



AGENDA

COMMITTEE OF THE WHOLE WORKSHOP BOARD OF COUNTY COMMISSIONERS

Board Chambers
Suite 100
Escambia County Governmental Complex
221 Palafox Place

July 19, 2012
9:00 a.m.

Notice: This meeting is televised live on ECTV and recorded for rebroadcast on the same channel. Refer to your cable provider's channel lineup to find ECTV.

1. Call to Order

(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)
2. Was the meeting properly advertised?
3. Recognition of Iraqi Students Visiting as Part of the U.S. Department of State Iraqi Young Leadership Exchange Program
(Jena Melancon - 5 min)
 - A. Board Discussion
 - B. Board Direction
4. Rural Work Program Presentation - West Florida Regional Planning Council
(Mary Beth Washnock - 15 min)
 - A. Board Discussion
 - B. Board Direction
5. Convention and Visitor's Bureau (CVB) Governance Discussion - Pensacola Bay Area Chamber of Commerce
(Jim Hizer - 30 min)
 - A. Board Discussion
 - B. Board Direction
6. 4th Cent Tourist Development Tax Allocation
(Amy Lovoy - 15 min)
 - A. Board Discussion
 - B. Board Direction
7. Adjourn

Committee of the Whole

3.

Meeting Date: 07/19/2012

Issue: Recognition of Iraqi Students

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

Information

Recommendation:

Recognition of Iraqi Students Visiting as Part of the U.S. Department of State Iraqi Young Leadership Exchange Program

(Jena Melancon - 5 min)

A. Board Discussion

B. Board Direction

Attachments

IVLEP Info Sheet



Iraqi Young Leaders Exchange Program

The **Iraqi Young Leaders Exchange Program (IYLEP)** is a youth leadership exchange based in the U.S. for Iraqi and American teenagers ages 15 to 17. The program aims to develop a cadre of young adults in both countries who have a strong sense of civic responsibility, a commitment to community development, an awareness of current & global issues. The Iraqi students will spend four weeks in the U.S., beginning with civic education week in Washington, DC, and will spend a little over a week with host families across the U.S. before attending summer camp in Virginia and traveling to New York City.

The Iraqi participants are selected based on academic achievement, community service involvement, and English language competency. Highlights of their time in our country include homestays with local families, cultural events, and outdoor leadership activities.

Ten teenagers from the Pensacola area will be invited to join the Iraqi students in exploring civic participation through site visits, volunteerism, experiential learning activities, and leadership training for eleven days this summer (July 18 – 29). If you would like to participate in this special exchange, please complete and return an application to our office by **May 8, 2012**.

We are also looking for families with teenagers who are willing to homestay students during their time in town.

This will be our third year participating in IYLEP. To read more about this program, please visit our website at www.gulfcoastdiplomacy.org or at 595-1631

Gulf Coast Citizen Diplomacy Council
223 Palafox Place, Room 200
Pensacola, FL 32502

Committee of the Whole

4.

Meeting Date: 07/19/2012

Issue: Rural Work Program Presentation

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

Information

Recommendation:

Rural Work Program Presentation - West Florida Regional Planning Council

(Mary Beth Washnock - 15 min)

A. Board Discussion

B. Board Direction

Attachments

Rural Work Program Presentation

FDOT Five-Year Work Program Rural Projects Escambia County

FY 2013-2017

-  Bridge Replacement
-  Resurfacing
-  Pavement Shoulders
-  Safety Study
-  MPA Boundary
-  Map ID



