



VISIT PENSACOLA BOARD MEETING

July 9, 2019



Board of Directors
Meeting July 9, 2019
3:00 p.m. – 5:00 p.m.
Skopelos at New World

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the May 2019 meeting**
 - b) *President / CEO Evaluation and Agreement*
4. New Business/Discussion Items
 - a) *Committee Updates*
 - i. *Finance Committee: Monthly Report **
 - ii. *Visit Pensacola Finance Policy Changes **
 - a. *Use of private revenue reserves*
 - b. *Procurement process for goods and services*
 - b) *Visit Florida Welcome Center on SR 231 **
 - c) *Gulf Coast Business Alliance Letter of Support **
 - d) *Discussion related to traffic management/toll booths for Pensacola Beach*
 - e) *July Board of Directors Meeting / August Board Meeting*
5. Staff Updates
 - a) *Showcase Update*
 - b) *President's Update*

** Action Item requiring board vote*



BACK UP FOR AGENDA ITEMS

1. Board Minutes
2. President/CEO Evaluation
3. Finance Report
4. Finance Policy Changes
 - *Use of Reserves*
 - *Procurement Process*
5. Gulf Coast Business Alliance Letter of Support
6. Sales/Services Report
7. Marketing/Communication Report
 - Showcase Update



**Visit Pensacola
Board of Directors Meeting
Eden Condominiums
May 22, 2019**

Members Present: Rob Overton, Sterling Gilliam, Dr. Lusharon Wiley, Mckenzie Nicholas, D.C. Reeves, Cameron Price, Ryan Christopher, Cindi Bonner, J.C. Lowe

Members Absent: Tish Patel, Joe McCay

Staff Present: Steve Hayes, Robby Rushing, Kimberly Sparks, Larry Orvis, Joyce Black, Leslie White, Paul Cornell, Wandy Samuel, Logan Whyner, Barbara Williams

The May 22, 2019 Visit Pensacola Board of Directors meeting was called to order by Rob Overton at 3:05 p.m.

Public Comment: Christian Wagley from Healthy Gulf and Erin Handy with Oceana addressed the board regarding the plan by the government to drill in the eastern Gulf. They are meeting with chambers, business leaders, etc. in an effort to rally support for their effort to block the drilling. Ms. Handy will send the information electronically to Barbara Williams so it can be distributed to the board so they can learn more.

Old business:

Meeting Minutes: Sterling Gilliam made a motion, seconded by J.C. Lowe, to approve the meeting minutes from the April Board of Directors meeting. The vote was unanimous for approval.

New business:

Finance Committee Monthly Report: CPA Compiled Quarter, Year-to-Date Financial Statements: D.C. Reeves presented the Independent Accountant's Compilation Report prepared by Jason R. Loeffler, CPA, PA to the committee. Sterling Gilliam made a motion, seconded by Dr. Lusharon Wiley, to approve and accept the Report. The vote was unanimous for approval.

April Financials: D.C. Reeves presented the April financials.

FY 19 April Takeaways: April 2019 as compared to April 2018 show a (625K) swing to the bad, due to Tall Ship Event income seen in 2018. TDT income is nearly equal as to this time last year. The last in April FY 19 is due to not all expenses being able to be billed for April 2019, and in April 2018 we had the influx of Tall Ship event income in that month. Supplemental numbers have been provided and are accounted for in QuickBooks now, however, they have not been approved by the County as yet.



Major Highlights: Annual budget increase of \$625K to Visit Pensacola from the County for FY 19. This is from the supplemental that has yet to be processed. \$72K in Pensacola Sports submission has been denied by the County until further backup can be provided. To date we have applied \$310,765.15 to the advance. For the month of April there are only expenses from Visit Pensacola. Pensacola Sports and ACE did not turn in expenses prior to the due date.

Visit Pensacola month-to-date TDT loss is from large vendor expenses that were incurred in April. The checks had not cleared the bank and therefore unable to bill the County. Visit Pensacola cannot recognize the income until we can bill the County for the expense. Visit Pensacola month-to-date private loss is from local event sponsorships and the settlement of a Tall Ship accident claim. Membership dues are now set on our fiscal year, October 1-September 30. To date we have met 72% of budget in seven months.

Visit Pensacola year-to-date net loss is from not billing the County for \$324K in expenses that have not cleared the bank.

For Visit Pensacola only, month-to-date TDT revenue totaled \$409K, with month-to-date private revenue totaling \$8K, giving month-to-date Visit Pensacola only total revenue at \$417K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$566K, Operations \$24K and Personnel \$93K, giving a month to date total expense of \$683K. For Visit Pensacola only, month-to-date net loss is (\$266K).

Unified year-to-date TDT revenue totaled \$3,596K, private revenue \$200K, bringing total year-to-date revenue to \$3,796K. Unified year-to-date expenses are as follows – Direct programming \$3,043K, Operations \$225K, Personnel \$826K, bringing Unified year-to-date expense to \$4,094K. The Unified year-to-date net loss is (\$298K).

At the end of April, March (\$912K) and April (\$409K) submission was outstanding with the County. The March submission was paid May 8, 2019, for the entire submission from Visit Pensacola. The County is requesting additional back up on \$72K in expenses from Pensacola Sports. Visit Pensacola/The County has applied \$311K to the advance as repayment year-to-date, for a balance owed of \$1,681K.

J.C. Lowe made a motion, seconded by McKenzie Nicholas, for approval of the April 2019 Financial Report. The vote was unanimous for approval.

D.C. Reeves reported that the finance committee also made changes to some of the verbiage in the finance policy, which will be presented to the board of directors for approval next month.

President/CEO Evaluation and Agreement: Rob Overton reported that the Executive Committee met and decided on a form to use for the President/CEO Evaluation. Robby Rushing stated that



Steve Hayes' employment contract is up for renewal this year. It will automatically renew, unless the board opts out of renewing prior to September 30. Robby reported that Steve is granted through his employment agreement an automatic 3% cost of living raise. Steve had asked that instead of getting the raise automatically, the board be made aware first. Steve will be given his 3% raise retroactive to October 1, 2018 and processed immediately. Barbara will distribute the evaluation form as well as the employment agreement to board members. Board members are asked to fill out the evaluation and return to Barbara and submit any suggested employment agreement changes to Barbara as well. The evaluations and suggested changes to the employment agreement will be reviewed by the Executive Committee.

Legislative Update: Steve reported the Governor is working with the Speaker of the House to extend Visit Florida funding through June 30, 2020. They will be funded at \$50 million. There are many projects we wouldn't be able to do without the assistance of Visit Florida – from co-ops to travel/media missions. Steve thanked everyone that responded to their legislators in support of Visit Florida.

There were six bills related to vacation rentals before the legislature, but none passed.

Rob Overton discussed how the cultural facilities will be affected with Visit Florida funding cuts. Museums get grants for general operating purposes. The legislature only funded 29% of the requests. The Division of Historical Resources does small matching preservation grants, which were all fully funded. Larger preservation projects such as the Pensacola Lighthouse received over 140 applicants throughout the State. The State recommended funding for about 80 of those – of that they only funded the top 18. Four million of the funding that they normally give to the special categories was earmarked to address damaged areas from Hurricanes Irma and Maria. The Florida Humanities Council was not funded at all. The UWF Archaeology program was vetoed by the Governor last year. They have basic funding, but will be facing cutbacks in staff, etc. in the DeLuna settlement or shipwrecks.

National Travel & Tourism Week Recap: Steve gave a brief summary of various activities that took place during National Travel & Tourism Week, May 6-10. We had 14 teams participate in the Hospitality Olympics on Monday. The winning team this year was Be Moved (Pensacola Sports). Tuesday we had a Partner Workshop. Wednesday was the Hospitality Hero Award Ceremony & Luncheon. Leslie White reported that Thursday was Tourism Gives Back where we assembled summer bags for 1,500 middle school students. Friday was our Rally for Tourism at the corner of Main & Palafox Streets downtown and well as open house at our visitors centers.

Staff Updates:

Dickie Appleyard gave the Showcase update. We are currently doing promotions in Nashville, New Orleans and Birmingham. We have partnered with local TV stations in



these areas and are giving away trips to Pensacola. In Nashville we received 6,400 entries, New Orleans 5,848 and Birmingham 1,204 as of May 20th. We will be doing a facebook promotion in July to give away a trip for four to Pensacola. J.C. Lowe said Laura Hussey and a photographer will attend the event in New York to promote the new direct flight to Pensacola.

Marketing Update: Steve Hayes gave the update since Nicole was absent. He called upon Dr. Wiley to give an update on our hosting of the HBCU Queens. Dr. Wiley met with Nicole and the Queens and they were lovely. Their photo shoot will appear in the July Ebony Magazine issue.

Steve reported we also recently hosted 5 Mommy Bloggers from the southeast to write about girlfriends' getaways and family vacations. We hosted RV Miles, which is a family of five that live out of a converted school bus. The 2019 Insider's Guide has been released. Visitor experiences have been added to the guide this year. We will be going to New York City in June to promote the new direct flight with United Airlines. We will host a kick-off event on June 5 where we will have 4 chefs, a virtual reality experience and bushwackers. We will also be in Nashville with our friends from the FloraBama June 6-9. Attendees will experience a recreation of the FloraBama bar and possibly win a trip to the Frank Brown International Songwriter's Festival. Recently we traveled on a Domestic Roadshow with Visit Florida. We were selected to participate out of 16 destinations along with 4 others. We went to Nashville, Atlanta and Birmingham. We will also be traveling the end of June with Visit Florida for the Canada Roadshow and will visit Toronto and Montreal.

At the marketing committee, Jay Massey with Coco Interactive made a presentation on website ADA compliance. We will be making the necessary changes to our website so we will be ADA compliant.

At next month's board meeting, the finance committee will discuss Visit Pensacola's procurement policies and procedures.

Steve recognized Barbara Williams for 20 years of service with Visit Pensacola.

Barbara Williams asked everyone to wish a Happy Birthday to J.C. Lowe.

The meeting was adjourned at 4:27 p.m. by Rob Overton.

Respectfully Submitted,
Barbara Williams, Administrative Assistant

	Rob Overton	Sterling Gilliam	D.C. Reeves	Tish Patel	Ryan Christopher	JC Lowe	Joe McCay	McKenzie Nicholas	Cindi Bonner	Cam Price	Lusharon Wiley	Steve Hayes	AVG
Reliability	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	X	4.0	3.0	3.8
Comprehension	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	4.0	4.0
Communications	4.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0		4.0	3.0	3.7
Versatility	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0		4.0	3.0	3.8
Relationships	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	4.0	4.0
Teamwork	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	4.0	3.9
Quality	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	4.0	4.0
Quantity	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	3.0	3.9
Initiative	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	3.0	3.9
Management	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	3.0	3.8
Professionalism	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		4.0	4.0	4.0
AVERAGE SCORE	4.0	3.8	3.9	3.8	3.9	4.0	4.0	4.0	4.0		4.0	3.5	3.9

X - Did not respond

Reliability - Meets commitments; completes projects in a timely manner; follows up when needed; can be depended upon; is punctual

Comprehension - ability to grasp new concepts quickly

Communications - oral and written communications are of high quality, clear and concise; keeps others informed with appropriate level of information

Versatility - adjusts to change; receptive to new ideas/responsibilities; able to multi-task

Relationships - builds and maintains positive, productive working relationships; treats others with courtesy, trust and respect; uses conflict resolutions appropriately

Teamwork - supports team goals; puts interests of team ahead of self; builds consensus; recognizes and respects contributions and needs of each team member; actively seeks involvement of others

Quality - consistent commitment to excellence

Quantity - consistently produces expected quantity of work; uses time productively

Initiative - self-starter; continuously seeks ways to improve and grow; motivated to do job well

Management - manages staff productively to achieve organization objectives; clearly delineates staff roles and expectations; develops staff members through appropriate coaching, delegation, direction and performance planning & evaluation; treats all staff fairly and impartially

Professionalism - represents VISIT PENSACOLA in a professional manner, respecting a diverse constituency and a changing political & community environment

Other Comments:

- 1) Steve does a great job and has been a true asset for this community and its promotion of tourism. (RO)
- 2) Steve has done an exceptional job as the Visit Pensacola President. (SG)
- 3) Steve has always been easy to work with, very good communication skills, involved in the community.
- 4) I have only been on the Board for a short time, but Steve continues to impress me. (JM)

- 5) While I am not the most active board member as I thought I would be, I am around enough to be made aware that Steve is passionate about his role at VP and represents our community well. (CB)
- 6) Mr. Hayes does an exceptional job of bringing together diverse groups, exploring venues for partnerships, and creating opportunities to "visit Pensacola" that are creative and cutting-edge. His work is impressive and exceeds expectations. (LW)
- 7) Great asset. We are fortunate to have Steve as our commander in chief. (RC)
- 8) Steve is a great asset to the visit Pensacola community. (MN)
- 9) Steve has done an excellent job leading Visit Pensacola. (DR)

Agreed Upon Goals:

Better communication on major expenditures or expenses (TP)
More detailed financial information provided to each Director (TP)
Keep improving and increasing visitors to Pensacola for all areas of our city (TP)

Goals suggested by Steve Hayes:

- 1) Achieve accreditation for Visit Pensacola through Destinations International
- 2) Development of Destination and Strategic Plan beyond 2020
- 3) Continued growth of the Unified Tourism budget process and participants
- 4) Provide direction and leadership to ensure staff achieve their goals
- 5) Development of a new key leadership position that will complement the role of the President/CEO



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FY19 MAY TAKEAWAYS:

MAY 2019 as compared to May 2018 show a (670K) swing to the bad, due to Tall Ship Event income seen in 2018. TDT income is lagging by nearly \$500k from this time last year. This is due to not having received the supplemental as early in FY19. The loss in May FY19 is due to large expenses not being able to be billed for 05.2019, as in 05.2018. FY18 we also had the influx of Tall Ship event income

Supplemental numbers have been provided and are accounted for in QBs now. However, they have not been approved by the County as of yet

MAJOR HIGHLIGHTS:

Annual budget increase of \$625K to VPI from the County for FY19. This is from the supplemental that has yet to be processed.
\$72K in PSA submission has been denied by the County until further backup can be provided

To date we have applied \$717,190.19 to the advance.

