



VISIT PENSACOLA BOARD MEETING

May 31, 2023



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

May 31, 2023

3:00 p.m. – 5:00 p.m.

Hyatt Place Pensacola Airport

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the April 26, 2023 Board Meeting**
 - b) *Pensacola Sports Funding Request*
 - c) *Revisit Pensacola Strategic Plan Committee Reports*
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *Warren Averett FY22 Audit Presentation**
5. Staff Updates
 - a) *Marketing/Showcase*
 - b) *President/CEO*

** Action Item requiring board vote.*



Visit Pensacola Board of Directors Meeting

Wednesday, April 26, 2023

Hampton Inn Pensacola Beach

Board Present: Dae Patel, Warren Sonnen, Deandra Holcomb, Brent Lane, Terry Branch, Tim Carn, and Greg Harris.

Board Absent: Rachael Gillette, Sid Williams-Heath, Amanda Mills, and Alison Green.

Staff Present: Darien Schaefer, Nicole Stacey, Lindsey Steck, Wandy Samuel, Kaya Man, Melissa Bailey, Tia Robbins, Hannah Pinson, and Blake Howerton.

The Visit Pensacola Board meeting was called to order at 3:03 p.m.

There was no public comment.

OLD BUSINESS

Motion to approve last month's minutes was made by Tim Carn, seconded by Warren Sonnen, and approved unanimously.

NEW BUSINESS

Finance Committee Report

Sid Williams-Heath was absent from the meeting. Director of Finance and Administration Wandy Samuel gave the report.

- Unified March 2023 shows a net income of \$218K, which is due to billing the county for large checks including Showcase, Pensacola Sports and ACE.
- Visit Pensacola has paid \$1.75M of the advance, with a remaining balance of \$1,750,00 to be paid back by the end of the year.
- There are 5 more partners as of 3/31/23 than 3/31/22, which resulted in \$15K more from partnership dues.
- Pensacola Sports submission for February and March was received for the total of \$167K. They have received \$560K of the \$800K advance in \$80K installments as per their FY23 agreement.
- ACE has signed their FY23 contract and has received their first advance of \$600K.

Sonnen asked what disallowed travel expenses are. Samuel explained that when the staff travels, if there's something we can't bill the county – items over the GSA amount, tips, that's what that is for.



Sonnen additionally asked about Postage line item and do we normally spend that much in the first half of the year. Samuel said Postage covers the shipping of Insider Guides as well as materials for tradeshow. Costs are higher due to more tradeshow being attended and will vary depending on marketing campaigns that generate requests for Insider Guides.

Greg Harris asked about bank services charged. Samuel said we were billed \$5,000 for using the line of credit last Fall. Harris asked how often has Visit Pensacola had to tap into the line of credit? Samuel said this is the second year in a row and necessary due to cash flow at the end of the fiscal year. Schaefer said with the increase in the advance by the County, and the advance planning for use of the Supplemental funding, we should be able to cover cash flow from our operating reserves.

Harris asked if there are any other line items that are too close to the budget? Samuel said no and that line amounts can be adjusted within each budget area (Direct Programming, Operations, and Personnel) if necessary.

Motion to approve the April Financial Report was made by Deandra Holcomb, seconded by Terry Branch and approved unanimously.

2nd Quarter CPA Compiled Financial Statements

Samuel noted there were no issues in the 2nd Quarter Financial Statements. Motion to approve the 2nd Quarter CPA Compiled Financial Statements was made by Holcomb, seconded by Carn and approved unanimously.

ReVisit Pensacola Strategic Plan Committee Reports

Schaefer gave the update and let the board know they've had three committee meetings to discuss the five areas of strategic focus. A few points stood out:

- Many of the tactics noted within the plan are things we're already doing.
- Under Product Development – Two items, a new conference center or multi-use indoor public center, will require longer term planning and involve other organizations. Next steps are starting a list of organizations we need to involve in this process.
- Under Community Collaboration – We will review the groups that we're involved with, update that list and then develop the communications plan to reach each group in a meaningful way.

Brent Lane commented that the meetings were very helpful as we start to evaluate what our short, medium, and long term initiatives are for planning purposes.

Sonnen commented that he thought it was good. Some items discussed were very big, but others were smaller so that we could potentially handle in house.



Marketing/Showcase

Nicole Stacey gave the marketing and sales update. Here were the highlights.

- Five grant workshops were held that were highly attended. The grant applications are due June 6, 2023 and will be reviewed by the committee and approved by the board in June.
- The sales team traveled to the African American Travel Conference and the Dallas Travel and Adventure Tradeshow which included a Diving activation.
- Stacey attended the E-Tourism Summit and the Visit Florida New York Media Mission.
- We hosted four press trips and finished out the Madden Influencer Campaigns.
- Upcoming hosted media includes LGBTQ+ media Ravi Roth and Ricky Cornish, and Scott Tisson.
- Visit Pensacola staff, in partnership with Northwest Florida Beaches, hosted Adapt-Able Scuba to help train destination partners on ADA in Pensacola.

Showcase Pensacola

Brian McCall gave the showcase update including “Imani’s Way to Beach,” a new long-format video under development. McCall reviewed the broadcast TV coverage in Nashville, Dallas, and Houston as well as cable tv buys on the SEC ESPN Network and ACCN ESPN. The Tourism Works campaign is running. McCall also attended the E-Tourism Summit and said the Board should be proud of the team as we’re holding our own with much larger DMOs.

Presidents Report

Schaefer reviewed the TDT collections through March 2023. Receipts are almost the same through the first six months of the fiscal year (up \$3,229). To date, we have been able to retain the significant TDT increases from 2021 and 2022.

The TDC Meeting on April 11, 2023 discussed an ordinance and a resolution designed to address items raised in the audit. The clarification is that the Administrative Fee is up to 3% and not 3%. As TDT collections grow, if the actual expenses for the Clerk of Courts is only 2.5%, then that is what is reimbursed, not 3%.

The Pensacola Beach Chamber of Commerce had asked for a funding increase to assist with 4th of July and New Years fireworks. The Chappie James Memorial Foundation requested \$1 Million in funding for the new memorial in Wayside Park. There are some questions about appropriate usage of funding for memorials. Additionally, there was an update from Robert Turpin about Sargassum and a request from Danny Zimmern for Mardi Gras funding.

There is a TDC Budget Workshop scheduled for May 9, 2023 on the county website but it should be the 16th of May.



House Bill 7053 – Last Friday was day 46 of the 60-day session so we are in the last two weeks of legislative sessions. Expanding of use of TDT and Visit Florida Funding has been quiet, the bill hasn't had any movement. There is still talk about vacation rentals. VISIT FLORIDA and Space Florida would potentially fall under DEO if Enterprise Florida was dissolved. DEO would be renamed the Department of Commerce.

The new Insider Guide is here and being distributed. We also have a new brochure to be distributed at the Florida Welcome Centers, tradeshow, and activations.

Schaefer received a call from Jeff Bergosh regarding the Perdido Key Visitor Center. Bergosh would like to sit down together with the Perdido Key Chamber of Commerce about potentially transferring the operating responsibility of the Visitor Center back to the Chamber. Back in 2015, this responsibility transitioned from the Perdido Key Chamber to Visit Pensacola because the Chamber recommended businesses across the state and county line. This has been an ongoing concern of the Perdido Key Chamber ever since.

Schaefer shared that he received several solid resumes for the Administrative Assistant position. Interviews are planned and hopefully the position will be filled by the next Board Meeting.

Information Kiosks – We have approval with the airport and coordinating delivery. The locations in Downtown Pensacola are pending...we are working through how power will be provided to each location.

Board Updates

- Tim Carn – Got through spring break, April is starting to wane, but summer is looking good. He thinks it's going to match last year.
- Terry Branch – Beach is looking good, Fairfield Inn & Suites to open late June - early July.
- Brent Lane – Crazy busy weekend, hope the weather holds, just won ACM station of the year.
- Deandra Holcomb – They are still waiting on the delivery of their second boat. This year she has received more calls about wheelchair accessibility and requests.
- Warren Sonnen – It's complicated. Standard bars and restaurants are stable. For new construction, he's seeing people pull out of projects due to lack of staff availability and construction costs. Sales wise, it's calm following spring break. Hopefully staffing will be good for summer.
- Greg Harris – Lost in the playoffs, good season overall. Hosting the league on the beach.
- Dae Patel – We did pretty good for spring break and Easter compared to last year.

The meeting was adjourned at 4:10 p.m.

May 19, 2023

Darien Schaeffer
Visit Pensacola Board of Directors
1401 E Gregory Street
Pensacola, FL 32503



Darien and the Visit Pensacola Board of Directors,

This letter and corresponding attachment provide specific clarification and justification for the budget increase request presented to the Visit Pensacola Board at the March 29 meeting. The request for additional funds is provided in a way to allow a multi-year plan to be developed to support the continued growth of sports tourism as new and expanded events and facilities become reality.

In addition to the information provided below, I would remind the board the amount requested for the Unified Budget and thus Pensacola Sports' allocation was never reviewed with us prior to being submitted to the county. It is difficult to have a "Unified Budget" without a "unified" review with each partner as part of the development of a request. The current high profile of sports events in our community and the successes recognized by the tourism industry, media and community are undeniable. I was unable to attend but I have been told by others in attendance, sports tourism and the growth and success of sports tourism was very much a topic at the recent Visit Pensacola tourism week luncheon.

As presented at the previous meeting, Pensacola Sports is currently absorbing unallocated significant expenses of more than \$125,000 for the SBC Basketball Championships. Sports continue to bring some of the largest and most significant events to the community like the highly successful SEC Women's Soccer Championships, NAIA Men's Lacrosse Championships, and more, while continuing to support the multiple other very worthwhile events. These events' successes continue to bring more opportunities, some of which are noted in the attached spreadsheet. Now is the time to significantly increase the investment in proven positive ROI tourism programs.

The current Unified Budget request submitted to the Tourist Development Council by Visit Pensacola provides only a \$88,345 increase from our current FY 2023 funding from a \$13,000,000 request.

The Board of County Commissioners have made it very clear their plans to invest millions of dollars to repair and upgrade the Pensacola Bay Center and the construction of a new multi-purpose indoor facility. Add the investments being made in the Roger Scott Tennis Facility rebuild, the new Blake Doyle Skate Park, and the development of a multi-use pickleball facility. Designated additional investment in the marketing, development, oversight, and future programming of these assets is critical. Filling these spaces with visitors is not an overnight effort but a multi-year, multi-dimensional task.

I would again reiterate this request is not intended to request a decrease in the Unified Budget Partners' respective funding but to increase the funding for the greater good of our local tourism impact.

Thank you for your consideration and I look forward to your response.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Palmer".

Ray Palmer, STS
President and CEO
Pensacola Sports

Pensacola Sports

Budget Increase Proposal Narrative

Fiscal Year 2023-2024



Sports tourism has brought in over \$35 million to Escambia County in the fiscal year of 2022. An increase from its almost \$23 million impact in 2019. Our reputation as a prime destination for event rights holders, national governing bodies, and conferences to hold sporting events continues to build.

As the Sports Tourism Agency of Escambia County, Pensacola Sports assists in bringing over 30 sports tourism events annually to Escambia County through staff support, marketing, grants and more. Our growth cannot continue without an increase in our sports marketing funding.

Pensacola Sports destination platform received 364 total leads from event organizers between November 2022 – February 2023, Ranking #16 out of 284 Active Destination Profiles on the Playeasy platform. Many opportunities to bring new visitors to our area through sport are missed. Grant funding is limited, and we can no longer accept grant applications in the current fiscal year. Our current events have potential for growth, with limited marketing dollars to reach more outside markets.

Our budget increase proposal is for continuing our growth in bringing new events to Escambia County, promoting venues to event rights holders, marketing events to increase visitor participation, increased staffing to support these efforts, and more opportunities to support sports tourism events from other event organizers in our community through our grant program.

Budget increase proposal chart located on page 3.

1. STAFFING

Pensacola Sports currently has 5 full-time employees and 2 part-time employees. We need more support in accounting, marketing, and event management. The fund increase would allow us to hire a full-time bookkeeper/accountant, in-house marketing coordinator, and event staff. Only two of our staff members are full-time event managers.

2. FACILITY MARKETING

The growth of sports tourism in Escambia County has resulted in many improvements to current facilities and the creation of new facilities. These facilities will need marketing support to increase the return on investment on the facilities and reach new potential event organizers. These funds would be used for promotion collateral, 3D digital venue viewing, and communications of facility enhancements.

3. MARKETING INCREASE – CURRENT EVENTS

Pensacola Sports currently hosts multiple annual events that could bring even more visitors to Escambia County. Most of these events have marketing budgets under 5K, limiting our out of market reach. With an increase in the marketing budgets for each of these events, the marketing plans would include a greater reach of out-of-area markets.

4. EVENT SUPPORT INCREASE

The 2022 SEC Women's Soccer Championships and 2023 SBC Basketball Championships generated 6.9 million dollars in Escambia County and brought 5,898 visitors to the Pensacola area. The first year of hosting the SEC Soccer Championship in Pensacola broke all previous spectator attendance records for their soccer championship. Bleacher rentals are needed and will add an additional expense for the 2023 and 2024 Championships. SBC Basketball Championship has expanded to include 2 additional institutions, adding more games, another day to the tournament, and more expenses. Pensacola Sports budgeted 50K annually for the Championship. To fulfill the county's hosting agreement, Pensacola Sports has been spending 115K-130K annually out of their Sports Marketing budget.

5. NEW MAJOR EVENTS

Event rights holders and national governing bodies consistently reach out to Pensacola Sports with interest in bringing their sporting events to Escambia County. Many opportunities are dismissed or held off due to budget constraints. The Sun Belt Conference wants to create a spin-off men's and women's basketball tournament in November. The Sun Belt Conference would also like to bring their highest profile baseball championships to Escambia County in May 2025. To facilitate this move, the commitment of funds will be required before the actual May 2025 event date for marketing, facility commitment, hosting duties, etc. The National Association of Intercollegiate Athletics wants to move their Men's Soccer Championship to Escambia County in December 2024. Pensacola Sports is unable to commit to these new sports tourism events with the current proposed FY 2024 budget.

6. TRAVEL AND FACILITY DEVELOPMENT

As we expand assets with the addition of new and improved facilities, additional funding will be needed to increase the presence of Escambia County at various sports tourism events throughout the year Expanding participants to include more staff as well as Escambia County Parks and Recreation senior management.

The development of Tourist Improvement Districts (TIDS) as a tool to enhance financing resources is rapidly becoming one of the most popular ways to increase tourism funding sources with highly restrictive uses. Communities across the State of Florida and the country are tapping these opportunities, Escambia County needs to do the same.

FY 2023 BUDGET: \$962,000 + SUPPLEMENTAL: \$152,155 = \$1,114,155

FY 2024 BUDGET: \$1,202,500

Difference of + \$88,345

PROPOSED FY 2024 BUDGET INCREASE:

1. STAFFING

Event Support
Accounting
\$125,000.00

2. FACILITY MARKETING

Tennis Courts
Pickleball Courts
Skatepark
Indoor Facility/Brosnaham
Misc.
\$50,000.00

3. MARKETING EVENTS

Firefighters Challenge
DeLuna's Open Water Swim
Pensacola Fishing Rodeo
Double Bridge Run
SEC Soccer
\$75,000.00

4. EVENT SUPPPORT INCREASE

SBC Basketball
SEC Soccer
\$175,000.00

5. NEW MAJOR EVENTS

(2) SBC November Basketball
NAIA Soccer (16 Teams; Dec 2024-25)
SBC Baseball (2025+)
Misc.
\$400,000.00

6. TRAVEL & FACILITY

Sports Tourism Confs. (Staff & Parks-Rec)
Facility Conference
Civitas Study
Other
\$80,000.00

TOTAL: \$905,000.00

<i>FY 2025/2026 New Events</i>	<i>-\$400,000.00</i>
<i>Current FY 2024 Budget Increase</i>	<i>-\$88,000.00</i>
Proposed FY 24 Budget Increase	\$417,000.00

**REQUESTED BUDGET INCREASE
SCHEDULE**

	<i>INCREASE AMOUNT</i>	<i>PS TOTAL BUDGET</i>
FY 2024	\$417,000.00	\$1,619,500
FY 2025	\$275,000.00	\$1,894,500
FY 2026	\$125,000.00	\$2,019,500



VISIT PENSACOLA BOARD MEETING

May 31, 2023

VP Financials



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

MANAGEMENT LETTER

To the Finance Committee and Board of Directors
Visit Pensacola, Inc.

