



**Downtown Improvement Board
Regular Monthly Meeting
Wednesday April 2nd, 2025, 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 April 2nd, 2025
 - c. *Approval of the minutes from the regular meeting of the DIB on Feb 25th, 2025
 - d. *Approval of the February Financials

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

- IV. New Business
 - a. Blue Morning Gallery Event – Jim Sweida
 - b. Pensacola Bay Center – Michael Capps
 - c. *Palafox Market Vendor Fees
 - d. *Marketing Revised Budget - Caron
 - e. Foot Traffic Counter Demo

- VIII. Public Comment

- IX. Adjournment

**Next meeting – April 22nd, 2025
(*) = approval item**



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday February 25th, 2025, 7:30**

AGENDA

Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Jean Pierre N'Dione, Rafael Simpson, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

- I. Call to Order
 - a. Chris McKean, Chairman, calls the meeting to order at 7:36 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
 - b. The proposed meeting agenda for February 25th, 2025 is motioned by William Merrill, seconded by Jean Pierre N'Dione, and unanimously approved.
 - c. The minutes from the regular meeting held on January 28th, 2025 are motioned, seconded, and unanimously approved.
 - d. The January financials are motioned, seconded, and unanimously approved.
 - Ad Valorem revenue received in February.
 - The Waste Co-Op began its new payment structure in January.

- III. On-Going Business
 - a. PPD Report
 - Ordinances continue to be enforced downtown.
 - There have been car meets at Maritime Park and traffic issues across the district.
 - The Mardi Gras Parade road closure map has been released. Walker Wilson sent out an email to merchants on Monday regarding these updates.
 - DIB will be running the Palafox Market trolley throughout the day on Saturday.
 - Parade signs will be going out three days prior. Business owners express concern over no parking signs going out too early.
 - Walker Wilson to look into solutions to no parking signs for special events.
 - b. Spotless Report
 - No report.
 - Walker Wilson and Labarian Turner met to discuss the possibility of an ambassador in the parking garage to assist with helping downtown visitors with pay-to-park questions.
 - There have been issues with cleanliness of trash receptacles downtown.
 - c. Marketing Report
 - There will be a separate meeting to discuss the shop local campaign.
 - The top website pages in January were Palafox Market, Market Map, Business Directory, and Palafox Market Vendor Application
 - An informational reel on how to park was posted throughout January along with a link to the Park Pensacola website.

- d. Palafox Market
 - Revisit the payment fee structure for Palafox Market vendors next month.
 - The markets were consolidated multiple times in January due to weather.
- e. Executive Director Update
 - The start time for construction on Palafox is unknown at this time, but we will continue to be on the lookout for updates.
 - Walker to look into bathroom construction updates.

IV. New Business

- a. Spring Shop Hop March 9th – Katie & Sam
 - The quarterly Shops on Palafox event is scheduled for March 9th from 11 AM to 4 PM.
 - The next event will be Shopapalooza on June 12th
 - The goal of these events is to bring traffic downtown on typically light foot traffic days and most stores report a 30% increase in sales.
- b. *MarketWurks - \$2,250 (Annual Subscription for Palafox Market)
 - Motioned, seconded, and unanimously approved.
- c. *Mural Discussion – Kelsey Montague
 - The board would like to explore different options.
- d. Downtown Noise Issues – Allison Patton
 - Additional officer shifts for traffic enforcement will be reinstated in the future to address downtown noise complaints.
- e. Schedule Small Business Marketing Promotion Meeting – Caron
 - The meeting is scheduled for March 11th at 9 AM
- f. FooFoo Fest Project Discussion
 - More information to come regarding FooFoo Fest project. Currently finding a location for a potential project.
- g. Expansion of the DIB
 - Walker Wilson to get more information and revisit at next month's meeting.

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 10:25 AM

Next meeting – March 25th, 2025
(*) = approval item

DOWNTOWN IMPROVEMENT BOARD
Profit & Loss Budget Performance- For Mgmt Use Only
February 2025

Accrual Basis

	Feb 25	Budget	\$ Over Budget	Oct '24 - Feb 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	3,965.26	6,156.67	-2,191.41	25,570.72	30,783.31	-5,212.59	73,880.00
4010 · Ad Valorem Revenue	506,072.21	506,072.21	0.00	530,286.50	530,286.50	0.00	530,286.50
4015 · CRA Interlocal Income	0.00			628,759.19	628,759.00	0.19	628,759.00
4020 · Website Membership and Map Program Revenue	0.00	41.67	-41.67	0.00	208.31	-208.31	500.00
4900 · Sales Tax Collected - Rent	14,000.00	22,166.67	-8,166.67	109,760.00	110,833.31	-1,073.31	266,000.00
Total Income	<u>523,564.04</u>	<u>533,437.22</u>	<u>-9,873.18</u>	<u>1,290,636.58</u>	<u>1,295,870.43</u>	<u>-5,233.85</u>	<u>1,487,425.50</u>
Gross Profit	523,564.04	533,437.22	-9,873.18	1,290,636.58	1,295,870.43	-5,233.85	1,487,425.50
Expense							
3001 · Compactor - Waste Services	5,084.04	6,000.00	-915.96	26,295.96	30,000.00	-3,704.04	72,000.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	4.19	-4.19	10.00
3004 · Compactor - Security Fees	117.27	116.67	0.60	586.35	583.31	3.04	1,400.00
3007 · Compactor - Electric	41.04	39.17	1.87	204.31	195.81	8.50	470.00
5000 · CRA Interlocal Payment	0.00			628,759.19	628,759.00	0.19	628,759.00
5001 · Salaries, Benefits & Taxes	7,918.78	9,004.08	-1,085.30	43,818.35	45,020.44	-1,202.09	108,049.00
5004 · Insurance Expense-Other	32.58			162.90			
5005 · Workers Comp Insurance	38.25	0.00	38.25	191.25	0.00	191.25	500.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
5009 · Bank Charges	156.29	16.67	139.62	296.29	83.31	212.98	200.00
5012 · Office Rent	1,323.14	1,412.58	-89.44	5,244.27	7,062.94	-1,818.67	16,951.00
5013 · Office Supplies	66.01	125.00	-58.99	607.93	625.00	-17.07	1,500.00
5014 · Office Equipment/Software	334.62	250.00	84.62	1,847.27	1,250.00	597.27	3,000.00
5015 · Postage	0.00	16.67	-16.67	73.00	83.31	-10.31	200.00
5016 · Telecommunications	383.08	291.67	91.41	1,795.73	1,458.31	337.42	3,500.00
5018 · Website Hosting	45.34	541.67	-496.33	565.54	2,708.31	-2,142.77	6,500.00
5019 · Computer Support/Email Leasing	528.09	208.33	319.76	2,315.20	1,041.69	1,273.51	2,500.00
5020 · Dues, Subscriptions, Publicatio	1,777.98	291.67	1,486.31	3,568.13	1,458.31	2,109.82	3,500.00
5021 · Travel Entertainment & Educ.	0.00	166.67	-166.67	961.90	833.31	128.59	2,000.00
5023 · Marketing Consultants	5,481.50	6,833.33	-1,351.83	28,372.26	34,166.69	-5,794.43	82,000.00
5024 · Bookkeeping	310.00	958.33	-648.33	8,010.00	4,791.69	3,218.31	11,500.00
5025 · Audit	0.00			14,000.00	14,000.00	0.00	14,000.00
5026 · Legal Counsel	0.00	250.00	-250.00	0.00	1,250.00	-1,250.00	3,000.00
5027 · Economic Development	7,187.31	9,583.33	-2,396.02	33,530.18	47,916.69	-14,386.51	115,000.00
5028 · Arts and Culture	0.00	631.80	-631.80	0.00	3,159.00	-3,159.00	7,581.60
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5030 · Insurance- General Liability	1,156.08	1,083.33	72.75	5,780.40	5,416.69	363.71	13,000.00
5227 · PPD Security	15,800.00	6,250.00	9,550.00	24,110.00	31,250.00	-7,140.00	75,000.00
6000 · Palafox Market	16,922.14	20,663.33	-3,741.19	105,624.84	107,856.69	-2,231.85	254,000.00
7000 · Ambassador Program	<u>20,837.54</u>	<u>20,835.20</u>	<u>2.34</u>	<u>104,187.70</u>	<u>104,176.00</u>	<u>11.70</u>	<u>250,022.40</u>
Total Expense	<u>85,541.08</u>	<u>85,611.99</u>	<u>-70.91</u>	<u>1,040,908.95</u>	<u>1,075,359.07</u>	<u>-34,450.12</u>	<u>1,761,643.00</u>
Net Ordinary Income	438,022.96	447,825.23	-9,802.27	249,727.63	220,511.36	29,216.27	-274,217.50
Other Income/Expense							
Other Income							

DOWNTOWN IMPROVEMENT BOARD
Profit & Loss Budget Performance- For Mgmt Use Only
February 2025

Accrual Basis

	Feb 25	Budget	\$ Over Budget	Oct '24 - Feb 25	YTD Budget	\$ Over Budget	Annual Budget
Voided Checks	1,205.50			1,205.50			
4980 · Sales Tax Collection Allowance	11.92			96.77			
4960 · Interest Income	816.54	1,000.00	-183.46	2,349.78	5,000.00	-2,650.22	12,000.00
Total Other Income	2,033.96	1,000.00	1,033.96	3,652.05	5,000.00	-1,347.95	12,000.00
Net Other Income	2,033.96	1,000.00	1,033.96	3,652.05	5,000.00	-1,347.95	12,000.00
Net Income	440,056.92	448,825.23	-8,768.31	253,379.68	225,511.36	27,868.32	-262,217.50

