

**DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, September 6, 2016**  
**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 properly
  - b. Consideration of the proposed meeting agenda for September 6, 2016
  - c. Consideration of the Minutes from the Regular Meeting of the DIB held on August 16, 2016.
- III. Public Presentation
  - a. None
- IV. Marketing
  - a. Light Pole Banner designs
- V. Ongoing Business
  - a. Festival of Lights update
  - b. DAB recommended Mission and Vision Statements
- VI. Report from the Executive Director
  - a. Board members email
  - b. Beautification master plan
  - c. Status trash cans SoGo – installed
- VII. Committee Activities
  - a. Festival of Lights – discussion on combining with Special Events
  - b. Special Events – Next meeting September 9<sup>th</sup>
  - c. Parking – next meeting September 13<sup>th</sup>
  - d. DAB – next meeting September 23<sup>rd</sup>
- VIII. New Business
  - a. Light Pole Downtown Banners RFP
  - b. Budget request for Holiday Lights Thursday evening programing
  - c. Service Gift
    - i. Nathan Khan
  - d. Staff salary recommendation
- IX. Public Comment
- X. 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 Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting  
Tuesday, August 16, 2016  
4:00 p.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 4:03 p.m.
- II. Attendance:
  - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, & Brian Spencer
- III. Recurring Agenda
  - a. Mr. Peacock confirmed that the meeting was properly noticed
  - b. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on August 2, 2016.
  - c. Mr. Peacock announced changes to agenda of moving the Special Events committee up on the agenda and addition of Beautification plan.
  - d. Consideration of the June Financial Statements. Mr. Butlin presented Board with June Financial Statement and answered Board questions. Mr. Butlin let the Board know that there is an additional \$65K in Property Revenue taxes yet to be received by district. There was a motion and a second to accept the June financial statements. The motion passed unanimously.
- IV. Public Presentation
  - a. Ms. Washnock and Ms. Lavender from West Florida Regional Planning Council presented the Board with City of Pensacola Parking Strategies as a Catalyst to Economic Development PowerPoint presentation.
  - b. Ms. Lavender answered Board and audience questions and provided handouts of parking strategies.
- V. Special Event Committee report – moved per Chairman's request.
  - a. Special Events – next meeting September 9<sup>th</sup> 9:00 a.m. – Mr. Sonnen gave update from August 12<sup>th</sup> meeting and informed the Board that the SEC recommends grant proposals from with the district to award based on Quarter focus in lieu of DIB creating and hosting events.
    - i. Board agreed with SEC recommendation.
- VI. Marketing
  - a. Mr. Peterson provided July marketing report and responded to Board questions
  - b. Mrs. Sjoberg presented Board with requested Banner Samples for review and requested feedback be given to Mr. Butlin and Mrs. Dees before September 6<sup>th</sup> meeting.
- VII. Ongoing Business
  - a. First City Festival of Lights
    - i. Mrs. Campbell requested the Board consider a weekly Thursday evening event to begin in September at the T.T. Wentworth. To allow people to get into the habit of coming Downtown on a weekly basis before the kickoff of the Holiday season.
    - ii. While the Board liked Mrs. Campbell's idea, they requested that she come back with a detailed budget and plan of execution.
    - iii. The Board explained to Mrs. Campbell that while in support of the idea, the D.I.B. staff would not be responsible for coordinating and planning the events.
    - iv. Mr. Peacock announced that Visit Pensacola is in the process of reviewing the grant guidelines and determining the amount to award for the Holiday Light project.
- VIII. Report from the Executive Director

- a. Light Pole Downtown Banners – Mr. Peacock requested that Mr. Butlin create an RFP for production of Banners.
- b. Beautification Plan – added per Chairman’s request as a recurring discussion item.
- c. Napa business signage – Mr. Butlin informed the Board that Vital Signs has not returned calls or emails and he will be seeking cost estimate form Digital Now to present at next meeting.
- d. So-Go Trash Cans – Mr. Butlin informed Board that cans have been received and will be set-up within the week on the South East corner by Pure Pilates and Don Alans.

