



Downtown Improvement Board

Regular Monthly Meeting

Tuesday July 21st, 2026, 7:30

AGENDA

Attendance: Chris McKean, Chairman, William Merrill, Gregg Harding, Mike Kohler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

I. Call to Order

- a. Meeting was called to order at 7:36 A.M.

II. Recurring Agenda

- a. Meeting was properly noticed.
- b. Without a quorum present, the meeting proceeded as an informational discussion only. No official business was conducted, and no votes were taken.

III. On-Going Business

- a. PPD Report - Sergeant Ghigliotty
 - Surveillance cameras were instrumental in assisting with the Fourth of July shooting investigation. The need for additional cameras was discussed.
 - An update was provided regarding CRA meeting discussions on funding additional positions.
 - The possibility of installing additional cameras in parks and other downtown locations was discussed.
 - Consideration was given to adjusting parking garage security shifts to fill additional shifts after labor day weekend.
- b. Spotless Report - Labarian Turner
 - No report.
- c. Marketing Report - Caron Sjoberg
 - Some of the projects from June include First Friday Art Walk, Palafox Market Summer Pop-Up.
 - Projects coming up include Foo Foo Fest, All I Want Christmas campaign preparation, Palafox Market Halloween Market, updates to Umbrella Alley
- d. Palafox Market - Cailin Feagles
 - The mid-week market is going well with positive feedback on musicians.

IV. Old Business

V. New Business

- a. *Election of DIB Officers July 2026 to June 2027 – Chris McKean, Chair; Nathan Holler, Vice Chair; William Merrill, Treasurer; & Walker Wilson, Secretary.
- b. *2025/2026 Budget Correction
- c. *2026/2027 Budget

d. *Outdoor Furniture for Plaza Ferdinand

VIII. Public Comment

- August meeting will be rescheduled. Looking at Monday, August 10, 2026

IX. Adjournment

- Meeting adjourned at 8:18 A.M

Next meeting – August 18th, 2026

(*) = approval item



Downtown Improvement Board

Regular Monthly Meeting

Tuesday June 16th, 2026, 7:30

AGENDA

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

I. Call to Order

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

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for June 16th, 2026 is motioned by William Merrill, seconded by Nathan Holler, and unanimously approved.
- c. The minutes from the regular meeting of the DIB held on May 19th, 2026 are motioned, seconded, and unanimously approved.
- d. The May financials are motioned, seconded, and unanimously approved.
 - Frazier & Deeter will attend next meeting.

III. On-Going Business

- a. PPD Report - Sergeant Ghigliotty
 - PPD is preparing for 4th of July security for the fireworks show and post event security.
 - DIB discussing hiring off-duty officers for Jefferson Street Parking Garage for the summer through Labor Day weekend.
- b. Spotless Report - Labarian Turner
 - Sidewalks have been pressure washed down to Main Street.
- c. Marketing Report - Caron Sjoberg
 - Palafox Market Summer Pop-Up promotion is underway.
 - Some of the projects included the Umbrella Alley social coverage, First Friday Art Walk, and the Pickle Festival promotion.
 - Currently updating the visitor guide with current businesses information.
- d. Palafox Market - Cailin Feagles
 - Strong start to the summer with higher than normal vendor attendance across both markets.
 - Mid-week market plans are underway and will start run every Wednesday in July.

IV. Old Business

V. New Business

- a. *First Friday Art Walk – Gretchen Scott
 - There is a motion to approve up to \$1,500 to put towards the First Friday trolley and signage for next month's event. Motion is seconded, and unanimously approved.

- b. 2026/2027 Budget Discussion
 - There is a motion to approve two officers for sixteen nights in the Jefferson Street Parking Garage through Labor Day Weekend. Motion is seconded and unanimously approved.
- c. *Outdoor Furniture for Plaza Ferdinand
 - Revisit at next meeting.
- d. *Ad Hoc Officer Nominating Committee
 - Nominating Chris McKean for Chairman, Nathan Holler for VP, and William Merrill for Treasurer
 - Motioned, seconded, and unanimously approved.

VIII. Public Comment

IX. Adjournment

- The meeting is adjourned at 9:02 AM

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

Budget vs. Actuals - Month

Jun-26

			Projected YE2026	
	Actual	Projected Annual	Annual Budget	Over/(Under)
Revenue				
1301 Co-Op Participation	64,003.48	85,337.97	68,000.00	17,337.97
4000 Misc Income	21,088.22	28,117.63		28,117.63
4010 Ad Valorem Revenue	665,186.03	886,914.71	834,747.00	52,167.71
Program Revenue				
4030 Palafox Market Vendor			260,000.00	-260,000.00
4031 Palafox Market Vendor North	144,588.61	192,784.81		192,784.81
4031 Palafox Market Vendor South	24,825.00	33,100.00		33,100.00
4035 Palafox Market Summer Pop-Up	4,250.00	5,666.67		5,666.67
4037 Palafox Market App Fees	3,540.00	4,720.00		4,720.00
4038 Palafox Market Merchandise	254.52	339.36		339.36
4039 Palafox Market Misc Income	7,850.00	10,466.67		10,466.67
Total for Program Revenue	185,308.13	247,077.51	260,000.00	-12,922.49
QuickBooks Payments Sales	40.00			
4901 Sales Tax Collected - Merch		0.00	-10,000.00	10,000.00
Total for Revenue	935,625.86	1,247,447.81	1,152,747.00	84,700.81
Cost of Goods Sold	1,159.20	1,545.60		1,545.60
Gross Profit	934,466.66	1,245,902.21	1,152,747.00	83,155.21
Expenditures				
3001 Compactor - Waste Services	41,228.37	54,971.16	66,130.00	-11,158.84
3004 Compactor - Security Fees	1,002.56	1,336.75	1,400.00	-63.25
3007 Compactor - Electric	406.42	541.89	470.00	71.89
5001 Salaries, Benefits & Taxes	75,701.06	100,934.75	131,635.12	-30,700.37
5001.11 Ambassador Salary Expense	935.80	1,247.73		1,247.73
5001.9 Payroll Admin Fees	30.00	40.00		40.00
5003.5 403(b) Employer Contribution	8,645.35	11,527.13		11,527.13