DOWNTOWN IMPROVEMENT BOARD
Palafox Profit & Loss Budget Performance- For Mgmt Use Only
February 2025

Accrual Basis

	Feb 25	Budget	\$ Over Budget	Oct '24 - Feb 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor	14,000.00	22,166.67	-8,166.67	109,760.00	110,833.31	-1,073.31	266,000.00
Total Program Revenue	14,000.00	22,166.67	-8,166.67	109,760.00	110,833.31	-1,073.31	266,000.00
Total Income	14,000.00	22,166.67	-8,166.67	109,760.00	110,833.31	-1,073.31	266,000.00
Gross Profit	14,000.00	22,166.67	-8,166.67	109,760.00	110,833.31	-1,073.31	266,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	6,543.68	7,238.20	-694.52	34,958.22	36,191.00	-1,232.78	86,858.40
6003 · Permits / Street Closure	0.00	220.83	-220.83	0.00	1,104.19	-1,104.19	2,650.00
6004 · Portable Toilet Rental	2,420.00	916.67	1,503.33	6,000.00	4,583.31	1,416.69	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
6007 · Marketing	2,281.25	3,166.67	-885.42	16,807.10	15,833.31	973.79	38,000.00
6011 · Market App Program Fee	0.00	158.33	-158.33	0.00	791.69	-791.69	1,900.00
6012 · Market Security	2,000.00	1,833.33	166.67	19,120.00	9,166.69	9,953.31	22,000.00
6015 · Bathroom Construction	0.00	3,390.00	-3,390.00	10,170.00	16,950.00	-6,780.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	41.67	-41.67	0.00	208.31	-208.31	500.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00			0.00	4,540.00	-4,540.00	4,540.00
6018 · Market Cleaning Labor	3,677.21	3,676.80	0.41	18,386.05	18,384.00	2.05	44,121.60
Total 6000 · Palafox Market	16,922.14	20,663.33	-3,741.19	105,441.37	107,856.69	-2,415.32	254,000.00
Total Expense	16,922.14	20,663.33	-3,741.19	105,441.37	107,856.69	-2,415.32	254,000.00
Net Ordinary Income	-2,922.14	1,503.34	-4,425.48	4,318.63	2,976.62	1,342.01	12,000.00
Net Income	-2,922.14	1,503.34	-4,425.48	4,318.63	2,976.62	1,342.01	12,000.00

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	4,227.09
103 · Synovus - Money Market	449,150.11
Total Checking/Savings	453,377.20
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	27,093.82
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	8,951.45
Total Other Current Assets	37,777.52
Total Current Assets	491,154.72
Fixed Assets	
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	-161,333.37
Total Fixed Assets	98,465.00
TOTAL ASSETS	589,619.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-2,220.93
Total Accounts Payable	-2,220.93
Other Current Liabilities	
Accrued Salaries	3,843.68
481 · Sales Tax Payable	473.43
453 · 403(b) Employer Contribution	965.08
458 · Due to 403(b) - Employee Contr	784.62
471 · Payroll Liabilities	1,867.82
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	12,934.63
Total Current Liabilities	10,713.70
Total Liabilities	10,713.70
Equity	
32000 · Unrestricted Net Assets	343,400.36
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
Total 587 · Fund Balance	-17,874.02
Net Income	253,379.68
Total Equity	578,906.02
TOTAL LIABILITIES & EQUITY	589,619.72

DIB - Feb 25

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$9,870 Under Budget</i>	<i>\$5,200 Under Budget</i>
1301	Co-Op Participation	\$2,100 Under Budget (Several Late Payments)	\$5,200 Under Budget
4030	Palafox Market	\$8,100 Under Budget	\$1,000 Under Budget
Expense	<i>Overview</i>	<i>On Budger</i>	<i>\$34,450 Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$900 Under Budget</i>	<i>\$3,700 Under Budget</i>
5001	Salaries, Benefits & Taxes	\$1,000 Under Budget	\$1,200 UnderBudget
5023	Marketing	\$1,300 Under Budget	\$5,790 Under Budget
5027	Economic Development	\$2,300 Under Budget	\$14,000 Under Budget
6000	Palafox Market	\$3,700 Under Budget	\$2,200 Under Budget
7000	Ambassador Program	On Budget	On Budget

Marketing Highlights February 2025



PROJECTS



GRAPHIC DESIGN+PRODUCTION

- Downtown photoshoots 02/03/25+02/25/25
- Palafox Market photoshoot 02/08/25
- New trash compactor sign
- PR Planning for Palafox Market South
- Free Trolley A-frame signs
- Mardi Gras Market graphics
- Valentine's Day social graphics (Palafox Market)



DIGITAL PROJECTS

- Facebook + Instagram campaign
- 4 video reels
- Downtown businesses promoted via social stories in February: Pensacola Mardi Gras, Vinyl, 200 South, Rusted Arrow Mercantile, Shops of Palafox, Indigeaux, Coral's Closet, MiSu Street Food, The Garden, Bodacious Books, The Handlebar, Angelena's, Papa's Pizza, Graffiti Pizza, Bside, Intermission, Rocket to Saturn, Gray, Collette, Don Alans, Scout, Artesana, AJs, Nolita's, Gallery Night, Ballet Pensacola, PLT, NYN, The 5 Barrel, Odd Colony, Pensacola Bay Brewery, Five Sisters, Lucy's in the Square, Bodacious, Blue Wahoos, Saenger Theatre, The REX Café, Elebash's, The Dog House, Jewelers Trade Shop, Pensacola Hardware, Play, Innerlight, Perfect Plain, The Well



SPECIAL EVENTS PRODUCTION

- Foo Foo Fest project research + Letter of Intent
- Repast date change and music act coordination
- Foo Foo launch meeting at Palafox House
- Media monitoring and clips
- Add downtown events to local calendars
- Video call with artist Tomislav Topic
- Shop Hop news release and social promotion
- Mardi Gras Market



ECONOMIC DEVELOPMENT

- Creative meetings with videographer
- Shop Local marketing strategy
- Campaign budget
- Research golf carts, free trolley, street art



SOCIAL MEDIA

- Instagram and Facebook posts
- Daily monitoring and response
- Instagram Stories promoting merchants
- Valentine's Day Social Media Roundup
- Super Bowl watch party social roundup
- Mardi Gras + free trolley promotion
- Pensacon promotion
- Palafox Market Vendor Group

WEBSITE OVERVIEW

WEBSITE VISITORS

6.9K Users
9.8K Sessions
13,196 Pageviews

TOP PAGES

Palafox Market
Homepage
Events

WHERE THEY CAME FROM

Organic search
Direct
Referral



@downtownpensacola

INSTAGRAM STATS

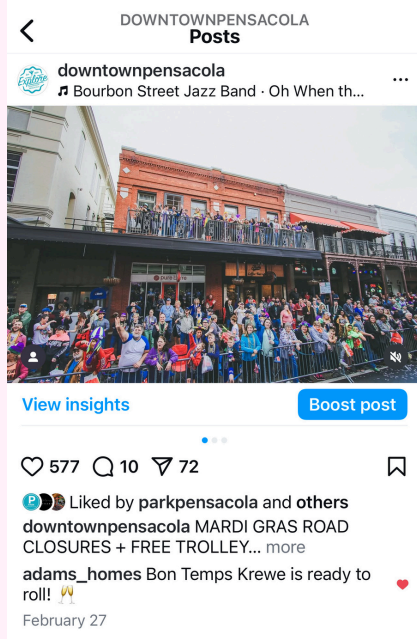
72.7% FEMALE / 27.3% MALE

- 45.9K TOTAL FOLLOWERS
- 562 NEW FOLLOWERS
- 21.7K INSTAGRAM REACH
- 136.7K TOTAL VIEWS
- 96 MERCHANT STORIES
- 11.2K TOP SINGLE POST REACH

FACEBOOK STATS

75.7% FEMALE / 24.3% MALE

- 96.8K TOTAL FOLLOWERS
- 569 NEW FOLLOWERS
- 563.3K FACEBOOK REACH
- 530.8K TOTAL VIEWS
- 96 MERCHANT STORIES
- 129.5K TOP SINGLE POST REACH



PALAFox MARKET SOCIAL MEDIA

@palafoxmarket

- 78.5K Instagram Views
- 4.0K Most Views Single Post
- 169 Social Posts + Stories
- 3 Video Reels
- 10.5K Instagram Followers
- 372 New Followers



BOOSTED POST STATS

- \$100 BUDGET
- 9,057 THRUPLAYS
- 9,218 VIEWS
- \$0.01 COST PER THRUPLAY
- 3,696 REACH

TARGETING:

Audience details	
Location	United States: Pensacola (+20 mi) Florida
Optimize locations	Off
Age	21 - 65+
Gender	Female
People who match	Interests: Outdoors, Play (activity), Visual arts, Music, Arts and music, Music festivals, Decorative arts, Wine, Festival, Fine art, HGTV, Seafood, Local food, Shopping, Dogs, Candle, Online shopping, Home, Clothing, Do it yourself (DIY), Foodie or Travel, Employers: Shop Small and Parents: Parents (All)



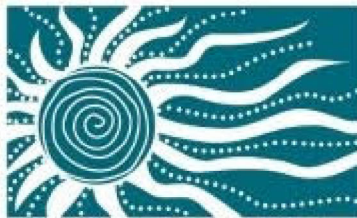
First Friday @ Blue Morning Gallery

Blue Morning Gallery, a vibrant artist cooperative in downtown Pensacola, hosts monthly First Friday receptions to celebrate new exhibitions and featured artists. These events offer the community an opportunity to engage with local art and meet the creators behind the works.