**IX. New Business**

- a. Mr. Bednar provided update on Parking Committee meeting with Mr. Rothfeder on August 16, 2016 concerning the reconfiguration of on-street parking around the PNJ project.
- b. Parking Committee recommendation to execute the Inter-Local Agreement with Escambia County allowing for DIB managed monthly parking on the Baylen Street garage roof was approved by the Board. There was a motion and a second authorizing the DIB to execute the Interlocal between the County and the DIB regarding monthly parking on the roof of the Intendencia Garage. The motion passed unanimously.
- c. Board reviewed the report of recommendation from the Parking Committee to execute a 2017 strategic plan including replacement of 100 current meters with IPS M3 smart meters and requested that a representative from Republic come present to the Board at an upcoming meeting.
- d. Mr. Peacock requested specific recommendations for the Parking Committee to help guide Board.
- e. Mr. Butlin presented Board with results of RFP for Audit.
  - i. Board accepted Warren – Mr. Butlin advised the Board that Warren Averett was successful low bidder on the RFP. There was a motion and a second to accept Warren Averett and to direct Staff to work toward finalizing contract.
- f. Board reviewed 2017 budget to be submitted to City. There was a motion and a second to accept the 2017 budget as presented. The motion passed unanimously.

**X. Committee Activities**

- a. Festival of Lights - next meeting August 24<sup>th</sup> 9:30 a.m.
- b. Parking – next meeting September 13<sup>th</sup> 4:30 p.m.
- c. DAB – next meeting August 25<sup>th</sup> 9:00 a.m.
- d. All previous meeting minutes were attached to agenda package for Board review

**XI. Public Comment**

- a. Mrs. Sjoberg spoke to Board about search committee requirements for the Executive Director Position.
  - i. Board voted to keep the search local for the first 30 days and then expand if needed.
- b. Adam Morris from Liberty Church introduced himself to the Board and announced that services will begin on September 11<sup>th</sup> at the Pensacola Little Theater.

**XII. Adjournment** the meeting was adjourned at 6:25 p.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 Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

Mission:

*The mission of the Downtown Improvement Board is to promote and enhance Downtown Pensacola as a vibrant cultural and commercial destination for residents, businesses, and visitors.*

Vision:

*As a destination for the arts, history, shopping, dining, entertainment and recreation, Downtown Pensacola is the cultural center of Escambia County. Downtown Pensacola is an active, pedestrian-friendly area, a prime business location, a lively urban residential neighborhood, and a social and visual focal point for the community.*

SHOP



[downtownpensacola.com](http://downtownpensacola.com)

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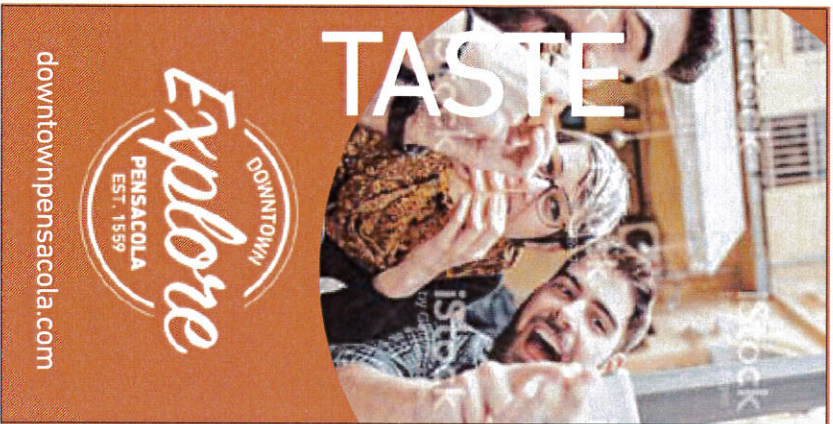
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**PENSACOLA DOWNTOWN IMPROVEMENT BOARD  
REQUEST FOR PROPOSAL  
Street Pole Banner and Mounting Hardware  
August 2016**

1.00 PURPOSE:

The Pensacola Downtown Improvement Board is soliciting Proposals from individuals and firms capable of producing flag pole banners and the associated mounting hardware for the Pensacola Downtown Improvement Board.

