



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday Mar 28<sup>th</sup>, 2023, 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 March 28<sup>th</sup>, 2023
  - c. \*Approval of the minutes from the regular meeting of the DIB on February 28<sup>th</sup>, 2023
  - d. \*Approval of the February Financials
  
- III. On-Going Business
  - a. PPD Report- security camera update
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
  
- IV. New Business
  - a. \*Website- RFP Responses
  - b. \*Pressure Washing- Spotless
  
- V. Old Business
  
- VIII. Public Comment
  
- IX. Adjournment

**Next meeting – April 25<sup>th</sup>, 2023  
(\* ) = approval item**



**Downtown Improvement Board  
Regular Monthly Meeting**

Tuesday Feb 28<sup>th</sup>, 2023, 7:30

**AGENDA**

Attendance: Michael Carro, Chairman, Patti Sonnen, Jean Pierre N'Dione, Gregg Hardin, Jennifer Brahier, Chris McKean, Nathan Holler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations and Events

- I. Call to Order
  - a. Michael Carro, Chairman, called the meeting to order at 7:30 a.m.
- II. Recurring Agenda
  - a. Mr. Wilson confirmed the meeting was properly noticed.
  - b. The proposed meeting agenda was motioned by Chris McKean, seconded by Jean Pierre N'Dione and unanimously approved.
  - c. The minutes of the regular meeting held on January 24<sup>th</sup>, 2023 were motioned, seconded, and unanimously approved.
  - d. DIB January Financials were motioned, seconded, and unanimously approved.
    - Palafox Market over budget
    - Over budget on compactor
    - Marketing over budget after the holiday season
- III. On-Going Business
  - a. PPD Report- security camera update
    - PPD would like to add more cameras downtown.
    - An annual budget for safety downtown is proposed.
    - This need should be revisited yearly.
    - PPD to assess the area to find which areas need more coverage.
    - PPD and homeless outreach advocates working with community to educate and providing resources.
  - b. Spotless Report
    - Positive results cleaning up after events in January.
    - Spotless has done a great job taking care of tagging downtown.
  - c. Marketing Report
    - Multiple news releases
    - Promoted events such as Mardi Gras, MLK Parade, Palafox Market Mardi Gras Market.
    - Caron is working on St. Patricks' day Market at Palafox Market.
    - Shop Hop coming up for the Shops on Palafox on March 5<sup>th</sup>.
  - d. Palafox Market
    - Cailin is working with Marketwurks preparing for expansion.
- IV. New Business
  - a. \*Interlocal Agreement- Plaza Ferdinand
    - Motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.
  - b. \*Website Shared Calendar with Visit Pensacola- \$2,000 Annually plus up to \$3,000 to program

setup of website

- Motioned by Jean Pierre N'Dione, seconded by Chris McKean and unanimously approved.
- C. \*Market Works annual subscription- adding Plaza Ferdinand \$1,900 annually (currently \$1,400)
- Motioned by Jean Pierre N'Dione, seconded by Chris McKean and unanimously approved.
- d. \*Trashcan signs- option 1 metal sign \$3,409 or option 2 plastic version \$1,520
- Jean Pierre N'Dione amended the motion to approve up to 35 aluminum signs, seconded by Patti Sonnen and unanimously approved.
- e. \*Discussion on merchant committee- Nathan Holler
- Nathan Holler withdrew motion

