



Downtown Improvement Board
Regular Monthly Meeting
Tuesday, Aug. 14, 2018
7:30am

AGENDA

- I. Call to Order
 - a. Comments from the Chairman
 - b. Recognition of new Ex Officio – Becky Azelton

- II. Recurring Agenda
 - a. Meeting was properly noticed
 - b. Consideration of the proposed meeting agenda for August 14, 2018
 - c. Consideration of the minutes from the regular meeting of the DIB held on July 10, 2018

- III. On-Going Business
 - a. Parking Interlocal Agreement – on hold until October
 - b. Downtown Pensacola Alliance – pending
 - c. Visit Pensacola FCLF grant
 - d. Bike Share - On hold
 - e. SPS Parking Master Plan wrap-up
 - f. Interlocal Agreement Plan for 2020
 - g. Compliance – update
 - h. ADA Impact – chirping at cross walks
 - i. LEAP Trash Cans
 - j. LTU / MOU loitering – on hold for Oct.

- IV. Parking
 - a. Jefferson Garage Safety
 - b. Premium Parking Update
 - c. 5 New Pay-stations – deployment plan
 - d. LPR – computer purchase – Approval
 - e. Residential parking – on hold
 - f. Marketing vehicles - policy
 - g. Tarragona Street - 2hr parking deployment plan
 - h. Parking Training Session
 - i. Follow-up Parking Survey - On Hold



- j. 2018 CRA Parking Report – Approval

V. Finance

- a. DIB – July Financials – Approval
- b. DIB – 2018/2019 Budget Approval
- c. DPMD – July Financials – Approval
- d. DPMD – 2018/2019 Budget Approval

VI. Marketing Report

- a. Ideaworks – Caron Sjoberg
- b. City – Semi Annual Report – Approval
- c. City – 2018 Annual Report
- d. City – 2020 Plan

VII. New Business

- a. Port / INCOA – Approval
- b. PensaLocal Award

VIII. Public Comment

IX. Adjournment

Next meeting – September 11, 2018

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting
Tuesday, July 10, 2018

Call to Order: Chairman Peacock called the meeting to order at 7:30 a.m.

Attendance: John Peacock, Deedee Davis, Teri Levin, Michael Carro, Charlie Switzer

Consideration of Minutes:

- 1) Mr. Peacock confirmed that the meeting was properly noticed.
- 2) There was a motion and a second to approve the July 10, 2018, agenda with two additions (LTU review and CPH parking). The agenda was approved unanimously.
- 3) There was a motion and a second to accept the minutes from the regular meeting held on June 12, 2018. The motion passed unanimously.

Ongoing Business:

- 1) Parking Interlocal Agreement.
 - a) Ms. Dees advised that this item would be removed from the agenda due to compliance issues and will be placed on a future agenda.
- 2) Downtown Pensacola Alliance
 - a) IRS documents and check were signed by Mr. Peacock and will be mailed today.
- 3) Handicap parking painting has been completed
- 4) Jefferson Garage landscaping has been completed.
- 5) Palafox Trot dance steps has been completed.
- 6) Visit Pensacola FCLF grant was submitted, and the meeting is scheduled for July 17 at Pensacola Sports Association.
- 7) Bike Share.
 - a) Ms. Dees has a meeting the first week in August to try and get a plan formalized.
 - b) Mr. Carro asked that it be clarified the bikes will be returned to a bike bank rather than left all over town.
- 8) SPS Parking Master Plan.
 - a) A meeting with Ms. Dees, Greg Darden, Mr. Bednar, and Mr. Kullander is scheduled for next week to ensure all compliance issues have been met.
 - b) Chairman Peacock would like to attend the meeting or have one member of the DIB board attend.
- 9) Interlocal Agreement Plan for 2020
 - a) Chairman Peacock stressed the importance of reading and understanding this document and suggested that the new board move forward with the mission of identifying very specific plans for the board's vision for the future.
 - b) Mr. Carro inquired whether the board was following the requirements of the DIB concerning the provision of updates. Ms. Dees will assure compliance is met in July and August as part of the budget process.
- 10) LTU will be put on hold until a new report is received in the September time frame.

Parking:

- 1) Premium parking update
 - a) Mr. Kullander reported that 26 upgraded pay stations are in operation and things are proceeding well.
 - b) Chairman Peacock suggested that the (877) number be more easily visible for customers who have problems to call and get assistance. Mr. Kullander will comply.
 - c) Mr. Carro asked that data be captured to report time of day and number of parking spaces available. Mr. Kullander will provide that information.
 - d) Mr. Carro shared benchmarking data comparing Pensacola and other Florida cities that had been provided to him by Amy Newburn from the Haas Center.
- 2) Pay-station upgrades have been completed.
- 3) Five new pay stations – deployment plan
 - a) Mr. Kullander said new pay stations will be deployed around the courthouse where there are a lot of pay machines and reallocate all the other meters.
- 4) LPR – Parking Committee recommendation:
 - a) Mr. Bednar brought forth the recommendation of the parking committee to lease-purchase the LRP rather than to pay the money up front at a cost of \$23,751.
 - b) There was a motion and a second to purchase the LPR outright. The motion passed unanimously.
- 5) Residential parking applications.
 - a) Mr. Bednar will review the current residential parking application and send it to Mike Stebbins for his review, then it will be back before the board.
- 6) Waste Co-op surplus – Parking Committee recommendation
 - a) Mr. Bednar brought forth the recommendation that the additional funds being generated be retained in a contingency fund until the operational costs can be reviewed on perhaps a six-month or annual basis. Chairman Peacock said that had been discussed and agreed at the last meeting.
 - b) Ms. Levin inquired about the striping in front of the no parking, is that going to be changed? Mr. Glass will work with Ms. Dees to accomplish what needs to be done.
- 7) Marketing vehicles policy
 - a) Mr. Bednar advised that the parking committee did not recommend creating a policy, but rather enforcing the policy in existence.
 - b) Chairman Peacock recommended writing a letter to those who may be in violation and to begin enforcing the two-hour restricted time at a future date.
 - c) Parking committee will clarify whether there is a signage ordinance against parking vehicles that have advertising on them.
- 8) Tarragona Street – two-hour Parking Committee recommendation.
 - a) Mr. Bednar suggested that, after a warning period, DIB introduce a two-hour time restriction for Tarragona Street, from Garden to Main, and get a separate cost for metering the same area.
 - b) There was much discussion about the confusing traffic situation currently in this area and that it would be best to proceed slowly with any parking changes to allow people time to get accustomed to new restrictions.
 - c) Motion was made and seconded to begin the process to implement two-hour parking on Tarragona. The motion passed unanimously.
- 9) YMCA parking changes.
 - a) Parking update from YMCA was included in Board members' packet.

- 10) Clark Partington Hart temporary parking
 - a) Motion made and seconded to allow CPH five spaces for client parking temporarily during Intendencia construction. The motion passed unanimously.

Finance:

- 1) DIB Review
 - a) Ms. Dees presented the June P&L and Balance Sheets for DIB
 - b) Motion made by Mr. Caro to allow the executive director latitude to make internal adjustments on the budget. Motion was seconded and passed unanimously.
- 2) DPMD Review
 - a) Ms. Dees provided the June P&L and Balance Sheets for DPMD, as well as P&L Previous Year Comparison October 2017 through June 2018
 - b) Motion made by Ms. Davis to approve the finance report. Motion seconded and passed unanimously.

Marketing Report:

- 1) Ideaworks – Caron Sjoberg.
 - a) Ms. Sjoberg presented the Board the June Marketing and PR Report overview.
 - b) Ms. Dees informed the Board that future parking marketing will be done by Ms. Sjoberg.
 - c) Chairman Peacock asked that while working on the First City Lights Festival, try and think of ideas to enhance the downtown retail experience.

New Business:

- 1) City/CRA Compliance
 - a) Ms. Dees will provide information and forms at the August meeting for Board approval and submission to the City.
- 2) Officer Elections
 - a) Motion was made by Ms. Levin to appoint DeeDee Davis as Chair, John Peacock as Vice Chair, and Charlie Switzer as Treasurer. Motion was seconded and passed unanimously.

