

VISIT PENSACOLA BOARD MEETING

August 13, 2025

Visit Pensacola Board of Directors Meeting

August 13, 2025

3:00 p.m.

Bowden Building

120 Church Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order
2. Public Comment
3. President/CEO Report
4. Old Business
 - a) Approval of Minutes from the June 25, 2025, Board Meeting*
4. New Business
 - a) Finance Committee Monthly Report*
 - b) FY24 Audit Report*
 - c) Vendor Contract Approval*
 - d) FY2026 Budget Review/Approval*
 - e) FY2026 Marketing Plan Approval*
 - f) Executive Committee*
 - g) Nomination Committee*
 - h) April-July Quarterly Report/Downs & St. Germain – Erin Dinkel & Emily Smith
5. Marketing Update
 - a) Staff Report
 - b) Showcase Pensacola

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, June 25, 2025
Bowden Building

Board Members Present: Sterling Gilliam, Maria Goldberg, Christina Sasser, Greg Harris, Terry Branch, Ali Green, Robin Reshard, Brady Hale, and Yash Patel.

Board Members Absent: Dae Patel

Staff Members Present: Ashley Hendrickson, Darien Schaefer, Nicole Stacey, Wandy Samuel, Kaya Man

The meeting was called to order at 3:04 PM by Sterling Gilliam.

In addition to the board packet, Gilliam referenced the resignation letter submitted by Sid Williams-Heath that was provided in a separate document.

Public Comment

There was no public comment.

CEO Report

Darien Schaefer walked through the latest meetings and updates of Visit Pensacola. The Unified Budget request of \$14,392,921 was approved at the TDC Budget Meeting held on June 17, 2025. The TDC also approved Visit Pensacola's request to roll forward its remaining budget from FY24 into FY25 as a significant amount of FY24 expenditures were actually paid in FY25.

Maria Goldberg requested that the board receive calendar invites for the upcoming TDC meetings. Gilliam asked for TDC meeting minutes to be sent to the Board once they are available.

Meeting with the Comptroller's Office, June 4, 2025

Gilliam said it was a productive meeting. The Clerk discussed the outstanding submissions, the statutes, and rules for pre-paying for advertisements if they cross a fiscal year. Schaefer said additional meetings are being planned between Visit Pensacola and the Comptroller's office. We have received written guidelines to improve the submission process. Marketing efforts must be completed by September 30, 2025 to be paid out of FY25.

Schaefer gave a brief update on the SS United States as well as an update on the Legislation, NWFL Tourism Council/Triumph Gulf Coast Grant and the Pensacola Bay Center Renovation/Expansion.

Important meeting dates coming up:

- Marketing Meeting/FY26 Marketing Plan/July 23 at 3pm
- Nominating Committee Meeting/August 7 at 3pm
- Board Meeting/August 13/Bowden Building at 3pm
- TDC Meeting/August 19 at 3pm
- Board Meeting/September 17/Bowden Building at 3pm

Schaefer walked the board through the latest TDT collections.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 1,816,436	\$ 1,670,687	8.7%	\$ 10,557,611	\$ 10,425,571	1.3%
	-	-				
Total	\$ 1,816,436	\$ 1,670,687	8.7%	\$ 10,557,611	\$ 10,425,571	1.3%

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 940,602.50	\$ 855,763.26	\$ 84,839.24	9.9%
Southeast Pensacola	1,531,477.72	1,498,751.47	32,726.25	2.2%
Southcentral & Southwest Pensacola	429,089.43	515,124.39	(86,034.96)	-16.7%
Perdido Key Area	1,829,011.28	1,814,766.60	14,244.68	0.8%
Northeast Pensacola	715,354.05	582,894.74	132,459.31	22.7%
North Escambia & Northwest Pensacola	835,322.59	792,475.34	42,847.25	5.4%
Pensacola Beach Area	4,276,753.76	4,365,795.41	(89,041.65)	-2.0%
Total	\$ 10,557,611.33	\$ 10,425,571.21	\$ 132,040.12	1.3%

Old Business

Maria Goldberg made a motion to approve the minutes from May 28, 2025 Board Meeting. Brady Hale seconded the motion, and it was approved unanimously.

Board of Directors Composition

With the resignation of Sid Williams-Heath, the Board discussed appointing a replacement but with only two meeting left before the Annual Meeting in October, the Board decided to govern with 10 Directors for the next few months.

New Business**Finance Committee Report**

Wandy Samuel presented the Finance Committee Monthly Report from April 2025.

May Takeaways

Unified financial statement reports a net loss of \$485K for May, primarily due to an inability to bill the county for Showcase expenses. VP is waiting on the cleared checks Showcase paid to vendors before submitting those expenses to OMB.

Major Highlights

- VP has received most of the outstanding invoices from the county. A few short-paid submissions will be resubmitted with the requested documents.
- To date, VP has applied \$850K toward the advance with a remaining balance of \$1.15M to be paid by the end of the year.
- ACE has submitted their expenses and backups for their operating grant.

The county suggested that there should be a review committee to review invoices before they are submitted to the county. The finance committee will take on that role.

Robin Reshard made a motion to approve the monthly financial report. Terry Branch seconded the motion, and it was approved unanimously.

Event Grant Committee – Grant Awards Approval

Nicole Stacey presented to the board the two grant applicants, Great Gulf Coast Arts Festival and Pensacola Beach Brawl, that scored high enough to be approved by the committee to receive funding for FY26. Maria Goldberg made a motion to approve the funding for the two events for FY26. Brady Hale seconded the motion, and it was approved unanimously.

There was some discussion on the construction that will take place on Palafox Street. Goldberg suggested that Visit Pensacola work with the Downtown Improvement Board to ensure proper communication on the construction. Gilliam asked Schaefer if there could be a brief presentation of the Palafox Program at the August board meeting so that the board gets a better understanding of what will happen and what will be at stake.

Nominating Committee

Applications to serve on the Board may be submitted through July 31, 2025. The Nominating Committee will be meeting on August 7, 2025, to review the applicants and prepare a slate of candidates for approval at the August 13, 2025 Board Meeting.

Sterling Gilliam made a motion to approve Terry Branch, Rachael Gillette, Sterling Gilliam, Robin Reshard and Yash Patel to serve on the Nominating Committee. Christina Sasser seconded the motion, and it was approved unanimously.

Marketing Updates – Showcase Pensacola

Nicole Stacey reviewed what the Visit Pensacola Staff has been working on and what they have coming up next month.

- STS Media Meetup this week in Washington, D.C.
- IPW Marketplace in Chicago, IL
- Military Reunion Network, Lubbock, TX
- Visit Florida I-10 Welcome Center Showcase
- Submitted both FPRA Image and Flagler Awards
- Hosted 5 press trips

- Earned Media
 - 23 Placements, \$2.36 million media value, 118 million impressions

Upcoming:

- Pensacola Beach Airshow featuring the Blue Angels
- FSAE Conference, Orlando, FL
- Daragh Keany – Sunday World Press Trip – July 13-16
- July Marketing Planning Meeting – July 23, 3pm
- Planning for America 250th Celebration

Showcase Pensacola

The Showcase Pensacola team gave a mid-year update.

Greg Harris asked if more information could be provided on the agenda in advance, like bullet points from the CEO Update.

The meeting was adjourned at 4:48 PM by Gilliam.

Respectfully submitted by Ashley Hendrickson, Administration Assistant and Darien Schaefer, President & CEO.

Visit Pensacola Nominating Committee Meeting

August 7, 2025

Bowden Building – Conference Room, 2nd Floor

Committee Members Present: Rachael Gillette, Sterling Gilliam, Yash Patel, Robin Reshard, and Terry Branch

Visit Pensacola Staff Present: Darien Schaefer and Ashley Hendrickson

The Visit Pensacola Nominating Committee was called to order by Rachael Gillette, Committee Chair at 3:04 PM.

Public Comment:

No public comment

Rachael Gillette reviewed the purpose of the committee and asked if there were any questions. No questions were asked.

Review Applicants and Nominations for the open Board or Director positions

Gillette started the discussion regarding the candidates for the four open positions beginning with Lodging – Pensacola Beach, Lodging – Mainland West, Arts/Culture/Heritage, and At-Large.

The committee reviewed the applications that were submitted for the open board positions and thoroughly reviewed each applicant's qualifications to determine the best applicant for each open position.

Recommended Applicants to serve on the Board of Directors:

Lodging/Pensacola Beach – Gabe DiCianni

Lodging/Mainland West – Diana Graff

Arts, Culture, Heritage – Bridget Middleton

At-Large – Brent Lane

The committee went into a discussion on the open officers' positions.

The Nominating Committee recommends the following Slate of Officers for FY2026:

Chairman – Sterling Gilliam

Vice-Chairman – Brady Hale

Treasurer – Gabe DiCianni

Secretary – Yash Patel

A discussion was held around inviting those who were not selected for one of the open positions, to receive a letter from Sterling Gilliam and Rachael Gillette inviting them to participate in a Visit Pensacola committee or program. There were a lot of strong candidates and the committee felt that the organization would benefit from keeping them involved until they can join the Board in the future.

There committee also discussed the Bylaw requirements for applicants and making that more prominent on the website and the application itself. If applicants aren't Partners, direct them to the process for becoming a Partner of Visit Pensacola.

Gillette suggested that for the next year nominating committee, to possibly break down the meeting to two separate meetings and have "interviews" with the top candidates to get to know them and see what they bring to the table.

The meeting was adjourned at 5:30 PM by Gillette

Minutes submitted by: Ashley Hendrickson, Administrative Assistant

FIRST AMENDMENT TO ADVERTISING AND PROMOTIONS AGREEMENT

This First Amendment to Advertising and Promotions Agreement (this "Amendment") is dated to be effective the 1st day of October, 2020 (the "Effective Date"), and is between John Appleyard Agency, Inc., a Florida corporation d/b/a Showcase Pensacola ("Agency"); and Visit Pensacola, Inc., a Florida not for profit corporation ("Client").

WHEREAS, effective October 1, 2020, Agency and Client entered into an Advertising and Promotions Agreement (the "Advertising Agreement"), whereby Client engaged Agency to assist in consulting, media planning and placement, collateral development, creative development, preparation, assimilation, analysis, production and interactive programming along with design and coordination of certain advertising, research, and promotional activities related to the goals and objectives of Client; and

WHEREAS, Agency and Client have agreed to amend the terms of the Advertising Agreement to clarify the original intent of the parties and correct mutual mistakes in the Advertising Agreement, as set forth in this Amendment.

NOW THEREFORE, the parties hereby agree as follows:

1. **Capitalized Terms.** Capitalized terms not defined herein will have the meanings attributed to them in the Advertising Agreement.

2. **Recitals.** Agency and Client acknowledge and agree that all the representations and information set forth in the above-referenced recitals to this Amendment are accurate and correct, and are a substantive, contractual part of this Amendment.

3. **Amendments.**

- The initial paragraph of the Advertising Agreement refers to Showcase Pensacola as the party to the agreement. The correct party to the Advertising Agreement is John Appleyard Agency, Inc., a Florida corporation d/b/a Showcase Pensacola. Accordingly, the Advertising Agreement is hereby amended to delete any reference to Showcase Pensacola and replace it with John Appleyard Agency, Inc., a Florida corporation d/b/a Showcase Pensacola.
- Paragraph 5.7. is deleted in its entirety in the Advertising Agreement and replaced with the following:

For the planning and buy media (space and time)

For the planning and buying media (space and time) client agrees to pay Agency at current published rates or at lower rates when available for advertising run in all media. Client agrees to pay the Agency media rate plus an amount which together with any commission allowed by media will yield to the Agency 17.65% of the amount due media from the Agency, before cash discount (these invoices will be color coded red).

4. **Affirmation.** Agency and Client hereby affirm that: a) the Advertising Agreement and this Amendment remain in full force and effect; and b) all representations and warranties set forth in the Advertising Agreement remain true and accurate; and c) that no default exists under the Advertising Agreement.

5. **Scope.** In connection with the foregoing and only in connection with the foregoing, the Advertising Agreement is hereby amended, but in all other respects all of the terms and conditions of the Advertising Agreement remain unaffected.

IN WITNESS WHEREOF, this Amendment has been signed by the undersigned parties in the presence of the undersigned notary public and competent witnesses on the date set forth below.

Executed this ____ day of August, 2025.

**JOHN APPLEYARD AGENCY, INC.,
a Florida corporation d/b/a
Showcase Pensacola**

By _____
Richard Appleyard, President

Executed this ____ day of August, 2025.

**VISIT PENSACOLA, INC., a Florida not for
profit corporation**

By _____
Darien Schaefer, President

STATE OF FLORIDA
COUNTY OF ESCAMBIA

The foregoing instrument was sworn to, subscribed, and acknowledged before me by means of () physical presence or () online notarization this ____ day of August, 2025, by Richard Appleyard as President of John Appleyard Agency, Inc., a Florida corporation, on behalf of the corporation, being informed of the contents therein, who () are personally known to me, or () who have produced _____ as identification.

(Affix Notary Seal)

NOTARY PUBLIC
Print Name: _____
My commission expires: _____

STATE OF FLORIDA
COUNTY OF ESCAMBIA

The foregoing instrument was sworn to, subscribed, and acknowledged before me by means of () physical presence or () online notarization this ____ day of August, 2025, by Darien Schaefer as President of Visit Pensacola, Inc., a Florida corporation, on behalf of the corporation, being informed of the contents therein, who () are personally known to me, or () who have produced _____ as identification.

(Affix Notary Seal)

NOTARY PUBLIC
Print Name: _____
My commission expires: _____

VISIT PENSACOLA BOARD MEETING

August 13, 2025

VP Financials



Visit Pensacola Financial Report June 2025

FY25 JUNE TAKEAWAYS:

- Unified financial statement reports a net loss of \$1.9K for June. This is due to:
- A. Not being able bill the county for Showcase expenses until reimbursement is received from the county.
 - B. Journal entries made to recognize expenses in FY25 from FY24 (Showcase and Zartico)

MAJOR HIGHLIGHTS:

There are still about \$450K in unpaid invoices from the county related to short-paid amounts. We are awaiting the list of unpaid invoices from the Clerk's Office in order to gather the necessary documentation and resubmit for reimbursement.

To date, VP has applied \$1M toward the advance with a remaining balance of \$1M to be paid by the end of the year.

Only \$255K of the total \$502K in operating grants has been submitted to OMB for reimbursement. We are currently working with ACE to obtain the necessary supporting documentation for the remaining amount.

*	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
*	VP MTD PRIVATE INCOME is from partnership dues and advertising income.
	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$763,052.53. We recognize income as billed to the County).
	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$6,015.33
	VISIT PENSACOLA ONLY Month to date total Revenue = \$769,067.86
	VISIT PENSACOLA ONLY Month to date expense:
	Direct Programming \$1,400,589.04
	Operations \$34,845.13
	Personnel \$121,068.43
	VISIT PENSACOLA ONLY Month to Date total Expense = \$1,784,256.49
	VISIT PENSACOLA Only Month to Date Net Loss= -\$1,015,188.63

	UNIFIED Year to Date TDT revenue totaled \$6,555,168.80
	UNIFIED Year To Date Private revenue totaled \$290,474.87
	UNIFIED Year to date total Revenue = \$6,845,643.67
	UNIFIED Year to date expense:
	Direct Programming \$7,396,222.47
	Operations \$266,949.04
	Personnel \$1,106,318.29
	UNIFIED Year to Date total Expense = \$7,006,612.37
	UNIFIED Year to Date Net IOSS = -\$1,923,846.13

County Submissions

*	May submission has been submitted to the county on June 16th.
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Balance Sheet

Visit Pensacola Inc

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	208,853.69
1025 EFT TDT #4196	\$76,145.38
1027 EFT TDT #4196-ACE	
Total for 1025 EFT TDT #4196	\$76,145.38
1030 Partner#2177	\$127,893.20
1033 PPP LOan	
Total for 1030 Partner#2177	\$127,893.20
1035 Reserves #3955	20,758.90
1050 Petty Cash	115.00
Total for Bank Accounts	\$433,766.17
Accounts Receivable	
1200 Accounts Receivable	\$1,371,175.06
Total for Accounts Receivable	\$1,371,175.06
Other Current Assets	
12000 Undeposited Funds	
1201 Allowance - Doubtful Accounts	
1400 Prepaid Postage	107.85
1405 Prepaid Expenses	56,950.51
1410 Prepaid Insurance	13,403.25
1455 Due from Reserve	
1460 Due From Partnership	
1465 Due from TDT	
1500 Gift Cards	
1999 Merchandise Inventory	
Total for Other Current Assets	\$70,461.61
Total for Current Assets	\$1,875,402.84
Fixed Assets	
1300 Furniture & Fixtures	0
1997 Acc Depr - F&F	
Total for 1300 Furniture & Fixtures	0

Balance Sheet

Visit Pensacola Inc

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	0
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
Total for 1350 Equipment	0
Total for Fixed Assets	0
Other Assets	
Total for Assets	\$1,875,402.84
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-27,449.84
Total for Accounts Payable	-\$27,449.84
Credit Cards	
2000 Visit Pensacola P-Card	58,038.42
2002 Regions Membership PCard	3,115.27
Total for Credit Cards	\$61,153.69
Other Current Liabilities	
2500 Due to HRT	
25500 Sales Tax Payable	23.25
2600 Due to Partnership	
2605 Due to Reserve	
2650 Due to TDT	
2655 Line of Credit	
2660 Pass through payment	
2700-1 Unearned Revenue-PS	
2700-2 Unearned Revenue-ACE	910,329.40
2700 Unearned Revenue	1,209,410.00
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	
Sales Tax Agency Payable	
Total for Other Current Liabilities	\$2,198,578.44
Total for Current Liabilities	\$2,232,282.29
Long-term Liabilities	
Total for Liabilities	\$2,232,282.29

Balance Sheet

Visit Pensacola Inc

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
32000 Unrestricted Net Assets	1,566,966.68
Net Income	-1,923,846.13
Total for Equity	-\$356,879.45
Total for Liabilities and Equity	\$1,875,402.84

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Jun-25 Oct - June, 2025 (YTD)		Budget	Remaining	% of Budget	% Remaining
Actual						
Income						
4000 Tourism Development Tax-TDT	613,052.53	5,309,985.70	7,838,125.00	2,528,139.30	67.75%	32.25%
Advance Payment	150,000.00	1,000,000.00	2,000,000.00	1,000,000.00	50.00%	50.00%
4050 - TDT Supplemental			512,571.00	1,034,242.00	201.78%	0.00%
Total 4000 Tourism Development Tax-TDT	\$ 763,052.53	\$ 6,309,985.70	\$ 10,350,696.00	\$ 4,040,710.30	60.96%	39.04%
Total Income	\$ 763,052.53	\$ 6,309,985.70	\$ 10,350,696.00	\$ 4,040,710.30	60.96%	39.04%
Gross Profit	\$ 763,052.53	\$ 6,309,985.70	\$ 10,350,696.00	\$ 4,040,710.30	60.96%	39.04%
Expenses						
1 Direct Programming						
5090 Marketing Research	97,083.36	302,162.59	350,720.00	48,557.41	86.15%	13.85%
5100 Advertising/Media	8,728.97	43,656.05	283,300.00	239,643.95	15.41%	84.59%
5110 Public Relations	12,337.52	106,892.01	211,610.00	104,717.99	50.51%	49.49%
5120 Advertising Production	4,625.00	11,781.51	29,035.83	17,254.32	40.58%	59.42%
5130 Internet Site Production	21,339.24	313,892.14	420,252.00	106,359.86	74.69%	25.31%
5140 Festivals & Events Granted		102,661.69	112,661.69	10,000.00	91.12%	8.88%
5141 Festivals & Event Local Support	4,100.00	110,468.54	113,191.05	2,722.51	97.59%	2.41%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions	19,523.59	43,055.33	73,170.68	30,115.35	58.84%	41.16%
5160 Sales Promotions	13,656.75	21,945.46	118,000.00	96,054.54	18.60%	81.40%
5170 Brochures and Collateral	390.23	148,852.16	153,200.00	4,347.84	97.16%	2.84%
5180 Tradeshows	24,538.60	170,758.63	188,950.00	18,191.37	90.37%	9.63%
5190 Showcase	1,400,589.04	4,821,443.54	6,204,361.75	1,382,918.21	77.71%	22.29%
5210 Regional Partnership	8,729.17	78,562.53	83,000.00	4,437.47	94.65%	5.35%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	1,370.00	22,006.24	45,750.00	23,743.76	48.10%	51.90%
5230 Dues and Subscriptions	3,188.87	40,662.94	58,020.00	17,357.06	70.08%	29.92%
5400 Business Travel & Entertainment	3,065.33	39,743.74	87,620.00	47,876.26	45.36%	54.64%
5500 Visitor Awareness Education	-500.00	30,234.07	69,670.00	39,435.93	43.40%	56.60%
Total 1 Direct Programming	\$ 1,622,765.67	\$ 6,408,779.17	\$ 8,460,563.00	\$ 2,051,783.83	75.75%	24.25%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	1,163.74	5,533.87	6,600.00	1,066.13	83.85%	16.15%
5520 Committee Expenses			3,000.00	3,000.00	0.00%	100.00%
5600 Building Maintenance & Repair	6,601.32	56,215.99	89,000.00	32,784.01	63.16%	36.84%
5610 Computer&IT Maintenance&Repair	3,218.85	31,978.81	37,000.00	5,021.19	86.43%	13.57%
5630 Insurance Building & Content	1,656.91	11,843.88	38,200.00	26,356.12	31.00%	69.00%
5640 D & O and Liability Insurance	206.58	4,615.13	7,100.00	2,484.87	65.00%	35.00%
5650 Audit	5,000.00	25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	437.50	4,507.70	7,200.00	2,692.30	62.61%	37.39%
5700 Postage	2,487.89	18,436.86	42,000.00	23,563.14	43.90%	56.10%
5710 Supplies Coffee/Sodas	99.93	1,070.76	3,500.00	2,429.24	30.59%	69.41%
5720 Office Supplies	1,358.63	10,605.35	12,000.00	1,394.65	88.38%	11.62%
5730 Storage and Delivery	2,552.10	10,412.81	21,000.00	10,587.19	49.58%	50.42%
5750 Rent	10.00	10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	630.14	5,604.60	8,400.00	2,795.40	66.72%	33.28%
5765 Cell Phone	754.44	6,642.98	9,600.00	2,957.02	69.20%	30.80%
5770 Utilities	2,946.49	32,256.03	49,000.00	16,743.97	65.83%	34.17%
5780 Copier	846.33	7,819.64	9,600.00	1,780.36	81.45%	18.55%
5790 Capital Expenditures	3,645.00	3,645.00	40,000.00	36,355.00	9.11%	90.89%
6001 Bank Service Charge				0.00		
6500 Taxes		70.00	65.00	-5.00	107.69%	-7.69%
Total 2 Operating Costs	\$ 33,615.85	\$ 243,363.41	\$ 423,275.00	\$ 179,911.59	57.50%	42.50%
3 Personnel Costs				0.00		
5800 Salaries	96,266.63	873,550.01	1,197,858.00	324,307.99	72.93%	27.07%
5830 Auto	461.54	4,335.18	6,000.00	1,664.82	72.25%	27.75%
5840 401K Contribution Match	3,839.23	33,369.62	48,600.00	15,230.38	68.66%	31.34%
5850 Employee Insurance	9,098.58	67,867.62	104,600.00	36,732.38	64.88%	35.12%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,585.02	91,818.23	104,400.00	12,581.77	87.95%	12.05%
5890 Staff Education		3,597.04	5,000.00	1,402.96	71.94%	28.06%
Total 3 Personnel Costs	\$ 119,251.00	\$ 1,074,575.81	\$ 1,466,858.00	\$ 392,282.19	73.26%	26.74%
Total Expenses	\$ 1,775,632.52	\$ 7,726,718.39	\$ 10,350,696.00	\$ 8,575,063.48	74.65%	82.85%
Net Operating Income	-\$ 1,012,579.99	-\$ 1,416,732.69	\$ 0.00	\$ 1,012,579.99		
Net Income	-\$ 1,012,579.99	-\$ 1,416,732.69	\$ 0.00	\$ 1,012,579.99		

