



VISIT PENSACOLA BOARD MEETING

February 26, 2020



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



VisitPensacola.com



Board of Directors Meeting

February 26, 2020

3:00 p.m. – 5:00 p.m.

UWF Historic Bowden Bldg., 120 Church Street

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the January 2020 meeting**
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *Search Committee Report**
 - c) *Grant Committee Report**
 - d) *RFP for Pay For Click**
 - e) *Discussion to extend commitment of Visit Pensacola from 3 to 5 years**
5. Staff Updates
 - a) *Marketing/Showcase*
 - b) *Interim President/CEO*

* Action Item requiring board vote



**Visit Pensacola
Board of Directors Meeting
Margaritaville Beach Hotel
January 29, 2020**

Members Present: Sterling Gilliam, D.C. Reeves, McKenzie Nicholas, Dr. Lusharon Wiley, Suzanne Lewis, Gabe DiCianni, Jay Bhakta, Cindi Bonner, Joe McCay, Cameron Price, Jessica Andrade

Staff Present: Jack Brown, Robby Rushing, Kimberly Sparks, Nicole Stacey, Paul Cornell, Leslie White, Kaya Man, Lindsey Steck, Shawn Brown, Logan Whyner, Barbara Williams.

The January 29, 2020 Visit Pensacola Board of Directors meeting was called to order by Sterling Gilliam at 2:59 p.m.

Public Comment: There was no public comment.

Old business:

Meeting Minutes: There was no discussion on the meeting minutes from December 2019. A motion was made by Jay Bhakta, seconded by Gabe DiCianni, to approve the meeting minutes. The vote was unanimous for approval.

New business/Discussion items:

FY 19 Audited Financials presented by Tara Godbey, CPA: Tara Godbey, CPA with Warren Averett presented the audit results. There were no issues found. This was the sixth year she has been involved in our audit. There was a new standard applicable to Visit Pensacola. Visit Pensacola adopted Accounting Standards Update (ASU) No. 2016-14, Not-for-Profit Entities (Topic 958): Presentation of Financial Statements of Not-for-Profit Entities. Their opinion was not modified with respect to this matter. Ms. Godbey expressed her thanks to Kimberly for doing such a good job and being available for any questions.

A motion was made by Cameron Price, seconded by Jay Bhakta, to accept the audit results. The vote was unanimous for approval.

Finance Committee Report and Compiled Financial Statement: McKenzie Nicholas gave the financial report and presented Jason Loeffler's, CPA, PA Independent Accountant's Compilation Report. The objective of the Compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



FY 20 December Takeaways: December 2019 as compared to December 2018 shows a \$100K decrease month-to-date. This is due to having more expenses in December 2019 with checks having not cleared the bank and therefore unable to bill the County nor recognize the income. FY 20 to date we have had \$200K more in expenses than in the previous year 1st quarter.

Major Highlights: ACE backup for FY 19 was accepted by the County and paid/settled with FY 19 funds. As this occurred and to balance with the County, the auditors and Kimberly have adjusted this expense, \$30K to FY 19 financials. The audit draft was presented to Visit Pensacola on 01/23/2020. It was a clean audit. The only adjustments were the acceptance of ACE's backup by the County. Stated in previous months FY 20 year-to-date we are unable to get reimbursed from the County for some large vendors as we are currently waiting on contract(s). Due to the holiday, many checks had not cleared the bank and therefore unable to bill the County or recognize the income on the income statement. The majority of these expenses cleared in December. We submitted nearly \$1M for reimbursement to the County for the month of December. Once processed, this will help with cash flow. We have advanced Pensacola Sports \$150K year-to-date as per their FY 20 contract in October and \$100K was in December. We will advance up to \$500K for FY 20. The County disallowed two expenses from FY 19 final submission - \$13K from Showcase due to the actual run dates of the advertisement in the magazine, and \$358.00 from a trip that was canceled for staff.

Visit Pensacola month-to-date TDT income is from being able to recognize income for expenses processed in previous months.

Visit Pensacola month-to-date private income is from recognizing gift cards as provided to Visit Pensacola from partners. This will eventually be offset by the expense once the cards have been used.

Visit Pensacola month-to-date net income is from recognizing income for expenses that was incurred in previous months.

For Visit Pensacola only, month-to-date TDT revenue totaled \$795K, with month-to-date private revenue totaling \$7K. Month-to-date Visit Pensacola only total revenue at \$802K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$490K, Operations \$57K and Personnel \$155K, giving a month to date total expense of \$702K. For Visit Pensacola only, month-to-date net income is \$100K.

Unified year-to-date TDT revenue totaled \$1,278K, private revenue \$73K, bringing total year-to-date revenue to \$1,351K. Unified year-to-date expenses are as follows – Direct programming \$1,047K, Operations \$114K, Personnel \$393K, bringing Unified year-to-date expense to \$1,554K. The Unified year-to-date net loss is (\$203K).

The September Accruals were paid on 01/08/2020, with two expenses being denied for a total of \$13K. Those vendors have reimbursed Visit Pensacola. The October submission was paid on 01/23/2020 with no denials. November and December submissions are outstanding with the County for a total owed to Visit Pensacola of \$1,149K.

A motion was made by Dr. Wiley, seconded by Jay Bhakta, to accept the Independent Accountant's Compilation Report approve the financial report. The vote was unanimous for approval.



Search Committee: President/CEO Search Committee Chairman, D.C. Reeves, gave a Committee update. The Committee interviewed a total of 7 candidates and narrowed it down to 2 that will be called in for a 2nd interview with stakeholders and staff. The Committee should have a recommendation to hire by the next Board meeting.

Sun Belt Conference Basketball Championship: Jack Brown stated there is no press release yet, but Pensacola is their unofficial choice to host the Championship. Jack said the conference does not want to do a press release yet, so please keep it quiet for now.

Grant Committee: Nicole Stacey said we held Grant Workshops on January 6, 7, 15 and 16 that were well attended. The grant deadline will be on February 11 at 3:00 p.m. for events taking place May 1-September 30, 2020. The Grant Committee will meet on February 17 & 18 to review and score grant application and will make their recommendations to the Board of Directors at the February Board meeting.

Discuss RFPs for Advertising and Analytics and Selection Committee: Jack Brown reported a link was emailed to the Board of Directors along with their board packet, to view the RFP for Advertising and the RFP for Analytics. Neither have been put out to bid for at least 6 years. Jack asked permission to move forward with both RFPs. Jack is looking to fill the selection committees with people from the community with that area of expertise, committee members and past chairmen of the board of Visit Pensacola. Robby Rushing confirmed he does not need board approval to continue with the RFPs. Board chairman, Sterling Gilliam, encouraged Jack Brown to continue with the process.

Extension of Majority Opinion Contract: Jack Brown provided a copy of an extension to the Majority Opinion Research contract. This contract extension has been approved by the finance committee. A motion was made by D.C. Reeves, seconded by McKenzie Nicholas, to approve the extension through March 2020. The vote was unanimous for approval.

Marketing Update: Nicole Stacey reported that an RFP went out in November for a PR firm. Nicole introduced members from the selected firm – Giant Noise out of San Antonio, TX. Last month we had a couple visiting from Nashville representing the LGBTQ community. Nicole attended the International Media Marketplace and met with 28 different journalists and editors to tell them about Pensacola and what we offer. She continues to keep in touch with Sterling and NAS about their status. We were asked to be commentators again for the Christmas Parade.

Showcase Update: Dickie Appleyard and Bryan McCall presented 1st quarter specifics for messaging and results along with December 2019 marketing efforts and results. Thanksgiving through Christmas we ran on the Hallmark Channel during their 'Countdown to Christmas'. The



'Warm Up Your Winter' campaign is happening now – January – February to entice visitors from cold regions to visit.

Interim President/CEO: Jack reported that the TDT collections for November business collected in December are down 7%. Last year we experienced a substantial boost due to business we received due to Hurricane Michael.

The Premier Sailing League event is canceled this weekend due to weather and the Super Bowl. The Sun Belt Conference will be here in March, followed by tall ships in April.

Jack presented a 30-60-90 day plan for Visit Pensacola. The first 30 days he has begun work on an internal strategic plan. The first 60 days he will continue work on the internal plan/culture.

The first 90 days he will complete the internal strategic plan and RFPs.

We are working with Pensacola International Airport on getting a direct flight to Pensacola from Air Canada.

Sterling Gilliam gave a NAS update. Only DoD credentialed visitors are currently allowed on the base.

The meeting was adjourned at 4:09 p.m.

Respectfully Submitted,
Barbara Williams, Administrative Assistant



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February 26, 2020

VP Financials



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Jan 31, 20

NOTES

ASSETS

Current Assets

Checking/Savings

1025 · EFT TDT #4196	347,874.58	Electronic Funds from Cty
1010 · Visit Pensacola #2290	129,697.70	VPI TDT Operating account
1030 · VP Partnership #2177	276,033.06	Private Operating account
1035 · Reserves #3955	716,623.37	Interest bearing account
1050 · Petty Cash	165.00	

Total Checking/Savings 1,470,393.71

Accounts Receivable

1200 · Accounts Receivable		
1200-99 · PSA Advance	18,330.34	PSA January Advance
1200-4 · Tourism Receivables	1,569,375.92	December and January Submission
1200-5 · Membership Receivable	380.00	FY19 Accrued

Total 1200 · Accounts Receivable 1,588,086.26

Total Accounts Receivable 1,588,086.26

Other Current Assets

1500 · Gift Cards	1,250.00	From Partners to be used for guests/FAMS etc.
1405 · Prepaid Misc.	145,403.62	Arrivalist, DMO Partnership, Adara, Reef Scapes, Simply Measured, STR, US Travel, CrowdRiff, Destination International, Destination Florida, Miles Partnership, Sterling Valley, Sprout Social, Fla. Restaurant & Lodging, Monsido
1410 · Prepaid Insurance	15,170.56	Flood, Wind, Property, D&O. Pick up on IS
1999 · Merchandise Inventory	819.46	month end counts and adjustments
1400 · Prepaid Postage	2,979.04	Balance on account at Post Office and Pitney Bowes

Total Other Current Assets 165,622.68

Total Current Assets 3,224,102.65

Fixed Assets

1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-3,692.58	
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 4,606.33

Total Fixed Assets 4,606.33

TOTAL ASSETS 3,228,708.98

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2100 · Accounts Payable	381,482.22	Showcase, & PSA
Total Accounts Payable	<u>381,482.22</u>	

Credit Cards

2000 · Visit Pensacola P-Card	22,459.62	Current month Pcards TDT
2002 · Regions Membership PCard	1,322.41	Current month Pcards Membership
Total Credit Cards	<u>23,782.03</u>	

Other Current Liabilities

2700 · Unearned Revenue	2,000,000.00	\$2M advance from County
2999 · Salaries payable	34,840.63	FY19 accrual of PTO owed
25500 · Sales Tax Payable	289.33	Sales tax owed for current month paid mid following month
Total Other Current Liabilities	<u>2,035,129.96</u>	

Total Current Liabilities 2,440,394.21

Total Liabilities 2,440,394.21

Equity

32000 · Unrestricted Net Assets	1,153,919.65	FY14 to FY19 Net Income
Net Income	-365,604.88	Current month net income -loss

Total Equity 788,314.77

TOTAL LIABILITIES & EQUITY 3,228,708.98



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

	Jan 20	Oct '19 - Jan 21	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4500 · Grant Income	0.00	0.00	50,000.00	50,000.00	100%	
4640 · Event Income	3,455.00	9,910.00	20,000.00	10,090.00	50%	HRT and Annual Luncheon
4000 · Tourism Development Tax-TDT	420,463.88	1,698,407.33	6,449,534.00	4,751,126.67	74%	As billed to County
4050 · TDT Supplemental	0.00	0.00	2,800,000.00	2,800,000.00	100%	
4100 · Membership Dues	5,397.50	66,633.47	100,000.00	33,366.53	33%	Membership Dues 10.01.19-9.30.20
4150 · Advertising Income						
4155 · Partner Co-Ops	2,050.00	3,400.00				
4150 · Advertising Income - Other	1,479.61	3,517.25	102,000.00			
Total 4150 · Advertising Income	3,529.61	6,917.25	102,000.00	95,082.75	93%	
4300 · Consignment Sales	432.88	1,534.89	1,821.00	286.11	16%	Phasing out
4400 · Gifts in Kind - Goods	0.00	1,100.00	225,000.00	223,900.00	100%	Gift cards from Partners
4600 · Misc. Income	63.85	169.95	600.00	430.05	72%	
Total Income	433,342.72	1,784,672.89	9,748,955.00	7,964,282.11	82%	
Gross Profit	433,342.72	1,784,672.89	9,748,955.00	7,964,282.11		
Expense						
1 · Direct Programming						
5090 · Marketing Research	7,201.83	127,764.98	522,000.00	394,235.02	76%	
5100 · Advertising/Media	800.00	32,200.00	178,100.00	145,900.00	82%	
5110 · Public Relations	8,220.99	18,646.12	57,300.00	38,653.88	67%	
5120 · Advertising Production	0.00	7,829.84	18,700.00	10,870.16	58%	
5130 · Internet Site Production	15,260.58	70,260.85	243,451.00	173,190.15	71%	
	23,502.57	226,969.39	375,000.00	148,030.61	39%	Budget includes \$150K for Summerfest and \$75K for Sertoma. Should only be \$375K to Grant committee. Granted to date \$308,593.
5140 · Festivals & Events Granted						
5141 · Festivals & Event Local Support	1,500.00	81,571.65	368,550.00	286,978.35	78%	Expenses here are for Summerfest, need to adjust budget
5142 · Festival & Event Mini Grants	3,673.00	8,981.93	42,000.00	33,018.07	79%	Granted to date \$13,500
5150 · Consumer Promotions	1,645.53	11,349.78	46,500.00	35,150.22	76%	
	45.92	64,346.87	49,900.00	-14,446.87	-29%	Marketing over spent on Logo Motion. Will pull from other GL to cover, \$15K. VF (Steve) Co sponsorship & WTM \$10K not budgeted
5160 · Sales Promotions						
5170 · Brochures and Collateral	2,316.25	3,007.00	154,400.00	151,393.00	98%	
5180 · Film Promotions	0.00	223.50	1,750.00	1,526.50	87%	
5190 · Showcase	331,482.22	678,360.31	2,937,000.00	2,258,639.69	77%	
5210 · Regional Partnership	0.00	0.00	80,000.00	80,000.00	100%	
5215 · Tourism Development Projects	0.00	17,899.50	40,000.00	22,100.50	55%	
5220 · Registration	10,793.16	29,391.20	93,006.00	63,614.80	68%	
5230 · Dues and Subscriptions	2,415.73	11,254.96	38,113.00	26,858.04	70%	
5400 · Business Travel & Entertainment						
5400-1 · Disallowed Travel Expense	95.11	757.00	2,006.00	1,249.00	62%	
5400 · Business Travel & Entertainment	2,722.41	16,535.19	68,467.00	51,931.81	76%	
Total 5400 · Business Travel & Entertainment	2,817.52	17,292.19	70,473.00	53,180.81	75%	
5540 · Grant Expense	0.00	0.00	50,000.00	50,000.00	100%	
5500 · Visitor Awareness Education	2,999.71	17,383.27	77,593.00	60,209.73	78%	



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

	Jan 20	Oct '19 - Jan 21	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
7000 • PSA Sporting Events	21,133.40	57,826.27	519,840.00	462,013.73	89%	
7400 • ACE - DP	0.00	0.00	1,473,944.00	1,501,089.89	102%	
Total 1 • Direct Programming	435,808.41	1,482,559.61	7,437,620.00	5,534,790.45	74%	
2 • Operating Costs						
5520 • Committee Expenses	0.00	5,144.05	14,772.00	9,627.95	65%	
5450 • Auto/ Local Travel	347.58	2,294.69	14,281.00	11,986.31	84%	
5600 • Building Maintenance & Repair	3,934.15	35,181.79	81,861.00	46,679.21	57%	
5610 • Computer&IT Maintenance&Repair	2,277.38	10,226.52	46,287.00	36,060.48	78%	
5630 • Insurance Building & Content	1,525.64	5,997.45	15,000.00	9,002.55	60%	
5640 • D & O and Liability Insurance	1,315.63	2,665.44	6,000.00	3,334.56	56%	
5650 • Audit	2,000.00	14,000.00	25,000.00	11,000.00	44%	
5660 • Legal Services	1,075.00	3,615.00	10,800.00	7,185.00	67%	
5670 • CPA/ Financial Services	820.00	1,660.00	5,380.00	3,720.00	69%	
5690 • Depreciation Expense	0.00	0.00	100.00	100.00	100%	
5700 • Postage	2,403.01	10,987.29	53,227.00	42,239.71	79%	
5710 • Supplies Coffee/Sodas	160.69	3,339.04	6,000.00	2,660.96	44%	
5720 • Office Supplies	98.56	2,938.29	18,540.00	15,601.71	84%	
5730 • Storage and Delivery	288.80	2,029.64	9,960.00	7,930.36	80%	
5750 • Rent	0.00	10.00	10.00	0.00	0%	
5760 • Telephone Service	0.00	2,980.55	12,900.00	9,919.45	77%	
5770 • Utilities	2,220.58	11,094.35	37,955.00	26,860.65	71%	
5780 • Copier	718.31	2,867.87	11,040.00	8,172.13	74%	
5790 • Capital Expenditures	0.00	0.00	19,500.00	19,500.00	100%	
5900 • Miscellaneous Expenses	4,465.46	4,756.91	600.00	-4,156.91	-693%	Place holder for Pcard expenses from staff
5920 • Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%	
6000 • Consignment Sales Expenses	197.97	1,071.17	1,496.00	424.83	28%	
6001 • Bank Service Charge	50.00	205.30	504.00	298.70	59%	
6010 • Credit Card Processing Fee	473.54	2,076.13	4,416.00	2,339.87	53%	
6500 • Taxes	289.33	850.42	2,915.00	2,064.58	71%	
6940 • In Kind Expense	0.00	0.00	225,000.00	225,000.00	100%	
7001 • PSA Operations	9,469.33	22,561.94	67,067.00	44,505.06	66%	
Total 2 • Operating Costs	34,130.96	148,553.84	692,111.00	543,557.16	79%	
3 • Personnel Costs						
5800 • Salaries	70,557.08	318,179.34	1,072,104.00	753,924.66	70%	
5810 • Commissions	335.25	6,306.61	21,000.00	14,693.39	70%	
5830 • Auto	461.54	2,373.63	6,000.00	3,626.37	60%	
5840 • 401K Contribution Match	1,720.43	7,917.52	50,159.00	42,241.48	84%	
5850 • Employee Insurance	3,864.14	16,317.47	122,400.00	106,082.53	87%	
5870 • Drug Testing	61.00	192.00	600.00	408.00	68%	
5880 • Payroll Expense	25,413.76	65,747.30	88,476.00	22,728.70	26%	includes expense for SearchWide Global, not budgeted
5890 • Staff Education	0.00	849.00	4,758.00	3,909.00	82%	
7002 • PSA Personnel	23,786.89	101,281.45	251,532.00	150,250.55	60%	
Total 3 • Personnel Costs	126,200.09	519,164.32	1,617,029.00	1,097,864.68	68%	
Total Expense	596,139.46	2,150,277.77	9,746,760.00	7,176,212.29	74%	
Net Ordinary Income	-162,796.74	-365,604.88	2,195.00	838,069.82		