V. Old Business

VIII. Public Comment

IX. Adjournment

- Meeting was adjourned at 9:07 AM

**Next meeting – March 28<sup>th</sup>, 2023**

**(\* ) = approval item**

**DOWNTOWN IMPROVEMENT BOARD**  
**Profit & Loss Budget Performance- For Mgmt Use Only**

Accrual Basis

January 2023

	Jan 23	Budget	\$ Over Budget	Oct '22 - Jan 23	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
1301 · Co-Op Participation	6,626.68	5,104.89	1,521.79	20,571.18	20,419.56	151.62	61,258.60
4010 · Ad Valorem Revenue	55,470.84	55,470.84	0.00	221,883.36	221,883.36	0.00	665,650.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	404,623.78	404,623.00	0.78	404,623.00
4020 · Website Membership and Map Program Revenue	0.00	41.66	-41.66	0.00	166.64	-166.64	500.00
	16,627.50	13,333.34	3,294.16	64,950.45	53,333.36	11,617.09	160,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	0.00	0.00	0.00	6,500.00	-6,500.00	6,500.00
4900 · Sales Tax Collected - Rent	0.00	-904.16	904.16	-3,161.32	-3,616.64	455.32	-10,850.00
<b>Total Income</b>	<b>78,725.02</b>	<b>73,046.57</b>	<b>5,678.45</b>	<b>708,867.45</b>	<b>703,309.28</b>	<b>5,558.17</b>	<b>1,287,681.60</b>
<b>Gross Profit</b>	<b>78,725.02</b>	<b>73,046.57</b>	<b>5,678.45</b>	<b>708,867.45</b>	<b>703,309.28</b>	<b>5,558.17</b>	<b>1,287,681.60</b>
<b>Expense</b>							
3001 · Compactor - Waste Services	6,051.38	4,970.31	1,081.07	22,972.29	19,881.26	3,091.03	59,643.74
3002 · Compactor Lease	0.00	0.00	0.00	0.00	10.00	-10.00	10.00
3004 · Compactor - Security Fees	91.04	85.09	5.95	900.34	340.38	559.96	1,021.10
3007 · Compactor - Electric	43.83	48.64	-4.81	180.40	194.56	-14.16	583.76
5000 · CRA Interlocal Payment	0.00	0.00	0.00	504,623.78	504,623.00	0.78	504,623.00
5001 · Salaries, Benefits & Taxes	7,638.02	5,807.46	1,830.56	26,512.54	23,229.86	3,282.68	75,497.00
5006 · Board Meetings	0.00	20.84	-20.84	0.00	83.36	-83.36	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	250.00
5009 · Bank Charges	21.50	41.66	-20.16	52.00	166.64	-114.64	500.00
5004 · Insurance Expense-Other	30.33			121.32	0.00	121.32	0.00
5005 · Workers Comp Insurance	41.42	42.59	-1.17	289.68	170.36	119.32	511.00
5030 · Insurance- General Liability	951.33	643.34	307.99	3,805.32	2,573.36	1,231.96	7,720.00
5011 · Interest Expense	0.00	16.66	-16.66	0.00	66.64	-66.64	200.00
5012 · Office Rent	1,323.14	1,313.16	9.98	5,744.11	5,252.64	491.47	15,758.00
5013 · Office Supplies	50.46	83.34	-32.88	411.91	333.36	78.55	1,000.00
5014 · Office Equipment/Software	93.39	333.34	-239.95	1,369.40	1,333.36	36.04	4,000.00
5015 · Postage	61.80	16.66	45.14	61.80	66.64	-4.84	200.00
5016 · Telecommunications	416.23	666.66	-250.43	1,652.53	2,666.64	-1,014.11	8,000.00
5017 · Website Support	0.00	407.59	-407.59	0.00	1,630.36	-1,630.36	4,891.00
5018 · Website Hosting	0.00	208.34	-208.34	135.00	833.36	-698.36	2,500.00
5019 · Computer Support/Email Leasing	418.34	208.34	210.00	1,591.28	833.36	757.92	2,500.00
5020 · Dues, Subscriptions, Publicatio	521.24	250.00	271.24	1,551.24	1,000.00	551.24	3,000.00
5021 · Travel Entertainment & Educ.	0.00	250.00	-250.00	301.14	1,000.00	-698.86	3,000.00
5023 · Marketing Consultants	5,177.75	4,583.34	594.41	21,154.00	18,333.36	2,820.64	55,000.00
5024 · Bookkeeping	0.00	1,000.00	-1,000.00	3,185.00	4,000.00	-815.00	12,000.00
5025 · Audit	0.00	0.00	0.00	2,250.00	11,750.00	-9,500.00	11,750.00
5026 · Legal Counsel	0.00	666.66	-666.66	4,440.00	2,666.64	1,773.36	8,000.00
5027 · Economic Development	5,690.12	6,250.00	-559.88	16,925.55	25,000.00	-8,074.45	75,000.00
5028 · Arts and Culture	0.00	385.25	-385.25	0.00	1,541.00	-1,541.00	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	0.00	5,000.00	-5,000.00	15,000.00	20,000.00	-5,000.00	60,000.00
6000 · Palafox Market	11,186.28	8,414.34	2,771.94	38,448.79	74,337.36	-35,888.57	149,150.00
7000 · Ambassador Program	10,993.42	11,250.00	-256.58	44,873.68	45,000.00	-126.32	135,000.00
5041 · Pressure Washing	0.00	0.00	0.00	0.00	6,500.00	-6,500.00	6,500.00
<b>Total Expense</b>	<b>50,801.02</b>	<b>52,963.61</b>	<b>-2,162.59</b>	<b>718,553.10</b>	<b>775,417.50</b>	<b>-56,864.40</b>	<b>1,287,681.60</b>
<b>Net Ordinary Income</b>	<b>27,924.00</b>	<b>20,082.96</b>	<b>7,841.04</b>	<b>-9,685.65</b>	<b>-72,108.22</b>	<b>62,422.57</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4980 · Sales Tax Collection Allowance	19.79			98.66	0.00	98.66	0.00
4960 · Interest Income	217.87			610.79			
<b>Total Other Income</b>	<b>237.66</b>			<b>709.45</b>	<b>0.00</b>	<b>709.45</b>	<b>0.00</b>
<b>Other Expense</b>							
5901 · Fraudulent Charges	0.00			-343.98			
<b>Total Other Expense</b>	<b>0.00</b>			<b>-343.98</b>	<b>0.00</b>	<b>-343.98</b>	<b>0.00</b>

**DOWNTOWN IMPROVEMENT BOARD**  
**Profit & Loss Budget Performance- For Mgmt Use Only**

Accrual Basis

January 2023

	Jan 23	Budget	\$ Over Budget	Oct '22 - Jan 23	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	237.66			1,053.43	0.00	1,053.43	0.00
Net Income	<b>28,161.66</b>	<b>20,082.96</b>	<b>8,078.70</b>	<b>-8,632.22</b>	<b>-72,108.22</b>	<b>63,476.00</b>	<b>0.00</b>

# DOWNTOWN IMPROVEMENT BOARD

## Palafox Profit & Loss Budget Performance- For Mgmt Use Only

January 2023

Accrual Basis

	Jan 23	Budget	\$ Over Budget	Oct '22 - Jan 23	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>Program Revenue</b>							
4030 · Palafox Market Vendor Payments	16,627.50	13,333.34	3,294.16	64,950.45	53,333.36	11,617.09	160,000.00
<b>Total Program Revenue</b>	16,627.50	13,333.34	3,294.16	64,950.45	53,333.36	11,617.09	160,000.00
<b>Total Income</b>	16,627.50	13,333.34	3,294.16	64,950.45	53,333.36	11,617.09	160,000.00
<b>Gross Profit</b>	16,627.50	13,333.34	3,294.16	64,950.45	53,333.36	11,617.09	160,000.00
<b>Expense</b>							
<b>6000 · Palafox Market</b>							
6001 · Palafox Market Project Mgmt	6,079.23	4,298.00	1,781.23	17,676.73	17,192.00	484.73	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	0.00	1,083.34	-1,083.34	3,025.00	4,333.36	-1,308.36	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	166.64	-166.64	500.00
6007 · Marketing	3,590.85	833.34	2,757.51	5,712.22	3,333.36	2,378.86	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	0.00	500.00	-500.00	1,500.00
6012 · Market Security	400.00	850.00	-450.00	3,600.00	3,400.00	200.00	10,200.00
6013 · Palafox Market Event	0.00			750.00			
6015 · Bathroom Construction	3,390.00	0.00	3,390.00	13,560.00	40,680.00	-27,120.00	40,680.00
<b>Total 6000 · Palafox Market</b>	13,460.08	7,231.34	6,228.74	44,323.95	69,605.36	-25,281.41	134,954.00
<b>Total Expense</b>	13,460.08	7,231.34	6,228.74	44,323.95	69,605.36	-25,281.41	134,954.00
<b>Net Ordinary Income</b>	3,167.42	6,102.00	-2,934.58	20,626.50	-16,272.00	36,898.50	25,046.00
<b>Net Income</b>	<u>3,167.42</u>	<u>6,102.00</u>	<u>-2,934.58</u>	<u>20,626.50</u>	<u>-16,272.00</u>	<u>36,898.50</u>	<u>25,046.00</u>