5003 Health/Dental Insurance	3,696.41	4,928.55		4,928.55
Total for 5001 Salaries, Benefits & Taxes	89,008.62	118,678.16	131,635.12	-12,956.96
5004 Insurance Expense-Other	317.91	423.88	14,000.00	-13,576.12
5005 Workers Comp Insurance	434.38	579.17	500.00	79.17
5009 Bank Charges	281.45	375.27	340.00	35.27
5010 Bank Direct Deposit Fee	41.60	55.47		55.47
5012 Office Rent	11,836.36	15,781.81	17,460.00	-1,678.19
5013 Office Supplies	1,695.64	2,260.85	1,500.00	760.85
5014 Office Equipment/Software	3,978.82	5,305.09	3,000.00	2,305.09
5015 Postage	288.34	384.45	200.00	184.45
5016 Telecommunications	3,322.88	4,430.51	3,500.00	930.51
5017 Website Support	135.80	181.07		181.07
5018 Website Hosting	1,089.27	1,452.36	6,500.00	-5,047.64
5019 Computer Support/Email Leasing	2,774.69	3,699.59	2,500.00	1,199.59
5020 Dues, Subscriptions, Publicatio	1,577.84	2,103.79	4,000.00	-1,896.21
5020.5 Fees	895.00	1,193.33		1,193.33
5021 Travel Entertainment & Educ.	2,229.68	2,972.91	2,000.00	972.91
5022 Repair & Maintenance	660.00	880.00		880.00
5023 Marketing Consultants	71,397.91	95,197.21	90,000.00	5,197.21
5024 Bookkeeping	9,893.77	13,191.69	19,500.00	-6,308.31
5025 Audit	16,229.80	21,639.73	15,000.00	6,639.73
5026 Legal Counsel	506.25	675.00	3,000.00	-2,325.00
5027 Economic Development	123,160.39	164,213.85	139,051.03	25,162.82
5030 Insurance- General Liability	13,584.71	18,112.95		18,112.95
5227 PPD Security	39,350.00	52,466.67	60,000.00	-7,533.33
6000 Palafox Market	5,628.14	7,504.19	17,124.95	-9,620.76
6001 Palafox Market Project Mgmt	70,215.82	93,621.09	90,880.45	2,740.64
6003 Permits / Street Closure	2,000.00	2,666.67	2,650.00	16.67
6004 Portable Toilet Rental	11,573.68	15,431.57	4,500.00	10,931.57
6007 Marketing	28,548.95	38,065.27	38,000.00	65.27
6011 Market App Program Fee	2,250.00	3,000.00	1,900.00	1,100.00
6012 Market Security	32,200.00	42,933.33	44,000.00	-1,066.67

6013 Palafox Market Event	977.36	1,303.15		1,303.15
6018 Market Cleaning Labor	29,299.66	39,066.21	44,154.60	-5,088.39
6005 Market Anniversary Celebration		0.00	1,500.00	-1,500.00
6006 Farm Visit- Mileage Reimburseme		0.00	250.00	-250.00
6016 Travel, Entertainment & Educati	81.07	108.09	500.00	-391.91
6017 P. M. Holiday Market (Perm/Cop)		0.00	4,540.00	-4,540.00
Total for 6000 Palafox Market	182,774.68	243,699.57	250,000.00	-6,300.43
7000 Ambassador Program	9.00	12.00	247,560.85	-247,548.85
7001 Ambassador Program Labor	164,616.71	219,488.95		219,488.95
7006 Janitorial Supplies	723.60	964.80		964.80
Total for 7000 Ambassador Program	165,349.31	220,465.75	247,560.85	-27,095.10
F010 Bank Wire	72.00	96.00		96.00
QuickBooks Payments Fees	352.69	470.25		470.25
3002 Compactor Lease		0.00		0.00
5006 Board Meetings		0.00	250.00	-250.00
5007 Annual Meeting		0.00	250.00	-250.00
5029 Donation to Friends of Downtown		0.00	85,000.00	-85,000.00
Total for Expenditures	785,877.14	1,047,836.19	1,164,747.00	-116,910.81
Net Operating Revenue	148,589.52	198,066.03	-12,000.00	210,066.03
Other Revenue				
4960 Interest Income	4,193.45	5,591.27	12,000.00	-6,408.73
4965 Revenue Reimbursement	4,800.00	6,400.00		6,400.00
4980 Sales Tax Collection Allowance	17.24	22.99		22.99
Total for Other Revenue	9,010.69	12,014.25	12,000.00	14.25
Other Expenditures				
Net Other Revenue	9,010.69	12,014.25	12,000.00	14.25
Net Revenue	157,600.21	210,080.28	0.00	210,080.28

