



**Downtown Improvement Board  
Regular Monthly Meeting  
Wednesday October 30<sup>th</sup>, 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 October 30<sup>th</sup>, 2024
  - c. \*Approval of the minutes from the regular meeting of the DIB on September 30<sup>th</sup>, 2024
  - d. \*Approval of the September Financials
  
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
  
- IV. New Business
  - a. How Other DIBs are funded Discussion (Waiting on Responses)
  - b. Jefferson Street Garage Policing Update
  - c. Lighting Ceremony/All I Want Campaign/Holiday Haul - November 6<sup>th</sup>
  - d. \*Grant Application- Kulture Kreated Pensacola Bloody Mary Festival
  - e. \*CRA TIF Exemption Request
  - f. Prioritization List for Projects from/partner w/ City - Nathan
  
- V. Public Comment
  
- VI. Adjournment

**Next meeting – November \_\_\_\_, 2024  
(\* ) = approval item**



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Monday September 30<sup>th</sup>, 2024,  
8:00 AGENDA

**Attendance: Chris McKean, Chairman, Jean Pierre N'Dione, William Merrill, Rafael Simpson, Nathan Holler, 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 8:06 AM
  
- II. Recurring Agenda
  - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
  - b. The proposed meeting agenda for September 30<sup>th</sup>, 2024 is motioned by Jean Pierre N'Dione, seconded by William Merrill, and unanimously approved.
  - c. The minutes from the regular meeting held on September 4<sup>th</sup>, 2024 are motioned, seconded, and unanimously approved.
  - d. The August financials have been motioned, seconded, and unanimously approved.
    - Palafox Market Vendor revenue under budget for the year
    - Waste Co-op revenue does not include DIB contribution and will be updated for next meeting.
  
- III. On-Going Business
  - a. PPD Report
    - A new sergeant will be starting in the CRA district on October 13<sup>th</sup>
    - New camping ordinance will be in place in October. Any questions regarding this ordinance can be directed to PPD
    - Megaphone at Palafox Market has continued to be an issue.
  - b. Spotless Report
    - No report.
  - c. Marketing Report
    - The harvest sip and shop occurred in September and was well attended.
    - Five chefs have been confirmed for repast.
    - The CRA report has been completed along with multiple photoshoots downtown.
    - Projects started in August include the Palafox Market Fall Festival preparation
  - d. Palafox Market
    - There is a new trolley stop at the Commendencia Parking lot for a free parking option for customers.
    - Vendors are still adjusting to parking changes on Palafox Street.
  
- IV. New Business
  - a. Property Tax Valuation Discussion
    - Walker Wilson to do more research on similar organizations across the state for next meeting.

- b. The New Palafox Survey Results
  - Survey results show that ideally the work would be done Sunday-Tuesday with nighttime construction.
  - Business owners/residents would like a timeline for the project and have concerns regarding lack of loading zones, loss of on-street parking, and timeframe of project.
  - The city will continue meeting with the consultants to discuss feedback from the general public meeting to revise plans.
  - The city is also in the process of creating a clear map of city parking along with signage, a possible shuttle service, and potential places for a multi-use parking facility.
- c. \*Jefferson Street Garage Policing 4 Weekends – up to \$5,000
  - Motioned, seconded, and unanimously approved.
  - The board would like to see thorough documentation at the end of the four weekends.
- d. \* All I Want Campaign- \$8,000
  - Motioned, seconded, and unanimously approved.
- e. \*E.D. Annual Review- Bonus up to \$5,000
  - Motioned, seconded, and unanimously approved.
- f. \*E.D. Salary Discussion- Up to 10% raise (Approved Budget allows for 5.6% increase)
  - A 5% salary increase is motioned, seconded, and unanimously approved.

