



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday December 17th, 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 December 17th, 2024
 - c. *Approval of the minutes from the regular meeting of the DIB on October 30th, 2024
 - d. *Approval of the November Financials

- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market

- IV. New Business
 - a. *2023-2024 DIB Audit
 - b. *Mini Grant- Car Show \$1,960.00
 - c. Jefferson Street Garage Policing Final Report
 - d. List of Priorities from Board Members (i.e. Annual Report)
 - e. Parking Updates
 - f. All I Want Campaign Update

- VIII. Public Comment

- IX. Adjournment

**Next meeting – January 28th, 2025
(*) = approval item**



Downtown Improvement Board
Regular Monthly Meeting
Wednesday October 30th, 2024,
8:30 AGENDA

Attendance: Chris McKean, Chairman, Jean Pierre N’Dione, Nathan Holler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

- I. Call to Order
 - a. Chris McKean, Chairman, calls the meeting to order at 8:35 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
 - b. The proposed meeting agenda for October 30th, 2024 is motioned by Nathan Holler, seconded by Jean Pierre N’Dione, and unanimously approved.
 - c. The minutes from the regular meeting held on September 30th, 2024 are motioned, seconded, and unanimously approved.
 - d. The September Financials were motioned, seconded, and unanimously approved.
 - Working on finalizing the end of year financials.
 - The Waste Co-Op revenue is still under due to DIB not being reflected as a participant.
 - Palafox Market revenue under budget for the year.
 - Economic Development over budget for the month from DIB event grants, All I Want campaign preparation, and the Palafox Market Trolley
 - The board would like to see a comparison of the new budget to end of this year financials.

- III. On-Going Business
 - a. PPD Report
 - PPD patrolling in the parks
 - Camping ordinance will be in effect in November.
 - b. Spotless Report
 - Spotless working on weed abatement on Spring St.
 - Spotless ambassadors are running into issues with removing abandoned property downtown and cleanliness in the waste co-op trash compactor room.
 - Cameras in the trash compactor room should be storing data for a minimum of 30 days.
 - c. Marketing Report
 - The Harvest Sip and Shop occurred last week.
 - Ideaworks has updated email database and worked on creating the merchant survey for the reimagine Palafox project.
 - Holiday Haul will occur on November 6, 2024 and will launch the All I Want Campaign.
 - Brittany Thomas will be promoting downtown businesses on social media.
 - Ideaworks is still working on the Visit Pensacola calendar integration and will continue boosting events that have been issued a DIB mini grant.

- d. Palafox Market
 - The Holiday Market will begin on November 20th and will continue through December 18th
 - The Fall Festival occurred on October 24th and was very successful
 - The market is facing some challenges on the sidewalks with noise complaints from megaphones and PAs

IV. New Business

- a. How Other DIBs are funded Discussion (Waiting on Responses)
- b. Jefferson Street Garage Policing Update
 - The Jefferson Street Garage policing saw the most issues on Saturdays. This shift will continue for the next four weeks. Some of the violations included open container warnings. The board would like the officers to also check on the county garage a couple of times a night to see if the county garage is facing similar issues.
- c. Lighting Ceremony/All I Want Campaign/Holiday Haul - November 6
 - Trolley will be running during the event.
- d. *Pensacola Bloody Mary Festival 2025
 - There is a motion to approve up to \$2,500 for the grant and an additional \$250 for advertising on DIB socials. Motion is seconded, and unanimously approved.
- e. *CRA TIF Exemption Request
 - Motioned, seconded, and unanimously approved.
- f. Prioritization List for Projects from/partner w/ City – Nathan
 - The board will revisit this at next month's meeting and put together a list of projects that the board would like to complete for the upcoming year.

VIII. Public Comment

IX. Adjournment

- The meeting is adjourned at 10:22 AM

Next meeting – November 14, 2024

(*) = approval item

**Pensacola Downtown Improvement Board
Operational Budget**

	2023-2024 Actuals	2024-2025 Budget Res
4000 - Misc. Income		
4010 - Ad Valorem Revenue	\$ 751,454.61	\$ 792,504.00
4015 - CRA Interlocal Income	\$ 574,070.20	\$ 628,759.00
5000 - CRA Interlocal Payment	\$ (574,070.20)	\$ (628,759.00)
4020 - Website Membership	\$ -	\$ 500.00
4030 - Palafox Market Vendor Payments	\$ 252,750.95	\$ 266,000.00
1301 - Co-Op Participation	\$ 70,404.37	\$ 73,880.00
4960 - Interest Income	\$ 13,168.13	\$ 12,000.00
4900 - Palafox Market Sales Tax Collected	\$ (13,422.89)	\$ (12,000.00)
4025 - Funds Brought Forward	\$ 37,120.04	\$ 11,498.00
DIB Revenue	\$ 1,111,475.21	\$ 1,144,382.00

7000 - Ambassador Program Labor	\$ 278,710.35	\$ 294,144.00
5027 - Economic Development	\$ 127,444.83	\$ 144,615.00
5028 - Arts and Culture	\$ -	
5029 - Donation to Friends of DT	\$ 85,000.00	\$ 85,000.00
5227 - PPD Security	\$ 83,070.00	\$ 105,000.00
CRA Expenses	\$ 574,225.18	\$ 628,759.00
5001 - DIB Salaries Benefits & Taxes	\$ 86,580.10	\$ 105,381.00
5005 - Workers Compensation	\$ 462.03	\$ 511.00
5030 - Liability Insurance / Other	\$ 12,573.96	\$ 13,000.00
5006 - Board Meetings	\$ 221.78	\$ 250.00
5007 - Annual Meeting	\$ -	\$ 250.00
5009 - Bank Charges	\$ 320.50	\$ 200.00
5012 - Office Rent	\$ 11,908.26	\$ 16,951.00
5013 - Office Supplies	\$ 1,055.48	\$ 1,500.00
5014 - Office Equipment	\$ 4,752.02	\$ 3,000.00
5015 - Postage	\$ 1,030.61	\$ 200.00
5016 - Telecommunications	\$ 3,573.04	\$ 3,500.00
5017 - Website Support	\$ 11,918.75	
5018 - Website Hosting	\$ 5,243.83	\$ 6,500.00
5019 - Computer Support / Email Leasing	\$ 4,277.38	\$ 2,500.00
5020 - Dues Subscriptions & Publications	\$ 5,221.11	\$ 3,500.00
5021 - Travel, Entertainment & Education	\$ 4,273.75	\$ 2,000.00
5023 - Marketing Consultants	\$ -	\$ -
5024 - Bookkeeping	\$ 10,834.00	\$ 11,500.00
5025 - Audit	\$ 13,600.00	\$ 14,000.00
5026 - Legal Counsel	\$ 660.00	\$ 3,000.00
DIB Expense	\$ 178,506.60	\$ 187,743.00