Budget vs. Actuals - Month

Jun-26

	Jun-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
1301 Co-Op Participation	5,418.27	5,666.67	-248.40	64,003.48	51,000.03	13,003.45	68,000.00
4000 Misc Income	108.76		108.76	21,088.22		21,088.22	
4010 Ad Valorem Revenue		55,020.00	-55,020.00	665,186.03	694,661.00	-29,474.97	834,747.00
Program Revenue							
4030 Palafox Market Vendor					194,999.99	-194,999.99	260,000.00
4031 Palafox Market Vendor North	10,700.00	21,666.67	-10,966.67	144,588.61		144,588.61	
4031 Palafox Market Vendor South	6,550.00		6,550.00	24,825.00		24,825.00	
4035 Palafox Market Summer Pop-Up	4,250.00		4,250.00	4,250.00		4,250.00	
4037 Palafox Market App Fees	1,290.00		1,290.00	3,540.00		3,540.00	
4038 Palafox Market Merchandise	110.00		110.00	254.52		254.52	
4039 Palafox Market Misc Income	7,850.00		7,850.00	7,850.00		7,850.00	
Total for Program Revenue	30,750.00	21,666.67	9,083.33	185,308.13	194,999.99	-9,691.86	1,162,747.00
QuickBooks Payments Sales				40.00		40.00	
4901 Sales Tax Collected - Merch		-833.33	833.33		-7,499.97	7,499.97	-10,000.00
Total for Revenue	36,277.03	81,520.01	-45,242.98	935,625.86	933,161.05	2,464.81	1,152,747.00
Cost of Goods Sold	12.17		12.17	1,159.20		1,159.20	
Gross Profit	36,264.86	81,520.01	-45,255.15	934,466.66	933,161.05	1,305.61	1,152,747.00
Expenditures							
3001 Compactor - Waste Services	976.61	5,510.00	-4,533.39	41,228.37	49,590.00	-8,361.63	66,130.00
3004 Compactor - Security Fees	0.00	116.67	-116.67	1,002.56	1,050.03	-47.47	1,400.00
3007 Compactor - Electric	92.22	39.17	53.05	406.42	352.53	53.89	470.00
5001 Salaries, Benefits & Taxes	8,427.62	10,125.78	-1,698.16	75,701.06	96,194.89	-20,493.83	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	1,016.86		1,016.86	8,645.35		8,645.35	
5003 Health/Dental Insurance				3,696.41		3,696.41	
Total for 5001 Salaries, Benefits & Taxes	9,444.48	10,125.78	-681.30	89,008.62	96,194.89	-7,186.27	131,635.12
5004 Insurance Expense-Other	29.86		29.86	317.91		317.91	14,000.00
5005 Workers Comp Insurance	44.79	0.00	44.79	434.38	0.00	434.38	500.00
5009 Bank Charges	98.00	28.33	69.67	281.45	255.01	26.44	340.00
5010 Bank Direct Deposit Fee				41.60		41.60	
5012 Office Rent	1,319.85	1,455.00	-135.15	11,836.36	13,095.00	-1,258.64	17,460.00
5013 Office Supplies	270.37	125.00	145.37	1,695.64	1,125.00	570.64	1,500.00
5014 Office Equipment/Software		250.00	-250.00	3,978.82	2,250.00	1,728.82	3,000.00
5015 Postage	225.94	16.67	209.27	288.34	149.99	138.35	200.00
5016 Telecommunications	148.43	291.67	-143.24	3,322.88	2,624.99	697.89	3,500.00
5017 Website Support	0.00	0.00	0.00	135.80	0.00	135.80	
5018 Website Hosting	0.00	541.67	-541.67	1,089.27	4,874.99	-3,785.72	6,500.00

