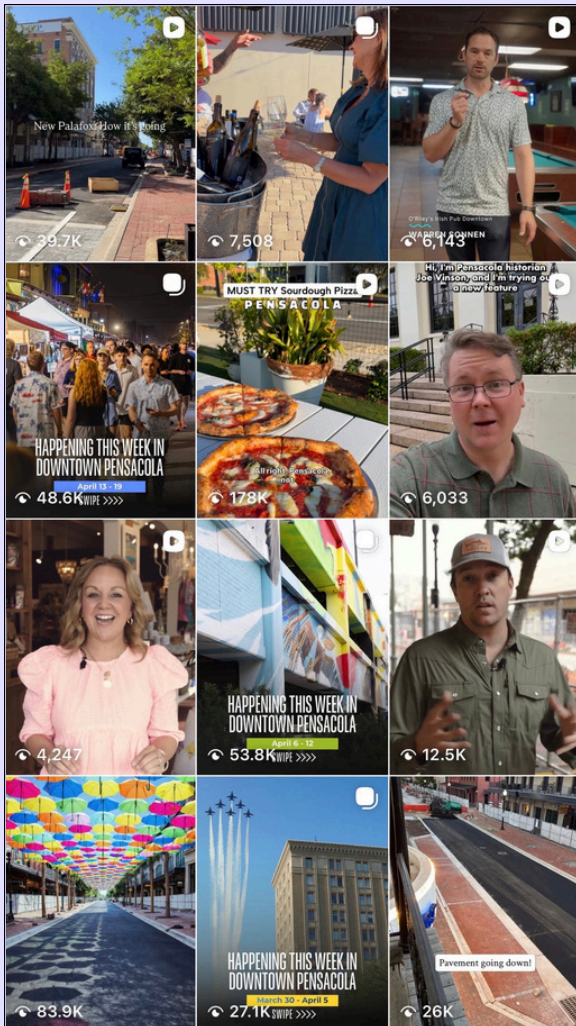
1.1K NEW INSTAGRAM FOLLOWERS

324K TOTAL INSTAGRAM VIEWS

383K TOTAL FACEBOOK VIEWS

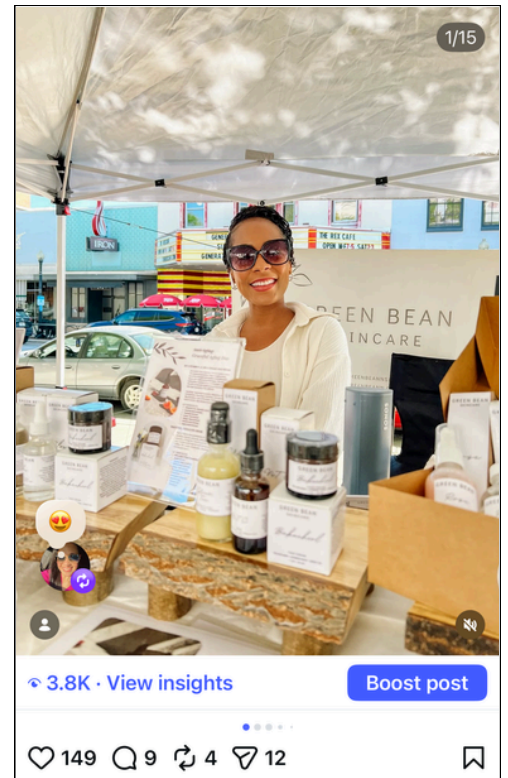
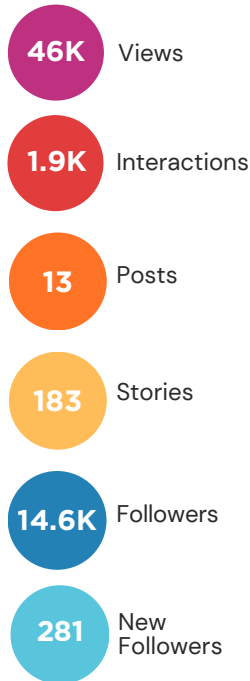
134K INSTAGRAM REACH (DAILY)

