



Mr. Ron Butlin
Executive Director
Downtown Improvement Board
Pensacola, FL

Dear Ron:

As you are aware the board of directors of the Downtown Improvement Board (DIB) recently voted to end Gallery Night after the September event. Following an outpouring of overwhelmingly negative comments on social media as well as other news outlets following the decision; The Chairman of the DIB, John Peacock stated the reason was purely financial and that he welcomed proposals to continue Gallery Night as well as other events so long as they did not involve funding from the DIB. As you know, I, as the owner of Wild Greg's Saloon have long expressed my support for Gallery Night and feel it is vital to the continued success of Downtown. My proposal for continuing Gallery Night is contained herein.

To start I want to speak to what Gallery Night means to not only downtown Pensacola but the region as well. Gallery Night as a regularly scheduled event is an event that people near and far plan to come downtown to see all it has to offer: food, music, shops, galleries and bars. The event has been a reason for people to travel to downtown Pensacola and while there find many places they may not previously have been aware of, giving many people a reason to return in the future. It is a night where the staffing downtown is increased and creating a boost for many people's paychecks. Finally, it is great for businesses of all types, particularly in months where we have large competing nearby events such as: Blue Angels weekend, Hangout Fest, etc. In fact a recent study of Gallery Night By Visit Pensacola estimated each Gallery Night contributed over 1.1 million dollars to the local economy.

My proposal involves myself creating a corporation with the specific purpose of putting on Gallery Night which I would run. Under my proposal Gallery Night would shrink to one block, Palafox St between Garden and Romana. In general, the character of the event would remain as the citizens have grown to know and love. We would ultimately be responsible for the financial success of the event. To be clear we would cover all costs such as security, cleanup, insurance, etc with no support from the DIB. We would also be in charge of all sponsorships for the event as well as setting and collecting fees for the event participants.

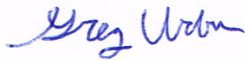
While we don't seek financial support from the DIB we do ask for the support on the following items:

1. Assistance in assuring we have all of the proper permits in place

2. Turnover of all documents in regards to existing marketing materials
3. Lists of current vendors (both providing services to and participating in the event) and sponsors
4. Allow this corporation to collect parking revenues from the Jefferson St parking garage for the hours of Gallery Night at existing Gallery night rates.

I look forward to discussing my proposal with you in the near future.

Sincerely,



Greg Urban
Wild Greg's Saloon