### DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting Tuesday, October 6, 2015 7:30a.m. AGENDA

### I. Call To Order & Comments From The Chair

a. Comments from the Chairman

### II. Recurring Agenda

- a. The meeting was noticed and posted on the website.
- b. Consideration of the proposed meeting agenda for October 6, 2015
- c. Consideration of the Minutes from the Regular Meeting of the DIB held on September 15, 2015
- d. Consideration of a requested change to the September 1 meeting minutes
- e. Consideration of the August Financial Statements

### III. Public Presentation

i. none

### IV. Report from the Executive Director

- a. Holiday Lighting
- b. Pelican Drop
- c. Gallery Night

### V. Ongoing Business

a. Marketing - monthly update, see attached summary sheet

### VI. New Business

a. Discussion

### VII. Committee Activities

a.

### VIII. Public Comment

### IX. Adjournment

NOTE: The DIB holds it regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30a.m. and the third Tuesday is held at 4:00p.m. The meetings are held in the DIB Public Meeting Room (suite 104) of the Rhodes Building - 41 N. Jefferson Street, suite 104, Pensacola, Florida 32502.

### Minutes of the Regular Meeting of the

### DOWNTOWN IMPROVEMENT BOARD

Tuesday, September 15, 2015 4:00p.m.

- I. Call to Order Chairman Peacock called the meeting to order at 4:02 p.m.
- II. Attendance: John Peacock, Teri Levin, Susan Campbell, Burney Merrill, Jim Homyak, Dottie Dubuisson, Danny Zimmern, Andrew Myer, Amanda Olney, Renee Legere, Todd Thomson, Travis Peterson, Lissa Dees and Ron Butlin

### III. Recurring Agenda

- a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for September 15, 2015 with the Annual Audit and the Annual Insurance Renewal added to ongoing business.
- b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on September 1, 2015.

### I. Public Presentation

a. YMCA - Board Chair, Jon Kagan and CEO, Michael Bodenhausen presented information about the new Downtown Y, the scope of development, the building layout and opportunities to get involved with the YMCA.

### II. Report from the Executive Director

- a. Holiday Lighting Mr. Butlin informed the board that the contract with The Lighting Co. for the tree lights has been signed and materials have been ordered. The contract with Holiday Décor is being reviewed. Also the board requested to see the letter being sent to the merchants inviting them to add to their stores and enhance the overall impact of the season.
- b. Pelican Drop Mr. Zimmern gave a brief update, the pelican will be located at Garden Street, the fireworks will remain at the County garage, the Levin/Rinke group is considering a sponsorship and VIP party at the Rex Theater, and there are several groups looking at being sponsors of the event
- c. Gallery Night Mr. Butlin handed out the most current proforma income statement for the 2015 season which showed the event participants and sponsors covering 95% of the annual expenses. The DIB will contribute \$5,000 to supplement the series. He also handed out four short testimonies from some of the lesser discussed participants in GN which highlighted what the monthly GN meant to them. The board discussed this and felt that the benefit of GN on many of the other folks, the wait staff, the artist, the musicians, the small food vendors, and the community at large more than justified the investment.
- d. Retail group meeting Ms. Campbell, Mr. Peacock and Mr. Butlin all attended most of a meeting amongst the downtown merchant group. Primarily the group discussed working together for the holiday season and the idea of possibly starting a grass roots campaign to brand downtown as "The Fox". In addition, there was a desire for a downtown directory of businesses. Mr. Butlin handed out the existing DIB's Downtown map. There was some discussion on the role of the DIB to produce the map, who might be responsible for its cost and how should the DIB handle businesses that are located outside the DIB boundaries. It was decided that it would be better handled in a special meeting where only Goals would be on the agenda.

### III. Ongoing Business

- a. Marketing Mr. Peterson handed out a Weekly Update outlining what tasks had been completed and what tasks were underway. In addition, he mentioned a press release planned for Gallery Night along with talking points for the music artist to use in publicly thanking our sponsors.
- b. Annual Insurance Renewal Mr. Butlin informed the board it was time for the annual insurance renewal. The insurance costs have fortunately been declining; 2013 \$34,317, company change 2014 \$17,355, most recently 2015 \$19,863 and the proposed 2016 of \$18,614. This insurance includes the board members, workers comp, equipment coverage and liability. There was a motion and a second to accept the proposed 2016 renewal. The motion passed unanimously.
- c. Annual Audit Mr. Butlin informed the board that the annual audit time was again upon us. Given the high level of activity currently underway, staff recommended continuing with Brown Thornton for the 2015 audit. Their familiarity with the business and procedures of the DIB will streamline the audit process and impact on staff. The board indicated they would like the audit contract bid in early 2016. There was a motion and a second to accept Brown Thornton to perform the 2015 audit. The motion passed unanimously.

### IV. New Business

- a. Discussion
  - i. Special Meeting to review goals the board agreed and a meeting will be set for September 29<sup>th</sup> from 11:00 to 2:00 in the DIB conference room.

### V. Committee Activities

- a. Parking Minutes attached
  - i. Ordinance revisions, signage and unique requests
- b. Special Events minutes attached

### VI. Public Comment

Ms. Dubuisson expressed the interest in amending the Friends of Downtown 501 (c) 3 to expand the purpose and allow for event sponsorship funding.

Ms. Campbell mentioned there was an art group being formed to promote public art, the Beyond Walls group. She will keep the board informed as to their activities.

