



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday February 24th, 2026, 7:30
AGENDA**

- I. Call to Order
 - a. Remarks from Chairman

- II. Recurring Agenda
 - a. Meeting was properly noticed.
 - b. *Approval of the proposed meeting agenda for February 24th, 2026
 - c. *Approval of the minutes from the regular meeting of the DIB on January 20th, 2026
 - d. *Review of the January & YTD Financials – Frazier & Deeter

- III. On-Going Business
 - a. PPD Report – Sergeant Ghigliotty
 - b. Spotless Report – Labarian Turner
 - c. Marketing Report – Caron Sjoberg
 - d. Palafox Market – Cailin Feagles
 - e. The New Palafox Project Update – Walker Wilson

- IV. Old Business

- V. New Business
 - a. *Jefferson Garage Alleyway Sidewalk Restoration

 - b. *Jefferson Garage Alleyway Umbrella Sky Project

 - c. *Spring All I Want- \$5,000 Budget

- VI. Public Comment

- VII. Adjournment

**Next meeting – March 17th, 2026
(*) = approval item**



Downtown Improvement Board

Regular Monthly Meeting

Tuesday January 20th, 2026, 7:30

AGENDA

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

- I. Call to Order
 - a. Chris McKean, Chairman calls the meeting to order at 7:33 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
 - b. The proposed meeting agenda for January 20th, 2026 is motioned by William Merrill and seconded by Sara Papantonio, and unanimously approved.
 - c. The minutes of the regular meeting held on December 16th, 2025 and the audit meeting held on December 9th, 2025 are motioned, seconded, and unanimously approved.
 - d. The December financials are motioned, seconded, and unanimously approved.
 - A rolling P&L document has been created and will be used to track and compare the budget to the monthly financials.
 - The new accounting firm will put together financials for the next meeting.

- III. On-Going Business
 - a. PPD Report – Sergeant Ghigliotty
 - No report.
 - b. Spotless Report – Labarian Turner
 - The Portland Loo is open in MLK Jr. Plaza and the Spotless team is keeping up with the maintenance of the unit
 - Walker Wilson and Labarian Turner to meet to discuss schedule changes for Spotless ambassadors to assist with Portland Loo and potential Plaza Ferdinand activations.
 - Walker Wilson continues to look into updates for the second bathroom for Palafox Market
 - c. Marketing Report – Caron Sjoberg
 - Ideaworks main focus will be the construction on Palafox. Caron has met frequently with Walker Wilson and Adrienne Walker to stay up to on the construction. Ideaworks has collected videos from the merchants to be featured on socials.
 - A deals and promotions page has been added to the Downtown Pensacola website.
 - Ideaworks has been working with Cailin Feagles to discuss promotion plan for 2026 markets and events for Palafox Market.
 - d. Palafox Market – Cailin Feagles
 - Weather has caused the market to condense to Palafox Market North for three weekends in a row and had its first market with the construction last weekend.

- Cailin Feagles and Carlee Norman have been working on updates to the handbook along with an attendance policy that will be presented to the board next month.
- e. The New Palafox Project Update – Walker Wilson
 - Fencing has started to go up around the project and wayfinding A-frame signs are in the works.
 - Walker Wilson has a meeting this month to discuss the foot traffic counter technical issues.