5019 Computer Support/Email Leasing	135.80	208.33	-72.53	2,774.69	1,875.01	899.68	2,500.00
5020 Dues, Subscriptions, Publicatio	422.34	333.33	89.01	1,577.84	3,000.01	-1,422.17	4,000.00
5020.5 Fees	0.00	0.00	0.00	895.00	0.00	895.00	
5021 Travel Entertainment & Educ.	0.00	166.67	-166.67	2,229.68	1,499.99	729.69	2,000.00
5022 Repair & Maintenance	0.00		0.00	660.00		660.00	
5023 Marketing Consultants	1,048.75	7,500.00	-6,451.25	71,397.91	67,500.00	3,897.91	90,000.00
5024 Bookkeeping	2,352.52	1,625.00	727.52	9,893.77	14,625.00	-4,731.23	19,500.00
5025 Audit	0.00	0.00	0.00	16,229.80	15,000.00	1,229.80	15,000.00
5026 Legal Counsel	0.00	250.00	-250.00	506.25	2,250.00	-1,743.75	3,000.00
5027 Economic Development	14,507.38	11,587.59	2,919.79	123,160.39	104,288.31	18,872.08	139,051.03
5030 Insurance- General Liability	1,418.35	1,166.67	251.68	13,584.71	10,500.03	3,084.68	
5227 PPD Security	750.00	5,000.00	-4,250.00	39,350.00	45,000.00	-5,650.00	60,000.00
6000 Palafox Market	423.80	1,427.08	-1,003.28	5,628.14	12,843.72	-7,215.58	17,124.95
6001 Palafox Market Project Mgmt	7,147.85	6,990.80	157.05	70,215.82	66,412.63	3,803.19	90,880.45
6003 Permits / Street Closure	500.00	220.83	279.17	2,000.00	1,987.51	12.49	2,650.00
6004 Portable Toilet Rental	0.00	375.00	-375.00	11,573.68	3,375.00	8,198.68	4,500.00
6007 Marketing	2,810.90	3,166.67	-355.77	28,548.95	28,499.99	48.96	38,000.00
6011 Market App Program Fee	0.00	158.33	-158.33	2,250.00	1,425.01	824.99	1,900.00
6012 Market Security	3,400.00	3,666.67	-266.67	32,200.00	32,999.99	-799.99	44,000.00
6013 Palafox Market Event	0.00		0.00	977.36		977.36	
6018 Market Cleaning Labor	2,952.01	3,679.55	-727.54	29,299.66	33,115.95	-3,816.29	44,154.60
6005 Market Anniversary Celebration	0.00	0.00	0.00		1,500.00	-1,500.00	1,500.00
6006 Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83		187.51	-187.51	250.00
6016 Travel, Entertainment & Educati	0.00	41.67	-41.67	81.07	374.99	-293.92	500.00
6017 P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33		3,405.01	-3,405.01	4,540.00
Total for 6000 Palafox Market	17,234.56	20,125.76	-2,891.20	182,774.68	186,127.31	-3,352.63	250,000.00
7000 Ambassador Program				9.00		9.00	247,560.85
7001 Ambassador Program Labor	16,715.59	20,630.07	-3,914.48	164,616.71	185,670.64	-21,053.93	
7006 Janitorial Supplies	491.96		491.96	723.60		723.60	
Total for 7000 Ambassador Program	17,207.55	20,630.07	-3,422.52	165,349.31	185,670.64	-20,321.33	247,560.85
F010 Bank Wire	0.00		0.00	72.00		72.00	
QuickBooks Payments Fees	46.76		46.76	352.69		352.69	
3002 Compactor Lease	0.00	0.83	-0.83		7.51	-7.51	
5006 Board Meetings	0.00	20.83	-20.83		187.51	-187.51	250.00
5007 Annual Meeting	0.00	20.83	-20.83		187.51	-187.51	250.00
5029 Donation to Friends of Downtown	0.00	0.00	0.00		0.00	0.00	85,000.00
Total for Expenditures	67,774.56	87,135.87	-19,361.31	785,877.14	809,281.26	-23,404.12	1,164,747.00
Net Operating Revenue	-31,509.70	-5,615.86	-25,893.84	148,589.52	123,879.79	24,709.73	-12,000.00
Other Revenue							
4960 Interest Income	394.47	1,000.00	-605.53	4,193.45	9,000.00	-4,806.55	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	394.47	1,000.00	-605.53	9,010.69	9,000.00	10.69	12,000.00
Other Expenditures							
Net Other Revenue	394.47	1,000.00	-605.53	9,010.69	9,000.00	10.69	12,000.00

Net Revenue

-31,115.23	-4,615.86	-26,499.37	157,600.21	132,879.79	24,720.42	0.00
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Budget vs. Actuals - Month (Palafox Market)

Jun-26

	Jun-26			Total			Annual Budget
	Actual	Budget	Over budget by	Actual	Budget	Over budget by	
Revenue							
Program Revenue							
4030 Palafox Market Vendor					194,999.99	-194,999.99	260,000.00
4031 Palafox Market Vendor North	10,700.00	21,666.67	-10,966.67	144,588.61		144,588.61	
4031 Palafox Market Vendor South	6,550.00		6,550.00	24,825.00		24,825.00	
4035 Palafox Market Summer Pop-Up	4,250.00		4,250.00	4,250.00		4,250.00	
4037 Palafox Market App Fees	1,290.00		1,290.00	3,540.00		3,540.00	
4038 Palafox Market Merchandise	110.00		110.00	254.52		254.52	
4039 Palafox Market Misc Income	7,850.00		7,850.00	7,850.00		7,850.00	
Total for Program Revenue	30,750.00	21,666.67	9,083.33	185,308.13	194,999.99	-9,691.86	260,000.00
Total for Revenue	30,750.00	21,666.67	9,083.33	185,308.13	194,999.99	-9,691.86	260,000.00
Expenditures							
6000 Palafox Market	423.80	1,427.08	-1,003.28	5,628.14	12,843.72	-7,215.58	17,124.95
6001 Palafox Market Project Mgmt	7,147.85	6,990.80	157.05	70,215.82	66,412.63	3,803.19	90,880.45
6003 Permits / Street Closure	500.00	220.83	279.17	2,000.00	1,987.51	12.49	2,650.00
6004 Portable Toilet Rental	0.00	375.00	-375.00	11,573.68	3,375.00	8,198.68	4,500.00
6007 Marketing	2,810.90	3,166.67	-355.77	28,548.95	28,499.99	48.96	38,000.00
6011 Market App Program Fee	0.00	158.33	-158.33	2,250.00	1,425.01	824.99	1,900.00
6012 Market Security	3,400.00	3,666.67	-266.67	32,200.00	32,999.99	-799.99	44,000.00
6013 Palafox Market Event	0.00		0.00	977.36		977.36	
6018 Market Cleaning Labor	2,952.01	3,679.55	-727.54	29,299.66	33,115.95	-3,816.29	44,154.60
6005 Market Anniversary Celebration	0.00	0.00	0.00		1,500.00	-1,500.00	1,500.00
6006 Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83		187.51	-187.51	250.00
6016 Travel, Entertainment & Educati	0.00	41.67	-41.67	81.07	374.99	-293.92	500.00
6017 P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33		3,405.01	-3,405.01	4,540.00
Total for 6000 Palafox Market	17,234.56	20,125.76	-2,891.20	182,774.68	186,127.31	-3,352.63	250,000.00
Total for Expenditures	17,234.56	20,125.76	-2,891.20	182,774.68	186,127.31	-3,352.63	250,000.00
Net Revenue	13,515.44	1,540.91	11,974.53	2,533.45	8,872.68	-6,339.23	10,000.00