**DIB - Jan 23**

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$5,600 Over Budget</i>	<i>\$5,500 Over Budget</i>
1301	Co-Op Participation	\$1,500 Under Budget	\$150 Over Budget
4030	Palafox Market	\$3,200 Over Budget	\$11,600 Over Budget
Expense			
Expense	<i>Overview</i>	<i>\$2K Under Budget</i>	<i>56K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$1,000 Over Budget</i>	<i>\$3,000 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$1,800 Over Budget	\$3,200 Over Budget
5023	Marketing	\$600 Over Budget	\$2,800 Over Budget
5027	Economic Development	\$560 Under Budget	\$8,000 Under Budget
6000	Palafox Market	\$6,200 Over Budget	\$25K Under Budget
7000	Ambassador Program	\$250 Under Budget	\$130 Under Budget

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** Feb

Total Income DIB **Jan:** \$78,725.02

Total Expense DIB **Jan:** \$50,801.02

Notes:

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of January 31, 2023

	Jan 31, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
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	47,785.47
<b>Total 101 · Cash - Synovus- 0237 Operating</b>	120,931.54
103 · Synovus - Money Market	276,350.14
<b>Total Checking/Savings</b>	397,281.68
<b>Accounts Receivable</b>	
140.4 · A/R-Property Assessments	364,371.94
<b>Total Accounts Receivable</b>	364,371.94
<b>Other Current Assets</b>	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	80.25
140.5 · Due from Friends of Downtown	1,444.00
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	7,820.68
<b>Total Other Current Assets</b>	10,916.93
<b>Total Current Assets</b>	772,570.55
<b>Fixed Assets</b>	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-139,306.58
<b>Total Fixed Assets</b>	120,491.79
<b>TOTAL ASSETS</b>	<b>893,062.34</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	-7.00
<b>Total Accounts Payable</b>	-7.00
<b>Other Current Liabilities</b>	
2110 · Direct Deposit Liabilities	-7.00
453 · 403(b) Employer Contribution	1,923.12
471 · Payroll Liabilities	1,509.18
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	443,766.64
<b>Total Other Current Liabilities</b>	452,191.94
<b>Total Current Liabilities</b>	452,184.94
<b>Total Liabilities</b>	452,184.94
<b>Equity</b>	
32000 · Unrestricted Net Assets	467,383.64
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
<b>Total 587 · Fund Balance</b>	-17,874.02
<b>Net Income</b>	-8,632.22
<b>Total Equity</b>	440,877.40
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>893,062.34</b>

# Marketing Highlights February 2023



## SUMMARY



### PR/MEDIA

- New Board Member News Release
- Palafox Market monthly themes and promos
- Media Monitoring and Clips
- Media Response Mardi Gras Market



### OTHER

- 2023 Foo Foo Festival Grant planning
- Website RFP
- Outreach to bagpipers, Easter Bunny, Petting Zoo
- Marketing strategy meetings



### SOCIAL MEDIA

- Daily Instagram and Facebook monitoring and response
- 62 Instagram Stories on @downtownpensacola
- 1 Instagram Video Reel
- Promoted Shop Hop on Instagram and Facebook



### CONTENT/DESIGN

- New trash can signs and new vendor estimates
- Valentine's Day Downtown Roundup
- DIB corporate envelope
- Mardi Gras Parade photos
- A-frame trolley signs
- Palafox Market / No Market graphics
- Palafox Market marquee calendar



### DIGITAL

- Tall Ships home page slider
- Black History Month blog
- Chris McKean website News post
- Respond to website RFP questions
- Palafox Market website troubleshooting/fix

## WEBSITE OVERVIEW

### WEBSITE VISITORS

**5,616 Users**  
**6,528 Sessions**  
**12,464 Pageviews**

### TOP PAGES

**Home Page**  
**Events**  
**Directory**

### DEVICE

**74% Mobile**  
**23% Desktop**  
**2% Tablet**

### TOP COUNTRIES

**1.US**  
**2.UK**  
**3.Canada**





# INSTAGRAM

39,290 FOLLOWERS

27,511

ACCOUNTS REACHED  
+23.9% VS LAST MONTH

2,890

PROFILE VISITS

13,481

TOP SINGLE POST ENGAGEMENT



# FACEBOOK

90,501 FOLLOWERS

311,701

ACCOUNTS REACHED  
+19.8% VS LAST MONTH

8,297

PROFILE VISITS

64,757

TOP SINGLE POST ENGAGEMENT

**Downtown Pensacola** updated their cover photo.  
Published by Caron Sjoberg · March 9 at 2:09 PM ·

The Tall Ships® Pensacola festival returns to the Pensacola Port April 27-30, 2023. Tour the majestic ships, go sailing on a Tall Ship, or just enjoy the waterfront views and festival atmosphere which includes music, food, street performers, festival marketplace and more in a family-friendly, all ages event.