IV. Old Business

V. New Business

- a. Palafox Assistance Program Overview – Mort O’Sullivan
 - Business owners can contact Mort O’Sullivan for additional information on the Palafox Assistance Program.
- b. *2024/2025 DIB Audit
 - Motioned, seconded, and unanimously approved.
- c. *Accounting Services Selection- Bids attached
 - There is a motion to approve at option 1 with Frazier & Deeter with the option to move to option 2 mid-year. Motion is seconded and unanimously approved.
- d. *Jefferson Alleyway repainting project- Bids attached
 - No motion. Will be revisited at next month’s meeting.
- e. *Portland Loo Satisfaction Survey Button- Bids attached
 - Ideaworks to make a QR code for people to scan to notify spotless team when the portable needs cleaning.
 - No motion.
- f. *PPD Overtime Agreement
 - Walker Wilson to meet with our attorney to discuss the agreement. Will be revisited at next month’s meeting.
- g. Parklet & Outdoor Furniture Discussion
 - Walker Wilson to get costs together for potentially putting furniture in Plaza Ferdinand or adding a parklet on some of the side streets during the construction period.
- h. Jefferson Garage Alleyway Beautification Discussion – Nathan Holler or Walker Wilson
 - A refresh is needed in the Jefferson Street Parking Garage alleyway. The board discusses an art installation like Umbrella Sky to draw visitors downtown in the spring. The board would like to see quotes for the project and see quotes to refurbish the concrete in the alleyway at the board meeting next month.
- i. *Shops on Palafox- Spring Hop Shop March 8th
 - There is a motion to approve \$2,765.00 for the Spring Shop Hop event. Motion is seconded and unanimously approved.

VIII. Public Comment

IX. Adjournment-

- Meeting is adjourned at 9:52 AM

Next meeting – February 17th, 2026
(*) = approval item

DOWNTOWN IMPROVEMENT BOARD
Budget vs. Actuals
January 2026

Distribution account	Jan 1 - Jan 31 2026			Oct 1 2025 - Jan 31 2026			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Income							
1301 Co-Op Participation	4,445.51	5,666.67	-1,221.16	21,784.72	22,666.68	-881.96	68,000.00
4000 Misc Income	11,050.00		11,050.00	11,050.00		11,050.00	
4010 Ad Valorem Revenue	559,814.30	69,562.25	490,252.05	588,719.83	278,249.00	310,470.83	834,747.00
Program Revenue							
4030 Palafox Market Vendor	17,555.00	21,666.66	-4,111.66	108,107.60	86,666.64	21,440.96	260,000.00
Total for Program Revenue	17,555.00	21,666.66	-4,111.66	108,107.60	86,666.64	21,440.96	260,000.00
4901 Sales Tax Collected - Merch		-833.33	833.33		-3,333.32	3,333.32	-10,000.00
Total for Income	592,864.81	96,062.25	496,802.56	729,662.15	384,249.00	345,413.15	1,152,747.00
Cost of Goods Sold							
Gross Profit	592,864.81	96,062.25	496,802.56	729,662.15	384,249.00	345,413.15	1,152,747.00
Expenses							
3001 Compactor - Waste Services	5,897.50	5,510.00	387.50	19,549.81	22,040.00	-2,490.19	66,130.00
3004 Compactor - Security Fees	128.94	116.67	12.27	615.74	466.68	149.06	1,400.00
3007 Compactor - Electric	52.62	39.17	13.45	175.44	156.68	18.76	470.00
5001 Salaries, Benefits & Taxes	7,855.13	10,125.78	-2,270.65	32,547.62	45,565.99	-13,018.37	131,635.12
5001.11 Ambassador Salary Expense	0.00		0.00	935.80		935.80	
5001.9 Payroll Admin Fees	0.00		0.00	30.00		30.00	
5003.5 403(b) Employer Contribution	890.48		890.48	2,979.10		2,979.10	
5003 Health/Dental Insurance	502.44		502.44	1,780.35		1,780.35	
Total for 5001 Salaries, Benefits & Taxes	9,248.05	10,125.78	-877.73	38,272.87	45,565.99	-7,293.12	131,635.12
5004 Insurance Expense-Other	32.58		32.58	130.32		130.32	
5005 Workers Comp Insurance	38.25	0.00	38.25	153.00	0.00	153.00	500.00
5009 Bank Charges	49.05	28.34	20.71	76.05	113.36	-37.31	340.00
5012 Office Rent	2,639.70	1,455.00	1,184.70	6,599.25	5,820.00	779.25	17,460.00
5013 Office Supplies	29.19	125.00	-95.81	205.98	500.00	-294.02	1,500.00
5014 Office Equipment/Software	171.02	250.00	-78.98	2,062.15	1,000.00	1,062.15	3,000.00
5016 Telecommunications	375.35	291.66	83.69	1,501.52	1,166.64	334.88	3,500.00
5023 Marketing Consultants	9,623.50	7,500.00	2,123.50	27,262.60	30,000.00	-2,737.40	90,000.00
5024 Bookkeeping	480.00	1,625.00	-1,145.00	2,880.00	6,500.00	-3,620.00	19,500.00
5025 Audit	11,000.00	0.00	11,000.00	16,229.80	15,000.00	1,229.80	15,000.00
5027 Economic Development	8,531.25	11,587.59	-3,056.34	43,038.26	46,350.36	-3,312.10	139,051.03