JUNE PRODUCTION



LARGE-SCALE ACTIVATIONS

- Summer Shop-A-Palooza & “All I Want”
- Music in the Park Palafox Market Summer Pop-Ups
- First Fridays Art Walk
- America’s 250th / July 4th Roundup
- 2026 Foo Foo Festival Installation
- Umbrella Alley
- New Palafox Completion



DESIGN+PRODUCTION

- Weekly Downtown Event Roundups
- Summer Pop-Up Promotional Materials
- Downtown Business Photography and Videos
- First Fridays Art Walk A-Frames, Posters
- Downtown Ambassadors Video Reel
- Website Feature Heroes: Umbrella Alley & Art Walk
- “All I Want” Entries Landing Page Production
- First Fridays Art Walk Trolley Banners
- First Fridays Flyer Production
- Music in the Park A-Frame Signs



PR + SOCIAL

- First Fridays Art Walks Press Release / Media
- Gallery Night promotion
- Umbrella Alley Press Release / Media
- World Cup Roundups
- Shop-A-Palooza “All I Want” Giveaway Promotion
- Business Highlight Reels
- Collab Reels with City of Pensacola
- Social content creation and graphics
- Father’s Day downtown roundup
- Instagram and Facebook account management
- Daily social monitoring and response
- Respond to Google Reviews
- Umbrella Alley Photography / Videography



DIGITAL

- Downtown Blog: Umbrella Alley
- Downtown Blog: Music in the Park Summer Pop-Ups
- Downtown Blog: First Fridays Art Walks
- Website Updates: Downtown Events
- Website Updates: Downtown Merchant Deals
- Website SEO: Main Site and Merchant Listings
- Website SEO: Social Card Images
- Digital Analytics
- Google Analytics
- Meta Verification
- Boosted Event: Music in the Park Summer Pop-Ups



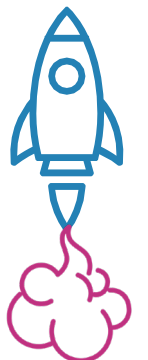
INITIATIVES IN PROGRESS

- Halloween Market: Saturday, October 24
- Downtown Deals, Gift Cards promotion
- Foo Foo Festival
- Weekly downtown event roundups
- Palafox Market Social Media Giveaway
- Palafox Market Summer Pop-Ups promotion
- Updated explorers guide
- First Fridays Art Walk PR & promotion
- “2026 All I Want” strategy / budget / creative



GOOGLE ANALYTICS

- 291K Google Search Impressions
- 63K Page Views
- 17K New Users
- 25K Visits to Palafox Market page



SOCIAL RE-CAP

Follow @downtownpensacola



103K TOTAL FACEBOOK FOLLOWERS

53K TOTAL INSTAGRAM FOLLOWERS

920 NEW FACEBOOK FOLLOWERS

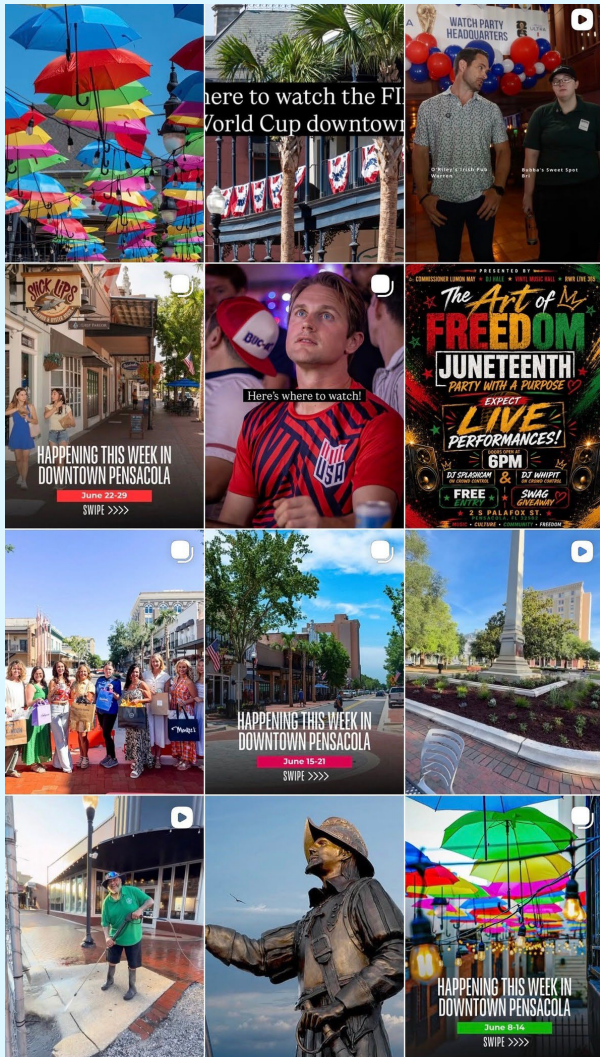
1.1K NEW INSTAGRAM FOLLOWERS

398.7K TOTAL INSTAGRAM VIEWS

657.5K TOTAL FACEBOOK VIEWS

41.5K INSTAGRAM REACH (DAILY)

243.9K FACEBOOK REACH (DAILY)



PALAFox MARKET INSTAGRAM

Follow @palafoxmarket

66K

Views

2K

Interactions

12

Posts

110

Stories

15K

Followers

229

New Followers



palafoxmarket Get ready for a creative summer twist on the award-winning Palafox Market! Join us on Wednesday evenings in July for a special summer pop-up bonus market complete with live music, kids zone, food, drinks and locally-made merch. Explore the market in a fun, new way!

