

Minutes of the Tourist Development Council Meeting
February 8, 2022

Present: David Bear, Chairman
Mary Hoxeng
Jared Moore
Mitesh Patel
James Reeves
Ronnie Rivera
Shirley Cronley
Jeff Bergosh, District 1 Commissioner

Location: Ernie Lee Magaha Government Building, Board Chambers, First Floor
221 Palafox Place, Pensacola, Florida 32502

Minutes prepared by Tina Arroyo

Regular TDC Meeting

1. Call to Order

Chairman Bear called the Regular Meeting of the Tourist Development Council to order at 3:04:14 PM

Welcome to the newest member Commissioner Jeff Bergosh

The Florida Auditor General has begun the audit on the Tourist Development Tax Program.

2. Approval of Prior TDC Minutes from December 14, 2021

Motion: That the Board approve the minutes from the December 14 TDC meeting.

Made by: Ronnie Rivera

Seconded by: Shirley Conley

Disposition: Motion Passes

3. Status of Funds Available – Clerk of the Court – Mike Davis

Currently 5.1 million dollars as of February 2022. From February 1 - 8 we have collected an additional \$39,000.00. Our total expenditures thus far for FY22 is 3.3 million dollars. Roughly 2.5 million went to Visit Pensacola, a half million went to the Bay Center. \$67,200.00 went to outside agencies, which include \$10,000.00 to the Blue Angels Association for their 75th anniversary. \$57,200.00 to William Banks Enterprises for Summer Jazz Fest. Total funds available as of February 1 is \$15.4 million dollars. Each month this year (Oct., Nov., Dec., & Jan.) we have had a record-breaking month. To compare, at a 5% comparison rate for FY22, at this same time in FY21 we had \$3.1 million dollars. That is a 2 million dollar increase 62% overall. That is comparing a 5% to a 4% since collections were not implemented until April.

The cash reconciliation shows the changes of \$768,000 has moved up to reflect the budget and the total budget number to be spent for FY21 did not change. So, the \$16.2 million is what budget pushed to be spent for FY22.

4. Public Speakers

1. Kerry Freeland	Artificial Reefs
2. BRADY HALE	DIVE TOURISM / ARTIFICIAL REEFS

Kerry Freeland – President and founding member of Dive Pros asks that we put on the agenda a large new wreck to be placed offshore as an artificial reef.

Brady Hale – Founder of Ocean Strike Team wants to promote dive tourism and artificial reefs.

5. Escambia County Marine Resource Manager - Robert Turpin

Natural Resource Damage Assessment funding - we received \$2.8 million dollars in artificial reef funding from the Deep-Water Horizon Oil spill. We have put out over 170 patch reef using concrete modules. Getting ready to get another \$1.5 million to build more reefs. The three-mile bridge rubble demolition will be one of the largest artificial reefs in the world.

Updates on Marine Resources projects:

1. Waterway access, we are very close to construct another saltwater boat ramp in Escambia County, it will be the 4th one and will be in Perdido Bay.
2. Resurface Galvez public boat ramp, bring it up to standards.
3. Removing Derelict vessels.
4. 2022 Sea turtle nesting, uses 28 trained volunteers that nest annually.

5. 2022 Sea turtle nesting, uses 28 trained volunteers with turtles that nest annually.
6. Kicking off 2022 fishing rodeo.
7. We have had a 5% increase in registered vessels since 2015

6. Pensacola Bay Center – Michael Capps

Hockey games, First Responder night and Military appreciation along with Blue Angel police vehicle. Hockey attendance is up close to 2019 numbers. Food and beverage sales are increasing. Pensacon and Mardi Gras coming up. Attendance should be back to pre-COVID numbers. Happening again is the Sun Belt conference after Mardi Gras for both men and women. Also upcoming are JoJo Siwa, WWE wrestling showcasing some locals, Jeff Dunham, US Finals, Disney on Ice, Justin Moore, a Cheerleading competition that was in Destin. Graduations in May, White Tie Rock. Christ for all Nations is a weeklong event that brings in 30,000 people. Still working on country shows. Monster jam in August.

7. Office of Management and Budget - Stephan Hall

Everything is going well as far as financials go. Currently you have a net available of \$11.5 million and proposed adjustments to reserves owing about \$3.5 million which leaves \$7,734, 590.00 that is available for tourist promotion. The breakdown will be emailed to members and Stephan would like input on how the council would like to see the additional funds for the remainder of the year.

8. Outside Agencies

1. Unified Budget Group

a. Visit Pensacola – Darien Schaefer

Destination 2020 strategic plan formed in 2015, it is 7 years later and now is the time to revisit to see what has been accomplished and what needs to be changed. We are calling it REVISIT Pensacola. We have partnered with Studer Community Institute to do focus groups. We will do a full presentation on the results.

b. Pensacola Sports – Ray Palmer

We recently awarded six grants expending \$33,000.00, that brings us for the year to about 10 awards.

c. ACE – Rick Harper

Economic Impact study we received from the Haas Center for FooFoo Fest. They calculated FooFoo fest generates the equivalent of 136 new jobs spread across the economy and it is responsible for, an addition to gross domestic product in the region of 6.5 million dollars in 202. That represents almost 12 million dollars in total sales.

2. African American Heritage Society – Dr. Cheryl Howard – **nothing to report**

3. National Aviation Foundation – Rear Admiral Cozad

The National Flight Academy wise are pressing ahead full speed. Today we stand at 98% at all quotas filled. The 1500 that will attend this summer we only have 30 children from

the local area that are attending. We are going to offer %100.00 discount to local kids for them to come back. We do not see a lot of local participation.

Starbase is the 5th grade outreach program, 25 hours in conjunction with Escambia County schools. They will be bused in and get hands on. We received funding from Department of Defense.

FDOT has created a corridor from front gate to give public access to base attractions. Should be able to break ground in 2023.

9. Other Business

1. Committee Report – Shirley Cronley

The committee met on January 20 to discuss fund 108. During the pandemic we were without dollars and what we are hoping, is to have reserve money that has restrictions and parameters to tap into in case of natural disasters. We meet again Friday February 18 at 10:30am

ADJOURNMENT

There being no further business to come before the Board, Chairman Bear declared the Meeting of The Tourist Development Council adjourned at: 4:36 PM