968K FACEBOOK REACH (DAILY)



PALAFIX MARKET INSTAGRAM

Follow @palafoxmarket



PALAFIX MARKET PROJECTS

- 2 VIDEO REELS
- 13 POSTS
- 183 STORIES
- SOCIAL ACCOUNT MONITORING, CONTENT, ENGAGEMENT
- PHOTOGRAPHY SOUTH & NORTH MARKETS
- GOOGLE REVIEWS / RESPONSE
- SUMMER POP-UPS BRANDING
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- ANNIVERSARY MONTH VENDOR OUTREACH
- SUMMER POP-UPS COORDINATION (MUSIC, KIDS ACTIVITIES, ETC.)
- FREE TROLLEY / FREE PARKING PROMOTION
- SOCIAL GRAPHICS PRODUCTION
- EASTER GIFT PROMOS
- MOTHER'S DAY GIFT PROMOS
- WEEKLY DOWNTOWN ROUNDUP FEATURE



Match Requirement

Applicants are required to contribute a matching investment of 10–20%, depending on property ownership type.

A **20%** match is required for all commercial projects; **10%** required for non-residential buildings and cemeteries.

Complete guidelines are available online at www.pensacolaforward.com/cpip



What is the CRA

The Community Redevelopment Agency works to eliminate slum and blight using strategies that promote reinvestment and revitalization in the community. The CRA reinvests Tax Increment Funds (TIF) into the redevelopment areas. CRA districts are one of the few remaining tools that local governments can use to attract new business, invest in infrastructure improvements and rebuild blighted areas. CRA districts are a popular and effective redevelopment tool used in 44 states across the country.

Learn more at www.pensacolaforward.com/cra



CITY OF PENSACOLA
COMMUNITY REDEVELOPMENT AGENCY

www.pensacolaforward.com/cra
850-436-5640

All projects subject to CRA approval.



COMMERCIAL PROPERTY IMPROVEMENT PROGRAM (CPIP)

**Investing in Local Businesses
to Move Pensacola Forward**





About the Program

The City of Pensacola Community Redevelopment Agency's Commercial Property Improvement Program (CPIP) helps business and property owners restore and improve commercial / non-residential buildings and historic cemeteries. The program supports the preservation of existing properties, encourages reinvestment and reuse of structures, and helps reduce blight. By investing in our neighborhoods, CPIP also contributes to the preservation and enhancement of the tax base, helping our community continue to grow and thrive.

Forgivable Loans

The CPIP provides **forgivable loans** to help property owners make eligible improvements, including:

- › Exterior repairs and enhancements that restore a building's appearance, integrity, or character
- › Improvements such as fencing, lighting, landscaping, signage, and pavement
- › Other upgrades that enhance the property's street presence and support reuse or reactivation

Funding Amounts

Funding amounts are based on the property's size, age, and cultural or historical significance:

- › Up to **\$150,000** for commercial and other non-residential properties
- › Up to **\$100,000** for cemetery projects, depending on the level of improvement needed



Maintenance & Occupancy Period

Awarded properties (excluding cemeteries) must comply with a required maintenance and occupancy term.

