



Downtown Improvement Board

Regular Monthly Meeting

Tuesday December 13th, 2022,

7:30

AGENDA

- I. Call to Order
 - a. Comments from the Chairman
- II. Recurring Agenda
 - a. Meeting was properly noticed
 - b. *Approval of the proposed meeting agenda for December 13th, 2022
 - c. *Approval of the minutes from the regular meeting of the DIB on November 8th, 2022
 - d. *Approval of the November Financials
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
 - e. Executive Director Report-Bathroom update & Palafox Market expansion
- IV. New Business
 - a. *2021-2022 Audit- Kristen McAllister
 - b. Team Pickle- Pickle Ball facility at the Port (tentative presentation)
- V. Old Business
 - a. Executive Director Annual Review Revisit- Claire Campbell
- VIII. Public Comment
- IX. Adjournment

Next meeting – January 24th, 2022

(*) = approval item



Minutes of the Downtown Improvement Board Regular Monthly Meeting
Tuesday November 8th, 2022 7:30 a.m.

Attendance

Michael Carro, Chairman, Jean Pierre N'Dione, Patti Sonnen, Nathan Holler, Claire Campbell, Greg Harding, Casey Jones, Ex Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Michael Carro, Chairman, called the meeting to order at 7:30 a.m.

II. Recurring Agenda

- a. Ms. Carro confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Michael Carro, seconded by Patti Sonnen, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on October 25th, 2022 were motioned by Michael Carro, seconded by Nathan Holler, and unanimously approved.
- d. DIB October Financials were motioned by Michael Carro, seconded by Nathan Holler, and unanimously approved.
 - The audit is being finalized and will be presented at the next DIB Board meeting.

III. On-Going Business

- a. PPD Report
 - Chief indicated that PPD is working on accessing more cameras downtown. Additionally, PPD is looking into investing in technology to assist with their current operations.
 - PPD is still working to reduce panhandling.
- b. Spotless Report- No Report (Will report October and November on December 13th meeting)
- c. Marketing Report- No Report (Will report October and November on December 13th meeting)
- d. Palafox Market- Update on Holiday Market
 - Halloween Market was a success. Channel 3 came to the market as well as other media outlets.
 - The Holiday Market is full and will consist of one block between Garden and Chase street along Palafox Street.
 - Emily is organizing an events committee consisting of a few vendors to help bring new ideas for next years events.
- e. Executive Director Report
 - Foo Foo Fest is a success. A big thank you to all of the volunteers. Mayor Grover assisted with shutting down the street for the next two weeks.
 - Holiday Haul, FCLF, and All I Want Campaign start tomorrow. Blue Angel cop car



and fire truck will take Grinch and Santa down Palafox Street to light up Downtown.

IV. New Business

a. City of Pensacola & DIB Discussion- Mayor-Elect Reeves

- Plaza Ferdinand is under a very restrictive ordinance. Mayor-Elect Reeves is looking into the ordinance to activate the park. Plaza Ferdinand was originally utilized as a Spanish market.
- Parking: Cleanliness of the Jefferson street garage does not meet downtown expectations. Spotless ambassador program has assisted with the cleanup but they are not being compensated for the extra time that is being put in. City does not take care of the garage on Saturday, Sunday or days when their employees are sick. Anything that is sidewalk, public right-of-way, surface lots, graffiti, etc was part of the original Spotless ambassador program. DIB requested \$500 from the city to pay for the extra time that the Spotless ambassadors have to put in to clean up the Jefferson parking lot when the City is not able to. Premium parking is extremely strict, booting occurs often, enforcement is not backed by the City. Board requests that premium parking relax booting the first time someone violates the parking requirements in premium lots.
- Hashtag Project: Since contractor prices are so high, the City aims to work curb to curb to activate the Hashtag Project. City is looking to potentially move some of the CRA money from the Hashtag Project to Bruce Beach so that the Bruce Beach project can be finished.
- Affordable housing is a concern and definitely a problem that Mayor-Elect Reeves is working towards remedying in our city.

b. Florida Power and Light Palafox Resurfacing Discussion- Eddie Dixon

- FPL has plans to resurface areas in the downtown. This work will occur between Garden to Main along Palafox, Jefferson to Baylen along Romana, Intendencia, and Government. FPL is working with the City to brick all of the crosswalks so that the crosswalks do not fade and FPL can make easy repairs. FPL will tentatively begin roadwork during the 2nd week of January and the roadwork will occur at night. This project is approximately a 2-3 month process. Michael Carro asks to keep the visible blight to a minimum during the project. FPL would like to finish the project in the first quarter of the year. Jefferson will not be resurfaced.

c. Puppy Pit Stop Maintenance Update

- Mulch and liner went down so the park is in much better shape.

d. Executive Director Annual Review Revisit- Claire Campbell requests that we revisit the discussion next meeting.

V. On-Hold

VIII. Public Comment

IX. Adjournment: 9:27 am

Next meeting – December 13th, 2022

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

November 2022

| | Nov 22 | Budget | \$ Over Budget | Oct - Nov 22 | YTD Budget | \$ Over Budget | Annual Budget |
|--|------------------|------------------|------------------|-------------------|-------------------|-----------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 1301 · Co-Op Participation | 6,325.53 | 5,104.89 | 1,220.64 | 11,307.55 | 10,209.78 | 1,097.77 | 61,258.60 |
| 4010 · Ad Valorem Revenue | 55,470.84 | 55,470.84 | 0.00 | 110,941.68 | 110,941.68 | 0.00 | 665,650.00 |
| 4015 · CRA Interlocal Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 404,623.00 |
| 4020 · Website Membership and Map | 0.00 | 41.66 | -41.66 | 0.00 | 83.32 | -83.32 | 500.00 |
| Program Revenue | | | | | | | |
| 4030 · Palafox Market Vendor Payments | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| Total Program Revenue | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| 4085 · LTU - Sidewalk Pressure Washing | 0.00 | 6,500.00 | -6,500.00 | 0.00 | 6,500.00 | -6,500.00 | 6,500.00 |
| 4900 · Sales Tax Collected - Rent | -1,530.38 | -904.16 | -626.22 | -2,369.73 | -1,808.32 | -561.41 | -10,850.00 |
| Total Income | 83,658.94 | 79,546.57 | 4,112.37 | 156,102.45 | 152,593.14 | 3,509.31 | 1,287,681.60 |
| Gross Profit | 83,658.94 | 79,546.57 | 4,112.37 | 156,102.45 | 152,593.14 | 3,509.31 | 1,287,681.60 |
| Expense | | | | | | | |
| 3001 · Compactor - Waste Services | 0.00 | 4,970.32 | -4,970.32 | 5,804.54 | 9,940.64 | -4,136.10 | 59,643.74 |
| 3002 · Compactor Lease | 0.00 | 10.00 | -10.00 | 0.00 | 10.00 | -10.00 | 10.00 |
| 3004 · Compactor - Security Fees | 91.04 | 85.10 | 5.94 | 635.78 | 170.20 | 465.58 | 1,021.10 |
| 3007 · Compactor - Electric | 44.79 | 48.64 | -3.85 | 89.80 | 97.28 | -7.48 | 583.76 |
| 5000 · CRA Interlocal Payment | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 504,623.00 |
| 5001 · Salaries, Benefits & Taxes | | | | | | | |
| 5003.5 · 403(b) Employer Contribution | 648.10 | 0.00 | 648.10 | 1,146.62 | 0.00 | 1,146.62 | 0.00 |
| 5001 · Salaries, Benefits & Taxes - Other | 5,933.09 | 5,807.47 | 125.62 | 11,143.21 | 11,614.94 | -471.73 | 75,497.00 |
| Total 5001 · Salaries, Benefits & Taxes | 6,581.19 | 5,807.47 | 773.72 | 12,289.83 | 11,614.94 | 674.89 | 75,497.00 |
| 5006 · Board Meetings | 0.00 | 20.84 | -20.84 | 0.00 | 41.68 | -41.68 | 250.00 |
| 5007 · Annual Meeting | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 250.00 |
| 5009 · Bank Charges | 0.00 | 41.66 | -41.66 | 0.00 | 83.32 | -83.32 | 500.00 |
| 5004 · Insurance Expense-Other | 30.33 | 0.00 | 30.33 | 60.66 | 0.00 | 60.66 | 0.00 |
| 5005 · Workers Comp Insurance | 41.42 | 42.59 | -1.17 | 82.84 | 85.18 | -2.34 | 511.00 |
| 5030 · Insurance- General Liability | 951.33 | 643.34 | 307.99 | 1,902.66 | 1,286.68 | 615.98 | 7,720.00 |
| 5011 · Interest Expense | 0.00 | 16.66 | -16.66 | 0.00 | 33.32 | -33.32 | 200.00 |
| 5012 · Office Rent | 1,403.10 | 1,313.16 | 89.94 | 3,017.87 | 2,626.32 | 391.55 | 15,758.00 |
| 5013 · Office Supplies | 108.41 | 83.34 | 25.07 | 334.49 | 166.68 | 167.81 | 1,000.00 |
| 5014 · Office Equipment/Software | 84.72 | 333.34 | -248.62 | 528.92 | 666.68 | -137.76 | 4,000.00 |
| 5015 · Postage | 0.00 | 16.66 | -16.66 | 0.00 | 33.32 | -33.32 | 200.00 |
| 5016 · Telecommunications | 412.18 | 666.66 | -254.48 | 824.36 | 1,333.32 | -508.96 | 8,000.00 |
| 5017 · Website Support | 0.00 | 407.59 | -407.59 | 0.00 | 815.18 | -815.18 | 4,891.00 |
| 5018 · Website Hosting | | | | | | | |
| 5018 · Website Hosting - Other | 0.00 | 208.34 | -208.34 | 0.00 | 416.68 | -416.68 | 2,500.00 |
| Total 5018 · Website Hosting | 0.00 | 208.34 | -208.34 | 0.00 | 416.68 | -416.68 | 2,500.00 |
| 5019 · Computer Support/Email Leasing | 315.83 | 208.34 | 107.49 | 1,042.96 | 416.68 | 626.28 | 2,500.00 |
| 5020 · Dues, Subscriptions, Publicatio | 0.00 | 250.00 | -250.00 | 1,030.00 | 500.00 | 530.00 | 3,000.00 |
| 5021 · Travel Entertainment & Educ. | 301.14 | 250.00 | 51.14 | 301.14 | 500.00 | -198.86 | 3,000.00 |
| 5023 · Marketing Consultants | | | | | | | |
| 5023 · Marketing Consultants - Other | 4,927.25 | 4,583.34 | 343.91 | 16,502.25 | 9,166.68 | 7,335.57 | 55,000.00 |
| Total 5023 · Marketing Consultants | 4,927.25 | 4,583.34 | 343.91 | 16,502.25 | 9,166.68 | 7,335.57 | 55,000.00 |
| 5024 · Bookkeeping | 960.00 | 1,000.00 | -40.00 | 2,355.00 | 2,000.00 | 355.00 | 12,000.00 |
| 5025 · Audit | 0.00 | 5,875.00 | -5,875.00 | 0.00 | 11,750.00 | -11,750.00 | 11,750.00 |
| 5026 · Legal Counsel | | | | | | | |
| 5026 · Legal Counsel - Other | 660.00 | 666.66 | -6.66 | 1,760.00 | 1,333.32 | 426.68 | 8,000.00 |

