

State of the Island
2010

W. A. "Buck" Lee
Executive Director
Santa Rosa Island Authority

2010 – Was starting off to be one of our best years in recent memory. But, on April 20th the Deep Water Horizon Oil Rig exploded in the Gulf killing 11 workers. At first no one realized how much oil was spilling into the Gulf of Mexico. Even with all the negative news, both April and May 2010 were better financially for the Island businesses than last year. Unfortunately June, July and August were down compared to the previous year. The SRIA revenues were down \$340,000 for these three months. However, we received \$420,000 from BP for these lost revenues. Our beach has been cleaned by using – 6 large sand shifters, 12 back hoes, 6 graders and numerous other pieces of equipment. We will keep a mobile group on hand to perform clean up if any small amounts of oil are discovered.

On a more positive note, the Grand Marlin Restaurant opened and the Margaritaville Hotel opened in July as Jimmy Buffett's first Margaritaville Hotel. The new Holiday Inn on Via DeLuna is scheduled to open in February of 2011.

The Master Land Plan was completed and delivered to Escambia County to be advertised for an RFQ. The SRIA appointed four members and Escambia County appointed three members to serve on the selection committee for an engineering company. They selected BDI out of Pensacola and we hope to see some improvements by the end of this year.

We installed three cameras on the Gulf side of our Island, two on the pier and one on the Public Safety Building. These can be viewed by logging in to our visitpensacolabeach.com site. Hopefully, this will allow people around the nation and world to see first hand how beautiful Pensacola Beach really is.

This past summer we completed the circulation project in Little Sabine. The pump was installed so the water can be pumped out of the west end of Little Sabine into the Sound. This should help with circulation and keeping Little Sabine less stagnant.

The first major concert in many years was held in October and billed as DeLuna Fest. This three day festival was promoted and paid for by Five Flags Tourism Group. The concert increased revenues for hotels and other retail businesses.

We were fortunate that no hurricanes came our way this year. I'm also optimistic that 2011 will be a banner year for Pensacola Beach. We will have more hotel rooms available than ever before.

The Pensacola Beach Airshow featuring the Blue Angels has been scheduled for July 9th and 10th.

Our popular Bands on the Beach will continue this year starting the first Tuesday in May. This event is free and runs through September.

Now I would like to ask our department Directors to come forward and give their reports.

1. Bob
2. Dottie
3. Jayne
4. Paolo
5. Mason

State of the Island Report
2010

Bob West
Director of Public Safety
Santa Rosa Island Authority

The Department of Public Safety's number one goal each season is to do everything that we can to prevent any drownings from occurring on Pensacola Beach. Tragically, we did experience a drowning in a non-protected area on April 17. This marked the 5th drowning in the 7 years since I became your Director of Public Safety. The average from 2000-2004 was 5.25 drownings per year. Hence, although truly tragic, your Pensacola Beach Lifeguards have reduced drownings by over 85% since 2003. In addition, data strongly suggests that they have also reduced drowning related hospital admissions by another 25%.

The drowning incidents frequently have several similar characteristics (based upon data from 2000-2010 when available or 2004-2010, when not). It will be in a non-protected area (26/26), with surf (Red-2/5, Yellow-3/5), male (25/26), the victim is relatively young (<30, 12/26) and the tragedy frequently involves alcohol consumption (3/5).

This was an exceptionally busy summer. The surf during the spring was brutal and this season had the largest number of surf days since 2003. We flew the double red flags for 2 days during the season when we were first impacted by oil and again at the end of the season for 3 days, with BCC approval, during DelunaFest as a preventative action.

2010 was the second busiest year for rescues since I have been here. 401 people were rescued this season with 102 at extreme risk of drowning. Your Lifeguards had, by far, the most interaction with beach visitors last season and logged over 61,000 contacts. It was the second busiest year for preventative acts and your Pensacola Beach Lifeguards took action almost 11,000 times to prevent a drowning or injury. 29 lost children were returned to their parents. 129 patients were provided medical attention with 49 requiring what we consider to be major treatment.

During the past 7 seasons, your Pensacola Beach Lifeguards have documented interaction with the public over 316,000 times, taken preventative action over 54,000 times, rescued 2,721 swimmers (Moderate Distress-1,859, Extreme Distress-862), provided major medical care to 343 patients, minor medical care to 7,274 patients and

returned 411 lost children to their parents. They have truly done a phenomenal job protecting the public.

