



AGENDA

COMMITTEE OF THE WHOLE WORKSHOP BOARD OF COUNTY COMMISSIONERS

Board Chambers
Suite 100
Escambia County Governmental Complex
221 Palafox Place

April 12, 2012
9:00 a.m.

Notice: This meeting is televised live on Cox Cable 98 and recorded for rebroadcast on the same channel.

1. Call to Order

(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)
2. Was the meeting properly advertised?
3. Summary Report of the Comprehensive Annual Financial Report (CAFR)/Audit
(Patty Sheldon - 30 min)
 - A. Board Discussion
 - B. Board Direction
4. 2012/2013 Budget Presentation
(Amy Lovoy - 30 minutes)
 - A. Board Discussion
 - B. Board Direction
5. Discussion of Potential Referendum Questions
(Commissioner Valentino, Vice Chair - 20 min)
 - A. Board Discussion
 - B. Board Direction
6. Pensacola Bay Area Chamber of Commerce Annual Presentation
(Jim Hizer - 30 min)
 - A. Board Discussion
 - B. Board Direction
7. Solid Waste Management Update - Programs and Initiatives
(Patrick T. Johnson - 20 minutes)
 - A. Board Discussion
 - B. Board Direction

8. Red Snapper, Lion Fish and Docking/Mooring Vessels on Escambia County Property and Adjacent Riparian Areas (BACKUP TO BE DISTRIBUTED UNDER SEPARATE COVER)
(Keith Wilkins - 10 min)
 - A. Discussion
 - B. Board Direction

9. Adjourn

Committee of the Whole

3.

Meeting Date: 04/12/2012

Issue: Summary Report of the CAFR/Audit

From: Doris Harris

Information

Recommendation:

Summary Report of the Comprehensive Annual Financial Report (CAFR)/Audit

(Patty Sheldon - 30 min)

A. Board Discussion

B. Board Direction

Attachments

2011 Citizens Report

The Citizen's Report For Fiscal Year 2011

Your County Finances

Presented by:



ERNIE LEE MAGAHA ESCAMBIA COUNTY CLERK and COMPTROLLER

A Summary Report of the
COMPREHENSIVE ANNUAL FINANCIAL REPORT
Fiscal Year Ended September 30, 2011



Prepared by the Clerk and Comptroller's Finance Department
Patricia L. Sheldon, CPA, CGFO, CPFO, CPFIM
Administrator for Financial Services

Your County Finances

- This presentation serves as a tool to help you understand how public funds are managed and spent.
- Most of the information in this report is derived from the county's Comprehensive Annual Financial Report (CAFR).
- A copy of the CAFR is available at http://www.escambiaclerk.com/clerk/coc_cafr.aspx



Independent Auditor's Report

- An unqualified or “clean” opinion was given on the basic financial statements of Escambia County. The auditor can state without reservation, that the financial statements are fairly presented in all material respects in conformity with generally accepted accounting principles.
- No instances of material weaknesses or reportable conditions were noted in the system of internal control.



Financial Highlights

- Total Net Assets increased \$6.7 million in governmental activities.
- Total Net Assets increased \$12.6 million in business activities.
- The General Fund has an unassigned fund balance of \$27.9 million, which is well within the fund balance policy of 17% of expenditures.
- Total bonded debt, leases and loans decreased \$3.9 million due to principal repayments made in FY 2011, bringing total outstanding debt to \$105 million.



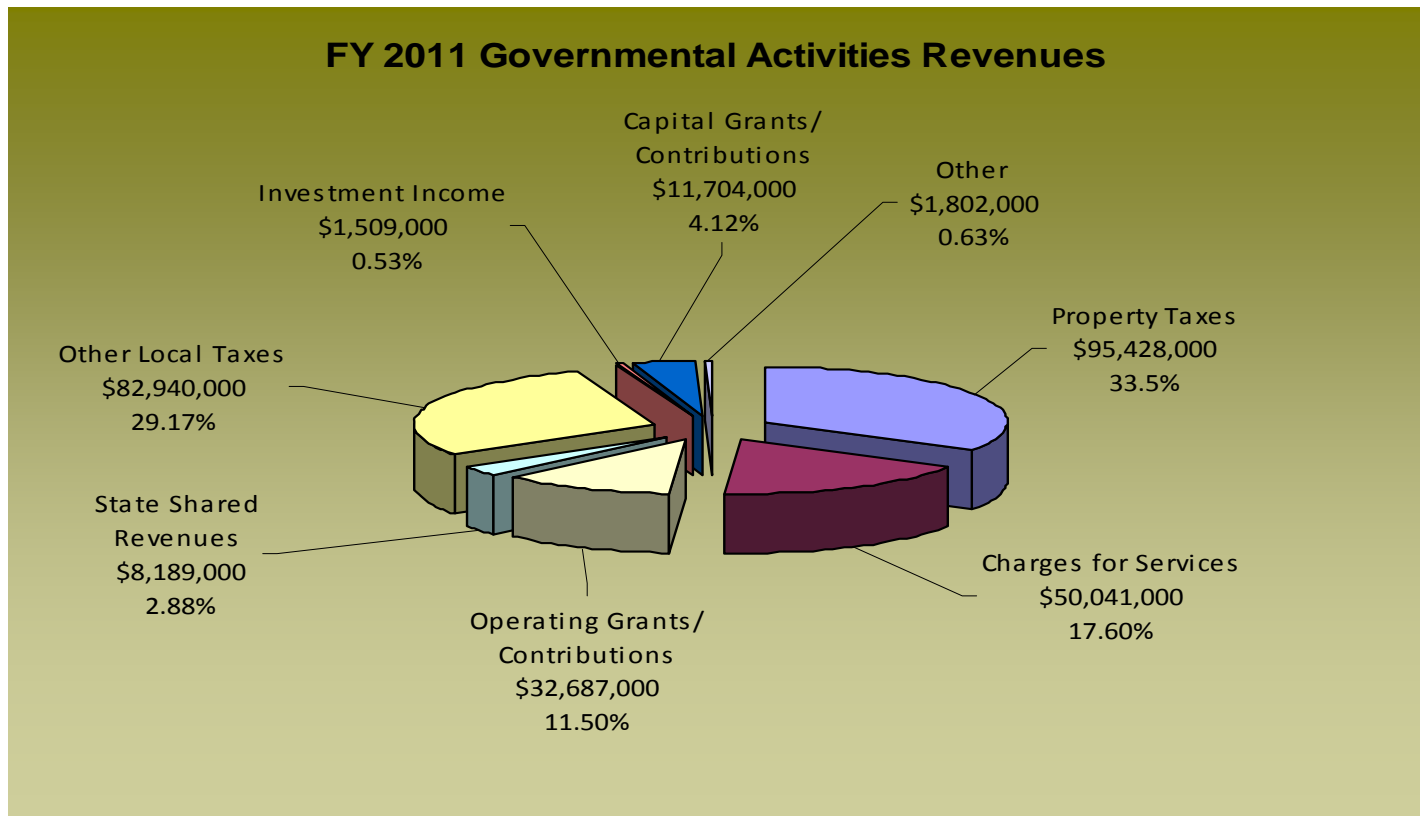
Financial Highlights (continued)

- Decreases in grant revenues include:
 - ✓ FEMA revenues decreased by \$2 million
 - ✓ Federal Stimulus revenue decreased \$12.9 million
 - ✓ FTA Grant for capital purchases of \$3.3 million



Governmental Activities Revenue

- Funding sources for County government and the services provided are varied. The chief source of revenue is derived from property taxes. Current year property taxes declined 8.3%, reflecting a continued depressed housing market and reductions in property value assessments.

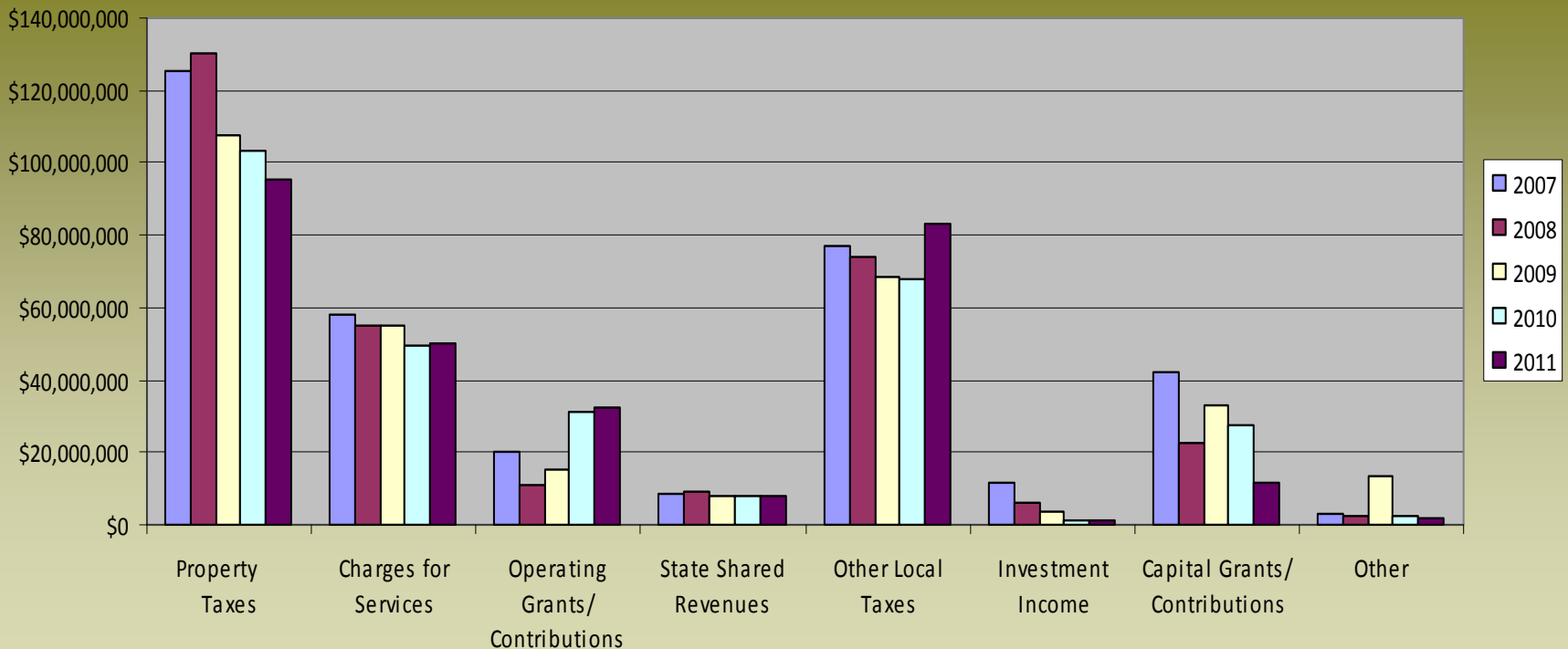


Governmental Activities Revenues

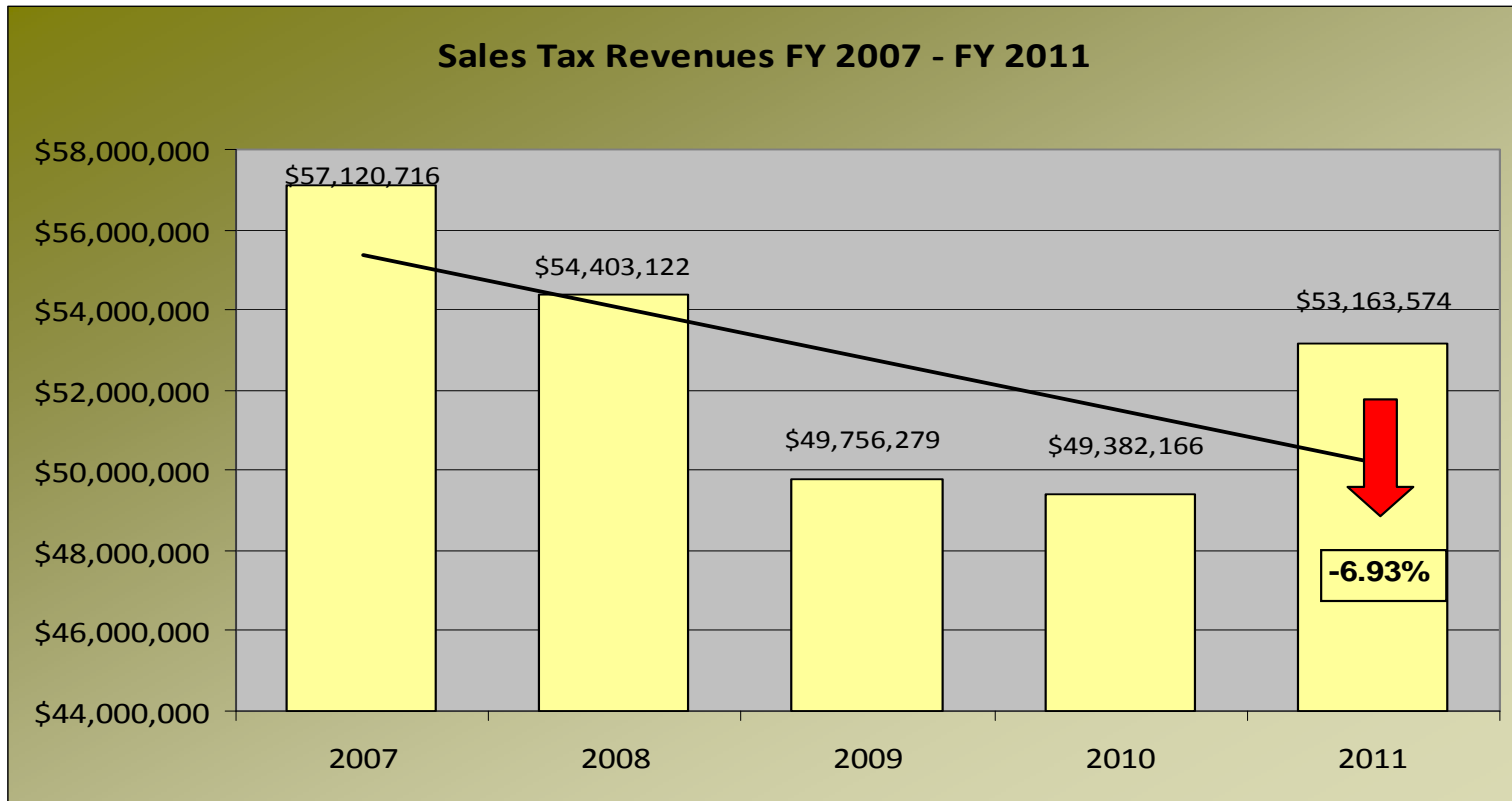
Trend Comparison

- *Governmental activities represent those that are supported primarily by taxes and intergovernmental revenues.*
- *They exclude the business-type activities such as the Solid Waste Department, Building Inspections, Ambulance and Civic Center.*
- *Property taxes do not include Beach Taxes of which portions have been collected, but escrowed.*

