

Spring Break 2019

March 2 - April 21



3 Months

12 Weeks

84 Days

Are we ready?

Agenda

- Intro/Statistics
- Why Are We Here? – PBA
- Chamber of Commerce Discussion
- DMO Discussion
- Sheriff's Plan of Action
- SRIA Plan of Action
- Q&A
- Commitments/Further Actions

Why are we here?

- To ensure that Pensacola Beach does not make national news for all the wrong reasons during Spring Break.
- To ensure that Pensacola Beach continues to be a family friendly destination for Spring Break.
- To ensure that our Deputy Sheriffs have the tools and resources to keep everyone safe during Spring Break.

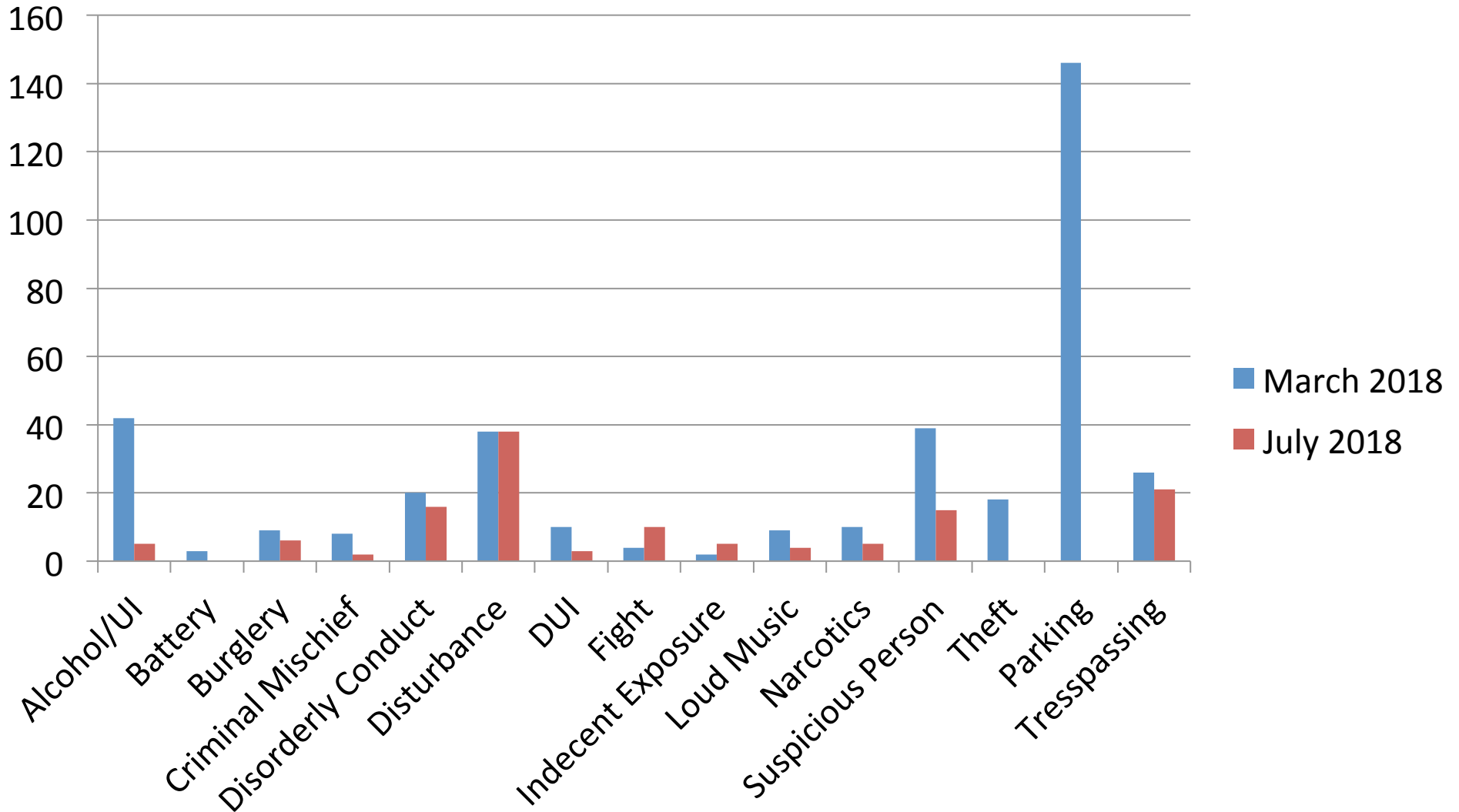
The justifiable fear.