In planning and performing our audit of the financial statements of Visit Pensacola, Inc. ("VPI") as of and for the year ended September 30, 2022, in accordance with auditing standards generally accepted in the United States of America, we considered VPI's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of VPI's internal control. Accordingly, we do not express an opinion on the effectiveness of VPI's internal control.

However, during our audit we identified the following items for your consideration. This letter does not affect our report dated May 12, 2023, on the financial statements of Visit Pensacola, Inc.

Fiscal Agent Responsibilities

In accordance with the Miscellaneous Appropriations Agreements between the County and VPI (the Agreement), VPI accepts tourism development revenue from the County on behalf of Art, Culture, and Entertainment, Inc. (ACE) and Pensacola Sports Association, Inc. (PSA). As fiscal agent for ACE and PSA, VPI is responsible for administering the funding and ensuring it is spent in accordance with the Agreement.

The Agreement requires funding be used in accordance with Florida Statute § 125.0104. We noted documentation of subrecipient expenditures could improve to ensure compliance with this criteria and support how the requirement is met. VPI should continue to strengthen its subrecipient policies and procedures by requiring subrecipients to provide documentation evidencing how expenditures were used and that they were effective in achieving their intended, allowable purpose.

We also noted ACE's requests for reimbursement were not submitted on a timely basis which resulted in audit entries. We recommend the necessary personnel be reminded and encouraged to submit requests for reimbursement on timely basis in order to be reimbursed and to maintain accurate financial records.

We will review the status of these comments during our next audit engagement. We are also available to discuss these in further detail with you, if so desired.

Very truly yours,



Warren Averett, LLC
Pensacola, Florida
May 12, 2023

May 12, 2023

Finance Committee
c/o Visit Pensacola, Inc.
1401 E. Gregory Street
Pensacola, Florida 32502

We have audited the financial statements of Visit Pensacola, Inc. (the "Organization") for the year ended September 30, 2022, and have issued our report thereon dated May 12, 2023. Professional standards require that we provide you with information about our responsibilities under, generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated August 08, 2022. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Organization are described in Note 1 to the financial statements. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users.

The financial statement disclosures are neutral, consistent and clear.

Difficulties Encountered in Performing the Audit

We encountered no difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. There were no such misstatements.

Disagreements with Management

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated May 12, 2023.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

We have issued a "Management Letter" to the finance committee and board of directors which contains items for consideration with respect to financial and accounting matters noted during the audit.

This information is intended solely for the use of the Finance Committee, Board of Directors and management of the Organization and is not intended to be and should not be used by anyone other than these specified parties.

Very truly yours,

A handwritten signature in black ink that reads "Warren Averett, LLC". The signature is written in a cursive, flowing style.

Warren Averett, LLC
Pensacola, Florida

VISIT PENSACOLA, INC.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2022 AND 2021

VISIT PENSACOLA, INC.
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SEPTEMBER 30, 2022 AND 2021

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INDEPENDENT AUDITORS' REPORT

To the Finance Committee and Board of Directors
Visit Pensacola, Inc.

Opinion

We have audited the accompanying financial statements of Visit Pensacola, Inc. (a 501(c)(6) nonprofit organization, hereinafter referred to as VPI), which comprise the statements of financial position as of September 30, 2022 and 2021, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of VPI as of September 30, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of VPI and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about VPI's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of VPI's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about VPI's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings and certain internal control related matters that we identified during the audit.

Warren Averett, LLC

Pensacola, Florida
May 12, 2023

VISIT PENSACOLA, INC.
STATEMENTS OF FINANCIAL POSITION
SEPTEMBER 30, 2022 AND 2021

ASSETS		
	<u>2022</u>	<u>2021</u>
CURRENT ASSETS		
Cash and cash equivalents	\$ 885,086	\$ 905,230
Accounts receivable	1,870,715	1,470,411
Prepaid expenses	<u>99,556</u>	<u>159,795</u>
Total current assets	2,855,357	2,535,436
NONCURRENT ASSETS		
Equipment, net	<u>1,152</u>	<u>2,303</u>
TOTAL ASSETS	<u><u>\$ 2,856,509</u></u>	<u><u>\$ 2,537,739</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 1,260,691	\$ 1,100,385
Accrued payroll and expenses	94,842	76,530
Unearned revenue	<u>62,958</u>	<u>68,617</u>
Total current liabilities	1,418,491	1,245,532
NET ASSETS		
Without donor restrictions	<u>1,438,018</u>	<u>1,292,207</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 2,856,509</u></u>	<u><u>\$ 2,537,739</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED SEPTEMBER 30, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
SUPPORT AND REVENUE WITHOUT DONOR RESTRICTIONS		
Tourism development revenue	\$ 11,052,864	\$ 6,834,804
Partnership dues	111,205	92,979
Advertising income	156,427	139,750
In-kind income	175,573	146,763
Grant income	-	500,000
Event income	17,377	10,700
Merchandise sales	146	89
Miscellaneous income	3,418	2,164
PPP loan proceeds	<u>-</u>	<u>203,237</u>
Total support and revenue without donor restrictions	11,517,010	7,930,486
OPERATING EXPENSES		
Program expenses		
Tourism development	10,989,820	7,415,418
Supporting expenses		
Management and general	<u>381,379</u>	<u>342,633</u>
Total operating expenses	<u>11,371,199</u>	<u>7,758,051</u>
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	145,811	172,435
NET ASSETS WITHOUT DONOR RESTRICTIONS, BEGINNING OF YEAR	<u>1,292,207</u>	<u>1,119,772</u>
NET ASSETS WITHOUT DONOR RESTRICTIONS, END OF YEAR	<u><u>\$ 1,438,018</u></u>	<u><u>\$ 1,292,207</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEARS ENDED SEPTEMBER 30, 2022 AND 2021

	Program Services	Supporting Services	
	Tourism	Management and General	Total
Advertising	\$ 5,325,450	\$ -	\$ 5,325,450
Advertising agency fees	180,000	-	180,000
Bad debt expense	-	2,451	2,451
Bank and credit card fees	-	6,336	6,336
Brochures and collateral	156,299	-	156,299
Depreciation	961	190	1,151
Dues and subscriptions	30,513	-	30,513
Equipment and building repair	118,127	22,240	140,367
Festivals and events	359,595	-	359,595
Information technology	26,320	5,192	31,512
In-kind rent	118,727	24,480	143,207
Insurance	27,680	5,460	33,140
Marketing research	346,102	-	346,102
Miscellaneous expense	-	2,304	2,304
Office supplies	33,280	6,611	39,891
Partnership expense	85,419	45	85,464
Personnel expense	805,907	212,945	1,018,852
Postage	26,622	5,251	31,873
Production	543,080	-	543,080
Professional services	25,694	5,068	30,762
Promotions	220,616	-	220,616
Public relations	80,564	-	80,564
Registration	112,769	-	112,769
Sales tax	-	1,419	1,419
Subrecipient expense – ACE	1,250,000	-	1,250,000
Subrecipient expense – PSA	987,159	72,419	1,059,578
Travel, meals and entertainment	87,524	800	88,324
Utilities	41,412	8,168	49,580
TOTAL OPERATING EXPENSES	\$ 10,989,820	\$ 381,379	\$ 11,371,199

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES - CONTINUED
FOR THE YEAR ENDED SEPTEMBER 30, 2022 AND 2021

	Program Services	Supporting Services	
	Tourism	Management and General	Total
Advertising	\$ 2,703,081	\$ -	\$ 2,703,081
Advertising agency fees	680,000	-	680,000
Bad debt expense	-	2,270	2,270
Bank and credit card fees	-	4,334	4,334
Brochures and collateral	111,855	-	111,855
Depreciation	911	241	1,152
Dues and subscriptions	29,778	-	29,778
Equipment and building repair	82,254	23,489	105,743
Festivals and events	246,596	-	246,596
Information technology	20,048	5,284	25,332
In-kind rent	105,001	25,087	130,088
Insurance	20,419	5,380	25,799
Marketing research	316,512	-	316,512
Miscellaneous expense	-	342	342
Office supplies	26,530	7,632	34,162
Partnership expense	46,636	33	46,669
Personnel expense	702,937	185,738	888,675
Postage	13,262	3,495	16,757
Production	451,952	-	451,952
Professional services	21,254	5,601	26,855
Promotions	80,543	-	80,543
Public relations	83,854	-	83,854
Registration	64,046	-	64,046
Sales tax	-	593	593
Subrecipient expense – ACE	944,576	-	944,576
Subrecipient expense – PSA	591,762	63,164	654,926
Travel, meals and entertainment	37,809	1,041	38,850
Utilities	33,802	8,909	42,711
TOTAL OPERATING EXPENSES	\$ 7,415,418	\$ 342,633	\$ 7,758,051

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 145,811	\$ 172,435
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Bad debt expense	2,451	2,270
Depreciation	1,151	1,152
Forgiveness of PPP loan	-	(203,237)
Decrease (increase) in:		
Accounts receivable	(402,755)	(1,083,790)
Inventories	-	599
Prepaid expenses	60,239	(56,915)
Increase (decrease) in:		
Accounts payable	160,306	460,929
Accrued payroll and expenses	18,312	18,768
Unearned revenue	(5,659)	1,917
Net cash used in operating activities	<u>(20,144)</u>	<u>(685,872)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from forgivable loan	<u>-</u>	<u>203,237</u>
Net cash provided by financing activities	<u>-</u>	<u>203,237</u>
NET DECREASE IN CASH AND CASH EQUIVALENTS	(20,144)	(482,635)
CASH AND CASH EQUIVALENTS, BEGINNING	<u>905,230</u>	<u>1,387,865</u>
CASH AND CASH EQUIVALENTS, ENDING	<u><u>\$ 885,086</u></u>	<u><u>\$ 905,230</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Description of Organization

Visit Pensacola, Inc. (VPI) was formed in 2013, as a Florida not-for-profit corporation to promote the common business interests of the tourism industry in Escambia County, Florida, and to unify the private sector, visitor, tourism, meeting and convention interests of the various incorporated and unincorporated areas of Escambia County, in order to speak with a collective, focused voice of authority on issues that affect the tourism industry.

Basis of Accounting and Presentation

The financial statements of VPI have been prepared on the accrual basis of accounting and in accordance with the accounting principles generally accepted in the United States of America (US GAAP) which require that VPI report information regarding its financial position and activities based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes in net assets therein are classified as follows:

Net Assets Without Donor Restrictions – Net assets that are available for general use and not subject to donor restrictions.

Net Assets With Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature and may, or will, be met either by passage of time or the events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. VPI did not have any net assets at September 30, 2022 and 2021, where the donor imposed restrictions.

Use of Estimates

Management uses estimates and assumptions in preparing these financial statements in accordance with US GAAP. These estimates and assumptions affect the amounts reported in the financial statements and the note disclosures. Actual results could vary from these estimates.

Cash and Cash Equivalents

For purposes of the statement of cash flows, if applicable, VPI considers highly liquid debt instruments purchased within three months of maturity to be cash equivalents.

Accounts Receivable

Accounts receivable are reported at unpaid balances less an allowance for doubtful accounts, if applicable. Management evaluates the status of unpaid accounts and adjusts the allowance as necessary through a provision for bad debt expense. No provision for uncollectible accounts had been established as of September 30, 2022 and 2021, as accounts receivable are considered to be fully collectible.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Revenue Recognition

Revenues are reported as increases in net assets without donor restrictions, unless their use is limited by donor-imposed restrictions. Under accounting standards, earned revenue measurement is driven via a principles-based process that requires the entity: 1) identify the contract with the customer; 2) identify the performance obligations in the contract; 3) determine the transaction price; 4) allocate the transaction price to the performance obligations; and 5) recognize revenue when (or as) performance obligations are satisfied. Contributed support follows different standards. A summary of each of the revenue and support flows are as follows:

The primary source of revenue is a portion of the local option tourist development tax imposed and collected on short-term lodging by the Escambia County Board of County Commissioners (the County). In accordance with the agreement with the County, VPI receives funding on a reimbursement basis from the County as expenditures are incurred in carrying out its mission.

Gifts and grants, including unconditional promises to give, are recognized as revenues as either without or with donor restrictions in the period verifiably committed by the donor. Gifts and grants of assets other than cash are recorded at their estimated fair value. Unconditional promises to give that are expected to be collected in future years are recorded at the present value of the estimated future cash flows using a risk adjusted discount rate depending on the time period involved. Amortization of the discount is included in gift and grant revenue in accordance with the donor-imposed restrictions, if any, on the gifts or grants. Gifts or grants with donor-imposed restrictions that can be met through the passage of time or upon the incurring of expenses consistent with the purposes are recorded as net assets with donor restrictions and reclassified to net assets without donor restrictions when such time or purposes restriction has been satisfied.

Gifts of property and equipment are recorded as without donor restrictions, unless the donor explicitly states how such assets should be used. Gifts of cash or other assets that must be used to acquire long-lived assets are reported as net assets with donor restrictions. VPI reports expirations of donor restrictions when the donated or acquired long-lived asset is placed into service.

Conditional contributions are recorded as revenue when such amounts become unconditional, which generally involves the overcoming of a barrier to entitlement. This can include items like meeting a matching provision, incurring specified allowable expenses in accordance with a framework of allowable costs, or other barriers. Contributions received pending designation by the donor are considered to be net assets with donor restrictions until donor stipulations are clarified at which time such are reclassified, if required.

Partnership dues represent revenues from businesses with interests in Escambia County that wish to support VPI's efforts to promote tourism within Escambia County. Partnership dues are recognized ratably on a monthly basis over the partnership period as the performance obligations are satisfied. Management believes that recognizing revenue over time is the best measure of services rendered based on the length of the partnership. Management does not consider there to be significant judgment involved in the timing of satisfaction of performance obligations as those are directly linked to the length of the partnership.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Inventories

Inventories consist primarily of souvenirs and promotional goods, including maps, brochures and postcards, and are valued at estimated cost.

Equipment

VPI capitalizes all expenditures in excess of \$1,000 for equipment at cost. Repairs and maintenance costs are expensed as incurred. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. Equipment is depreciated over five to seven years.

Donated Assets and Use of Facilities

Donated equipment and other noncash donations are valued at estimated fair value at the date of donation. VPI uses certain equipment which was acquired and paid for by Escambia County. Title vests with the County and such assets are not recorded as assets of VPI. The County does not charge VPI for the use of the equipment. The estimated fair market value of the use of these assets is recorded as in-kind income and related equipment and building repairs in the statements of functional expenses. Effective July 2020, VPI occupies space at the Pensacola Visitor Information Center under a lease agreement with the City of Pensacola for \$10 annually. The lease term is 15 years unless otherwise terminated pursuant to the agreement. The estimated fair value of the use of these facilities are recorded as in-kind income and rent expense in the statements of functional expenses.

Unearned Revenue

Unearned revenue consists of partnership dues and advertising income, which were received in advance. The revenue will be recognized over the terms of the partnerships or once the advertisement occurs.

Compensated Absences

The liability for compensated absences of \$59,229 and \$44,913 as of September 30, 2022 and 2021, respectively, is included in accrued payroll and expenses in the statement of financial position. This represents amounts owed to employees under VPI's paid time off policy.

Functional Allocation of Expenses

The costs of providing the program and supporting activities of VPI have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated by management among the program and supporting activities based on time and effort or occupancy costs.

Advertising

The primary purpose of VPI is to promote and advertise the local community. As such, all program expenses are considered to be either direct or indirect forms of advertising. Such costs are expensed as incurred.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Income Taxes

The Internal Revenue Service has granted VPI exemption from federal income tax under Section 501(c)(6) of the Internal Revenue Code. VPI is subject to taxation only on income from any business unrelated to its exempt purposes. VPI is not aware of any uncertain tax positions that would require disclosure or accrual in accordance with US GAAP.