Governmental Activities Revenues FY 2007 - FY 2011



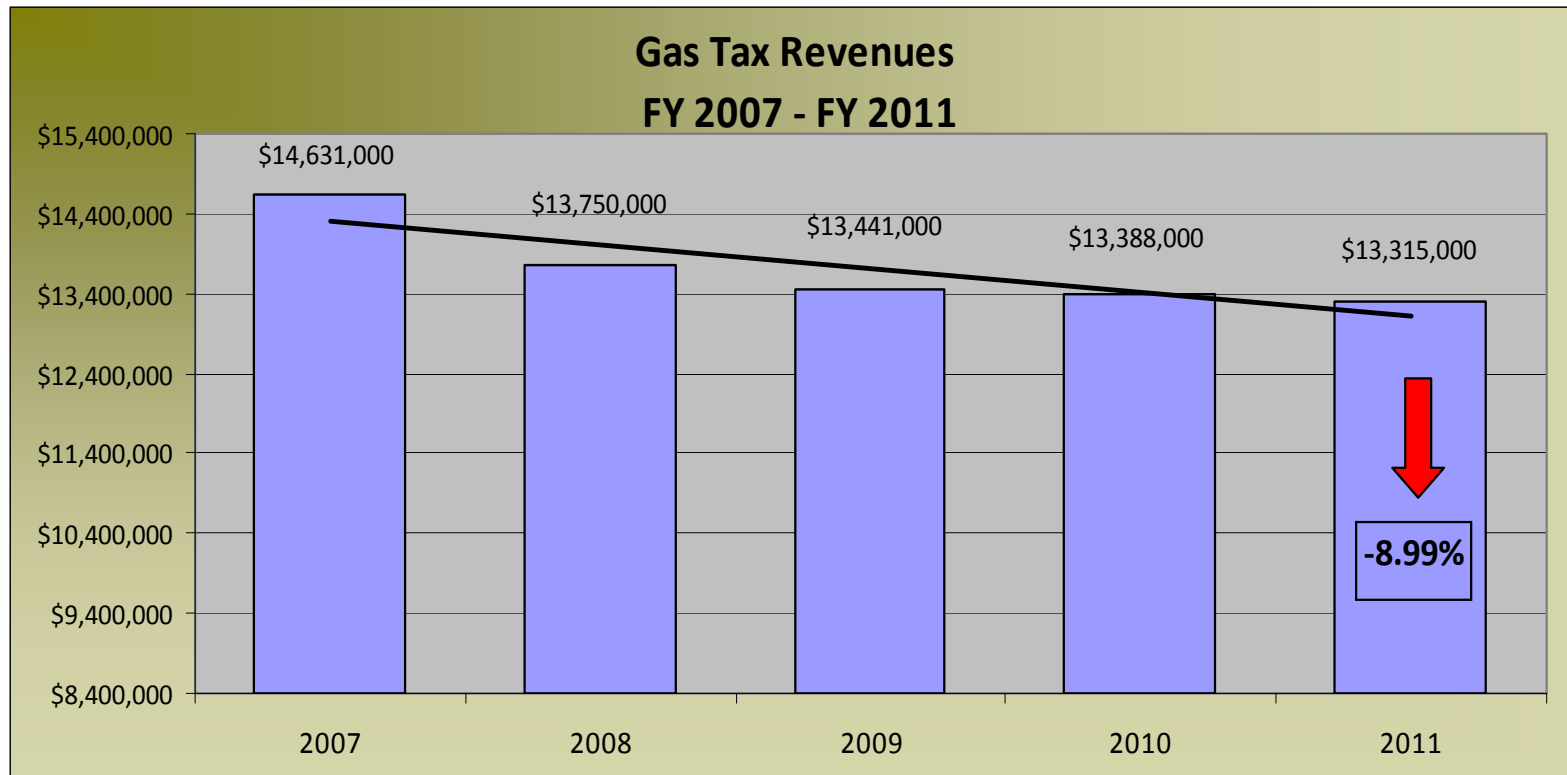
Major Revenues – Sales Tax Revenues



- The 1% local option sales tax imposed by Escambia County is used to acquire and construct capital projects within the County. Even though sales tax revenues increased 7.5% over last year, sales tax revenue has decreased overall by 6.93%. This means there are less funds for the County to use for infrastructure and roads.



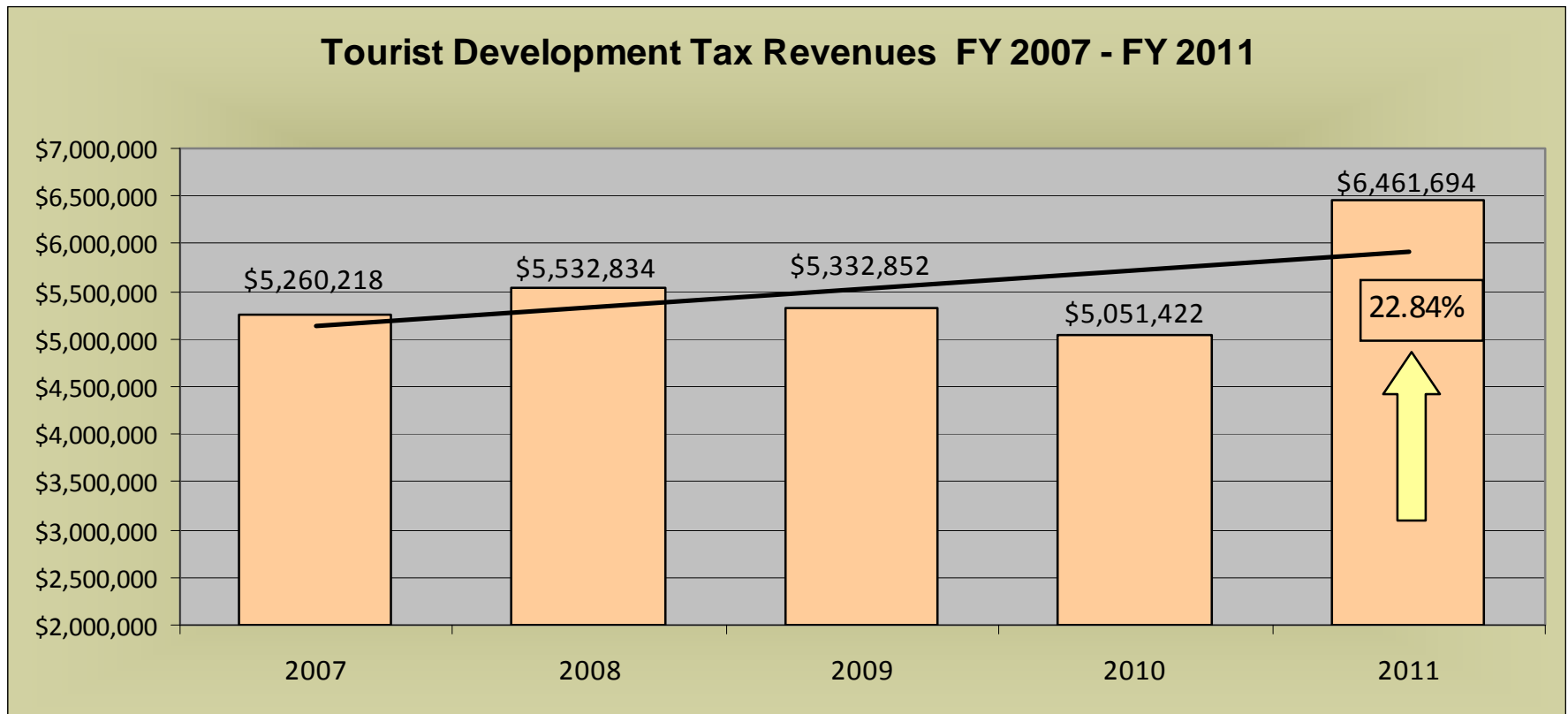
Major Revenues – Local Option Gas Tax Revenues



- The economic downturn has also slowed the Local Option Gas Tax funding source. Since 2007, there has been a slow and steady decline in gas tax revenue. The overall decline since 2007 has been 8.99%.



Major Revenues – Tourist Development Tax Revenues

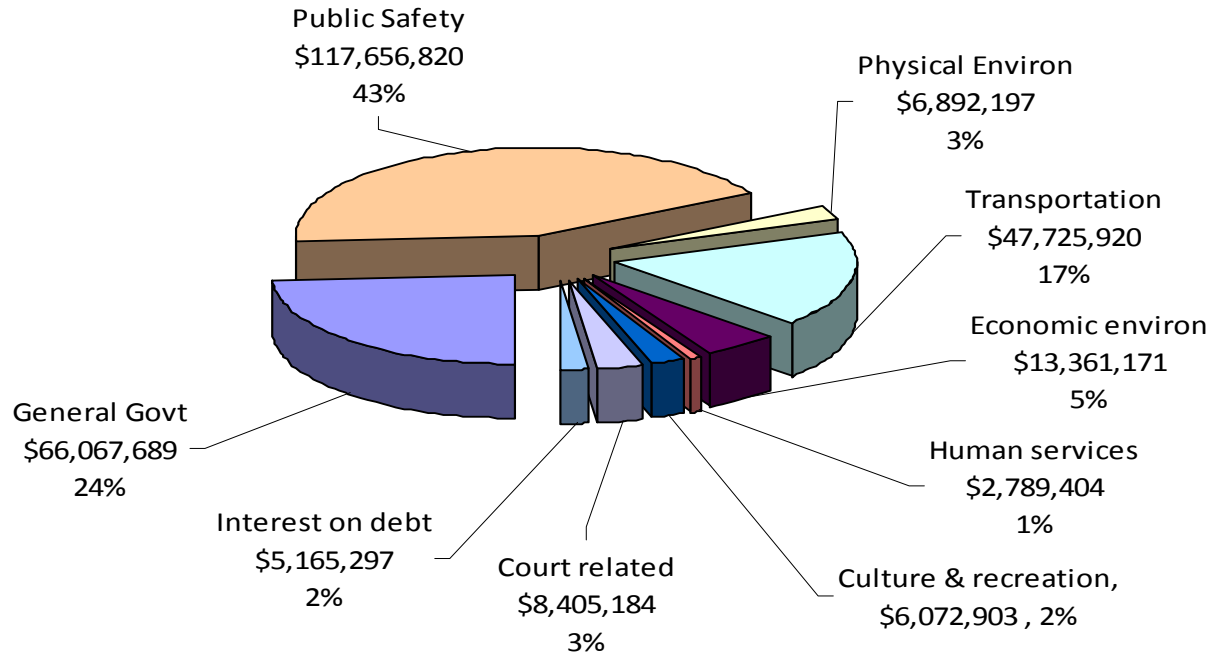


- FY 2010 experienced a major decline in TDT revenue due to the Deepwater Horizon oil spill. However, the area has been recovering nicely. Overall since 2007, the County has experienced a 22.84% increase in TDT revenues.



County Governmental Activities Expenditures

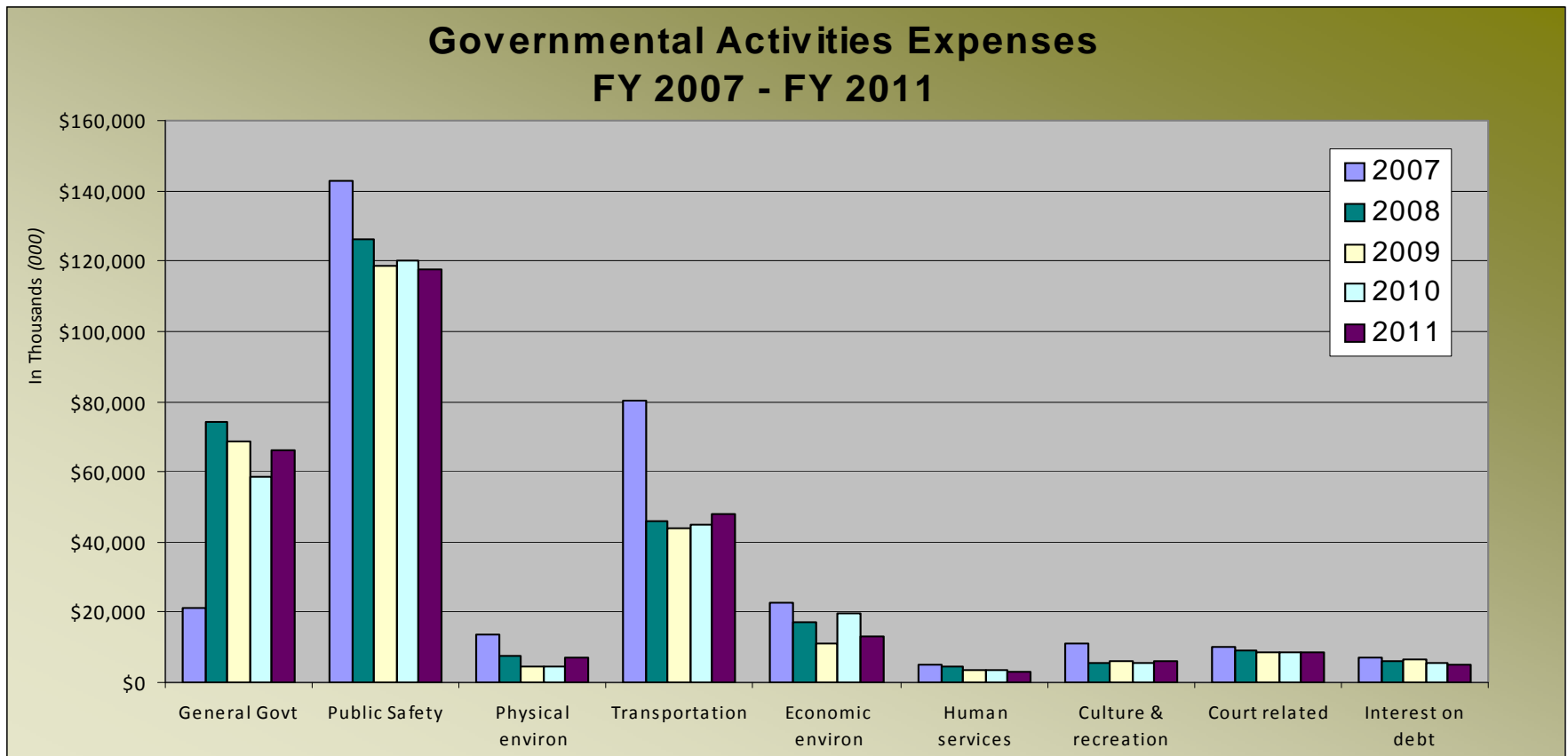
FY 2011 Governmental Activities Expenses Total \$274,136,585



- General government, public safety, and transportation costs account for 84% of the total expenditures. Expenditures increased this fiscal year a nominal 1.35% over last year, mainly in the areas of general government and physical environment.



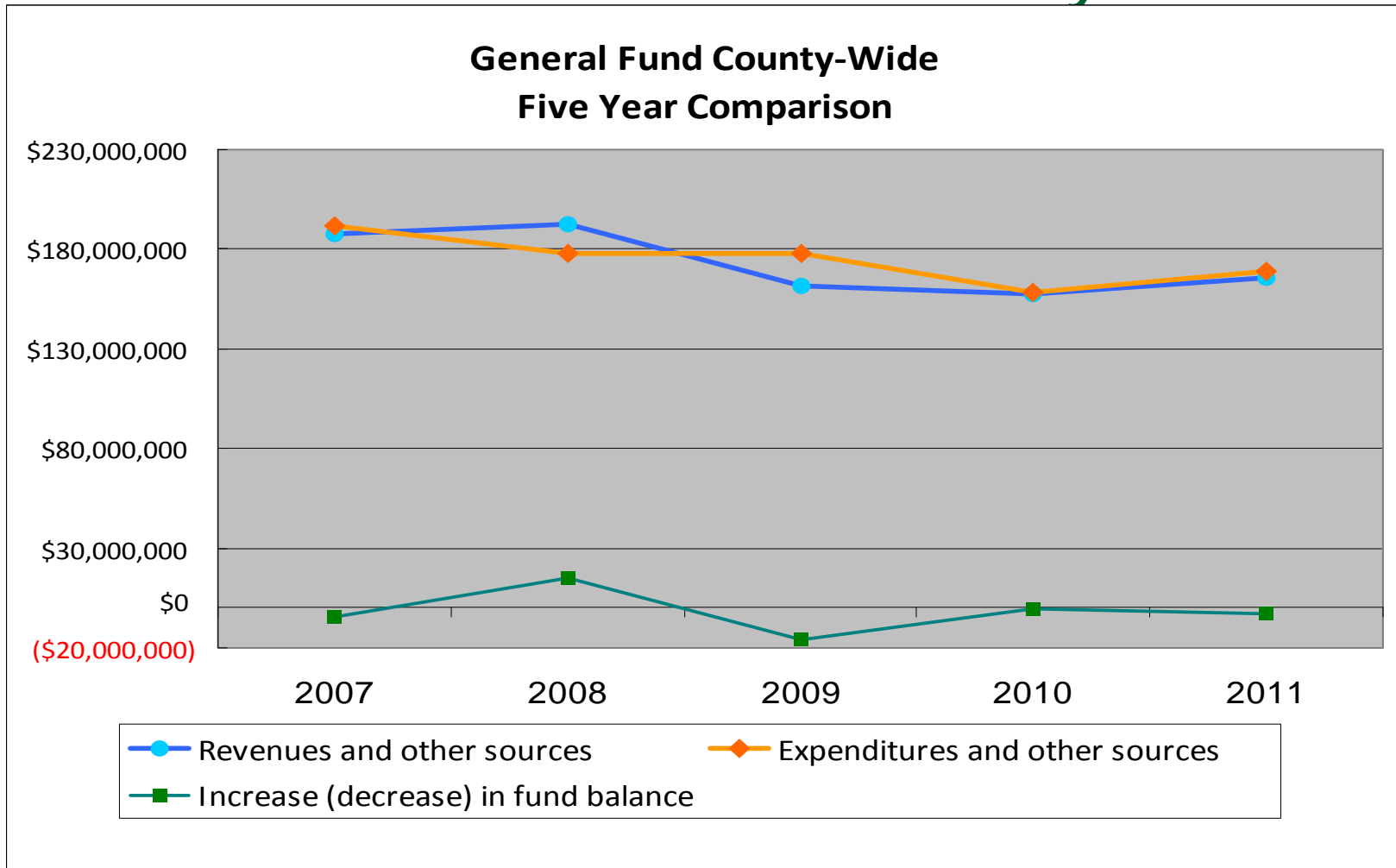
Governmental Activities Expenditures



- As shown in the table above, costs have been holding steady for the last few years, with nominal increases or decreases in each category over time.