For the month of May submission there are expenses from VPI, PSA and ACE submitted to the County.

A	VP MTD TDT LOSS is from large vendor expenses that incurred in May. However, the checks had not cleared the bank and therefore unable to bill to the County. VPI cannot recognize the income until we can bill the County for the expense. We cannot bill the County until the checks have cleared the bank.
B	VP MTD PRIVATE INCOME is from an unexpected check from BP claims. This was not budgeted and requires no extra work or service from VPI. This seems to be part of the BP settlement as per the percentage each entity received.
8	VP YEAR TO DATE NET LOSS is from not billing the County for \$500K in expenses that have not cleared the bank.

A	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$521K (We recognize income as billed to the County)
B	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$112K from the \$102K BP settlement
C	VISIT PENSACOLA ONLY Month to date total Revenue = \$633K
	VISIT PENSACOLA ONLY Month to date expense:
D	Direct Programming Totalled \$525K
E	Operations totaled \$41K
F	Personnel total \$89K
G	VISIT PENSACOLA ONLY Month to Date total Expense = \$655K
H	VISIT PENSACOLA Only Month to Date Net Income (loss) = (\$21K)

1	UNIFIED Year to Date TDT revenue totaled \$4,698K
2	UNIFIED Year To Date Private revenue totaled \$312K
3	UNIFIED Year to date total Revenue = \$5,009K
	UNIFIED Year to date expense:
4	Direct Programming Totalled \$4,089K
5	Operations totaled \$273K
6	Personnel total \$966K
7	UNIFIED Year to Date total Expense = \$5,329K
8	UNIFIED Year to Date Net Income (loss) = (\$320K)

County Submissions

*	Currently May's submission is outstanding with the County. The April submission was paid 05.30.19, for the entire submission from VPI. The County is requesting additional back up on \$72K in expenses from PSA. VPI has applied \$717K to the advance as repayment YTD, for a balance owed of \$1,283K.
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	MAY MTD FY19		OCT-MAY YTD FY19			FY19		
	<u>VISIT PENSACOLA- TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>PSA & ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY19 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$521,167.00		\$3,423,740.64	\$1,273,933.20	1 \$4,697,673.84	\$9,120,879.00	\$ 4,423,205.16	48%
Private Revenue		\$111,900.22	\$311,557.49		2 \$311,557.49	\$511,600.00	\$ 200,042.51	39%
Total Revenue	A \$521,167.00	B \$111,900.22	\$3,735,298.13	\$1,273,933.20	3 \$5,009,231.33	\$9,632,479.00	\$ 4,623,247.67	48%
			-		-			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY19 BUDGET	% REMAINING OF BUDGET
Direct Programming	D \$523,215.63	D \$2,105.47	\$3,076,672.32	\$1,012,799.33	4 \$4,089,471.65	\$7,226,279.00	\$ 3,136,807.35	43%
Operations	E \$37,789.99	E \$2,598.42	\$229,332.42	\$43,978.86	5 \$273,311.28	\$711,200.00	\$ 437,888.72	62%
Personnel	F \$86,637.61	F \$2,348.82	\$748,957.64	\$217,155.01	6 \$966,112.65	\$1,695,000.00	\$ 728,887.35	43%
Total Expenses	G \$647,643.23	G \$7,052.71	\$4,054,962.38	\$1,273,933.20	7 \$5,328,895.58	\$9,632,479.00	\$ 4,303,583.42	45%
			-		\$0.00			
<i>Net Income (loss)</i>	H -\$126,476.23	H \$104,847.51	-\$319,664.25	\$0.00	8 -\$319,664.25	\$0.00		
	\$0.00	-	-	-	\$0.00			



May 31, 19

ASSETS

Current Assets

Checking/Savings

1025 · EFT TDT #4196	444,458.42
1010 · Visit Pensacola #2290	197,289.74
1030 · VP Partnership #2177	392,453.09
1035 · Reserves #3955	631,936.73
1050 · Petty Cash	165.00

Total Checking/Savings 1,666,302.98

Accounts Receivable

1200 · Accounts Receivable	
1200-99 · PSA Advance	1,066.80
1200-2 · Advertising Receivable	11,700.00
1200-4 · Tourism Receivables	1,002,910.01
1200-5 · Membership Receivable	340.88

Total 1200 · Accounts Receivable 1,016,017.69

Total Accounts Receivable 1,016,017.69

Other Current Assets

1405 · Prepaid Misc.	123,616.44
1410 · Prepaid Insurance	14,433.57
1999 · Merchandise Inventory	3,349.41
1201 · Allowance - Doubtful Accounts	-8,259.36
1400 · Prepaid Postage	1,967.09

Total Other Current Assets 135,107.15

Total Current Assets 2,817,427.82

Fixed Assets

1350 · Equipment

1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-2,541.00
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00

Total 1350 · Equipment 5,757.91

Total Fixed Assets 5,757.91

TOTAL ASSETS **2,823,185.73**

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2100 · Accounts Payable	496,986.85
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Total Accounts Payable 496,986.85

Credit Cards

2000 · Visit Pensacola P-Card	57,927.52
2002 · Regions Membership PCard	264.85

Total Credit Cards 58,192.37

Other Current Liabilities

2700 · Unearned Revenue	1,583,209.81
2999 · Salaries payable	38,218.57
25500 · Sales Tax Payable	190.22

Total Other Current Liabilities 1,621,618.60

Total Current Liabilities 2,176,797.82

Total Liabilities 2,176,797.82

Equity

32000 · Unrestricted Net Assets 966,052.16

Net Income -319,664.25

Total Equity 646,387.91

TOTAL LIABILITIES & EQUITY **2,823,185.73**



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	May 19	Oct '18 - May 19	Annual Budget	Remaining of Budget	% Remaining of Budget
Ordinary Income/Expense					
Income					
4500 · Grant Income	0.00	0.00	100,000.00	100,000.00	100%
4640 · Event Income	1,675.00	14,260.00	15,000.00	740.00	5%
4000 · Tourism Development Tax-TDT	1,101,335.05	4,697,673.84	6,815,839.00	2,118,165.16	31%
4050 · TDT Supplemental	0.00	0.00	2,305,040.00	2,305,040.00	100%
4100 · Membership Dues	5,920.83	88,427.30	115,000.00	26,572.70	23%
4150 · Advertising Income					
4155 · Partner Co-Ops	0.00	4,825.02	0.00	-4,825.02	#DIV/0!
4150 · Advertising Income - Other	0.00	89,397.28	45,000.00	-44,397.28	-99%
Total 4150 · Advertising Income	0.00	94,222.30	45,000.00	-49,222.30	-109%
4160 · BP Income	102,868.82	102,976.83		-102,976.83	#DIV/0!
4300 · Consignment Sales	1,382.36	11,154.93	15,000.00	3,845.07	26%
4400 · Gifts in Kind - Goods	0.00	0.00	221,000.00	221,000.00	100%
4600 · Misc Income	53.21	516.13	600.00	83.87	14%
Total Income	1,213,235.27	5,009,231.33	9,632,479.00	4,623,247.67	
Gross Profit	1,213,235.27	5,009,231.33	9,632,479.00	4,623,247.67	
Expense					
1 · Direct Programming					
5090 · Marketing Research	49,145.80	373,822.62	466,000.00	92,177.38	20%
5100 · Advertising/Media	42,630.02	165,626.28	305,969.00	140,342.72	46%
5110 · Public Relations	3,518.42	12,069.52	71,500.00	59,430.48	83%
5120 · Advertising Production	19,758.31	67,893.62	26,350.00	-41,543.62	-158%
5130 · Internet Site Production	4,898.47	168,529.07	152,372.00	-16,157.07	-11%
5140 · Festivals & Events Granted	16,502.78	372,993.12	425,000.00	52,006.88	12%
5141 · Festivals & Event Local Support	0.00	70,886.25	156,000.00	85,113.75	55%
5142 · Festival & Event Mini Grants	4,660.00	21,013.21	75,000.00	53,986.79	72%
5145 · Celebrity Chef Program Expenses	0.00	0.00	0.00	0.00	#DIV/0!
5150 · Consumer Promotions	2,202.40	8,942.05	36,500.00	27,557.95	76%
5160 · Sales Promotions	4,361.77	38,952.00	56,900.00	17,948.00	32%
5170 · Brochures and Collateral	103,232.83	107,200.31	156,350.00	49,149.69	31%
5180 · Film Promotions	0.00	0.00	3,000.00	3,000.00	100%
5190 · Showcase	247,677.75	1,497,763.29	2,805,141.00	1,307,377.71	47%
5210 · Regional Partnership	0.00	14,275.00	30,000.00	15,725.00	52%
5220 · Registration	2,625.00	48,436.84	108,030.00	59,593.16	55%
5230 · Dues and Subscriptions	2,237.39	22,183.86	36,480.00		
5400 · Business Travel & Entertainment					
5400-1 · Disallowed Travel Expense	196.19	1,302.84	2,000.00	697.16	35%
5400 · Business Travel & Entertainment -	10,697.41	44,232.20	91,681.00	47,448.80	52%
Total 5400 · Business Travel & Entertainment	10,893.60	45,535.04	93,681.00	48,145.96	51%
5500 · Visitor Awareness Education	10,976.56	40,550.24	70,725.00	30,174.76	43%
7000 · PSA Sporting Events	120,758.71	237,799.33	757,120.00	519,320.67	69%
7400 · ACE - DP	400,000.00	775,000.00	1,394,161.00	619,161.00	44%
Total 1 · Direct Programming	1,046,079.81	4,089,471.65	7,226,279.00	3,122,511.21	43%
2 · Operating Costs					
5520 · Committee Expenses	688.44	5,368.67	12,000.00	6,631.33	55%
5450 · Auto/ Local Travel	1,078.56	5,833.29	6,000.00	166.71	3%
5600 · Building Maintenance & Repair	5,445.79	40,028.06	76,000.00	35,971.94	47%
5610 · Computer&IT Maintenance&Repair	7,970.45	30,899.17	38,000.00	7,100.83	19%
5630 · Insurance Building & Content	1,369.77	11,671.42	15,100.00	3,428.58	23%
5640 · D & O and Liability Insurance	454.83	3,956.21	5,490.00	1,533.79	28%
5650 · Audit	0.00	14,000.00	14,000.00	0.00	0%
5660 · Legal Services	0.00	4,068.00	10,800.00	6,732.00	62%
5670 · CPA/ Financial Services	700.00	3,482.50	3,600.00	117.50	3%
5700 · Postage	4,644.00	30,033.45	60,000.00	29,966.55	50%
5710 · Supplies Coffee/Sodas	214.41	2,222.02	3,700.00	1,477.98	40%
5720 · Office Supplies	616.27	8,294.88	22,000.00	13,705.12	62%
5730 · Storage and Delivery	391.56	3,183.32	2,500.00	-683.32	-27%
5750 · Rent	0.00	10.00	10.00	0.00	0%
5760 · Telephone Service	1,020.39	8,008.32	15,000.00	6,991.68	47%
5770 · Utilities	3,294.65	28,541.25	43,000.00	14,458.75	34%



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	May 19	Oct '18 - May 19	Annual Budget	Remaining of Budget	% Remaining of Budget
5780 · Copier	751.27	6,301.69	9,200.00	2,898.31	32%
5790 · Capital Expenditures	0.00	330.13	70,000.00	69,669.87	100%
5900 · Miscellaneous Expenses	10,388.37	11,415.05	600.00	-10,815.05	-1803%
5920 · Bad Debt Expense	0.00	-1,575.82	4,000.00	5,575.82	139%
6000 · Consignment Sales Expenses	824.52	5,613.74	8,200.00	2,586.26	32%
6001 · Bank Service Charge	35.00	3,184.50	500.00	-2,684.50	-537%
6010 · Credit Card Processing Fee	309.91	2,806.78	4,000.00	1,193.22	30%
6500 · Taxes	190.22	1,655.79	1,500.00	-155.79	-10%
6940 · In Kind Expense	0.00	0.00	221,000.00	221,000.00	100%
7001 · PSA Operations	8,326.74	43,978.86	65,000.00	21,021.14	32%
Total 2 · Operating Costs	48,715.15	273,311.28	711,200.00	437,888.72	62%
3 · Personnel Costs					
5800 · Salaries	71,330.83	600,251.98	1,101,887.00	501,635.02	46%
5810 · Commissions	2,130.65	13,316.90	21,000.00	7,683.10	37%
5830 · Auto	461.54	3,774.74	6,000.00	2,225.26	37%
5840 · 401K Contribution Match	1,710.88	15,439.79	43,393.00	27,953.21	64%
5850 · Employee Insurance	5,739.83	49,367.53	126,600.00	77,232.47	61%
5870 · Drug Testing	0.00	489.00	400.00	-89.00	-22%
5880 · Payroll Expense	7,612.70	66,094.18	120,220.00	54,125.82	45%
5890 · Staff Education	0.00	223.52	500.00	276.48	55%
7002 · PSA Personnel	51,082.60	217,155.01	275,000.00	57,844.99	21%
Total 3 · Personnel Costs	140,069.03	966,112.65	1,695,000.00	728,887.35	43%
Total Expense	1,234,863.99	5,328,895.58	9,632,479.00	4,289,287.28	45%
Net Ordinary Income	-21,628.72	-319,664.25	0.00	433,960.39	
Net Income	-21,628.72	-319,664.25	0.00	433,960.39	



Procurement Policy

In the course of all business activity, it is the responsibility of VP staff to secure services, and purchase all equipment, materials and supplies at the lowest available cost with consideration for quality and required performance standards. It is the policy of VP to solicit competitive quotations for all expenditures whenever feasible, and when the bid guidelines are applicable. Business transactions with VP partners and local businesses are to be the primary option. The decision to approve vendor bidding on various businesses with VP will be made by the senior staff, VP President or Board of Directors.