5030 Insurance- General Liability	1,156.08	1,166.67	-10.59	4,624.32	4,666.68	-42.36	14,000.00
5227 PPD Security	800.00	5,000.00	-4,200.00	10,600.00	20,000.00	-9,400.00	60,000.00
6000 Palafox Market		1,427.08	-1,427.08	4,340.59	5,708.32	-1,367.73	17,124.95
6001 Palafox Market Project Mgmt	7,938.46	6,990.80	947.66	30,362.18	31,458.63	-1,096.45	90,880.45
6004 Portable Toilet Rental	1,766.04	375.00	1,391.04	1,000.00	883.36	116.64	4,500.00
6007 Marketing	4,146.25	3,166.66	979.59	6,552.65	1,500.00	5,052.65	38,000.00
6012 Market Security	3,400.00	3,666.66	-266.66	12,859.25	12,666.64	192.61	44,000.00
6013 Palafox Market Event	700.00		700.00	12,400.00	14,666.64	-2,266.64	
6003 Permits / Street Closure		220.84	-220.84	700.00		700.00	2650
6005 Market Anniversary Celebration		0.00	0.00	7,354.42	14,718.20	-7,363.78	1,500.00
6006 Farm Visit- Mileage Reimburseme		20.84	-20.84		0.00	0.00	250.00
6011 Market App Program Fee		158.34	-158.34		83.36	-83.36	1,900.00
6016 Travel, Entertainment & Educati		41.66	-41.66		633.36	-633.36	500.00
6017 P. M. Holiday Market (Perm/Cop)		378.34	-378.34		166.64	-166.64	4,540.00
6018 Market Cleaning Labor		3,679.55	-3,679.55		1,513.36	-1,513.36	44,154.60
Total for 6000 Palafox Market	17,950.75	20,125.77	-2,175.02	75,569.09	83,998.51	-8,429.42	250,000.00
3002 Compactor Lease		0.84	-0.84		3.36	-3.36	
5006 Board Meetings		20.84	-20.84		83.36	-83.36	250.00
5007 Annual Meeting		20.84	-20.84		83.36	-83.36	250.00
5015 Postage		16.66	-16.66		66.64	-66.64	200.00
5018 Website Hosting		541.66	-541.66	400.00	2,166.64	-1,766.64	6,500.00
5019 Computer Support/Email Leasing		208.34	-208.34	1,740.56	833.36	907.20	2,500.00
5020 Dues, Subscriptions, Publicatio		333.34	-333.34	249.96	1,333.36	-1,083.40	4,000.00
5021 Travel Entertainment & Educ.		166.66	-166.66		666.64	-666.64	2,000.00
5026 Legal Counsel		250.00	-250.00	-22.25	1,000.00	-1,022.25	3,000.00
5029 Donation to Friends of Downtown		0.00	0.00		0.00	0.00	85,000.00
7000 Ambassador Program				24,515.75		24,515.75	
7001 Ambassador Program Labor		20,630.07	-20,630.07	41,675.08	82,520.29	-40,845.21	247,560.85
Total for 7000 Ambassador Program		20,630.07	-20,630.07	66,190.83	82,520.29	-16,329.46	247,560.85
Total for Expenses	68,203.83	87,135.90	-18,932.07	318,105.30	372,101.91	-51,031.52	1,164,747.00
Net Operating Income	524,660.98	8,926.35	515,734.63	411,556.85	12,147.09	396,444.67	-12,000.00
Other Income							
4960 Interest Income	730.73	1,000.00	-269.27	1,168.84	4,000.00	-2,831.16	12,000.00
4965 Revenue Reimbursement	0.00		0.00	4,800.00		4,800.00	
4980 Sales Tax Collection Allowance	0.00		0.00	17.24		17.24	
Total for Other Income	730.73	1,000.00	-269.27	5,986.08	4,000.00	1,986.08	12,000.00
Other Expenses							
Net Other Income	730.73	1,000.00	-269.27	5,986.08	4,000.00	1,986.08	12,000.00
Net Income	525,391.71	9,926.35	515,465.36	417,542.93	16,147.09	398,430.75	0.00