Subsequent Events

VPI has evaluated events and transactions that occurred between September 30, 2022, and May 12, 2023, which is the date that financial statements were available to be issued, for possible recognition or disclosure in the financial statements.

2. ACCOUNTS RECEIVABLE

Accounts receivable at September 30, 2022 and 2021, consisted of the following:

	<u>2022</u>	<u>2021</u>
Tourism development tax receivable	\$ 1,870,635	\$ 1,465,730
Partnership dues	-	4,461
Other	<u>80</u>	<u>220</u>
Accounts receivable	<u><u>\$ 1,870,715</u></u>	<u><u>\$ 1,470,411</u></u>

3. LINE OF CREDIT

VPI has a revolving line of credit with Regions Bank in the amount of \$500,000. The interest rate is Prime plus 0.50%, with a floor of 4.75%. The line of credit matures on October 15, 2022, and is secured by inventory, accounts, equipment, general intangibles and fixtures. At September 30, 2022 and 2021, there was no outstanding balance on the line of credit.

In October 2022, the line of credit was renewed through October 15, 2023. VPI borrowed \$300,000 from the line of credit in October 2022, which was fully repaid in December 2022.

4. PAYCHECK PROTECTION PROGRAM LOAN

In February 2021, VPI obtained a loan (the Loan) from Regions Bank in the amount of \$203,237 under the Paycheck Protection Program (PPP) established by the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Under the terms of the PPP, up to 100% of the loan and related interest may be forgiven if the proceeds are used for covered expenses, and certain other requirements related to wage rates and maintenance of full-time equivalents are met. VPI applied for forgiveness and received forgiveness of \$203,237 from the Small Business Administration (SBA) on November 2021.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

5. GRANT INCOME

During the year ended September 30, 2021, VPI received \$500,000 in CARES Act Coronavirus Relief Funds from the County. Under the terms of the CARES Agreement, the County reimbursed VPI \$500,000 for CARES Act eligible expenses incurred through December 30, 2020.

6. LIQUIDITY AND AVAILABILITY

VPI regularly monitors liquidity to meet its operating needs and other contractual commitments. VPI has various sources of liquidity at its disposal including cash, receivables and a line of credit. For purposes of analyzing resources available to meet general expenditures over a 12-month period, VPI considers all expenditures related to its ongoing activities of its mission, as well as the conduct of services undertaken to support those activities, to be general expenditures.

The following table shows the total financial assets held by VPI as of September 30, 2022 and 2021, and the amounts of those financial assets available within one year of the date of the statement of financial position to meet general expenditures.

	<u>2022</u>	<u>2021</u>
Financial assets at year end:		
Cash	\$ 885,086	\$ 905,230
Accounts receivable	<u>1,870,715</u>	<u>1,470,411</u>
Total financial assets available to meet general expenditures over the next 12 months	<u><u>\$ 2,755,801</u></u>	<u><u>\$ 2,375,641</u></u>

7. CONCENTRATIONS OF RISK

VPI's activities are primarily funded by a discretionary appropriation of the Escambia County local option tourist development tax. VPI's ability to continue to operate at current levels is dependent on continued funding from this source.

VPI maintains cash balances at a financial institution, which at times, may exceed federally insured limits. The balances held with the financial institution are insured by the Federal Deposit Insurance Corporation up to \$250,000. VPI's cash balances, before outstanding checks, exceeded federally insured limits by \$808,594 and \$1,232,879 at September 30, 2022 and 2021, respectively. VPI has not experienced any losses in such accounts and believes it is not exposed to any significant risk.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2022 AND 2021

8. SUBRECIPIENT EXPENSE

VPI is the fiscal agent for Art, Culture and Entertainment, Inc. (ACE) and Pensacola Sports Association, Inc. (PSA). In accordance with the Miscellaneous Appropriations Agreements between the County and VPI (the Agreement), VPI accepts tourism development revenue from the County on behalf of ACE and PSA. As fiscal agent for ACE and PSA, VPI is responsible for administering the funding and ensuring it is spent in accordance with the Agreement.

In accordance with US GAAP, this arrangement does not meet the criteria of being an agency transaction; therefore, the expenses incurred by each entity and reimbursed by VPI are recorded as subrecipient expense in the statements of functional expenses.

Subrecipient expenses for the year ended September 30, 2022, consisted of the following:

	ACE	PSA	Total
Direct programming expense	\$ 1,250,000	\$ 620,009	\$ 1,870,009
Operations expense	-	88,335	88,335
Personnel expense	-	351,234	351,234
Total subrecipient expense	<u>\$ 1,250,000</u>	<u>\$ 1,059,578</u>	<u>\$ 2,309,578</u>

Subrecipient expenses for the year ended September 30, 2021, consisted of the following:

	ACE	PSA	Total
Direct programming expense	\$ 944,576	\$ 352,084	\$ 1,296,660
Operations expense	-	59,252	59,252
Personnel expense	-	243,590	243,590
Total subrecipient expense	<u>\$ 944,576</u>	<u>\$ 654,926</u>	<u>\$ 1,599,502</u>

9. RELATED PARTY TRANSACTIONS

VPI enters into certain promotional partnership and marketing transactions with organizations that may be affiliated with members of VPI's board of directors. These transactions are conducted at arms-length and are in the normal course of business.

10. RETIREMENT PLAN

VPI administers a 401(k) plan for the benefit of its employees. All employees are eligible to participate if they have completed one year of service and are at least 21 years of age. The plan provides for a safe harbor matching employer contribution equal to 100% of salary deferrals that do not exceed 6% of compensation for each payroll period. The matching contributions totaled \$28,231 and \$21,833 for the years ended September 30, 2022 and 2021, respectively.



Visit Pensacola Financial Report April 2023

FY23 APRIL TAKEAWAYS:	
Unified April 2023 shows a net income of \$239K, which is due to having previous months checks having cleared in the current month and being able to bill/recognize the income.	
MAJOR HIGHLIGHTS:	
The Board of County Commissioners have approved the supplemental amount and \$1,644,921 was added to the Unified budget. Total Unified budget has increased to \$13,044,920 including \$1,000,000 for American Magic.	
Visit Pensacola has paid \$2,05M of the advance, with a remaining balance of \$1,450,000 to be paid back by the end of the year.	
There are 13 more partners as of 4.30.23 than 4.30.22, which resulted in \$17K more from partnership dues.	
Pensacola Sports had their submission for April for the total of \$75K. They have received \$640K of the \$800K advance in \$80K installments as per their FY23 agreement.	
ACE has no submission for April.	
B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$17K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$864,245.66(We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$38,706.51
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$902,952.17
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$758,265.51
H	Operations \$30,823.65
H	Personnel \$92,762.10
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$881,851.26
H	VISIT PENSACOLA Only Month to Date Net Income =\$21,100.91
D	UNIFIED Year to Date TDT revenue totaled \$6,211,103.55
D	UNIFIED Year To Date Private revenue totaled \$252,123.39
D	UNIFIED Year to date total Revenue = \$6,463,226.94
	UNIFIED Year to date expense:
D	Direct Programming \$5,091,693.36
D	Operations \$291,358.01
D	Personnel \$841,434.69
D	UNIFIED Year to Date total Expense = \$6,224,486.06
D	UNIFIED Year to Date Net Income=\$238,795.88
County Submissions	
*	March's submission totaled \$499K was paid on 4.26.23 with no denials.

FORMS:

- A Balance Sheet
- B Visit Pensacola TDT Only Income Statement
- C Visit Pensacola Private Revenue Income Statement
- D Unified Income Statement
- E Summary of Income Statement
- F Submission to County table
- G YOY Report



VISIT PENSACOLA BALANCE SHEET

		FORM A
	April 31, 23	NOTES
ASSETS		
Current Assets		
Checking/Savings		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	825,017.93	Electronic funds from Cty
1010 · TDT Op #2290	76,381.23	TDT Operating account
1030 · Partner#2177	224,642.94	Private funds Operating account
1035 · Reserves #3955	978,178.93	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	<u>2,354,336.03</u>	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	68,781.42	
1200-4 · Tourism Receivables	847,828.31	April submission
Total 1200 · Accounts Receivable	<u>916,609.73</u>	
Total Accounts Receivable	<u>916,609.73</u>	
Other Current Assets		
1500 · Gift Cards	1,000.00	Gift Cards from Nick's Boathouse and Crab Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
1405 · Prepaid Misc.	150,406.97	Adara, Monsido
1410 · Prepaid Insurance	29,069.47	Flood, Wind, Property, D&O
1400 · Prepaid Postage	251.88	
Total Other Current Assets	<u>180,728.32</u>	
Total Current Assets	<u>3,451,674.08</u>	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-7,147.32	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	<u>1,151.59</u>	
Total Fixed Assets	<u>1,151.59</u>	
TOTAL ASSETS	<u><u>3,452,825.67</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	80,000.00	
Total Accounts Payable	<u>80,000.00</u>	
Credit Cards		
2000 · Visit Pensacola P-Card	59,612.73	Current month Pcards TDT
2002 · Regions Membership PCard	2,995.69	Current month Pcards Membership
Total Credit Cards	<u>62,608.42</u>	
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	OAR Festival
2700 · Unearned Revenue	1,454,200.00	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	123.75	
Total Other Current Liabilities	<u>1,511,797.02</u>	
Total Current Liabilities	<u>1,654,405.44</u>	
Total Liabilities	<u>1,654,405.44</u>	
Equity		
32000 · Unrestricted Net Assets	1,559,587.86	FY14 to FY22 Net Income
Net Income	238,832.37	FY23 Net Income
Total Equity	<u>1,798,420.23</u>	
TOTAL LIABILITIES & EQUITY	<u><u>3,452,825.67</u></u>	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	April 23	Oct - April 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	939,701.61	6,211,103.55	11,400,000.00	6,833,816.45	60%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00	1,644,920.00		0%	
4100 · Membership Dues	5,141.00	125,197.27	130,000.00	4,802.73	4%	
4150 · Advertising Income	23,191.96	102,105.18			#DIV/0!	
4155 · Partner Co-Ops	6,699.60	8,699.60		(8,699.60)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income	29,891.56	110,804.78	126,200.00	117,500.40	93%	
4300 · Consignment Sales	21.50	77.00	0.00	(77.00)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 · Misc Income	2,002.45	2,373.34	500.00	(1,873.34)	-375%	
4640 · Event Income	1,650.00	13,726.00	15,000.00	1,274.00	8%	
Total Income	978,408.12	6,463,281.94	13,486,620.00	7,125,443.24	53%	
Gross Profit	978,408.12	6,463,281.94	13,486,620.00	7,125,443.24	53%	
Expense						
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	31,313.32	219,454.31	445,000.00	225,545.69	51%	added \$50K from Supplemental
5100 · Advertising/Media	5,723.33	164,993.21	613,400.00	448,406.79	73%	added \$68K from Supplemental
5110 · Public Relations	7,027.08	75,163.73	161,990.00	86,826.27	54%	added \$46K from Supplemental
5120 · Advertising Production	0.00	13,525.45	110,700.00	97,174.55	88%	
5130 · Internet Site Production	26,166.18	114,360.37	190,000.00	75,639.63	40%	
5140 · Festivals & Events Granted	5,214.31	96,647.00	172,500.00	75,853.00	44%	
5141 · Festivals & Event Local Support	43,696.75	128,141.62	361,500.00	233,358.38	65%	
5142 · Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 · Consumer Promotions	0.00	28,351.09	100,000.00	71,648.91	72%	
5160 · Sales Promotions	10,431.44	44,582.74	122,000.00	77,417.26	63%	
5170 · Brochures and Collateral	106,483.40	137,326.93	164,200.00	26,873.07	16%	
5190 · Showcase	489,492.13	1,957,661.83	4,460,700.00	2,503,038.17	56%	added \$1M from Supplemental
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	4,375.00	50,000.00	45,625.00	91%	
5220 · Registration	7,530.00	67,312.34	124,500.00	57,187.66	46%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	2,612.66	21,079.70	44,600.00	23,520.30	53%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	1,939.05	4,727.88	7,700.00	2,972.12	39%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	18,010.86	62,785.53	142,000.00	79,214.47	56%	
Total 5400 · Business Travel & Entertainment	19,949.91	67,513.41	149,700.00	82,186.59	55%	
5500 · Visitor Awareness Education	2,625.00	50,342.54	91,100.00	40,757.46	45%	Added \$5K from Registration
7000 · PSA Sporting Events	40,661.09	300,862.09	683,709.00	382,846.91	56%	
7400 · ACE - DP	0.00	600,000.00	1,897,075.00	1,297,075.00	68%	
Total 1 · Direct Programming	798,926.60	5,091,693.36	11,142,674.00	6,050,980.64	54%	
2 · Operating Costs						
5520 · Committee Expenses	0.00	913.00	2,100.00	1,187.00	57%	
5450 · Auto/ Local Travel	782.60	4,590.09	12,900.00	8,309.91	64%	moved \$4K to Postage
5600 · Building Maintenance & Repair	7,797.66	55,861.56	119,000.00	63,138.44	53%	added \$60K from Supplemental
5610 · Computer&IT Maintenance&Repair	2,304.48	17,759.73	34,500.00	16,740.27	49%	
5630 · Insurance Building & Content	3,150.39	20,041.21	25,853.00	5,811.79	22%	
5640 · D & O and Liability Insurance	431.08	3,446.71	7,000.00	3,553.29	51%	
5650 · Audit	0.00	15,000.00	19,000.00	4,000.00	21%	
5660 · Legal Services	2,759.00	9,191.50	15,000.00	5,808.50	39%	moved \$1K to Postage
5670 · CPA/ Financial Services	562.50	3,562.50	7,200.00	3,637.50	51%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	added \$10K
5700 · Postage	5,897.06	35,762.14	42,500.00	6,737.86	16%	
5710 · Supplies Coffee/Sodas	230.57	3,728.68	6,500.00	2,771.32	43%	
5720 · Office Supplies	1,081.23	11,341.34	16,000.00	4,658.66	29%	
5730 · Storage and Delivery	1,002.19	9,115.81	18,000.00	8,884.19	49%	
5750 · Rent	0.00	0.00	10.00	10.00	100%	
5760 · Telephone Service	0.00	3,216.60	9,000.00	5,783.40	64%	moved \$5K to Postage
5770 · Utilities	3,598.07	26,329.77	40,000.00	13,670.23	34%	
5780 · Copier	761.10	5,327.70	9,300.00	3,972.30	43%	
5790 · Capital Expenditures	0.00	3,085.23	25,000.00	21,914.77	88%	
5900 · Miscellaneous Expenses	55.02	475.86	1,217.00	741.14	61%	
5920 · Bad Debt Expense	0.00	40.00	2,500.00	2,460.00	98%	
6000 · Consignment Sales Expenses	10.23	67.20	0.00	-67.20	#DIV/0!	
6001 · Bank Service Charge	0.00	5,395.25	8,000.00	2,604.75	33%	
6010 · Credit Card Processing Fee	276.72	2,078.55	2,920.00	841.45	29%	
6500 · Taxes	123.75	1,024.95	1,400.00	375.05	27%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	5,141.69	54,002.63	76,960.00	22,957.37	30%	
Total 2 · Operating Costs	35,965.34	291,358.01	671,860.00	380,501.99	57%	
3 · Personnel Costs						
5800 · Salaries	74,714.15	486,520.75	972,200.00	485,679.25	50%	
5810 · Commissions	710.00	19,939.12	25,000.00	5,060.88	20%	
5830 · Auto	461.54	3,230.78	6,000.00	2,769.22	46%	
5840 · 401K Contribution Match	2,523.54	18,506.68	60,000.00	41,493.32	69%	
5850 · Employee Insurance	6,792.65	45,936.88	134,785.00	88,848.12	66%	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	April 23	Oct - April 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	0.00	177.00	400.00	223.00	56%	
5880 · Payroll Expense	7,560.22	50,769.62	107,215.00	56,445.38	53%	
5890 · Staff Education	0.00	0.00	13,000.00	13,000.00	100%	added \$10K from Supplemental
7002 · PSA Personnel	29,653.17	216,353.86	353,486.00	137,132.14	39%	
Total 3 · Personnel Costs	122,415.27	841,434.69	1,672,086.00	830,651.31	50%	
Total Expense	957,307.21	6,224,486.06	13,486,620.00	7,262,133.94		
Net Ordinary Income	21,100.91	238,795.88	0.00			
Net Income	21,100.91	238,795.88	0.00			