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Jun-25					
	Actual	Oct - June, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4100 Membership Dues	2,478.82	147,750.07	133,000.00	-14,750.07	111.09%	-11.09%
4150 Advertising Income	3,215.00	112,837.50	122,000.00	9,162.50	92.49%	7.51%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	2.70	13,925.33	200.00	-13,725.33	6962.67%	-6862.67%
4620 Interest Income	8.81	109.43	1,000.00	890.57	10.94%	89.06%
4640 Event Income	310.00	15,852.54	14,000.00	-1,852.54	113.23%	-13.23%
Total Income	\$ 6,015.33	\$ 290,474.87	\$ 420,200.00	\$ 129,725.13	69.13%	30.87%
Gross Profit	\$ 6,015.33	\$ 290,474.87	\$ 420,200.00	\$ 129,725.13	69.13%	30.87%
Expenses						
1 Direct Programming						
5100 Advertising/Media			4,000.00	4,000.00	0.00%	100.00%
5110 Public Relations	689.40	9,066.68	53,000.00	43,933.32	17.11%	82.89%
5120 Advertising Production				0.00		
5130 Internet Site Production	929.75	7,687.72	5,000.00	-2,687.72	153.75%	-53.75%
5140 Festivals & Events Granted			10,000.00	10,000.00	0.00%	100.00%
5141 Festivals & Event Local Support		660.16	8,000.00	7,339.84	8.25%	91.75%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		195.13	5,550.00	5,354.87	3.52%	96.48%
5160 Sales Promotions		773.42	28,500.00	27,726.58	2.71%	97.29%
5170 Brochures and Collateral		102.88	3,500.00	3,397.12	2.94%	97.06%
5180 Tradeshows	317.06	2,345.57	12,000.00	9,654.43	19.55%	80.45%
5190 Showcase			2,000.00	2,000.00	0.00%	100.00%
5210 Regional Partnership		11,520.00	3,500.00	-8,020.00	329.14%	-229.14%
5220 Registration		713.20	2,000.00	1,286.80	35.66%	64.34%
5230 Dues and Subscriptions		238.69	5,000.00	4,761.31	4.77%	95.23%
5400 Business Travel & Entertainment		161.45	5,185.00	5,023.55	3.11%	96.89%
5400-1 Disallowed Travel Expense	164.99	1,664.08	6,395.00	4,730.92	26.02%	73.98%
Total 5400 Business Travel & Entertainment	\$ 164.99	\$ 1,825.53	\$ 11,580.00	\$ 9,754.47	15.76%	84.24%
5500 Visitor Awareness Education	3,476.06	52,314.32	33,120.00	-19,194.32	157.95%	-57.95%
Total 1 Direct Programming	\$ 5,577.26	\$ 87,443.30	\$ 186,750.00	\$ 99,306.70	2.99%	53.18%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	18.78	928.01	2,200.00	1,271.99	42.18%	57.82%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage		133.46	200.00	66.54		
5710 Supplies Coffee/Sodas	116.36	4,042.26	5,700.00	1,657.74	70.92%	29.08%
5720 Office Supplies	15.53	-26.44	3,000.00	3,026.44	-0.88%	100.88%
5730 Storage and Delivery			1,000.00	1,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	60.00	766.00	2,500.00	1,734.00	30.64%	69.36%
5920 Bad Debt Expense			1,300.00	1,300.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	111.46	10,918.93	10,300.00	-618.93	106.01%	-6.01%
6010 Credit Card Processing Fee	883.90	5,710.98	6,000.00	289.02	95.18%	4.82%
6500 Taxes	23.25	1,085.69	4,000.00	2,914.31	27.14%	72.86%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 1,229.28	\$ 23,585.63	\$ 187,150.00	\$ 163,564.37	12.60%	87.40%
3 Personnel Costs				0.00		
5810 Commissions	1,464.63	25,679.37	28,500.00	2,820.63	90.10%	9.90%
5840 401K Contribution Match	29.30	1,077.73	1,800.00	722.27	59.87%	40.13%
5850 Employee Insurance	176.75	1,954.06	8,400.00	6,445.94	23.26%	76.74%
5880 Payroll Expense	146.75	2,597.84	3,600.00	1,002.16	72.16%	27.84%
5890 Staff Education		433.48	4,000.00	3,566.52	10.84%	89.16%
Total 3 Personnel Costs	\$ 1,817.43	\$ 31,742.48	\$ 46,300.00	\$ 14,557.52	68.56%	31.44%
Total Expenses	\$ 8,623.97	\$ 142,771.41	\$ 420,200.00	\$ 277,428.59	33.98%	66.02%
Net Operating Income	-\$ 2,608.64	\$ 147,703.46	\$ 0.00	-\$ 147,703.46		
Net Income	-\$ 2,608.64	\$ 147,703.46	\$ 0.00	-\$ 147,703.46		

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Jun-25					
	Actual	Oct - June, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE		245,181.83	1,954,375.00	1,709,193.17	12.55%	87.45%
4000 Tourism Development Tax-TDT	168,565.03	5,309,986.97	7,838,125.00	2,528,138.03	67.75%	32.25%
Advance Payment	150,000.00	1,000,000.00	2,000,000.00	1,000,000.00	50.00%	50.00%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Total 4000 Tourism Development Tax-TDT	\$ 318,565.03	\$ 6,555,168.80	\$ 12,406,895.00	\$ 5,851,726.20	52.83%	47.17%
4100 Membership Dues	2,478.82	147,750.07	133,000.00	-14,750.07	111.09%	-11.09%
4150 Advertising Income	3,215.00	112,837.50	122,000.00	9,162.50	92.49%	7.51%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	2.70	13,925.33	200.00	-13,725.33	6962.67%	-6862.67%
4620 Interest Income	8.81	109.43	1,000.00	890.57	10.94%	89.06%
4640 Event Income	310.00	15,852.54	14,000.00	-1,852.54	113.23%	-13.23%
Total Income	\$ 324,580.36	\$ 6,845,643.67	\$ 12,827,095.00	\$ 5,981,451.33	53.37%	46.63%
Gross Profit	\$ 324,580.36	\$ 6,845,643.67	\$ 12,827,095.00	\$ 5,981,451.33	53.37%	46.63%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	97,083.36	302,162.59	350,720.00	48,557.41	86.15%	13.85%
5100 Advertising/Media	8,728.97	43,656.05	445,300.00	401,643.95	9.80%	90.20%
5110 Public Relations	13,026.92	115,958.69	261,050.00	145,091.31	44.42%	55.58%
5120 Advertising Production	4,625.00	11,781.51	40,000.00	28,218.49	29.45%	70.55%
5130 Internet Site Production	22,268.99	321,579.86	425,252.00	103,672.14	75.62%	24.38%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support	4,100.00	111,128.70	162,000.00	50,871.30	68.60%	31.40%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions	19,523.59	43,250.46	87,950.00	44,699.54	49.18%	50.82%
5160 Sales Promotions	13,656.75	22,718.88	146,500.00	123,781.12	15.51%	84.49%
5170 Brochures and Collateral	390.23	148,955.04	156,700.00	7,744.96	95.06%	4.94%
5180 Tradeshows	24,855.66	173,104.20	198,950.00	25,845.80	87.01%	12.99%
5190 Showcase	1,400,589.04	4,821,443.54	5,785,131.00	963,687.46	83.34%	16.66%
5210 Regional Partnership	8,729.17	90,082.53	86,500.00	-3,582.53	104.14%	-4.14%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	1,370.00	22,719.44	47,750.00	25,030.56	47.58%	52.42%
5230 Dues and Subscriptions	3,188.87	40,901.63	63,020.00	22,118.37	64.90%	35.10%
5400 Business Travel & Entertainment	3,065.33	39,401.86	92,805.00	53,403.14	42.46%	57.54%
5400-1 Disallowed Travel Expense	164.99	2,167.41	4,895.00	2,727.59	44.28%	55.72%
Total 5400 Business Travel & Entertainment	\$ 3,230.32	\$ 41,569.27	\$ 97,700.00	\$ 56,130.73	42.55%	57.45%
5500 Visitor Awareness Education	2,976.06	82,548.39	102,790.00	20,241.61	80.31%	19.69%
7400 ACE - DP		900,000.00	2,056,199.00	1,156,199.00	0.00%	56.23%
Total 1 Direct Programming	\$ 1,628,342.93	\$ 7,396,222.47	\$ 10,698,512.00	\$ 3,302,289.53	69.13%	30.87%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	1,182.52	6,461.88	8,800.00	2,338.12	73.43%	26.57%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	6,601.32	56,215.99	119,000.00	62,784.01	47.24%	52.76%
5610 Computer&IT Maintenance&Repair	3,218.85	31,978.81	37,000.00	5,021.19	86.43%	13.57%
5630 Insurance Building & Content	1,656.91	11,843.88	38,200.00	26,356.12	31.00%	69.00%
5640 D & O and Liability Insurance	206.58	4,615.13	7,100.00	2,484.87	65.00%	35.00%
5650 Audit	5,000.00	25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	437.50	4,507.70	7,200.00	2,692.30	62.61%	37.39%
5700 Postage	2,487.89	18,570.32	42,200.00	23,629.68	44.01%	55.99%
5710 Supplies Coffee/Sodas	216.29	5,113.02	9,200.00	4,086.98	55.58%	44.42%
5720 Office Supplies	1,374.16	10,578.91	15,000.00	4,421.09	70.53%	29.47%
5730 Storage and Delivery	2,552.10	10,412.81	22,000.00	11,587.19	47.33%	52.67%
5750 Rent	10.00	10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	630.14	5,604.60	8,400.00	2,795.40	66.72%	33.28%
5766 Cell Phone	754.44	6,642.98	9,600.00	2,957.02	69.20%	30.80%
5770 Utilities	2,946.49	32,256.03	49,000.00	16,743.97	65.83%	34.17%
5780 Copier	846.33	7,819.64	9,600.00	1,780.36	81.45%	18.55%
5790 Capital Expenditures	3,645.00	3,645.00	15,000.00	11,355.00	24.30%	75.70%
5900 Miscellaneous Expenses	60.00	766.00	2,500.00	1,734.00	30.64%	69.36%
5920 Bad Debt Expense			1,300.00	1,300.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	111.46	10,918.93	10,300.00	-618.93	106.01%	-6.01%
6010 Credit Card Processing Fee	883.90	5,710.98	6,000.00	289.02	95.18%	4.82%
6500 Taxes	23.25	1,155.69	4,065.00	2,909.31	28.43%	71.57%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 34,845.13	\$ 266,949.04	\$ 615,425.00	\$ 348,475.96	43.38%	56.62%
3 Personnel Costs						
5800 Salaries	96,266.63	873,550.01	1,197,858.00	324,307.99	72.93%	27.07%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	1,464.63	25,679.37	28,500.00	2,820.63	90.10%	9.90%
5830 Auto	461.54	4,335.18	6,000.00	1,664.82	72.25%	27.75%
5840 401K Contribution Match	3,868.53	34,447.35	50,400.00	15,952.65	68.35%	31.65%
5850 Employee Insurance	9,275.33	69,821.68	113,000.00	43,178.32	61.79%	38.21%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,731.77	94,416.07	108,000.00	13,583.93	87.42%	12.58%
5890 Staff Education		4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	\$ 121,068.43	\$ 1,106,318.29	\$ 1,513,158.00	\$ 406,839.71	73.11%	26.89%
Total Expenses	\$ 1,784,256.49	\$ 8,769,489.80	\$ 12,827,095.00	\$ 4,057,605.20	68.37%	31.63%
Net Operating Income	-\$ 1,459,676.13	-\$ 1,923,846.13	\$ 0.00	\$ 1,923,846.13		
Net Income	-\$ 1,459,676.13	-\$ 1,923,846.13	\$ 0.00	\$ 1,923,846.13		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY23 to FY22	Notes
	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
Ordinary Income/Expense												
4640 · Event Income		6,368.54	9,484.00		15,852.54	14,000.00	(1,852.54)	-13%		13,421.74	2,430.80	
4000 · Tourism Development Tax- TDT	245,183.10			6,309,985.70	6,555,168.80	11,792,500.00	5,237,331.20	44%		7,371,081.43	(815,912.63)	
4050 · TDT Supplemental					0.00	512,571.00	512,571.00				0.00	
4100 · Membership Dues			147,750.07		147,750.07	133,000.00	(14,750.07)	-11%		140,900.77	6,849.30	
4150 · Advertising Income			112,837.50		112,837.50	122,000.00	9,162.50	8%		124,736.21	(11,898.71)	
4300 · Consignment Sales			52.00		52.00		(52.00)			15.25	36.75	
4620 · Interest Income			109.43		109.43	1,000.00	890.57	89%		23,521.02	(23,411.59)	
4400 · Gifts in Kind - Goods			0.00		0.00	150,000.00	150,000.00	100%		-	0.00	
4600 · Misc. Income			13,873.33		13,873.33	200.00	(13,673.33)	-6837%		34,790.34	(20,917.01)	
Total Income	245,183.10	6,368.54	284,106.33	6,309,985.70	6,845,643.67	12,725,271.00	5,879,627.33	46%		7,708,466.76	(862,823.09)	
Gross Profit	245,183.10	6,368.54	284,106.33	6,309,985.70	6,845,643.67	12,725,271.00	5,879,627.33					
Expense												
1 · Direct Programming	900,000.00	7,294.78	80,148.52	6,408,779.17	7,396,222.47	10,114,117.00	2,717,894.53	27%		7,546,144.94	(149,922.47)	
2 · Operating Costs		544.07	23,041.56	243,363.41	266,949.04	585,425.00	318,475.96	54%		354,444.32	(87,495.28)	
3 · Personnel Costs			31,742.48	1,074,575.81	1,106,318.29	1,513,158.00	406,839.71	27%		1,342,425.84	(236,107.55)	
Total Expense	900,000.00	7,838.85	134,932.56	7,726,718.39	8,769,489.80	12,212,700.00	3,443,210.20	28%		9,243,015.10	(473,525.30)	
Net Ordinary Income	-654,816.90	-1,470.31	149,173.77	-1,416,732.69	-1,923,846.13	512,571.00				(1,534,548.34)		
Net Income	-654,816.90	-1,470.31	149,173.77	-1,416,732.69	-1,923,846.13	512,571.00				(1,534,548.34)		



	MTD FY25		YTD FY25			FY25		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$763,052.53		\$6,309,985.70	\$245,183.10	1 \$6,555,168.80	\$13,500,000.00	\$ 6,944,831.20	51%
Supplemental	\$0.00				\$0.00		\$ -	#DIV/0!
Private Revenue	\$0.00	\$6,015.33	\$290,474.87		2 \$290,474.87	\$445,200.00	\$ 154,725.13	35%
Total Revenue	A \$763,052.53	B \$6,015.33	\$6,600,460.57	\$245,183.10	3 \$6,845,643.67	\$13,945,200.00	\$ 7,099,556.33	51%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
Direct Programming	D \$1,622,765.67	D \$5,577.26	\$6,496,222.47	\$900,000.00	4 \$7,396,222.47	\$11,309,978.00	\$ 3,913,755.53	35%
Operations	E \$33,615.85	E \$1,229.28	\$266,949.04		5 \$266,949.04	\$694,055.00	\$ 427,105.96	62%
Personnel	F \$119,251.00	F \$1,817.43	\$1,106,318.29		6 \$1,106,318.29	\$1,941,167.00	\$ 834,848.71	43%
Total Expenses	G \$1,775,632.52	G \$8,623.97	\$7,869,489.80	\$900,000.00	7 \$8,769,489.80	\$13,945,200.00	\$5,175,710.20	37%
			\$6,085,233.31		\$6,985,233.31			
<i>Net Income (loss)</i>	H -\$1,012,579.99	H -\$2,608.64	-\$1,269,029.23	-\$654,816.90	8 -\$1,923,846.13	\$0.00		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