DOWNTOWN IMPROVEMENT BOARD
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Total for 6000 Palafox Market	17,950.75	20,125.77	-2,175.02	75,569.09	83,998.51	-8,429.42	250,000.00
Total for Expenses	17,950.75	20,125.77	-2,175.02	75,569.09	83,998.51	-8,429.42	250,000.00
Net Income	-395.75	1,540.89	-1,936.64	32,538.51	2,668.13	29,870.38	10,000.00

Marketing Highlights January 2026



JANUARY DELIVERABLES



GRAPHIC DESIGN+PRODUCTION

- Videos of the “New Palafox Project” construction
- Website Updates: Board page, home page
- Downtown business feature videos
- Downtown Business Directory; outreach to businesses
- New Palafox Communication Strategy (continued)
- December marketing report and analytics
- Marketing Meetings / Board Meeting
- Downtown Deals website page
- The New Palafox communication meetings
- Downtown construction parking maps
- Location shoots downtown photography: The District, Seville Quarter, O’Riley’s, Hemline
- Portland Loo Cleanliness Rating Sticker QR & Landing Page
- Jefferson Alley Plan meetings/research
- New Palafox Rack Cards
- Wayfinding A-frame signs
- Explorer’s Guide production



SOCIAL MEDIA

- Instagram and Facebook account management
- Daily monitoring and response
- Instagram Stories promoting merchants
- Respond to Google Reviews
- Highlight Reels
- Palafox Market Vendor Group
- New Palafox Construction Reels
- Downtown content research & copywriting



SPECIAL EVENTS PROMOTION

- Dr. MLK, Jr. Day
- January Gallery Night
- Palafox Market
- The New Palafox Construction
- Media coverage clips
- MLK Day Parade
- Downtown Gift Cards
- Video shorts for construction posts
- Mardi Gras
- Pawdi Gras
- Second Line Tuesdays
- Prep for Spring Shop Hop
- Mardi Gras Market



DIGITAL PROJECTS

- Website feature repairs: map & locator
- Added new businesses to website
- Created merchant accounts on website
- Downtown Pensacola Youtube channel set up
- Upload small business videos to channel, horizontal and YT shorts formats