6000 - Market Other / Misc.	\$ 258.83	
6001 - Palafox Market Management	\$ 88,444.38	\$ 86,858.00
6003 - Permits / Street Closures	\$ 2,250.00	\$ 2,650.00
6004 - Portable Toilet Rental	\$ 19,755.32	\$ 11,000.00
6005 - Market Anniversary Celebration	\$ -	\$ 1,500.00
6006 - Farm Visit - Mileage Reimbursemen	\$ -	\$ 250.00
6007 - Marketing	\$ 108,757.58	\$ 104,122.00
6011 - Market App Program Fee	\$ 2,002.41	\$ 1,900.00
6012 - Market Security	\$ -	
6015 - Palafox Market Bathroom Construct	\$ 37,290.00	\$ 40,680.00
6016 - Travel, Entertainment & Education	\$ -	\$ 500.00
6017 - P.M. Holiday Market (Permit/Cops)	\$ -	\$ 4,540.00
Spotless Cleaning	\$ -	
Palafox Market Expense	\$ 258,758.52	\$ 254,000.00

3001 - Republic - Compactor Service	\$ 71,405.43	\$ 72,000.00
3002 - Compactor Lease	\$ 282.09	\$ 10.00
3004 - Security	\$ 1,383.52	\$ 1,400.00
3007 - Compactor Electric	\$ 588.16	\$ 470.00
Compactor Expense	\$ 73,659.20	\$ 73,880.00
DIB Operating Expense	\$ 1,085,149.50	\$ 1,144,382.00

Tot Revenues	\$ 1,111,475.21	\$ 1,144,382.00
Tot Expenses	\$ 1,085,149.50	\$ 1,144,382.00
Tot Variance	\$ 26,325.71	\$ -
% of budget	2%	0%

DIB \$78,091.50
P.M. \$26,030.50



DIB Marketing Report

NOVEMBER 2024

This report provides a detailed breakdown of the marketing and production for Downtown Pensacola, and shows how resources are allocated across various channels, campaigns and promotions.

HIGHLIGHTS



PRODUCTION
PROJECTS



PR PROJECTS



EVENT + PROMO
PROJECTS



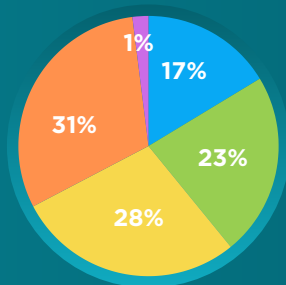
SOCIAL MEDIA
CONTENT*

**Excludes Palafox
Market Social Media*



DIGITAL
PROJECTS

TIME ALLOCATION BY CHANNEL



- Digital + Web
- Design + Production
- Events + Promotions
- Social Media
- PR + Media

31%

The highest percentage
on Social Media in
November

SOCIAL MEDIA STATS

462K Total Views

1,246 New Social Followers

99 Stories Featuring Merchants

167,865 Total Social Followers

7 Video Reels

440K Combined Social Reach

30 Message Responses

34.2K Top Post Reach

DIB Marketing Report

NOVEMBER 2024 | TWO

PROJECTS COMPLETED

All I Want digital ad campaign	Downtown merchants photo shoot
Blue Trees photos	Palafox Market South photo shoot
Holiday Market signs	Holiday Market PR
All I Want tracking spreadsheet	Website updates
Oct marketing report	Holiday Market A-frame
Lighting Ceremony PR + media	54 website events
Holiday Haul promotion	Holiday Market flyer
Lighting ceremony photos	Vendor trolley cards
All I Want daily entry validation & winners	All I Want eblast info
All I Want retail cards	Small Biz Sat promo
All I Want coaster reorder	Holiday Market parking sign design
Palafox Market North photo shoot	Holiday Market Facebook event
Holiday Market photos	Google Reviews
All I Want video	Linktree updates
Palafox Market vendor group page	Holiday Market digital ad campaign

PALAFX MARKET



116.3K	Instagram Views
7.8K	Most Views Single Post
78	Social Posts + Stories
7	Video Reels
9.6K	Instagram Followers

PR, EVENTS & PROMOTIONS

 **1**
News Release

 **\$84,651**
Earned Media Value YTD

 **5**
Events Promoted

 **300**
Photos

 **99**
Merchant / Business Posts

SEARCH & WEB METRICS

3.92K
Clicks from Google

7,985
Active Users

161K
Impressions

23K
Website Views

TOP WEBSITE PAGES

- 1 Palafox Market
- 2 Homepage
- 3 Market Map
- 4 Business Directory
- 5 Event Index

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
FINANCIAL STATEMENTS
SEPTEMBER 30, 2024

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)

TABLE OF CONTENTS SEPTEMBER 30, 2024

INDEPENDENT AUDITORS' REPORT	1
MANAGEMENT'S DISCUSSION AND ANALYSIS	4
BASIC FINANCIAL STATEMENTS	
<i>Government-Wide Financial Statements</i>	
Statement of Net Position	7
Statement of Activities	8
<i>Fund Financial Statements</i>	
Balance Sheet – General Fund	9
Reconciliation of the General Fund Balance Sheet to the Statement of Net Position	10
Statement of Revenues, Expenditures and Changes in Fund Balance – General Fund	11
Reconciliation of the Statement of Revenues, Expenditures and Changes in Fund Balance of the General Fund to the Statement of Activities	12
Notes to the Financial Statements	13
REQUIRED SUPPLEMENTARY INFORMATION	
Schedule of Revenues, Expenditures and Changes in Fund Balance – Budget to Actual – General Fund	18
Note to the Required Supplementary Information	19
COMPLIANCE SECTION	
Independent Auditors' Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with <i>Government Auditing Standards</i>	20
Independent Accountants' Report on an Examination of Compliance Requirements in Accordance with Chapter 10.550, <i>Rules of The Auditor General</i>	22
Management Letter	23