VII. Adjournment Mr. Peacock adjourned the meeting at 5:25p.m.

NOTE: The DIB holds it regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30a.m. and the third Tuesday is held at 4:00p.m. The meetings are held in the DIB Public Meeting Room (suite 104) of the Rhodes Building - 41 N. Jefferson Street, suite 104, Pensacola, Florida 32502.

### Minutes of the Regular Meeting of the

### DOWNTOWN IMPROVEMENT BOARD

Tuesday, September 1, 2015 7:30a.m.

- I. Call to Order Chairman Peacock called the meeting to order at 7:35 a.m.
- II. Attendance: John Peacock, Teri Levin, Susan Campbell, Burney Merrill, Jim Homyak, Dottie Dubuisson, Todd Thomson, Becky (County Commissioner rep), Warren Sonnen, Tim Crutchfield, Maurice Patterson and Teresa Duffey

### III. Recurring Agenda

- a. A motion was made, seconded and passed unanimously to approve the proposed meeting agenda for Sept 1, 2015.
- b. A motion was made, seconded and passed to unanimously approve the minutes from the regular meeting of the Downtown Improvement Board held on August 18, 2015.

### IV. Report from Executive Director:

- a. John Peacock touched on the holiday lights.
- b. Pedestrian safety on Main Street. Tim Crutchfield suggested a "No Turn on Right" members liked the idea.

### V. Ongoing Business:

a. Closer to getting dance steps. Touched on Banners and Flags on poles once the holiday lights come down.

### VI. <u>New Business:</u>

- a. Tim Crutchfield will be leaving the DIB mid to late September. Maurice Patterson will be taking over the position. Introductions were made.
- b. Tim made mention of Tallahassee's Downtown Get Down, a Pregame Pep Rally. Maybe Pensacola could adopt something similar.
- c. Tim stated the Gulf Coast Traffic Engineers have completed the restriping of the handicap spaces in front of Beef O'Brady's, Dollarhide Music, and The Sanger Theatre.
- d. Pelican drop, the Pelican will be located at Garden and Palafox. A VIP Party will be held at the Rex Theatre. Fireworks will be kept on top of the Garage.
- e. Palafox Market bags presented. Will we be selling them? \$1-\$5 suggested price.
- f. Jim Homyak intends to apply for the Visit Pensacola board vacancy.
- g. Susan Campbell requested a marketing strategy meeting to determine how to connect with Visit Pensacola as their new website is being launched in January. Peacock said Ron Butlin would organize dates before January in order for this meeting to take place.

### VII. Public Comment:

- a. Dotty Dubuisson suggested that the DIB endorse any Heritage Trail Signage Restoration. 38 have been started, 3 completed. Contact Keith Wilkens, <u>Portal</u>, 850-595-4988.
- b. Public Murals. Dubuisson wanted to know if the DIB was working on this for the garages. Peacock stated the murals would be done free of charge. Michelle McNeil is starting to do murals also. Susan Campbell knows her if she is needed.
- c. The Chamber will meet in a few weeks in regards to "Restore Act".

### VIII. Adjournment: Meeting was adjourned at 8am.

NOTE: The DIB holds its regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30 am. And the third Tuesday is held at 4:00pm. The meetings are held in the DIB Public Meeting Room (suite 104) of the Rhodes Building – 41 N. Jefferson Street, suite 104, Pensacola, FL 32502

### 2:55 PM 10/02/15 Accrual Basis

### DOWNTOWN IMPROVEMENT BOARD Balance Sheet As of August 31, 2015

	Aug 31, 15
4SSETS Current Assets Checking/Savings 101 · Cash · Coastal 108 · Coastal Bank & Trust-Holiday	146,419.25 63,688.43
Total Checking/Savings	210,107.68
Other Current Assets 140.11 · Due from Parking Fund 162 · City of P-Clean Up Deposit/Perm 163 · Prepaid Dues 164 · Prepaid Insurance 165 · Prepaid Rent 166 · Prepaid Marketing 168 · Prepaid Expense	115,435.53 1,000.00 1,266.78 9,795.58 72.72 931.66
Total Other Current Assets	129,282.58
	27.000,000
Fixed Assets 240 · Equipment 245 · Holiday Decorations 260 · Furniture & Fixtures 300 · Less Accumulated Depreciation Total Fixed Assets	125,857.79 109,771.48 6,150.22 -170,436.93 71,342.56
TOTAL ASSETS	410,732.82
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable	14,269.96
Total Accounts Payable	16,177.58
Other Current Liabilities 490 · Deferred Revenue 491 · Deferred GN Series Income	38,101.36
Total Other Current Liabilities	48,962.96
Total Current Liabilities	65,140.54
Long Term Liabilities 554 · Due to City of PBollards-LT	12,423.34
Total Long Term Liabilities	12,423.34
Total Liabilities	77,563.88
Equity	

### **IT BOARD**

32000 · Unrestricted Net Assets	587 · Fund Balance	588 · Invest. in Capital Assets	Net Income	)
32000 · Unrestricted	587 · Fund Balance	588 · Invest. in Capi		Net Income

TOTAL LIABILITIES & EQUITY

Total Equity

57,760.99	128,811.75	57,343.00	89,253.20	333,168.94	410,732.82

10/02/15 Accrual Basis

2:55 PM

Balance Sheet As of August 31, 2015	
	Aug 31, 15
32000 · Unrestricted Net Assets	57,760.99
587 · Fund Balance	128,811.75
588 · Invest. in Capital Assets	57,343.00

