



Downtown Improvement Board
Regular Monthly Meeting
Tuesday June 16th, 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 June 16th, 2026
 - c. *Approval of the minutes from the regular meeting of the DIB May 19th, 2026
 - d. *Review of the May Financials

- III. On-Going Business
 - a. PPD Report - Sergeant Ghigliotty
 - b. Spotless Report - Labarian Turner
 - c. Marketing Report - Caron Sjoberg
 - d. Palafox Market - Cailin Feagles

- IV. Old Business

- V. New Business
 - a. *First Friday Art Walk – Gretchen Scott
 - b. 2026/2027 Budget Discussion
 - c. *Outdoor Furniture for Plaza Ferdinand
 - d. *Ad Hoc Officer Nominating Committee

- VIII. Public Comment

- IX. Adjournment

Next meeting – July 21st, 2026
(*) = approval item



Downtown Improvement Board
Regular Monthly Meeting
Tuesday May 19th, 2026, 7:30
AGENDA

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

- I. Call to Order
 - a. The meeting is called to order at 7:35 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting was properly noticed.
 - b. The proposed meeting agenda for May 19th, 2026 is motioned by William Merrill, seconded by Sara Papantonio, and unanimously approved.
 - c. The minutes of the regular meeting of the DIB held on April 28th, 2026 are motioned, seconded, and unanimously approved.
 - d. The April financials are motioned, seconded, and unanimously approved.
 - Palafox Market revenue under budget for the year.

- III. On-Going Business
 - a. PPD Report - Sergeant Ghigliotty
 - Noise complaints involving downtown businesses were reported and have been addressed.
 - Officer Rodell has been promoted. PPD will begin the hiring process to fill the position.
 - b. Spotless Report - Labarian Turner
 - Pressure washing will begin on Palafox sidewalks to prepare for the opening of Palafox.
 - Two new employees have been added to the schedule.
 - c. Marketing Report - Caron Sjoberg
 - This week is the final week of All I Want Construction Edition.
 - Ideaworks has created a logo for the July Mid-Week Market.
 - The Downtown Visit guides have been distributed to the visitor centers
 - d. Palafox Market - Cailin Feagles
 - Survey results came back for the mid-week market with a lot of interest.
 - Cailin Feagles preparing permit for summer market series.
 - e. The New Palafox Project Update – Adrienne Walker & Walker Wilson
 - The Palafox Ribbon cutting will be at 3 PM on Friday.
 - Construction on side Streets will start next week.
 - Palafox Street will remain pedestrian only through May 31st.
 - CRA will be taking over the maintenance of Plaza Ferdinand.
 - Walker Wilson looking into permanent furniture for Plaza Ferdinand.

- IV. Old Business

a. Palafox Market Non-Profit Update – Walker Wilson

- Friends of Downtown can take donations for Palafox Market

V. New Business

a. CRA Commercial Improvement Grants – Shirley Baylis, CRA Program Manager

- The CRA has created a new brochure for their Commercial Improvement Grant program. The brochure provides information on available funding opportunities and program requirements for eligible businesses and property owners.

b. *Palafox Rent Relief Program – Letter of Support

- Motioned, seconded, and unanimously approved.

c. *First Friday Downtown Art Galleries – Trolley Funding Request \$(waiting on quote)

- There is a motion to approve \$225 to put towards one month for the trolley, and then revisit at next month's meeting. Motion is seconded and unanimously approved.

d. *Plants for Plaza Ferdinand – (waiting on quote)

- There is a motion to approve up to \$5,000 towards plants for Plaza Ferdinand. Motion is seconded and unanimously approved.

e. Umbrella Alley Update

- The team is moving forward on getting the framework for the umbrellas up. Umbrellas are still on the way.

VIII. Public Comment

IX. Adjournment

- The meeting is adjourned at 9:17 AM

Next meeting – June 16th, 2026
(*) = approval item

Downtown Improvement Board

Statement of Financial Position

As of May 31, 2026

	TOTAL
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Assets	
Current Assets	
Bank Accounts	
101 Cash - Synovus- 0237 Operating	20,345.60
103 Synovus - Money Market	248,091.80
Total for Bank Accounts	\$268,437.40
Accounts Receivable	
140 Accounts Receivable	8,634.21
Total for Accounts Receivable	\$8,634.21
Other Current Assets	
140.5 Due from Friends of Downtown	30,225.06
162 City of P-Clean Up Deposit/Perm	1,000.00
164 Prepaid Insurance	5,972.00
Inventory Asset	870.24
Total for Other Current Assets	\$38,067.30
Total for Current Assets	\$315,138.91
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	\$404,965.26
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Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
450 Accounts Payable	16,461.39
Total for Accounts Payable	\$16,461.39
Other Current Liabilities	
452 Compensated Absences	5,938.18
471 Payroll Liabilities	\$0.00
472 ED 403B	508.43
474 Medicare	774.97
Total for 471 Payroll Liabilities	\$1,283.40
481 Sales Tax Payable	196.00
Florida Department of Revenue Payable	18.15
Total for Other Current Liabilities	\$7,435.73
Total for Current Liabilities	\$23,897.12
Total for Liabilities	\$23,897.12

Downtown Improvement Board

Statement of Financial Position

As of May 31, 2026

	TOTAL
Equity	
30000 Opening Balance Equity	959.83
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	107,182.71
Net Revenue	181,165.62
Total for Equity	\$381,068.14
Total for Liabilities and Equity	\$404,965.26

Budget vs. Actuals - Month

May-26

	May-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
Program Revenue							
4030 Palafox Market Vendor					173,333.32	-173,333.32	260,000.00
4031 Palafox Market Vendor North	10,060.00	21,666.67	-11,606.67	133,888.61		133,888.61	
4031 Palafox Market Vendor South	7,360.00		0.00	18,275.00		18,275.00	
4037 Palafox Market App Fees	785.00		550.00	2,250.00		2,250.00	
4038 Palafox Market Merchandise	144.52			144.52		144.52	
Total for Program Revenue	18,349.52	21,666.67	-3,317.15	154,558.13	173,333.32	-18,775.19	260,000.00
Total for Revenue	18,349.52	21,666.67	-3,317.15	154,558.13	173,333.32	-18,775.19	260,000.00
Expenditures							
6000 Palafox Market		1,427.08	-1,427.08	5,204.34	11,416.64	-6,212.30	17,124.95
6001 Palafox Market Project Mgmt	8,287.52	6,990.80	1,296.72	63,067.97	59,421.83	3,646.14	90,880.45
6003 Permits / Street Closure	500.00	220.83	279.17	1,500.00	1,766.68	-266.68	2,650.00
6004 Portable Toilet Rental	6.41	375.00	-368.59	11,573.68	3,000.00	8,573.68	4,500.00
6007 Marketing	2,633.75	3,166.67	-532.92	25,625.55	25,333.32	292.23	38,000.00
6011 Market App Program Fee		158.33	-158.33	2,250.00	1,266.68	983.32	1,900.00
6012 Market Security	3,600.00	3,666.67	-66.67	28,800.00	29,333.32	-533.32	44,000.00
6013 Palafox Market Event			0.00	977.36		977.36	
6018 Market Cleaning Labor	2,989.07	3,679.55	-690.48	15,826.02	29,436.40	-13,610.38	44,154.60
6005 Market Anniversary Celebration		1,500.00	-1,500.00		1,500.00	-1,500.00	1,500.00
6006 Farm Visit- Mileage Reimburseme		20.83	-20.83		166.68	-166.68	250.00
6016 Travel, Entertainment & Educati	81.07	41.67	39.40	81.07	333.32	-252.25	500.00
6017 P. M. Holiday Market (Perm/Cop)		378.33	-378.33		3,026.68	-3,026.68	4,540.00
Total for 6000 Palafox Market	18,097.82	21,625.76	-3,527.94	154,905.99	166,001.55	-11,095.56	250,000.00
Total for Expenditures	18,097.82	21,625.76	-3,527.94	154,905.99	166,001.55	-11,095.56	250,000.00
Net Revenue	251.70	40.91	210.79	-347.86	7,331.77	-7,679.63	10,000.00