VIII. Public Comment

IX. Adjournment

- Meeting was adjourned at 10:15 AM

**Next meeting – October 22<sup>nd</sup>, 2024 (\*) =  
approval item**

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

September 2024

Accrual Basis

	Sep 24	Budget	\$ Over Budget	Oct '23 - Sep 24	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
1301 · Co-Op Participation	7,920.76	6,505.00	1,415.76	70,404.37	78,060.00	-7,655.63	78,060.00
4010 · Ad Valorem Revenue	0.00	0.00	0.00	751,454.61	739,063.00	12,391.61	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	500.00	-500.00	500.00
4025 · FY Starting Balance	0.00			0.00	37,120.04	-37,120.04	37,120.04
Program Revenue	17,370.00	23,840.83	-6,470.83	252,750.95	286,090.00	-33,339.05	286,090.00
4900 · Sales Tax Collected - Rent	-604.30	-1,639.69	1,035.39	-13,422.89	-19,676.30	6,253.41	-19,676.30
<b>Total Income</b>	<b>24,686.46</b>	<b>28,747.81</b>	<b>-4,061.35</b>	<b>1,635,257.24</b>	<b>1,695,226.74</b>	<b>-59,969.50</b>	<b>1,695,226.74</b>
<b>Gross Profit</b>	<b>24,686.46</b>	<b>28,747.81</b>	<b>-4,061.35</b>	<b>1,635,257.24</b>	<b>1,695,226.74</b>	<b>-59,969.50</b>	<b>1,695,226.74</b>
<b>Expense</b>							
5042 · Contract Labor	0.00			9,810.00			
3001 · Compactor - Waste Services	6,279.08	6,352.50	-73.42	71,405.43	76,230.00	-4,824.57	76,230.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	10.00	-10.00	10.00
3004 · Compactor - Security Fees	117.27	106.67	10.60	1,383.52	1,280.00	103.52	1,280.00
3007 · Compactor - Electric	39.50	45.00	-5.50	588.16	540.00	48.16	540.00
3008 · Compactor - Grease Disposal	0.00			282.09			
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	11,287.11	7,051.44	4,235.67	86,580.10	84,617.29	1,962.81	84,617.29
5004 · Insurance Expense-Other	30.33			272.97			
5005 · Workers Comp Insurance	41.42	40.33	1.09	462.03	484.00	-21.97	484.00
5006 · Board Meetings	0.00	20.83	-20.83	221.78	250.00	-28.22	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	250.00	-250.00	250.00
5009 · Bank Charges	9.00	16.67	-7.67	320.50	200.00	120.50	200.00
5012 · Office Rent	1,323.14	1,371.43	-48.29	11,908.26	16,457.16	-4,548.90	16,457.16
5013 · Office Supplies	123.34	160.13	-36.79	1,055.48	1,921.56	-866.08	1,921.56
5014 · Office Equipment/Software	347.13	250.00	97.13	4,752.02	3,000.00	1,752.02	3,000.00
5015 · Postage	0.00	16.67	-16.67	1,030.61	200.00	830.61	200.00
5016 · Telecommunications	327.23	500.00	-172.77	3,573.04	6,000.00	-2,426.96	6,000.00
5017 · Website Support	0.00			11,918.75	0.00	11,918.75	0.00
5018 · Website Hosting	22.17	541.67	-519.50	5,243.83	6,500.00	-1,256.17	6,500.00
5019 · Computer Support/Email Leasing	341.94	208.33	133.61	4,277.38	2,500.00	1,777.38	2,500.00
5020 · Dues, Subscriptions, Publicatio	400.98	291.67	109.31	5,221.11	3,500.00	1,721.11	3,500.00
5021 · Travel Entertainment & Educ.	0.00	375.00	-375.00	4,273.75	4,500.00	-226.25	4,500.00
5024 · Bookkeeping	740.00	1,000.00	-260.00	10,834.00	12,000.00	-1,166.00	12,000.00
5025 · Audit	0.00	0.00	0.00	13,600.00	13,500.00	100.00	13,500.00
5026 · Legal Counsel	0.00	581.88	-581.88	660.00	6,982.55	-6,322.55	6,982.55
5027 · Economic Development	25,840.53	9,121.50	16,719.03	127,444.83	109,458.25	17,986.58	109,458.25
5029 · Donation to Friends of Downtown	85,000.00	85,000.00	0.00	85,000.00	85,000.00	0.00	85,000.00
5030 · Insurance- General Liability	1,410.33	1,264.75	145.58	12,573.96	15,177.00	-2,603.04	15,177.00
5227 · PPD Security	2,400.00	2,500.00	-100.00	83,070.00	104,000.00	-20,930.00	104,000.00
6000 · Palafox Market	16,262.01	23,568.49	-7,306.48	267,122.51	282,821.89	-15,699.38	282,821.89
7000 · Ambassador Program	24,514.75	24,481.42	33.33	278,710.35	293,777.04	-15,066.69	293,777.04
<b>Total Expense</b>	<b>176,857.26</b>	<b>164,888.04</b>	<b>11,969.22</b>	<b>1,677,666.66</b>	<b>1,705,226.74</b>	<b>-27,560.08</b>	<b>1,705,226.74</b>
<b>Net Ordinary Income</b>	<b>-152,170.80</b>	<b>-136,140.23</b>	<b>-16,030.57</b>	<b>-42,409.42</b>	<b>-10,000.00</b>	<b>-32,409.42</b>	<b>-10,000.00</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
Voided Checks	0.00			1,517.07			
4980 · Sales Tax Collection Allowance	16.54			293.24			
4960 · Interest Income	877.24	833.33	43.91	13,168.13	10,000.00	3,168.13	10,000.00
<b>Total Other Income</b>	<b>893.78</b>	<b>833.33</b>	<b>60.45</b>	<b>14,978.44</b>	<b>10,000.00</b>	<b>4,978.44</b>	<b>10,000.00</b>
<b>Net Other Income</b>	<b>893.78</b>	<b>833.33</b>	<b>60.45</b>	<b>14,978.44</b>	<b>10,000.00</b>	<b>4,978.44</b>	<b>10,000.00</b>
<b>Net Income</b>	<b>-151,277.02</b>	<b>-135,306.90</b>	<b>-15,970.12</b>	<b>-27,430.98</b>	<b>0.00</b>	<b>-27,430.98</b>	<b>0.00</b>