All professional service contracts, regardless of duration, are subject to review for quality, compliance, and competitive pricing. In the event any or all of the above benchmarks are determined to be inadequate, other competitive bids will be sought preferably from qualified businesses providing the same or similar products or services.

The following expenditures require bids:

- Capital purchases - bids required for all capital expenditures exceeding \$1,000
- Purchases – single purchases exceeding \$1,000 (excluding fixed asset items, and or media and direct program costs approved in the budget)
- Professional services – professional services, including but not limited to; banking institutions, maintenance services, insurance providers, legal counsel, telecommunications, IT services and infrastructure, storage, employee benefits, copiers, accounting services and marketing services not covered through agreement with Visit Pensacola's agency of record. Services provided to Visit Pensacola that are unique and not available through other companies shall not be subject to the RFP process (i.e. Arrivalist, Smith Travel Research, Crowdriff, Visit Florida). (See attached)



Process for Procurement:

- 1) Prepare necessary paperwork and RFP for the service needed (collaboration between senior staff and administrative/accounting office)
- 2) Post to Visit Pensacola website for thirty days
- 3) Mail/email RFP to companies and interested parties
- 4) Responses to the RFP will be collected/processed by the senior staff and administrative/accounting office and evaluated to ensure they meet the requirements of the RFP
- 5) Report generated with the compiled results
- 6) For expenditures less than \$50,000:
 - a. Senior staff and administrative/accounting office review with the President/CEO and provide a recommendation and necessary back-up for the selected vendor
 - b. Results to be presented to the finance committee and board of directors
 - c. Staff notifies all the companies of the results of the bid process and signs agreement
- 7) For expenditures over \$50,000:
 - a. Based on the service being provided staff may direct to a selection committee or handle in-house
 - b. Senior staff and administrative/accounting office review with the President/CEO and provide a recommendation and necessary back-up for the selected vendor
 - c. Results and recommendation to be presented to the finance committee and board of directors for an official approval
 - d. Staff notifies all the companies of the results of the bid process and signs agreement
 - e. **NOTE:** During the course of the fiscal year any company whose winning bids exceed an aggregate of \$50,000 we would require future bids to be approved by the finance committee and board of directors

Company / Agreements	Type of Service	Annual Amount	Type	Length	Company Location
Majority Opinion Research	Research	\$ 313,500	Bid	Annual	OOA
Simpleview	Website / CRM / SEO / Content	\$ 228,440	Bid	3-Year	OOA
Showcase Pensacola Agency Fee *	Ad Agency	\$ 180,000	Bid	Annual	Local
Arrivalist	Digital Research	\$ 145,823	Single Vendor	Annual	OOA
Landrum	Employee/Benefits	\$ 100,385	Carry-Over/Bid	Annual	Local
CrowdRiff	Digital Marketing	\$ 37,800	Single Vendor	Annual	OOA
Adara	Digital Research	\$ 35,000	Single Vendor	Annual	OOA
Inntopia	Lodging Research	\$ 33,686	Single Vendor	Annual	OOA
Sprout Social / Simply Measured	Digital Marketing	\$ 29,246	Single Vendor	Annual	OOA
Digital Boardwalk	Computers	\$ 23,760	Bid	3-Year	Local
Southern Touch	Cleaning Serv.	\$ 22,640	Bid	3-Year	Local
Leesburg Public Relations	Public Relations	\$ 20,000	Co-op with ACE	6-Months	OOA
Think! X Innovations	Digital Research	\$ 15,000	Single Vendor	Annual	OOA
Warren Averett **	Audit	\$ 14,000	Bid	Annual	Local
Connect	Email Marketing	\$ 12,000	Bid	Annual	OOA
Gilmore Storage	Shredding/Storage/Scanning	\$ 11,000	Bid	One-Time	Local
Smith Travel Research	Lodging Research	\$ 10,030	Single Vendor	Annual	OOA
C Spire	Tele-Com	\$ 10,011	Bid	3-Year	OOA/Local
Carver Darden	Legal	\$ 10,000	Bid	Annual	Local
Cox Business	Internet	\$ 8,820	Bid	3-Year	Local
TruGreen	Lawn	\$ 8,189	Bid	Annual	OOA/Local
Reef Scapes	Aquarium	\$ 7,795	Bid	Annual	Local
CPC Technologies	Copiers	\$ 7,397	Bid	3-Year	Local
EDN - Pensacola/Perdido Key	Digital Marketing	\$ 7,080	Single Vendor	Annual	Local
Jason Loeffler CPA **	CPA Service	\$ 3,600	Bid	Annual	Local
Pitney Bowes	Mailings	\$ 2,244	Bid	5-Year	OOA
Visit Florida Visa Vue	Research	\$ 2,050	Single Vendor	Annual	OOA
RedWire Alarm	Alarm System	\$ 1,064	Bid	3-Year	OOA/Local

* Does not include media and production expenses

** Annual agreement but bid out every 5 years

Single Vendor = Unique Service that we cannot receive from any other company

Bid = Service can be provided by various different companies

Company Location = Local (Within the MSA) or Out of Area (OOA)



Advocating for Businesses – Strengthening our Community

RESOLUTION 2017 – 02

A RESOLUTION OF THE DESTIN CHAMBER OF COMMERCE BOARD OF DIRECTORS IN OPPOSITION TO OFFSHORE DRILLING IN THE GULF OF MEXICO AS IT RELATES TO THE PROTECTION OF THE BEACHES, TOURISM AND THE MILITARY MISSION LINE.

WHEREAS, the Destin Chamber of Commerce is a business organization representing approximately 950 members in the Destin area; and

WHEREAS, the Destin Chamber of Commerce is fully cognizant of the need to explore for new energy sources; and

WHEREAS, the preservation and conservation of its natural resources is critical to Northwest Florida's environment and economic future; and

WHEREAS, the Destin area is largely dependent upon the tourism industry, making our natural resources, our beaches and the Gulf of Mexico vital to our economy; and

WHEREAS, the Destin Chamber understands the importance of the local military bases to the defense and protection of our nation; and

WHEREAS, since 1983 federal policies have protected the Eastern Gulf of Mexico by providing a buffer zone, now defined by the Military Mission Line established in 2000, restricting oil and natural gas drilling and exploration. This mandated Military Mission Line (86o-41') protects the military Joint Gulf Range Complex allowing for real-time testing and training for our national security; and

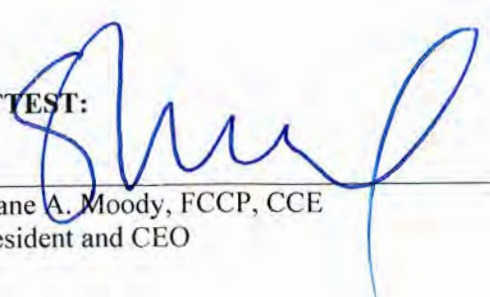
WHEREAS, drilling structures and associated activities east of the MML would be incompatible with military activities, negatively impact our military's readiness, compromise our nation's military superiority, and threaten our economic vitality; and

WHEREAS, test and training ranges take on even greater significance to our national security as newer weapon systems and aircraft become more sophisticated and longer-reaching. Current defense ranges need to be sustained and enhanced to meet the growing demands of future military readiness.

NOW, THEREFORE BE IT RESOLVED that the Destin Chamber Board of Directors opposes offshore drilling in the Gulf of Mexico so that we may preserve and protect our tourism industry and the MML for military training purposes that protect the United States of America.

SO RESOLVED THIS 24th DAY OF JANUARY 2017.

ATTEST:


Shane A. Moody, FCCP, CCE
President and CEO


Lockwood Wernet
Chairman of the Board



The Florida Gulf Coast Business Coalition (GCBC) is a diverse coalition of businesses and industries that are committed to protecting Florida's Gulf Coast from the devastation of oil and gas exploration and drilling. Tourism is the major economic driver in the state of Florida, with beaches attracting roughly 113 million tourists and bringing in over 40 billion dollars each year. Healthy beaches and clean water mean growing businesses and more jobs. Protecting the moratorium on drilling in the Eastern Gulf of Mexico is critical to preserving our quality of life. Join today and add your business to our coalition working to stop new offshore drilling and protect our Gulf Coast economies.

- ◆ Florida's Gulf Coast supports **304,556 jobs** and generates **\$17.5 billion** in GDP annually.
- ◆ Florida GCBC represents more than **2,000 businesses**.
- ◆ To join the coalition visit **ProtectTheGulfCoast.org** and sign our petition at **Oceana.org/SignOn**.

For more information contact Robin Miller, President and CEO of the Tampa Bay Beaches Chamber of Commerce at robin@tampabaybeaches.com.

Facebook.com/FLGCBC | www.ProtectTheGulfCoast.org



VISIT PENSACOLA BOARD MEETING

July 9, 2019

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

Tab 9 - Multi-Segment Comp Set

Visit Pensacola

For the month of: April 2019

Current Month - April 2019 vs April 2018											
	Occ %		ADR		RevPAR		Occ		ADR		Rm Sold
	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	
Bay County, FL	74.9	69.7	\$ 163.49	\$ 134.18	\$ 122.46	\$ 93.54	7.5	21.8	30.9	3.6	-20.9
Baldwin County, AL	63.3	64.4	\$ 135.80	\$ 124.83	\$ 85.92	\$ 80.38	-1.7	8.8	6.9	13.6	6.2
Okaloosa County, FL	71.4	66.3	\$ 151.20	\$ 145.59	\$ 108.02	\$ 96.52	7.8	3.9	11.9	15.2	2.9
Walton County, FL	60.4	56.3	\$ 187.77	\$ 189.43	\$ 113.40	\$ 106.69	7.2	-0.9	6.3	9.0	2.5
St Johns County, FL	73.7	73.1	\$ 155.06	\$ 151.62	\$ 114.26	\$ 110.78	0.9	2.3	3.1	6.0	2.8
Sarasota County, FL	71.7	72.4	\$ 162.18	\$ 171.20	\$ 116.35	\$ 123.88	-0.9	-5.3	-6.1	-0.4	6.1
Escambia County	73.0	68.4	\$ 121.31	\$ 118.22	\$ 88.62	\$ 80.88	6.8	2.6	9.6	1.4	0.1
<i>Downtown+</i>	74.0	72.5	\$ 132.04	\$ 125.81	\$ 97.73	\$ 91.20	2.1	5.0	7.2	7.2	0.0
<i>Airport+</i>	78.7	76.1	\$ 107.58	\$ 101.97	\$ 84.63	\$ 77.64	3.3	5.5	9.0	9.0	0.0
<i>Pine Forest+</i>	60.7	53.9	\$ 73.55	\$ 74.85	\$ 44.63	\$ 40.31	12.7	-1.7	10.7	10.6	-0.1
<i>Westside/Perdido+</i>	67.4	63.8	\$ 95.49	\$ 95.54	\$ 64.37	\$ 60.91	5.7	-0.0	5.7	5.6	-0.1
<i>PNS Beach+</i>	80.0	72.9	\$ 183.86	\$ 181.95	\$ 147.05	\$ 132.72	9.6	1.0	10.8	11.2	0.3
<i>UWF+</i>	71.6	67.3	\$ 89.61	\$ 85.84	\$ 64.19	\$ 57.74	6.5	4.4	11.2	11.2	0.0

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Tab 9 - Multi-S

Visit Pensacola

For the month of: April 2

Year to Date - April 2019 vs April 2018											
	Occ %		ADR		RevPAR		Percent Change from YTD 2018				
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Rm Rev	Rm Sold
Bay County, FL	73.1	58.3	\$ 148.13	\$ 111.95	\$ 108.28	\$ 65.29	25.3	32.3	65.9	29.6	-21.9
Baldwin County, AL	56.1	58.1	\$ 118.23	\$ 107.17	\$ 66.31	\$ 62.22	-3.4	10.3	6.6	13.2	6.2
Okaloosa County, FL	64.2	58.1	\$ 122.77	\$ 118.31	\$ 78.86	\$ 68.74	10.6	3.8	14.7	18.0	2.9
Walton County, FL	52.2	47.3	\$ 148.24	\$ 150.75	\$ 77.32	\$ 71.38	10.2	-1.7	8.3	11.1	2.5
St Johns County, FL	71.4	71.9	\$ 151.20	\$ 143.99	\$ 108.02	\$ 103.53	-0.6	5.0	4.3	7.1	2.6
Sarasota County, FL	76.8	77.0	\$ 176.69	\$ 186.88	\$ 135.66	\$ 143.83	-0.2	-5.4	-5.7	3.1	9.3
Escambia County	67.0	61.2	\$ 105.25	\$ 104.00	\$ 70.53	\$ 63.63	9.5	1.2	10.8	10.6	-0.2
<i>Downtown+</i>	66.6	61.0	\$ 121.89	\$ 118.52	\$ 81.19	\$ 72.28	9.2	2.8	12.3	12.3	0.0
<i>Airport+</i>	74.9	69.8	\$ 97.62	\$ 94.29	\$ 73.12	\$ 65.84	7.3	3.5	11.0	11.0	0.0
<i>Pine Forest+</i>	54.8	49.6	\$ 67.02	\$ 67.77	\$ 36.74	\$ 33.59	10.6	-1.1	9.4	9.3	-0.0
<i>Westside/Perdido+</i>	64.6	61.0	\$ 85.38	\$ 86.74	\$ 55.11	\$ 52.90	5.8	-1.6	4.2	4.1	-0.1
<i>PNS Beach+</i>	68.3	61.0	\$ 153.17	\$ 154.41	\$ 104.65	\$ 94.13	12.1	-0.8	11.2	10.4	-0.7
<i>UWF+</i>	69.1	61.3	\$ 81.28	\$ 77.55	\$ 56.17	\$ 47.56	12.7	4.8	18.1	18.1	0.0