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Downtown Improvement Board

Opinions

We have audited the accompanying financial statements of the governmental activities and the general fund of the Pensacola Downtown Improvement Board (the Board), a component unit of the City of Pensacola, as of and for the year ended September 30, 2024, and the related notes to the financial statements, which collectively comprise the Board's basic financial statements as listed in the table of contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and the general fund of the Board as of September 30, 2024, and the respective changes in financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Board and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for 12 months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinions.

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Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings and certain internal control related matters that we identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and budgetary comparison information be presented to supplement the basic financial statements. Such information is the responsibility of management and although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion nor provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion nor provide any assurance.

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Other Reporting Required by ~~Government Auditing Standards~~

In accordance with *Government Auditing Standards*, we have also issued our report dated December 17, 2024, on our consideration of the Board's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Board's internal control over financial reporting and compliance.

Pensacola, Florida
December 17, 2024

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
MANAGEMENT'S DISCUSSION AND ANALYSIS
SEPTEMBER 30, 2024

General Information

The Pensacola Downtown Improvement Board (the Board) was created in 1972 by action of the State of Florida. It is governed by the Florida Statutes and follows the accounting standards promulgated by the Governmental Accounting Standards Board. Most of the revenues received by the Board emanate from an additional tax levy on properties within the boundaries initially established by the governing body of the City of Pensacola (the City). A five-member board of directors appointed by the Mayor and confirmed by the Pensacola City Council governs the Board. This entity meets the criteria of a component unit and will be included in the financial statements of the City.

Overview of the Financial Statements

This discussion and analysis is intended to serve as an introduction to the Board's financial statements. Please read the information presented here in conjunction with the financial statements and notes to the financial statements that follow this section.

The Statement of Net Position presents information on all of the Board's assets and liabilities, with reported net position being the amount assets exceed liabilities. This statement combines and consolidates the governmental fund's current financial resources (short-term spendable resources) with capital assets and long-term obligations. Over time, increases or decreases in net position may serve as a useful indicator of the financial position of the Board.

The Statement of Activities presents information showing how the Board's net position changed during the most recent fiscal year. All changes in net position are reported as soon as the underlying event giving rise to the change occurs, regardless of the timing of related cash flows. Thus, revenues and expenses are reported in this statement for some items that will only result in cash flow in future fiscal periods.

The notes to the financial statements provide additional information that is essential to a full understanding of the data provided in the financial statements.

Capital Assets and Long-Term Debt

The Board's investments in capital assets as of September 30, 2024, amounts to approximately \$99,000 (net of accumulated depreciation). This investment in capital assets includes improvements and equipment. Additional information on the capital assets of the Board can be found in Note 3 of this report.

At the end of the current fiscal year, the Board did not have any outstanding debt.

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DOWNTOWN IMPROVEMENT BOARD
 (A COMPONENT UNIT OF THE CITY OF PENSACOLA)
 MANAGEMENT'S DISCUSSION AND ANALYSIS – CONTINUED
 SEPTEMBER 30, 2024

Financial Analysis

The following condensed information comes from the financial statements of the last two years:

	<u>Governmental Activities</u>	
	<u>2024</u>	<u>2023</u>
Assets		
Current and other assets	\$ 324,497	\$ 361,102
Capital assets	98,465	109,634
Total assets	<u>422,962</u>	<u>470,736</u>
Liabilities		
Other liabilities	57,947	23,813
Long-term liabilities	3,095	1,360
Total liabilities	<u>61,042</u>	<u>25,173</u>
Net Position		
Net investment		
in capital assets	98,465	109,634
Unrestricted	263,455	335,929
Total net position	<u>\$ 361,920</u>	<u>\$ 445,563</u>
Revenues		
Charges for services	\$ 310,026	\$ 266,506
Operating grants	574,070	404,624
Other	14,685	10,053
Ad valorem taxes	751,455	681,801
Total revenues	1,650,236	1,362,984
Expenses		
General government	1,733,879	1,367,607
Total expenses	<u>1,733,879</u>	<u>1,367,607</u>
Change in net position	<u>\$ (83,643)</u>	<u>\$ (4,623)</u>

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
MANAGEMENT'S DISCUSSION AND ANALYSIS – CONTINUED
SEPTEMBER 30, 2024

Financial Analysis – Continued

General Fund revenues experienced an approximately \$287,000 increase in revenues due to the increased ad valorem taxes received on new construction in the Downtown area, as well as additional program revenues for the increase in vendors and events provided from the Palafox Market and other program services. General Fund expenditures increased approximately \$366,000 due to budgeted increases in support and marketing for events in the Downtown area as well as the additional expansion of the events within the Palafox Market.

Budgetary Highlights

The Board's budget for the year ended September 30, 2024, reflects the continuing advancement of strategies intended to further enhance the prospects for the elimination of blight, capital and business attraction, retention and expansion within Downtown Pensacola. Significant expenditures were incurred to advance the mission of the Board and the many efforts to attract more tourists and nonresident visitors to the downtown area. Overall, the General Fund expenditures were over budgeted expectation by approximately \$16,000 and the General Fund revenues were under budgeted expectations by approximately \$18,000. The Board budgeted for the additional expenditures within the budgeted use of fund balance reserves.

Economic Forecast

Tourism is continuing to increase throughout the local market which continues to help fuel the growth in retail, hospitality and entertainment venues. Many of the indicators for economic growth appear to be in place downtown, which should result in continued increases in real estate values.