VISIT PENSACOLA BOARD MEETING

May 31, 2023

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



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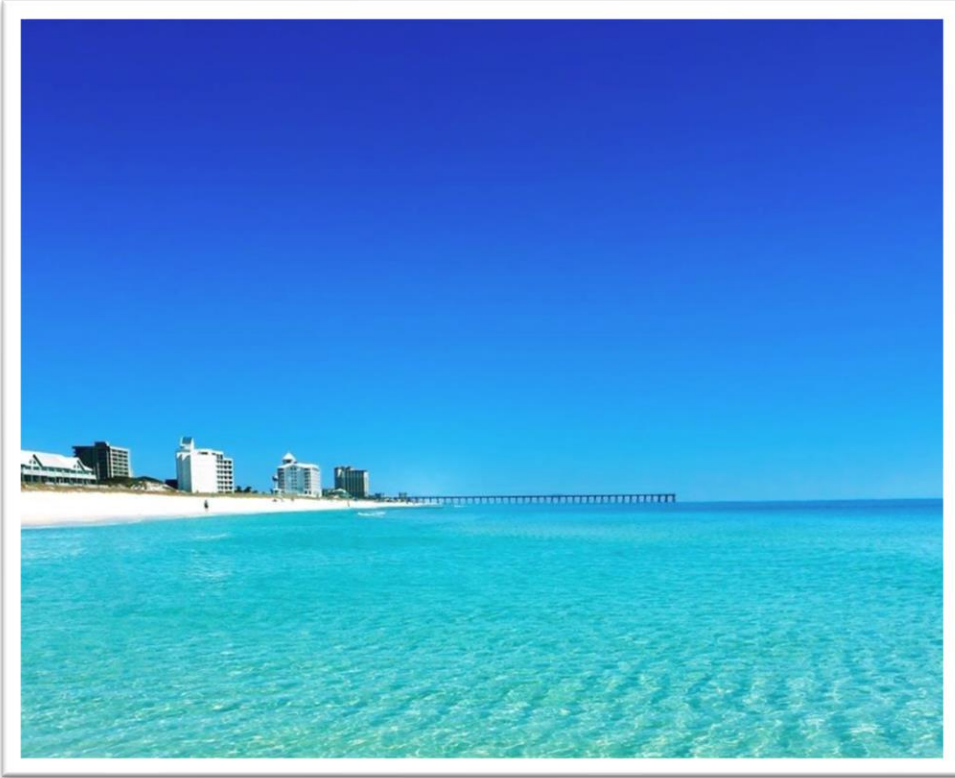
Monthly Dashboard
April 2023

By Downs & St. Germain Research



VISITOR SUMMARY – APRIL 2023

April 2023 Visitor Summary



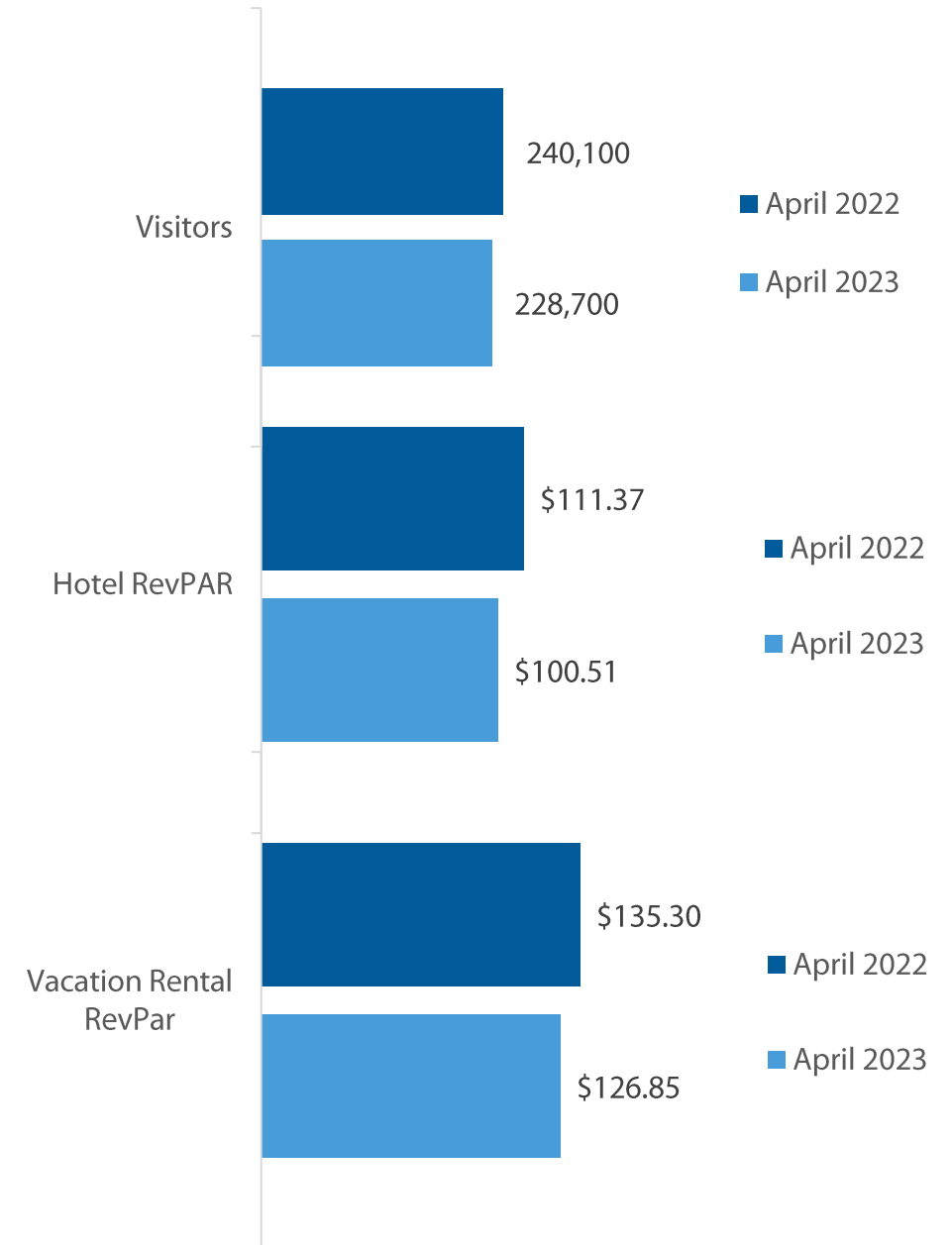
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for April decreased **-4.7%** compared to last year.
 - » Compared to April 2022, occupancy was lower and visitors had smaller travel party sizes resulting in a decrease in the overall number of visitors.
 - » However, the decrease in visitors was not as large as the decrease in occupancy due to more day trippers compared to last year.
- » Hotel occupancy was down **-7.9%** from last year and ADR was down **-2.0%**, resulting in a RevPAR that was down **-9.8%** from last year.
- » Hotel room nights were down **-7.6%** compared to April 2022.
- » Vacation rental unit revenue increased **+10.7%** from last year.
 - » Compared to April 2022 there were more vacation rental units available (+6% more), resulting in an increase in unit revenue despite the decrease in occupancy and ADR.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, Nashville, and New Orleans.

PENSACOLA DASHBOARD – APRIL 2023

Visitor & Airline Passengers	April 2022 ¹	April 2023	% Change
Visitors ²	240,100	228,700	- 4.7%
Airline Passengers ³	216,147	231,661	+ 7.2%

Hotel Statistics ⁴	April 2022 ¹	April 2023	% Change
Occupancy	73.6%	67.8%	- 7.9%
Room Rates	\$151.32	\$148.24	- 2.0%
RevPAR	\$111.37	\$100.51	- 9.8%
Room Nights	176,787	163,329	- 7.6%

Vacation Rental Statistics ⁵	April 2022 ¹	April 2023	% Change
Occupancy	61.5%	56.8%	- 7.6%
Room Rates	\$220.00	\$223.32	+1.5%
RevPAR	\$135.30	\$126.85	- 6.2%
Room Nights	43,178	41,518	- 3.8%
Unit Revenue (Nightly)	\$3,246,800	\$3,594,700	+ 10.7%



¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

² Visitation estimates provided here are **preliminary**.

Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

⁴ Source: Smith Travel Research.

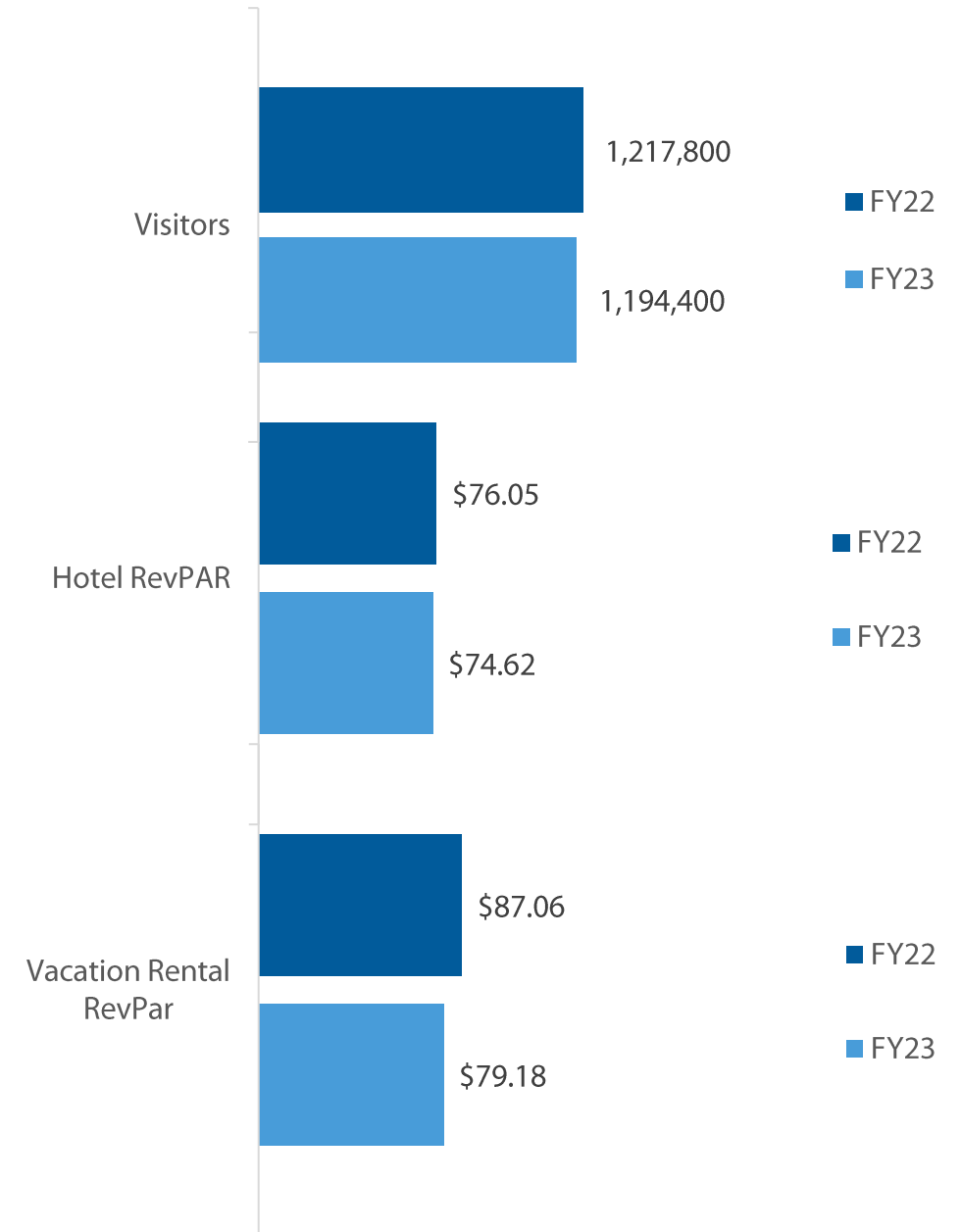
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – APRIL 2023)

Visitor & Airline Passengers	FY 2022 ¹	FY 2023	% Change
Visitors ²	1,217,800	1,194,400	-1.9%
Airline Passengers ³	1,310,242	1,373,384	+ 4.8%

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	62.1%	60.4%	-2.7%
Room Rates	\$122.40	\$123.58	1.0%
RevPAR	\$76.05	\$74.62	-1.9%
Room Nights	1,048,598	1,023,306	-2.4%

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	57.5%	48.2%	- 16.2%
Room Rates	\$151.40	\$164.38	+ 8.6%
RevPAR	\$87.06	\$79.18	- 9.1%
Room Nights	278,363	249,032	- 10.5%
Unit Revenue (Nightly)	\$15,173,100	\$14,033,100	- 7.5%



¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

² Visitation estimates provided here are **preliminary**.

Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

⁴ Source: Smith Travel Research.

⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

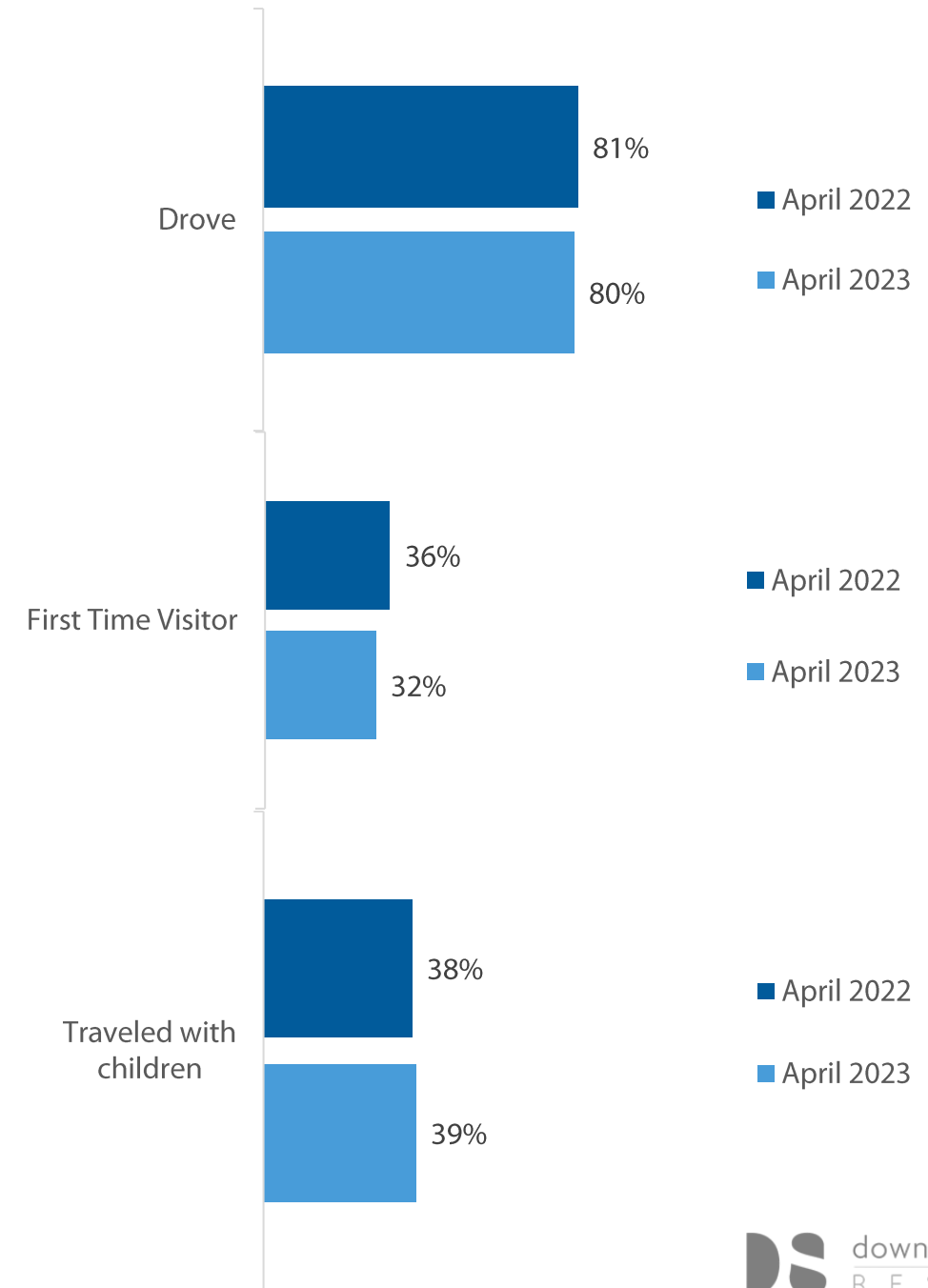
PENSACOLA DASHBOARD – APRIL 2023

Top Visitor Origin Markets		
Markets	April 2022	April 2023
Mobile	16%	20%
Atlanta	5%	5%
Nashville	2%	4%
New Orleans	1%	3%
Birmingham	1%	2%
New York	2%	2%
Houston	2%	2%
Panama City	<1%	2%
Minneapolis – Saint Paul	2%	2%
Orlando – Daytona Beach – Melbourne	<1%	2%
Montgomery – Selma	1%	2%
Philadelphia	1%	2%
Denver	2%	2%
Dallas – Fort Worth	3%	2%

