



**This report is available online at:*

<https://www.sria-fla.com/executive-director>

Administrative and Operational Issues

Technology Improvements: New Website, Credit Cards, and Electronic Display in Lobby

When I joined SRIA, I committed to quality advancements in Administration, Communication, and Technology (A.C.T.). I'm pleased to announce dramatic improvements to SRIA's technology and communication efforts with tonight's unveiling of our redesigned website. The new website guarantees a more seamless and user-friendly experience and offers enhanced features and functionalities to provide more convenience and better serve the community.

The most notable new feature is the ability for leaseholders to make secure, online lease payments using credit cards or ACH. Another addition in the redesign is easily accessible audio recordings of SRIA meetings. This provides those unable to attend meetings with the ability to stay abreast of the Board's actions at their leisure. This new solution reflects SRIA's commitment to providing transparency and open communication with the public.

Also now more straightforward is the ability to navigate through documents, forms, agendas, and minutes. This, along with improved search capabilities and organized categories, enables users to locate essential information easier than ever.

Along with the website upgrades, a new electronic message board has been installed in our lobby to disseminate information on meetings and upcoming events. Last, but certainly not least, we are finalizing steps to accept credit card payments at the front desk and at Bands on the Beach for purchase of SRIA-branded items. This will further expand payment options and accommodate diverse preferences.

Rescue Tube Project

At the end of 2023, Rotary Club of Pensacola approached staff about collaborating on a water safety project for Pensacola Beach. The Rescue Tube Project was born as a result of those conversations, and the initiative seeks to provide additional support to beachgoers and first responders in times of need.

On March 8, SRIA staff along with Rotary volunteers and Escambia County Public Works will install rescue tube infrastructure (posts, signage, and rescue tubes) in five strategic locations along the Gulf.

Tubes will be placed at:

- Virtual Mile Marker #30
- Walkover #28B
- Walkover #25B
- Walkover #22B
- Walkover #21E

Escambia County lifeguard staff played an important role in this project by helping identify the installation locations and are supportive of the project. The rescue tubes will serve as supplemental safety equipment offering available assistance to individuals in distress while awaiting the arrival of professional help.

Spring Break Campaign: Update

The Tik Tok/Instagram spring break social media video and messaging was initiated on February 14th on Visit Pensacola Beach's FB and Instagram pages. Postings have continued once/twice a week since and will continue through mid-March. To see the social media campaign visit: <https://www.visitpensacolabeach.com/explore-paradise-on-pensacola-beach-this-spring-break-blog/>

Executive Director Search

The position brochure for advertisement is currently being finalized by SGR and is tentatively scheduled to be released on March 8. SGR is recommending that the ad run for 28 days putting the position closing date on April 9. A complete schedule of recruitment activities will be provided to the Board in the coming weeks.

Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the January 2024 report as prepared by Pam Childers, Escambia County Clerk of Circuit Court and Comptroller)

The Tourist Development Tax (TDT) is a tax rate applied to transient rental transactions. In Escambia County the rate is 5% on the total payment received for the rental or lease of living quarters and accommodations (i.e. apartment, condominium, hotel/motel, mobile home or RV park, single-family home, etc.) that are rented for a period of six months or less.

The tax proceeds are statutorily limited in terms of use. In general, proceeds may be used for capital construction of tourist-related facilities, tourist promotion, and beach and shoreline maintenance; however, the authorized uses vary according to the particular levy. The Tourist Development Council (TDC) reviews proposals for the expenditure of funds to determine whether the expenditure complies with the tourist development plan of the ordinance and makes recommendations to the Board of County Commissioners for use of the funds.

<u>Pensacola Beach Area (FY24)</u>	<u>Previous FY</u>	<u>Current FY</u>	<u>% change</u>
October	727,080.72	841,276.55	15.7%
November	673,535.08	675,537.46	0.30%
December	366,620.17	391,491.69	6.8%
January	302,100.89	305,587.15	1.15%
YTD Total	2,069,336.86	2,213,892.85	7.0%

Beach Projects Update

- **Baby Beach/Sharp Point nourishment and drainage improvements** – (SRIA project.) This project is nearing completion and should be completed by the first week of March.
- **Dune Restoration Project** – (SRIA project.) Contract documents are being routed and Notice to Proceed is expected to be issued by March 1.
- **Gulf side fishing pier repairs** – (Escambia County project.) Work is on-going. The anticipated completion date remains mid to late April.

Upcoming Dates of Interest

Cinemas in the Sand 2024 Kick-Off

Date: Friday, March 15
 Band: Shrek
 Time: Starting at Sunset
 Location: Gulfside pavilion

Bands on the Beach 2024 Kick-Off

Date: Tuesday, April 2
 Band: The Victrolas
 Time: 7:00 – 9:00 pm
 Location: Gulfside pavilion