



# Visit Pensacola Financial Report January 2026

**FY26 JANUARY TAKEAWAYS:**

Unified financial statement reports a net loss of \$1.1M. This is due to the timing difference between when expenses are recorded and when those expenses are billed to the county.

**MAJOR HIGHLIGHTS:**

To date, VP has applied \$400K toward the advance with a remaining balance of \$1.6M to be paid by the end of the year.

There are 31 more partners as of 1.31.26 than 1.31.25, which resulted in \$6.6K more from partnership dues.

Foo Foo expenses have been submitted to Visit Pensacola. Eight out of ten organizations have completed their required documents and are ready for submission.

	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
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	VP MTD PRIVATE INCOME is from partnership dues-91% of invoiced partners have already paid their dues.
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	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,241,216.17. We recognize income as billed to the County).
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	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$9,600.77
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	VISIT PENSACOLA ONLY Month to date total Revenue = \$1,250,816.94
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	VISIT PENSACOLA ONLY Month to date expense:
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	Direct Programming \$714,061.90
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	Operations \$29,428.27
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	Personnel \$118,318.93
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	VISIT PENSACOLA ONLY Month to Date total Expense = \$861,809.10
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	<b>VISIT PENSACOLA Only Month to Date Net Income = \$389,007.84</b>
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	UNIFIED Year to Date TDT revenue totaled \$3,512,525.48
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	UNIFIED Year To Date Private revenue totaled \$145,405.73
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	UNIFIED Year to date total Revenue = \$3,657,931.21
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	UNIFIED Year to date expense:
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	Direct Programming \$4,213,874.81
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	Operations \$159,651.29
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	Personnel \$478,926.01
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	UNIFIED Year to Date total Expense = \$4,852,452.11
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	<b>UNIFIED Year to Date Net Loss = -\$1,194,520.90</b>
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**County Submissions**

*	Janaury's submission is submitted on Feb 20, 2026. The total amount of outstanding invoices from FY25 is \$267K.
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# Balance Sheet

Visit Pensacola Inc  
As of January 31, 2026

Distribution account	Total
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	201,771.87
1025 EFT TDT #4196	\$19,871.26
1027 EFT TDT #4196-ACE	0.00
<b>Total for 1025 EFT TDT #4196</b>	<b>\$19,871.26</b>
1030 Partner#2177	\$125,102.16
1033 PPP LOan	0.00
<b>Total for 1030 Partner#2177</b>	<b>\$125,102.16</b>
1035 Reserves #3955	20,904.24
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$367,764.53</b>
Accounts Receivable	
1200 Accounts Receivable	\$1,644,349.25
1200-5 Membershp Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
<b>Total for 1200 Accounts Receivable</b>	<b>\$1,646,239.25</b>
<b>Total for Accounts Receivable</b>	<b>\$1,646,239.25</b>
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	265.43
1405 Prepaid Expenses	77,486.03
1410 Prepaid Insurance	17,232.74
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00

# Balance Sheet

Visit Pensacola Inc  
As of January 31, 2026

	Total
Distribution account	
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
<b>Total for Other Current Assets</b>	<b>\$94,984.20</b>
<b>Total for Current Assets</b>	<b>\$2,108,987.98</b>
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>\$0.00</b>
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
<b>Total for 1350 Equipment</b>	<b>\$0.00</b>
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
<b>Total for Assets</b>	<b>\$2,108,987.98</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	61,132.83
<b>Total for Accounts Payable</b>	<b>\$61,132.83</b>
Credit Cards	
2000 Visit Pensacola P-Card	67,012.91
2002 Regions Membership PCard	1,677.47
<b>Total for Credit Cards</b>	<b>\$68,690.38</b>
Other Current Liabilities	