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

Net Income

Jan 20	Oct '19 - Jan 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
-162,796.74	-365,604.88	2,195.00	838,069.82		Showcase check not cleared bank. Unable to recognize income

**AMENDMENT TO MISCELLANEOUS APPROPRIATIONS AGREEMENT
BETWEEN ESCAMBIA COUNTY AND VISIT PENSACOLA, INC.**

THIS AMENDMENT to the Miscellaneous Appropriations Agreement is made and entered into by and between Escambia County, a political subdivision of the State of Florida with administrative offices at 221 Palafox Place, Pensacola, Florida 32502 (hereinafter referred to as the "County"), and Visit Pensacola, Inc., with administrative offices 1401 East Gregory Street, Pensacola, Florida 32502 and a Federal Tax Identification Number of 46-3684826 (hereinafter referred to as the "Recipient").

WITNESSEH:

WHEREAS, effective October 17, 2019, the parties previously entered into a Miscellaneous Appropriations Agreement wherein the County agreed to appropriate from the County's Tourist Development Fund for the County's current Fiscal Year 2019/2020 the sum of \$6,449,534 for the Recipient to conduct a program generally described as Tourism Promotion Activities (hereinafter referred to as the "Agreement"); and

WHEREAS, the parties wish to amend the Agreement to include additional funding in the total amount of \$2,800,000.00 to increase funding for direct programming activities by \$ 1,996,867.00, operations costs by \$ 157,525.00 and personnel related expenses by \$ 645,608.00; and

WHEREAS, as a result of said amendment, the Board of County Commissioners finds it in the best interest of the health, safety and general welfare of the residents of Escambia County that the Agreement should be amended as provided herein.

NOW, THEREFORE, IN CONSIDERATION of the premises, the appropriation and distribution of funds by the County now or hereafter made, and the mutual covenants herein, the parties do hereby agree to amend the Agreement as follows:

1. The foregoing recitals are declared to be true and correct and are incorporated herein by reference.
2. The Agreement is amended to reflect that the County agrees to pay Visit Pensacola, Inc. additional funding in the amount of \$2,800,000.00 for a total sum of \$9,249,534.00. The sum of \$300,000 shall be paid to the Recipient following execution of this Amendment, and all remaining funds shall be paid on a cost reimbursement basis for eligible expenses in accordance with the procedures set forth in Exhibit B.
3. Exhibit A to the Agreement is hereby amended as provided in the revised

Exhibit, attached hereto and incorporated herein, to reflect the increased funding allocations for authorized program functions as set forth therein.

4. The parties hereby agree that all other provisions of the Agreement not in conflict with the provisions of this Amendment shall remain in full force and effect.

5. The effective date of this Amendment shall be on the last date executed by the parties hereto.

6. That the Agreement and any amendment thereto shall be governed by and construed in accordance with the laws of the State of Florida, and the parties stipulate that venue for any state and federal court action or other proceeding relating to any matter, which is the subject of this Agreement shall be in Escambia County, Florida.

IN WITNESS WHEREOF the parties hereto have made and executed this Amendment to the Agreement on the respective dates under each signature.

ESCAMBIA COUNTY BOARD OF
COUNTY COMMISSIONERS

By: _____
Steven Barry, Chairman

Date: _____
BCC APPROVED: _____

ATTEST: Pam Childers
Clerk of the Circuit Court

By: _____
Deputy Clerk

VISIT PENSACOLA, INC.

By: _____

Date: _____

Attest:

Witness

EXHIBIT "A"
2019/2020 MISCELLANEOUS APPROPRIATIONS PROGRAM
FUNCTIONS TO BE CARRIED OUT WITH THESE FUNDS

The allocation of funds described below is the parties' best estimate of the expected distributions, but shall be revised through a contract amendment approved by the County Administrator or designee based upon Visit Pensacola, Inc's consultation with its advertising, promotion and market research agencies within 120 days.

Direct programming: Expenses of \$ 6,922,683.00 related to acquiring visitors to the destination. This includes the purchase of advertising, payments for firms managing the advertising, public relations and market research programs, registration and travel for related trade shows and conferences, brochures and collateral, consumer promotions, sales promotions, website development and marketing, production of marketing materials, and customer sites/familiarization trips. Also included are expenses related to the marketing and operational support of local festivals and events that occur in Escambia County and attract visitors to our community.

Operations: Expenses of \$ 498,147.00 related to the operations of the Visit Pensacola office and the Pensacola Sports Association (PSA).

Personnel: Expenses of \$ 1,828,704.00 related to salaries and benefits for employees working for Visit Pensacola and the Pensacola Sports Association (PSA).



VISIT PENSACOLA BOARD MEETING

February 26, 2020

Grant Committee



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Pensacola, FL 32502



VisitPensacola.com

Grant Summary Sheet:

Event Name	Summary	Amount Requested	Event Dates	Score Sheet	Attended Workshop
850 Music Festival 2020	Unique experience with great music, awesome food and a fun time. Three-day event spanning across Escambia County. (Fairgrounds, Downtown and Pensacola Beach)	\$50,000 Committee Score: 69.2 Amount recommended by committee: \$20,000	May 8 – May 10 2020	TDT Revenue as part of total revenue: 38% Non-Promo expenses as part of total expense: 30% Majority Opinion: 5 points/out of 13	Yes
Pensacola LGBT Film Festival	Stamped LGBTQ film festival highlights artistic contributions both nationally and internationally of LGBTQ films and filmmakers.	\$19,000 Committee Score: 62.6 Amount recommended by committee: \$7,600	August 12 – 16 2020	TDT Revenue as part of total revenue: 45% Non-Promo expenses as part of total expense: 29% Majority Opinion: 6 points/out of 13	Yes
Vettes on the Beach	Corvette Car Show on Pensacola Beach	\$19,275 Committee Score: 68.6 Amount recommended by committee: \$7,710	September 18 & 19, 2020	TDT Revenue as part of total revenue: 48% Non-Promo expenses as part of total expense: 48% Majority Opinion: 13 points/out of 16	Yes
Jerod Taylors, What They Don't Know	Stage play, What They Don't Know addresses many family and relationship issues in a creative and inspiring way.	\$50,000 Committee Score: 40.4 Amount recommended by committee: \$5,000	June 20 and 21 2020	TDT Revenue as part of total revenue: 23% Non-Promo expenses as part of total expense: 54% Majority Opinion: New Event	Yes
Bethel AME Church – 155th Session FL Annual Conf.	Hosting the new Bishop for the 11 th Episcopal District of the AME Church encompassing FL and the Bahamas.	\$35,000 Committee Score: 49.7 Amount recommended by committee: \$3,500	August 29 – September 4, 2020	TDT Revenue as part of total revenue: 52% Non-Promo expenses as part of total expense: 27% Majority Opinion: New Event	Yes

Gallery Night Pensacola	Taking art to the streets monthly with artists, food, music, and businesses.	\$48,298 Committee Score: 50.6 Amount recommended by committee: \$9,660	Third Friday of May, June, July, August and September 2020	TDT Revenue as part of total revenue: 19% Non-Promo expenses as part of total expense: 70% Majority Opinion: 1 point/out of 13	Yes
Gulf Coast Car, Bike and Music Festival	Second year festival. This event brings together top musicians, artists and people from the music industry. Also will include Veteran bikers and car show organizations.	\$50,000 Committee Score: 49 Amount recommended by committee: \$5,000	June 11 – 13 2020	TDT Revenue as part of total revenue: 25% Non-Promo expenses as part of total expense: 71% Majority Opinion: 1 point/out of 13	Yes
Little Andalusia Historic Trust – International Moorish Festival	Two-day celebration of the diverse culture of North America's first settlement.	\$50,000 Committee Score: 25.3 This score is ineligible to receive funds. Recommend mini-grant	August 14 & 15, 2020	TDT Revenue as part of total revenue: 25% Non-Promo expenses as part of total expense: 34% Majority Opinion: New Event	No



VISIT PENSACOLA BOARD MEETING

February 26, 2020

RFP



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800.874.1234



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

The image is composed of three vertical panels. The left panel shows a historic street scene with a large, ornate building and people walking. The middle panel shows a tall lighthouse on a white building with an American flag. The right panel shows two children jumping into the water near a rocky shore.

	Spend Recommendation	Management Fee	CPC	Industry Experience	Media Spend	Management Fee	Understanding of Proposal	Total
Shawn								
Showcase	96,000 - 150,000	17%	.50 - .70	25%	20%	30%	15%	90%
Element 5	TBD	1,500/mo.	Not provided	0%	10%	35%	15%	60%
Division D	2,500 - 5,600	15%	1.05 - 1.50	20%	20%	35%	15%	90%
Simpleview	80,000 - 130,000	15-18%	.60 - .70	25%	25%	30%	15%	95%
Nicole								
Showcase	96,000 - 150,000	17%	.50 - .70	25%	22%	30%	15%	92%
Element 5	TBD	1,500/mo.	Not provided	0%	10%	0%	15%	25%
Division D	2,500 - 5,600	15%	1.05 - 1.50	20%	20%	33%	15%	88%
Simpleview	80,000 - 130,000	15-18%	.60 - .70	25%	24%	34%	15%	98%
Jack								
Showcase	96,000 - 150,000	17%	.50 - .70	22%	23%	33%	15%	93%
Element 5	TBD	1,500/mo.	Not provided	5%	10%	10%	10%	35%
Division D	2,500 - 5,600	15%	1.05 - 1.50	21%	22%	32%	15%	90%
Simpleview	80,000 - 130,000	15-18%	.60 - .70	25%	24%	34%	15%	98%
				Totals				
Scoresheet	Score			Showcase	92%			
Industry Experience	25%			Element 5	40%			
Media Spend	25%			Division D	89%			
Management Fee	35%			Simpleview	97%			
Understanding of Proposal	15%							
Total	100%							



VISIT PENSACOLA BOARD MEETING

February 26, 2020

Research



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VisitPensacola.com



Visitor Insights

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Purpose and Methodology

The purpose of this marketing research is to track visitor profiles, behaviors and experiences associated with visiting Pensacola (Pensacola, Pensacola Beach and Perdido Key).

Visitors throughout the destination are interviewed by interviewers on the ground with iPads programmed with the questionnaire. 300 interviews per month, 900 per season and 3,600 annually are sought and distributed across many locations within the destination:



Pensacola

- Historic Pensacola Village
- Palafox Street
- Saturday Farmer's Market

Pensacola Beach

- Casino Beach Area
- Pensacola Beach (on the beach)
- Pensacola Beach Boardwalk

Perdido Key

- Perdido Key (on the beach)
- Perdido Key State Park

Pensacola International Airport

Pensacola Lighthouse

Naval Aviation Museum

Insight Headlines



January 2020:

- 2020 begins with a continuation of trends seen in 2019:
 - Increases in:
 - Percent of visitors coming to visit family and friends*
 - Recall of marketing communications (advertising, public relations, website visitation, Facebook page visitation and reading of Tweets)
 - Decreases in:
 - Average party size
 - Percent of visitors staying in paid accommodations*
 - Average length of stay
 - Average household income
 - Average visitor spends
 - Percentage of first-time visitors*

** Once data is available (in February 2020) to calculate actual number of visitors for January 2020, we will be able to determine the degree to which these percentage changes in the visitor mix translate to actual increases and decreases in the population of specific types of visitors coming to Pensacola.*

- With Mobile still the top January feeder market, as it is in most months, Atlanta has moved up to the #2 spot, while Birmingham dropped to #5 and Montgomery fell out of the top 10.
- January 2020 trips were planned and booked less in advance than they were last January.
- This January, there was increased use of the beach, more shopping and more fine dining taking place, while there was a significant drop in visitation to museums, which is a direct result of restricted public access to the Naval Air Museum.
- January 2020 visitors felt comfortable in the destination, relaxing and enjoying the scenic beauty. They felt the destination was a good place for couples and appreciated the clean beaches and customer service they received. However, they had far less-positive feelings about the nightlife, historical offerings, and activities other than the beach.
- Still, all visitors interviewed in January 2020 said that they would recommend Pensacola as a place to visit and almost all plan to return for a future visit.

Visitor Insights Dashboard



Metric	January 2020	Trend
Stayed in paid accommodations	44%	↓
Average length of stay (nights)	6.4	↓
Average party size (people)	2.7	↓
Average spend per party	\$730	↓
Average spend per day	\$113	↓
Communications recall	72%	↑
First time visitors	24%	↓

Metric	YTD 2020	Trend
Stayed in paid accommodations	44%	↓
Average length of stay (nights)	6.4	↓
Average party size (people)	2.7	↓
Average spend per party	\$730	↓
Average spend per day	\$113	↓
Communications recall	72%	↑
First time visitors	24%	↓

Visitor Demographics



	<u>January 2019</u>	<u>January 2020</u>	<u>YTD 2019</u>	<u>YTD 2020</u>
Average Age	46	44	46	44
Centennials (1996-)	2%	6%	2%	6%
Millennials (1977-1995)	38%	42%	38%	42%
Generation X (1965-1976)	23%	19%	23%	19%
Baby Boomers (1946-1964)	31%	32%	31%	32%
Silent Generation (before 1946)	6%	1%	6%	1%



Average Household Income	\$99,582	\$80,631	\$99,582	\$80,631
--------------------------	----------	----------	----------	----------



Average Party Size	3.3	2.7	3.3	2.7
Traveled with Children < 18	16%	12%	16%	12%
First Time Visitor	39%	24%	39%	24%



Caucasian/White	80%	78%	80%	78%
African-American/Black	9%	15%	9%	15%
Hispanic	5%	4%	5%	4%
Any other race or ethnicity	6%	3%	6%	3%

Top 10 Visitor Origins

Arrival by Air January 2020: 27%
YTD: 27%



Arrival by Car January 2020: 73%
YTD: 73%



January 2019

Mobile, AL

New Orleans, LA

Birmingham, AL

Montgomery, AL

Atlanta, GA

Greenville, SC

Minneapolis, MN

Nashville, TN

Dallas, TX

Biloxi-Gulfport, MS

January 2020

Mobile, AL

Atlanta, GA

New Orleans, LA

Omaha, NE

Birmingham, AL

Biloxi-Gulfport, MS

Hartford, CT

Knoxville, TN

Huntsville, AL

Tampa-St Pete, FL

YTD 2019

Mobile, AL

New Orleans, LA

Birmingham, AL

Montgomery, AL

Atlanta, GA

Greenville, SC

Minneapolis, MN

Nashville, TN

Dallas, TX

Biloxi-Gulfport, MS

YTD 2020

Mobile, AL

Atlanta, GA

New Orleans, LA

Omaha, NE

Birmingham, AL

Biloxi-Gulfport, MS

Hartford, CT

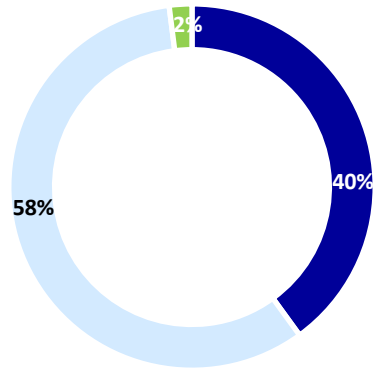
Knoxville, TN

Huntsville, AL

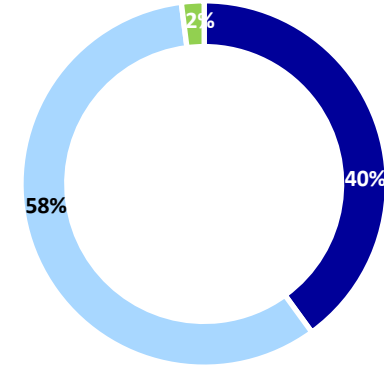
Tampa-St Pete, FL

Primary Reason for Visit

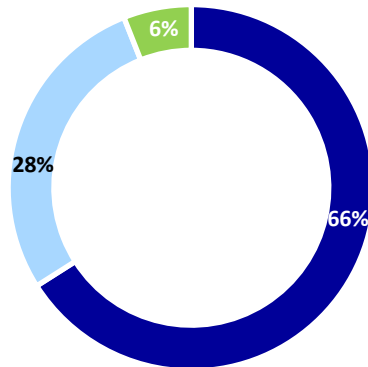
January 2020



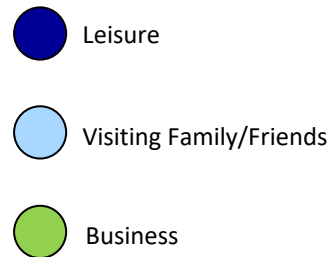
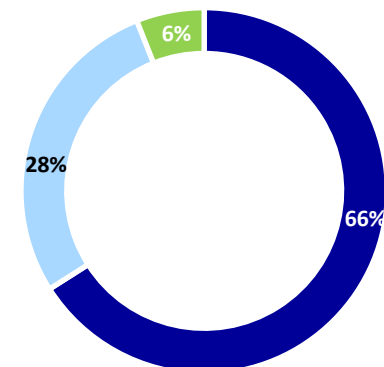
YTD 2020



