

DOWNTOWN IMPROVEMENT BOARD

ANNUAL REPORT

2 0 2 4



LOOKING BACK. LOOKING FORWARD.


In 1972 when the DIB was formed, local business and residential growth had moved from Pensacola's downtown core to the suburbs, leaving downtown buildings and sidewalks virtually empty. Property values had nosedived, and surveys showed that people were afraid of crime downtown.

Motivated to take action, a handful of downtown property and business owners took steps to form the Downtown Improvement Board, with the purpose of developing and marketing the 44-block downtown core of Pensacola.

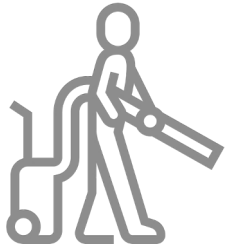
Looking around the DIB district today, it is hard to remember those pre-DIB days and to fully grasp the lasting impact that the Downtown Improvement Board has had on not just downtown but all the City of Pensacola since its creation.

During our reporting period, Mar 2023-Mar 2024, the DIB worked alongside downtown property owners, the City of Pensacola, CRA, Pensacola Police Department and others to continue our mission of keeping downtown clean, safe and beautiful, and to promote the economic development of our 44-block district. We are excited about the progress and the future of our downtown.

Walker Wilson



EXECUTIVE SUMMARY
MAR 2023-MAR 2024



1,836,912

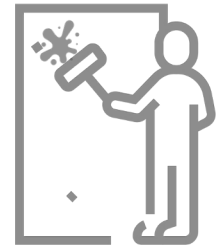
SQ. FT. OF
SIDEWALKS
PRESSURE
WASHED



KEEPING
DOWNTOWN
CLEAN

156

INSTANCES
OF GRAFFITI
REMOVED



780

STICKERS
REMOVED



15,600

POUNDS OF
TRASH
REMOVED



728

JEFFERSON
ST. GARAGE
HOURS

NEW DOWNTOWN BUSINESSES

Seventeen new businesses opened or re-opened in the downtown district during the year, bringing additional jobs and commerce into the urban core district.

BSide

Harry Roy

Brother Fox

Sister Hen

Lily Hall

Papa's Pizza

Kilwins

Slick Lips

Bar Steak

Atlas Oyster House Reopened

The Handlebar

Eurasian Bistro

Culinary Productions

Bear Fruit Bowls & Coffee

Rocket to Saturn

Brent Lofts

Celestine Bed & Breakfast

17
NEW
DOWNTOWN
BUSINESSES



palafox Market

—DOWNTOWN PENSACOLA—

Palafox Market expanded its Saturday farmers market into Plaza Ferdinand at south Palafox Street in 2023.

Palafox Market South includes a blend of familiar Palafox Market vendors and new local farmers, artists, bakers, and craftsmen and women.

The DIB's Palafox Market opened in 2006 with a handful of vendors and has grown into a weekly market featuring local farmers, growers, artists, bakers, and other cottage entrepreneurs, with as many as 10,000 shoppers on the busiest Saturdays.

Palafox Market was named the Best Farmers Market in Florida by *Southern Living* magazine in 2021.

A SECOND PALAFOX
MARKET LOCATION
OPENS IN 2023 AT
PLAZA FERDINAND

296
LOCAL SMALL
BUSINESS
VENDORS



KEEPING DOWNTOWN SAFE

The DIB partnered with the CRA again last year to fund bike cops in the downtown core. The PPD's presence was welcomed by downtown business owners and visitors. The DIB hosts PPD for an update each month at their board meeting and ask PPD to provide feedback on areas that may need additional lighting or camera coverage to better keep residents and visitors safe.

**Data includes 2023Q1,Q3,Q4 & 2024Q1*

12K+
PPD
DOWNTOWN
CONTACTS*





208

**WORK
ORDERS
COMPLETED**

MAINTAINING THE DISTRICT

The DIB's Cleaning Ambassadors improve the appearance of downtown streets and sidewalks, remove instances of graffiti, ensure lights are working and safety issues are addressed and elevate the sense of security in the district. They are visible seven days a week and also act as hospitality ambassadors, providing positive customer service by giving directions, answering questions and assisting visitors wherever possible.



41%

OF ALL FOO FOO
ATTENDEES
VISITED MAGIC
CARPET*

**UWF HAAS Center*

BRINGING PUBLIC ART DOWNTOWN

Friends of Downtown was awarded a Foo Foo Festival grant to produce “**Magic Carpet**” at UWF Museum Plaza November of 2023. This project filled the needs of the nostalgia felt by the masses from Umbrella Sky. The Downtown Improvement Board & Friends of Downtown worked in tandem to ensure that this public art project was one to remember!

\$86,015
DOWNTOWN
SALES
RECEIPTS
UPLOADED

ALL I WANT

The DIB's "All I Want" holiday giveaway returned for its 6th consecutive year in November 2023. The retail promotion offered shoppers a strong incentive to support local businesses during the holidays for the chance to win prizes that included a \$1,000 downtown gift card as well as daily prizes from downtown merchants that ranged from jewelry and clothing to spa days and dinners. Nearly 1,000 merchant receipts were uploaded during the promotion period, representing \$86,014.57 in downtown purchases.



HOLIDAY LIGHTS

The magical experience of the First City Lights Festival kicked off in downtown Pensacola on November 8th with half a million twinkling white lights. With support from the DIB, City of Pensacola, and Gulf Power & Contractors, Friends of Downtown funded and executed the festival, which generates business for local restaurants, shops, hotels and attractions during the winter “shoulder” months, and brings first-time visitors back to Pensacola throughout the year.