Request for Information

This financial report is designed to provide a general overview of the Board's finances for interested parties. Questions concerning any of the information provided in this report or requests for additional information should be addressed to:

Walker Wilson, Executive Director
Downtown Improvement Board
226 South Palafox Place, Suite 106
Pensacola, Florida 32502

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BASIC FINANCIAL STATEMENTS

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
STATEMENT OF NET POSITION
SEPTEMBER 30, 2024

	Governmental Activities
ASSETS	
Current assets	
Cash	\$ 305,721
Accounts receivable - related party	16,354
Prepaid items	2,422
Total current assets	324,497
Noncurrent assets	
Depreciable capital assets, net of depreciation	98,465
TOTAL ASSETS	422,962
LIABILITIES	
Current liabilities	
Accounts payable	26,167
Due to City of Pensacola	26,780
Unearned revenues	5,000
Total current liabilities	57,947
Noncurrent liabilities	
Compensated absences	3,095
TOTAL LIABILITIES	61,042
NET POSITION	
Net investment in capital assets	98,465
Unrestricted	263,455
TOTAL NET POSITION	\$ 361,920

See notes to the financial statements.

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TOWN IMPROVEMENT BOARD
 (A COMPONENT UNIT OF THE CITY OF PENSACOLA)
 STATEMENT OF ACTIVITIES
 FOR THE YEAR ENDED SEPTEMBER 30, 2024

Function/ Program	Expenses	Program Revenues		Net (Expense) Revenue and Changes in Net Position
		Charges for Services	Operating Grants and Contributions	Governmental Activities
Governmental Activities				
General government	\$ 1,733,879	\$ 310,026	\$ 574,070	\$ (849,783)
Total	\$ 1,733,879	\$ 310,026	\$ 574,070	(849,783)
		General Revenues		
		Ad valorem taxes		751,455
		Other		14,685
		Total general revenues and transfers		766,140
		Change in net position		(83,643)
		Net position, beginning of year		445,563
		Net position, end of year		\$ 361,920

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
BALANCE SHEET – GENERAL FUND
SEPTEMBER 30, 2024

ASSETS

CURRENT ASSETS

Cash	\$	305,721
Accounts receivable – related party		16,354
Prepaid items		<u>2,422</u>
TOTAL ASSETS	\$	<u>324,497</u>

LIABILITIES AND FUND BALANCE

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$	26,167
Due to City of Pensacola		26,780
Unearned revenues		<u>5,000</u>
TOTAL LIABILITIES		57,947

FUND BALANCE

Nonspendable		2,422
Unassigned		<u>264,128</u>
Total fund balance		<u>266,550</u>
TOTAL LIABILITIES AND FUND BALANCE	\$	<u>324,497</u>

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD
 (A COMPONENT UNIT OF THE CITY OF PENSACOLA)
**RECONCILIATION OF THE GENERAL FUND BALANCE SHEET
 TO THE STATEMENT OF NET POSITION
 SEPTEMBER 30, 2024**

TOTAL FUND BALANCE – GENERAL FUND \$ 266,550

Amounts reported for governmental activities in the statement of net position are different because:

Capital assets, net of accumulated depreciation, used in governmental activities, are not financial resources, and therefore, are not reported in the General Fund. 98,465

The liability for compensated absence is not expected to be paid using expendable available resources, and therefore, is not reported as a liability in the General Fund. (3,095)

**TOTAL NET POSITION FOR GOVERNMENTAL ACTIVITIES –
 STATEMENT OF NET POSITION** \$ 361,920

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
STATEMENT OF REVENUES, EXPENDITURES AND
CHANGES IN FUND BALANCE – GENERAL FUND
FOR THE YEAR ENDED SEPTEMBER 30, 2024

REVENUES

Ad valorem taxes	\$ 751,455
Operating grant	574,070
Charges for services	310,026
Other	<u>14,685</u>
Total revenues	1,650,236

EXPENDITURES

General government	<u>1,720,975</u>
Total expenditures	<u>1,720,975</u>

NET CHANGE IN FUND BALANCE (70,739)

FUND BALANCE, BEGINNING OF YEAR 337,289

FUND BALANCE, END OF YEAR \$ 266,550

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
RECONCILIATION OF THE STATEMENT OF REVENUES, EXPENDITURES AND
CHANGES IN FUND BALANCE OF THE GENERAL FUND TO THE
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 30, 2024

NET CHANGE IN FUND BALANCE – GENERAL FUND \$ (70,739)

Amounts reported for governmental activities in the statement of activities are different because:

Capital outlays are reported in the General Fund as expenditures. However, in the statement of activities, the cost of those assets is depreciated over their estimated useful lives.

Less current year depreciation (11,169)

In the statement of activities, the cost of compensated absences is measured by the amount earned during the year, while in the General Fund, expenditures are recognized based on the amount paid. This is the amount by which compensated absences earned exceeds the amount paid in the current year.

(1,735)

**CHANGE IN NET POSITION FOR GOVERNMENTAL
ACTIVITIES – STATEMENT OF ACTIVITIES**

\$ (83,643)

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF ORGANIZATION

The financial statements of the Board have been prepared in accordance with generally accepted accounting principles (GAAP) as applied to local governments. The Governmental Accounting Standards Board (GASB) is the standard-setting body for governmental accounting and financial reporting. The significant accounting and reporting policies and practices used by the Board are described below.

Defining the Report Entity

The Downtown Improvement Board (the Board) was created in April 1972 by Chapter 72-655, Laws of Florida, for the purpose of physically, economically and socially revitalizing Downtown Pensacola. It has been constituted as a public body and an agency of the City of Pensacola (the City), as a dependent special district. The Mayor of the City appoints, and the City Council approves, the five-member Board. In addition, the City Council approves the budget for the Board, including the proposed millage rate. Accordingly, this entity meets the criteria of a component unit and will be included in the financial statements of the City.

In July 2017, the Downtown Pensacola Alliance, Inc. (Alliance) was created by the Board to provide leadership, planning and promotion of Downtown Pensacola. The five members of the Alliance's Board of Directors are comprised of the Board's Board of Directors; therefore, the Board can influence significant control over the Alliance. Currently, the Board has operational responsibility for the Alliance.

Although this entity meets the criteria of a blended component unit, there was no financial activity in the current year and no balances are included in these financial statements.