January 2019

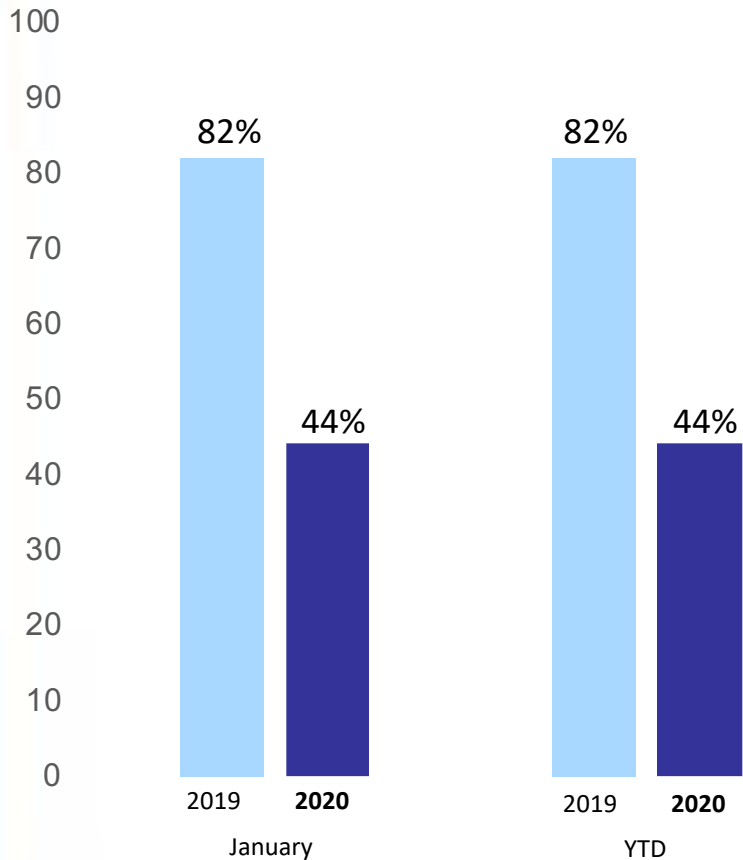


YTD 2019

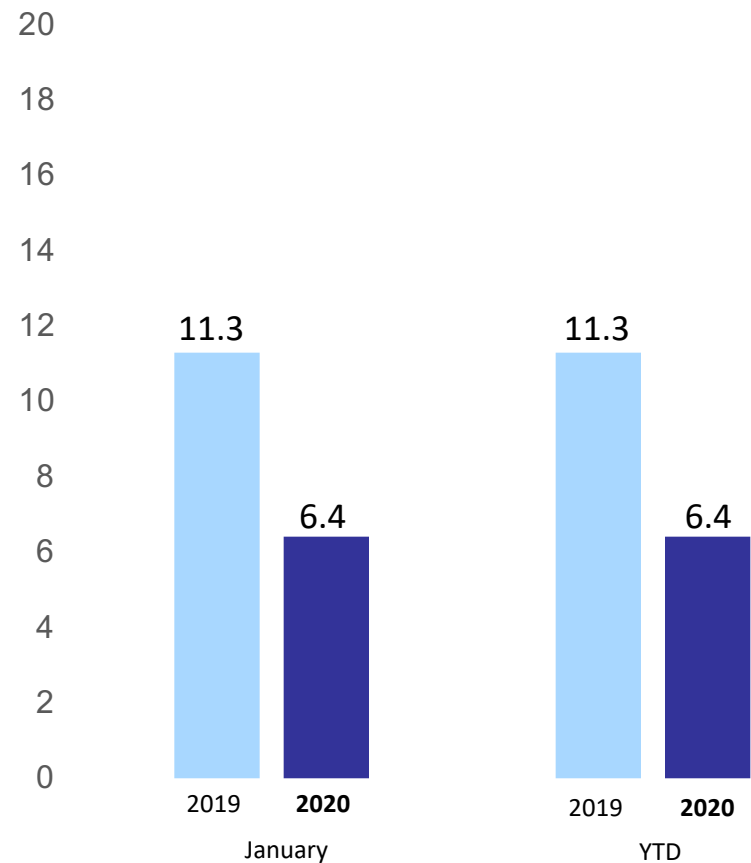


Lodging

Stayed in Paid Accommodations

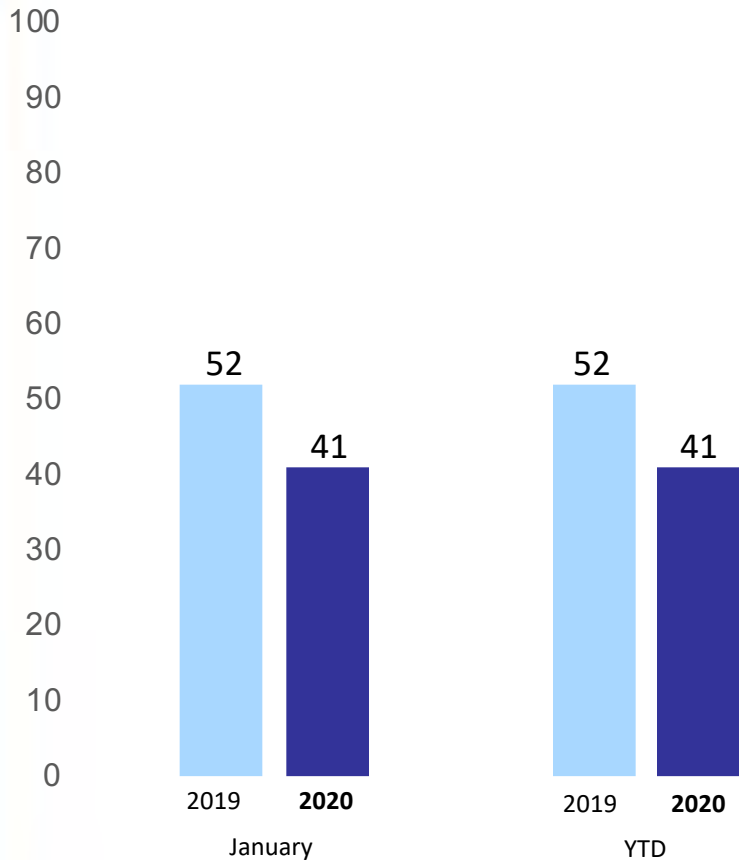


Average Length of Stay (Nights)

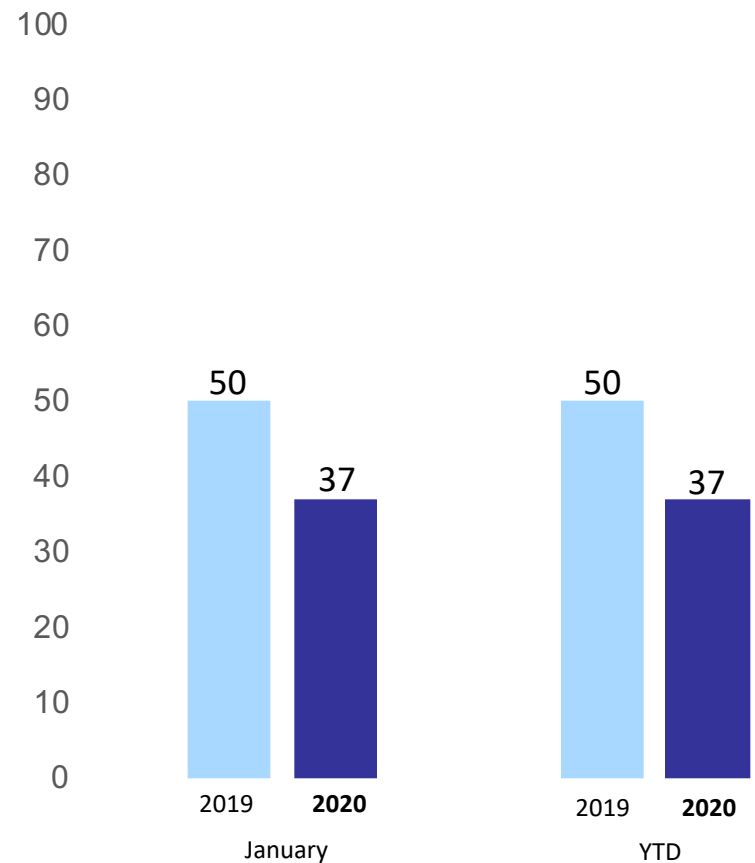


Planning and Booking

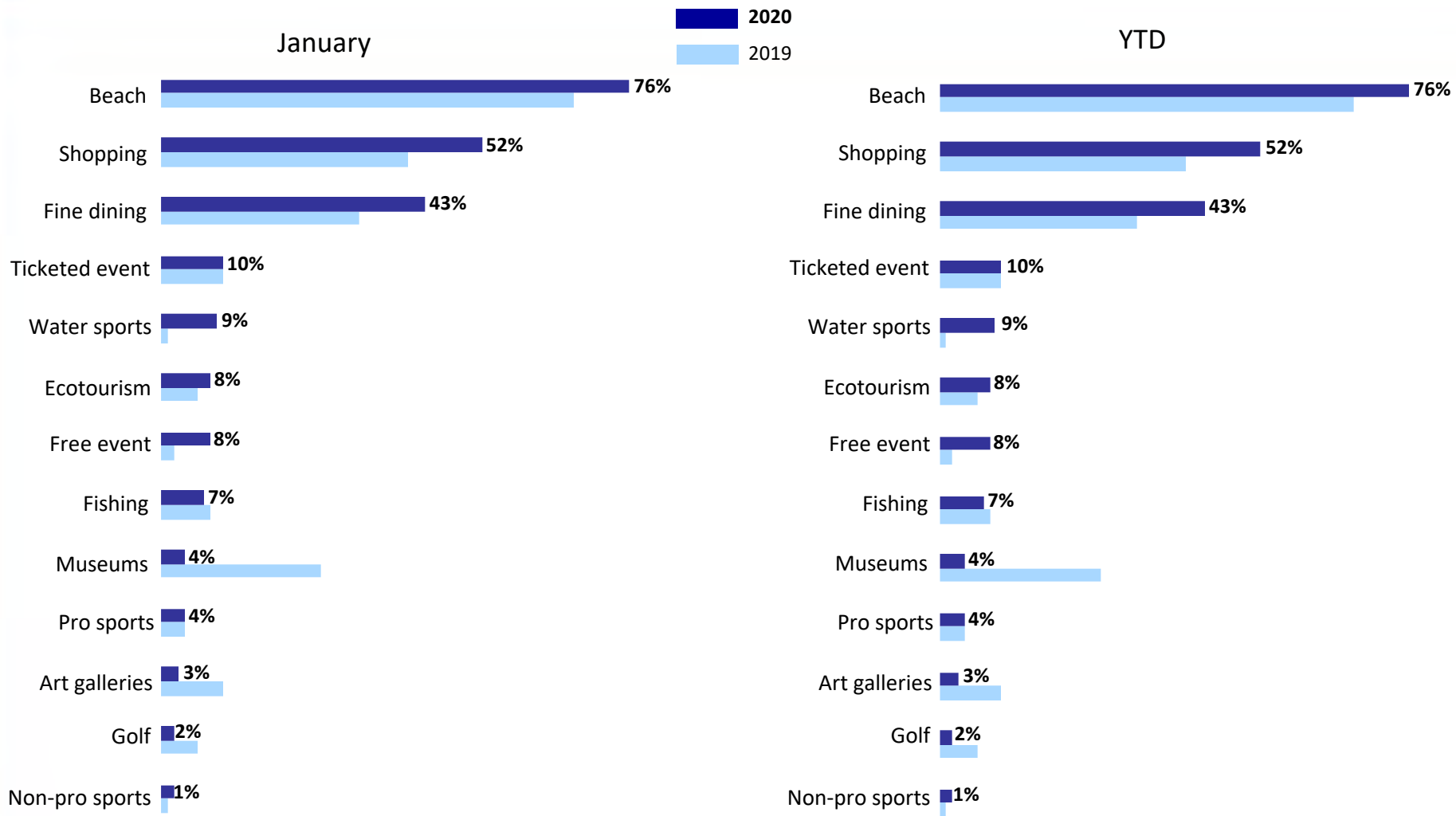
Advance Planning (Days)



Average Booking Ahead of Arrival (Days)



Activities



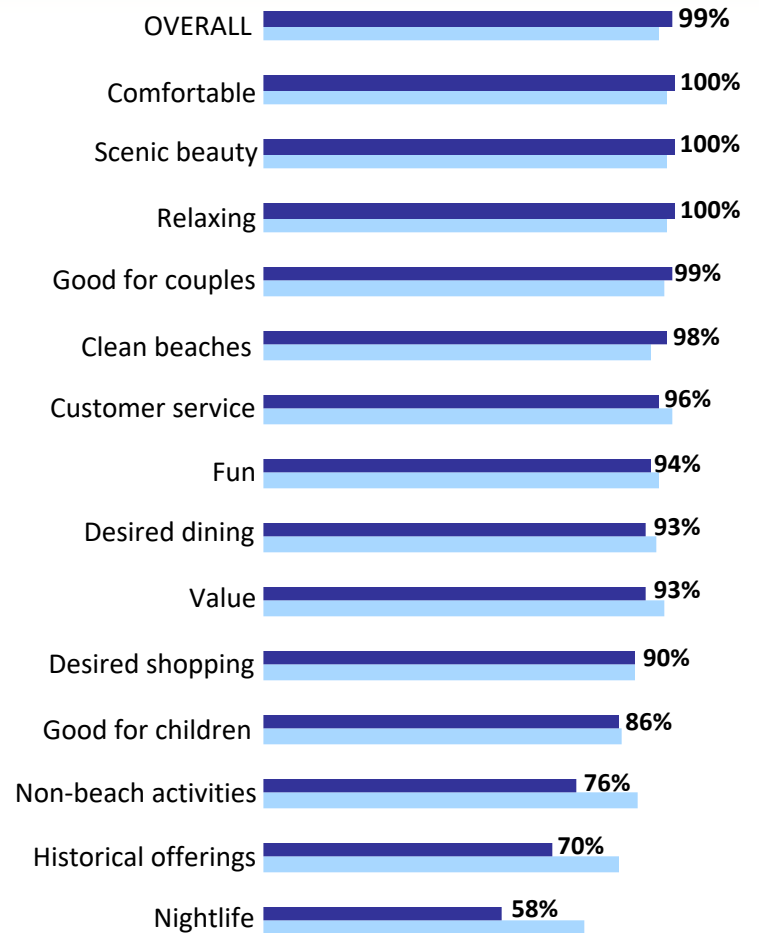
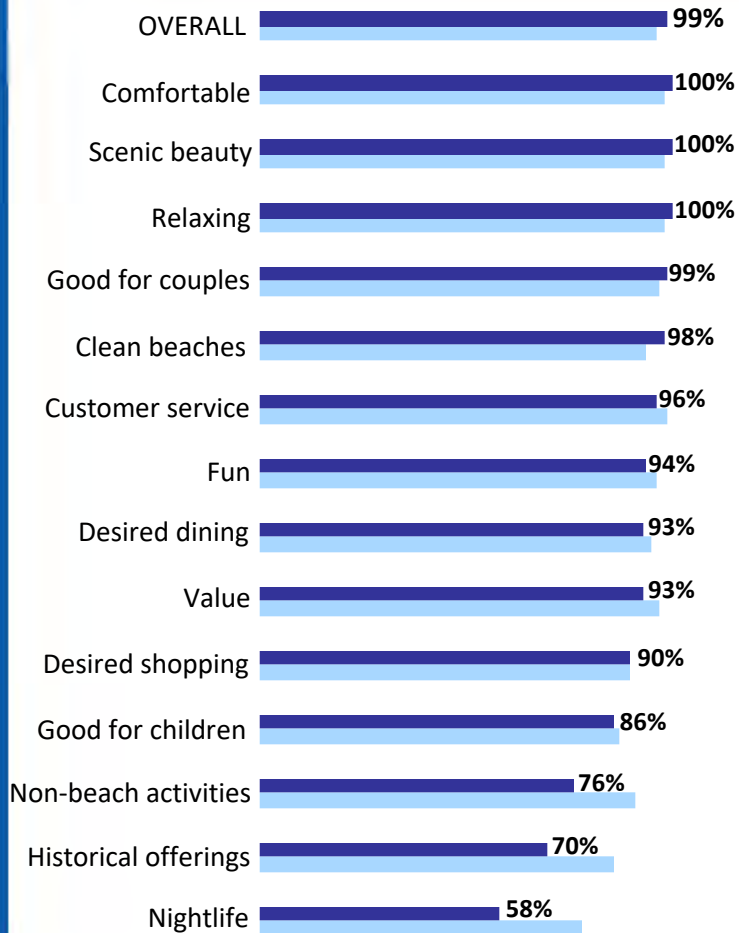
In Destination Experience

