



**Downtown Improvement Board  
Regular Monthly Meeting**

Tuesday March 26, 2024,

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 February 27, 2024
  - c. \*Approval of the minutes from the regular meeting of the DIB on February 27, 2024
  - d. \*Approval of the February Financials
  
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
  
- IV. New Business
  - a. LTU Sidewalk Discussion- City Staff (Time Sensitive)
  - b. Construction site remediation in DIB - Chris McKean
  - c. \*Event Grants for Downtown Retail and on going program
  - d. \*Vinyl Stickers of Old Pictures for Trash Compactor - Update
  - e. Gallery Night Meeting Discussion - Chris & Nathan
  
- V. Old Business
  
  
  
  
  
  
  
  
  
  
- VIII. Public Comment
  
  
- IX. Adjournment

**Next meeting – March 26, 2024**

**(\* ) = approval item**



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Tuesday February 27, 2024,  
7:30

**AGENDA**

Attendance: Chris McKean, Chairman, Jean Pierre N'Dione, William Merrill, Rafael Simpson, Jennifer Brahier, Gregg Harding, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations and Events

- I. Call to Order
  - a. Chris McKean, Chairman, calls the meeting to order at 7:35 AM
  
- II. Recurring Agenda
  - a. Mr. Walker Wilson confirmed that the meeting was properly noticed.
  - b. \*Approval of the proposed meeting agenda for February 27, 2024
    - Walker Wilson added discussion of historic photos or mural for Trash Compactor Room.
    - The proposed meeting agenda for February 27, 2024 is motioned, seconded, and unanimously approved.
  - c. The minutes from the regular meeting of the DIB held on January 23rd, 2024 were motioned, seconded, and unanimously approved.
  - d. The minutes from the special DIB Audit meeting on February 15, 2024 were motioned, seconded, and unanimously approved.
  - e. The January financials were motioned, seconded, and unanimously approved.
    - Waste Co-Op under budget due to Cactus Cantina relocating.
    - Palafox Market revenue under budget due to poor weather in January
    - Economic Development under budget for month.
  
- III. On-Going Business
  - a. PPD Report
    - Jefferson Street Parking garage cameras are up and running. There are about 60 cameras installed, working with CRA officers to monitor the area.
    - The board would like to put additional cameras up in other areas.
    - PPD discusses process for a trespass warning
  - b. Spotless Report
    - The planters in the alleyway have been relocated to the compactor room.
    - Alleyway will be pressure washed this month.
  - c. Marketing Report
    - The new website launched in January
    - Three photoshoots occurred downtown
    - Visit Pensacola calendar will begin being integrated this month.
  - d. Palafox Market
    - Successful Mardi Gras market

- Easter bunny will be coming to the market on March 30<sup>th</sup>.
- Vendors have been consistently setting up 2 ft from sidewalk.
- The A-frames are not holding up with the weather, looking into alternative options.

#### IV. New Business

- a. Presentation on Homeless Task Force- Connie Bookman (time sensitive)
  - Task force focused on community solutions for homelessness. Community dashboard tracks number of food programs and shelters in Escambia and Santa Rosa county. Task force is visiting potential sites for low-barrier shelters. Community response team goals are to increase services that already exist, increase the use of referrals, and decrease the number of homeless individuals in our community.
- b. Audit & Accounting Services Update
  - DIB explored options for audit and accounting services but will remain with current partners.
- c. \*Shops on Palafox Quarterly Events- \$5,000
  - Motioned, seconded, and unanimously approved.
- d. Discussion on Event Grants for Downtown Businesses
  - DIB interested in an operations grant for community-led events. The grant would potentially operate on a reimbursement basis.
  - Exploring the possibility of a future Food & Wine festival in downtown Pensacola.
- e. Annual Report for DIB
  - Walker Wilson to put together an annual report for Downtown Improvement Board.
- f. Photos or Mural on Trash Compactor Room
  - Trash Compactor room mural to match the design as B Side murals.

#### V. Old Business

#### VIII. Public Comment

- Veo would like to extend curfew for two additional hours.