Measurement Focus, Basis of Accounting and Financial Statement Presentation

The Board's basic financial statements include both government-wide (based on the Board as a whole) and fund financial statements.

The government-wide statements report revenues and expenses using the economic resources measurement focus and the accrual basis of accounting, as do the proprietary fund financial statements. Revenues are recorded when earned, and expenses are recorded when a liability is incurred, regardless of the timing of related cash flows. Ad valorem tax revenues are recognized in the year for which they are levied, while grants are recognized when grantor eligibility requirements are met, and contribution revenue is recognized when a donor makes an unconditional promise to give. Program revenues are those directly associated with functions, such as charges for services and grants and contributions. The net cost by function is normally covered by general revenue (ad valorem taxes, interest income, etc.). The Board does not allocate indirect costs.

Governmental fund financial statements report revenues and expenses using the current financial resources measurement focus and the modified accrual basis of accounting. Revenues are recognized when they are both measurable and available. Available means collectible within the current period or soon enough thereafter to pay current liabilities. The Board considers revenues to be available if they are collected within 60 days of the end of the fiscal year. Expenditures are recorded when the related fund liability is incurred.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024

Major revenue sources susceptible to accrual include ad valorem taxes. In general, other revenues are recognized when cash is received.

Major Fund Types

The Board reports the following major governmental fund:

General Fund: The General Fund is the primary operating fund of the Board. The General Fund includes assessments for downtown development and promotional programs.

Cash and Cash Equivalents

The Board defines cash and cash equivalents as cash held at depositories and cash on hand for operating purposes and those investments, which are short term and highly liquid. Generally, those investments have original maturities of three months or less. There were no cash equivalents at September 30, 2024.

Accounts Receivable

All receivables are reported at their gross value and where appropriate, are reduced by the estimated portion that is expected to be uncollectible. Bad debts in the General Fund are recorded by the direct write-off method.

Prepaid Items

Payments made to vendors for services that will benefit periods beyond September 30, 2024, are recorded as prepaid items in both the government-wide and General Fund financial statements. The Board accounts for insurance premiums using the consumption method resulting in a prepaid insurance asset in the General Fund.

Capital Assets

The Board's capital assets with useful lives of more than one year are stated at historical cost and reported in the government-wide financial statements. These assets are capitalized beginning with cost of \$300 or more. Donated assets are stated at estimated acquisition value on the date donated. The costs of normal maintenance and repairs that do not add to the asset value or materially extend useful lives are not capitalized. When capital assets are disposed, the cost and applicable accumulated depreciation are removed from the respective accounts, and the resulting gain or loss is recorded in operations. Depreciation on all assets is provided on the straight-line basis over the following estimated useful lives:

Improvements	39 years
Equipment	5-10 years
Furniture and fixtures	5 years

Unearned Revenue

Unearned revenue represents amounts collected before revenue recognition criteria have been met.

DRAFT

DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024

Compensated Absences

Employees may accumulate earned, but unused leave benefits up to 240 hours, which can be paid to employees upon separation from service. Unpaid compensated absences are recorded as a liability, when the benefits are earned, in both the governmental-wide financial statements and proprietary fund financial statements. The General Fund records compensated absences only when payments are made to employees.

Fund Balances

GASB 54, *Fund Balance Reporting and Governmental Fund Type Definitions* establishes categories for reporting fund balance classifications based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in the governmental funds. Consequently, in the General Fund financial statements, fund balances are classified as follows:

Nonspendable – Amounts that cannot be spent either because they are in a nonspendable form or because they are legally or contractually required to be maintained intact. Nonspendable amounts consist of prepaid expenses at year end.

Restricted – Amounts that can only be spent for specific purposes because of the City Charter, the City Code, state or federal laws or externally imposed conditions by grantors or creditors.

Committed – Amounts that can only be spent for specific purposes determined by a formal action by the Board.

Assigned – Amounts that are designated by the Board for a particular purpose but are not spendable until a budget ordinance is passed or there is a majority vote approval (for capital projects or debt service) by the Board.

Unassigned – All amounts not included in other classifications.

Net Position

The government-wide financial statements utilize a net position presentation. Net position is categorized as net investment in capital assets, restricted and unrestricted.

Net investment in capital assets is intended to reflect the portion of the net position which is associated with capital assets less outstanding capital assets related debt.

Restricted net position are assets (generated from revenues and debt proceeds), which are not accessible for general use because of third-party (statutory, debt covenant or granting agency) limitations.

Unrestricted net position represents all other net position.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, and disclosure of contingent assets and liabilities, at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

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DOWNTOWN IMPROVEMENT BOARD
 (A COMPONENT UNIT OF THE CITY OF PENSACOLA)
 NOTES TO THE FINANCIAL STATEMENTS
 SEPTEMBER 30, 2024

2. CASH

At September 30, 2024, the banks reported deposits of approximately \$312,000, all of which were held by financial institutions designated as a “qualified public depository” by the State Treasurer. All deposits were fully insured through a combination of federal depository insurance and participation of the financial institution in the multiple financial institution collateral pool as specified in Chapter 280, Florida Statutes.

3. CAPITAL ASSETS

A schedule of the capital asset activity for the year ended September 30, 2024, is as follows:

	<u>2023</u>	<u>Additions</u>	<u>Deletions</u>	<u>2024</u>
GOVERNMENTAL ACTIVITIES				
Furniture, fixtures and equipment	\$ 176,204	\$ -	\$ -	\$ 176,204
Leasehold improvements	72,745	-	-	72,745
Website	10,850	-	-	10,850
Total cost	259,799	-	-	259,799
Less accumulated depreciation	(150,165)	(11,169)	-	(161,334)
CAPITAL ASSETS, NET	<u>\$ 109,634</u>	<u>\$ (11,169)</u>	<u>\$ -</u>	<u>\$ 98,465</u>

4. LONG-TERM LIABILITIES

Changes in long-term liabilities were as follows:

	<u>2023</u>	<u>Additions</u>	<u>Reductions</u>	<u>2024</u>	<u>Amounts Due Within One Year</u>
Governmental activities:					
Compensated absences	\$ 1,360	\$ 1,735	\$ -	\$ 3,095	\$ -
Total	<u>\$ 1,360</u>	<u>\$ 1,735</u>	<u>\$ -</u>	<u>\$ 3,095</u>	<u>\$ -</u>

5. RISK MANAGEMENT PROGRAMS

The Board carries commercial insurance for all risks of loss, including property, general liability and worker’s compensation. There were no material reductions in insurance coverage from the prior fiscal year, nor did settlements exceed coverage for any of the past three fiscal years.