FUNDING AMOUNT	REQUIRED TERM
Up to \$75,000	5 Years
\$75,001-\$150,000	10 Years

During this period:

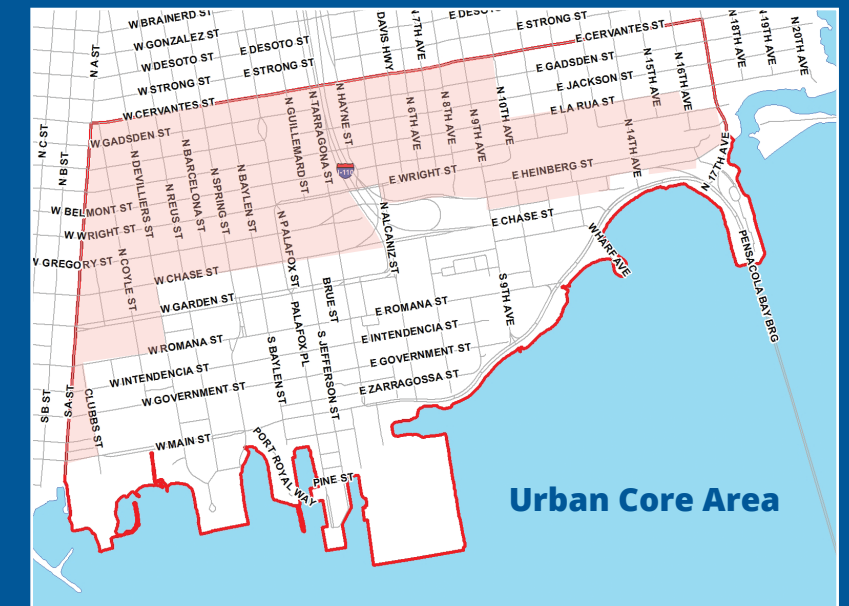
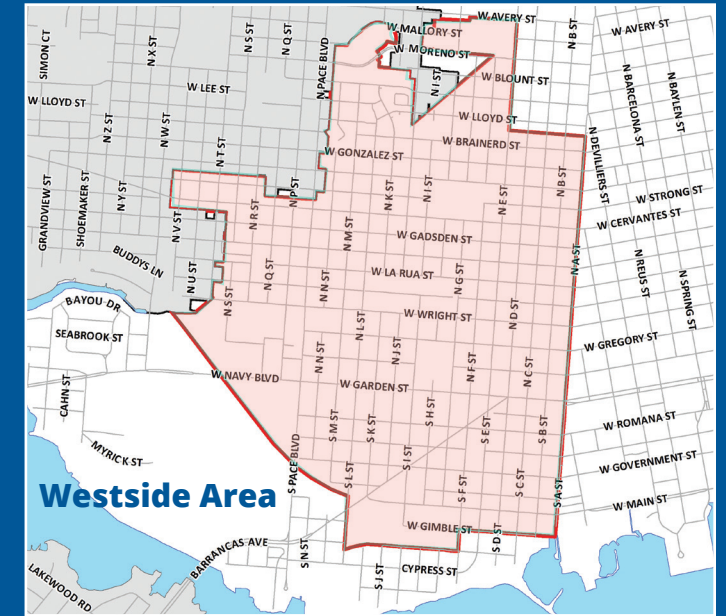
- › Property must be maintained in good condition
- › Owner must actively occupy or market the building for reuse
- › An approved occupancy and operating plan must be implemented
- › Annual reporting to the CRA is required

If all requirements are met, the loan is fully forgiven at the end of the term.

If the property is sold during the maintenance period, program requirements transfer to the new owner.

Eligible Areas

The CPIP is available for areas in the Urban Core and Westside Community Redevelopment Area. To determine your eligibility, use the search tool at www.pensacolafoward.com/cpip



New Palafox Rent Relief Program (Incentive Bonus-Funded)

Purpose

To provide temporary financial relief to eligible businesses adversely affected by roadway construction when project completion deadlines are not met. If contractor incentive payments are forfeited due to delayed completion, those funds will be redirected to impacted businesses as rent relief.

Activation

The program is activated only if:

- The construction contractor fails to meet the contractual substantial completion date; **and**
- Associated incentive/bonus payments are therefore not awarded to the contractor.

Upon confirmation of forfeited incentives, the City of Pensacola will transfer those funds to the Downtown Improvement Board (DIB) for program administration.

