



## News Release

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### Downtown Improvement Board hires new director

*Curt Morse will lead Downtown Pensacola during period of unprecedented growth*

**PENSACOLA, Fla. (Nov. 16, 2016)** – The Pensacola Downtown Improvement Board announced Friday that Curt Morse would replace Ron Butlin as the organization’s new executive director. Butlin announced his resignation in August, citing family health issues.

Morse was selected from a pool of nearly 200 applicants and five finalists. He comes to the DIB after an eclectic career in sales, marketing and executive leadership – including stints in the equestrian and boatbuilding industries.

He moved to Pensacola from Atlanta in 2004, just before Hurricane Ivan, and has called the area home ever since.

“Coming here in the wake of a disaster like Ivan really showed me what this community was made of,” Morse said Wednesday. “People here help their neighbors. They work hard, and they never give up. I decided that was the sort of community I wanted to call home. In the years since, I’ve been thrilled to watch Downtown Pensacola continue to evolve to become the vibrant, inviting place it is today, and I’m honored to have the chance to help lead us into an even brighter future.”

Morse achieved national recognition in 2007, when he revived the fortunes of iconic boat builder Caribiana Sea Skiffs. The brand’s custom-made boats have been featured in *Forbes*, *Garden & Gun*, and other publications, but in the wake of Hurricane Katrina, the business was floundering on the brink of collapse. Morse – a long-time fan – bought the company and relocated it to Pensacola.

More recently, Morse served as regional manager for a chain of portable storage facilities. He is also active in the community – having served on the boards of Fiesta of Five Flags, Keep Pensacola Beautiful, the Ronald McDonald House Charities of Northwest Florida and numerous other organizations.

“We’re thrilled to welcome Curt as our new executive director,” DIB Chairman John Peacock said Wednesday, “Downtown Pensacola is at a real turning point, with a lot of great things on the horizon, and I’m confident Curt possesses the vision, drive and collaborative mentality to lead us into this next period of growth. We’re just getting started”

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**About the Downtown Improvement Board**

The Pensacola Downtown Improvement Board (DIB) is an independent state agency funded by a special tax on properties within its district boundaries. The district consists of 40 blocks that encompass the urban core of Downtown Pensacola. The DIB is governed by a five-member Board of Directors and guided by eight committees comprised of downtown property owners and businesspeople. To learn more about the DIB and all that is going on in Downtown Pensacola, visit [www.downtownpensacola.com](http://www.downtownpensacola.com).