#### IX. Adjournment- Meeting was adjourned at 10:11 AM

**Next meeting – March 26, 2024**

**(\* ) = approval item**

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

February 2024

Accrual Basis

	Feb 24	Budget	\$ Over Budget	Oct '23 - Feb 24	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
1301 · Co-Op Participation	4,690.38	6,505.00	-1,814.62	23,945.60	32,525.00	-8,579.40	78,060.00
4010 · Ad Valorem Revenue	219,459.34	219,459.00	0.34	514,761.40	467,201.00	47,560.40	739,063.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	574,070.20	574,070.00	0.20	574,070.00
4020 · Website Membership and Map	0.00	41.67	-41.67	0.00	208.31	-208.31	500.00
4025 · FY Starting Balance	0.00			0.00	37,120.04	-37,120.04	37,120.04
Program Revenue	17,440.00	23,840.83	-6,400.83	117,237.95	119,204.19	-1,966.24	286,090.00
4900 · Sales Tax Collected - Rent	-990.85	-1,639.69	648.84	-6,552.09	-8,198.47	1,646.38	-19,676.30
<b>Total Income</b>	<b>240,598.87</b>	<b>248,206.81</b>	<b>-7,607.94</b>	<b>1,223,463.06</b>	<b>1,222,130.07</b>	<b>1,332.99</b>	<b>1,695,226.74</b>
<b>Gross Profit</b>	<b>240,598.87</b>	<b>248,206.81</b>	<b>-7,607.94</b>	<b>1,223,463.06</b>	<b>1,222,130.07</b>	<b>1,332.99</b>	<b>1,695,226.74</b>
<b>Expense</b>							
5042 · Contract Labor	1,098.00			3,744.00			
3001 · Compactor - Waste Services	5,256.11	6,352.50	-1,096.39	30,883.29	31,762.50	-879.21	76,230.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	4.19	-4.19	10.00
3004 · Compactor - Security Fees	106.04	106.67	-0.63	618.78	533.31	85.47	1,280.00
3007 · Compactor - Electric	45.74	45.00	0.74	303.46	225.00	78.46	540.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	574,070.20	574,070.00	0.20	574,070.00
5001 · Salaries, Benefits & Taxes	6,212.85	7,771.20	-1,558.35	35,128.82	42,741.61	-7,612.79	101,025.61
5004 · Insurance Expense-Other	30.33			60.66			
5005 · Workers Comp Insurance	41.42	40.33	1.09	172.09	201.69	-29.60	484.00
5006 · Board Meetings	0.00	20.83	-20.83	221.78	104.19	117.59	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
5009 · Bank Charges	27.00	16.67	10.33	147.50	83.31	64.19	200.00
5012 · Office Rent	1,323.14	1,371.43	-48.29	3,969.42	6,857.15	-2,887.73	16,457.16
5013 · Office Supplies	116.42	160.13	-43.71	380.40	800.65	-420.25	1,921.56
5014 · Office Equipment/Software	229.87	250.00	-20.13	1,719.83	1,250.00	469.83	3,000.00
5015 · Postage	66.00	16.67	49.33	758.27	83.31	674.96	200.00
5016 · Telecommunications	295.41	500.00	-204.59	1,317.08	2,500.00	-1,182.92	6,000.00