Funding Source

- Contractor incentive/bonus funds (FP&L funds) tied to project completion milestones.
- Funds are limited to the amount of forfeited incentive.

Eligible Area

Businesses located within the defined construction impact corridor (directly on / fronting Palafox Street between Garden Street and Main Street)

Eligible Businesses

Program is based on the North American Industry Classification System (NAICS), specifically Retail Trade; Food Services & Drinking Places; Amusement, Gambling, Recreation Industries; and Personal Care Services.

Applicants must:

- Hold a valid local business tax receipt at time of applying.
- Operate from a commercial storefront within the impact corridor.
- Demonstrate active operation before and during construction to the date of project completion.

- Be current on city taxes/fees (or on an approved payment plan).
- Eligibility may be affected if the applicant has received rent relief through another program.

Allowable Use

Rent or lease payments for the impacted premises during the defined impact period (January 5, 2026 to May 24, 2026 – June 13, 2026).

Relief Structure

Each eligible business receives a pro-rata share of available funds based on verified monthly rent.

Impact Period

From the date full roadway closure began (1/5/26) to the contractor's actual substantial completion date.

Administration

The Downtown Improvement Board will:

- Publish application and guidance within 30 days of program approval by City Council, with a 30-day application window.
- Verify eligibility (location, operation, lease documentation).
- Calculate awards based on proportional share.
- Disburse payments directly to businesses (or jointly to landlord/business if desired).
- Provide a final report to City Council (awards, recipients, totals).

Application Requirements

- Lease agreement and proof of rent payments throughout entire construction period (January – May or June).
- Proof of current business tax receipt.
- Proof of operation (license, utility bill, sales tax filing, etc.).
- Attestation of construction impact including financial statements from the previous year and during construction period.
- W-9 and payment information.
- Disclosure of rent relief through any other programs.

Safeguards

- One award per business location.
- Relief capped at actual rent during the impact period.
- Fraud/duplication checks.
- Clawback provision for misrepresentation—If any information provided in the application or reporting is found to be materially false or misleading, 100% of funds shall be repaid.

Governance

- Program authorized by City Council approval.
- DIB executes administration via agreement with the City of Pensacola.
- City of Pensacola retains audit rights.



First Fridays

ART WALK



D O W N T O W N
P E N S A C O L A

Five Flags

TROLLEY COMPANY

by Winterfest



Client Information

Client DIB

Address **Address Line 1**
Address Line 2 (if needed)
City State Zip

Email cailinf@downtownpensacola.com

Contact Cailin Feagles

Phone (850) 380-8196

Event Information

Date Friday June 5, 2026

Vehicle Candy Cane Trolley

Driver Dewayne Simmons (850) 324-8139

Depart Depot 4:15 p.m

Arrive Event 4:30 p.m

Return 7:45 p.m

2.5 Hours	\$200/hr	500
10% Gratuity		50
	Total	550

Instructions

Pickup

- 126 Palafox Pl (Sarah Soule Webb Studios)
- 21 S Palafox Pl (Blue Morning Gallery)
- 200 E Garden St (Reverie Fine Art)
- 260 S Tarragona St (Joe Hobbs Gallery)
- 507 S Adams St (Artworks Seville)
- 17 Zaragoza St (Quayside)

Dropoff

- 126 Palafox Pl (Sarah Soule Webb Studios)
- 21 S Palafox Pl (Blue Morning Gallery)
- 200 E Garden St (Reverie Fine Art)
- 260 S Tarragona St (Joe Hobbs Gallery)
- 507 S Adams St (Artworks Seville)
- 17 Zaragoza St (Quayside)

Route

(See Route Map)

Special Instructions

Execution

Deposit Due at Inception —

Balance Due 10 Days Before Event 550

I have read and understood the charter terms as outlined on this page and the policies page, copies of which have been provided to me. I agree to the terms of the charter.