Budget vs. Actuals - Month

May-26

	May-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
1301 Co-Op Participation	6,365.35	5,666.67	698.68	58,585.21	45,333.36	13,251.85	68,000.00
4000 Misc Income				20,979.46		20,979.46	
4010 Ad Valorem Revenue	54,446.46		54,446.46	665,186.03	639,641.00	25,545.03	834,747.00
Program Revenue							
4030 Palafox Market Vendor					173,333.32	-173,333.32	260,000.00
4031 Palafox Market Vendor North	10,060.00	21,666.67	-11,606.67	133,888.61		133,888.61	
4031 Palafox Market Vendor South	7,360.00		0.00	18,275.00		18,275.00	
4037 Palafox Market App Fees	785.00		550.00	2,250.00		2,250.00	
4038 Palafox Market Merchandise	144.52			144.52		144.52	
Total for Program Revenue	18,349.52	21,666.67	-3,317.15	154,558.13	173,333.32	-18,775.19	1,162,747.00
QuickBooks Payments Sales				40.00		40.00	
4901 Sales Tax Collected - Merch		-833.33	833.33		-6,666.64	6,666.64	-10,000.00
Total for Revenue	79,161.33	26,500.01	52,661.32	899,348.83	851,641.04	47,707.79	1,152,747.00
Cost of Goods Sold	1,147.03		1,147.03	1,147.03		1,147.03	
Gross Profit	78,014.30	26,500.01	51,514.29	898,201.80	851,641.04	46,560.76	1,152,747.00
Expenditures							
3001 Compactor - Waste Services	5,843.46	5,510.00	333.46	47,071.83	44,080.00	2,991.83	66,130.00
3004 Compactor - Security Fees	0.00	116.67	-116.67	1,002.56	933.36	69.20	1,400.00
3007 Compactor - Electric	45.70	39.17	6.53	359.90	313.36	46.54	470.00
5001 Salaries, Benefits & Taxes	8,427.62	10,125.78	-1,698.16	67,273.44	86,069.11	-18,795.67	131,635.12
5001.11 Ambassador Salary Expense				935.80		935.80	
5001.9 Payroll Admin Fees				30.00		30.00	
5003.5 403(b) Employer Contribution	1,525.29		1,525.29	8,136.92		8,136.92	
5003 Health/Dental Insurance				3,696.41		3,696.41	
Total for 5001 Salaries, Benefits & Taxes	9,952.91	10,125.78	-172.87	80,072.57	86,069.11	-5,996.54	131,635.12
5004 Insurance Expense-Other	29.86		29.86	288.05		288.05	14,000.00
5005 Workers Comp Insurance	44.79	0.00	44.79	389.59	0.00	389.59	500.00
5009 Bank Charges	45.00	28.33	16.67	183.45	226.68	-43.23	340.00
5010 Bank Direct Deposit Fee				41.60		41.60	
5012 Office Rent	1,319.85	1,455.00	-135.15	10,516.51	11,640.00	-1,123.49	17,460.00
5013 Office Supplies	183.76	125.00	58.76	1,425.27	1,000.00	425.27	1,500.00
5014 Office Equipment/Software		250.00	-250.00	3,978.82	2,000.00	1,978.82	3,000.00
5015 Postage	31.20	16.67	14.53	62.40	133.32	-70.92	200.00
5016 Telecommunications	277.37	291.67	-14.30	3,451.82	2,333.32	1,118.50	3,500.00
5017 Website Support	135.80	0.00	135.80	135.80	0.00	135.80	
5018 Website Hosting	630.05	541.67	88.38	976.77	4,333.32	-3,356.55	6,500.00
5019 Computer Support/Email Leasing	135.80	208.33	-72.53	2,638.89	1,666.68	972.21	2,500.00
5020 Dues, Subscriptions, Publicatio	354.31	333.33	20.98	2,330.74	2,666.68	-335.94	4,000.00

5020.5 Fees	895.00	0.00	895.00	895.00	0.00	895.00	
5021 Travel Entertainment & Educ.	1,379.68	166.67	1,213.01	2,229.68	1,333.32	896.36	2,000.00
5022 Repair & Maintenance	660.00		660.00	660.00		660.00	
5023 Marketing Consultants	7,576.25	7,500.00	76.25	70,349.16	60,000.00	10,349.16	90,000.00
5024 Bookkeeping	0.00	1,625.00	-1,625.00	8,650.01	13,000.00	-4,349.99	19,500.00
5025 Audit		0.00	0.00	16,229.80	15,000.00	1,229.80	15,000.00
5026 Legal Counsel	80.00	250.00	-170.00	506.25	2,000.00	-1,493.75	3,000.00
5027 Economic Development	5,129.50	11,587.59	-6,458.09	106,492.26	92,700.72	13,791.54	139,051.03
5030 Insurance- General Liability	1,418.35	1,166.67	251.68	12,166.36	9,333.36	2,833.00	
5227 PPD Security	800.00	5,000.00	-4,200.00	38,600.00	40,000.00	-1,400.00	60,000.00
6000 Palafox Market		1,427.08	-1,427.08	5,204.34	11,416.64	-6,212.30	17,124.95
6001 Palafox Market Project Mgmt	8,287.52	6,990.80	1,296.72	63,067.97	59,421.83	3,646.14	90,880.45
6003 Permits / Street Closure	500.00	220.83	279.17	1,500.00	1,766.68	-266.68	2,650.00
6004 Portable Toilet Rental	6.41	375.00	-368.59	11,573.68	3,000.00	8,573.68	4,500.00
6007 Marketing	2,633.75	3,166.67	-532.92	25,625.55	25,333.32	292.23	38,000.00
6011 Market App Program Fee		158.33	-158.33	2,250.00	1,266.68	983.32	1,900.00
6012 Market Security	3,600.00	3,666.67	-66.67	28,800.00	29,333.32	-533.32	44,000.00
6013 Palafox Market Event			0.00	977.36		977.36	
6018 Market Cleaning Labor	2,989.07	3,679.55	-690.48	15,826.02	29,436.40	-13,610.38	44,154.60
6005 Market Anniversary Celebration		1,500.00	-1,500.00		1,500.00	-1,500.00	1,500.00
6006 Farm Visit- Mileage Reimburseme		20.83	-20.83		166.68	-166.68	250.00
6016 Travel, Entertainment & Educati	81.07	41.67	39.40	81.07	333.32	-252.25	500.00
6017 P. M. Holiday Market (Perm/Cop)		378.33	-378.33		3,026.68	-3,026.68	4,540.00
Total for 6000 Palafox Market	18,097.82	21,625.76	-3,527.94	154,905.99	166,001.55	-11,095.56	250,000.00
7000 Ambassador Program						0.00	247,560.85
7001 Ambassador Program Labor	16,938.09	20,630.07	-3,691.98	158,431.75	165,040.57	-6,608.82	
7006 Janitorial Supplies	145.75		145.75	231.64		231.64	
Total for 7000 Ambassador Program	17,083.84	20,630.07	-3,546.23	158,663.39	165,040.57	-6,377.18	247,560.85
F010 Bank Wire	18.00		18.00	72.00		72.00	
QuickBooks Payments Fees	87.38		87.38	305.93		305.93	
3002 Compactor Lease		0.83	-0.83		6.68	-6.68	
5006 Board Meetings		20.83	-20.83		166.68	-166.68	250.00
5007 Annual Meeting		20.83	-20.83		166.68	-166.68	250.00
5029 Donation to Friends of Downtown		0.00	0.00		0.00	0.00	85,000.00
Total for Expenditures	72,255.68	88,635.87	-16,380.19	725,652.40	722,145.39	3,507.01	1,164,747.00
Net Operating Revenue	5,758.62	-62,135.86	67,894.48	172,549.40	129,495.65	43,053.75	-12,000.00
Other Revenue							
4960 Interest Income	413.11	1,000.00	-586.89	3,798.98	8,000.00	-4,201.02	12,000.00
4965 Revenue Reimbursement				4,800.00		4,800.00	
4980 Sales Tax Collection Allowance				17.24		17.24	
Total for Other Revenue	413.11	1,000.00	-586.89	8,616.22	8,000.00	616.22	12,000.00
Other Expenditures							
Net Other Revenue	413.11	1,000.00	-586.89	8,616.22	8,000.00	616.22	12,000.00
Net Revenue	6,171.73	-61,135.86	67,307.59	181,165.62	137,495.65	43,669.97	0.00

Downtown Improvement Board

Budget vs. Actuals__FY_2025_2026__Report

October 1, 2025-September 30, 2026

	OCT 2025 - SEP 2026				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Revenue								
1301 Co-Op Participation	58,585.21	68,000.00	-9,414.79	86.15 %	58,585.21	68,000.00	-9,414.79	86.15 %
4000 Misc Income	20,979.46		20,979.46		20,979.46		20,979.46	
4010 Ad Valorem Revenue	665,186.03	834,747.00	-169,560.97	79.69 %	665,186.03	834,747.00	-169,560.97	79.69 %
4030 Palafox Market Revenue								
4031 Palafox Market Vendor North	101,948.61	260,000.00	-158,051.39	39.21 %	\$101,948.61	\$260,000.00	-\$158,051.39	39.21 %
4031.1 North - On Site	1,665.00		1,665.00		1,665.00		1,665.00	
4031.2 North - Food/Art/Other	30,245.00		30,245.00		30,245.00		30,245.00	
4031.3 North - Farmer	4,180.00		4,180.00		4,180.00		4,180.00	
Total for 4031 Palafox Market Vendor North	138,038.61	260,000.00	-121,961.39	53.09 %	\$138,038.61	\$260,000.00	-\$121,961.39	53.09 %
4032 Palafox Market Vendor South								
4032.1 South - On Site	1,560.00		1,560.00		1,560.00		1,560.00	
4032.2 South - Food/Art/Other	17,105.00		17,105.00		17,105.00		17,105.00	
4032.3 South - Farmer	980.00		980.00		980.00		980.00	
Total for 4032 Palafox Market Vendor South	19,645.00		19,645.00		\$19,645.00		\$19,645.00	
4037 Palafox Market App Fees	3,105.00		3,105.00		3,105.00		3,105.00	
4038 Palafox Market Merchandise	174.52		174.52		174.52		174.52	
Total for 4030 Palafox Market Revenue	160,963.13	260,000.00	-99,036.87	61.91 %	\$160,963.13	\$260,000.00	-\$99,036.87	61.91 %
4901 Sales Tax Collected - Merch		-10,000.00	10,000.00	-0.0 %		-10,000.00	10,000.00	-0.0 %
QuickBooks Payments Sales	40.00		40.00		40.00		40.00	
Zeffy Uncategorized Income	10,275.00		10,275.00		10,275.00		10,275.00	
Total for Revenue	916,028.83	1,152,747.00	-236,718.17	79.46 %	\$916,028.83	\$1,152,747.00	-\$236,718.17	79.46 %
Cost of Goods Sold								
Cost of Goods Sold								
6014 Merchandise COGS	1,147.03		1,147.03		1,147.03		1,147.03	
Total for Cost of Goods Sold	1,147.03		1,147.03		\$1,147.03		\$1,147.03	
Total for Cost of Goods Sold	1,147.03		1,147.03		\$1,147.03		\$1,147.03	
Gross Profit	914,881.80	1,152,747.00	-237,865.20	79.37 %	\$914,881.80	\$1,152,747.00	-\$237,865.20	79.37 %
Expenditures								
3001 Compactor - Waste Services	47,071.83	66,120.00	-19,048.17	71.19 %	47,071.83	66,120.00	-19,048.17	71.19 %
3002 Compactor Lease		10.00	-10.00	0.0 %		10.00	-10.00	0.0 %
3004 Compactor - Security Fees	1,002.56	1,400.00	-397.44	71.61 %	1,002.56	1,400.00	-397.44	71.61 %
3007 Compactor - Electric	405.60	470.00	-64.40	86.3 %	405.60	470.00	-64.40	86.3 %
5001 Salaries, Benefits & Taxes	74,872.76	131,635.12	-56,762.36	56.88 %	\$74,872.76	\$131,635.12	-\$56,762.36	56.88 %
5001.11 Ambassador Salary Expense	935.80		935.80		935.80		935.80	
5001.9 Payroll Admin Fees	30.00		30.00		30.00		30.00	
5003 Health/Dental Insurance	3,696.41		3,696.41		3,696.41		3,696.41	
5003.5 403(b) Employer Contribution	8,645.35		8,645.35		8,645.35		8,645.35	
Total for 5001 Salaries, Benefits & Taxes	88,180.32	131,635.12	-43,454.80	66.99 %	\$88,180.32	\$131,635.12	-\$43,454.80	66.99 %
5004 Insurance Expense-Other	288.05		288.05		288.05		288.05	
5005 Workers Comp Insurance	389.59	500.00	-110.41	77.92 %	389.59	500.00	-110.41	77.92 %
5006 Board Meetings		250.00	-250.00	0.0 %		250.00	-250.00	0.0 %
5007 Annual Meeting		250.00	-250.00	0.0 %		250.00	-250.00	0.0 %
5009 Bank Charges	228.45	340.00	-111.55	67.19 %	228.45	340.00	-111.55	67.19 %
5010 Bank Direct Deposit Fee	41.60		41.60		41.60		41.60	

