



**Downtown Improvement Board**  
**Regular Monthly Meeting**  
Tuesday Sep 30<sup>th</sup>, 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 September 30th, 2025
  - c. \*Approval of the minutes from the regular meeting of the DIB on August 19th, 2025
  - d. \*Approval of the August Financials
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
- IV. New Business
  - a. The New Palafox Marketing Plan – Caron Sjoberg
    - Ch 3 WEAR Ad Buy for The New Palafox Plan – Bill Creedon
  - b. \*Executive Director Annual Review – Proposed Raise 3.6% (Contract Allows up to 10% annual base pay increase)
  - c. \*2025/2026 Final Budget Adjustment
- VIII. Public Comment
- IX. Adjournment

**Next meeting – October 21<sup>st</sup>, 2025**  
**(\*) = approval item**



**Downtown Improvement Board  
Regular Monthly Meeting**

Tuesday August 19<sup>th</sup>, 2025, 7:30

**AGENDA**

**Attendance: Chris McKean, Chairman, William Merrill, Sara Papantonio, Rafael Simpson, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events**

**I. Call to Order**

- a. The meeting is called to order at 7:36 AM

**II. Recurring Agenda**

- a. Mr. Walker Wilson confirmed the meeting has been properly noticed.
- b. The proposed meeting agenda for August 19th, 2025 is motioned by William Merrill,
- c. seconded by Sara Papantonio, and unanimously approved.
- d. The minutes from the regular meeting held on July 15th, 2025 are motioned, seconded, and unanimously approved.
- e. The July financials are motioned, seconded, and unanimously approved.
  - Waste Co-Op on track for the year
  - Palafox Market revenue under budget for the year due to low attendance in July

**III. On-Going Business**

**a. PPD Report**

- PPD continues to address ongoing issues at the Jefferson Street Parking Garage. This past weekend, the traffic enforcement detail was reassigned to the garage for monitoring purposes.
- Walker Wilson has been in discussion with the City regarding the potential use of CRA PPD security funds to support additional security shifts in the upcoming fiscal year.
- There have been some issues with the camping ordinance but PPD continues to monitor this.

**b. Spotless Report**

- Pressure washing is on schedule. Ambassadors are focusing additional attention on garbage cans and conducting pressure washing beneath them as needed.
- Dog bag dispensers have arrived and have been installed on trash cans. Stickers are being produced with a QR code that will allow the public to notify the team when bags need to be refilled.

**c. Marketing Report**

- July marketing projects included the Christmas in July market promotion and a vendor Instagram workshop, which was reported as very successful.
- Website issues that had been affecting operations have been resolved.
- Preparations are underway for Repast and FooFoo Fest

**d. Palafox Market**

- Attendance has been lower during July and August, which is typical due to the heat.

- Planning is underway for the fall season, including special events such as the Fall Festival and the Holiday Market.
- The board expressed interest in exploring additional opportunities and experiences to enhance the Holiday Market.

#### IV. New Business

- a. Tax Discussion Update
  - Walker to reach out to Tax Collector Scott Lunsford & Property Appraiser Bubba Peters to discuss options for tax rebates for homesteaded property owners.
- b. \*Palafox Market Vendor Fee Change
  - Motioned, seconded, and unanimously approved.
- c. \*Assistant of Operations & Events Part - Time Job Description
  - Motioned, seconded, and unanimously approved.
- d. Downtown Pensacola AI / Loyalty Program / App Discussion
  - The app will streamline information for downtown visitors, helping them stay informed about events, businesses, and parking. The app could include a loyalty program to encourage continued shopping downtown.
  - Board members expressed concerns regarding the app's rollout and the likelihood of adoption among locals and visitors.
  - The board did express interest in incorporating features such as a loyalty program for downtown businesses and a chat function to keep the public informed, particularly during the upcoming Palafox resurfacing project and related street closures.
  - The board agreed to continue discussions and revisit the topic at the next meeting.
- e. \*2025/2026 FY Final Budget
  - Motioned, seconded, and unanimously approved.
- f. \*Donation to Friends of Downtown - \$85,000
  - Motioned, seconded, and unanimously approved.
- g. New Palafox Project Update
  - Caron is finalizing a marketing plan for the Palafox project, including quotes for all proposed ideas and rollout costs. She will provide an update to the board at the next meeting
  - Walker Wilson continues to explore the feasibility of a downtown delivery service and is compiling cost estimates. The board expressed concerns about potential utilization and encouraged discussions with business owners, as well as a customer survey to gauge community interest. The board requested a cost comparison with other delivery services to evaluate alternatives.
  - Gallery Night will continue to hold their event throughout the construction period, relocating their footprint to Jefferson Street, from Romana to Main Street, Plaza Ferdinand, and Museum Plaza.
  - Gallery Night expressed interest in collaborating with business owners to explore opportunities for inclusion during the construction period and for future events.