1.01 DEFINITIONS:

- A. The terms "proposal" and "bid" may be used interchangeably.
- B. The terms "proposer," "bidder," "respondent," "vendor," "company," "firm" and "contractor" refer to the firm or individual that is making a submittal for consideration.
- C. As used herein for convenience, the term "DIB" shall mean the Pensacola Downtown Improvement Board, as the context may require or permit. The contract to be entered into will be between the company selected and the DIB.

1.02 BACKGROUND:

One of the missions of the DIB is to promote Downtown Pensacola as a vibrant, active stimulating location to live, work, shop, dine and play to the local market, the regional market and to tourist staying in the region. One of the ways the DIB would like to reach people downtown and to make downtown visually interesting is through the use of colorful light pole banners.

1.03 NATURE OF THE PROJECT:

The DIB desires the services of a printing company to make 80 banners with either 4 or 10 different art designs and to supply and install the necessary flag pole hardware in Downtown Pensacola. The concept of the program will be around the concept of Live, Work, Shop, Dine and Play Downtown.

2.00 CONTRACT SPECIFICATIONS:

2.01 COMPENSATION:

Either a lump sum or estimate with a not-to-exceed number is required.

## 2.02 CONTRACT ITEM:

It is anticipated that the contract with the selected firm will begin immediately.

## 2.03 TERMINATION WITHOUT CAUSE:

The DIB or the contractor may terminate the contract in whole or in part, with or without cause, by giving written notice at least thirty days prior to the effective date of the termination. Upon receipt of termination from the DIB, the contractor shall cease work and only provide those services specifically approved or directed by the DIB's Executive Director. All other rights and duties of the parties under this contract shall continue during such notice period and the DIB shall continue to be responsible to the contractor for the payment of any obligations approved by the DIB and incurred by the contractor prior to termination.

## 2.04 CONTRACT MANAGER:

The DIB will assign a staff person to be the Contract Manager with the awarded agency. The Contract Manager will be:

Executive Director  
Downtown Improvement Board  
226 S. Palafox Place, Suite 106  
Pensacola, FL 32502  
(850) 434-5371

The DIB Contract Manager may designate a member of his/her staff to act in his/her absence.

Each bidder must state in their proposal who will be the agency's Contract Manager for the contract. This Contract Manager will be the sole individual responsible for the management of the contract. The contractor may not change the Contract Manager submitted with the RFP, either permanent or temporary, without obtaining the DIB's prior written consent based upon the comparable experience and expertise of the new Contract Manager and ability to work with the DIB staff.

## 2.05 INVOICING:

The Contractor shall issue and deliver a single invoice upon completion and delivery, payment will be made by DIB on either the next occurring 1<sup>st</sup> or 15<sup>th</sup> of the month.

## 2.06 NON-EXCLUSIVE RIGHTS:

The right to provide the commodities or services which will be granted under the contract shall not be exclusive. The DIB reserves the right to contract for and purchase



commodities and services from as many firms as it deems necessary without infringing upon the contract.

2.07 CONFIDENTIALITY:

The contractor understands that the DIB is subject to Florida's "sunshine" laws, please see section 3.07 below.

2.08 COPYRIGHTS:

All products will be the property of the DIB.

2.09 CONTRACT VARIATIONS:

If any provision of the contract (including items incorporated by reference) is declared or found to be illegal, unenforceable, or void, then both the DIB and the contractor shall be relieved of all obligations arising under such provision and if the remainder of the contract is capable of performance, it shall not be affected by such declaration or finding and shall be fully performed.

2.10 LIABILITY INSURANCE:

Contractor shall, at its expense during the terms of the contract, continuously carry general liability insurance in an amount not less than \$1,000,000. Contractor shall purchase and maintain worker's compensation insurance for all workers' compensation obligations now or hereafter imposed by Florida law.

If Contractor is a sole proprietor then the requirement of liability insurance is waived.

2.11 IDEMNIFICATION:

Contractor shall be required to save, defend, indemnify, and hold harmless the DIB, the individual board members, agents, employees, counsel and staff, of and from personal injury and damage to real or personal property, or claims of libel, slander, trademark, trade name or copyright infringement and invasion of privacy, alleged to have been caused contractor's conduct in the performance of the contract.