Customer service

December

2020
2019

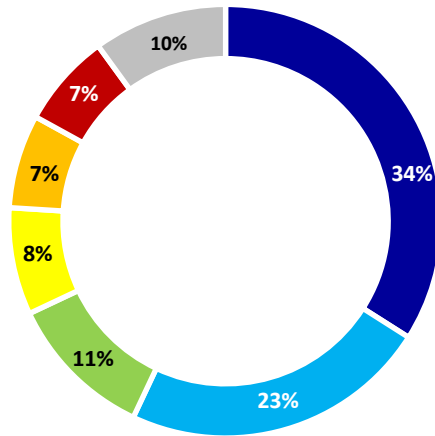
YTD



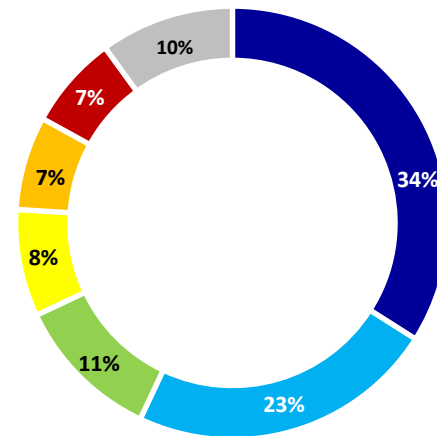
Visitor Spending

	<u>January 2019</u>	<u>January 2020</u>	<u>YTD 2019</u>	<u>YTD 2020</u>
Average per Party	\$1,987	\$730	\$1,987	\$730
Average per Day	\$176	\$113	\$176	\$113

January 2020 Allocation



YTD 2020 Allocation



Past 12 Month Communications Recall

January

2020
2019

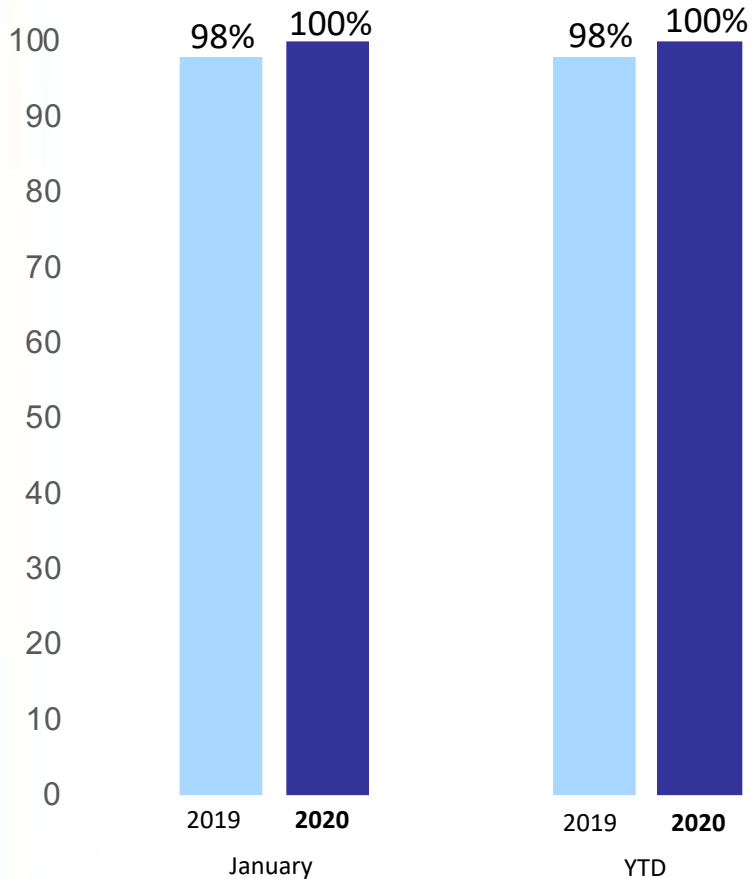


YTD

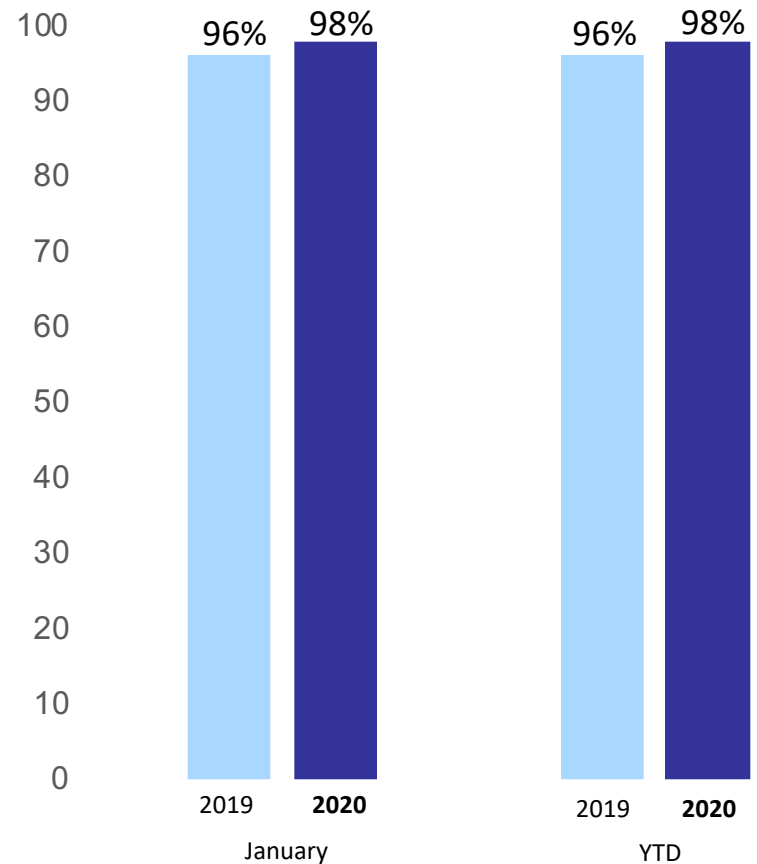


Recommendations and Returns

Will Recommend

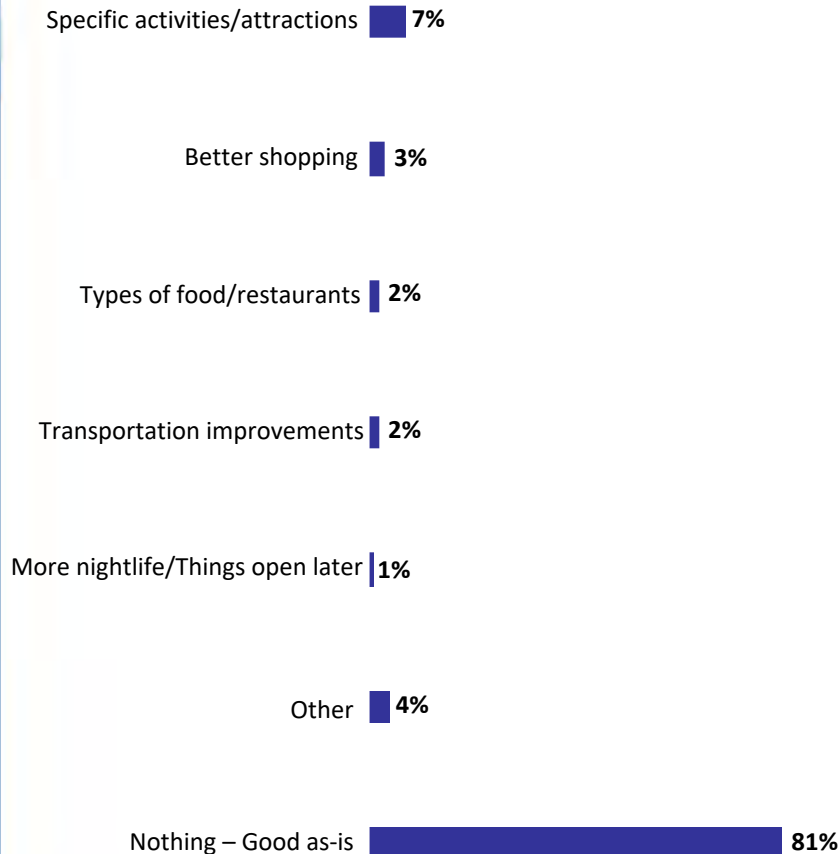


Will Return

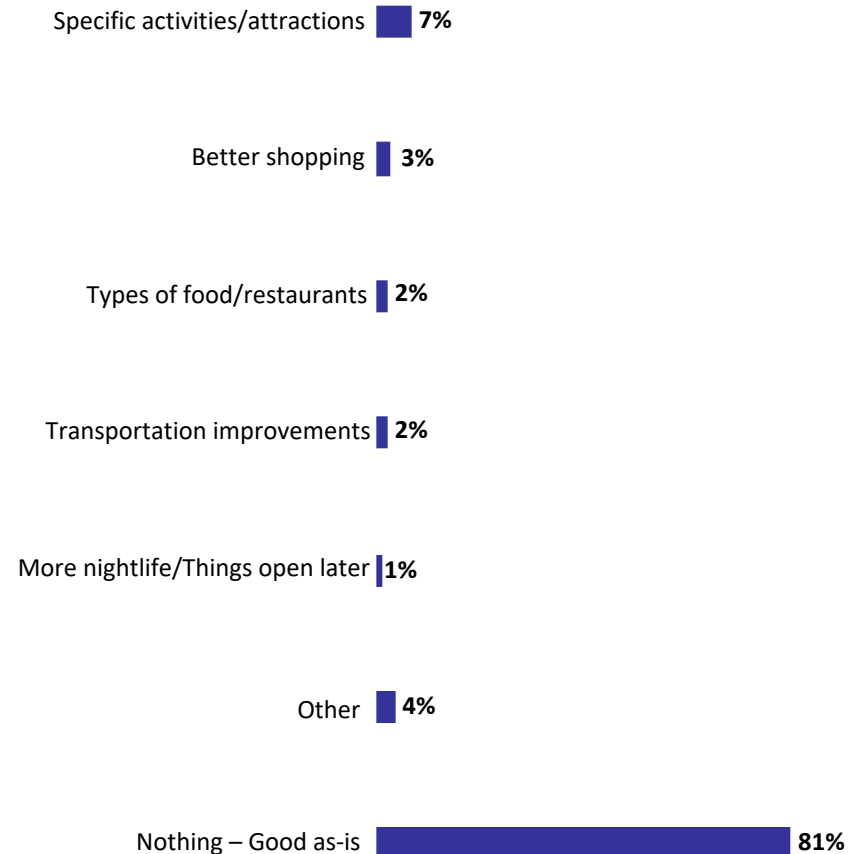


Would Improve Destination Experience

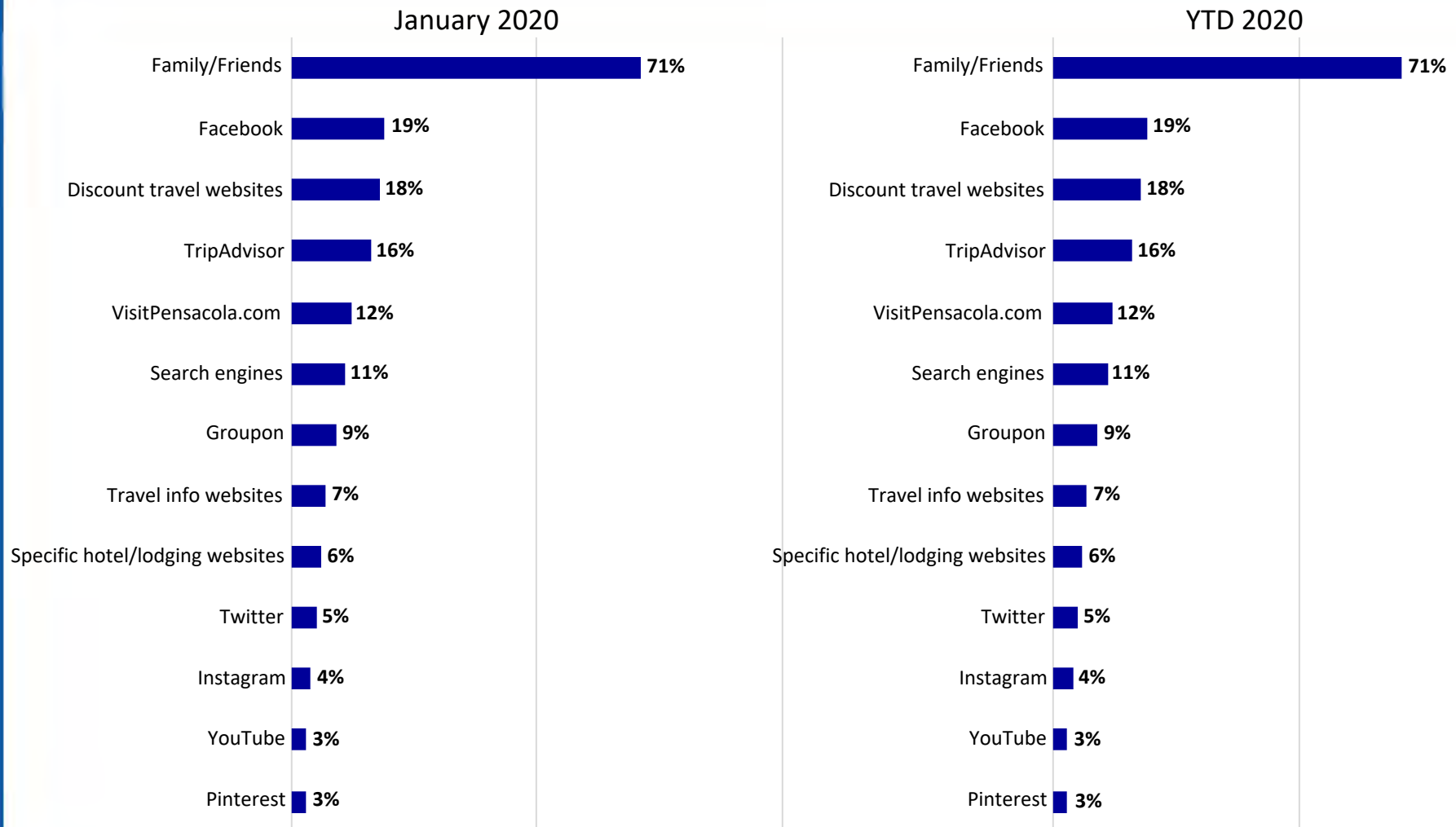
January 2020



YTD 2020



Travel Info Sources Consulted



For Additional Information Contact:

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www.majorityopinionresearch.com

Jeff Shusterman

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jeff@majorityopinionresearch.com

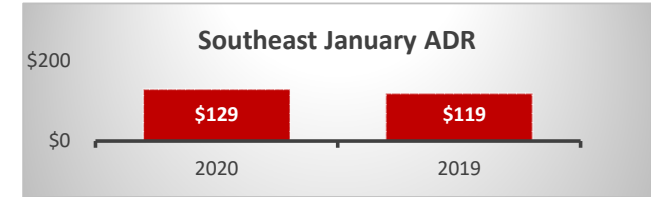
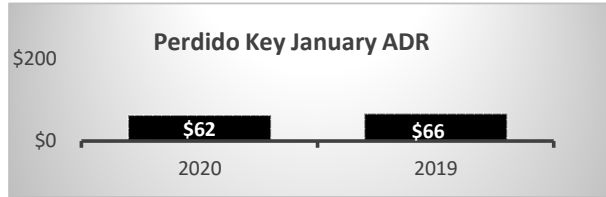
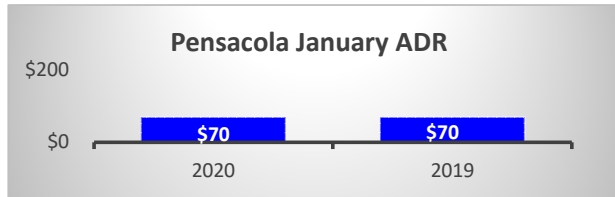
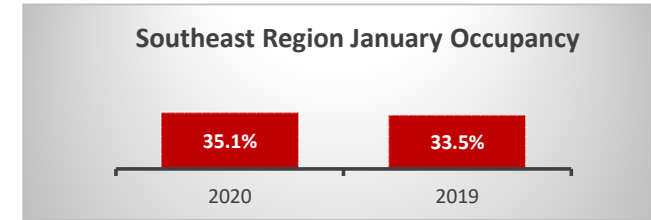
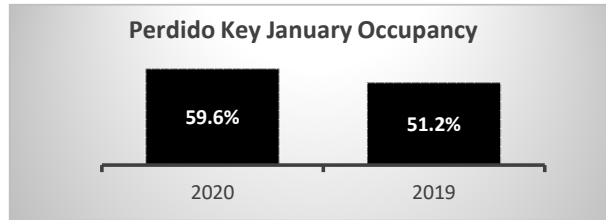
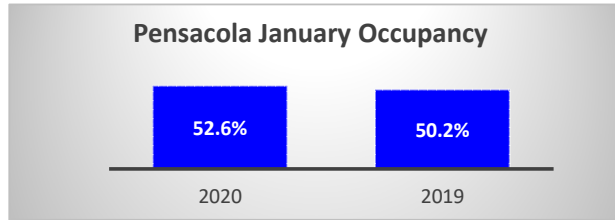