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

November 2022

| | Nov 22 | Budget | \$ Over Budget | Oct - Nov 22 | YTD Budget | \$ Over Budget | Annual Budget |
|--|-----------|-----------|----------------|--------------|------------|----------------|---------------|
| Total 5026 · Legal Counsel | 660.00 | 666.66 | -6.66 | 1,760.00 | 1,333.32 | 426.68 | 8,000.00 |
| 5027 · Economic Development | 8,595.71 | 6,250.00 | 2,345.71 | 9,192.10 | 12,500.00 | -3,307.90 | 75,000.00 |
| 5028 · Arts and Culture | 0.00 | 385.25 | -385.25 | 0.00 | 770.50 | -770.50 | 4,623.00 |
| 5029 · Donation to Friends of Downtown | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 75,000.00 |
| 5227 · PPD Security | 15,000.00 | 5,000.00 | 10,000.00 | 15,000.00 | 10,000.00 | 5,000.00 | 60,000.00 |
| 6000 · Palafox Market | | | | | | | |
| 6001 · Palafox Market Project Mgmt | 2,665.38 | 4,298.00 | -1,632.62 | 5,330.76 | 8,596.00 | -3,265.24 | 55,874.00 |
| 6003 · Permits / Street Closure | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,200.00 |
| 6004 · Portable Toilet Rental | 725.00 | 1,083.34 | -358.34 | 1,575.00 | 2,166.68 | -591.68 | 13,000.00 |
| 6005 · Market Anniversary Celebration | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00 | 41.66 | -41.66 | 0.00 | 83.32 | -83.32 | 500.00 |
| 6007 · Marketing | 187.50 | 833.34 | -645.84 | 750.00 | 1,666.68 | -916.68 | 10,000.00 |
| 6011 · Market App Program Fee | 0.00 | 125.00 | -125.00 | 0.00 | 250.00 | -250.00 | 1,500.00 |
| 6012 · Market Security | 800.00 | 850.00 | -50.00 | 1,800.00 | 1,700.00 | 100.00 | 10,200.00 |
| 6013 · Palafox Market Event | 750.00 | | | 750.00 | | | |
| 6015 · Bathroom Construction | 3,390.00 | 13,560.00 | -10,170.00 | 6,780.00 | 27,120.00 | -20,340.00 | 40,680.00 |
| 6000 · Palafox Market - Other | 0.00 | 1,183.00 | -1,183.00 | 0.00 | 2,366.00 | -2,366.00 | 14,196.00 |
| Total 6000 · Palafox Market | 8,517.88 | 21,974.34 | -13,456.46 | 16,985.76 | 43,948.68 | -26,962.92 | 149,150.00 |
| 7000 · Ambassador Program | | | | | | | |
| 7001 · Ambassador Program Labor | 11,893.42 | 11,250.00 | 643.42 | 22,886.84 | 22,500.00 | 386.84 | 135,000.00 |
| Total 7000 · Ambassador Program | 11,893.42 | 11,250.00 | 643.42 | 22,886.84 | 22,500.00 | 386.84 | 135,000.00 |
| 5041 · Pressure Washing | 0.00 | 6,500.00 | -6,500.00 | 0.00 | 6,500.00 | -6,500.00 | 6,500.00 |
| Total Expense | 60,919.74 | 78,908.64 | -17,988.90 | 112,627.80 | 151,307.28 | -38,679.48 | 1,287,681.60 |
| Net Ordinary Income | 22,739.20 | 637.93 | 22,101.27 | 43,474.65 | 1,285.86 | 42,188.79 | 0.00 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4980 · Sales Tax Collection Allowance | 18.87 | 0.00 | 18.87 | 48.87 | 0.00 | 48.87 | 0.00 |
| 4960 · Interest Income | 132.04 | | | 254.74 | | | |
| Total Other Income | 150.91 | 0.00 | 150.91 | 303.61 | 0.00 | 303.61 | 0.00 |
| Other Expense | | | | | | | |
| 5901 · Fraudulent Charges | 0.00 | | | -343.98 | | | |
| Total Other Expense | 0.00 | 0.00 | 0.00 | -343.98 | 0.00 | -343.98 | 0.00 |
| Net Other Income | 150.91 | 0.00 | 150.91 | 647.59 | 0.00 | 647.59 | 0.00 |
| Net Income | 22,890.11 | 637.93 | 22,252.18 | 44,122.24 | 1,285.86 | 42,836.38 | 0.00 |

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

November 2022

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|--|-----------|-----------|----------------|--------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| Program Revenue | | | | | | | |
| 4030 · Palafox Market Vendor Payments | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| Total Program Revenue | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| Total Income | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| Gross Profit | 23,392.95 | 13,333.34 | 10,059.61 | 36,222.95 | 26,666.68 | 9,556.27 | 160,000.00 |
| Expense | | | | | | | |
| 6000 · Palafox Market | | | | | | | |
| 6001 · Palafox Market Project Mgmt | 2,665.38 | 4,298.00 | -1,632.62 | 5,330.76 | 8,596.00 | -3,265.24 | 55,874.00 |
| 6003 · Permits / Street Closure | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,200.00 |
| 6004 · Portable Toilet Rental | 725.00 | 1,083.34 | -358.34 | 1,575.00 | 2,166.68 | -591.68 | 13,000.00 |
| 6005 · Market Anniversary Celebration | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00 | 41.66 | -41.66 | 0.00 | 83.32 | -83.32 | 500.00 |
| 6007 · Marketing | 187.50 | 833.34 | -645.84 | 750.00 | 1,666.68 | -916.68 | 10,000.00 |
| 6011 · Market App Program Fee | 0.00 | 125.00 | -125.00 | 0.00 | 250.00 | -250.00 | 1,500.00 |
| 6012 · Market Security | 800.00 | 850.00 | -50.00 | 1,800.00 | 1,700.00 | 100.00 | 10,200.00 |
| 6013 · Palafox Market Event | 750.00 | | | 750.00 | | | |
| 6015 · Bathroom Construction | 3,390.00 | 13,560.00 | -10,170.00 | 6,780.00 | 27,120.00 | -20,340.00 | 40,680.00 |
| Total 6000 · Palafox Market | 8,517.88 | 20,791.34 | -12,273.46 | 16,985.76 | 41,582.68 | -24,596.92 | 134,954.00 |
| Total Expense | 8,517.88 | 20,791.34 | -12,273.46 | 16,985.76 | 41,582.68 | -24,596.92 | 134,954.00 |
| Net Ordinary Income | 14,875.07 | -7,458.00 | 22,333.07 | 19,237.19 | -14,916.00 | 34,153.19 | 25,046.00 |
| Net Income | 14,875.07 | -7,458.00 | 22,333.07 | 19,237.19 | -14,916.00 | 34,153.19 | 25,046.00 |

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet - For Management Use Only

As of November 30, 2022

| | Nov 30, 22 |
|--|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 101 · Cash - Synovus- 0237 Operating | |
| 101.1 · BP Funds for Beautification | 68,146.07 |
| 101.2 · LEAP Funds for Sign Maintenance | 5,000.00 |
| 101 · Cash - Synovus- 0237 Operating - Other | -44,700.67 |
| Total 101 · Cash - Synovus- 0237 Operating | 28,445.40 |
| 103 · Synovus - Money Market | 250,424.09 |
| Total Checking/Savings | 278,869.49 |
| Other Current Assets | |
| 161 · Prepaid Expenses | 572.00 |
| 140.9 · Due from Downtown Pens Alliance | 80.25 |
| 140.5 · Due from Friends of Downtown | 1,141.30 |
| 162 · City of P-Clean Up Deposit/Perm | 1,000.00 |
| 164 · Prepaid Insurance | 9,866.84 |
| Total Other Current Assets | 12,660.39 |
| Total Current Assets | 291,529.88 |
| Fixed Assets | |
| Puppy Pit Stop Project | 72,745.00 |
| 240 · Equipment | 169,220.56 |
| 260 · Furniture & Fixtures | 5,929.38 |
| 275 · Website Capitalized | 10,850.00 |
| 300 · Less Accumulated Depreciation | -139,306.58 |
| Total Fixed Assets | 119,438.36 |
| TOTAL ASSETS | 410,968.24 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 450 · Accounts Payable | 953.00 |
| Total Accounts Payable | 953.00 |
| Other Current Liabilities | |
| 481 · Sales Tax Payable | 1,530.38 |
| 2110 · Direct Deposit Liabilities | -7.00 |
| 453 · 403(b) Employer Contribution | 648.10 |
| 471 · Payroll Liabilities | 1,500.58 |
| 4849 · Deferred Revenue Sign Maint | 5,000.00 |
| 490 · Deferred Revenue-Prop Taxes | -110,941.68 |
| Total Other Current Liabilities | -102,269.62 |
| Total Current Liabilities | -101,316.62 |
| Total Liabilities | -101,316.62 |
| Equity | |
| 32000 · Unrestricted Net Assets | 486,036.64 |
| 587 · Fund Balance | |
| 302-001 · Audit Reclass | 187,142.98 |
| 587 · Fund Balance - Other | -205,017.00 |
| Total 587 · Fund Balance | -17,874.02 |
| Net Income | 44,122.24 |
| Total Equity | 512,284.86 |
| TOTAL LIABILITIES & EQUITY | 410,968.24 |

DIB - Nov 22

| <u>Code</u> | <u>Description</u> | <u>DIB Notes</u> | <u>YTD</u> |
|-------------|----------------------------|---|---|
| Income | <i>Overview</i> | <i>\$4K Over Budget</i> | <i>\$3,500 Over Budget</i> |
| 1301 | Co-Op Participation | \$1K Over Budget | \$1K Over Budget |
| 4030 | Palafox Market | \$10K Over Budget | \$9,500 Over Budget |
| Expense | | | |
| Expense | <i>Overview</i> | <i>\$18K Under Budget</i> | <i>38K Under Budget</i> |
| 3001 | <i>Compactor Co-Op</i> | <i>\$4,900K Under Budget (No Bill in Nov)</i> | <i>\$4K Under Budget</i> |
| 5001 | Salaries, Benefits & Taxes | \$700 Over Budget | \$600 Over Budget |
| 5023 | Marketing | \$340 Over Budget | \$7,300 Over Budget (we paid invoices in this fiscal year that were reflective of work from last fiscal year) |
| 5027 | Economic Development | \$2,300 Under Budget (All I Want Campaign expenses) | \$3K Under Budget |
| 6000 | Palafox Market | \$13,500 Under Budget | \$26K Under Budget |
| 7000 | Ambassador Program | \$600 Over Budget | \$380 Over Budget |

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: December

Total Income DIB **Nov:** \$83,658.94

Total Expense DIB **Nov:** \$60,919.74

Notes:

Veteran's Day 2022 – A Celebration to be Remembered

Commander Brown of Booker T. Washington High School



A leader – proudly guiding the future veterans to keep time and march in the parade



New Recruits - gathering their gear and always at the ready; even for a pose



Seasoned Veterans – proudly muster at Florida Power and Light for a group pose with wheels



Destination – An all-inclusive meeting at Veteran's Memorial Park on Main Street



(Before) – A trash can is overturned at the corner of Veteran's Memorial Park at 9th Ave



(After) – A Spotless beginning to the Veteran's Parade that is removed and no not remembered

The Foo Foo Festival



Before



After







Balloon Alley is ready



Bubbles blown in Balloon Alley

Before



After



Businesses that have caught a few Foo Foo balloons:



Wells fargo Bank on Jefferson St



Quayside Gallery



The Garden at Palafox and Main St

Businesses that have caught a few Foo Foo balloons:



O'Reilly's



Terrezza's



Schmitt's Music



Alice In Wonderland Scavenger Hunt at Ferdinand Park



Happy Thanksgiving Pensacola



Santa's Christmas Lighting 2022



Hmm.... That is not Santa, Rudolph, or Santa's sleigh



Maybe Santa's has gone off roading this year. He would not miss the Lighting

The Grinch – and he is offering gifts from The Artel Museum or from the DMV?



This is never good and with his history.

Hmm.... Maybe he is going to drive Santa this year?



The Grinch is always on the wrong side. Santa will need another way.

There he is on Palafox at Government Street



Rudolph leads the way in Pensacola Blue and



Santa's Sleigh glows fire engine red.

Let the lighting begin:



Crowds gather at Ferdinand Park to witness Santa's magical lighting



The Artel Museum begins adding lights to the the museum



The Artisan, Makers, and Pure Palates light their elegant angels



O'Reilly's shines brightly in red, green, and light



A Winter wonderland at The Artel Museum

Happy Holidays PDIB



Christmas in Downtown Pensacola is looking very Bright!