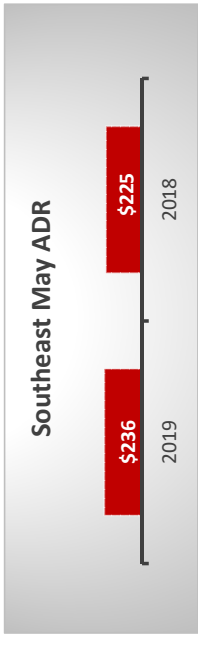
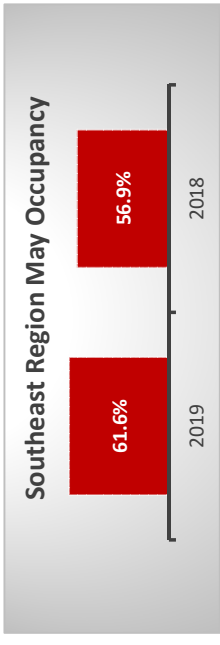
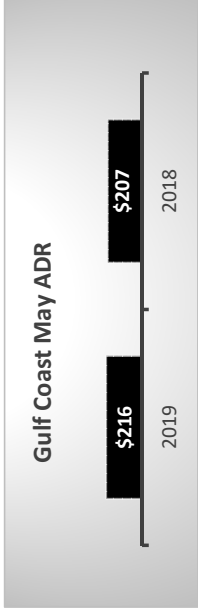
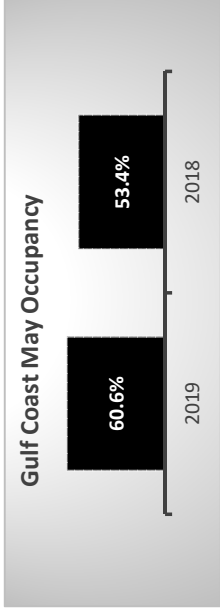
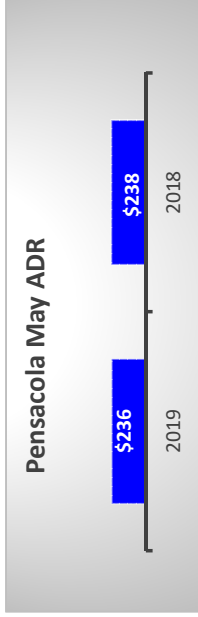
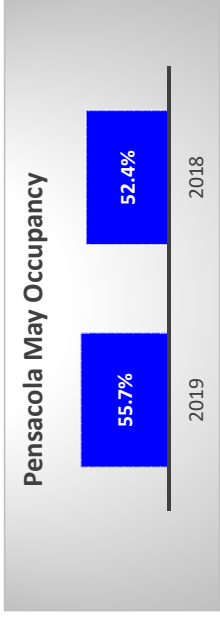


RESERVATIONS ACTIVITY REPORT

Executive Summary

Pensacola

Period: Bookings as of May 31, 2019



Pensacola				
May Performance		2019	2018	Year over Year % Diff
Paid Occupancy		55.7%	52.4%	6.4%
ADR		\$236	\$238	-0.7%
RevPar		\$131	\$124	5.7%

Gulf Coast				
May Performance		2019	2018	Year over Year % Diff
Paid Occupancy		60.6%	53.4%	13.4%
ADR		\$216	\$207	4.3%
RevPar		\$131	\$111	18.3%

Southeast Region Industry Wide				
May Performance		2019	2018	Year over Year % Diff
Paid Occupancy		61.6%	56.9%	8.4%
ADR		\$236	\$225	5.0%
RevPar		\$145	\$128	13.8%

May Booking Pace	8.7%	-5.5%	undefined
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May Booking Pace	9.8%	6.5%	51.3%
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Next Month Performance (June)			
2019	2018	Year over	Year % Diff
Paid Occupancy	68.2%	67.4%	1.2%

Next Month Performance (June)			
2019	2018	Year over	Year % Diff
Paid Occupancy	72.5%	71.0%	2.0%

Next Month Performance (June)			
2019	2018	Year over	Year % Diff
Paid Occupancy	70.2%	69.3%	1.3%

Prior 6 Months to Date (Dec '18 - May '19)			
2019	2018	Year over	Year % Diff
Paid Occupancy	53.4%	48.4%	10.1%
ADR	\$132	\$133	-1.0%
RevPar	\$70	\$64	9.0%

Prior 6 Months to Date (Dec '18 - May '19)			
2019	2018	Year over	Year % Diff
Paid Occupancy	55.9%	47.3%	18.1%
ADR	\$129	\$127	1.4%
RevPar	\$72	\$60	19.8%

Prior 6 Months to Date (Dec '18 - May '19)			
2019	2018	Year over	Year % Diff
Paid Occupancy	52.2%	46.6%	12.0%
ADR	\$156	\$155	0.8%
RevPar	\$81	\$72	12.9%

May 2019 Visitor Insights

Generation		
Centennials (1996 -)	5%	
Millennials (1977 - 1995)	46%	
GenX (1965 – 1976)	15%	
Boomers (1946 – 1964)	33%	
Silent/G.I. (before 1946)	1%	
Age		
Under 25	11%	
25 - 34	31%	
35 - 44	12%	
45 - 54	13%	
55 - 64	22%	
65+	11%	
Average Age	43	

Top Feeder Markets	
Mobile, AL	
Atlanta, GA	
Montgomery, AL	
Huntsville-Decatur, AL	
Nashville, TN	
Harrisburg-York, PA	
Roanoke-Lynchburg, VA	
Birmingham, AL	
New Orleans, LA	
Tampa-St Pete, FL	

Party Composition	
Family*	26%
Couple/Adults Only	74%
Average Party Size	3.1

Household Income	
Under \$50,000	23%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	28%
\$100,000 - \$149,000	23%
\$150,000+	4%
Average	\$82,029

Reason for Visit	
Leisure	55%
Business	2%
Visiting family	43%
Method of Travel	
Drive	71%
Fly	29%

Lodging	
Stayed in Paid Accommodations	67%
Average length of lodging stay	5.1 nights
Spending	
Average party spend	\$1,093
Average party spend per day	\$214

Children Present in Party if:	
Visiting for leisure	26%
Staying overnight	24%
Staying inland	24%
Staying on Pensacola Beach	31%
Staying on Perdido Key	37%

Activities	
Beach	90%
Shopping	38%
Fine dining	33%
Fishing	14%
Museums	12%
Water sports	10%
Ticketed performance	9%
Ecotourism	7%
Pro sporting event	4%
Golf	4%

Growth	
First Time Visitors	34%

Advance Planning	
Less than 1 week	16%
1 - 2 weeks	1%
3 - 4 weeks	11%
1 - 2 months	38%
2 - 3 months	8%
More than 3 months	25%
Average (days)	52

Advance Booking	
Less than 1 week	9%
1 - 2 weeks	2%
3 - 4 weeks	19%
1 - 2 months	28%
2 - 3 months	33%
More than 3 months	7%
Average (days)	51

May Visitor Insights Trend

Top Feeder Markets		
May 2018	May 2019	
Mobile, AL	Mobile, AL	
Birmingham, AL	Atlanta, GA	
Atlanta, GA	Montgomery, AL	
New Orleans, LA	Huntsville-Decatur, AL	
Columbus, GA	Nashville, TN	
Hartford-New Haven, CT	Harrisburg-York, PA	
Memphis, TN	Roanoke-Lynchburg, VA	
Nashville, TN	Birmingham, AL	
Montgomery, AL	New Orleans, LA	
Dallas, TX	Tampa-St Pete, FL	

Visitor Profile			
	May 2018	May 2019	Change
Centennials (1996 -)	5%	5%	-
Millennials (1977 - 1995)	33%	46%	+39%
GenX (1965 – 1976)	34%	15%	-56%
Boomers (1946 – 1964)	23%	33%	+43%
Silent/G.I. (before 1946)	5%	1%	-80%
Average Income	\$102,045	\$82,029	-20%
Average Party Size	3.6	3.1	-14%
Traveled with Children	31%	26%	-16%

Advance Planning			
	May 2018	May 2019	Change
Planning (average days)	52	52	-
Booking (average days)	45	51	+13%

Reason for Visit			
	May 2018	May 2019	Change
Leisure	71%	55%	-23%
Business	4%	2%	-50%
Visiting family	25%	43%	+72%

Lodging			
	May 2018	May 2019	Change
Stayed in Paid Accommodations	71%	67%	-6%
Average Length of Lodging Stay	5.3 nights	5.1 nights	-4%

Spending			
	May 2018	May 2019	Change
Average Party Spend	\$1,516	\$1,093	-28%
Average Party Spend per Day	\$286	\$214	-25%

Growth			
	May 2018	May 2019	Change
First Time Visitors	37%	34%	-8%

Visit Pensacola

May Visitor Overview

Visitor Demographics May 19		1 Year Trend	3 Year Trend	5 Year Trend
Centennials (1996 -)	5%	+14%	NA	NA
Millennials (1977 - 1995)	46%	+38%	NA	NA
Generation X (1965 – 1976)	15%	-56%	NA	NA
Boomers (1946 – 1964)	33%	+41%	NA	NA
Silent/G.I. (before 1946)	1%	-75%	NA	NA
Average HH Income	\$82,029	-20%	+10%	-1%
Traveled w/ Children >18	26%	-17%	+8%	+129%
Average Party Size	3.1	-14%	+6%	+36%
First Time Visitor	34%	-8%	-17%	-18%

Travel Overview May 19		1 Year Trend	3 Year Trend	5 Year Trend
Advance Planning (avg. days)	52	+1%	+28%	-9%
Advance Booking (avg. days)	51	+12%	+41%	-4%
Drove	71%	+10%	-11%	-7%
Flew	29%	-18%	+41%	+22%

Visit Overview May 19		1 Year Trend	3 Year Trend	5 Year Trend
Traveled for leisure	55%	-22%	-20%	-12%
Traveled for business	2%	-42%	-71%	-16%
Traveled to visit family/friends	43%	+67%	+148%	+26%
Stayed in paid accommodations	67%	-7%	+8%	+26%
Average length of lodging stay (nights)	5.1	-4%	-17%	-4%
Average party spend	\$1,093	-28%	-30%	+18%
Average party spend per day	\$214	-25%	-15%	+23%

Communications May 19		1 Year Trend	3 Year Trend	5 Year Trend
Net Communications Recall	62%	+4%	+21%	NA
Advertising Recall	43%	+12%	+65%	+73%
Public Relations Recall	40%	+60%	+30%	+47%

Lodging & Visitor Estimates May 19		1 Year Trend	3 Year Trend	5 Year Trend
Average Daily Rate	\$TBD		NA	NA
Average Occupancy	TBD%		NA	NA
Visiting Parties	TBD		NA	NA
Total Visitors	TBD		NA	NA
Overnight Visitors	TBD		NA	NA
Day Visitors	TBD		NA	NA

Visit Pensacola

YTD Visitor Overview

(January – May)

Visitor Demographics YTD 19		Compared to This Time Last Year
Centennials (1996 -)	5%	+26%
Millennials (1977 - 1995)	41%	+10%
Generation X (1965 – 1976)	22%	-13%
Boomers (1946 – 1964)	29%	-4%
Silent/G.I. (before 1946)	4%	-8%
Average HH Income	\$85,682	-6%
Traveled w/ Children >18	25%	+2%
Average Party Size	3.0	-5%
First Time Visitor	28%	-18%

Travel Overview YTD 19		Compared to This Time Last Year
Advance Planning (avg. days)	55	+7%
Advance Booking (avg. days)	52	+10%
Drove	84%	+18%
Flew	16%	-44%

Visit Overview YTD 19		Compared to This Time Last Year
Traveled for leisure	58%	-5%
Traveled for business	6%	-21%
Traveled to visit family/friends	36%	+15%
Stayed in paid accommodations	64%	-2%
Average length of lodging stay (nights)	7.8	-4%
Average party spend	\$1,390	-6%
Average party spend per day	\$178	-1%

Communications YTD 19		Compared to This Time Last Year
Net Communications Recall	72%	+42%
Advertising Recall	46%	+46%
Public Relations Recall	44%	+72%

Lodging & Visitor Estimates YTD 19		Compared to This Time Last Year
Average Daily Rate	\$TBD	
Average Occupancy	TBD%	
Visiting Parties	TBD	
Total Visitors	TBD	
Overnight Visitors	TBD	
Day Visitors	TBD	

Spring 2019 Visitor Insights

Generation	
Centennials	10%
Millennials	42%
GenX	18%
Boomers	28%
Silent/G.I.	2%
Age	
Under 25	13%
25 - 34	25%
35 - 44	17%
45 - 54	16%
55 - 64	19%
65+	9%
Average Age	43

Top Feeder Markets	
Mobile, AL	
Atlanta, GA	
New Orleans, LA	
Nashville, TN	
Tallahassee, FL	
Biloxi-Gulfport, MS	
Birmingham, AL	
Huntsville-Decatur, AL	
Montgomery, AL	
Panama City, FL	

Party Composition	
Family*	32%
Couple/Adults Only	68%
Average Party Size	3.1

Household Income	
Under \$50,000	34%
\$50,000 - \$74,999	26%
\$75,000 - \$99,999	20%
\$100,000 - \$149,000	14%
\$150,000+	6%
Average	\$75,738

Reason for Visit	
Leisure	59%
Business	3%
Visiting family	38%
Method of Travel	
Drive	81%
Fly	19%

Lodging	
Stayed in Paid Accommodations	56%
Average length of lodging stay	5.1 nights
Spending	
Average party spend	\$1,141
Average party spend per day	\$224

Children Present in Party if:	
Visiting for leisure	33%
Staying overnight	34%
Staying inland	25%
Staying on Pensacola Beach	49%
Staying on Perdido Key	39%

Advance Planning	
Less than 1 week	6%
1 - 2 weeks	4%
3 - 4 weeks	16%
1 - 2 months	29%
2 - 3 months	21%
More than 3 months	22%
Average (days)	57

Advance Booking	
Less than 1 week	5%
1 - 2 weeks	6%
3 - 4 weeks	18%
1 - 2 months	26%
2 - 3 months	24%
More than 3 months	17%
Average (days)	54

Activities	
Beach	88%
Shopping	52%
Fine dining	25%
Water sports	15%
Fishing	13%
Ecotourism	13%
Ticketed performance	12%
Museums	11%
Golf	5%
Art galleries	5%
Season Growth	
First Time Visitors	22%