## DOWNTOWN IMPROVEMENT BOARD Profit & Loss Budget Performance October 2014 through August 2015

10/02/15 Accrual Basis

2:54 PM

	Oct '14 - Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
4010 · Property Assessments	306,666.25	306,666.25	0.00	306,666.25	306,666.25	0.00	334,545.00
4030 · Economic Development Income	57,543.94	59,846.12	-2,302.18	57,543.94	59,846.12	-2,302.18	65,332.14
4040 · Event Income	142,740.59	76,250.00	66,490.59	142,740.59	76,250.00	66,490.59	82,500.00
4045 · Pelican Drop Event Income 4060 · Parking Momt Reimbursement	154,624.60	120,000.00	34,624.60	154,624.60	120,000.00	34,624.60	120,000.00
Composition Compos	223 066 267	20.050,17	0.00	00.000,17	11,390.32	10.0-	00.100,77
lotal income	132,300.20	034,153.29	98,812.97	732,906.26	634, 153.29	98,812.97	680,258.14
Expense	10000		1				
5000 · Aestnetics	35,692.94	28,085.95	7,606.99	35,692.94	28,085.95	7,606.99	29,335.95
5004 - Allinai meetilig	731.40	2 225 62	1 405 57	0.00	00.007	-/50.00	00.067
5020 · Committee & Board Meetings	4,731.40	3,235.83	1,495.57	4,731.40	3,235.83	1,495.57	3,530.00
5030 · Economic Development	20,813.09	30,304.38	-9,491,29	20.813.09	30.304.38	-9.491.29	33 059 32
5040 · Event Expenses	84,883.54	54,000.00	30,883.54	84,883.54	54,000.00	30,883.54	58,500.00
5045 · Special Events-Pelican Drop	132,536.83	120,833.33	11,703.50	132,536.83	120,833.33	11,703.50	125,000.00
5060 · Dues, Subscriptions & Publications	4,120.59	2,291.67	1,828.92	4,120.59	2,291.67	1,828.92	2,500.00
5100 · Housing Advancement	0.00	1,375.00	-1,375.00	0.00	1,375.00	-1,375.00	1,500.00
5110 · Insurance Expense	17,675.72	16,958.33	717.39	17,675.72	16,958.33	717.39	18,500.00
5125 · Interest Expense - BOP	45.94	916.66	-870.72	45.94	916.66	-870.72	1,000.00
5130 · Internships	0.00	0		0.00		į	
5140 · Marketing Expense	13,926.42	18,437.50	-4,511.08	13,926.42	18,437.50	4,511.08	19,500.00
5150 · Office Equipment/Software	4,719.51	2,979.17	1,740.34	4,719.51	2,979.17	1,740.34	3,250.00
5160 · Office Rent	18,104.40	19,915.50	-1,811.10	18,104.40	19,915.50	-1,811.10	21,726.00
5171 · Office Supplies	2,632.81	4,125.00	-1,492.19	2,632.81	4,125.00	-1,492.19	4,500.00
5160 · Parking management	936.76	016 67	10.00	92.56	046 67	2000	00000
5000 - Postage	80 404 82	910.07	19.00-	07.00	10.018	-80.91	00.000,1
5200 - Professional Services	00,404.63	97,583.34	17,178.51	80,404.83	97,583.34	17,178.51	105,000.00
5210 : Friends of Downtown 5210 : Bonair & Maintenance	31.04	0.00	06.706,1	1,567.56	0.00	1,567.56	0.00
5210 - Nepall & Maillellaince	106 074 08	213 EA3 7E	16 560 67	30.34	240 540 75	70 000	200 275
5240 - Salaries, Deriellis & Taxes	11 692 64	12,043.73	10,309.07	190,974.08	47,543.75	16,569.67	232,275.00
5240 - Telecollillumications 5300 - Travel Entertainment & Educ	1,062.04	2 201 67	1,150.70	1,002.04	7 200 67	1,150.70	14,000.00
9999 · Contingency	0.00	1,908.38	-1,908.38	0.00	1,908.38	-1,908.38	2,081.87
Total Expense	632.865.90	633 972 97	-1 107 07	632 865 90	633 972 97	-1 107 07	680 258 14
<u> </u>							
Net Ordinary Income	100,100.36	180.32	99,920.04	100,100.36	180.32	99,920.04	0.00
Other Income/Expense Other Income							
4900 · Interlocal IncomeCRA	187,627.80	184,900.00	2,727.80	187,627.80	184,900.00	2,727.80	184,900.00
Total Other Income	187,627.80	184,900.00	2,727.80	187,627.80	184,900.00	2,727.80	184,900.00
Other Expense	!	,					
5023 · Depreciation 5900 · Interlocal Repayment-CRA	10,847.16 187,627.80	0.00	10,847.16 2,727.80	10,847.16 187,627.80	0.00	10,847.16 2.727.80	0.00
Total Other Expense	198 474 96	184 900 00	13 574 96	108 474 96	184 900 00	13 574 96	184 000 00
			200	201	50.500 (FOI	200	00.000, 101