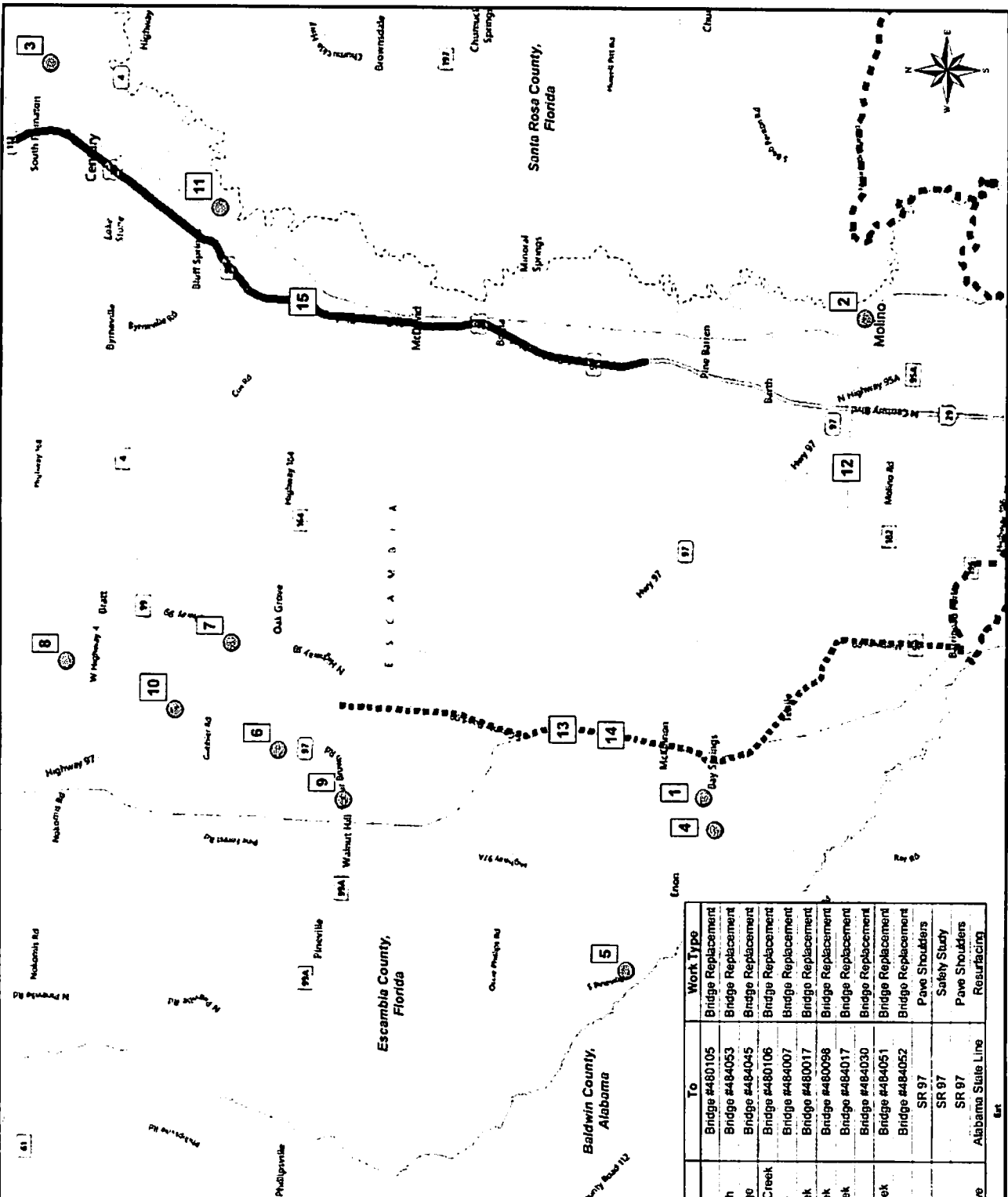
**Florida-Alabama
TPO**
Transportation Planning Organization