5017 · Website Support	1,509.75			11,918.75	0.00	11,918.75	0.00
5018 · Website Hosting	1,065.34	541.67	523.67	3,929.09	2,708.31	1,220.78	6,500.00
5019 · Computer Support/Email Leasing	314.34	208.33	106.01	1,883.80	1,041.69	842.11	2,500.00
5020 · Dues, Subscriptions, Publicatio	622.48	291.67	330.81	2,895.25	1,458.31	1,436.94	3,500.00
5021 · Travel Entertainment & Educ.	0.00	375.00	-375.00	4,151.25	1,875.00	2,276.25	4,500.00
5024 · Bookkeeping	870.00	1,000.00	-130.00	5,110.00	5,000.00	110.00	12,000.00
5025 · Audit	0.00	0.00	0.00	0.00	13,500.00	-13,500.00	13,500.00
5026 · Legal Counsel	0.00	581.88	-581.88	0.00	2,909.39	-2,909.39	6,982.55
5027 · Economic Development	2,621.76	9,121.50	-6,499.74	42,303.44	45,607.75	-3,304.31	109,458.25
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5030 · Insurance- General Liability	951.33	1,264.75	-313.42	5,932.65	6,323.75	-391.10	15,177.00
5227 · PPD Security	600.00	2,500.00	-1,900.00	24,020.00	49,500.00	-25,480.00	104,000.00
<b>6000 · Palafox Market</b>							
6001 · Palafox Market Project Mgmt	6,847.87	5,864.01	983.86	37,085.40	32,252.08	4,833.32	76,232.17
6003 · Permits / Street Closure	0.00	166.67	-166.67	900.00	833.31	66.69	2,000.00
6004 · Portable Toilet Rental	1,015.00	1,339.17	-324.17	10,765.00	6,695.81	4,069.19	16,070.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
6007 · Marketing	9,300.00	9,065.87	234.13	49,584.69	45,329.31	4,255.38	108,790.40
6011 · Market App Program Fee	1,966.45	158.33	1,808.12	1,966.45	791.69	1,174.76	1,900.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	16,950.00	16,950.00	0.00	40,680.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33	0.00	1,891.69	-1,891.69	4,540.00
6000 · Palafox Market - Other	173.70	1,329.25	-1,155.55	7,969.27	6,646.25	1,323.02	15,951.00
<b>Total 6000 · Palafox Market</b>	<b>22,693.02</b>	<b>21,712.46</b>	<b>980.56</b>	<b>125,220.81</b>	<b>111,494.33</b>	<b>13,726.48</b>	<b>266,413.57</b>
<b>7000 · Ambassador Program</b>	<b>24,381.42</b>	<b>24,481.42</b>	<b>-100.00</b>	<b>107,107.10</b>	<b>122,407.10</b>	<b>-15,300.00</b>	<b>293,777.04</b>
<b>Total Expense</b>	<b>70,477.77</b>	<b>78,751.77</b>	<b>-8,274.00</b>	<b>987,967.72</b>	<b>1,025,146.73</b>	<b>-37,179.01</b>	<b>1,705,226.74</b>
<b>Net Ordinary Income</b>	<b>170,121.10</b>	<b>169,455.04</b>	<b>666.06</b>	<b>235,495.34</b>	<b>196,983.34</b>	<b>38,512.00</b>	<b>-10,000.00</b>
<b>Other Income/Expense</b>							