WEBSITE SEARCHES

2.99K 

Clicks to Website

200K 

Impressions on Google

1.3K 

Top Performing Page:
Palafox Market



@downtownpensacola



100.9K TOTAL FACEBOOK FOLLOWERS

50.4K TOTAL INSTAGRAM FOLLOWERS

769 NEW FACEBOOK FOLLOWERS

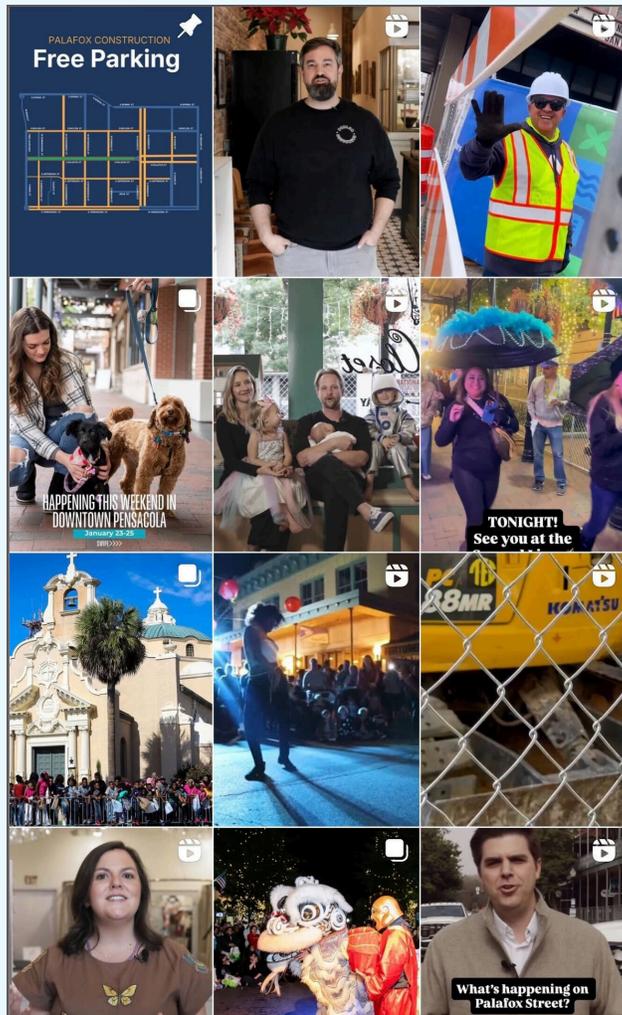
880 NEW INSTAGRAM FOLLOWERS

417.6K TOTAL INSTAGRAM VIEWS

720.3K TOTAL FACEBOOK VIEWS

121.3K INSTAGRAM REACH (DAILY)

1.15M FACEBOOK REACH (DAILY)



PALAFox MARKET INSTAGRAM

Follow @palafoxmarket

126K Views

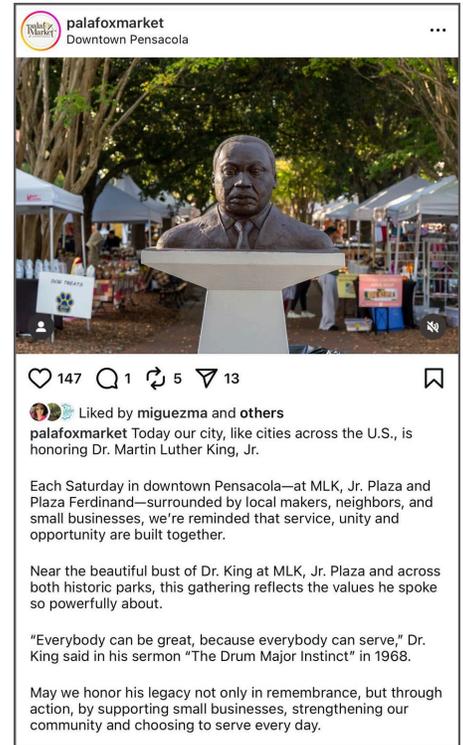
2.2K Interactions

192 Posts/Stories

7 Video Reels

13.9K Followers

422 New Followers



PALAFox MARKET PROJECT LIST

- 2026 PALAFox MARKET PROMOTION PLAN
- INSTAGRAM ACCOUNT MONITORING, CONTENT, ENGAGEMENT, RESPONSE
- MARKET PHOTOGRAPHY SOUTH & NORTH
- VIDEO REELS (7)
- 11 POSTS + 181 STORIES
- GOOGLE REVIEWS / RESPONSE
- VENDOR FB GROUP SUPPORT
- MARDI GRAS MARKET RESEARCH/PLANNING
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- PALAFox MARKET VENDOR SURVEY
- PHOTOGRAPHY / AT MARKET
- NEW TROLLEY ROUTE MAP PRODUCTION
- CONSTRUCTION INFORMATION RE MARKETS
- VIDEO REELS PRODUCTION / VIDEOGRAPHY
- PROMOTION PLANNING EASTER MARKET, OTHER SPECIAL MARKET DAYS FOR 2026
- A-FRAME LOADING ZONE NO PARKING SIGNS (12)

