

February 21, 2017

Hon. Ashton J. Hayward III, Mayor  
Hon. Brian Spencer, City Council President, and  
Mr. Eric Olson, City Administrator  
222 W. Main Street  
Pensacola, FL 32502

RE: Proposed City Ordinance Addressing Soliciting, Begging & Panhandling in  
Downtown Pensacola

Dear Mayor Hayward, President Spencer and Mr. Olson:

This letter is a follow-up to my letter of October 21, 2016 to you and the City Council, as well as a follow-up to a recent meeting between the City's attorneys Ms. Bowling and Mr. Wells and the DIB's Executive Director, Curt Morse. The DIB fully supports of the implementation of the above proposed ordinance.

Downtown Pensacola is an essential part of the overall Pensacola tourism experience. Recently we've seen an alarming and consistent increase in the amount of nuisance activity, i.e., soliciting, begging and panhandling, along the streets, in the parks, and along the sidewalks and storefronts in the Downtown Improvement District. This activity adversely impacts tourism, economic development, and diminishes the overall experience of those that visit the area.

As we work to expand the commercial and residential base of the Downtown core of the City, the DIB believes the implementation of this ordinance and eliminating the nuisance activity is vital to providing a safe, pleasant, family friendly environment for all those who own businesses, work, live, dine, shop and otherwise enjoy the Downtown Improvement District. We also see the need to better communicate the availability of outreach services to those in need. As a result, the DIB is formulating a Downtown Ambassador program that will not only serve to assist tourists and other visitors to Downtown with helpful information, it can also serve to connect local services to those in need. This program, along with other clean and safe initiatives, will support growth and help to promote the ongoing prosperity of Downtown.

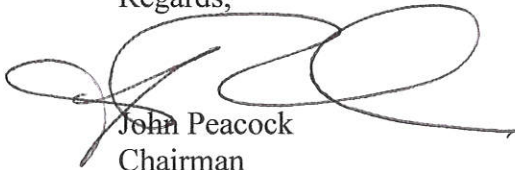
For your consideration, I am attaching a map of the Downtown Improvement District, which highlights in yellow boundaries which the DIB believes could be reasonably covered by the new ordinance.

We would ask the City to consider referring to the highlighted area as the “Downtown Visitors District” which would be described as follows:

The geographic area defined by the boundaries of the following named streets, including both sides of each named street, public area adjacent to both sides of each named street and each corner of intersecting named streets: Beginning at the intersection of Wright Street and Spring Street (being the point of beginning); then continuing east to the intersection of Wright Street and Tarragona Street; then continuing south on Tarragona Street to the intersection of Tarragona Street and Main Street; then continuing west on Main Street to Commendencia Street; then continuing south on Commendencia Street until the terminus of Commendencia Street; then continuing directly west from the terminus of Commendencia street across the parking lot to the intersection of Jefferson Street; then continuing south on Jefferson Street to the beginning of Palafox Street including the loop of Palafox Street around Plaza de Luna; then continue north on Palafox Street to the intersection of Palafox Street and Main Street; then continue west on Main Street to the intersection of Main Street and Spring Street; then continue north on Spring Street to the point of beginning.

Again, recognizing the importance of the overall tourism experience and the economic development of Downtown Pensacola, the DIB Board asks that you implement a City ordinance that addresses nuisance activity such as soliciting, begging and panhandling in Downtown Pensacola at your earliest convenience. We at the DIB stand ready to assist in this effort in any way we can.

Regards,



John Peacock  
Chairman  
Downtown Improvement Board of Directors

MJS/CWM