Visiting Ships include Nao Trinidad, Pride of Baltimore II, Ernestina-Morrissey, When and If and Glenn L. Swetman. As part of the 2023 TALL SHIPS® PENSACOLA festival, ma... See more

**TALL SHIPS® PENSACOLA** • April 27-30, 2023

No insights to show

326 likes, 44 comments, 242 shares

Write a comment...

**Mikey Strauss**  
Can anyone recommend a place to stay that's walking distance to the ships and festivities??? TYIA!

Like Reply Hide 1w

View more comments

# SAMPLE CLIPS-FEB 2023



**Downtown Pensacola** is with: **The Shops on Palafox**.  
Published by Caron Sjoberg · March 1 at 11:57 AM ·

**THIS SUNDAY!**  
The Shops of Palafox presents The 3rd Annual Spring Shop Hop on Palafox! Sunday, March 5th 11am-4pm.

Sip, shop and hop into spring with great deals, new seasonal finds and springtime fun as you stroll Palafox Street! ... See more

**UPCOMING EVENTS**

- PENSACOLA FILM FESTIVAL**, MARCH 17-19  
1pm - 4 pm, Week 233 W. Garden St.
- After Dark: Seville Quarter Ghosts, Murder, Mayhem, and Mystery Tour and Dinner**  
6-8PM 132 East Government Street
- Spirits of Seville Quarter Ghost Tour and Luncheon**



## Pensacola Native McKean Appointed to DIB Board

Posted: Feb 27, 2023 4:31 PM Updated: Mar 1, 2023 3:57 PM

Chris McKean, co-owner of the recently renovated music venue landmark **The Handlebar**, has been appointed to the Downtown Improvement Board.

A Pensacola native, McKean was appointed to the board by Mayor D.C. Reeves and confirmed by the City Council on February 9. He replaces Claire Campbell who recently resigned her seat on the board.

McKean's term will expire in June 2024, but he will be eligible to serve two more full three-year terms on the board, says DIB Executive Director Walker Wilson.

Upon learning that his property was in the DIB's 44-block district, Wilson says McKean reached out to the board and expressed an interest in serving.



## SATURDAY

### Mardi Gras Market



Downtown Pensacola's award-winning farmers' market partners with Pensacola Mardi Gras for a special celebration. CONTRIBUTED PHOTO

9 a.m. Saturday, Feb. 11. Martin Luther King Jr. Plaza on N. Palafox St. between Wright St. and Garden St. Pensacola Mardi Gras and Palafox Market are collaborating for a special event to celebrate the beginning of the 2023 Mardi Gras season as the award-winning Palafox Market transforms into Mardi Gras Market. All 90 krewe as well as the community can shop for Mardi Gras-themed goods during the special market, held just one week before the Grand Mardi Gras parade. More info: palafloxmarket.com.



On a network with 99.9% reliability.

LEARN MORE

465 NEW LIKES/FOLLOWS



**Duncan McCall**

**WEBSITE DEVELOPMENT PROPOSAL**

FOR

**PENSACOLA DIB**

MARCH 2, 2023

[www.duncanmccall.com](http://www.duncanmccall.com) • 850-476-5035  
4400 Bayou Boulevard, Suite 11 • Pensacola, Florida 32503

## **I. General Information**

### **a.**

Duncan McCall is a full-service advertising agency and marketing firm founded in 1995 and based in Pensacola. Our team has served a wide variety of clients, including financial institutions, healthcare, consumer product manufacturers, tourism organizations, restaurant chains, and all areas of the hospitality market.

We committed early on to develop the technical expertise in-house to be a leader in digital and web media. We combine that with the ability to create effective design, message, and strategy to get the most from your online presence. Today, we build leading-edge websites and create comprehensive digital marketing programs.

We've won numerous Addy awards over the years, as well as several awards from the International Economic Development Council.

A project we developed for Florida's Great Northwest recently won the Melissa Medley Creativity Award presented by the Florida Economic Development Council.

### **b.**

We provide marketing and branding consultation, creative services, media planning and buying, and public relations services. We stand dedicated to delivering value to our clients through experienced, original thinking and responsive client service.

### **c.**

By our sustained and efficient performance, we establish a trust with the people who hire us. We believe that's one reason so many of our clients have stayed with us for so long and allowed us to become a trusted partner.

### **d.**

Duncan McCall has a staff of nine full-time professionals.

**Contact:**

Bryan McCall  
bryan@duncanmccall.com  
850-476-5035

duncanmccall.com

4400 Bayou Blvd. Suite 11  
Pensacola, FL 32503



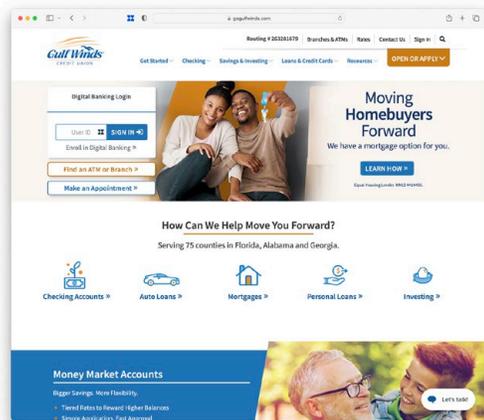
**C.**

- Alto Products Corp.
- Crown Health Care Laundry Service
- Escambia County School District
- Florida Power and Light
- Florida Virtual Campus
- HCA Florida West Hospital
- Florida's Great Northwest
- FS Advisors
- Great Gulfcoast Arts Festival
- Grover T's BBQ
- Gulf Winds Credit Union
- Highpointe Hotels
- Hub City Brewing
- Jackson County EDC
- Manna Food Pantries
- Moore, Hill & Westmoreland, P.A.
- National D-Day Memorial Foundation
- National Museum of Naval Aviation
- National WW II Museum
- Northwest Florida Area Agency on Aging
- Ochsner Health
- One Okaloosa EDC
- Opportunity Florida
- Pensacola Lighthouse and Museum
- Pensacola Pediatrics
- Pensacola Saenger Theatre
- Pensacola Sports
- Quality Urgent Care
- Rock'n Dough Restaurants
- Santa Rosa Economic Development
- StarPoint Screening
- Vintage Sign & Light
- Visit Pensacola
- Wakulla County EDC
- Waste Pro USA