Accrual Basis 2:54 PM 10/02/15

Net Other Income

Net Income

# DOWNTOWN IMPROVEMENT BOARD Profit & Loss Budget Performance October 2014 through August 2015

Annual Budget	0.00	0.00
\$ Over Budget	-10,847.16	89,072.88
YTD Budget	0.00	180.32
Oct '14 - Aug 15	-10,847.16	89,253.20
\$ Over Budget	-10,847.16	89,072.88
Budget	0.00	180.32
Oct '14 - Aug 15	-10,847.16	89,253.20

### Downtown Parking Management District Balance Sheet As of August 31, 2015

10/02/15 Accrual Basis

2:52 PM

)		

Aug 31, 15	1,214.20 88,874.44 17,714.22	45,593.15 -34,561.38 11,031.77	118,834.63 279,923.63 172,262.10 -172,613.89	279,571.84 2,738.20 -1,560.21	399,584.46	15,576.49	14,926.14 26,308.11 115,435.53 1,000.00	157,669.78	26,120.03 -12,913.14 118,249,72 -25,334.11	100,122.50
	ASSETS  Current Assets  Checking/Savings  100 · Petty Cash-Jefferson Garage  101 · Cash-Coastal  102 · Cash-Wells Fargo	Accounts Receivable 140.4 · Parking Fees & Fines 145.4 · Allowance for Doubtful Accounts Total Accounts Receivable	Total Current Assets Fixed Assets 241 · Equipment 290 · Improvements 300 · Accumulated Depreciation	Total Fixed Assets Other Assets 360 · Intangible Loan Costs-7yrs 361 · Accumulated Amortization	Total Other Assets TOTAL ASSETS	LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable	Other Current Liabilities 401 · N/P-Coastal Bank&Trust-Current 404 · N/P-CB & T-Pay Stations-Current 452 · Due to D.I.B. 460 · Restricted Fund	Total Other Current Liabilities Total Current Liabilities	Long Term Liabilities 501 · N/P-Coastal Bank & Trust 502 · Less Current Portion 503 · N/P-CB & T-Pay Stations 504 · Less Current Portion	lotal Long Term Liabilities

### Downtown Parking Management District Balance Sheet As of August 31, 2015

Accrual Basis 10/02/15 2:52 PM

	Aug 31, 15
Total Liabilities	279,368.77
Equity 32000 · Unrestricted Net Assets	-57,018,60
32100 · Investment in Capital Assets Net Income	126,213.00 51,021.29
Total Equity	120,215.69
TOTAL LIABILITIES & EQUITY	399,584.46

### Page 1

10/02/15 Accrual Basis 2:51 PM

### Downtown Parking Management District Profit & Loss Budget Performance August 2015

		Aug 15	Budget	\$ Over Budget	Oct '14 - Aug 15	YTD Budget	\$ Over Budget	Annual Budget
Residential Cree Parial Let         1758.59         375.00         394.59         1,989.18         4,125.00         1,599.00           Spring Street Let         Lineadora Street Let         108.07         375.00         1,686.67         578.60         1,4246.60         2,291.67         2,291.67         1,128.60         1,128.60         2,291.67         2,291.67         1,128.60         2,291.67         1,128.60         2,291.67         1,128.60         2,291.67         1,128.60         2,291.67         1,128.60         1,128.60         2,291.67         1,128.60         2,291.67         1,128.60         2,291.67         2,291.67         1,128.60         2,291.67         2,291.67         1,128.60         2,291.67 <t< th=""><th>Ordinary Income/Expense</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></t<>	Ordinary Income/Expense							
Street Parking Lot   107 50   1280 00   1280	4502 · Baylen Street Parking Lot	759.59	375.00	384.59	19,999.18	4.125.00	15.874.18	4.500.00
good to ground get High Street Parking Lot         1,086 of T         1,586 of T         1,5	4503 · Spring Street Lot	107.50			1,290.00			
dencial St Hait Soc         -228.30         -228.33         -1,226.44         1,722.44         1,523.41         2,291.67         1,524.64         1,523.41         2,291.67         1,524.64         1,573.44         1,573.44         2,291.67         1,145.59         2,291.67         2,291.67         1,145.59         2,291.67         2,291.67         1,145.59         2,291.67         2,291.67         1,145.59         2,291.67         3,291.67 <th>4505 · Tarragona Street Parking Lot</th> <th>1,088.07</th> <th>1,666.67</th> <th>-578.60</th> <th>14,846.90</th> <th>18,333.33</th> <th>-3,486.43</th> <th>20,000.00</th>	4505 · Tarragona Street Parking Lot	1,088.07	1,666.67	-578.60	14,846.90	18,333.33	-3,486.43	20,000.00
8 Row share well county         920 89         2.08333         -1,182.64         -1,573.41         -2,191.67         -7	4505.1 - Less Rev Sharing St Hist Soc	-529.00	-208.33	-320.67	-7,936.00	-2,291.67	-5,644.33	-2,500.00
Street Parking Lot         278 89         833 33         554 64         4.884.77         -9.166.77         27.07 01         28.83 33         554 64         4.884.77         -9.166.77         27.07 01         28.83 892         2.016.67         25.20.67	4510 · Intendencia St Garage	920.69	2,083.33	-1,162.64	15,733.41	22,916.67	-7,183.26	25,000.00
Sample Control Control         1,307,101         1,916.667         1,907,30         1,916.53         2.0.73.3         2.0.7	4510.1 · Less Rev share w/County	-278.69	-833.33	554.64	-6,854.77	-9,166.67	2,311.90	-10,000.00
Start Reservating of Loy 3.47         19.06.07         19.07.39         4.07.03         28.386.22         2.03.33         2.03.03         2.03.24.05         8.03.23         2.03.24.05         8.03.23         2.03.24.05         8.03.23         2.03.24.05         8.03.23         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.24.05         8.03.20         2.03.20         9.03.20         9.03.20         9.03.20         9.03.20         9.03.20         9.03.20         9.03.20<	4515 Govt Street Parking Lot	1,507,021			10,145.59			
aid Trees From Park John Grange         -504,06         -417,33         -166.67         -400.01         -525.06         -173.33         -170.01         -526.06         -173.33         -170.01         -526.06         -173.33         -170.01         -526.06         -173.33         -170.00         -173.33         -170.00         -173.33         -170.00         -173.33         -170.00         -177.00 <th< th=""><th>4520 · Jefferson Street Garage</th><th>20,9/3.97</th><th>19,166.67</th><th>1,807.30</th><th>238,368.22</th><th>210,833.33</th><th>27,534.89</th><th>230,000.00</th></th<>	4520 · Jefferson Street Garage	20,9/3.97	19,166.67	1,807.30	238,368.22	210,833.33	27,534.89	230,000.00
and City Rogination         Color         166 of Table of Tab	4520.5 · Cr Card Fees Paid JPG	-504.06	-477.33	-26.73	-4,070.16	-5,250.67	1,180.51	-5,728.00
See No. Minete         Color         6667         6667         6067	4525 · Judicial Ctr Pkg Garage	00.0	166.67	-166.67	810.82	1,833.33	-1,022.51	2,000.00
Charges         12916 67         366.32         146.1219         142.033.33         4	4525.1 · Less Rev Share w County	0.00	-66.67	29.99	0.00	-733.33	733.33	-800.00
Face Paid Meters   1,176,12   1,160,92   15,20   2,466,96   1,2,770.08   3   4,466,96   1,2,770.08   3   4,466,96   1,2,770.08   3   4,466,96   1,5,70.08   3   4,41,747   3   4,466,76	4530 · Parking Meters	16,522.99	12,916.67	3,606.32	146,121.95	142,083.33	4,038.62	155,000.00
Rey Shar wistate Chappie J         16,483.6         6,260.00         9,233.5         16,244.6         68,750.00         32,157.7           Rey Char wisten tickets         15,483.6         6,260.00         9,233.5         16,240.6         6,420.25         2,880.00         2,450.00         2,450.00         2,450.00         2,450.00         2,450.00         2,450.00         2,450.00         2,450.00         2,450.00         2,407.00         1,146.83	4530.5 · Cr Card Fees Paid-Meters	-1,176.12	-1,160.92	-15.20	-9,496.96	-12,770.08	3,273.12	-13,931.00
opening between tickers         15,483.55         6,200.00         9233.55         105,224.05         6,8750.00         36           se Airport written tickers         456.88         2,083.33         -1,626.45         2,097.00         -5,420.25         2           se Airport written tickers         456.88         2,083.33         -1,626.45         2,097.00         -5,420.25         2           step Placement Fees         100.00         104.17         4.17         4.00         1,145.83         1           step Placement Fees         100.00         62.50         62.50         2,000         2,917         1,150.00         1,145.83         1           station Program         6,497.00         62.50         62.50         2,000         1,145.83         1           changes         1,000         62.50         1,100.00         1,146.83         1           changes         0,00         29.17         -29.17         1,486.70         2,29.23         8           changes         0,00         29.17         -29.17         1,486.70         2,20.00         1,146.83         1,100.00           changes         0,00         29.17         29.17         1,486.70         2,20.00         1,146.83         4,146.83         1,	4530.6 · less Rev Shar w/State Chappie J	0.00			-2.157.47			
se Police written tickets         0.00         492.75         492.75         3.097.00         5.420.25         2.62.75<	4540 · Parking Fines	15,483.55	6.250.00	9.233.55	105,224.05	68.750.00	36 474 05	75 000 00
s Alrport written tickets         6.00         1.626.45         25.097.00         2.916.77         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.917         2.916.97         2.917         2.917         2.917         2.917         2.917         2.918.73         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33         2.918.33 <t< th=""><th>4540.1 · Less Police written tickets</th><th>0.00</th><th>-492.75</th><th>492.75</th><th>-3 097 00</th><th>-5 420 25</th><th>2 323 25</th><th>-5 913 00</th></t<>	4540.1 · Less Police written tickets	0.00	-492.75	492.75	-3 097 00	-5 420 25	2 323 25	-5 913 00
Palairox Lot   1,65,88   2,083,33   1,626,45   25,097,00   22,916,87   2,904,00   2,916,87   2,904,00   2,916,87   2,904,00   2,917   2,904,00   2,917   2,907,00   2,917   2,907,00   2,917   2,907,00   2,917   2,907,00   2,918,87	4540.2 · Less Airport written tickets	00:00			-988 00	)	1:010:11	20.5
1,145.00   1,145.00	4550 · North Palafox Lot	456 88	2 083 33	-1 626 45	25.097.00	72 016 67	2 180 22	36,000,00
