

AUGUST 2020



AGENDA

Meeting Called to Order Public Comment Old Business

Approval of Minutes*

New Business

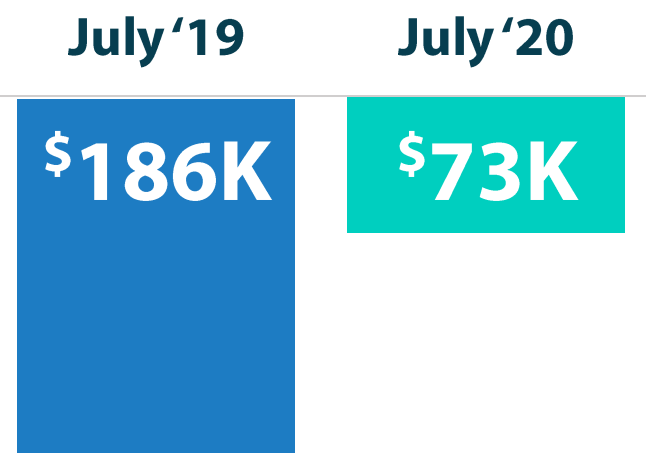
Finance Committee Monthly Report*
3rd Quarter ending CPA Compiled Statements*
Procurement Policy*
Contracts/Agreements Update*
Nominating Committee Update
Downs & St. Germain Quarterly Presentation
Downs & St. Germain Unique Emotional
Positioning Project*

** Requires Board vote*



FINANCE COMMITTEE

JULY TAKEAWAYS



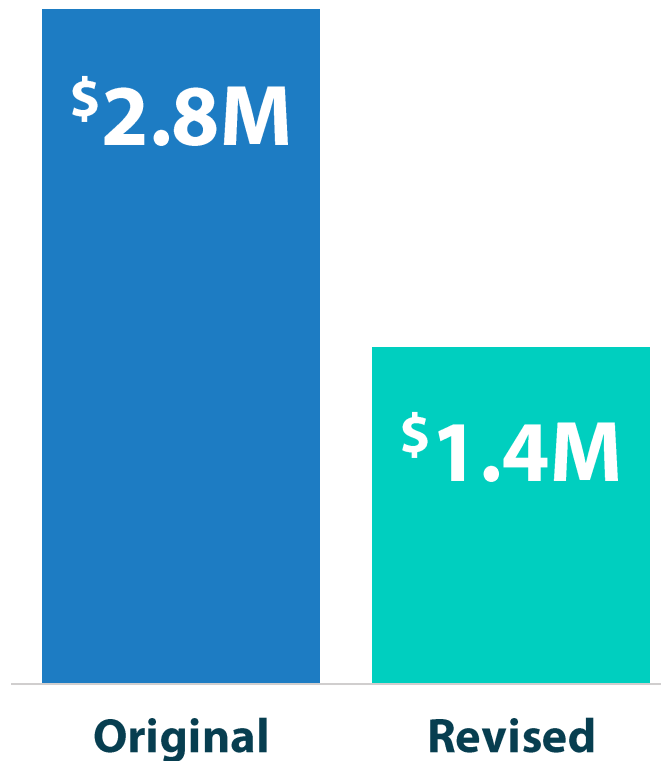
July 2020 vs July 2019 is an improvement albeit still at a loss. FY19 had more expenses with large outstanding checks.

VPI only expenses are lower by \$956K in FY20.
This is due to COVID-19 and having to reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers.

All invoices are current for Showcase, cleared the bank and have been billed to the County. The year to date loss is from annual contracts paid in FY19 seen on the balance sheet and expensed monthly as per general accepted accounting practices (GAAP).

FINANCE COMMITTEE

HIGHLIGHTS



- The budgets have been adjusted for the lower supplemental (total of \$900K to VPI loss).
- PSA relinquished FY19 rollover funds - \$223K.
- ACE gave \$150K from their supplemental to VPI to help offset VPI's loss.
- Another cut of \$1.5M will be reflected in next meeting financials.
- BOCC voted to give \$500K in marketing to VPI and \$250K to PSA for Sunbelt on 8/20/20.

MEMBERS YTD

186

- Down 4 from FY19 YTD
- Investment levels lower overall
- Delinquent invoices being collected

VPI

- FY20 TDT revenue \$553K lower than same time period in FY19
- FY20 TDT expenses \$955K lower

Decreases caused by reduction in the supplemental, the effects of COVID-19, reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers.

FINANCE COMMITTEE

MAJOR HIGHLIGHTS

PENSACOLA SPORTS

- Fully advanced \$500K with backup provided and billed to County.
- YTD Expenses - \$503K (FY19 YTD - \$681K)

ACE

- Fully advanced \$400K with backup provided and billed to County.
- YTD Expenses - \$400K (FY19 YTD - \$775K)