	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
5012 Office Rent	11,836.36	17,460.00	-5,623.64	67.79 %	11,836.36	17,460.00	-5,623.64	67.79 %
5013 Office Supplies	1,425.27	1,500.00	-74.73	95.02 %	1,425.27	1,500.00	-74.73	95.02 %
5014 Office Equipment/Software	3,978.82	3,000.00	978.82	132.63 %	3,978.82	3,000.00	978.82	132.63 %
5015 Postage	62.40	200.00	-137.60	31.2 %	62.40	200.00	-137.60	31.2 %
5016 Telecommunications	3,451.82	3,500.00	-48.18	98.62 %	3,451.82	3,500.00	-48.18	98.62 %
5017 Website Support	135.80		135.80		135.80		135.80	
5018 Website Hosting	494.38	6,500.00	-6,005.62	7.61 %	\$494.38	\$6,500.00	-\$6,005.62	7.61 %
5018.40 Website-GoDaddy	121.99		121.99		121.99		121.99	
5018.41 Website-Mailchimp	360.40		360.40		360.40		360.40	
Total for 5018 Website Hosting	976.77	6,500.00	-5,523.23	15.03 %	\$976.77	\$6,500.00	-\$5,523.23	15.03 %
5019 Computer Support/Email Leasing	2,638.89	2,500.00	138.89	105.56 %	2,638.89	2,500.00	138.89	105.56 %
5020 Dues, Subscriptions, Publicatio	2,330.74	4,000.00	-1,669.26	58.27 %	2,330.74	4,000.00	-1,669.26	58.27 %
5020.5 Fees	895.00		895.00		895.00		895.00	
5021 Travel Entertainment & Educ.	2,229.68	2,000.00	229.68	111.48 %	2,229.68	2,000.00	229.68	111.48 %
5022 Repair & Maintenance	660.00		660.00		660.00		660.00	
5023 Marketing Consultants	56,462.01	90,000.00	-33,537.99	62.74 %	\$56,462.01	\$90,000.00	-\$33,537.99	62.74 %
5023.1 Marketing Construction	14,935.90		14,935.90		14,935.90		14,935.90	
Total for 5023 Marketing Consultants	71,397.91	90,000.00	-18,602.09	79.33 %	\$71,397.91	\$90,000.00	-\$18,602.09	79.33 %
5024 Bookkeeping	8,650.01	19,500.00	-10,849.99	44.36 %	8,650.01	19,500.00	-10,849.99	44.36 %
5025 Audit	16,229.80	15,000.00	1,229.80	108.2 %	16,229.80	15,000.00	1,229.80	108.2 %
5026 Legal Counsel	506.25	3,000.00	-2,493.75	16.88 %	506.25	3,000.00	-2,493.75	16.88 %
5027 Economic Development	120,129.76	139,051.03	-18,921.27	86.39 %	120,129.76	139,051.03	-18,921.27	86.39 %
5029 Donation to Friends of Downtown		85,000.00	-85,000.00	0.0 %		85,000.00	-85,000.00	0.0 %
5030 Insurance- General Liability	12,166.36	14,000.00	-1,833.64	86.9 %	12,166.36	14,000.00	-1,833.64	86.9 %
5227 PPD Security	38,600.00	60,000.00	-21,400.00	64.33 %	38,600.00	60,000.00	-21,400.00	64.33 %
6000 Palafox Market	5,204.34	17,124.95	-11,920.61	30.39 %	\$5,204.34	\$17,124.95	-\$11,920.61	30.39 %
6001 Palafox Market Project Mgmt	63,067.97	90,880.45	-27,812.48	69.4 %	63,067.97	90,880.45	-27,812.48	69.4 %
6003 Permits / Street Closure	1,500.00	2,650.00	-1,150.00	56.6 %	1,500.00	2,650.00	-1,150.00	56.6 %
6004 Portable Toilet Rental	11,573.68	4,500.00	7,073.68	257.19 %	11,573.68	4,500.00	7,073.68	257.19 %
6005 Market Anniversary Celebration		1,500.00	-1,500.00	0.0 %		1,500.00	-1,500.00	0.0 %
6006 Farm Visit- Mileage Reimburseme		250.00	-250.00	0.0 %		250.00	-250.00	0.0 %
6007 Marketing	28,820.55	38,000.00	-9,179.45	75.84 %	28,820.55	38,000.00	-9,179.45	75.84 %
6011 Market App Program Fee	2,250.00	1,900.00	350.00	118.42 %	2,250.00	1,900.00	350.00	118.42 %
6012 Market Security	30,400.00	44,000.00	-13,600.00	69.09 %	30,400.00	44,000.00	-13,600.00	69.09 %
6013 Palafox Market Event	977.36		977.36		977.36		977.36	
6016 Travel, Entertainment & Educati	81.07	500.00	-418.93	16.21 %	81.07	500.00	-418.93	16.21 %
6017 P. M. Holiday Market (Perm/Cop)		4,540.00	-4,540.00	0.0 %		4,540.00	-4,540.00	0.0 %
6018 Market Cleaning Labor	18,778.03	44,154.60	-25,376.57	42.53 %	18,778.03	44,154.60	-25,376.57	42.53 %
Total for 6000 Palafox Market	162,653.00	250,000.00	-87,347.00	65.06 %	\$162,653.00	\$250,000.00	-\$87,347.00	65.06 %
7000 Ambassador Program	16,714.59		16,714.59		\$16,714.59		\$16,714.59	
7001 Ambassador Program Labor	158,432.75	247,560.85	-89,128.10	64.0 %	158,432.75	247,560.85	-89,128.10	64.0 %
7006 Janitorial Supplies	435.12		435.12		435.12		435.12	
Total for 7000 Ambassador Program	175,582.46	247,560.85	-71,978.39	70.92 %	\$175,582.46	\$247,560.85	-\$71,978.39	70.92 %
F010 Bank Wire	72.00		72.00		72.00		72.00	
QuickBooks Payments Fees	306.56		306.56		306.56		306.56	
Total for Expenditures	774,523.66	1,164,747.00	-390,223.34	66.5 %	\$774,523.66	\$1,164,747.00	-\$390,223.34	66.5 %
Net Operating Revenue	140,358.14	-12,000.00	152,358.14	-1169.65 %	\$140,358.14	-\$12,000.00	\$152,358.14	-1169.65 %
Other Revenue								
4960 Interest Income	3,798.98	12,000.00	-8,201.02	31.66 %	3,798.98	12,000.00	-8,201.02	31.66 %
4965 Revenue Reimbursement	4,800.00		4,800.00		4,800.00		4,800.00	
4980 Sales Tax Collection Allowance	17.24		17.24		17.24		17.24	
Total for Other Revenue	8,616.22	12,000.00	-3,383.78	71.8 %	\$8,616.22	\$12,000.00	-\$3,383.78	71.8 %

	OCT 2025 - SEP 2026				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Other Expenditures								
Net Other Revenue	8,616.22	12,000.00	-3,383.78	71.8 %	\$8,616.22	\$12,000.00	-\$3,383.78	71.8 %
Net Revenue	148,974.36	0.00	148,974.36		\$148,974.36	\$0.00	\$148,974.36	



MAY PRODUCTION

LARGE-SCALE ACTIVATIONS

- Downtown Pensacola “All I Want” Campaign
- Palafox Market Summer Pop-Ups
- New Palafox Construction
- Downtown Gift Cards
- 2026 Foo Foo Festival Installation
- Umbrella Alley

DESIGN+PRODUCTION

- Weekly Event Roundups
- DIB Trash Can Decals production
- Construction progress videos
- Summer Pop-Up Market Campaign Brand/Materials
- Downtown Photography and Videos
- Appreciation plaques