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

February 2024

Accrual Basis

	Feb 24	Budget	\$ Over Budget	Oct '23 - Feb 24	YTD Budget	\$ Over Budget	Annual Budget
<b>Other Income</b>							
Voided Checks	0.00			1,517.07			
4980 - Sales Tax Collection Allowance	29.52			142.68			
4960 - Interest Income	1,071.96	833.33	238.63	4,486.38	4,166.69	319.69	10,000.00
<b>Total Other Income</b>	1,101.48	833.33	268.15	6,146.13	4,166.69	1,979.44	10,000.00
<b>Net Other Income</b>	1,101.48	833.33	268.15	6,146.13	4,166.69	1,979.44	10,000.00
<b>Net Income</b>	<b>171,222.58</b>	<b>170,288.37</b>	<b>934.21</b>	<b>241,641.47</b>	<b>201,150.03</b>	<b>40,491.44</b>	<b>0.00</b>

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	Feb 24	Budget	\$ Over Budget	Oct '23 - Feb 24	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>Program Revenue</b>							
4030 · Palafox Market Vendor North	10,740.00	23,840.83	-13,100.83	84,642.95	119,204.19	-34,561.24	286,090.00
4031 · Palafox Market Vendor South	6,325.00			29,175.00			
4037 · Palafox Market App Fees	375.00			3,420.00			
<b>Total Program Revenue</b>	<u>17,440.00</u>	<u>23,840.83</u>	<u>-6,400.83</u>	<u>117,237.95</u>	<u>119,204.19</u>	<u>-1,966.24</u>	<u>286,090.00</u>
<b>Total Income</b>	<u>17,440.00</u>	<u>23,840.83</u>	<u>-6,400.83</u>	<u>117,237.95</u>	<u>119,204.19</u>	<u>-1,966.24</u>	<u>286,090.00</u>
<b>Gross Profit</b>	17,440.00	23,840.83	-6,400.83	117,237.95	119,204.19	-1,966.24	286,090.00
<b>Expense</b>							
<b>6000 · Palafox Market</b>							
6001 · Palafox Market Project Mgmt	6,847.87	5,864.01	983.86	37,085.40	32,252.08	4,833.32	76,232.17
6003 · Permits / Street Closure	0.00	166.67	-166.67	900.00	833.31	66.69	2,000.00
6004 · Portable Toilet Rental	1,015.00	1,339.17	-324.17	10,765.00	6,695.81	4,069.19	16,070.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
6007 · Marketing	9,300.00	9,065.87	234.13	49,584.69	45,329.31	4,255.38	108,790.40
6011 · Market App Program Fee	1,966.45	158.33	1,808.12	1,966.45	791.69	1,174.76	1,900.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	16,950.00	16,950.00	0.00	40,680.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33	0.00	1,891.69	-1,891.69	4,540.00
<b>Total 6000 · Palafox Market</b>	<u>22,519.32</u>	<u>20,383.21</u>	<u>2,136.11</u>	<u>117,251.54</u>	<u>104,848.08</u>	<u>12,403.46</u>	<u>250,462.57</u>
<b>Total Expense</b>	<u>22,519.32</u>	<u>20,383.21</u>	<u>2,136.11</u>	<u>117,251.54</u>	<u>104,848.08</u>	<u>12,403.46</u>	<u>250,462.57</u>
<b>Net Ordinary Income</b>	<u>-5,079.32</u>	<u>3,457.62</u>	<u>-8,536.94</u>	<u>-13.59</u>	<u>14,356.11</u>	<u>-14,369.70</u>	<u>35,627.43</u>
<b>Net Income</b>	<u><b>-5,079.32</b></u>	<u><b>3,457.62</b></u>	<u><b>-8,536.94</b></u>	<u><b>-13.59</b></u>	<u><b>14,356.11</b></u>	<u><b>-14,369.70</b></u>	<u><b>35,627.43</b></u>

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of February 29, 2024

	Feb 29, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash - Synovus- 0237 Operating	19,145.60
103 · Synovus - Money Market	593,111.96
<b>Total Checking/Savings</b>	612,257.56
<b>Other Current Assets</b>	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	14,167.56
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	9,240.60
<b>Total Other Current Assets</b>	25,140.41
<b>Total Current Assets</b>	637,397.97
<b>Fixed Assets</b>	
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
<b>Total Fixed Assets</b>	120,491.79
<b>TOTAL ASSETS</b>	<b>757,889.76</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	28,284.87
<b>Total Accounts Payable</b>	28,284.87
<b>Other Current Liabilities</b>	
Accrued Salaries	3,440.84
481 · Sales Tax Payable	290.85
453 · 403(b) Employer Contribution	6,487.46
458 · Due to 403(b) - Employee Contr	4,557.71
471 · Payroll Liabilities	1,738.62
4849 · Deferred Revenue Sign Maint	5,000.00
<b>Total Other Current Liabilities</b>	21,515.48
<b>Total Current Liabilities</b>	49,800.35
<b>Total Liabilities</b>	49,800.35
<b>Equity</b>	
32000 · Unrestricted Net Assets	484,321.96
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
<b>Total 587 · Fund Balance</b>	-17,874.02
<b>Net Income</b>	241,641.47
<b>Total Equity</b>	708,089.41
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>757,889.76</b>

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** March

Total Income DIB **Feb:** \$240,598.87

Total Expense DIB **Feb:** \$70,477.77

Notes:



**DIB - Feb 24**

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$7,600 Under Budget</i>	<i>\$1,300K Over Budget</i>
1301	Co-Op Participation	\$1,800 Under	\$8,500 Under Budget
4030	Palafox Market	\$6,400K Under	\$1,900 Under Budget
Expense			
Expense	<i>Overview</i>	<i>\$8,200K Under</i>	<i>\$37,000K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$1,000 Under Budget</i>	<i>\$800 Under Budget</i>
5001	Salaries, Benefits & Taxes	\$1,500 Under	\$7,600 Under Budget
6007	Marketing	On Budget	\$4,200 Over Budget
5027	Economic Development	\$6,400 Under Budget	\$3,300K Under Budget
6000	Palafox Market	\$900 Over Budget	\$13K Over Budget
7000	Ambassador Program	On Budget	On Budget



## MARKETING REPORT

# DOWNTOWN PENSACOLA

### February 2024 Marketing, PR and Production

#### Production Notes

In February, 3.1K people visited the new Downtown Pensacola website between Feb. 20-29. The agency produced several branded DIB collateral including an updated Explorers Guide, a notecard and envelope and DIB business cards. We attended a grant meeting with Rusted Arrow Mercantile to discuss upcoming retail events and Visit Pensacola grant opportunities. We responded to almost 100 Google reviews for Palafox Market, and promoted the Mardi Gras market to local and drive markets using PR, social media and video. We conducted a photo shoot at Pensacon, researched multiple downtown Pensacola Foo Foo event opportunities and participated in collaborative calls with UWF Historic Trust, Winterfest and Jazz for Justice.

#### February Challenges and Opportunities

The new website was connected to Google Analytics on February 20th, so we only have partial metrics for the month.

### Project Snapshot

**1** Press release distributed

**62** Events added to website calendar

**270** Social media posts + stories produced

**72** Downtown photos captured

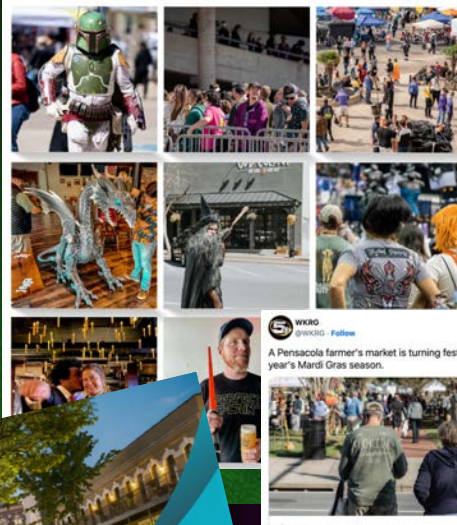


### News Release FOR IMMEDIATE RELEASE

Media Contact:  
Caron Spoberg, APF, CPFC  
Ideaworks  
(850) 434-9095 • caron@ideaworks.co

#### Downtown Improvement Board awards \$5,000 grant to support small business event

PENSACOLA, Fla. (Feb. 29, 2024) – The Downtown Improvement Board (DIB) has approved a \$5,000 grant to support a series of special events aimed at driving visitors downtown and raising the downtown district's profile as a premier destination. The DIB board of directors approved the grant to support the Palafox Market, a weekly farmers' market and event series that has become a beloved staple of downtown Pensacola's community.



WEARNEWS abc 3 WEAR

### Downtown Improvement Board grants \$5,000 to support small businesses on Palafox Street

BY KELLY SIERRA • FEB 29, 2024

PENSACOLA, Fla. -- Pensacola's Downtown Improvement Board approved a grant that helps supports small businesses on Palafox Street.

\$5,000 has been granted at the request of downtown merchants Samantha Breedlove of Rusted Arrow Mercantile and Katie Bosso



**Palafox Market**  
—DOWNTOWN PENSACOLA—

Office: (850) 434-5371, ext. 1  
Cell: (850) 380-8196  
email@downtownpensacola.com  
www.downtownpensacola.com  
226 S. Palafox Place, Ste. 106  
Pensacola, FL 32502

## Metric

457,800

## Details

Combined Instagram + Facebook Reach

## Notes

Top post 21.8K Reach

161,712

Social Media Followers

93,994 Facebook Followers for @downtownpensacola

7,059

Instagram Followers on @palafoxmarket

Up 5% vs. last month

2.67M

Prediction of lifetime views of media coverage

Based on audience reach & engagement rate on social

## Earned Media Value Feb 2024

# \$170,502

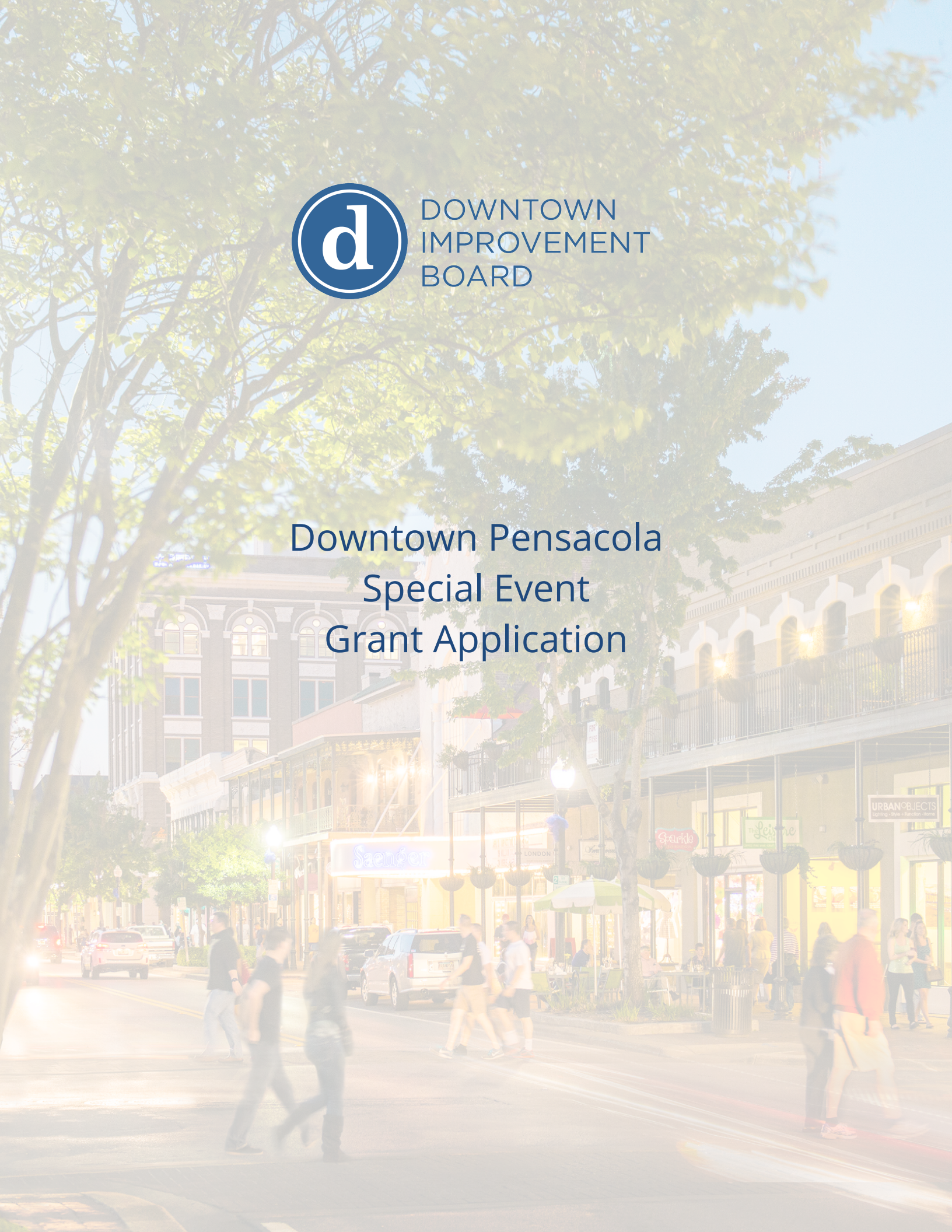
## Coming in March

- Palafox Market Easter Market Promotion
- Earned media reporting
- Foo Foo Festival Letter of Intent
- Palafox Market Wild About Wildlife Day
- Palafox Market Vendor Facebook Group
- 2024 Foo Foo Fest Event Planning
- Downtown Explorers' Guide & Map