RESERVATIONS ACTIVITY REPORT

Executive Summary

Pensacola

Period: Bookings as of January 31, 2020



Pensacola			
January Performance	2020	2019	Year over Year % Diff
Paid Occupancy	52.6%	50.2%	4.8%
ADR	\$70	\$70	0.4%
RevPar	\$37	\$35	5.2%

Perdido Key			
January Performance	2020	2019	Year over Year % Diff
Paid Occupancy	59.6%	51.2%	16.4%
ADR	\$62	\$66	-5.9%
RevPar	\$37	\$34	9.5%

Southeast Region Industry Wide			
January Performance	2020	2019	Year over Year % Diff
Paid Occupancy	35.1%	33.5%	4.8%
ADR	\$129	\$119	8.4%
RevPar	\$45	\$40	13.7%

January Booking Pace	6.6%	8.0%	-17.8%
----------------------	------	------	--------

January Booking Pace	-0.5%	40.0%	-242.9%
----------------------	-------	-------	---------

January Booking Pace	7.6%	6.6%	16.0%
----------------------	------	------	-------

Next Month Performance (February)	2020	2019	Year over Year % Diff
Paid Occupancy	69.7%	63.8%	9.2%

Next Month Performance (February)	2020	2019	Year over Year % Diff
Paid Occupancy	87.4%	83.9%	4.1%

Next Month Performance (February)	2020	2019	Year over Year % Diff
Paid Occupancy	48.6%	46.4%	4.7%

Prior 6 Months to Date (Aug '19 - Jan '20)	2020	2019	Year over Year % Diff
Paid Occupancy	45.8%	46.2%	-0.8%
ADR	\$149	\$146	1.7%
RevPar	\$68	\$68	0.9%

Prior 6 Months to Date (Aug '19 - Jan '20)	2020	2019	Year over Year % Diff
Paid Occupancy	47.4%	48.5%	-2.3%
ADR	\$131	\$133	-1.4%
RevPar	\$62	\$65	-3.7%

Prior 6 Months to Date (Aug '19 - Jan '20)	2020	2019	Year over Year % Diff
Paid Occupancy	43.8%	44.4%	-1.3%
ADR	\$224	\$218	2.7%
RevPar	\$98	\$97	1.4%

Pensacola Production Notes

RAO PRODUCTION NOTES:

- January:
 - Pensacola Occupancy up 4.8% with a decrease of -67 room nights available and an increase in sold room nights this year of 607. Rates finalized up 0.4%, \$.25, resulting in an increase in RevPAR of 5.2% or \$1.83
- Historical 6 month:
 - Pensacola Occupancy down -0.8% with a decrease of 256 room nights available, and a decrease in room nights sold this year of -760. Rates finalized up 1.7%, resulting in an increase in revenue of \$90,151
- Future 6 months:
 - Pensacola Occupancy currently up 18.1% with an increase of 2,768 room nights available and an increase of 9,494 room nights on the books. Rate currently up 4.6% versus same time last year, with an increase in on the books revenue of \$2,927,693
- Increment Pacing (Fill Analysis):
 - Overall incremental fill for Pensacola is up 17.9%, with declines in bookings made this January for arrival in January, March and April. However, bookings made this January for arrival in May and June were up 74.6% and 69.0% respectively.

DOR PRODUCTION NOTES:

- January
 - Occupancy was flat for January compared to last year and finished at 55.7% occupancy both this year and last year.
 - January 1st-4th, 6th, 12th, 17th-19th, and 30th all finished ahead of last year.
- January Events
 - New Year's Day 1/1
 - MLK Weekend 1/17-1/19
- February (5 PMC's included)
 - Occupancy is currently up over this same time last year for every day in February.
 - Occupancy for the month at 73.3% TY compared to 65.2% PY
- February Events
 - Valentine's Day 2/14
 - Presidents Day Weekend 2/15-2/17
- Future Months
 - All future days are currently ahead of this same time last year except for April 18th, June 6th, and July 18th

Date Created: Feb 18, 2020

Visit Pensacola

For the Month of January 2020



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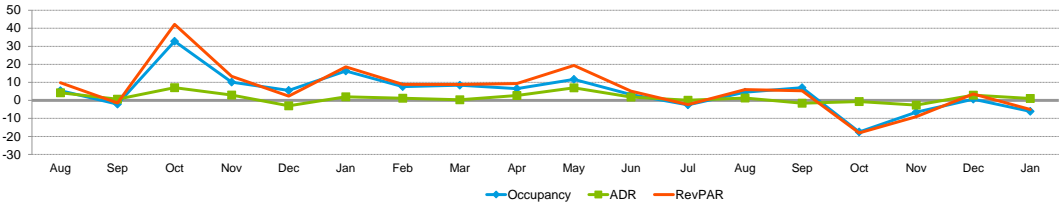
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Source: 2020 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Trend Escambia Co + Zip 32561+

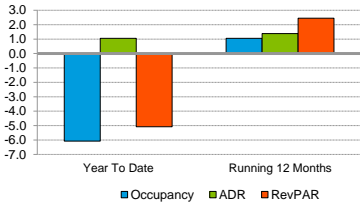
Visit Pensacola
For the Month of January 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	67.9	62.7	77.8	61.0	52.4	53.8	62.7	77.8	72.9	76.4	84.1	82.0	71.0	67.1	64.1	57.0	52.7
	Last Year	64.5	64.0	58.6	55.4	49.6	46.3	58.2	71.7	68.4	68.5	81.4	84.1	67.9	62.7	77.8	61.0	52.4
Percent Change		5.4	-2.1	32.8	10.1	5.5	16.3	7.6	8.4	6.5	11.6	3.2	-2.5	4.5	7.0	-17.5	-6.6	0.7

Year To Date		
2018	2019	2020
46.3	53.8	50.5
50.7	46.3	53.8
-8.8	16.3	-6.1

Running 12 Months		
2018	2019	2020
66.0	67.4	68.1
66.4	66.0	67.4
-0.6	2.2	1.1

ADR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	122.72	111.39	104.88	93.99	85.23	85.27	91.42	114.44	121.39	132.29	150.20	161.63	124.38	109.64	104.22	91.50	86.17
	Last Year	117.77	110.67	97.96	91.27	87.88	83.61	90.36	114.02	118.22	123.66	147.49	161.47	122.72	111.39	104.88	93.99	85.23
Percent Change		4.2	0.7	7.1	3.0	-3.0	2.0	1.2	0.4	2.7	7.0	1.8	0.1	1.4	-1.6	-0.6	-2.6	2.9

Year To Date		
2018	2019	2020
83.61	85.27	86.17
79.25	83.61	85.27
5.5	2.0	1.1

Running 12 Months		
2018	2019	2020
112.39	116.36	117.97
109.15	112.39	116.36
3.0	3.5	1.4

RevPAR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	83.37	69.86	81.59	57.38	44.63	45.88	57.31	89.02	88.45	101.11	126.24	132.54	88.34	73.59	66.85	52.19	46.23
	Last Year	75.91	70.87	57.38	50.61	43.60	38.69	52.63	81.79	80.88	84.67	120.11	135.76	83.37	69.86	81.59	57.38	44.63
Percent Change		9.8	-1.4	42.2	13.4	2.4	18.6	8.9	8.8	9.4	19.4	5.1	-2.4	6.0	5.3	-18.1	-9.0	3.6

Year To Date		
2018	2019	2020
38.69	45.88	43.55
40.20	38.69	45.88
-3.8	18.6	-5.1

Running 12 Months		
2018	2019	2020
74.17	78.45	80.37
72.44	74.17	78.45
2.4	5.8	2.5

Supply	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	237,584	229,920	235,228	227,640	235,228	235,445	214,788	237,801	230,100	238,018	230,370	238,049	240,715	235,560	243,412	235,560	243,412
	Last Year	233,089	226,800	234,360	226,800	237,646	237,646	214,648	237,646	229,980	237,646	229,920	237,584	237,584	229,920	235,228	227,640	235,228
Percent Change		1.9	1.4	0.4	0.4	-1.0	-0.9	0.1	0.1	0.1	0.2	0.2	0.2	1.3	2.5	3.5	3.5	3.4

Year To Date		
2018	2019	2020
237,646	235,445	243,412
233,089	237,646	235,445
2.0	-0.9	3.4

Running 12 Months		
2018	2019	2020
2,766,211	2,788,469	2,831,197
2,767,586	2,766,211	2,788,469
0.0	0.8	1.5

Demand	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	161,409	144,199	182,990	138,970	123,170	126,679	134,661	184,976	167,662	181,909	193,626	195,217	170,976	158,103	156,145	134,357	128,300
	Last Year	150,240	145,241	137,264	125,754	117,904	109,961	125,024	170,471	157,350	162,715	187,235	198,745	161,409	144,199	182,990	138,970	123,170
Percent Change		7.4	-0.7	33.3	10.5	4.5	15.2	7.7	8.5	6.6	11.8	3.4	-2.3	5.9	9.6	-14.7	-3.3	4.2

Year To Date		
2018	2019	2020
109,961	126,679	123,013
118,226	109,961	126,679
-7.0	15.2	-2.9

Running 12 Months		
2018	2019	2020
1,825,608	1,879,957	1,928,945
1,836,908	1,825,608	1,879,957
-0.6	3.0	2.6

Revenue	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	19,807,798	16,062,795	19,191,404	13,061,434	10,498,370	10,801,613	12,310,123	21,168,171	20,352,069	24,064,816	29,083,059	31,552,051	21,265,711	17,334,164	16,272,742	12,293,645	11,252,064
	Last Year	17,693,980	16,073,136	13,446,832	11,477,388	10,360,873	9,194,177	11,297,661	19,437,420	18,601,831	20,121,112	27,614,928	32,253,299	19,807,798	16,062,795	19,191,404	13,061,434	10,498,370
Percent Change		11.9	-0.1	42.7	13.8	1.3	17.5	9.0	8.9	9.4	19.6	5.3	-2.2	7.4	7.9	-15.2	-5.9	7.2

Year To Date		
2018	2019	2020
9,194,177	10,801,613	10,599,998
9,369,619	9,194,177	10,801,613
-1.9	17.5	-1.9

Running 12 Months		
2018	2019	2020
205,182,719	218,749,665	227,548,612
200,489,596	205,182,719	218,749,665
2.3	6.6	4.0

Census %	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	Census Props	81	81	80	80	80	80	81	81	81	81	81	81	82	83	83	83	83
	Census Rooms	7664	7664	7588	7588	7588	7595	7671	7671	7670	7678	7679	7679	7765	7852	7852	7852	7852
% Rooms Participants		75.6	75.6	75.3	75.3	75.3	74.4	73.5	74.5	74.5	74.6	74.4	74.4	74.7	75.0	75.0	75.0	75.0

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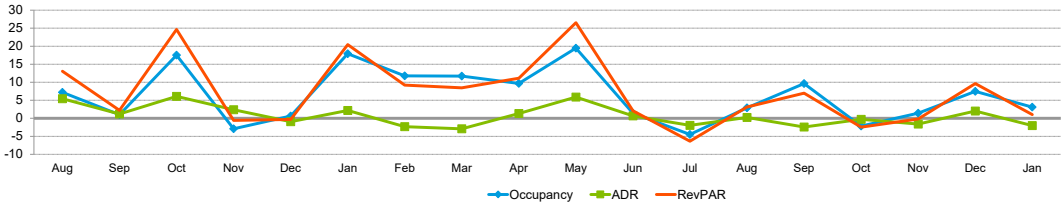
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Tab 4 - Trend Beach+

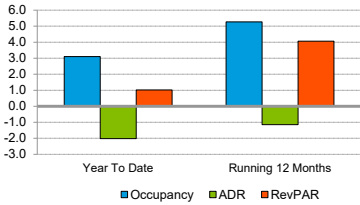
Visit Pensacola
For the Month of January 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	80.7	74.9	79.5	59.9	51.5	47.8	65.7	80.3	80.5	84.8	90.3	87.3	83.1	82.1	77.8	60.8	55.4	49.3
	Last Year	75.3	74.2	67.6	61.7	51.2	40.5	58.7	71.9	73.4	71.0	89.0	91.4	80.7	74.9	79.5	59.9	51.5	47.8
Percent Change	7.2	1.0	17.5	-2.9	0.6	17.9	11.8	11.7	9.7	19.5	1.4	-4.5	2.9	9.6	-2.2	1.4	7.5		3.1

ADR	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	209.15	178.77	159.02	129.59	116.91	113.57	121.16	185.70	194.48	218.61	271.64	294.99	209.65	174.44	158.56	127.53	119.26	111.28
	Last Year	198.38	176.66	149.90	126.56	118.02	111.16	124.02	191.29	191.93	206.43	269.80	300.91	209.15	178.77	159.02	129.59	116.91	113.57
Percent Change	5.4	1.2	6.1	2.4	-0.9	2.2	-2.3	-2.9	1.3	5.9	0.7	-2.0	0.2	-2.4	-0.3	-1.6	2.0		-2.0

RevPAR	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	168.89	133.92	126.41	77.65	60.25	54.29	79.55	149.17	156.57	185.44	245.22	257.62	174.21	143.27	123.31	77.51	66.05	54.84
	Last Year	149.40	131.03	101.40	78.11	60.44	45.07	72.84	137.54	140.90	146.57	240.26	275.10	168.89	133.92	126.41	77.65	60.25	54.29
Percent Change	13.0	2.2	24.7	-0.6	-0.3	20.5	9.2	8.4	11.1	26.5	2.1	-6.4	3.1	7.0	-2.5	-0.2	9.6		1.0

Supply	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	47,709	46,170	45,353	43,890	45,353	45,570	43,288	47,926	46,380	48,174	46,650	48,205	48,205	46,650	48,205	46,650	48,205	48,205
	Last Year	47,740	46,200	47,740	46,200	47,740	47,740	43,120	47,740	46,200	47,740	46,170	47,709	47,709	46,170	45,353	43,890	45,353	45,570
Percent Change	-0.1	-0.1	-5.0	-5.0	-5.0	-4.5	0.4	0.4	0.4	0.9	1.0	1.0	1.0	1.0	6.3	6.3	6.3		5.8

Demand	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	38,524	34,587	36,054	26,298	23,372	21,783	28,422	38,496	37,338	40,865	42,113	42,098	40,055	38,316	37,489	28,352	26,698	23,758
	Last Year	35,953	34,266	32,294	28,514	24,448	19,355	25,326	34,326	33,917	33,896	41,114	43,617	38,524	34,587	36,054	26,298	23,372	21,783
Percent Change	7.2	0.9	11.6	-7.8	-4.4	12.5	12.2	12.1	10.1	20.6	2.4	-3.5	4.0	10.8	4.0	7.8	14.2		9.1

Revenue	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	8,057,423	6,183,250	5,733,161	3,407,910	2,732,418	2,473,939	3,443,479	7,148,890	7,261,594	8,933,332	11,439,633	12,418,458	8,397,562	6,683,733	5,944,305	3,615,862	3,183,893	2,643,729
	Last Year	7,132,207	6,053,532	4,840,782	3,608,748	2,885,452	2,151,501	3,141,025	6,566,384	6,509,712	6,997,035	11,092,759	13,124,984	8,057,423	6,183,250	5,733,161	3,407,910	2,732,418	2,473,939
Percent Change	13.0	2.1	18.4	-5.6	-5.3	15.0	9.6	8.9	11.6	27.7	3.1	-5.4	4.2	8.1	3.7	6.1	16.5		6.9

Census %	2018					2019												2020	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	Census Props	9	9	8	8	8	8	9	9	9	9	9	9	9	9	9	9	9	9
	Census Rooms	1539	1539	1463	1463	1463	1470	1546	1546	1546	1554	1555	1555	1555	1555	1555	1555	1555	1555
% Rooms Participants	80.5	80.5	79.5	79.5	79.5	79.6	75.7	80.6	80.6	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7		80.7

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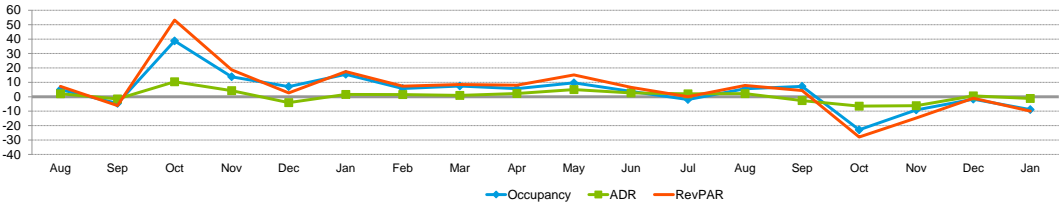
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Tab 6 - Trend Inland+

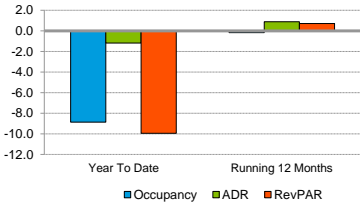
Visit Pensacola
For the Month of January 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	64.0	58.7	77.1	60.2	51.3	54.2	60.5	76.2	69.8	73.4	81.6	79.9	67.5	62.9	59.4	54.7	50.5	49.4
Last Year	60.9	61.6	55.6	52.9	47.9	46.9	57.2	70.9	66.1	66.9	78.7	81.5	64.0	58.7	77.1	60.2	51.3	54.2
Percent Change	5.0	-4.6	38.8	13.8	7.0	15.6	5.8	7.5	5.7	9.7	3.8	-1.9	5.5	7.2	-22.9	-9.1	-1.6	-8.9