PR + SOCIAL

- First Friday at Blue Morning Gallery Promotion
- Gallery Night promotion
- KeylaFest Day promotion
- Cinco De Mayo specials
- Pickle Festival
- Business Highlight Reels (Graffiti Pizza)
- Joe Hobbs Gallery opening
- Collab with City of Pensacola (Palafox Pulse)
- Collab with Pensacola Vibes (New Palafox)
- Social content creation and graphics
- Coast Guard Tall Ships promotion
- Mother’s Day downtown roundup
- Fiesta Parade promotion
- Culture Fest promotion
- Media assist: Taste of the South magazine
- Graduation and Father’s Day gift card promotions
- Instagram and Facebook account management
- Daily monitoring and response
- Respond to Google Reviews
- Umbrella Alley teaser reel

DIGITAL

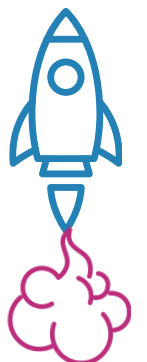
- Website: Downtown Events
- Website: Downtown Merchant Deals
- Website SEO: Main Site and Merchant Listings
- Business Owner Support - Badlands, Don Alans
- Digital Analytics
- Downtown Business Reels
- Website business directory updates - Carmen’s, Artel, Cabaret, Cycle Joint, Maker’s
- Google Analytics troubleshooting

INITIATIVES IN PROGRESS

- On this day in history social posts
- Website programming changes
- Downtown Deals, Gift Cards promotion
- Foo Foo Festival Installation
- Repast 2026 production
- The New Palafox progress reels
- New Palafox Ribbon cutting
- Weekly downtown event roundups
- Palafox Market Anniversary / Long-Time vendor highlights
- Summer Shop-A-Palooza
- Palafox Market Summer Pop-Ups promotion
- Umbrella Alley
- Updated explorers guide
- First Fridays Art Walk PR & promotion
- America’s 250th roundup

GOOGLE ANALYTICS

- 248K Google Search Impressions
- 51K Page Views
- 18K New Users
- 23K Visits to Palafox Market page



SOCIAL RE-CAP

Follow @downtownpensacola



103K TOTAL FACEBOOK FOLLOWERS

53K TOTAL INSTAGRAM FOLLOWERS

1K NEW FACEBOOK FOLLOWERS

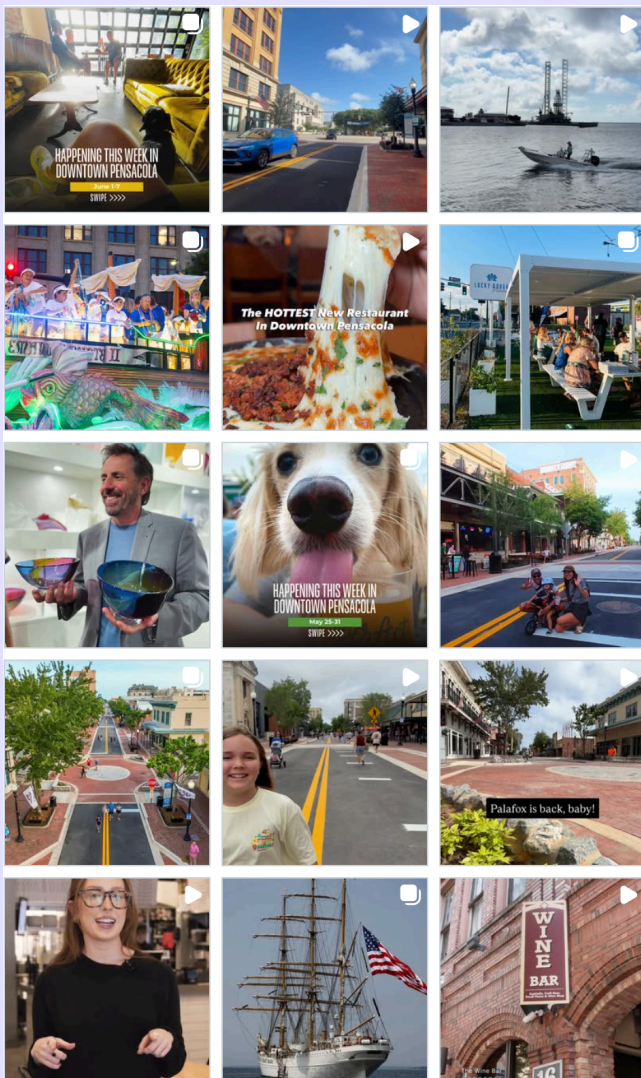
1K NEW INSTAGRAM FOLLOWERS

573K TOTAL INSTAGRAM VIEWS

1M TOTAL FACEBOOK VIEWS *Woo! Woo!*

50K INSTAGRAM REACH (DAILY)

420K FACEBOOK REACH (DAILY)



PALAFIX MARKET INSTAGRAM

Follow @palafoxmarket

114K Views

2K Interactions

11 Posts

110 Stories

14.8K Followers

229 New Followers



PALAFIX MARKET PROJECTS

- 2 VIDEO REELS
- 11 POSTS
- 110 STORIES
- SOCIAL ACCOUNT MONITORING, CONTENT, ENGAGEMENT
- PHOTOGRAPHY SOUTH & NORTH MARKETS
- GOOGLE REVIEWS / RESPONSE
- SUMMER POP-UPS CAMPAIGN
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- ANNIVERSARY MONTH VENDOR OUTREACH
- SUMMER POP-UPS COORDINATION (MUSIC, KIDS ACTIVITIES, ETC.)
- FREE TROLLEY / FREE PARKING PROMOTION
- SOCIAL GRAPHICS PRODUCTION
- MOTHER'S DAY GIFT PROMOS
- WEEKLY DOWNTOWN ROUNDUP FEATURE
- NEW VENDOR FEATURE - ANURI GIFTS

First Fridays Art Walk DIB meeting notes 6/7/26

MISSION

First Fridays is more than an event, it is a community building initiative designed to showcase the galleries, studios, artists, and local businesses that make downtown Pensacola special.

The event itself is simply the vehicle. The larger goal is to bring people downtown, encourage exploration, support local businesses, and create lasting energy within our arts community. Our first event proved there is excitement and interest; now our focus is turning that momentum into sustained visibility, increased foot traffic, and meaningful economic benefit for every participating location.

Our goal is to make downtown Pensacola a destination for arts, culture, and exploration, not just on First Fridays, but throughout the month.

WHAT WORKED

- Strong attendance and positive energy throughout downtown.
- Visitors actively moved between locations rather than remaining in one place.
- The trolley helped connect participating businesses and encouraged exploration.
- People seemed excited to discover new galleries and businesses.
- The collaborative approach between locations was well received.
- Additional businesses and galleries are already expressing interest in participating.

TROLLEY & WAYFINDING IMPROVEMENTS

The trolley was one of the most valuable components of the event and provides a unique opportunity to better connect participating locations.

Potential improvements:

Create a branded First Fridays banner for the trolley featuring:

- First Fridays branding
- Live trolley tracker QR code
- Participating locations
- Call-to-action encouraging visitors to hop on and explore downtown

Create matching posters for participating businesses featuring:

- Event branding
- Participating locations
- Walking map
- Live trolley tracker QR code

- Develop a consistent visual identifier for participating locations (window decal, illuminated sign, feather flag, a-frame sandwich board, etc.) to make them easy to recognize throughout downtown.
- Continue promoting the live trolley tracker and utilize Dwayne's willingness to announce stops and share information about participating locations.

Goal:

Create a seamless and recognizable experience that helps visitors navigate downtown, discover participating businesses, and confidently use the trolley.

MARKETING & MEDIA

I believe now is the ideal time to begin engaging local media.

- Successful first event completed.
- Community excitement is high.
- Additional locations are joining.
- The trolley creates a strong visual story.
- Palafox improvements are complete.
- July 3 falls just before the Fourth of July weekend and increased downtown activity.

Important:

Media coverage should focus on the businesses, galleries, artists, and downtown community, not just the event itself. The goal is to tell the story of downtown Pensacola's arts community and encourage people to discover the businesses and creative spaces that make downtown unique. Marketing should not only promote First Fridays as an event but also highlight individual participating galleries, studios, and businesses. Visitors are more likely to explore a location when they understand what makes it unique and why they might enjoy visiting.

Goals:

- Introduce people to participating locations.
- Highlight what makes each location unique.
- Encourage exploration of downtown.
- Increase awareness throughout the month—not just on First Fridays.
- Reinforce Pensacola's identity as an arts community.

Question:

How can DIB help connect us with local media opportunities and tell that story?

SUPPORTING ALL PARTICIPATING LOCATIONS

Some locations naturally receive more foot traffic due to visibility, history, or location. Others are:

- Newer
- More niche
- Slightly off the main path

The long-term success of First Fridays depends on making sure all participating locations benefit. Success should not be measured solely by attendance, but by whether participating businesses experience increased visibility, engagement, and opportunities for growth.

Question:

How can we better promote individual locations while still marketing the event as a whole?

Discussion Points:

- Some locations may naturally attract larger crowds.
 - Newer locations may require additional promotion and awareness. ●
- The goal is to create a rising tide that lifts all participating businesses.

ACTIVATING INDIVIDUAL SPACES

Encourage each location to create experiences that fit its unique personality and audience.

Examples:

- Charity events
- Poetry readings
- Artist talks
- Demonstrations
- Live painting
- Acoustic music
- Interactive art projects
- Community partnerships
- Fundraisers

Examples discussed:

- Sarah Soule Webb Studio – upscale tea event benefiting sea turtle conservation.
- Reverie – poetry readings, literary evenings, artist talks, sophisticated cultural programming.
- Joe Hobbs Gallery – colorful, interactive community-focused events.

SIDEWALK ACTIVITIES

Observation:

When something interesting is happening outside a location, people naturally stop, gather, become curious, and often come inside.