2.12 GOVERNING LAW AND VENUE:

The procurement and the resulting contract will be made and ended in Escambia County, Florida and shall be governed by the laws of the State of Florida.

2.13 DISPUTES:

Any dispute concerning the contract shall be decided by the DIB's Contract Manager, who shall reduce the decision to writing to serve a copy upon the contractor. The

decision of the Contract Manager shall be final and conclusive unless within thirty (30) days from the date of such service and contractor files with the Contract Manager a petition for administrative hearing addressed to the DIB. The DIB shall conduct the hearing in a manner that affords due process to the contractor, and the DIB's decision shall be reduced to writing and binding upon the contractor.

3.00 BID PROCEDURES:

3.01 ISSUING OFFICER:

The Issuing Officer named below is the sole point of contact from the date of release of RFP until the selection of a successful respondent is made. All requests, questions and inquiries must be in writing and directed to:

Executive Director  
Pensacola Downtown Improvement Board  
226 S. Palafox Place, Suite 106  
Pensacola, FL 32502

Email: [DIB@downtownpensacola.com](mailto:DIB@downtownpensacola.com)  
Telephone: (850) 434-5371  
Fax: (850) 434-7275

3.02 QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS:

Any inquiries from bidders concerning this RFP shall be submitted in writing to the attention of the Issuing Officer.

From the date this RFP is issued until a determination is made, no contact related to this RFP will be allowed between and respondent and any employee of the DIB. Any contact with the DIB may only be directed to the Issuing Officer. Any unauthorized contact may disqualify the respondent from further consideration.

Only these communications which are in writing from the Issuing Officer may be considered by bidder as a duly authorized expression on behalf of the DIB. Also, only communications from bidders which are in writing and signed will be recognized by the DIB as duly authorized expressions on behalf of the bidder.

3.03 WRITTEN QUESTIONS:

Bidders may submit written questions regarding the RFP. All questions must be submitted on company letterhead, stationery or sufficient documentation to allow bidder identification of submitted questions.

### 3.04 SPECIAL INSTRUCTIONS:

The anticipated schedule and deadlines for the RFP are as follows:

Issuance of RFP		8/ /2016
Written Questions Deadline	12:00 p.m.	8/ /2016
Responses Due and Opening Responses	12:00 p.m.	8/ /2016
Selection		8/ /2016

The DIB or its designated appointees will review all timely proposals for sufficiency and ability to perform and may determine semi-finalist.

### 3.05 COSTS OF DEVELOPING AND SUBMITTING PROPOSALS:

The DIB is not liable for any of the costs incurred by a respondent in preparing and submitting a proposal.

### 3.06 NEWS RELEASES:

The DIB is the only entity authorized to issue news releases relating to this RFP, its evaluation and award of the contract and performance thereunder.

### 3.07 PUBLIC ACCESS AND OPEN GOVERNMENT LAW:

The DIB is an agency of the City of Pensacola, and the State of Florida. All documents and other materials made or received in conjunction with the RFP will be subject to public disclosure requirements of Chapter 119, Florida Statutes. Copies of the end product(s) of this RFP will be made available to the public. Failure to allow access to all documents, papers, letters or other materials subject to disclosure pursuant to Chapter 119, Florida Statutes, and made and received by the bidder in conjunction with the contract may, at the discretion of the DIB, will result in the cancellation of the contract.

### 3.08 BID WITHDRAWAL:

A bidder may withdraw its bid by submitting to the DIB a written request for withdrawal.

### 3.09 INDEPENDENT PRICE DETERMINATION:

A bid will be considered only if the price was determined independently without collusion, consultation, communication or agreement as to any matter relating to such prices with any other contractor or with any competitor.

### 3.10 CONTENT OF PROPOSAL:



Proposals submitted must contain, at a minimum, the following information, evaluation of the proposals and presentations will include, but not be limited to, the following matters:

1. Please state the amount of compensation requested.
2. Please explain your firm's status: locally owned, branch office, subsidiary, member of affiliate network, et cetera. If your firm is a subsidiary, please list your parent firm, and your firm's relationship to it. If this is a joint venture, please explain the nature of the relationship and the division of the work responsibilities.
3. Please furnish at least two client references. These references must include the company name, contact person and telephone number. The DIB may contact these references.