No Leaf a Leaf Behind

Street Cleaning
Before



After



Jackson's Steakhouse

Street Cleaning
Before



After



O'Reilly's

Street Cleaning
Before

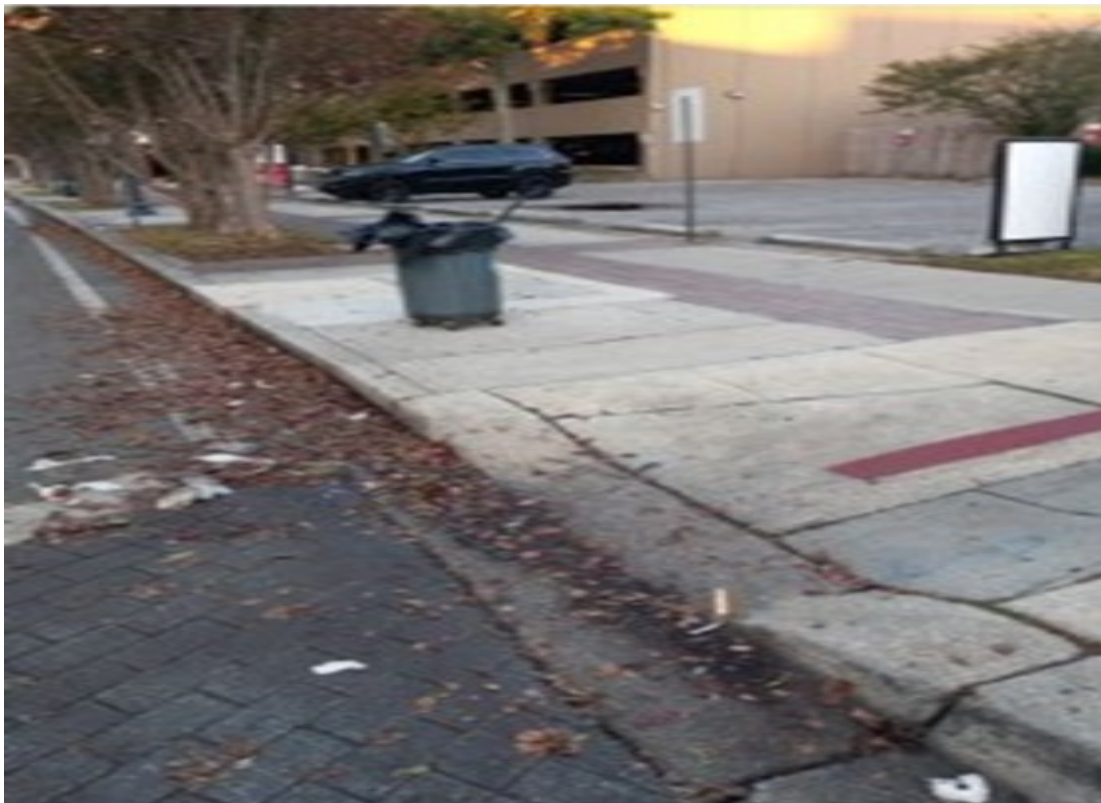


After

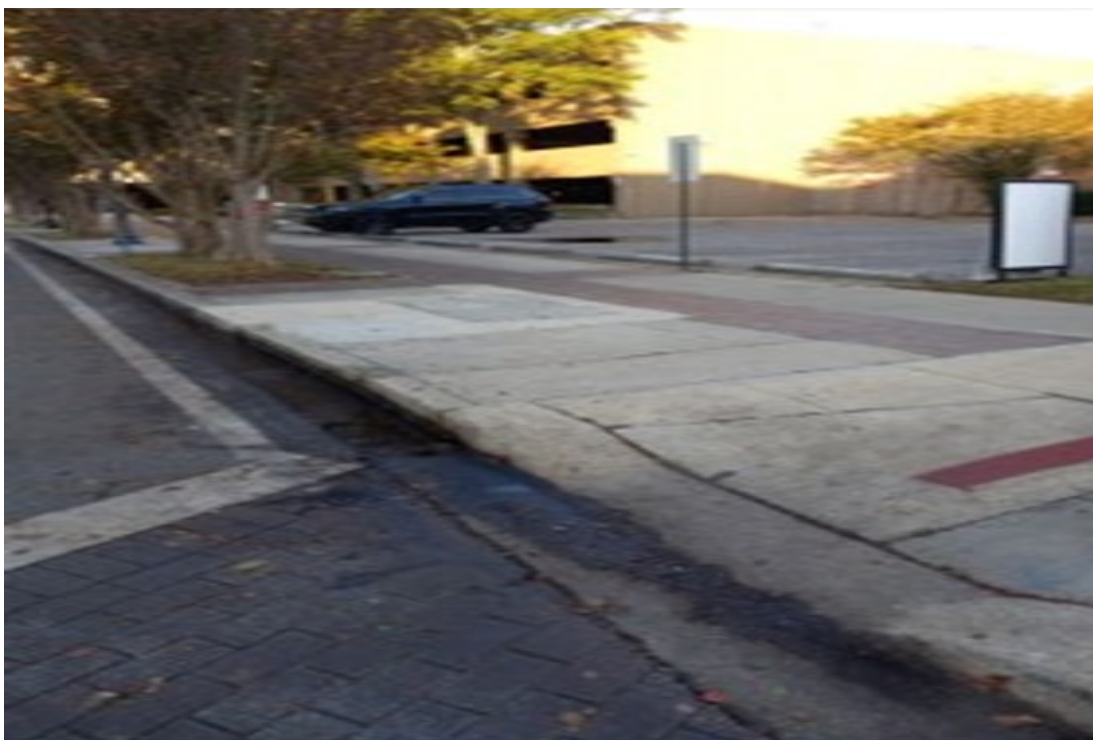


Seville Quarter's

Street Cleaning
Before



After



Don Allen's - Levin Way

Street Cleaning
Before



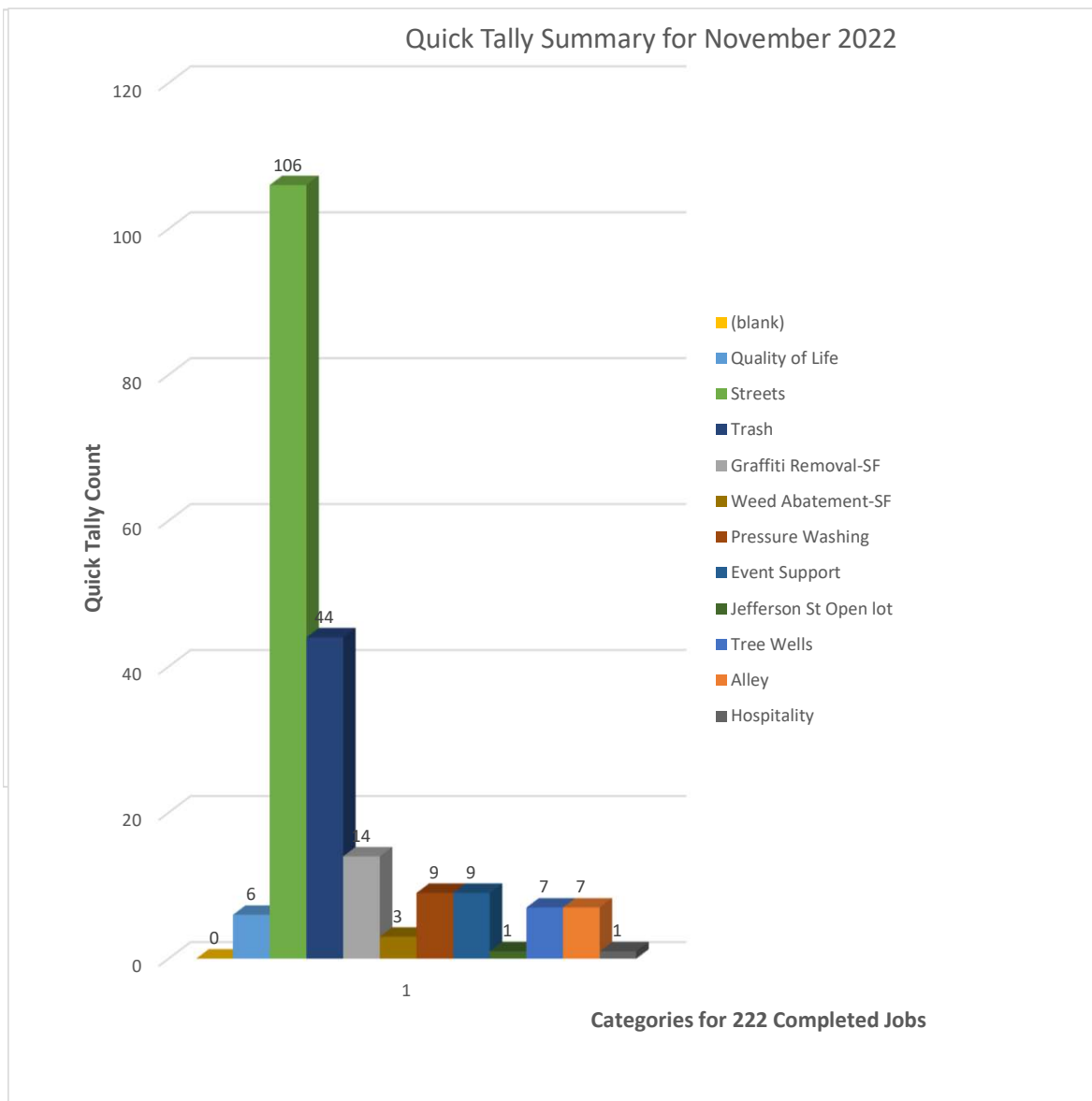
After



Palafox Market at The North Parking Lot

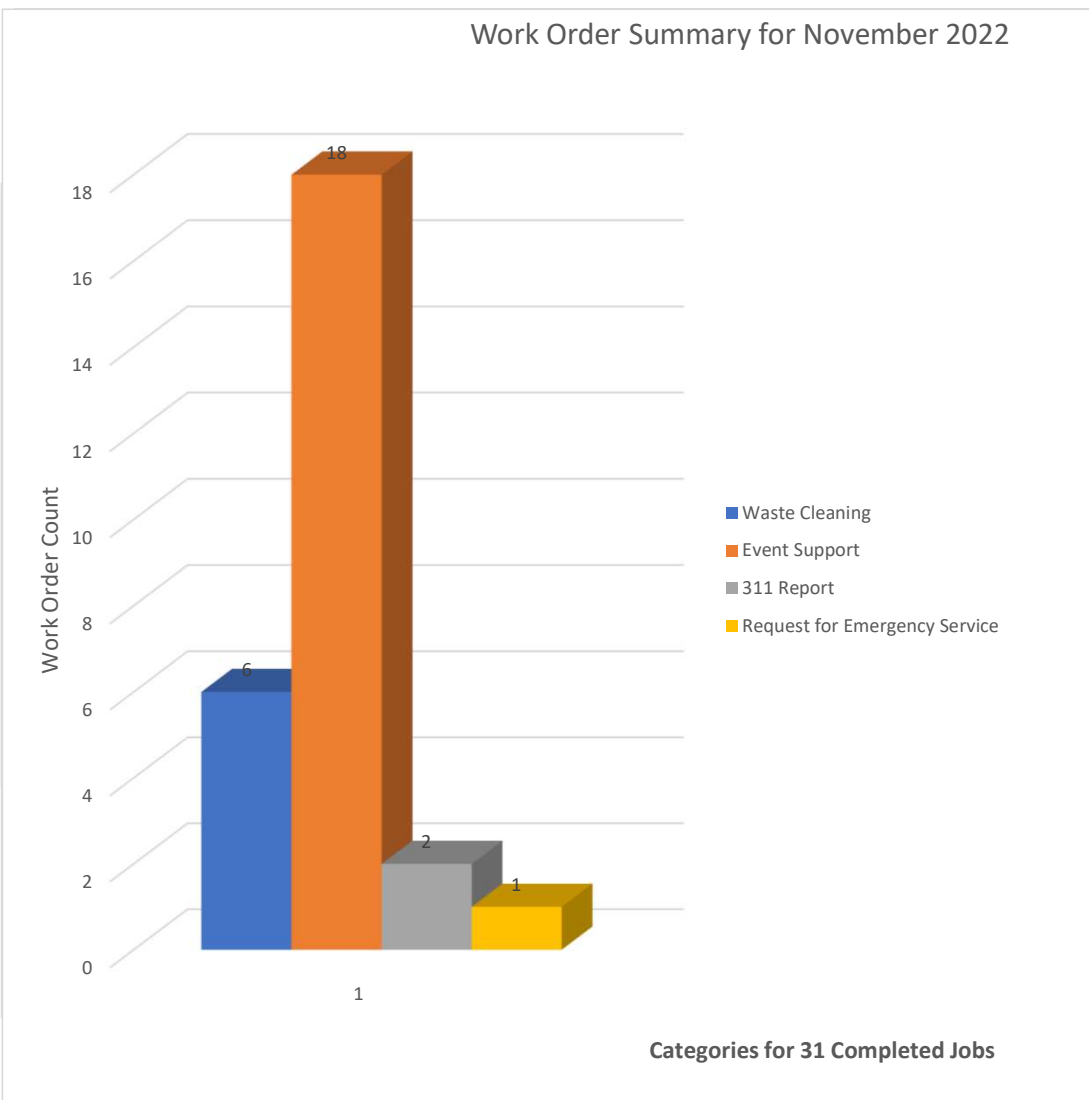
November 2022 Quick Tally Summary

| Categories | Count of Quick Tally Categories |
|---------------------|---------------------------------|
| (blank) | 0 |
| Streets | 169 |
| Trash | 28 |
| Graffiti Removal-SF | 5 |
| Pressure Washing | 4 |
| Event Support | 13 |
| Alley | 2 |
| Hospitality | 1 |
| Grand Total | 222 |