#### VIII. Public Comment

#### IX. Adjournment

- The meeting is adjourned at 9:27 AM

**Next meeting – September 16<sup>th</sup>, 2025**

**(\*) = approval item**

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

August 2025

Accrual Basis

	Aug 25	Budget	\$ Over Budget	Oct '24 - Aug 25	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	4,689.90	6,156.67	-1,466.77	57,871.66	67,723.33	-9,851.67	73,880.00
4010 · Ad Valorem Revenue	180,863.17	158,842.26	22,020.91	814,524.91	792,504.00	22,020.91	792,504.00
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	458.33	-458.33	500.00
	19,910.00	22,166.67	-2,256.67	234,920.00	243,833.33	-8,913.33	266,000.00
4900 · Sales Tax Collected - Rent	-673.28	-1,000.00	326.72	-7,972.27	-11,000.00	3,027.73	-12,000.00
<b>Total Income</b>	<b>204,789.79</b>	<b>186,207.27</b>	<b>18,582.52</b>	<b>1,728,103.49</b>	<b>1,722,277.99</b>	<b>5,825.50</b>	<b>1,749,643.00</b>
<b>Gross Profit</b>	<b>204,789.79</b>	<b>186,207.27</b>	<b>18,582.52</b>	<b>1,728,103.49</b>	<b>1,722,277.99</b>	<b>5,825.50</b>	<b>1,749,643.00</b>
Expense							
3001 · Compactor - Waste Services	6,008.10	6,000.00	8.10	61,436.81	66,000.00	-4,563.19	72,000.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	9.17	-9.17	10.00
3004 · Compactor - Security Fees	128.94	116.67	12.27	1,301.64	1,283.33	18.31	1,400.00
3005 · Compactor - Repair	207.46			207.46			
3007 · Compactor - Electric	41.16	39.17	1.99	448.81	430.83	17.98	470.00
5000 · CRA Interlocal Payment	0.00			628,759.19	628,759.00	0.19	628,759.00
5001 · Salaries, Benefits & Taxes	8,507.83	9,004.08	-496.25	98,990.59	99,044.92	-54.33	108,049.00
5004 · Insurance Expense-Other	32.58			358.38			
5005 · Workers Comp Insurance	38.25	0.00	38.25	420.75	0.00	420.75	500.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	229.17	-229.17	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	229.17	-229.17	250.00
5009 · Bank Charges	18.00	16.67	1.33	386.29	183.33	202.96	200.00
5012 · Office Rent	1,323.14	1,412.58	-89.44	14,506.25	15,538.42	-1,032.17	16,951.00
5013 · Office Supplies	258.96	125.00	133.96	1,407.76	1,375.00	32.76	1,500.00
5014 · Office Equipment/Software	100.33	250.00	-149.67	3,836.23	2,750.00	1,086.23	3,000.00
5015 · Postage	0.00	16.67	-16.67	410.95	183.33	227.62	200.00
5016 · Telecommunications	374.12	291.67	82.45	4,041.09	3,208.33	832.76	3,500.00
5018 · Website Hosting	0.00	541.67	-541.67	1,194.29	5,958.33	-4,764.04	6,500.00
5019 · Computer Support/Email Leasing	358.94	208.33	150.61	4,409.91	2,291.67	2,118.24	2,500.00
5020 · Dues, Subscriptions, Publicatio	390.99	291.67	99.32	4,146.57	3,208.33	938.24	3,500.00
5021 · Travel Entertainment & Educ.	946.32	166.67	779.65	2,473.62	1,833.33	640.29	2,000.00
5023 · Marketing Consultants	7,752.50	6,833.33	919.17	68,039.21	75,166.67	-7,127.46	82,000.00
5024 · Bookkeeping	690.00	958.33	-268.33	13,080.00	10,541.67	2,538.33	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	80.00	2,750.00	-2,670.00	3,000.00
5027 · Economic Development	16,390.25	9,583.33	6,806.92	119,343.09	105,416.67	13,926.42	115,000.00
5028 · Arts and Culture	0.00	631.80	-631.80	0.00	6,949.80	-6,949.80	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	12,716.88	11,916.67	800.21	13,000.00
5227 · PPD Security	3,800.00	6,250.00	-2,450.00	68,135.00	68,750.00	-615.00	75,000.00
6000 · Palafox Market	34,422.00	20,663.33	13,758.67	248,187.35	233,336.67	14,850.68	254,000.00
7000 · Ambassador Program	20,837.54	20,835.20	2.34	229,212.94	229,187.20	25.74	250,022.40
<b>Total Expense</b>	<b>103,783.49</b>	<b>85,611.99</b>	<b>18,171.50</b>	<b>1,601,531.06</b>	<b>1,590,531.01</b>	<b>11,000.05</b>	<b>1,761,643.00</b>
<b>Net Ordinary Income</b>	<b>101,006.30</b>	<b>100,595.28</b>	<b>411.02</b>	<b>126,572.43</b>	<b>131,746.98</b>	<b>-5,174.55</b>	<b>-12,000.00</b>
<b>Other Income/Expense</b>							