VISIT PENSACOLA ONLY ALL FUNDING SOURCES

Jun-25						
	Actual	Oct - June, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	613,052.53	5,309,985.70	7,838,125.00	2,528,139.30	67.75%	32.25%
Advance Payment	150,000.00	1,000,000.00	2,000,000.00	1,000,000.00	50.00%	50.00%
4050 - TDT Supplemental			512,571.00	1,034,242.00	201.78%	0.00%
Total 4000 Tourism Development Tax-TDT	\$ 763,052.53	\$ 6,309,985.70	\$ 10,350,696.00	\$ 4,040,710.30	60.96%	39.04%
4100 Membership Dues	2,478.82	147,750.07	133,000.00	-14,750.07	111.09%	-11.09%
4150 Advertising Income	3,215.00	112,837.50	122,000.00	9,162.50	92.49%	7.51%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	2.70	13,925.33	200.00	-13,725.33	6962.67%	-6862.67%
4620 Interest Income	8.81	109.43	1,000.00	890.57	10.94%	89.06%
4640 Event Income	310.00	15,852.54	14,000.00	-1,852.54	113.23%	-13.23%
Total Income	\$ 769,067.86	\$ 6,600,460.57	\$ 10,770,896.00	\$ 4,170,435.43	61.28%	38.72%
Gross Profit	\$ 769,067.86	\$ 6,600,460.57	\$ 10,770,896.00	\$ 4,170,435.43	61.28%	38.72%
Expenses						
1 Direct Programming						
5090 Marketing Research	97,083.36	302,162.59	350,720.00	48,557.41	86.15%	13.85%
5100 Advertising/Media	8,728.97	43,656.05	448,300.00	404,643.95	9.74%	90.26%
5110 Public Relations	13,026.92	115,958.69	261,050.00	145,091.31	44.42%	55.58%
5120 Advertising Production	4,625.00	11,781.51	40,000.00	28,218.49	29.45%	70.55%
5130 Internet Site Production	22,268.99	321,579.86	420,252.00	98,672.14	76.52%	23.48%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support	4,100.00	111,128.70	167,000.00	55,871.30	66.54%	33.46%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions	19,523.59	43,250.46	87,950.00	44,699.54	49.18%	50.82%
5160 Sales Promotions	13,656.75	22,718.88	151,500.00	128,781.12	15.00%	85.00%
5170 Brochures and Collateral	390.23	148,955.04	158,200.00	9,244.96	94.16%	5.84%
5180 Tradeshows	24,855.66	173,104.20	198,950.00	25,845.80	87.01%	12.99%
5190 Showcase	1,400,589.04	4,821,443.54	5,785,131.00	963,687.46	83.34%	16.66%
5210 Regional Partnership	8,729.17	90,082.53	88,000.00	-2,082.53	102.37%	-2.37%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	1,370.00	22,719.44	52,750.00	30,030.56	43.07%	56.93%
5230 Dues and Subscriptions	3,188.87	40,901.63	63,020.00	22,118.37	64.90%	35.10%
5400 Business Travel & Entertainment	3,065.33	39,401.86	92,805.00	53,403.14	42.46%	57.54%
5400-1 Disallowed Travel Expense	164.99	2,167.41	4,895.00	2,727.59	44.28%	55.72%
Total 5400 Business Travel & Entertainment	\$ 3,230.32	\$ 41,569.27	\$ 97,700.00	\$ 56,130.73	42.55%	57.45%
5500 Visitor Awareness Education	2,976.06	82,548.39	86,790.00	4,241.61	95.11%	4.89%
7400 ACE - DP				0.00		
Total 1 Direct Programming	\$ 1,628,342.93	\$ 6,496,222.47	\$ 8,642,313.00	\$ 2,146,090.53	75.17%	24.83%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	1,182.52	6,461.88	8,800.00	2,338.12	73.43%	26.57%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	6,601.32	56,215.99	119,000.00	62,784.01	47.24%	52.76%
5610 Computer&IT Maintenance&Repair	3,218.85	31,978.81	37,000.00	5,021.19	86.43%	13.57%
5630 Insurance Building & Content	1,656.91	11,843.88	38,200.00	26,356.12	31.00%	69.00%
5640 D & O and Liability Insurance	206.58	4,615.13	7,100.00	2,484.87	65.00%	35.00%
5650 Audit	5,000.00	25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	437.50	4,507.70	7,200.00	2,692.30	62.61%	37.39%
5700 Postage	2,487.89	18,570.32	42,000.00	23,429.68	44.22%	55.78%
5710 Supplies Coffee/Sodas	216.29	5,113.02	9,200.00	4,086.98	55.58%	44.42%
5720 Office Supplies	1,374.16	10,578.91	15,000.00	4,421.09	70.53%	29.47%
5730 Storage and Delivery	2,552.10	10,412.81	22,000.00	11,587.19	47.33%	52.67%
5750 Rent	10.00	10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	630.14	5,604.60	8,400.00	2,795.40	66.72%	33.28%
5766 Cell Phone	754.44	6,642.98	9,600.00	2,957.02	69.20%	30.80%
5770 Utilities	2,946.49	32,256.03	49,000.00	16,743.97	65.83%	34.17%
5780 Copier	846.33	7,819.64	9,600.00	1,780.36	81.45%	18.55%
5790 Capital Expenditures	3,645.00	3,645.00	15,000.00	11,355.00	24.30%	75.70%
5900 Miscellaneous Expenses	60.00	766.00	2,500.00	1,734.00	30.64%	69.36%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	111.46	10,918.93	10,300.00	-618.93	106.01%	-6.01%
6010 Credit Card Processing Fee	883.90	5,710.98	6,000.00	289.02	95.18%	4.82%
6500 Taxes	23.25	1,155.69	4,065.00	2,909.31	28.43%	71.57%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 34,845.13	\$ 266,949.04	\$ 615,425.00	\$ 348,475.96	43.38%	56.62%
3 Personnel Costs						
5800 Salaries	96,266.63	873,550.01	1,197,858.00	324,307.99	72.93%	27.07%
5810 Commissions	1,464.63	25,679.37	28,500.00	2,820.63	90.10%	9.90%
5830 Auto	461.54	4,335.18	6,000.00	1,664.82	72.25%	27.75%
5840 401K Contribution Match	3,868.53	34,447.35	50,400.00	15,952.65	68.35%	31.65%

VISIT PENSACOLA ONLY ALL FUNDING SOURCES

5850 Employee Insurance	9,275.33	69,821.68	113,000.00	43,178.32	61.79%	38.21%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,731.77	94,416.07	108,000.00	13,583.93	87.42%	12.58%
5890 Staff Education		4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	\$ 121,068.43	\$ 1,106,318.29	\$ 1,513,158.00	\$ 406,839.71	73.11%	26.89%
Total Expenses	\$ 1,784,256.49	\$ 7,869,489.80	\$ 10,770,896.00	\$ 2,901,406.20	73.06%	26.94%
Net Operating Income	-\$ 1,015,188.63	-\$ 1,269,029.23	\$ 0.00	\$ 1,269,029.23		
Net Income	-\$ 1,015,188.63	-\$ 1,269,029.23	\$ 0.00	\$ 1,269,029.23		

June 18, 2025

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

In planning and performing our audit of the financial statements of Visit Pensacola, Inc. ("the Organization") as of and for the year ended September 30, 2024, in accordance with auditing standards generally accepted in the United States of America, we considered the Organization's system of internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and, therefore, material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified certain deficiencies in internal control that we consider to be a material weakness.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Organization's financial statements will not be prevented, or detected and corrected, on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiency in the Organization's internal control to be a material weakness.

Financial Statement Close

During the audit we posted three material audit entries. We believe improving the financial statement closing process would decrease the number of audit entries in the future. The financial statement closing process should include posting accrual entries to properly record revenues and related assets when earned and expenses when the obligation is incurred. We recommend management work toward a more complete year end closing process that includes the items above so that the audit process can be completed more efficiently and timely.

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

Very truly yours,

A handwritten signature in black ink that reads 'Warren Averett, LLC'.

Warren Averett, LLC
Pensacola, Florida

June 18, 2025

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

We have audited the financial statements of Visit Pensacola, Inc. (the "Organization") for the year ended September 30, 2024, and have issued our report thereon dated June 18, 2025. Professional standards require that we provide you with information about our responsibilities under, generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated October 21, 2024. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

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

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

- Management's estimate of the allocation of certain expenses by function is based on estimates of time and effort. We evaluated the methods, assumptions, and data used to develop the allocation of expenses by function in determining that it is reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent and clear.

Difficulties Encountered in Performing the Audit

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

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. The attached journal entries were posted by management.

Disagreements with Management

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

Management Representations

We have requested certain representations from management that are included in the management representation letter dated June 18, 2025.

Management Consultations with Other Independent Accountants

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

Other Audit Findings or Issues

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

We identified a deficiency in internal control that we consider to be a material weakness. This deficiency is detailed in a separate letter.

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

Very truly yours,

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

Warren Averett, LLC
Pensacola, Florida

Client: **07370000 - Visit Pensacola, Inc.**
Engagement: **AUDA-24 - Visit Pensacola, Inc.**
Period Ending: **9/30/2024**
Trial Balance: **401 - Trial Balance**
Workpaper: **403 - Adjusting JE Report**

Account	Description	W/P Ref	Debit	Credit
Adjusting Journal Entries JE # 2				
		VV.00		
To agree net assets to PY FS w/o/x				
32000	Unrestricted Net Assets		25.00	
5900	Operating Costs:Miscellaneous Expenses			25.00
Total			25.00	25.00
Adjusting Journal Entries JE # 3				
		FF.00		
To recognize revenue relating to ACE's \$700k advance.				
2700-2	Unearned Revenue-ACE		700,000.00	
4000	Tourism Development Tax-TDT			700,000.00
Total			700,000.00	700,000.00
Adjusting Journal Entries JE # 6				
		CC.01		
To reverse accrual for FY25 Showcase expenses and corresponding revenue				
2100	Accounts Payable		587,289.00	
4000	Tourism Development Tax-TDT		587,289.00	
1200	Accounts Receivable			587,289.00
5100	Direct Programming:Advertising/Media			587,289.00
Total			1,174,578.00	1,174,578.00
Adjusting Journal Entries JE # 7				
		10.01		
To reconcile AR and Revenue to County confirmation.				
1200	Accounts Receivable		544,864.00	
4000	Tourism Development Tax-TDT			544,864.00
Total			544,864.00	544,864.00
Adjusting Journal Entries JE # 8				
		10.01c		
To reverse revenue relating to 9/30/2024 prepaid expense (FY25 revenue).				
4000	Tourism Development Tax-TDT		72,000.00	
1200	Accounts Receivable			72,000.00
Total			72,000.00	72,000.00

VISIT PENSACOLA, INC.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2024 AND 2023

VISIT PENSACOLA, INC.
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SEPTEMBER 30, 2024 AND 2023

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INDEPENDENT AUDITORS' REPORT

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

Opinion

We have audited the accompanying financial statements of Visit Pensacola, Inc. (a 501(c)(6) nonprofit organization, hereinafter referred to as VPI), which comprise the statements of financial position as of September 30, 2024 and 2023, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of VPI as of September 30, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

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

Responsibilities of Management for the Financial Statements

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

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

Auditors' Responsibilities for the Audit of the Financial Statements

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

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

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

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

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

Warren Averett, LLC

Pensacola, Florida
June 18, 2025

VISIT PENSACOLA, INC.
STATEMENTS OF FINANCIAL POSITION
SEPTEMBER 30, 2024 AND 2023

	<u>2024</u>	<u>2023</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 469,621	\$ 479,090
Certificate of deposit	-	250,000
Accounts receivable	2,984,386	1,802,408
Prepaid expenses	<u>208,392</u>	<u>319,304</u>
TOTAL ASSETS	<u><u>\$ 3,662,399</u></u>	<u><u>\$ 2,850,802</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 1,847,522	\$ 958,529
Accrued payroll and expenses	164,318	124,064
Unearned revenue	<u>83,265</u>	<u>78,807</u>
Total current liabilities	2,095,105	1,161,400
NET ASSETS		
Without donor restrictions	<u>1,567,294</u>	<u>1,689,402</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 3,662,399</u></u>	<u><u>\$ 2,850,802</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED SEPTEMBER 30, 2024 AND 2023

	<u>2024</u>	<u>2023</u>
SUPPORT AND REVENUE WITHOUT DONOR RESTRICTIONS		
Tourism development revenue	\$ 13,457,938	\$ 12,856,171
Partnership dues	178,834	141,695
Advertising income	129,101	131,286
In-kind income	149,331	145,328
Event income	16,264	21,456
Miscellaneous income	<u>33,024</u>	<u>22,795</u>
Total support and revenue without donor restrictions	13,964,492	13,318,731
OPERATING EXPENSES		
Program expenses		
Tourism development	13,587,286	12,627,636
Supporting expenses		
Management and general	<u>499,314</u>	<u>439,711</u>
Total operating expenses	<u>14,086,600</u>	<u>13,067,347</u>
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	(122,108)	251,384
NET ASSETS WITHOUT DONOR RESTRICTIONS, BEGINNING OF YEAR	<u>1,689,402</u>	<u>1,438,018</u>
NET ASSETS WITHOUT DONOR RESTRICTIONS, END OF YEAR	<u><u>\$ 1,567,294</u></u>	<u><u>\$ 1,689,402</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEARS ENDED SEPTEMBER 30, 2024 AND 2023

	2024		
	Program Services	Supporting Services	
	Tourism	Management and General	Total
Advertising	\$ 6,032,542	\$ -	\$ 6,032,542
Advertising agency fees	180,000	-	180,000
Bad debt expense	-	400	400
Bank and credit card fees	-	6,795	6,795
Brochures and collateral	104,827	-	104,827
Dues and subscriptions	54,594	-	54,594
Equipment and building repair	105,251	15,775	121,026
Festivals and events	182,684	158	182,842
Information technology	32,150	7,000	39,150
In-kind rent	89,845	26,701	116,546
Insurance	23,486	5,114	28,600
Marketing research	363,660	-	363,660
Miscellaneous expense	-	2,480	2,480
Office supplies	34,589	7,585	42,174
Partnership expense	173,414	849	174,263
Personnel expense	1,130,961	298,836	1,429,797
Postage	30,266	6,590	36,856
Production	615,806	-	615,806
Professional services	46,238	10,067	56,305
Promotions	296,707	-	296,707
Public relations	225,842	-	225,842
Registration	54,254	-	54,254
Sales tax	-	1,750	1,750
Sponsorship	500,000	-	500,000
Subrecipient expense – ACE	1,940,019	-	1,940,019
Subrecipient expense – PSA	1,226,544	97,841	1,324,385
Travel, meals and entertainment	99,516	1,774	101,290
Utilities	44,091	9,599	53,690
TOTAL OPERATING EXPENSES	\$ 13,587,286	\$ 499,314	\$ 14,086,600

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEARS ENDED SEPTEMBER 30, 2024 AND 2023

	2023		
	Program Services	Supporting Services	
	Tourism	Management and General	Total
Advertising	\$ 5,064,241	\$ -	\$ 5,064,241
Advertising agency fees	180,000	-	180,000
Bad debt expense	-	40	40
Bank and credit card fees	-	10,304	10,304
Brochures and collateral	166,914	-	166,914
Depreciation	959	193	1,152
Dues and subscriptions	46,507	-	46,507
Equipment and building repair	122,074	24,574	146,648
Festivals and events	256,217	-	256,217
Information technology	27,468	5,529	32,997
In-kind rent	94,976	19,119	114,095
Insurance	34,379	6,921	41,300
Marketing research	410,180	-	410,180
Miscellaneous expense	-	3,415	3,415
Office supplies	43,651	8,887	52,538
Partnership expense	146,760	188	146,948
Personnel expense	987,538	260,937	1,248,475
Postage	45,296	9,118	54,414
Production	479,995	-	479,995
Professional services	32,706	6,584	39,290
Promotions	200,410	-	200,410
Public relations	149,133	-	149,133
Registration	116,178	-	116,178
Sales tax	-	1,727	1,727
Sponsorship	1,000,000	-	1,000,000
Subrecipient expense – ACE	1,811,425	-	1,811,425
Subrecipient expense – PSA	1,041,931	72,131	1,114,062
Travel, meals and entertainment	125,840	1,417	127,257
Utilities	42,858	8,627	51,485
TOTAL OPERATING EXPENSES	\$ 12,627,636	\$ 439,711	\$ 13,067,347

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2024 AND 2023

	<u>2024</u>	<u>2023</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ (122,108)	\$ 251,384
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Bad debt expense	400	40
Depreciation	-	1,152
Decrease (increase) in:		
Accounts receivable	(1,182,378)	68,267
Prepaid expenses	110,912	(219,748)
Increase (decrease) in:		
Accounts payable	888,993	(302,162)
Accrued payroll and expenses	40,254	29,222
Unearned revenue	4,458	15,849
Net cash used in operating activities	<u>(259,469)</u>	<u>(155,996)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Redemption (purchase) of certificate of deposit	<u>250,000</u>	<u>(250,000)</u>
Net cash provided by (used in) investing activities	<u>250,000</u>	<u>(250,000)</u>
NET DECREASE IN CASH AND CASH EQUIVALENTS	(9,469)	(405,996)
CASH AND CASH EQUIVALENTS, BEGINNING	<u>479,090</u>	<u>885,086</u>
CASH AND CASH EQUIVALENTS, ENDING	<u><u>\$ 469,621</u></u>	<u><u>\$ 479,090</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Description of Organization

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

In August 2024, VPI amended its bylaws regarding dissolution. Upon dissolution, public Tourism Development Tax (TDT) funds and all remaining assets will be distributed according to a plan approved by the board of directors by an affirmative majority vote, exclusively to the Escambia County Board of Commissioners. Private funds from tourism partner dues will be returned pro rata to each partner for the current fiscal year. Private funds held in reserve will be distributed to tourism-related nonprofit or educational organizations. No part of the funds or net earnings will benefit or be distributed to members, directors, officers or other private persons.

Basis of Accounting and Presentation

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

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

Net Assets With Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature and may, or will, be met either by passage of time or the events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. VPI did not have any net assets at September 30, 2024 and 2023, where the donor imposed restrictions.

Use of Estimates

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

Cash and Cash Equivalents

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

Investment in Certificate of Deposit

The certificate of deposit is an investment that matured in 2024.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

Accounts Receivable

Stated at face amount with no allowance for credit losses. Management evaluates the status of unpaid accounts and adjusts the allowance as necessary through a provision for bad debt expense. No provision for credit losses had been established as of September 30, 2024 and 2023, as accounts receivable are considered to be fully collectible.

Revenue Recognition

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

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

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

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

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

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

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

Inventories

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

Equipment

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

Donated Assets and Use of Facilities

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

Unearned Revenue

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

Compensated Absences

The liability for compensated absences of \$78,816 and \$70,002 as of September 30, 2024 and 2023, respectively, is included in accrued payroll and expenses in the statements of financial position. This represents amounts owed to employees under VPI's paid time off policy.

Functional Allocation of Expenses

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

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

Advertising

The primary purpose of VPI is to promote and advertise the local community. Purchased advertising media is expensed when the related media is published or broadcast. Costs incurred in advance of an advertising program, such as printing and production, are recorded as prepaid expenses until the corresponding media is published or broadcast, at which time it is expensed.

Income Taxes

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

Subsequent Events

VPI has evaluated events and transactions that occurred between September 30, 2024 and June 18, 2025, which is the date that financial statements were available to be issued, for possible recognition or disclosure in the financial statements.

2. ACCOUNTS RECEIVABLE

Accounts receivable at September 30, 2024 and 2023, consisted of the following:

	<u>2024</u>	<u>2023</u>
Tourism development tax receivable	\$ 2,983,986	\$ 1,798,633
Partnership dues	400	3,775
Accounts receivable	<u>\$ 2,984,386</u>	<u>\$ 1,802,408</u>

3. LINE OF CREDIT

VPI has a revolving line of credit with Regions Bank in the amount of \$500,000. The interest rate is Prime plus 0.50%, with a floor of 4.75%. The line of credit matures on October 15, 2025, and is secured by inventory, accounts, equipment, general intangibles and fixtures. At September 30, 2024 and 2023, there was no outstanding balance on the line of credit.

In October 2024, VPI borrowed \$500,000 on the line of credit and fully repaid it in December 2024.

4. LIQUIDITY AND AVAILABILITY

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

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

The following table shows the total financial assets held by VPI as of September 30, 2024 and 2023, and the amounts of those financial assets available within one year of the date of the statement of financial position to meet general expenditures.

	<u>2024</u>	<u>2023</u>
Financial assets at year-end:		
Cash	\$ 469,621	\$ 479,090
Certificate of deposit	-	250,000
Accounts receivable	<u>2,984,386</u>	<u>1,802,408</u>
Total financial assets available to meet general expenditures over the next 12 months	<u><u>\$ 3,454,007</u></u>	<u><u>\$ 2,531,498</u></u>

5. CONCENTRATIONS OF RISK

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

VPI maintains cash balances at a financial institution, which at times, may exceed federally insured limits. The balances held with the financial institution are insured by the Federal Deposit Insurance Corporation up to \$250,000. VPI's cash balances, before outstanding checks and the certificate of deposit, exceeded federally insured limits by \$385,695 and \$716,115 at September 30, 2024 and 2023, respectively. VPI has not experienced any losses in such accounts and believes it is not exposed to any significant risk.

6. SUBRECIPIENT EXPENSE

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

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

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2024 AND 2023

Subrecipient expenses for the year ended September 30, 2024, consisted of the following:

	<u>ACE</u>	<u>PSA</u>	<u>Total</u>
Direct programming expense	\$ 1,940,019	\$ 777,143	\$ 2,717,162
Operations expense	-	96,270	96,270
Personnel expense	-	450,972	450,972
Total subrecipient expense	<u>\$ 1,940,019</u>	<u>\$ 1,324,385</u>	<u>\$ 3,264,404</u>

Subrecipient expenses for the year ended September 30, 2023, consisted of the following:

	<u>ACE</u>	<u>PSA</u>	<u>Total</u>
Direct programming expense	\$ 1,811,425	\$ 683,616	\$ 2,495,041
Operations expense	-	76,960	76,960
Personnel expense	-	353,486	353,486
Total subrecipient expense	<u>\$ 1,811,425</u>	<u>\$ 1,114,062</u>	<u>\$ 2,925,487</u>

7. RELATED PARTY TRANSACTIONS

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

8. RETIREMENT PLAN

VPI administers a 401(k) plan for the benefit of its employees. All employees are eligible to participate if they have completed one year of service and are at least 21 years of age. The plan provides for a safe harbor matching employer contribution equal to 100% of salary deferrals that do not exceed 6% of compensation for each payroll period. The matching contributions totaled \$40,259 and \$34,157 for the years ended September 30, 2024 and 2023, respectively.

9. SUBSEQUENT EVENT

Effective October 1, 2024, the allocation from Escambia County's local option tourist development tax to VPI will be reduced as PSA is designated as a tourist bureau and will receive funding directly from Escambia County going forward.

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

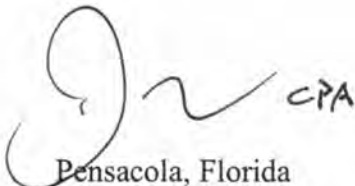
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of June 30, 2025, and the related statement of financial income and expenses – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a 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.

A handwritten signature in black ink, appearing to read 'J. R. Loeffler', followed by the letters 'CPA' in a smaller, handwritten font.