1,145.83   1,145.83	4555 - Residential Parking Pass	120.00	2,000.00	Ct.070,1-	408 00	70.016,27	2,100.33	00.000,62
Participate	4590 - Dumpstor Placement Foce	100.00	104 17	117	1 150 00	1 115 00	777	00 000
Part	4550 Dumpster Flacement rees	046.00	62.60	14.17	1,130.00	1,145.05	71.4	1,250.00
Debt Expense         56,497.38         41,635.68         14,661.70         546,684.81         457,992.32         88           Charges         Charges         100.00         29.17         -29.17         0.00         320.83         8           Charges         R.90         100.00         29.17         -29.17         1,00.00         320.83         8           Charges         R. 20         100.00         36,666.98         3,733.33         -2.3         1,100.00           Service         3,410.34         3,066.67         343.67         36,666.98         37,733.33         -1.100.00           Service         3,410.34         3,066.7         343.67         36,666.98         33,733.33         -1.100.00           & Subpolies         6,00         166.7         343.67         36,666.98         33,733.33         -1.166.7         34,70         46.67         -1.166.7         -1.166.7         -1.166.7         -1.166.7         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.133.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33         -1.1336.33	4599 · Other Income	00.0	05.30	007.30	2,070.03	00.700	1,362.55	00.067
Debt Expense         6,497.38         41,635.68         14,861.70         56,684.81         457,992.32         88           Charges         Charges         41,635.68         14,861.70         546,684.81         457,992.32         88           Charges         Charges         78.90         100.00         -21.10         1,488.24         1,100.00           st card Discounts         3,410.34         3,066.67         34.367         36,666.96         33,733.33         -1           sex belonic         3,410.34         3,066.67         146.67         166.77         -26.47         36,66.96         33,733.33         -1           set ping a strining         A strining         0.00         83.33         -216.96         6,642.96         10,541.67         -2           a Supprise         741.37         958.33         -216.96         6,642.96         10,541.67         -2           a Supprise         741.37         958.33         -216.96         6,642.96         10,541.67         -2           a Supprise         0.00         83.33         -24.65         6,642.96         10,541.67         -2           a Supprise         0.00         0.00         0.00         0.00         0.00         10,00         0.00					70.07			
chat Expense         0.00         29.17         -29.17         0.00         320.83           Charges         78.90         100.00         -21.10         1488.24         1,100.00           service         28.70         343.67         343.67         36.66.95         33,733.33         2           Service         3.006.67         1.66.67         343.67         36.66.95         37,333.33         2           Service         3.006.67         1.66.67         92.00         1,541.67	Total Income	56,497.38	41,635.68	14,861.70	546,684.81	457,992.32	88,692.49	499,628.00
Objet Expense         0.00         29.17         -29.17         0.00         320.83           Charges         7.800         100.00         -21.10         1.488.24         1,100.00           Charges         7.410.34         3,066.67         343.67         36,666.96         33,733.33         1.100.00           Service         3,410.34         3,066.67         343.67         36,666.96         33,733.33         1.100.00           4 & Subscriptions         0.00         166.77         -216.96         6,642.96         1,641.67         -228.70           asyst Expense         0.00         833.33         -833.33         -833.33         -166.77         -216.96         6,642.96         1,654.67         -26.50         1,665.7         -216.96         6,420.96         1,654.67         -26.50         1,665.7         -26.50         1,665.7         -26.50         1,665.7         -26.50         -1,665.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,666.7         -26.50         -1,667.7         -26.50         -26.50	Expense							
Charges         78.90         100.00         -21.10         1,488.24         1,100.00           Service         3,410.34         3,066.67         343.67         36,666.95         3,733.33         -1           Service         8 Subscriptions         0.00         166.67         -166.67         36.66.95         3,733.33         -1           set Expense         741.37         968.33         -216.96         6,642.96         10,541.67         -3           eting & Printing         0.00         41.67         -16.66         0.00         1,654.67         -6           expense         741.37         968.33         -216.96         6,642.96         10,541.67         -2           as Supplies         0.00         41.67         744.65         458.33         -1         458.33         -1           Expense         6,490.08         6,490.08         6,490.08         0.00         0.00         16,825.00         16,000.00         667.50         16,000.00         16,627.00         16,825.00         16,000.00         16,000.00         16,000.00         16,627.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.00         16,000.	5007 · Bad Debt Expense	0.00	29.17	-29.17	0.00	320.83	-320.83	350.00
tf Card Discounts         0.00         3,410.34         3,066.67         343.67         36,666.95         33733.33         284.70           Service         Sex Subscriptions         3,410.34         3,066.67         166.67         166.67         343.67         36,666.95         33733.33         2.56.66         36,41.67         -3.58.83         -3.56.60         10,541.67         -3.58.83         -3.56.67         -3.56.76         10,541.67         -3.56.76         -3.56.76         -3.56.76         -3.56.76         -3.56.77         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72         -3.56.72	5010 · Bank Charges	78.90	100.00	-21.10	1,488.24	1,100.00	388.24	1.200.00
Service         3,410.34         3,066.67         34.367         36,666.95         33,733.33         2-166 7         36,666.95         33,733.33         2-166 7         36,666.95         33,733.33         2-166 7         36,666.95         33,733.33         2-166 7         36,666.95         33,733.33         2-166 7         36,666.95         37,333.33         2-166 7         36,666.95         37,333.33         2-166 7         2-166 7         2-20         1833.33         2-166 7         2-20         1833.33         2-166 7         2-20         16,667 7         2-20 <th>5020 · Credit Card Discounts</th> <th>0.00</th> <th></th> <th></th> <th>284.70</th> <th></th> <th></th> <th></th>	5020 · Credit Card Discounts	0.00			284.70			
& Subscriptions         0.00         166.67         -166.67         92.00         1,833.33         -216.96         6,642.96         1,533.33         -216.96         6,642.96         1,541.67         -216.96         1,541.67         -216.96         6,642.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.96         1,541.67         -216.97         -21	5030 · Debt Service	3.410.34	3.066.67	343.67	36 666.95	33 733 33	2 933 62	36 800 00
est Expense         741.37         958.33         -216.96         6,642.96         10,541.67         -25.50           eting & Printing         0.00         833.33         -216.96         6,642.96         10,541.67         -216.96           e Supplies         0.00         41.67         41.67         41.65         41.66.67         -216.96         41.66.67         -216.96         41.66.67         -216.96         41.66.67         -216.96         41.66.67         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.00         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         -216.00         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07         91.66.07	5060 · Dues & Subscriptions	00.0	166.67	-166.67	92.00	1 833 33	-1 741 33	2,000,00