# Balance Sheet

Visit Pensacola Inc  
As of January 31, 2026

Distribution account	Total
2500 Due to HRT	0.00
25500 Sales Tax Payable	44.25
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2700 Unearned Revenue	1,600,610.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$2,568,520.71</b>
<b>Total for Current Liabilities</b>	<b>\$2,698,343.92</b>
<b>Total for Liabilities</b>	<b>\$2,698,343.92</b>
Equity	
32000 Unrestricted Net Assets	605,164.96
Net Income	-1,194,520.90
<b>Total for Equity</b>	<b>-\$589,355.94</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,108,987.98</b>

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**  
 Jan-26

Income	Oct - Jan, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
4000 Tourism Development Tax-TDT	1,041,216.17	2,902,196.08	8,686,744.00	5,784,547.92	33.41%	66.59%
Advance Payment	200,000.00	400,000.00	2,000,000.00	1,600,000.00	20.00%	80.00%
4001 - Tourism Development Tax-ACE		210,329.40	2,122,956.00	1,912,626.60	9.91%	
<b>Total 4000 Tourism Development Tax-TDT</b>	<b>\$ 1,241,216.17</b>	<b>\$ 3,512,525.48</b>	<b>\$ 12,809,700.00</b>	<b>\$ 9,297,174.52</b>	<b>27.42%</b>	<b>72.58%</b>
4100 Membership Dues	6,650.00	124,722.94	129,300.00	4,577.06	96.46%	3.54%
4150 Advertising Income	2,369.98	7,434.98	115,000.00	107,565.02	6.47%	93.53%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	40.00	128.65	130.00	1.35	98.96%	1.04%
4620 Interest Income	50.79	119.16	5,000.00	4,880.84	2.38%	97.62%
4640 Event Income	490.00	13,000.00	15,000.00	2,000.00	86.67%	13.33%
<b>Total Income</b>	<b>\$ 1,250,816.94</b>	<b>\$ 3,657,931.21</b>	<b>\$ 13,219,130.00</b>	<b>\$ 9,561,198.79</b>	<b>27.67%</b>	<b>72.33%</b>
<b>Gross Profit</b>	<b>\$ 1,250,816.94</b>	<b>\$ 3,657,931.21</b>	<b>\$ 13,219,130.00</b>	<b>\$ 9,561,198.79</b>	<b>27.67%</b>	<b>72.33%</b>
<b>Expenses</b>						
1 Direct Programming				0.00		
5090 Marketing Research	27,564.94	89,566.13	327,700.00	238,133.87	27.33%	72.67%
5100 Advertising/Media	57.48	227,032.28	453,000.00	225,967.72	50.12%	49.88%
5110 Public Relations	11,350.00	73,393.86	269,100.00	195,706.14	27.27%	72.73%
5120 Advertising Production	14,100.00	17,900.00	45,000.00	27,100.00	39.78%	60.22%
5130 Internet Site Production	38,420.46	200,475.14	470,115.00	269,639.86	42.64%	57.36%
5140 Festivals & Events Granted			100,000.00	100,000.00	0.00%	100.00%
5141 Festivals & Event Local Support			170,000.00	170,000.00	0.00%	100.00%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	23,295.00	34,827.23	77,100.00	42,272.77	45.17%	54.83%
5160 Sales Promotions	2,673.00	14,041.96	150,500.00	136,458.04	9.33%	90.67%
5170 Brochures and Collateral	1,630.79	2,866.50	177,500.00	174,633.50	1.61%	98.39%
5180 Tradeshows	34,023.50	110,977.86	272,200.00	161,222.14	40.77%	59.23%