500,000
LIGHTS
INSTALLED
DOWNTOWN





250

GUESTS

10

LOCAL CHEFS

REPAST

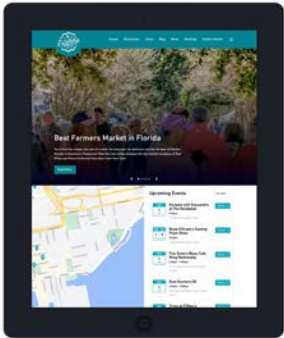
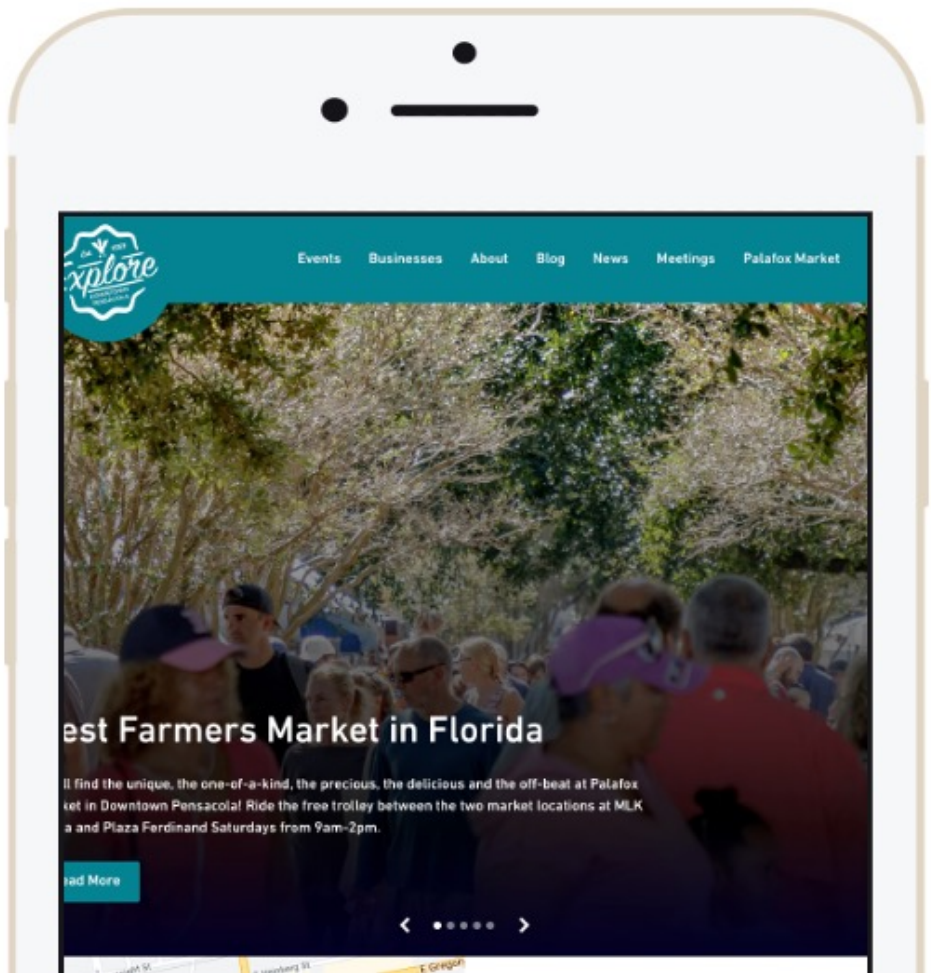
Friends of Downtown, UWF Historic Trust, Regions Bank, and Pensacola Little Theatre brought Repast back to downtown Pensacola in March 2023. This event featured 10 local chefs from downtown restaurants and took our guests back in time to a night at The San Carlos Hotel in the 1920s. Thanks to the Historic Trust, our guests were able to view artifacts from the former hotel in a special display in the 'Fiesta Lounge,' and PLT used their time machine to wake up the owner of the San Carlos Hotel from the 1920s to welcome our guests for a night they won't soon forget.

downtownpensacola.com

8.7K
WEBSITE
VISITORS
PER MONTH

A NEW WEBSITE

The DIB launched a new website in December 2023, with new ADA features, a live social media feed, an integrated Palafox Market website, the latest SEO and other features. The new website has a robust backend content management system that will help to cut down on the costs of making website updates and changes in the future.



43.2K

INSTAGRAM
FOLLOWERS



3M

FACEBOOK
REACH
↑ UP 276.9%

97.8K

INSTAGRAM
REACH
↑ UP 47.2%

94.6K

FACEBOOK
FOLLOWERS



DIB SOCIAL METRICS

155,800 SOCIAL MEDIA AUDIENCE

3M FACEBOOK REACH

FACEBOOK REACH UP 276.9%

97.8K INSTAGRAM REACH

INSTAGRAM REACH UP 47.2%

43.2K INSTAGRAM FOLLOWERS

94.6K FACEBOOK FOLLOWERS

17.8K X FOLLOWERS



@downtownpensacola

BEHIND THE DIB

The Downtown Improvement Board is grateful to its staff, volunteer board and committee members, who continue to make downtown Pensacola a great place to live, work and play.

MEMBERS OF THE BOARD

Chris McKean—Chair

Jean-Pierre N'Dione—V. Chair

Nathan Holler—Treasurer

William Merrill

Raf Simpson

Mike Kohler—Ex Officio

Jennifer Brahier—Ex Officio

Gregg Harding—City of Pensacola

DIB STAFF

Walker Wilson—Executive Director

Cailin Feagles—Director of Operations and Events





THANK YOU FOR YOUR SUPPORT

The DIB is constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces and improving the environment. We are grateful for your ongoing support as we try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola and our downtown property owners, merchants, residents, and visitors.



DOWNTOWN PENSACOLA

Florida's Greatest Place

One of America's 10 Best Streets