The General Fund – County-Wide



Amounts that fall below the \$0 demarcation indicates that expenditures were more than revenues and therefore, fund balance was used to make up the revenue shortfall.



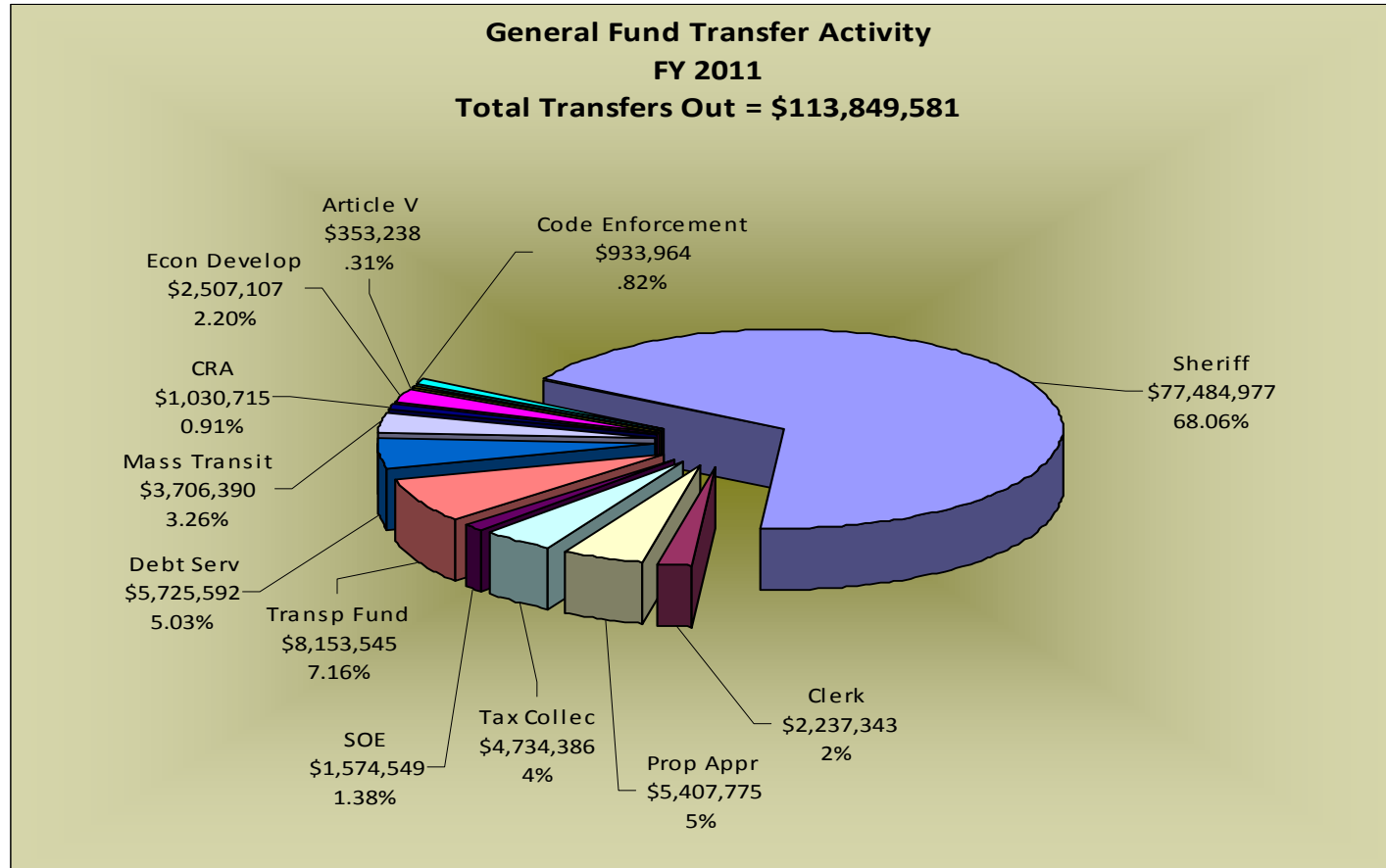
General Fund Transfer Out Activity

Transfers to Elected Officials represent 54% of the total General Fund Expenditures

	2010	2011	% change
Sheriff - Admin	\$ 43,902,714	\$ 45,070,453	2.66%
Sheriff - Corrections	28,510,411	29,938,354	5.01%
Sheriff - Court Security	2,388,330	2,476,170	3.68%
Clerk	2,275,331	2,237,343	-1.67%
Prop Appr	5,542,134	5,407,775	-2.42%
Tax Coll	4,739,378	4,734,386	-0.11%
SOE	1,643,719	1,574,549	-4.21%
	<u>\$ 89,002,017</u>	<u>\$ 91,439,030</u>	2.74%



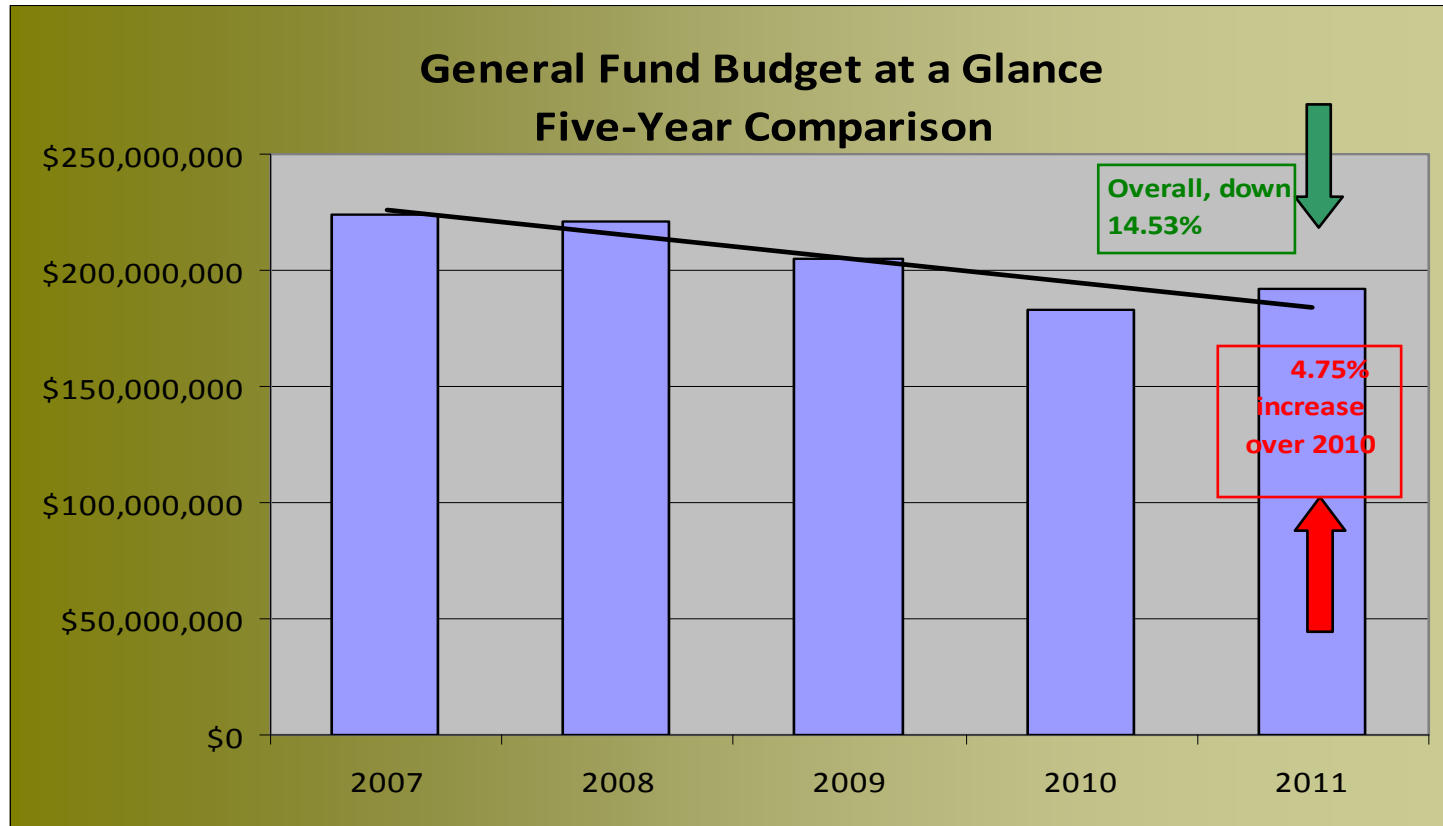
General Fund Transfer Out Activity (continued)



The chart above illustrates how the total transfers of \$114 million from the General Fund were allocated for FY 2011.



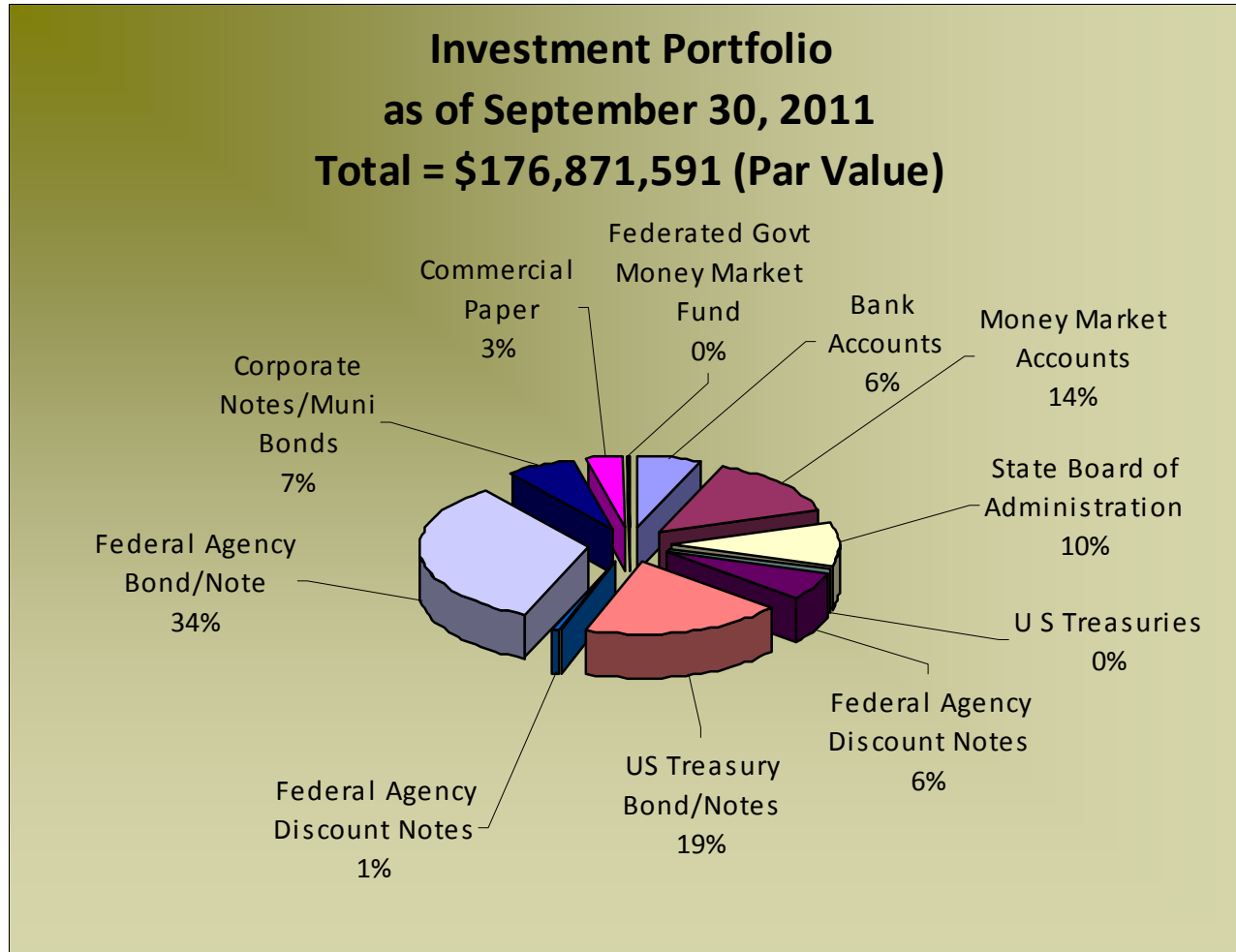
Budget at a Glance- General Fund



Although there was a 4.75% increase in the General Fund budget over last year, the overall 5-year trend has shown a 14.53% decrease.



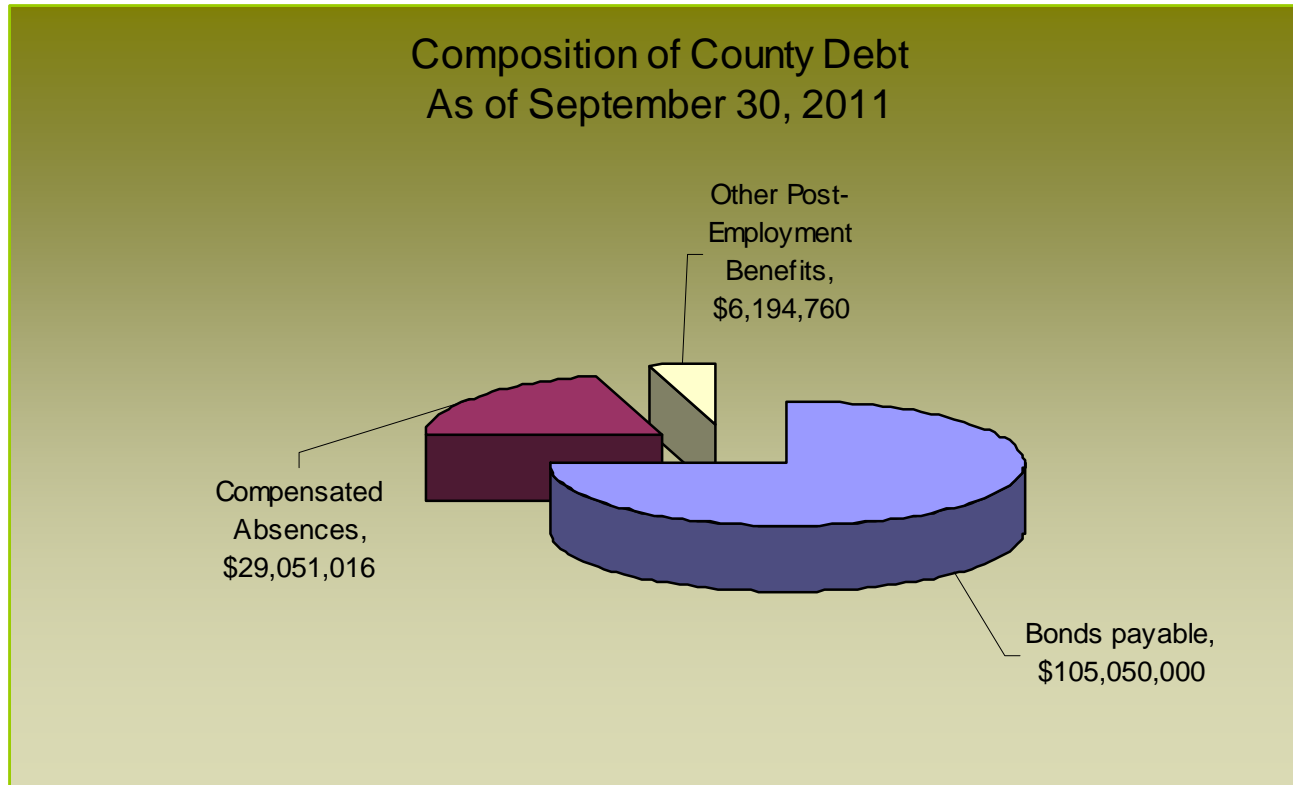
County Investment Portfolio



- ✓ \$1.6 million of interest earned in FY 2011.
- ✓ Average return on the portfolio was 1.51% in FY 11, in an environment of declining interest rates.