The upcoming First Friday reception is scheduled for April 4, 2025, from 5:30 PM to 7:30 PM. This event will honor the 2025 University of West Florida (UWF) Student Scholarship Show, featuring works by scholarship recipients Izzy Braniff and Stephanie Nowlin. Their art will be on display at the gallery from March 30 through April 26.

First Friday receptions at Blue Morning Gallery are free and open to the public, providing a welcoming atmosphere with refreshments and occasionally live music. It's an excellent opportunity to support local artists and experience Pensacola's thriving art scene. The gallery is located at 21 S. Palafox Place, Pensacola, FL 32502.

For more information on current and upcoming events, visit [Blue Morning Gallery's official website](#).

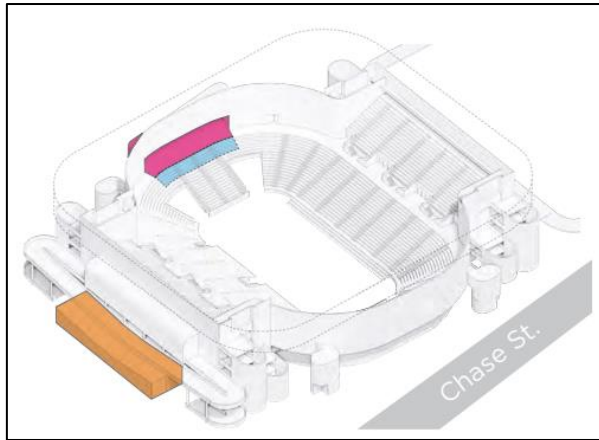




**BAY CENTER RENOVATION AND
EVENTS CENTER OPPORTUNITY**

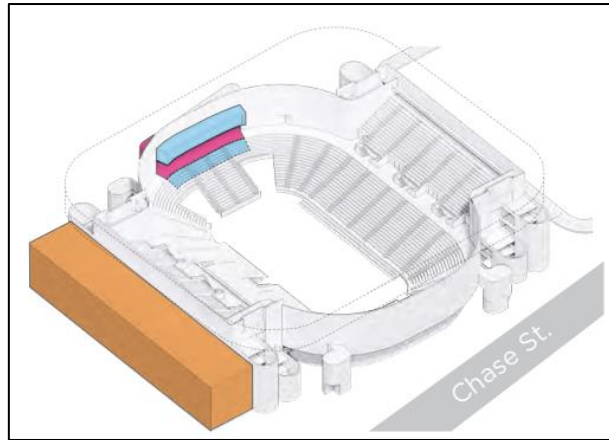


POPULOUS STUDY – 4 CONCEPTS



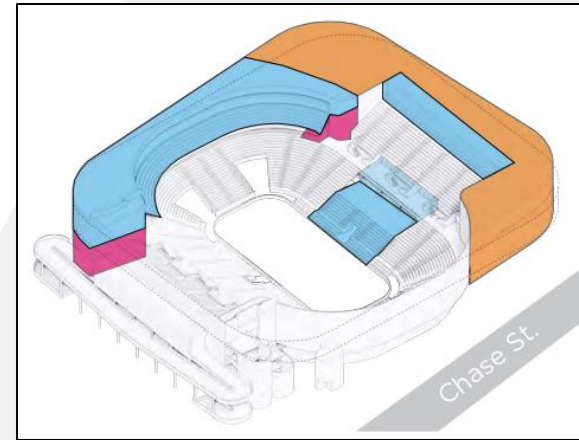
Concept 1 - \$22.3M

- 20-month timeline
- \$17.8m Hard Costs | \$4.5m Soft Costs and Escalation
- Least expensive option providing minimal improvements to food & beverage offerings and premium seating
- Option provides a North Concourse Expansion that increases square footage of the venue
- Option does not include many of the revenue generating amenities that are desired for the Arena



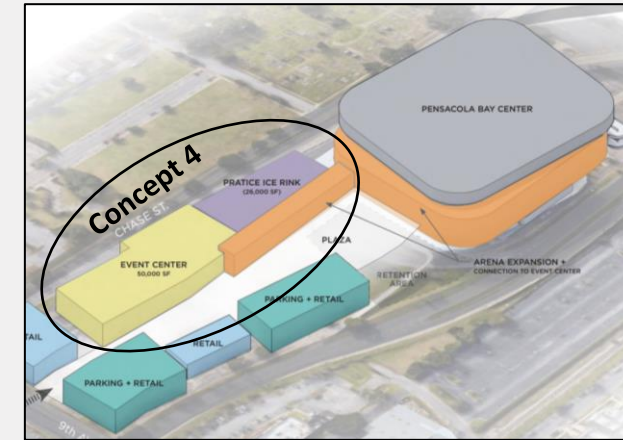
Concept 2 - \$52M

- 26-month timeline
- \$41m Hard Costs | \$11m Soft Costs and Escalation
- Focus on revenue generating improvements to food & beverage offerings and premium seating
- Option also provides a build out north concourse expansion creating a grand lobby
- Option includes many of the revenue generating assets that are desired



Concept 3 - \$100M

- 36-month timeline
- \$80m Hard Costs | \$20m Soft Costs and Escalation
- Focus on creating a new north east exterior and adding additional seating
- Option provides improved revenue aspects
- Option does include many of the revenue generating assets, but also includes significant additions to the venue that are costly



Concept 4 - \$104M

- 36-month timeline
- \$83m Hard Costs | \$21m Soft Costs and Escalation
- Fully exterior focus with the addition of an Ice Rink and Event Center
- Creates optionality for a mixed use district and additional development
- Cost does not include any Arena improvements and those would be in addition to the \$104m
- Provides a possible phasing option

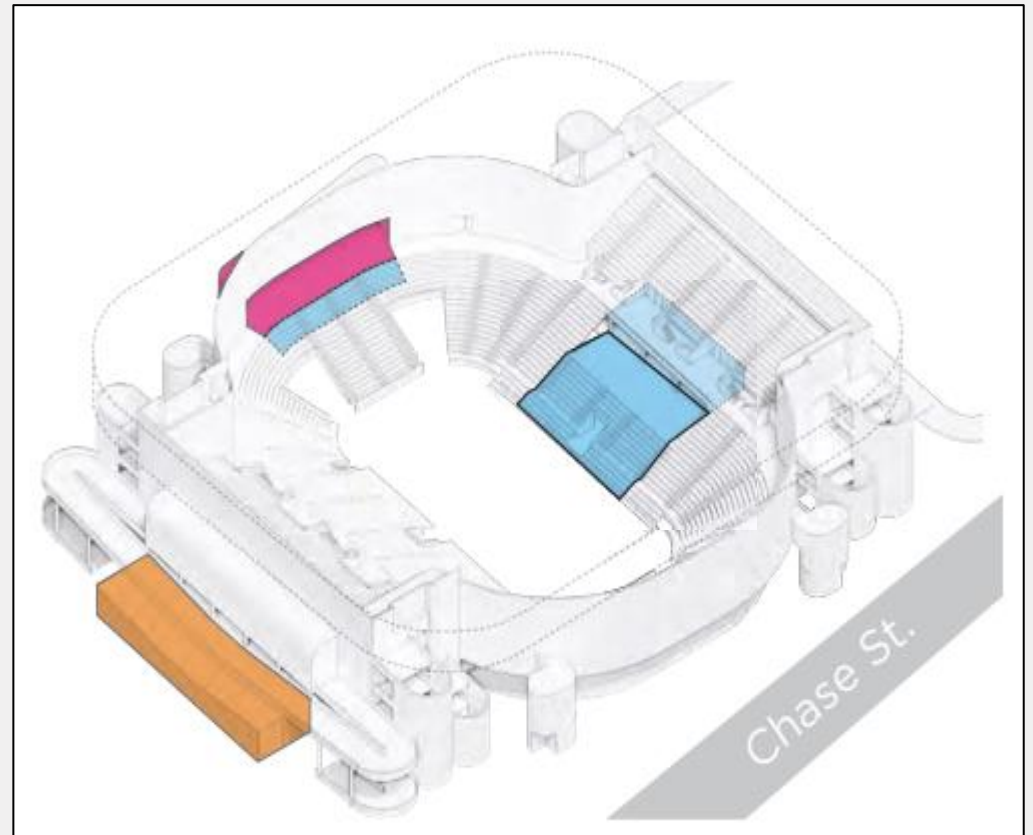
1.) Cost estimates are based on latest Populous Study completed in 2024 and include both soft and hard costs.