PALAFox MARKET SUMMER POP-UPS

📅 Every Wednesday in July

🕒 4-8pm

📍 Plaza Ferdinand

See you on Saturday AND Wednesday in July!

#palafoxmarket #downtownpensacola #shoppensacola

#pensacolamarket #pensacolalocal

3w

PALAFox MARKET PROJECTS

- 13 POSTS
- 2 VIDEO REELS
- 110 STORIES
- MUSIC IN THE PARK/POP-UPS NEWS RELEASE
- SOCIAL ACCOUNT MONITORING, CONTENT, ENGAGEMENT
- PHOTOGRAPHY SOUTH & NORTH MARKETS
- GOOGLE REVIEWS / RESPONSE
- SUMMER POP-UPS PROMOTION
- VIDEO PRODUCTION SOUTH + NORTH MARKETS
- HALLOWEEN MARKET PRODUCTION
- MUSIC IN THE PARK WEBSITE BLOG/FEATURE
- FREE TROLLEY / FREE PARKING PROMOTION
- SOCIAL GRAPHICS PRODUCTION
- FATHER'S DAY GIFT PROMOS
- WEEKLY DOWNTOWN ROUNDUP FEATURE
- NEW VENDOR FEATURE: ANURI GIFTS

Downtown Improvement Board
Budget vs. Actuals FY 2025-2026 Report
October 1, 2025-September 30, 2026

Revenue	Actual	Budget	Over budget by	% of budget	Adjusted Budget
1301 Co-Op Participation	\$ 70,859.62	\$ 68,000.00	\$ 2,859.62	104.21%	\$ 86,000.00
4000 Misc Income	\$ 21,088.22	\$ -	\$ 21,088.22	#DIV/0!	\$ 22,000.00
4010 Ad Valorem Revenue	\$ 845,428.93	\$ 834,747.00	\$ 10,681.93	101.28%	\$ 845,428.93
4030 Palafox Market Revenue	\$ 212,478.13	\$ 260,000.00	\$ (47,521.87)	81.72%	\$ 260,000.00
4901 Sales Tax Collected - Merch		\$ (10,000.00)	\$ 10,000.00	0.00%	\$ -
4960 Interest Income	\$ 4,193.45	\$ 12,000.00	\$ (7,806.55)	34.95%	\$ 5,600.00
4965 Revenue Reimbursement	\$ 4,800.00	\$ -	\$ 4,800.00	#DIV/0!	\$ 4,800.00
QuickBooks Payments Sales	\$ 40.00		\$ 40.00	#DIV/0!	\$ 100.00
Total for Revenue	\$1,158,888.35	\$1,164,747.00	\$ (5,858.65)	99.50%	\$ 1,223,928.93

Expenditures	Actual	Budget	Over budget by	% of budget	Adjusted Budget
3001 Compactor - Waste Services	\$ 47,071.83	\$ 66,120.00	\$ (19,048.17)	71.19%	\$ 80,100.00
3002 Compactor Lease	\$ -	\$ 10.00	\$ (10.00)	0.00%	\$ 10.00
3004 Compactor - Security Fees	\$ 1,200.55	\$ 1,400.00	\$ (199.45)	85.75%	\$ 1,400.00
3005 Compactor - Repair	\$ 3,969.71		\$ 3,969.71	#DIV/0!	\$ 4,000.00
3007 Compactor - Electric	\$ 406.42	\$ 470.00	\$ (63.58)	86.47%	\$ 490.00
5001 Salaries, Benefits & Taxes	\$ 89,946.53	\$ 131,635.12	\$ (41,688.59)	68.33%	\$ 125,000.00
5004 Insurance Expense-Other	\$ 317.91		\$ 317.91	#DIV/0!	\$ 1,500.00
5005 Workers Comp Insurance	\$ 434.38	\$ 500.00	\$ (65.62)	86.88%	\$ 500.00
5006 Board Meetings	\$ -	\$ 250.00	\$ (250.00)	0.00%	\$ -
5007 Annual Meeting	\$ -	\$ 250.00	\$ (250.00)	0.00%	\$ -
5009 Bank Charges	\$ 356.45	\$ 340.00	\$ 16.45	104.84%	\$ 400.00
5010 Bank Direct Deposit Fee	\$ 41.60		\$ 41.60	#DIV/0!	\$ 60.00
5012 Office Rent	\$ 13,156.21	\$ 17,460.00	\$ (4,303.79)	75.35%	\$ 17,460.00
5013 Office Supplies	\$ 1,695.64	\$ 1,500.00	\$ 195.64	113.04%	\$ 2,000.00
5014 Office Equipment/Software	\$ 3,978.82	\$ 3,000.00	\$ 978.82	132.63%	\$ 4,500.00
5015 Postage	\$ 288.34	\$ 200.00	\$ 88.34	144.17%	\$ 350.00
5016 Telecommunications	\$ 3,855.77	\$ 3,500.00	\$ 355.77	110.16%	\$ 4,500.00
5017 Website Support	\$ 271.60	\$ -	\$ 271.60	#DIV/0!	\$ 350.00
5018 Website Hosting	\$ 2,389.27	\$ 6,500.00	\$ (4,110.73)	36.76%	\$ 3,000.00
5019 Computer Support/Email Leasing	\$ 2,774.69	\$ 2,500.00	\$ 274.69	110.99%	\$ 3,500.00
5020 Dues, Subscriptions, Publicatio	\$ 1,798.87	\$ 4,000.00	\$ (2,201.13)	44.97%	\$ 2,500.00
5020.5 Fees	\$ 895.00	\$ -	\$ 895.00	#DIV/0!	\$ 1,250.00
5021 Travel Entertainment & Educ.	\$ 2,229.68	\$ 2,000.00	\$ 229.68	111.48%	\$ 5,000.00
5022 Repair & Maintenance	\$ 660.00	\$ -	\$ 660.00	#DIV/0!	\$ 660.00
5023 Marketing Consultants	\$ 71,397.91	\$ 90,000.00	\$ (18,602.09)	79.33%	\$ 95,000.00
5024 Bookkeeping	\$ 9,893.77	\$ 19,500.00	\$ (9,606.23)	50.74%	\$ 14,000.00
5025 Audit	\$ 16,229.80	\$ 15,000.00	\$ 1,229.80	108.20%	\$ 17,000.00
5026 Legal Counsel	\$ 506.25	\$ 3,000.00	\$ (2,493.75)	16.88%	\$ 750.00