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

August 2025

	Aug 25	Budget	\$ Over Budget	Oct '24 - Aug 25	YTD Budget	\$ Over Budget	Annual Budget
Other Income							
Voided Checks	0.00			1,205.50			
4980 · Sales Tax Collection Allowance	13.04			197.59			
4960 · Interest Income	654.87	1,000.00	-345.13	7,111.57	11,000.00	-3,888.43	12,000.00
<b>Total Other Income</b>	<b>667.91</b>	<b>1,000.00</b>	<b>-332.09</b>	<b>8,514.66</b>	<b>11,000.00</b>	<b>-2,485.34</b>	<b>12,000.00</b>
<b>Net Other Income</b>	<b>667.91</b>	<b>1,000.00</b>	<b>-332.09</b>	<b>8,514.66</b>	<b>11,000.00</b>	<b>-2,485.34</b>	<b>12,000.00</b>
<b>Net Income</b>	<b>101,674.21</b>	<b>101,595.28</b>	<b>78.93</b>	<b>135,087.09</b>	<b>142,746.98</b>	<b>-7,659.89</b>	<b>0.00</b>

# DOWNTOWN IMPROVEMENT BOARD

## Palafox Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

August 2025

	Aug 25	Budget	\$ Over Budget	Oct '24 - Aug 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor	19,910.00	22,166.67	-2,256.67	234,920.00	243,833.33	-8,913.33	266,000.00
Total Program Revenue	19,910.00	22,166.67	-2,256.67	234,920.00	243,833.33	-8,913.33	266,000.00
Total Income	19,910.00	22,166.67	-2,256.67	234,920.00	243,833.33	-8,913.33	266,000.00
Gross Profit	19,910.00	22,166.67	-2,256.67	234,920.00	243,833.33	-8,913.33	266,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	5,706.76	7,238.20	-1,531.44	73,062.96	79,620.20	-6,557.24	86,858.40
6003 · Permits / Street Closure	0.00	220.83	-220.83	0.00	2,429.17	-2,429.17	2,650.00
6004 · Portable Toilet Rental	1,160.00	916.67	243.33	14,220.00	10,083.33	4,136.67	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	85.39	1,500.00	-1,414.61	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	229.17	-229.17	250.00
6007 · Marketing	2,662.50	3,166.67	-504.17	29,435.32	34,833.33	-5,398.01	38,000.00
6011 · Market App Program Fee	0.00	158.33	-158.33	2,311.63	1,741.67	569.96	1,900.00
6012 · Market Security	4,000.00	1,833.33	2,166.67	39,120.00	20,166.67	18,953.33	22,000.00
6015 · Bathroom Construction	16,931.00	3,390.00	13,541.00	47,441.00	37,290.00	10,151.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	41.67	-41.67	809.83	458.33	351.50	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	40,449.31	40,444.80	4.51	44,121.60
Total 6000 · Palafox Market	34,137.47	20,663.33	13,474.14	246,935.44	233,336.67	13,598.77	254,000.00
Total Expense	34,137.47	20,663.33	13,474.14	246,935.44	233,336.67	13,598.77	254,000.00
Net Ordinary Income	-14,227.47	1,503.34	-15,730.81	-12,015.44	10,496.66	-22,512.10	12,000.00
Net Income	<b>-14,227.47</b>	<b>1,503.34</b>	<b>-15,730.81</b>	<b>-12,015.44</b>	<b>10,496.66</b>	<b>-22,512.10</b>	<b>12,000.00</b>