PROPOSED ARENA RENOVATION OPTION

PROPOSED ARENA RENOVATION PROVIDES HIGHEST ROI TO THE BOCC WITHIN WORKING BUDGET

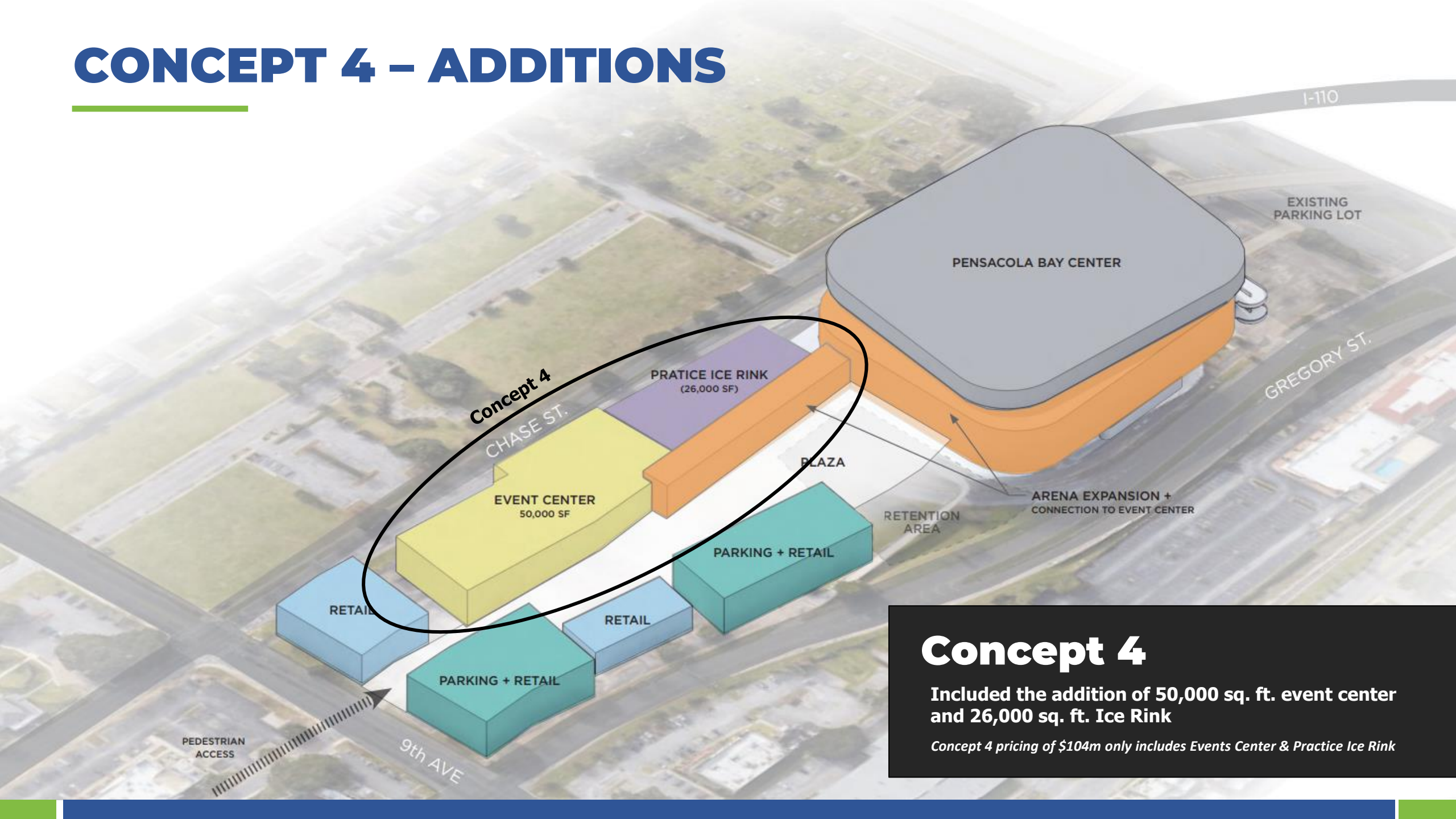
Concept Design Cost Estimate	Amount
Exterior Upgrades / Facade Enhancements	\$12.5
West Club Spaces (Event & Mid Levels)	\$12.0
West Club Spaces (Concourse Level)	\$4.0
East Mid and Concourse Levels	\$11.0
Loading Dock Addition	\$2.5
Service Elevator Addition	\$1.5
South Side Seating Bowl & Stage Pocket	\$0.5
Estimated Total Cost	\$44.0
(+) Video Boards	\$3.0
(+) Rigging Capacity additions	\$0.5
All in Estimated Total Cost	\$47.5

Mix of Concept 1, 2, & 3- \$50M



1.) Cost estimates are based on latest Populous Study completed in 2024 and include both soft and hard costs.

CONCEPT 4 - ADDITIONS



Concept 4

Included the addition of 50,000 sq. ft. event center and 26,000 sq. ft. Ice Rink

Concept 4 pricing of \$104m only includes Events Center & Practice Ice Rink

\$85M RENOVATION OPTION CONSIDERATIONS

ADDITIONAL FUNDING PRESENTS BOCC WITH OPTIONS FOR AN EVENTS CENTER

Concept Design Cost Estimate	Amount
Exterior Upgrades / Facade Enhancements	\$12.5
West Club Spaces (Event & Mid Levels)	\$12.0
West Club Spaces (Concourse Level)	\$4.0
East Mid and Concourse Levels	\$11.0
Loading Dock Addition	\$2.5
Service Elevator Addition	\$1.5
South Side Seating Bowl & Stage Pocket	\$0.5
Original Estimated Total Cost	\$44.0
(+) Video Boards	\$3.0
(+) Rigging Capacity additions	\$0.5
(+) Events Center	\$37.5
New Estimated Total Cost	\$85.0

- Using work that Populous already completed on “Concept 4”, remaining funds of \$37.5M could be allocated toward an Events Center
- Populous would need to be reengaged to understand size and facility program of the Events Center given the budget
- Events Center is not likely to generate an operating surplus; however, it is expected to generate economic impact through hosting conventions, trade shows, and youth sports



Arena Renovation Summary



EXTERIOR & FAÇADE IMPROVEMENTS

Exterior improvements to modernize the venue

- Creates a Naming Rights Opportunity
- Improves overall look and feel of the venue to improve the experience of guests, event promoters, and tenants
- Heightened experience for new premium offerings with exclusive entry locations

Estimated Cost: \$12.65m

Revenue: \$400k to \$600k



EXTERIOR & FAÇADE IMPROVEMENTS



NAMING RIGHTS

Exterior lighting panels create enhanced Naming Rights opportunity for sponsors

TQL Stadium – Cincinnati, OH

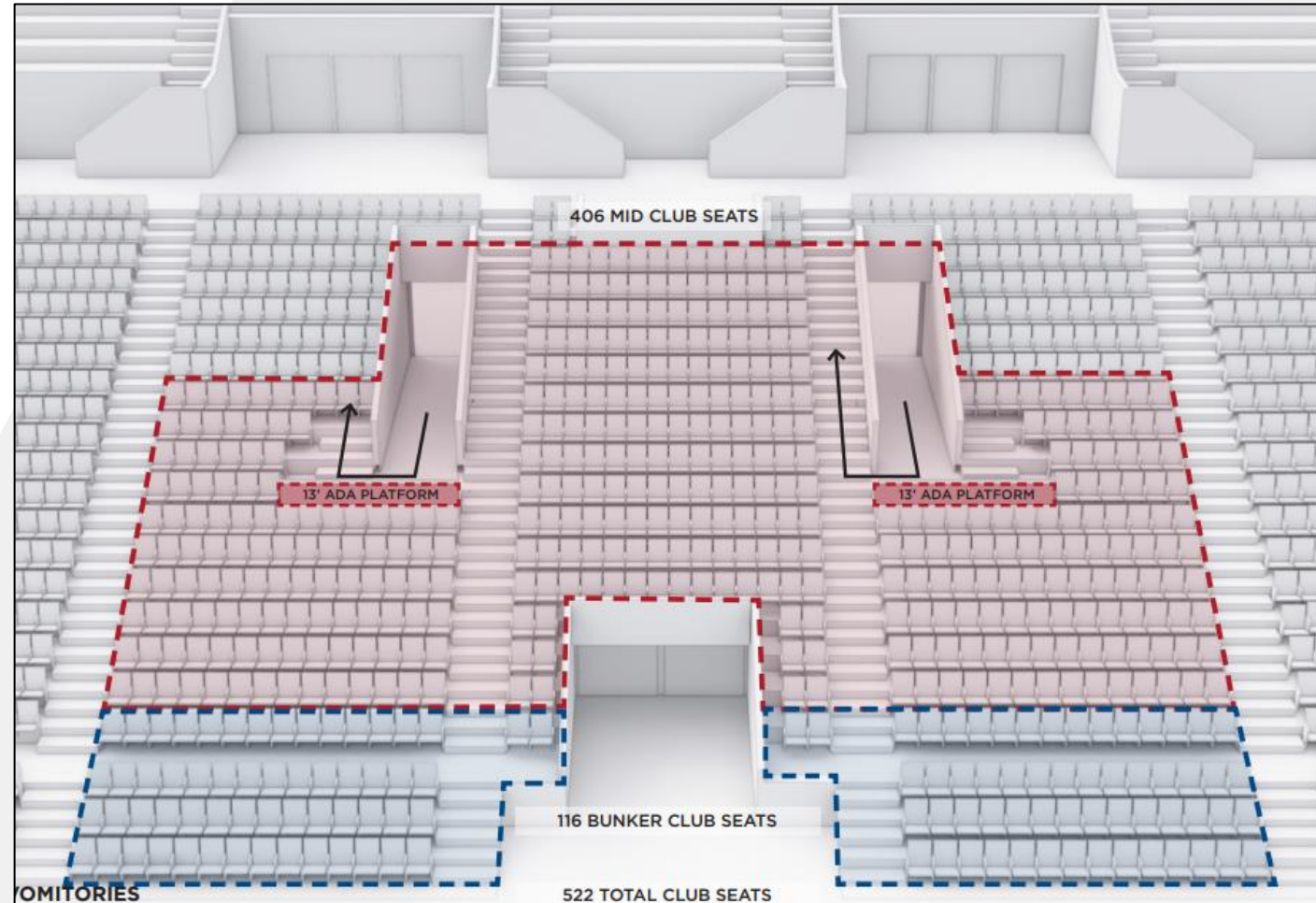
WEST SIDE CLUB SPACES

Addition of a 116-seat bunker club and 406-seat premium club space

- Introduces premium seating opportunity to Pensacola market
- Creates various levels of experiences for guests to choose from for events
- Improved Club Spaces create more private event opportunities
- Supports sale of sponsorship assets

Estimated Cost: \$16.3m

Revenue: \$1m to \$1.2m



WEST SIDE CLUB SPACES



BUNKER CLUB

Located at the event level, bunker suites have become a very popular commodity.

