



DIB FY19 Annual Report to the CRA

January 13, 2019



1972-82

Downtown Pensacola



Downtown Tax District 3 Government Actions Shape City Progress

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News-Journal Staff Writer

The shape of future development in the City of Pensacola shall be profoundly affected by three separate, but related, government actions.

Within months of the dawning of the New Year it appears that the City of Pensacola will have a special downtown tax district, a new North Hill Preservation District, and a zoning ordinance for planned unit development.

A referendum on the special tax district, the Pensacola

Downtown Improvement District, is now underway and represents more than 20 per cent of the \$25 million district winning approval by landslide margins. Property owners and residents in the district have until Jan. 28 to return the ballots that were sent to them through certified mail.

The proposed ordinance and boundaries for the North Hill Preservation District have made their way through the City Planning Board and City Council committees. A public hearing is planned for February or March.

The proposed planned unit development ordinance, Board and council committees. The public hearing on PUD is set for the Feb. 8 session of City Council.

Following the public hearings the city lawmakers will vote on the approval of PUD and the setting up of the North Hill District. Some modifications for the two proposals are likely to be forthcoming following the public hearing.

Many municipalities have adopted PUD ordinances as a zoning tool.

Such ordinances allow developers to lay out a mix of single family, multi family and neighborhood commercial

usages on large undeveloped tracts.

Developers and many planning experts advocate PUD on the grounds that it can allow a more imaginative and beneficial use of raw land than adhering to rigid zoning districts.

Residential property owners often fight PUD, and see it as a subterfuge for placing apartments in their restrictively zoned single family neighborhoods.

In the current referendum the five-man board, appointed by Mayor Eugene Elebash, and chaired by former Rep. James Reeves, will move into action. A one mill special tax levy is provided to finance programs to aid in downtown revitalization.

The North Hill District will be set up on lines similar to that of the present Historical District. Building regulations and restrictions to be adopted are aimed at retaining and enhancing the Victorian character of the area.

The proposed district is bounded on the west by Riva Street and southward below La Rue Street. Palmetto Street constitutes the eastern boundary for the most part.

Churches and other structures between Belmont and Wright Streets and Baylen and Palmetto Streets are also in the proposed district.

The Downtown Improvement District stops at Belmont Street except for a small northward adjustment to take in Southern Bell telephone facilities.

The irregular shaped district expands and contracts as boundaries. At its southern extremity it includes only the western half of Palmetto Street for the four block long area before hitting the water. At its widest point along Garden Street the district stretches from DeVilliers Street to Alca-