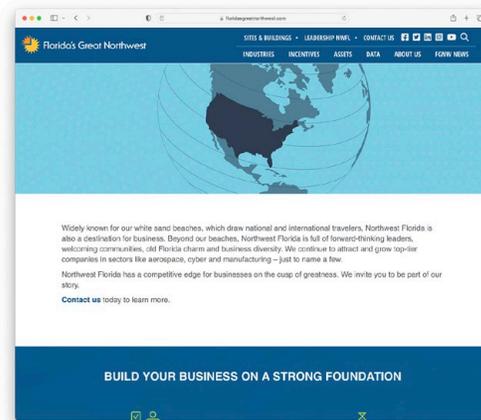


## Recent Website Projects



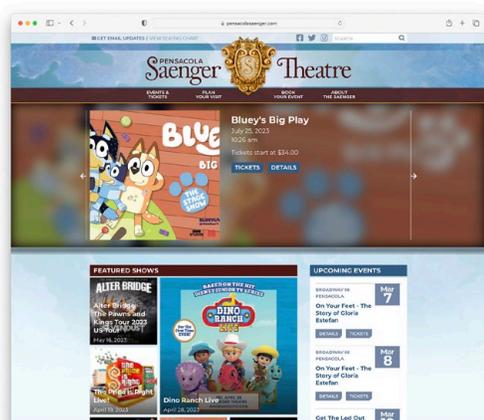
[gogulfwinds.com](http://gogulfwinds.com)

This website for a regional credit union includes significant custom development and integration with several external systems.



[floridasgreatnorthwest.com](http://floridasgreatnorthwest.com)

We recently updated this website after a branding and messaging overhaul. The site features custom mapping and data functions.



[pensacolasaenger.com](http://pensacolasaenger.com)

The site allows Saenger staff to manage events and other content.

**More:**

[starpointscreening.com](http://starpointscreening.com)

[startupokaloosa.com](http://startupokaloosa.com)

[floridalighthouses.org](http://floridalighthouses.org)

[militaryfriendlynwf.com](http://militaryfriendlynwf.com)

[jacksonedc.com](http://jacksonedc.com)

[wakullaedc.com](http://wakullaedc.com)

[whitingaviationpark.com](http://whitingaviationpark.com)

[santarosaedo.com](http://santarosaedo.com)

[mannahelps.org](http://mannahelps.org)

[northwestfloridacareerpathways.com](http://northwestfloridacareerpathways.com)



## II. Specific Information

### a.

Duncan McCall was founded in 1995 as the world wide web was becoming mainstream. We built our first commercial website in 1997. While we are a full-service advertising agency, we have always focused on the ever-evolving technology in the field.

### b.

Successful website development is a multidisciplinary endeavor. We have three web designers and two web developers on staff. But copywriters, graphic designers, analytics manager and project manager will certainly be involved in your project.

### c.

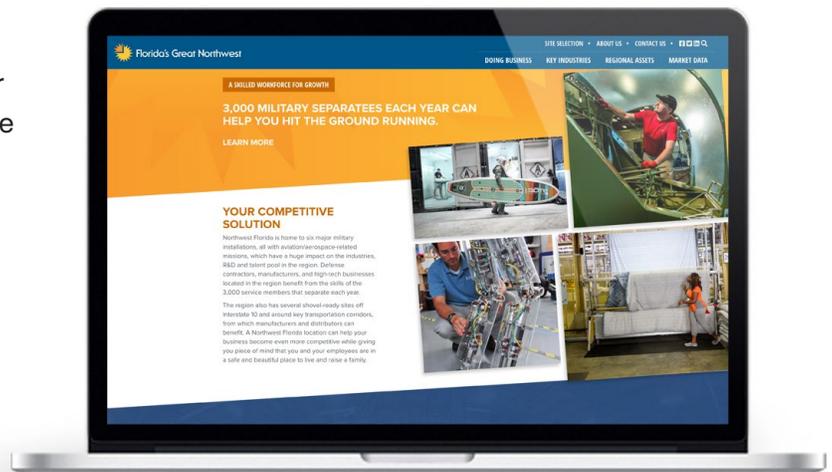
We will not be subcontracting or otherwise outsourcing any of the proposed services.

### d.

Pola Young  
Vice President, Marketing  
Gulf Winds Credit Union  
Pola.Young@gogulfwinds.com  
850-479-9601 x145

Shannon Ogletree  
Executive Director  
Santa Rosa County Economic  
Development  
shannon@santarosa.fl.gov  
850-623-0174

Jennifer Conoley, CEcD  
President & CEO  
Florida's Great Northwest  
jconoley@fgnw.org  
850-527-0999



Duncan McCall will deliver a modern, reliable website that is fully responsive across devices. All of our websites are custom designed.



### III. Response to Requirements

#### a.

The Pensacola Downtown Improvement Board is looking for a partner to help the organization develop and promote its brand and Downtown Pensacola by creating a compelling website that better engages its visitors and creates a positive experience for all users. The new website should provide enhanced abilities to interact with and provide tools for the end users. The site should be informative and entertaining. The site needs to be easy to use for the DIB team, allowing them to easily maintain well-formatted content, manage assets and member information. The site should work well and look good on a variety of devices and be standards complaint. And the DIB needs a reliable partner to keep the site well maintained into the future.

#### b.

##### Needs

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The list of “needs” is achieved either by default, by using available modules, or with some custom development.

The site will be ADA and WCAG compliant. The site will be SSL-secured and Cloudflare CDN-powered for fast hosting with plenty of file storage included.