DRAFT

DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024

6. DEFINED CONTRIBUTION PLAN

The Board sponsors a defined contribution pension plan (the Plan) organized under Internal Revenue Code Section 403(b). The Plan covers full-time employees who are not of retirement age. Normal retirement under the Plan is age 65, and there is not an early retirement option under this Plan. Employer contributions for the Plan are based on 7.65% of a participating employee's gross wage. Employees are 100% vested in employer contributions upon entry into the Plan, with no minimum service requirement for entry into the Plan. For the fiscal year ended September 30, 2024, the amount of the employer's pension contribution was approximately \$11,400.

7. CONTRIBUTION TO CITY OF PENSACOLA

In 2022, the Board entered into an interlocal agreement with the City to contribute \$211,475 for the City's project to construct two restroom facilities within the Martin Luther King Jr. Plaza in the District. During the fiscal year, the Board contributed approximately \$41,000 to the City for this project in accordance with this agreement.

8. RELATED PARTY TRANSACTION

The Executive Director of the Board serves as the President of another organization, Friends of Downtown Pensacola, Inc. During the year ended September 30, 2024, the Board budgeted and contributed \$85,000 to this organization to support the lighting program in the District. As of September 30, 2024, this organization owes the Board approximately \$16,000 for expenses of the organization that were paid by the Board. There are no formal repayment terms.

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REQUIRED SUPPLEMENTARY INFORMATION

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DOWNTOWN IMPROVEMENT BOARD
 (A COMPONENT UNIT OF THE CITY OF PENSACOLA)
 SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES
 IN FUND BALANCE – BUDGET TO ACTUAL – GENERAL FUND
 FOR THE YEAR ENDED SEPTEMBER 30, 2024

	Budgeted Amounts		Actual Amounts	Variance with Final Budget Favorable (Unfavorable)
	Original	Final		
REVENUES				
Ad valorem taxes	\$ 739,063	\$ 739,063	\$ 751,455	\$ 12,392
Operating grant	574,070	574,070	574,070	-
Charges for services	360,677	344,974	310,026	(34,948)
Other	10,000	10,000	14,685	4,685
Total revenues	1,683,810	1,668,107	1,650,236	(17,871)
EXPENDITURES				
General government	1,683,810	1,705,227	1,720,975	(15,748)
Total expenditures	1,683,810	1,705,227	1,720,975	(15,748)
NET CHANGE IN FUND BALANCE	-	(37,120)	(70,739)	(33,619)
FUND BALANCE, BEGINNING OF YEAR				
	-	37,120	337,289	300,169
FUND BALANCE, END OF YEAR	\$ -	\$ -	\$ 266,550	\$ 266,550

See accompanying notes to the required supplementary information.

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DOWNTOWN IMPROVEMENT BOARD
(A COMPONENT UNIT OF THE CITY OF PENSACOLA)
NOTES TO THE REQUIRED SUPPLEMENTARY INFORMATION
SEPTEMBER 30, 2024

BUDGETARY INFORMATION

Budget Policy and Practice

The Board proposes and approves an annual budget for the General Fund in a public meeting and then submits the budget to the City of Pensacola for review. The City Council adopts the annual fiscal year budget. Once approved, the City Council may amend the legally adopted budget when unexpected modifications are required in estimated revenues and appropriations.

Basis of Budgeting

The budget is integrated into the accounting system, and the budgetary data, as presented in the financial statements for the General Fund, compares the expenditures with the amended budget. The budget is presented on the modified accrual basis of accounting.

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INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS

To the Board of Directors
Downtown Improvement Board

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to the financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, the financial statements of the governmental activities and the General Fund of the Downtown Improvement Board (the Board), a component unit of the City of Pensacola, as of and for the year ended September 30, 2024, and the related notes to the financial statements, which collectively comprise the Board's basic financial statements, and have issued our report thereon dated December 17, 2024.

Report on Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Board's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, we do not express an opinion on the effectiveness of the Board's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Board's financial statements will not be prevented, or detected and corrected, on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses or significant deficiencies may exist that have not been identified.

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Report Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Board's financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of This Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing and not to provide an opinion on the effectiveness of the Board's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Board's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Pensacola, Florida
December 17, 2024

DRAFT

**INDEPENDENT ACCOUNTANTS' REPORT ON AN EXAMINATION OF
COMPLIANCE REQUIREMENTS IN ACCORDANCE WITH CHAPTER 10.550,
*RULES OF THE AUDITOR GENERAL***

To the Board of Directors
Downtown Improvement Board

We have examined the Downtown Improvement Board's (hereinafter referred to as "the Board"), a component unit of the City of Pensacola, compliance with Florida Statute 218.415 in regard to investments for the year ended September 30, 2024. Management is responsible for the Board's compliance with those requirements. Our responsibility is to express an opinion on the Board's compliance based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the Board complied, in all material respects, with the specified requirements referenced above. An examination involves performing procedures to obtain evidence about whether the Board complied with the specified requirements. The nature, timing and extent of the procedures selected depend on our judgment, including an assessment of the risks of material noncompliance, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

We are required to be independent and to meet our other ethical responsibilities in accordance with relevant ethical requirements relating to the examination engagement.

Our examination does not provide a legal determination on the Board's compliance with specified requirements.

In our opinion, the Board complied, in all material respects, with the aforementioned requirements for the year ended September 30, 2024.

Pensacola, Florida
December 17, 2024

DRAFT

MANAGEMENT LETTER

To the Board of Directors
Downtown Improvement Board

Report on the Financial Statements

We have audited the financial statements of the Downtown Improvement Board (the Board), a component unit of the City of Pensacola, as of and for the fiscal year ended September 30, 2024, and have issued our report thereon dated December 17, 2024.