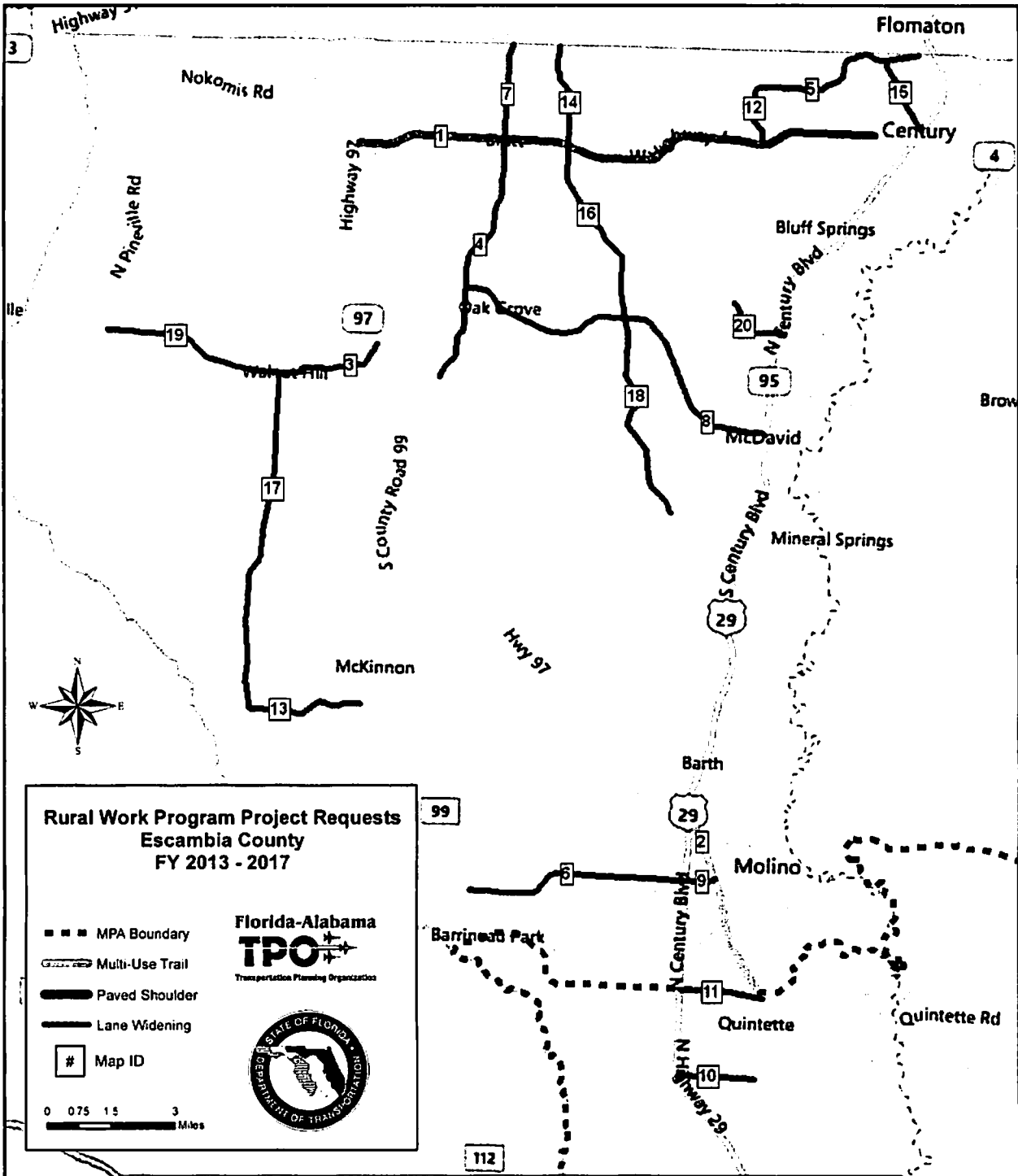
0 1.25 2.5 5 Miles

May 11, 2012 FA_TIP12_RuralAreaProjects.mxd

SOURCE: FDOT/Florida-Alabama TPO/Microsoft, 2012

Map ID	FMS	Project Name	From	To	Work Type
1	4134791	CR 97A	Over Boggy Creek	Bridge #480105	Bridge Replacement
2	4228971	Backyard Rd	Over Unnamed Branch	Bridge #484053	Bridge Replacement
3	4228981	Fairne Rd	Over Dead Lake Bridge	Bridge #484045	Bridge Replacement
4	4229001	CR 97A	Over West Fork of Boggy Creek	Bridge #480106	Bridge Replacement
5	4244581	Pineville Rd	Brushy Creek Bridge	Bridge #484007	Bridge Replacement
6	4255191	SR 97	Little Pine Barren Creek	Bridge #480017	Bridge Replacement
7	4304661	CR 99	Over Pine Barren Creek	Bridge #480098	Bridge Replacement
8	4304671	Dutch Road	Over Beaver Dam Creek	Bridge #484017	Bridge Replacement
9	4304691	CR 99A	Over Boggy Creek	Bridge #484030	Bridge Replacement
10	4304701	Sandy Hollow Road	Over Sandy Hollow Creek	Bridge #484051	Bridge Replacement
11	4304711	Gravel Lake Road	Over Pritchett Mill	Bridge #484052	Bridge Replacement
12	4281191	Crabtree Church Rd	Sunshine Hill Rd	SR 97	Pave Shoulders
13	4296701	CR 99	CR 196	SR 97	Safety Study
14	4296702	CR 99	CR 196	SR 97	Pave Shoulders
15	4268291	SR 95 (US 29)	North of Champion Drive	Alabama State Line	Resurfacing