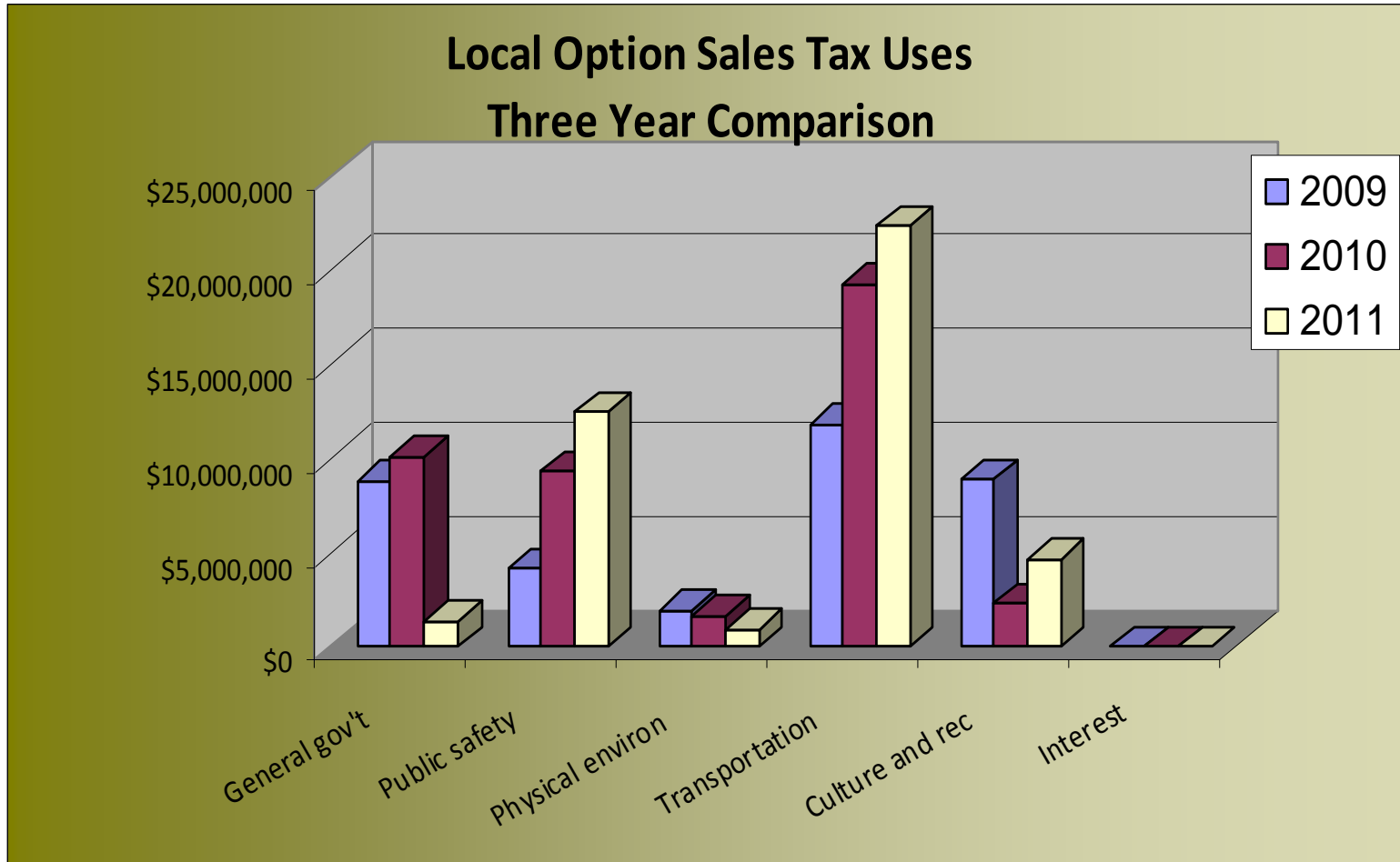
County Debt as of September 30, 2011



- The County paid off the capital equipment leases of \$507,504 during fiscal 2011. By paying off the debt, the County is able to use the revenues previously pledged on these leases for other operating costs.
- Total bonded debt is approximately \$350 per capita, which is secured solely by toll bridge revenues, tourist development taxes, and half-cent sales taxes. There is no ad valorem pledged to debt.



Local Option Sales Tax



See the next page for discussion

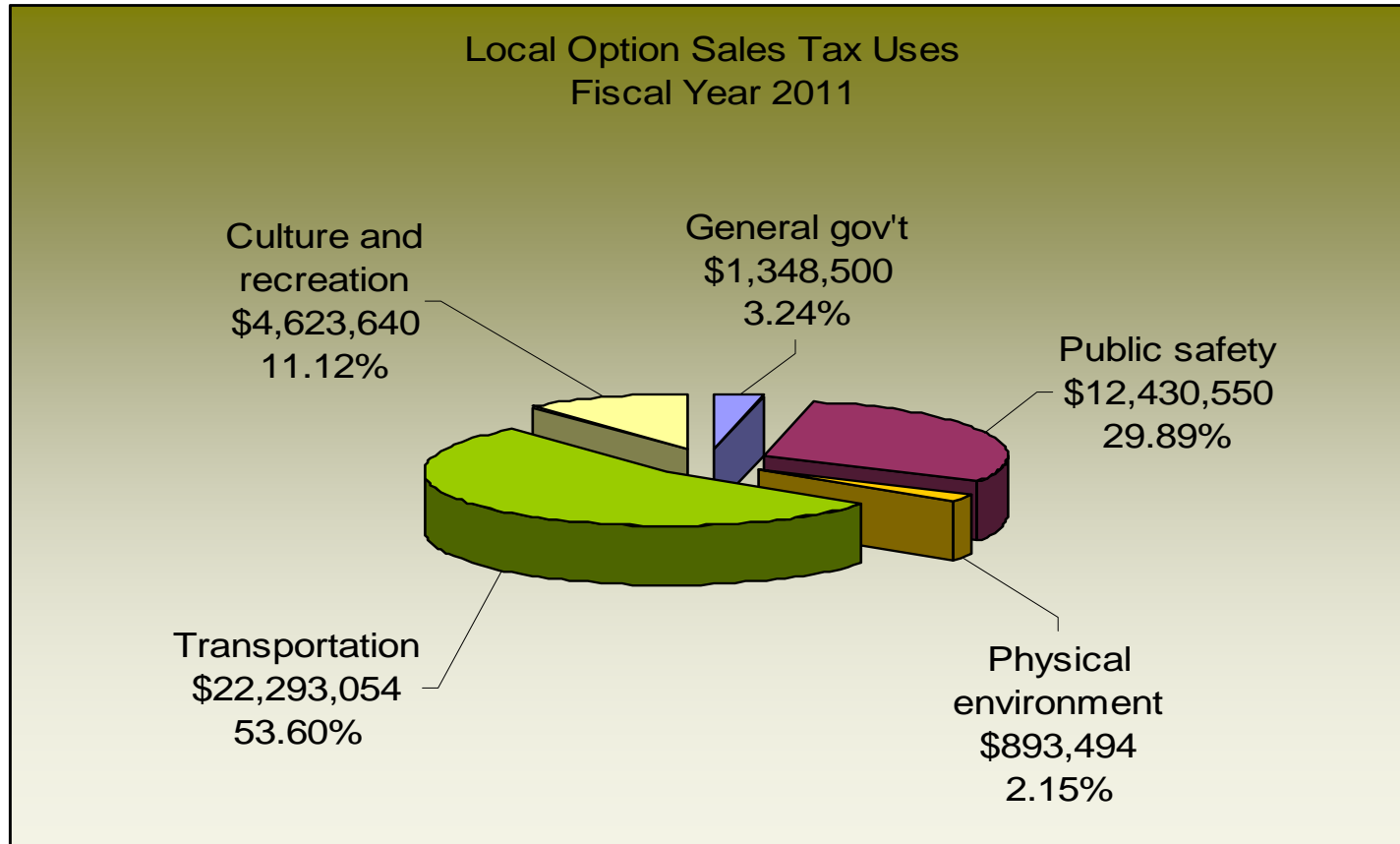


Local Option Sales Tax (continued)

- Decreases in the general government category are due to the completion in September 2010 of the Central Office Complex.
- Increases in the public safety category reflect the commencement of a \$12.5 million project to upgrade the aging E-911 communication system.
- Decreases in the Physical environment category are due to the substantial completion in FY 2010 of the Maplewoods Drainage Project.
- Increases in the transportation category are indicative of the County's commitment to improving the roadways, drainage and other infrastructure within the County.
- Increases in the Culture & Rec category reflect the commencement of work on the Southwest Sports Complex. Costs to date in FY 2011 were \$2,738,201.



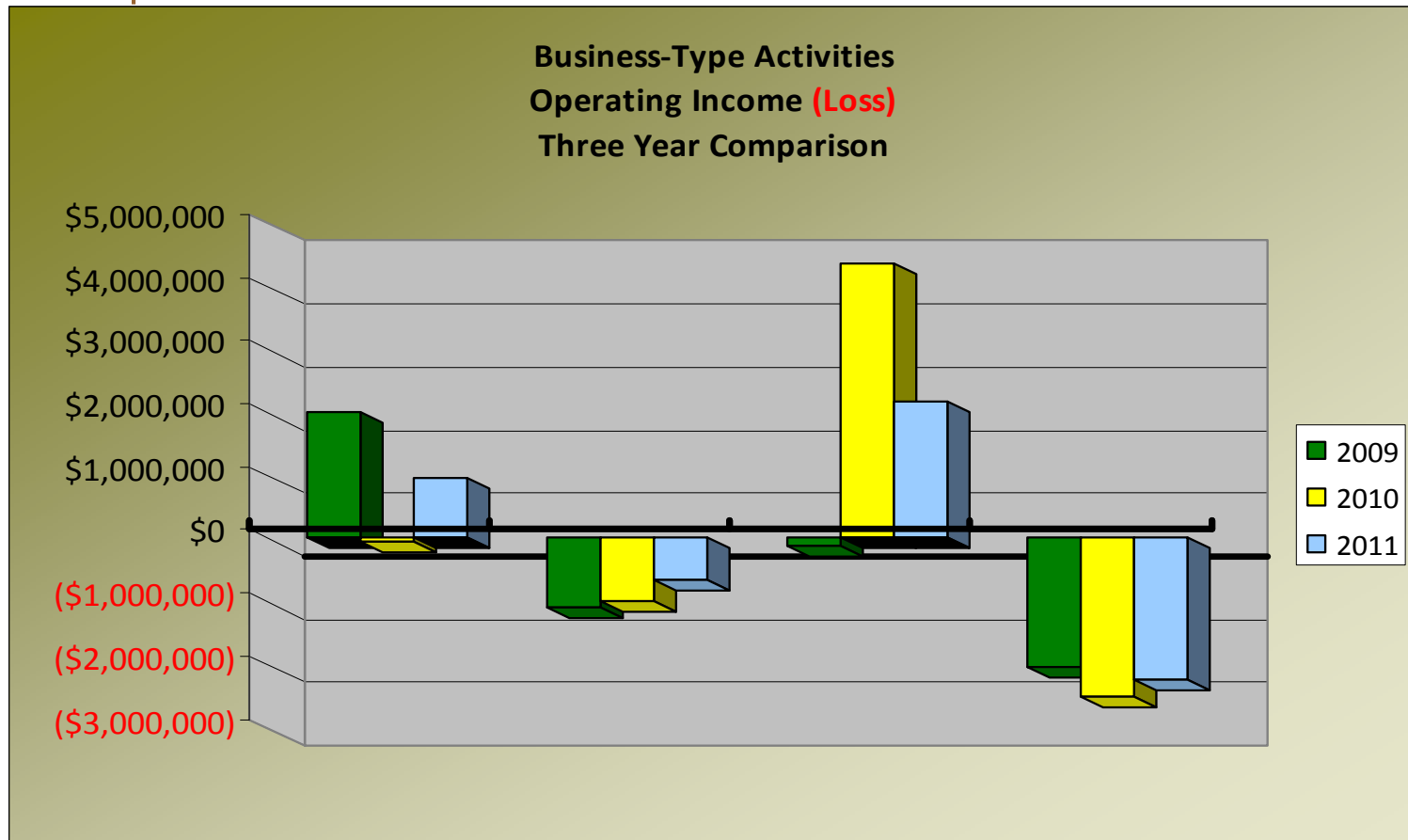
Local Option Sales Tax



- The graph above portrays the allocation of LOST dollars during FY 2011.

Business-Type Activities

Operating income is the result of operating revenues less operating expenses. The chart below compares operating income or loss for all enterprise funds.



Solid Waste Fund Highlights



- Revenue increased approximately 4% in the Solid Waste Fund due to the expanded service available at the new Transfer Station.
- The other largest source of revenue was \$663,000 generated by the sale of gas discharge to Gulf Power Company.
- Operating expenses decreased a modest \$103,743 mainly due to decreased utility and maintenance costs.

Inspections Fund Highlights



- Permits and fees revenue increased this year by 4.47%, which was directly attributable to the increase experienced in the number of permits issued during FY 2011.
- Operating costs decreased in several areas including salaries, communications and rents.
- Despite an increase in permits issued, operating revenues were still short of covering operating costs by \$649,203.

Ambulance Fund Highlights



- Revenue decreased mainly due to the winding down of the BP Oil Spill Clean-up project. Services rendered to BP were substantially less in FY 2011.
- Operating costs were held to a fairly constant level from last year.
- Most notably, there was not a need for a General Fund subsidy in FY 2011.