Downtown Improvement Board - Balance Sheet

Downtown Improvement Board
As of January 31, 2026

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
101 Cash - Synovus- 0237 Operating	12,548.39
103 Synovus - Money Market	504,412.57
Total for Bank Accounts	\$516,960.96
Other Current Assets	
140.5 Due from Friends of Downtown	18,225.06
140.9 Due from Downtown Pens Alliance	440.25
161 Prepaid Expenses	2,488.06
162 City of P-Clean Up Deposit/Perm	1,000.00
164 Prepaid Insurance	13,858.36
Total for Other Current Assets	\$36,011.73
Total for Current Assets	\$552,972.69
Fixed Assets	
240 Equipment	171,690.91
260 Furniture & Fixtures	6,982.81
275 Website Capitalized	10,850.00
300 Less Accumulated Depreciation	-172,442.37
Puppy Pit Stop Project	72,745.00
Total for Fixed Assets	\$89,826.35
Total for Assets	\$642,799.04
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
450 Accounts Payable	11,007.47
Total for Accounts Payable	\$11,007.47

Downtown Improvement Board - Balance Sheet

Downtown Improvement Board

As of January 31, 2026

Distribution account	Total
Other Current Liabilities	
452 Compensated Absences	5,938.18
471 Payroll Liabilities	\$1,930.58
472 ED 403B	1,721.24
Total for 471 Payroll Liabilities	\$3,651.82
4849 Deferred Revenue Sign Maint	5,000.00
Total for Other Current Liabilities	\$14,590.00
Total for Current Liabilities	\$25,597.47
Total for Liabilities	\$25,597.47

Downtown Improvement Board - Balance Sheet

Downtown Improvement Board

As of January 31, 2026

	Total
Distribution account	
Equity	
587 Fund Balance	-\$205,017.00
302-001 Audit Reclass	296,776.98
Total for 587 Fund Balance	\$91,759.98
32000 Unrestricted Net Assets	107,898.66
Net Income	417,542.93
Total for Equity	\$617,201.57
Total for Liabilities and Equity	\$642,799.04

Umbrella Alley

Razors Edge Design LLC
Jared Petticrew
2 Elegans Ave
Pensacola, FL 32507
jaredpetticrew@gmail.com
850-368-4637
www.razorsedgedesignfl.com

1. Introduction

Razors Edge Design proposes the design, fabrication, and installation of a suspended overhead art feature titled **Umbrella Alley**. This project will transform a 300 foot alleyway into a vibrant, immersive pedestrian experience through the installation of approximately 400 colorful umbrellas suspended from a professionally engineered steel cable armature.

The installation is designed to enhance and increase pedestrian activity, and contribute to the city's cultural and visual identity. All work will be completed using durable, outdoor rated materials and industry standard safety practices appropriate for public art environments.

2. Project Vision

The Umbrella Alley creates a sense of wonder and delight by introducing a floating field of color above the pedestrian corridor. The umbrellas form a dynamic overhead tapestry that shifts with light, weather, and movement. This installation encourages exploration, photography, and community engagement, while providing shade and visual interest throughout the year.

The project aligns with the city's goals of activating underutilized spaces, supporting public art, and enhancing the pedestrian experience.

3. Scope of Work

3.1 Design & Planning

- Develop the artistic concept, color palette, and umbrella arrangement.
- Produce scaled drawings showing cable layout, anchoring points, and umbrella distribution.
- Conduct site measurements and assess structural conditions.
- Coordinate with city staff regarding access, scheduling, and safety requirements.
- Prepare a final installation plan and timeline.

3.2 Engineering & Safety

- Ensure all materials and practices meet or exceed safety standards for public installations.

3.3 Materials Procurement

- Purchase approximately 400 outdoor rated umbrellas.
- Acquire aircraft grade steel cable, turnbuckles, clamps, thimbles, and anchoring hardware.
- Procure weatherproofing materials for facade penetration, spare umbrellas, and installation consumables.