Pensacola, Florida

July 17, 2025

Visit Pensacola Inc
Statement of Financial Position
As of June 30, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	208,853.69
1025 EFT TDT #4196	76,145.38
1030 Partner#2177	127,893.20
1035 Reserves #3955	20,758.90
1050 Petty Cash	115.00
Total Bank Accounts	\$433,766.17
Accounts Receivable	
1200 Accounts Receivable	1,371,175.06
Total Accounts Receivable	\$1,371,175.06
Other Current Assets	
1400 Prepaid Postage	107.85
1405 Prepaid Expenses	56,950.51
1410 Prepaid Insurance	13,403.25
Total Other Current Assets	\$70,461.61
Total Current Assets	\$1,875,402.84
Fixed Assets	
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
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,875,402.84
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-27,449.84
Total Accounts Payable	\$ -27,449.84
Credit Cards	
2000 Visit Pensacola P-Card	58,038.42
2002 Regions Membership PCard	3,115.27

Visit Pensacola Inc

Statement of Financial Position

As of June 30, 2025

	TOTAL
Total Credit Cards	\$61,153.69
Other Current Liabilities	
25500 Sales Tax Payable	23.25
2700 Unearned Revenue	1,209,410.00
2700-2 Unearned Revenue-ACE	910,329.40
2999 Salaries payable	78,815.79
Total Other Current Liabilities	\$2,198,578.44
Total Current Liabilities	\$2,232,282.29
Total Liabilities	\$2,232,282.29
Equity	
32000 Unrestricted Net Assets	1,566,966.68
Net Income	-1,923,846.13
Total Equity	\$ -356,879.45
TOTAL LIABILITIES AND EQUITY	\$1,875,402.84

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2025

	TOTAL	
	APR - JUN, 2025	OCT 2024 - JUN 2025 (YTD)
Income		
4000 Tourism Development Tax-TDT	816,305.43	6,555,168.80
4100 Membership Dues	17,799.31	147,750.07
4150 Advertising Income	17,949.16	111,737.50
4155 Partner Co-Ops	1,100.00	1,100.00
Total 4150 Advertising Income	19,049.16	112,837.50
4300 Consignment Sales	27.00	52.00
4600 Misc Income	3,008.88	4,873.33
4620 Interest Income	38.47	109.43
4640 Event Income		850.00
4640-1 HRT	1,070.00	5,828.54
4640-2 Annual Meeting		6,274.00
4640-3 NTTW	2,370.00	2,900.00
Total 4640 Event Income	3,440.00	15,852.54
Services		9,000.00
Total Income	\$859,668.25	\$6,845,643.67
GROSS PROFIT	\$859,668.25	\$6,845,643.67
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	37,749.99	100,666.64
5090-2 Adara	12,499.98	37,499.94
5090-3 Key Data	7,000.03	21,000.01
5090-4 CoStar Suite	2,884.00	11,536.00
5090-5 Zartico	90,000.00	126,000.00
5090-6 Mint		5,460.00
Total 5090 Marketing Research	150,134.00	302,162.59
5100 Advertising/Media	30,830.00	31,325.00
5100-1 Social Boosting	1,851.62	2,831.05
5100-4 Community Advertising		6,500.00
5100-6 Int. Agency Trade	3,000.00	3,000.00
Total 5100 Advertising/Media	35,681.62	43,656.05

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2025

	TOTAL	
	APR - JUN, 2025	OCT 2024 - JUN 2025 (YTD)
5110 Public Relations	466.00	878.09
5110-11 Trav Media IMM-NYC		4,532.00
5110-12 Magic Torch	12,000.00	32,000.00
5110-13 Southeast Tourism Society Meetups	961.52	961.52
5110-16 Domestic Media Missions		437.80
5110-17 Awards	150.00	150.00
5110-3 FAM	6,733.55	10,012.70
5110-4 MMGY	22,050.00	66,986.58
Total 5110 Public Relations	42,361.07	115,958.69
5120 Advertising Production		
5120-2 True Omni		4,800.00
5120-3 Content Creation, Outside Work & Freelance	4,625.00	6,981.51
Total 5120 Advertising Production	4,625.00	11,781.51
5130 Internet Site Production	85,136.08	321,579.86
5140 Festivals & Events Granted		102,661.69
5141 Festivals & Event Local Support	4,750.00	6,587.65
5141-1 Sunbelt	42,788.62	104,541.05
Total 5141 Festivals & Event Local Support	47,538.62	111,128.70
5150 Consumer Promotions	620.55	1,385.60
5150-1 Snowbird Programs		4,500.00
5150-2 Gallery Night		710.34
5150-3 Juneteenth Efforts-fans	1,642.06	1,642.06
5150-4 PRIDE Efforts-Fans	1,642.06	1,642.06
5150-6 Out of Home Activation-Media and Trade	29,609.17	33,274.63
5150-8 Beach O'ween		95.77
Total 5150 Consumer Promotions	33,513.84	43,250.46
5160 Sales Promotions	4,396.75	4,396.75
5160-1 Staff Uniforms		413.90
5160-2 Sales FAMS and Sites Visits		1,823.32
5160-3 Services Supplies		802.27
5160-4 Promo Items (All Dept)	10,729.39	15,282.64
Total 5160 Sales Promotions	15,126.14	22,718.88
5170 Brochures and Collateral	137,184.51	148,955.04

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2025

	TOTAL	
	APR - JUN, 2025	OCT 2024 - JUN 2025 (YTD)
5180 Tradeshows		
5180-10 FL Huddle & Encounter		15,186.60
5180-11 FSAE	1,757.37	1,757.37
5180-12 IPW	3,482.80	32,251.17
5180-13 Military Reunion Network	825.39	8,512.75
5180-14 NY Travel & Adv Show		3,749.52
5180-15 Rendezvous		6,330.06
5180-16 SMART Meeting	7,500.00	13,769.18
5180-18 VF Trade Mission	3,157.46	3,157.46
5180-19 World Travel Market		7,484.85
5180-2 ATL Travel and Adventure Show		9,514.59
5180-3 Canada-Toronto Travel & Adventure Show	10,000.00	11,904.88
5180-4 Connect DC		6,135.70
5180-5 Connect Diversity		900.00
5180-6 Connect Tech		5,925.68
5180-7 Dallas Travel & Adv Show	1,733.05	18,909.15
5180-8 DEMA		14,078.69
5180-9 Denver Travel & Adv Show	-230.34	13,536.55
Total 5180 Tradeshows	28,225.73	173,104.20
5190 Showcase	2,618,832.01	4,821,443.54
5210 Regional Partnership	26,187.51	90,082.53
5220 Registration	9,793.20	22,719.44
5230 Dues and Subscriptions	10,520.77	40,901.63
5400 Business Travel & Entertainment	13,138.92	41,569.27
5500 Visitor Awareness Education	173.47	310.21
5500-1 Annual Meeting	2,956.29	44,031.26
5500-2 Christmas Decorations		810.51
5500-3 Local Activations		582.76
5500-4 HRT Luncheons	1,693.70	12,840.15
5500-5 Local Awareness Program	6.99	6.99
5500-6 NTTW Activities	17,295.36	23,966.51
Total 5500 Visitor Awareness Education	22,125.81	82,548.39
7400 ACE - DP		900,000.00
Total 1 Direct Programming	3,280,124.83	7,396,222.47
2 Operating Costs		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	1,175.11	2,786.00
5450-2 Auto Local Travel-MEM	420.03	875.88
5450-3 Insider Guide Delivery	800.00	2,800.00
Total 5450 Auto/ Local Travel	2,395.14	6,461.88

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2025

	TOTAL	
	APR - JUN, 2025	OCT 2024 - JUN 2025 (YTD)
5600 Building Maintenance & Repair	18,614.39	56,215.99
5610 Computer&IT Maintenance&Repair		
5610-1 Adobe Subscription	1,747.11	5,241.33
5610-2 Computer Accessories	535.22	864.04
5610-3 Digital Boardwalk	6,236.06	18,186.31
5610-4 Computers/laptops		7,687.13
Total 5610 Computer&IT Maintenance&Repair	8,518.39	31,978.81
5630 Insurance Building & Content	4,970.79	11,843.88
5640 D & O and Liability Insurance	1,172.95	4,615.13
5650 Audit	5,000.00	25,000.00
5660 Legal Services	2,008.00	7,094.00
5670 CPA/ Financial Services	1,437.50	4,507.70
5700 Postage	6,199.85	18,570.32
5710 Supplies Coffee/Sodas	784.50	5,113.02
5720 Office Supplies	2,763.21	10,578.91
5730 Storage and Delivery		
5730-1 Gilmore Storage & Delivery	2,054.42	2,695.82
5730-2 Storage Unit-Fairfield	584.04	1,890.12
5730-3 Storage Unit-E122	994.95	2,984.85
5730-4 Storage Unite-G133	947.34	2,842.02
Total 5730 Storage and Delivery	4,580.75	10,412.81
5750 Rent	10.00	10.00
5760 Telephone Service	1,890.48	5,604.60
5765 Cell Phone	2,263.32	6,642.98
5770 Utilities	9,095.08	32,256.03
5780 Copier	3,306.89	7,819.64
5790 Capital Expenditures	3,645.00	3,645.00
5900 Miscellaneous Expenses	59.21	766.00
6000 Consignment Sales Expenses		26.74
6001 Bank Service Charge	346.45	10,918.93
6010 Credit Card Processing Fee	2,070.79	5,710.98
6500 Taxes	307.00	1,155.69
Total 2 Operating Costs	81,439.69	266,949.04
3 Personnel Costs		
5800 Salaries	329,688.35	873,550.01
5810 Commissions	11,576.26	25,679.37
5830 Auto	1,615.39	4,335.18
5840 401K Contribution Match	12,784.06	34,447.35
5850 Employee Insurance	27,305.31	69,821.68
5870 Drug Testing		38.11
5880 Payroll Expense	34,532.99	94,416.07

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2025

	TOTAL	
	APR - JUN, 2025	OCT 2024 - JUN 2025 (YTD)
5890 Staff Education		4,030.52
Total 3 Personnel Costs	417,502.36	1,106,318.29
Total Expenses	\$3,779,066.88	\$8,769,489.80
NET OPERATING INCOME	\$ -2,919,398.63	\$ -1,923,846.13
NET INCOME	\$ -2,919,398.63	\$ -1,923,846.13

**Fund 108 - Revenue Trends
Analytical Review
As of July 16, 2025**



	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21	% change from PY	FY20
October	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785	19.2%	901,449
November	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614	10.4%	852,961
December	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952	14.2%	528,851
January	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570	9.3%	499,165
February	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276	5.6%	487,937
March	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
April	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
May	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114	351.6%	353,670
June	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820	194.5%	712,562
July	328,874	-90.5%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405	86.8%	1,588,804
August	-	-100.0%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112	92.7%	1,836,978
Sept	-	-100.0%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341	132.5%	905,051
	13,326,900	-39.5%	22,014,490	0.9%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461	81.1%	9,758,958
1 - 2 Cents	5,330,760		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
3rd Cent	2,665,380		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
4th Cent	2,665,380		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
5th Cent	2,665,380		4,402,898		4,316,494		4,363,282		-		-
	13,326,900		22,014,490		21,582,470		21,816,411		17,671,461		9,758,958

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 \(3\) \(1\):](#)



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: July 7, 2025

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 May 2025 returns received in the month of June 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in June 2025 were \$2,469,281 compared to \$2,354,825 in June 2024. A comparison of June 2025 to June 2024 is a 4.9% increase.
- Year-to-date collections for FY2025 is \$13,026,893 compared to \$12,780,396 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 2,469,281	\$ 2,354,825	4.9%	\$ 13,026,893	\$ 12,780,396	1.9%
	-	-				
Total	\$ 2,469,281	\$ 2,354,825	4.9%	\$ 13,026,893	\$ 12,780,396	1.9%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of June 30, 2025**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,100,341.54	\$ 1,021,170.99	\$ 79,170.55	7.8%
Southeast Pensacola	1,811,458.28	1,767,322.01	44,136.27	2.5%
Southcentral & Southwest Pensacola	488,214.40	612,017.51	(123,803.11)	-20.2%
Perdido Key Area	2,357,558.71	2,288,009.73	69,548.98	3.0%
Northeast Pensacola	837,215.82	680,315.11	156,900.71	23.1%
North Escambia & Northwest Pensacola	989,317.33	928,642.01	60,675.32	6.5%
Pensacola Beach Area	5,442,786.70	5,482,918.81	(40,132.11)	-0.7%
Total	\$ 13,026,892.78	\$ 12,780,396.17	\$ 246,496.61	1.9%

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 Geographic Area
Escambia County, Florida
Fiscal Year 2025
As of June 30, 2025



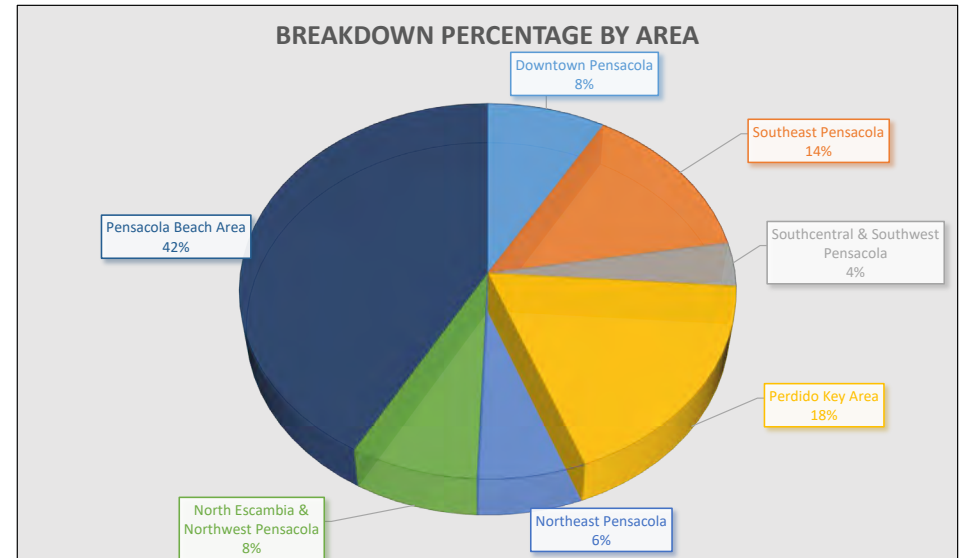
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ -	\$ -	\$ -	\$ 1,100,341.54	8.4%
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	-	-	-	1,811,458.28	13.9%
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	-	-	-	488,214.40	3.7%
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	-	-	-	2,357,558.71	18.1%
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	-	-	-	837,215.82	6.4%
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	-	-	-	989,317.33	7.6%
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	-	-	-	5,442,786.70	41.8%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ 1,819,528.61	\$ 1,816,436.28	\$ 2,469,281.45	\$ -	\$ -	\$ -	\$ 13,026,892.78	100.0%

Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ 107,499.88	\$ 143,380.42	\$ 134,730.14	\$ 165,407.73	\$ 179,065.55	\$ 192,419.31	\$ 123,035.99	\$ 1,515,691.84	6.9%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	176,174.00	247,332.53	235,968.14	268,570.54	309,888.38	331,673.43	227,593.45	2,636,477.27	12.0%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	58,166.21	80,528.47	72,382.75	96,893.12	103,785.09	119,577.70	68,564.16	903,944.46	4.1%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	145,634.91	384,036.12	282,322.13	473,243.13	949,188.78	983,350.61	443,739.21	4,664,288.33	21.2%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	65,903.35	93,314.87	78,607.00	97,420.37	123,237.31	145,658.22	105,009.31	1,054,219.95	4.8%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	88,054.95	130,266.84	122,309.48	136,166.67	149,107.08	160,598.45	125,999.02	1,364,346.56	6.2%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	334,934.45	844,947.10	744,367.41	1,117,123.40	1,636,660.14	1,806,564.71	958,059.47	9,884,203.13	44.9%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ 842,419.38	\$ 753,413.82	\$ 976,367.75	\$ 1,923,806.35	\$ 1,670,687.05	\$ 2,354,824.96	\$ 3,450,932.33	\$ 3,739,842.43	\$ 2,052,000.61	\$ 22,023,171.54	100.0%

*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	Canterment 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 2025
As of June 30, 2025



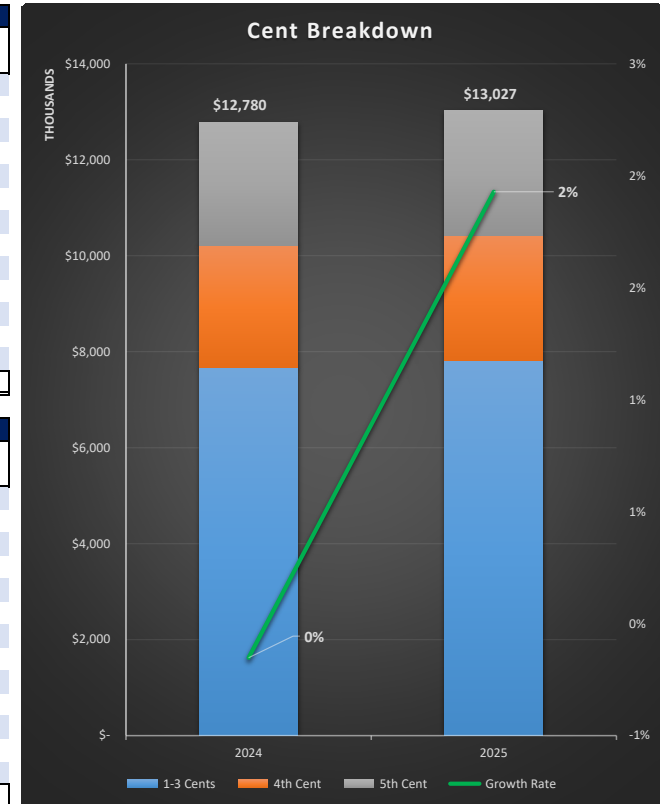
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
NOV	469,350.98	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
DEC	305,743.25	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
JAN	288,130.47	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
FEB	279,147.71	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	367,477.35	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	626,572.22	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	580,106.01	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	771,755.66	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	1,109,041.17	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	-
AUG	1,440,990.57	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	-
SEP	688,096.11	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	-
Total	\$ 7,466,177.56	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 7,816,135.67

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 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
NOV	156,450.33	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
DEC	101,914.42	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
JAN	96,043.49	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
FEB	93,049.24	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	122,492.45	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	208,857.41	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	193,368.67	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	257,251.89	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	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ 2,488,725.85	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 2,605,378.56

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
NOV	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58
DEC	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48
JAN	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13
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	-
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 2,605,378.56

*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



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	1,028,071.35	976,367.75	51,703.60	5.3%
APR	1,819,528.61	1,923,806.35	(104,277.74)	-5.4%
MAY	1,816,436.28	1,670,687.05	145,749.23	8.7%
JUN	2,469,281.45	2,354,824.96	114,456.49	4.9%
JUL	-	3,450,932.33	(3,450,932.33)	Pending
AUG	-	3,739,842.43	(3,739,842.43)	Pending
SEP	-	2,052,000.61	(2,052,000.61)	Pending
Total	\$ 13,026,892.78	\$ 22,023,171.54	\$ (8,996,278.76)	-40.8%



Visit Pensacola Financial Report July 2025

FY25 JULY TAKEAWAYS:

Unified financial statement reports a net loss of \$593K for July. This is due to not being able bill the county for Showcase expenses (\$443K) until reimbursement is received from the county for previous expenses.

MAJOR HIGHLIGHTS:

There are still about \$450K in unpaid invoices from the county related to short-paid amounts. We are awaiting the list of unpaid invoices from the Clerk's Office in order to gather the necessary documentation and resubmit for reimbursement.

To date, VP has applied \$1.3M toward the advance with a remaining balance of \$650K to be paid by the end of the year.

ACE has submitted the necessary supporting documentation for the \$900K advance received.

* VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.

* VP MTD PRIVATE INCOME is from partnership dues and advertising income.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,736,067.54. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$6,844.41

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,742,911.95

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$770,878.99

Operations \$76,027.83

Personnel \$118,791.68

VISIT PENSACOLA ONLY Month to Date total Expense = \$965,698.50

VISIT PENSACOLA Only Month to Date Net Income= \$777,213.45

UNIFIED Year to Date TDT revenue totaled \$8,853,826.59

UNIFIED Year To Date Private revenue totaled \$297,319.28

UNIFIED Year to date total Revenue = \$9,151,145.87

UNIFIED Year to date expense:

Direct Programming \$8,167,081.46

Operations \$342,972.32

Personnel \$1,225,129.97

UNIFIED Year to Date total Expense = \$9,735,183.75

UNIFIED Year to Date Net Loss = -\$584,037.88

County Submissions

* June's submission has been submitted to the county on July 11th.