Public Comment:

- 1) Ms. Dubuisson requested: a) cleanup of the cross-area between Government and Church Streets; b) the pedestrian sidewalk west of the Premium parking on Jefferson Street, close to Cabaret, be blocked off and have no pedestrian access, for safety; c) exploring the use of a sidewalk paint that is activated by rain, to bring people downtown on rainy days; and d) look into the use of a machine that pulverizes beer and wine bottles and turns them into a fine, construction-grade sand.
- 2) Ms. Levin inquired about the rollout of new garbage cans ordered by the City and asked that Ambassadors clean the tops of the trash receptacles. Ms. Dees will give an update on this next month.

Adjournment:

Meeting was adjourned at 8:40 a.m.

2018 Parking Report to the CRA as required in section 6. I. a) – f)

1.) Status on the state of the Parking Facilities.

- a. The Jefferson Street Garage continues to function efficiently during normal business hours, afterhours and during special events to provide affordable and convenient parking options for visitors and workers within the downtown core. The rates at Jefferson Street garage are the lowest in the district at \$1 for 3 hours, \$2 for 6 hours, \$3 for 9 hours, \$5 for 12 hours and \$9 for 24 hours. Parking in the garage is free on Sunday and monthly parking subscriptions can be purchased for \$60 per month. The new parking management company also provides additional ways to pay for parking both on-street and in the garage to include text to pay or pay by app. Merchants are also able to utilize the Premium website to set-up validation parking for customers'. Security cameras were installed in the garage in 2016 and the lighting inside the garage was upgraded to LED fixtures in 2017 to increase safety measures. The upgraded lighting resulted in a 21% saving on power expenditures. Repairs to the drainage system were needed in 2018 at a cost of \$2,191, these repairs are a long term but temporary solution. However, it is anticipated that permanent repairs will be required in the future. New landscaping along Jefferson Street was completed by Executive Landscaping after the completion of the Foo-Foo mural and up-lighting installed along the sidewalk to boost the overall aesthetics. Bi-annual pressure washing, daily cleaning by the Ambassadors, updated signage, restriping, painting and overall maintenance add to the overall attractiveness of the parking garage. In addition to the scheduled maintenance and upkeep of the parking garage, a trash compactor and enclosure were constructed in 2018 to address the abundance of garbage produced by flourishing restaurants, merchants and businesses on the north section of Palafox- south of Garden. The addition of the compactor and enclosure addressed a basic need of the businesses and enhanced the overall appearance and reduced unpleasant odors often experienced at the corner of Garden Street and Palafox Street. The DIB resumed responsibility for the management of the Trash Co-op and processing of monthly fees to operate the program.
- b. The surface lot inventory has decreased over the past two years with the sale of the Baylen and Government lots and reduction of spaces at the Tarragona lot due to UWF Historic Trust expansion. These reductions account for the loss of approximately 178 public parking spaces. The N. Palafox and Tarragona lot pay-stations were upgraded; updated pay options and monthly subscriptions are also available at these locations. Re-striping, asphalt repairs and asphalt sealant projects were completed in 2018 at a cost of \$6,373, in addition to regular cleaning, maintenance and landscaping.

2.) Statement of significant changes in the Parking Facilities since the prior annual report.

- a. There have been significant changes in the Parking Facilities since the 2016 report to include the reduction of surface lots, implementation of a new parking management company, upgrades to existing pay-stations, the reduction of on-street spaces due to construction, the extension of paid parking hours from 5pm to 7pm and inclusion of Saturday throughout the parking district, new pay-to park signs, additional ways to pay for parking to include text to pay or paying via the Premium app, a Parking survey via

the Haas Center and Parking Study via Structured Parking Solutions. (see attachments A and B)

- 3.) Detectable trends in the use of the Parking Facilities of the past year.
 - a. As anticipated, the sustained increase and demand on the Parking Facilities downtown has continued to expand over the past two years, while the supply of public parking has decreased. Over the course of 2018, we introduced several changes in the enforcement policies to influence positive parking behaviors. These changes included the extension of paid parking until 7pm on all metered streets and the inclusion of Saturday enforcement for both metered and timed streets within the district. The DIB continues to promote employee parking off street to allow more availability of on-street spaces for the visitor and shopper in both the garage and surface lots. As of June 2018, there were 309 monthly parking subscription holders, which is an increase of 106% over 2016 subscriptions. Parking fine rates have remained unchanged since 2016, with no foreseeable alterations needed in 2019. The DIB will continue to monitor and evaluate parking fees and trends over the course of 2019 and adjust as needed to support the overall parking mission.
- 4.) Statement of projected changes in the Parking Facilities over the coming year.
 - a. The DIB will continue to evaluate the need for additional paid parking, we will also continue to replace legacy and broken or defective equipment within the district, work with developers, merchants, and the City to identify parking and traffic needs for current and future developments, promote a walkable and bike friendly community, designate rideshare spaces, explore additional employee parking options, as well, as work closely with the City CRA and public to both study and implement the best parking practices and policies to guarantee a successful future for our vibrant downtown.
 - b. We anticipate needed changes, such as, implementing parking rates that promote appropriate actions from the parking public, incentivizing alternate means of transportation and parking in less favorable underutilized parking areas, implementing paid parking in highly trafficked areas to ensure appropriate turn rates and to promote safer and smoother traffic flow patterns in areas such as Palafox, Zaragoza, Tarragona and Main Street.
 - c. In addition, the DPMD has successfully continued to produce a positive cash flow. The DPMD still owes the DIB approximately \$40,000.00 for start-up cost in addition to on-going operating expenses paid monthly. The DIB intends to propose changes to the Interlocal agreement whereby, in addition to asset maintenance and the establishment of a parking reserve fund; we hope to utilize funds for overall enhancement, beautification, cleanliness and safety projects within the parking district.
- 5.) New cost or expenditures incurred by DIB in the past year.
 - a.) The DPMD spent \$115,593 in miscellaneous repairs and maintenance during 2017, \$60,183 for the Garden Street trash compactor enclosure and \$35,153 on landscaping and lighting.
 - b.) The DPMD spent \$100,844.69 in miscellaneous repairs and upgrades during 2018. Much of this was spent on upgrading parking equipment, landscaping, signs, in addition to, regular repairs and maintenance of parking assets.
 - c.) The DPMD spent \$51,490.00 on a parking strategy study with Structured Parking Solutions and \$4,000 for a parking survey completed by the University of West Florida HAAS center in order to gain a more comprehensive understanding of how to advance, improve and evolve

the parking system that will meet parking needs for today, tomorrow and the foreseeable future.

6.) Such other information as may be reasonable requested.



Pensacola Downtown Improvement Board

THREE YEAR MANAGEMENT STRATEGY

August 18, 2018

The purpose of the Downtown Improvement Board is to insure the vitality of the business and residential district in Downtown Pensacola, to increase the property values while retaining businesses, and attracting new commercial and residential investment to downtown.

The DIB is focused on the three-year vision for Downtown Pensacola and has developed a plan that establishes a set of goals which will affect the appearance and experience that stakeholders and visitors will collectively have in the district.

The vision is that Downtown Pensacola will:

- Have a vibrant business core.
- Be clean and safe.
- Be a very walkable downtown, both day and night, in which pedestrians have priority over cars.
- Be a place where women, families and children feel comfortable and are using the amenities of downtown.
- Be a place that is alive during the week and weekends with events and activities that are inclusive of diverse groups.
- Be a place that has increased residential opportunities at all levels.
- Be a place that is better connected to its waterfront.

In addition to reaffirming the vision elements above, the DIB defined goals that when accomplished will be a measure of success for Downtown Pensacola in the year 2020. These goals are defined for each program area that is funded by assessment dollars.

User Experience

The User Experience is a descriptive term that encompasses all users of Downtown; property owners and employees, day trippers, tourists and visitors from other markets. The User Experience programs include the Downtown Ambassador Program whose mission is accentuate the benefits and features of the DIB district.