3.4 Fabrication & Pre Assembly

- Prepare umbrellas for installation, including attaching clips and organizing by color.
- Cut and label cable sections according to engineered specifications.
- Assemble hardware kits for efficient on site installation.

3.5 Installation

- Mobilize installation crew, tools, and aerial lift equipment.
- Install anchoring hardware on both sides of the alley.
- Rig and tension the steel cable armature across the 300 foot span.
- Suspend umbrellas from the cable grid following the approved design.
- Make on site adjustments to ensure proper alignment and visual consistency.
- Maintain pedestrian safety through barriers and signage during installation.

3.6 Cleanup & Closeout

- Remove equipment, debris, and temporary safety barriers.
- Conduct a final inspection with city representatives.
- Provide maintenance guidelines and documentation.

4. Project Timeline

The project is expected to be completed within **4 weeks** from project approval to allow for overseas delivery of umbrellas, including design, engineering, fabrication, and installation. A detailed schedule will be provided upon project approval.

5. Budget

The following budget reflects typical costs for a project of this scale and includes design, engineering, materials, labor, equipment, and contingency.

5.1 Budget Summary

Category	
Design and Project Management	\$2,000.00
Materials (Umbrellas, Cable, Hardware)	\$3,965.00
Labor (Fabrication & Installation)	\$10,400.00
Aerial Lift Rental & Equipment	\$2,210.00
Traffic/Pedestrian Control	\$500.00
Total Estimated Budget	\$19,075.00

6. Maintenance & Longevity

The installation is designed for extended outdoor exposure. Recommended maintenance includes:

- Annual inspection of cable tension and hardware.
- Replacement of umbrellas as needed due to weathering or wear.
- Periodic cleaning to maintain visual quality.

A maintenance guide will be provided at project closeout.

7. Qualifications

Razors Edge Design brings experience in public art, fabrication, and large scale installations. Our work emphasizes safety, durability, and visual impact. We collaborate closely with engineers, city staff, and community stakeholders to ensure successful project delivery.

8. Summary

The Umbrella Alley will transform the alleyway into a vibrant, memorable public space that enhances community identity and encourages pedestrian engagement. With professional engineering, durable materials, and a thoughtful artistic approach, this installation will serve as a distinctive cultural asset for the city.

We look forward to the opportunity to bring this project to life.

9. Terms

A deposit of 50% will be required for commencement with a final draw upon satisfactory completion of the project as described.

Change orders will be generated for additional work or subtraction of elements.

Approved by: _____ Date: ____/____/____



Estimate (53 S. Jefferson Street)

#0026013

From: HR Dustless Media Blasting & Coatings
3780 Arbor Ridge Rd, Pace, 32571, FL

Amount:
\$20,675.00

Bill To: Walker Wilson
226 Palafox Place, Pensacola, FL, USA
8504851889
Company: Pensacola Downtown Improvement Board

Date of Issue:
2/14/2026

Expiration Date:
3/13/2026

Item	Rate (excl. tax)	Quantity	Tax	Total
Concrete Brush Blasting Perform light brush blasting on 5194 sq ft of concrete between parking garage and back of area of building on opposite side of walkway path. Work needs to be done at night due to people during the day getting in the way. We will perform media blasting for 5 hours and then clean up for 3 hrs by pressure washing and putting excess material into a dump trailer to haul away a few times during the concrete blasting. With that I feel it will take 5 to 7 business days to complete job. Blasting will be done wet also to keep dust bloom down.	\$19,250.00	1		\$19,250.00
Dump trailer Dump trailer/hauling away materials from job site weekly and land fill cost.	\$750.00	1		\$750.00
Misc Material cost Materials for making a wall with 6 mil plastic to keep material from going into parking garage, 2x4's, plywood, 2 rolls of 6 mil plastic.	\$675.00	1		\$675.00
Subtotal				\$20,675.00
Total				\$20,675.00

Notes:

Take a look at the estimate, if you would like to go forward let me know so we can schedule dates for work and deposit for materials plus rentals if needed.

Accepted on: _____

Accepted by: _____

Signature: _____