Civic Center Fund Highlights

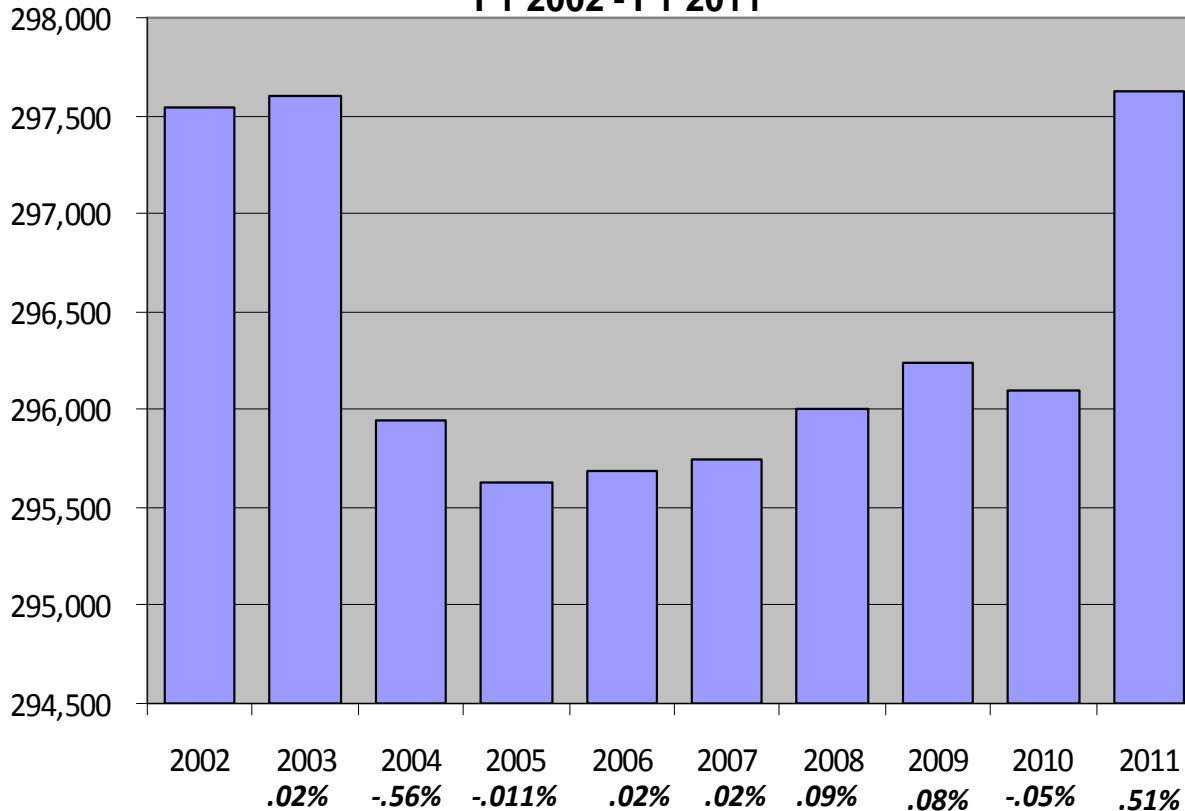


- Operating revenues decreased 11.84% in FY 2011.
- Operating expenses decreased proportionally.
- The \$1,974,810 subsidy from the Tourist Development Tax Fund was a 16% increase over the subsidy in FY 2010.



Demographic Statistics for Escambia County

Population/Growth Rates
FY 2002 - FY 2011

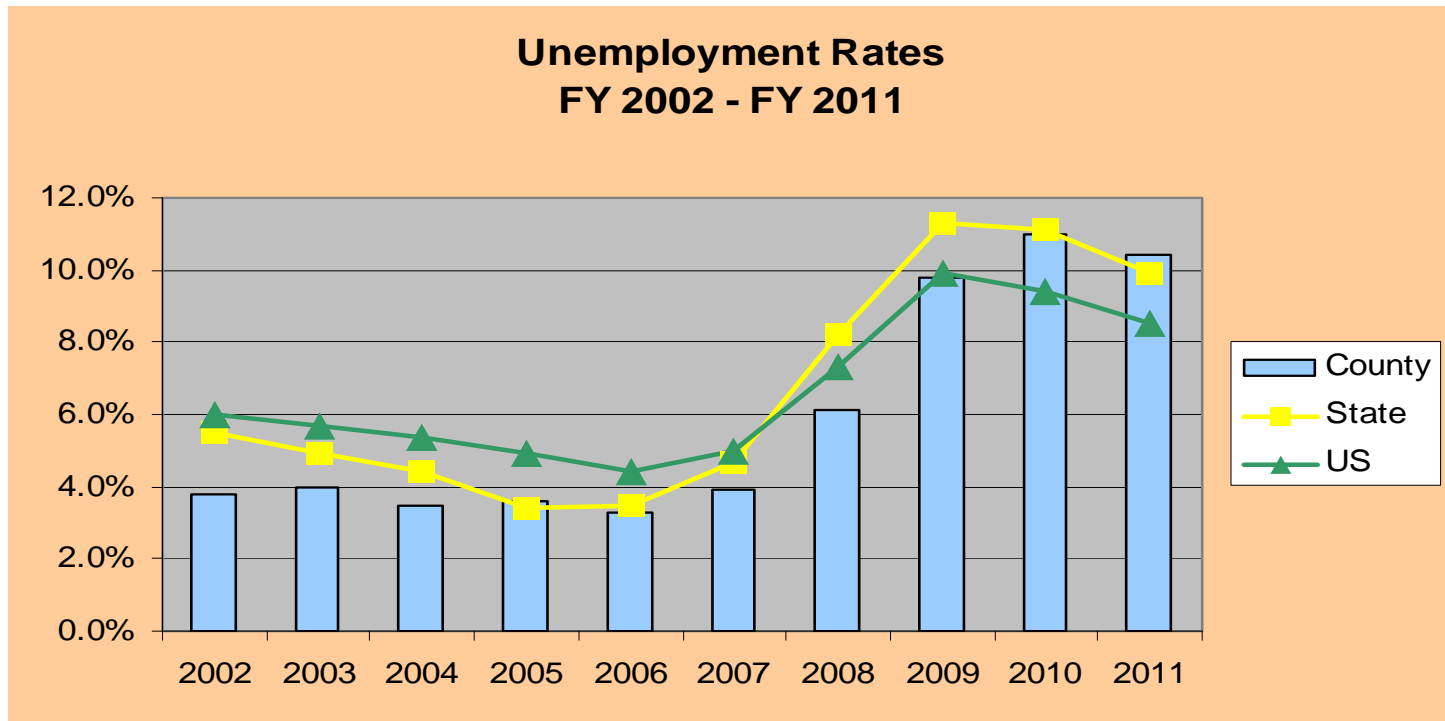


While it has taken several years, it appears the population has returned to levels experienced pre-Hurricane IVAN.

[Source: Bureau of Economic Analysis]



Unemployment Statistics



- ✓ At the end of Fiscal 2011, the unemployment rate in Escambia County was 10.4% as compared to the State of Florida's rate of 10.06% and the US rate of 8.8%.
- ✓ Escambia County ranks 36 out of 67 counties in Florida for high unemployment rates.



Closing

- The CAFR is available on the Clerk's website @ www.escambiaclerk.com
- Any questions – please call me @ 595-4825
- Thank you



Committee of the Whole

4.

Meeting Date: 04/12/2012

Issue: 2012/2013 Budget Presentation

From: Amy Lovoy, Department Head

Information

Recommendation:

2012/2013 Budget Presentation

(Amy Lovoy - 30 minutes)

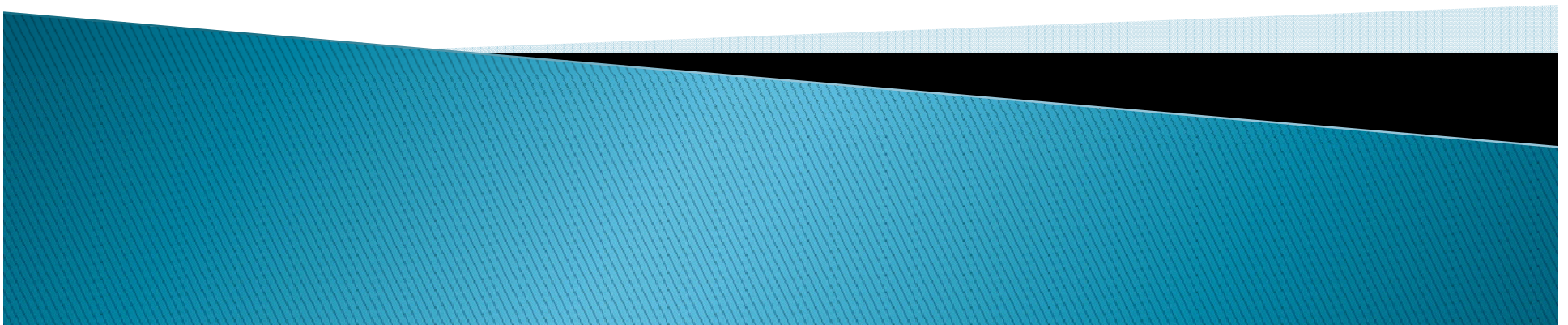
A. Board Discussion

B. Board Direction

Attachments

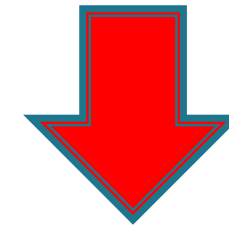
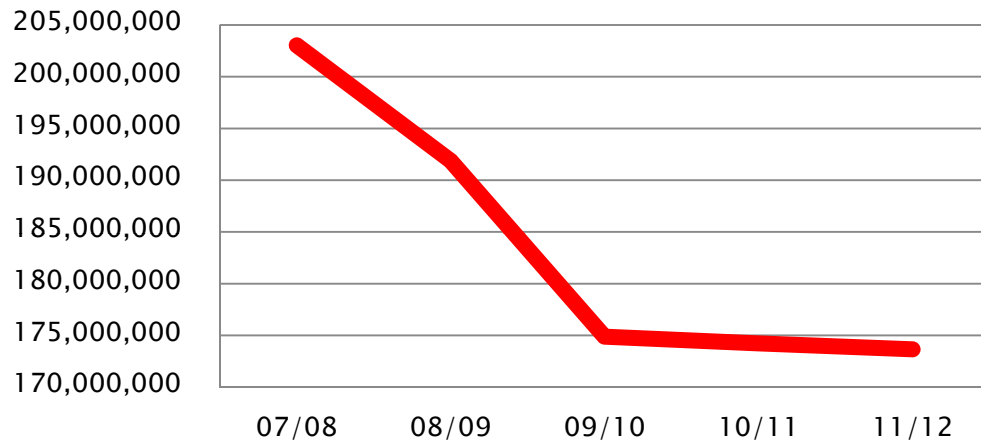
Budget Presentation

ESCAMBIA COUNTY, FL ANNUAL BUDGET FY 2012/2013



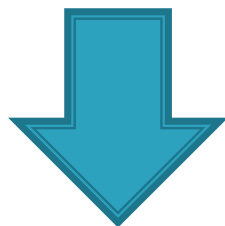
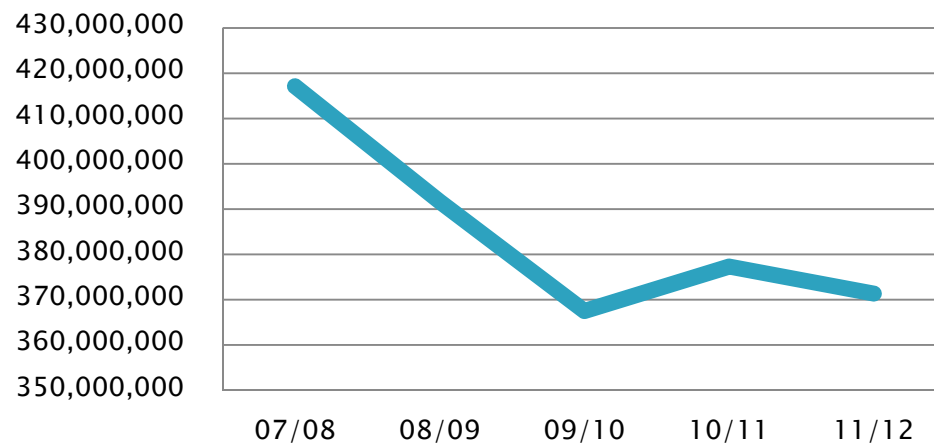
BUDGET HISTORY

General Fund



15%
\$29,300,000

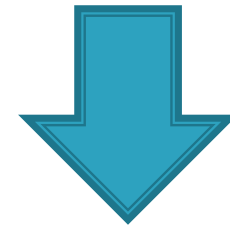
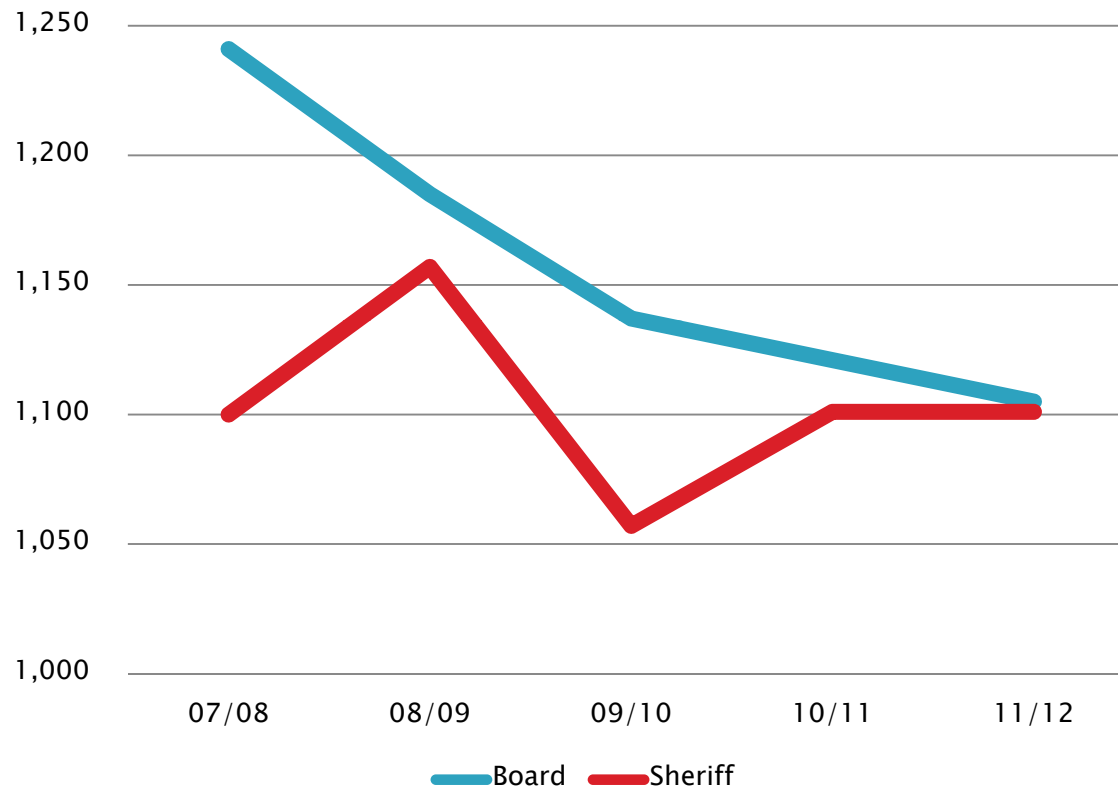
Total Budget