AGENDA

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Staff Updates

Marketing/Showcase Update
President/CEO Update

** Requires Board vote*





EXPERIENCE
Pensacola

MARKETING/SHOWCASE UPDATE

EXPERIENCE PENSACOLA APP

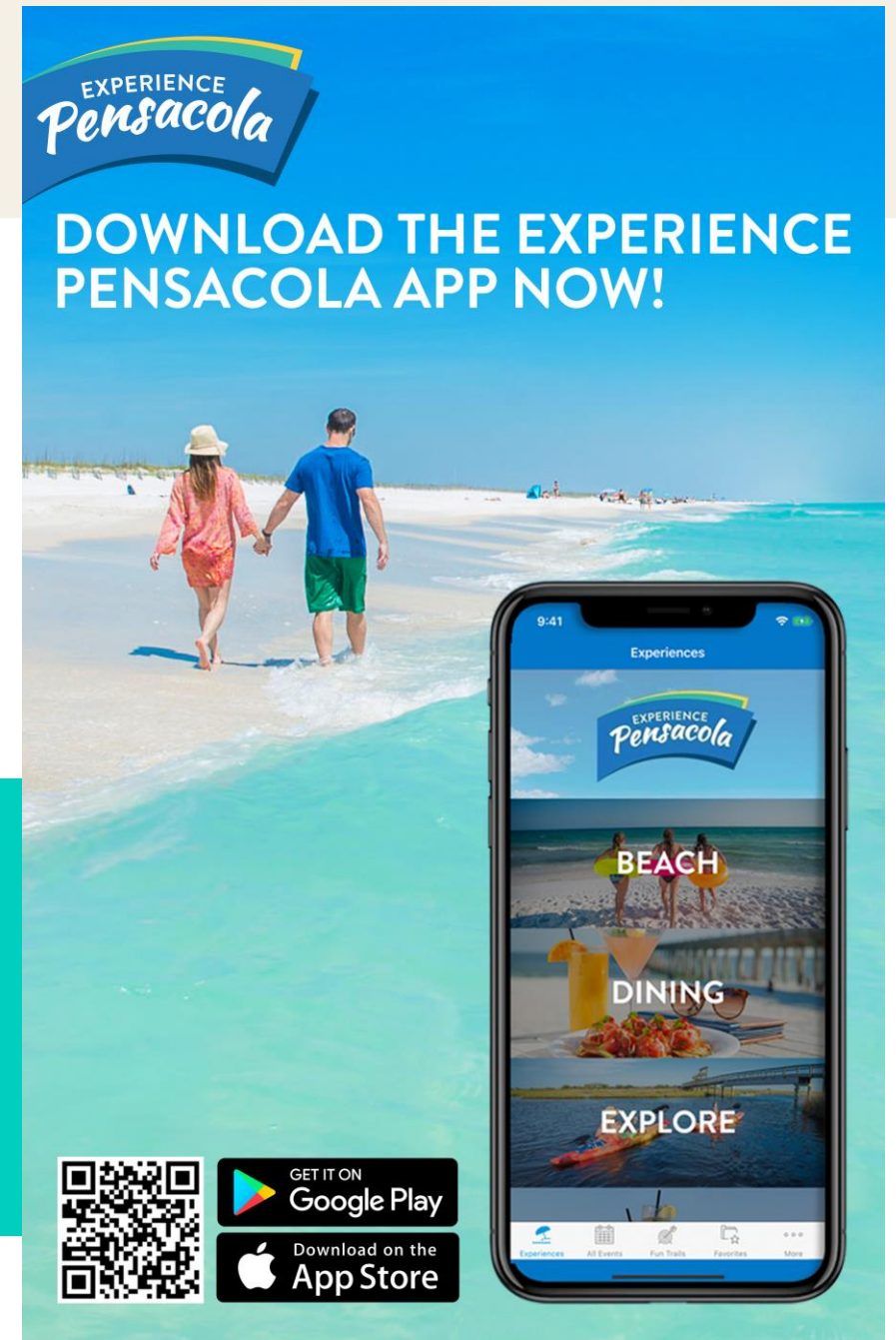
Easy as 1, 2, 3

1. Visit iPhone or Android App Store
2. Search – Visit Pensacola or Experience Pensacola
3. Download the app

RESULTS

June 1 – August 25

3.5k Downloads



RECENT ACCOLADES

Condé Nast
Traveler



**7 Black History Museums
Across the US Worth Visiting**


tripadvisor®



Traveler's Choice #3 Beach

The New York Times



**Water, Sand and Plenty of
Elbow Room on 8 Wild,
Protected Coastlines**

A photograph of the Dragon Endeavour spacecraft splashing down in the ocean. Four large, white parachutes with red and white radial patterns are visible in the sky, connected by thin lines to the spacecraft. The spacecraft is partially submerged in the water, creating a splash. In the foreground, a small orange inflatable boat with several people on board is moving across the water. The sky is a clear, pale blue.

Pensacola shares in space history as Dragon Endeavour splashed down offshore



ROLLOUT TO RECOVERY



CONNECT WITH PLANNERS




Grow our database by inviting people who've shown interest in the Pensacola Bay Area to subscribe or request a guide.




TACTICS
Social media retargeting

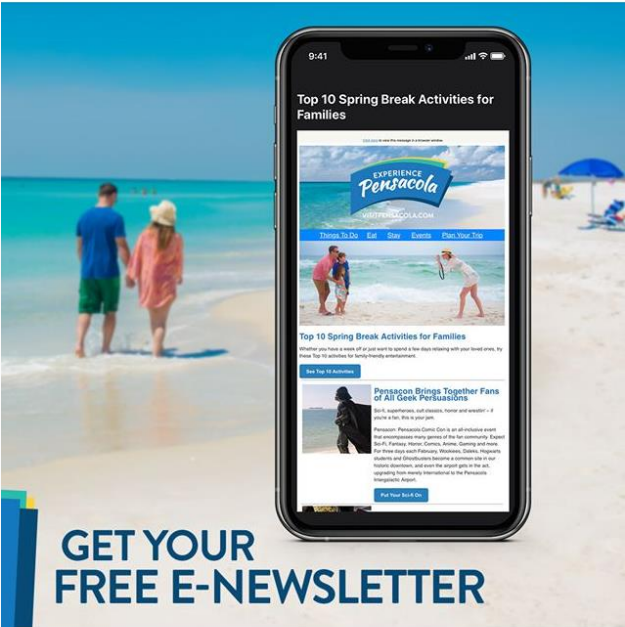


RUN DATES
Restarted August 4



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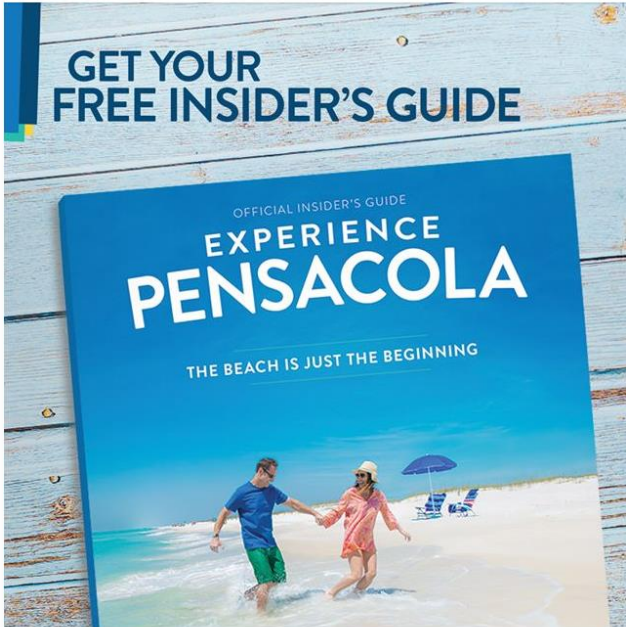
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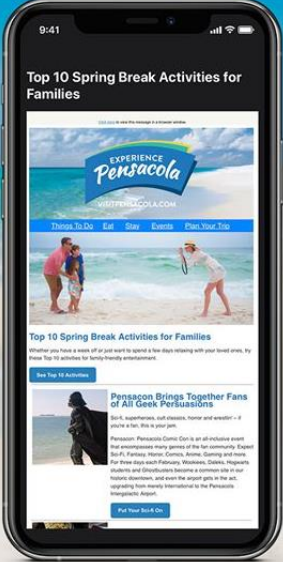
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SIGN-UPS


318

RESULTS
August 4-24

REACH
59,199

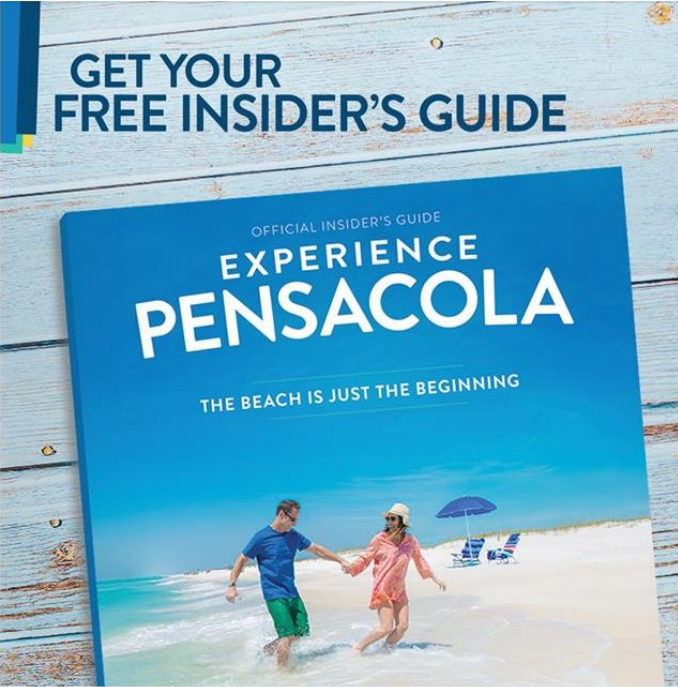
SITE USERS
1,590

NEW SITE USERS
1,197



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REQUESTS

376

CONNECT WITH TRAVELERS



The “Save You a Spot” video reminds travelers of our varied amenities, sets expectations for product limitations, and invites them back when the time is right for them.



MARKETS

TV: Baton Rouge, New Orleans, Jackson
Social: Drive Markets + Chicago, Denver, Philadelphia, Washington DC



TACTICS

TV, Social Media



RUN DATES

August 4 – Sept 30

SOCIAL MEDIA RESULTS

August 4 - 24

REACH 245,190

SITE USERS 7,556

NEW SITE USERS 6,128

TOP MARKETS Atlanta & Houston

EMAIL SIGN UPS 18



TV markets generated more site visitors (compared to 4 weeks prior)

Baton Rouge ▲51% Jackson ▲2% New Orleans ▲8%

CONNECT WITH TRAVEL SHOPPERS



Reach out to people actively searching for or securing travel plans with messages that tout our biggest asset and reinforce Pensacola as THE place for travelers to relax, escape, and enjoy themselves.