We recommend using Expression Engine ([www.expressionengine.com](http://www.expressionengine.com)) web publishing system for content management. This is a flexible and feature-rich environment that is also affordable and easy to maintain. It’s one of the most popular commercial CMS systems and is used by such companies as Disney, Starbucks, and Toyota. It’s easier to maintain and more easily customizable than Wordpress. It’s similar to Craft, the current CMS.

Using Expression Engine, we can design a custom site that includes considerable functionality, including news and events, blogs, rich media, site search, staff directory and more, all within one system. This allows for the ability to easily add and update content, including rich media, to keep the site fresh. We will be happy to provide a demonstration.



The site will use a mobile-first responsive design to look good on any device.

We will provide a support contract to keep all site software up to date and secure.

Google Analytics and web master tools accounts will be integrated to track visitor sources and behaviors on the site. An XML sitemap will be used to dynamically submit content to search engines. We can work with your team on SEO audits and copy edits.

#### **Additional Deliverables**

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- Constant Contact integration
- Staff directory and contact form
- Site search
- Customizable home page including announcement function
- SVG based parking map linking to relevant apps
- Advanced image management

#### **Add-on Modules**

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##### **Form Module**

Our form module allows you to create custom forms and surveys and stores the submissions in the CMS database.

##### **Interactive Map Module**

This is a custom developed mapping module allowing you to curate and display location-based content. An example is at [floridasgreatnorthwest.com/tour](https://floridasgreatnorthwest.com/tour). This can be connected with the membership directory.

##### **Custom Development**

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##### **Event Calendar Feed**

Automated calendar of events feed from the SimpleView CRM used by VisitPensacola.com. Events can be filtered by topic, i.e. “Downtown” events.

##### **Marketwurks Integration**

We will provide integration with marketwurks platform using their JavaScript API to embed content in iframes.

##### **Sponsor Registration and Payments**

Provides the ability for sponsors to register for events and complete payment via Pay Pal.



## Wants

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The list of “wants” is all possible with additional custom development. We’ve listed these as optional separate budget items.

- Secure E-commerce function for event ticketing registrations, sponsorships and vendor payments through Pay Pal
- Comprehensive member management system that will allow members to manage their own directory listings, including images, video, text information, and map location. Members can
- be assigned to different groups or levels if necessary, and have the ability to manage their own login information.
- Password-protected, managed area for access to files, documents, and other content. This will by necessity include a basic member management system so users with access can be assigned and manage their login information.
- Public records storage and management portal

## Resources and Time Line

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Assuming the contract is awarded by May, the September 30 launch deadline is appropriate. We will need the DIB team to provide detailed needs on the listed site function, any additional content, and feedback and approvals in a timely manner.



## Website Development Process

Although we are very familiar with Downtown Pensacola, we will still go through a discovery process to help inform our team about what your organization's specific goals are, who your current audiences are, who your potential new target audiences are, what your organization has to offer, and much more. We do our research to make sure we are knowledgeable about your history, your culture, and your experiences. After we've done our homework, we combine that information with our design skills and digital best practices to create a compelling, functional, and unique website design.

### 1. Project Kick-Off

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You will meet the team that will work with you throughout the project. We'll review your expectations for the new site, and discuss your project, engagement, and content strategy. We'll discuss timelines and get answers to any questions you may have.

### 2. Research & Planning

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Throughout the research and planning phase, we'll dive into the research and analytics for your

Much goes into the design of a website, and the challenge is making sure that the UX is elegant, both visually and functionally. In other words, the website has to look great, it has to engage and inspire the user, but it has to work great.

Most websites we manage see more traffic from mobile devices than desktop. That's why we take a mobile-first approach, and we can collaborate with you to prioritize the most important requirements and elements for various screen sizes and use cases – we can hide elements to minimize the need to scroll.

current website. The goal is to create an informed strategy and well-planned solution for your new website.

### 3. Wireframes and Sitemap

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We deliver a visual guide that represents the skeletal framework of your website, based on your KPIs, goals, expectations and analytics. This is a blueprint for your website, depicting the home page elements and navigational systems



arrangement, and illustrating how they work together. The site map displays where each piece of content will reside relative to others, and what the corresponding URL will be. We adhere to best practices, which ensures our sitemaps produce sites that are optimized for search engine traffic and human usability.

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#### **4. Design Presentation**

Once we receive approval on the wireframes and sitemap, our designers will work on designing interactive digital environments that focus on the quality of the user experience. The set of prototypes typically includes the homepage and an interior content page. This graphic mock-up gives you a very close representation of what the website will look like and how it will function. Once the design is approved, the website moves into development.

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#### **5. Website Development**

Our sites are powered by the Expression Engine web publishing system for content management. This is a flexible and feature-rich environment that is also affordable and easy to maintain. It's one of the most popular commercial CMS systems and is used by Fortune

500 companies. Expression Engine makes it easy to create and design many different types of pages and websites, and at the same time maintain design integrity. The site will be built in a development environment for review and testing. We'll also embark on the coding required for custom functionality and to integrate third-party systems.

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#### **6. Content Migration and Edits**

We'll work with your team to migrate current content to the new CMS. We'll need FTP and CMS access to the current site. We'll look to your guidance and develop a plan to categorize content.