Caesars Superdome – New Orleans, LA

WEST SIDE CLUB SPACES



SOCIAL CLUB

A club space offering during ticketed events and a sellable private event space on non-event days.

Desert Diamond Arena – Glendale, AZ

WEST SIDE CLUB SPACES

annexus[®]
Social
Club

SOCIAL CLUB

Many venues are using former storage or private rooms to convert spaces in sellable Club Spaces

Footprint Center – Phoenix, AZ

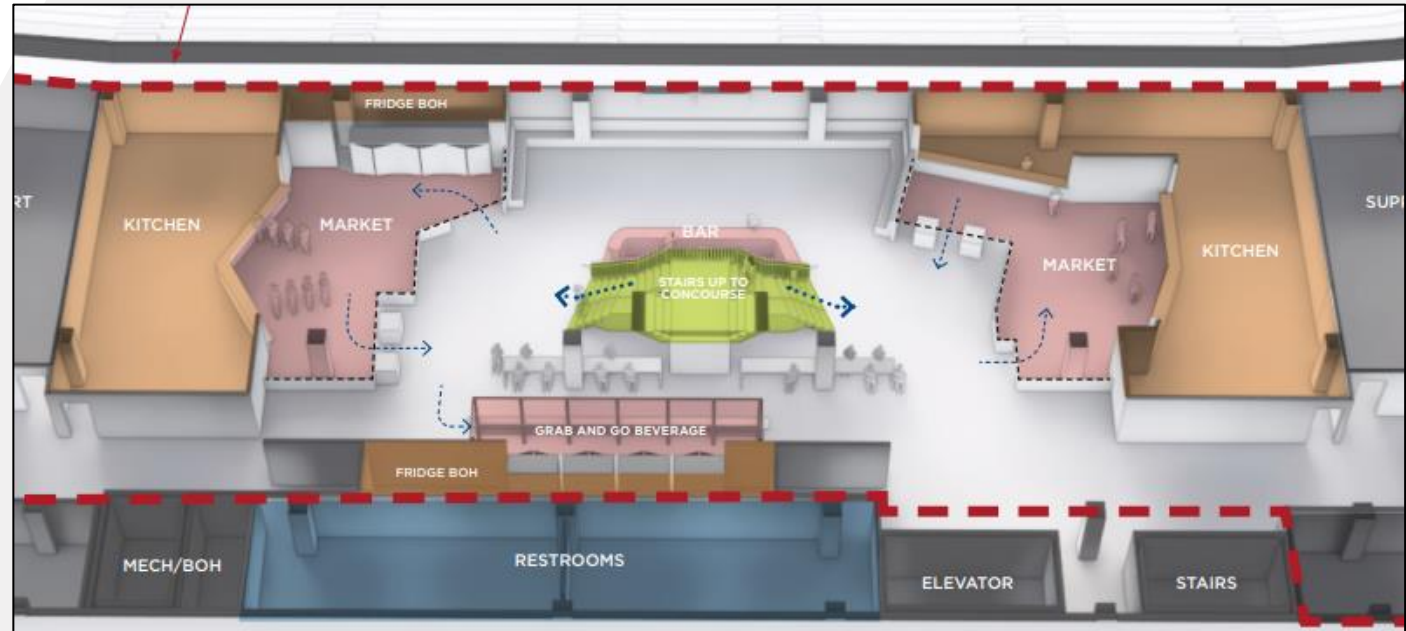
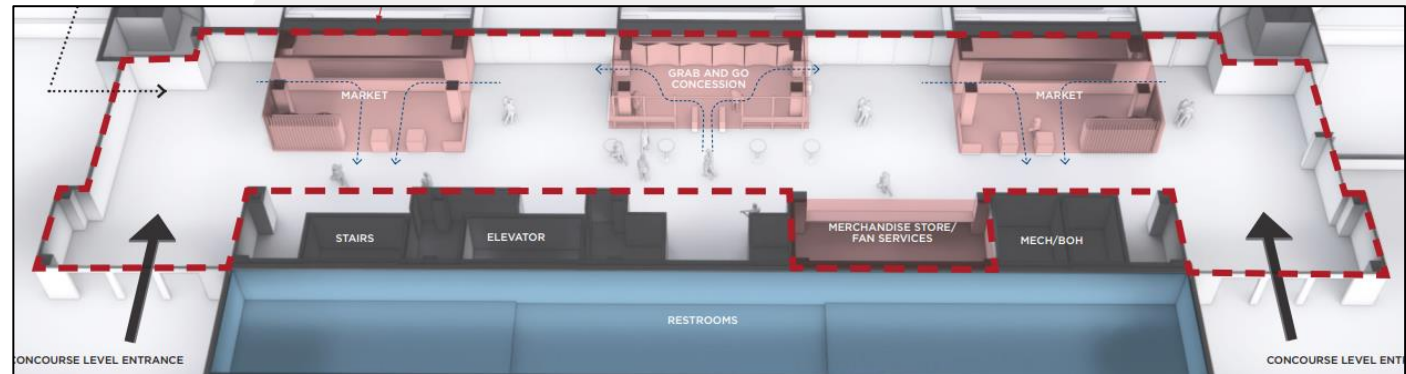
EAST SIDE F&B IMPROVEMENTS

Increased offerings and service levels via Market Based F&B products

- Improves delivery methods of food and beverage offerings to increase throughput and decrease lines
- Faster speed of service and offerings increases per capita spending
- Market based delivery methods and feature bars allows for improved product offerings that guests desire in an entertainment venue

Estimated Cost: \$10.8m

Revenue: \$400k to \$600k



EAST SIDE F&B IMPROVEMENTS



FEATURE BARS

Signature feature bars provide added points of sale and increase per capita spending

State Farm Arena – Atlanta, GA

EAST SIDE F&B IMPROVEMENTS



GRAB & GO

Specifically designed locations for pre-packaged items allows for quicker throughput of guests

Barclays Center – Brooklyn, NY

EAST SIDE F&B IMPROVEMENTS

A photograph of a modern food and beverage market area. The space is bright and clean, with a light-colored floor and ceiling. Several people are walking through the area. In the foreground, a woman is wearing a black sequined jacket and a black hat. In the background, there are refrigerated display cases filled with drinks, a counter area, and other people. The overall atmosphere is busy and well-lit.

MARKET F&B

Market based food & beverage offerings allow for faster speed of service that reduces lines