Spring Visitor Insights Trend

Top Feeder Markets		
Spring 2018	Spring 2019	
Mobile, AL	Mobile, AL	
Birmingham, AL	Atlanta, GA	
Atlanta, GA	New Orleans, LA	
New Orleans, LA	Nashville, TN	
Memphis, TN	Tallahassee, FL	
Nashville, TN	Biloxi-Gulfport, MS	
Montgomery, AL	Birmingham, AL	
Dallas, TX	Huntsville-Decatur, AL	
Washington, DC	Montgomery, AL	
Houston, TX	Panama City, FL	

Visitor Profile			
	Spring 18	Spring 19	Change
Centennials (1996 -)	5%	10%	+100%
Millennials (1977 - 1995)	39%	42%	+8%
GenX (1965 – 1976)	26%	18%	-31%
Boomers (1946 – 1964)	27%	28%	+4%
Silent/G.I. (before 1946)	3%	2%	-33%
Average Income	\$95,354	\$75,738	-21%
Average Party Size	3.4	3.1	-9%
Traveled with Children	28%	32%	+14%

Advance Planning			
	Spring 18	Spring 19	Change
Planning (average days)	46	57	+24%
Booking (average days)	42	54	+29%

Reason for Visit			
	Spring 18	Spring 19	Change
Leisure	64%	59%	- 8%
Business	7%	3%	- 57%
Visiting family	29%	38%	+31%

Lodging			
	Spring 18	Spring 19	Change
Stayed in Paid Accommodations	70%	56%	-20%
Average Length of Lodging Stay	6.5 nights	5.1 nights	-22%

Spending			
	Spring 18	Spring 19	Change
Average Party Spend	\$1,417	\$1,141	-19%
Average Party Spend per Day	\$218	\$224	+3%

Growth			
	Spring 18	Spring 19	Change
First Time Visitors	36%	22%	-39%

Visit Pensacola

Spring Visitor Overview

Visitor Demographics Spring 19		1 Year Trend	3 Year Trend	5 Year Trend
Centennials (1996 -)	10%	+91%	NA	NA
Millennials (1977 - 1995)	42%	+10%	NA	NA
Generation X (1965 – 1976)	18%	-28%	NA	NA
Boomers (1946 – 1964)	28%	+1%	NA	NA
Silent/G.I. (before 1946)	2%	-45%	NA	NA
Average HH Income	\$75,738	-21%	-2%	-4%
Traveled w/ Children >18	32%	+14%	+54%	+62%
Average Party Size	3.1	-7%	+8%	+18%
First Time Visitor	22%	-38%	-55%	-43%

Travel Overview Spring 2019		1 Year Trend	3 Year Trend	5 Year Trend
Advance Planning (avg. days)	57	+23%	+76%	+12%
Advance Booking (avg. days)	54	+28%	+84%	+14%
Drove	81%	+14%	+7%	+6%
Flew	19%	-34%	-21%	-20%

Visit Overview Spring 2019		1 Year Trend	3 Year Trend	5 Year Trend
Traveled for leisure	59%	-8%	-15%	-2%
Traveled for business	3%	-56%	-70%	-45%
Traveled to visit family/friends	38%	+29%	+91%	+11%
Stayed in paid accommodations	56%	-20%	-26%	+1%
Average length of lodging stay (nights)	5.1	-22%	-37%	-31%
Average party spend	\$1,141	-19%	-10%	+15%
Average party spend per day	\$224	+3%	+43%	+67%

Communications Spring 2019		1 Year Trend	3 Year Trend	5 Year Trend
Net Communications Recall	74%	+46%	+40%	NA
Advertising Recall	49%	+57%	+36%	+93%
Public Relations Recall	49%	+122%	+52%	+84%

Lodging & Visitor Estimates Spring 2019		1 Year Trend	3 Year Trend	5 Year Trend
Average Daily Rate	\$TBD		NA	NA
Average Occupancy	TBD%		NA	NA
Visiting Parties	TBD		NA	NA
Total Visitors	TBD		NA	NA
Overnight Visitors	TBD		NA	NA
Day Visitors	TBD		NA	NA



VISIT PENSACOLA BOARD MEETING

July 9, 2019

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Groups Booked: 1
 Sales Leads: 7
 Group Assists: 14
 Partner Referrals: 39
 Room Night Leads: 4,312
 YTD Leads: 48
 YTD Bookings: 27
 YTD Room Nights Booked: 23,351
 YTD Partner Referrals: 411

May Group Leads

- Blue Wahoos
- National Warbird Operators
- American Open Series 2 and National Youth Championship
- Southeastern Electric Exchange
- National Medical Advisory Board
- Panhandle Basketball Tournament
- Battle of South Summer Jam Basketball

May Service Highlights

- NTTW19
 Hospitality Olympics
 4th Annual Hospitality Heroes Luncheon
 Tourism Gives Back
 Downtown Rally
 Open Houses
- Kyle Petty Charity Ride coordinated with ESCO, Garcon Point Toll, Bob Sikes Tolls, SRSO

TRAVEL:

On June 1-5, Visit Pensacola accompanied by Innisfree Hotels, attended IPW 2019 in Anaheim, CA. More than 40 appointments were held with international and domestic group and leisure travel trade professionals interested in booking business in the Pensacola Bay Area. The opportunity to meet with group planners in addition to tour operators was new at IPW this year and we look forward to booking future business from our appointments.

New Partners

- Gulf Coast Surf School
- Ho2 Pensacola Pontoons Rental
- Café Bistro
- Spiker
- Gulf Coast Shades and Blinds
- Tiki Island Mini Golf
- Fusion Spa and Salon
- Deja You Re Experience Youth
- Jelly's Eatery
- Boogie Inc.

Partner Promotions

- **Marketing Bar**- Offering all partners 20% off any printed material to Visit Pensacola Partners

MAY EVENTS

- Pensacola Artist in Residence: Meet the Artist
- John Appleyard: History Lectures May 10 & May 21
- Tonya Vaden, Pensacola City Parks – May 29
- I-10 Florida Welcome Center Promo Booth

UPCOMING EVENTS

VIC June Events

- **John Appleyard Lectures: June 4, 18**

Experience HRT- 2019 Chair: Marty Stanovich

- Tuesday, June 18, 2019: Holiday Inn Davis Hwy.
 Speaker: Cathy Holmes, Navarre Beach Sea Turtle Conservation Center
- NCUR Breakfast: Tuesday, June 18 @ Museum of Commerce

Sales & Services Committee

- June 25, 3:30pm
 Selevan Palafox, 511 Palafox Street

VIC News:

Visitor Information Centers

Number of daily Visitors: **5,161**

Direct assists: **1,097**

Phone assists: **382**

Group Packages assembled: **1,056**

Guest sign in states: **FL, MS, AL, TX, LA, AR, IN, OH**

International Sign ins: **Austria, Kazakhstan, China, Canada, Belgium, Switzerland**



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
Pro Watercross	2019 Pro Watercross Pensacola Beach	5/2/2019	LC	3,000	685	\$1,200,000.00	
A7 CORSAIR II ASSOCIATION	A7 CORSAIR II ASSOCIATION	5/4/2019	LO	90	40	\$56,250.00	
USS PROTEUS (AS - 19)	USS PROTEUS (AS - 19)	5/5/2019	LO	50	87	\$37,500.00	
FL Department of Environmental Protection	FL Coastal Management Program Conference	5/7/2019	LC	115	100	\$44,625.00	
JHG Marketing	FL Dept. of Health –FCCDHH Quarterly Board Meeting	5/8/2019	LC	60	48	\$24,750.00	
Kyle Petty Charity Ride Across America	Kyle Petty Charity Ride Across America - 25th	5/9/2019	LC	250	150	\$50,000.00	
2019 Weddings	Palmer Wedding/Reunion	5/10/2019	LW	75	35	\$32,500.00	
AM TRAC REUNION (MILITARY RETIREES)	AM TRAC REUNION (MILITARY RETIREES)	5/11/2019	LO	20	42	\$15,000.00	
Lending Solutions Consulting, Inc.	Advanced Lending Institute	5/13/2019	LW	20	45	\$12,000.00	
FLCda Trust for Historic Preservation	FL Trust for Historic Preservation 41st Annual Conf.	5/14/2019	LC	250	178	\$171,875.00	
SE Section International Org. of Women Pilots	The 99's Southeast Section Spring Meeting - 2019	5/15/2019	LC	60	210	\$68,000.00	
2019 Weddings	Packett Wedding	5/15/2019	LW	65	120	\$7,600.00	
2019 Reunions	Hopson Family Reunion	5/24/2019	LW	50	40	\$15,750.00	
Saenger Theatre Promoter	Art Garfunkel Show	5/28/2019	LW	4	8	\$1,120.00	
2019 Weddings	Mares-LCo Wedding	5/30/2019	LW	175	900	\$196,875.00	
2019 Reunions	2019 Oden Family Reunion	5/31/2019	LW	60	90	\$4,800.00	
TOTAL:				4,344	2,778	\$1,938,645.00	



Upcoming Meetings/Groups

Account Name	Lead Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
TACAMO Community Veterans Association	TACAMO Comm. Veterans Association Reunion 2019	6/4/2019	LO	75	218	\$84,375.00	Assist
2019 Reunions	Kidd Family Reunion	6/7/2019	LW	80	45	\$4,650.00	Assist
2019 Weddings	Beams Weddings	6/13/2019	LW	30	30	\$10,500.00	Assist
Louisiana Propane Gas Association	2019 APGA/LPGA Convention	6/16/2019	LC	110	330	\$88,000.00	Definite
2019 Reunions	Hodges Family Reunion	6/20/2019	LW	60	30	\$18,000.00	Assist
2019 Weddings	Worthylake - Apel Wedding	6/20/2019	LW	120	59	\$9,800.00	Assist
2019 Reunions	Pugh - Slater Reunion	6/21/2019	LW	125	120	\$7,500.00	Assist
2019 Weddings	Chris and Embers Wedding	6/27/2019	LW	120	90	\$105,750.00	Assist
2019 Reunions	Knott, Broughton, Scarbough & Crenshaw Reunion	6/27/2019	LW	150	180	\$12,000.00	Assist
TOTAL:				<u>870</u>	<u>1,102</u>	<u>\$340,575.00</u>	



VISIT PENSACOLA BOARD MEETING

July 9, 2019

Marketing & Communications



850.434.1234
800.874.1234



fax:
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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Visit Pensacola
Public Relations Report
May 2019

OUTREACH



Highlight: Why Travel Matters to the Pensacola Bay Area



Highlight: Visit FL Domestic Road Trip (Nashville - ATL - Birmingham)



Highlight: HBCU Queens - Ebony Magazine



Highlight: Vinyl Music Hall Anchors Downtown Pensacola Scene with Live Music



Highlight: HGTV Island Life

SOCIAL MEDIA

8,320 sessions via social referral • 5,287 total social conversions



604 TOTAL SOCIAL CONVERSIONS

Total Engagement: 4,612 Replies, engaged 90 unique people, 344K Impressions



6,033 TOTAL SOCIAL CONVERSIONS

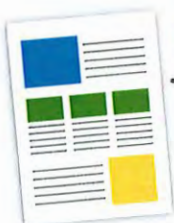
1,720 New Page Likes

100,764 Engaged Users with the potential of 3.1 million total impressions (all generated from likes, shares and comments on posts)



528 TOTAL SOCIAL CONVERSIONS

Engaged 46 people, 1,040 pins



E-MARKETING CONSUMER eNEWS

485 new sign-ups

16.3% open rate

89.3% conversion rate

2.7% click throughs



Visit Pensacola
Public Relations Report
May 2019

EARNED MEDIA

ACTIVE COVERAGE - SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Why Travel Matters to the Pensacola Bay Area
- 1,500 Summer Experience Bags to Underserved Middle Schoolers in Escambia County
- Pensacola Hot with Summer Events and Activities
- Visit Pensacola Not Accepting Grant Applications for Events

MEDIA ASSISTS

- RV Miles family press trip
- Mommy Bloggers press trip
- Ellison Family - UK press trip
- The Creative SAHM press trip
- Paul Laquerre - Canadian Editor press trip
- HBCU Queens - Ebony Magazine photo and video shoot

MEDIA ASSISTS

- InWeekly
- Bella Magazine
- Pensacola Bay Cruises
- Meteorologist Brian Smith from WTVC-TV in Chattanooga, TN
- American Magic Presentation
- America's Cup Challenger
- Visit FL Editorial Lead (May)
- Florida Friday - Gosh PR lead (May)
- In Her Shoes - Southern Living pitch
- Pensacola News Journal
- Visit FL Sizzle Reel
- Resonance Consultancy America's Best Cities
- Jet Set Magazine
- Business Leisure for AL.com
- Destination Florida's Quick Trip Submission



MEDIA ASSISTS

- Destination Florida's Quick Trip NTTW Submission
- Total Food Service
- WEAR 3
- NMAB Fall Meeting

PRESS MENTIONS - STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- The Best Beaches in Florida



185 stories

Highlights:

- 20 Beach Vacation Spots Where Time Stands Still
- The 10 Most Affordable Beach Towns



8 Accolades

Highlights:

- From Tom Cruise to George Clooney, the stars are coming to Florida - and we're not talking about Miami or Disney
- Hidden Gems Only Southerners Know About



EXPERIENCE CAMPAIGN ACTIVITY

- FOCUS ON ADVENTURE AND FAMILY TRAVEL WRAPS**

These messages, delivered to our major markets and travel-intenders matching behavioral profiles, closed out the end of May.

- ON-GOING EXPERIENCE CAMPAIGN**

Social media showcased Fiesta of Five Flags celebrations and the Graffiti Bridge 5k, along with other events. Native ads reached out to families, history buffs, and the LGBTQ community. A print ad in *Afar* magazine promoted the Pensacola Bay area's adventure side. In conjunction with the HBCU Queens gathering, Visit Pensacola will be highlighted in both the print and online editions of *Ebony* magazine.

