

June 2019

Mayor Grover Robinson
City Council Members:
Andy Terhaar, Council President
P.C. Wu, Council Vice President
Ann Hill
Jared Moore
Sherri F. Myers
Gerald Wingate
Jewel Cannada-Wynn
City of Pensacola / CRA
222 North Main Street
Pensacola, Florida 32502



FY2019 Mid-Year Report



The Downtown Improvement Board (DIB) is funded by a special tax paid by downtown property owners to enhance, grow and maintain the 44-block downtown district.

Though paid entirely by downtown property owners, ***this special tax directly benefits everyone who visits, does business in or lives within the DIB district.*** The 2-mill assessment supplements the services provided by local government, funding improvement initiatives such as cleaning streets and sidewalks, providing additional security, making capital and safety improvements, constructing pedestrian and streetscape enhancements and marketing Downtown Pensacola.

Today's downtown district is very different from the downtown of 1972 when the DIB was established.

Locally-owned restaurants and shops, unique museums and galleries, diverse residential development, a bustling farmers market and pedestrian-filled sidewalks have replaced empty streets and sidewalks and blighted, graffiti-covered buildings. FY2019 has been another transformative year so far, and the DIB staff, board and committees, with support from the City of Pensacola, CRA, Escambia County, downtown property and business owners and other partners, is working hard to implement new strategies that benefit the district as well as the City, CRA and county as a whole. We appreciate this opportunity to provide a snapshot of some of the accomplishments and ongoing efforts since Oct. 2018.



DOWNTOWN
PENSACOLA, FY2019

DIB Core Value: Quality and Customer Service

Keeping the downtown district clean and beautiful is a full-time job, and DIB Ambassadors are at the heart of our commitment to quality. DIB Cleaning and Parking Ambassadors also greet locals and tourists, make them feel welcome, help them find destinations and provide other assistance. Here are some ways we are working to meet our commitment to quality and customer service in FY2019:

- **116 instances** of graffiti removed.
- **6,080 lbs.** of trash removed from sidewalks and streets.
- **10 public garbage receptacles** installed along Palafox St.
- **4,000 feet** of downtown sidewalks pressure-washed.
- **42 hours** of customer service training received by DIB staff.
- **12 blocks** of trees cleaned of beads after each downtown parade.
- **120 hours** of classroom and field training received by Cleaning Ambassadors.
- **2,184 work orders** completed by Cleaning Ambassadors.
- **4 hours** of Studer Community Institute management training.
- **106,680 sq. ft.** of parking garage cleaned.
- **336 instances** of checking and/or cleaning parking garage elevators.
- **Est. 85% reduction** in public parking escalations achieved after cancelling third-party parking management service contract and moving parking management responsibilities in-house.

***More than 200
local farmers and
small businesses
supported with 23
Saturday farmers
markets.***

DIB Core Value: Financial Responsibility

It is the mission of the DIB staff and financial oversight committee to work with the DIB board to make sound financial decisions and perform with honesty, transparency and an utmost regard for our downtown property owners' tax dollars. Some of the accomplishments so far in FY2019 include:

- **30% reduction in fees** paid by visitors to pay by app to park in City-owned, DIB-managed parking spots, after replacing parking app vendor. **100% of fees eliminated** that visitors were being charged to add time to a parking session.
- **\$50,000 per year savings** realized by moving parking management responsibilities in-house.
- **200 downtown merchant businesses** supported during the “All I Want” holiday retail marketing promotion.
- **100% compliance** with annual projections achieved in 2017-18 DIB and DPMD audits.
- **34,250 visitors** hosted during Winterfest, when downtown streets were lit up with half-million holiday lights provided by DIB, City of Pensacola and Visit Pensacola. It is estimated these visitors aided in **\$1,662,762 being spent in local economies**.

The combined taxable property value within the DIB district in 2018 was nearly \$300 million.

DIB Core Value: Safety and Security

The DIB has undertaken a number of initiatives to ensure a safer and more secure downtown district this year. Here are some ways we are using improved staffing and technology, user-friendly systems, standardized processes and regular quality measurement to enhance the downtown experience:



LORI HUGHES, OPERATIONS SUPERVISOR

- **3 Downtown Ambassadors** on the streets 7 days a week patrolling the district.
- **31 downtown dark areas** addressed during a joint meeting with reps from City, CRA, Parks & Recreation and Gulf Power led by DIB, with a goal of improving safety downtown.
- **16,792 Passport App parking sessions** recorded—the number of times visitors more quickly and more safely paid to park downtown in DIB-managed parking spots.
- **28 garage security cameras** managed and maintained.
- **12 parking garage structure issues** identified through a professional assessment and resolved.