Sign	Title	Date

Five Flags

TROLLEY COMPANY

by Winterfest



Policies

Entire Agreement This Agreement is the entire agreement between the parties and supersedes all prior oral or written agreements between the parties. The terms of this contract are only between the named parties. Any and all contact with this company shall be by the named parties only. The complete itinerary for the rental period must be received 30 days prior to event. A signed copy of this contract must be received when final payment of the balance is due ten days prior to the wedding

Charter Information All rates are portal to portal. All times are strictly adhered to. There is a minimum charge for three hours of \$200 per hour. Schedules must apply to only the trolley itinerary. Each change to the schedule after ten days before the event will result in \$50 charge per occurrence. Any change must be submitted in writing via email and include the entire itinerary. During the event, if additional time is requested, each hour or 30 minute increments of an hour will cost \$200. The driver will call for credit authorization before the charter proceeds. Winterfest of Pensacola reserves the right to substitute trolleys. and drivers.

Refunds There are no refunds except for a hurricane with winds of +74 mph landing within 50 miles of Pensacola within 48 hours of the wedding day.

Drivers Gratuity This contract includes a 10% tip.

Payment Policy Payment or partial payment is due and payable on inception of contract. Payments aside from the deposit may not be split without a \$50 fee. A signed contract must be submitted along with payment. Final payment is due ten days prior to event.

Surfaces of Travel Rates and charges apply on trips over which equipment can be operated at the time of movement without undue wear, as determined by the driver. The surface is defined by a well-maintained roadway that will support the weight of an 18,000 pound vehicle. with an overhead clearance of 16 feet

Tolls over \$1.00 are the responsibility of the chartering party.

Changes of Route If, during the trip, chartering party desires to change routing of trip, make extra side trips, or extend trips, outside of downtown Pensacola, additional charges will be assessed and collected during the event.

Liability for Delays Carrier will not be liable for delays caused by accidents, breakdowns, bad road conditions, inclement weather and other conditions beyond its control. If, in the opinion of the carrier, conditions make it inadvisable to operate charter service from point of origin or at any point en route, the carrier will not be liable therefore, or be caused to be held for damage for any reason whatsoever. Additional costs such as meals, lodging and transportation will in this respect become the responsibility of the chartering party.

Objectionable Persons Carrier reserves the right to refuse service to any person under the influence of alcohol or drugs, or whose conduct degrades the experience for other passengers or impedes safe operation of the charter vehicle.

Damage to Equipment Damage to equipment which is caused by any member of the chartering party and all related charges (loss of service) will be paid by the chartering party. Any damage to seats, windows, flooring or other equipment or part of the coach which is caused by any member of the chartering party, and the cost to the carrier for repairs, and loss of service, due to such damage will be paid by the chartering party. Please do not bring banners or decorations for the trolley without consulting with us. Do not use scotch tape or any other kind of tape on trolley surfaces. We cannot be responsible for coolers or items placed on the trolley by members of the chartering party.

Trash Removal No food or drink may be brought on the trolley, except water. Any chartering party is responsible for collecting trash in the trolley at the end of the event or a damage deposit of \$100 will be assessed and fees charged to the credit card on file.

Dispute Resolution In the event Five Flags Trolley Company dba Winterfest takes any action to enforce any provision of this Agreement, in any litigation which ensues, the prevailing party shall be paid by the other party all costs and expenses incurred in the enforcement, interest at the rate of 1% per month on the unpaid balance from the date of the agreement, consequential damages, costs of investigation reasonable attorneys' and paralegal fees, appellate fees and costs, and all costs of collection. The parties agree and understand that in all circumstances, liability, if any, of Winterfest is limited to the contract amount or any resulting insurance proceeds.

Security Camera Vehicles are equipped with surveillance cameras, which are in continuous operation for the purposes of safety, security, and quality assurance. This includes retention of such recordings for internal use, incident investigation, or as required by law.