Auditors' Responsibility

We conducted our audit in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and Chapter 10.550, *Rules of the Auditor General*.

Other Reporting Requirements

We have issued our Independent Auditors' Report on Internal Control over Financial Reporting and Compliance and on Other Matters Based on an Audit of Financial Statements Performed in Accordance with *Government Auditing Standards*; and Independent Accountants' Report on an examination conducted in accordance with AICPA Professional Standards, AT-C Section 315, regarding compliance requirements in accordance with Chapter 10.550, *Rules of the Auditor General*. Disclosures in those reports, which are dated December 17, 2024, should be considered in conjunction with this management letter.

Prior Audit Findings

Section 10.554(1)(i)1., *Rules of the Auditor General*, requires that we determine whether corrective actions have been taken to address findings and recommendations made in the preceding annual financial audit. There were no findings in the preceding financial audit report.

Official Title and Legal Authority

Section 10.554(1)(i)4., *Rules of the Auditor General*, requires that the name or official title and legal authority for the primary government and each component unit of the reporting entity be disclosed in the management letter, unless disclosed in the notes to the financial statements. The legal authority for the Board is disclosed in Note 1 to the financial statements.

Financial Condition and Management

Sections 10.554(1)(i)5.a. and 10.556(7), *Rules of the Auditor General*, require us to apply appropriate procedures and communicate the results of our determination as to whether or not the Board has met one or more of the conditions described in Section 218.503(1), Florida Statutes, and to identify the specific condition(s) met. In connection with our audit, we determined that the Board did not meet any of the conditions described in 218.503(1), Florida Statutes.

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Pursuant to Sections 10.554(1)(i)5.b. and 10.556(8), *Rules of the Auditor General*, we applied financial condition assessment procedures. It is management's responsibility to monitor the Board's financial condition, and our financial condition assessment was based in part on representations made by management and the review of financial information provided by same.

Section 10.554(1)(i)2., *Rules of the Auditor General*, requires that we communicate any recommendations to improve financial management. In connection with our audit, we did not have any such recommendations.

Special District Component Units

Section 10.554(1)(i)5.c., *Rules of the Auditor General*, requires, if appropriate, that we communicate the failure of a special district that is a component unit of a county, municipality, or special district, to provide the financial information necessary for proper reporting of the component unit within the audited financial statements of the county, municipality or special district in accordance with Section 218.39(3)(b), Florida Statutes. In connection with our audit, we did not note any special district component units that failed to provide the necessary information for proper reporting in accordance with Section 218.39(3)(b), Florida Statutes.

As required by Section 218.39(3)(c), Florida Statutes, and Section 10.554(1)(i)6, *Rules of the Auditor General*, the District reported:

- a. The total number of District employees compensated in the last pay period of the District's fiscal year as two.
- b. The total number of independent contractors to whom nonemployee compensation was paid in the last month of the District's fiscal year was one.
- c. All compensation earned by or awarded to employees, whether paid or accrued, regardless of contingency as \$164,536.
- d. All compensation earned by or awarded to nonemployee independent contractors, whether paid or accrued, regardless of contingency as \$9,810.
- e. Each construction project with a total cost of at least \$65,000 approved by the District that is scheduled to begin on or after October 1 of the fiscal year being reported, together with the total expenditures for such project as – No planned projects.
- f. A budget variance based on the budget adopted under Section 189.016(4), Florida Statutes, before the beginning of the fiscal year being reported if the District amends a final adopted budget under Section 189.016(6), Florida Statutes, as included in the accompanying schedule of revenues, expenditures and changes in fund balance – budget to actual.

The specific information reported in the previous paragraph has not been subjected to the auditing procedures applied in the audit of the basic financial statements, and accordingly, we do not express an opinion nor provide any assurance on it.

Additional Matters

Section 10.554(1)(i)3., *Rules of the Auditor General*, requires us to communicate noncompliance with provisions of contracts, grant agreements or abuse that have occurred or are likely to have occurred that have an effect on the financial statements, which is less than material, but which warrants the attention of those charged with governance. In connection with our audit, we did not note any such findings.

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Purpose of This Letter

Our management letter is intended solely for the information and use of the Legislative Auditing Committee, members of the Florida Senate and the Florida House of Representatives, the Florida Auditor General, federal and other granting agencies and applicable management, and is not intended to be, and should not be, used by anyone other than these specified parties.

Pensacola, Florida
December 17, 2024

Downtown Pensacola Special Event Grant Application

Name of Organization

Night Moves

Contact Name

Ryan Henderson

Contact Title

Vice President

Email Address

nightmovespensacola@gmail.com

Website

nightmovespensacola.com

Address

Address 1: 319 N Tarragona St

Address 2: No response.

City: Pensacola

State / Province: FL

ZIP / Postal Code: 32501

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).

Event Information

Event Name

Rusted Relic Revival

Event Location

Outside The Handlebar between Wright and La Rua

Date(s) of Event

12/7/2024

Brief Description of Event

Street closure for a vintage car show hosted by the Rusty Knuckle torque club

Is this a new or repeat event?

Repeat

How many years has it been in existence?

1

Total Budget for Event

3460

Total Funds Requested

1960

Intended Use of Funds

Marketing the event with hand flyers, paid social media ads, and press releases (\$250), road closure barricades (\$750), and for police (\$560) and EMT (\$400) to be onsite for safety purposes

Match Provided by Your Organization

Match Dollars

\$1500

In-Kind* Value

\$1050

In-Kind Description

Drinks for participants, room rental, additional labor, event coordination, door prizes

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

Projected Attendance

1000+

Projected % of Out of Town Visitors

30

What are the goals and objectives for this event?

To attract a diverse audience to downtown Pensacola with a block party showcasing local music, car collections, and vendors

Describe how the effectiveness of this event will be measured

By comparing attendance to last year and gauging enthusiasm to pursue additional years beyond 2024

How will the event benefit Downtown Pensacola?