ADR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	93.85	88.35	89.66	83.34	75.41	77.70	81.27	93.52	98.04	105.06	114.25	123.05	95.94	86.03	83.85	78.22	75.86	76.78
Last Year	91.94	89.73	81.21	79.92	78.58	76.46	80.05	92.63	95.90	100.05	111.28	120.63	93.85	88.35	89.66	83.34	75.41	77.70
Percent Change	2.1	-1.5	10.4	4.3	-4.0	1.6	1.5	1.0	2.2	5.0	2.7	2.0	2.2	-2.6	-6.5	-6.1	0.6	-1.2

RevPAR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	60.03	51.89	69.12	50.15	38.69	42.09	49.18	71.28	68.43	77.13	93.28	98.32	64.77	54.15	49.83	42.76	38.28	37.91
Last Year	56.01	55.24	45.11	42.25	37.66	35.84	45.81	65.70	63.35	66.96	87.54	98.30	60.03	51.89	69.12	50.15	38.69	42.09
Percent Change	7.2	-6.1	53.2	18.7	2.7	17.4	7.4	8.5	8.0	15.2	6.6	0.0	7.9	4.4	-27.9	-14.7	-1.0	-9.9

Supply	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	178,033	172,290	178,033	172,290	178,033	178,033	160,804	178,033	172,260	178,002	172,260	178,002	178,002	172,260	178,002	172,260	178,002	178,002
Last Year	180,079	172,320	178,064	172,320	178,064	178,064	160,832	178,064	172,320	178,064	172,290	178,033	178,033	172,290	178,033	172,290	178,033	178,033
Percent Change	-1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	113,873	101,178	137,238	103,669	91,344	96,450	97,323	135,701	120,224	130,679	140,648	142,229	120,164	108,419	105,779	94,179	89,833	87,883
Last Year	109,700	106,086	98,916	91,090	85,350	83,472	92,044	126,297	113,833	119,166	135,540	145,077	113,873	101,178	137,238	103,669	91,344	96,450
Percent Change	3.8	-4.6	38.7	13.8	7.0	15.5	5.7	7.4	5.6	9.7	3.8	-2.0	5.5	7.2	-22.9	-9.2	-1.7	-8.9

Revenue	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	10,686,809	8,939,426	12,305,376	8,639,572	6,888,001	7,494,061	7,909,013	12,690,616	11,787,070	13,729,385	16,069,128	17,501,320	11,529,052	9,327,252	8,869,581	7,366,370	6,814,611	6,747,851
Last Year	10,085,970	9,519,045	8,033,320	7,279,688	6,706,394	6,381,957	7,368,394	11,699,126	10,916,087	11,922,918	15,082,845	17,500,081	10,686,809	8,939,426	12,305,376	8,639,572	6,888,001	7,494,061
Percent Change	6.0	-6.1	53.2	18.7	2.7	17.4	7.3	8.5	8.0	15.2	6.5	0.0	7.9	4.3	-27.9	-14.7	-1.1	-10.0

Census %	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68
Census Rooms	5743	5743	5743	5743	5743	5743	5743	5743	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742
% Rooms Participants	72.6	72.6	72.6	72.6	72.6	71.4	71.2	71.2	71.2	71.2	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1

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VISIT PENSACOLA BOARD MEETING

February 26, 2020

Marketing & Communications



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Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Pensacola Filled with Cheer, Laughter and Glee this Winter Season



Highlight: Red Tri Cycle, Travel and Leisure and Meetings Today



Highlight: Escambia County, Pensacola News Journal, Convention South



Highlight: Top 10 Spring Break Activities for Families



SOCIAL MEDIA 6,989 sessions via social referral • 4,769 total social conversions



492 TOTAL SOCIAL CONVERSIONS

Total Engagement: 2,507 Replies, retweets and likes +114 followers, 250K impressions



3,454 TOTAL SOCIAL CONVERSIONS

872 New Page Likes

111k Engaged Users with the potential of 5.2 million total impressions (all generated from likes, shares and comments on posts)



334 TOTAL SOCIAL CONVERSIONS

Engaged 4,631 people, 434 saves, 514 link clicks



3 NEW SUBSCRIBERS • 833 TOTAL SUBSCRIBERS

Videos: 1 - Pensacola Stories VII: Darlyne Abad Zoltak, East Hill Pizza Owner



E-MARKETING CONSUMER eNEWS

2,024 new sign-ups 104.3% conversion rate
10.2% open rate 1.0% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

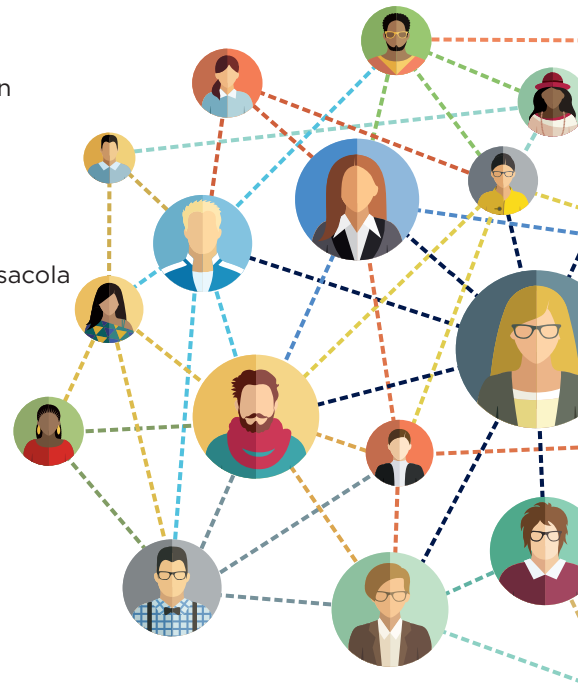
- Pensacola Filled with Cheer, Laughter and Glee this Winter Season

MEDIA ASSISTS

- International Media Marketplace
- Giant Noise Site Visit
- Destination Florida Quicktrip Submission
- Pensacola News Journal
- Escambia County PIO
- City of Pensacola PIO
- Visit Florida
- Canadian Editor – Julie Rekai Rickerd
- Innisfree Hotels
- Pensacola International Airport

MEDIA ASSISTS, cont.

- Film Producer – Alex Friedman
- The Travel 100
- Foo Foo Festival
- Emerald Coast Magazine
- Premier Sailing League
- Northwest Florida Days – Pensacola Chamber
- Pensacon Program
- Group Tour Media
- Margaritaville Hotel
- Advertising Federation
- WEAR3
- Undiscovered Florida



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Oprah Magazine names Perdido Key Charming American Town



130 stories

Highlights:

- Pensacola ranked one of the fastest growing airports in the U.S.
- Beaches, History and More Reasons Why You Should Explore Florida's Panhandle



8 Accolades

Highlights:

- Most Affordable Beach Towns – 2020 Edition
- Pensacola's Mr. Pollo ranked Top 100 Place to Eat in the U.S., According to Yelp

VisitPensacola.com

JANUARY ONLINE REPORT

Summary

- **Website engagement**

- Website visits are up 17%
- Unique website visitors up 23%
- Mobile Traffic up 33%

- **Acquisition**

- Top converting channels:
 - Organic Traffic / 132%
 - Paid Search / 100%
 - Referral / 141%
 - Email / 104%

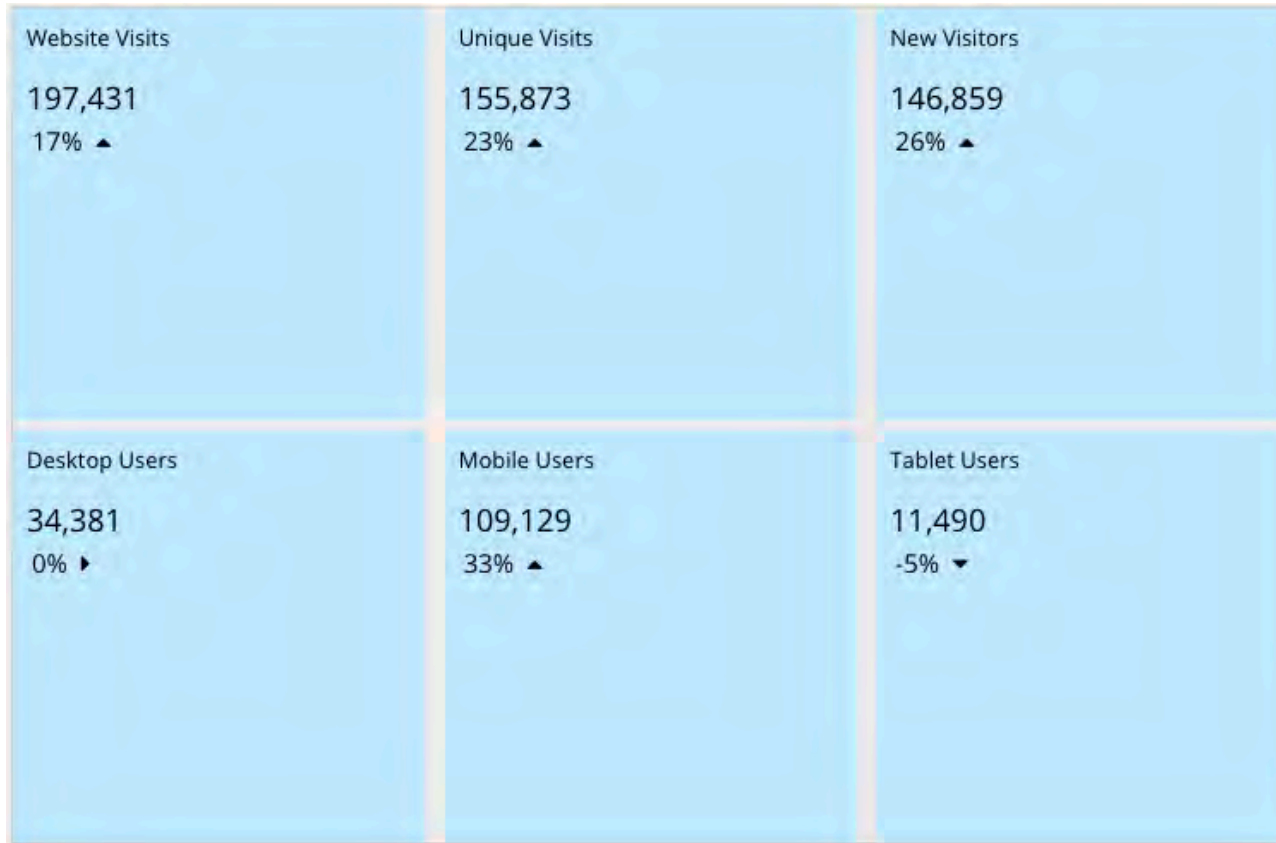
- **Email Engagement**

- Unique Open Rate 10%
- Unique CTR 1%
- Conversion Rate 104%

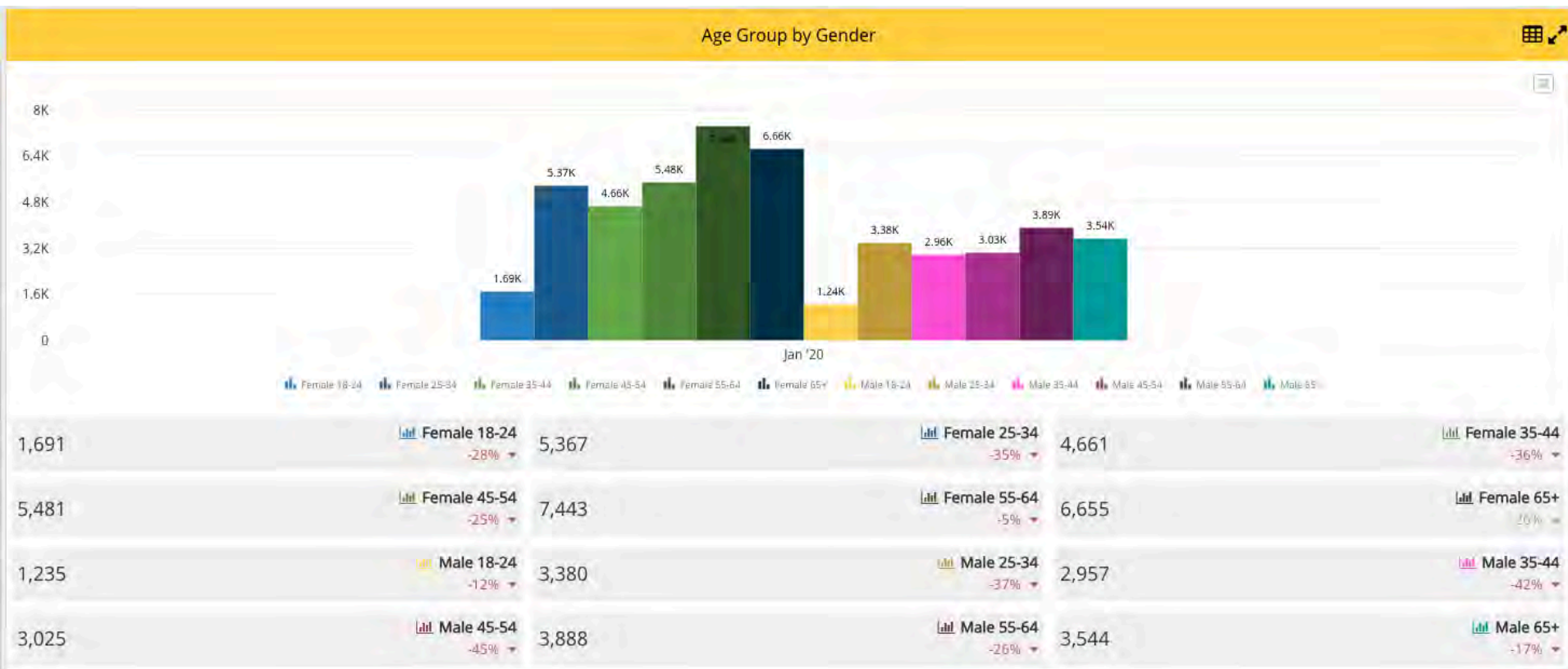
- **Social Media**

- Social Media traffic resulted in 4,769 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook (3,454 Conversions), Twitter (492), Pinterest (334), Instagram (30), Instagram Stories (106)
- Top landing pages/sections from social: Perdido Key, Home page, Late Night Snack, Donuts To Die For, Spring Break Activities

Audience



Audience - Demographics



Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	5,501	4,166	41.3%	2.4	107.1%
Chicago IL	3,608	3,314	78.3%	1.4	36.7%
Philadelphia PA	2,853	2,614	82.6%	1.3	24.4%
Atlanta GA	2,569	2,155	48.6%	2.0	85.6%
New Orleans LA	1,939	1,530	48.7%	1.9	86.0%
Denver CO	1,825	1,689	81.1%	1.4	30.1%
Dallas-Ft. Worth TX	1,471	1,252	54.3%	1.9	75.3%
Orlando-Daytona Beach-Melbourne FL	1,240	1,102	55.2%	1.9	73.1%
Washington DC (Hagerstown MD)	1,103	1,008	74.9%	1.5	46.5%
(not set)	971	847	57.4%	2.1	79.6%

Engagement

Partner Engagement on Website



Series	Coupons	Events	Listings	Outbound links
Oct '19	1,061	18,964	13,134	35,406
Nov '19	482	16,203	10,063	29,301
Dec '19	723	14,997	10,761	31,095
Jan '20	1,058	10,073	18,973	40,556

70,660

Engagement - Events

-1.5%

Engagement – Partner Listings



Top Events

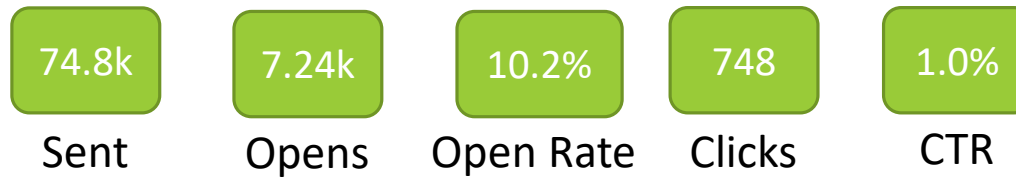
Top 25 Listings



Top 25 Listings

-17%

Email Engagement



Email Website Activity

Users	New Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate
976	749	1,556	33.7%	2.2	104.3%

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:30	▼ 15.4%
Pages	2.0	▼ 7.1%
Bounce Rate	53.4%	▲ 2.2%
Email Sign Up Completions	2,024	▲ 274.8%
Insider Guide Signups Completions	1,869	▲ 0.6%

Acquisition by Channel

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	55,683	70,917	40.7%	2.7	151.7	132.8%
Paid Social	26,491	32,100	70.2%	1.6	38.0	50.7%
Native	24,602	27,572	52.2%	1.2	21.6	16.3%
Display	20,374	24,270	83.5%	1.3	21.0	22.7%
Paid Search	14,307	17,232	43.7%	2.2	103.2	100.0%
Direct	9,147	13,054	51.1%	2.2	120.0	97.8%
Social	5,855	6,989	44.1%	1.6	61.4	59.6%
Referral	2,592	3,710	41.2%	3.2	207.1	141.7%
Email	976	1,556	33.7%	2.2	121.7	104.3%
(Other)	27	31	54.8%	1.6	80.2	51.6%