Balance Sheet

Visit Pensacola Inc

As of July 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	21,879.28
1025 EFT TDT #4196	\$377,420.53
1027 EFT TDT #4196-ACE	
Total for 1025 EFT TDT #4196	\$377,420.53
1030 Partner#2177	\$128,836.58
1033 PPP LOan	
Total for 1030 Partner#2177	\$128,836.58
1035 Reserves #3955	20,767.72
1050 Petty Cash	115.00
Total for Bank Accounts	\$549,019.11
Accounts Receivable	
1200 Accounts Receivable	\$1,404,422.93
1200-5 Membershp Receivable	
Total for 1200 Accounts Receivable	\$1,404,422.93
Total for Accounts Receivable	\$1,404,422.93
Other Current Assets	
12000 Undeposited Funds	
1201 Allowance - Doubtful Accounts	
1400 Prepaid Postage	78.31
1405 Prepaid Expenses	64,871.39
1410 Prepaid Insurance	11,539.73
1455 Due from Reserve	
1460 Due From Partnership	
1465 Due from TDT	
1500 Gift Cards	
1999 Merchandise Inventory	
Total for Other Current Assets	\$76,489.43
Total for Current Assets	\$2,029,931.47
Fixed Assets	
1300 Furniture & Fixtures	0
1997 Acc Depr - F&F	
Total for 1300 Furniture & Fixtures	0

Balance Sheet

Visit Pensacola Inc
As of July 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	0
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
Total for 1350 Equipment	0
Total for Fixed Assets	0
Other Assets	
Total for Assets	\$2,029,931.47
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	39,564.34
Total for Accounts Payable	\$39,564.34
Credit Cards	
2000 Visit Pensacola P-Card	57,874.55
2002 Regions Membership PCard	1,162.84
Total for Credit Cards	\$59,037.39
Other Current Liabilities	
2500 Due to HRT	
25500 Sales Tax Payable	105.75
2600 Due to Partnership	
2605 Due to Reserve	
2650 Due to TDT	
2655 Line of Credit	
2660 Pass through payment	
2700-1 Unearned Revenue-PS	
2700-2 Unearned Revenue-ACE	210,329.40
2700 Unearned Revenue	659,150.00
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	
Sales Tax Agency Payable	
Total for Other Current Liabilities	\$948,400.94
Total for Current Liabilities	\$1,047,002.67
Long-term Liabilities	
Total for Liabilities	\$1,047,002.67

Balance Sheet

Visit Pensacola Inc

As of July 31, 2025

DISTRIBUTION ACCOUNT		TOTAL
Equity		
32000 Unrestricted Net Assets		1,566,966.68
Net Income		-584,037.88
Total for Equity		\$982,928.80
Total for Liabilities and Equity		\$2,029,931.47

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Jul-25 Oct - July, 2025 (YTD)		Budget	Remaining	% of Budget	% Remaining
Actual						
Income						
4000 Tourism Development Tax-TDT	1,386,067.54	6,564,155.99	7,838,125.00	1,273,969.01	83.75%	16.25%
Advance Payment	350,000.00	1,350,000.00	2,000,000.00	650,000.00	67.50%	32.50%
4050 - TDT Supplemental			512,571.00	512,571.00	100.00%	0.00%
Rollover from FY24			1,409,346.00	1,409,346.00	100.00%	
Total 4000 Tourism Development Tax-TDT	\$ 1,736,067.54	\$ 7,914,155.99	\$ 11,760,042.00	\$ 3,845,886.01	67.30%	32.70%
Total Income	\$ 1,736,067.54	\$ 7,914,155.99	\$ 11,760,042.00	\$ 3,845,886.01	67.30%	32.70%
Gross Profit	\$ 1,736,067.54	\$ 7,914,155.99	\$ 11,760,042.00	\$ 3,845,886.01	67.30%	32.70%
Expenses						
1 Direct Programming						
5090 Marketing Research	68,901.91	371,064.50	350,720.00	-20,344.50	105.80%	-5.80%
5100 Advertising/Media	140,159.50	183,815.55	269,800.00	85,984.45	68.13%	31.87%
5110 Public Relations	19,314.98	126,206.99	167,610.00	41,403.01	75.30%	24.70%
5120 Advertising Production	6,600.00	18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	33,363.65	347,255.79	420,252.00	72,996.21	82.63%	17.37%
5140 Festivals & Events Granted		102,661.69	112,661.69	10,000.00	91.12%	8.88%
5141 Festivals & Event Local Support		110,468.54	113,191.05	2,722.51	97.59%	2.41%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions	5,242.70	47,058.56	58,170.68	11,112.12	80.90%	19.10%
5160 Sales Promotions	31,614.78	53,560.24	118,000.00	64,439.76	45.39%	54.61%
5170 Brochures and Collateral		148,852.16	153,200.00	4,347.84	97.16%	2.84%
5180 Tradeshow	3,067.93	175,066.03	188,950.00	13,883.97	92.65%	7.35%
5190 Showcase	443,883.53	5,265,327.07	7,565,257.75	2,299,930.68	69.60%	30.40%
5210 Regional Partnership	8,729.13	87,291.66	83,000.00	-4,291.66	105.17%	-5.17%
5215 Tourism Development Projects			0.00	0.00	#DIV/0!	#DIV/0!
5220 Registration	2,300.00	24,286.24	45,750.00	21,463.76	53.08%	46.92%
5230 Dues and Subscriptions	1,001.67	41,664.61	58,020.00	16,355.39	71.81%	28.19%
5400 Business Travel & Entertainment	367.36	40,107.97	87,620.00	47,512.03	45.77%	54.23%
5500 Visitor Awareness Education		27,015.27	34,670.00	7,654.73	77.92%	22.08%
Total 1 Direct Programming	\$ 764,547.14	\$ 7,170,084.38	\$ 9,869,909.00	\$ 2,699,824.62	72.65%	27.35%
2 Operating Costs						
5450 Auto/ Local Travel	333.75	5,863.07	6,600.00	736.93	88.83%	11.17%
5520 Committee Expenses			3,000.00	3,000.00	0.00%	100.00%
5600 Building Maintenance & Repair	3,998.37	60,214.14	89,000.00	28,785.86	67.66%	32.34%
5610 Computer&IT Maintenance&Repair	7,838.21	39,817.02	37,000.00	-2,817.02	107.61%	-7.61%
5630 Insurance Building & Content	1,656.94	13,500.82	38,200.00	24,699.18	35.34%	64.66%
5640 D & O and Liability Insurance	206.58	4,821.71	7,100.00	2,278.29	67.91%	32.09%
5650 Audit		25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	1,557.50	6,065.20	7,200.00	1,134.80	84.24%	15.76%
5700 Postage	2,252.34	20,689.20	42,000.00	21,310.80	49.26%	50.74%
5710 Supplies Coffee/Sodas	68.50	1,139.26	3,500.00	2,360.74	32.55%	67.45%
5720 Office Supplies	866.70	11,391.21	12,000.00	608.79	94.93%	5.07%
5730 Storage and Delivery	1,034.11	11,446.92	21,000.00	9,553.08	54.51%	45.49%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	1,263.54	6,868.14	8,400.00	1,531.86	81.76%	18.24%
5765 Cell Phone	754.30	7,397.28	9,600.00	2,202.72	77.06%	22.95%
5770 Utilities	3,300.29	35,556.32	49,000.00	13,443.68	72.56%	27.44%
5780 Copier	846.33	8,665.97	9,600.00	934.03	90.27%	9.73%
5790 Capital Expenditures		3,645.00	40,000.00	36,355.00	9.11%	90.89%
6001 Bank Service Charge				0.00		
6500 Taxes		70.00	65.00	-5.00	107.69%	-7.69%
Total 2 Operating Costs	\$ 25,977.46	\$ 269,255.26	\$ 423,275.00	\$ 154,019.74	63.61%	36.39%
3 Personnel Costs						
5800 Salaries	95,101.14	968,651.15	1,197,858.00	229,206.85	80.87%	19.13%
5830 Auto	461.54	4,796.72	6,000.00	1,203.28	79.95%	20.05%
5840 401K Contribution Match	3,739.06	37,108.68	48,600.00	11,491.32	76.36%	23.64%
5850 Employee Insurance	9,098.05	76,965.67	104,600.00	27,634.33	73.58%	26.42%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,533.56	101,351.79	104,400.00	3,048.21	97.08%	2.92%
5890 Staff Education		3,617.04	5,000.00	1,382.96	72.34%	27.66%
Total 3 Personnel Costs	\$ 117,933.35	\$ 1,192,529.16	\$ 1,466,858.00	\$ 274,328.84	81.30%	18.70%
Total Expenses	\$ 908,457.95	\$ 8,631,868.80	\$ 11,760,042.00	\$ 10,851,584.05	73.40%	92.28%
Net Operating Income	\$ 827,609.59	-\$ 717,712.81	\$ 0.00	-\$ 827,609.59		
Net Income	\$ 827,609.59	-\$ 717,712.81	\$ 0.00	-\$ 827,609.59		

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Jul-25 Oct - July, 2025 (YTD)		Budget	Remaining	% of Budget	% Remaining
Actual						
Income						
4100 Membership Dues	1,250.01	149,000.08	133,000.00	-16,000.08	112.03%	-12.03%
4150 Advertising Income	4,175.00	117,012.50	122,000.00	4,987.50	95.91%	4.09%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	0.58	13,925.91	200.00	-13,725.91	6962.96%	-6862.96%
4620 Interest Income	8.82	118.25	1,000.00	881.75	11.83%	88.18%
4640 Event Income	1,410.00	17,262.54	14,000.00	-3,262.54	123.30%	-23.30%
Total Income	\$ 6,844.41	\$ 297,319.28	\$ 420,200.00	\$ 122,880.72	70.76%	29.24%
Gross Profit	\$ 6,844.41	\$ 297,319.28	\$ 420,200.00	\$ 122,880.72	70.76%	29.24%
Expenses						
1 Direct Programming						
5100 Advertising/Media	2,413.31	2,413.31	4,000.00	1,586.69	60.33%	39.67%
5110 Public Relations	2,340.59	11,407.27	53,000.00	41,592.73	21.52%	78.48%
5120 Advertising Production				0.00		
5130 Internet Site Production	948.63	8,636.35	5,000.00	-3,636.35	172.73%	-72.73%
5140 Festivals & Events Granted			10,000.00	10,000.00	0.00%	100.00%
5141 Festivals & Event Local Support		660.16	8,000.00	7,339.84	8.25%	91.75%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		195.13	5,550.00	5,354.87	3.52%	96.48%
5160 Sales Promotions	450.44	1,223.86	28,500.00	27,276.14	4.29%	95.71%
5170 Brochures and Collateral		102.88	3,500.00	3,397.12	2.94%	97.06%
5180 Tradeshows	143.88	2,489.45	12,000.00	9,510.55	20.75%	79.25%
5190 Showcase			2,000.00	2,000.00	0.00%	100.00%
5210 Regional Partnership		11,520.00	3,500.00	-8,020.00	329.14%	-229.14%
5220 Registration		713.20	2,000.00	1,286.80	35.66%	64.34%
5230 Dues and Subscriptions		238.69	5,000.00	4,761.31	4.77%	95.23%
5400 Business Travel & Entertainment		161.45	5,185.00	5,023.55	3.11%	96.89%
5400-1 Disallowed Travel Expense	35.00	1,702.21	6,395.00	4,692.79	26.62%	73.38%
Total 5400 Business Travel & Entertainment	\$ 35.00	\$ 1,863.66	\$ 11,580.00	\$ 9,716.34	16.09%	83.91%
5500 Visitor Awareness Education		55,533.12	33,120.00	-22,413.12	167.67%	-67.67%
Total 1 Direct Programming	\$ 6,331.85	\$ 96,997.08	\$ 186,750.00	\$ 89,752.92	3.39%	48.06%
2 Operating Costs						
5450 Auto/ Local Travel	62.17	990.18	2,200.00	1,209.82	45.01%	54.99%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage		133.68	200.00	66.32		
5710 Supplies Coffee/Sodas	141.85	4,184.11	5,700.00	1,515.89	73.41%	26.59%
5720 Office Supplies	7.05	61.45	3,000.00	2,938.55	2.05%	97.95%
5730 Storage and Delivery			1,000.00	1,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	4.99	770.99	2,500.00	1,729.01	30.84%	69.16%
5920 Bad Debt Expense	49,134.77	49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	156.52	11,075.45	10,300.00	-775.45	107.53%	-7.53%
6010 Credit Card Processing Fee	437.27	6,148.25	6,000.00	-148.25	102.47%	-2.47%
6500 Taxes	105.75	1,191.44	4,000.00	2,808.56	29.79%	70.21%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 50,050.37	\$ 73,717.06	\$ 187,150.00	\$ 113,432.94	39.39%	60.61%
3 Personnel Costs						
5810 Commissions	519.38	26,198.75	28,500.00	2,301.25	91.93%	8.07%
5840 401K Contribution Match	31.16	1,108.89	1,800.00	691.11	61.61%	38.40%
5850 Employee Insurance	255.75	2,209.81	8,400.00	6,190.19	26.31%	73.69%
5880 Payroll Expense	52.04	2,649.88	3,600.00	950.12	73.61%	26.39%
5890 Staff Education		433.48	4,000.00	3,566.52	10.84%	89.16%
Total 3 Personnel Costs	\$ 858.33	\$ 32,600.81	\$ 46,300.00	\$ 13,699.19	70.41%	29.59%
Total Expenses	\$ 57,240.55	\$ 203,314.95	\$ 420,200.00	\$ 216,885.05	48.39%	51.61%
Net Operating Income	-\$ 50,396.14	\$ 94,004.33	\$ 0.00	-\$ 94,004.33		
Net Income	-\$ 50,396.14	\$ 94,004.33	\$ 0.00	-\$ 94,004.33		

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Jul-25		Budget	Remaining	% of Budget	% Remaining
	Actual	Oct - July, 2025 (YTD)				
Income						
4000 Tourism Development Tax-ACE	700,000.00	939,670.60	1,954,375.00	1,014,704.40	48.08%	51.92%
4000 Tourism Development Tax-TDT	1,386,067.54	6,564,155.99	7,838,125.00	1,273,969.01	83.75%	16.25%
Advance Payment	350,000.00	1,350,000.00	2,000,000.00	650,000.00	67.50%	32.50%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Rollover from FY24			2,245,852.00			
Total 4000 Tourism Development Tax-TDT	\$ 2,436,067.54	\$ 8,853,826.59	\$ 14,652,747.00	\$ 5,798,920.41	60.42%	39.58%
4100 Membership Dues	1,250.01	149,000.08	133,000.00	-16,000.08	112.03%	-12.03%
4150 Advertising Income	4,175.00	117,012.50	122,000.00	4,987.50	95.91%	4.09%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	0.58	13,925.91	200.00	-13,725.91	6962.96%	-6862.96%
4620 Interest Income	8.82	118.25	1,000.00	881.75	11.83%	88.18%
4640 Event Income	1,410.00	17,262.54	14,000.00	-3,262.54	123.30%	-23.30%
Total Income	\$ 2,442,911.95	\$ 9,151,145.87	\$ 15,072,947.00	\$ 5,921,801.13	60.71%	39.29%
Gross Profit	\$ 2,442,911.95	\$ 9,151,145.87	\$ 15,072,947.00	\$ 5,921,801.13	60.71%	39.29%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	68,901.91	371,064.50	350,720.00	-20,344.50	105.80%	-5.80%
5100 Advertising/Media	142,572.81	186,228.86	273,800.00	87,571.14	68.02%	31.98%
5110 Public Relations	21,655.57	137,614.26	220,610.00	82,995.74	62.38%	37.62%
5120 Advertising Production	6,600.00	18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	34,312.28	355,892.14	425,252.00	69,359.86	83.69%	16.31%
5140 Festivals & Events Granted		102,661.69	122,661.69	20,000.00	83.69%	16.31%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions	5,242.70	47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	32,065.22	54,784.10	146,500.00	91,715.90	37.40%	62.60%
5170 Brochures and Collateral		148,955.04	156,700.00	7,744.96	95.06%	4.94%
5180 Tradeshows	3,211.81	177,555.48	200,950.00	23,394.52	88.36%	11.64%
5190 Showcase	443,883.53	5,265,327.07	7,567,257.75	2,301,930.68	69.58%	30.42%
5210 Regional Partnership	8,729.13	98,811.66	86,500.00	-12,311.66	114.23%	-14.23%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration	2,300.00	24,999.44	47,750.00	22,750.56	52.35%	47.65%
5230 Dues and Subscriptions	1,001.67	41,903.30	63,020.00	21,116.70	66.49%	33.51%
5400 Business Travel & Entertainment	367.36	39,766.09	92,805.00	53,038.91	42.85%	57.15%
5400-1 Disallowed Travel Expense	35.00	2,205.54	6,395.00	4,189.46	34.49%	65.51%
Total 5400 Business Travel & Entertainment	\$ 402.36	\$ 41,971.63	\$ 99,200.00	\$ 57,228.37	42.31%	57.69%
5500 Visitor Awareness Education		82,548.39	67,790.00	-14,758.39	121.77%	-21.77%
7400 ACE - DP		900,000.00	2,892,705.00	1,992,705.00	0.00%	68.89%
Total 1 Direct Programming	\$ 770,878.99	\$ 8,167,081.46	\$ 12,949,364.00	\$ 4,782,282.54	63.07%	36.93%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	395.92	6,853.25	8,800.00	1,946.75	77.88%	22.12%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	3,998.37	60,214.36	89,000.00	28,785.64	67.66%	32.34%
5610 Computer&IT Maintenance&Repair	7,838.21	39,817.02	37,000.00	-2,817.02	107.61%	-7.61%
5630 Insurance Building & Content	1,656.94	13,500.82	38,200.00	24,699.18	35.34%	64.66%
5640 D & O and Liability Insurance	206.58	4,821.71	7,100.00	2,278.29	67.91%	32.09%
5650 Audit		25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	1,557.50	6,065.20	7,200.00	1,134.80	84.24%	15.76%
5700 Postage	2,252.34	20,822.66	42,200.00	21,377.34	49.34%	50.66%
5710 Supplies Coffee/Sodas	210.35	5,323.37	9,200.00	3,876.63	57.86%	42.14%
5720 Office Supplies	873.75	11,452.66	15,000.00	3,547.34	76.35%	23.65%
5730 Storage and Delivery	1,034.11	11,446.92	22,000.00	10,553.08	52.03%	47.97%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	1,263.54	6,868.14	8,400.00	1,531.86	81.76%	18.24%
5766 Cell Phone	754.30	7,397.28	9,600.00	2,202.72	77.06%	22.95%
5770 Utilities	3,300.29	35,556.32	49,000.00	13,443.68	72.56%	27.44%
5780 Copier	846.33	8,665.97	9,600.00	934.03	90.27%	9.73%
5790 Capital Expenditures		3,645.00	40,000.00	36,355.00	9.11%	90.89%
5900 Miscellaneous Expenses	4.99	770.99	2,500.00	1,729.01	30.84%	69.16%
5920 Bad Debt Expense	49,134.77	49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	156.52	11,075.45	10,300.00	-775.45	107.53%	-7.53%
6010 Credit Card Processing Fee	437.27	6,148.25	6,000.00	-148.25	102.47%	-2.47%
6500 Taxes	105.75	1,261.44	4,065.00	2,803.56	31.03%	68.97%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 76,027.83	\$ 342,972.32	\$ 610,425.00	\$ 267,452.68	56.19%	43.81%
3 Personnel Costs						

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5800 Salaries	95,101.14	968,651.15	1,197,858.00	229,206.85	80.87%	19.13%
5810 Commissions	519.38	26,198.75	28,500.00	2,301.25	91.93%	8.07%
5830 Auto	461.54	4,796.72	6,000.00	1,203.28	79.95%	20.05%
5840 401K Contribution Match	3,770.22	38,217.57	50,400.00	12,182.43	75.83%	24.17%
5850 Employee Insurance	9,353.80	79,175.48	113,000.00	33,824.52	70.07%	29.93%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,585.60	104,001.67	108,000.00	3,998.33	96.30%	3.70%
5890 Staff Education		4,050.52	9,000.00	4,949.48	45.01%	54.99%
Total 3 Personnel Costs	\$ 118,791.68	\$ 1,225,129.97	\$ 1,513,158.00	\$ 288,028.03	80.97%	19.03%
Total Expenses	\$ 965,698.50	\$ 9,735,183.75	\$ 15,072,947.00	\$ 5,337,763.25	64.59%	35.41%
Net Operating Income	\$ 1,477,213.45	-\$ 584,037.88	\$ 0.00	\$ 584,037.88		
Net Income	\$ 1,477,213.45	-\$ 584,037.88	\$ 0.00	\$ 584,037.88		



	MTD FY25		YTD FY25			FY25		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$1,736,067.54		\$7,914,155.99	\$939,670.60	1 \$8,853,826.59	\$13,500,000.00	\$ 4,646,173.41	34%
Supplemental	\$0.00				\$0.00		\$ -	#DIV/0!
Private Revenue	\$0.00	\$6,844.41	\$297,319.28		2 \$297,319.28	\$445,200.00	\$ 147,880.72	33%
Total Revenue	A \$1,736,067.54	B \$6,844.41	\$8,211,475.27	\$939,670.60	3 \$9,151,145.87	\$13,945,200.00	\$ 4,794,054.13	34%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
Direct Programming	D \$764,547.14	D \$6,331.85	\$7,267,081.46	\$900,000.00	4 \$8,167,081.46	\$11,309,978.00	\$ 3,142,896.54	28%
Operations	E \$25,977.46	E \$50,050.37	\$342,972.32		5 \$342,972.32	\$694,055.00	\$ 351,082.68	51%
Personnel	F \$117,933.35	F \$858.33	\$1,225,129.97		6 \$1,225,129.97	\$1,941,167.00	\$ 716,037.03	37%
Total Expenses	G \$908,457.95	G \$57,240.55	\$8,835,183.75	\$900,000.00	7 \$9,735,183.75	\$13,945,200.00	\$4,210,016.25	30%
			\$7,869,485.25		\$8,769,485.25			
<i>Net Income (loss)</i>	H \$827,609.59	H -\$50,396.14	-\$623,708.48	\$39,670.60	8 -\$584,037.88	\$0.00		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

ARTS, CULTURE ENTERTAINMENT PROFIT LOSS BUDGET PERFORMANCE

	Jul-25					
	Actual	Oct - July (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	700,000.00	939,670.60	1,954,375.00	1,014,704.40	35.82%	51.92%
4050 · TDT Supplemental			101,824.00	1,034,242.00	1015.72%	0.00%
Total Income	\$ 700,000.00	\$ 939,670.60	\$ 2,056,199.00	\$ 1,356,199.00	34.04%	65.96%
Gross Profit	\$ 700,000.00	\$ 939,670.60	\$ 2,056,199.00	\$ 1,356,199.00	34.04%	65.96%
Expenses						
1 Direct Programming				0.00		
7400 ACE - DP		900,000.00	2,056,199.00	1,156,199.00	0.00%	56.23%
Total 1 Direct Programming	\$ 0.00	\$ 900,000.00	\$ 2,056,199.00	\$ 1,156,199.00	0.00%	56.23%
Total Expenses	\$ 0.00	\$ 900,000.00	\$ 2,056,199.00	\$ 1,156,199.00	0.00%	56.23%
Net Operating Income	\$ 700,000.00	\$ 39,670.60	\$ 0.00	-\$ 39,670.60		
Net Income	\$ 700,000.00	\$ 39,670.60	\$ 0.00	-\$ 39,670.60		

VISIT PENSACOLA ONLY ALL FUNDING SOURCES

	Jul-25					
	Actual	Oct - July, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	1,386,067.54	6,564,155.99	7,838,125.00	1,273,969.01	83.75%	16.25%
Advance Payment	350,000.00	1,350,000.00	2,000,000.00	650,000.00	67.50%	32.50%
4050 - TDT Supplemental			512,571.00	1,034,242.00	201.78%	0.00%
			1,409,346.00			
Total 4000 Tourism Development Tax-TDT	\$ 1,736,067.54	\$ 7,914,155.99	\$ 11,760,042.00	\$ 3,845,886.01	67.30%	32.70%
4100 Membership Dues	1,250.01	149,000.08	133,000.00	-16,000.08	112.03%	-12.03%
4150 Advertising Income	4,175.00	117,012.50	122,000.00	4,987.50	95.91%	4.09%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	0.58	13,925.91	200.00	-13,725.91	6962.96%	-6862.96%
4620 Interest Income	8.82	118.25	1,000.00	881.75	11.83%	88.18%
4640 Event Income	1,410.00	17,262.54	14,000.00	-3,262.54	123.30%	-23.30%
Total Income	\$ 1,742,911.95	\$ 8,211,475.27	\$ 12,180,242.00	\$ 3,968,766.73	67.42%	32.58%
Gross Profit	\$ 1,742,911.95	\$ 8,211,475.27	\$ 12,180,242.00	\$ 3,968,766.73	67.42%	32.58%
Expenses						
1 Direct Programming						
5090 Marketing Research	68,901.91	371,064.50	350,720.00	-20,344.50	105.80%	-5.80%
5100 Advertising/Media	142,572.81	186,228.86	273,800.00	87,571.14	68.02%	31.98%
5110 Public Relations	21,655.57	137,614.26	220,610.00	82,995.74	62.38%	37.62%
5120 Advertising Production	6,600.00	18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	34,312.28	355,892.14	425,252.00	69,359.86	83.69%	16.31%
5140 Festivals & Events Granted		102,661.69	122,661.69	20,000.00	83.69%	16.31%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions	5,242.70	47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	32,065.22	54,784.10	146,500.00	91,715.90	37.40%	62.60%
5170 Brochures and Collateral		148,955.04	156,700.00	7,744.96	95.06%	4.94%
5180 Tradeshows	3,211.81	177,555.48	200,950.00	23,394.52	88.36%	11.64%
5190 Showcase	443,883.53	5,265,327.07	7,567,257.75	2,301,930.68	69.58%	30.42%
5210 Regional Partnership	8,729.13	98,811.66	86,500.00	-12,311.66	114.23%	-14.23%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration	2,300.00	24,999.44	47,750.00	22,750.56	52.35%	47.65%
5230 Dues and Subscriptions	1,001.67	41,903.30	63,020.00	21,116.70	66.49%	33.51%
5400 Business Travel & Entertainment	367.36	39,766.09	92,805.00	53,038.91	42.85%	57.15%
5400-1 Disallowed Travel Expense	35.00	2,205.54	6,395.00	4,189.46	34.49%	65.51%
Total 5400 Business Travel & Entertainment	\$ 402.36	\$ 41,971.63	\$ 99,200.00	\$ 57,228.37	42.31%	57.69%
5500 Visitor Awareness Education		82,548.39	67,790.00	-14,758.39	121.77%	-21.77%
7400 ACE - DP				0.00		
Total 1 Direct Programming	\$ 770,878.99	\$ 7,267,081.46	\$ 10,056,659.00	\$ 2,789,577.54	72.26%	27.74%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	395.92	6,853.25	8,800.00	1,946.75	77.88%	22.12%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	3,998.37	60,214.36	89,000.00	28,785.64	67.66%	32.34%
5610 Computer&IT Maintenance&Repair	7,838.21	39,817.02	37,000.00	-2,817.02	107.61%	-7.61%
5630 Insurance Building & Content	1,656.94	13,500.82	38,200.00	24,699.18	35.34%	64.66%
5640 D & O and Liability Insurance	206.58	4,821.71	7,100.00	2,278.29	67.91%	32.09%
5650 Audit		25,000.00	24,000.00	-1,000.00	104.17%	-4.17%
5660 Legal Services		7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	1,557.50	6,065.20	7,200.00	1,134.80	84.24%	15.76%
5700 Postage	2,252.34	20,822.66	42,200.00	21,377.34	49.34%	50.66%
5710 Supplies Coffee/Sodas	210.35	5,323.37	9,200.00	3,876.63	57.86%	42.14%
5720 Office Supplies	873.75	11,452.66	15,000.00	3,547.34	76.35%	23.65%
5730 Storage and Delivery	1,034.11	11,446.92	22,000.00	10,553.08	52.03%	47.97%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	1,263.54	6,868.14	8,400.00	1,531.86	81.76%	18.24%
5766 Cell Phone	754.30	7,397.28	9,600.00	2,202.72	77.06%	22.95%
5770 Utilities	3,300.29	35,556.32	49,000.00	13,443.68	72.56%	27.44%
5780 Copier	846.33	8,665.97	9,600.00	934.03	90.27%	9.73%
5790 Capital Expenditures		3,645.00	40,000.00	36,355.00	9.11%	90.89%
5900 Miscellaneous Expenses	4.99	770.99	2,500.00	1,729.01	30.84%	69.16%
5920 Bad Debt Expense	49,134.77	49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	156.52	11,075.45	10,300.00	-775.45	107.53%	-7.53%
6010 Credit Card Processing Fee	437.27	6,148.25	6,000.00	-148.25	102.47%	-2.47%
6500 Taxes	105.75	1,261.44	4,065.00	2,803.56	31.03%	68.97%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 76,027.83	\$ 342,972.32	\$ 610,425.00	\$ 267,452.68	56.19%	43.81%
3 Personnel Costs						
5800 Salaries	95,101.14	968,651.15	1,197,858.00	229,206.85	80.87%	19.13%
5810 Commissions	519.38	26,198.75	28,500.00	2,301.25	91.93%	8.07%
5830 Auto	461.54	4,796.72	6,000.00	1,203.28	79.95%	20.05%

VISIT PENSACOLA ONLY ALL FUNDING SOURCES

5840 401K Contribution Match	3,770.22	38,217.57	50,400.00	12,182.43	75.83%	24.17%
5850 Employee Insurance	9,353.80	79,175.48	113,000.00	33,824.52	70.07%	29.93%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,585.60	104,001.67	108,000.00	3,998.33	96.30%	3.70%
5890 Staff Education		4,050.52	9,000.00	4,949.48	45.01%	54.99%
Total 3 Personnel Costs	\$ 118,791.68	\$ 1,225,129.97	\$ 1,513,158.00	\$ 288,028.03	80.97%	19.03%
Total Expenses	\$ 965,698.50	\$ 8,835,183.75	\$ 12,180,242.00	\$ 3,345,058.25	72.54%	27.46%
Net Operating Income	\$ 777,213.45	-\$ 623,708.48	\$ 0.00	\$ 623,708.48		
Net Income	\$ 777,213.45	-\$ 623,708.48	\$ 0.00	\$ 623,708.48		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY23 to FY22	Notes
	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
Ordinary Income/Expense												
4640 · Event Income		7,758.54	9,504.00		17,262.54	14,000.00	(3,262.54)	-23%		14,081.74	3,180.80	
4000 · Tourism Development Tax- TDT	939,670.60			7,914,155.99	8,853,826.59	14,038,352.00	5,184,525.41	37%		6,751,033.14	2,102,793.45	
4050 · TDT Supplemental					0.00	614,395.00	614,395.00				0.00	
4100 · Membership Dues			149,000.08		149,000.08	133,000.00	(16,000.08)	-12%		143,266.77	5,733.31	
4150 · Advertising Income			117,012.50		117,012.50	122,000.00	4,987.50	4%		128,086.21	(11,073.71)	
4300 · Consignment Sales			52.00		52.00		(52.00)			54.50	(2.50)	
4620 · Interest Income			118.25		118.25	1,000.00	881.75	88%		26,043.68	(25,925.43)	
4400 · Gifts in Kind - Goods			0.00		0.00	150,000.00	150,000.00	100%		-	0.00	
4600 · Misc. Income			13,873.91		13,873.91	200.00	(13,673.91)	-6837%		34,799.34	(20,925.43)	
Total Income	939,670.60	7,758.54	289,560.74	7,914,155.99	9,151,145.87	15,072,947.00	5,921,801.13	39%		7,097,365.38	2,053,780.49	
Gross Profit	939,670.60	7,758.54	289,560.74	7,914,155.99	9,151,145.87	15,072,947.00	5,921,801.13					
Expense												
1 · Direct Programming	900,000.00	7,294.78	89,702.30	7,170,084.38	8,167,081.46	12,949,364.00	4,782,282.54	37%		7,881,018.44	286,063.02	
2 · Operating Costs		558.64	73,158.42	269,255.26	342,972.32	610,425.00	267,452.68	44%		302,087.68	40,884.64	
3 · Personnel Costs			32,600.81	1,192,529.16	1,225,129.97	1,513,158.00	288,028.03	19%		1,116,941.76	108,188.21	
Total Expense	900,000.00	7,853.42	195,461.53	8,631,868.80	9,735,183.75	15,072,947.00	5,337,763.25	35%		9,300,047.88	435,135.87	
Net Ordinary Income	39,670.60	-94.88	94,099.21	-717,712.81	-584,037.88	0.00				(2,202,682.50)		
Net Income	39,670.60	-94.88	94,099.21	-717,712.81	-584,037.88	0.00				(2,202,682.50)		

BUDGETS	Unified proposed base on 4th Cent	FY23 Actual	Unified proposed FY24 Budget		Unified FY25 Budget		Unified Actual FY25 Budget	Unified proposed FY26 Budget	
TDT Collections	\$ 15,000,000		\$ 20,000,000	100.00%	\$ 20,500,000	100.00%		\$ 22,260,000	100.00%
County (includes BOCC/Cty Admin & Outside Agencies)	\$ 4,600,000		\$ 6,775,000	34%	\$ 7,250,000	35%		\$ 4,003,079	18%
5th Cent Colleciton				0%		0%		\$ 3,864,000	17%
Unified	69%	\$ 12,044,921	\$ 13,000,000	65%	\$ 13,250,000	65%	\$ 14,652,747.00	\$ 14,392,921	65%
VPI	75%	\$ 9,033,391	\$ 9,652,500	74.25%	\$ 9,838,125	74.25%	\$ 11,760,042	\$ 10,686,744	74.25%
ACE	15.75%	\$ 1,897,375	\$ 1,917,500	14.75%	\$ 1,954,375	14.75%	\$ 2,892,705	\$ 2,122,956	14.75%
PSA	9.25%	\$ 1,114,155	\$ 1,430,000	11.00%	\$ 1,457,500	11.00%		\$ 1,583,221	11.00%

	FY26 Unified budget	TDT FUNDS ONLY						
FY26	DP		OPS		PN			
VPI	8,728,104	81.67%	354,260	3.31%	1,604,380	15.01%	\$ 10,686,744	100%
ACE	2,122,956	100.00%					\$ 2,122,956	100%
	\$ 10,851,060		\$ 354,260		\$ 1,604,380		\$ 12,809,700	

FY24 UNIFIED BUDGET: VISIT PENSACOLA, PENSACOLA SPORTS, ARTS, CULTURE & ENTERTAINMENT

	FY22 Actuals	% of Budget	FY23 Actuals	% of Budget	FY24 Actuals	% of Budget	FY25 Actual	% of Budget	FY26 Proposed Budget	% of Budget
Ordinary Income/Expense										
Income										
4500 · Grant Income - VF	\$ 50,000	0.4%		0.0%		0.0%		0.0%		0.0%
4640 · Event Income	\$ 20,000	0.2%	\$ 15,000	0.1%	\$ 17,000	0.1%	\$ 15,000	0.1%	\$ 15,000	0.1%
4000 · Tourism Development Tax-TDT	\$ 10,420,053	85.6%	\$ 10,400,000	83.3%	\$ 13,500,000	108.1%	\$ 12,406,895	99.4%	\$ 12,809,700	102.6%
4050 · TDT Supplemental	\$ 1,371,806	11.3%	\$ 1,644,920	13.2%	\$ 1,392,919	11.2%		0.0%		0.0%
4060 · Rollover from FY24	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ 2,245,852	18.0%	\$ -	0.0%
4100 · Membership Dues	\$ 101,250	0.8%	\$ 130,000	1.0%	\$ 131,000	1.0%	\$ 133,000	1.1%	\$ 129,300	1.0%
4150 · Advertising Income		0.0%		0.0%		0.0%		0.0%		0.0%
4155 · Partner Co-Ops	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4150 · Advertising Income - Other	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%	\$ 122,000	1.0%	\$ 115,000	0.9%
Total 4150 · Advertising Income	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%	\$ 122,000	1.0%	\$ 115,000	0.9%
4160 · BP Income		0.0%		0.0%		0.0%		0.0%		0.0%
4300 · Consignment Sales		0.0%		0.0%		0.0%		0.0%		0.0%
4400 · in Kind Building & FA	\$ 170,000	1.4%	\$ 170,000	1.4%	\$ 175,000	1.4%	\$ 150,000	1.2%	\$ 145,000	1.2%
4600 · Misc Income	\$ 500	0.0%	\$ 500	0.0%	\$ 200	0.0%	\$ 200	0.0%	\$ 130	0.0%
4640 · Interest Income									\$ 5,000	0.0%
Total Income	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 15,338,119	123%	\$ 15,072,947	121%	\$ 13,219,130	106%
Gross Profit	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 15,338,119	123%	\$ 15,072,947	121%	\$ 13,219,130	106%
Expense										
1 · Direct Programming										
American Magic			\$ 1,000,000		\$ 500,000					
5090 · Marketing Research	\$ 535,000	4.4%	\$ 445,000	3.6%	\$ 418,648	3.4%	\$ 350,720	2.8%	\$ 327,700	2.6%
5100 · Advertising/Media	\$ 470,000	3.9%	\$ 613,400	4.9%	\$ 455,400	3.6%	\$ 448,300	3.6%	\$ 453,000	3.6%
5110 · Public Relations	\$ 120,000	1.0%	\$ 161,990	1.3%	\$ 215,055	1.7%	\$ 261,050	2.1%	\$ 269,100	2.2%
5120 · Advertising Production	\$ 120,000	1.0%	\$ 110,700	0.9%	\$ 73,200	0.6%	\$ 40,000	0.3%	\$ 45,000	0.4%
5130 · Internet Site Production	\$ 275,000	2.3%	\$ 190,000	1.5%	\$ 410,780	3.3%	\$ 420,252	3.4%	\$ 463,115	3.7%
5140 · Festivals & Events Granted	\$ 170,000	1.4%	\$ 172,500	1.4%	\$ 65,630	0.5%	\$ 115,000	0.9%	\$ 100,000	0.8%
5141 · Festivals & Event Local Support	\$ 190,000	1.6%	\$ 361,500	2.9%	\$ 270,000	2.2%	\$ 167,000	1.3%	\$ 177,000	1.4%
5142 · Festival & Event Mini Grants	\$ -	0.0%	\$ 100,000	0.8%	\$ 100,000	0.8%	\$ 45,000	0.4%	\$ 50,000	0.4%
5150 · Consumer Promotions	\$ 88,670	0.7%	\$ 100,000	0.8%	\$ 90,400	0.7%	\$ 87,950	0.7%	\$ 77,100	0.6%
5160 · Sales Promotions	\$ 80,000	0.7%	\$ 122,000	1.0%	\$ 126,500	1.0%	\$ 151,500	1.2%	\$ 150,500	1.2%
5170 · Brochures and Collateral	\$ 155,000	1.3%	\$ 164,200	1.3%	\$ 169,900	1.4%	\$ 158,200	1.3%	\$ 177,500	1.4%
5180 · Tradeshows		0.0%		0.0%	\$ 175,291	1.4%	\$ 198,950	1.6%	\$ 272,200	2.2%
5190 · Showcase	\$ 4,268,855	35.1%	\$ 4,460,700	35.7%	\$ 6,047,217	48.4%	\$ 7,224,477	57.9%	\$ 5,939,924	47.6%
5210 · Regional Partnership	\$ 100,000	0.8%	\$ 100,000	0.8%	\$ 90,000	0.7%	\$ 88,000	0.7%	\$ 86,250	0.7%
5215 · Tourism Development Projects	\$ 375,000	3.1%	\$ 50,000	0.4%	\$ 50,000	0.4%	\$ 25,000	0.2%	\$ 10,000	0.1%
5220 · Registration	\$ 109,000	0.9%	\$ 124,500	1.0%	\$ 55,416	0.4%	\$ 52,750	0.4%	\$ 48,750	0.4%
5230 · Dues and Subscriptions	\$ 55,000	0.5%	\$ 44,600	0.4%	\$ 49,080	0.4%	\$ 63,020	0.5%	\$ 74,825	0.6%
5400 · Business Travel & Entertainment		0.0%		0.0%		0.0%		0.0%		0.0%
5400-1 · Disallowed Travel Expense	\$ 10,200	0.1%	\$ 7,700	0.1%	\$ 7,000	0.1%	\$ 10,080	0.1%	\$ 6,110	0.0%
5400 · Business Travel & Entertainment - Other	\$ 90,000	0.7%	\$ 142,000	1.1%	\$ 80,460	0.6%	\$ 87,620	0.7%	\$ 121,690	1.0%
Total 5400 · Business Travel & Entertainment	\$ 100,200	0.8%	\$ 149,700	1.2%	\$ 87,460	0.7%	\$ 97,700	0.8%	\$ 127,800	1.0%
5500 · Visitor Awareness Education	\$ 89,765	0.7%	\$ 91,100	0.7%	\$ 85,000	0.7%	\$ 86,790	0.7%	\$ 33,000	0.3%
5540 · Grant - VF	\$ 50,000	0.4%		0.0%		0.0%		0.0%		0.0%
7000 · PSASporting Events	\$ 658,564	5.4%	\$ 683,709	5.5%	\$ 1,035,771	8.3%		0.0%		0.0%
7400 · ACE - DP	\$ 1,850,358	15.2%	\$ 1,897,075	15.2%	\$ 2,122,956	17.0%	\$ 2,892,705	23.2%	\$ 2,122,956	17.0%
Total 1 · Direct Programming	\$ 9,860,412	81.0%	\$ 10,142,674	81.2%	\$ 12,693,704	82.8%	\$ 12,974,364	86.1%	\$ 11,005,720	83.3%
2 · Operating Costs										
5520 · Committee Expenses	\$ 9,000	0.1%	\$ 2,100	0.02%	\$ 2,250	0.02%	\$ 3,750	0.03%	\$ 2,000	0.02%
5530 · Meetings & Events									\$ 40,120	
5450 · Auto/ Local Travel	\$ 28,000	0.2%	\$ 12,900	0.1%	\$ 7,200	0.1%	\$ 8,800	0.1%	\$ 8,800	0.1%
5600 · Building Maintenance & Repair	\$ 134,760	1.1%	\$ 119,000	1.0%	\$ 80,000	0.6%	\$ 89,000	0.7%	\$ 79,000	0.6%
5610 · Computer&IT Maintenance&Rep	\$ 40,000	0.3%	\$ 34,500	0.3%	\$ 34,500	0.3%	\$ 37,000	0.3%	\$ 35,000	0.3%
5630 · Insurance Building & Content	\$ 21,900	0.2%	\$ 25,853	0.2%	\$ 38,200	0.3%	\$ 38,200	0.3%	\$ 23,200	0.2%
5640 · D & O and Liability Insurance	\$ 6,000	0.0%	\$ 7,000	0.1%	\$ 7,100	0.1%	\$ 7,100	0.1%	\$ 5,000	0.0%
5650 · Audit	\$ 14,000	0.1%	\$ 19,000	0.2%	\$ 19,000	0.2%	\$ 19,000	0.2%	\$ 30,000	0.2%
5660 · Legal Services	\$ 16,000	0.1%	\$ 15,000	0.1%	\$ 16,000	0.1%	\$ 16,000	0.1%	\$ 15,000	0.1%
5670 · CPA/ Financial Services	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%
5690 · Depreciation		0.0%		0.0%		0.0%		0.0%		0.0%
5700 · Postage/Shipping	\$ 35,000	0.3%	\$ 42,500	0.3%	\$ 37,000	0.3%	\$ 42,000	0.3%	\$ 25,620	0.2%
5710 · Supplies Water/Coffee	\$ 8,200	0.1%	\$ 6,500	%	\$ 8,000	0.06%	\$ 9,200	0.07%	\$ 7,100	0.06%
5720 · Office Supplies	\$ 15,000	0.1%	\$ 16,000	0.1%	\$ 15,500	0.1%	\$ 17,000	0.1%	\$ 12,000	0.1%
5730 · Storage and Delivery	\$ 17,500	0.1%	\$ 18,000	0.1%	\$ 21,000	0.2%	\$ 22,000	0.2%	\$ 15,420	0.1%
5750 · Rent	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%
5760 · Telephone Service	\$ 9,000	0.1%	\$ 9,000	0.1%	\$ 9,000	0.1%	\$ 8,400	0.1%	\$ 8,400	0.1%
5860 · Cell Phones & Wi-Fi							\$ 9,600	0.1%	\$ 9,600	0.1%
5770 · Utilities	\$ 40,044	0.3%	\$ 40,000	0.3%	\$ 47,445	0.4%	\$ 49,000	0.4%	\$ 47,760	0.4%
5780 · Copier	\$ 9,300	0.1%	\$ 9,300	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%
5790 · Capital Expenditures	\$ 60,000	0.5%	\$ 25,000	0.2%	\$ 50,000	0.4%	\$ 20,000	0.2%	\$ 20,000	0.2%
5900 · Miscellaneous Expenses	\$ 1,217	0.0%	\$ 1,217	0.0%	\$ 3,500	0.0%	\$ 3,500	0.0%	\$ 2,000	0.0%
5920 · Bad Debt Expense	\$ 4,500	0.0%	\$ 2,500	0.0%	\$ 3,000	0.0%	\$ 3,000	0.0%	\$ 1,500	0.0%
6000 · Consignment Sales Expenses		0.0%		0.0%		0.0%		0.0%		0.0%
6001 · Bank Service Charge	\$ 600	0.0%	\$ 8,000	0.1%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 1,500	0.0%
6005 · Interest Expense									\$ 9,500	0.1%
6010 · Credit Card Processing Fee	\$ 3,050	0.0%	\$ 2,920	0.0%	\$ 6,200	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%
6500 · Taxes	\$ 1,400	0.0%	\$ 1,400	0.0%	\$ 4,065	0.0%	\$ 4,065	0.0%	\$ 2,500	0.0%
6940 · In Kind Expense	\$ 170,000	1.4%	\$ 170,000	1.4%	\$ 175,000	1.4%	\$ 150,000	1.2%	\$ 145,000	1.2%
7001 · PS Operations	\$ 87,808	0.7%	\$ 76,960	0.6%	\$ 96,478	0.8%		0.0%		0.0%
Total 2 · Operating Costs	\$ 739,489	6.1%	\$ 671,860	5.3%	\$ 703,248	5.6%	\$ 585,425	4.7%	\$ 568,830	4.2%
3 · Personnel Costs										
5800 · Salaries	\$ 918,017	7.5%	\$ 972,200	7.8%	\$ 1,155,295	9.3%	\$ 1,197,858	9.6%	\$ 1,311,260	10.5%
5810 · Commissions	\$ 21,000	0.2%	\$ 25,000	0.2%	\$ 27,000	0.2%	\$ 28,500	0.2%	\$ 28,500	0.2%
5830 · Auto	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,020	0.0%
5840 · 401K Contribution Match	\$ 53,774	0.4%	\$ 60,000	0.5%	\$ 67,000	0.5%	\$ 50,400	0.4%	\$ 55,000	0.4%
5850 · Employee Insurance	\$ 123,667	1.0%	\$ 134,785	1.1%	\$ 116,000	0.9%	\$ 113,000	0.9%	\$ 112,600	0.9%