5190 Showcase	554,667.06	2,276,127.21	5,946,224.00	3,670,096.79	38.28%	61.72%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects			10,000.00	10,000.00	0.00%	100.00%
5220 Registration	20.00	7,786.90	48,750.00	40,963.10	15.97%	84.03%
5230 Dues and Subscriptions	1,836.67	33,922.39	74,825.00	40,902.61	45.34%	54.66%
5400 Business Travel & Entertainment	4,342.82	9,809.24	115,715.00	105,905.76	8.48%	91.52%
5400-1 Disallowed Travel Expense	80.18	276.79	5,785.00	5,508.21	4.78%	95.22%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 4,423.00</b>	<b>\$ 10,086.03</b>	<b>\$ 121,500.00</b>	<b>\$ 111,413.97</b>	<b>8.30%</b>	<b>91.70%</b>
5500 Visitor Awareness Education			33,000.00	33,000.00	0.00%	100.00%
7400 ACE - DP		1,028,621.32	2,122,956.00	2,122,956.00	0.00%	100.00%
<b>Total 1 Direct Programming</b>	<b>\$ 714,061.90</b>	<b>\$ 4,213,874.81</b>	<b>\$ 11,005,720.00</b>	<b>\$ 6,791,845.19</b>	<b>38.29%</b>	<b>61.71%</b>
2 Operating Costs				0.00		
5450 Auto/ Local Travel	58.40	1,762.94	8,800.00	7,037.06	20.03%	79.97%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	1,301.01	26,998.60	40,120.00	4,82%	148.60%	
5600 Building Maintenance & Repair	9,339.13	27,383.44	79,000.00	51,616.56	34.66%	65.34%
5610 Computer&IT Maintenance&Repair	2,791.66	11,119.95	35,000.00	23,880.05	31.77%	68.23%
5630 Insurance Building & Content	1,805.09	7,078.93	23,200.00	16,121.07	30.51%	69.49%
5640 D & O and Liability Insurance	206.58	826.32	5,000.00	4,173.68	16.53%	83.47%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services		7,142.00	15,000.00	7,858.00	47.61%	52.39%
5670 CPA/ Financial Services	812.50	2,250.00	7,200.00	4,950.00	31.25%	68.75%
5700 Postage	2,953.74	7,326.43	25,620.00	18,293.57	28.60%	71.40%
5710 Supplies Coffee/Sodas	158.63	3,289.73	7,100.00	3,810.27	46.33%	53.67%
5720 Office Supplies	536.08	2,286.12	12,000.00	9,713.88	19.05%	80.95%
5730 Storage and Delivery	1,131.61	3,877.60	15,420.00	11,542.40	25.15%	74.85%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service		2,591.72	8,400.00	5,808.28	30.85%	69.15%
5766 Cell Phone	786.68	3,181.39	9,600.00	6,418.61	33.14%	66.86%
5770 Utilities	6,007.64	14,165.00	47,760.00	33,595.00	29.66%	70.34%
5780 Copier	671.89	3,260.01	9,600.00	6,339.99	33.96%	66.04%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses			2,000.00	2,000.00	0.00%	100.00%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	110.00	545.74	1,500.00	954.26	36.38%	63.62%
6005 Interest Expense		5,887.16	8,000.00	0.00%	135.89%	
6010 Credit Card Processing Fee	713.38	3,751.20	6,000.00	2,248.80	62.52%	37.48%
6500 Taxes	44.25	927.01	2,500.00	1,572.99	37.08%	62.92%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 29,428.27</b>	<b>\$ 159,651.29</b>	<b>\$ 568,830.00</b>	<b>\$ 409,178.71</b>	<b>28.07%</b>	<b>71.93%</b>