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	50,599	45,924	64,564	41.4%	2.6	147.5	129.0%
facebook / paid_social	26,490	24,076	32,099	70.2%	1.6	38.0	50.7%
stack_adapt / native	24,384	23,607	27,347	52.3%	1.1	21.5	16.1%
google / cpc	12,772	12,025	15,582	44.0%	2.2	98.7	96.4%
(direct) / (none)	9,147	8,594	13,054	51.1%	2.2	120.0	97.8%
stack_adapt / display	8,342	8,323	9,882	85.4%	1.1	20.5	12.9%
m.facebook.com / referral	4,180	3,337	4,818	50.9%	1.4	37.4	48.1%
adara / display	3,946	3,693	5,328	85.8%	1.3	23.7	24.4%
stack_adapt / preroll	3,867	3,411	4,235	84.8%	1.2	10.7	18.8%
bing / organic	2,824	2,504	3,682	32.7%	3.6	211.3	180.3%

Top Pages

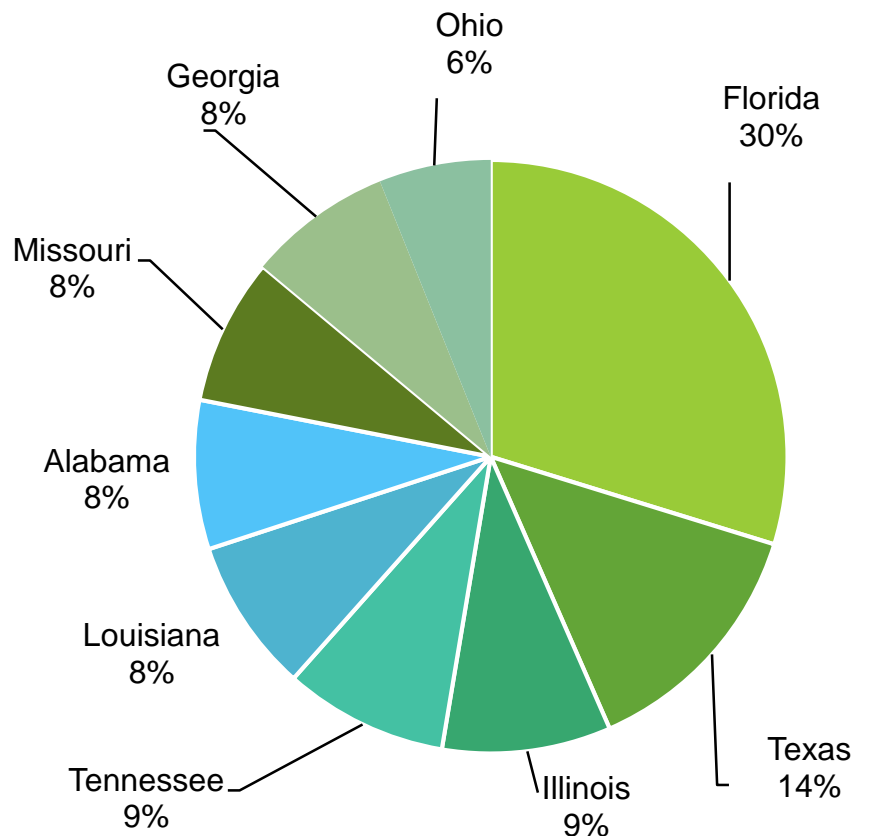
1. Warm Up Campaign Landing
2. Experience Landing
3. Home
4. Events
5. Blog – Fine Dining
6. Webcam
7. Plan Your Trip Free
8. Things To Do
9. Events > This Week
10. Attractions

Engagement (E-Book) *January*

2020

Measurement	Value
Unique Visits	1,336
Unique Page Views	44,325
Avg. Time (min.)	8.6
Total Clicks	123
PDF Download	78

Top States – E-Book



Social Engagement

of Sessions via Social Referral: **6,989**

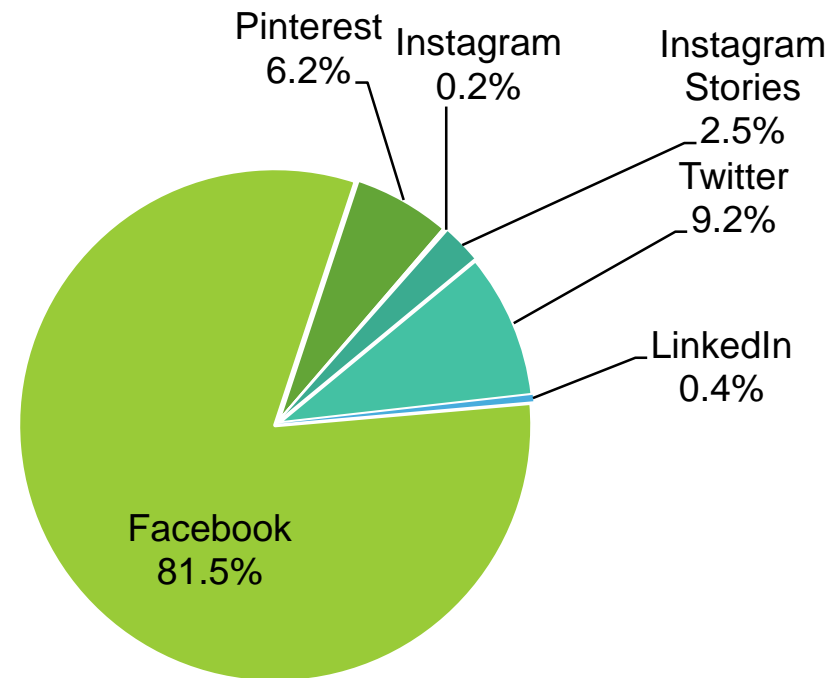
+27.89%

Total Social Conversions: **4,769 +31.45%**

Top Social Content

- Things to do – Beaches – Perdido Key
- VisitPensacola.com
- Blog - 10 Places to Dine Late
- Blog – donuts to die for
- Blog – 10 spring break activities for families

Social referrals to VisitPensacola.com

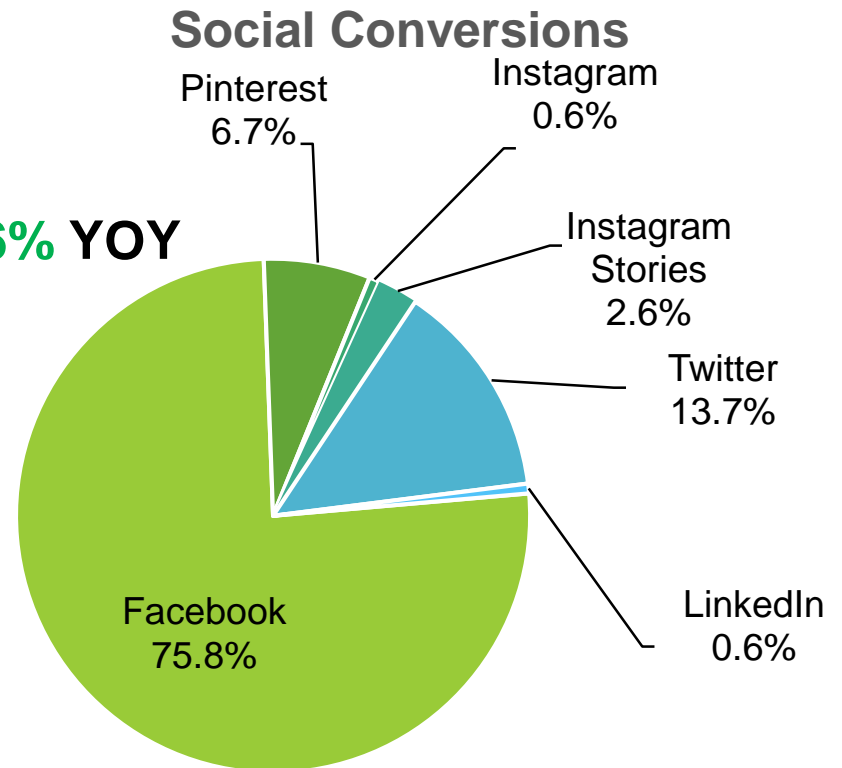


Social Conversions

Top converting social channels

Conversions have increased 28.36% YOY

- Facebook / 3,454
- Pinterest / 334
- Instagram / 30
- Instagram Stories / 106
- Twitter / 492
- LinkedIn / 27

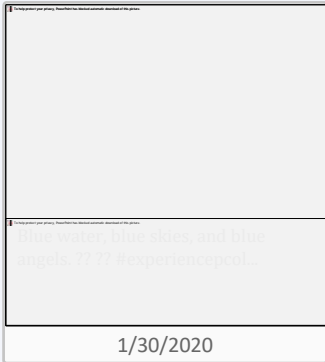


Instagram Report

Instagram Account Report

Pensacola, Florida

MOST ENGAGING POST



INSTAGRAM POSTS

All Posts
Photo Posts
Video Posts
Carousel Posts

38
26
10
2

ENGAGEMENTS

20,690
13,765
5,188
1,737

ENGAGEMENTS PER POST

544.5
529.4
518.8
868.5

MOST ENGAGING FILTER

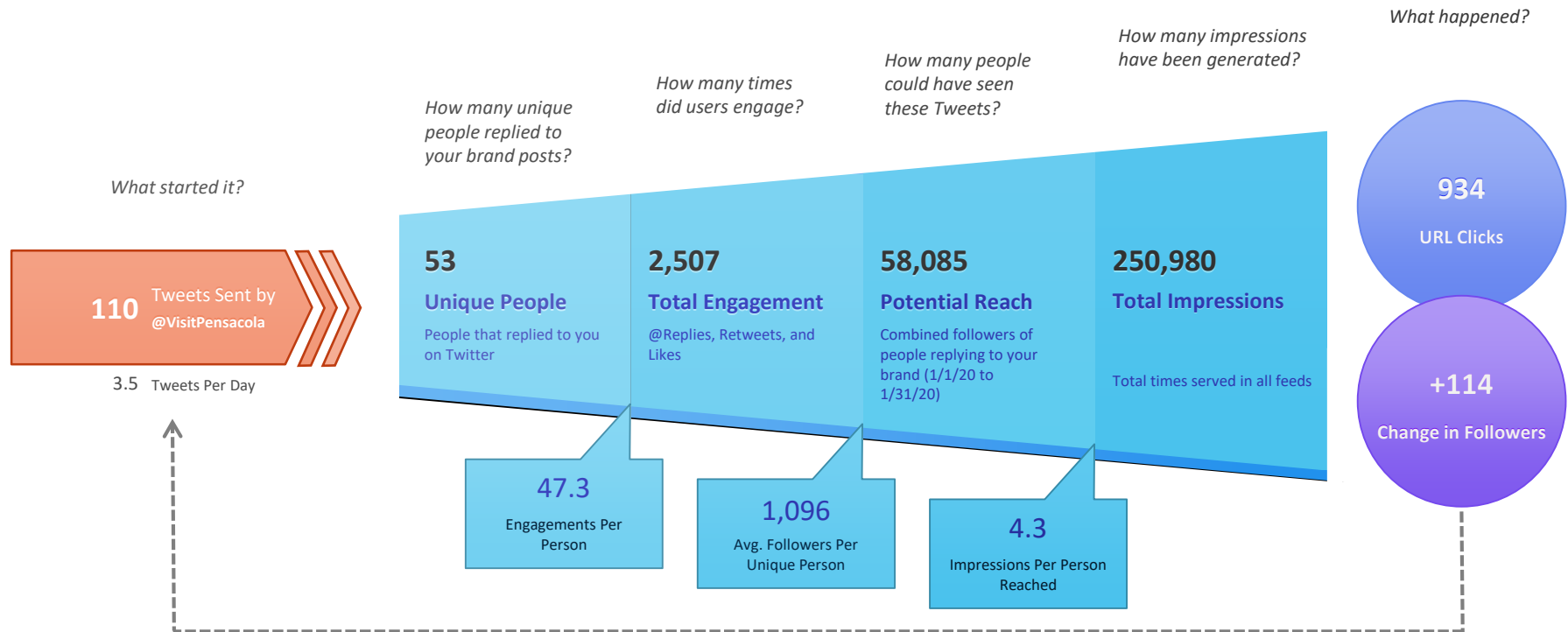
NA

MOST ENGAGING LOCATION

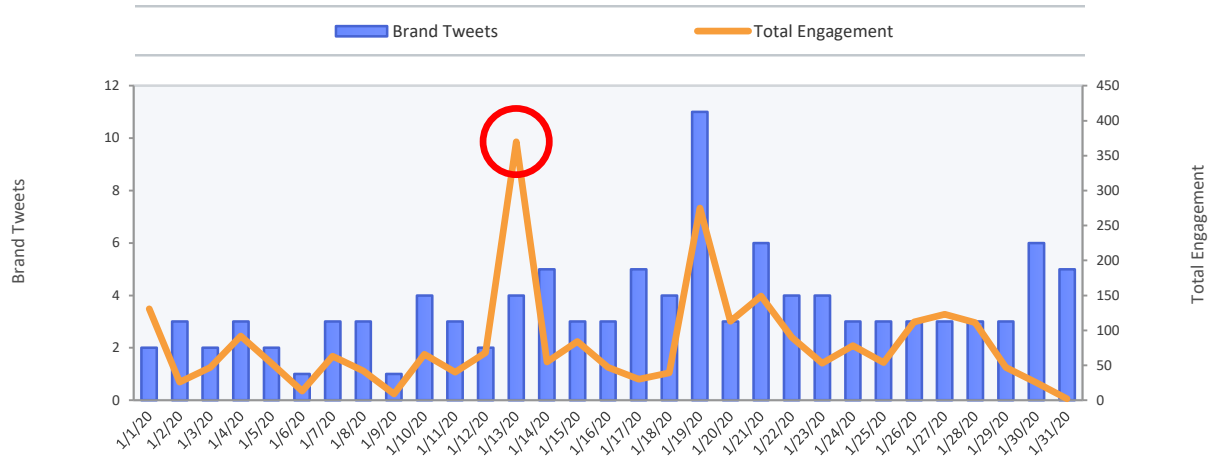
NA

Twitter

Twitter Engagement Megaphone



Brand Tweets and Engagement



ENGAGEMENT BREAKDOWN

2,507
Total Engagement

70 Replies
338 Retweets
2,099 Likes

ENGAGEMENT PEAK

1/13/20

358% more engagement than the daily average from this report period.

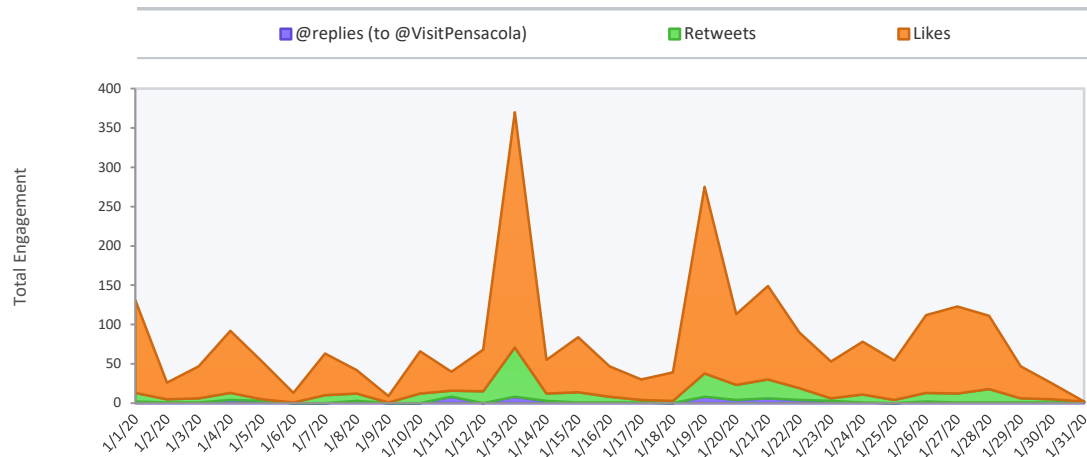
This peak appears to be overwhelmingly produced by brand-driven activity, with RTs, Replies & Likes accounting for 100% of your total engagement, and @mentions accounting for 0%.

MOST ENGAGING TWEET FROM REPORT PERIOD

"The roar of the engines, the streamers of smoke, every formation in perfect symmetry. Raise your hand if you're excited for the @BlueAngels..."

