

December 2019

Mayor Grover Robinson  
Community Redevelopment Agency Members:  
Jewel Cannada-Wynn, Chairperson  
Jared Moore, Vice-Chairperson  
P. C. Wu  
Andy Terhaar  
John Jerrals  
Ann Hill  
Sherri F. Myers  
City of Pensacola / CRA  
222 North Main Street  
Pensacola, Florida 32502



## FY2019 Annual 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, 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:

- **402 instances** of graffiti removed.
- **797 bags** of trash removed from sidewalks and streets.
- **10 public garbage receptacles** installed along Palafox St.
- **8 additional temporary public garbage receptacles** placed on Pensacola streets from Wednesday-Sunday.
- **8,000 feet** of downtown sidewalks pressure washed.
- **42 hours** of customer service training received by DIB staff.
- **22 hours** of CPR 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.
- **3,695 work orders** completed by Cleaning Ambassadors.
- **4 hours** of Studer Community Institute management training.
- **336 instances** of checking and/or cleaning parking garage elevators.
- **106,680 sq. ft.** of parking garage cleaned.
- **Collaborated with UWF Historic Trust** to plan and execute the third annual Repast farm-to-table dinner; tickets for which sold out in less than four hours.
- **Celebrated the 12<sup>th</sup> anniversary of Palafox Market.** Voted “Best Outdoor Market,” Palafox Market continues to draw record crowds each Saturday to Martin Luther King Jr. Plaza.

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- **Transformed “forgotten” downtown alleyway.** The newly named **Jefferson Alley** was revamped with plants, landscaping, lighting, paint and other improvements.
- Donated Executive Director’s time for Friends of Downtown project in collaboration with Artel Gallery. The **“Fire and Rain” public art installation** was an impressive **9,500 sq. ft. structure** made of colorful mylar strands that winded through downtown streets as part of the annual Foo Foo Festival.
- **Developed a Merchant Welcome Kit** with useful information and resources for new and existing businesses and property owners in the DIB district.
- **Began planning a Puppy Park facility** for local residents and visitors of Downtown Pensacola to encourage people to bring their pets with them downtown.
- **Began planning Litter Campaign** for FY2020 that will educate and encourage the local community, stakeholders and visitors to adopt more sustainable efforts and practices.

## **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 2018-19 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.**
- **Contributed \$75,000 to the 2019 First City Lights**

**Festival** in addition to \$50,000 contributed by City of Pensacola and acquired \$32,500 in donations and in-kind services to cover the cost of lighting up the downtown district with holiday lights.

**200 downtown  
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holiday retail  
marketing  
promotion**

## ***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:

- **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.
- **43,005 Passport App parking sessions** recorded—the number of times visitors more quickly and more safely paid to park downtown in DIB-managed parking spots.
- **32 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.
- **Prepared for a Safety and Security campaign** in collaboration with the Pensacola Police Department (PPD) and the CRA to bring two new officers and 5 additional street cameras to the downtown district.



LORI HUGHES, OPERATIONS SUPERVISOR

## ***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:



- **230 customer satisfaction surveys completed** indicating high levels of satisfaction towards safety, cleanliness and overall downtown experience. The survey also illuminated issues and concerns from the public for the Downtown Improvement Board to consider and address.
- Survey respondents gave an **average 3.7/5 rating for the overall experience** they have when they come downtown.
- Survey respondents gave an **average 3.9/5 rating for both safety and cleanliness** of the downtown district.
- 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.
- Initiated **partnership with American Cancer Society** and worked with third-party parking software companies to integrate a donation option in all DIB-managed parking pay machines for Breast Cancer Awareness month.
- Launched a **DIB committee application form** to invite and encourage downtown stakeholders to apply to volunteer on the Parking & Traffic and Finance committees.

**Clarified the  
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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 FY2019 possible.

Thank you for partnering with us in 2019,

*Michael Carro*

Michael Carro, Board Chair

*Lissa Dees*

Lissa Dees, Executive Director

FY2019 BOARD OF DIRECTORS	PARKING AND TRAFFIC COMMITTEE	FINANCIAL OVERSIGHT COMMITTEE
Michael Carro, Chair	Mark Bednar, PA, Chair	Adam Cobb, Chair
Kevin Lehman, Vice-Chair	Kevin Lehman	John Hodgdon
Patti Sonnen	Clay Roesch	Mambwe Mutanuka
Jean-Pierre N'Dione	Justine McGundson-McCain	Malcolm Ballinger
Adam Cobb, Secretary	Warren Sonnen	Charlie Switzer
Ann Hill, Ex Officio	Danny Zimmern	
Robert Bender, Ex Officio		
DIB & DPMD STAFF		
Lissa Dees	Wayne Glass	Cory Ricci
Elizabeth Sloman	Mark Horn	Kristal Lofton
Courtney Randall	Mikellah Makepeace	Eliot Feller

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