5870 · Drug Testing	\$	400	0.0%	\$	400	0.0%	\$	400	0.0%	\$	400	0.0%	\$	400	0.0%
5880 · Payroll Expense	\$	102,616	0.8%	\$	107,215	0.9%	\$	109,500	0.9%	\$	108,000	0.9%	\$	124,000	1.0%
5890 · Staff Education	\$	2,000	0.0%	\$	13,000	0.1%	\$	9,000	0.1%	\$	9,000	0.1%	\$	6,800	0.1%
7002 · PS Personnel	\$	351,234	2.9%	\$	353,486	2.8%	\$	450,972	3.6%	\$		0.0%	\$		0.0%
Total 3 · Personnel Costs	\$	1,578,708	13.0%	\$	1,672,086	13.4%	\$	1,941,167	15.5%	\$	1,513,158	12.1%	\$	1,644,580	13.2%
Total Expense	\$	12,178,609	100.0%	\$	12,486,620	100.0%	\$	15,338,119	100.0%	\$	15,072,947	100.0%	\$	13,219,130	100.0%
Net Ordinary Income		-			-			-			-			-	

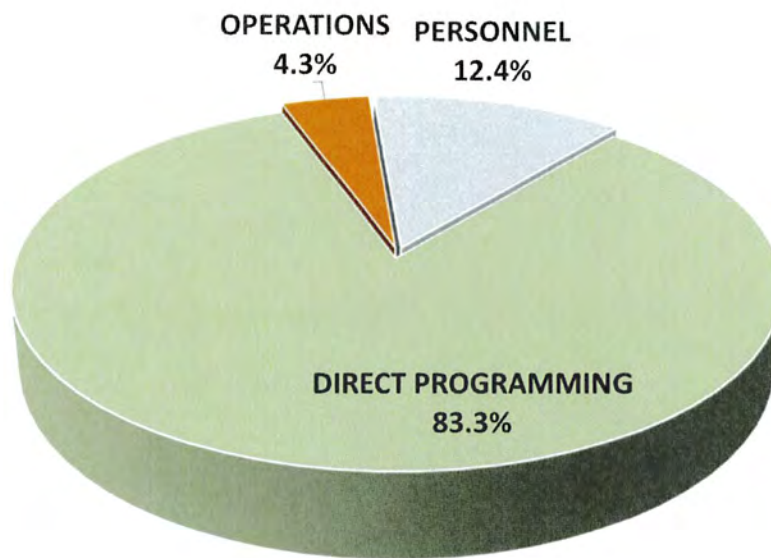
2026 Revenues - UNIFIED	2026 Budget	% of Revenue
Private Revenue	\$ 409,430.00	3.10%
Partnerships	\$ 129,300	1.0%
Co-op Advertising/Shared Programs	\$ 115,000	0.9%
Events	\$ 15,000	0.1%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 145,000	1.1%
Grants	\$ -	0.0%
Misc.	\$ 5,130	0.0%
Public Revenue	\$ 12,809,700	96.90%
TDT - Base Unified @65%	\$ 13,219,130	100.0%
Grand Total	\$ 13,219,130	100.0%

2026 Expenses - UNIFIED	2026 Budget	% of Expense
Direct Programming	\$ 11,005,720	83.3%
Advertising/Media (Showcase, Media, Production)	\$ 6,437,924	48.7%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 640,615	4.8%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 837,425	6.3%
Events/Sunbelt/Mini-Grants	\$ 327,000	2.5%
Public Relations (PR, Film, Visitor Awareness)	\$ 302,100	2.3%
Research	\$ 327,700	2.5%
Tourism Development Programs/Projects	\$ 10,000	0.1%
ACE	\$ 2,122,956	16.1%
Operations	\$ 568,830	4.3%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 134,010	1.0%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 101,400	0.8%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 333,420	3.8%
Personnel	\$ 1,644,580	12.4%
Visit Pensacola	\$ 1,644,580	12.4%
Grand Total	\$ 13,219,130	100.0%

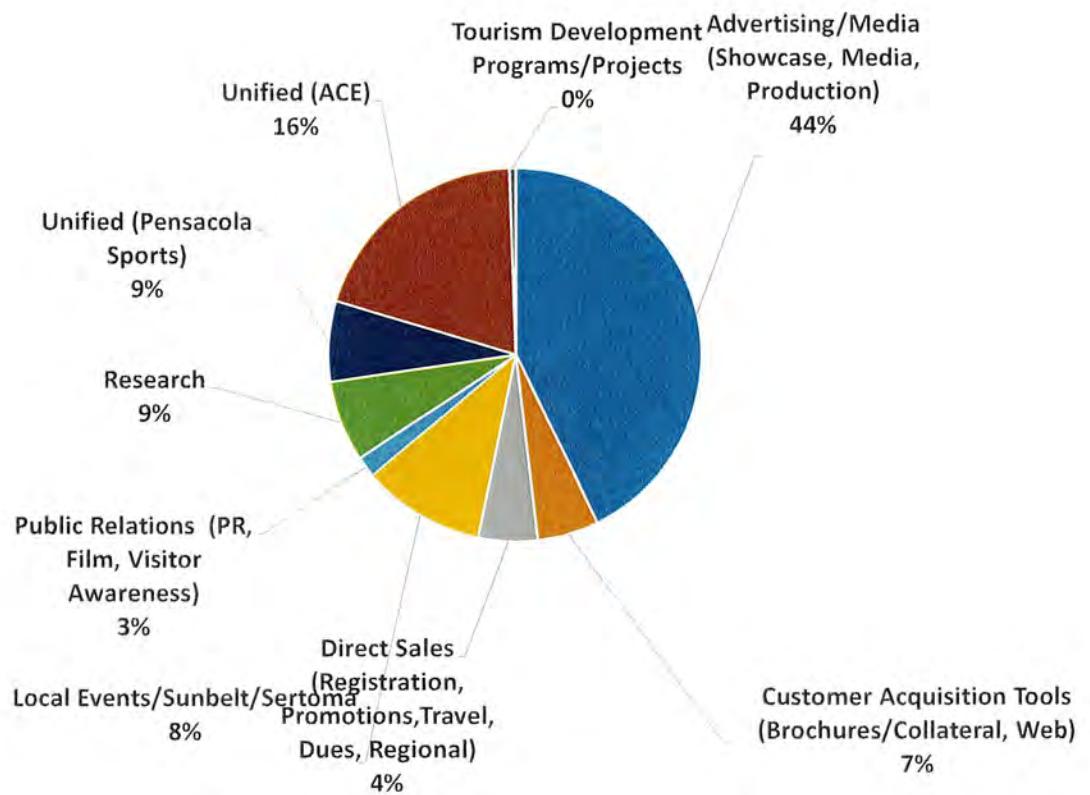
2026 Revenues - VP ONLY	2026 Budget	% of Revenue
Private Revenue	\$ 409,430	3.7%
Partnerships	\$ 129,300	1.2%
Co-op Advertising/Shared Programs	\$ 115,000	1.0%
Events	\$ 15,000	0.1%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 145,000	1.3%
Grants	\$ -	0.0%
Misc.	\$ 5,130	0.0%
Public Revenue	\$ 10,686,744	96.3%
TDT - VP ONLY	\$ 10,686,744	96.3%
		0.0%
Grand Total	\$11,096,174	100.0%

2026 Expenses - VP ONLY	2026 Budget	% of Expense
Direct Programming	\$ 8,882,764	80.1%
Advertising/Media (Showcase, Media, Production)	\$ 6,437,924	58.0%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 640,615	5.8%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 837,425	7.5%
Events/Sunbelt/Mini-Grants	\$ 327,000	2.9%
Public Relations (PR, Film, Visitor Awareness)	\$ 302,100	2.7%
Research	\$ 327,700	3.0%
Tourism Development Programs/Projects	\$ 10,000	0.1%
ACE	\$ -	0.0%
Operations	\$ 568,830	5.1%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 134,010	1.2%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 101,400	0.9%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 333,420	3.8%
Personnel	\$ 1,644,580	14.8%
Visit Pensacola	\$ 1,644,580	14.8%
Grand Total	\$ 11,096,174	100.0%

UNIFIED TOURISM EXPENSE - FY 2026



UNIFIED TOURISM DIRECT PROGRAMMING - FY 2026



FY26

Based on Combined ALL Budgets

VPI ONLY

Income

ACTUALS

Program	4150 · Advertising Income	115,000.00			
Program	4640 · Event Income	15,000.00			
Program	4300 · Consignment Sales	0.00		130,000.00	1.17%
County	4000 · Tourism Development Tax-TDT	10,686,744.00		10,686,744.00	96.31%
Members	4100 · Partnership Dues	129,300.00			
Members	4200-1 · HRT Membership	0.00			
Members	4200 · HRT Membership Income - Other	0.00		129,300.00	1.17%
Other	4400 · Gifts in Kind -goods	145,000.00			
Other	4600 · Misc. Income	130.00			
Other	4640 · Interest Income	5,000.00		150,130.00	1.35%
Total Income		11,096,174.00		11,096,174.00	100%

Expense

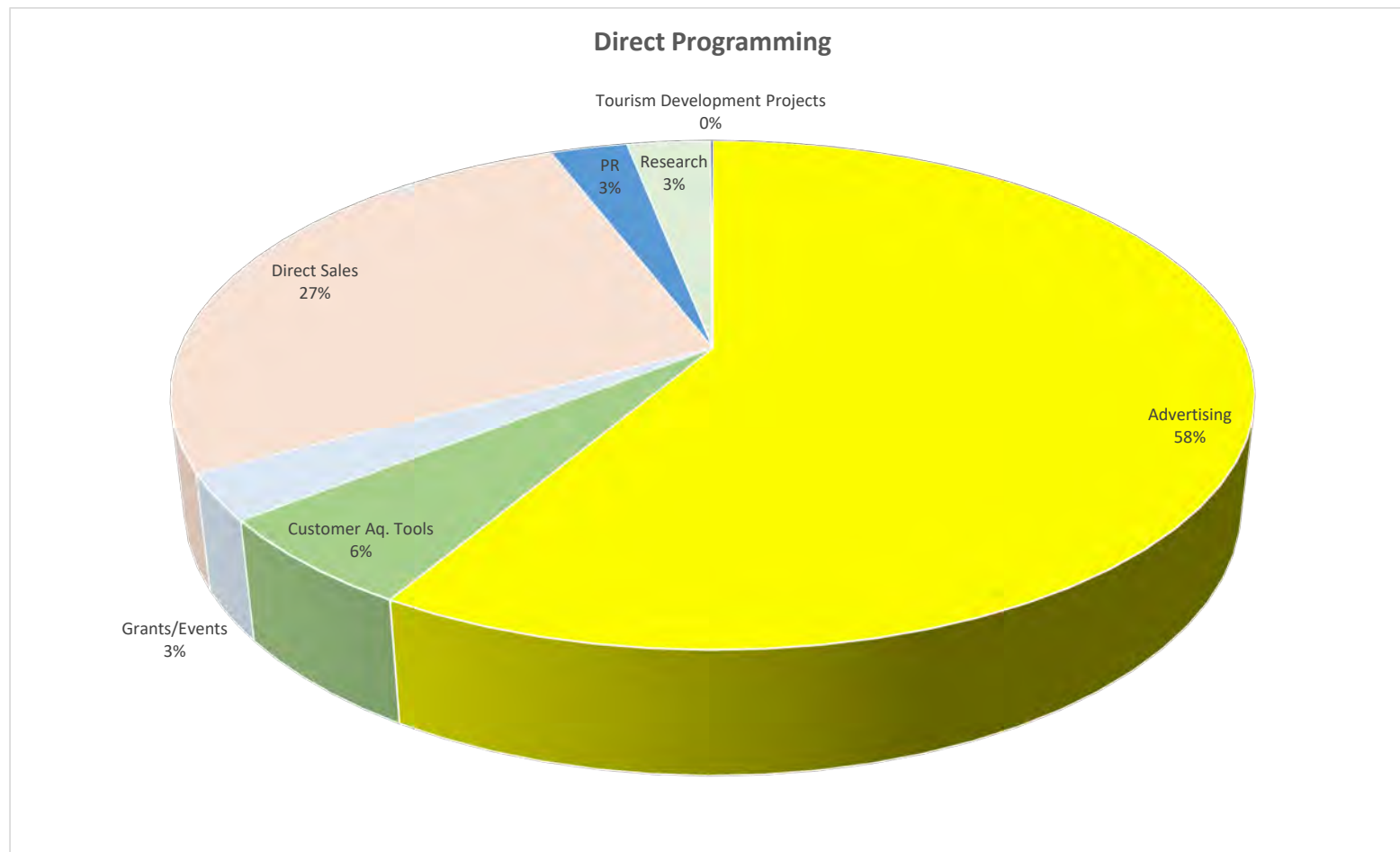
Salaries	5800 · Salaries	1,311,260.00			
Salaries	5810 · Commissions	28,500.00		1,339,760.00	12.07%
Benefits	5830 · Auto	6,020.00			
Benefits	5840 · 401K Contribution Match	55,000.00			
Benefits	5850 · Employee Insurance	112,600.00			
Benefits	5870 · Drug Testing	400.00			
Benefits	5880 · Payroll Expense	124,000.00			
Benefits	5890 · Staff Education	6,800.00		304,820.00	2.75%
Professional	5650 · Audit	30,000.00			
Professional	5660 · Legal Services	15,000.00			
Professional	5670 · CPA/ Financial Services	7,200.00		52,200.00	0.47%
Contractual	5190 · Agency Fees	180,000.00		Showcase Agency Fees	
Contractual	5810 · Commissions	0.00		180,000.00	1.62%
Travel	5400-1 · Disallowed Travel Expense	6,110.00			
Travel	5400-2 · Travel Advance	0.00			
Travel	5400 · Business Travel & Entertainment - Other	121,690.00		127,800.00	1.15%
Travel	5450 · Auto/ Local Travel	8,800.00		8,800.00	0.08%
Rent	5750 · Rent	10.00		10.00	0.00%
Communication	5760 · Telephone Service	8,400.00			
Communication	5860 · Cell Phones & Wi-Fi	9,600.00		18,000.00	0.16%
Postage	5700 · Postage/Shipping	25,620.00		25,620.00	0.23%
Repair	5600 · Building Maintenance & Repair	79,000.00			
Repair	5610 · Computer&IT Maintenance&Repair	35,000.00		114,000.00	1.03%
Printing	5170 · Brochures and Collateral	177,500.00		177,500.00	1.60%
Event	5140 · Festivals & Events Granted	100,000.00			
Event	5141 · Festivals & Event Local Support	177,000.00			
Event	5142 · Festivals & Event Mini Grants	50,000.00		327,000.00	2.95%
Marketing	5090 · Marketing Research	327,700.00			
Marketing	5100 · Advertising/Media	453,000.00			
Marketing	5110 · Public Relations	269,100.00			
Marketing	5120 · Advertising Production	45,000.00			
Marketing	5130 · Internet Site Production	463,115.00			
Marketing	5150 · Consumer Promotions	77,100.00			
Marketing	5160 · Sales Promotions	150,500.00			
Marketing	5180 · Tradeshow	272,200.00			
Marketing	5190 · Showcase	5,759,924.00		Broke out contractals fees	
Marketing	5210 · Regional Partnership	86,250.00			
Marketing	5215 · Tourism Development Projects	10,000.00			
Marketing	5220 · Registration	48,750.00			
Marketing	5230 · Dues and Subscriptions	74,825.00			
Marketing	5500 · Visitor Awareness	33,000.00		8,070,464.00	72.73%
Marketing	6940 · In Kind Expense	145,000.00		145,000.00	1.31%
Capitalized Assets	5790 · Capital Expenditures	20,000.00		20,000.00	0.18%
supplies	5520 · Committee Expenses	2,000.00			
supplies	5530 · Meetings & Events	40,120.00			

supplies	5630 · Insurance Building & Content	23,200.00		
supplies	5640 · D & O and Liability Insurance	5,000.00		
supplies	5710 · Supplies Coffee/Sodas	7,100.00		
supplies	5720 · Office Supplies	12,000.00		
supplies	5730 · Storage and Delivery	15,420.00		
supplies	5770 · Utilities	47,760.00		
supplies	5780 · Copier	9,600.00		
supplies	5900 · Miscellaneous Expenses	2,000.00		
supplies	5920 · Bad Debt	1,500.00		
supplies	6001 · Bank Service Charge	1,500.00		
supplies	6005 · Interest Expense	9,500.00		
supplies	6010 · Credit Card Processing Fee	6,000.00		
supplies	6500 · Taxes	2,500.00		
			185,200.00	1.67%
Total Expense		11,096,174.00	11,096,174.00	100%
Net Income		0.00	0.00	
		0.00	0.00	