Exhibit A  
Scope of Work

Pole Mounting Hardware

One option:

80 units  
Premium Spring Arm Bracket System 18  
With installation

Banners:

30"x60" 18 oz. Opaque Vinyl Banner with UV Ink and Double sided.  
2" pockets top and bottom  
Total size Including pockets is 36" tall 24" wide  
Grommets top and bottom below the pockets pole side

Four proposals

- a) 4 different designs (will be supplied)  
80 total banners, 20 of each design
- b) 10 different designs (will be supplied)  
80 total banners, 8 of each design
- c) Both of the above with and without wind cutouts in the banners themselves

**Holiday Lights and Weekly Event Proposal:** 8 -12 weeks of Jazz on the steps of the TT Wentworth.

- Day - Thursdays
- Time - 4:00pm-7:00pm
- Calendar - October - December. (TBT based on Holiday Lights schedule and Pre-Holiday Lights Dry Runs and momentum building - Thursday Night Happening)
- Demographic: *Primary:* Local families. *Secondary:* Date Night and Retirees
- Concept: **“Early Evening Meet Up”** Bring the kids after school and listen to **quality** Jazz while exploring the Museum, resting and playing under the trees and enjoy the holiday lights, exploring the shops, ordering to-go from restaurants. Meet Dad’s/spouses after work and go out for a family dinner. Idea for doing this in the early evening is to come straight from school or work and not offering the time window to go home, pack a picnic and get back downtown. Young kids will need to be finished and going home by 7 on a school night. Sets the stage for a family night of dining out or of the beautiful beginning of a “Date Night”. This concept is for a programed layer of quality activity that sets the stage for moving around the area. This is not intended to be a concert or the main show, but a reason to get out on a Thursday Night; explore and experience with the community and into the Holiday Lights Festival.
- The intention is to start a bit early to work out the kinks and build the momentum for when the Holiday Lights are live. Our Neighbors at the TT Wentworth have a very special opening the last Thursday in October and they ask that we not use that night as the starting point, however, had we all a few weeks under our belts, it would be an ideal layer to accompany their opening.
- More reasons to start early, Foo Foo Festival and Arts Festival will attract many people downtown and seeing this activity is the best promotion and marketing for organic growth so that when the lights are on, and we transition into Holiday Choral Music, people already are aware of it. This also helps us promote before there is SO much going on during November...including Election Coverage.
- It is intended to coincide with Historic Church Tours and the planned Ringing of the Bells on Thursday Nights, during the Holiday Lights season. There is also a potential of an editorial series spotlighting a different Downtown Historic Church each week during the Festival. If there is more than one destination on each Thursday Evening, (Music on the steps of TT Wentworth and Historic Church Open Houses, we will surely circulate visitors to the Downtown and compound the concept of a “Festival of Lights.”
- Finally, starting a few weeks earlier than the Lighting Festival will encourage “Organic Events” as business will take notice of the added foot traffic and begin to stay open late and hopefully create their own events to piggyback off this core structure.

The Holiday Lights Festival Committee has created a calendar of events and worked with various community leaders to identify opportunities and establish the minimum amount of DIB managed programing to accomplish the many goals of both the DIB and the stated goals of the Holiday Festival of Lights. Please see the programing catalog provided by Staff for the many and various programing developments.



Due to the newness of the event, combined with a change in director and complicated by the unrealized amount of funding (to which the committee has not been formally updated), we feel starting the "footprint" and programming with quiet background music on the steps of the TT Wentworth should begin a few weeks ahead of time so that, Staff can get their system down, the community can begin to map the tiny street closure, proper parking can be identified and community members can begin to "train" their visits to Downtown and we can organically build the momentum towards a Thursday Night event so that there is a reason for Merchants to agree to stay open late during the Holiday Lights Festival on one night per week, Thursday night, not because they are told to do so but because there is momentum toward an increased traffic on those nights. Starting early also gives us the added benefit of organic social media marketing, and awareness of the "hip and happening" location and time. Finally, this early start allows our more-than-generous friends at the TT Wentworth the opportunity to fine tune their systems and put their best foot forward as they embark on their new endeavors and connections to the community.