MARKETS

Standard drive markets



TACTICS

Digital display, pre-roll, native



RUN DATES

Aug 4 – Sept 30

RESULTS

August 4 - 24

SITE USERS	27,352
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NEW SITE USERS	25,538
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HOTEL SEARCHES	1,108
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FLIGHT SEARCHES	140
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A promotional banner for 'Experience Pensacola'. The background is a scenic view of a beach with turquoise water and white waves crashing onto a sandy shore under a clear blue sky. The text 'EXPERIENCE' is in a small, white, sans-serif font, and 'Pensacola' is in a large, white, cursive script font. Below this, a white horizontal bar contains the text 'EXPERIENCE | THE GETAWAY YOU NEED' in a blue, sans-serif font. At the bottom right, the text 'SEE WHAT'S WAITING' is in a white, sans-serif font, followed by a yellow right-pointing triangle.

EXPERIENCE
Pensacola

EXPERIENCE | THE GETAWAY YOU NEED

SEE WHAT'S WAITING ▶

SEPTEMBER: EXPAND MESSAGING



Reach out to people showing interest in travel to the Gulf Coast.



MARKETS

Standard drive markets plus TV buys in New Orleans, Baton Rouge, Jackson, Nashville, & Atlanta



TACTICS

Digital display, pre-roll, native, social, broadcast



RUN DATES

Sept 1 – Sept 30



SEPTEMBER – DECEMBER: PROMOTE SAFE TRAVEL



Combine our natural resources with the county's prevention recommendations to promote safe travel to Escambia County.



MARKETS

Standard drive markets plus targeted TV buys



TACTICS

Digital display, pre-roll, native, social, broadcast, outdoor



RUN DATES

Sept 20 – Dec 30

Avoid the “Three Cs”!



Closed spaces

with poor ventilation



Crowded places

with many people nearby



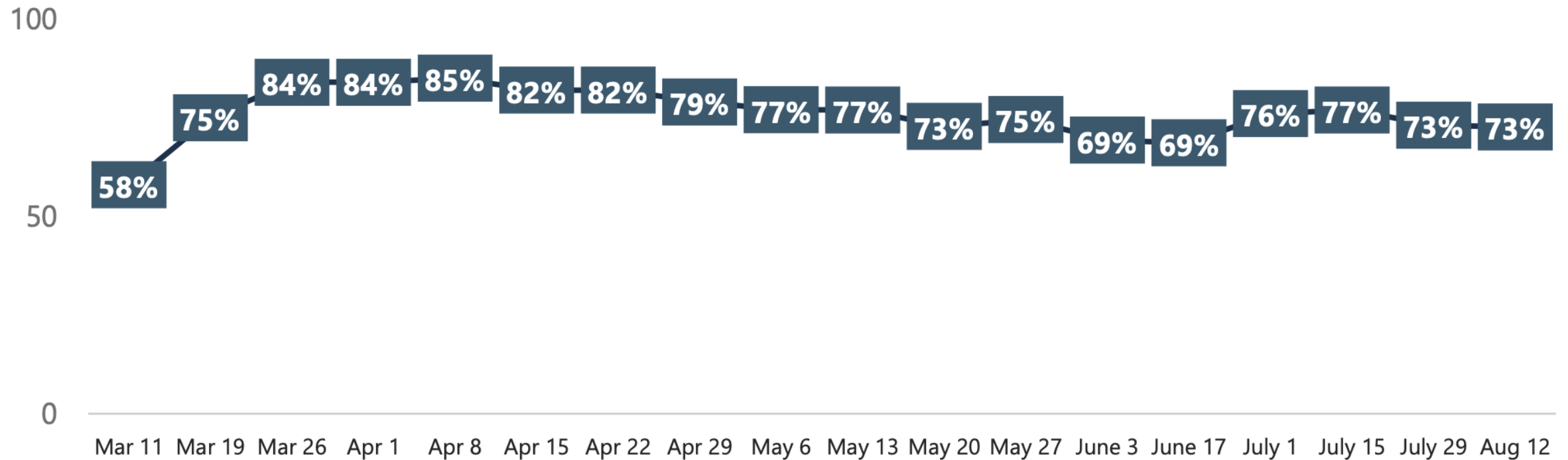
Close-contact settings

such as close-range conversation

TRAVELER SENTIMENT

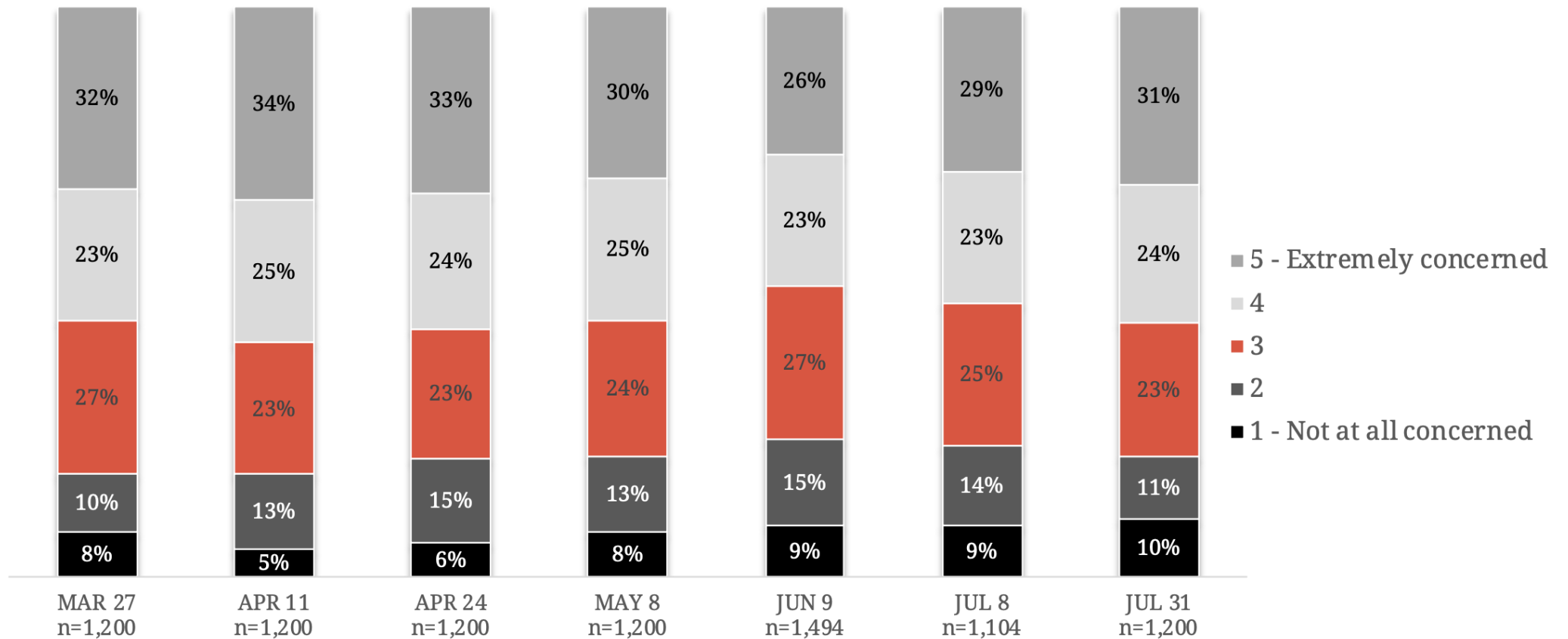


Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



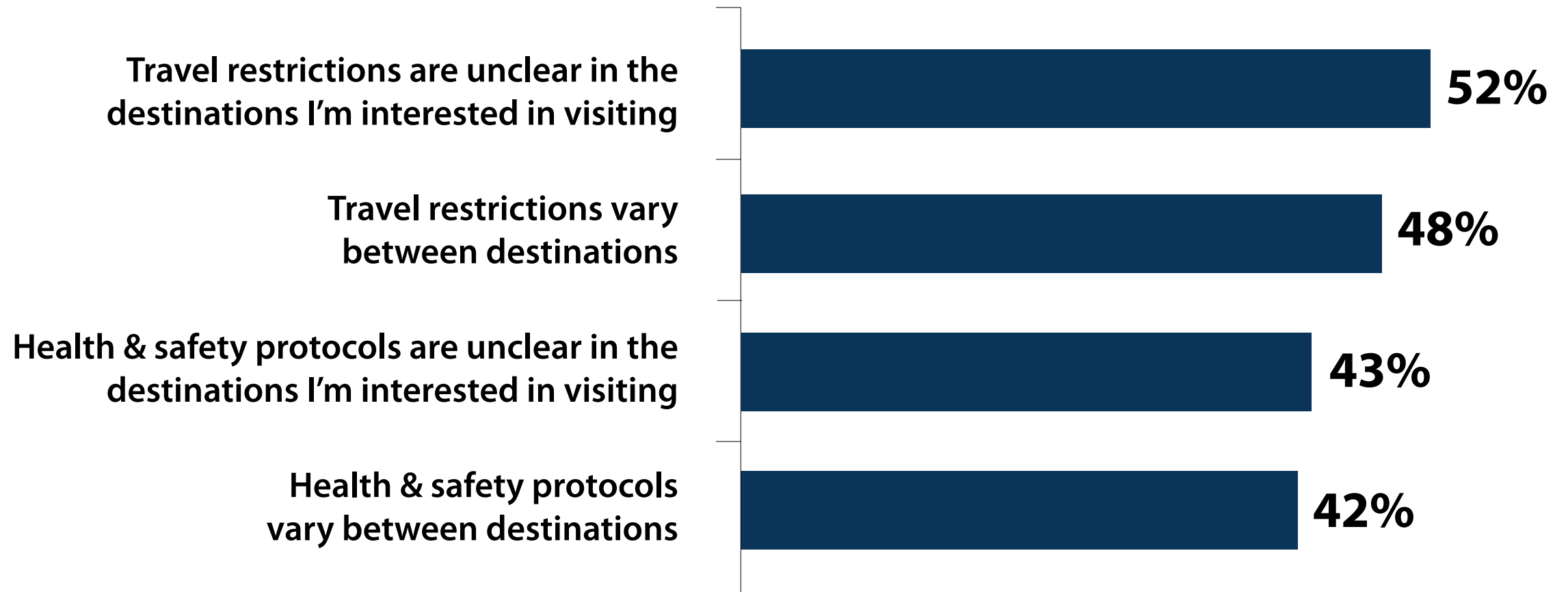
Source: Travel Sentiment Study - Wave 18, August 12th, 2020 - Longwoods International

More than Half of Respondents Concerned about Contracting COVID-19, a Notable Increase from Early June