Ideas:

- Interactive art projects
- Community canvases
- Demonstrations
- Prize wheels
- Sidewalk activities
- Creative signage
- Public art experiences

Examples:

- A simple sign reading, “I Dare You To Come In And Find It” creates curiosity and encourages exploration.
- Every face has a story community canvas
- 15 minute charcoal portraits
- Speed painting
- Live models
- Plein Air sessions

FUTURE GROWTH IDEAS

- Downtown passport program.
- Gallery scavenger hunt.
- Collaborative promotions between locations.
- Increased wayfinding and signage.
- Enhanced trolley experience.
- Seasonal or themed First Fridays events.

POTENTIAL FUTURE PILOT: EXPANDED HOURS

One topic worth discussing is whether there may be value in testing expanded event hours in the future. As the initiative grows, the current 5:30 PM–7:30 PM timeframe may make it difficult for visitors to comfortably experience every participating location in a single evening. However, we do not believe we are ready to extend hours immediately. We want to continue building momentum and demonstrating value before asking businesses to commit additional staffing and time. A future option could be a special pilot event later in the year, possibly during the fall or holiday shopping season.

Potential components:

- Extended hours (example: 5 PM–9 PM)
- Downtown passport or scavenger hunt
- Grand prize drawing
- Enhanced trolley promotion
- Additional marketing and media coverage

The goal would be to test whether longer hours increase participation, visitor engagement, and business activity. This would be a one-time trial event rather than a permanent change.

SPONSORSHIPS & COMMUNITY PARTNERSHIPS

Questions for DIB:

- How can we identify and connect with businesses that may be interested in supporting First Fridays and downtown arts initiatives?
- Does DIB have existing relationships with businesses that might be a good fit for sponsorship opportunities?
- Are there grant opportunities available that support arts, culture, tourism, or downtown development?
- How can we create meaningful sponsorship opportunities that provide visibility for sponsors while directly supporting participating businesses and improving the visitor experience?

Potential sponsorship support:

- Marketing and media outreach
- Wayfinding and signage
- Trolley enhancements and branding
- Printed materials
- Passport or scavenger hunt programs
- Special activities and activations

LONG-TERM VISION

Create a recognizable downtown arts experience that:

- Supports local businesses.
- Supports artists and galleries.
- Encourages exploration.
- Increases foot traffic and sales.
- Brings more energy and vitality to downtown.
- Strengthens Pensacola's identity as an arts community.
- Creates a sustainable, growing cultural destination for residents and visitors alike.

EXECUTIVE SUMMARY

Our first First Fridays event was a delightful success. Now the challenge is ensuring that success translates into sustained visibility, foot traffic, engagement, and economic benefit for every participating business.

Downtown First Friday Collaborative

Working Vision & Brainstorming Meeting 5/14/26

Core Vision

To bring people downtown through art, culture, music, food and community while supporting the local galleries, shops, studios, restaurants, and businesses that make downtown Pensacola vibrant all year round.

This initiative is intended to celebrate the businesses that invest in downtown year-round while encouraging consistent community engagement, exploration, collaboration, and economic activity.

Core Values

- Support permanent downtown businesses
- Encourage community connection
- Encourage collaboration over competition between downtown businesses, galleries, restaurants, boutiques, studios, and arts organizations.
- Increase downtown foot traffic
- Create recurring cultural experiences
- Highlight hidden gems beyond main Palafox traffic
- Keep the focus on authentic local businesses rather than temporary vendor-heavy events.

Important Distinction

Unlike Gallery Night and other street festival-style events, First Friday is intended to remain focused exclusively on supporting and promoting existing brick-and-mortar businesses, galleries, studios, restaurants, and creative spaces located within the downtown district.

This initiative is specifically designed to highlight the permanent businesses and organizations that invest in and help sustain downtown year-round. In order to preserve that focus, outside vendors, temporary booth setups, tents, pop-up marketplaces, and food trucks are not intended to be part of First Friday events.

Rather than creating an additional street festival environment, the goal is to encourage the public to explore and engage directly with the established local businesses, galleries, restaurants, studios, and creative spaces that contribute to the character and culture of

downtown Pensacola.

Atmosphere & Experience Goals

The goal is to create an intentional, immersive, and connected downtown cultural experience that encourages people to slow down, explore beyond familiar areas, discover hidden gems throughout downtown, and build stronger connections with the local businesses, galleries, restaurants, studios, and creative spaces that help define Pensacola's identity year-round.

Rather than centering the experience around temporary attractions, the initiative is designed to highlight and support the permanent businesses and creative spaces that contribute to the character, culture, and long-term vitality of downtown Pensacola. The focus is on creating meaningful experiences that encourage exploration, interaction, collaboration, and community engagement throughout the downtown district.

The intention is to create a downtown experience that feels:

- Connected
- Welcoming
- Artistic
- Community centered
- Discovery focused
- Authentic
- Collaborative
- Immersive
- Approachable
- Creatively inspiring
- Locally rooted
- Inviting to both residents & visitors
- Supportive of meaningful interactions & exploration

Transportation & Accessibility

One major goal is encouraging greater connectivity between all participating businesses, including locations that are not directly on Palafox Street.

Ideas include:

- Special First Friday trolley route
- Highlighting lesser-known galleries and businesses
- Encouraging exploration beyond Palafox street.

- Coordinated maps and wayfinding materials

Potential Event Activations

- Downtown Passport / Punch Card Program
- Themed First Friday experiences
- Scavenger Hunts
- The Great Art Heist
- Plein Air Events
- Live Music at Participating Businesses
- Interactive Art Activities in the Park
- Community Painting Experiences
- Rock Painting
- Artist Demonstrations
- Public Art Installations
- Rotating monthly themes
- Gallery & Restaurant collaborations
- Featured Artist Dinners
- Acoustic music micro-venues

Restaurant & Hospitality Participation

Restaurants and hospitality businesses can play an important role in creating a welcoming, connected, and engaging downtown experience during First Friday events. Participation should feel flexible, beneficial, approachable, and manageable, allowing businesses to contribute in ways that fit their space, staffing, operating hours, atmosphere, and comfort level while encouraging visitors to spend more time exploring downtown.

- Featured cocktails/mocktails
- Themed menu items
- Appetizer or dessert specials
- Coffee specials or tasting flights
- Live music
- Featured local artists
- Passport/punchcard participation
- Scavenger hunt clues or checkpoints
- Giveaway sponsorships
- Artist and restaurant collaborations
- Extended First Friday operating hours

Marketing & Information Hub

A central information hub will eventually be necessary.

Potential components:

- Shared website or landing page
- Instagram/Facebook presence
- Printable maps and brochures
- Event schedules
- Participating business list
- Trolley route information
- QR code integration

Funding & Support Needs

- Printed maps and brochures
- Social media advertising
- Posters and flyers
- Sponsorship opportunities
- Transportation support
- Event signage
- Prize baskets or giveaway funding

Potential Organizational Structure

- Marketing & Social Media
- Business Outreach
- Sponsorship & Funding
- Transportation & Logistics
- Event Programming
- Volunteer Coordination
- Community Partnerships

Questions To Discuss During Thursday Meeting

- What would successful participation look like for June's First Friday?
- How do we reach all the surrounding businesses?

- What hours should participating businesses remain open during First Friday events?
- Are businesses willing and able to extend their normal operating hours for First Friday Participation?
- Would different participation levels help businesses participate comfortably based on staffing and capacity?
- What businesses or organizations should be included?
- How can we encourage collaboration between businesses, restaurants, galleries, artists and shops?
- How often should meetings occur?
- What are realistic first steps?
- Does the initiative require permits or insurance?
- Who would handle marketing?
- Could the city or trolley system become a partner?
- How do we maintain focus on brick-and-mortar businesses?
- How do we avoid burnout and divide responsibilities fairly?

Immediate Next Steps

The initiative is intended to grow organically and sustainably over time, beginning with simple collaboration and expanding gradually as participation and community engagement increase.

- Begin discussing mission and structure
- Determine realistic first-stage goals
- Establish a shared communication channel for participating businesses and organizers. (email chain, group me app, facebook admin group)
- Create a shared list/map of participating First Friday locations for June ●
- Coordinate simple shared social media promotion for participating businesses ●
- Develop a temporary shared hashtag and event graphic
- Identify volunteer leads
- Research trolley possibilities
- Research permit/insurance requirements
- Begin map and branding concepts

Notes:

Current Participants & Contacts

- Blue Morning Gallery -Gretchen Paux

- Sarah Soule Webb Studio-Sarah Webb
- Quayside Art Gallery-Nancy Davis
- Artworks Gallery-Christy Steffan
- Joe Hobbs Gallery-Joe Hobbs
- Rusted Arrow Mercantile / Shops of Palafox-Sam Breedlove
- Artel Gallery (pending)-Hope Masteoianni
- Pensacola Museum of Art (pending)-Caitlin Rhea

FIRST FRIDAYS ART WALK

Priority Funding & Support Recommendations

Purpose

As the First Fridays Art Walk continues to grow, we believe the greatest impact will come from investing in a consistent visitor experience, strong visual branding, and clear wayfinding throughout downtown. The following priorities focus on reusable assets and infrastructure that can support the event month after month while strengthening awareness and participation.

PRIORITY 1

Continued Trolley Support

The complimentary trolley has quickly become one of the most valuable components of the First Fridays Art Walk experience. It allows visitors to easily move between participating locations, encourages exploration of the entire district, and helps connect destinations that visitors may not otherwise discover.

Requested Support

Continued financial support for trolley operations during the First Fridays Art Walk

Additional Branding Opportunity

Reusable trolley banner:

- First Fridays Art Walk branding and logo
- Live trolley tracker QR code
- Fun call-to-action encouraging visitors to ride the trolley

Examples:

- Hop on. Follow the Art. Find the Experience
- Hop On. Explore More.
- Ride. Explore. Discover.

Benefits

- Encourages visitors to experience more locations
 - Improves accessibility and convenience
 - Increases overall event participation
 - Creates a highly visible moving advertisement throughout downtown
-

PRIORITY 2

Unified Art Walk Location Identifier

One of the greatest opportunities for growth is helping visitors instantly recognize participating Art Walk locations.