The visible results of these programs will include:

- An Ambassador team that is highly visible and engaging to visitors and residents.
- Trash accumulation will be reduced.
- No weeds will be seen.
- All sidewalks will be routinely power washed.
- Graffiti and other forms of nuisance tags are removed.



- Seasonal leaf removal will be done so that leaves do not build up.
- The flower beautification program will be expanded.

Parking Management

The benefits of a successful parking management strategy can't be overstated. The availability of affordable and convenient parking enhances the user experience. Through interlocal agreements with the City and CRA, the DIB manages parking and is presently engaged with a talented team of parking strategists to redevelop a contemporary parking strategy that addresses current and future growth opportunities. As defined in the interlocal agreement, all parking revenue is maintained separately and not comingled with other DIB resources. The operating budget of the Downtown Parking Management District is addressed in a separate document. All revenue is earmarked and restricted for use to further enhance the parking infrastructure and aesthetic distinctiveness of the district.

Marketing and Collaboration

Marketing and Collaboration includes all the ways that the DIB communicates to stakeholders and markets the amenities of Downtown. This program area includes market research, internet and social media activities, event production of Palafox Market, the First City Lights Festival and the annual meeting. Marketing and Collaboration programs are funded by a combination of assessment revenue and event sponsorships.

Success in three years will look like:

- Marketing and communication efforts will have a positive *measurable* impact on property values and business revenues.
- Events that highlight Downtown as a culturally diverse and vibrant destination.
- Established an annual Perceptions Report which will include a Net Promoter Score to measure district improvement.

Economic Development

The program area of economic development includes all programs designed to attract new investment, as well as the programs that retain existing economic impact in downtown. These programs include working with businesses to improve their opportunity for success in downtown and outreach to potential businesses to invest in downtown. Included in this area is developing and implementing a cohesive parking management plan that accommodates existing commercial development, and builds in considerations for working with property owners, developers and potential investors to create new development in downtown. In this action plan, the DIB has established ambitious goals.

Success in three years will include:

- Greater retail distribution through the entire district.
- A better mix of housing options to include single-family, townhouse, multi-family and artist live/work housing.
- 1000 more housing units in downtown.
- Readily available Wi-Fi access.



- Comprehensive mobility plan that includes bike share
- Multiple electric vehicle (EV) charging locations
- Parking that is easy to find and pay for
- More public art
- A more diverse revenue stream to support the economic development efforts.

Survey of Downtown Stakeholders

Measurement of our ongoing success is necessary. To facilitate this, Majority Opinion Research should be retained to complete an annual Perceptions Report. The responses to this survey of Downtown Pensacola stakeholders and visitors will validate and refine our management plan. The following summarizes the most current survey results. The questions will be refined to give more detail to User Experience while establishing a Net Promoter Score for Downtown Pensacola.

Research completed by Majority Opinion in 2016 revealed several drivers that were **most** liked about Downtown Pensacola.

	<u>2016</u>
1. A place you feel comfortable	97%
2. A place to relax	96%
3. Having scenic beauty	96%
4. Good place to visit with children	88%
5. Historic offerings/attractions	88%
6. Shopping options you want	86%

This management plan was created to fulfill the vision and meet the goals of a successful downtown in 2020. The Plan works to reinforce the "most liked" elements in downtown while also addressing the "least liked" elements. The "most important" issues facing downtown will annually be addressed by the elements of the DIB Management Plan.

Establishing the Activity Plan

Through regular board, committee and stakeholder meetings beginning in December of 2016, it has been collectively determined the priority for improvements and activities to be delivered by the Downtown Improvement Board.

The activities and services of the business improvement district are adapted to meet the specific needs identified by the local business community that will continue funding the district. Among the benefits are:

- Creating a cleaner, safer and more attractive commercial core.
- Readily available parking for patrons and employees of Downtown.
- Ensuring a stable and predictable resource base to fund supplemental services and programs.
- Maintain and increase property values, improve sales and occupancy rates



thereby increasing the community's overall taxbase.

- Providing innovative and politically neutral management for the betterment of the business district.
- Responding quickly to market changes and community needs.
- Developing a stable environment and distinct identity for the business district, making it more competitive with surrounding retail and business centers.
- Leveraging partnerships and resources including money, services, and people.

Activity Plan and Budget Strategy

In developing the Activity Plan and Budget Strategy, maintaining current investment in downtown and attracting new investment to downtown is the highest priority. All Downtown Improvement Board programs are calibrated to three broad areas:

- 1. User Experience**
- 2. Economic Development**
- 3. Marketing & Collaboration**

Focusing on these three areas allows the DIB to have flexibility to react to issues that change from year to year.

User Experience

The User Experience encompasses the clean and safe programs that are provided by the Downtown Ambassador program. User Experience is broader than just clean and safe and could include parking, lighting, events, public art, wayfinding/signage, basically anything that contributes to the downtown user experience. The intent is to consider all the elements that contribute to the user's downtown experience and develop programs to proactively improve the total appearance and experience for the user's benefit.

Economic Development

Economic Development encompasses programs that are provided to recruit and retain businesses investment in downtown. Economic Development is broad and includes parking, development and zoning issues, incentive programs, and programs to attract new residential investment in downtown. Basically, anything that contributes to improving the economic vitality of downtown. All programs that the DIB engages in has impact on this area. The DIB will invest 4% of the overall operating budget to economic development programs that recruit and retain invest to business core growth.

Marketing and Collaboration

Marketing and Collaboration encompasses Communication and Marketing programs, and a lot more. Downtown Pensacola has a story to tell which is much more than just developing a marketing program and a communication plan. This effort is built upon the rich history and cultural vibrancy of Downtown Pensacola and uses both high tech and low-tech methods to continue to spread the story. Marketing and Collaboration includes producing and facilitating inviting events in downtown, and reinforces the positive user experience that is found in



Downtown. Marketing and Collaboration builds the foundation for continued and increased economic development in downtown.

2018-2019 Budget

The total DIB budget for fiscal year 2018/2019 is projected at \$929,000. Private property assessment revenue is projected at \$405,531 of the DIB budget. The balance of the revenue is generated from CRA investment, Downtown Parking Management District agreement, earned income, and program revenue. Management staff expenses and support services are allocated to program costs depending on the position and the type of work performed. The budget is made up of the following components:

USER EXPERIENCE \$203,915

Palafox Market

Palafox Market is an exciting and satisfying experience in Downtown Pensacola. The Market is a weekly Saturday farmers market that offers not only food, but also includes ready to eat food items, artwork and crafts. For over ten years Palafox Market has been filling pantries of shoppers and is a mainstay in downtown. The DIB will focus on continued growth and consistent participation with vendors to maximize revenue growth.

Downtown Pensacola Ambassador Program

The Downtown Pensacola Ambassadors will be responsible for the daily maintenance needs of the District to present a consistently clean, orderly and beautiful appearance for residents and visitors. To effectively address the many maintenance issues in the business improvement district, a multi-dimensional approach will consist of the following elements:

Sidewalk Maintenance: Uniformed, radio equipped Ambassadors will pick-up and sweep litter, debris and refuse from sidewalks and gutters of the district. Through an established sidewalk cleaning program, sidewalks will be routinely surface cleaned and maintained. Every effort will be placed on working with License to Use holders to encourage them to maintain the area based on the LTU requirements. If possible, the DIB will ask for access to the City LTU funds to supplement the expense of cleaning projects that benefit LTU holders.

Graffiti Removal: Ambassadors remove graffiti at the ground level by painting, using solvent and pressure washing. The district will maintain a zero-tolerance graffiti policy. The goal of the district is to remove graffiti tags within 24 hours of receiving approval from the property owner or other appropriate authority.

Paper Sign and Handbill Removal: Paper signs and handbills taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary by high-pressure water.

Landscape Services: Weeds will be regularly controlled throughout the district and removed before they become unsightly. Seasonal plantings of colorful flowers supplemental to those



already planted will continue. All other landscape projects will be managed by the Ambassador Clean & Green team with special attention to green spaces, parks, on and off-street parking facilities and areas within the public domain. Visual improvement is the mission. Landscape services could potentially be provided to private property owners as an additional source of recurring revenue for the program.

Safety: The Downtown Pensacola Ambassador program mission is to provide highly visible neighborhood support to property owners and tenants in district, and to assist in crime prevention by becoming an additional set of eyes and ears in the reduction of neighborhood disorder.

Through regular daily activities in the downtown core, the Ambassadors actively deter unsuitable behavior. Their presence is also a deterrent to theft and burglary from motor vehicles. They handle a myriad of quality of life problems including: public intoxication, urinating in public, indecent exposure, trespassing and loitering.

The Ambassadors will respond to calls to the newly established DIB Hotline, a phone number used by visitors who need motorist aid or visitor information. They perform goodwill gestures such as helping with directions and escorting office workers to parking.

The Ambassadors patrol assigned routes evenly, covering property daily on assigned routes in the district. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. Employees complete customized classroom district training and field training.

ECONOMIC DEVELOPMENT \$111,000

To address vacant storefronts and office space, a proactive recruitment and retention program will continue. Building rapport with existing stakeholders and their network is critical to the success of downtown. The DIB team will develop programs that support professional real estate brokers in the attraction of new businesses and tenants to downtown.

In concert with an active real estate support program, creating a vision of Downtown for the future is vital to long-term development. Working with Jerry Pate Design, a master plan will be created that identifies and illustrates the potential of a complete streets concept plan for the DIB district.

First City Lights Festival also contributes to the economic development mission. The Lights Festival is a holiday celebration encompassing shopping, dining, history, music and art in historic downtown Pensacola, beginning the first week in November and concluding in mid-January. Anchored by Palafox Street, one of America's "Ten Great Streets," Downtown Pensacola will come alive with hundreds of thousands of dazzling holiday lights and a full season of family-friendly activities. The Friends of Downtown Pensacola, a 501c(3) serves as the lead coordinator in procuring and installing décor, coordinating or supporting events, and marketing everything within its boundaries during the ten-week festival.



MARKETING AND COLLABORATION \$76,000

It is important to not only provide the services needed in the District, but to tell the story of improvement in the District. Several of the communication/marketing programs currently in place are produced with non-assessment funds, but are developed and implemented by District personnel. These programs will continue and will be enhanced.

In addition, new programs and new methods will be developed to tell the rich story that is Downtown Pensacola. A main goal of Marketing and Collaboration is to reinforce the economic development work. To tell the story of why Downtown Pensacola is a good environment for investment, whether that investment is in a commercial building or residential property.

GENERAL & ADMINISTRATIVE EXPENSE \$279,217

The G&A expense budget is for overhead expenses and includes rent, insurance, accounting, audit, legal fees and other office related expenses.

CRA Investment \$251,528.00

CONCLUSION

The Downtown Improvement board is excited to make a consistent and highly visible impact to the continued growth of downtown. Programs such as the Downtown Ambassadors, contemporary parking management practices, Palafox Market and First City Holiday Lights help to invigorate downtown, create a unique and authentic sense of place.

The DIB staff, Board and committees will work to identify market changes quickly, and modify this plan as needed to provide the highest level of accountability and support the stakeholders and investors in Downtown Pensacola.

Respectfully Submitted,

Lissa Dees
Executive Director

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DIB
July Budget Notes

Code	Description	DIB Notes
Income		
<i>Summary</i>	Income	The Revenue is \$7K over target
4030	Palafox Market	Palafox Market is \$8k over projected revenue
4060	OverHd Reimbursement	\$5K over projections
5001	Salaries, Benefits & Taxes	\$26K over budget - will balance to budget with underspend in 5027
5027	Economic Development	\$28K below budget
5028	Arts & Culture	\$17K below budget
7000	Ambassador	\$14k over budget - will balance to budget with underspend in 5028
<i>Summary</i>		overall expenses are \$6K under budget Y.T.D.

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

July 2018

	Jul 18	Budget	\$ Over Budget	Oct '17 - Jul 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4010 · Ad Valorem Revenue	31,186.58	31,186.58	0.00	311,865.80	311,865.83	-0.03	374,239.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	216,580.30	216,580.30	0.00	216,580.30
4020 · Website Membership and Map Program Revenue	0.00	41.67	-41.67	483.50	416.67	66.83	500.00
4030 · Palatof Market Vendor Payments	7,255.00	6,041.67	1,213.33	68,279.75	60,416.67	7,863.08	72,500.00
4035 · Palatof Market Misc Income	0.00	41.66	-41.66	-1,130.00	416.66	-1,546.66	500.00
Total Program Revenue	7,255.00	6,083.33	1,171.67	67,149.75	60,833.33	6,316.42	73,000.00
4060 · DMPD OverHd Reimbursement							
4060.10 · Bookkeeping OH Reimb	915.00	720.00	195.00	8,440.00	7,200.00	1,240.00	8,640.00
4060.20 · Legal Fees OH Reimb	0.00	170.83	-170.83	8,332.50	1,708.33	6,624.17	2,050.00
4060.30 · Marketing OH Reimb	0.00	1,250.00	-1,250.00	1,031.25	12,500.00	-11,468.75	15,000.00
4060.40 · Salaries OH Reimb	5,609.50	6,927.50	-1,318.00	77,574.03	69,275.00	8,299.03	83,130.00
4060 · DMPD OverHd Reimbursement - Other	4,375.05	4,375.05	0.00	43,750.50	43,750.53	-0.03	52,500.63
Total 4060 · DMPD OverHd Reimbursement	10,899.55	13,443.38	-2,543.83	139,128.28	134,433.86	4,694.42	161,320.63
4080 · Bollard Rentals	0.00	166.67	-166.67	1,500.00	1,666.67	-166.67	2,000.00
4900 · Sales Tax Collected	-493.58			-4,278.28			
Total Income	48,847.55	50,921.63	-2,074.08	732,429.35	725,796.66	6,632.69	827,639.93
Expense							
5000 · CRA Interlocal Payment							
5000 · Salaries, Benefits & Taxes	0.00	0.00	0.00	216,580.30	216,580.30	0.00	216,580.30
5001.9 · Payroll Admin Fees							
5001.9 · Health Insurance	0.00	1,500.00	-1,500.00	19,340.17	15,000.00	4,340.17	18,000.00
5001.9 · Payroll Admin Fees	0.00	0.00	0.00	3,128.44	0.00	3,128.44	0.00
5003 · Insurance Expense-Other							
5003 · Insurance Expense-Other	1,399.08	166.67	1,232.41	1,499.08	1,666.67	-167.59	2,000.00
5005 · Workers Comp Insurance							
5005 · Workers Comp Insurance	150.00	166.67	-16.67	1,350.00	1,666.67	-316.67	2,000.00
5001 · Salaries, Benefits & Taxes - Other							
5001 · Salaries, Benefits & Taxes	23,579.60	15,462.50	8,117.10	173,858.72	154,625.00	19,233.72	185,550.00
Total 5001 · Salaries, Benefits & Taxes							
5006 · Board Meetings	25,128.68	17,295.84	7,832.84	199,176.41	172,958.34	26,218.07	207,550.00
5007 · Annual Meeting	0.00	79.16	-79.16	0.00	791.67	-791.67	950.00
5009 · Bank Charges	0.00	166.67	-166.67	500.00	1,666.67	-1,166.67	2,000.00
5011 · Interest Expense	402.66	289.59	113.07	4,235.19	2,895.84	1,339.35	3,475.00
5012 · Office Rent	23.75	16.67	7.08	166.25	166.67	-0.42	200.00
5013 · Office Supplies	884.08	1,000.00	-115.92	8,660.55	10,000.00	-1,339.45	12,000.00
5014 · Office Equipment/Software	1,071.76	266.66	805.10	2,744.90	2,666.66	78.24	3,200.00
	347.49	541.67	-194.18	2,446.88	5,416.67	-2,969.79	6,500.00

DOWNTOWN IMPROVEMENT BOARD Profit & Loss Budget Performance- For Mgmt Use Only July 2018

	Jul 18	Budget	\$ Over Budget	Oct '17 - Jul 18	YTD Budget	\$ Over Budget	Annual Budget
5015 - Postage	166.00	83.34	82.66	526.12	833.34	-307.22	1,000.00
5016 - Telecommunications	899.08	1,083.34	-184.26	9,892.85	10,833.34	-940.49	13,000.00
5017 - Website Support	0.00	250.00	-250.00	531.25	2,500.00	-1,968.75	3,000.00
5018 - Website Hosting							
5018.41 - Website-Mailchimp	0.00			1,028.50	0.00	1,028.50	0.00
5018.40 - Website-GoDaddy	0.00			220.44	0.00	220.44	0.00
5018 - Website Hosting - Other	0.00	83.33	-83.33	554.94	833.33	-278.39	1,000.00
Total 5018 - Website Hosting	0.00	83.33	-83.33	1,803.88	833.33	970.55	1,000.00
5019 - Computer Support/Email Leasing	119.25	375.00	-255.75	1,418.33	3,750.00	-2,331.67	4,500.00
5020 - Dues, Subscriptions, Publicatio	50.00	266.66	-216.66	3,983.29	2,666.66	1,316.63	3,200.00
5021 - Travel Entertainment & Educ.	1.35	416.67	-415.32	2,774.26	4,166.67	-1,392.41	5,000.00
5022 - Repair & Maintenance	0.00	83.34	-83.34	26.86	833.34	-806.48	1,000.00
5023 - Marketing Consultants	0.00	6,250.00	-6,250.00	57,341.00	62,500.00	-5,159.00	75,000.00
5024 - Bookkeeping	1,515.00	1,200.00	315.00	15,435.00	12,000.00	3,435.00	14,400.00
5025 - Audit	0.00	1,500.00	-1,500.00	9,165.00	15,000.00	-5,835.00	18,000.00
5026 - Legal Counsel	980.00	1,375.00	-395.00	9,669.00	13,750.00	-4,081.00	16,500.00
5027 - Economic Development	0.00	4,166.67	-4,166.67	13,343.75	41,666.67	-28,322.92	50,000.00
5028 - Arts and Culture	1,200.00	2,000.00	-800.00	3,044.00	20,000.00	-16,956.00	24,000.00
5030 - Insurance-General Liability	0.00			12,591.72			
6000 - Palafax Market							
6001 - Palafax Market Project Mgmt	2,589.60	2,791.66	-202.06	28,665.02	27,916.66	768.36	33,500.00
6002 - Keep Pensacola Beautiful	0.00	291.67	-291.67	5,146.32	2,916.67	2,229.65	3,500.00
6003 - Permits / Street Closure	0.00	116.67	-116.67	500.00	1,166.67	-666.67	1,400.00
6004 - Portable Toilet Rental	0.00	1,541.66	-1,541.66	8,790.00	15,416.66	-6,626.66	18,500.00
6005 - Market Anniversary Celebration	0.00	208.34	-208.34	1,975.00	2,083.34	-108.34	2,500.00
6006 - Farm Visit- Mileage Reimburseme	0.00	125.00	-125.00	33.60	1,250.00	-1,216.40	1,500.00
6007 - Marketing	0.00	500.00	-500.00	2,535.90	5,000.00	-2,464.10	6,000.00
6008 - PMkt Credit Card Fees	90.55	250.00	-159.45	367.96	2,500.00	-2,132.04	3,000.00
6010 - Sales Tax Interest	0.00			4,608.10			
6000 - Palafax Market - Other	0.00			1,077.53	0.00	1,077.53	0.00
Total 6000 - Palafax Market	2,680.15	5,825.00	-3,144.85	53,719.43	58,250.00	-4,530.57	69,900.00
7000 - Ambassador Program							
7001 - Ambassador Program Labor	7,136.96	7,280.00	-143.04	100,835.43	72,800.00	28,035.43	87,360.00
7002 - Uniforms	0.00	250.00	-250.00	801.95	2,500.00	-1,698.05	3,000.00
7003 - Communications	0.00	266.66	-266.66	362.82	2,666.66	-2,303.84	3,200.00
7004 - Equipment - Capital	0.00	1,000.00	-1,000.00	0.00	10,000.00	-10,000.00	12,000.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

July 2018

	Jul 18	Budget	\$ Over Budget	Oct '17 - Jul 18	YTD Budget	\$ Over Budget	Annual Budget
7005 - Equipment R & M	0.00	500.00	-500.00	1,846.88	5,000.00	-3,153.12	6,000.00
7006 - Janitorial Supplies	5,656.54	333.33	5,322.21	6,148.37	3,333.33	2,815.04	4,000.00
Total 7000 - Ambassador Program	12,792.50	9,629.99	3,162.51	109,995.45	96,299.99	13,695.46	115,560.00
Total Expense	48,261.75	54,244.60	-5,982.85	752,889.28	759,026.16	-6,136.88	867,515.30
Net Ordinary Income	585.80	-3,322.97	3,908.77	-20,459.93	-33,229.50	12,769.57	-39,875.37
Other Income/Expense							
Other Income							
Voided Checks	0.00			5,266.54			
4980 - Sales Tax Collection Allowance	30.00			122.30			
4065 - DPMD Loan Repayment	0.00	3,333.34	-3,333.34	50,000.00	33,333.34	16,666.66	40,000.00
Total Other Income	30.00	3,333.34	-3,303.34	55,387.84	33,333.34	22,054.50	40,000.00
Net Other Income	30.00	3,333.34	-3,303.34	55,387.84	33,333.34	22,054.50	40,000.00
Net Income	615.80	10.37	605.43	34,927.91	103.84	34,824.07	124.63

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet

As of July 31, 2018
Jul 31, 18

ASSETS

Current Assets

Checking/Savings

101 · Cash - Coastal- 0237	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal- 0237 - Other	243,514.47
Total 101 · Cash - Coastal- 0237	<u>316,660.54</u>

Total Checking/Savings 316,660.54

Accounts Receivable

140.4 · A/R-Property Assessments	311,865.80
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Total Accounts Receivable 311,865.80

Other Current Assets

140.9 · Due from Downtown Pens Alliance	1,400.00
140.11 · Due from Parking Fund	36,305.76
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	2,798.20

Total Other Current Assets 41,503.96

Total Current Assets 670,030.30

Fixed Assets

240 · Equipment	133,671.36
242 · Software	149.98
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	<u>-91,329.00</u>

Total Fixed Assets 57,883.57

TOTAL ASSETS 727,913.87

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

450 · Accounts Payable	-884.08
452 · Compensated Absences	4,212.27

Total Accounts Payable 3,328.19

Other Current Liabilities

453 · 403(b) Employer Contribution	1,807.65
458 · Due to 403(b)	-1,736.26
471 · Payroll Liabilities	9,088.81
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	377,526.86

Total Other Current Liabilities 391,687.06

Total Current Liabilities 395,015.25

Long Term Liabilities

N/P - DLL Financial Solutions	
Deferred Interest	-688.65

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet

As of July 31, 2018
Jul 31, 18

N/P - DLL Financial Solutions - Other	<u>8,405.04</u>
Total N/P - DLL Financial Solutions	<u>7,716.39</u>
Total Long Term Liabilities	<u>7,716.39</u>
Total Liabilities	402,731.64
Equity	
32000 - Unrestricted Net Assets	330,399.74
587 - Fund Balance	-40,639.00
Net Income	<u>35,421.49</u>
Total Equity	<u>325,182.23</u>
TOTAL LIABILITIES & EQUITY	<u><u>727,913.87</u></u>

Pensacola Downtown Improvement Board

Operational Budget

Year Total

FY2017/18

FY2018/19

FY2018/19

Budget

Budget

Notes

	FY2017/18	FY2018/19	Notes
	Budget	Budget	
4000 - Misc. Income	\$ -	\$ -	
4010 - Ad Valorem Revenue	\$374,239.00	\$ 405,531	
4015 - CRA Interlocal Income	\$216,580.00	\$ 251,528	
4020 - Website Membership	\$ 500.00	\$ 400	
4030 - Palafox Market Vendor Payments	\$ 72,500.00	\$ 74,355	
4060 - DPMD O/H Reimbursement	\$161,320.63	\$ 149,246	based on reduction of salary
4065 - DPMD Loan Repayment	\$ 40,000.00	\$ 40,000	
4080 - Bollard Rental	\$ 2,000.00	\$ 1,500	
4081 - LTU - Sidewalk Pressure Washing	\$ -	\$ 6,500	New Item for 2018/19
DIB Revenue	\$867,139.63	\$ 929,060	
5000 - CRA Interlocal Payment	\$216,580.00	\$ 251,528	
5001 - Salaries Benefits & Taxes	\$185,550.00	\$ 147,000	reduction based on staff changes
5001.9 - Payroll Admin	\$ -	\$ 3,600	Budget miss in 2017/18
5003 - Health Insurance	\$ 18,000.00	\$ -	reduction based on staff changes
5004 - Liability Insurance / Other	\$ 2,000.00	\$ 16,000	Budget miss in 2017/18
5005 - Workers Compensation	\$ 2,000.00	\$ 2,000	
5006 - Board Meetings	\$ 950.00	\$ 2,700	increase to include court reporter
5007 - Annual Meeting	\$ 2,000.00	\$ 2,000	
5008 - Committee Meetings	\$ -	\$ 2,700	increase to include court reporter
5009 - Bank Charges	\$ 3,474.63	\$ 4,200	based on 2017/18 trend
5010 - Bank Direct Deposit Fees	\$ 125.00	\$ 125	
5011 - Interest	\$ 200.00	\$ 200	
5012 - Office Rent	\$ 12,000.00	\$ 12,360	3% increase as per lease
5013 - Office Supplies	\$ 3,200.00	\$ 3,200	
5014 - Office Equipment	\$ 6,500.00	\$ 6,500	
5015 - Postage	\$ 1,000.00	\$ 1,000	
5016 - Telecommunications	\$ 13,000.00	\$ 13,936	increase to add ambassador phones
5017 - Website Support	\$ 3,000.00	\$ 3,000	
5018 - Website Hosting	\$ 1,000.00	\$ 2,200	based on 2017/18 trend
5019 - Computer Support / Email Leasing	\$ 4,500.00	\$ 2,500	based on 2017/18 trend
5020 - Dues Subscriptions & Publications	\$ 3,200.00	\$ 4,596	based on 2017/18 trend
5021 - Travel & Education	\$ 5,000.00	\$ 5,000	
5022 - Repair & Maintenance	\$ 1,000.00	\$ 7,500	includes increase of \$6,500 LTU pressure washing
5023 - Marketing Consultants	\$ 75,000.00	\$ 76,000	
5024 - Bookkeeping	\$ 14,400.00	\$ 16,800	based on 2017/18 trend
5025 - Audit	\$ 18,000.00	\$ 18,000	
5026 - Legal Counsel	\$ 16,500.00	\$ 17,000	
5027 - Economic Development	\$ 50,000.00	\$ 61,000	increase based on plans for 2019
5028 - Arts and Culture	\$ 24,000.00	\$ 50,000	increase based on plans for 2019 & sponsorship for FCLF
Palafox Market Expense			
6001 - Palafox Market Management	\$ 33,500.00	\$ 35,360	
6003 - Permits / Street Closures	\$ 1,400.00	\$ 1,400	
6004 - Portable Toilet Rental	\$ 18,500.00	\$ 17,595	
6005 - Market Anniversary Celebration	\$ 2,500.00	\$ 2,500	
6006 - Farm Visit - Mileage Reimbursement	\$ 1,500.00	\$ 1,500	
6007 - Marketing	\$ 6,000.00	\$ 6,000	
6008 - PMkt Credit Card Fees	\$ -	\$ 3,000	CC payments introduced in 2018
6010 - Sales Tax Interest	\$ -	\$ 5,000	Budget miss in 2017/18
6000 - Market Other / Misc.	\$ 3,000.00	\$ 2,000	
Ambassador Program Expense			

Pensacola Downtown Improvement Board

Year Total

Operational Budget

FY2017/18

FY2018/19

FY2018/19

Budget

Budget

Notes

5050 - Ambassador Program Labor	\$ 87,360.00	\$ 87,360	
5051 - Uniforms	\$ 3,000.00	\$ 4,500	
5052 - Communications	\$ 3,200.00	\$ 3,200	
5053 - Equipment - Capital	\$ 12,000.00	\$ 15,000	
5054 - Equipment R&M	\$ 6,000.00	\$ 7,000	
5055 - Janitorial Supplies	\$ 4,000.00	\$ 5,000	

DIB Operating Expense

\$867,639.63 \$ 929,060

FY2017-2018

FY2018-2019

Y.O.Y. Variance

Tot Revenues	\$867,639.63	\$ 929,060	\$ 61,420.67
Tot Expenses	\$867,639.63	\$ 929,060	
Tot Variance	\$ -	\$ -	\$ -
% of budget	0%	\$ -	7%

DPMD
July Budget Notes

Code	Description	DPMD Notes
Revenue		
10-00	Judicial Center Lot	under budget - not running special events
11-00	North Palafox	over budget Y. T. D. \$17K primarily from Monthly Passes
12-00	Tarragona Lot	over budget Y. T. D. \$16K primarily from Monthly Passes
13-00	Trash Co -Op	under budget Y.T.D. \$18K - Collection for loan will begin in Oct. timing issue with monthly fee due to staff PTO
20-00	Intendencia	over budget Y.T.D. \$10K - lot is still ran during special events
21-00	JSG	over budget Y.T.D. \$100K
23-01 & 02	Meter/Pay-Station	over budget Y.T.D. \$50K
24-00	Parking Fines	over budget Y.T.D. \$43K
Summary		YTD revenue \$189K over budget
Expense		
30-00	Trash Co -Op	under budget Y.T.D. - \$8K
40-00	Shared Expenses	lot share no longer an expense
50-09	Debt Service	\$6K under budget should balance by e.o.y.
50-12	Marketing /Printing /Research	over budget \$41K - includes \$51K for Structured Parking Study and additional marketing for Parking Management transition - expense overage must be compensated with revenue surplus
50-14	Overhead Reimbursement	over budget \$5K Y.T.D. with majority of overage from S,B, & T will continue to trend down
50-15	Professional Services	\$4K under budget - related to audit - timing
50-16	Facility R&M	underbudget Y.T.D. \$8K- will use to help off-set overage in 50-17 signage and striping
50-17	Signage & Striping	overbudget \$5K - due to parking management change - will use surplus from 50-16 to cover
50-18	Utilities	trending slightly below target
50-19	T&E	\$5K under budget
50-20	Management Contracts	over budget \$111K - exceeded annual target of \$51K - expense overage must be compensated with decrease in codes 50-23, 24 & 25
50-21	Pay Station Parkeon	\$89K over budget - due to upgraded pay stations
50-22	Pay Station Repairs	\$4K under budget - surplus will be applied to 50-20
50-23	Contract Parking Enforce Sev	under budget YTD \$50K surplus will be moved to 50-20 Management Contracts overages
50-24 & 25	Special Events & Security	will use \$22K to further off set overages in 50-20 Management Contracts
50-26	Meter Equipment	over budget \$16K due to purchase of 5 new pay stations
50-28	Street /Landscape Improv.	\$8K overbudget due to landscaping at JSG
Summary		\$177K YTD over budget in Expenses - will utilize revenue overages to off-set expense overages.

Downtown Parking Management District Profit & Loss Budget Performance - For Mgmt Use Only July 2018

	Jul 18	Budget	\$ Over Budget	Oct '17 - Jul 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
10-00 - Judicial Center Lot	0.00	83.33	-83.33	0.00	833.33	-833.33	1,000.00
11-00 - North Palatka Lot	4,658.35	663.34	3,995.01	23,614.79	6,573.34	17,041.45	7,900.00
12-00 - Tarragona Street Lot	3,972.80	359.01	3,613.79	19,320.79	2,788.99	16,531.80	3,507.00
13-00 - Trash	180.00	6,915.59	-6,735.59	47,090.51	65,396.83	-18,306.32	79,228.00
20-00 - Intendencia Garage	1,715.00	916.66	798.34	19,653.72	9,166.67	10,487.05	11,000.00
21-00 - Jefferson Street Garage	60,874.16	27,083.33	33,790.83	371,369.49	270,833.34	100,536.15	325,000.00
22-00 - Judicial Center Garage	0.00	117.00	-117.00	1,400.00	867.00	533.00	1,100.00
23-01 - Paystations	18,307.25	8,000.00	10,307.25	137,852.46	80,000.00	57,852.46	96,000.00
23-02 - Single Space Meters	7,508.75	5,333.33	2,175.42	45,154.73	53,333.34	-8,178.61	64,000.00
24-00 - Parking Fines	16,077.31	10,000.00	6,077.31	142,823.91	100,000.00	42,823.91	120,000.00
25-00 - OnStreet Dumpster Placement Fee	0.00	8.33	-8.33	2,135.50	83.34	2,052.16	100.00
26-00 - Residential Parking Permits	0.00	500.00	-500.00	1,207.50	5,000.00	-3,792.50	6,000.00
29-01 - Sales Tax Collected	0.00			-35,187.28			
29-02 - Cash Over (Short)	0.00			-48.00			
4502 - Baylen St Pkg Lot- SOLD 1001117	0.00	0.00	0.00	17.50	0.00	17.50	0.00
4515 - Govt St Pkg Lot -DEC CLOSING	0.00			7,514.25			
Total Income	113,293.62	59,979.92	53,313.70	783,919.87	594,876.18	189,043.69	714,835.00
Gross Profit	113,293.62	59,979.92	53,313.70	783,919.87	594,876.18	189,043.69	714,835.00
Expense							
30-00 - DPMD Trash Expense							
30-01 - Republic - Dumpster Service	0.00	3,921.17	-3,921.17	40,245.58	39,211.67	1,033.91	47,054.00
30-02 - Keep Pensacola Beautiful	0.00	1,013.42	-1,013.42	2,756.00	10,134.17	-7,378.17	12,161.00
30-03 - Landfill Fees	0.00	107.25	-107.25	0.00	1,072.50	-1,072.50	1,287.00
30-04 - Security Fees	0.00	250.00	-250.00	0.00	2,500.00	-2,500.00	3,000.00
30-05 - Special Events Dumpster Service	0.00	517.00	-517.00	0.00	5,170.00	-5,170.00	6,204.00
30-06 - Compactor Construction	0.00	0.00	0.00	66,759.43	60,000.00	6,759.43	60,000.00
30-07 - Trash Compactor Utilities	49.79			212.06			
30-09 - Misc Compactor Expenses	0.00			22.89			
Total 30-00 - DPMD Trash Expense	49.79	5,808.84	-5,759.05	109,995.96	118,088.34	-8,092.38	129,706.00
40-00 - DPMD Shared Expenses	0.00	800.00	-800.00	7,362.77	8,000.00	-637.23	9,600.00
50-00 - DPMD Operating Expenses							
50-04 - Jefferson Garage CC Fees	0.16	750.00	-749.84	2,797.49	7,500.00	-4,702.51	9,000.00
50-05 - Parking Meter CC Fees	1,210.11	1,000.00	210.11	10,109.93	10,000.00	109.93	12,000.00
50-06 - Auto	394.47			2,242.40			

Downtown Parking Management District Profit & Loss Budget Performance - For Mgmt Use Only

July 2018

	Jul 18	Budget	\$ Over Budget	Oct '17 - Jul 18	YTD Budget	\$ Over Budget	Annual Budget
50-07 - Bad Debt Expense	0.00	666.67	-666.67	0.00	6,666.66	-6,666.66	8,000.00
50-08 - Bank Charges	0.00	25.00	-25.00	202.45	250.00	-47.55	300.00
50-09 - Debt Service - DIB Loan	0.00	3,333.33	-3,333.33	40,000.00	33,333.33	6,666.67	40,000.00
50-10 - Debt Service-\$2,717.86	2,717.86	2,716.67	1.19	27,314.49	27,166.67	147.82	32,600.00
50-11 - Dues & Subscriptions	0.00	0.00	0.00	0.00	1,500.00	-1,500.00	2,000.00
50-12 - Marketing / Printing / Research	0.00	2,750.00	-2,750.00	68,789.20	27,500.00	41,289.20	33,000.00
50-13 - Office Supplies	0.00	0.00	0.00	153.22	0.00	153.22	0.00
50-14 - Overhead Reimbursement	10,899.55	13,443.34	-2,543.79	139,128.28	134,433.34	4,694.94	161,320.00
50-15 - Professional Services	0.00	0.00	0.00	7,915.00	12,100.00	-4,185.00	12,100.00
50-16 - Facility Repair & Maintenance	8,249.71	6,250.00	1,999.71	54,569.27	62,500.00	-7,930.73	75,000.00
50-17 - Signage & Striping	0.00	416.67	-416.67	9,432.66	4,166.67	5,265.99	5,000.00
50-18 - Utilities	603.26	1,166.67	-563.41	10,562.04	11,666.67	-1,104.63	14,000.00
50-19 - Travel Entertainment & Educ	0.00	500.00	-500.00	90.45	5,000.00	-4,909.55	6,000.00
50-20 - Management Contracts	0.00	4,250.00	-4,250.00	154,129.05	42,500.00	111,629.05	51,000.00
50-21 - Paystation Parkeon \$1456/mo	1,620.90	1,457.25	163.65	103,845.07	14,572.50	89,272.57	17,487.00
50-22 - Paystation Repairs	0.00	625.00	-625.00	1,684.00	6,250.00	-4,566.00	7,500.00
50-23 - Contract Parking Enforc Serv	285.95	10,058.33	-9,772.38	50,568.95	100,583.33	-50,014.38	120,700.00
50-24 - Enforcement Spec Events Pkg	573.60	1,666.67	-1,093.07	14,402.96	16,666.67	-2,263.71	20,000.00
50-25 - Security	0.00	2,083.33	-2,083.33	169.37	20,833.33	-20,663.96	25,000.00
50-26 - Meter Equipment	0.00	833.33	-833.33	24,234.09	8,333.33	15,900.76	10,000.00
50-28 - Street / Landscape Improvements	0.00	1,275.00	-1,275.00	20,933.39	12,750.00	8,183.39	15,300.00
Total 50-00 - DPMD Operating Expenses	26,555.57	55,267.26	-28,711.69	743,273.76	566,272.50	177,001.26	677,307.00
Total Expense	26,605.36	61,876.10	-35,270.74	860,632.49	692,360.84	168,271.65	816,613.00
Net Ordinary Income	86,688.26	-1,896.18	88,584.44	-76,712.62	-97,484.66	20,772.04	-101,778.00
Other Income/Expense							
Other Income							
Voided Checks	0.00			2,071.64			
60-00 - Other Income	107.14			682.92			
Total Other Income	107.14			2,754.56			
Net Other Income	107.14			2,754.56			
Net Income	86,795.40	-1,896.18	88,691.58	-73,958.06	-97,484.66	23,526.60	-101,778.00

Downtown Parking Management District
Balance Sheet- For Management Use Only

As of July 31, 2018

Jul 31, 18

ASSETS

Current Assets

Checking/Savings

100 · Petty Cash-Jefferson Garage	1,717.20
101 · Cash-Coastal -514-8	228,260.75
102 · Cash-Wells Fargo -9358	87,306.97

Total Checking/Savings 317,284.92

Accounts Receivable

140.4 · Parking Fees & Fines	72,275.00
145.4 · Allowance for Doubtful Accounts	-55,444.80

Total Accounts Receivable 16,830.20

Total Current Assets 334,115.12

Fixed Assets

241 · Equipment	317,829.48
290 · Improvements	177,362.10
300 · Accumulated Depreciation	-278,659.14

Total Fixed Assets 216,532.44

TOTAL ASSETS 550,647.56

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

452 · Due to D.I.B.	36,305.76
460 · Restricted Fund	1,000.00
481 · Sales Tax Payable	-1,915.50

Total Other Current Liabilities 35,390.26

Total Current Liabilities 35,390.26

Long Term Liabilities

503 · N/P-CB & T-Pay Stations	34,174.01
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Total Long Term Liabilities 34,174.01

Total Liabilities 69,564.27

Equity

32000 · Unrestricted Net Assets	372,683.35
32100 · Investment in Capital Assets	182,358.00
Net Income	-73,958.06

Total Equity 481,083.29

TOTAL LIABILITIES & EQUITY 550,647.56

**Downtown Parking Management District
Operational Budget
FY2018/19**

Year Total	Year Total
FY2017/18	FY2018/19
Budget	Budget

Notes

	Year Total FY2017/18 Budget	Year Total FY2018/19 Budget	Notes
Baylen Street Parking Lot	\$ 20,000.00	\$ -	lot sold
Government Street Lot	\$ 25,000.00	\$ -	lot sold
10-00- Judicial Center Lot	\$ 1,000.00	\$ -	No longer run special event parking
11-00 - North Palafox Lot	\$ 7,900.00	\$ 27,000.00	based on 2017/18 trends and conversion of monthly pass holders from sold lots
12-00 - Tarragona Street Lot	\$ 3,507.00	\$ 23,000.00	based on 2017/18 trends and conversion of monthly pass holders from sold lots
DPMD Parking Lot Revenue	\$ 57,407.00	\$ 50,000.00	Decline revenue due to reduction of lots and elimination of Special event parking
20-00 - Intendencia Garage	\$ 11,000.00	\$ -	No longer run special event parking
21-00 - Jefferson Garage	\$325,000.00	\$395,000.00	based on 2017/18 trend with removal of Special Event Income
22-00 - Judicial Center Garage	\$ 1,000.00	\$ -	No longer run special event parking
DPMD Parking Garage Revenue	\$337,000.00	\$395,000.00	
23-01- Paystations	\$ 96,000.00	\$167,000.00	based on 2017/18 trends & consideration of additional Paystations being deployed
23-02 -Single Space Meters	\$ 64,000.00	\$ 55,800.00	based on 2017/18 trends and reduction of single space meters
24-00 - Parking Fines	\$120,000.00	\$180,000.00	based on 2017/18 trends
25-00 - On Street Dumpster Placement Fee	\$ 100.00	\$ 1,000.00	based on 2017/18 trends and reduction of construction
25-08 - Token Program	\$ 7,000.00	\$ -	no longer offer token program
26-00 - Residential Parking Permits	\$ 6,000.00	\$ 1,800.00	reduction based on 2017/18 trends - did not budget for unkwn increase in residents
DPMD Parking Meter / Fines Revenue	\$293,100.00	\$405,600.00	
DPMD Parking Revenue	\$687,507.00	\$850,600.00	
13-01 - Co-Op Participatlon	\$ 69,706.00	\$ 70,365.00	
13-02 - Compactor Loan Re-payment	\$ 12,000.00	\$ 12,000.00	
13-00 - Trash Revenue	\$ 81,706.00	\$ 82,365.00	
30-01 - Republic - Dumpster Service	\$ 47,054.00	\$ 47,054.00	
30-02 - Keep Pensacola Beautiful	\$ 12,161.00	\$ -	preformed by the Clean Ambassadors
30-03 - Landfill Fees	\$ 1,287.00	\$ 1,287.00	
30-04 - Security Fees	\$ 3,000.00	\$ 3,000.00	
30-05 - Special Events Dumpsters	\$ 6,204.00	\$ 6,204.00	
30-06 - Compactor Construction	\$ 60,000.00	\$ -	Construction completed
30-00 - Trash Expense	\$129,706.00	\$ 57,545.00	
50-04 - Jefferson Garage CC Fees	\$ 9,000.00	\$ 9,000.00	
50-05 - Parking Meter CC Fees	\$ 12,000.00	\$ 12,000.00	
DPMD Credit Card / Fees Expense	\$ 21,000.00	\$ 21,000.00	
50-07 - Bad Debt Expense	\$ 8,000.00	\$ 8,000.00	
50-08 - Bank Charges	\$ 300.00	\$ 300.00	
Sales Tax	\$ -	\$ 59,000.00	Based on Premium budget
50-09 - Debt Service - DIB Loan	\$ 40,000.00	\$ 40,000.00	
50-10 - Debt Service - Loan A \$2,717.86	\$ 32,600.00	\$ -	Loan Paid off in 2017
50-11 - Dues & Subscriptions	\$ 2,000.00	\$ 2,000.00	
50-12 - Marketing/Printing/Research	\$ 33,000.00	\$ 33,000.00	based on 2017/18 trends (minus Parking Study)
50-13 - Office Supplies	\$ -	\$ 300.00	
50-14 - Overhead Reimbursement	\$161,320.00	\$149,246.00	Reduction is in-line w/ DIB overhead
50-15.1 - Annual Audit	\$ 12,100.00	\$ 12,100.00	
50-16 - Facility Repairs & Maintenance	\$ 75,000.00	\$ 85,000.00	increase due to planned repairs to parking inventory
50-17 - Signage & Striping	\$ 5,000.00	\$ 14,000.00	based on signage needs for 2019
50-18 - Utilities	\$ 14,000.00	\$ 15,000.00	based on 2017/18 trends

**Downtown Parking Management District
Operational Budget
FY2018/19**

	Year Total FY2017/18 Budget	Year Total FY2018/19 Budget	Notes
50-19 - Travel & Education	\$ 6,000.00	\$ 6,000.00	
50-20 - Management Contracts	\$ 51,000.00	\$192,885.55	based on information provided by Premium
50-21 - Paystation Parkeon \$1,456/month	\$ 17,487.00	\$ 25,000.00	increase in Paystations
50-22 - Paystation repairs	\$ 7,500.00	\$ 5,000.00	reduction based on trend (with consideration to increase in # of units)
50-23 - Contract Parking Enforcement Services	\$120,700.00	\$ 97,200.00	based on budget provided by Premium
50-24 - Enforcement Special Event Parking	\$ 20,000.00	\$ -	no longer run special event parking
50-25 - Security	\$ 25,000.00	\$ -	reduction are included in increase of
50-26.2 - Meter Equipment Purchase	\$ 10,000.00	\$ 48,513.00	planned purchase of additional pay stations
50-26.4 - Meter Equipment Maintenance		\$ 5,000.00	added due to aging of existing equipment and plans to increase
50-28 - Street/Landscape Improvements	\$ 15,300.00	\$ 36,000.00	Assets Improvements
50-29 - Reserve Fund	\$ -	\$ 20,875.45	future parking capital improvements
DPMD Operating Expense	\$656,307.00	\$854,420.00	

DPMD Operating Expense Total

<u>\$687,507.00</u>	<u>\$932,965.00</u>
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	FY2017-2018	FY2018-2019	Y.O.Y. Variance
Tot Revenues - Total Revenues	\$687,507.00	\$932,965.00	\$ (245,458.00)
Tot Expenses - Total Expenses	\$687,507.00	\$932,965.00	
Tot Variance	\$ -	\$ -	\$ -
% of budget	0%	0%	-26%



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- downtownpensacola.com

August 14, 2018

The Honorable Ashton Hayward
Mayor, City of Pensacola
222 West Main Street
Pensacola, FL 32502

Dear Mayor Hayward,

At a regular full board meeting on August 14, 2018 the Pensacola Downtown Improvement Board voted unanimously to furnish this letter.

Since 1972 the Downtown Improvement Board and the City of Pensacola have been partners in correcting commercial blight, preserving property values, encouraging economic development, attracting commercial and residential re-investment into the urban core and beautifying downtown Pensacola through proper maintenance, aesthetic and technical design and redevelopment measures.

The Downtown Improvement Board supports and encourages development so long as such development does not negatively impact the Downtown Improvement district. As an advocate for the downtown district the Board has a responsibility to inform the City Council of concerns we have related to the proposed plan for the milling and transport of calcium carbonate at the Port of Pensacola.

The Downtown Improvement Board request that a decision be delayed until there is a full understating of the impacts such an operation will have on our downtown core and respectfully request to be involved in the conversations and are willing to offer our abilities and talents.

Regards,

DeeDee Davis
Board Chair