**Rural Work Program Project Requests
Escambia County
FY 2013 - 2017**

- MPA Boundary
- Multi-Use Trail
- Paved Shoulder
- Lane Widening
- # Map ID

**Florida-Alabama
TPO**
Transportation Planning Organization



0 0.75 1.5 3 Miles

Map ID	Project Name	From	To	Work Type	Length (Miles)
1	CR 4	SR 97	Century Limits	Paved Shoulder	12.3
2	CR 95A	MPA Planning Area	SR 95	12' Multi-Use Trail	6.0
3	Arthur Brown Rd / CR 99A	CR 97 A	SR 97 / Atmore Hwy	Lane Widening	2.6
4	CR 99	SR 97 / Atmore Hwy	CR 4	Lane Widening	6.0
5	Highway 4A	US 29	CR 168 / Highway 168	Lane Widening	3.4
6	Molino Rd	CR 99	US 29 / SR 95 / Highway 29	Lane Widening	5.2
7	CR 99	CR 4	Alabama State Line	Lane Widening	2.2
8	Highway 164	CR 99	US 29	Lane Widening	8.8
9	Molino Rd	US 29	CR 95A	Lane Widening	0.6
10	Quintette Rd	US 29	CR 95A	Lane Widening	1.8
11	Barrineau Park Rd	US 29	CR 95A	Lane Widening	1.9
12	Highway 4A	CR 168	CR 4	Lane Widening	1.4
13	Highway 97A	CR 99	Waters Ferry Rd	Lane Widening	2.8
14	Pine Barren Rd	CR 4	Alabama State Line	Lane Widening	2.4
15	Highway 4A	US 29	State Line Rd	Lane Widening	1.8
16	Pine Barren Rd	CR 164	CR 4	Lane Widening	4.5
17	Highway 97A	Waters Ferry Rd	CR 99A	Lane Widening	7.9
18	Pine Barren Rd	Bogia Rd	CR 164	Lane Widening	5.0
19	Arthur Brown Rd / CR 99A	Pineville Rd	CR 97 A	Lane Widening	4.2
20	Cox Rd	US 29	Holland Rd	Lane Widening	2.7

Committee of the Whole

5.

Meeting Date: 07/19/2012

Issue: Convention and Visitor's Bureau (CVB) Governance Discussion

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

Information

Recommendation:

Convention and Visitor's Bureau (CVB) Governance Discussion - Pensacola Bay Area Chamber of Commerce

(Jim Hizer - 30 min)

A. Board Discussion

B. Board Direction

Attachments

Chamber's Presentation

COMMITTEE OF THE WHOLE



July 19, 2012

WHY BECOME UNIFIED?

The Pensacola Bay Area tourism community has created a long-term united front in order to utilize resources that will aid in promoting and distinguishing the area as a premier travel destination among competitors.

These efforts will optimize the region as a cohesive brand communicating a consistent marketing message.

COHESIVE BRAND, COHESIVE MESSAGE



**THREE ENTITIES:
ONE UNIFIED BUDGET
ONE UNIFIED MESSAGE**



PARTICIPANTS

The community has come together to reflect a united front for tourism, with participation from numerous significant entities.