Requested Items:

- Teal feather flags featuring a gold star and ART WALK branding
- OR
- Illuminated Art Walk signage that can be displayed during event hours

Purpose

A consistent visual marker at every participating location would help visitors quickly identify official Art Walk stops and create a recognizable event identity throughout downtown.

Benefits

- Increases visibility from a distance
 - Creates a unified appearance among participating locations
 - Strengthens event branding
 - Helps visitors confidently navigate the Art Walk
-

PRIORITY 3

Art Walk A-Frame Sign System

The DIB has generously offered the use of existing A-frame signs. These signs provide an excellent opportunity to create consistent messaging while still allowing individual locations to highlight their unique offerings.

Requested Items

- Use of DIB A-frame signs
- Professionally designed and printed inserts

Suggested permanent messaging:

- First Fridays Art Walk branding and logo
- Event information
- QR code linking to the Art Walk map and information

Potential tagline concepts:

- Art. Culture. Connection.
- Explore. Connect. Discover.
- An Evening of Art, Culture & Connection.
- Follow the Art. Find the Experience.

Customizable Monthly Section

Each participating location would have space to update monthly information such as:

- Featured artist
- Live music
- Artist demonstrations
- Special exhibitions
- Refreshments or special experiences

Benefits

- Creates consistency throughout downtown
 - Allows each location to maintain its own identity
 - Provides visitors with current event information
 - Encourages exploration of multiple locations
-

PRIORITY 4

Art Walk Window Posters

A coordinated window poster program would help educate visitors about the event while creating a professional and cohesive appearance throughout downtown.

Requested Item

- Matching Art Walk posters for participating locations

Suggested content:

- First Fridays Art Walk branding and logo
- Art Walk map
- Brief event description
- Live trolley tracker QR code
- Visitor survey QR code
- Sponsor recognition

Purpose

These posters would serve as an informational hub for visitors while reinforcing event branding at every participating location.

Benefits

- Improves visitor awareness
 - Promotes event participation
 - Highlights sponsors
 - Creates a consistent visual identity throughout downtown
-

Summary

The priorities above focus on four key objectives:

Transportation

Continued trolley support that helps visitors experience more of downtown.

Visibility

Consistent visual markers that help visitors identify participating locations.

Wayfinding

Tools that help visitors navigate the event with confidence.

Unified Branding

A cohesive look and feel that strengthens recognition of the First Fridays Art Walk and supports its long-term growth.

These investments represent reusable assets that can provide value month after month while helping establish the First Fridays Art Walk as a signature downtown Pensacola experience.



2026 NET PRICING - FEBRUARY

All prices are net, FOB destination, with shipping and handling added to the invoice. Prices do not include shipping and handling, sales tax, GST, duties, or brokerage fees. Each product may have additional information that could affect pricing. Please see online lighting product data sheets for order codes and additional information. For Canadian shipments GST will be added to the invoice. Prices subject to change without notice. For definitive pricing, please contact Customer Service for a formal quote.

Lighting: All prices are net, freight allowed. Prices do not include sales tax, GST, duties, or brokerage fees. Please contact Lighting customer service if customer wants to arrange their own carrier. Each product may have additional information that could affect pricing. Please see online lighting specification sheets for order codes and additional information. For Canadian shipments, GST will be added to the invoice. Prices subject to change without notice. For definitive pricing, please contact Lighting Customer Service for a formal quote.

Catena™ Chair

To order: Specify collection name and powdercoat color. **Chairs are stackable and ship fully assembled.**

Catena Chair

	Size (d x w x h)	Ship Weight	Price (USD)
Chair	23.0" x 21.0" x 31.0"	25 lbs.	\$740



Chair

Catena™ Metal Tables

To order: Specify table shape and dimensions, collection name, model description; For Catena table top, choose random finish stainless steel or powdercoated steel top. Other choices: support choice, freestanding or surface mount (see important guidelines below), powdercoat color, with or without umbrella hole. Some assembly required. **Important guidelines when specifying umbrellas with tables. When using umbrellas with 24" or 30" tabletops, surface mount or embedded supports are required. Quad support: regardless of tabletop size, surface mount is required. Catena support: regardless of tabletop size, we strongly recommend surface mount as freestanding bases may allow table to tip in windy conditions causing damage not covered under warranty.**

Powdercoat Catena Table Top w/Catena Support

	Size (d x h)	Ship Weight	Price (USD)
30" Round Catena Metal Top	30.0" x 29.0"	170 lbs.	\$1310
36" Round Catena Metal Top	36.0" x 29.0"	231 lbs.	\$1550
42" Round Catena Metal Top	42.0" x 29.0"	242 lbs.	\$1660
30" Square Catena Metal Top	30.0" x 29.0"	188 lbs.	\$1450
36" Square Catena Metal Top	36.0" x 29.0"	261 lbs.	\$1700
42" Square Catena Metal Top	42.0" x 29.0"	279 lbs.	\$1810

Powdercoat Catena Table Top w/Other Support

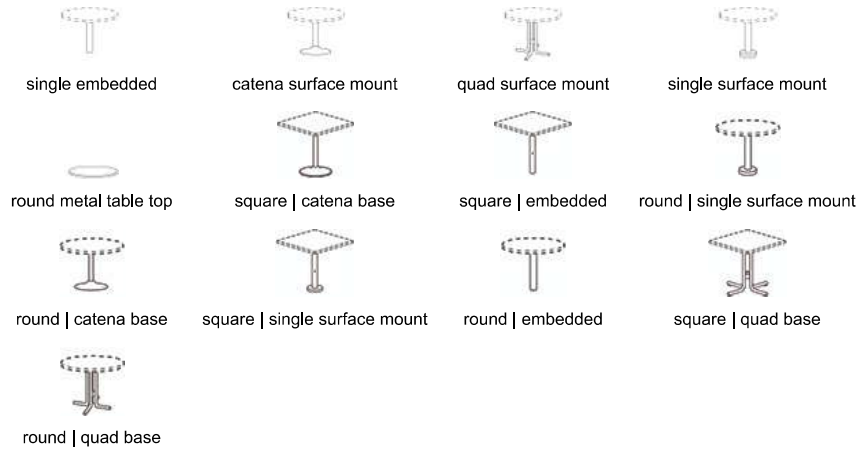
	Size (d x h)	Ship Weight	Price (USD)
30" Round Catena Metal Top	30.0" x 29.0"	93 lbs.	\$1230
36" Round Catena Metal Top	36.0" x 29.0"	118 lbs.	\$1380
42" Round Catena Metal Top	42.0" x 29.0"	129 lbs.	\$1520
30" Square Catena Metal Top	30.0" x 29.0"	110 lbs.	\$1370
36" Square Catena Metal Top	36.0" x 29.0"	148 lbs.	\$1540
42" Square Catena Metal Top	42.0" x 29.0"	166 lbs.	\$1640

Stainless Steel Catena Table Top w/Catena Support

	Size (d x h)	Ship Weight	Price (USD)
30" Round Catena Metal Top	30.0" x 29.0"	167 lbs.	\$1470
36" Round Catena Metal Top	36.0" x 29.0"	226 lbs.	\$1740
42" Round Catena Metal Top	42.0" x 29.0"	236 lbs.	\$1840

Stainless Steel Catena Table Top w/Other Support

	Size (d x h)	Ship Weight	Price (USD)
30" Round Catena Metal Top	30.0" x 29.0"	89 lbs.	\$1390
36" Round Catena Metal Top	36.0" x 29.0"	114 lbs.	\$1550
42" Round Catena Metal Top	42.0" x 29.0"	123 lbs.	\$1660



Chipman Chair

To order: Specify collection name, with or without arms and powdercoat color. Chair ships fully assembled.

Chipman Chair

	Size (d x w x h)	Ship Weight	Price (USD)
w/o Arms	22.0" x 20.0" x 33.0"	67 lbs.	\$690
w/Arms	22.0" x 24.0" x 33.0"	70 lbs.	\$810



armless chair armed chair

Chipman Table

To order: Specify Chipman table, select table top style and height, freestanding or surface mount, and powdercoat color. Tables are available as either surface mount or freestanding, both with adjustable levelers. Dining height table available with or without umbrella hole. If specified with umbrella, table must be surface mounted. Table ships fully assembled.

Chipman 45" Table Top

	Size (d x h)	Ship Weight	Price (USD)
45" Dining Height - round	45.0" x 29.0"	175 lbs.	\$1830
45" Lounge Height - round	45.0" x 15.0"	171 lbs.	\$1680

Chipman 37" Table Top

	Size (d x h)	Ship Weight	Price (USD)
37" Dining Height - square	37.0" x 29.0"	170 lbs.	\$1830

37" Lounge Height - square

37.0" x 15.0"

165 lbs.