Source: Travel Intentions Pulse Survey, Wave VII, August 2020 - MMGY Global

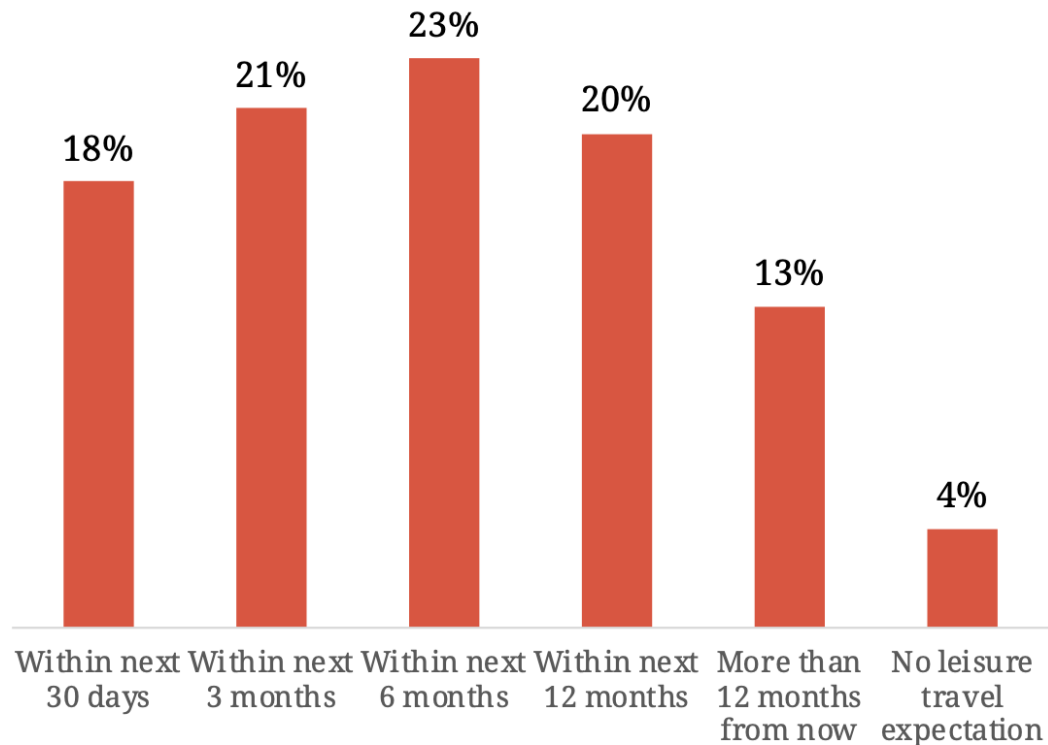
I am hesitant to travel because...



Majority of Respondents Expect to Take a Leisure Trip in the Next Six Months. Less than Half Expect to take Business Trip.

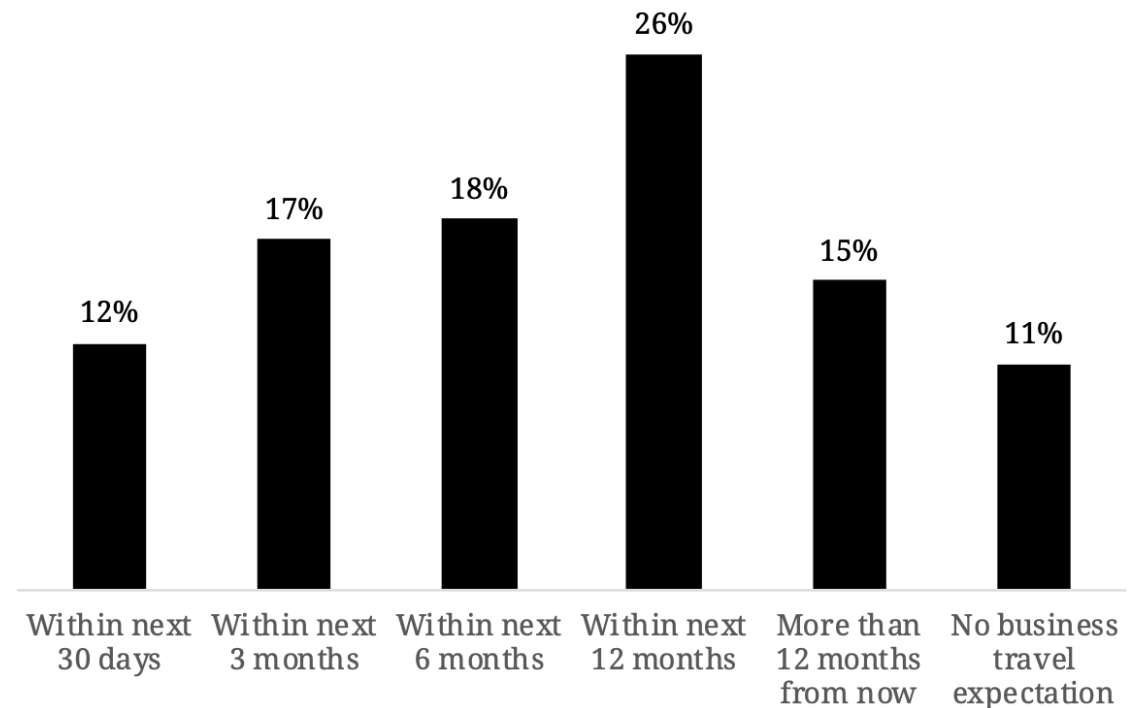
When Expect to Take Next Leisure Trip

(among those who took a leisure trip in past 12 months)



