



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 17-00463

Community Redevelopment Agency

8/7/2017

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### **ACTION ITEM**

**SPONSOR:** Jewel Cannada-Wynn, Chairperson

**SUBJECT:**

SUPPORT FOR PENSACOLA NEW YEAR'S EVE PELICAN DROP CELEBRATION PARTNERSHIP

**RECOMMENDATION:**

That the Community Redevelopment Agency (CRA) recommend the establishment and participation in an interagency partnership to take responsibility for the ongoing implementation of the Pensacola New Year's Eve Pelican Drop Celebration.

**SUMMARY:**

Over the past nine years, the Pensacola New Year's Eve Pelican Drop has become an iconic event bringing 50-60,000 people into Pensacola's downtown with a sizable, positive economic benefit. In 2016, the Pensacola community faced the potential loss of this event for lack of a sponsor. The Pelican Drop did proceed, thanks to an ad hoc, voluntary coalition of citizens partnering with Gallery Night Pensacola, Inc., that galvanized at the eleventh hour to implement the event for the 2017 New Year. City Council provided the critical funding needed to support the event.

To facilitate the long term continuation of this quality event that has become a Pensacola icon and tourist draw, it is recommended that an interagency partnership be established, including the CRA, City of Pensacola, Escambia County, Visit Pensacola, DIB, and other community stakeholders to take responsibility for the ongoing implementation and support for the Pensacola New Year's Eve Pelican Drop Celebration. Funding for this event is proposed in the CRA FY 2018 Budget.

**PRIOR ACTION:**

October 8, 2008 - CRA official kick off of the Downtown Countdown (Pelican Drop)

September 29, 2011 - Approval of Interlocal Agreement with DIB for CRA Events

October 10, 2016 - Approval of 30 day notice to terminate the Interlocal Agreement with DIB

October 10, 2016 - Approval of Pelican use by Pensacola Mardi Grad from January 5-February 28, 2017.

November 14, 2016 - CRA recommended City Council funding of the 2017 New Year's Pelican Drop

November 17, 2016 - City Council approved funding for the 2017 New Year's Pelican Drop

**FUNDING:**

Budget: \$ 30,000

Actual: \$ 30,000

**FINANCIAL IMPACT:**

Enlivenment activities will continue to bring people to the Urban Core CRA in support of downtown businesses and local economic development. Funding is available in the FY 2018 Community Redevelopment Agency Fund Budget.

**CITY ATTORNEY REVIEW:** Yes

8/4/2017

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator

**ATTACHMENTS:**

None

**PRESENTATION:** No