\$1680

Chipman 36" Table Top

	Size (d x h)	Ship Weight	Price (USD)
36" Standing Height- round	36.0" x 42.0"	158 lbs.	\$1610
36" Dining Height- round	36.0" x 29.0"	155 lbs.	\$1570
36" Lounge Height- round	36.0" x 15.0"	151 lbs.	\$1490

Chipman 32" Table Top

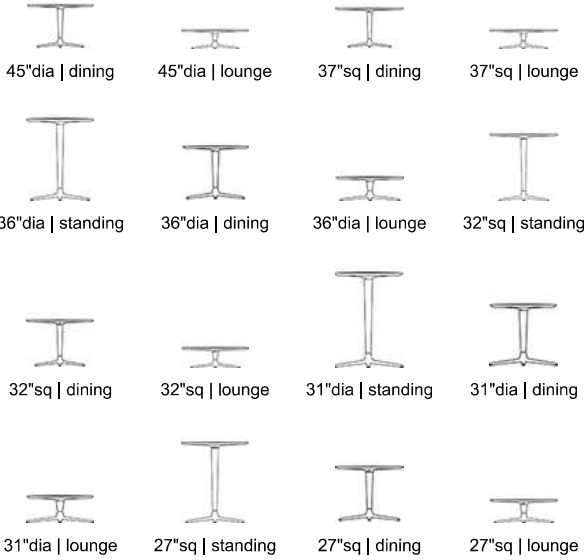
	Size (d x h)	Ship Weight	Price (USD)
32" Standing Height- square	32.0" x 42.0"	153 lbs.	\$1610
32" Dining Height- square	32.0" x 29.0"	150 lbs.	\$1570
32" Lounge Height- square	32.0" x 32.0"	147 lbs.	\$1490

Chipman 31" Table Top

	Size (d x h)	Ship Weight	Price (USD)
31" Standing Height - round	31.0" x 42.0"	148 lbs.	\$1520
31" Dining Height - round	31.0" x 29.0"	145 lbs.	\$1480
31" Lounge Height - round	31.0" x 15.0"	141 lbs.	\$1360

Chipman 27" Table Top

	Size (d x h)	Ship Weight	Price (USD)
27" Standing Height - square	27.0" x 42.0"	143 lbs.	\$1520
27" Dining Height - square	27.0" x 29.0"	138 lbs.	\$1480
27" Lounge Height - square	27.0" x 15.0"	135 lbs.	\$1360



Equinox™ Umbrella

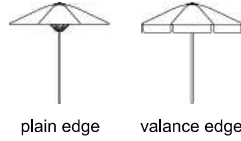
All umbrellas designed to coordinate with exterior tables and chairs. To order: Specify model description, frame and pole powdercoat color, standard umbrella fabric color and with Landscape Forms table or surface mount stand considering the following requirements. **Quad style base must be surface mounted. Catena style base: surface mount is strongly recommended as freestanding base allows table to tip in windy conditions causing damage not covered under warranty. When used with Charlie, or tables other than those supplied by Landscape Forms, Equinox must be secured in our surface mounted stand. In all cases, Equinox pole must be bolted to Landscape Forms' table base, or to surface mounted stand.** Umbrella must be lowered or removed in windy conditions. Equinox ships fully assembled. Pole is 1 1/2 in diameter.

Equinox Umbrellas

	Size (h x d)	Ship Weight	Price (USD)
Plain Edge	98.0" x 96.0"	40 lbs.	\$2120
Valanced Edge	98.0" x 96.0"	40 lbs.	\$2220

Equinox Options

		Ship Weight	Price (USD)
Optional Fabric Color - per Umbrella			\$250
Surface Mount Stand	26.0" x 14.0"	40 lbs.	\$380

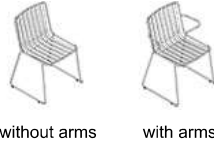


Every Day Chair

Specify Every Day Chair, choose with or without arms, and select powdercoat color. Chair ships fully assembled.

Every Day Chair

	Size (d x w x h)	Ship Weight	Price (USD)
w/o Arms	31.0" x 31.0" x 42.0"	60 lbs.	\$350
w/ Arms	31.0" x 31.0" x 42.0"	60 lbs.	\$390



Marneaux Solid Surface Table

To order: Specify Marneaux model, table shape, size dimensions; and solid surface color. Other choices: support choice, freestanding or surface mount (see important guidelines below), support powdercoat color, with or without umbrella hole. Some assembly required. **Important guidelines when specifying umbrellas with tables. When using umbrellas with 24" or 30" tabletops, surface mount or embedded supports are required. Quad support: regardless of tabletop size, surface mount is required. Catena support: regardless of tabletop size, we strongly recommend surface mount as freestanding bases may allow table to tip in windy conditions causing damage not covered under warranty.**

Marneaux Table Top w/Catena Support

	Size (d x h)	Ship Weight	Price (USD)
30" Sq. Marneaux Solid Surface Table Top	30.0" x 29.0"	145 lbs.	\$2030
36" Sq. Marneaux Solid Surface Table Top	36.0" x 29.0"	185 lbs.	\$2300
24" Round Marneaux Solid Surface Table Top	24.0" x 29.0"	135 lbs.	\$1810
30" Round Marneaux Solid Surface Table Top	30.0" x 29.0"	145 lbs.	\$2010
36" Round Marneaux Solid Surface Table Top	36.0" x 29.0"	175 lbs.	\$2220
42" Round Marneaux Solid Surface Table Top	42.0" x 29.0"	195 lbs.	\$2510
30" x 48" Marneaux Solid Surface Table Top	30.0" x 48.0" x 29.0"	190 lbs.	\$2400
30" x 24" Marneaux Solid Surface Table Top	30.0" x 24.0" x 29.0"	170 lbs.	\$1890

Marneaux Table Top w/Other Support

	Size (d x h)	Ship Weight	Price (USD)
30" Sq. Marneaux Solid Surface Table Top	30.0" x 29.0"	95 lbs.	\$1960
36" Sq. Marneaux Solid Surface Table Top	36.0" x 29.0"	110 lbs.	\$2170
24" Round Marneaux Solid Surface Table Top	24.0" x 29.0"	85 lbs.	\$1730
30" Round Marneaux Solid Surface Table Top	30.0" x 29.0"	95 lbs.	\$1930
36" Round Marneaux Solid Surface Table Top	36.0" x 29.0"	100 lbs.	\$2030
42" Round Marneaux Solid Surface Table Top	42.0" x 29.0"	110 lbs.	\$2300
30" x 24" Marneaux Solid Surface Table Top	30.0" x 24.0" x 29.0"	95 lbs.	\$1810
30" x 48" Marneaux Solid Surface Table Top	30.0" x 48.0" x 29.0"	115 lbs.	\$2240

To order: Specify collection name, model description and powdercoat color. Parc Centre ships fully assembled, is stackable.

Parc Centre Chair

	Size (d x w x h)	Ship Weight	Price (USD)
w/o Arms	21.0" x 19.0" x 33.0"	67 lbs.	\$400
w/Arms	21.0" x 22.0" x 33.0"	70 lbs.	\$440



chair | armed



chair | armless

Parc Centre[®] Table

To order: Specify collection name and powdercoat color. Table is available as either a surface mount or freestanding with adjustable levelers. Table ships fully assembled.

Parc Centre Round Table

	Size (d x h)	Ship Weight	Price (USD)
24"	24.0" x 30.0"	115 lbs.	\$960
30"	30.0" x 30.0"	138 lbs.	\$1050

Parc Centre Square Table

	Size (w x h)	Ship Weight	Price (USD)
28"	28.0" x 30.0"	145 lbs.	\$1050



28" square table



30" round table



24" round table

Steelhead Metal Table

To order: Specify Steelhead table shape, size dimensions; select powdercoat color. Other choices: support choice, freestanding or surface mount (see important guidelines below), support powdercoat color, with or without umbrella hole. Some assembly required. **Important guidelines when specifying umbrellas with tables. When using umbrellas with 24" or 30" tabletops, surface mount or embedded supports are required. Quad support: regardless of tabletop size, surface mount is required. Catena support: regardless of tabletop size, we strongly recommend surface mount as freestanding bases may allow table to tip in windy conditions causing damage not covered under warranty.**

Steelhead Table Top w/Catena Support

	Size (d x h)	Ship Weight	Price (USD)
36" Round Steelhead Metal Top	36.0" x 29.0"	170 lbs.	\$1730
42" Round Steelhead Metal Top	42.0" x 29.0"	185 lbs.	\$1880
42" Round Steelhead Perf. Metal Top	42.0" x 29.0"	180 lbs.	\$2150

Steelhead Table Top w/Other Support

	Size (d x h)	Ship Weight	Price (USD)
36" Round Steelhead Metal Top	36.0" x 29.0"	140 lbs.	\$1540
42" Round Steelhead Metal Top	42.0" x 29.0"	150 lbs.	\$1730
42" Round Steelhead Perf. Metal Top	42.0" x 29.0"	145 lbs.	\$1970



single surface mount



catena surface mount



quad surface mount



single embedded



round metal table top



round perforated metal table top

TUUCI Parasols

To Specify: Specify umbrella style and color. Specify the mounting option associated to the chosen style. Ocean Master Hexagon and Square mounting options include freestanding or surface mount. Ocean Master Max Single and Dual Cantilever mounting options include freestanding, surface, or embedded. TUUCI parasols come fully assembled. When shipping ONE of the Ocean Master Classic parasols, it will be boxed and shipped FedEx so the box will NOT be on a pallet. When shipping FOUR or more parasols it will be boxed and shipped on a skid. To Specify: Specify Tuuci Ocean Master MEGA MAX Classic parasol style, finish and canopy color. Choose optional lighting and mounting option. MEGA MAX is available with either an in-ground or above ground base. Tuuci parasols come fully assembled. Note: If needed, in-ground hinge-new-pour concrete (J Bar) base can be shipped ahead of parasol for installation prior to full order fulfillment.