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

<b>3 Personnel Costs</b>						
<b>5800 Salaries</b>	94,716.10	383,112.16	1,311,260.00	928,147.84	29.22%	70.78%
<b>5810 Commissions</b>	1,037.10	12,558.79	28,500.00	15,941.21	44.07%	55.93%
<b>5830 Auto</b>	461.54	1,780.23	6,020.00	4,239.77	29.57%	70.43%
<b>5840 401K Contribution Match</b>	3,710.51	14,971.04	55,000.00	40,028.96	27.22%	72.78%
<b>5850 Employee Insurance</b>	8,380.18	24,892.47	112,600.00	87,707.53	22.11%	77.89%
<b>5870 Drug Testing</b>		37.49	400.00	362.51	9.37%	90.63%
<b>5880 Payroll Expense</b>	10,175.50	40,487.96	124,000.00	83,512.04	32.65%	67.35%
<b>5890 Staff Education</b>	-162.00	1,085.87	6,800.00	5,714.13	15.97%	84.03%
<b>Total 3 Personnel Costs</b>	<b>\$ 118,318.93</b>	<b>\$ 478,926.01</b>	<b>\$ 1,644,580.00</b>	<b>\$ 1,165,653.99</b>	<b>29.12%</b>	<b>70.88%</b>
<b>Total Expenses</b>	<b>\$ 861,809.10</b>	<b>\$ 4,852,452.11</b>	<b>\$ 13,219,130.00</b>	<b>\$ 8,366,677.89</b>	<b>36.71%</b>	<b>63.29%</b>
<b>Net Operating Income</b>	<b>\$ 389,007.84</b>	<b>-\$ 1,194,520.90</b>	<b>\$ 0.00</b>	<b>\$ 1,194,520.90</b>		
<b>Net Income</b>	<b>\$ 389,007.84</b>	<b>-\$ 1,194,520.90</b>	<b>\$ 0.00</b>	<b>\$ 1,194,520.90</b>		



FORM E

	MTD FY26		YTD FY26			FY26		
	VISIT PENSACOLA-TDT	VISIT PENSACOLA PRIVATE	VISIT PENSACOLA ONLY	ACE ONLY	UNIFIED	UNIFIED		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$1,241,216.17		\$3,302,196.08	\$210,329.40	\$3,512,525.48	\$12,881,664.00	\$ 9,369,138.52	73%
Supplemental	\$0.00				\$0.00		\$ -	#DIV/0!
Private Revenue	\$0.00	\$9,600.77	\$145,405.73		\$145,405.73	\$409,430.00	\$ 264,024.27	64%
<b>Total Revenue</b>	<b>\$1,241,216.17</b>	<b>\$9,600.77</b>	<b>\$3,447,601.81</b>	<b>\$210,329.40</b>	<b>\$3,657,931.21</b>	<b>\$13,291,094.00</b>	<b>\$ 9,633,162.79</b>	72%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
Direct Programming	\$712,250.45	\$1,811.45	\$3,189,061.79	\$1,028,621.32	\$4,217,683.11	\$11,077,684.00	\$ 6,860,000.89	62%
Operations	\$27,466.50	\$1,961.77	\$155,842.99		\$155,842.99	\$568,830.00	\$ 412,987.01	73%
Personnel	\$117,008.42	\$1,310.51	\$478,926.01		\$478,926.01	\$1,644,580.00	\$ 1,165,653.99	71%
<b>Total Expenses</b>	<b>\$856,725.37</b>	<b>\$5,083.73</b>	<b>\$3,823,830.79</b>	<b>\$1,028,621.32</b>	<b>\$4,852,452.11</b>	<b>\$13,291,094.00</b>	<b>\$8,438,641.89</b>	63%
			\$0.00		\$0.00			
<i>Net Income (loss)</i>	<b>\$384,490.80</b>	<b>\$4,517.04</b>	<b>-\$376,228.98</b>	<b>-\$818,291.92</b>	<b>-\$1,194,520.90</b>	<b>\$0.00</b>		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

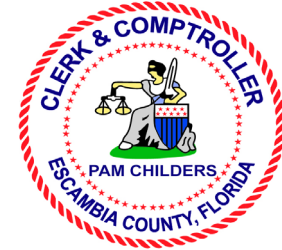


# Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

## MEMORANDUM



**TO:** Board of County Commissioners

**DATE:** February 2, 2026

**SUBJECT:** Tourist Development Tax (TDT) Collections

### RECOMMENDATION:

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the December 2025 returns received in the month of January 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in January 2026 were \$880,821 compared to \$891,761 in January 2025. A comparison of January 2026 to January 2025 is a 1.2% decrease.
- Year-to-date collections for FY2026 is \$5,080,466 compared to \$5,128,385 for FY2025. A comparison of FY2026 to FY2025 is a 0.9% decrease.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 880,821	\$ 891,761	-1.2%	\$ 5,080,466	\$ 5,128,385	-0.9%
<b>Total</b>	<b>\$ 880,821</b>	<b>\$ 891,761</b>	<b>-1.2%</b>	<b>\$ 5,080,466</b>	<b>\$ 5,128,385</b>	<b>-0.9%</b>

