

**Downtown Advisory Board**  
Of the Downtown Improvement Board  
September 22, 2016 – 9:00 a.m.  
AGENDA

- 1) Mission/Vision Statement – The Marketing team reviewed the Mission and Vision as well as the request from the board to include “Explore”, however suggested that the Explore word was not a key word that needed to be included. The Mission and Vision statements were read at the DIB Meeting on September 6, 2016 and was unanimously approved.

**Mission Statement:**

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

**Vision Statement:**

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.

- 2) Redefine Goals and Objectives to coincide with revised Mission and new Vision Statements.

Goals and Objectives

As set out in 2013 – 2017

- Attract more quality retail establishments
- Increase residential offerings and occupancy
- Increase visits to Downtown
- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Expanded in 2014 - HEAART

Housing

- Enhance property values
- Increase residential offerings and occupancy

Economic Development

- Increase visits to Downtown

Aesthetics

- Removal of commercial blight
- Beautify Downtown Pensacola

Arts and Culture

- Support Historical Activities
- Support Performance venues
- Public Art

Retail

- Attract commercial and residential development into the urban core
- Attract more quality retail establishments

#### Transportation

- Tarragona traffic flow, stop sign at Intendencia
- Pedestrian Safety, crosswalks on Main

#### Other

- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies