

**Downtown Advisory Board**  
Of the Downtown Improvement Board  
August 25, 2016 – 9:00a.m.  
AGENDA

- 1) September meeting date location will be in an alternative location to Bowden Room #1, Rhodes Building 41 N. Jefferson Suite 104 (This is the OLD DIB Conference Space)
- 2) November meeting falls on Thanksgiving, proposing a change to hold meeting the week prior on 18<sup>th</sup> @9am.
- 3) Mission/Vision Statement - The DAB revised 2016 Mission & Vision Statements were presented to the DIB board members on 8/2/16 it was overall received well. They would like “EXPLORE” added to the Mission/Vision statement verbiage as well. This will be done and given to our marketing team to polish and re-presented. The Marketing team has determined that “Explore” is a hook word that isn’t good for long term use.

**Mission Statement:**

The Mission of the Downtown Improvement Board is to advocate and promote that diversity and vibrancy to ensure that Downtown Pensacola is an attractive, safe, memorable and lively place to invest, dine, live, shop, work and play.

**Vision Statement:**

Downtown Pensacola is diverse and vibrant; it is the political, cultural, business and financial capital of Escambia County. Downtown Pensacola is an active pedestrian-friendly place, the location of choice for businesses, a social and visual focal point for the community where streets bustle with visitors as well as providing areas for community events. Downtown Pensacola attracts people from around the world due to the dynamic mixture of the arts, culture, history and entertainment that is both enjoyable and memorable.

**POLISHED STATEMENT:**

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 visitors to explore 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 neighborhood, and a social and visual focal point for the community.*

4) 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 - HEART

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