**DOWNTOWN IMPROVEMENT BOARD**  
**Profit & Loss Budget Performance- For Mgmt Use Only**  
**September 2024**

Accrual Basis

	Sep 24	Budget	\$ Over Budget	Oct '23 - Sep 24	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>Program Revenue</b>							
4030 · Palafox Market Vendor North	10,515.00	23,840.83	-13,325.83	171,310.95	286,090.00	-114,779.05	286,090.00
4031 · Palafox Market Vendor South	6,295.00			70,970.00			
4037 · Palafox Market App Fees	560.00			10,470.00			
<b>Total Program Revenue</b>	<u>17,370.00</u>	<u>23,840.83</u>	<u>-6,470.83</u>	<u>252,750.95</u>	<u>286,090.00</u>	<u>-33,339.05</u>	<u>286,090.00</u>
<b>Total Income</b>	<u>17,370.00</u>	<u>23,840.83</u>	<u>-6,470.83</u>	<u>252,750.95</u>	<u>286,090.00</u>	<u>-33,339.05</u>	<u>286,090.00</u>
<b>Gross Profit</b>	17,370.00	23,840.83	-6,470.83	252,750.95	286,090.00	-33,339.05	286,090.00
<b>Expense</b>							
<b>6000 · Palafox Market</b>							
6001 · Palafox Market Project Mgmt	6,847.86	7,720.04	-872.18	88,444.38	92,640.49	-4,196.11	92,640.49
6003 · Permits / Street Closure	850.00	166.67	683.33	2,250.00	2,000.00	250.00	2,000.00
6004 · Portable Toilet Rental	1,346.43	1,339.17	7.26	19,755.32	16,070.00	3,685.32	16,070.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	250.00	-250.00	250.00
6007 · Marketing	7,208.71	9,065.87	-1,857.16	108,757.58	108,790.40	-32.82	108,790.40
6011 · Market App Program Fee	0.00	158.33	-158.33	2,002.41	1,900.00	102.41	1,900.00
6014 · Merchandise Expense	0.00			258.83			
6015 · Bathroom Construction	0.00	3,390.00	-3,390.00	37,290.00	40,680.00	-3,390.00	40,680.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33	0.00	4,540.00	-4,540.00	4,540.00
<b>Total 6000 · Palafox Market</b>	<u>16,253.00</u>	<u>22,239.24</u>	<u>-5,986.24</u>	<u>258,758.52</u>	<u>266,870.89</u>	<u>-8,112.37</u>	<u>266,870.89</u>
<b>Total Expense</b>	<u>16,253.00</u>	<u>22,239.24</u>	<u>-5,986.24</u>	<u>258,758.52</u>	<u>266,870.89</u>	<u>-8,112.37</u>	<u>266,870.89</u>
<b>Net Ordinary Income</b>	<u>1,117.00</u>	<u>1,601.59</u>	<u>-484.59</u>	<u>-6,007.57</u>	<u>19,219.11</u>	<u>-25,226.68</u>	<u>19,219.11</u>
<b>Net Income</b>	<u><u>1,117.00</u></u>	<u><u>1,601.59</u></u>	<u><u>-484.59</u></u>	<u><u>-6,007.57</u></u>	<u><u>19,219.11</u></u>	<u><u>-25,226.68</u></u>	<u><u>19,219.11</u></u>