PARTICIPANTS

- Visit Pensacola
- The Greater Pensacola Chamber
- Perdido Key Area Chamber of Commerce
- Pensacola Sports Association
- Innisfree Hotels
- Highpointe Hotels
- Gulf Coast African American Chamber of Commerce
- Simon Malls (Cordova Mall)
- LHS
- Downtown Improvement Board
- Portofino Island Resort
- University of West Florida
- The Lewis Bear Company
- Pensacola Beach Chamber of Commerce
- Pensacola Celebrity Chefs (Culinary Tourism)
- Great Southern Restaurant Group
- ResortQuest
- Davenport Properties

STEPS TAKEN TO WORK TOGETHER

- **Create a Consolidated Budget**
- **Conduct a Cost Allocation Study**
- **Chairman of TACC for this year will be TDT Tax Collector**
- **Propose to create a 7th position for TACC who will be TDT Tax Collector**

RESULTS OF COST ALLOCATION STUDY

- **Saltmarsh, Cleaveland & Gund hired by Greater Pensacola Chamber Board of Directors to conduct independent review of annual administrative fee charged by Chamber for tourism at the request of hoteliers.**
- **Overall result: The Chamber significantly subsidizes tourism in the amount of \$300,000 + annually.**

2011 = \$355,866

2010 = \$307,292

2009 = \$350,247

ACCOMPLISHMENTS

These dedicated professionals have achieved a tremendous amount while working collectively to:

- **Create the tourism economic impact study and white paper, resulting in one unified budget of \$4.98 million**
- **Create a comprehensive RFQ for advertising**
- **Complete two rounds of RFQ analysis, including day-long review sessions, resulting in the hiring of BOHAN Advertising and Majority Opinion Research as the new agencies of record**
- **Form a Marketing Sub-Committee, where representatives from tourism organizations will aid in the evaluation of marketing initiatives, as well as provide feedback**

RECOMMENDATION

It is the collective recommendation of Pensacola Bay Area tourism professionals that we continue to work together for the betterment of the economic growth of the region by supporting the tourism promotion function of the Greater Pensacola Chamber.

Committee of the Whole

6.

Meeting Date: 07/19/2012

Issue: Fourth Cent Tourist Development Tax Allocation

From: Amy Lovoy, Department Head

Information

Recommendation:

4th Cent Tourist Development Tax Allocation

(Amy Lovoy - 15 min)

A. Board Discussion

B. Board Direction

Attachments

4th Cent TDT Allocations

**ESCAMBIA COUNTY BOARD OF COUNTY COMMISSIONERS
4TH CENT TOURIST DEVELOPMENT TAX RECAP
FISCAL YEAR 2012-2013**

Description	FY '13 Amount Currently Allocated
Revenues	
4th Cent Tourist Tax	\$1,615,250
Fund Balance	400,000
Less:	
Minimum Recommended Reserves	(150,000)
5% Anticipated Receipts	(80,763)
Total Revenues Net of Minimum Reserves	\$1,784,487
Expenses	
Administrative Cost	80,763
Marine Resources	152,625
Naval Aviation Museum ¹	100,000
Pensacola Chamber/VIC	642,500
Pensacola Chamber/VIC (From 4th Cent Reserves)	250,000
Skills USA ¹	100,000
Total Expenses	\$1,325,888
Difference	\$458,599

¹ Based on Board action to reduce Naval Aviation Museum allocation for FY 13 and reallocate to Skills USA

**Fourth Cent Tourist Development Tax
Allocations for Fiscal Year 2013**

Amount Available

\$1,551,099

	FY '012 Amount Amended	FY '013 Amount Requested	FY '013 Amount Currently Allocated
Fourth Cent Tourist Development Tax			
African-American Heritage Society	\$25,000	\$25,000	\$0
Arts, Culture & Entertainment	250,000	300,000	0
Galvez Filming	25,000	0	0
Historic Preservation Board	70,000	70,000	0
Maritime Park	25,000	0	0
Naval Aviation Museum	200,000	200,000	100,000
Pensacola Alumni Charity Event	6,000	0	0
Pensacola Chamber/VIC	600,000	806,000	642,500
Pensacola Chamber/VIC (From 4th Cent Reserves)	0	0	250,000
Pensacola Museum of Art	15,000	15,000	0
Sertoma 4th of July	75,000	75,000	0
Skills USA ¹	0	108,000	100,000
St. Michael's Cemetery	25,000	25,000	0
Total Fourth Cent Tourist Development Tax	<u>\$1,316,000</u>	<u>\$1,624,000</u>	<u>\$1,092,500</u>
Amount Remaining			<u>\$458,599</u>

¹ Skills USA was funded from the 3-Cents Tourist Development in FY12 for \$77,500