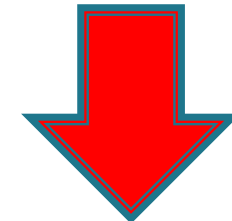
11%
\$45,700,000



TOTAL BCC/SHERIFF PERSONNEL



11% reduction
149 positions


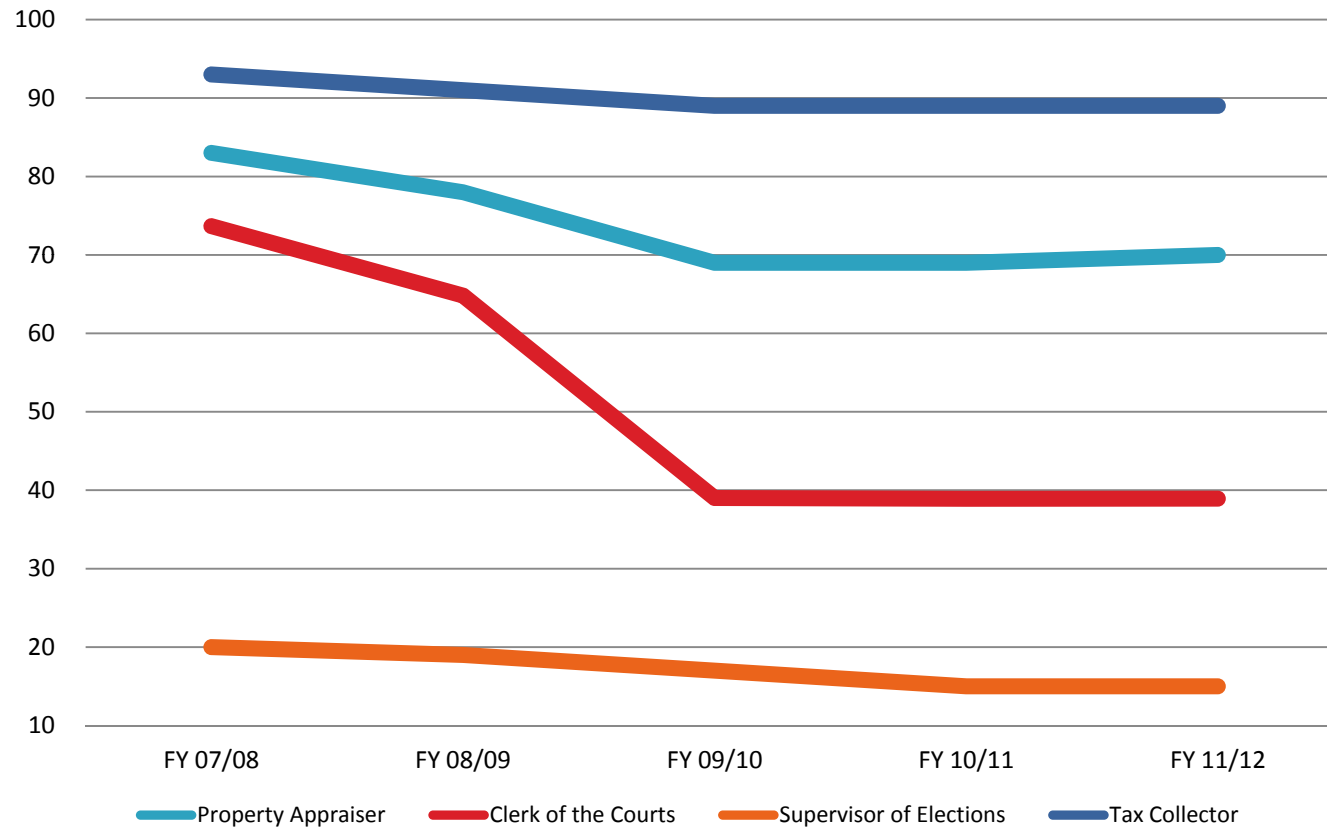


.1%
reduction

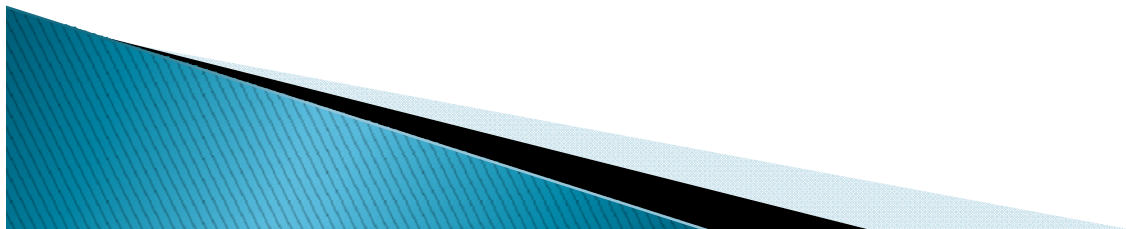
*BCC includes all full-time, temporary and relief positions.



PERSONNEL: OTHER ELECTED OFFICIALS



21%
reduction

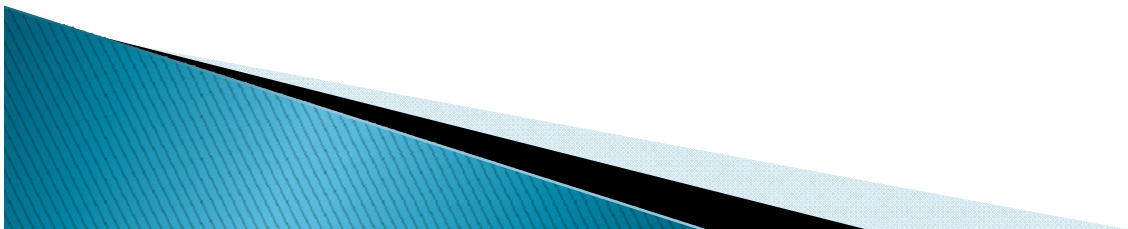


CITY OF PENSACOLA COMMUNITY REDEVELOPMENT AREAS

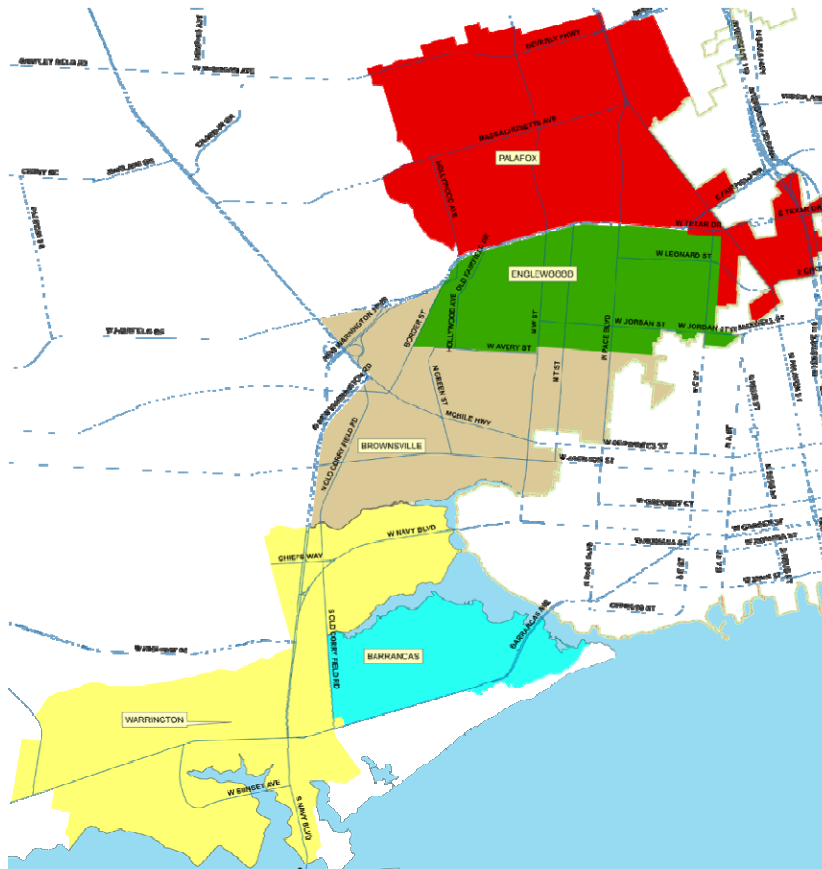


► City of Pensacola CRA's:

CRA	Amount
Downtown	\$2,344,774
Eastside	57,534
Westside	0
Total	\$2,402,308



ESCAMBIA COUNTY COMMUNITY REDEVELOPMENT AREAS

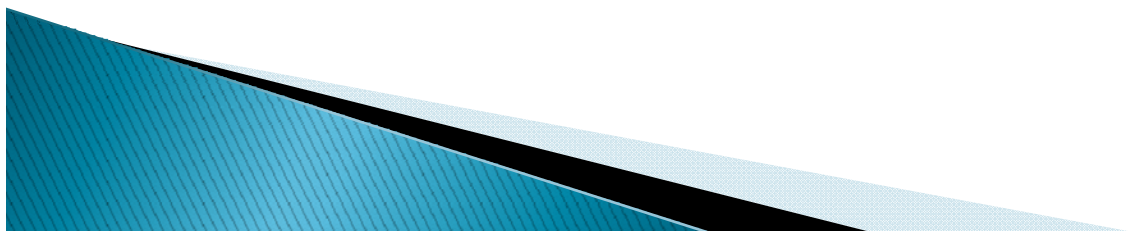


► Escambia County CRA's :

CRA	Amount
Warrington	\$382,256
Brownsville	159,997
Englewood	106,793
Palafox	224,259
Barrancas	110,382
Total	\$983,687

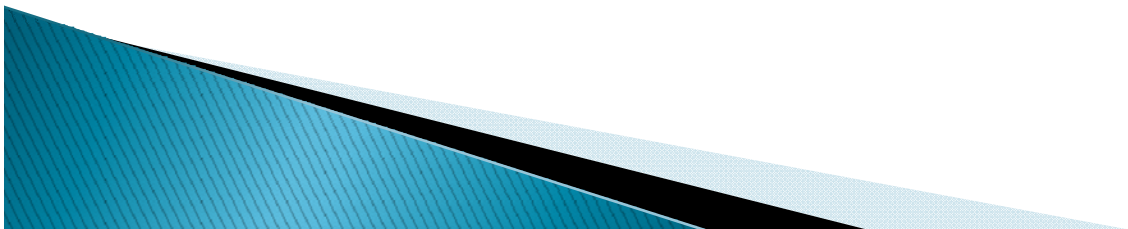
ANALYSIS

Impact	Estimate
2% Decline in Property Values	\$2,000,000
COPS Grant Increase	1,200,000
Medicaid Mandate	6,200,000
Retirement Contributions	150,000
Total Projected Deficit for FY 12/13	\$9,550,000



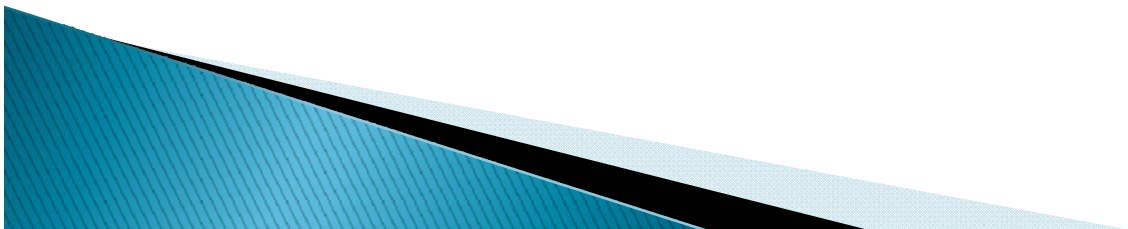
MEDICAID UNFUNDED MANDATE: THE BACKLOG

- ▶ Beginning October 1, the County is responsible for paying an estimated \$8 million in disputed and erroneous Medicaid charges retroactive to 2001.
 - If the County appeals these charges, 100% of the total will be withheld by the State. If the County does not appeal these charges, 85% of the amount will be withheld.
 - These monies will be withheld from the County's revenue sharing each month for the next five years.
 - In FY 2012/2013, an estimated payment of \$2.6 million is due if the County appeals and loses (100%) and \$2.2 million is due if the County does not appeal (85%).



MEDICAID UNFUNDED MANDATE: CURRENT AND FUTURE PROCESS

- ▶ On May 1, the State of Florida will begin withholding the amount certified by the Agency for Health Care Administration (AHCA) from the County's share of the Half-Cent sales tax to cover Medicaid costs.
- ▶ Current estimates show the AHCA will certify an amount that exceeds the County's current payment by approximately 200% . This translates to \$4 million in FY 2012/2013.
- ▶ Since this process begins May 1, the impact to the current year's budget would be estimated at \$1.6 million.



MEDICAID UNFUNDED MANDATE

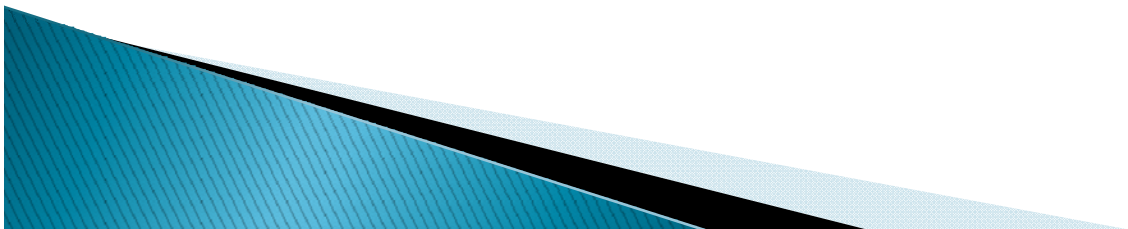
Portion	FY 11/12 Amount*	FY 12/13 Amount	Increase Over Current
Backlog	\$0	\$2,200,000	\$2,200,000
Current	2,100,000	6,100,000	4,000,000
Total	\$2,100,000	\$8,300,000	\$6,200,000

* Does not include rebills where amounts were subsequently paid by the County.



COSTS EQUIVALENT TO THE MEDICAID UNFUNDED MANDATE

- ▶ Twice the entire library budget.
- ▶ Two times the entire General Fund portion of the ECAT budget .
- ▶ 60% of the Road Department budget for one year.
- ▶ The entire Parks budget for 3.5 years.



ELIMINATING THE DEFICIT

- ▶ Establish a millage rate to generate the same amount of revenue as the current year.

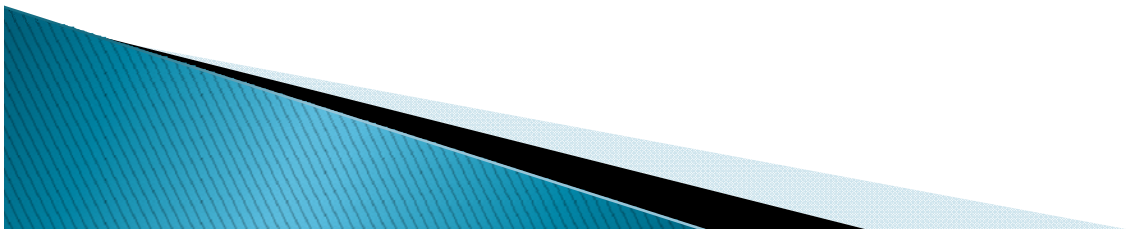
FY 2011/2012
\$765 in Countywide
Property Taxes



FY 2012/2013
\$765 in Countywide
Property Taxes

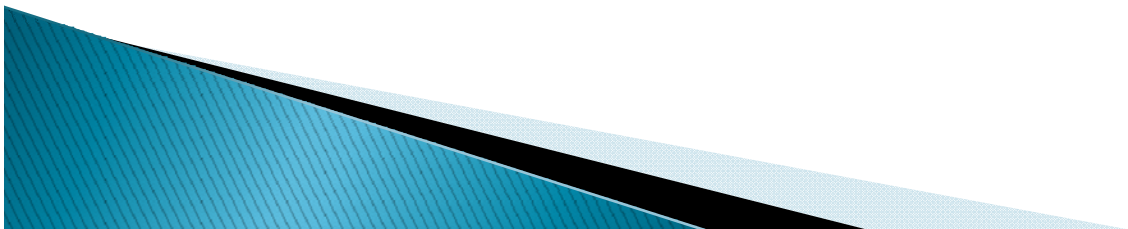


- ▶ The average property owner will not pay more in taxes.



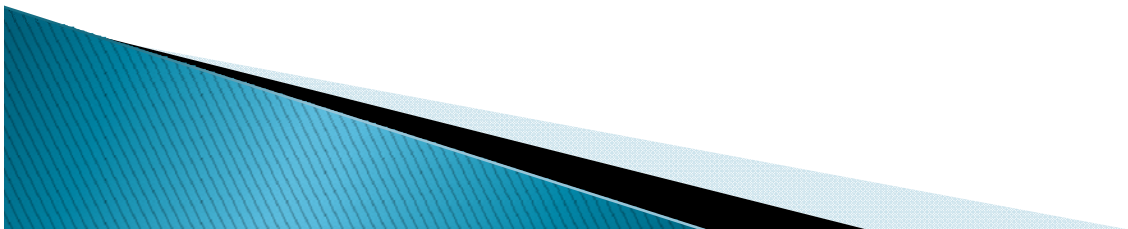
ELIMINATING THE DEFICIT

- ▶ Request the Sheriff's Office turn in a budget no greater than their current year's budget of \$75,839,521.
 - The Sheriff will absorb the \$1.2 million cost arising from the COPS grant or effectively reducing the Sheriff's budget by 1.5%.
- ▶ Move Engineering/project managers' personnel costs (approximately \$800,000) to the Local Option Sales Tax Fund; and
- ▶ Request that the other Elected Officials and Boards reduce their County budgets by 3.1%.
 - Eliminate funding for the Century courts as a part of the Clerk's budget reduction.