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of August 31, 2025

	Aug 31, 25
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash - Synovus- 0237 Operating	699.65
103 · Synovus - Money Market	311,811.90
<b>Total Checking/Savings</b>	312,511.55
<b>Other Current Assets</b>	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	19,780.07
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	2,022.99
<b>Total Other Current Assets</b>	23,535.31
<b>Total Current Assets</b>	336,046.86
<b>Fixed Assets</b>	
Puppy Pit Stop Project	72,745.00
240 · Equipment	171,690.91
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-161,333.37
<b>Total Fixed Assets</b>	100,935.35
<b>TOTAL ASSETS</b>	<b>436,982.21</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	16,142.19
<b>Total Accounts Payable</b>	16,142.19
<b>Other Current Liabilities</b>	
Accrued Salaries	3,843.68
481 · Sales Tax Payable	673.28
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
<b>Total Other Current Liabilities</b>	13,134.48
<b>Total Current Liabilities</b>	29,276.67
<b>Total Liabilities</b>	29,276.67
<b>Equity</b>	
32000 · Unrestricted Net Assets	290,492.47
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
<b>Total 587 · Fund Balance</b>	-17,874.02
<b>Net Income</b>	135,087.09
<b>Total Equity</b>	407,705.54
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>436,982.21</b>



**DIB - Aug 25**

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$18,500 Over Budget</i>	<i>\$5,800 Over Budget</i>
4030	Palafox Market	\$2,200 Under Budget	\$8,900 Under Budget
Expense	<i>Overview</i>	<i>\$18,000 Over Budget</i>	<i>\$11,000 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$500 Under Budget	\$50 Under Budget
5023	Marketing	\$900 Over Budget	\$7,100 Under Budget
6007	P.M. Marketing	\$500 Under Budget	\$5,300 Under Budget
5027	Economic Development	\$6,800 Over Budget	\$13,900 Over Budget
6000	Palafox Market	\$13,000 Over Budget	\$14,800 Over Budget
7000	Ambassador Program	On Budget	On Budget

## Marketing Highlights August 2025



## PROJECTS



### GRAPHIC DESIGN+PRODUCTION

- “Best of the Coast” print ad
- New DIB business cards
- Doggie Station sticker, website, social graphics
- Press Release: Halloween Market
- Press Release: Sept. Market Dates
- Downtown and Palafox Market Photography
- Halloween Market Meta Ad
- Halloween Market digital calendar posting
- “All I Want” collateral design (continued)
- One-sheeter for auto dealer sponsor
- Landing page design for New Palafox
- Downtown Credit Card research/dev
- New Palafox Communication Strategy
- July marketing report and analytics



### DIGITAL PROJECTS

- Website troubleshooting (Instagram feed)
- Downtown AI Project meetings
- Repast video reel
- Economic Development digital campaigns
- Palafox Market reels
- WEAR-TV & Digital project for The New Palafox
- Bush Farms promo video / Palafox Market
- Economic Dev Digital ads



### SOCIAL MEDIA

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



### SPECIAL EVENTS PRODUCTION

- Halloween Market
- Foo Foo Launch Party
- Gallery Night promotion
- Weekend Roundups
- Repast
- Holiday Market
- National Farmers Market Week
- Hangout Fest promotion
- “All I Want” holiday promotion
- “Friends of Foo” Palafox Market
- Afterburn / artist followups / Foo Foo
- Seville Quarter anniversary
- Eventbrite / Gift Tiles, etc. for Repast