DOWNTOWN  
IMPROVEMENT  
BOARD

# Downtown Pensacola Special Event Grant Application



## DIB Grant Periods

Jan-Mar • Apr-Jun • Jul-Sep

### TIPS FOR APPLYING

1. All fields are required; by providing complete and thorough details you'll ensure the DIB is able to properly assess your special event.
2. Application must be received by the DIB no later than 30 days prior to your event.
3. Grant awards will be disbursed ½ upfront and ½ upon completion of your event, once you have submitted all of the required post-event documentation and invoices.
4. Applications will be scored based upon:
  - Ability to drive visitors and residents to Downtown Pensacola to shop, dine and explore.
  - The opportunity to highlight and promote Downtown Pensacola as a top cultural destination.
  - A sound business plan and marketing strategy to launch a successful event.

### Applicant Information

Name of Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/ZIP: \_\_\_\_\_

IRS Status:

Non-profit, incorporated (if checked, this application must include IRS certification letter and Florida sales tax exemption form, if not in our files).

Commercial (for profit)

Other (please describe): \_\_\_\_\_

*DIB/Application Received Date:*

## EVENT INFORMATION

Event Name: \_\_\_\_\_

Event Location: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Brief Description of Event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is this a new or repeat event? New: \_\_\_ Repeat: \_\_\_

If repeat, how many years has it been in existence? \_\_\_\_\_

If new, do you foresee it becoming a reoccurring event? \_\_\_\_\_

Total Budget for Event: \_\_\_\_\_ Total Funds Requested: \_\_\_\_\_

Intended Use of Funds: \_\_\_\_\_

Match Provided by Your Organization

In-Kind Description: \_\_\_\_\_

Value of In-Kind: \_\_\_\_\_ Match Dollars Provided By Your Organization: \_\_\_\_\_

*In-Kind: Payment given in the form of goods or services and not money.*

Projected Attendance: \_\_\_\_\_ Projected Number of Out of Town Visitors: \_\_\_\_\_

What are the goals and objectives for this event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe how the effectiveness of this event will be measured: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will the event benefit Downtown Pensacola? \_\_\_\_\_

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available)? \_\_\_\_\_

Anticipated Number of Vendors: \_\_\_\_\_

Will you survey the participants to capture data?  Yes  No

If you answered 'No', how do you intend to collect data for reporting purposes?

Have you applied for an event permit? \_\_\_\_\_ Are any licenses required? \_\_\_\_\_

If so, please list the required licenses and permits and attach copies to this application: \_\_\_\_\_

Will you purchase event insurance?  Yes  No Carrier: \_\_\_\_\_

Liability/Medical Insurance?  Yes  No Carrier: \_\_\_\_\_

Please List Your Event Partners:

Partner Businesses

Contribution

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.....	.....
.....	.....
.....	.....
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.....	.....

## BUDGET INFORMATION

Please complete the following budget summary and attach additional information as necessary.

PROJECTED REVENUE	CASH	IN-KIND
Admissions:		
Booth Space Rentals:		
Corporate Sponsors:		
Other Revenue:*		
Applicant Revenue:		
Grants:**		
<b>TOTAL REVENUE:</b>		

\* Other Revenue Includes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*\* This includes any dollars received from ACE, City of Pensacola, Visit Pensacola, Escambia County or State of Florida.



## GRANT REQUEST

Amount Requested: \_\_\_\_\_

Please provide a brief summary of the marketing plan for the event, specifically those efforts to bring visitors from outside the immediate area (use additional sheet if necessary).

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How will you measure the success of your event (use additional sheet if necessary)?

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Please use the space below to add any additional event information that you would like for us to know.

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Return this application to:  
[grants@downtownpensacola.com](mailto:grants@downtownpensacola.com)