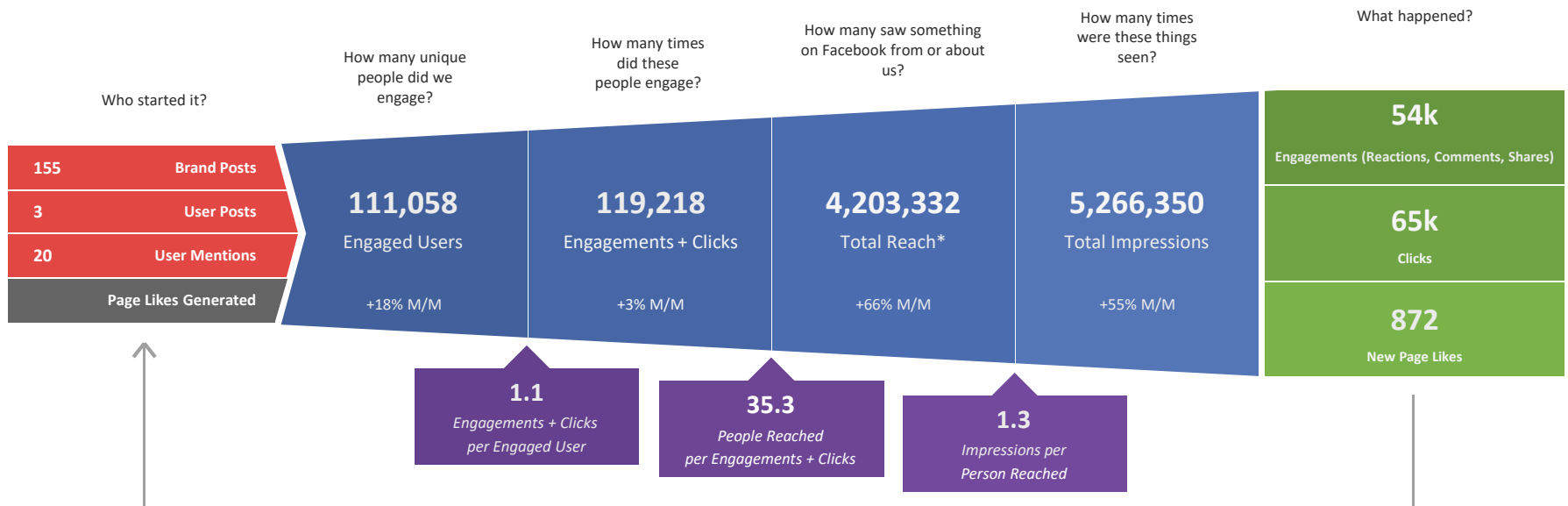
335 engagements (82.1% of the total)

Engagement Breakdown



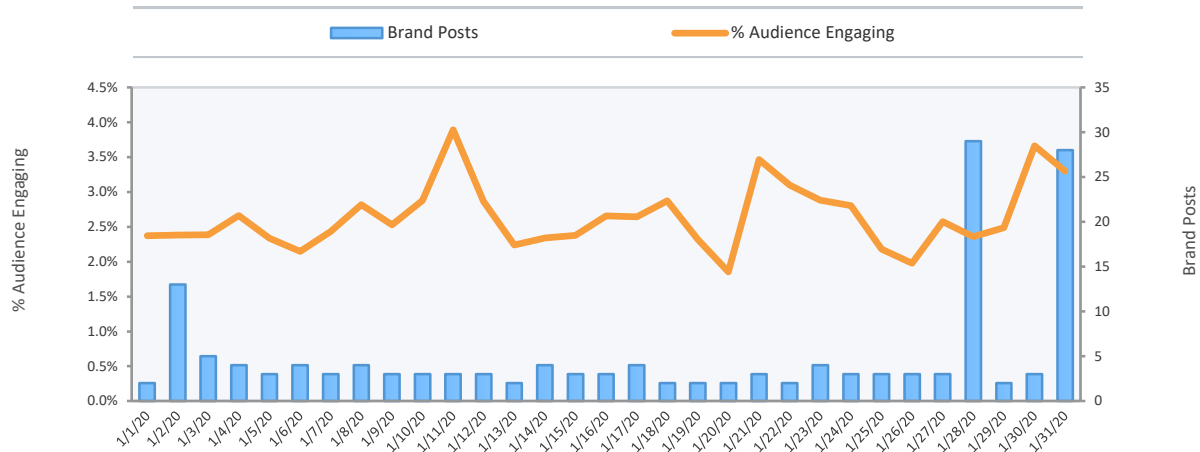
Facebook

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

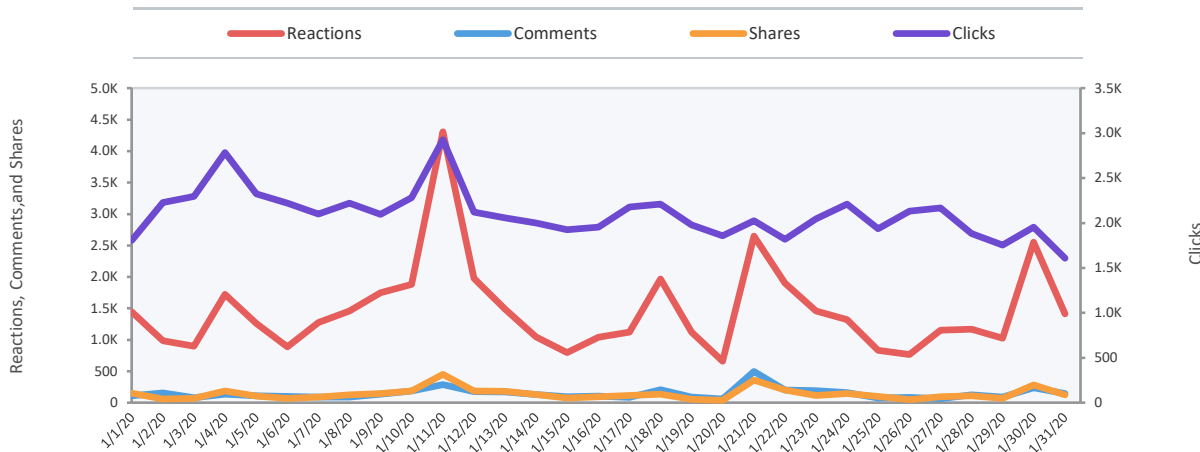
2.64% % Audience Engaging

111k Engaged Users

4.2M Total Reach

155 Brand Posts

Reactions, Comments, Shares, and Clicks



INTERACTIONS BY TYPE

45k Reactions
292.4 per post

4,481 Comments
28.9 per post

4,306 Shares
27.8 per post

65k Clicks
420.1 per post

YouTube

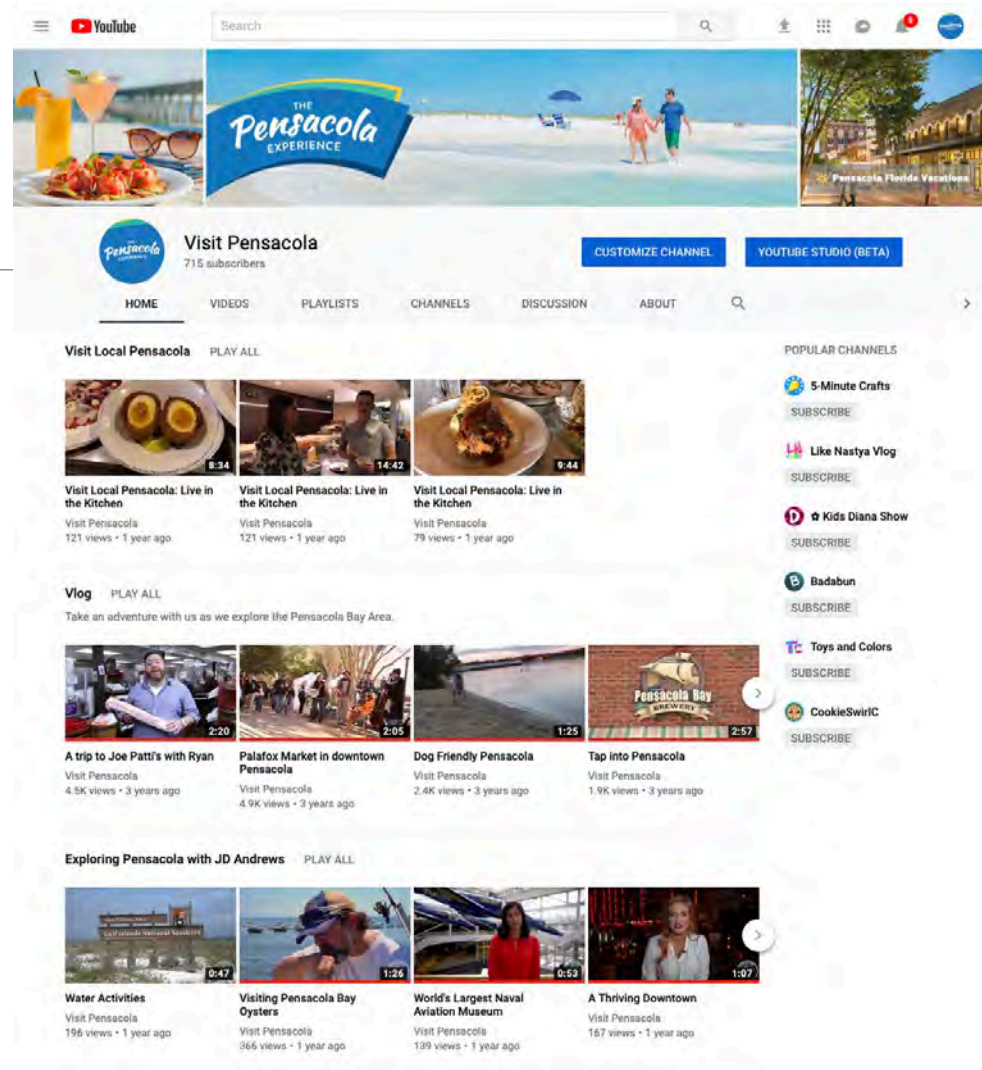
Subscribers: 832

New Subscribers 1

Views: 6.4k

Top viewed content:

- The Mullet Toss
- 3-Minute Adventure – Ziplining
- Things to do
- 5 Reasons to Visit Pensacola
- A Day In Pensacola
- Pensacola Stories VI: Connie Fleming, Pup Patrol
- Dog Friendly Pensacola





📣 EXPERIENCE CAMPAIGN ACTIVITY

WHAT RAN

Digital display, native content, social media, and pre-roll video.

MESSAGING

- Brand-focused and value-focused messages targeted at couples.
- Experience-focused messages touted options beyond the beach like adventure, local charms, and dining.
- Events ads showcased Mardi Gras, Pensacon, the Ice Flyers, and more.
- Direct-flight convenience and value messaging show specifically to potential travelers in Chicago, Dallas, Denver, Philadelphia, Washington DC.

WHO SAW IT

Audiences targeted by behaviors, interests, geography, and intention to travel.

WHERE IT WAS SEEN

Primary markets: 350-mile radius around Pensacola Bay Area, plus Nashville, Dallas, and Houston. Direct-flight messages were market-specific.

📣 WARM UP YOUR WINTER CAMPAIGN

Cold-weather viewers were urged “warm up their winter” while at the same time showcasing the beauty of our beaches, as well as the variety of things to do in the Pensacola Bay Area.

DETAILS

Run Dates: January 1 - February 29

Markets: Chicago, Denver, Philadelphia, Washington DC

Tactics: Standard digital, OTT, native, and paid social media





COMMUNITY IMPACT

2019 2018 2017

DECEMBER RESULTS

TDT Revenue \$499,840

Hotel Occupancy 52.8%

Average Daily Rate \$87.69

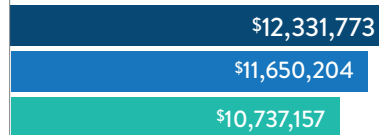
Figures pulled from county-reported TDT Collections data and STR Destination Report. TDT reports reflect taxes collected in January but generated in December.

TDT REVENUE

DECEMBER YEAR-OVER-YEAR

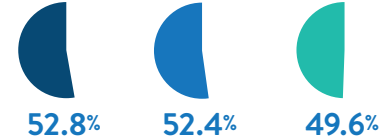


12-MONTH RUNNING TOTALS



HOTEL OCCUPANCY

DECEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



12-month running graphs compare current 12-month period to previous 12-months.



DIGITAL ADVERTISING RESULTS

2019 2018



TRACKABLE BOOKINGS

Figures account only for those people who saw a digital ad on their phone, tablet, or computer and then booked or traveled into our market. They do not represent all flights, hotels or arrivals.

DECEMBER RESULTS

Room Nights 5,396

Flights 3,479

Arrivals 1,227

Spend \$132,039

12-MONTH RUNNING TOTALS: NIGHTS, FLIGHTS, SPEND, ARRIVALS



Data from Adara, Arrivalist, Expedia, Sojern, StackAdapt, Facebook: Room nights and recorded flights booked during the month associated with trackable ad views.

DECEMBER YOY: BOOKINGS BY SPEND



This figure represents booking results (flights + room nights) relative to the advertising spend during the month.



DIGITAL IMPACT

Figures only account for paid social media and digital advertising-generated site visits.

DECEMBER RESULTS

SOCIAL MEDIA ADS:

People Reached 903,678

Landing Page Views 27,460

12-MONTH RUNNING TOTALS: SOCIAL MEDIA, WEBSITE IMPACT



Landing Page Views



WEBSITE IMPACT:

Campaign Site Visits 52,002

% of Total Site Visits 23%



% of Total Site Visits





VISIT PENSACOLA BOARD MEETING

February 26, 2020

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Sales Leads: 6
 Group Assists: 4
 Partner Referrals: 38
 Room Night Leads: 3,473
 YTD Leads: 11
 YTD Lead Room Nights: 4,503
 YTD Bookings: 5
 YTD Room Nights Booked: 507
 YTD Partner Referrals: 120

Group Leads

- 2020 US Sailing Youth National Championship
- Premiere Sailing Exhibition Series
- GS USA National Board Chair and CEO Meeting
- Haunted Attraction National Tradeshow and Convention
- 2022 UAA Annual Education Conference and Expo
- 2023 UAA Annual Education Conference and Expo

Service Highlights

- Snowbird Extravaganza
- USS St. Louis Commissioning Meeting & Downtown Site Visit
- Wounded Warrior Project
- NCUR 2022 Room Blocks

Trade Events:

Florida Huddle 2020

The Hilton, Holiday Inn Resort, SpringHill Suites Pensacola Beach and Pensacola International Airport joined Visit Pensacola at Florida Huddle, for two days of pre-scheduled, back-to-back appointments with 35 with international tour operators.

Following Florida Huddle, five UK operators visited the Pensacola Bay Area on a three-day two-night FAM tour, and here's what they had to say about our destination.

America As You Like It UK "I have truly fallen in love with this beautiful part of the world and can't wait to spread the word to all of our clients."

AC Group Travel UK "I will check with our directors if we can include Pensacola in our programme as it is a must stop for clients who visit Florida."

Funway Holidays UK "the Pensacola photo gallery means so much more than before when you understand the experience and location represented by the image. Thanks once again for the Pensacola experience. I'd love to come back one day to see the Lighthouse, more of the fantastic Aviation Museum, and maybe get some Sun."

Vacations to America UK "it was a great trip and really good to see the area, wow, what a beach and I loved the downtown area. I can't wait to tell the team all about Pensacola and why we should be recommending it more often."

Future Show Opportunity for Visit Pensacola Partners

Join Visit Pensacola at IPW in Las Vegas on May 30-June 3, for the opportunity to meet with international and domestic meeting planners, tour operations and media during three-days of one-on-one pre-scheduled appointments and networking opportunities. More than 70 countries are represented at IPW which is considered the travel industry's top international travel trade event and largest generator of travel to the United States. Contact Lori Coppels at lcoppels@visitpensacola.com or call 850-432-4209 for registration details.

New Partners

- Cruise Planners Emerald Coast
- Gulf Talent Services
- Uptown Market
- Cycle Joint
- Seville Savories Food Tour
- Rock Bottom Charters
- Five Flags Food Tours

Partner Promotions

- **Marketing Bar**- Offering all partners 20% off Rack Cards

January EVENTS

- John Appleyard Lectures: February 4 & 18
- Meet the Artist: Heather Mitchell –February 6, 13, 20, 27
- Mike Hartsaw Presentation: February 11
- USS Tripoli Commissioning Meeting February 11, 2020
- HRT Luncheon February 18, 2020 @ The District: Seville Steak & Seafood; Speakers: Paolo Ghio & Danny Zimmern
- Tall Ships Conference, February 18-20, 2020-St. Pete, FL
- I-10 Visit Florida Winter Showcase: February 21
- Northwest Florida Days – February 24-25, 2020 in Tallahassee, FL
- Pop-Up Opera – February 25
- Pensacon – February 28-March 1, 2020 at the Pensacola Bay Center

February Meetings:

Grant Committee: February 17-18, 2020, 2:30 p.m.

UWF Historic Bowden Building, 120 Church Street

Finance Committee, February 25, 1:00 p.m.

Pensacola Sports, 101 W. Main Street

Board of Directors Meeting, February 26, 3:00 p.m.

UWF Historic Bowden Building, 120 Church Street

Visitor Information Centers:

Number of daily Visitors: **5,369**

Direct assists: **3,291**

Phone assists: **504**

Group Packages assembled: **215**

Guest sign in states: **FL, MI, IL, IA, MN, WI, IN**

International Sign ins: Canada, Germany

Winter Escape savings card– 860 distributed

Hospitality Professionals Trolley Tour – 34 Guests attended



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
Elite Tours	Jan 2020 Pensacola Tour	1/14/2020	LW	30	30	\$3,750.00	Assist
Phi Beta Mu	2020 Phi Beta Mu Conference	1/17/2020	LW	160	240	\$92,250.00	Assist
Escambia County School District	Gulf Coast Leadership Conference 2020	1/23/2020	LW	150	360	\$78,750.00	Assist
2020 Weddings	Dohn Wedding	1/29/2020	LW	120	120	\$46,000.00	Assist
TOTAL:				<u>460</u>	<u>750</u>	<u>\$220,750.00</u>	



Upcoming Meetings/Groups

Account Name	Lead Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
Olive Baptist Church	2020 Ministers of Music Conference	2/3/2020	LC	100	200	\$100,000.00	Definite
Family Research Council (FRC)	FRC Donor Reception	2/6/2020	LW	45	42	\$13,125.00	Assist
2020 Weddings	McTiernan / Kopp Wedding	2/19/2020	LW	75	180	\$46,375.00	Assist
Flying Physicians	2020 Flying Physicians Winter Board Meeting	2/20/2020	LC	50	90	\$40,000.00	Definite
Kinematic Entertainment	2020 Pensacon	2/24/2020	LW	30,000	0	\$22,500,000.00	Assist
TOTAL:				<u>30,270</u>	<u>512</u>	<u>\$22,699,500.00</u>	