1972



Requested/organized by
downtown property owners

Self-help funded by an additional tax they would pay each year

Would supplement services provided by government

Created by an Act of the
Florida Legislature in 1972



DOWNTOWN IMPROVEMENT BOARD

By-Laws

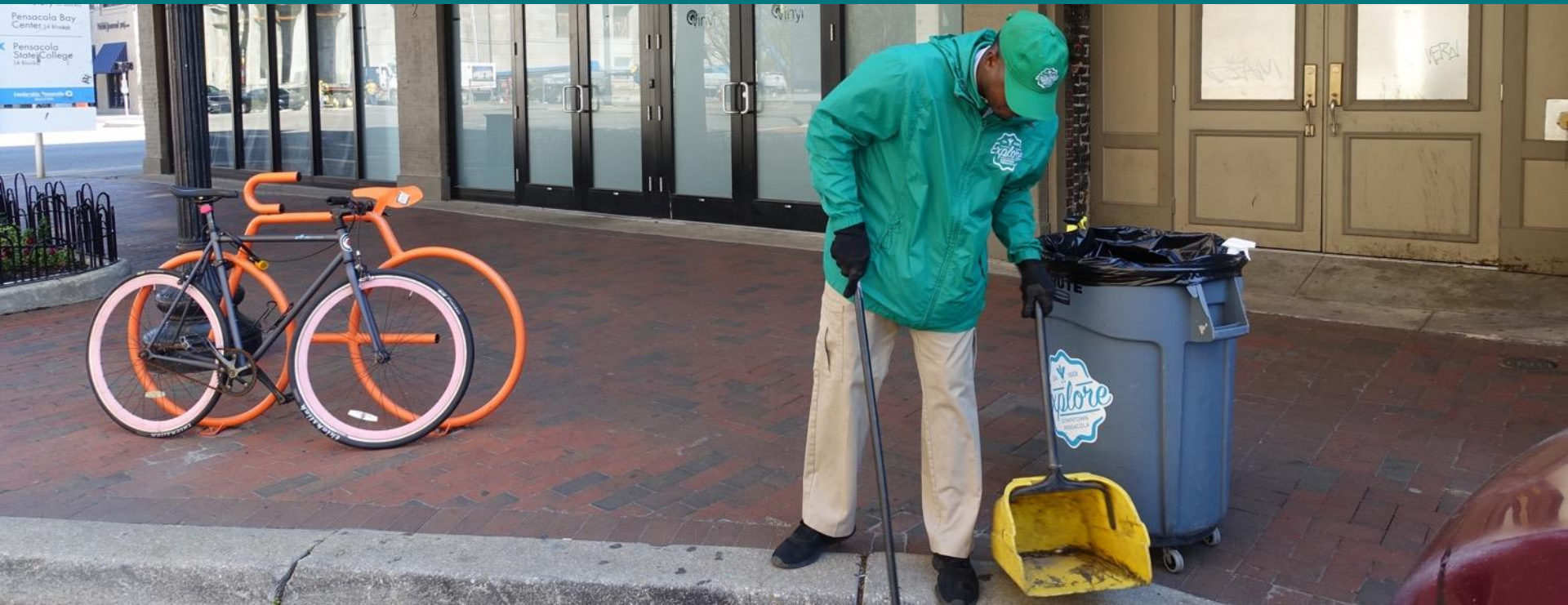
- Correct commercial blight
- Preserve property values
- Contribute to progress and growth of Downtown Pensacola through promotion
- Manage parking in Downtown Pensacola
- Encourage economic development
- Attract commercial and residential re-investment into commercial core
- Beautify Downtown Pensacola through proper maintenance, aesthetic and technical design and redevelopment measures



Quality & Customer Service

3,695 Work Orders

Completed by Cleaning Ambassadors





797 bags

Of trash removed from downtown
sidewalks and streets



Quality & Customer Service



402

Instances of
graffiti removed



Quality & Customer Service



Quality & Customer Service

8,000 Feet

Of downtown sidewalks
pressure-washed





Quality & Customer Service

106,680 Sq. Ft.

Of parking garage surface cleaned





Quality & Customer Service

Est. 85%

Reduction in public parking escalations achieved





Collaborated with UWF Historic Trust to plan and execute

third annual Repast farm-to-table dinner

tickets for which sold out in less than four hours.



Quality & Customer Service



Quality & Customer Service

Transformed “forgotten” downtown alleyway

The newly named Jefferson Alley was revamped with plants, landscaping, lighting, paint and other improvements.





Quality & Customer Service

Donated Executive Director's time for
Friends of Downtown project in
collaboration with Artel Gallery.

The Fire & Rain public art installation

was an impressive 9,500 sq. ft. sculpture
made of colorful mylar strands that
winded through downtown streets as part
of the annual Foo Foo Festival.



Financial Responsibility



30%

Reduction in fees paid by visitors to pay by app to park in City-owned, DIB-managed parking spots



\$50,000

Annual savings realized by moving parking
management responsibilities in-house



Financial Responsibility



Financial Responsibility

200+

Local farmers and small
businesses supported with 52
Saturday farmers' markets



Financial Responsibility

200+

Downtown merchant
businesses supported during
the “All I Want” holiday
retail marketing promotion



Financial Responsibility

\$1,662,762

Estimated spent in local economies during Winterfest, when downtown streets were lit up by half-million holiday lights provided by DIB, City of Pensacola and Visit Pensacola and **34,250 visitors were hosted**