When Expect to Take Next Business Trip

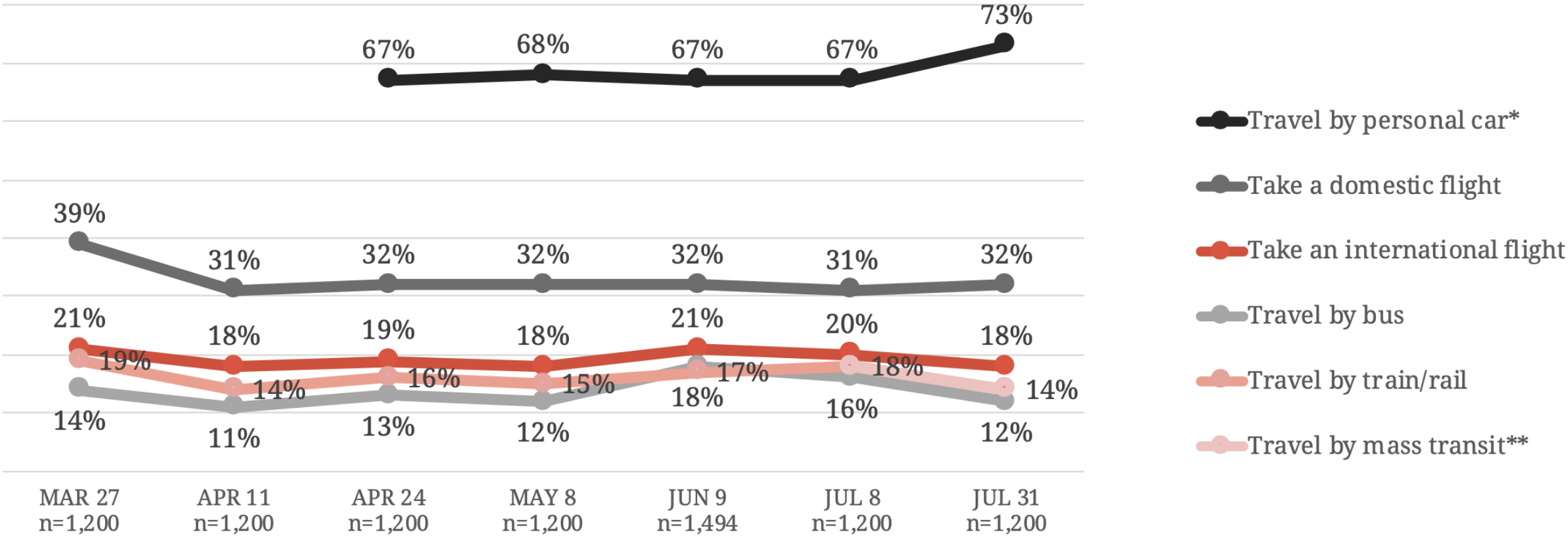
(among those who took a business trip in past 12 months)



Source: Travel Intentions Pulse Survey, Wave VII, August 2020 - MMGY Global

Likelihood of Traveling by Personal Car Reaches New High

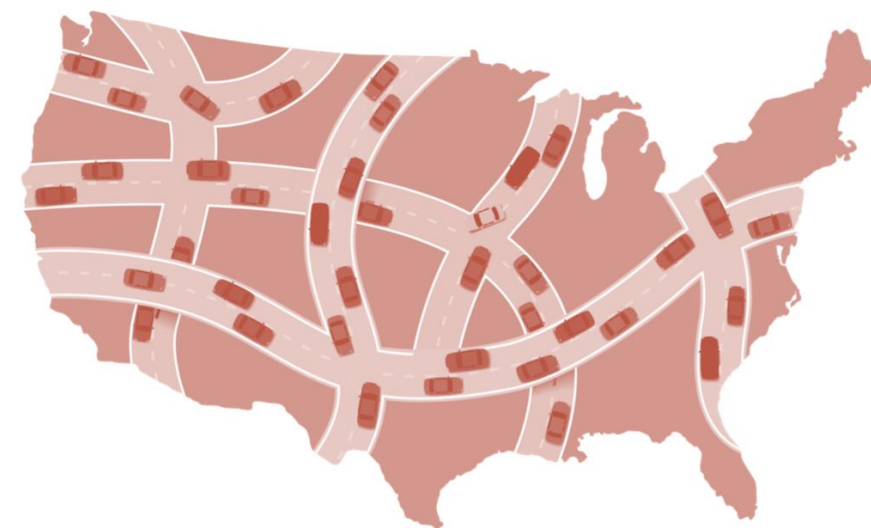
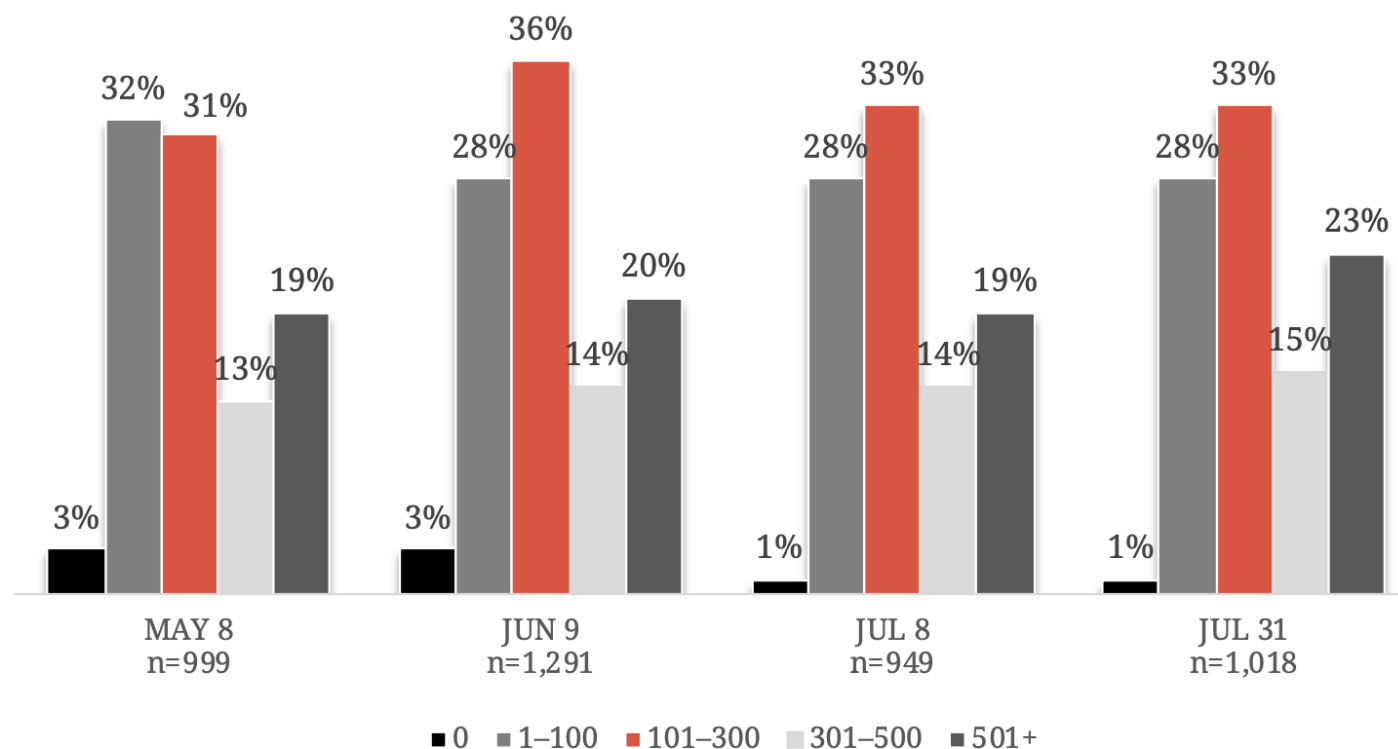
Transportation
% Top 2 Box



