



DIB CRA FY2021-22 PLAN

CLEANLINESS

DIB Ambassadors work hard to improve the appearance and maintain the cleanliness of downtown streets and sidewalks, ensuring blight is removed and safety issues are addressed. They are visible seven days a week and, during their rotation, also act as hospitality ambassadors, providing directions, answering questions and assisting visitors and merchants wherever possible. The DIB will continue to keep the downtown district clean by:

- Removing litter from downtown street, gutters and sidewalks.
- Sanitizing communal surfaces such as trash cans, handrails, benches and pay stations
- Removal of all pet and human waste.
- Weed abatement, leaf removal and light landscaping of public property.
- Deploying temporary garbage receptacles as needed.
- Removal of identified graffiti within 48-hours.
- Pressure-washing all streets within the district on a reoccurring basis.
- Keeping all City parking facilities maintained through regular sanitizing, pressure-washing and litter removal.

Litter isn't unique to Downtown Pensacola but it's a problem that continues to grow as our district expands and becomes more successful and vibrant. To encourage responsible litter disposal, the DIB will continue its downtown sustainability campaign efforts by using positive reinforcement and educational materials to address the litter problem. The DIB will also continue to work with the City and CRA to ensure the district has adequate trash receptacles on the streets.



SAFETY AND SECURITY

With a continued vision for the downtown district, **DIB is focusing on safety and security as its top priorities**, implementing projects to help augment existing infrastructure and working on public awareness campaigns to educate the community. Security needs will continue to be addressed through the maintenance of security cameras and upgraded lighting in dark areas within the downtown district while also communicating these updates to stakeholders, residents and visitors. With public safety at the forefront of the collective community due COVID-19, the DIB will build on existing safety campaign efforts by continue to encourage safe social practices following the latest City, State and CDC guidelines through the strategic use of public education collateral.

The DIB's mission to enhance the district's quality-of-life and economic success by creating a cleaner, safer and more enjoyable environment will continue to guide the efforts and focus areas for improving the downtown district.



MARKETING THE DOWNTOWN DISTRICT

With its eclectic range of shops, galleries and restaurants, consistent line-up of events, and historic sites and monuments, there's no shortage of reasons why people come back to Downtown Pensacola year after year. One of the DIB's primary goals is to continue marketing the downtown district. Here are some statistics from the DIB's FY2020 marketing efforts that DIB will continue to manage and grow:

- **130K Social Media Fans:** During the first half of FY2020, the average engagements per Facebook, Instagram and Twitter post increased 23 percent compared to the same period in the previous year.
- **536K Social Media Engagements:** The Downtown Pensacola social media channels received 536K likes, comments and shares since the beginning of FY2020.

- **8,026 Visitor E-Newsletter Opt-Ins:** With an opt-in database of more than 8,000, the Downtown Pensacola visitor e-newsletter beats the average national open rate for the industry by 3.2%.
- **57K Unique Website:** Roughly half of the website traffic to downtownpensacola.com comes from nearby drive markets, while the other half consists of local residents. Two thirds of web traffic comes from a mobile device while the remaining third comes from desktop users.



FY2021-22 PROJECTS

Managing such an active urban place can be both rewarding and challenging, and we are constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces, aggressively addressing parking challenges and improving the environment. We try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola, our downtown businesses, residents, property owners and visitors. Here are some of the planned projects for FY2021:

- **Palafox Market:** Palafox Market draws record crowds of locals and visitors each Saturday to Martin Luther King, Jr., Plaza in Downtown Pensacola to shop the bustling farmers market and patronize downtown shops, restaurants, events and galleries. Once safely reopened, the DIB will continue to execute and promote weekly Palafox Market events to attract visitors and locals to Pensacola’s urban core, supporting small, local businesses and securing downtown as a popular tourist destination. DIB will also continue to streamline back-office processes to improve the efficiency of the market.
- **Garden Street Utility Boxes:** The DIB will work with the City, CRA and Stakeholders to potentially beautify ten utility boxes on Garden Street. The overall concept is to offer downtown visitors a downtown “journey through the ages” by using archival photo vinyl wraps on the utility boxes showcasing the downtown district throughout its rich and varied history. This project will not only enhance the district through beautification but

will also tie naturally into other historic and public art projects being implemented throughout the district.

- ***Pedestrian Crossing Safety Enhancements:*** In FY2021, the DIB will focus on implementing improvements to the safety of pedestrian crossing areas on Palafox Street between Garden and Main Streets. These measures will improve the safety of visitors and residents of downtown.
- ***Replace Broken Trash Receptacles:*** The DIB will continue to map, track and report all broken trash receptacles on Palafox Street between Wright Street and Plaza de Luna and will partner with the City and CRA to ensure replacement of broken or damaged receptacles.
- ***Creating Spaces and Enhancing Places:*** The DIB will continue to seek opportunities to collaborate with the City, CRA and community to improve the use, appearance and safety of areas throughout the district while ensuring maximum and judicious use of CRA funding.

Thank you for your partnership, support and for entrusting the DIB to help make our downtown the best, brightest, safest and most Inviting place to live, work, play and visit. We hold this as our highest honor and responsibility!