5027 Economic Development	\$ 132,955.93	\$ 139,051.03	\$ (6,095.10)	95.62%	\$ 160,000.00
5029 Donation to Friends of Downtown	\$ -	\$ 85,000.00	\$ (85,000.00)	0.00%	\$ 85,000.00
5030 Insurance- General Liability	\$ 13,584.71	\$ 14,000.00	\$ (415.29)	97.03%	\$ 14,000.00
5227 PPD Security	\$ 40,900.00	\$ 60,000.00	\$ (19,100.00)	68.17%	\$ 65,000.00
6000 Palafox Market	\$ 5,628.14	\$ 17,124.95	\$ (11,496.81)	32.87%	\$ 17,960.00
6001 Palafox Market Project Mgmt	\$ 70,800.82	\$ 90,880.45	\$ (20,079.63)	77.91%	\$ 92,000.00
6003 Permits / Street Closure	\$ 2,000.00	\$ 2,650.00	\$ (650.00)	75.47%	\$ 2,500.00
6004 Portable Toilet Rental	\$ 11,573.68	\$ 4,500.00	\$ 7,073.68	257.19%	\$ 16,000.00
6005 Market Anniversary Celebration	\$ -	\$ 1,500.00	\$ (1,500.00)	0.00%	\$ -
6006 Farm Visit- Mileage Reimburseme	\$ -	\$ 250.00	\$ (250.00)	0.00%	\$ -
6007 Marketing	\$ 28,548.95	\$ 38,000.00	\$ (9,451.05)	75.13%	\$ 38,000.00
6011 Market App Program Fee	\$ 2,250.00	\$ 1,900.00	\$ 350.00	118.42%	\$ 2,250.00
6012 Market Security	\$ 37,600.00	\$ 44,000.00	\$ (6,400.00)	85.45%	\$ 44,000.00
6013 Palafox Market Event	\$ 1,777.36	\$ -	\$ 1,777.36	#DIV/0!	\$ 2,500.00
6016 Travel, Entertainment & Educati	\$ 192.46	\$ 500.00	\$ (307.54)	38.49%	\$ 250.00
6017 P. M. Holiday Market (Perm/Cop)	\$ -	\$ 4,540.00	\$ (4,540.00)	0.00%	\$ 4,540.00
6018 Market Cleaning Labor	\$ 32,136.17	\$ 44,154.60	\$ (12,018.43)	72.78%	\$ 40,000.00
Total for 6000 Palafox Market	\$ 192,507.58	\$ 250,000.00	\$ (57,492.42)	77.00%	\$ 260,000.00
7000 Ambassador Program	\$ 181,503.89	\$ 247,560.85	\$ (66,056.96)	73.32%	\$ 225,000.00
					\$ 1,194,280.00
Net Difference					\$ 29,648.93