- NEWARK DIRECT FLIGHT DIGITAL CAMPAIGN**

From May through June, we'll encourage the Newark and New York DMAs to open up their skies with Pensacola Airport's new nonstop service into Newark.



TRIP GIVEAWAY PROMOTIONS

BIRMINGHAM, NASHVILLE, AND NEW ORLEANS

We partnered with TV stations in these three markets, garnering exposure via in-studio appearances, broadcast/connected TV ads, digital ads, social media, and email. Almost 12,000 total entries were collected.

Birmingham: 1,646

Nashville: 5,442

New Orleans: 4,814

Those who entered will receive follow-up emails inviting them to learn more about the area.



ASSET DEVELOPMENT

- Coordinate and provide assets for FloraBama Nashville promotion
- Provide video assets for Newark flight promotion
- Develop creative and traffic assets for summer beach campaign
- Build social media event ads
- Continue work on Pensacola Cultural Guide
- Continue work on VisitPensacola.com
- Continue campaign analytics/reporting

TRACKABLE DATA OVERVIEW – MAY 2019

These figures account only for those people who saw an ad on their phone, tablet, laptop or home computer and then booked or traveled into our market. They do not represent all flights, hotels or arrivals.

FLIGHT BOOKINGS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded flights booked during the month associated with trackable ad views.

TOP FLIGHT ARRIVALS BY MARKET

Dallas-Ft Worth	41%	Philadelphia	3.8%
Washington, DC	17.4%	Miami	2.3%
Chicago	8.7%	New York	1.9%
Houston	4%	Newark	1.7%

HOTEL ROOM NIGHTS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded room nights booked during the month associated with trackable ad views.

TOP HOTEL ARRIVALS BY MARKET

Atlanta	10.7%	Dallas-Ft Worth	6.5%
Birmingham	8.8%	New York	5.9%
New Orleans	8.8%	Chicago	4%
Houston	7.3%	Lafayette	3.4%

DIGITAL IMPACT – MAY 2019

SOCIAL MEDIA



Data based only on paid social media advertising.

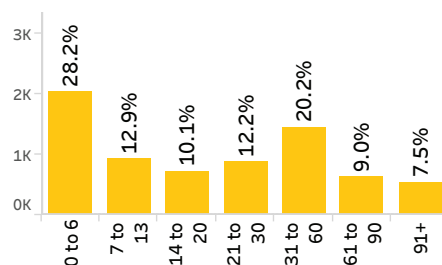
WEBSITE TRAFFIC



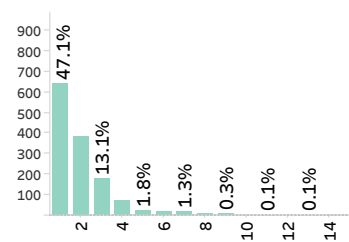
Native content advertising drove 32% of traffic.

EXPEDIA INSIGHTS – MAY 2019

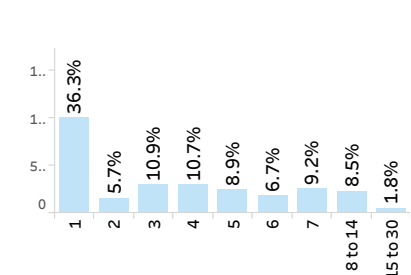
TRAVEL WINDOW (air & hotel)



LENGTH OF STAY (hotel)



TRIP DURATION (air)



WHAT'S NEXT?

- June brings the FloraBama/Nashville CMA Fest and Newark direct flight promotion, as well as summer's beach-centered messaging.
- Direct mail and Facebook promotions are in the works for early Fall.

VisitPensacola.com

MAY ONLINE REPORT



Summary

- **Website engagement**
 - Website visits are up 2.8%
 - Unique website visitors up .8%
 - Mobile Traffic up 4.9%
- **Acquisition**
 - Top converting channels:
 - Organic Traffic / 129.5%
 - Paid Search / 117.9%
 - Referral / 111.7%
 - Email / Conversion rate 89.3%
- **Email Engagement**
 - Unique Open Rate 16.3%
 - Unique CTR 2.7%
 - Conversion Rate 89.3%

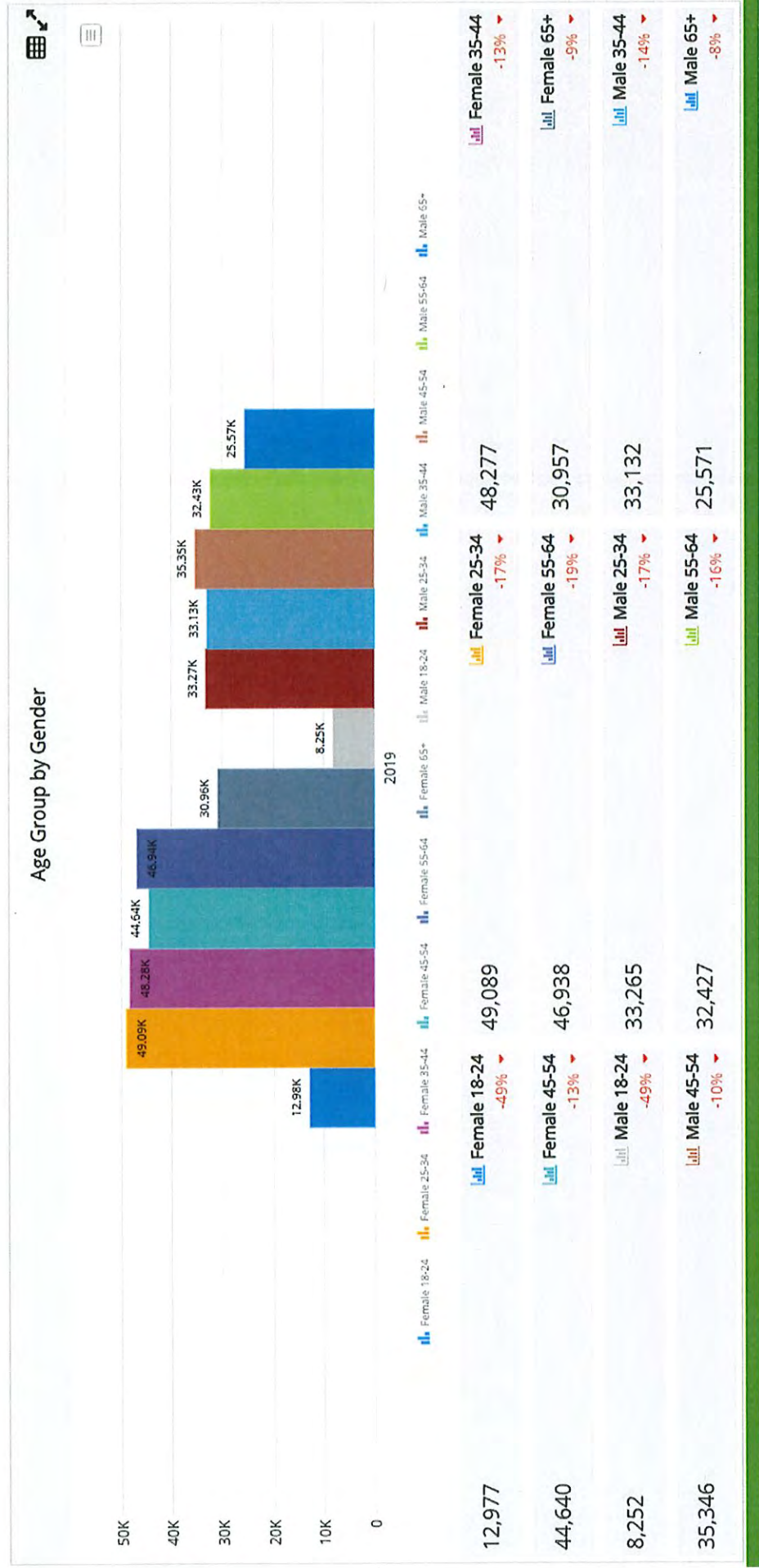


Audience

Measurement	Main	% Change (main site) (May 2019 vs. 2018)
Website Visits	222,779	▼ 2.8%
Unique Visits	164,541	▼ 0.8%
New Visitors	149,379	▼ 0.4%
Desktop Users	43,020	▼ 8.6%
Mobile Users	109,910	▲ 4.9%
Tablet	13,063	▼ 4.5%



Audience - Demographics



Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Conversion YOY
Mobile AL-Pensacola (Ft. Walton Beach) FL	31,586	24,040	43.6%	2.4	111.2%	▼3.8%
Atlanta GA	19,953	16,979	47.0%	2.1	93.6%	▲12.9%
New Orleans LA	13,822	11,089	47.7%	2.2	98.3%	▼1.9%
Dallas-Ft. Worth TX	7,484	6,781	43.0%	2.6	116.0%	▲11.3%
Orlando-Daytona Beach-Melbourne FL	7,332	6,201	49.7%	1.9	80.8%	▼6.8%
Nashville TN	5,777	5,208	39.3%	2.5	107.7%	▼11.7%
Birmingham (Ann and Tusc) AL	4,596	4,140	45.3%	2.3	100.8%	▼8.4%
Houston TX	4,512	4,129	43.8%	2.6	112.2%	▲15.4%
New York, NY	4,129	4,002	62.1%	1.7	54.1%	▼39.0%

Engagement

Partner Engagement on Website



Series	Coupons	Events	Listings	Outbound links
Feb '19	545	12,885	22,420	46,624
Mar '19	852	21,670	28,971	61,825
Apr '19	734	22,847	25,302	55,743
May '19	853	19,436	30,583	52,369

487,189

Engagement - Events
3%

Engagement – Partner Listings



Email Engagement



Pensacola Florida Dashboard **for Pensacola**
From May 01, 2019 to May 31, 2019
Created On Jun 01, 2019

SECTION 1 - PAGE 1

Overall Website Metrics



Sessions by Metro

Region	Metro	Sessions
Total		217,735
Alabama	Mobile AL-Pensacola (Ft. Walton Beach) FL	43,474
Georgia	Atlanta GA	25,904
Louisiana	New Orleans LA	18,332
Texas	Dallas-Ft. Worth TX	9,825
Florida	Orlando-Daytona Beach-Melbourne FL	9,221
Tennessee	Nashville TN	7,577
Alabama	Birmingham (Ann and Tusc) AL	5,780
Illinois	Chicago IL	5,753
Texas	Houston TX	5,654
Maryland	Washington DC (Hagerstown MD)	4,355

Grid contains more rows, but they have been clipped.

IBM Email Totals



Unsubscribed

Unique Click to Open Rate

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:54	▼ 5.8%
Pages	2.4	▼ 5.8%
Bounce Rate	44.7%	▼ .02%
Email Sign Up Completions	584	▲ 5.0%
Insider Guide Signups Completions	1,381	▼ 7.5%



Acquisition by Channel

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	92,322	122,594	42.6%	2.7	141.7	129.5%
Paid Search	18,606	23,940	40.8%	2.7	120.3	117.9%
Direct	16,348	23,128	53.8%	1.9	90.6	75.5%
Native	16,303	20,498	44.1%	1.2	30.8	20.6%
Display	13,897	15,789	63.0%	1.4	46.5	36.1%
Social	7,080	8,320	33.9%	1.7	62.5	59.7%
Referral	5,128	6,597	35.1%	2.7	139.2	111.7%
Email	1,530	1,834	43.6%	2.1	112.5	89.3%
(Other)	68	77	55.8%	1.5	34.8	46.8%
Paid Social	2	2	0.0%	3.5	694.5	200.0%

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	85,616	73,469	113,825	43.3%	2.7	138.0	126.2%
google / cpc	16,562	14,520	21,567	41.0%	2.6	115.2	114.9%
(direct) / (none)	16,348	15,381	23,128	53.8%	1.9	90.6	75.5%
stack_adapt / native	8,543	7,698	12,268	44.6%	1.1	32.2	14.9%
travel_spike / native	5,878	5,818	6,113	31.6%	1.3	24.9	30.1%
facebook / display	5,636	4,634	6,631	47.5%	1.7	46.0	52.3%
m.facebook.com / referral	4,430	3,409	5,138	32.5%	1.5	50.7	49.1%
sojern / display	4,166	4,065	4,567	78.7%	1.2	28.1	18.0%
bing / organic	3,913	3,340	4,936	32.5%	3.8	201.2	180.0%
yahoo / organic	2,423	2,123	3,145	35.4%	3.3	181.1	167.1%

Acquisition - Referrals

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
m.facebook.com	4,430	3,409	5,138	32.5%	1.5	50.7	49.1%
instagram.com	904	864	940	49.4%	1.6	36.9	55.1%
google.com	598	486	681	27.0%	1.7	93.5	71.4%
visitflorida.com	527	425	596	28.9%	4.1	221.4	189.4%
livebeaches.com	514	225	802	65.8%	1.9	58.6	68.1%
tracking-usa02.omnitagis.com	452	434	458	10.0%	1.0	5.9	0.4%
pinterest.com	430	385	521	26.7%	1.7	76.3	67.6%
t.co	427	277	604	28.3%	1.8	99.4	68.7%
facebook.com	409	304	530	29.4%	2.1	82.8	76.8%
l.facebook.com	261	208	274	44.5%	2.4	109.9	109.9%