Thursday Nights on the Steps of the TT Wentworth under the Twinkling Holiday Lights:

\*Close the small bricked strip of the street on Thursday evenings from 4pm-7pm. (Weekly - during and sometime before the Lights Festival begins).

\*The Historic Trust and the TT Wentworth have officially agreed to the use of their Grand Steps --on Thursday Nights--the same night they are (newly) staying open till 7:00 pm, weekly--from now through the end of the year.

\*Mr. Butlin negotiated an agreement with police for \$290 each time we close this small strip of historic bricked road for the remainder of the year.

\*Professional and respected jazz musicians appropriate for the tone and quality of the TT Wentworth, the Historic Trust and **a respectful awareness of the passive nature of Plaza Ferdinand.**

\$290 - close the street per evening (x 12 Thursdays) (Not including Thanksgiving Day, does include the Thursday after Christmas before New Years)

\$450 - up to \$450 for programmed quality 4 piece music ensemble. ( x 6 Thursdays)

If we start in the beginning of October there would be 12 weekly Thursday Nights through the end of December = \$3488

If we fill all six Thursday's before the kick off of community choral music (planned by Staff), kids choirs and the like...we would, at the most, be looking at \$2700 for musicians.

If no choral holiday music is arranged, and we continue with a professional Jazz band through the Holidays (the easiest option but not the plan) add \$2700 for another 6 weeks.

\$3488 + \$2700 = \$6188 (Plus paid for music the remainder of the 6 weeks) \$8888.

This amount is but a fraction of the total budget allotted for programing in the Holiday Lights Funds Request. And can easily be brought down as we collaborate and communicate.

A Festival of Lights must start somewhere....

**Considerations:** Close the street in front of the TT Wentworth and perhaps bring in some bistro tables and chairs, or picnic tables as the programming evolves.

**Tone:** An emphasis on **Quality Music** with a low key tempo creates a background to set the tone for the organic development of new (hot gallery night) community and cultural programing. **The first one of these happenings will set the standard for the any future programing series** and how the others are developed. It is crucial to set the stage for organic development. It is understood that the TT Wentworth expects a music offering that will lend to the **quality** of the Historic Trust and a low key happening that *supports the tone and quality of the TT Wentworth and Historic Trust*. Both visual and audial stimulation should be understated. Port-o-potties have been discouraged by the TT Wentworth and in their stead the restrooms at the TT Wentworth will be open to visitors; however, it is also encouraged that the restrooms of the business where food is being purchased are utilized (reinforcing investment in Downtown). Minimizing cones, barrels and other visually distracting devices will help to maintain a low-key, casual event that will lend to the quality of life of those attending. This is not to be a "rock concert" or anything like "EIOS" or a main event *but only a quality layer that enlivens and encourages movement and investment around the area*. Further, a focus on **Quality will set a tone and standard for the continued passive nature of Plaza Ferdinand** as Downtown begins to grow to the east and connect with the Historic Trust, PNJ property and Seville.

**Pricing and Quality:** The quality musicians expected by the TT Wentworth can be scheduled by local musician and attorney Jim Green, who's bands played to the delight of SOGO Saturday business and guests, evidenced by the many requests for their return. Their success was due to the 1. Quality of professional musicians; 2. Their understanding of respectful amplification and the "background" music style; 3. Instrumental nature vs Lyrical creates background music, not a concert. Full 4 piece Band is \$450 per event. Less for a 3 Piece or 2 piece. **The Key is Quality** - this squares with the Visit Pensacola 2020 Plan that advocates for advancing our music scene. We could start the first week in October with one saxophonist. The second week, a two piece, the third with a three piece and the fourth a four piece. This will allow us to draw attention to the time and location and closed ½ block during the crucial time of Art's Festival and Foo Foo Festival.