PENSACOLA DASHBOARD – APRIL 2023

April Visitors	2022	2023
Stayed in paid accommodations	65%	60%
Drove	81%	80%
Length of stay ¹	4.5	4.8
Will recommend	92%	95%
First time visitor	36%	32%

April Visitors	2022	2023
Median Age	44	44
Gender (Female) ²	55%	61%
Household Income	\$86,900	\$89,000
Travel party size ¹	3.3	3.2
Traveled with Children	38%	39%



VISIT PENSACOLA

Monthly Dashboard April 2023

Downs & St. Germain Research
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850-906-3111 | www.dsg-research.com

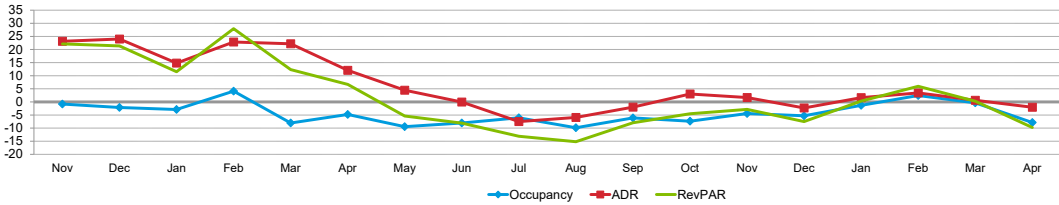


Tab 2 - Trend Escambia Co + Zip 32561+

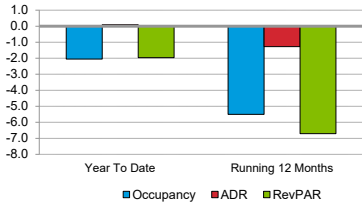
Visit Pensacola
For the Month of April 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021		2022												2023				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	58.0	52.3	51.3	61.8	71.6	73.6	70.9	76.7	77.4	64.4	63.8	61.4	55.4	49.5	50.6	63.3	71.4	67.8
	Last Year	58.4	53.4	52.8	59.4	77.9	77.3	78.3	83.3	82.4	71.4	68.0	66.3	58.0	52.3	51.3	61.8	71.6	73.6
	Percent Change	-0.8	-2.1	-2.9	4.1	-8.1	-4.8	-9.4	-8.0	-6.0	-9.9	-6.1	-7.3	-4.4	-5.3	-1.3	2.5	-0.3	-7.9

Year To Date		
2021	2022	2023
67.0	64.6	63.3
46.6	67.0	64.6
43.6	-3.6	-2.1

Running 12 Months		
2021	2022	2023
63.3	68.1	64.4
60.3	63.3	68.1
5.0	7.6	-5.5

ADR	2021			2022												2023			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	114.95	109.28	99.93	110.24	143.30	151.32	163.18	191.26	204.16	146.26	139.42	131.70	116.85	106.76	101.55	114.03	144.20	148.24
	Last Year	93.36	88.12	87.02	89.72	117.31	135.05	156.21	191.39	220.72	155.45	142.23	127.81	114.95	109.28	99.93	110.24	143.30	151.32
	Percent Change	23.1	24.0	14.8	22.9	22.2	12.0	4.5	-0.1	-7.5	-5.9	-2.0	3.0	1.7	-2.3	1.6	3.4	0.6	-2.0

Year To Date		
2021	2022	2023
110.60	129.30	129.42
89.23	110.60	129.30
23.9	16.9	0.1

Running 12 Months		
2021	2022	2023
113.38	148.21	146.32
116.17	113.38	148.21
-2.4	30.7	-1.3

RevPAR	2021			2022												2023			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	66.64	57.12		51.25	68.16	102.63	111.38	115.71	146.61	158.04	94.19	88.95	80.86	64.74	52.84	51.41	72.23	102.92	100.52
Last Year	54.57	47.05		45.96	53.27	91.38	104.41	122.30	159.50	181.86	111.04	96.65	84.69	66.64	57.12	51.25	68.16	102.63	111.38
Percent Change	22.1	21.4		11.5	27.9	12.3	6.7	-5.4	-8.1	-13.1	-15.2	-8.0	-4.5	-2.8	-7.5	0.3	6.0	0.3	-9.8

Year To Date		
2021	2022	2023
74.05	83.50	81.86
41.61	74.05	83.50
78.0	12.8	-2.0

Running 12 Months		
2021	2022	2023
71.79	100.97	94.20
70.08	71.79	100.97
2.4	40.7	-6.7

Supply	2021			2022												2023			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	239,490	247,442	248,186	224,168	248,186	240,180	248,527	240,450	248,465	248,465	240,450	248,465	240,480	248,496	248,496	224,868	248,961	240,870
	Last Year	223,890	231,415	235,259	211,008	233,616	228,840	241,490	233,700	241,490	241,490	233,700	241,490	239,490	247,442	248,186	224,168	248,186	240,180
Percent Change	7.0	6.9		5.5	6.2	6.2	5.0	2.9	2.9	2.9	2.9	2.9	2.9	0.4	0.4	0.1	0.3	0.3	0.3

Year To Date		
2021	2022	2023
908,723	960,720	963,195
985,240	908,723	960,720
-7.8	5.7	0.3

Running 12 Months		
2021	2022	2023
2,829,298	2,881,012	2,926,993
2,967,235	2,829,298	2,881,012
-4.6	1.8	1.6

Demand	2021			2022												2023			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	138,836	129,333	127,283	138,592	177,747	176,787	176,226	184,307	192,335	160,001	153,412	152,559	133,242	123,001	125,796	142,437	177,692	163,329
	Last Year	130,860	123,567	124,258	125,296	181,980	176,912	189,075	194,764	198,972	172,506	158,811	160,020	138,836	129,333	127,283	138,592	177,747	176,787
Percent Change	6.1	4.7	2.4	10.6	-2.3	-0.1	-6.8	-5.4	-3.3	-7.2	-3.4	-4.7	-4.0	-4.9	-1.2	2.8	0.0	-7.6	

Year To Date		
2021	2022	2023
608,446	620,409	609,254
459,426	608,446	620,409
32.4	2.0	-1.8

Running 12 Months		
2021	2022	2023
1,791,435	1,962,726	1,884,337
1,789,995	1,791,435	1,962,726
0.1	9.6	-4.0

Revenue	2021			2022												2023			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	15,959,294	14,133,349	12,719,269	15,278,820	25,471,490	26,751,643	28,756,751	35,251,196	39,266,543	23,401,767	21,388,281	20,091,882	15,569,726	13,131,227	12,774,335	16,241,442	25,623,527	24,211,974
	Last Year	12,216,730	10,888,881	10,813,256	11,241,199	21,347,191	23,892,584	29,534,691	37,275,807	43,917,827	26,815,252	22,587,275	20,452,883	15,959,294	14,133,349	12,719,269	15,278,820	25,471,490	26,751,643
Percent Change	30.6	29.8	17.6	35.9	19.3	12.0	-2.6	-5.4	-10.6	-12.7	-5.3	-1.8	-2.4	-7.1	0.4	6.3	0.6	-9.5	

Year To Date		
2021	2022	2023
67,294,230	80,221,222	78,851,279
40,995,493	67,294,230	80,221,222
64.2	19.2	-1.7

Running 12 Months		
2021	2022	2023
203,110,440	290,897,600	275,708,652
207,948,464	203,110,440	290,897,600
-2.3	43.2	-5.2

Census %	2021			2022												2023			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	Census Props	89	89	89	89	89	89	89	89	89	89	89	89	89	89	90	90	90	
	Census Rooms	7983	7982	8006	8006	8006	8006	8017	8015	8015	8015	8015	8015	8016	8016	8016	8031	8031	
	% Rooms Participants	74.6	75.4	75.5	75.5	75.5	76.8	76.9	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.0	76.0	

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Date Created: May 17, 2023

Visit Pensacola

For the Month of April 2023



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Corporate North American Headquarters
T : +1 (615) 824 8664
destininfo@str.com www.str.com

International Headquarters
T : +44 (0)207 922 1930
industryinfo@str.com www.str.com

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Visit Pensacola
For the Month of April 2023

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Visit Pensacola
For the Month of April 2023

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: April 2023

	Current Month - April 2023 vs April 2022												Year to Date - April 2023 vs April 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	74.0	70.1	160.59	167.70	118.84	117.52	5.6	-4.2	1.1	4.2	3.1	8.9	69.3	69.7	153.06	150.61	106.12	105.03	-0.6	1.6	1.0	3.3	2.3	1.7	8	4	503	402
Airport+	72.3	81.8	130.73	132.50	94.56	108.34	-11.5	-1.3	-12.7	-12.1	0.7	-10.9	69.0	72.7	121.43	119.17	83.80	86.67	-5.1	1.9	-3.3	-2.7	0.7	-4.5	19	15	1845	1552
Pine Forest+	56.7	63.0	87.76	97.40	49.79	61.37	-10.0	-9.9	-18.9	-19.0	-0.1	-10.1	53.8	53.3	82.55	86.14	44.42	45.94	0.9	-4.2	-3.3	-3.4	-0.0	0.9	18	9	1374	845
Westside/Perdido+	62.2	68.8	113.93	118.79	70.88	81.72	-9.6	-4.1	-13.3	-13.4	-0.1	-9.7	60.7	62.3	105.65	103.95	64.12	64.75	-2.6	1.6	-1.0	-1.1	-0.1	-2.7	21	14	1397	1094
PNS Beach+	73.9	74.6	235.98	246.75	174.37	184.00	-0.9	-4.4	-5.2	-5.2	0.0	-0.9	62.2	62.0	194.14	198.54	120.68	123.01	0.3	-2.2	-1.9	-1.9	0.0	0.3	14	11	1900	1532
UWF+	67.8	79.8	108.18	108.48	73.35	86.55	-15.0	-0.3	-15.2	-15.2	0.0	-15.0	68.2	70.7	100.97	99.22	68.85	70.16	-3.6	1.8	-1.9	-1.9	0.0	-3.6	10	6	1010	680

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Tab 5 - Multi-Seg Raw Zip Codes+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola
For the Month of April 2023

	Current Month - April 2023 vs April 2022									Year to Date - April 2023 vs April 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Downtown+	15,090	14,640	3.1	11,167	10,259	8.9	1,793,282	1,720,474	4.2	59,895	58,560	2.3	41,527	40,836	1.7	6,356,061	6,150,383	3.3
Airport+	55,350	54,990	0.7	40,039	44,962	-10.9	5,234,101	5,957,343	-12.1	221,400	219,960	0.7	152,790	159,974	-4.5	18,553,423	19,064,344	-2.7
Pine Forest+	41,220	41,280	-0.1	23,386	26,010	-10.1	2,052,284	2,533,252	-19.0	165,060	165,120	-0.0	88,817	88,066	0.9	7,331,933	7,586,362	-3.4
Westside/Perdido+	41,910	41,970	-0.1	26,074	28,875	-9.7	2,970,626	3,429,966	-13.4	167,640	167,880	-0.1	101,736	104,572	-2.7	10,748,656	10,870,358	-1.1
PNS Beach+	57,000	57,000	0.0	42,118	42,506	-0.9	9,939,117	10,488,223	-5.2	228,000	228,000	0.0	141,732	141,261	0.3	27,516,057	28,046,659	-1.9
UWF+	30,300	30,300	0.0	20,545	24,175	-15.0	2,222,564	2,622,384	-15.2	121,200	121,200	0.0	82,652	85,700	-3.6	8,345,149	8,503,115	-1.9

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: April 2023

	Current Month - April 2023 vs April 2022												Year to Date - April 2023 vs April 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	64.5	65.8	160.91	161.87	103.77	106.48	-2.0	-0.6	-2.5	3.4	6.1	4.0	58.4	58.2	132.95	133.47	77.67	77.64	0.4	-0.4	0.0	4.5	4.5	4.9	118	55	10190	5614
Baldwin County, AL	63.5	64.3	168.50	170.66	106.97	109.67	-1.2	-1.3	-2.5	-2.1	0.4	-0.9	59.1	57.9	145.66	143.36	86.07	82.94	2.1	1.6	3.8	4.1	0.4	2.5	70	53	6807	5240
Okaloosa County, FL	67.3	69.8	182.88	184.81	123.08	129.04	-3.6	-1.0	-4.6	-5.8	-1.3	-4.8	60.0	59.6	148.33	148.41	88.96	88.52	0.5	-0.1	0.5	-0.5	-1.0	-0.5	84	54	7903	5166
Walton County, FL	64.2	61.7	224.89	230.19	144.27	141.98	4.0	-2.3	1.6	3.4	1.8	5.8	53.5	49.1	179.67	184.43	96.08	90.57	8.9	-2.6	6.1	7.4	1.2	10.2	37	21	4111	3345
St Johns County, FL	72.0	77.3	200.97	193.18	144.76	149.31	-6.8	4.0	-3.0	-3.2	-0.1	-6.9	74.4	71.9	191.02	181.39	142.04	130.33	3.5	5.3	9.0	9.5	0.5	4.0	99	54	6653	5223
Sarasota County, FL	75.2	75.3	246.96	253.11	185.66	190.57	-0.2	-2.4	-2.6	-3.1	-0.5	-0.7	80.7	80.3	262.04	257.77	211.42	207.02	0.5	1.7	2.1	1.7	-0.4	0.1	111	50	7337	5718

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Tab 7 - Multi-Seg Raw Comp Set+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola
For the Month of April 2023

	Current Month - April 2023 vs April 2022									Year to Date - April 2023 vs April 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Bay County, FL	305,700	288,120	6.1	197,140	189,524	4.0	31,722,642	30,677,735	3.4	1,192,585	1,141,565	4.5	696,755	664,075	4.9	92,632,479	88,634,319	4.5
Baldwin County, AL	204,210	203,490	0.4	129,636	130,769	-0.9	21,843,831	22,317,578	-2.1	814,480	811,600	0.4	481,278	469,540	2.5	70,104,132	67,311,770	4.1
Okaloosa County, FL	237,090	240,120	-1.3	159,571	167,658	-4.8	29,181,815	30,984,603	-5.8	948,360	958,115	-1.0	568,761	571,492	-0.5	84,366,402	84,816,439	-0.5
Walton County, FL	123,330	121,200	1.8	79,117	74,754	5.8	17,792,665	17,207,891	3.4	490,685	484,800	1.2	262,402	238,068	10.2	47,144,895	43,907,644	7.4
St Johns County, FL	199,590	199,800	-0.1	143,769	154,431	-6.9	28,893,156	29,833,059	-3.2	801,274	797,392	0.5	595,828	572,939	4.0	113,814,446	103,926,260	9.5
Sarasota County, FL	220,110	221,280	-0.5	165,471	166,611	-0.7	40,864,724	42,170,405	-3.1	881,700	885,120	-0.4	711,385	710,848	0.1	186,412,158	183,233,816	1.7

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of April 2023

							2021												2022												2023																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
61915	Budget Inn	Pensacola, FL	32501			26																																										
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																										
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																										
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																										
10879	Days Inn Pensacola-Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																										
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502		U/C	102																																										
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148																																										
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	15																																										
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Jul 2023	Jun 1984	0																																										
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																										
			Total Properties:		14	753	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																									

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of April 2023

								2021												2022												2023																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																												
2987	Baymont by Wyndham Pensacola, FL	Pensacola, FL	32505	Mar 2023	Jun 1968	78	Y																																											
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																												
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																												
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																												
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																												
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60	Y																																											
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																												
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																												
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
46989	Pensacola Motor Lodge	Pensacola, FL	32505	Apr 1932	Apr 1932	30		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																												
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																												
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																												
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57077	Extended Stay America Select Suites Pensacola - Northwe	Pensacola, FL	32534	Sep 2022	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																												
41016	Studio 6 Pensacola West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
			Total Properties:			21	1374	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																										

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Visit Pensacola
For the Month of April 2023

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For the Month of April 2023

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Tab 13 - Response UWF+

Visit Pensacola
For the Month of April 2023

							2021	2022												2023																													
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																											
65398	Candlewood Suites Pensacola University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																											
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																											
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																											
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38034	Efficiency Lodge Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120																																											
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
56920	Holiday Inn Pensacola University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Highway	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		12	1010	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																										

A blank row indicates insufficient data.