Top Pages

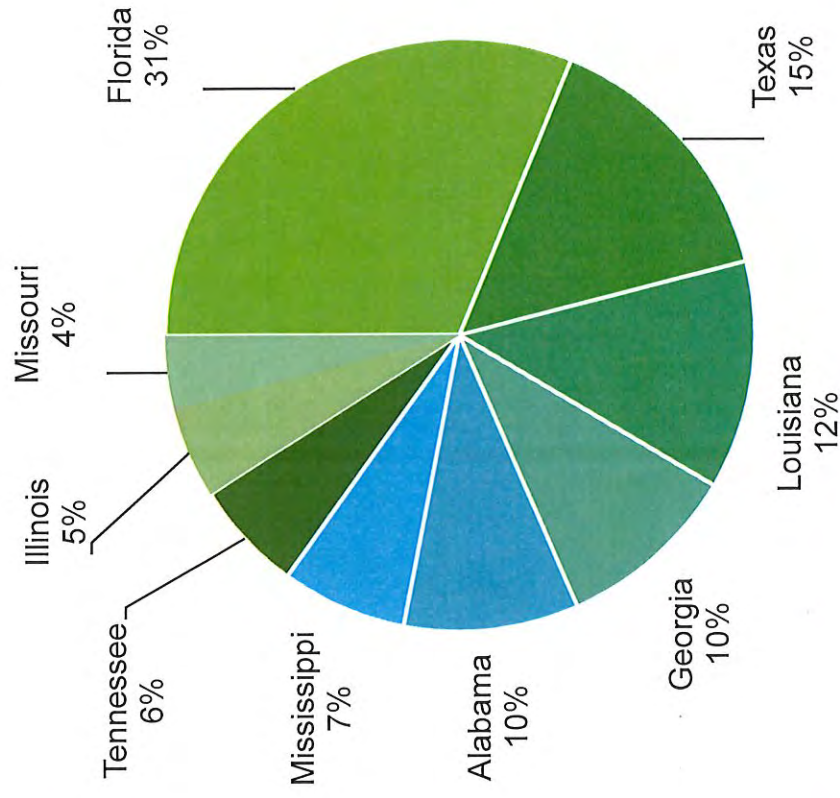
1. Webcam
2. Homepage
3. Events
4. Family Fun
5. Things To Do
6. Plan Your Trip – Free
7. Beaches > Pensacola Beach
8. Things To Do > Outdoors
9. This Week Events
10. Things To Do > Attractions



Engagement (E-Book) *May 2019*

Top States – E-Book

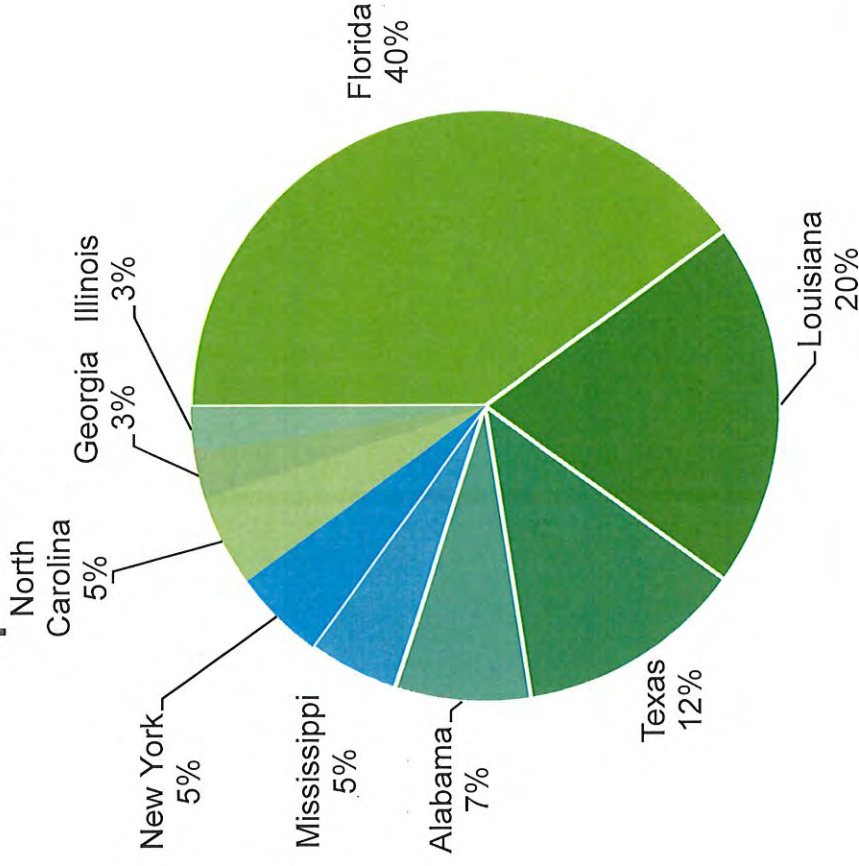
Measurement	Value
Unique Visits	1,029
Unique Page Views	22,606
Avg. Time (min.)	7.0
Total Clicks	55
PDF Download	48



E-Book – Multicultural

May 2019

Top States – E-Book



Measurement	Value
Unique Visits	64
Unique Page Views	776
Avg. Time (min.)	4.3
Total Clicks	13
PDF Download	3

Social Engagement

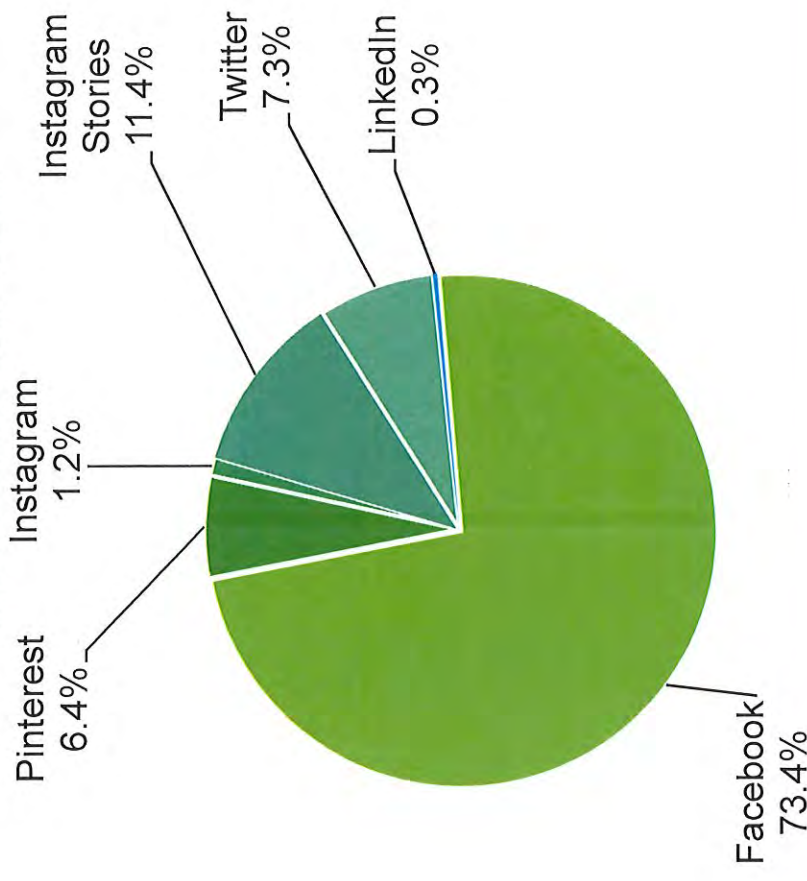
of Sessions via Social Referral: **8,320**

Total Social Conversions: **5,287**

Top Social Content

- Visitpensacola.com
- Hot with Summer Events blog
- Pensacola Photo Trail
- Fiesta of Five Flags Blog
- Donuts to Die For - Blog

Social referrals to VisitPensacola.com

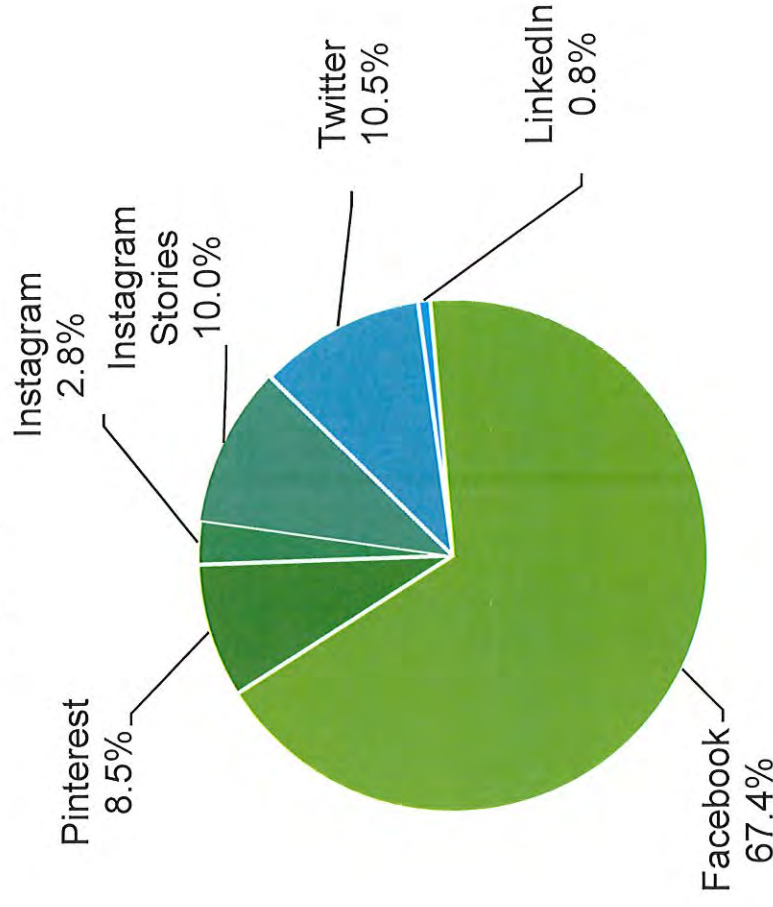


Social Conversions

Top converting social channels.

- Facebook / 3,500
- Pinterest / 439
- Instagram / 145
- Instagram Stories / 520
- Twitter / 547
- LinkedIn / 41