Caesars Superdome – New Orleans, LA

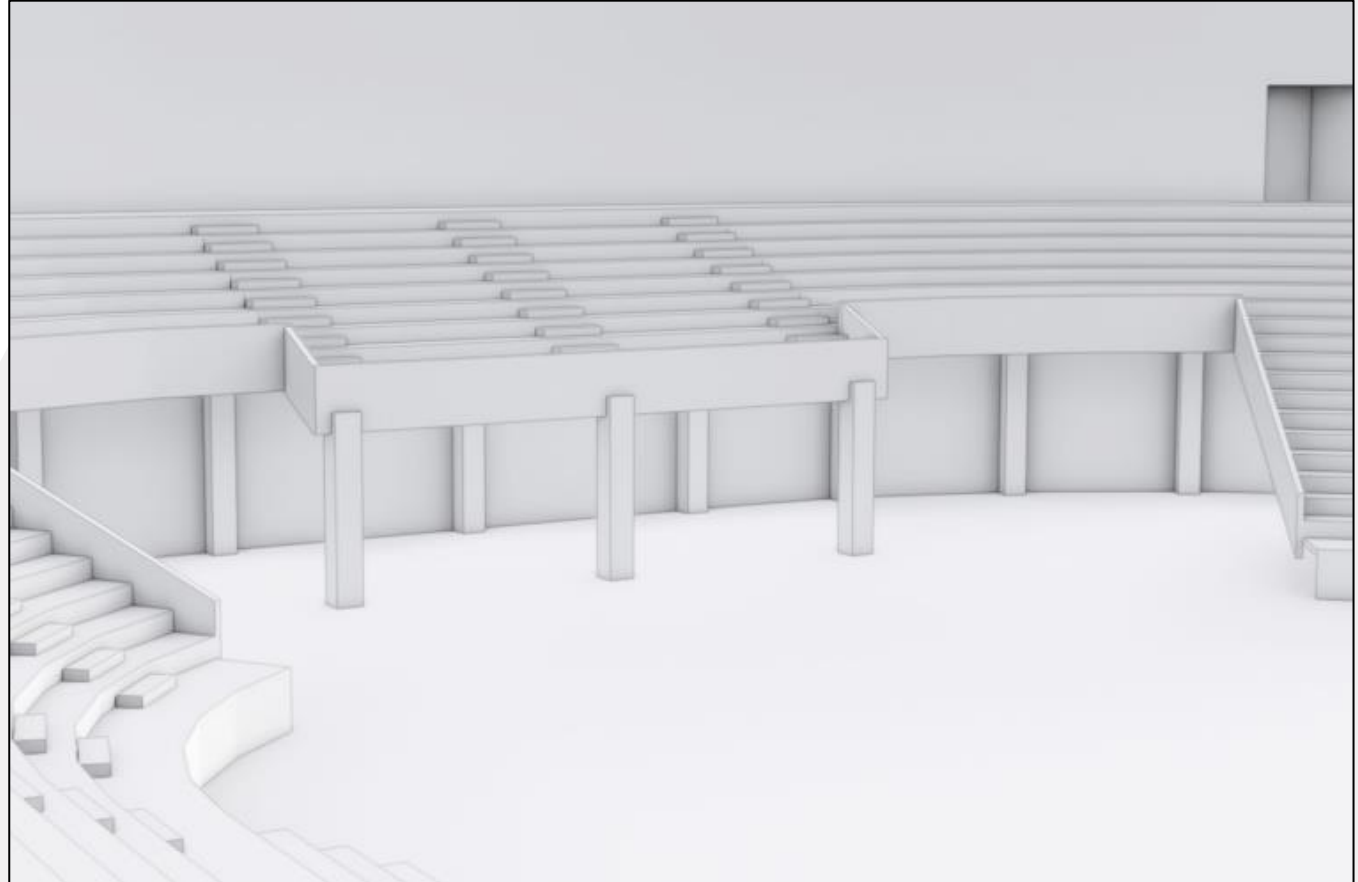
STAGE POCKET

Stage pocket creates additional capacity and improved sight lines

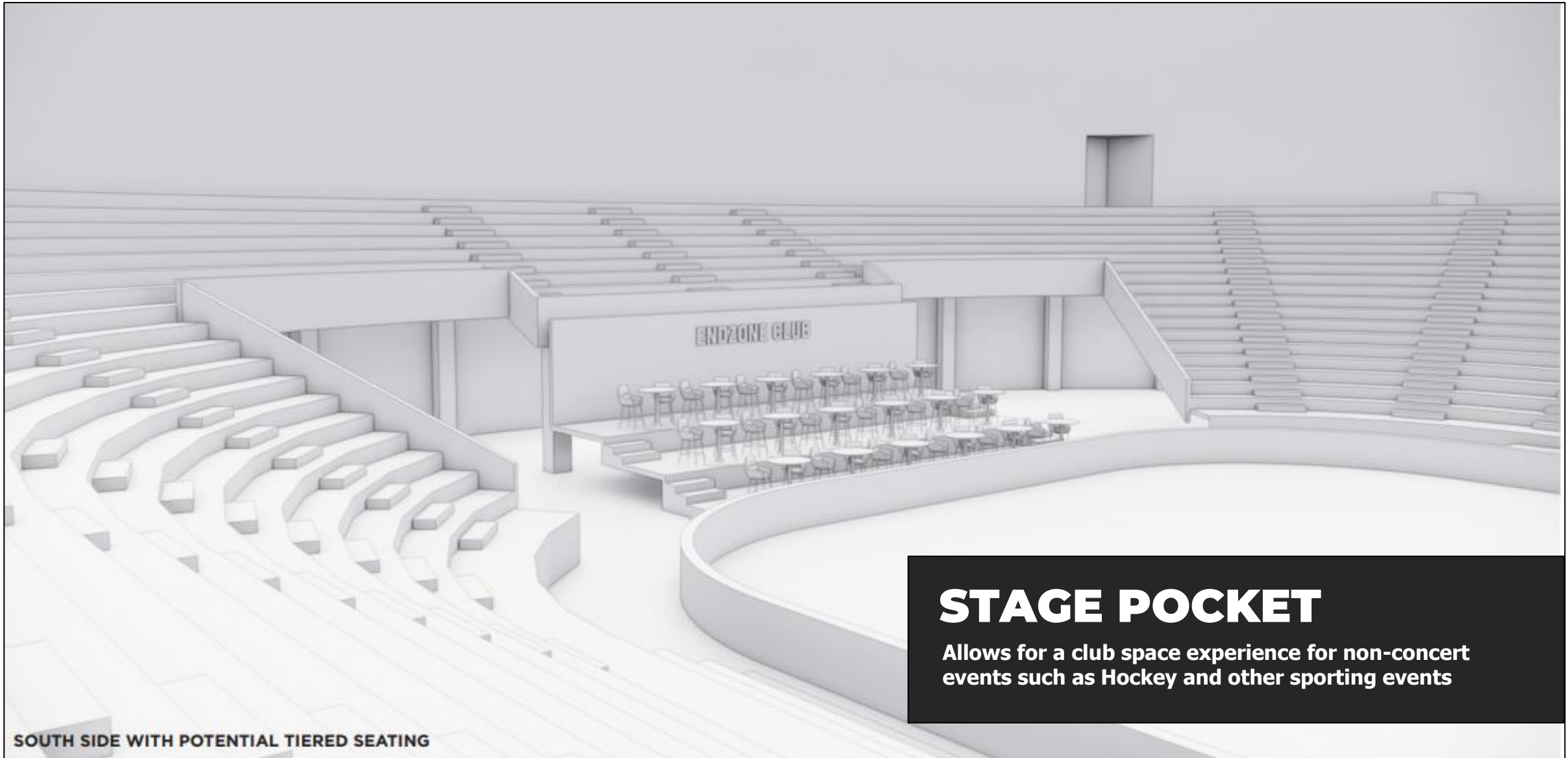
- Stage pocket allows for an increase in capacity for concerts which will allow the venue to attract larger artists who require certain capacities
- Increased capacity will result in increased revenues on a per show basis
- When not in use, the pocket can be used as SRO club like space for Hockey & Sporting events

Estimated Cost: \$400k

Revenue: \$150k to \$300k



STAGE POCKET



STAGE POCKET

Allows for a club space experience for non-concert events such as Hockey and other sporting events

SOUTH SIDE WITH POTENTIAL TIERED SEATING

STAGE POCKET



SOUTH SIDE WITH STAGE

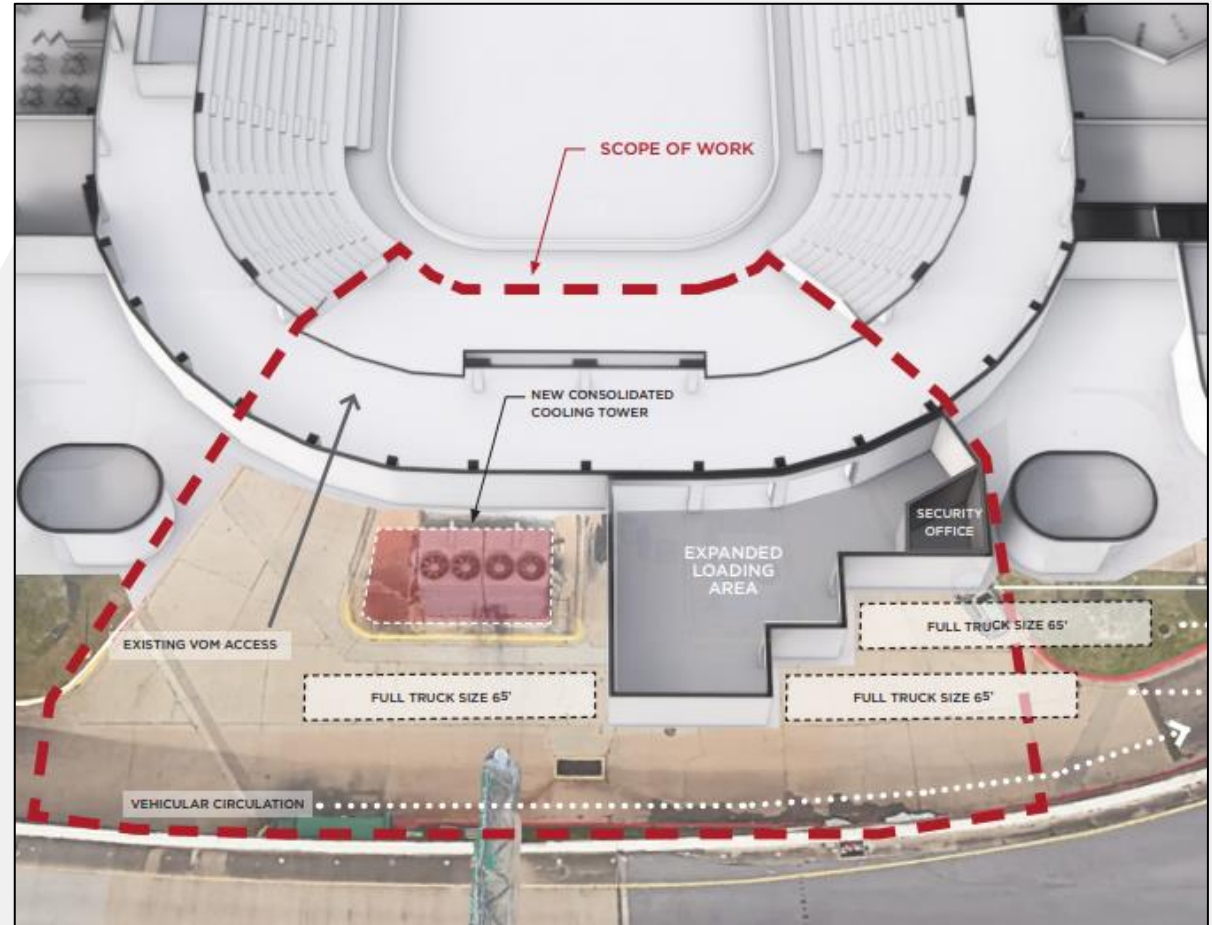
STAGE POCKET

Improved stage placement will allow the venue to reach a concert capacity of over 8,500 seats