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of September 30, 2024

	Sep 30, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash - Synovus- 0237 Operating	11,020.51
103 · Synovus - Money Market	294,700.33
<b>Total Checking/Savings</b>	305,720.84
<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	16,193.82
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	16,343.04
<b>Total Other Current Assets</b>	34,269.11
<b>Total Current Assets</b>	339,989.95
<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>460,481.74</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	39,714.15
<b>Total Accounts Payable</b>	39,714.15
<b>Other Current Liabilities</b>	
Accrued Salaries	3,440.84
481 · Sales Tax Payable	604.30
453 · 403(b) Employer Contribution	882.70
458 · Due to 403(b) - Employee Contr	634.62
471 · Payroll Liabilities	2,760.62
4849 · Deferred Revenue Sign Maint	5,000.00
<b>Total Other Current Liabilities</b>	13,323.08
<b>Total Current Liabilities</b>	53,037.23
<b>Total Liabilities</b>	53,037.23
<b>Equity</b>	
32000 · Unrestricted Net Assets	452,749.51
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>	-27,430.98
<b>Total Equity</b>	407,444.51
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>460,481.74</b>

**DIB - Sep 24**

<b>Code</b>	<b>Description</b>	<b>Current Month</b>	<b>YTD</b>
Income	<i>Overview</i>	<i>\$4,000 Under Budget</i>	<i>\$59,000 Under Budget (-\$37,000 was funds forwarded)</i>
1301	Co-Op Participation	\$1,400 Over Budget	\$7,600 Under Budget
4030	Palafox Market	\$9,000 Under Budget	\$14,000 Under Budget
Expense			
Expense	<i>Overview</i>	<i>\$11K Over Budget (E.D. Annual Bonus &amp; Econ Development)</i>	<i>\$27,000K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>On Budget</i>	<i>\$4,800 Under Budget</i>
5001	Salaries, Benefits & Taxes	\$4,200 Over	\$1,900 Over Budget
6007	Marketing	\$1,800 under	On Budget
5027	Economic Development	\$16,000 Over	\$17,900 Over Budget
6000	Palafox Market	\$7,300 Under Budget	\$15K Under Budget
7000	Ambassador Program	On Budget	\$15,000 Under Budget



# MARKETING REPORT DOWNTOWN PENSACOLA



## September 2024 Marketing, PR and Production

### Production Highlights

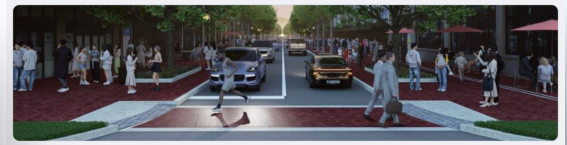
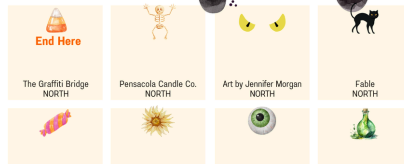
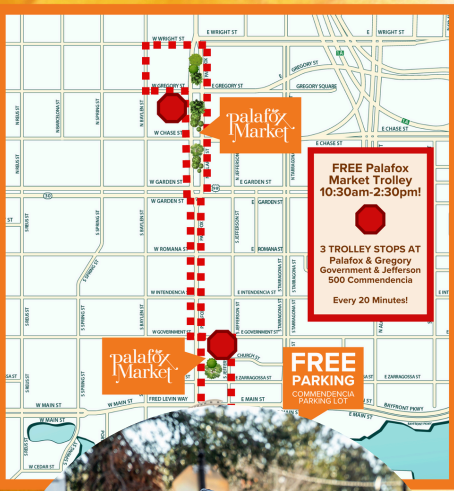
In September, the marketing team worked with downtown merchants to help promote the Harvest Sip & Shop event including distributing a final news release and launching the event website, monitoring entries and compiling data for drawing a winner. We created a merchant survey and flyer for The New Palafox project and created 68 events for the DIB website calendar. We updated the media contact list as well as the DIB email database and met with Shops of Palafox to strategize a holiday plan for downtown lighting ceremony, Holiday Haul and other events. We worked on the “All I Want” campaign, Repast and the Palafox Market Fall Festival. We also created a map and social graphics for the free Palafox Trolley.

## September Project List

- 44 Social Media posts
- 53 Social Media Stories
- 3 Video Reels
- 68 Website events
- 154 Palafox Market Photos
- 42 Downtown P'cola Photos
- 20 Google Review Responses
- 1 News release
- 1 Media Assist
- Marketing Report
- 3 Facebook Events
- Business Owner Survey
- 12 Social Message Responses

- 3 Marketing meetings
- Board Meeting
- 1 Repast Planning Meeting
- 1 Repast Historic Research and Program Meeting
- New Palafox Survey Flyer
- Repast Chef Coordination
- Palafox Market Fall Fest Planning
- 2 Website Calendar Meetings
- 2 Holiday Event Meetings
- Trolley Stops Map
- Coord. Photographer & Musicians
- Coord. Creepy Crawly Zoo





## The New Palaflox—Business Owner Feedback

Dear Business Owner,

Thank you for helping us understand how the City's New Palaflox project will impact your business.