Social Conversions

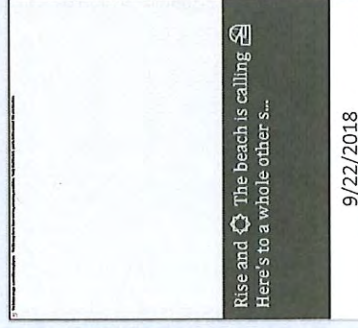


Instagram Report

Instagram Account Report

Pensacola, Florida

MOST ENGAGING POST



All Posts

Photo Posts

Video Posts

Carousel Posts

INSTAGRAM POSTS

46

39

7

0

ENGAGEMENTS

23,570

20,132

3,438

0

ENGAGEMENTS PER POST

512.4

516.2

491.1

0

MOST ENGAGING FILTER

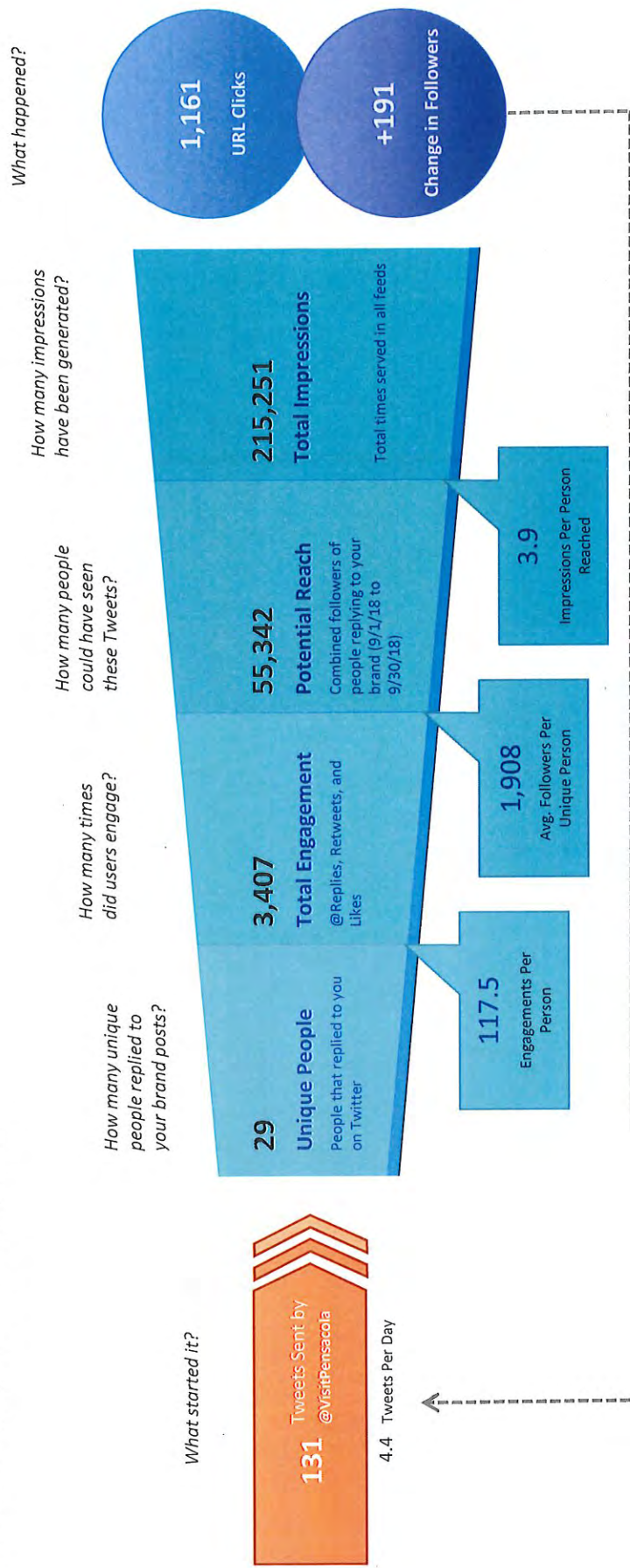
NA

MOST ENGAGING LOCATION

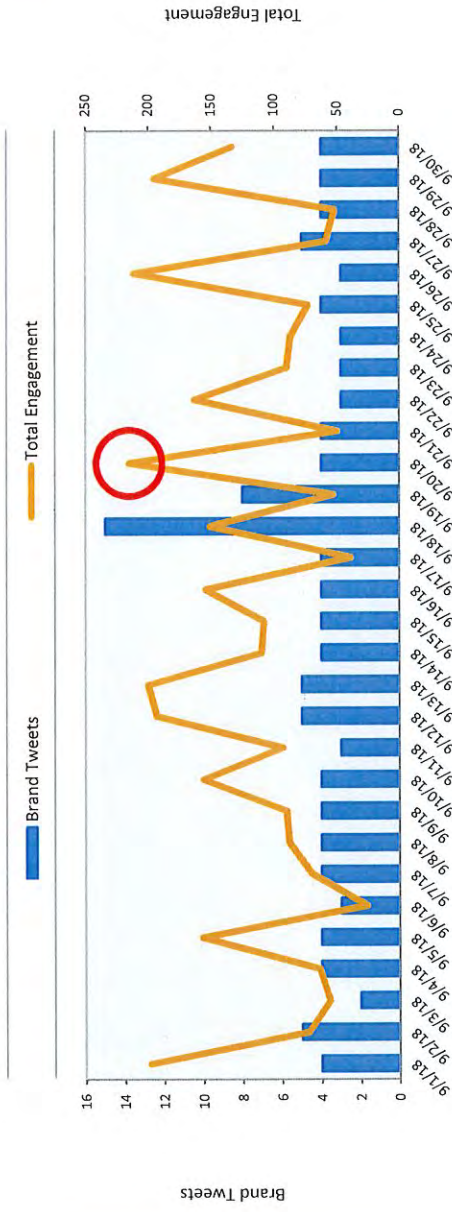
NA

Twitter

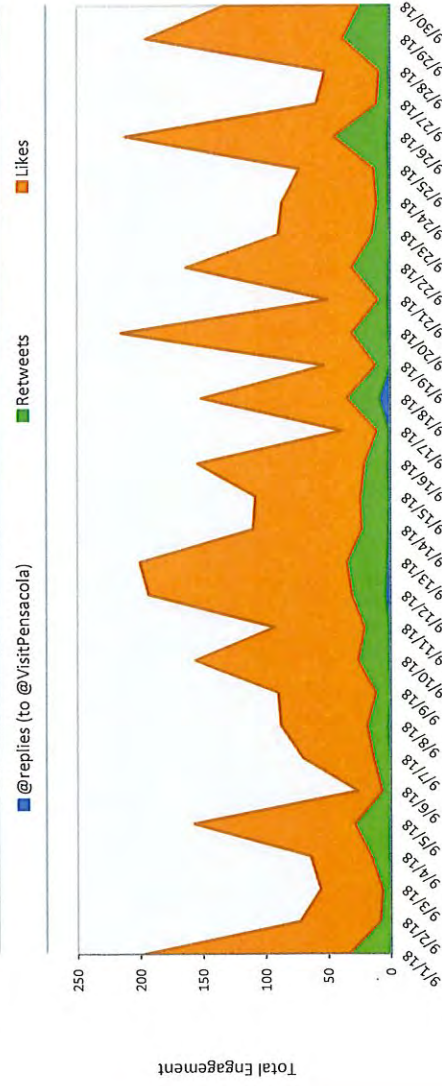
Twitter Engagement Megaphone



Brand Tweets and Engagement



Engagement Breakdown



ENGAGEMENT BREAKDOWN

3,407
Total Engagement

38 Replies
587 Retweets
2,782 Likes

ENGAGEMENT PEAK

9/20/18

89% more engagement than the daily average from this report period.

This peak appears to be overwhelmingly produced by brand-driven activity, with RTs, Replies & Likes accounting for 100% of your total engagement, and @mentions accounting for 0%.

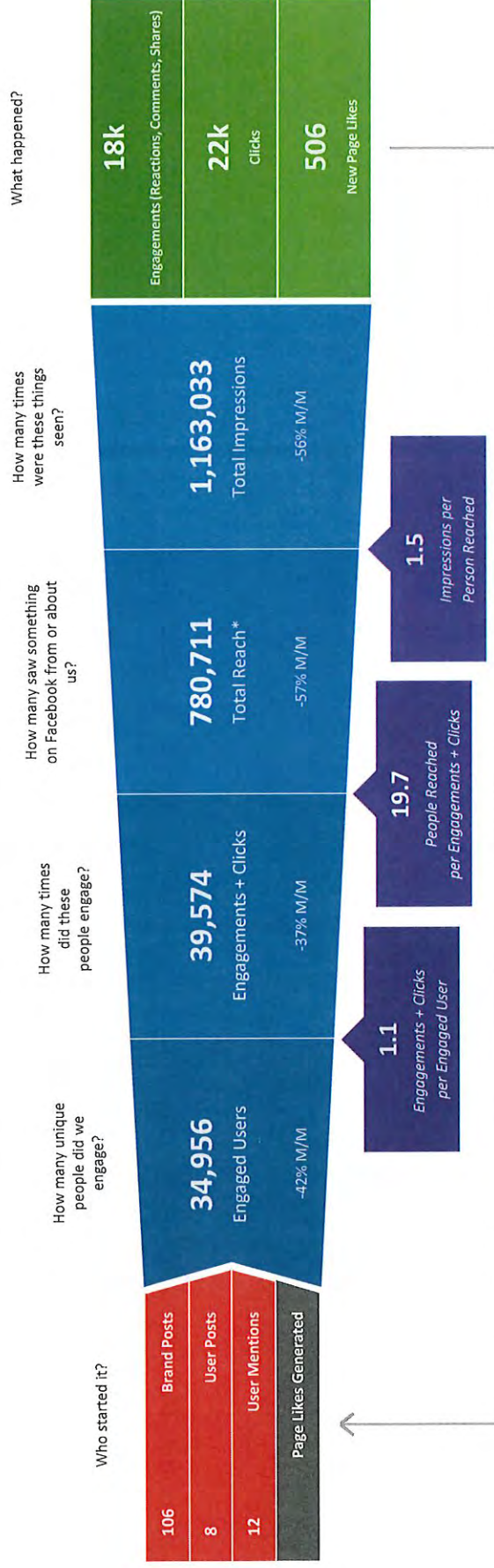
MOST ENGAGING TWEET FROM REPORT PERIOD

"The air up there in the clouds is very pure and fine, bracing and delicious. And why shouldn't it be? It's the same the angels breathe." -M..."

153 engagements (24.5% of the total)

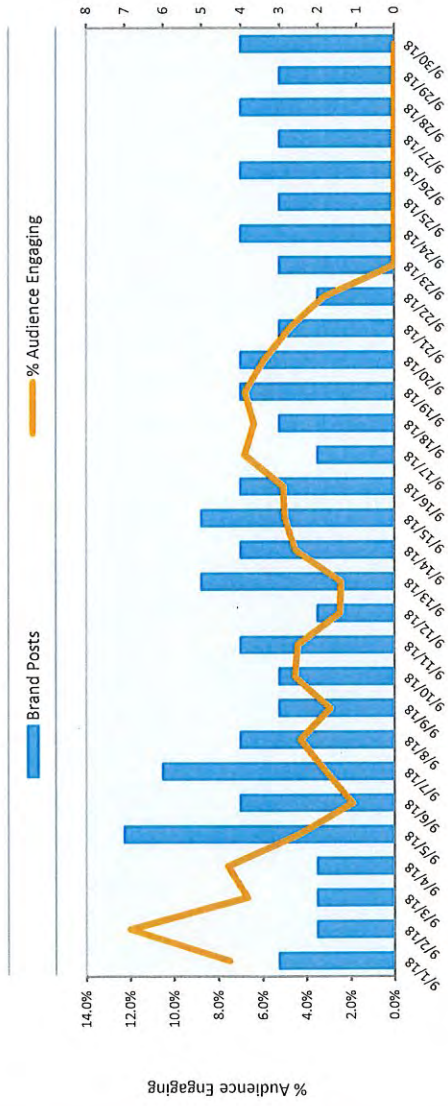
Facebook

Facebook Engagement Megaphone: Visit Pensacola



*Numbers will differ from Facebook Insights. The sum of daily Reach is provided for directional purposes. Facebook only provides this metric as a 1, 7 or 28 day trailing figure.

Posts and % Audience Engaging Over Time



ENGAGEMENT OVERVIEW

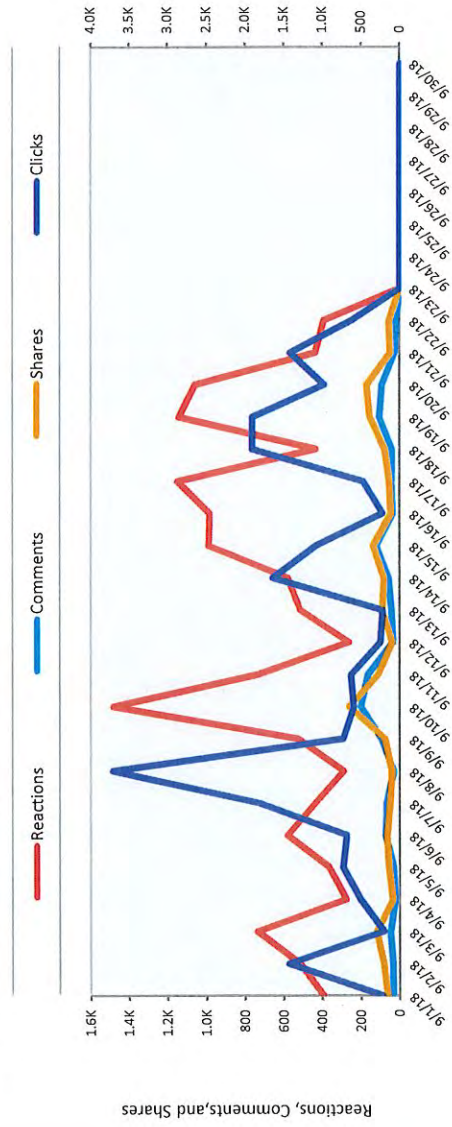
4.48% % Audience Engaging

35k Engaged Users

781k Total Reach

106 Brand Posts

Reactions, Comments, Shares, and Clicks



INTERACTIONS BY TYPE

14k Reactions
134.5 per post

1,428 Comments
13.5 per post

1,892 Shares
17.8 per post

22k Clicks
207.5 per post

Pinterest



Visit Pensacola
PINTEREST CHANNEL REPORT

REPORTING PERIOD 9/1/18 – 9/30/18

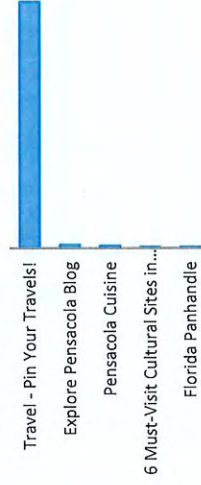


Engagement

434

On New	25
On Existing	409

Top Boards

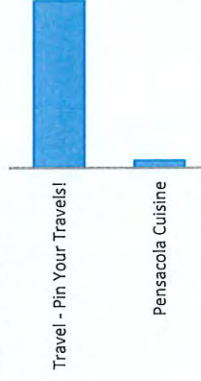


Pins

695

New	2
Existing	693

Top Boards

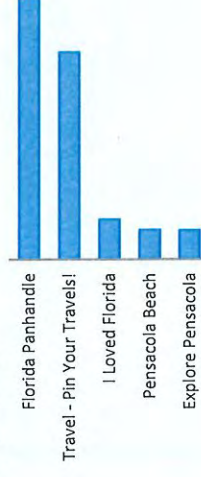


Followers

1,069

Net New	12
Existing	1,057

Top Boards



LinkedIn

LinkedIn Company Analysis
5/1/2019 - 5/31/2019 compared to 4/1/2019 - 4/30/2019



Visit Pensacola, Inc.

What started it?

How many times did people like, comment and share your updates?

How many times were your updates seen?

What happened?

Updates

22

-8% M/M Change

Avg. Daily Updates

0.7

Interactions

202

-35% M/M Change

Avg. Daily Interactions

6.5

Impressions

3,876

-36% M/M Change

Avg. Daily Reach

0

Clicks

146

-16% M/M Change

Followers Added

-236

-1280% M/M Change

YouTube

Subscribers: 770

Views: 8.0k

Watch time: 11.9k

Top shared content:

- Pensacola Beach
- A Look At Big Lagoon State Park
- Pensacola Beach Fishing
- 5 Reasons to Visit Pensacola
- Things to do in the Pensacola Bay Area

The screenshot shows the YouTube channel page for 'Visit Pensacola', which has 715 subscribers. The channel banner features a beach scene with the text 'THE Pensacola EXPERIENCE'. The navigation bar includes links for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The main content area displays three video thumbnails under the heading 'Visit Local Pensacola', all titled 'Visit Local Pensacola: Live in the Kitchen'. Below these is a 'Vlog' section with the title 'Take an adventure with us as we explore the Pensacola Bay Area.' and four video thumbnails. The bottom section, 'Exploring Pensacola with JD Andrews', also features four video thumbnails. On the right side, a 'POPULAR CHANNELS' list includes 5-Minute Crafts, Like Nastya Vlog, Kids Diana Show, Badabun, Toys and Colors, and CookieSwirlC.

YouTube

Search

THE Pensacola EXPERIENCE

Visit Pensacola
715 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO (BETA)

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Visit Local Pensacola PLAY ALL

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
121 views • 1 year ago

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
121 views • 1 year ago

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
79 views • 1 year ago

POPULAR CHANNELS

5-Minute Crafts
SUBSCRIBE

Like Nastya Vlog
SUBSCRIBE

Kids Diana Show
SUBSCRIBE

Badabun
SUBSCRIBE

Toys and Colors
SUBSCRIBE

CookieSwirlC
SUBSCRIBE

Vlog PLAY ALL

Take an adventure with us as we explore the Pensacola Bay Area.

A trip to Joe Patti's with Ryan
Visit Pensacola
4.5K views • 3 years ago

Palafox Market in downtown Pensacola
Visit Pensacola
4.9K views • 3 years ago

Dog Friendly Pensacola
Visit Pensacola
2.4K views • 3 years ago

Tap into Pensacola
Visit Pensacola
1.9K views • 3 years ago

Exploring Pensacola with JD Andrews PLAY ALL

Water Activities
Visit Pensacola
196 views • 1 year ago

Visiting Pensacola Bay Oysters
Visit Pensacola
366 views • 1 year ago

World's Largest Naval Aviation Museum
Visit Pensacola
139 views • 1 year ago

A Thriving Downtown
Visit Pensacola
167 views • 1 year ago