## ECONOMIC DEVELOPMENT ADS

### SEARCH MARKETING / SEM

**4,250 Total Impressions**

**586 Clicks**

**13.79% CTR**

Top Search: Things to do Pensacola

### GEOFENCE

**215,003 Impressions**

**534 Clicks**

**.25% CTR**

Top Performing Ad: Dine

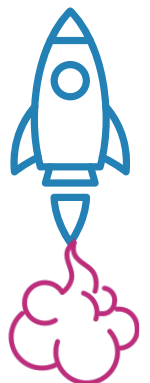
### META

**199,931 Impressions**

**7,346 Clicks**

**3.67% CTR**

Top Performing Ad: Shop



@downtownpensacola



## INSTAGRAM STATS

73% FEMALE / 27% MALE

**48.5K** TOTAL FOLLOWERS

**697** NEW FOLLOWERS

**25K** INSTAGRAM REACH

**290K** TOTAL VIEWS

**201** MERCHANT STORIES

**4.9K** INTERACTIONS



## FACEBOOK STATS

76% FEMALE / 24% MALE

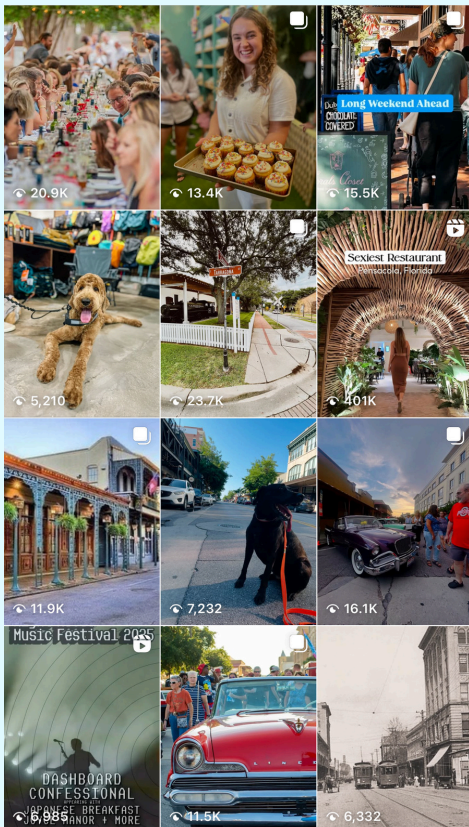
**98.6K** TOTAL FOLLOWERS

**250** NEW FOLLOWERS

**645.1K** REACH

**520K** TOTAL VIEWS

**35K** TOP SINGLE POST VIEWS



AUGUST 2025

## PALAFox MARKET SOCIAL MEDIA

@palafoxmarket

**131K** Instagram Views

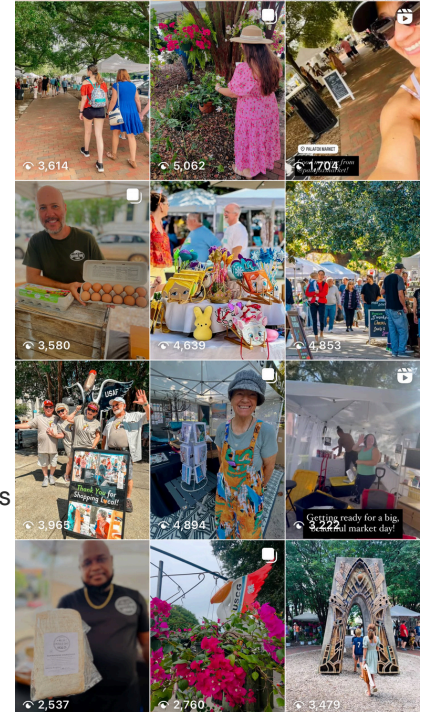
**1.5K** Interactions

**203** Posts + Stories

**3** Video Reels

**12.7** Instagram Followers

**402** New Followers



## PALAFox MARKET PROJECT LIST

- INSTAGRAM ACCOUNT MONITORING, CONTENT, ENGAGEMENT, RESPONSE
- LINKTREE UPDATES
- VIDEO REELS (3)
- TROLLEY TRACKER TROUBLESHOOTING
- VENDOR HIGHLIGHT REELS
- GOOGLE REVIEWS / RESPONSE (11)
- PALAFox MARKET VENDOR GROUP
- HALLOWEEN PROMO GRAPHICS
- PHOTO SHOOTS SOUTH + NORTH MARKETS
- FACEBOOK AND INSTAGRAM QUESTIONS FROM POTENTIAL VENDORS
- HOLIDAY MARKET GRAPHICS
- INSTAGRAM HIGHLIGHTS
- FREE TROLLEY PROMOTION
- NATIONAL FARMERS MARKET WEEK
- SCAMMER VENDOR MANAGEMENT ON FACEBOOK EVENT
- HALLOWEEN MARKET PRESS RELEASE
- HALLOWEEN MARKET ONLINE CALENDARS
- HALLOWEEN MARKET CREEPY CRAWLEY ZOO
- SEPT. MARKETS NEWS RELEASE
- ORDER TREATS FOR HAUNTED TROLLEY
- AUTHOR EVENT

The following is a **comprehensive Marketing Strategy & Public Information Plan** for **Downtown Pensacola** to support **shopping, dining, nightlife and foot traffic during the Palafox Street road construction** (Jan 4–Memorial Day Weekend 2026). This plan is structured around **three phases: Pre-Construction (Sept–Dec 2025), During Construction (Jan–May 2026), and Post-Construction Celebration (Memorial Day Weekend)**. \*Dates are subject to change.

## Project Objective

Minimize the negative impact of road construction on Downtown Pensacola businesses and maintain strong customer traffic through creative placemaking, strategic marketing, digital platforms, community incentives, and experiential programming.

## TIMELINE OVERVIEW

Phase	Timeline	Goal
<b>Phase 1: Awareness + Prep</b>	Sept–Dec 2025	Build awareness of construction, boost pre-construction shopping, launch LP + campaigns
<b>Phase 2: Activation During Construction</b>	Jan–May 2026	Maintain foot traffic, incentivize spending, offer alternative access