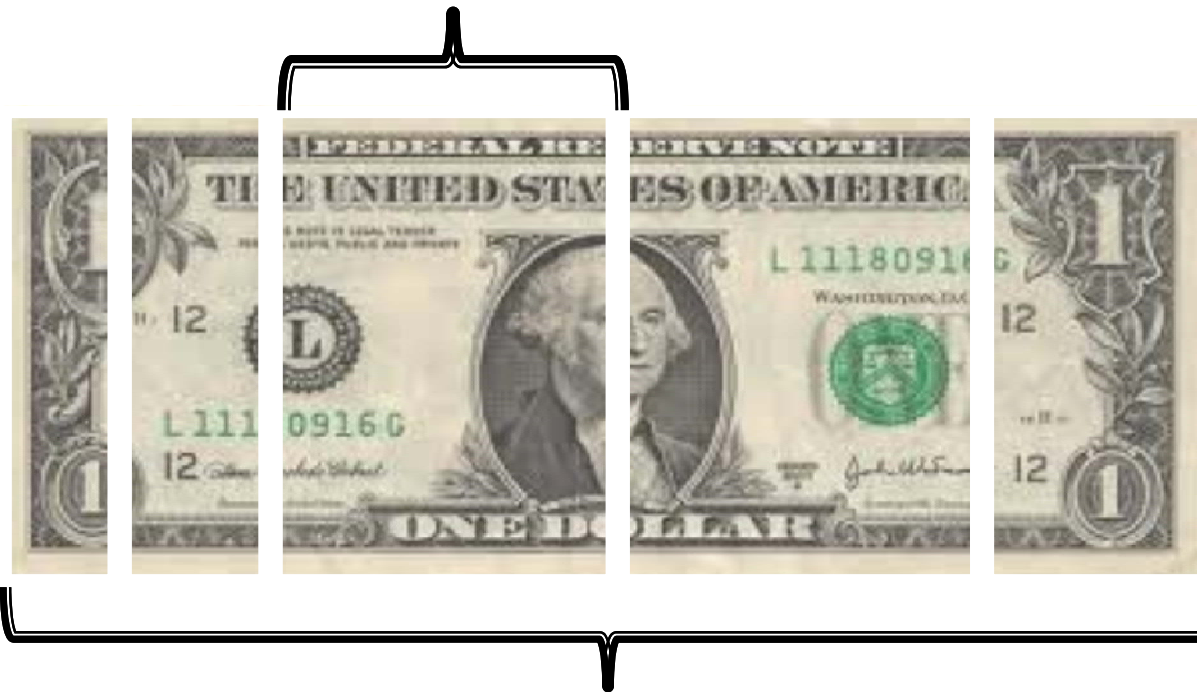
ELIMINATING THE DEFICIT

- ▶ Selecting one of the following options will reduce the deficit by \$3.3 million:
 - Eliminate support for the libraries.
 - Levy .35 mills based on a majority vote of the Board.
 - Levy .35 mills on an MSTU following a voter-approved referendum.
 - Request the library implement user fees for residents of the unincorporated area.



ELIMINATING THE DEFICIT

BCC- 27%
\$40,678,153



General Fund

* Projected deficit = \$1.9 million or 4.67% of the Board's budget.



ELIMINATING THE DEFICIT

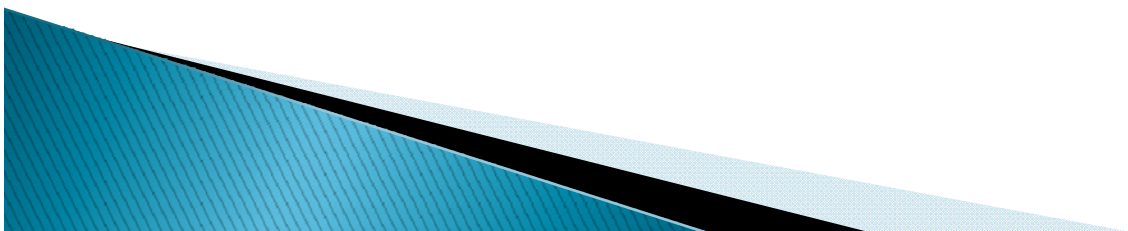
- ▶ Reduce the CRA increment by \$600,000, which will reduce the deficit to \$1.3 million.

PLUS

- ▶ Reduce services in the Board's area of the General Fund for a 3.2% reduction in the General Fund (after Library and CRA funding adjustments).
 - Service reductions will be achieved in part by offering reductions in force in targeted areas.

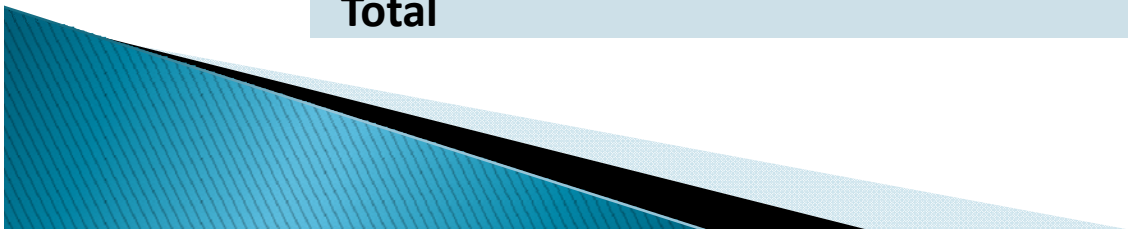
AND/OR

- ▶ Reduce funding to the outside agencies.



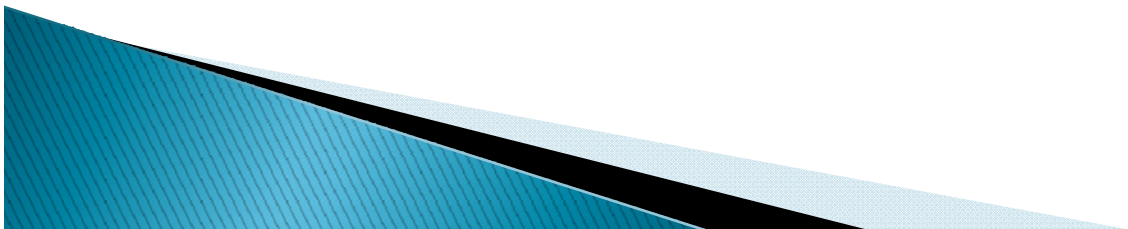
OUTSIDE AGENCY FUNDING

Agency	Amount
Council on Aging	\$40,000
Escambia Community Clinics	431,880
Escambia County School Readiness Coalition	230,000
First Call for Help/United Way	35,000
Foundations for the Future	400,000
Human Relations Commission	88,700
Lakeview	31,038
NWFL Comprehensive Services for Children	70,000
PEDC	150,000
Pensacola's Promise/Chain Reaction	20,000
United Way	95,500
Veteran's Services	15,000
WFL Regional Planning Council	14,676
Wildlife Sanctuary	32,580
Total	\$1,654,374

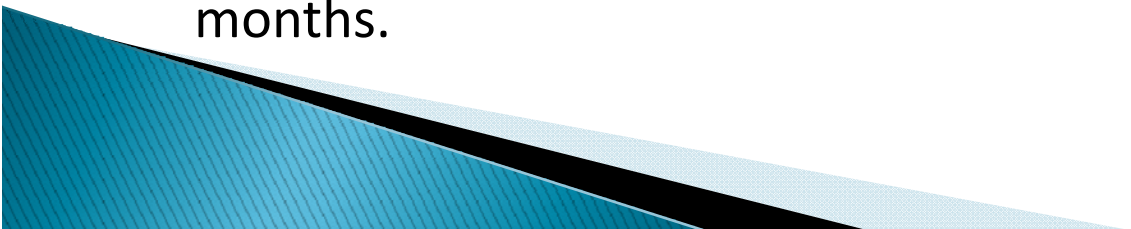


REDUCTIONS IN FORCE

- ▶ Based on the prioritization of services, certain areas will have a targeted reduction in force.
- ▶ The severance pay will equal one week of pay per year of service, up to a maximum of 6 weeks of pay.
- ▶ For classified non-union employees, the layoff process will be based 50% on seniority and 50% on performance.
- ▶ For union employees, this process will be based 100% on seniority.



SPECIFIC ACTIONS REQUESTED FOR BUDGET DEVELOPMENT

- ▶ Approve holding tax revenues constant.
 - ▶ Provide direction on library services/revenue.
 - ▶ Approve moving Engineering's project management costs to the Local Option Sales Tax Fund effective April 27, 2012.
 - ▶ Reduce the CRA increment by \$600,000.
 - ▶ Ask Elected Officials and Boards to reduce their budgets by 3.1%.
 - ▶ Approve the elimination of funding to the outside agencies except for Escambia Community Clinics, NWFL Comprehensive Services for Children and Pensacola Bay Chamber of Commerce.
 - ▶ Approve the Reduction in Force Plan including occupied positions. Current employees will be given preference in vacancies for 12 months.
- 

Committee of the Whole

5.

Meeting Date: 04/12/2012

Issue: Discussion of Potential Referendum Questions

From: Gene Valentino, District II Commissioner

Information

Recommendation:

Discussion of Potential Referendum Questions

(Commissioner Valentino, Vice Chair - 20 min)

A. Board Discussion

B. Board Direction

Attachments

Letter and Questions

**BOARD OF COUNTY COMMISSIONERS
ESCAMBIA COUNTY, FLORIDA**



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Wilson Robertson
District One

Gene M. Valentino
District Two

Marie Young
District Three

Grover C. Robinson, IV
District Four

Kevin W. White
District Five

April 4, 2012

To: Escambia County Commissioners:
Wilson Robertson, District 1
Marie Young, District 3
Grover Robinson, District 4
Kevin White, District 5

Dear Fellow Commissioners:

After lengthy research, subsequent to my re-election in November, 2010, and with a careful assessment of the efficiency of this government in which we work, it rang clear to me that the frustrations we have all had with government operations at different times could best be addressed through a "straw vote" ballot referendum.

I have worked with our Attorney, Alison Rogers, and our Administrator, Randy Oliver in trying to bring forward an approach with you over the years to address some of the REAL issues that plague us. Notwithstanding the state and federal mandates that are recklessly imposed upon us, we have managed our local government rather effectively. We balanced our budgets, reduced county debt, improved infrastructure, and even contributed back to the community value through several outside agencies. This routine is something we have grown accustomed to.

However, with circumstances now being imposed upon us more than ever before by state and federal agencies (unfunded mandates), we must look to see what we can do to make government more efficient. Said differently, we must think "out of the box" and consider options we would not have considered before.

It is essential that you understand that the questions I seek to be placed on the primary ballot this fall are NON-binding. The "yes" or "no" answer we seek from the citizens will steer us to an understanding of what the public wants government to focus on, or not. These questions are nothing more than an inquiry of the public on issues that have not been addressed effectively through past efforts. It takes the "process" out of the hands of politicians who have been accused of directing an outcome.

Regardless of what you or I think about these questions, it is essential we let the people, our bosses, have the final say on such important policy matters. A "no" answer to any of these questions would clear the air once and for all, putting it to bed. A "yes" answer would suggest we consider studying a plan of action, subject to the public's final approval in a subsequent ballot vote.

Sincerely,

A handwritten signature in purple ink, reading "Gene M. Valentino".

I.

NON-BINDING STRAW BALLOT QUESTION REGARDING WHETHER TO RETAIN THE SANTA ROSA ISLAND AUTHORITY

Do you support Escambia County taking steps to abolish the Santa Rosa Island Authority and make Escambia County responsible for direct governance of Pensacola Beach?

YES

NO

II.

NON-BINDING STRAW BALLOT REGARDING THE EMERALD COAST UTILITIES AUTHORITY (ECUA)

Do you support Escambia County studying whether the Emerald Coast Utilities Authority (ECUA) could be brought under the Escambia County Board of County Commissioners as a department of the County?

YES

NO

III.

NON-BINDING STRAW BALLOT QUESTION ON COMBINING ESCAMBIA COUNTY AND CITY OF PENSACOLA FIRE SERVICES

Do you support Escambia County pursuing efforts to study combining Escambia County and City of Pensacola fire services into a single fire service?

YES

NO

IV.

**NON-BINDING STRAW BALLOT QUESTION ON COMBINING
ESCAMBIA COUNTY SHERIFF'S DEPARTMENT AND THE
PENSACOLA POLICE DEPARTMENT**

Do you support Escambia County pursuing efforts to study combining Escambia County Sheriff's Department and the Pensacola Police Department into a single law enforcement agency?

YES

NO

V.

**NON-BINDING STRAW BALLOT REGARDING WHETHER TO PURSUE
CONSOLIDATED GOVERNMENT**

Do you support Escambia County taking steps to get the issue of consolidating the governments of Escambia County, the City of Pensacola and the Town of Century to the voters of Escambia County?

YES

NO

VI.

**NON-BINDING STRAW BALLOT WHETHER TO CREATE AN
ECONOMIC DEVELOPMENT AGENCY**

Do you support Escambia County studying the creation of an economic development agency?

YES

NO

Committee of the Whole

6.

Meeting Date: 04/12/2012

Issue: Pensacola Bay Area Chamber of Commerce Annual Presentation

From: Charles R. (Randy) Oliver, County Administrator

Information

Recommendation:

Pensacola Bay Area Chamber of Commerce Annual Presentation

(Jim Hizer - 30 min)

A. Board Discussion

B. Board Direction

Attachments

Presentation

Committee of the Whole

Pensacola Bay Area Chamber of Commerce

April 2012

Vision 2015

**Strategic Plan for creating 3,000 new
jobs in five years**

116 total investors

\$8,684,000 Invested

Armed Services

Escambia County Economic Impact

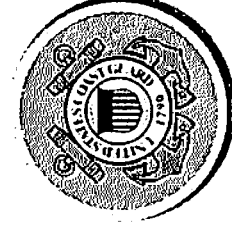
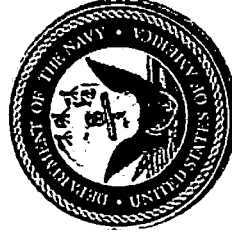
Economic Impact - \$5.1 Billion

Uniformed Military/Federal - 22,000

Defense Industry Employment - 78,850

Capital Investment - \$1 Billion

Average Earnings per Military Job - \$77,000



Armed Services

- Spice Legislation
- Planning Military Appreciation Month 2012
- International Relations Program Growing
- Washington DC Fly-In

Armed Services

Strategic Health Intelligence

- Early Adopter for the Florida Health Information Exchange
- Approved for Connectivity to the Nationwide Health Information Network
- Showcased at the Health Information and Management Systems Society Annual Conference & Exhibition 2012
- Held 5th Annual Strategic Health Intelligence Summit
- Continues to Promote Pensacola as a Test Site

Armed Services

State of Florida Defense Community Grants Awarded by OTTED

Infrastructure Grants: \$400,000

- 1. Cyber Warfare Battle Lab Cooperative: \$200,000**
- 2. Encroachment: \$200,000**

Armed Services

100 YEARS OF AVIATION

home history events news resources stores photos videos sponsors contact

Aviation Week - May 2-8, 2011

During this event...

Sponsors

PENAIR
PENNSYLVANIA AIR NATIONAL GUARD

Centennial News

Blue Angels Announce 2012 Show Schedule

2012 schedule released with several shows commemorating the centennial of the War of 1812.