Safety & Security

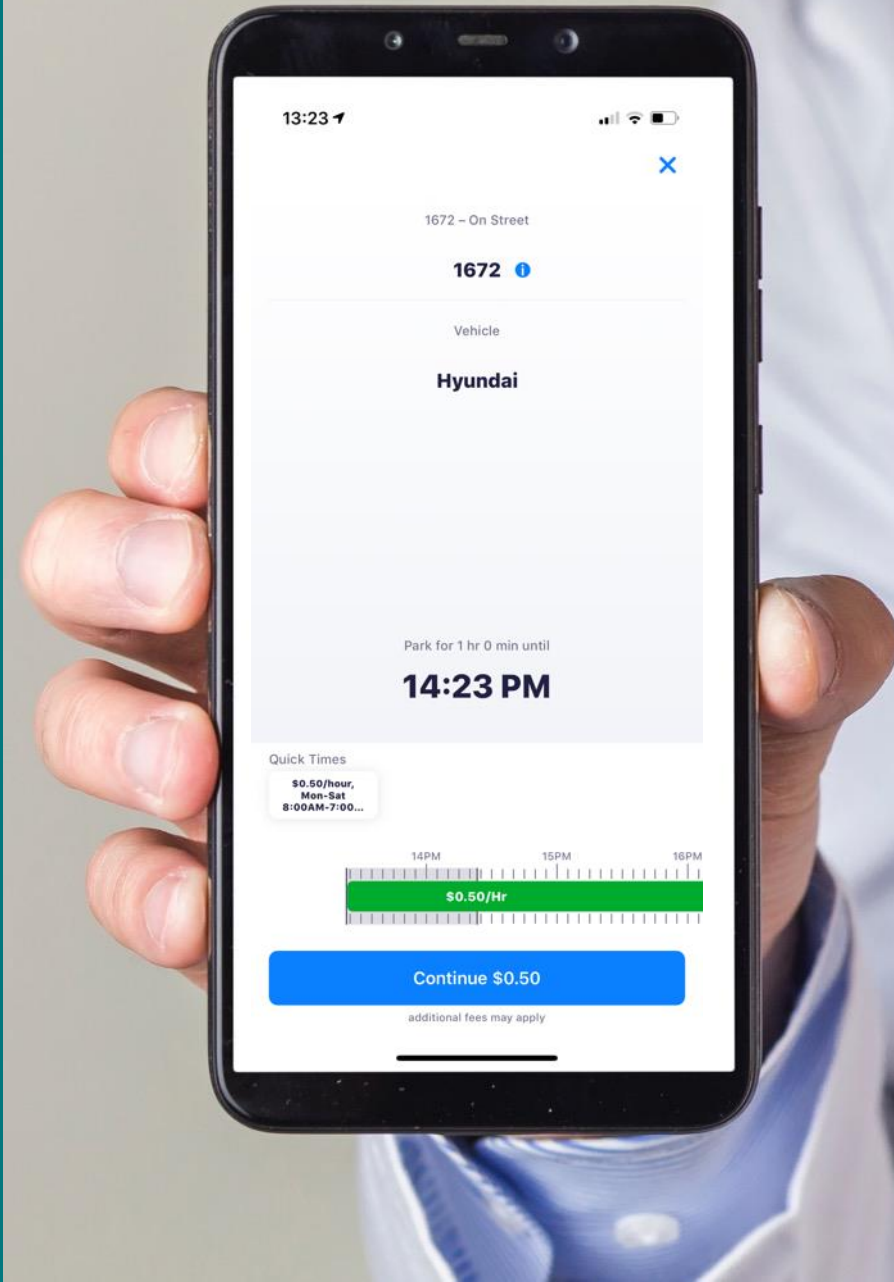
7 days a week

Downtown Ambassadors are patrolling downtown streets
and assisting visitors



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





28

Garage security cameras
managed and maintained



Safety & Security



Safety & Security

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





Integrity

Launched a customer satisfaction survey and committed to report survey results quarterly





Integrity

Survey respondents gave an average

3.7/5

rating for the overall experience they have when
they come downtown.