You can

Palaflox:

The City

• E

• E

• C

• C

DEAD

lease

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espon



Take the Downtown Pensacola Business Owner Survey



Take the Downtown Pensacola Business Owner Survey



## Metric

330,713

165,914

7.0K

741

Earned Media Value YTD

## Details

Combined Instagram + Facebook Reach

Social Media Followers

Website users in September

New Likes & Follows

## Notes

Top post reach: 15.6K  
Palaflox Market: 105K views last 30 days

Total includes Facebook, Instagram and Twitter

Top views: Palaflox Market, homepage, Market Map, Events

Includes Facebook/Instagram only

**\$71,866.00**

## Coming in October

- Palaflox Market Fall Festival
- “All I Want” Campaign Graphics
- “All I Want” Website
- Repast Program Design
- Holiday PR & Promotion
- Palaflox Market photo shoots at North & South
- Palaflox Market Group Page
- Palaflox Market Holiday Market Planning & PR
- “All I Want” Daily Prizes

**From:** [Cailin Feagles](#)  
**To:** [Walker Wilson](#)  
**Subject:** Fw: DIB Grant Application Notification  
**Date:** Tuesday, October 29, 2024 12:53:39 PM

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We haven't talked about this grant request yet if we want to include it in the board meeting tomorrow.

**Cailin Feagles**

**Director of Operations and Events**

Pensacola Downtown Improvement Board

226 South Palafox Place, Suite 106

Pensacola, FL 32502

Cell 850.380.8196

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

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**From:** Caron Sjoberg <carons@ideaworks.co>  
**Sent:** Friday, September 27, 2024 2:31 PM  
**To:** Walker Wilson <walkerwilson@downtownpensacola.com>; Cailin Feagles <cailinf@downtownpensacola.com>  
**Subject:** Fwd: DIB Grant Application Notification

Just got a grant request

----- Forwarded message -----

**From:** **Downtown Pensacola** <[noreply@downtownpensacola.com](mailto:noreply@downtownpensacola.com)>  
**Date:** Fri, Sep 27, 2024 at 2:15 PM  
**Subject:** DIB Grant Application Notification  
**To:** <[carons@ideaworks.co](mailto:carons@ideaworks.co)>, <[phil@salzstudio.com](mailto:phil@salzstudio.com)>, <[ariel@simplygoodwork.com](mailto:ariel@simplygoodwork.com)>

## **Downtown Pensacola Special Event Grant Application**

**Name of Organization**

Kulture Kreated

**Contact Name**

Brandon Oates

**Contact Title**

Owner/Founder

**Email Address**

[brandon@kulturekreated.com](mailto:brandon@kulturekreated.com)

**Website**

[www.kulturekreated.com](http://www.kulturekreated.com)

**Address**

**Address 1:** 116 Dodge Rd

**Address 2:** No response.  
**City:** Pensacola  
**State / Province:** FL  
**ZIP / Postal Code:** 32503-7520  
**IRS Status**  
Commercial (for profit)

## **Event Information**

**Event Name**

Pensacola Bloody Mary Festival 2025

**Event Location**

Perfect Plain/Garden Street

**Date(s) of Event**

03/29/25

**Brief Description of Event**

Kulture Kreated is thrilled for the return of the Pensacola Bloody Mary Festival, set to take place on March 29, 2025, Out front of Garden and Grain on Garden Street. This exciting event will showcase the finest offerings from local bars and restaurants as they compete for the prestigious title of Pensacola Bloody Mary Champion. Attendees can expect a tantalizing array of Bloody Mary concoctions as participating establishments vie for top honors in categories such as Judge's Choice, People's Choice, Best Presentation, and Best Taste. Winners will not only claim bragging rights but will also receive a gleaming trophy and complimentary entry into next year's festival. But the fun doesn't stop there! Festival-goers will be treated to an assortment of games, prizes, and live performances by the renowned Fortag band, ensuring a lively atmosphere throughout the day.

In keeping with the spirit of community and our love for animals, a portion of the event proceeds will be donated to the Pensacola Foster Kittens, a local foster-based cat rescue committed to helping cats and kittens in NW Florida by bringing general education, increasing access to low cost spay & neuter and TNR programs, and providing best-in-class fostering to help socialize and prepare cats and kittens for their forever home. A ceremonial check presentation will be made on the day of the festival, highlighting our commitment to helping organizations such as this one that are making an impact in our community. Sponsors, vendors, restaurants, and bars are encouraged to seize this opportunity to be part of a truly unforgettable experience. Interested parties are urged to contact us before the registration deadline on March 1, 2025, to secure their participation.