**Five Percent Tourist Development Tax Collection Data  
Reported In Fiscal Year Format  
Escambia County, Florida  
As of January 31, 2026**



<b>Year-To-Date Collections</b>				
<b>Geographic Area</b>	<b>Fiscal Year 2026 YTD Collected</b>	<b>Fiscal Year 2025 YTD Collected</b>	<b>Difference</b>	<b>% Change</b>
Downtown Pensacola	\$ 427,271.38	\$ 462,171.52	\$ (34,900.14)	-7.6%
Southeast Pensacola	696,442.23	703,148.52	(6,706.29)	-1.0%
Southcentral & Southwest Pensacola	178,855.46	208,759.54	(29,904.08)	-14.3%
Perdido Key Area	876,751.98	850,969.33	25,782.65	3.0%
Northeast Pensacola	315,880.68	330,109.79	(14,229.11)	-4.3%
North Escambia & Northwest Pensacola	402,097.78	422,215.52	(20,117.74)	-4.8%
Pensacola Beach Area	2,183,166.60	2,151,010.73	32,155.87	1.5%
<b>Total</b>	<b>\$ 5,080,466.11</b>	<b>\$ 5,128,384.95</b>	<b>\$ (47,918.84)</b>	<b>-0.9%</b>

<b>Area by Zip Code(s)</b>		
<b>Geographic Area</b>	<b>Zip Code(s)</b>	<b>Area Description</b>
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
Pensacola Beach Area	32577	Molino Area
	32561	Pensacola Beach Area

**Five Percent Tourist Development Tax Collection Data By Geographic Area**  
**Escambia County, Florida**  
**Fiscal Year 2026**  
**As of January 31, 2026**



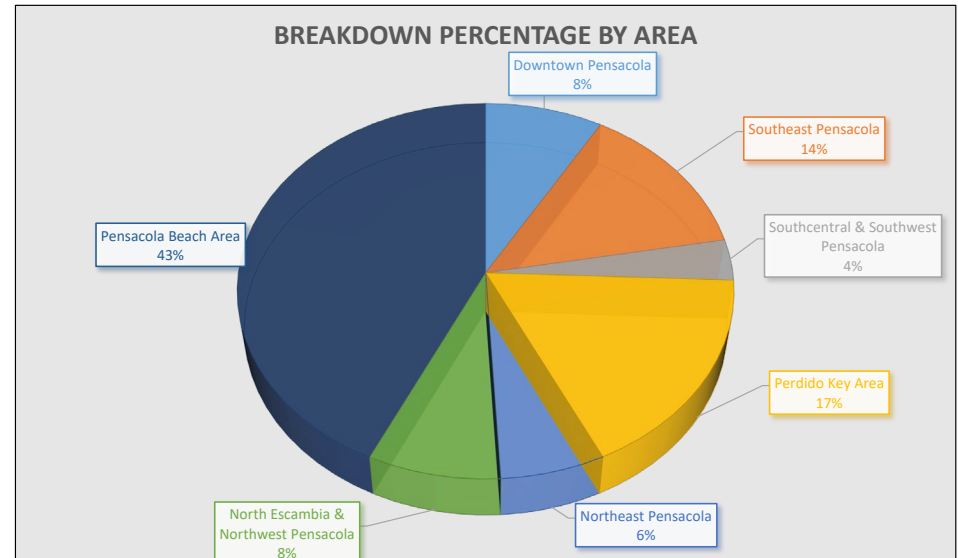
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 427,271.38	8.4%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	152,690.52	-	-	-	-	-	-	-	-	696,442.23	13.7%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	40,753.69	-	-	-	-	-	-	-	-	178,855.46	3.5%
Perdido Key Area	309,642.53	322,888.37	142,298.07	101,923.01	-	-	-	-	-	-	-	-	876,751.98	17.3%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	74,535.52	-	-	-	-	-	-	-	-	315,880.68	6.2%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	101,067.92	-	-	-	-	-	-	-	-	402,097.78	7.9%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	304,429.28	-	-	-	-	-	-	-	-	2,183,166.60	43.0%
<b>Total</b>	<b>\$ 1,573,795.12</b>	<b>\$ 1,603,628.29</b>	<b>\$ 1,022,222.16</b>	<b>\$ 880,820.54</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,080,466.11</b>	<b>100.0%</b>

Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 217,567.06	\$ 131,429.37	\$ 1,631,008.28	7.4%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	253,923.88	279,980.56	315,246.56	346,557.60	235,399.94	2,708,662.38	12.3%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	49,467.28	59,124.97	66,705.63	90,632.93	57,257.20	702,810.16	3.2%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	314,649.60	528,547.43	925,211.67	916,346.50	447,686.64	4,646,803.52	21.1%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	103,288.84	121,861.77	131,016.77	145,161.67	104,903.28	1,218,297.54	5.5%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	113,370.86	153,994.74	158,597.76	190,131.01	114,666.52	1,452,712.62	6.6%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	821,219.60	1,166,032.94	1,591,441.66	1,709,008.62	945,303.72	9,688,540.70	43.9%
<b>Total</b>	<b>\$ 1,655,729.03</b>	<b>\$ 1,576,682.88</b>	<b>\$ 1,004,212.39</b>	<b>\$ 891,760.65</b>	<b>\$ 765,190.14</b>	<b>\$ 1,028,071.35</b>	<b>\$ 1,819,528.61</b>	<b>\$ 1,816,436.28</b>	<b>\$ 2,469,281.45</b>	<b>\$ 3,369,890.36</b>	<b>\$ 3,615,405.39</b>	<b>\$ 2,036,646.67</b>	<b>\$ 22,048,835.20</b>	<b>100.0%</b>

\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

\*\*Effective August 1st, 2021, collections reflected by managed property locations

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area



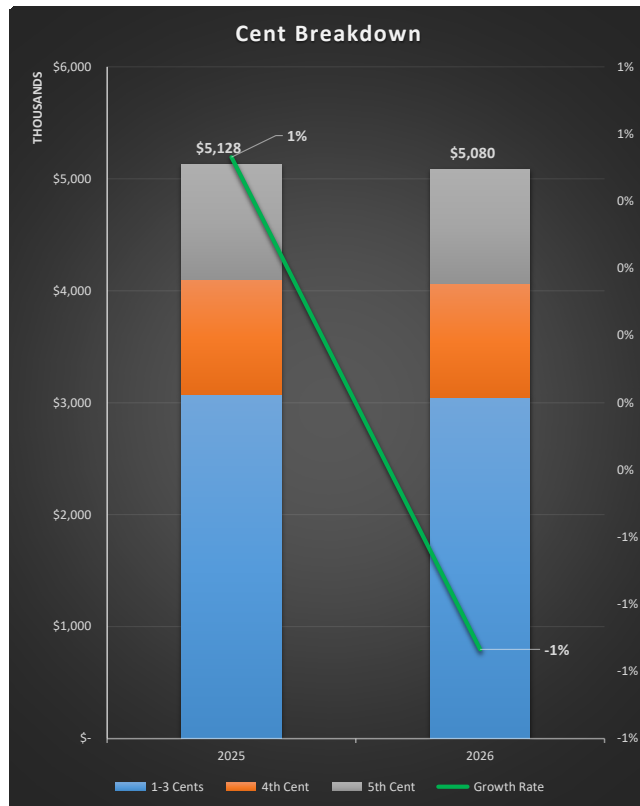
**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2026**  
**As of January 31, 2026**