TUUCI Ocean Master Classic

	Size (d x w x h)	Ship Weight	Price (USD)
7.5' Square Parasol	90.0" x 90.0" x 99.0"	21 lbs.	\$1670
10' Hexagon Parasol	109.0" x 126.0" x 99.0"	26 lbs.	\$1970

TUUCI Ocean Master MAX Cantilever

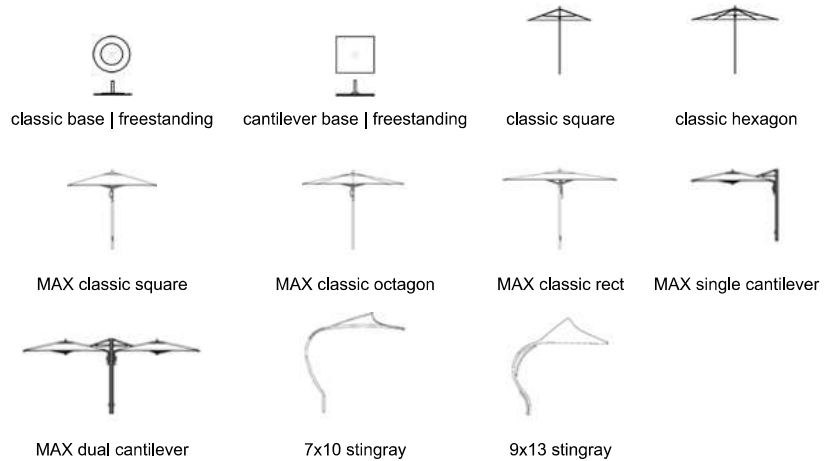
	Size (d x w x h)	Ship Weight	Price (USD)
Single Cantilever Parasol	120.0" x 127.0" x 102.0"	205 lbs.	\$8350
Dual Cantilever Parasol	120.0" x 251.0" x 105.0"	330 lbs.	\$14670

TUUCI Options

	Size (h x d)	Ship Weight	Price (USD)
Classic Center Post Cover bag	71.0" x 9.0"	8 lbs.	\$390
MAX Cover bag	71.0" x 9.0"	8 lbs.	\$750
MEGA MAX Lighting			\$1770

TUUCI Ocean Master MAX Classic

	Size (d x w x h)	Ship Weight	Price (USD)
10' Square Parasol	120.0" x 120.0" x 109.0"	165 lbs.	\$4260
11' Octagon Parasol	124.0" x 134.0" x 108.0"	160 lbs.	\$3790
8' x12' Rectangle Parasol	96.0" x 145.0" x 105.0"	185 lbs.	\$4350



Free delivery on every order in the contiguous US.



POLYWOOD®



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Home > Seating > Lakeside Dining Side Chair

Lakeside Dining Side Chair

★★★★★ 248

\$169.00


SKU TLD100




← 1 / 16 →

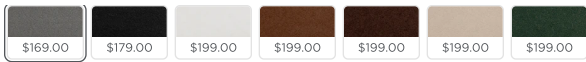
POLYWOOD COLOR: **Slate** 

[See details](#)

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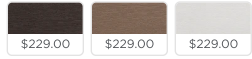
:lumber featuring the POLYWOOD Signature™ finish.





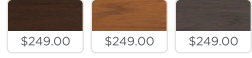
POLYWOOD Vintage™

Elevated earth tones featuring the POLYWOOD Wirebrush™ finish for enduring character.



POLYWOOD Select™

Our premium POLYWOOD GenuineGrain™ finish with TrueTone hues for textural depth.



SHIPS IN: 12-15 business days

[Shipping Policy](#)



Eligible for White Glove Delivery

Select this premium service at checkout. Scheduled delivery to your outdoor space, including assembly and removal of all packaging.

[Learn More](#)

\$169.00

- 1 +

ADD TO CART



20-Year Warranty



Low Maintenance



Made in the USA



Free Shipping*

PRODUCT DETAILS

- Transitional chair style balances form and function
- Seating designed to tuck neatly under all POLYWOOD dining tables
- 300 lbs. weight capacity; stable on most flat surfaces
- Withstands storms and strong winds; low-maintenance and easy to clean

ADD-ONS: Items designed to perfectly fit this product



Standard Seat Cushion 17\"D x 18.5\"W x 2.5\"H



Kids Lakeside Dining Chair

\$119.00 - \$149.00

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POLYWOOD®



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Home > 9' Tilt Market Umbrella & Base

9' Tilt Market Umbrella & Base

★★★★☆ 295

\$399.00



SKU PWUMB



← 4 / 9 →

UMBRELLA BASE COLOR: **White**

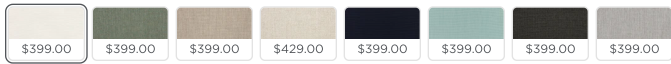
[See details](#)

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\$399.00 | \$399.00 | (\$399.00)

UMBRELLA FABRIC COLOR: **Natural**

[See details](#)



SHIPS IN: 15-20 business days

[Shipping Policy](#)

\$399.00 - 1 +

ADD TO CART



All-Weather Durability



Low Maintenance



Made in the USA



Free Shipping*

PRODUCT DETAILS

- 50 lb. cast iron base
- Zinc-plated adjustable push button tilt and crank handle lift
- Umbrella canopy sewn with outdoor performance fabric
- 9' diameter octagonal canopy provides 64 sq. ft. of coverage; designed with single wind vent

DIMENSIONS & ASSEMBLY

OUR MATERIALS & CARE

SHIPPING & RETURNS

THE POLYWOOD DIFFERENCE



20-Year Warranty

Built with **Solidcore™** durability and backed by a 20-year warranty, our lumber offers unrivaled strength and endurance from the inside out and isn't prone to splinter, rot, crack, chip, or peel.

[LEARN MORE](#)



ClimateTuff™ Materials



Low Maintenance



Formulated with ColorStay™



Made in the USA Since 1990

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Home > Outdoor Tables > Farmhouse 37" Dining Table

Farmhouse 37" Dining Table

★★★★★ 17

\$419.00



SKU FDT37



← 1 / 8 →

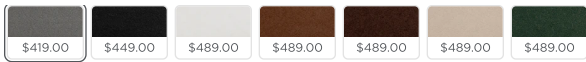
POLYWOOD COLOR: **Slate**

[See details](#)

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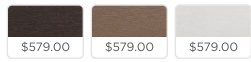
: lumber featuring the POLYWOOD Signature™ finish.





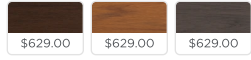
POLYWOOD Vintage™

Elevated earth tones featuring the POLYWOOD Wirebrush™ finish for enduring character.



POLYWOOD Select™

Our premium POLYWOOD GenuineGrain™ finish with TrueTone hues for textural depth.



SHIPS IN: 12-15 business days

[Shipping Policy](#)



Eligible for White Glove Delivery

Select this premium service at checkout. Scheduled delivery to your outdoor space, including assembly and removal of all packaging.

[Learn More](#)

\$419.00

- 1 +

ADD TO CART



20-Year Warranty



Low Maintenance



Made in the USA



Free Shipping*

PRODUCT DETAILS

- Can accommodate 4 seats; all POLYWOOD dining seats tuck neatly under table
- Slatted tabletop features 1.625" umbrella hole and thin gaps for water drainage
- Compatible with most dining-height seating styles
- Sturdy design holds up to 250 lbs.; stable on most flat outdoor surfaces
- Withstands storms and strong winds; low-maintenance and easy to clean

ADD-ONS: Items designed to perfectly fit this product



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Table & Base

CUSTOMIZE

DIMENSIONS & ASSEMBLY



OUR MATERIALS & CARE



SHIPPING & RETURNS



THE POLYWOOD DIFFERENCE



20-Year Warranty

Built with **Solidcore™** durability and backed by a 20-year warranty, our lumber offers unrivaled strength and endurance from the inside out and isn't prone to splinter, rot, crack, chip, or peel.

[LEARN MORE](#)



ClimateTuff™ Materials



Low Maintenance



Formulated with ColorStay™



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Lakeside Dining Side Chair

★★★★★ 248

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BAYSHORE PATIO SEATING

Cool, casual seating for breweries, resorts and waterfront restaurants.

- Strong, long-lasting aluminum stands up to the elements.
- Low-maintenance, silver powder-coat finish.
- Table fits 1 1/2" diameter [Umbrella](#).
- Chairs are stackable for easy storage.
- **Patio Chairs** - Metro, industrial style. Use indoors or out. Recommended for craft distilleries, wineries and rooftop lounges.



SIDE CHAIR

ARM CHAIR

BAYSHORE PATIO TABLE

MODEL NO.	DESCRIPTION	SIZE W x L x H	WT. (LBS.)	PRICE EACH		ADD TO CART
				1	4+	
H-9120	4' Rectangle Table	32 x 46 x 30"	63	\$425	\$400	1 <input type="button" value="ADD"/>

SHIPS VIA MOTOR FREIGHT

BAYSHORE STACKING PATIO CHAIRS

MODEL NO.	DESCRIPTION	SIZE W x L x H	WT. (LBS.)	PRICE PER CHAIR		ADD TO CART
				4	8+	
H-9121	Stacking Side Chair	22 x 22 x 33"	11	\$155	\$140	4 <input type="button" value="ADD"/>
H-9122	Stacking Arm Chair	24 x 22 x 33"		165	150	4 <input type="button" value="ADD"/>

SHIPS VIA MOTOR FREIGHT

BAYSHORE PATIO SEATING SPECIAL OFFER

MODEL NO.	DESCRIPTION	REG. PRICE	SPECIAL PRICE	ADD TO CART
H-10779	Table and 4 Side Chairs	\$975	\$855	<input type="button" value="ADD"/>
H-10780	Table and 4 Arm Chairs	\$1,015	890	6 <input type="button" value="ADD"/>

SHIPS VIA MOTOR FREIGHT



Umbrella Base - Under-Table



Slim, lightweight design.

- Square flat base doesn't get in the way.
- Sturdy steel construction.
- Two-piece stem design allows for variable table heights or freestanding use.
- [Umbrella](#) sold separately.

[More Images](#)

MODEL NO.	DESCRIPTION	SIZE L x W x H	WT. (LBS.)	PRICE EACH		IN STOCK SHIPS TODAY
				1	3+	
H-8160	Under-Table Base	18 x 18 x 18"	35	\$115	\$110	1 ADD

[+ Additional Info](#) | [+ Parts](#) | [+ Shopping Lists](#) | [Request a Catalog](#)

HUGE SELECTION

LEGENDARY SERVICE

FASTEST DELIVERY