<b>Phase 3: Grand Reveal Celebration</b>	Memorial Day Weekend	Celebrate the reopening, spotlight beautification, thank the community, highlight downtown businesses

## PHASE 1: PRE-CONSTRUCTION AWARENESS (SEPT–DEC 2025)

### Key Actions (collaborate with City):

- **Launch updated microsite:** *IHEARTDOWNTOWN.SHOP*
  - Locator map of open sidewalks, businesses (interactive map?)
  - New Palafox updates, news (City page?)
  - Where to park
  - Upcoming events (Gallery Night, Foo Foo, Holiday events, special parklets)

- QR code for handouts, signage, and receipts
- Highlight: “We’re Open During Construction” window decal for participants

- **Information Rollout – September**

- Handouts at all downtown merchants; QR code to site
- Digital & printed: What’s Happening on Palafox (FAQ + Map + QR Code)
- Visuals/renderings from Jerry Pate to show the *vision of the New Palafox*
- Geofence those using parking app - send targeted parking info and send to ilovedowntown landing page.
- Virtual (live cam?) tour of downtown - pre / during / post construction

- **Holiday Season Boost (Nov–Dec)**

- Adjust “All I Want” holiday campaign:
  - Weekly \$100 gift card drawings
  - Emphasize supporting local before construction
  - Tree lighting + holiday activations
  - Media coverage of Palafox "glow before the grow"
  - Change Digital ads (social + web) focus to push holiday shopping / “All I Want”
- Launch WEAR-TV campaign
  - :30 spots on local news a.m. and pm
  - :30 rotator prime time
  - 2-minute interviews with Kathryn Daniel; various guests (Walker, merchant, Mayor, Gallery Night, Mardi Gras) that will air seamlessly with the WEAR-TV 6-7am newscast

## **PHASE 2: CONSTRUCTION ACTIVATION (JAN–MAY 2026)**

### **Strategic Goals**

- Keep the public-facing area clean, inviting and exciting
- Increase dwell time with events + pop-ups
- Maintain access awareness (sidewalks, crosswalks, parking)
- Provide delivery alternatives and transportation support
- Provide free City parking
- Communicate, communicate, communicate

### **Tactics**

#### **1. Streetscape & Access Enhancements**

- **Branded Fence Wraps**
  - Vision renderings + “Coming Soon” renderings
  - Include historical timeline panels (in partnership with UWF Historic Trust) showing Palafox over the years
  - Sections by local muralists printed and installed at intersections
- **Artist Activation Zone**
  - “Wine Block” – Live art + Sip & Shop dates
  - Schedule artists in blank space with QR to learn more - in connection with Gallery Night
  - Promote via social, fence wraps, and LP
  - Coordinate with Gallery Night Pensacola for artist activations, POP ups, parklets, etc. during monthly community events
- **Directional Signage at Intersections**