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How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.



VISIT PENSACOLA BOARD MEETING

May 31, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Vote Now for Pensacola in Conde Nast Traveler's 36th Annual Readers' Choice Awards



Including: Visit Florida NYC Media Event – 45 appointments



Highlight: Pensacola, The First In So Many Ways



Film Permits: HouseHunters HGTV

SOCIAL MEDIA

11,585 sessions via social referral • 7,271 total social conversions

These were up significantly over last year! 119% & 88%



235 TOTAL SOCIAL CONVERSIONS
17 New Followers

Total Engagement: 5,094 • 119,807 Impressions



6,052 TOTAL SOCIAL CONVERSIONS
1,385 New Page Likes

286,538 Engagements • 5.5 Million Impressions



418 TOTAL SOCIAL CONVERSIONS
409 Pins • 3,114 Followers

Total Engagement: 5,170 • 10 New Followers



56 CONVERSIONS • 72 New Followers

1,152 Engagements • 793 Post clicks



1,231 TOTAL SUBSCRIBERS

13 New Subscribers



6 POSTS • 8,898 VIDEO VIEWS

579 Engagements • 62 New Subscribers
251 Social Media Engagements



E-MARKETING CONSUMER eNEWS

161 new sign-ups
42.4% open rate

118.1% conversion rate
2.2% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

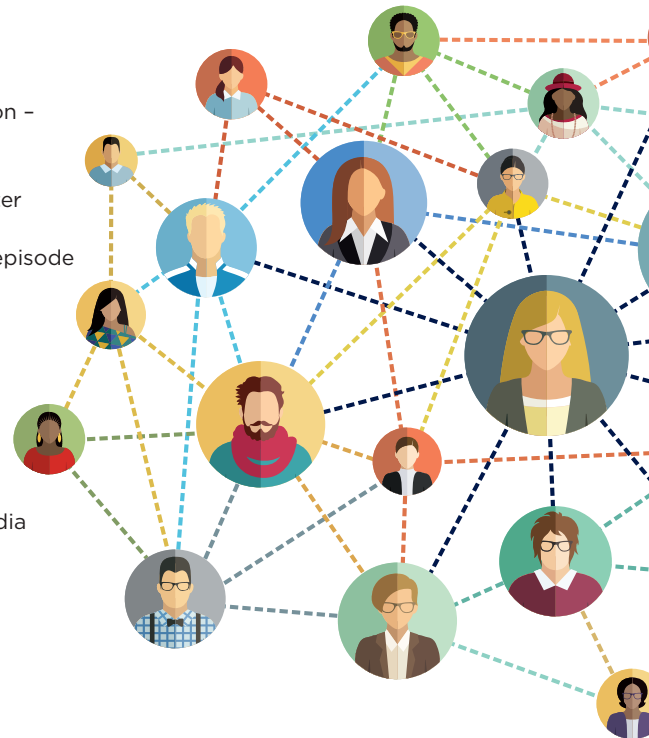
- Vote Now for Pensacola in Conde Nast Traveler's 36th Annual Readers' Choice Awards

MEDIA ASSISTS

- Hotels Above Par
- USA Today
- PNJ
- WEAR3
- Conde Nast Traveler's 2023 Readers Choice Awards
- Travel Noire
- Zoomer Magazine
- Visit Florida Editorial Leads
- Visit Florida Dive Into Adventure
- HARO – Best State Parks in the USA
- IPW Press Room
- Scott Tisson Press Trip – UK Press Trip
- Travel & Leisure
- Ricky Cornish Press Trip
- Olivia Ebrotie Press Trip
- Adventure Cities planning
- Corey Leep Press Trip

MEDIA ASSISTS, cont.

- Julie Suman Press Trip
- Keirsten Decook Press Trip
- Visit Florida NYC Media Reception – 45 media appointments
- Karyn Locke Press Trip
- Good Morning Pensacola – Greater Pensacola Chamber
- RV There Yet – rerun Pensacola episode
- US Food Hot Spots
- Chatanooga TV
- Katie McGonagle – UK Interview
- Wanderlust Magazine (UK)
- National Geographic
- The Boston Globe
- Visit Florida – Florida's Table
- StyleBlueprint
- IPW Media Marketplace – 20 media appointments
- Ravi Roth Press Trip
- Garden & Gun Seafood Rodeo preparation



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- These Small Towns in Florida Have More Charm Than We Can Handle



75 stories

Highlights:

- How to Have a Fun Wheelchair Accessible Getaway in Pensacola, Florida
- 10 Vacations Spots in Florida That Won't Break the Bank



Accolades

Highlights:

- The Best Beach Towns To Live In All Year Round In America, According To Data
- 5 Affordable Up-and-Coming U.S. Locations to Buy Vacation Property in 2023



VISITPENSACOLA.COM

April 2023

205,341
FY 1,234,712
USERS

500,848
FY 3,461,164
PAGE VIEWS

\$894,456
FY \$4,749,706
TOTAL
REVENUE*

3.3
FY 2.9
AVG. LENGTH
OF STAY*

\$164.31
FY \$161.84
AVG. DAILY
RATE*

AUDIENCE

Metro Area	Users
Mobile / Pensacola (not set)	24,880
Chicago	20,317
Dallas-Ft. Worth	10,713
Atlanta	9,613
New Orleans	9,527
Columbus	8,262
Houston	5,773
Nashville	5,760
Washington	4,611
	4,122

PARTNER ENGAGEMENT

Listing Views	68,324
Visit Partner Website	24,196
Event Views	88,344
Coupons	908
Referrals (Listings/Events)	24,196

WEBSITE SIGNUPS

New Email Subscribers	161
Insider Guide Requests	1,591
Insider Guide (Online version)	247

TOP PAGES

Page	Pageviews
Feature	31,394
Webcams	27,427
Things to do	23,989
Home	19,635
Events	17,219
Pensacola Beach	11,860
Sweepstakes	10,555
Events this week	8,787
Places to stay	7,969
Blue Angels Practice Schedule	7,602
Family Fun	6,987

CHANNEL (How people find us)

Channel	Users	Conversion
Organic Search	93,801	120.3%
Paid Social	36,049	37.3%
Display	23,505	10.1%
Direct	18,031	99.9%
Paid Search	13,406	150.0%
Social	10,608	56.9%
Referral	6,565	108.8%
Native	6,253	12.1%
Email	4,003	118.1%

FY = Visit Pensacola's Fiscal Year Oct. 2022 – Sep. 2023

CLP = Visits to a specific landing page from paid advertising

*Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.

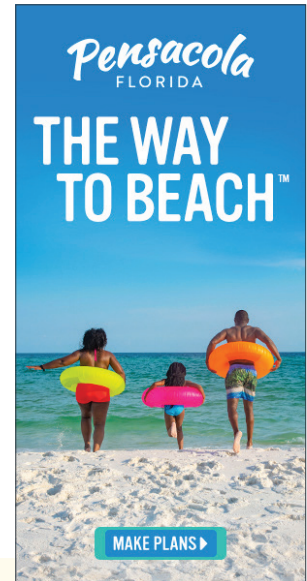
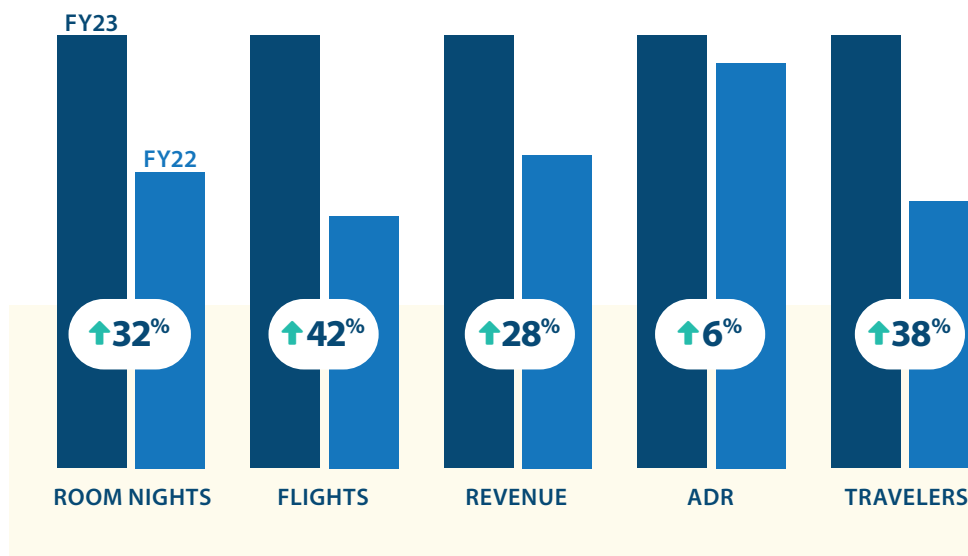


WAY TO BEACH CAMPAIGN

This over-arching campaign and primary message generates traveler awareness, interest, consideration, and bookings by connecting travelers with the relaxing white-sand beaches that draw them here. A variety of digital tactics combine with print, broadcast, and radio to connect us with potential travelers.

Comparing Year-Over-Year Campaign Results

This graph compares October-April of fy22 and fy23. It reflects trackable results based on Adara's reporting of digital advertising efforts.



INTEREST CAMPAIGN

Here we show off Pensacola's unique offerings to history enthusiasts, foodies, craft beer lovers, divers, birders, and fishing fiends. Making a "you can do what you love here" connection helps create affinity for Pensacola and differentiate us from neighboring destinations.

The campaign continues to grow awareness and drive bookings.

October-April Campaign Results

These trackable results are based on Adara's reporting of digital advertising efforts.

Room Nights	13,881
Flights	532
Revenue	\$2,118,340
ADR	\$151.32
Travelers	10,571





COMMUNITY IMPACT : MARCH

2023 2022 2021

Figures reported by STR Destination Report. The 12-month running graphs compare current 12-month period to previous 12-months.

Hotel Occupancy 71.4%

MARCH YEAR-OVER-YEAR

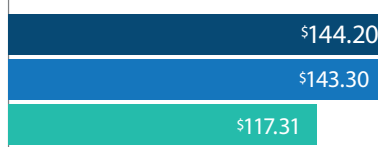


12-MONTH RUNNING AVERAGES

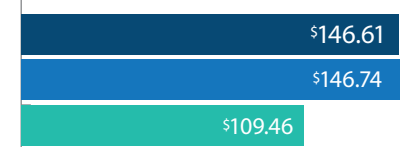


Average Daily Rate \$144.20

MARCH YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : MARCH

Figures account only for those people who saw digital advertising on their phone, tablet, or computer, then booked (room night or flight) through a trackable source during March. This does not represent all flights, or room nights. All data from vendor reports.

MARCH YEAR-OVER-YEAR



WEBSITE IMPACT : MARCH

VisitPensacola.com visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

ALL CLICKABLE EFFORTS:

Advertising Site Visits 87,446

% of Total Site Visits 25%

MARCH YEAR-OVER-YEAR



Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 1,523,963

Landing Page Views 44,493

MARCH YEAR-OVER-YEAR





Social Media Board Report

April 2023

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 visitpensacola.inc

 Visit Pensacola

 Visit Pensacola

 visitpensacola

 Visit Pensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 5,540,315 ↗108.1%	Engagements 286,538 ↗278.6%	Post Link Clicks 61,769 ↗110.4%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Page Likes Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Page Likes	1,385	↗261.6%
Organic Page Likes	1,551	↗ 159.8%
Paid Page Likes	3	↗ 200%
Page Unlikes	169	↘ 21.4%

Facebook Engagement

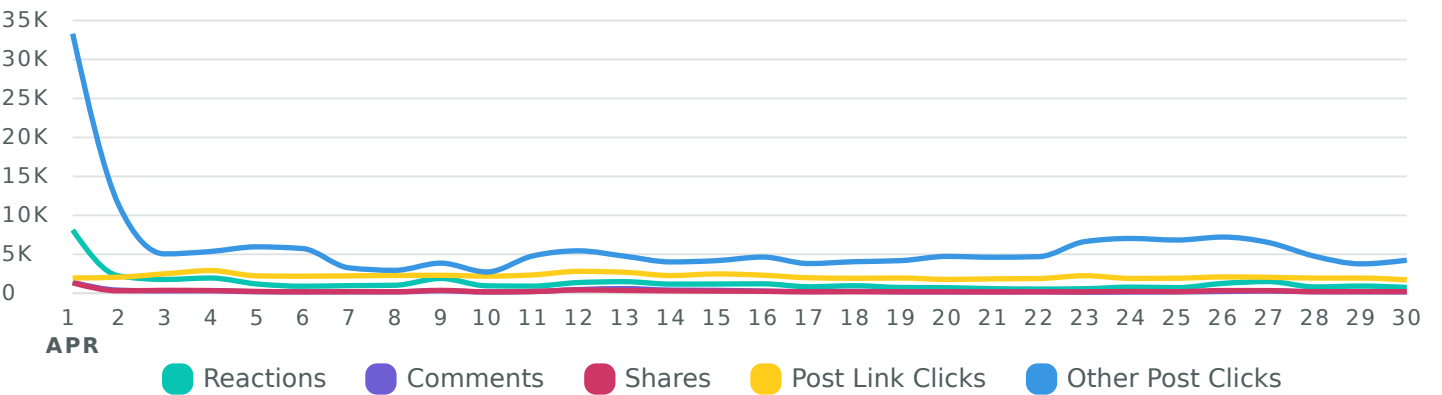
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day




Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	51,503 ↗ 23%	57,869 ↗ 99%	286,538	↗ 278.6%
Reactions	30,651 ↗ 213%	6,163 ↗ 55%	36,814	↗ 256.7%
Comments	5,125 ↗ 352%	285 ↗ 22%	5,410	↗ 376.7%
Shares	4,754 ↗ 208%	625 ↗ 64%	5,379	↗ 248.6%
Post Link Clicks	10,973 ↘ 63%	50,796 ↗ 107%	61,769	↗ 110.4%
Other Post Clicks	N/A	N/A	177,166	↗ 431.6%


Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.



[📌 Post](#)
[📌 Lifetime](#)
[📘 All Facebook Pages](#)

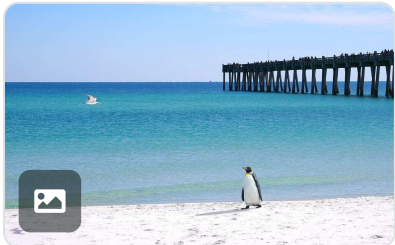
Descending by Lifetime Engagements





Visit Pensacola


Sat 4/1/2023 6:00 am PDT

 BREAKING
  Emperor Penguin spotted on Pensacola Beach. Confuses white-sand...