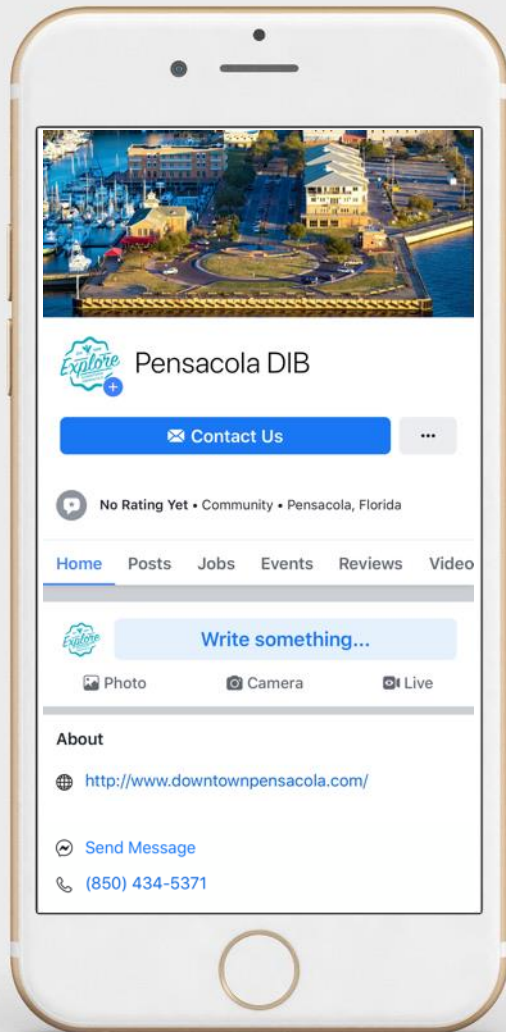
Integrity

Survey respondents gave an average

3.9/5

rating for both safety and cleanliness of the
downtown district.



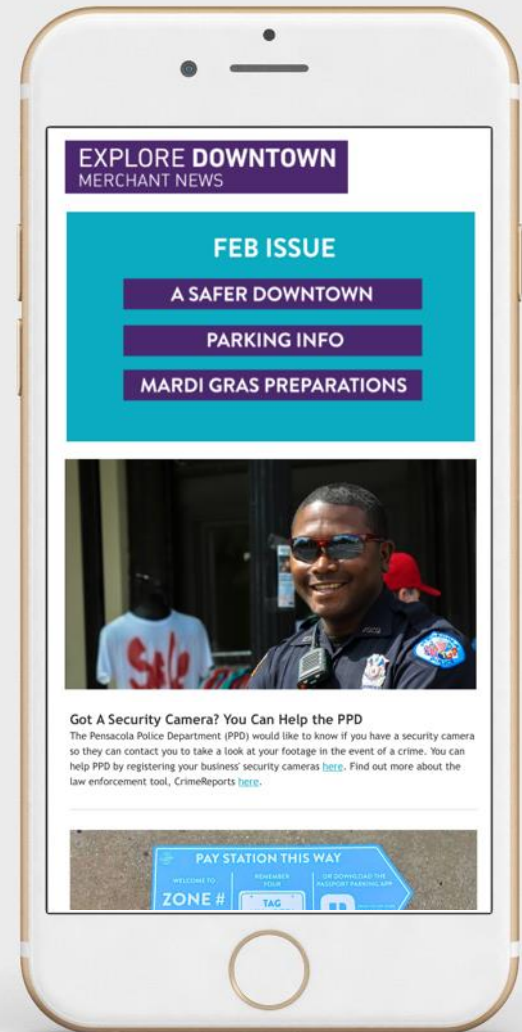


Launched a DIB
Business Facebook
page for posting DIB
business
information and
updates



Integrity

Began distributing monthly e-news updates to downtown merchants





Integrity

Coordinated ADA online document compliance training for staff





Integrity

Hired a court reporter to record all DIB and Parking and Traffic Committee Meetings