LOADING DOCK IMPROVEMENTS

Improved loading dock allows for quicker turn allowing for more routing possibilities

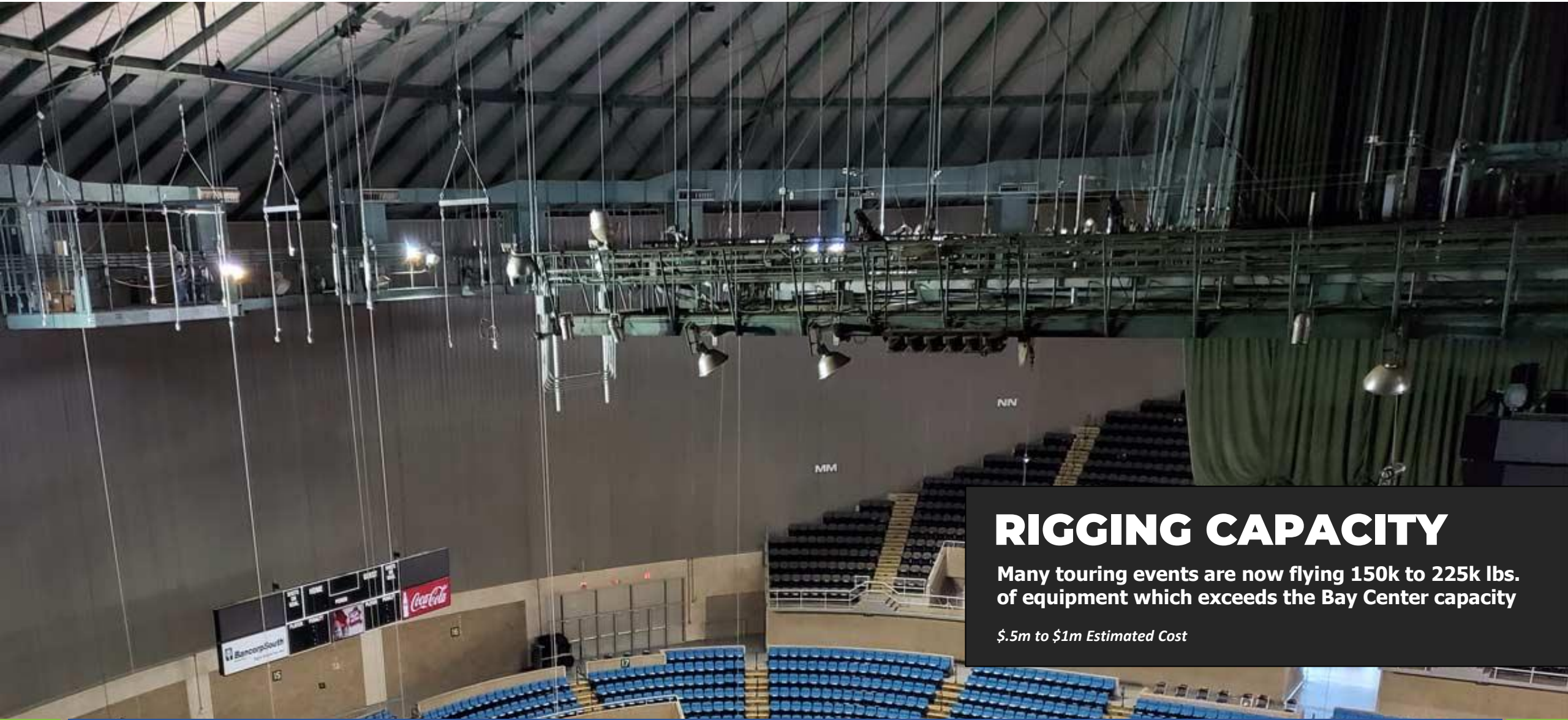
- Improvements will reduce load in time to make for a quicker stop that artists can add between southeast routings
- A projection of 2-4 more concerts per year can result from this improvement
- Improved loading area also creates better experience for promoters that will increase likelihood of future shows



Estimated Cost: \$2.3m

Revenue: \$200k to \$600k

ARENA IMPROVEMENTS



RIGGING CAPACITY

Many touring events are now flying 150k to 225k lbs. of equipment which exceeds the Bay Center capacity

\$.5m to \$1m Estimated Cost

ARENA PROFORMA

RENOVATION COULD ALLEVIATE COUNTY FOR CURRENT \$1.3M ANNUAL SUBSIDY

- A renovation will generate additional revenue, enabling the County to reduce or eliminate its annual subsidy
- A renovation will create an opportunity for an adjustment to ASM's management agreement to more of a performance-based Management Agreement that aligns incentives to ensure the County benefits from the investment into the Arena renovation
- A renovation will support a Capital contribution from ASM to help finance the Arena's improvements

Arena P&L	Current State FY22 & FY23	Post Renovation Proforma (1)
# of Events:	245	270
<u>Net Revenues:</u>		
Premium Seating:	0	700,000
Sponsorship:	100,000	800,000
Ticketing:	1,100,000	1,800,000
Food & Beverage	1,500,000	2,900,000
Rent:	(100,000)	(200,000)
Parking & Merch:	100,000	300,000
Other:	200,000	200,000
Net Adjusted Revenues:	2,900,000	6,500,000
<u>Operating Expenses:</u>		
(-) Staffing:	1,300,000	1,900,000
(-) Operations & Utilities:	2,100,000	2,200,000
(-) Insurance:	200,000	200,000
(-) Fees & Capital Reimbursement	600,000	1,700,000
Total Operating Expenses:	4,200,000	6,000,000
Net Operating Profit / Subsidy	(1,300,000)	500,000
(-) Annual Capital Expenditures	200,000	400,000

1.) Post Renovation Proforma shows a hypothetical illustration that is subject to change based on renovation planning, business term negotiations and market conditions.

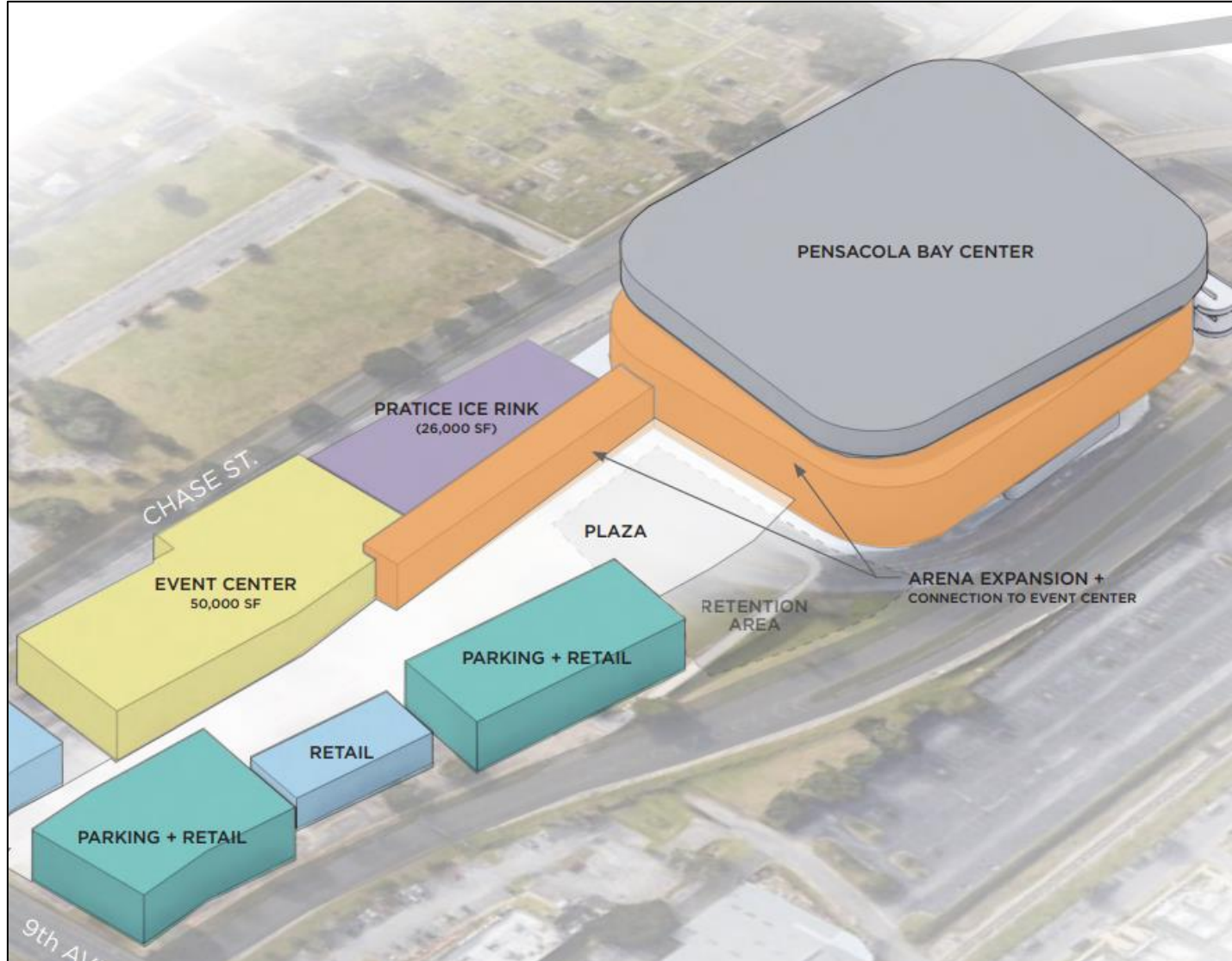
2.) Proforma excludes Events Center impact (Arena P&L Only).