**Pricing to Close the Street: \$290 per each + music.**

**Marketing:** Basic Marketing pushed through DIB should be as simple as 1 graphic, in the various necessary formats, forwarded to the business community so that they can easily use these collaterals to invite their own lists to their own offerings during that time frame and can be reused over and over. (this type of shared collaterals was a goal and a request to the board by the Merchant Committee as they attempted to program the Festival of Lights in 2015 -- but failed to materialize). More so, this creates a major opportunity for individual business to reach a qualified audience through their own offerings and their own marketing efforts. It may not even be necessary to "advertise" the event to the community (pre-lights) but instead focus on communicating details and a graphic with businesses so that they can push it out themselves. In this way, it is an organic happening, not a rock concert.

**Business Opportunities:** Restaurant's, opportunity to offer a family To-Go meal in the early evening and offering an opportunity for new customers to become familiar with offerings who would not otherwise be around. Secondly, creates an opportunity for "dining out" with older families at the end of the event. Also, creates a great "Date Night" opportunity for those wanting to stroll under the lights and catch 30 minutes, or so, of music before going out on the town.

Jackson's will put more tables out and push through their marketing and agree if they could strengthen any nights business, it is Thursdays. Nom has said they could do a boxed sushi. Might O'Riley's do a brown bag kids hotdog? Or grill out on their sidewalk? Along with regular offerings. 4-Seasons has in the past tried to do boxed meals to go, picnic style. And So Gourmet will offer a pre-boxed wine and cheese. (and these are only those we have spoken with)

**Retail:** By creating this event on a thursday evening and starting in October, and enlivening our Thursday evening traffic organically, we are beginning to establish a "One night a week" where Retailers have a reason to stay open late. Combining this event with the Holiday Lights **goal of creating a "Retail Night"** we will be incrementally and organically setting the stage for our Holiday Lights event this Fall.

Caveats:

**Overusing the park to quickly.** This must be organic and we must be sensitive to the passive nature of this park. The event should happen around the park while individuals can make a choice for regular park activity. We will need to establish a "No coolers - no chairs" park rules from the very beginning. And be sure we have the trash cans available for cleaning up. This must remain a passive park. To that end, reduce the visual clutter of any cones, barrels, porto potties, ugly plastic trashcans and their placement.

**Open Container** - How do we manage Open Container? Can people bring an open container from neighboring restaurants?

Can people buy a bottle of wine on their way down from Seville or So Gourmet and open and use in the park?

Would families need to go to the restaurant and purchase and stay for their glass of wine?



1-Sep-16

Closing Jefferson from Church Street to Zarragoza on a week night

Police	\$ 75.00	1 officer	Could be slightly more, max would be \$115.
Barricade rental	\$ 70.00	10 barrels	We purchase 10 at roughly \$850 and amortize over 12 events
A person 3-hours	\$ 75.00	1 Person	We don't have the person as of today but should be able to use temporary help
Barricade installation & removal			
Bollard installation & removal			
Clean up			
City Permit?	\$ 20.00	250	divided by 12 weeks?
Insurance	\$ 20.00	WAG	
Total hard costs	\$ 260.00		
Music	\$ 225.00		Start with quality/paid music then after lights come on use choirs etc. Average per the 12 week series, mostly spent in the first 6 weeks
Total	\$ 485.00		
Starting October 1st	weeks	12	
Total Program Budget	\$ 5,820.00		

Tasks

DIB

Arrange for the Event Permit

Arrange the street closure

Police, barrels & clean-up

Arrange choirs etc. Nov 15th thru Dec 25

Susan Campbell

Arrange music Oct 1 thru Nov 15th

Arrange for Merchants to be open late on Thursday

Marketing

Included in the Holiday Lights master program of marketing

## DIB Quarterly Mini-Event Programing Series

**Motion:** Collaborate with business community to create 4/quarterly low key programed "mini events" that last from 6-10 weeks and occur at the same time every week or with some type of regularity for that quarter's event. This type of development is also known as "programing" and is used across the country to enliven areas, times and days for economic development.