Integrity

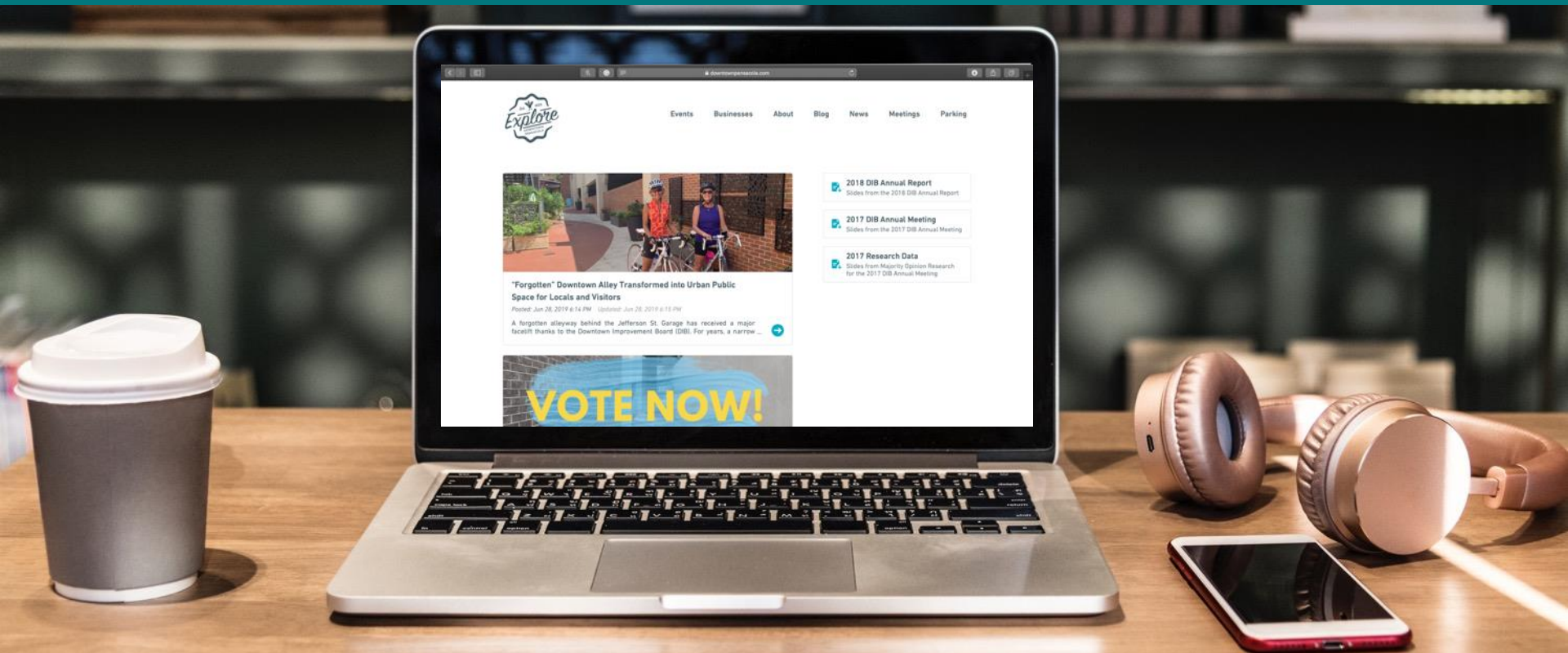
Began the integration of all back-office parking provider systems to a single platform with planned future reporting





Integrity

Launched a 'DIB News' landing page on downtownpensacola.com



Initiated partnership with American Cancer Society, integrating a donation option in all DIB pay machines for Breast Cancer Awareness Month





Improved Parking Experience

\$1.53

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



Improved Parking Experience

565

Parking signs replaced with branded, customer-friendly wayfinding and instructional signs