- Art-forward wayfinding signs to guide pedestrian flow
- Arrows point to shops, galleries, clubs, restaurants
- Painted footprints, sandwich boards on sidewalks
- Use of DIB pelican illustration w/ hard hat on to be “way finder / point the way” to shops, etc. at intersections

• **Mini-Parklets & Cafe Zones**

- Pop-up turf lounge spots + cafe tables (parklets)
- “Take 5” zones in construction blocks
- Work with cafés for sidewalk-facing serving

• **Live Feed - Social Media Channels/LP**

- Tune-in watch progress of construction; 24/7 camera
- interviews with construction team
- interviews with merchants along Palafox

2. “I ❤️ Downtown” Campaign Relaunch

- Gift card program
- Customer rewards for spending (e.g., \$50 = entry to \$100 giveaway)
- Featured weekly business highlights on socials and newsletter
- Rack cards with tear off coupon to be given out during December Gallery Night+ at merchant locations....redeem coupon during construction period (Jan-May 2026).



### **3. Transportation, Access, and Delivery Ideas**

- **FREE Parking (where?)**

- Partner with City to promote free side street & garage parking
- Scheduled trolleys and/or Gopher carts running

- **Shop & Drop Delivery Program**

- Partner with dealership/trolley company or use DoorDash partnership
- Branded vehicle or golf cart for free local deliveries within 5 miles
- \$15 delivery fee outside radius (model after Iowa City)
- Use ambassadors for courier runs
- Alternate option: DoorDash program—delivery fee covered by DIB

- **Rear Entrance Activation Program**

- Mini grants to businesses to beautify back entrances
- Branded signage: “Enter from Here – We’re Open!”
- DIB provide toolkits, lighting, and templates
- Activate Jefferson Alley with café tables, lighting, art

### **4. Marketing & Events**

- **Weekly “I ❤️ Downtown” Giveaways**

- Shop that week; Spend \$X = Entry to win weekly \$100 gift card
- Highlight winners online and on signage
- QR printed on merchant receipts to enter
- Redemption of rack card tear off coupons
- Partner with Lamar outdoor for digital boards to promote All I Want

- **Monthly Block Events**



- Rotate theme: Wine Walk, Makers Pop-Up at Quayside, Art Night, Music Pop-Up, etc.
- All listed on landing page calendar and city events
- Push e-newsletter monthly and social reminders weekly; SMS marketing for opt-ins
- **GOBO Light Projections**
  - Project campaign messages on major buildings at night, winner names,
  - “Downtown is Open,” gift card promos, spotlight weekly events
- **Media and PR**
  - Daily news sponsorships on WEAR-TV or custom WEAR promotions during prime viewing times
  - “Reimagine Downtown” interviews with businesses
  - Lissa’s suggestion: Projection mapping on Artel Gallery

## PHASE 3: MEMORIAL DAY 2026 WEEKEND CELEBRATION

### “Palafox Reimagined” Grand Reveal

- Host a **multi-day celebration**
  - Grand re-opening, live music, street dining
  - Businesses extend hours and specials
- Invite media and city leaders
- Coordinate social media blitz + giveaways
- Share “before and after” visuals
-

## COMMUNICATION TACTICS

### Channels:

- **Social Media Campaigns**
- **Email Marketing** (weekly or monthly visitor blasts)
- **QR Codes** on:
  - Merchant receipts
  - Signage
  - Flyers/handouts
  - Projected on building
- **Branded Collateral**
  - Fence wraps, table tents or coasters, flyers, GOBO projections, sidewalk decals, social graphics, etc.
- **PR & Local Media**
  - Feature stories on participating businesses
  - Media pitch calendar
  - Ongoing press releases to communicate downtown events
  - Events posted on community and media calendars
  - “Live on the Street” videos for social

## KEY MILESTONES + DEADLINES

Date	Action
Sept 1	Launch informational campaign, handouts, microsite/LP
Oct 1	Submit budget + plan for city funding