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42	\$ 944,277.07
NOV	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73	962,176.97
DEC	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43	613,333.30
JAN	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39	528,492.32
FEB	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08	-
MAR	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81	-
APR	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	1,091,717.17	-
MAY	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	1,089,861.77	-
JUN	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	1,481,568.87	-
JUL	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	2,021,934.22	-
AUG	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	2,169,243.23	-
SEP	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	1,221,988.00	-
<b>Total</b>	<b>\$ 7,949,384.12</b>	<b>\$ 8,521,866.08</b>	<b>\$ 9,251,771.35</b>	<b>\$ 7,344,327.75</b>	<b>\$ 11,395,513.79</b>	<b>\$ 13,095,561.35</b>	<b>\$ 12,942,679.39</b>	<b>\$ 13,213,902.92</b>	<b>\$ 13,229,301.12</b>	<b>\$ 3,048,279.67</b>

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13	176,164.11
FEB	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03	-
MAR	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27	-
APR	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
<b>Total</b>	<b>\$ 2,649,794.71</b>	<b>\$ 2,840,622.03</b>	<b>\$ 3,083,923.78</b>	<b>\$ 2,448,109.25</b>	<b>\$ 3,798,504.60</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,409,767.04</b>	<b>\$ 1,016,093.22</b>

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	176,164.11
FEB	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03	-
MAR	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27	-
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,409,767.04</b>	<b>\$ 1,016,093.22</b>



Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	880,820.54	891,760.65	(10,940.11)	-1.2%
FEB	-	765,190.14	(765,190.14)	Pending
MAR	-	1,028,071.35	(1,028,071.35)	Pending
APR	-	1,819,528.61	(1,819,528.61)	Pending
MAY	-	1,816,436.28	(1,816,436.28)	Pending
JUN	-	2,469,281.45	(2,469,281.45)	Pending
JUL	-	3,369,890.36	(3,369,890.36)	Pending
AUG	-	3,615,405.39	(3,615,405.39)	Pending
SEP	-	2,036,646.67	(2,036,646.67)	Pending
<b>Total</b>	<b>\$ 5,080,466.11</b>	<b>\$ 22,048,835.20</b>	<b>\$ (16,968,369.09)</b>	<b>-77.0%</b>

\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)  
 \*\*Effective August 1st, 2021, collections reflected by managed property locations

**Fund 108 - Revenue Trends  
Analytical Review  
As of February 13, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
<b>October</b>	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
<b>November</b>	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
<b>December</b>	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
<b>January</b>	883,748	0.5%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
<b>February</b>	100,446	-86.9%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
<b>March</b>	-	-100.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
<b>April</b>	-	-100.0%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
<b>May</b>	-	-100.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
<b>June</b>	-	-100.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
<b>July</b>	-	-100.0%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
<b>August</b>	-	-100.0%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
<b>Sept</b>	-	-100.0%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	<b><u>5,187,711</u></b>	<b>-76.5%</b>	<b><u>22,114,042</u></b>	<b>2.5%</b>	<b><u>22,014,490</u></b>	<b>2.0%</b>	<b><u>21,582,470</u></b>	<b>-1.1%</b>	<b><u>21,816,411</u></b>	<b>23.5%</b>	<b><u>17,671,461</u></b>
<b>1 - 2 Cents</b>	2,075,084		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
<b>3rd Cent</b>	1,037,542		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>4th Cent</b>	1,037,542		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>5th Cent</b>	1,037,542		4,422,808		4,402,898		4,316,494		-		-
	<b><u>5,187,711</u></b>		<b><u>22,114,042</u></b>		<b><u>22,014,490</u></b>		<b><u>21,582,470</u></b>		<b><u>21,816,411</u></b>		<b><u>17,671,461</u></b>

**Enabling Legislation**

- Ordinance #80-16 (referendum election on 11-4-1980)
- Ordinance #89-7
- Ordinance #92-30
- Ordinance #94-10
- Ordinance #2000-22
- Ordinance #2003-11
- Ordinance #2013-40
- Ordinance #2020-33 (add 5th Cent)

- Florida Statutes 125.0104 (3) ( c):
- Florida Statutes 125.0104 (3) (d):
- Florida Statutes 125.0104 (3) (1):