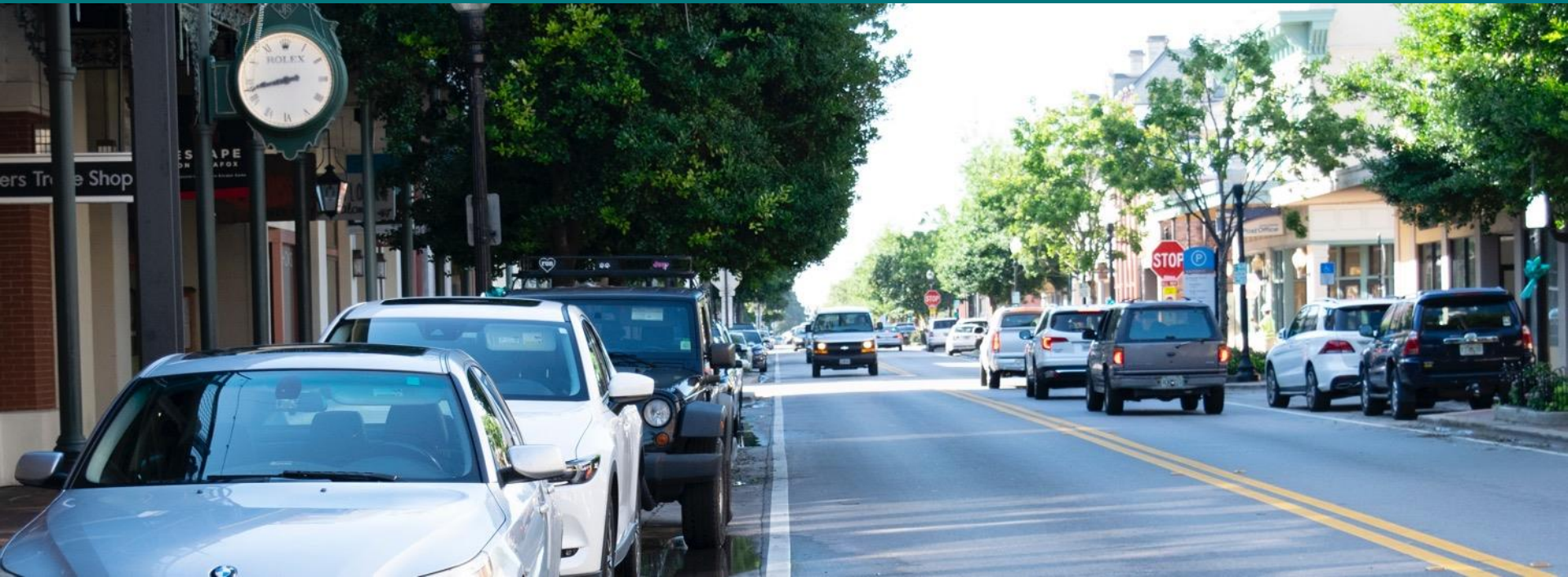




Improved Parking Experience

300

Additional garage parking spaces, available and free after-hours inside the Harbourview parking garage





Improved Parking Experience

250

Outdated and broken
parking meters removed

70%

of all parking citation
appeals now filed using
new online appeals
system launched this FY



Improved Parking Experience

PARKING VIOLATION

PENSACOLA
DOWNTOWN PARKING
MANAGEMENT DISTRICT (DPMD)
P.O. Box 12332, Pensacola, FL 32591
Phone: (850)434-5372

TICKET NUMBER _____ ISSUE DATE / TIME _____

STATE _____ LICENSE _____ REG TYPE _____

VEHICLE MAKE _____ VEHICLE COLOR _____ VEHICLE TYPE _____

VIN _____ METER # _____

LOCATION _____

VIOL # _____ VIOLATION DESCRIPTION _____

ORIGINAL FINE _____ AMOUNT DUE
AFTER 15 DAYS FROM ISSUE DATE _____

NOTES OR COMMENTS _____

RADGE NO. _____

OFFICER'S SIGNATURE _____

Pay Online:
www.parkingticketpayment.com/pensacola

Pay by Phone:
1-866-890-2807

REV. 4/18

PARKING VIOLATION



Improved Parking Experience

100%

of parking pay stations upgraded to 4G, speeding up payment processing times and eliminated need for visitors to print and display a receipt



2018 Escambia County Tourism

2.3 Million Visitors • Spent \$839M+



79%

Went to the Beach



38%

Shopped



28%

Visited Museums



30%

Went to a Fine Dining Restaurant




12%

Visited Art Galleries



5%

Attended a Ticketed Performance



Pensacola

Strongest Town



**STRONG
TOWNS**

Pensacola was named “Strongest Town” in 2019
Based on a poll conducted by Strong Towns



Downtown Pensacola

Florida's Best Place

Downtown Pensacola was named “Florida's Best Place” in 2017
Based on a poll conducted by the American Planning Association



Downtown Pensacola Today



THANK YOU FROM THE DOWNTOWN IMPROVEMENT BOARD

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.