Expense         0.00         833.33         -83.33         516.00         9,000.00           e Supplies         e Overhead         41.67         41.67         744.65         458.33         458.00           e Overhead         6,490.08         6,490.08         6,490.08         6,490.08         71,390.88         71,390.92           e Overhead         0.00         41.67         744.65         458.33         71,390.92           e Sxpense         0.00         62.50         -62.50         16,000.00         687.50           ir & Maintenance         2,768.05         4,166.8         -1,388.33         44,140.69         45,833.32         -1           is & Maintenance         0.00         83.33         -228.70         13,557.12         12,647.25         -1           is al Entertainment & Educ         0.00         83.33         -228.70         13,557.12         12,647.25         -1           is al Entertainment & Educ         0.00         83.33         -28.70         14,567.12         12,647.25         -1            son Paystation Contracts         1,456.00         1,458.33         46,503.33         126,000.00         126,000.00         128,33         46,667         16,622.49         16,622.49         16,622.49         16,622	5125 · Interest Expense	741 37	958 33	-216 96	6 642 96	10 541 67	3 808 71	11,500.00
consists         0.00         41.67         41.67         74.68         41.60         41.67         74.68         41.60         41.67         74.68         41.60         41.67         74.68         41.60         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.88         71.390.82         71.390.88         71	5140 · Marketing & Printing	00.0	833 33	833 33	618.00	0.146.07	0,650,67	11,300.00
e Overhead         6,490.08         6,490.08         6,490.08         6,490.08         71,390.88         71,390.88         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         71,390.80         887.50         16,000.00         687.50         16,000.00         687.50         11,590.20         44,140.69         44,140.69         45,833.32         17         45,833.32         17         46,717.87         46,833.33         17,647.25         46,717.87         46,833.33         17,647.25         46,717.87         46,833.33         46,717.87         46,833.33         46,717.87         46,833.33         46,717.87         46,833.33         46,717.87         46,717.70         46,000.00         17,387.00         16,016.00         <	5171 · Office Supplies	00.0	41.67	41.67	744.65	758.33	70,000,0-	00.009
Expense   0.00	5173 · Office Overhead	6 490 08	6.190.08	6.1	71 390 88	71 200 02	20.02	22 881 00
Expense   0.00   62.50   -62.50   0.00   687.30   0.00	5201 - Annual Audit	00.00	00.054.0	0.00	16 825 00	16,000,00	825.00	18,000,00
ray Maintenance         2,768.05         4,166.7         1,589.63         44,140.69         45,833.32         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,399.63         -1,375.00         -1,375.00         -1,399.63         -228.70         1,355.71         1,2647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.25         -1,647.15 <th< th=""><th>5207 - Misc Expanse</th><th>00.0</th><th>62.50</th><th>62.50</th><th>0.020.00</th><th>687.50</th><th>687 50</th><th>750.00</th></th<>	5207 - Misc Expanse	00.0	62.50	62.50	0.020.00	687.50	687 50	750.00
1,575.00   416.67   1,158.33   4,717.87   4,583.33   4,717.87   4,583.33   4,717.87   4,583.33   4,717.87   4,583.33   4,071.70   2,808.33   2,916.67   1,489.75   1,289.02   2,808.33   2,916.67   1,456.00   1,456.00   1,456.00   1,456.00   1,456.00   1,456.00   1,299.02   833.33   465.69   16,652.49   9,166.67   1,299.02   1,299.02   833.33   465.69   16,652.49   9,166.67   1,269.00   1,25.00   1,25.00   1,25.00   1,25.00   1,25.00   1,25.00   1,375.50   1,375.00   1	5210 · Repair & Maintenance	2 768 05	4 166 68	-1 398 63	44 140 69	45 833 32	-7 692 63	50.000
Easy	5211 · Signage	1.575.00	416.67	1.158.33	4 717 87	4 583 33	134 54	5,000,00
Entertainment & Educ   0.00   83.33   -83.33   0.00   916.67	5215 · Utilities	921.05	1.149.75	-228.70	13.557.12	12.647.25	909.87	13 797 00
gement Contracts         2,808.33         2,916.67         -108.34         28,083.30         32,083.33           con Paystation Contract         1,456.00         1,456.00         1,456.00         1,456.00         1,456.00         1,566.67         1,387.05         146,192.30         128,333.33           rcement Services         1,299.02         833.33         465.69         16,652.49         9,166.67           rity         9,000.00         737.50         -928.30         54,310.50         55,000.00           ningency         0.00         125.00         -125.00         0.00         1,375.00           38,673.56         40,302.35         -1,628.79         463,032.40         459,325.65	5300 · Travel Entertainment & Educ	0.00	83.33	-83.33	0.00	916.67	-916.67	1 000 00
com Paystation Contract         1,456.00         1,458.33         -2.33         16,016.00         16,041.67           rement Services         13,053.72         11,666.67         1,387.05         145,192.30         128,333.33           rity         4,071.70         5,000.00         -928.30         54,310.50         55,000.00           pment Maintenance         0.00         737.50         -737.50         5,710.75         8,112.50           nigency         38,673.56         40,302.35         -1,628.79         463,032.40         459,325.65	5680 · Management Contracts	2 808 33	2 916 67	-108 34	28 083 30	32 083 33	-4 000 03	35,000,00
rcement Services         13,053.72         11,666.67         1,387.05         145,192.30         128,333.33           rcement Spec Events Pkg         1,299.02         833.33         465.69         16,652.49         9,166.67           rity         9ment Maintenance         5,000.00         737.50         -737.50         5,710.75         8,112.50           ingency         38,673.56         40,302.35         -1,628.79         465,832.40         459,325.65	5683 · Parkeon Paystation Contract	1,456.00	1,458.33	-2.33	16 016 00	16 041 67	-25.67	17 500 00
rement Spec Events Pkg 1,299.02 833.33 465.69 165.249 9,166.67 1,299.02 80.00 -928.30 54,310.50 5,000.00 1,25.00 -737.50 5,710.75 8,112.50 1,375.00	5688 · Enforcement Services	13 053 72	11 666 67	1 387 05	145 192 30	128 333 33	16.858.07	140,000,000
rity         4,071.70         5,000.00         -928.30         54,310.50         55,000.00           pment Maintenance         0.00         737.50         -737.50         5,710.75         8,112.50           ingency         0.00         1,375.00         1,375.00         1,375.00           38,673.56         40,302.35         -1,628.79         463,032.40         459,325.65	5689 · Enforcement Spec Events Pkg	1,299.02	833.33	465 69	16 652 49	9 166 67	7 485 82	10,000,00
pment Maintenance         0.00         737.50         -737.50         -737.50         5,710.75         8,112.50           ingency         0.00         125.00         -125.00         0.00         1,375.00           38,673.56         40,302.35         -1,628.79         463,032.40         459,325.65	5690 · Security	4.071.70	5.000.00	-928.30	54 310 50	55,000,00	-689 50	80.000,00
ingency 0.00 125.00 -125.00 0.00 1,375.	5695 · Equipment Maintenance	00.0	737.50	-737 50	5 710 75	8 112 50	-2 401 75	8 850 00
38,673.56 40,302.35 -1,628.79 463,032.40 459,325.65	9999 · Contingency	0.00	125.00	-125.00	0.00	1,375.00	-1,375.00	1.500.00
30,073.30 40,302.33 -1,026.79 403,032.40 459,325.65		00 070 00	20 000 01	0000	07 000 007	10000	1 000	
	lotal Expense	20,073,30	40,302.33	-1,020,19	403,032.40	459,325.65	3,706.75	499,628.00