**How:** Allocate dollars from the marketing budget and allow the business within the district to come up with and develop the event. DIB staff would assist with logistics of pulling permits and coordinating with necessary groups to maintain ordinances and also allot for an amount of man hours to collaborate with the business to support the event. (if business are running their business they can not also be physically available to run the events) DIB marketing would create one simple creative in the various formats (FB, IG, Email, TW...) to distribute to both DIB social media and to the business to use to promote the event while the business would push the marketing efforts through their own channels.

**Intention:** To enliven *small areas* throughout the district and focus the event on a narrow demographic, highlight a specific day, time and/or location. These specifics should change with each quarterly event through input from the residential and business community. Funding and collaboration should be awarded to mini-events that circulate traffic around the area and encourage economic investment in more than 5-10 business or over a several block area, mini-events that create new layers of cultural fabric, and attract demographic sectors that are not already in abundance.

Some ideas for 2nd, 3rd and 4th of the series might be:

- \*Seniors Sunday Brunch;
- \*Historic Animated Lectures at the Sight of and during the Jefferson Street Garage Mural painting;
- \*Animating the steps of the YMCA
- \*Movie Nights at One Palafox Place;
- \*Pensacola Beach Resident Wine and Dine,
- \*Sidewalk Hot Glass and Pottery Wheel Throwing on Saturday Afternoons....
- \*Music Walk - Like the successful event in Ft. Myers.

## Research:

**Visit Pensacola's Vision 2020 Plan** supports this concept

*Goal #01 Asset and Product Development -*

Develop Destination Assets that attract visitors while contributing to the quality of life of community residents.

Objectives:

- \*Create public gathering spaces that increase marketability of our communities.
- \*Develop additional niche experiences.
- \*Development of restaurants, hotels and shopping.

*Objective Rank #6* Tactic - Greater development and utilization of public spaces for events and festivals - VP Category - collaborate

*Objective Rank #9* Tactic - Grow Downtown Pensacola and Palafox District - VP Category - collaborate and

*Objective Rank #13* Build the Music Scene - VP category - Advocate.

**Pensacola Historic District Master Plan, March 2004.** Initiative 3 - Fort Area. Plaza Ferdinand to Seville Square - "Modifications to existing museum structures to provide more lively street spaces..."

**URAC - p25** - Seville lies mere blocks from the heart of Downtown but residents say they feel disconnected from the Palafox core because of the lack of pleasing pedestrian connection...encourages pedestrian traffic between the east-west corridor between the Seville Neighborhood and Palafox.

**Lecture from 30-A developer** - one of the main takeaways from 30A developer who came to Pensacola to speak to DIB, sponsored by Councilman Brian Spencer, impressed the importance of small, low key, regular weekly events that add layers to the culture of the community. He explained that the weekly "spaghetti-supper" business held each week, in the early days of the 30A development, contributed significantly to the rich cultural experience and sense of place. He also countered this event with the disaster of a major musical event where folks the region over descended upon their town and left a mess 30-A never wanted to experience again.

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### **Quarterly Mini-Event Series**

**Benefit:** Small in scale and low in price but repeated weekly will allow the DIB to perfect a small event to the point of "turn-key". Marketing and advertising only needs to be minimal. The regularity and word of mouth will push the marketing message forward and creates opportunities for business to "piggy-back" and push the bulk of the marketing through their own channels. So, the DIB is not advertising business, but creating the opportunity for business to have a large voice as they advertise for themselves, at the same time as their neighboring business.

**Benefit:** Allows identified demographic multiple opportunities to "figure out their system" of how long it takes for them to get down town, where they should park, how to navigate and where to go once they get there. Repeating this process even twice will establish a system to ease the unknown regarding their trip. This lays the foundation for future downtown visits.

**Benefit:** Allows multiple demographics, cross cultural and cross generational, to be drawn to the area based on the needs of downtown business and residential developers and creates a simple platform upon which business can leverage their own marketing and advertising.

**Benefit:** Each "mini-event" can be graded once complete to establish the level of success and if it should be repeated the following year, changes that should be made to further successes and allows the opportunity to identify downtown issues and how they can be addressed by DIB, City, CRA, Visit, County...

**Benefit:** Allows DIB to highlight parking lots or garages for the different areas and communicates and "trains" the community of "new-to-them" parking options.