This event will bring in a different demographic to Pensacola on Saturday that would not usually come for the Palafox Market and will provide an alternate source of entertainment

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

30-60 car enthusiasts, downtown/drinking crowd

Anticipated Number of Participating Downtown Businesses:

5

Will you survey the participants to capture data?

Yes

Will you purchase event insurance?

Yes

Insurance Carrier

American Specialty

Please List Your Event Partners

The Handlebar, The Rusty Knuckle Torque Club, Modern Eldorados, Sauce Boss, Meat Candy BBQ

Please List Your Event Partners' Contributions

Handlebar - staff, venue, drinks

Rusty Knuckle Club - sourcing the vendors, event coordination

Modern Eldorados - providing live music entertainment

Sauce Boss - gift cards, food specials

Budget Information

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

Budget Information

Projected Revenue	Cash	In-Kind
Admissions:	0	
Booth Space Rentals:	0	

Projected Revenue	Cash	In-Kind
Corporate Sponsors:	0	
Other Revenue *	0	
Application Revenue:	2000	
Grants: **	0	
TOTAL REVENUE	2000	

*** Other Revenue Includes:**

n/a

** 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)

We will market the event with targeted social media spends on Facebook and Instagram. Our target market will be between 21 - 60 car enthusiasts as well as those interested in downtown/night life. We have printed hand flyers that are hanging at local establishments to notify people ahead of time. We will issue press releases to the local media to get the word out to the public through print/digital media

How will you measure the success of your event?

We will measure the success of the event based on the number of applications, participants and observers, and our overall economic impact to downtown Pensacola on a Saturday afternoon

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.

Thursday 10/24/2024

- Conducted multiple drive throughs and foot patrols throughout the shift.
- Made one traffic stop in reference to car driving out of the parking garage with no headlights on. See PPD24CAD065009 for more details. Warning was issued to the driver.

Friday Night 10/25/2026 Activity:

- Patrolled very frequently (every 10-15min) via patrol vehicle and on foot on all floors.
- Got out with several running occupied vehicles but no crime.
- Made sure no one was lingering in the garage around vehicle and on the ledge.
- Made a traffic stop to investigate a firearm I saw in a vehicle while patrolling the garage but there was no crime and subject was 10-4 to legally have a firearm.
- Got out with a bicycle that road by the garage and he was 10-4 as well.
- Overall everyone behaved and was respectful to leave the garage when asked.

Saturday Night 10/26/2024 Activity:

- Multiple foot patrols
- (1) Felony narcotics possession arrest (24-008421)
- Misdemeanor narcotic seizure/warning
- Several open container violation warnings
- (1) Juvenile Marchman/Baker Act/Out-of-City signal 42 Investigation
- Currently, C Shift is investigating an armed disturbance with reports of multiple firearms/weapons. It came out about 5 minutes after I went 10-7 but I figured I'd let you know.

10/31/2024

- Multiple foot patrols
- (1) DUI (24-008583)
- Misdemeanor narcotic warning
- Several open container violation warnings
- Assist patrol with multiple signal 19's at Seville
- Loud music warning
- Stopped singles 1's from driving and had them get Uber/alternate ride home

11/01/2024

Foot and vehicle traffic was minimal close to none
Open container violation
Loud music warning

Multiple foot patrols

Got out with a disturbance at Wild Greg's that was coming into the parking garage

11/02/2024

- Several open container violation warnings
- Multiple foot patrols
- Traffic Stop in reference to the parking garage
- Out with a disturbance outside of Wild Greg's was coming into the parking garage night shift responded and took over
- 2nd Floor disturbance-restored the peace

11/07/2024

Jefferson Parking garage

- Foot and vehicle traffic was minimal close to none. The third floor didn't have more than 5 vehicles at a time.
- Open container violations
- Got out with a disturbance-no criminal charges on the 3rd floor

County Parking garage

- Foot and vehicle traffic was minimal close to none
- Open container violation
- Out with a group of individuals on the 2nd floor underaged just hanging out
- Got out with a disturbance-no criminal charges
- Ground of individuals on the fourth floor just hanging out

Date: 11-8-24 Officer: Z. Harris A985 / 127

- Conducted several foot patrols in Jefferson Street parking garage. Issued several verbal warnings for open container violations, and explained the city ordinance / state law for open containers in vehicles and in public.
- Conducted a traffic stop on a grey Chevrolet Silverado (Bearing no tag) in the Jefferson Street parking garage. The driver was issued a verbal warning for having no tag displayed.
- Conducted a traffic stop on a grey Dodge ram in the entrance of Jefferson Street parking garage. The violation was for loud music. The driver was issued a verbal warning.

- Conducted several foot patrols in Baylen Street parking garage. Issued several verbal warnings for open container violations, and explained the city ordinance / state law for open containers in vehicles and in public.

Date: 11-9-24 **Officer: Z. Harris A985 / 127**

- Conducted several foot patrols Jefferson Street parking garage. Issued a uniform traffic citation for a open container in a vehicle. Issued several verbal warnings for open container's and underage drinking.
- Placed a subject, under a Marchman act due to him being highly intoxicated and falling down the stairwell.
- Conducted several foot patrols at Baylen Street parking garage. Issued several verbal warnings for open container violations.

Date: 11-14-24 **Officer: Z. Harris**

- Conducted several foot patrols Jefferson Street parking garage.
- Issued a verbal warning for open container violation.
- Conducted several foot patrols at Baylen Street parking garage.

Date: 11-15-24 **Officer: M. Potts**

- Conducted multiple foot patrols throughout the garages.
- Made contact with individuals on the top floor of the parking garage. Approximately seven grams of suspected marijuana was found on their person. I elected to use officer discretion and not charge individuals with possession of marijuana under 20 grams. The suspected marijuana was collected and submitted to property management for destruction. See PPD24OFF009009 for more details.

Date: 11-16-24 **Officer: W. Roper**

- Issued documented and verbal open container warnings
- Handled a crash that occurred within the parking garage
- Stopped a signal 1 from driving, got them a ride home
- Multiple foot patrols for visual presence all throughout garages
- Got out and assisted with multiple calls at Wild Greg's