2:51 PM 10/02/15 Accrual Basis Net Ordinary Income
Other Income/Expense
Other Expense
5005 · Amortization
5056 · Depreciation

Total Other Expense
Net Other Income

Net Income

### Downtown Parking Management District Profit & Loss Budget Performance

August 2015

	_	~		C :	<b>6</b> "
Annual Budget	0.00	0.00	0.00	0.00	0.00
\$ Over Budget	84,985.74	32,337.78	32,631.12	-32,631.12	52,354.62
YTD Budget	-1,333.33	0.00	0.00	0.00	-1,333.33
Oct '14 - Aug 15	83,652.41	293.34 32,337.78	32,631.12	-32,631.12	51,021.29
\$ Over Budget	16,490.49	0.00	0.00	0.00	16,490.49
Budget	1,333.33	0.00	0.00	0.00	1,333.33
Aug 15	17,823.82	0.00	0.00	0.00	17,823.82



### September 18-25, 2015

### Completed

- Held website strategy meeting with development team
- Completed website Site Map (phased) for DIB new web build out
- Began website wireframe —in progress, ETA for wireframe completion g/28
- Began writing digital strategy for holiday campaign, ETA for completion 10/5
- Updated website for meeting notices and Gallery Night refresh
- Drafted press release for Gallery Night
- Pitched media outlets on Gallery Night story
- Drafted holiday campaign plan for regional market
- CS met w/Susan Campbell
- Edited and distributed email update on Gallery Night, holiday lights
- Scripted sponsor reads for artists and performers for Gallery Night
- Audited social media platforms for consolidation and updating
- Designed new October Gallery Night graphics map, ads, posters

### In Progress

- Design marketing handout for DIB board strategic planning meeting
- Holiday PR and digital campaign
- Airport signage design/annual contract
- Pelican Drop promotion
- Gallery Night promotion
- Downtown branding plan

### Upcoming

- Identify strategic priorities for 2016
- Finalize FY2015-16 Marketing Plan
- Phase 1 website update graphics and rollout
- Social media consolidation
- Staff training for email and social posting