Source: Travel Intentions Pulse Survey, Wave VII, August 2020 - MMGY Global

Respondents Willing to Drive Farther for a Leisure Trip than Previously

Among Those Likely to Travel by Personal Car
During Next Six Months



Source: Travel Intentions Pulse Survey, Wave VII,
August 2020 - MMGY Global

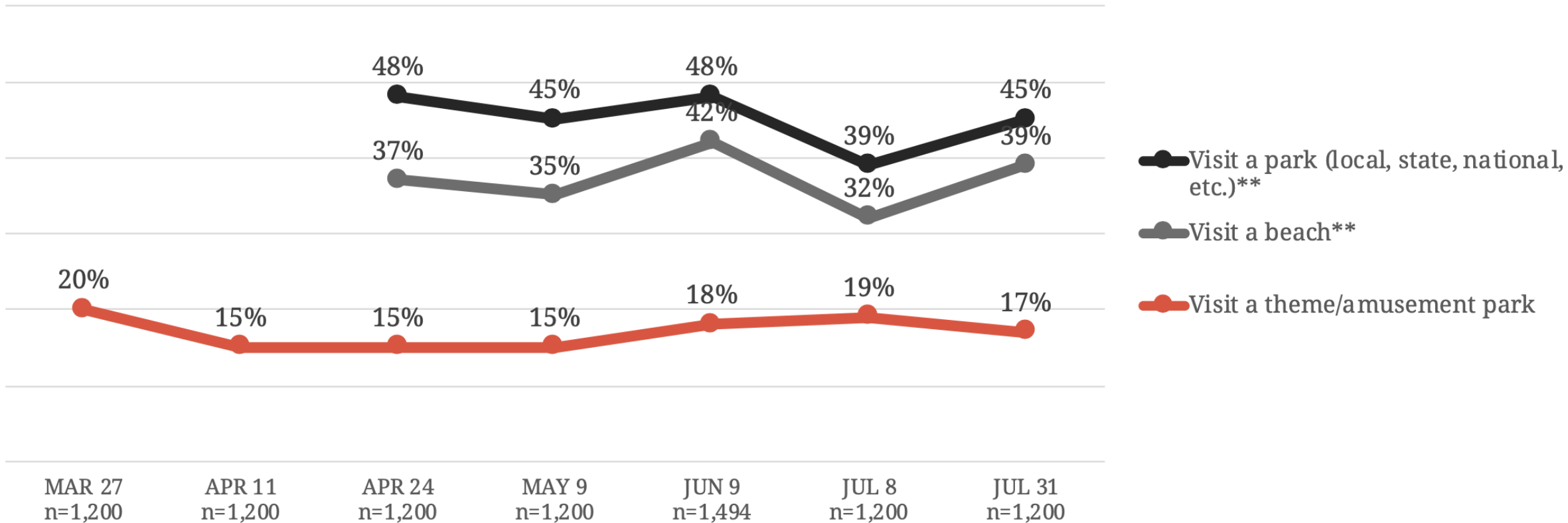
AUGUST 2020



Likelihood of Visiting a Park or Beach in the Next Six Months Increased. Likelihood of Visiting a Theme Park Declined.

Outdoor Events
% Top 2 Box

**Added 4/24



Source: Travel Intentions Pulse Survey, Wave VII, August 2020 - MMGY Global