November 2022 Work Order Summary

| Categories | Count of Work Order Categories |
|-------------------------------|--------------------------------|
| Waste Cleaning | 6 |
| Event Support | 18 |
| 311 Report | 2 |
| Request for Emergency Service | 1 |
| Alley | 1 |
| Trash | 3 |
| <hr/> | |
| Grand Total | 31 |



Marketing Highlights Oct-Nov 2022



SUMMARY

PR/MEDIA

- Press release Palafox Market Holiday Edition
- Press release Holiday Haul, Lights
- Press release "All I Want" holiday giveaway
- Online media and community calendars

DIGITAL

- 24 Downtown events created / promoted on website
- Bubble Alley digital ad campaign (ongoing)
- New website banners for lights, "All I Want," Holiday Market, Bubble Alley
- Bubbly at Bubble Alley event
- Halloween Market website blog
- "All I Want" website
- IN News digital ad for "All I Want"

SOCIAL MEDIA

- Daily Instagram and Facebook monitoring and response
- 130 Instagram Stories on @downtownpensacola
- FB/Instagram ad campaign—Bubble Alley
- FB/Instagram ad campaign—"All I Want"

CONTENT/DESIGN

- "All I Want" retail bag stuffer
- Bubbly@Bubble Alley e-vite
- "All I Want" flyers
- "All I Want" coasters
- IN Weekly 1/4 page ad
- "All I Want" sidewalk decals
- Photo shoot: Bubble Alley
- Holiday Market logo
- "All I Want" marquee posters
- "All I Want" social media graphics and video

OTHER

- "All I Want" daily campaign management and promotion
- Marketing strategy meetings
- Foo Foo Festival event wrap up
- Board meeting
- Photos / downtown merchants participating in "All I Want" campaign
- Respond to Google Reviews

WEBSITE OVERVIEW

WEBSITE VISITORS

36.6K Unique Users
1.93K Max. Unique Users/Day

TOP PAGES

Home Page
Events

DEVICE

74% Mobile
23% Desktop
2% Tablet

TOP COUNTRIES

1.US
2.UK
3.Singapore





INSTAGRAM

38,592 FOLLOWERS

43,200

ACCOUNTS REACHED

+71.3% VS LAST TWO MONTHS

6,663

PROFILE VISITS

29,501

TOP SINGLE POST ENGAGEMENT



FACEBOOK

89,590 FOLLOWERS

370,707

ACCOUNTS REACHED

+119.8% VS LAST TWO MONTHS

23,904

PROFILE VISITS

109,574

TOP SINGLE POST ENGAGEMENT

Downtown Pensacola
Published by Caron Sjoberg · November 7 at 5:44 PM ·

🌟 HOLIDAY LIGHTING ON WEDNESDAY AT 5! 🌟

On November 9th, the lights will come on downtown, when Santa, the [Winterfest Pensacola](#) Grinch and others will officially launch the holiday season by lighting up half a million lights downtown at 5pm. From 5-8pm, downtown shops will launch their 6th annual HOLIDAY HAUL event, with shopping deals, holiday drinks, special pop-up vendors and more. Santa and the Grinch will be escorted down Palafox by the Pensacola Fire and Police Department... [See more](#)

See insights and ads

Boost post

1.3K · 381 comments 624 shares

Like · Comment · Share

2,284 NEW FOLLOWERS

SAMPLE CLIPS

MEDIA COVERAGE BY WEAR-TV, WKRG-TV, PNJ, IN NEWS WEEKLY, AARP, SNOWBIRDS GULFCOAST, YAHOO NEWS, SPOTON GULF COAST, DOWNTOWN CROWD, PENSACOLA MAGAZINE, GULF COAST PARENT, PATCH.COM, TAKINGTHEKIDS BLOG, FOX 10, RICK'S BLOG, BELLA, MORE.



Rendering courtesy of Foo Foo Fest

PLEASE JOIN FRIENDS OF DOWNTOWN AND ANGELENA'S FOR A SPECIAL PREVIEW OF PENSACOLA BUBBLE ALLEY!

Bubbly@Bubble Alley

Wednesday, November 2, 2022 at 5:00pm
Intendencia between Jefferson and Tarragona Streets

Halloween Market
All free to attend

Children are encouraged to dress in costume for a special "Halloween Market" edition of Palafox Market Oct. 26. Vendor booths will be decorated offering candy to trick-or-treaters. Kids can get their faces painted, enjoy a special treat for dinner and get a goodie bag. Pumpkinhead and The Grinch!

Upcoming Events

Sunday Brunch at O'Riley's Downtown
Harris Ave. 201 S Palafox Street

WEDNESDAY 11/2/2022 - 5:00pm
Downtown, Harris Ave. 201 S Palafox Street

Holiday Haul giveaway now underway in Downtown Pensacola

by WKRG staff · Thursday, November 10, 2022

PENSACOLA, Fla. — Downtown Pensacola was decorated with holiday lights Wednesday evening — and the holiday haul is now officially underway.

From 5-8 p.m. Wednesday, the shops on Palafox launched their 6th annual Holiday Haul event with shopping deals, holiday drinks, special pop-up vendors and more.

[Click here for more info on the shops participating.](#)

"Your receipts from any downtown shop, restaurant, gallery or bar, when you make at least a \$10 purchase, can be uploaded for the chance to win one of more than \$4,000 worth of DAILY PRIZES from downtown merchants, and a \$1,000 GRAND PRIZE," the city says.

Downtown Pensacola
Sponsored ·

Did you love the Umbrella Sky? ☔ You're going to love Bubble Alley! 🎈 Downtown Pensacola Bubble Alley is taking flight for the 2022 Foo Foo Festival! Come take a selfie under more than 3,000 vinyl "bubbles" on Intendencia Street between Jefferson and Tarragona.

downtownpensacola.com
Downtown Pensacola
The Foo Foo Festival will...

Learn more

Like · Comment · Share

Palafox Market adding Wednesday evenings

by RICK DUTCHER · NOVEMBER 21, 2022 ·

The ever-popular Palafox Market is offering the public something entirely new for the holidays.

For the first time in its 15-year history, the year-round Saturday market will add four successive Wednesday evenings from 4 p.m. to 8 p.m. into the schedule. The Palafox Market Holiday Edition dates are Nov. 30, Dec. 7th, 14th and 21st.

For this special holiday event, the market's traditional three-block North Palafox site between Garden and Wright streets will be scaled down to just one block between Garden and Chase streets.

Palafox Market manager Emily Kopas says more than 50 vendors have signed up for the Wednesday holiday market featuring locally made art, beautifully handcrafted goods and more. Live music will add to the festivities, and the Grinch is scheduled to make a special appearance. Streetlights, holiday lights decorating the trees and lighted vendors will illuminate the market site during the dark evening hours.

"This was an idea that was brought to us by a few Palafox Market vendors who wanted the opportunity to feature specific products geared toward the holidays," says Walker Wilson, executive director of the Downtown Improvement Board. "We see this as an opportunity — just like the regular Palafox Market does on Saturdays — to bring people downtown during the middle of the week to shop the Market, then do some shopping at some of the other retail stores and also grab dinner and drinks later at a downtown restaurant or bar," Wilson adds.

Share: Facebook · Twitter · LinkedIn

ESCAMBIA COUNTY

Holiday season kicks off in downtown Pensacola

by Gaby Lang
Posted: Nov 9, 2022 / 9:20 PM CST
Updated: Nov 9, 2022 / 10:23 PM CST

SHARE

PENSACOLA, Fla. (WKRG) — The holiday season kicked off Wednesday night with a lights festival in downtown Pensacola.

Santa Claus arrived downtown, not in his sleigh, but in a firetruck. He walked down Palafox to greet all the kids during the 6th Annual Holiday Haul which is an event with shopping deals at local businesses and pop-up vendors. Many people went downtown to see half a million holiday lights turned on for the first time.

"I know the second those lights turn on, it gets instantly more magical down here," Samantha Bredelove said. "So between that and all the small businesses and the growth we're seeing in downtown, it's just booming so it's a lot of fun."

Exploring New Frontiers in Tourism Marketing
MARKETING OUTLOOK FORUM
Houston, Texas
February 6-8, 2023
[Register Now](#)

3-DAY FORECAST

| | | |
|-----|-----|-----|
| FRI | SAT | SUN |
| 58° | 62° | 65° |



2022 All I Want Campaign

- New Creative Campaign
- Retail Bag Stuffer
- Website
- Updated Rules and Regulations
- Palafox Marquee Poster
- Sidewalk Decals
- Restaurant Check Insert
- Coasters
- Promo Flyers
- Social Media Graphics
- Facebook and Instagram Ad Campaign
- Public Relations
- Vendor Donations Support
- Tracking and Campaign Management
- Print Ad
- Digital Ad
- Emails

HIGHLIGHTS

To Date,

- More than \$90,000 in downtown receipts uploaded
- 1,970 clicks from social ads
- 86 participating merchants
- 51 donating merchants
- More than \$5,000 in daily prizes from participating merchants
- 26 Daily Prizes given away
- Top Participating Merchants:
Rusted Arrow, Peterbrooke,
O'Riley's, Bodacious Olive,
Indigeaux, The Wine Bar

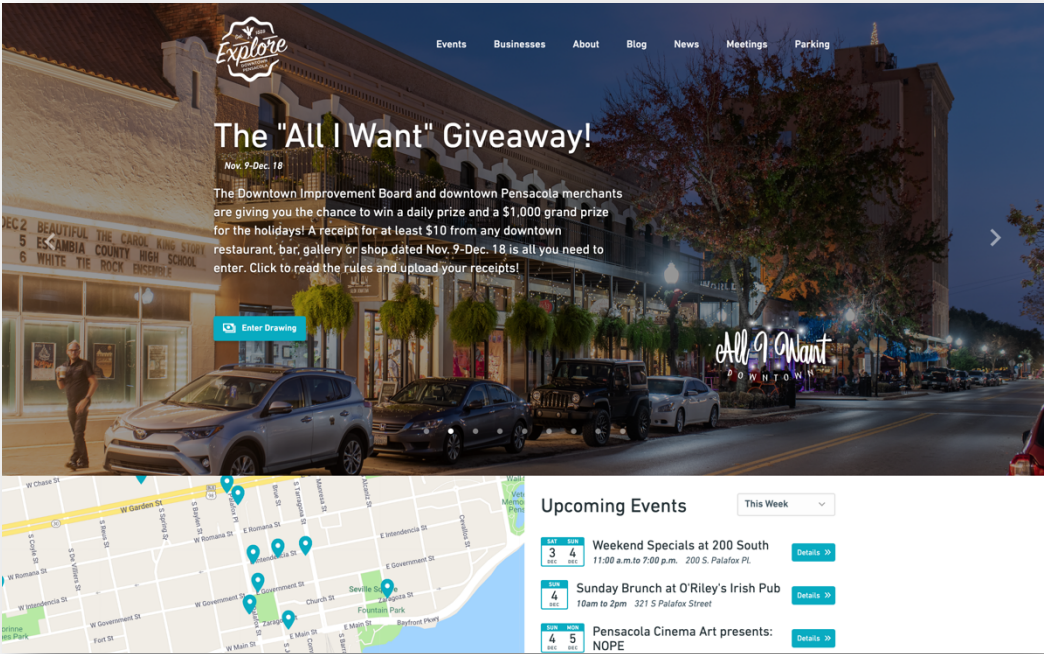
SIDEWALK DECAL



COASTER



HOME PAGE BANNER



All I Want Holiday Giveaway!



**DAILY PRIZES +
\$1,000 GRAND PRIZE**
Shop, Eat, Play Downtown
Then Upload a Photo of
Your Receipts to
[downtownpensacola.com/
AllIWant](http://downtownpensacola.com/AllIWant)

Restrictions Apply. See Full Rules Online.