<b>Oct– Dec</b>	Weekly promo rollouts, holiday campaign live
<b>Jan 4</b>	Construction begins – new signage, wraps, first event
<b>Jan– May</b>	Ongoing: Events, giveaways, transportation incentives
<b>May 23–26</b>	Memorial Day Grand Reveal Celebration

## METRICS TO TRACK

- Website & LP traffic
- Business participation
- Gift card redemptions
- Event attendance
- Social engagement (hashtags, reach, shares)
- Foot traffic attribution before and during construction (measured via DIB foot traffic counter)

Pensacola Downtown Improvement Board Operational Budget	
	2025-2026 Budget
4000 - Misc. Income	
4010 - Ad Valorem Revenue	\$ 834,747.00
4020 - Website Membership	\$ -
4030 - Palafox Market Vendor Paym	\$ 260,000.00
1301 - Co-Op Participation	\$ 68,000.00
4960 - Interest Income	\$ 12,000.00
4900 - Palafox Market Sales Tax Col	\$ (10,000.00)
4025 - Funds Brought Forward	\$ -
<b>DIB Revenue</b>	<b>\$ 1,164,747.00</b>

7000 - Ambassador Program Labor	\$ 247,560.85
5027 - Economic Development	\$ 76,165.32
5027- Ave Intelligence	\$ 2,400.00
5027- MRI	\$ 8,400.00
5027- Econ Marketing	\$ 12,500.00
5027- All I Want	\$ 7,500.00
5027- Trolley	\$ 33,000.00
<b>5027 - Economic Development</b>	<b>\$ 139,965.32</b>
5028 - Arts and Culture	\$ -
5029 - Donation to Friends of DT	\$ 85,000.00
5227 - DIB Policing/OT PPD Work	\$ 60,000.00
5001 - DIB Salaries Benefits & Taxes	\$ 130,720.83
5005 - Workers Compensation	\$ 500.00
5030 - Liability Insurance / Other	\$ 14,000.00
5006 - Board Meetings	\$ 250.00
5007 - Annual Meeting	\$ 250.00
5009 - Bank Charges	\$ 340.00
5012 - Office Rent	\$ 17,460.00
5013 - Office Supplies	\$ 1,500.00
5014 - Office Equipment	\$ 3,000.00
5015 - Postage	\$ 200.00
5016 - Telecommunications	\$ 3,500.00
5017 - Website Support	\$ -
5018 - Website Hosting	\$ 6,500.00
5019 - Computer Support / Email Le	\$ 2,500.00
5020 - Dues Subscriptions & Public	\$ 4,000.00
5021 - Travel, Entertainment & Educ	\$ 2,000.00
5023 - Marketing Consultants	\$ 90,000.00
5024 - Bookkeeping	\$ 19,500.00
5025 - Audit	\$ 15,000.00
5026 - Legal Counsel	\$ 3,000.00
<b>DIB Expense</b>	<b>\$ 846,747.00</b>
6000 - Market Other / Misc.	\$ 17,617.26
6001 - Palafox Market Management	\$ 90,388.14
6003 - Permits / Street Closures	\$ 2,650.00
6004 - Portable Toilet Rental	\$ 4,500.00
6005 - Market Anniversary Celebrat	\$ 1,500.00
6006 - Farm Visit - Mileage Reimbur	\$ 250.00
6007 - Marketing	\$ 38,000.00
6011 - Market App Program Fee	\$ 1,900.00
6012 - Market Security	\$ 44,000.00
6016 - Travel, Entertainment & Educ	\$ 500.00
6017- P.M. Holiday Market (Permit/	\$ 4,540.00
Spotless Cleaning	\$ 44,154.60
<b>Palafox Market Expense</b>	<b>\$ 250,000.00</b>
3001- Republic - Compactor Service	\$ 66,120.00
3002 - Compactor Lease	\$ 10.00
3004 - Security	\$ 1,400.00
3007 - Compactor Electric	\$ 470.00
<b>Compactor Expense</b>	<b>\$ 68,000.00</b>
<b>DIB Operating Expense</b>	<b>\$ 1,164,747.00</b>

<b>Tot Revenues</b>	<b>\$ 1,164,747.00</b>
<b>Tot Expenses</b>	<b>\$ 1,164,747.00</b>
<b>Tot Variance</b>	<b>\$ -</b>
<b>% of budget</b>	<b>0%</b>