Additional Event Center Information



CONCEPT 4 – ADDITIONS

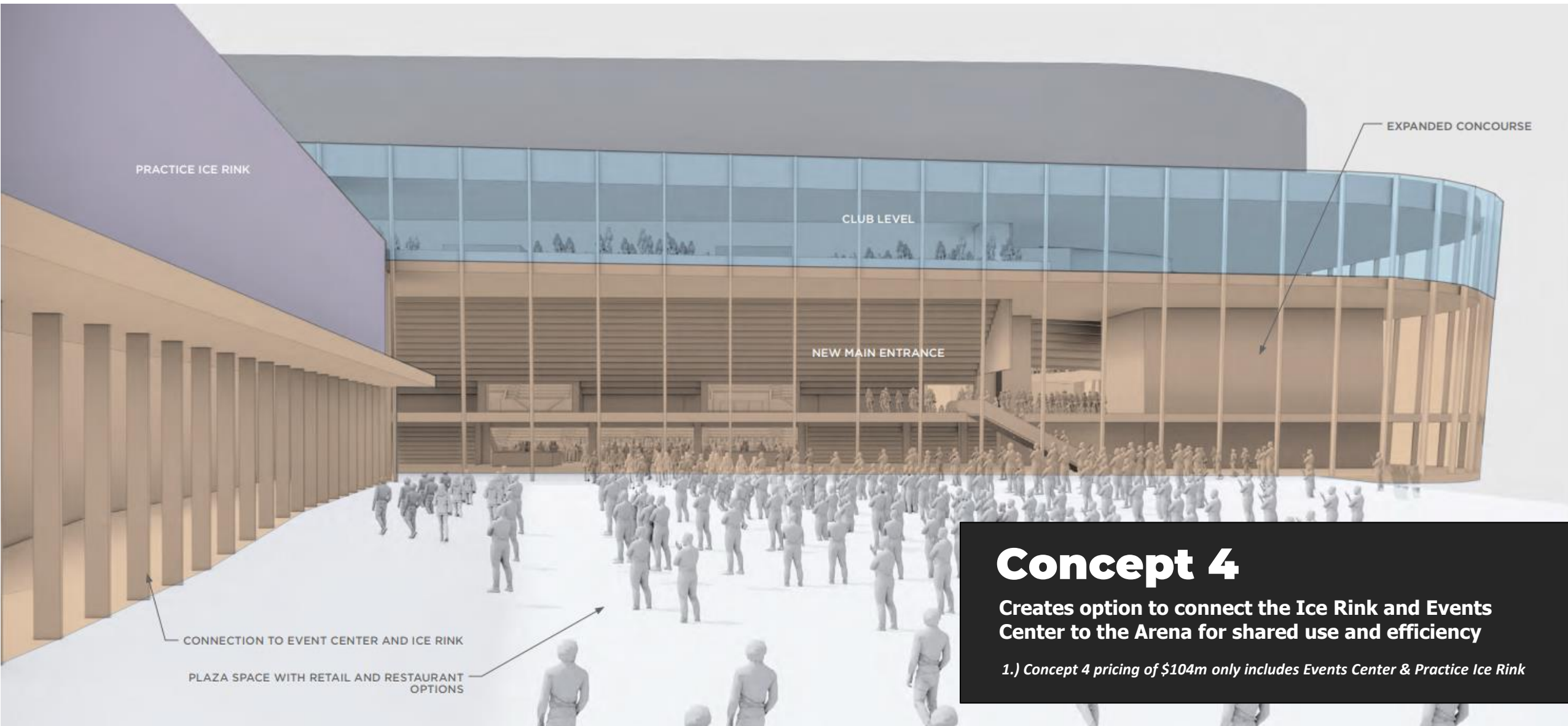


Concept 4 Cost Estimates

Concept Design Cost Estimate	Amount
Ice Rink	\$ 31,000,000
Event Center	\$ 54,000,000
Grand Plaza	\$ 7,500,000
Service & Loading	\$ 4,000,000
West Parking Lot	\$ 4,000,000
Retention Pond	\$ 3,500,000
Estimated Total Cost	\$ 104,000,000

All costs are per the Populous Study issued by Escambia County and would need further refinement in alignment with an updated plan.

CONCEPT 4 - ADDITIONS



CONCEPT 4 OPERATING PROJECTIONS

Comp Venue	Comp Average	Comp #1	Comp #2	Comp #3	Comp #4	Comp #5
Location		Southeast	South Central	Northeast	Midwest	Southeast
Sq. Ft. of Convention Space	60,000	46,080	45,000	53,000	74,520	100,000
Attendance	140,000	162,852	15,040	74,650	99,872	340,542
Number of Events	240	244	204	251	213	296
Direct Event Income	\$620,000	\$837,999	\$361,402	\$153,296	\$480,652	\$1,272,958
Ancillary Income	\$770,000	\$498,001	\$420,392	\$1,204,728	\$385,990	\$1,351,064
Other Event Income	\$230,000	\$31,200	\$2,836	\$21,601	\$53,282	\$1,066,011
Total Event Income	\$1,620,000	\$1,367,200	\$784,630	\$1,379,625	\$919,924	\$3,690,033
Other Operating Income	\$390,000	\$42,600	\$0	\$131,803	\$792,850	\$976,718
Adjusted Gross Revenue	\$2,010,000	\$1,409,800	\$784,630	\$1,511,428	\$1,712,774	\$4,666,751
Indirect Expenses	\$2,540,000	\$2,090,572	\$930,614	\$2,408,695	\$2,493,166	\$4,778,909
Net Operating Profit	(\$530,000)	(\$680,772)	(\$145,984)	(\$897,267)	(\$780,392)	(\$112,158)

- Typical exhibit space and ice rink venue operates in the range of a \$400k to \$600k annual loss with losses supported via sales tax, hotel tax, or other tax dollars generated because of the venues
- Further research and work to be done on operating projections as design concept is better defined along with the uses of the facility
- Event overlap and uses complex event opportunities need to be studied to understand parking and other restrictions

Palafox Market North Rate Proposal

	Current	Weekly Rev	Proposed	Weekly Rev	Old Annual	New Annual
Farmers	\$ 20	\$ 380.80	\$ 20	\$ 380.80	\$ 18,278	\$ 18,278
Art	\$ 25	\$ 1,428.00	\$ 30	\$ 1,713.60	\$ 68,544	\$ 82,253
Pre food	\$ 30	\$ 1,071	\$ 35	\$ 1,249.50	\$ 51,408	\$ 59,976
Onsite	\$ 35	\$ 250	\$ 40	\$ 285.60	\$ 11,995	\$ 13,709
		\$ 3,129.70		\$ 3,629.50	\$ 150,226	\$ 174,216

Average Attendance YTD 119

DIB ECONOMIC DEVELOPMENT CAMPAIGN			Apr	May	Jun	Jul	Aug	Sep	Oct	PROJECT TOTALS
DIGITAL	Geo-fence	Geo-fence, geo-fence retargeting, Offline conversion attribution		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000
	SEM	Search ads		\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$9,000
	Facebook / Instagram ads	Geo and demo, interests, lookalike / carousel, static image + video		\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$13,500
	Digital ad creative and copy	Design and production; all versions; optimization; tracking	\$1,250	\$500	\$500	\$500	\$500	\$500	\$500	\$4,250
PR & MEDIA	Press releases	Video news release and media releases included in DIB monthly marketing strategy	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ASSETS	Video 1—3 full days of shooting	Coordinate with restaurants and bars, 15-minute interviews, video and B-roll, music, editing		\$6,000	\$0	\$0	\$0	\$0	\$0	\$6,000
	Video 2—2 full days of shooting	Coordinate models and shops, interview soundbites, shooting and editing in various formats		\$5,000	\$0	\$0	\$0	\$0	\$0	\$5,000
	Video 3—2 full days of shooting	Various locations: live action shots during performances and events.		\$5,000	\$0	\$0	\$0	\$0	\$0	\$5,000
	Sizzle Reel	The overall hero shot video that takes the best elements of all three shorter videos and compiles them into a 2-minute sizzle reel of pure hero shots. All killer, no filler.		\$1,500						\$1,500
	Photography	Photography for ads, social, e-marketing & PR	\$2,500							\$2,500
PRINT	Explorer's Guide	Downtown map and business directory 10,000	\$1,500	\$1,296						\$2,796
	Social Media Marketing	Organic social included in DIB monthly strategy	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
MONTHLY TOTALS			\$7,800	\$25,046	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$64,096
		Removed: airport baggage claim ads, visit pensacola visitor guide, visitpensacola.com digital feature ads, radio, radio production								