10

a&e happenings

HOLIDAY EVENTS

WINTERFEST TOURS Downtown Pensacola is again transforming into a winter wonderland. Reserve seats on special themed tours including the Scrooge Tour, Polar Express Tour, Grinch Tour as well as Santa and Grinch photo ops and pre-shows for the public to enjoy. For tour information and reservations, visit pensacolawinterfest.org.

SANTA AT THE LIBRARY Stop by your local library for Santa pictures and fun activities this holiday season.

- Thursday, Dec. 1, 5:30-6:30 p.m.
Century Library, 1991 N. Century Blvd.
- Thursday, Dec. 6, 10:30-11:30 a.m.
Southwest Library, 12248 Gulf Beach Highway
- Thursday, Dec. 6, 5:30-6:30 p.m.
Westside Library, 1901 W. Gregory St.
- Wednesday, Dec. 7, 10:30-11:30 a.m.
Pensacola Library, 239 N. Spring St.
- Thursday, Dec. 8, 10:30-11:30 a.m.
Troy Library, 1201 Langley Ave.
- Thursday, Dec. 8, 5:30-6:30 p.m.
Molino Library, 6450-A Highway 95A
- Saturday, Dec. 10, 1:30-2:30 p.m.
Bellevue Library, 6425 Mobile Highway
- Thursday, Dec. 11, 10:30-11:30 a.m.
Bellevue Library, 6425 Mobile Highway
- Thursday, Dec. 11, 3-4 p.m.
Troy Library, 1201 Langley Ave.
- Thursday, Dec. 15, 4:30-5:30 p.m.
Southwest Library, 12248 Gulf Beach Highway
- Saturday, Dec. 17, 10:30-11:30 a.m.
Pensacola Library, 239 N. Spring St.
- Wednesday, Dec. 21, 10:30-11:30 a.m.
Molino Library, 6450-A Highway 95A

PALATOF MARKET WEDNESDAY NIGHT HOLIDAY EDITIONS Palatof Market will host four new Wednesday night market dates to celebrate the holiday season. Dates are Dec. 7, Dec. 14 and Dec. 21. Palatof Market will host 50-plus vendors from 4 a.m. to 2 p.m. Browsers interested in setting up as a vendor can email emilij@palatofmarket.com.

ASCENSION SACRED HEART CHRISTMAS TREE LIGHTING Ascension Sacred Heart Peninsular will host its annual Christmas tree-lighting ceremony at the front of the hospital's campus on Thursday, Dec. 1, from 5-7 p.m. Parking for the event is available in the North Avenue Parking Garage. Guests are invited to gather in the courtyard next to the hospital's conference center, 5151 N. Ninth Ave.

The tree-lighting is an event going back decades and will feature a young patient from the St. Mary's Children's Hospital at Ascension Sacred Heart setting the 50-foot tree aglow for the holidays. Activities include photos with Santa Claus, arts and crafts, cookies, hot chocolate and a choir providing sounds of the season. The event is free to the public.

WREATH WORKSHOP AT SELEVEN PALATOF Spruce up your door this season with a fresh holiday wreath decorated and designed by you. Class is 5 p.m., Thursday, Dec. 1,

at 515 N. Palafox. Class is \$85. For tickets, visit bodacioushops.com.

WREATHS OF JOY Enjoy a sweet soiree with fine foods, seasonal spirits and an auction of wreaths for every season. Performances from Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus complete the evening. Event is at 6 p.m., Thursday, Dec. 1, at Pensacola Bay Center, 201 E. Gregory St. Tickets are \$350-\$350. Visit wreathsofjoy.org for tickets and details.

KITCHEN WORKSHOP: GINGERBREAD HOUSE BAKING, BUILDING & DECORATING This adult-only class offers an advanced gingerbread making class. The two-part class is \$60 per adult. Part one is Friday, Dec. 2, from 6-8 p.m., and part two is Saturday, Dec. 3, from 10 a.m.-noon at 4055 Barrancas Ave. Visit facebook.com/pensacolacooks for details.

HOT GLASS COLD BREW WINTER WONDERLAND EDITION The December Hot Glass Cold Brew will be Friday, Dec. 2, starting at 5 p.m., at First City Art Center, 1050 N. Guillemand St. This month's theme is Winter Wonderland, with limited handcrafted cups, craft beer, food trucks and glass-blowing and ceramic demonstrations. Tickets are \$35-\$35. Visit firstcityart.org for details.

THE GREAT AMERICAN TRAILER PARK MUSICAL The UWF Department of Theatre presents "The Great American Trailer Park Christmas Musical" with music and lyrics by David Nichols and book by Betty Kello. Performances will be held Dec. 2-4 and Dec. 9-11, with shows at 7:30 p.m. on Friday and Saturday and 2:30 p.m. on Sunday. Performances will take place in the Mainstage Theatre of the CFPB, Bldg. 8a, at 1000 University Parkway. Tickets can be purchased at the CFPB Box Office, Bldg. 8a, by calling (850) 857-6285 or online at uwf.edu/tickets.

FAMILY FUN CLASS—46TH ANNUAL GINGERBREAD DECORATING & BAKING CLASS This two-day class is for one adult and one child. Times are 1-3 p.m., Saturday, Dec. 3, at the Pensacola Library, 239 N. Spring St. Be sure to visit the card-making station and gift wrapping station to wrap up your special homemade gifts before you leave. Available while supplies last.

MAKE A GIFT DAY AT PENSACOLA LIBRARY Make someone special in your life an extra special present or three at 1 p.m., Saturday, Dec. 3, at the Pensacola Library, 239 N. Spring St. Be sure to visit the card-making station and gift wrapping station to wrap up your special homemade gifts before you leave. Available while supplies last.

ST. MARY'S WINTER ARTS AND CRAFTS FAIR The St. Mary's Episcopal Church Winter Arts and Crafts Fair is Friday, Dec. 2, and Saturday, Dec. 3, at 6449 Oak Street, Milton. Hours are Friday, noon-6 p.m., and Saturday, 9 a.m.-2:30 p.m. Vendors will be selling handmade crafts, custom jewelry, artwork, woodcrafts, candles and other creative handmade. Visit the event to shop local for one-of-a-kind treasures and for homemade turkey gummies, baked goods and grilled hamburgers. Contact the church at (850) 623-2905 or email stmarysmiltonflorida@gmail.com for more information.

SMORES WITH SANTA American Legion Post 78, located at 6045 Spikes Way in Milton, will host its first-ever S'mores with Santa event Friday, Dec. 2, from 5:30-8 p.m., and will feature hayrides and s'mores by the campfire. Warm beverages such as hot chocolate and apple cider will also be available.

CHRISTMAS MESSIAH The Choral Society of Pensacola presents "Christmas Messiah" on Friday, Dec. 2, at 7:30 p.m., and Saturday, Dec. 3, at noon, at Cathedral of the Sacred Heart, 1212 E. Monroes St. Tickets are \$5-\$20. Visit choralsocietyofpensacola.org for more information.

CHRISTMAS CARAVAN ARTS & CRAFTS SHOW Find unique gifts among 45-plus unique vendors. Crafts show is 9 a.m.-3 p.m., Friday, Dec. 2, at 3200 N. 14th Ave. Visit scen.org/caravan2022.html for details.

WINTER ARTS AND CRAFTS FAIR The annual Winter Arts and Crafts Fair at St. Mary's Episcopal Church, located at 6842 Oak St., is Friday, Dec. 2-Saturday, Dec. 3, from 9 a.m.-2 p.m. Browse one-of-a-kind art, custom jewelry, woodcrafts, candles and other creative handmade. Homemade turkey gummies, as well as baked and canned goods will be available for purchase from the Episcopal Church Women.

RETAIL BAG STUFFER

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

1. SHOP, EAT, PLAY DOWNTOWN NOV. 9-DEC. 18

2. TAKE A PICTURE OF YOUR RECEIPTS

3. UPLOAD TO DOWNTOWNPENSACOLA.COM/ALLIWANT

Read full rules at: downtownpensacola.com/AllIWant

WEBSITE

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

1. SHOP, EAT, PLAY DOWNTOWN NOV. 9-DEC. 18

2. SNAP A PHONE PICTURE OF YOUR RECEIPTS

3. UPLOAD TO DOWNTOWNPENSACOLA.COM/ALLIWANT

BROUGHT TO YOU BY DOWNTOWN MERCHANTS & THE DIB

The "All I Want" Downtown Giveaway!

The Downtown Improvement Board and downtown merchants are giving you the opportunity to WIN daily prizes plus a \$1,000 gift card! All you have to do is upload your receipts from any downtown shop, restaurant, bar or gallery dated between November 9-December 18, 2022. For every \$10 you spend, you'll get one entry! By participating, you agree to be bound by the Official Rules ("Rules") below. Void where prohibited.

How to Enter:

1. Shop Downtown Between 11/9/22-12/18/22.
2. Upload Receipts Below.
3. You're Entered to Win*

*One entry for every \$10 you spend.

Full Name

FLYER

DAILY DRAWINGS
\$1,000 GRAND PRIZE!

1. SHOP, EAT, PLAY DOWNTOWN 11/9-12/18

2. TAKE A PICTURE OF YOUR RECEIPTS

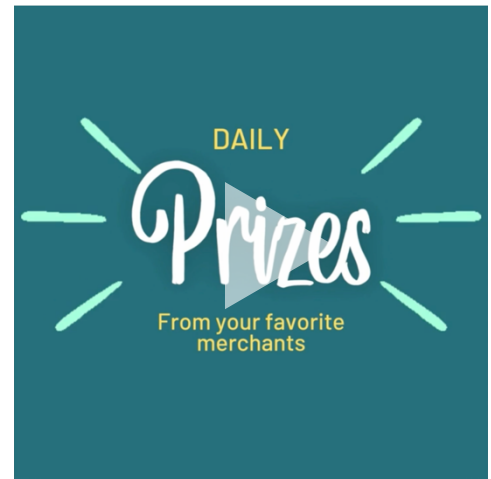
3. UPLOAD TO DOWNTOWNPENSACOLA.COM/ALLIWANT

NO PURCHASE NECESSARY. RESTRICTIONS APPLY. SEE WEBSITE FOR DETAILS.