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Economic Development

Business Recruitment & Existing Business Successes

Navy Federal: Bldg. #4 Ribbon Cutting

Cronimet Corporation: 15 Jobs; \$2 Million Investment

Hixardt Technologies: 100 Jobs; \$4 Million Investment

Ascend Performance: 102 Jobs; \$56.1 Million Investment

Custom Control Solutions: 15 Jobs; \$520,000 Investment

Alto Products Corporation: 12 Jobs; \$500,000 Investment

Economic Development

357 New Jobs

**\$63.1 Million Total
Capital Investment**

Economic Development

Business Recruitment & Retention

15 Active Projects

82 Existing Business Visits

Celebrity Chefs Event in NYC

Six site selection consultants in attendance

Economic Development

Product Development

Pensacola Technology Campus

FAST TRACK

Sites & Buildings Database

Economic Development

Center for Innovation & Entrepreneurship

Renovation of 2nd Floor

Analyst Group: 9 new employees this year for a total
of 17 employees

Incubator program currently has 28 employees

Tourism

\$1.2 Billion Industry

18,000 Jobs

8,000 Hotel Rooms

2,000 Condos/Beach Homes

Tourism

Lodging

\$162.6 million revenue/\$6,502,664.32 bed tax
+27.4% from \$127.6 million in 2010

\$859.4 million revenue – four county area
+26.4% from \$680 million in 2010

58.3% hotel occupancy
+3% from 56.9% in 2010

\$101.48 average daily hotel rate
+13% from \$89.54 in 2010

Tourism

Web Advertising

Site Visitation: 452,182 in 2011-2012
+43%

Campaign Site Visitation: 33,652
+303%

Mobile Site Visitation:

+234% - iPhone
+274% - Android
+396% - iPad

Tourism

Public Relations

Ad Equivalency: \$4.7 million to-date
+\$3.2 million

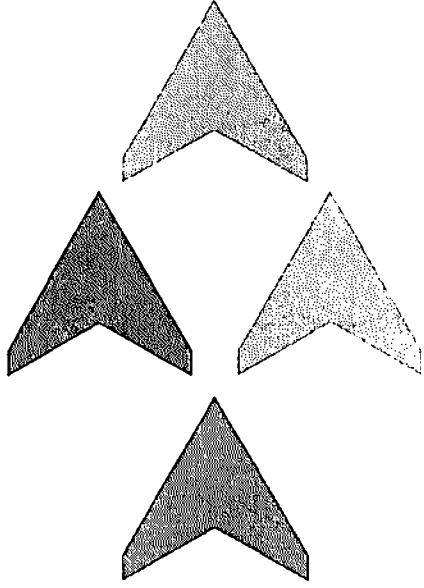
4 Out-of-Market Visit Florida Media Missions
- Atlanta, Birmingham, Chicago, New York

Pensacola Celebrity Chefs and Viva Florida 500

Special Event in Cincinnati
Double-Play Giveaway Contest

Snowbird Promotions

Rebranding



GREATER
PENSACOLA
CHAMBER

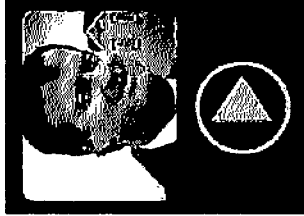


Greater Pensacola Chamber

Facebook icon

Join the Chamber

Member Login



A message from President Jim Hizer

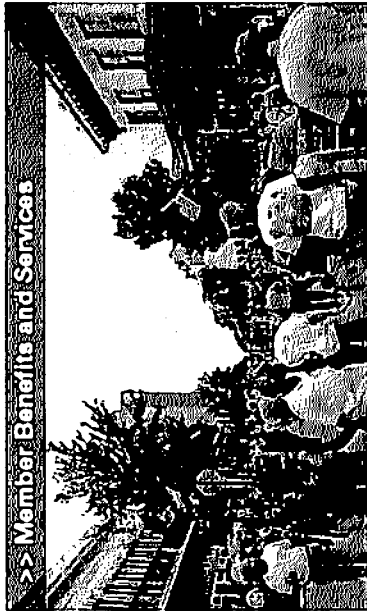
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sample static banner ad



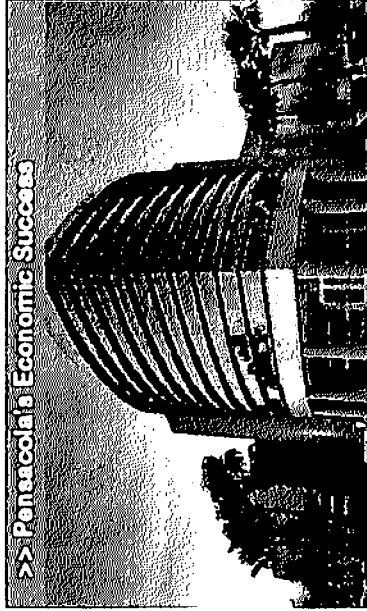
- MEMBERSHIP
- ECONOMIC DEVELOPMENT
- ARMED SERVICES
- GOVERNMENT AFFAIRS
- TOURISM
- VISION 2015
- LEADERSHIP PENSACOLA
- EVENTS
- ABOUT THE CHAMBER

Learn why Pensacola is the perfect climate for success.



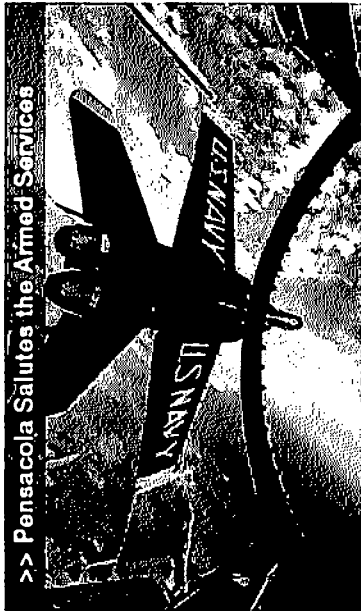
>> Member Benefits and Services

A competitive advantage for your business.
The Greater Pensacola Chamber is committed to more...



>> Pensacola's Economic Success

A region determined to succeed together.
The Pensacola region exhibits an unmatched quality more...



>> Pensacola Salutes the Armed Services

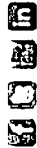
The Chamber is proudly dedicated to serving the Department of Defense. more...



>> The Best Beaches in Florida

Rich cultural heritage and unmatched beaches await. Pensacola, rich in culture and more...

[MEMBERSHIP](#) | [ECONOMIC DEVELOPMENT](#) | [ARMED SERVICES](#) | [GOVERNMENTAL RELATIONS](#) | [TOURISM](#) | [VISION 2015](#) | [LEADERSHIP PENSACOLA](#) | [EVENTS](#) | [ABOUT THE CHAMBER](#)



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The perfect climate for business. And for life.

[Pursued Economic Growth, Stability and Potential](#)

- [Economic Development](#)
- [Strategic Advances](#)
- [Relocation](#)
- [Existing Businesses](#)
- [ITen-Wired](#)
- [Center for Innovation & Entrepreneurship](#)
- [Pensacola Technology Campus](#)
- [News](#)
- [Contact](#)



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A region determined to succeed together. The Pensacola region exhibits an unmatched quality of life and low cost of living, ideal for the economic growth of both relocating and existing businesses.

Customer-focused. Service-driven.

The Greater Pensacola Chamber's primary mission is to improve the quality of life in the communities we serve by enhancing relationships with our existing business leaders to retain and expand jobs, and attract new jobs by focusing on targeted industry clusters fully utilizing local, state and federal programs to encourage growth.

Ambition. Dedication. Diversity.

With a strong infrastructure, work force and military retiree skill sets, our residents enjoy a diverse economy that include military, tourism and one of the strongest manufacturing sectors within the Northwest Florida region. Along with a hard-working, dedicated and diverse community, Pensacola strives for excellence and partnership in their thriving economy.

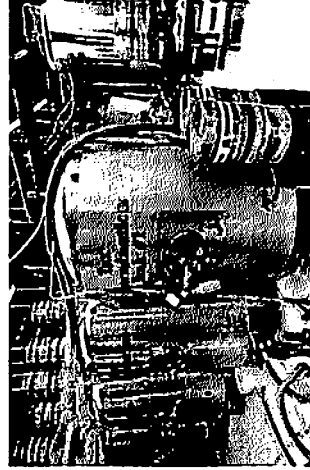
Quality of Life. Southern Hospitality.

From "the best beaches in America" to our beautiful bay, rivers and park, from four unique seasons to a year-round, warm and friendly attitude, from historic downtown charm and excitement to easy, neighborhood family fun, Pensacola truly offers you, your employees, your families and your business the best of all worlds.

Discover. Travel. Explore.

Pensacola is a nexus of transportation with easy access to Interstate I-10, the Port of Pensacola, CSX Railroad and the newly designated Pensacola International Airport. Pensacola is the only true, southern city in Florida with close proximity to Mobile, Birmingham and Atlanta.

Join us. Count on us. You'll find the perfect climate for success.



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Thank You

Committee of the Whole

7.

Meeting Date: 04/12/2012

Issue: Solid Waste Management Update - Programs and Initiatives

From: Patrick T. Johnson

Information

Recommendation:

Solid Waste Management Update - Programs and Initiatives

(Patrick T. Johnson - 20 minutes)

A. Board Discussion

B. Board Direction

Attachments

SWM Programs Initiatives

Solid Waste Management Update



Programs and Initiatives

Perdido Landfill



Landfill – 352 Acres, Conservation - 172 Acres, Buffer- 325 Acres

SWM Program Overview

The Solid Waste Management Enterprise Fund is Responsible for:

- **Class-I Landfill**
- **Transfer Station**
- **Recycling Services**
- **Long Term Care of Closed Landfills**

Alternative Waste Disposal Technology

- Different technologies are emerging**
- Inventory/Assess alternative technologies**
- RFI advertised March/2012, due April/2012**
- Evaluation of Information to be completed by June/2012**

Alternative Waste Disposal Technology

Evaluation Criteria:

- Economically Feasible**
- Commercially Operational**
- Expenditure Decrease**
- Provide Green Energy**

Landfill Gas to Energy

- Expansion underway for third Genset unit**
- Gas system provides surplus gas over and above Genset usage**
- Feasibility Study to determine economics of generating Compressed Natural Gas (CNG) from landfill gas**

Section V Landfill Expansion

- **Feasibility Study conducted in 2007 to evaluate expanding into new green space or mine existing waste**
- **Based on the economics, wetland impacts, permitting, etc. BCC approved landfill mining September, 2009**
- **45 acres of existing closed landfill has been permitted for future capacity**
- **Current design of the 45 acres provides approximately 30 years of disposal capacity**



Section Five Expansion

- Three new Subtitle D cells
- Stays within the current permitted area
- Will not require new “green space”

Landfill Mining

- Mining 45 Acres of old, trench filled cells
- Provides an additional 30+ years of disposal capacity

**LANDFILL MINING –
SECTION FIVE EXPANSION**



Section V Landfill Expansion

- **Cell-I of Section V (~17 acres) is available for design and construction of new landfill airspace**
- **Current active landfill site has three years of capacity remaining**
- **Cell-I of Section V will need to be on-line accepting waste by Fall/2015**
- **As of March/2011, Cell-I has an estimated construction cost of 7.5mil**

Section V Landfill Expansion

- **Most expensive portion is initial development costs of 2.3 mil for Mechanically Stabilized Earthen (MSE) Wall**
- **Wall increases available airspace vertically without expanding footprint of landfill site horizontally**
- **Construction of Wall increases overall capacity for Section V by approximately two million tons or \$80,000,000**

Section V Landfill Expansion

EXAMPLE OF MSE WALL



Recycling

History:

- **1996 – BCC approved County Drop-Off Recycling Program**
- **2005 – BCC approved Resource Conservation/ Recycling Policy to include County Facility Office Recycling**
- **2009 – BCC approved Interlocal Agreement with COP for processing Curbside Recycling material**

Recycling

History (cont'd):

- **2011 – BCC/COP mutually agreed to terminate Interlocal Agreement for processing of recyclables**
- **Currently, BCC, COP, ECUA, and other commercial customers are using West Florida Recycling for processing**

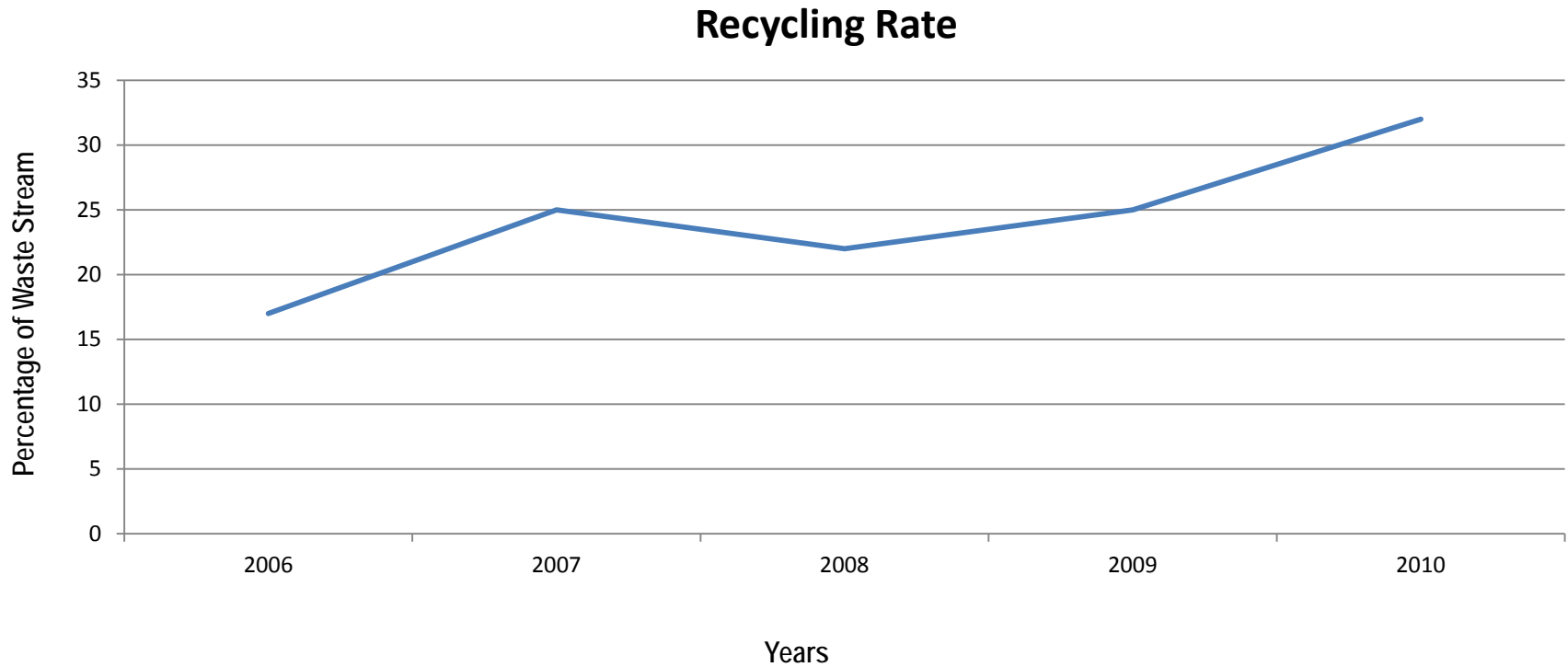
Recycling

Effective July 1, 2010, Voluntary State Recycling Goals are as follows:

- 40% by December 31, 2012**
- 60% by December 31, 2016**
- 70% by December 31, 2018**
- 75% by December 31, 2020**

Recycling

Recycling rates for past 5 years:



Recycling

Proposed Future Increases to Recycling Rates

Proposed State Rule Revisions would allow credit for:

- **Landfill Gas to Energy**
- **Beneficial reuse of yard trash for daily cover**

-- QUESTIONS --

Committee of the Whole

8.

Meeting Date: 04/12/2012

Issue: Red Snapper, Lion Fish and Docking/Mooring Vessels on Escambia County Property and Adjacent Riparian Areas

From: Keith Wilkins, REP, Department Director

Information

Recommendation:

Red Snapper, Lion Fish and Docking/Mooring Vessels on Escambia County Property and Adjacent Riparian Areas (BACKUP TO BE DISTRIBUTED UNDER SEPARATE COVER)

(Keith Wilkins - 10 min)

A. Discussion

B. Board Direction