This year's Red, White and Blue's Airshow, despite a lot of oil related logistical problems, was a phenomenal success and we had huge crowds. Friday was largely uneventful. Saturday, the system was extremely busy and, with the exception of 3 calls (two delays due to traffic right after the air show ended and one due to the crew not giving an "on scene" time) medical care met our goal. The average response time, for all calls, was just over 5 minutes.

Our next major goal is to recruit, hire, train and retain adequate staffing. This season, we set a new record with 48 Pensacola Beach Lifeguards. Several of them have other full time jobs. However, it makes it much easier for us to call in extra staff on dangerous surf days and we were able to cut the maximum hours of scheduled time from 40 hours/week to 36. Due to the amount of surf, it is not at all uncommon to have to hold staff over. Before, it automatically fell into overtime. The first 4 "extra" hours are now regular pay and with more staff, it is much easier to adjust schedules to reduce overtime. In addition to meeting our staffing plan for March and April for the second season, we were able to staff all of the outlying beaches on weekends for all of September and October for the first time. In addition, we were able to up the patrols from 2 to 5 on surf days during the peak season and we were able to dedicate one patrol to the area between Casino Beach and Avenida 10.

Unfortunately, due to the threat of oil, we did not receive enough inquiries or applicants to hold our Junior Lifeguard programs this season. However, for the first time in the almost 80 year history of the Pensacola Beach Lifeguards, we had the very first Pensacola Beach Junior Lifeguards move from their blue uniforms to the red Pensacola Beach Lifeguard uniforms. Three moved up this year and it is very clear that our program was not only fun for them but also greatly prepared them to join and be fully functional members of our team. They have all done exceptionally well as first year Pensacola Beach Lifeguards.

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Dottie Ford,
Director of Finance
Santa Rosa Island Authority

The Finance Department had a great audit for 2009-2010 fiscal year. The Department still plans to attend continuing education classes to familiarize the staff with the processes and procedures to prepare end of year financial statements and adjustments. Our audit firm, Carr, Riggs and Ingram, has done an excellent and thorough job.

The BP oil spill caused a decline in our revenues over the summer but all departments worked together to do their part to keep our expenses down in an effort to mitigate the lost revenues.

The opening of Margaritaville has helped to boost revenues. We are looking forward to The Holiday Inn opening within the next year, and expect them to do the same.

The SRIA and the Pensacola Beach Chamber have worked together to bring more events to the Island in the winter months. This appears to be helping businesses in these off months.

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Jayne Bell
Director of Administration
Santa Rosa Island Authority

The Administration Department's Accomplishments in 2010:

We have continued to host events and work with the Pensacola Beach Chamber of Commerce to provide wholesome entertainment on the beach.

We have worked with the Board to provide accurate and meaningful information.

We have maintained a relationship of trust with the business owners and residents by promptly responding to their requests and researching issues in a timely manner.

We have continued to host a successful Blue Angel Wives' Luncheon, Reception and Air Show.

We have continued to work closely with our legal department to help commercial and residential leaseholders revise, amend and extend their leases.

The Administration Department's 2011 Goals:

Continue to assist businesses in maximizing their potential sales and services.

Continue to adhere to the Florida Statutes governing Public Records and The Sunshine Law and provide staff with continuing education in this area.

The Administration Department will work to keep the leaseholders, the Board and the public informed about matters affecting the Beach.

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Paolo Ghio
Director of Development Services
Santa Rosa Island Authority

We installed a nine camera video surveillance system on the Quietwater Boardwalk. This system allows us full video coverage of the boardwalk along with a 30 day video archive. Our security cameras grew from 9 to 12. Three of which are achieving views of the Gulf on our Visit Pensacola website. This can be viewed worldwide and are linked to our major partners in promoting Pensacola Beach.

Our efforts have paid off and we have closed out all our FEMA projects from Hurricane Katrina and Hurricane Dennis. We have recently submitted all documentation for close out of the Hurricane Ivan Public Safety/Restrooms at Casino and we are anticipating an additional \$458,566 from FEMA. We continue to work with FEMA and State on closing out Ft. Pickens Recreation Area for Hurricane Ivan.

We continue to maintain our contact with developers, contractors, and residents to ensure that all new construction on the Pensacola Beach meet the current floodplain management regulations and all other building codes and ordinances.

We continue to work closely with the National Park Service and our efforts towards protecting the sea turtles and bird nesting areas on Pensacola Beach. Throughout the year we work with commercial businesses and residential leaseholders to help bring the lighting on their properties into compliance with the "turtle friendly" regulations.