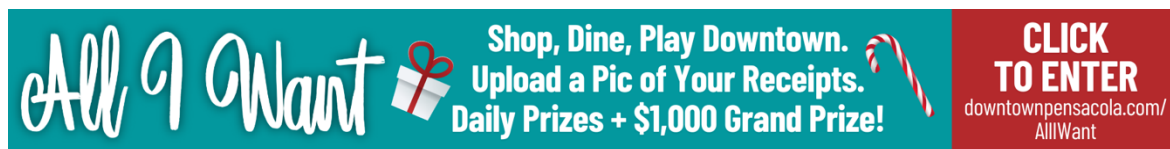
POSTER



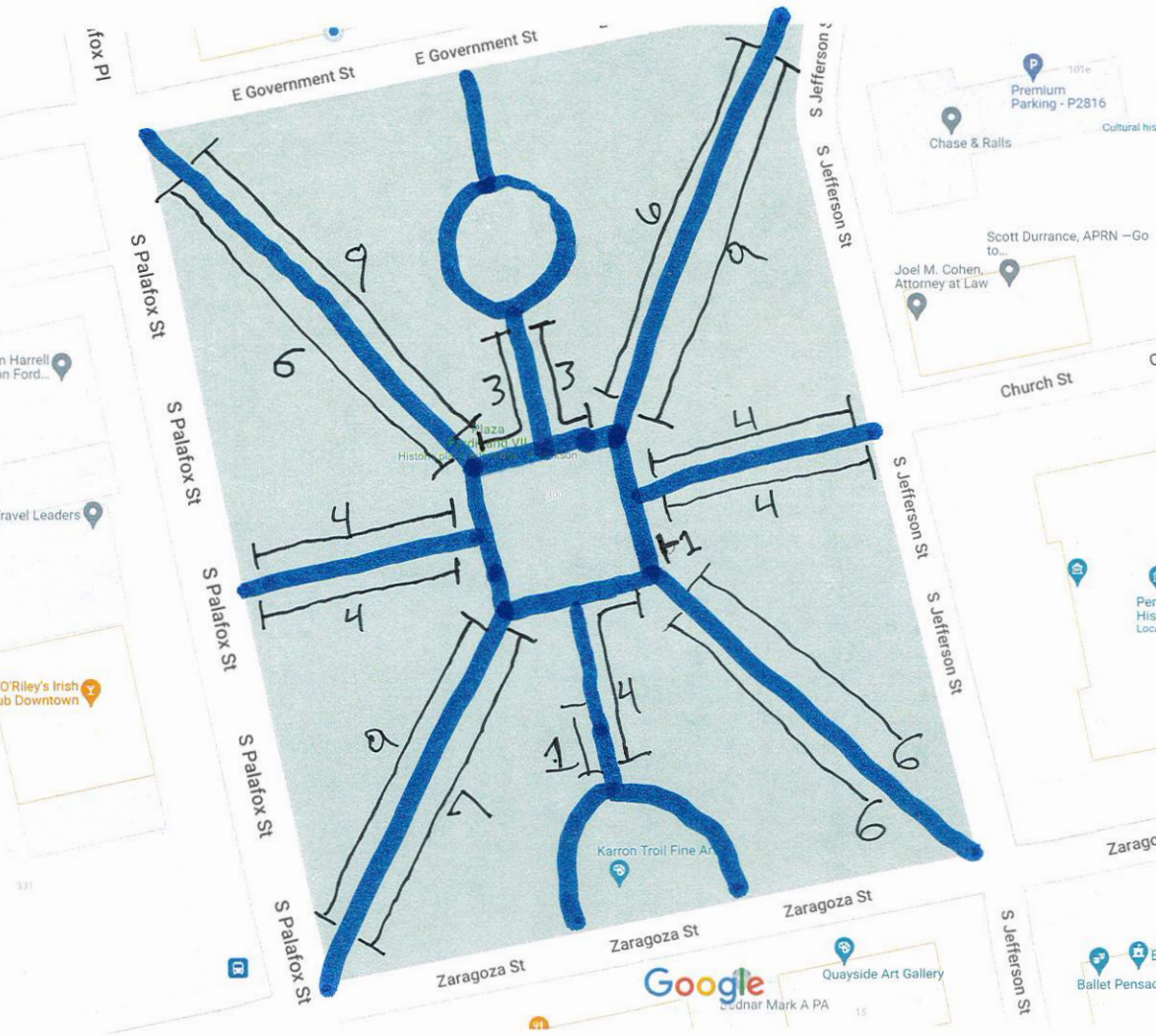
VIDEO AD



FACEBOOK / INSTAGRAM AD



DIGITAL AD



DRAFT

DOWNTOWN IMPROVEMENT BOARD

A COMPONENT UNIT OF THE CITY OF PENSACOLA

FINANCIAL STATEMENTS

SEPTEMBER 30, 2022

DRAFT

DOWNTOWN IMPROVEMENT BOARD
TABLE OF CONTENTS
SEPTEMBER 30, 2022

| | |
|---|----------|
| INDEPENDENT AUDITORS' REPORT | 1 |
| MANAGEMENT'S DISCUSSION AND ANALYSIS | 3 |
| BASIC FINANCIAL STATEMENTS | |
| <i>Government-wide Financial Statements</i> | |
| Statement of Net Position | 6 |
| Statement of Activities | 7 |
| <i>Fund Financial Statements</i> | |
| Balance Sheet – General Fund | 8 |
| Reconciliation of the General Fund Balance Sheet to the Statement of Net Position | 9 |
| Statement of Revenues, Expenditures and Changes in Fund Balance – General Fund | 10 |
| Reconciliation of the Statement of Revenues, Expenditures and Changes in Fund Balance of the General Fund to the Statement of Activities | 11 |
| Notes to the Financial Statements | 12 |
| REQUIRED SUPPLEMENTARY INFORMATION | |
| Schedule of Revenues, Expenditures and Changes in Fund Balance – Budget to Actual -- General Fund | 17 |
| Note to the Required Supplementary Information | 18 |
| COMPLIANCE SECTION | |
| Independent Auditors' Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with Government Auditing Standards | 19 |
| Independent Accountants' Report on an Examination of Compliance Requirements in Accordance with Chapter 10.550, Rules of The Auditor General | 21 |
| Schedule of Findings and Responses | 22 |
| Management Letter | 23 |

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Downtown Improvement Board

Opinions

We have audited the accompanying financial statements of the governmental activities and the general fund as of and for the year ended September 30, 2022, and the related notes to the financial statements, which collectively comprise the Pensacola Downtown Improvement Board, a component unit of the City of Pensacola (the "Board") basic financial statements as listed in the table of contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and the general fund of the Board as of September 30, 2022, and the respective changes in financial position and for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Board, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for 12 months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinions. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

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In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings and certain internal control-related matters that we identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and budgetary comparison information be presented to supplement the basic financial statements. Such information is the responsibility of management and although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated December 13, 2022 on our consideration of the Board's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Board's internal control over financial reporting and compliance.

Pensacola, Florida
December 13, 2022

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DOWNTOWN IMPROVEMENT BOARD MANAGEMENT'S DISCUSSION AND ANALYSIS SEPTEMBER 30, 2022

General Information

The Pensacola Downtown Improvement Board (Board) was created in 1972 by action of the State of Florida. It is governed by the Florida Statutes and follows the accounting standards promulgated by the Governmental Accounting Standards Board. Most of the revenues received by the Board emanate from an additional tax levy on properties within the boundaries initially established by the governing body of the City of Pensacola. Prior to fiscal year 2021, the Board was responsible for parking management within the District, however, these operations were transferred to the City of Pensacola effective October 1, 2020. A five-member board of directors appointed by the Mayor and confirmed by the Pensacola City Council governs the Board.

Overview of the Financial Statements

This discussion and analysis is intended to serve as an introduction to the Board's financial statements. Please read the information presented here in conjunction with the financial statements and notes to the financial statements that follow this section.

The Statement of Net Position presents information on all of the Board's assets and liabilities, with reported net position being the amount assets exceed liabilities. This statement combines and consolidates the governmental fund's current financial resources (short-term spendable resources) with capital assets and long-term obligations. Over time, increases or decreases in net position may serve as a useful indicator of the financial position of the Board.

The Statement of Activities presents information showing how the Board's net position changed during the most recent fiscal year. All changes in net position are reported as soon as the underlying event giving rise to the change occurs, regardless of the timing of related cash flows. Thus, revenues and expenses are reported in this statement for some items that will only result in cash flow in future fiscal periods.

The notes to the financial statements provided additional information that is essential to a full understanding of the data provided in the financial statements.

Capital Assets and Long-Term Debt

The Board's investments in capital assets as of September 30, 2022, amounts to approximately \$118,000 (net of accumulated depreciation). This investment in capital assets includes improvements and equipment. Additional information on the capital assets of the Board can be found in Note 3 of this report.

At the end of the current fiscal year, the Board did not have any outstanding debt.

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DOWNTOWN IMPROVEMENT BOARD MANAGEMENT'S DISCUSSION AND ANALYSIS – CONTINUED SEPTEMBER 30, 2022

Financial Analysis

The following condensed information comes from the financial statements of the last two years:

| | Governmental Activities | | Business-Type Activities | | Total | |
|--------------------------|-------------------------|------------|--------------------------|--------------|------------|--------------|
| | 2022 | 2021 | 2022 | 2021 | 2022 | 2021 |
| Assets | | | | | | |
| Current and other assets | \$ 378,437 | \$ 358,207 | \$ - | \$ - | \$ 378,437 | \$ 358,207 |
| Capital assets | 118,111 | 128,621 | - | - | 118,111 | 128,621 |
| Total assets | 496,548 | 486,828 | - | - | 496,548 | 486,828 |
| Liabilities | | | | | | |
| Other liabilities | 45,002 | 35,450 | - | - | 45,002 | 35,450 |
| Long-term liabilities | 1,360 | 3,212 | - | - | 1,360 | 3,212 |
| Total liabilities | 46,362 | 38,662 | - | - | 46,362 | 38,662 |
| Net Position | | | | | | |
| Net investment | | | | | | |
| in capital assets | 118,111 | 128,621 | - | - | 118,111 | 128,621 |
| Unrestricted | 332,075 | 319,545 | - | - | 332,075 | 319,545 |
| Total net position | \$ 450,186 | \$ 448,166 | \$ - | \$ - | \$ 450,186 | \$ 448,166 |
| Revenues | | | | | | |
| Charges for services | \$ 275,807 | \$ 225,877 | \$ - | \$ - | \$ 275,807 | \$ 225,877 |
| Operating grants | 357,534 | 326,479 | - | - | 357,534 | 326,479 |
| Other | 743 | 1,781 | - | - | 743 | 1,781 |
| Ad valorem taxes | 634,077 | 597,998 | - | - | 634,077 | 597,998 |
| Total revenues | 1,268,161 | 1,152,135 | - | - | 1,268,161 | 1,152,135 |
| Expenses | | | | | | |
| General government | 1,266,141 | 1,074,458 | - | - | 1,266,141 | 1,074,458 |
| Parking management | - | - | - | - | - | - |
| Total expenses | 1,266,141 | 1,074,458 | - | - | 1,266,141 | 1,074,458 |
| Special Item | - | - | - | (740,078) | - | (740,078) |
| Change in net position | \$ 2,020 | \$ 77,677 | \$ - | \$ (740,078) | \$ 2,020 | \$ (662,401) |

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DOWNTOWN IMPROVEMENT BOARD MANAGEMENT'S DISCUSSION AND ANALYSIS – CONTINUED SEPTEMBER 30, 2022

Financial Analysis – Continued

General fund revenues experienced an approximately \$116,000 increase in revenues due to the increased ad valorem taxes received on new construction in the Downtown area, as well as additional program revenues for the increase in vendors and fees at Palafox Market and other program services. General fund expenditures increased approximately \$192,000 due budgeted increases in support for arts and culture events in Downtown area after the return to normal operations post the COVID-19 pandemic as well as the contribution to the City of Pensacola to support the design and construction of two public restrooms in the Martin Luther King Jr. Plaza

The Parking Fund was closed in fiscal year 2021. The only financial transaction within the Parking Fund was the recognition of the transfer of net assets and liabilities to the City of Pensacola for the City taking over the parking management services. This fund ceased operations effective October 1, 2020.

Budgetary Highlights

The Board's budget for the year ended September 30, 2022, reflects the continuing advancement of strategies intended to further enhance the prospects for the elimination of blight, capital and business attraction, retention and expansion within Downtown Pensacola. Significant expenditures were incurred to advance the mission of the Board and the many efforts to attract more tourists and non-resident visitors to the downtown area. Overall, the General Fund expenditures were under budgeted expectation by approximately \$58,000.

Economic Forecast

Pre-COVID 19 pandemic retail occupancy was at its highest level in over a decade and still shows signs of strength with new shops and restaurants continuing to open with a sense of caution during the pandemic. Tourism was increasing at a rapid pace, helping fuel the growth in retail, hospitality and entertainment venues. Many of the indicators for economic growth appear to be in place downtown, which should result in slightly increased real estate values.

Request for Information

This financial report is designed to provide a general overview of the Board's finances for interested parties. Questions concerning any of the information provided in this report or requests for additional information should be addressed to:

Walker Wilson, Executive Director
Downtown Improvement Board
226 South Palafox Place, Suite 106
Pensacola, Florida 32502

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BASIC FINANCIAL STATEMENTS

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DOWNTOWN IMPROVEMENT BOARD
 STATEMENT OF NET POSITION
 SEPTEMBER 30, 2022

| | Governmental Activities |
|--|------------------------------------|
| ASSETS | |
| Current assets | |
| Cash | \$ 363,811 |
| Accounts receivable | 1,713 |
| Prepaid items | 12,913 |
| Total current assets | 378,437 |
| Noncurrent assets | |
| Depreciable capital assets, net of depreciation | 118,111 |
| TOTAL ASSETS | 496,548 |
| LIABILITIES | |
| Current liabilities | |
| Accounts payable | 25,002 |
| Unearned revenues | 5,000 |
| Due to City of Pensacola | 15,000 |
| Total current liabilities | 45,002 |
| Noncurrent liabilities | |
| Compensated absences | 1,360 |
| TOTAL LIABILITIES | 46,362 |
| NET POSITION | |
| Net investment in capital assets | 118,111 |
| Unrestricted | 332,075 |
| TOTAL NET POSITION | \$ 450,186 |

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD STATEMENT OF ACTIVITIES FOR THE YEAR ENDED SEPTEMBER 30, 2022

| Function/ Program | Expenses | Program Revenues | | Net (Expense) Revenue and Changes In Net Position |
|--|---------------------|-------------------------|--|--|
| | | Charges for Services | Operating Grants and Contributions | Governmental Activities |
| Governmental Activities | | | | |
| General government | \$ 1,266,141 | \$ 275,807 | \$ 357,534 | \$ (632,800) |
| Total | <u>\$ 1,266,141</u> | <u>\$ 275,807</u> | <u>\$ 357,534</u> | (632,800) |
| General Revenues | | | | |
| Ad valorem taxes | | | | 634,077 |
| Other | | | | <u>743</u> |
| Total general revenues and transfers | | | | <u>634,820</u> |
| Changes in net position | | | | 2,020 |
| Net position, beginning of year | | | | <u>448,166</u> |
| Net position, end of year | | | | <u>\$ 450,186</u> |

See notes to the financial statements.