- Our beach neighbors have implemented and or enhanced enforcement of very cut and dry laws and ordinances during Spring Break. We have not.
- College kids will take the path of least resistance. Welcome to Pensacola Beach.
- Spring Break 2018 gave way to a general mob mentality in some beach neighborhoods.

The facts.

- Spring Break 2018 (March) rivaled July 2018 (the busiest month on the beach) for logged calls to the Pensacola Beach Sheriff's substation.
- Significant increase in certain violations:
 - Alcohol/Under the Influence/DUI
 - Battery
 - Criminal Mischief

The facts.



Arrest Statistics

Year	Gulf Shore	Orange Beach	Walton County	Okaloosa County
2016	633	676	393	393
2017	370	347	681	508
2018	299	212	299	444

Note: Most of these arrests are for Underage Drinking and Public Intoxication

What we know.

- Classic Spring Break locations such as Panama City Beach, Ft. Lauderdale & Daytona Beach have come to the realization that being a college Spring Break destination is not worth it.
- From bad PR to detrimental national headlines, the family vacationer is who you want to attract in the spring, not the college kid.

What's been shared

Panama City Beach.

- Panama City Beach City Manager Mario Gisbert was able to reclaim control of Spring Break without significantly impacting revenue.
 - Bars close at 2 a.m.
 - No alcohol in parking lots.
 - Businesses responsible/accountable for policing the parking lots.
 - Drinking on the beach prohibited during Spring Break.

Panama City Beach

- ID required at all times and places including beaches and streets.
- Drinking violations are arrestable offenses.
- While citations for drinking are a start, citations were treated as a badge of honor and not a deterrent. Arrest and transport to a holding facility were the only deterrent.
- Officers were given arrest authority. No need for a complaint from the public or a previous warning.
- Parties over a certain size require a permit.
- Party venues checked for emergency exits.

What's been shared

Gulf Shores.

- Gulf Shores Alabama Police Department News Release
 - No possession or consumption of alcohol on public beaches during the designated period of Spring Break.
 - No sleeping in vehicles or out-of-doors.
 - No erection of tents and shelters or abandonment of beach equipment on public beaches.
 - No unreasonable noise or vibration. No Fires on the beach.

What's been shared

Orange Beach.

- Orange Beach Alabama Police Chief Zero Tolerance Video released on Social media and to TV stations
- If you are underage and have alcohol in your possession or in your system, you will go to jail.
- If you are found in possession of illegal drugs, you will go to jail.
- If you violate any of the terms of your lease (alcohol in the unit, open house parties, loud noise or music, destruction of property, too many people, etc.), you will be immediately ejected and lose all of your prepaid rent and deposit.

What we expect on Pensacola Beach.

- A commitment from the Sheriff to make actual arrests and to enforce laws currently on the books.
- Commitments from rental agencies to have someone available 24/7 to enforce rental capacities, ordinances, and large group permits.
- A signed pledge by all participants to support Spring Break regulations to include the Island Authority, PBA, the Chamber of Commerce, and the DMO.
- Residents to report complaints promptly and with no fears of repercussions.

What we expect on Pensacola Beach.

- A commitment to a PR campaign to let it be known that although we welcome guests from all over the U.S., Pensacola Beach is not a “free for all” Spring Break destination.
 - Websites (Chamber, Visit, Sheriff, SRIA)
 - Social Media (Chamber, Visit, Sheriff, SRIA)
 - Announcements on rental agency websites

The clock is ticking.