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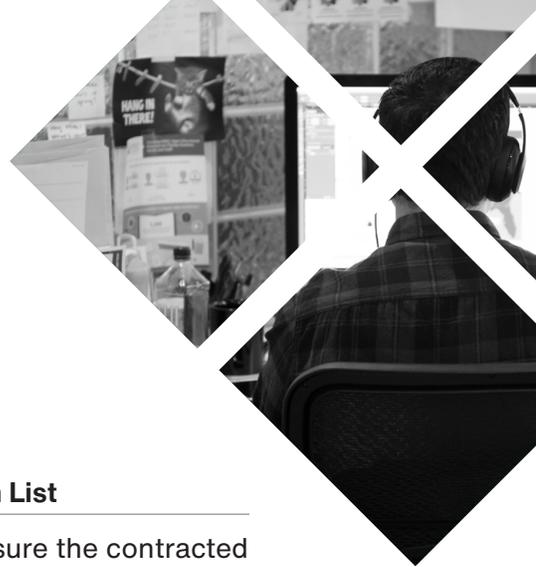
#### **7. CMS Training**

Before the site launches, we'll train your team on how to use the CMS. The training covers the basics of the CMS, such as editing menus and pages, and provides a understanding of the system so that you can begin working. We'll provide documentation of the system and of any customized features

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#### **8. Review**

Our team tests and reviews every piece of your site's functionality. We'll also review the website to ensure it matches the design and intended performance. After



our final inspection, the site is turned over to you for review. We'll incorporate your changes and edits. Up to three rounds of content edits are included.

### **9. Launch**

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Congratulations. Launching your new website is an exciting event.

### **Analytics**

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We will set up a Google Analytics and web master tools accounts to track visitor sources and behaviors on the site. From this, we can better improve performance of the site and any external communications efforts. Using Analytics you can monitor the site's performance with well-defined conversions metrics and routine reporting. This will allow you to gauge your successes with solid data and refine as needed to deliver optimal results.

### **ADA Compliance**

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The site templates and initial content will be designed to meet the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA.

### **10. 30-Day Punch List**

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In an effort to ensure the contracted functionality is delivered as promised, we provide a 30-day transition period, post-launch, so you can identify any site issues, adjustments, or abnormalities. We'll work with your staff throughout this period to quickly resolve any concerns.

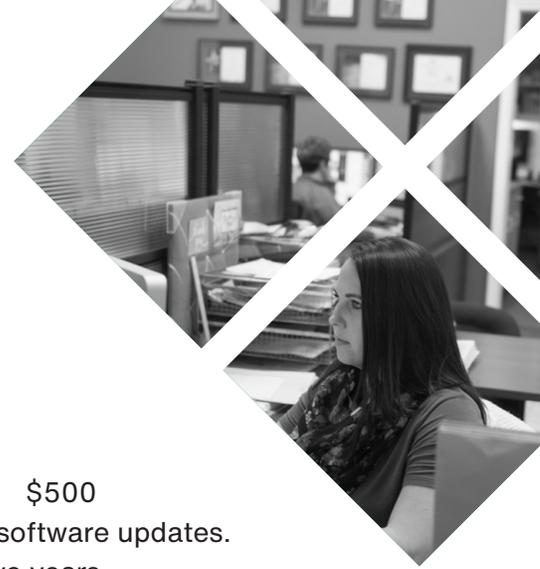
This standard criteria to gauge accessibility is determined by 38 requirements. We use several tools, such as WAVE, to confirm a site's compliance. We also test sites using JAWS, the leading screen reader for the visually impaired. We will also provide guidance on best practices to maintain compliance as new content is added.

### **Life Cycle**

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Web technologies and viewers expectations are constantly changing. Ongoing support will include incremental improvements, but note that most any website will probably need a major overhaul after five years or so.

## BUDGET



<b>Monthly hosting and support</b>	<b>\$500</b>
Cloudflare CDN accelerated hosting, SSL certificate and software updates. Includes 48 annual support hours. Cost guaranteed for two years.	
<b>Planning, Discovery, Creative Design</b>	<b>\$5,000</b>
<b>Content strategy and architecture</b>	<b>\$2,500</b>
<b>CMS Implementation</b>	<b>\$10,000</b>
<b>SEO Transition/Analytics</b>	<b>\$1,200</b>
<b>Content Migration</b>	<b>\$2,500</b>
<b>CMS Training and Documentation</b>	<b>\$1,500</b>
<input type="checkbox"/> <b>Form Module</b>	<b>\$1,500</b>
<input type="checkbox"/> <b>Interactive Map Module</b>	<b>\$5,000</b>
<input type="checkbox"/> <b>Event Calendar Feed Integration</b>	<b>\$1,000</b>
<input type="checkbox"/> <b>Marketwurks Integration</b>	<b>\$750</b>
<input type="checkbox"/> <b>Sponsor Registration and Payments</b>	<b>\$1,500</b>
<input type="checkbox"/> <b>E-commerce function for event ticketing</b>	<b>\$2,500</b>
<input type="checkbox"/> <b>Member management system</b>	<b>\$5,000</b>
<input type="checkbox"/> <b>Password-protected area</b>	<b>\$1,000</b>
<input type="checkbox"/> <b>Public records storage and management portal</b>	<b>\$500</b>
<b>Total (Including all Options)</b>	<b>\$39,450</b>

## THANKS

Thanks for considering working with us—we appreciate it! If you have any questions please don't hesitate to ask.

Yours sincerely,



Bryan McCall

Vice President, Duncan McCall Advertising



**Duncan McCall**

[www.duncanmccall.com](http://www.duncanmccall.com) • 850-476-5035  
4400 Bayou Boulevard, Suite 11 • Pensacola, Florida 32503

**Spotless Logistics Commercial  
Cleaning Services**

3846 N Davis Hwy  
Pensacola, FL 32503 US  
+1 8503245397  
Lt@spotlesslogistics.com  
www.thespotlesstouch.com



**Estimate**

ADDRESS  
Downtown Improvement Board

ESTIMATE 1030  
DATE 03/22/2023

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Janitorial Service	Palafox (Wright x Pine)	38,800	0.16	6,208.00
	Janitorial Service	Baylen (Wright x Main)	20,500	0.16	3,280.00
	Janitorial Service	Jefferson (Garden x Main)	10,700	0.16	1,712.00
	Janitorial Service	Tarragona (Garden x Main)	10,700	0.16	1,712.00
	Janitorial Service	Garden (Baylen x Tarragona)	15,500	0.16	2,480.00
	Janitorial Service	Romana (Baylen x Tarragona)	7,500	0.16	1,200.00
	Janitorial Service	Intendencia (Baylen x Tarragona)	7,500	0.16	1,200.00
	Janitorial Service	Government (Baylen x Tarragona)	7,500	0.16	1,200.00
	Janitorial Service	Main (Baylen x Tarragona)	7,500	0.16	1,200.00