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**DOWNTOWN IMPROVEMENT BOARD
BALANCE SHEET – GENERAL FUND
SEPTEMBER 30, 2022**

ASSETS

CURRENT ASSETS

| | |
|---------------------|---------------|
| Cash | \$ 363,811 |
| Accounts receivable | 1,713 |
| Prepaid items | <u>12,913</u> |

TOTAL ASSETS

\$ 378,437

LIABILITIES AND FUND BALANCE

CURRENT LIABILITIES

| | |
|---------------------------------------|--------------|
| Accounts payable and accrued expenses | \$ 25,002 |
| Due to City of Pensacola | 15,000 |
| Unearned revenues | <u>5,000</u> |

TOTAL LIABILITIES

45,002

FUND BALANCE

| | |
|--------------|----------------|
| Nonspendable | 12,913 |
| Unassigned | <u>320,522</u> |

Total fund balance

333,435

TOTAL LIABILITIES AND FUND BALANCE

\$ 378,437

See notes to the financial statements.

DRAFT

**DOWNTOWN IMPROVEMENT BOARD
RECONCILIATION OF THE GENERAL FUND BALANCE SHEET
TO THE STATEMENT OF NET POSITION
SEPTEMBER 30, 2022**

| | |
|--|-------------------|
| TOTAL FUND BALANCE - GENERAL FUND | \$ 333,435 |
|--|-------------------|

Amounts reported for governmental activities in the statement of net position are different because:

| | |
|--|----------------|
| Capital assets, net of accumulated depreciation, used in governmental activities, are not financial resources and therefore, are not reported in the General Fund. | 118,111 |
| The liability for compensated absence is not expected to be paid using expendable available resources and therefore, is not reported as a liability in the General Fund. | <u>(1,360)</u> |

| | |
|---|--------------------------|
| TOTAL NET POSITION FOR GOVERNMENTAL ACTIVITIES - STATEMENT OF NET POSITION | <u>\$ 450,186</u> |
|---|--------------------------|

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE – GENERAL FUND FOR THE YEAR ENDED SEPTEMBER 30, 2022

REVENUES

| | |
|----------------------|------------|
| Ad valorem taxes | \$ 634,077 |
| Operating grant | 357,534 |
| Charges for services | 275,807 |
| Other | 743 |

| | |
|----------------|-----------|
| Total revenues | 1,268,161 |
|----------------|-----------|

EXPENDITURES

| | |
|--------------------|-----------|
| General government | 1,257,483 |
|--------------------|-----------|

| | |
|--------------------|-----------|
| Total expenditures | 1,257,483 |
|--------------------|-----------|

| | |
|-----------------------------------|--------|
| NET CHANGE IN FUND BALANCE | 10,678 |
|-----------------------------------|--------|

| | |
|--|---------|
| FUND BALANCE, BEGINNING OF YEAR | 322,757 |
|--|---------|

| | |
|----------------------------------|------------|
| FUND BALANCE, END OF YEAR | \$ 333,435 |
|----------------------------------|------------|

See notes to the financial statements.

DRAFT

**DOWNTOWN IMPROVEMENT BOARD
RECONCILIATION OF THE STATEMENT OF REVENUES, EXPENDITURES AND
CHANGES IN FUND BALANCE OF THE GENERAL FUND TO THE
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 30, 2022**

NET CHANGES IN FUND BALANCE - GENERAL FUND \$ 10,678

Amounts reported for governmental activities in the statement of activities are different because:

Capital outlays are reported in the general fund as expenditures. However in the statement of activities, the cost of those assets is depreciated over their estimated useful lives.

Less current year depreciation (10,510)

In the statement of activities, the cost of compensated absences is measured by the amounts earned during the year, while in the General Fund, expenditures are recognized based on the amount paid. This is the amount by which compensated absences earned exceeds the amount paid in the current year.

1,852

**CHANGES IN NET POSITION FOR GOVERNMENTAL
ACTIVITIES - STATEMENT OF ACTIVITIES**

\$ 2,020

See notes to the financial statements.

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DOWNTOWN IMPROVEMENT BOARD NOTES TO THE FINANCIAL STATEMENTS SEPTEMBER 30, 2022

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF ORGANIZATION

The financial statements of the Board have been prepared in accordance with generally accepted accounting principles (GAAP) as applied to local governments. The Governmental Accounting Standards Board (GASB) is the standard-setting body for governmental accounting and financial reporting. The significant accounting and reporting policies and practices used by the Board are described below.

Defining the Report Entity

The Downtown Improvement Board (the Board) was created in April 1972 by Chapter 72-655, Laws of Florida, for the purpose of physically, economically and socially revitalizing Downtown Pensacola. It has been constituted as a public body and an agency of the City of Pensacola (the City), as a dependent special district. The Mayor of the City appoints, and the City Council approves the five-member Board. In addition, the City Council approves the budget for the Board, including the proposed millage rate. Accordingly, this entity meets the criteria of a component unit and will be included in the financial statements of the City.

In July 2017, the Downtown Pensacola Alliance, Inc. (Alliance) was created by the Board to provide leadership, planning and promotion of Downtown Pensacola. The five members of the Alliance's Board of Directors are comprised of the Board's Board of Directors; therefore, the Board can influence significant control over the Alliance. Currently, the Board has operational responsibility for the Alliance.

Although this entity meets the criteria of a blended component unit, there was no financial activity in the current year and no balances are included in these financial statements.

Measurement Focus, Basis of Accounting and Financial Statement Presentation

The Board's basic financial statements include both government-wide (based on the Board as a whole) and fund financial statements.

The government-wide statements report revenues and expenses using the economic resources measurement focus and the accrual basis of accounting, as do the proprietary fund financial statements. Revenues are recorded when earned, and expenses are recorded when a liability is incurred, regardless of the timing of related cash flows. Ad valorem tax revenues are recognized in the year for which they are levied, while grants are recognized when grantor eligibility requirements are met, and contribution revenue is recognized when a donor makes an unconditional promise to give. Program revenues are those directly associated with functions, such as charges for services and grants and contributions. The net cost by function is normally covered by general revenue (ad valorem taxes, interest income, etc.). The Board does not allocate indirect costs.

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DOWNTOWN IMPROVEMENT BOARD
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF ORGANIZATION – CONTINUED

Measurement Focus, Basis of Accounting and Financial Statement Presentation – Continued

Governmental fund financial statements report revenues and expenses using the current financial resources measurement focus and the modified accrual basis of accounting. Revenues are recognized when they are both measurable and available. Available means collectible within the current period or soon enough thereafter to pay current liabilities. The Board considers revenues to be available if they are collected within 60 days of the end of the fiscal year. Expenditures are recorded when the related fund liability is incurred.

Major revenue sources susceptible to accrual include ad valorem taxes. In general, other revenues are recognized when cash is received.

Major Fund Types

The Board reports the following major governmental fund:

General Fund: The General Fund is the primary operating fund of the Board. The General Fund includes assessments for downtown development and promotional programs.

Cash and Cash Equivalents

The Board defines cash and cash equivalents as cash held at depositories and cash on hand for operating purposes and those investments, which are short term and highly liquid. Generally, those investments have original maturities of three months or less. There were no cash equivalents at September 30, 2022.

Accounts Receivable

All receivables are reported at their gross value and where appropriate, are reduced by the estimated portion that is expected to be uncollectible. Bad debts in the General Fund are recorded by the direct write-off method.

Prepaid Items

Payments made to vendors for services that will benefit periods beyond September 30, 2022, are recorded as prepaid items in both the government-wide and General Fund financial statements. The Board accounts for insurance premiums using the consumption method resulting in a prepaid insurance asset in the General Fund.

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DOWNTOWN IMPROVEMENT BOARD
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF ORGANIZATION – CONTINUED

Capital Assets

The Board's capital assets with useful lives of more than one year are stated at historical cost and reported in the government-wide financial statements. These assets are capitalized beginning with cost of \$300 or more. Donated assets are stated at estimated acquisition value on the date donated. The costs of normal maintenance and repairs that do not add to the asset value or materially extend useful lives are not capitalized. When capital assets are disposed, the cost and applicable accumulated depreciation are removed from the respective accounts, and the resulting gain or loss is recorded in operations. Depreciation on all assets is provided on the straight-line basis over the following estimated useful lives:

| | |
|------------------------|------------|
| Improvements | 39 years |
| Equipment | 5-10 years |
| Furniture and fixtures | 5 years |

Unearned Revenue

Unearned revenue represents amounts collected before revenue recognition criteria have been met.

Compensated Absences

Employees may accumulate earned, but unused leave benefits up to 240 hours, which can be paid to employees upon separation from service. Unpaid compensated absences are recorded as a liability, when the benefits are earned, in both the governmental-wide financial statements and proprietary fund financial statements. The General Fund records compensated absences only when payments are made to employees.

Fund Balances

GASB 54, *Fund Balance Reporting and Governmental Fund Type Definitions* establishes categories for reporting fund balance classifications based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in the governmental funds. Consequently, in the General Fund financial statements, fund balances are classified as follows:

Nonspendable – Amounts that cannot be spent either because they are in a nonspendable form or because they are legally or contractually required to be maintained intact. Nonspendable amounts consist of prepaid expenses at year end.

Restricted – Amounts that can only be spent for specific purposes because of the City Charter, the City Code, state or federal laws or externally imposed conditions by grantors or creditors.

Committed – Amounts that can only be spent for specific purposes determined by a formal action by the Board.

Assigned – Amounts that are designated by the Board for a particular purpose, but are not spendable until a budget ordinance is passed or there is a majority vote approval (for capital projects or debt service) by the Board.

Unassigned – All amounts not included in other classifications.

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**DOWNTOWN IMPROVEMENT BOARD
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022**

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF ORGANIZATION – CONTINUED

Net Position

The government-wide financial statements utilize a net position presentation. Net position is categorized as net investment in capital assets, restricted and unrestricted.

Net investment in capital assets is intended to reflect the portion of the net position which is associated with capital assets less outstanding capital assets related debt.

Restricted Net Position are assets (generated from revenues and debt proceeds), which are not accessible for general use because of third-party (statutory, debt covenant or granting agency) limitations.

Unrestricted Net Position represents all other net position.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

2. CASH

At September 30, 2022, the banks reported deposits of approximately \$381,000, all of which were held by financial institutions designated as a “qualified public depository” by the State Treasurer. All deposits were fully insured through a combination of federal depository insurance and participation of the financial institution in the multiple financial institution collateral pool as specified in Chapter 280, Florida Statutes. Accordingly, risk of loss due to bank failure is not significant.

3. CAPITAL ASSETS

A schedule of the capital asset activity for the year ended September 30, 2022, is as follows:

| | <u>2021</u> | <u>Additions</u> | <u>Deletions</u> | <u>2022</u> |
|-----------------------------------|-------------------|--------------------|------------------|-------------------|
| GOVERNMENTAL ACTIVITIES | | | | |
| Furniture, fixtures and equipment | \$ 173,762 | \$ - | \$ - | \$ 173,762 |
| Leasehold improvements | 72,745 | - | - | 72,745 |
| Website | 10,850 | - | - | 10,850 |
| Total cost | 257,357 | - | - | 257,357 |
| Less accumulated depreciation | (128,736) | (10,510) | - | (139,246) |
| CAPITAL ASSETS, NET | <u>\$ 128,621</u> | <u>\$ (10,510)</u> | <u>\$ -</u> | <u>\$ 118,111</u> |

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DOWNTOWN IMPROVEMENT BOARD NOTES TO THE FINANCIAL STATEMENTS SEPTEMBER 30, 2022

4. LONG-TERM LIABILITIES

Changes in long-term liabilities were as follow:

| | <u>2021</u> | <u>Additions</u> | <u>Reductions</u> | <u>2022</u> | <u>Amounts Due Within One Year</u> |
|---------------------------------|-----------------|------------------|-------------------|-----------------|--|
| Governmental activities: | | | | | |
| Compensated absences | \$ 3,212 | \$ - | \$ (1,852) | \$ 1,360 | \$ - |
| Total | <u>\$ 3,212</u> | <u>\$ -</u> | <u>\$ (1,852)</u> | <u>\$ 1,360</u> | <u>\$ -</u> |

5. RISK MANAGEMENT PROGRAMS

The Board carries commercial insurance for all risks of loss, including property, general liability and worker's compensation. The Board is self-insured with respect to unemployment compensation claims. There were no claims during the year ended September 30, 2022. Accordingly, no provision has been recorded in the financials. There were no material reductions in insurance coverage from the prior fiscal year, nor did settlements exceed coverage for any of the past three fiscal years.