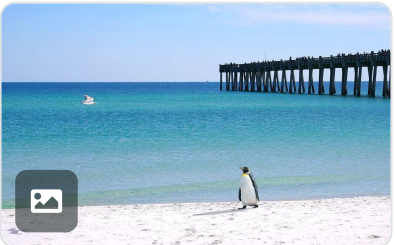
Total Engagements	54,499
Reactions	9,490
Comments	1,666
Shares	1,377
Post Link Clicks	3
Other Post Clicks	41,963





Visit Pensacola


Sat 4/1/2023 6:00 am PDT

 BREAKING
  Emperor Penguin spotted on Pensacola Beach. Confuses white-sand...



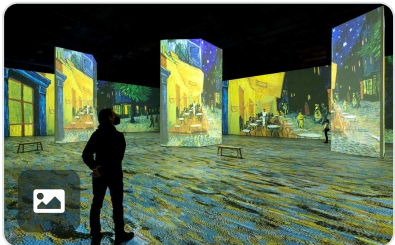
Total Engagements	54,167
Reactions	9,445
Comments	1,662
Shares	1,374
Post Link Clicks	3
Other Post Clicks	41,683




Visit Pensacola

Tue 4/11/2023 11:21 am...

Beyond Van Gogh is coming to Pensacola in August! Immerse yourself in more than 300 of...



Total Engagements	17,569
Reactions	3,179
Comments	1,606
Shares	907
Post Link Clicks	3,253
Other Post Clicks	8,624

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions 706,633 ↗16.2%	Engagements 34,471 ↗96.1%	Profile Actions 737 ↗242.8%
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Instagram Engagement

See how people are engaging with your posts, stories, and reels during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Organic Likes, Comments, Saves, Story Replies Comparison by Engagement Type, by Day

Impression Metrics	Totals	% Change
Organic Engagements	32,594	↗105.7%
Organic Likes	30,853	↗ 105.9%
Organic Comments	459	↗ 72.6%
Organic Saves	1,232	↗ 118.8%
Story Replies	50	↗ 38.9%

Instagram Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Net Follower Growth Breakdown by Followers Gained/Lost, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	810	↗51.1%
Followers Gained	1,300	↗29.9%
Followers Lost	490	↗5.4%

Instagram Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.

Post

Lifetime

All Instagram Profiles

Descending by Lifetime Engagements



visitpensacola

Sun 4/9/2023 7:58 am PDT

Here's your history #funfact of the day 📍 High up on a dune on Pensacola Beach, you'll...

**Total Engagements 2,946**Likes **2,791**Comments **44**Saves **111**

visitpensacola

Mon 4/17/2023 10:48 a...

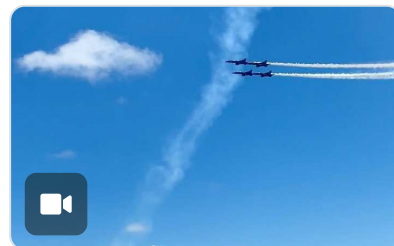
And you could be a starring role in Pensacola's movie 🌟
🎵: FEEL SO GOOD (veggi...

**Total Engagements 2,813**Likes **2,140**Comments **29**Shares **505**Saves **139**

visitpensacola

Mon 4/24/2023 8:40 am ...

Celebrating **77** years of the @usnavyblueangels! 💙💛
There truly is nothing better...

**Total Engagements 2,763**Likes **2,450**Comments **19**Shares **243**Saves **51**

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

- Profile
- Lifetime
- All Instagram Profiles

Story Replies, Story Taps Back, Story Taps Forward, Story Exits, Story Impressions, Average Reach per Story by Day

Story Metrics	Totals	% Change
Published Stories	59	↘25.3%
Story Replies	50	↗38.9%
Story Taps Back	4,004	↘7.4%
Story Taps Forward	79,036	↘0.8%
Story Exits	8,044	↗20.4%
Story Impressions	98,571	↗1%
Average Reach per Story	1,645.15	↗33.4%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- @VisitPensacola
- All Twitter Post Types

Impressions 119,807 ↗47.2%	Engagements 5,094 ↗70.4%	Post Link Clicks 467 ↗58.3%
-------------------------------	-----------------------------	--------------------------------

Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	17	↘ 97.5%

Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.



Post

Lifetime


@VisitPensacola

All Twitter Post Types

Descending by Lifetime Engagements



 **@VisitPensacola**
Sun 4/16/2023 12:04 a...



Just hanging out with the locals 🐦 [#experiencepcola](#) [#lovefl...](#)

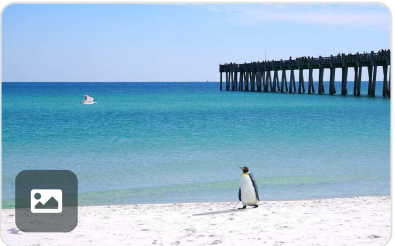


Total Engagements **580**

Likes	159
@Replies	3
Retweets	32
Post Link Clicks	1
Other Post Clicks	384
Other Engagements	1



 **@VisitPensacola**
Sat 4/1/2023 1:00 pm UTC

 **BREAKING**  **Emperor**
Penguin spotted on Pensacola Beach. Confuses white-sand...




Total Engagements **476**

Likes	165
@Replies	9
Retweets	28
Post Link Clicks	16
Other Post Clicks	257
Other Engagements	1

 **@VisitPensacola**
Sat 4/22/2023 2:20 pm ...

Our little corner of the earth sure is beautiful 🌍 Happy [#EarthDay](#), Pensacola!...



Total Engagements **380**

Likes	184
@Replies	0
Retweets	35
Post Link Clicks	1
Other Post Clicks	158
Other Engagements	2

Twitter Engagement

See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	5,094	↗70.4%
Likes	2,122	↗164.9%
@Replies	63	↗80%
Retweets	369	↗118.3%
Post Link Clicks	467	↗58.3%
Other Post Clicks	2,064	↗22.3%
Other Engagements	9	↗800%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

Visit Pensacola

Published Posts 6 ↗—	Video Views 8,898 ↗138.4%	Engagements 251 ↗94.6%
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TikTok Audience Growth

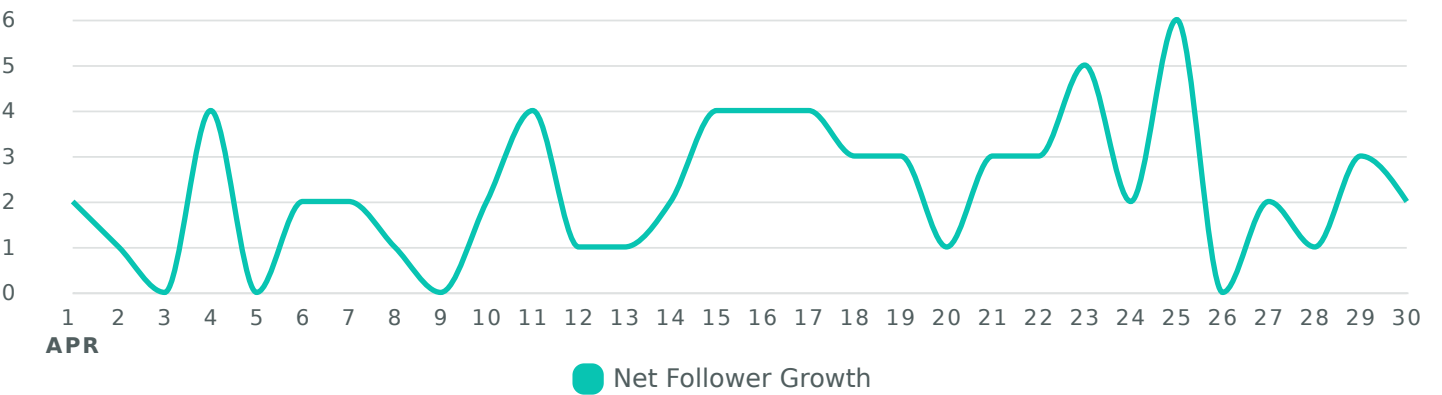
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	68	↘28.4%

TikTok Engagement

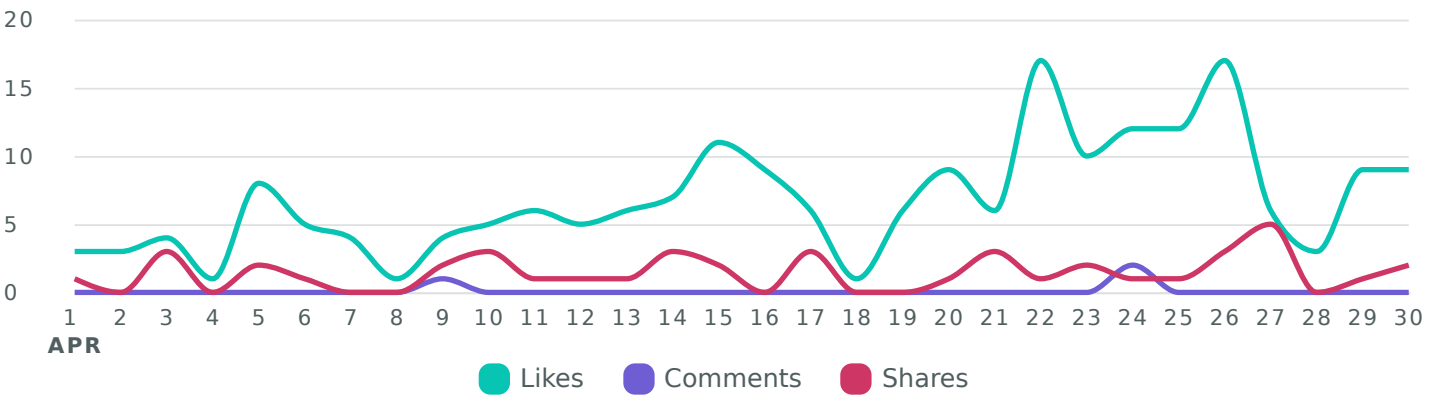
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day




Engagement Metrics	Totals	% Change
Total Engagements	251	↗94.6%
Likes	205	↗113.5%
Comments	3	↗50%
Shares	43	↗38.7%

TikTok Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

[🚩 Post](#)[🚩 Lifetime](#)[🎵 Visit Pensacola](#)


Descending by Lifetime Engagements

**visitpensacola**
Mon 4/24/2023 6:34 pm ...


Celebrating **7 7** years of the @usnavyblueangels! 💙💛
There truly is nothing better...



Total Engagements	18
Likes	15
Comments	2
Shares	1

**visitpensacola**
Sat 4/22/2023 10:09 pm...

Our little corner of the earth sure is beautiful 🌍 Happy #EarthDay, Pensacola!



Total Engagements	16
Likes	16
Comments	0
Shares	0

**visitpensacola**
Wed 4/12/2023 10:42 p...

Flying high above #downtownpensacola and Pensacola Bay. 🏠:...



Total Engagements	11
Likes	10
Comments	0
Shares	1

Pinterest Activity Summary

- Profile
- Reporting Period
- Visit Pensacola

<div>Audience</div> <div>3,114 ↗5%</div>	<div>Net Audience Growth</div> <div>6 ↘33.3%</div>	<div>Published Posts</div> <div>1 ↗—</div>
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Visit Pensacola

April 2023 PR Report



Press Materials: April 2023

*Press materials include the creation of Giant Noise's pitches to media, press releases, PR plans, and targeted lists

- Drafted "Summer Travel & Natural Spring Hopping" pitch for Visit Florida
 - Partners Included: Bands on the Beach, *Garden & Gun* Seafood Rodeo, Gallery Night Pensacola, Blue Angels Air Show
- Drafted "Experience Arts and Exhibitions" pitch for Visit Florida
 - Partners Included: Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra, Saenger Theatre, Pensacola Museum of Art, Foo Foo Fest, Blue Morning Gallery
- Drafted "Off to the Beach" pitch for Visit Florida
 - Partners Included: Condor Sailing Adventures, Laguna's Beach Bar + Grill, Red Fish Blue Fish, Perdido Key State Park, Flora-Bama, A1S Trail, Blue Angels, Seville Quarter, Holiday Inn Resort Pensacola Beach, Portofino Island Resort and Spa, Margaritaville Beach Hotel
- Drafted "Dive into Adventure" pitch for Visit Florida
 - Partners Included: Jolly Sailing and Dolphin Cruises, Perdido Key State Park, Big Lagoon State Park, The Mighty O
- Drafted "Hip Hotels" in response to HARO inquiry
 - Partners Included: Oyster Bay Boutique, Celestine Bed & Breakfast, and Lily Hall
- Drafted "Best State Parks in USA" in response to HARO inquiry
 - Partners Included: Tarkiln Bayou Preserve State Park, Big Lagoon State Park, Perdido Key State Park
- Drafted "The Way to Beach for Every Traveler" for evergreen pitching + IPW opportunities
 - Partners Included: A1S Trail, Fort Pickens, General Daniel Chappie James Museum of Pensacola, Inc., National Naval Aviation Museum, Blue Angels, Belmont-Devilliers Neighborhood, Celestine Bed and Breakfast, DRIFT Modern Coastal Cuisine, Bonsai, The Grand Marlin, Seville Savories Food Tours, The Well Floridan Lounge, The Kennedy, Flora-Bama Lounge, Brother Fox, Pensacola Seafood Festival, Taste of the Beach, Glow Paddle, The Mighty O, GINS, Laguna's Beach Bar + Grill, Portofino Island Resort and Spa, Spa at Portofino, Oyster Bay Boutique Hotel, Condor Sailing Adventures
- Drafted "Culinary Travel" pitch in response to HARO inquiry
 - Partners Included: The Grand Marlin, DRIFT, Agapi Bistro + Garden, Brother Fox, Sister Hen, Seville Savories Food Tours, The Well Floridan Lounge, The Kennedy, Flora-Bama
- Drafted influencer contract for Ravi Roth

Press Materials: April 2023

*Press materials include the creation of Giant Noise's pitches to media, press releases, PR plans, and targeted lists

- Drafted "Sustainable Boutique Hotel" pitch for *Hotels Above Par*
 - Partner Included: Oyster Bay
- Drafted "RVing in National Parks" pitch for *USA Today*
 - Partner Included: Gulf Islands National Seashore
- Drafted *Conde Nast Traveler's* "2023 Readers' Choice Awards" press release for Visit Pensacola's distribution
 - Secured coverage
- Researched and shared list of accessible influencers
- Created sailing-specific media list for continued outreach surrounding American Magic
- Added Rafael Peña of *Travel Noire* to all media lists, per Visit Pensacola's request
- Added Antonia Whyatt of *Zoomer Magazine* to all media lists, per Visit Pensacola's request
- Drafted "Mother's Day Trip" pitch for Mariana Mijares
 - Confirmed for inclusion; run date pending

Media Outreach: April 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Submitted "Summer Travel & Natural Spring Hopping" pitch for Visit Florida consideration
- Submitted "Experience Arts and Exhibitions" pitch for Visit Florida consideration
- Submitted "Off to the Beach" pitch for Visit Florida consideration
- Submitted "Dive into Adventure" pitch for Visit Florida consideration
- Submitted "Hip Hotels" to HARO inquiry
- Submitted "Culinary Travel" pitch to HARO inquiry
- Submitted "Sustainable Boutique Hotel" pitch to *Hotels Above Par*
- Submitted "RVing in National Parks" pitch to *USA Today*
- Drafted and shared suggested itinerary for Scott Tisson
- Began exploring PRIDE Week hostings with Ravi Roth, Ivan Quintanilla and Ricky Cornish
 - Vetted each respective outlet / individual
 - Confirmed hosting dates for each attending member
 - Vetted preference on lodging options (group vs individual)
 - Researched flight options from each respective location at preferred times
 - Confirmed flight time adjustment with Ravi's team
 - Researched rental car and Uber/Lyft options for in-market transportation
 - Confirmed deliverables with Ivan and Ravi
 - Ivan no longer able to attend
 - Shared influencer contract with Ravi for signature
- Coordinated press visit for freelance writer Karyn Locke with Visit Pensacola
 - Confirmed coverage for *Trekaroo*
 - Confirmed mileage reimbursement amount
- Shared Travel + Leisure "LGBTQ+ Friendly Resorts Across the USA" pitch inquiry with Visit Pensacola for consideration
 - Team chose to forgo; resort properties not a fit
- Vetted influencer Ashley Houston
 - Passed on hosting on Visit Pensacola's behalf; further inquiry pending reconsideration
- Coordinated destination social media coverage with influencer Olivia Ebrotie
 - Coordinated on copy + partner inclusions
- Coordinated virtual deskside with influencer Jeff Jenkins of *Chubby Diaries*
 - Advising on forgoing paid hosting at this time
- Coordinated press hosting for freelance writer Julie Suman with Visit Pensacola
 - Provided imagery following visit for inclusion in coverage

Media Outreach: April 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Coordinated dinner hosting and hotel gift for influencer Kimberly Swett
 - Shared Instagram coverage
- Advised on passing on hosting request for influencer Haley Bond
- Advised on passing on hosting request for Eating with Erica at this time
- Requested invoice and W-9 from Cory Lee for paid influencer partnership
- Continued discussion with freelance writer Sucheta Rawal regarding potential press visit in Fall 2023
- Pitched Mexico-based freelancer Mariana Mijares on "Mother's Day Trip" to Pensacola
 - Confirmed interest to include in article; run date pending
- Pitched Hawaii-based freelance writer Sarah Sekula on media lead for Florida stories
 - Confirmed she pitched Pensacola to her editors; more information to be provided in coming months, interested
- Pitched Brother Fox's unique tartares to freelance writer Matt Kirouac for consideration in *Tasting Table* article
 - Confirmed to include; run date pending

Additional Work: April 2023

*Additional work encompasses miscellaneous tasks, reporting, research, etc.