Category	FY25 Budget	FY26 Proposed	Difference
Revenue			
Ad Valorem Revenue	\$ 834,747.00	\$ 850,380.48	\$ 15,633.48
Co-Op Participation	\$ 68,000.00	\$ 88,260.00	\$ 20,260.00
Interest Income	\$ 12,000.00	\$ 5,000.00	\$ (7,000.00)
Market Vendor Payments	\$ 250,000.00	\$ 260,000.00	\$ 10,000.00
Total Revenue	\$ 1,164,747.00	\$ 1,203,640.48	\$ 38,893.48
Expenses			
Salaries & Benefits Allocation	\$ 128,259.00	\$ 132,650.00	\$ 4,391.00
Ambassador Program Allocation	\$ 250,022.97	\$ 207,542.00	\$ (42,480.97)
Economic Development	\$ 139,965.03	\$ 165,000.00	\$ 25,034.97
Christmas Lights Downtown	\$ 85,000.00	\$ 85,000.00	\$ -
PPD Security	\$ 60,000.00	\$ 70,000.00	\$ 10,000.00
Office Rent	\$ 17,460.00	\$ 17,984.00	\$ 524.00
Office Supplies	\$ 1,500.00	\$ 2,300.00	\$ 800.00
Office Equipment	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00
Postage	\$ 200.00	\$ 400.00	\$ 200.00
Telecommunications	\$ 3,500.00	\$ 3,500.00	\$ -
Website Hosting	\$ 6,500.00	\$ 2,250.00	\$ (4,250.00)
Computer Support / Email	\$ 2,500.00	\$ 4,000.00	\$ 1,500.00
Dues / Subscriptions	\$ 4,000.00	\$ 3,000.00	\$ (1,000.00)
Travel / Education	\$ 2,000.00	\$ 3,000.00	\$ 1,000.00
Marketing Consultants	\$ 90,000.00	\$ 95,000.00	\$ 5,000.00
Bookkeeping / Accounting	\$ 19,500.00	\$ 13,500.00	\$ (6,000.00)
Audit	\$ 15,000.00	\$ 16,000.00	\$ 1,000.00
Legal Counsel	\$ 3,000.00	\$ 2,500.00	\$ (500.00)
Liability Insurance	\$ 14,000.00	\$ 14,600.00	\$ 600.00
Reserve / Contingency	\$ -	\$ 10,704.00	\$ 10,704.00
Bank Charges		\$ 450.00	
Total Operating Expenses	\$ 845,407.00	\$ 855,380.00	\$ 9,523.00
Market Management	\$ 90,880.45	\$ 105,849.87	\$ 14,969.42
Market Other/Misc.	\$ 17,124.95	\$ 7,625.09	\$ (9,499.86)
Permits / Street Closures	\$ 2,650.00	\$ 2,500.00	\$ (150.00)
Portable Toilet Rental	\$ 4,500.00	\$ 16,000.00	\$ 11,500.00
Market Anniversary Celebration	\$ 1,500.00	\$ 1,000.00	\$ (500.00)
Marketing	\$ 38,000.00	\$ 40,000.00	\$ 2,000.00
Market App Program Fee	\$ 1,900.00	\$ 1,900.00	\$ -
Market Security	\$ 44,000.00	\$ 44,000.00	\$ -
P.M. Holiday Market	\$ 5,540.00	\$ 4,500.00	\$ (1,040.00)
Farm Visits	\$ 500.00	\$ -	\$ (500.00)
Ambassador Allocation	\$ 44,154.60	\$ 36,625.04	\$ (7,529.56)
Total Palafox Market Expenses	\$ 250,750.00	\$ 260,000.00	\$ 9,250.00

Republic - Compactor Service	\$ 66,120.00	\$ 86,000.00	\$ 19,880.00
Compactor Lease	\$ 10.00	\$ 10.00	\$ -
Security	\$ 1,400.00	\$ 1,500.00	\$ 100.00
Compactor Utilities	\$ 470.00	\$ 750.00	\$ 280.00
Access Control / Improvements	\$ -	\$ -	\$ -
Total Co-Op Expenses	\$ 68,000.00	\$ 88,260.00	\$ 20,260.00
Total Expenses	\$ 1,164,157.00	\$ 1,203,640.00	\$ 39,033.00
Net Revenue	\$ 590.00	\$ 0.48	

% Change
1.87%
29.79%
-58.33%
4.00%
3.34%
3.42%
-16.99%
17.89%
0.00%
16.67%
3.00%
53.33%
100.00%
100.00%
0.00%
-65.38%
60.00%
-25.00%
50.00%
5.56%
-30.77%
6.67%
-16.67%
4.29%
#DIV/0!
1.13%
16.47%
-55.47%
-5.66%
255.56%
-33.33%
5.26%
0.00%
0.00%
-18.77%
-100.00%
-17.05%
3.69%

30.07%
0.00%
7.14%
59.57%
#DIV/0!
29.79%
3.35%

Enjoy Aplô lamps starting at \$87!



BISTRO



Color ↓ Type of article ↓ Type of article ↓ Shape: ↓ Spaces/guests: ↓ Pric



Color



Type of article



Shape:



Spaces/guests:



Price



Shipping time



FILTER

Sort By ↓↑

EXCLUSIVE OFFERS

STOCK



BISTRO

METAL CHAIR
FERMOB



\$160.00

EXCLUSIVE OFFERS

STOCK



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2-SEATER OTTOMAN
FERMOB



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SEARCH



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DURAFLON® CHAIR
FERMOB



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BISTRO
NATURAL CHAIR
FERMOB



\$190.00

STOCK



BISTRO
FOLDABLE BAR CHAIR
FERMOB



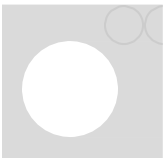
\$335.00



BISTRO
HIGH TABLE 28 X 28 IN.
FERMOB



\$535.00





STOCK



BISTRO

BALCONY TABLE 22.5 X 30.5 IN.
FERMOB

○○○ +21

\$895.00



BISTRO

TABLE 22 X 22 IN.
FERMOB

○○○ +22

\$360.00

STOCK



BISTRO

TABLE 28 X 28 IN.
FERMOB

○○○ +22

\$395.00



BISTRO

TABLE 22.5 X 14.5 IN.
FERMOB

○○○ +22

\$360.00



STOCK



BISTRO

TABLE 30.5 X 22.5 IN.
FERMOB

○○○ +22

\$395.00

STOCK



BISTRO

TABLE 38 X 22.5 IN.
FERMOB

○○○ +22

\$465.00

STOCK



BISTRO

TABLE 46 X 30.5 IN.
FERMOB

○○○ +22

\$630.00

STOCK



BISTRO

TABLE Ø 24 IN.
FERMOB

○○○ +22

\$335.00

EXCLUSIVE OFFERS

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BISTRO

TABLE Ø 30.5 IN.
FERMOB



\$405.00

EXCLUSIVE OFFERS

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BISTRO

TABLE Ø 38 IN.
FERMOB



\$460.00

STOCK



BISTRO

TABLE Ø 46 IN.
FERMOB



\$630.00