6. DEFINED CONTRIBUTION PLAN

The Board sponsors a defined contribution pension plan organized under Internal Revenue Code Section 403(b). The Plan covers full-time employees who are not of retirement age. Normal retirement under the plan is age 65, and there is not an early retirement option under this plan. Employer contributions for the Plan are based on 7.65% of a participating employee's gross wage. Employees are 100% vested in employer contributions upon entry into the Plan, with no minimum service requirement for entry into the Plan. For the fiscal year ended September 30, 2022, the amount of the employer's pension contribution was approximately \$7,900.

7. CONTRIBUTION TO CITY OF PENSACOLA

In 2022, the Board entered into an interlocal agreement with the City of Pensacola to contribute \$211,475 for the City's project to construct two restroom facilities within the Martin Luther King Jr Plaza in the District. During the fiscal year, the Board paid approximately \$89,000 to the initial design phase of the project. The Board will contribute the remaining pledged \$122,021 through monthly payments of \$3,390 over 36 months until the contribution is paid in full.

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REQUIRED SUPPLEMENTARY INFORMATION

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DOWNTOWN IMPROVEMENT BOARD SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE – BUDGET TO ACTUAL – GENERAL FUND FOR THE YEAR ENDED SEPTEMBER 30, 2022

| | Budgeted Amounts | | Actual Amounts | Variance with Final Budget Favorable (Unfavorable) |
|--|------------------|------------|-------------------|---|
| | Original | Final | | |
| REVENUES | | | | |
| Ad valorem taxes | \$ 619,059 | \$ 619,059 | \$ 634,077 | \$ 15,018 |
| Charges for services | 197,816 | 249,395 | 275,807 | 26,412 |
| Interlocal agreement | 357,535 | 357,534 | 357,534 | - |
| Other | - | - | 743 | 743 |
| Total revenues | 1,174,410 | 1,225,988 | 1,268,161 | 42,173 |
| EXPENDITURES | | | | |
| General government | | | | |
| Palafox Market | 100,000 | 244,990 | 182,744 | 62,246 |
| Ambassador Program | 159,391 | 140,961 | 159,895 | (18,934) |
| Trash compactor | 57,610 | 57,620 | 73,952 | (16,332) |
| Holiday lights | 75,000 | 75,000 | 75,000 | - |
| Economic development | 49,364 | 57,912 | 25,247 | 32,665 |
| Dues and publications | 2,000 | 2,000 | 2,268 | (268) |
| Marketing | 48,912 | 50,000 | 57,272 | (7,272) |
| Office | 22,745 | 24,745 | 25,649 | (904) |
| Professional services | 32,250 | 32,250 | 32,356 | (106) |
| Employment costs and insurance | 82,683 | 85,510 | 85,413 | 97 |
| Telecommunications | 8,000 | 8,000 | 7,585 | 415 |
| Insurance | 7,720 | 7,720 | 8,563 | (843) |
| Travel, entertainment and education | 1,200 | 1,200 | 1,112 | 88 |
| Website and technology | 10,000 | 10,000 | 2,893 | 7,107 |
| PPD Security | 60,000 | 60,000 | 60,000 | - |
| Intergovernmental fees | 457,535 | 457,534 | 457,534 | - |
| Total expenditures | 1,174,410 | 1,315,442 | 1,257,483 | 57,959 |
| NET CHANGES IN FUND BALANCE | - | (89,454) | 10,678 | 100,132 |
| FUND BALANCE, BEGINNING OF YEAR | - | 89,454 | 322,757 | 233,303 |
| FUND BALANCE, END OF YEAR | \$ - | \$ - | \$ 333,435 | \$ 333,435 |

See accompanying notes to the required supplementary information.

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**DOWNTOWN IMPROVEMENT BOARD
NOTES TO REQUIRED SUPPLEMENTARY INFORMATION
SEPTEMBER 30, 2022**

BUDGETARY INFORMATION

Budget Policy and Practice

The Board proposes and approves an annual budget for the General Fund in a public meeting and then submits the budget to the City of Pensacola for review. The City Council adopts the annual fiscal year budget. Once approved, the City Council may amend the legally adopted budget when unexpected modifications are required in estimated revenues and appropriations.

Basis of Budgeting

The budget is integrated into the accounting system, and the budgetary data, as presented in the financial statements for the General Fund, compares the expenditures with the amended budget. The budget is presented on the modified accrual basis of accounting.

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INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS

To the Board of Directors
Downtown Improvement Board

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to the financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, the financial statements of the governmental activities and the general fund of the Downtown Improvement Board (the "Board"), a component unit of the City of Pensacola, as of and for the year ended September 30, 2022, and the related notes to the financial statements, which collectively comprise the Board's basic financial statements, and have issued our report thereon dated December 13, 2022.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Board's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, we do not express an opinion on the effectiveness of the Board's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and therefore material weaknesses or significant deficiencies may exist that were not identified. We identified a deficiency in internal control, described in the accompanying Schedule of Findings and Responses as item 2022-001 that we consider to be a material weakness.

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Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Board's financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Management's Response to Findings

Management's response to the finding identified in our audit is included in the accompanying schedule of findings and responses. The response was not subjected to the auditing procedures applied in the audit of the financial statements, and accordingly, we express no opinion on it.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing and not to provide an opinion on the effectiveness of the Board's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Board's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Pensacola, Florida
December 13, 2022

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INDEPENDENT ACCOUNTANTS' REPORT ON COMPLIANCE REQUIREMENTS IN ACCORDANCE WITH CHAPTER 10.550, *RULES OF THE AUDITOR GENERAL*

To the Board of Directors
Downtown Improvement Board

We have examined the Downtown Improvement Board's (hereinafter referred to as "the Board"), a component unit of the City of Pensacola, compliance with Florida Statute 218.415 in regard to investments for the year ended September 30, 2022.

Management is responsible for the Board's compliance with those requirements. Our responsibility is to express an opinion on the Board's compliance based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the Board complied, in all material respects, with the specified requirements referenced above. An examination involves performing procedures to obtain evidence about whether the Board complied with the specified requirements. The nature, timing and extent of the procedures selected depend on our judgment, including an assessment of the risks of material noncompliance, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

Our examination does not provide a legal determination on the Board's compliance with specified requirements.

In our opinion, the Board complied, in all material respects, with the aforementioned requirements for the year ended September 30, 2022.

Pensacola, Florida
December 13, 2022

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DOWNTOWN IMPROVEMENT BOARD SCHEDULE OF FINDINGS AND RESPONSES SEPTEMBER 30, 2022

Finding 2022-001: Reconciliation of Accounts

Criteria: The Board's accounts payable subsidiary ledger should be reconciled monthly, and any necessary accruals should be recoded based upon the period of service to ensure proper cutoff.

Condition: Audit adjustments were necessary for reporting of accounts payable as of year end.

Cause: The Board did not properly record accounts payable as of year end.

Effect: As a result, audit adjustments were required to record additional payables for the financial statements to be in accordance with GAAP.

Recommendation: We recommend accounts payable be reconciled and subsequent disbursements evaluated on an annual basis to ensure appropriate cutoff for financial reporting.

Views of responsible officials and planned corrective action:

The Board agrees with the finding and will ensure procedures are put in place to allow for review of invoices at year end to extend analysis of subsequent disbursements.

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MANAGEMENT LETTER

To the Board of Directors
Downtown Improvement Board

Report on the Financial Statements

We have audited the financial statements of the Downtown Improvement Board (the "Board"), a component unit of the City of Pensacola, as of and for the fiscal year ended September 30, 2022, and have issued our report thereon dated December 13, 2022.

Auditor's Responsibility

We conducted our audit in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and Chapter 10.550, *Rules of the Auditor General*.

Other Reporting Requirements

We have issued our Independent Auditors' Report on Internal Control over Financial Reporting and Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with *Government Auditing Standards*; Independent Accountants' Report on Compliance Requirements in Accordance with Chapter 10.550, *Rules of the Auditor General*; and the schedule of findings and responses. Disclosures in those reports and schedule, which are dated December 13, 2022, should be considered in conjunction with this management letter.

Prior Audit Findings

Section 10.554(1)(i)1., *Rules of the Auditor General*, requires that we determine whether corrective actions have been taken to address findings and recommendations made in the preceding annual financial audit. Finding 2021-001 is repeated as finding 2022-001 in the accompanying Schedule of Findings and Questioned Costs. This is the second year this finding has been repeated.

Official Title and Legal Authority

Section 10.554(1)(i)4., *Rules of the Auditor General*, requires that the name or official title and legal authority for the primary government and each component unit of the reporting entity be disclosed in the management letter, unless disclosed in the notes to the financial statements. The legal authority for the Board is disclosed in Note 1 to the financial statements.

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Financial Condition and Management

Sections 10.554(1)(i)5.a. and 10.556(7), *Rules of the Auditor General*, require us to apply appropriate procedures and communicate the results of our determination as to whether or not the Board has met one or more of the conditions described in Section 218.503(1), Florida Statutes, and to identify the specific condition(s) met. In connection with our audit, we determined that the Board did not meet any of the conditions described in 218.503(1), Florida Statutes.

Pursuant to Sections 10.554(1)(i)5.b. and 10.556(8), *Rules of the Auditor General*, we applied financial condition assessment procedures. It is management's responsibility to monitor the Board's financial condition, and our financial condition assessment was based in part on representations made by management and the review of financial information provided by same.

Section 10.554(1)(i)2., *Rules of the Auditor General*, requires that we communicate any recommendations to improve financial management. In connection with our audit, we reported finding 2022-001 in the accompanying schedule of findings and response.

Special District Component Units

Section 10.554(1)(i)5.c., *Rules of the Auditor General*, requires, if appropriate, that we communicate the failure of a special district that is a component unit of a county, municipality, or special district, to provide the financial information necessary for proper reporting of the component unit within the audited financial statements of the county, municipality, or special district in accordance with Section 218.39(3)(b), Florida Statutes. In connection with our audit, we did not note any special district component units that failed to provide the necessary information for proper reporting in accordance with Section 218.39(3)(b), Florida Statutes.

As required by Section 218.39(3)(c), Florida Statutes, and Section 10.554(1)(i)6, *Rules of the Auditor General*, the District reported:

- a. The total number of district employees compensated in the last pay period of the district's fiscal year as two.
- b. The total number of independent contractors to whom nonemployee compensation was paid in the last month of the district's fiscal year as zero.
- c. All compensation earned by or awarded to employees, whether paid or accrued, regardless of contingency as \$111,581.
- d. All compensation earned by or awarded to nonemployee independent contractors, whether paid or accrued, regardless of contingency as \$0.
- e. Each construction project with a total cost of at least \$65,000 approved by the district that is scheduled to begin on or after October 1 of the fiscal year being reported, together with the total expenditures for such project as – No planned projects (provide list).
- f. A budget variance based on the budget adopted under Section 189.016(4), Florida Statutes, before the beginning of the fiscal year being reported if the district amends a final adopted budget under Section 189.016(6), Florida Statutes, as included in the accompany Schedule of Revenues, Expenditures and Changes in Fund Balance-Budget to Actual.

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Additional Matters

Section 10.554(1)(i)3., *Rules of the Auditor General*, requires us to communicate noncompliance with provisions of contracts or grant agreements or abuse that have occurred or are likely to have occurred that have an effect on the financial statements, which is less than material, but which warrants the attention of those charged with governance. In connection with our audit, we did not note any such findings.

Purpose of this Letter

Our management letter is intended solely for the information and use of the Legislative Auditing Committee, members of the Florida Senate and the Florida House of Representatives, the Florida Auditor General, Federal and other granting agencies and applicable management and is not intended to be and should not be used by anyone other than these specified parties.

Pensacola, Florida
December 13, 2022