Services include Pre and Post treat  
Removal of gum  
Jackson Park sidewalks leading to the fountain  
Palafox market sidewalk

SUBTOTAL 20,192.00

TAX 0.00

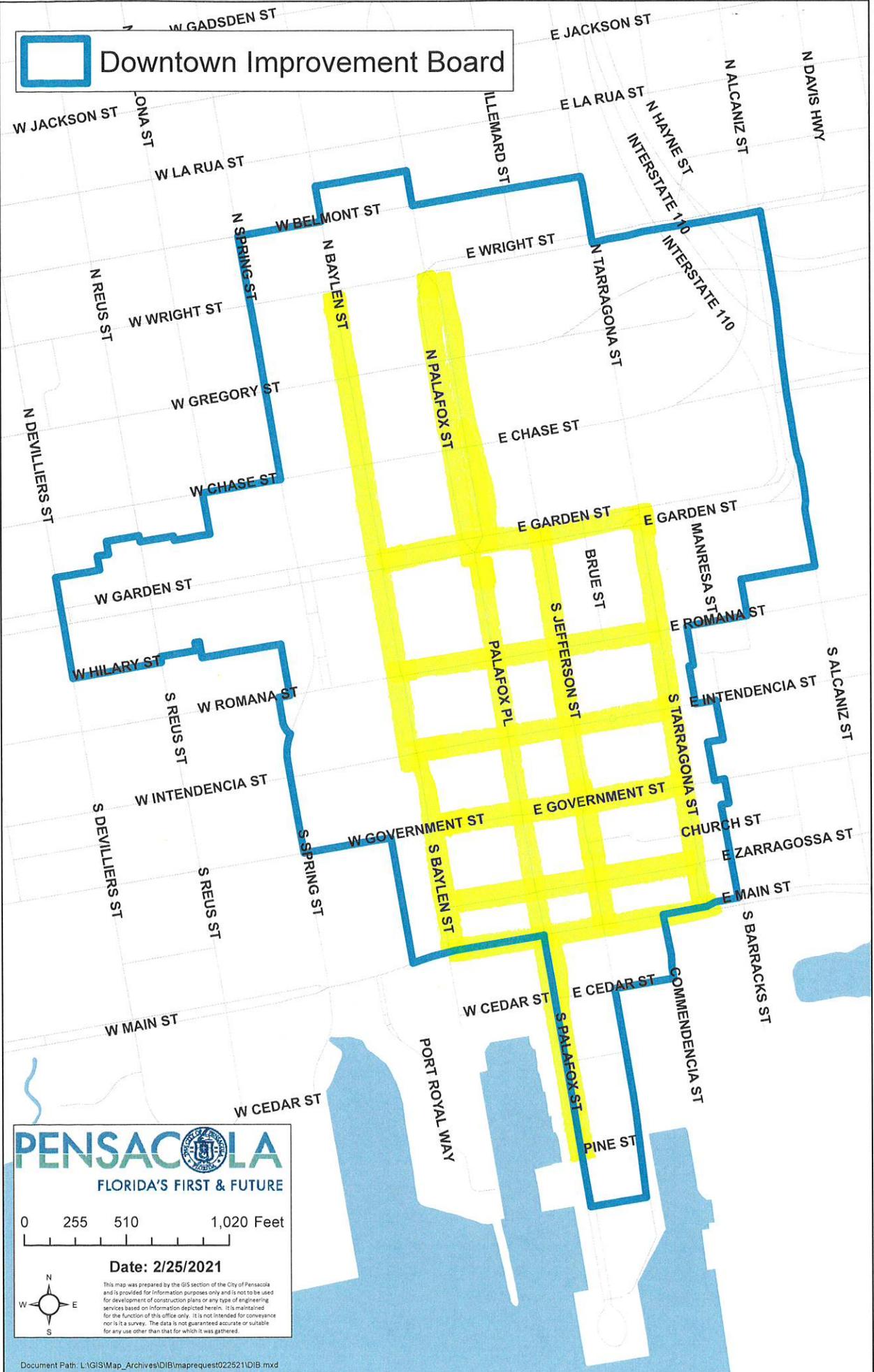
Chemicals (Gold Assasin) X (SH)

TOTAL **\$20,192.00**

Accepted By

Accepted Date

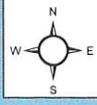
 Downtown Improvement Board



**PENSACOLA**  
FLORIDA'S FIRST & FUTURE

0 255 510 1,020 Feet

Date: 2/25/2021



This map was prepared by the GIS section of the City of Pensacola and is provided for information purposes only and is not to be used for development of construction plans or any type of engineering services based on information depicted herein. It is maintained for the function of this office only. It is not intended for conveyance nor is it a survey. The data is not guaranteed accurate or suitable for any use other than that for which it was gathered.

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**Estimate**

ADDRESS  
Downtown Improvement Board

ESTIMATE 1031  
DATE 03/23/2023

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Janitorial Service	Palafox (Wright x Main)	28,500	0.10	2,850.00
	Janitorial Service	Jefferson (Garden x Main)	10,700	0.10	1,070.00
	Janitorial Service	Garden (Baylen x Tarragona)	15,500	0.10	1,550.00
	Janitorial Service	Main (Baylen x Tarragona)	7,500	0.10	750.00
-----					
		SUBTOTAL			6,220.00
		TAX			0.00
-----					
		TOTAL			<b>\$6,220.00</b>

Accepted By

Accepted Date