- **35,560 sq. ft.** of the upper deck of Jefferson St. Parking Garage illuminated with safer, brighter LED lights, in partnership with City of Pensacola Public Works.

DIB Core Value: Integrity

We build relationships based on honesty, openness and fair, ethical practices, and build trust within our office and with our board members, committee members and the community. This year, the DIB:

- Launched a **customer satisfaction survey** and committed to report survey results quarterly.
- Launched a **DIB Business Facebook page** for posting DIB business information and updates.
- Began distributing **monthly (opt-in) e-news updates to downtown merchants**.

- Clarified the **DIB mission statement** and established **Core Values**.
- Posted the **DIB annual plan** publicly on the website.
- **Established goals** for Parking and Traffic and Finance Committees.
- Updated the DIB **employee handbook**; created **staff evaluations**.
- Held attorney-led staff **training** on **Florida Sunshine Laws**.
- Regularly attended **City, CRA, ARB, CivicCon, City Administrator, Mayor press conferences**, other partner meetings.
- Coordinated ADA online document **compliance training** for staff.
- **Hired a court reporter** to record all DIB and Parking and Traffic Committee Meetings.
- Began the **integration of all back-office parking provider systems** to a single platform with planned future reporting.
- Began working with legal departments to amend the **parking interlocal agreement**.
- Launched a '**DIB News**' **landing page** on downtownpensacola.com.

DIB conducted six community parking workshops in Pensacola and Gulf Breeze from Oct-Jun.



DIB Core Value: Improved Parking Experience

The DIB manages City-owned parking—which represents roughly 38% of all public parking downtown—and while the inventory of available City-owned parking has declined over the past few years with the sale of City-owned parking lots, the DIB continues to seek out new and creative solutions to meet the growing demand for downtown parking. Here are some of the accomplishments to date in FY2018:

- **\$1.82** — that's the average price paid for a parking session in a DIB-managed parking spot in FY2019, when the DIB brought City-owned parking management in-house.
- **62 parking spaces** along Tarragona Street converted to free, two-hour maximum parking, encouraging regular turn-over of, and accessibility to, free parking spaces for downtown visitors.
- **234 parking signs** replaced with branded, customer-friendly wayfinding and instructional signs.
- **300 additional garage parking spaces**, available and free after-hours inside the Harbourview parking garage, were announced and promoted through a public awareness campaign and new signage.
- **250 outdated or broken parking meters** removed, and
- **250 holes** filled in downtown sidewalks and streets.
- **90%** of all parking citation appeals now filed using new online appeals system launched this FY.
- **100%** of parking pay stations upgraded to 4G, speeding up payment processing times.
- **35** parking pay stations upgraded, eliminating the need for visitors to print and display a receipt.
- **10 new pay machines** added.
- **1 expert structural and maintenance analysis** of Jefferson St. Garage completed.



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.

The Downtown Improvement Board is grateful to the volunteer board and committee members listed below who both led, and worked hand in hand with, DIB staff to make the achievements of the first six months of FY2019 possible.

Thank you for partnering with us in 2019,

DeeDee Davis

DeeDee Davis, Board Chair

Lissa Dees

Lissa Dees, Executive Director

FY2019 BOARD OF DIRECTORS	PARKING AND TRAFFIC COMMITTEE	FINANCIAL OVERSIGHT COMMITTEE
DeeDee Davis, Chair	Mark Bednar, PA, Chair	Charlie Switzer, Chair
John Peacock, Vice-Chair	Kevin Lehman	Adam Cobb
Michael Carro	John Peacock	John Hodgdon
Teri Levin	Clay Roesch	Mambwe Mutanuka
Charlie Switzer	Cheryl Young	Malcolm Ballinger
Ann Hill, Ex Officio	Danny Zimmern	
Robert Bender, Ex Officio		
DIB STAFF	DIB PARKING STAFF	
Lissa Dees	Wayne Glass	Cory Ricci
Elizabeth Sloman	Susan Carter	Nicholas Smith
Mikellah Makepeace	Mark Horn	