We work with our consultants to continue to monitor our ongoing changing conditions on Pensacola Beach including our Gulf Side beach nourishment program, and our planting of sea oats to promote sand retention and sand dune rebuilding. In November, the Board approved to move forward with a feasibility study for beach restoration of Quietwater Beach.

The Little Sabine Bay Restoration and Circulation Pump Project were completed in August, and the pump is active. Baselines for the containments are still being developed by the Environmental Department of Escambia County. The results will help other communities with poorly circulating bodies of water to determine the feasibility of such a project.

A total of 11 construction permits were approved and issued on Pensacola Beach (3 commercial Grand Marlin, Holiday Inn Resorts, Regency Cabanas (8 units), and 8 new residential structures). The Grand Marlin and Margaritaville opened in 2010, and the Holiday Inn Resorts is expected to open in February of 2011. One of the residential structures received approval of a FEMA Mitigation/Reconstruction Grant in the amount of \$150,000.

We increased public parking on Pensacola Beach by stabilizing shoulders on the south side of Fort Pickens Road, making it safe for beachgoers to park and walk to the beach.

The Pensacola Beach Master Plan was approved by the Authority, with Escambia County approving Baskerville Donovan, Inc. as the engineering firm of record.

**STATE OF THE ISLAND
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Mason Kilgore
Director of Public Works
Santa Rosa Island Authority

2010 IMPROVEMENTS TO THE ISLAND

1. Installed new sand fencing at casino to help in sand erosion.
2. Installed new fencing at Park West for beautification and prevention in sand erosion.
3. Painted all Parking lots.
4. Received new Bucket Truck from the county (free) for use with aerial lighting repair.
5. Coordinated the installation of sidewalk to the beach beside the Days Inn.
6. Coordinated the installation of new carpet for the Board Room.
7. Installed new Flag Pole and Lighting at the Visitor's Center.
8. Renovation of Morgan Park.
9. Put the island back in shape in the aftermath of Tropical Storm IDA.
10. Built retention wall at Bahia Paz, to prevent Bike Path from eroding away.
11. Replaced decking at the Boardwalk.
12. Built and installed "Conservation Area" signs throughout the island.
13. Maintenance of the drain at Rio Vista and Corto.
14. Renovated "Banner Pole" coming onto the island. Poles were on the wrong side of the concrete bases, resulting in the ropes becoming frayed and worn too quickly.
15. Installed new sod, sprinkler system and electricity at Casino Beach, on the east side of the Pavilion.
16. Renovated Employee Break Room
17. Paved the Maintenance yard.
18. Installed new wind screen and nets on the Tennis Courts at Cowley Park.
19. We have an employee meeting at the beginning of each shift (we have three shifts) to discuss issues that need to be addressed that day. Also, we ensure the beaches; roads and parking lots are cleaned before the beach clientele arrive each morning.

The installation of Manager Plus has helped our department immensely in keeping track of our assets and inventory. This is an easy-to-use asset management software system that helps our maintenance department keep track of our assets while decreasing costs of our operation. Manager Plus links our asset management, maintenance management, inventory and purchasing functions together for quick and easy viewing and decision-making. Easy Links, which is also a part of this software, links the Administration building, Public Safety and the Visitors Center to

the Maintenance office for immediate "Work Order Request". This notifies all pertinent personnel, that new work has been requested.

The automated time keeping system (Time Force) provides the Maintenance Department with the ability to accurately ensure employees are properly paid. Errors in calculating hours worked are eliminated, while reducing the time it takes for processing hourly payroll.

Improvements and enhancements that I would like to make in 2011

- Repair all fencing throughout the island for beautification purposes.
- Install lighting in the core areas to enhance the Palm trees at night. This will give the island a tropical appearance after dark.
- Erect a Pole Barn (shed), to help in maintaining equipment and vehicle life and appearance.
- Install a lumber bin to help in organizing and protection of the lumber from weather elements.
- Install a small implement shed to protect implements such as the Bush-hog, Loader Bucket, and Loader Forks etc. from weather elements.
- Send all supervisors to "Coaching Skills for Managers". This will give all supervisors the leadership skills to increase productivity and boost morale.

With Mr. Lee's help and his diligent belief in our personnel, we have turned our department into a proactive maintenance facility instead of a reactive maintenance department. We are well on our way to becoming the best maintenance department in Northwest Florida.

Jack Mason Kilgore
Director of Public Works
Santa Rosa Island Authority