**Is this a new or repeat event?**

Repeat

**How many years has it been in existence?**

2

**Total Budget for Event**

25000

**Total Funds Requested**

2500 - 5000

**Intended Use of Funds**

Funds will be used for the closure of streets, Barricades, EMS, Bathrooms, and wash stations.

## **Match Provided by Your Organization**

**Match Dollars**

No response.

**In-Kind\* Value**

\$2500 - \$5000

**In-Kind Description**

Sponsor placement on all marketing material leading up to the event along with Sponsor shout outs during the event with logo place in video wall behind back stage. Complimentary tasking tickets and 2025 Bloody Mary T-shirts.

\* **In-Kind: Payment Given in form of goods or services and not money**

**Projected Attendance**

1200 - 2000

**Projected % of Out of Town Visitors**

25% - 35%

**What are the goals and objectives for this event?**

Bring awareness to new bars and restaurants that have opened up in the past year. To host friendly competition for our areas restaurant's , bars , and organizations. The opportunity to bring a fun event full of entertainment to our downtown area. To help boost the overall experience of being a local in the Pensacola area.

**Describe how the effectiveness of this event will be measured**

Our event will be measured by attendance and reviews. We will also have an on-site podcast host roaming the festival site interviewing guest at random, asking what their thoughts of the event and Pensacola.

**How will the event benefit Downtown Pensacola?**

The event will be hosted right downtown Pensacola walking distance from Palafox. Travelers by car or foot will be able to see the event and will have the opportunity to attend. We believe (from past experience) this event will attract people of all demographics and will be a great opportunity for businesses to receive a great number of foot traffic in the surrounding areas. It also provides the opportunity to show cast Pensacola Community at work.

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

This event will attract all demographics, Kids activities will be available.

**Anticipated Number of Participating Downtown Businesses:**

50

**Will you survey the participants to capture data?**

Yes

**Will you purchase event insurance?**

Yes

**Insurance Carrier**

Classic Insurance Group

**Please List Your Event Partners**

Gulf Coast Minority Chamber

Pensacola Foster Kittens

Breakthrough Beverages

Lewis Bear Company

Perfect Plain, Garden & Grain, The Well

**Please List Your Event Partners' Contributions**

Still in Planning Phase. TBD

# Budget Information

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

## Budget Information

Projected Revenue	Cash	In-Kind
Admissions:	30000	
Booth Space Rentals:	2150	
Corporate Sponsors:	20000	
Other Revenue *		
Application Revenue:		
Grants: **		
TOTAL REVENUE		

**\* Other Revenue Includes:**

No response.

\*\* This includes any dollars received from ACE, City of Pensacola, Visit Pensacola, Escambia County or State of Florida, sponsorships, booth spaces, ticket sales, etc.

## Grant Request

**Please provide a brief summary of the marketing plan for the event: (long form)**

Marketing Plan for the 2025 Pensacola Bloody Mary Festival

1. Event Overview

The Pensacola Bloody Mary Festival is a unique culinary and cultural event bringing together local mixologists, restaurants, and the community for a day of fun, drinks, and entertainment. Attendees will experience the best Bloody Mary creations from local vendors, live music, and a vibrant festival atmosphere in Pensacola, Florida, on March 29th, 2024.

Target Audience:

Local and regional residents (ages 21+)

Tourists seeking unique experiences

Food and beverage enthusiasts

Music lovers

Bartenders and mixologists

Sponsors, partners, and vendors

2. Marketing Goals

Attendance Goal: 1500-2000 attendees

Revenue Goal: \$28,000 - \$40,000 in ticket sales

Sponsorship Goal: Secure \$20,000 in sponsorship from local and national businesses

Brand Awareness: Establish the Pensacola Bloody Mary Festival as a staple annual event in the region

Community Engagement: Build relationships with local businesses and vendors for ongoing support

### 3. Key Messaging

Tagline: "Sip, Savor, and Celebrate the Boldest Bloody Marys in Pensacola!"

Core Message: The Pensacola Bloody Mary Festival is a one-of-a-kind event celebrating the creativity of local mixologists and showcasing the best Bloody Marys the Gulf Coast has to offer. Join us for a day filled with live entertainment, delicious food, and unforgettable cocktails.

Emphasize:

The creativity and variety of Bloody Marys

Local vendors and businesses

Live music and festival atmosphere

A fun, vibrant, and inclusive community event

### 4. Target Audience Segments

Local Food & Drink Enthusiasts: People passionate about unique culinary experiences, specifically craft cocktails.

Tourists/Visitors to Pensacola: Highlight the events timing during spring break season to attract out-of-town visitors.