- Connected with Jim Brady for Brenda Callaway's contact information
 - Confirmed Brenda as birding guide for Julie Suman
- Booked Julie Suman's flights for hosted visit
- Shared open voting for *Conde Nast Traveler's* "2023 Readers' Choice Awards" with Visit Pensacola team
- Shared examples of Karyn Locke's previous features for Visit Pensacola partner outreach
- Vetted IFWTWA Media Members list and provided feedback on potential FAM
- Created and shared Influencer Hostings/Inquires report
- Extended invitation to Visit Pensacola team for Giant Noise IPW event on May 23
 - Will highlight Visit Pensacola at the event

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

16

Combined Print, Online,
Broadcast & Social Features

5,377,493

Estimated Total Media
Impressions

\$107,179.15

Estimated Total Media
Value

Organic Coverage:

3

Combined Print, Online,
Broadcast & Social Features

2,409,980

Estimated Total Media
Impressions

\$28,991.76

Estimated Total Media
Value

VISIT PENSACOLA SECURED PRESS COVERAGE: APRIL 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
4/5/2023	Olivia Ebrotie (Instagram)	Instagram Story	https://giantnoise.box.com/s/4onugd9s6crtgx916v2lquzdmh38h9cv	5 Sisters Blues Cafe, Pensacola Bay City Ferry, Glow Paddle	Visit Pensacola / Giant Noise	9,099	N/A
4/6/2023	Olivia Ebrotie (Instagram)	Instagram Story	https://giantnoise.box.com/s/ipg00gr320ktxzdljx5j2mzhs81ohb1x	Historic Pensacola	Visit Pensacola / Giant Noise	9,099	N/A
4/7/2023	Olivia Ebrotie (Instagram)	Instagram Story	https://giantnoise.box.com/s/mnss4kob74ukqxdg58io94enptowirgvi	Laguna's Beach Bar + Grill, Florabama, The Kennedy, Celestine Bed & Breakfast	Visit Pensacola / Giant Noise	9,099	N/A
4/8/2023	National Geographic (Online)	"Discover Pensacola, Florida's historic hotspot"	https://www.nationalgeographic.co.uk/travel/bc/2023/04/discover-pensacola-floridas-historic-hotspot	Pensacola Museum of History, America's 1st Settlement Trail, Blue Angels, Historic Pensacola Village, Fort Pickens, Downtown Pensacola	Visit Pensacola	349,250	\$4,191.00

APRIL 2023 PR REPORT

4/8/2023	Olivia Ebrotie (Instagram)	Instagram Story	https://giantnoise.box.com/s/ybq7sq2ucru9819c5vr8hda9bxtbfcgg	Laguna's Beach Bar + Grill, Seville Savories Food Tour, National Naval Aviation Museum, AS1 Trail	Visit Pensacola / Giant Noise	9,099	N/A
4/10/2023	Olivia Ebrotie (Instagram)	"Would you try this? #floridaexplored #onlyinflorida #floridatravel #floridasprings #roamflorida #visitpensacola"	https://www.instagram.com/reel/Cq3Kc3BAXi2/?igshid=YmMyMTA2M2Y=	Glow Paddle	Visit Pensacola / Giant Noise	9,099	\$804.44
4/15/2023	Olivia Ebrotie (Instagram)	"No vacation is worth the time if the food isn't amazing right? Here's how you can find the restaurants mentioned: @pearlandhorn @jacksonsrestaurant @5sisterspensacola @_florabama #foodie #floridaexplored #floridaeats #onlyinflorida #floridatravel #mustseeflorida #roamflorida #visitflorida #visitpensacola"	https://www.instagram.com/reel/CrFDZsOshEe/?igshid=MjJmNzVkMjY=	Pearl & Horn, 5 Sisters Blue Cafe, Flora-Bama, Jackson's Restaurant	Visit Pensacola / Giant Noise	9,099	\$289.51

4/16/2023	Curb Free with Cory Lee (Online)	"HOW TO HAVE A FUN WHEELCHAIR ACCESSIBLE GETAWAY IN PENSACOLA, FLORIDA"	https://curbfreewithcorylee.com/2023/04/16/wheelchair-accessible-pensacola-florida/	Bodacious Shops, Peterbrooke Chocolatier, Historic Village, Museum of Industry, Pensacola History Museum, Pensacola Museum of Art, Fish House, Palafox Street, Historic Village, Bubba's Sweet Spot, Peterbrooke Chocolatier, Pensacola History Museum, Pensacola Museum of Art, MobiMats, GINS, Fort Pickens, Grand Marlin, Water Pig BBQ, Margaritaville	Visit Pensacola / Giant Noise	35,200	\$422.40
4/17/2023	Olivia Ebrotie (Instagram)	Pinned Highlight Reel	https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM4ODk3MjlxNDE0MjY2?igshid=YmMyMTA2M2Y=	Glow Paddle, Pensacola Museum of History, America's First Settlement Trail, Blue Angels, Historic Pensacola Village, Fort Pickens, Downtown Pensacola, Laguna's Beach Bar + Grill, Flora-bama, The Kennedy, Celestine Bed & Breakfast, Historic Pensacola, 5 Sisters Blues Cafe, Pensacola Bay City Ferry	Visit Pensacola / Giant Noise	9,099	N/A
4/17/2023	Olivia Ebrotie (Instagram)	"At this point of my life, I travel as much for the food than the scenery lol and it's been worth it so far: @jacksonsrestaurant in Pensacola, FI"	https://www.instagram.com/reel/CrJWpg6u9-N/?igshid=MDJmNzVkMjY=	Jackson's Restaurant	Visit Pensacola / Giant Noise	9,099	\$51.00

4/20/2023	Boston Globe (Online)	"Soaking up history and sun on this girlfriends' getaway to Pensacola, Fla."	https://www.bostonglobe.com/2023/04/20/lifestyle/soaking-up-history-sun-this-girlfriends-getaway-pensacola-fla/	Historic Pensacola, Pensacola Museum of History, Fort Pickens, Oyster Bay Boutique Hotel, Lily Hall, Casino Beach Bar & Grille, Pensacola Museum of History, Gulf Islands National Seashore, National Naval Aviation Museum, Blue Angels	Visit Pensacola / Giant Noise	4,378,000	\$52,536
4/24/2023	WSMV (Broadcast)	Today in Nashville: Segment 3	https://giantnoise.box.com/s/i455b28ej0kzadx2jk71e5vxgmvwrw1n	Fish House	Visit Pensacola	67,622	\$18,227
4/24/2023	WSMV (Broadcast)	Today in Nashville: Segment 2	https://giantnoise.box.com/s/ovxex841b2fqwihf4koagjz4qiq9hc	Jackson's Steakhouse, Restaurant Iron, The Fish House, Palafox Street, Flora-Bama, Fort Pickens, Historic Pensacola	Visit Pensacola	67,622	\$12,151
4/24/2023	WSMV (Broadcast)	Today in Nashville: Segment 1	https://giantnoise.box.com/s/4to3n3wcqx3py6jeokrkvcsco9z1jnw	McGuire's Irish Pub	Visit Pensacola	67,622	\$18,227

4/25/2023	Boston Globe (Print)	"Soaking up history and sun on this girlfriends' getaway to Pensacola, Fla."	https://giantnoise.blox.com/s/4jnxuozi/bb5h5iozva5dq9384il5xzm0	Historic Pensacola, Pensacola Museum of History, Fort Pickens, Oyster Bay Boutique Hotel, Lily Hall, Casino Beach Bar & Grille, Pensacola Museum of History, Gulf Islands National Seashore, National Naval Aviation Museum, Blue Angels	Visit Pensacola / Giant Noise	330,286	N/A
4/26/2023	Olivia Ebrotie (Instagram)	"There's so much to do in Pensacola so if you only have 72 hours, here's a little itinerary to help you out: Day 1 🌞 Waking up @celestinebedandbreakfast 🏰 Visit @historicPcola 🍽️ Lunch @5sisterspensacola 🗺️ Explore downtown murals 🍷 @jacksonsrestaurant Day 2: 🔍 Breakfast @celestinebedandbreakfast 🏞️ Explore Tarkiln Bayou Preserve State Park 🍽️ Lunch @florabama 🕒 boat tour @pensacolaferry 🍷 Dinner @thekennedybar Day 3 🍷 Breakfast @celestinebedandbreakfast 🗺️ Explore Pensacola Beach 🏖️ Zip lining @lagunasbeachbar 🌊 jet sky @florabama 🍷 @pearlandhorn It's definitely a doable itinerary for a solo trip. The city is pretty walkable and ubering from time to time doesn't hurt. There's a public transportation system that can help as well with a little bit of precautions. Follow @_atomoli to see the coolest hidden gems within the U.S"	https://www.instagram.com/reel/CreJ4beJJ8o/?igshid=MJDJmNzVkMjY=	Celestine Bed & Breakfast, Historic Pensacola, 5 Sisters Blues Cafe, Jackson's Restaurant, Flora-Bama, The Kennedy, Laguna's Beach Bar + Grill, Pearl & Horn	Visit Pensacola / Giant Noise	9,099	\$280
					TOTAL: 5,377,493	\$107,179.15	

VISIT PENSACOLA ORGANIC COVERAGE: APRIL 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
4/15/2023	The Travel (Online)	"Pensacola Is The Affordable Florida Vacation You Never Knew You Needed"	https://www.thetravel.com/is-pensacola-florida-affordable/	The Sandbar at Frisky Dolphin, Seville Quarter, McGuire's Irish Pub, Historic Pensacola Village, The Pensacola Saenger Theatre, Blue Wahoos Ballpark, Palafox Market	Press	871,140	\$10,489.68
4/9/2023	The Travel (Online)	"10 Vacation Spots In Florida That Won't Break The Bank"	https://www.thetravel.com/cheap-vacation-spots-in-florida/	National Naval Aviation Museum	Press	871,140	\$10,489.68
4/3/2023	Orlando Magazine (Online)	"Pensacola Lighthouse & Maritime Museum"	https://www.orlandomagazine.com/pensacola-lighthouse-maritime-museum/	Pensacola Lighthouse & Maritime Museum	Press	667,700	\$8,012.40
					TOTAL:	2,409,980	\$28,991.76

Thank you!





VISIT PENSACOLA BOARD MEETING

May 31, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISITPENSACOLA SALES & SERVICE SUMMARY

April 23

4

FY 29
LEADS

4

FY 23
BOOKINGS

1

FY 5
ASSISTS

2726

FY 14,995
REFERRALS

1

FY 16
SERVICE
REQUEST

Leads

Group	Economic Impact
Sun Belt Conference Officials and Staff	\$140,000.00
2025 CCCA Conference	\$494,250.00
2024 USS Truckee AO 147 Reunion	\$20,000.00
2024 Textile Discovery Summit	\$160,000.00
Total	\$674,250.00

Bookings

Group	Economic Impact
Crown Pointe Community Spring Rally	\$6,000.00
2023 VR-21 Pineapple Airlines	\$60,000.00
2023 Regional Managers Meeting	\$16,800.00
Campo Alegre Reunion	\$ 12,875.00
Groovin in the Grove Community Outreach	\$127,500.00
Total	\$223,175.00

Lead Room Nights & Delegates

2,223 Room Nights	2,105 Delegates
7,441 YTD	5,160 YTD

Booked Room Nights & Delegates

2,241 Room Nights	764 Delegates
11,049 YTD	4,701 YTD

Pensacola Visitor Center

Personal Assists:	628
Phone Assists	296
Total visitors	1064
Total Non-visitors	436
First Time Visitors	223
FY23 Total Visitors	3511
FY23 Non-Visitors	2073

Perdido Key Visitor Center

Personal Assists	572
Phone Assists	73
Total Visitors	742
Total Non-Visitors	170
First Time Visitors	176
FY23 Total Visitors	5099
FY23 Non-Visitors	1023
Total Guides Mailed	1583
Total Guides Downloaded	255

Pensacola Beach Visitor Center

Personal Assists	1140
Phone Assists	150
Total Visitors	1361
First-Time Visitors	821
Guides Emailed / Mailed	3

FY = Visit Pensacola's Fiscal Year Oct. 20 – Sep. 21



VISIT PENSACOLA SALES & SERVICE SUMMARY

APRIL 2023

32
Partner
Visits

4
Partner
Inquiries

2
Community
Outreach

287
Partner
Assists

43
Hospitality
Round Table

New Partners

1. The Rex Theater and Cafe/ Generation Church
2. Sandcastle University LLC
3. Cycle Joint
4. The Choral Society of Pensacola
5. Wacked Out Weiner Pensacola
6. Maker's Cafe and Espresso Bar
7. Lamonte Gelato

Community Outreach

1. Florida Restaurant and Lodging Assoc. networking event-new members
2. JR. League event support

Partner Activity Report

Activity	Added	Updated
Accounts	7	29
Listings	9	47
Contact	30	27
Events	16	166

Upcoming Events & Meetings

Hospitality Roundtable Breakfast

Date: Tuesday, June 20 - 11:30 AM

Location: Felix's | [Register](#)

Board of Directors Meeting

Date: Wednesday, June 28 - 3:00 PM

Location: TBD

Partner Visits

- | | |
|--|---|
| 1. Margaritaville Beach Hotel | 18. Ever'man Cooperative Grocery and Cafe |
| 2. Gulf Coast Travel Lite | 19. Pensacola Bay City Ferry |
| 3. Innisfree Hotels Inc. | 20. Paradise Beach Homes |
| 4. Posh'd Out Events | 21. Pensacola M.E.S.S. Hall |
| 5. Taste of Pensacola | 22. Santa Rosa Island Authority |
| 6. Hampton Inn Pensacola Beach | 23. Perdido Key Chamber of Commerce |
| 7. 3SIXTY Marketing | 24. Glow Paddle |
| 8. Hot Spots Charters | 25. The Choral Society of Pensacola |
| 9. O'Riley's Irish Pub | 26. Pensacola Bay City Ferry |
| 10. Lamonte Gelato | 27. Paradise Beach Homes |
| 11. Account: The Rex Theater and Cafe/ Generation Church | 28. Pensacola M.E.S.S. Hall |
| 12. Dive Pros | 29. Santa Rosa Island Authority |
| 13. Hilton Pensacola Beach Gulf Front | 30. Perdido Key Chamber of Commerce |
| 14. Felix's Restaurant and Oyster Bar | 31. Glow Paddle |
| 15. Maker's Cafe and Espresso Bar | 32. The Choral Society of Pensacola |
| 16. Taste of Pensacola | |
| 17. Jackson's Steakhouse | |

Partner News

1. Promote your classes and camps!
2. 2023-2024 Insider Guides are here!