Young Professionals/Weekend Socializers (Ages 21-40): A demographic looking for unique weekend entertainment and social gatherings.

Sponsorship Partners: Local and national companies in the food, beverage, and hospitality industries seeking exposure to a targeted audience.

Local Vendors & Mixologists: Engaging restaurants, bars, and local mixologists to participate and promote their brands.

### 5. Marketing Strategies

#### 5.1 Digital Marketing Strategy

Social Media Marketing:

Platforms: Instagram, Facebook, and TikTok

Content Themes: Event countdowns, behind-the-scenes vendor/mixologist features, ticket giveaways, influencer marketing, and live updates.

Engagement Tactics:

Daily posts leading up to the event

User-generated content (Encourage attendees and vendors to post about the event with specific hashtags like #PensacolaBloodyMaryFest)

Instagram Stories/Highlights: Live polls, Q&A sessions with vendors, behind-the-scenes footage

Paid Social Ads: Facebook and Instagram targeted ads for local audiences within a 50-mile radius of Pensacola. Segment by interests in food festivals, craft cocktails, and nightlife.

Goal: Drive ticket sales and increase event awareness.

Email Marketing:

Campaigns: Create a segmented email campaign targeting:

Previous attendees of the Pensacola Bloody Mary Festival or other local events

New subscribers through partnerships and social media

Content:

Early-bird ticket promotions

Exclusive offers for VIP packages

Sponsor highlights and vendor showcases

Reminders leading up to the event

Goal: Drive ticket sales and remind subscribers about event details.

Event Website:

SEO Optimization: Ensure the website is optimized with keywords like "Bloody Mary Festival Pensacola," "best Bloody Marys Florida," etc., to improve search ranking.

Content Strategy: Include information on vendors, sponsors, and ticket prices with visually appealing designs. Incorporate an online ticketing platform with easy navigation for mobile and desktop users.

Blog: Create articles about the history of Bloody Marys, spotlights on participating vendors, and a "What to Expect" guide for the festival.

Paid Google Ads:

Invest in Google Ads for people searching for events in Pensacola during the spring break season.

Utilize geographic targeting to attract tourists and locals.

5.2 Traditional Marketing Strategy

Press Releases & Media Outreach:

Send press releases to local newspapers, radio stations, and magazines, such as Pensacola News Journal, Independent News, and local blogs.

Pitch event coverage to regional and national food & drink bloggers, influencers, and media outlets.

Organize press passes for local influencers and bloggers to attend the event and generate buzz.

Print Advertising:

Place ads in local and regional publications leading up to the event, focusing on lifestyle, food, and entertainment sections.

Flyers & Posters:

Distribute event flyers and posters in high-traffic areas like bars, restaurants, coffee shops, and tourist spots.

Partner with local businesses (especially participating vendors) to display promotional material.

Local Radio and TV:

Partner with local radio stations for event shout-outs, ticket giveaways, and mentions on-air.

Consider short TV spots on local news networks to promote the festival as part of the local events calendar.

5.3 Partnerships and Sponsorship Strategy

Vendor Partnerships:

Work closely with participating vendors to cross-promote the event through their networks and social media.

Offer incentives for vendors to engage their customers (e.g., discounted tickets for patrons of certain restaurants).

Corporate Sponsorship:

Create tiered sponsorship packages (e.g., Platinum, Gold, Silver) offering benefits such as logo placement on marketing materials, booths at the event, and social media

shout-outs.

Target local businesses (bars, distilleries, restaurants) as well as national brands in the food, beverage, and alcohol industries.

Include a sponsored "Best Bloody Mary" contest where a sponsor could present awards for different categories.

Influencer & Blogger Partnerships:

Identify local influencers and food bloggers with relevant audiences and invite them to promote the event.

Offer free VIP tickets or other incentives for influencers to create content leading up to the event.

## 6. Event Promotion Timeline

3-6 Months Before Event:

Finalize vendor/sponsor lineup.

Launch social media accounts for the event.

Start social media campaigns highlighting vendors.

Publish the event website and begin SEO optimization.

Begin paid advertising campaigns (social, search, and local media).

Announce the event via press release and send media invitations.

2-3 Months Before Event:

Post vendor spotlights on social media and email campaigns.

Finalize partnerships with local businesses.

Push early bird ticket sales with a sense of urgency.

1 Month Before Event:

Increase social media engagement (daily posts, interactive stories).

Send reminder email blasts with updated event info.

Ramp up paid ads, focusing on urgency and scarcity for ticket sales.

Launch radio and TV promotions.

2 Weeks Before Event:

Post behind-the-scenes setup and live vendor footage on social media.

Offer last-minute ticket promotions (discounts, VIP upgrades).

Countdown to the event on social media.

## 7. Budget Breakdown

Digital Marketing: \$5,000

Social media ads, Google Ads, influencer partnerships

Print & Traditional Media: \$2,000

Flyers, posters, radio/TV ads, press releases

Partnerships & Sponsorships: \$1,000

Materials for sponsor packages and vendor engagement

Staffing & Event Logistics: \$2,000

Marketing support, designers, web development

Contingency: \$1,000

For unforeseen marketing costs

## 8. Measuring Success

KPIs:

Social Media Engagement: Track likes, shares, comments, and hashtags

(#PensacolaBloodyMaryFest).

Website Traffic: Monitor traffic and conversions through Google Analytics.

Ticket Sales: Track sales throughout the campaign and identify which channels drove the most purchases.



Sponsorship Revenue: Measure sponsorship acquisition against targets.

Press Coverage: Track media mentions and influencer engagement.

**How will you measure the success of your event?**

Will will be sending out digital surveys the day after event to ticket holders.

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

No response.

**Additional Documentation if Necessary**

No response.



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Pensacola, Florida, 32502  
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downtownpensacola.com

**October 11, 2024**

**Mayor Reeves**

City of Pensacola  
222 W Main Street  
Pensacola, FL 32502

**Subject: Request for Exemption from the Pensacola Urban Core CRA Redevelopment Trust Fund**

Mayor Reeves,

I am writing on behalf of the Pensacola Downtown Improvement Board (DIB) to formally request an exemption from contributing to the Pensacola Urban Core CRA Redevelopment Trust Fund, in accordance with the provisions outlined in **Section 163.387(2)(c)** of the Florida Statutes.

The Downtown Improvement Board has been serving the needs of downtown Pensacola with a primary focus on enhancing the vitality, growth, and economic development of the downtown core. We believe that an exemption from the CRA Redevelopment Trust Fund will better position the DIB to carry out its specific mission of maintaining, improving the downtown area, and marketing to tourist, which aligns with the broader objectives of the CRA but allows for activity currently not authorized by state statute for CRA funds to be utilized on. We respectfully submit the following points, attached, in support of our request.

- 1) The legal name of the special district requesting the exemption
  - a. Pensacola Downtown Improvement Board
- 2) Explanations of how the special district would be impacted by the exemption, including but not limited to, the following:
  - a. The fiscal and operational impact on the special district.
    - i. **Reduced Financial Burden:** Exemption from contributing to the Redevelopment Trust Fund would alleviate the financial obligations of the DIB, allowing it to allocate resources directly to its core functions such as downtown beautification, marketing, and economic development that is typically constrained by the DIB utilizing CRA dollars under the current ILA.
    - ii. **Operational Autonomy:** Being exempt from the CRA would enable the DIB to exercise more autonomy in decision-making, avoiding overlapping responsibilities with the CRA and allowing the board to focus solely on its downtown-specific goals.
  - b. The benefit to the specific purpose for which the special district was created.
    - i. **Downtown Focused Development:** The DIB was created specifically to improve the downtown Pensacola area. By being exempt, the DIB can focus its resources and efforts solely on the unique needs of downtown businesses and residents, rather than being part of the broader CRA framework, which may have different priorities across the urban core.

- ii. Tailored Approach: Exemption would allow the DIB to maintain its specialized approach to economic growth, cultural development, and maintaining downtown's vibrancy without needing annual approval by the CRA of a workplan.
- b. The benefit of the activities of the special district to the approved community redevelopment plan.
  - i. Complementary Efforts: Rather than duplicating the CRA's initiatives, the DIB's focus on downtown improvements will complement the larger goals of the community redevelopment plan by offering targeted actions that directly improve economic vitality in the city's core. An exemption would also benefit both the CRA and DIB in collaborating on future projects that may not have been possible in the past by using solely CRA funds from both the DIB and CRA.
  - ii. Enhanced Outcomes: By allowing the DIB to operate independently, the city can achieve better, more specific outcomes for downtown, which would enhance overall redevelopment efforts by reducing bureaucracy and speeding up project completion.
- c. The benefit of the activities of the special district to the area of operation of the City.
  - i. Concentration of Efforts: The DIB's exemption would allow it to concentrate its efforts on enhancing the downtown area's appeal, benefiting the city by attracting more visitors, businesses, and residents, which would ultimately drive tax revenue and contribute to citywide economic development.
  - ii. Efficient Use of Resources: By exempting the DIB, the city can continue to ensure that the organization's funds are being used most efficiently to benefit the downtown area with oversight by the Pensacola City Council.

*Walker Wilson*

**Walker Wilson**

*Executive Director*

*Downtown Improvement Board*