FY26 VISIT PENSACOLA UNIFIED DIRECT PROGRAM BUDGET

GL	Program Name/Event	FY26	FY25	%
5090	Marketing Research	\$ 327,700	\$ 350,720	3%
5100	Advertising/Media	\$ 453,000	\$ 448,300	4%
5110	Public Relations	\$ 269,100	\$ 261,050	2%
5120	Advertsing Production	\$ 45,000	\$ 40,020	0%
5130	Internet Site Production	\$ 463,115	\$ 420,252	4%
5140	Festival & Events Grants	\$ 100,000	\$ 115,000	1%
5141	Festival & Events Support	\$ 177,000	\$ 167,000	2%
5142	Festival & Events Mini Grants	\$ 50,000	\$ 45,000	0%
5150	Consumer Promotions	\$ 77,100	\$ 87,950	1%
5160	Sales Promotions	\$ 150,500	\$ 151,500	1%
5170	Brochures and Collateral	\$ 177,500	\$ 158,200	2%
5180	Tradeshows	\$ 272,200	\$ 199,950	2%
5190	Showcase	\$ 5,939,924	\$ 5,302,560	54%
5210	Regional Partnership	\$ 86,250	\$ 88,000	1%
5215	Tourism Development Projects	\$ 10,000	\$ 25,000	0%
5220	Registration	\$ 48,750	\$ 57,620	0%
5230	Dues and Subscriptions	\$ 74,825	\$ 63,020	1%
5400	Business Travel & Entertainment	\$ 127,800	\$ 97,700	1%
5500	Visitor Awareness Education	\$ 33,000	\$ 86,790	0%
7400	ACE	\$ 2,122,956	\$ 1,954,375	19%
		\$ -	\$ -	
		\$ -	\$ -	
TOTALS		\$ 11,005,720	\$ 10,120,007	100.0%

5190, 5120, 5100	Advertising	Showcase, Media, Production	\$ 6,437,924	58.50%
5130, 5170	Customer Aq. Tools	Internet Site, Brochures	\$ 640,615	5.82%
5140, 5141, 5142, 5540	Grants/Events	Granted amounts, support of local events	\$ 327,000	2.97%
5150, 5160, 5180, 5181, 5182, 5210, 5220, 5230, 5400, 7200, 7400	Direct Sales	Registration, ACE, PS, Travel, Dues, Regional, C. Promo, S. Promo	\$ 2,960,381	26.90%
5110, 5500	PR	PR, Visitor Awareness, Chefs, Film	\$ 302,100	2.74%
5090	Research	Marketing Research	\$ 327,700	2.98%
5215	Tourism Development Projects	Tourism Development Projects	\$ 10,000	0.09%
			\$ 11,005,720	100%



FY26 VISIT PENSACOLA UNIFIED DIRECT PROGRAMMING BUDGE

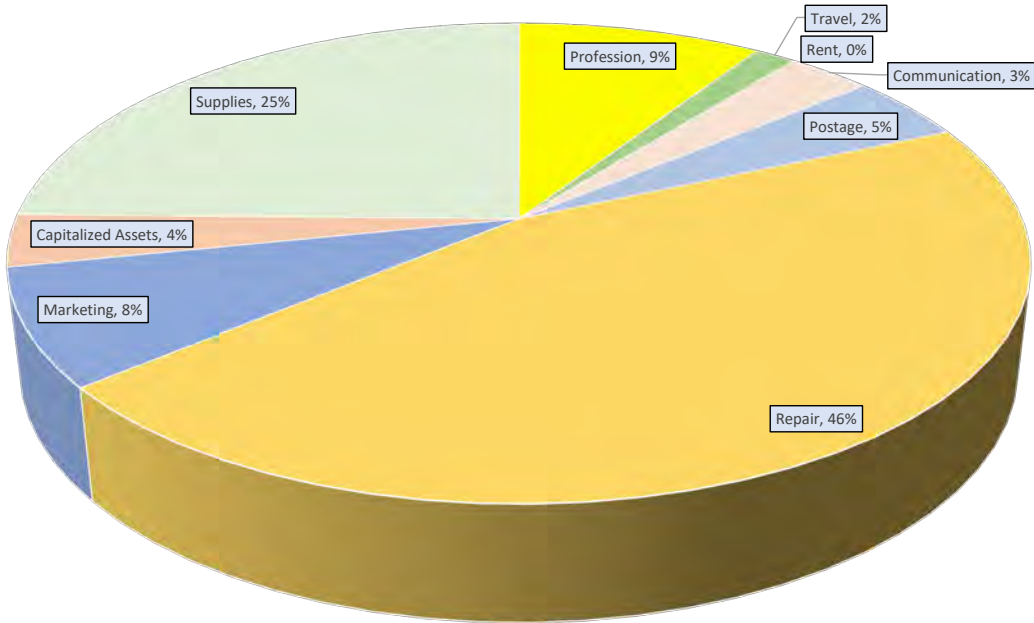
1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
2		Direct Programming Expense															CLASS TOTALS		
3		Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	FY25 Total		TOT	Private	
4	5090	Marketing Research	\$ 141,783	\$ 12,583	\$ 12,583	\$ 12,583	\$ 12,583	\$ 12,583	\$ 12,583	\$ 31,583	\$ 41,083	\$ 12,583	\$ 12,583	\$ 12,583	\$ 327,700	3.0%	\$ 327,700	\$ -	\$ 327,700
3	5100	Advertising/Media	\$ 41,000	\$ 1,000	\$ 6,000	\$ 3,500	\$ 3,000	\$ 8,000	\$ 378,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 8,500	\$ 1,000	\$ 453,000	4.1%	\$ 448,000	\$ 5,000	\$ 453,000
5	5110	Public Relations	\$ 54,000	\$ 16,600	\$ 16,600	\$ 24,600	\$ 18,100	\$ 18,300	\$ 21,100	\$ 21,100	\$ 17,300	\$ 15,600	\$ 15,600	\$ 30,200	\$ 269,100	2.4%	\$ 256,600	\$ 12,500	\$ 269,100
6	5120	Advertising Production	\$ 42,000	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,000	0.4%	\$ 45,000	\$ -	\$ 45,000
7	5130	Internet Site Production	\$ 131,223	\$ 33,861	\$ 20,957	\$ 42,691	\$ 44,901	\$ 20,998	\$ 33,474	\$ 21,048	\$ 20,906	\$ 23,635	\$ 30,496	\$ 38,921	\$ 463,115	4.2%	\$ 463,115	\$ -	\$ 463,115
8	5140	Festival & Events Grants	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000	0.9%	\$ 100,000	\$ -	\$ 100,000
9	5141	Festival & Events Local Support	\$ 27,000	\$ -	\$ -	\$ -	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 177,000	1.6%	\$ 160,000	\$ 17,000	\$ 177,000
10	5142	Festival & Events Mini Grants	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000	0.5%	\$ 50,000	\$ -	\$ 50,000
11	5150	Consumer Promotions	\$ 28,700	\$ 1,000	\$ 1,700	\$ 1,000	\$ 28,700	\$ 5,000	\$ 700	\$ 2,500	\$ 3,600	\$ 500	\$ 200	\$ 3,500	\$ 77,100	0.7%	\$ 72,100	\$ 5,000	\$ 77,100
12	5160	Sales Promotions	\$ 37,000	\$ 8,500	\$ 8,500	\$ 9,500	\$ 8,500	\$ 11,000	\$ 8,500	\$ 15,500	\$ 8,500	\$ 8,500	\$ 11,000	\$ 15,500	\$ 150,500	1.4%	\$ 119,500	\$ 31,000	\$ 150,500
13	5170	Brochures and Collateral	\$ 21,000	\$ 1,000	\$ 1,000	\$ 6,000	\$ 131,000	\$ 4,000	\$ 6,000	\$ 3,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 177,500	1.6%	\$ 151,500	\$ 26,000	\$ 177,500
14	5180	Tradeshows	\$ -	\$ 27,000	\$ -	\$ 48,500	\$ 16,500	\$ 45,000	\$ 14,500	\$ 66,500	\$ 20,500	\$ 5,700	\$ -	\$ 28,000	\$ 272,200	2.5%	\$ 257,000	\$ 15,200	\$ 272,200
15	5190	Showcase	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 494,994	\$ 5,939,924	54.0%	\$ 5,919,924	\$ 20,000	\$ 5,939,924
16	5210	Regional Partnership	\$ 86,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 86,250	0.8%	\$ 86,250	\$ -	\$ 86,250
17	5215	Tourism Development Projects	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	0.1%	\$ 10,000	\$ -	\$ 10,000
18	5220	Registration	\$ 75	\$ 1,825	\$ 6,975	\$ 6,675	\$ 2,625	\$ 6,325	\$ 5,325	\$ 3,975	\$ 2,475	\$ 4,825	\$ 7,525	\$ 125	\$ 48,750	0.4%	\$ 47,300	\$ 1,450	\$ 48,750
19	5230	Dues and Subscriptions	\$ 6,380	\$ 2,300	\$ 700	\$ 2,350	\$ 120	\$ 10,295	\$ 700	\$ 480	\$ 10,300	\$ 40,500	\$ -	\$ 700	\$ 74,825	0.7%	\$ 70,425	\$ 4,400	\$ 74,825
20	5400	Business Travel & Entertainment	\$ 22,050	\$ 50	\$ 7,050	\$ 7,050	\$ 11,250	\$ 6,050	\$ 38,550	\$ 2,050	\$ 25,550	\$ 3,550	\$ 2,550	\$ 2,050	\$ 127,800	1.2%	\$ 121,690	\$ 6,110	\$ 127,800
21	5500	Visitor Awareness Education	\$ 1,900	\$ 1,900	\$ 1,900	\$ 1,900	\$ 1,900	\$ 1,900	\$ 1,900	\$ 11,900	\$ 2,100	\$ 1,900	\$ 1,900	\$ 1,900	\$ 33,000	0.3%	\$ 22,000	\$ 11,000	\$ 33,000
22	7400	ACE	\$ -	\$ 900,000	\$ -	\$ -	\$ -	\$ -	\$ 750,000	\$ -	\$ -	\$ -	\$ 472,956	\$ -	\$ 2,122,956		\$ 2,122,956		\$ 2,122,956
23		TOTALS	\$ 1,285,355	\$ 1,505,613	\$ 588,959	\$ 661,343	\$ 924,173	\$ 644,445	\$ 1,766,326	\$ 676,130	\$ 649,308	\$ 614,287	\$ 1,059,304	\$ 630,473	\$ 11,005,720	100.0%	\$ 10,851,060	\$ 154,660	\$ 11,005,720
24		TDT	\$ 1,148,580	\$ 1,475,138	\$ 566,284	\$ 604,468	\$ 895,298	\$ 588,770	\$ 1,709,651	\$ 597,955	\$ 602,133	\$ 603,412	\$ 1,055,629	\$ 593,298	\$ 10,851,060				
25		Private	\$ 28,475	\$ 3,425	\$ 5,625	\$ 1,325	\$ 1,125	\$ 4,625	\$ 10,625	\$ 9,625	\$ 1,125	\$ 1,625	\$ 1,125	\$ 7,125	\$ 154,660		\$ -	\$ -	\$ -
26																			
27																			

FY26 VISIT PENSACOLA UNIFIED OPERATIONS BUDGET

BUDGET - Operations Expense				
GL	Program Name/Event	FY26	FY25	
5520	Committee Expense	\$ 2,000	\$ 3,750	
5530	Meeting Events	\$ 40,120		
5450	Auto/Local Travel	\$ 8,800	\$ 8,800	1.55%
5600	Building Maintenance & Repair	\$ 79,000	\$ 89,000	13.89%
5610	Computer IT Maintenance, Repair & Training	\$ 35,000	\$ 37,000	6.15%
5630	Insurance Building & Content	\$ 23,200	\$ 38,200	4.08%
5640	D&O and Liability Insurance	\$ 5,000	\$ 7,100	0.88%
5650	Audit	\$ 30,000	\$ 19,000	5.27%
5660	Legal Services	\$ 15,000	\$ 16,000	2.64%
5670	CPA/Financial Services	\$ 7,200	\$ 7,200	1.27%
5690	Depreciation Exp			
5700	Postage	\$ 25,620	\$ 42,000	4.50%
5710	Supplies Coffee/Water	\$ 7,100	\$ 9,091	1.25%
5720	Office Supplies	\$ 12,000	\$ 17,000	2.11%
5730	Storage and Delivery	\$ 15,420	\$ 22,000	2.71%
5750	Rent	\$ 10.00	\$ 10.00	0.00%
5760	Telephone Service	\$ 8,400	\$ 8,400	1.48%
5770	Utilities	\$ 47,760	\$ 49,000	8.40%
5780	Copier	\$ 9,600	\$ 9,600	1.69%
5790	Capital Expense	\$ 20,000	\$ 20,000	3.52%
5860	Cell Phone	\$ 9,600	\$ 9,600	1.69%
5900	Miscellaneous Expense	\$ 2,000	\$ 3,500	0.35%
5920	Bad Debt Expense	\$ 1,500	\$ 3,000	0.26%
6000	Consignment Sales Expenses			
6001	Bank Service Charge	\$ 1,500	\$ 6,000	0.26%
6005	Interest Expense	\$ 9,500		2%
6010	Credit Card Processing Fee	\$ 6,000	\$ 6,000	1.05%
6500	Taxes	\$ 2,500	\$ 4,065	0.44%
6940	In Kind Expenses	\$ 145,000	\$ 150,000	25.49%
	TOTALS	\$ 568,830	\$ 585,316	93%

5650, 5660 5670	Profession	Audit, Legal Services, Financial	\$ 52,200	9%
5450	Travel	Auto/Local Travel	\$ 8,800	2%
5750	Rent	Rent	\$ 10.00	0%
5760, 5860	Communication	Telephone Services	\$ 18,000	3%
5700	Postage	Postage	\$ 25,620	5%
5600, 5610,6940	Repair	Bldg Maint & Repair, Computer & IT Maint, In Kind Expense	\$ 259,000	46%
5520	Marketing	Cmt Expense	\$ 44,620	8%
5790	Capitalized Assets	Capital Expenditures	\$ 20,000	4%
5630, 5640, 5710, 5720, 5730, 5770, 5780, 5900, 5920, 6001, 6005,6010, 6500	Supplies	Insurance, supplies, Storage & Delivery, Utilites, Copier, Bank fee	\$ 140,580	25%
			\$ 568,830.00	100%

Operations



FY26 VISIT PENSACOLA UNIFIED OPERATIONS BUDGET

BUDGET - Operations Expense

															CLASS TOTAL		
GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS		TDT	PRIVATE	
Committee Expense	\$ 188	\$ -	\$ 1,250	\$ 188	\$ -	\$ -	\$ 188	\$ -	\$ -	\$ 188	\$ -	\$ -	\$ 2,000		\$ 1,250	\$ 750	0%
Meeting & Events	\$ 26,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 1,260	\$ 40,120		\$ 2,500	\$ 37,620	
Auto/Local Travel	\$ 733	\$ 734	\$ 733	\$ 734	\$ 734	\$ 733	\$ 733	\$ 734	\$ 733	\$ 733	\$ 733	\$ 733	\$ 8,800		\$ 6,600	\$ 2,200	2%
Building Maintenance & Repair	\$ 4,175	\$ 8,275	\$ 4,675	\$ 6,675	\$ 6,325	\$ 6,675	\$ 3,825	\$ 6,525	\$ 4,675	\$ 3,825	\$ 16,825	\$ 6,525	\$ 79,000		\$ 79,000	\$ -	14%
Computer IT Maint., Repair & Training	\$ 2,700	\$ 2,700	\$ 2,700	\$ 2,700	\$ 5,300	\$ 2,700	\$ 2,700	\$ 2,700	\$ 2,700	\$ 2,700	\$ 2,700	\$ 2,700	\$ 35,000		\$ 35,000	\$ -	6%
Insurance Building & Content	\$ -	\$ -	\$ 20,100	\$ -	\$ 700	\$ -	\$ -	\$ -	\$ 2,400	\$ -	\$ -	\$ -	\$ 23,200		\$ 23,200		4%
D&O and Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000		\$ 5,000		1%
Audit	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000		\$ 30,000		5%
Legal Services	\$ 1,250	\$ 1,167	\$ 1,167	\$ 2,000	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,250	\$ 15,000		\$ 15,000		3%
CPA/Financial Services	\$ 450	\$ 450	\$ 450	\$ 1,525	\$ 450	\$ 450	\$ 925	\$ 450	\$ 450	\$ 575	\$ 450	\$ 575	\$ 7,200		\$ 7,200		1%
Depreciation Exp	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -	0%
Postage	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 25,620		\$ 25,620	\$ -	5%
Supplies Water/Coffee	\$ 550	\$ 370	\$ 1,950	\$ 670	\$ 370	\$ 370	\$ 670	\$ 370	\$ 370	\$ 370	\$ 670	\$ 370	\$ 7,100		\$ 3,000	\$ 4,100	1%
Office Supplies	\$ 920	\$ 920	\$ 1,920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 900	\$ 900	\$ 12,000		\$ 11,000	\$ 1,000	2%
Storage and Delivery	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 2,660	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 15,420		\$ 14,420	\$ 1,000	3%
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ 10		\$ 10		0%
Telephone Service	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 8,400		\$ 8,400		1%
Cell Phone	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600		\$ 9,600		
Utilities	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 47,760		\$ 47,760		8%
Copier	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600		\$ 9,600		2%
Capital Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ 10,000	\$ -	\$ 20,000		\$ 20,000	\$ -	4%
Miscellaneous Expense	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,000		\$ -	\$ 2,000	0%
Bad Debt Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500	\$ 1,500		\$ -	\$ 1,500	0%
Consignment Sales Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	0%
Bank Service Charge	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 1,500		\$ -	\$ 1,500	0%
Intesest Expense	\$ 600	\$ 4,000	\$ 4,000	\$ 900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,500		\$ -	\$ 9,500	2%
Credit Card Processing Fee	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000		\$ -	\$ 6,000	1%
Taxes	\$ 600	\$ 200	\$ 160	\$ 160	\$ 160	\$ 160	\$ 260	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 2,500		\$ 100	\$ 2,400	0%
In Kind Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145,000	\$ 145,000		\$ -	\$ 145,000	25%
TOTALS	\$ 48,776	\$ 30,326	\$ 75,765	\$ 28,282	\$ 27,636	\$ 34,835	\$ 22,997	\$ 36,036	\$ 25,245	\$ 22,447	\$ 45,115	\$ 171,373	\$ 568,830		\$ 354,260	\$ 214,570	91%

TDT	\$ 22,558	\$ 23,737	\$ 66,337	\$ 24,533	\$ 25,087	\$ 32,287	\$ 20,199	\$ 33,487	\$ 22,697	\$ 19,749	\$ 42,267	\$ 22,325	\$ 354,260		\$ -		62%
Private	\$ 26,218	\$ 6,589	\$ 9,428	\$ 3,749	\$ 2,549	\$ 2,548	\$ 2,798	\$ 2,549	\$ 2,548	\$ 2,698	\$ 2,848	\$ 149,048	\$ 214,570		\$ -		38%
													\$ 568,830		\$ -		

Building - Equipment	\$ 134,010	24%
Finance - Insurance	\$ 101,400	18%
Operations	\$ 333,420	59%
TOTALS	\$ 568,830	

<p align="center">FY26 VISIT PENSACOLA UNIFIED PERSONNEL BUDGET</p>
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BUDGET-Personnel Expense				
GL#	GL LINE ITEM	FY26 Totals	FY25 Totals	Diff + (Decrease)
5800	Salaries	\$ 1,311,260	\$ 1,197,858	\$ 113,402
5810	Commissions	\$ 28,500	\$ 28,500	\$ -
5830	Auto	\$ 6,020	\$ 6,020	\$ -
5840	401K Contribution Match	\$ 55,000	\$ 50,400	\$ 4,600
5850	Employee Insurance	\$ 112,600	\$ 113,000	\$ (400)
5870	Drug Testing	\$ 400	\$ 400	\$ -
5880	Payroll Expense	\$ 124,000	\$ 108,000	\$ 16,000
5890	Staff Education	\$ 6,800	\$ 9,000	\$ (2,200)
7002	PSA Personnel			\$ -
	FY26 TOTALS	\$ 1,644,580	\$ 1,513,178	\$ 131,402
	BUDGET UNIFIED	\$ 1,644,580	\$ 1,513,178	
	BUDGET INCREASE (DECREASE) from PREVIOUS YEAR	\$ 131,402	\$ 1,513,178	
	PSA INCREASE (DECREASE) FROM PREVIOUS YEAR	\$ -	\$ -	
	VPI INCREASE (DECREASE) FROM PREVIOUS YEAR	\$ 131,402	\$ 1,513,178	
	VPI ONLY	\$ 1,644,580	\$ 1,513,178	

VISIT PENSACOLA BOARD MEETING

August 13, 2025

Research

Date Created: Jul 16, 2025

Visit Pensacola

For the Month of June 2025



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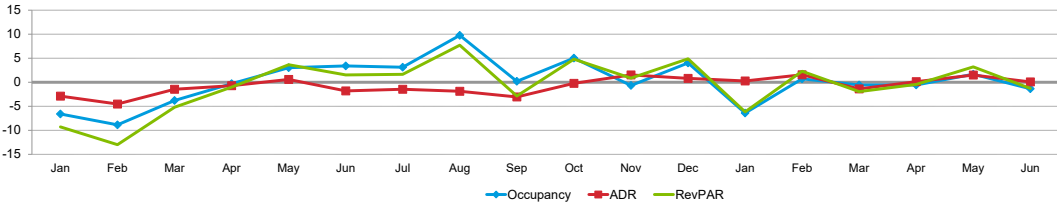
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Tab 2 - Trend Escambia Co + Zip 32561+

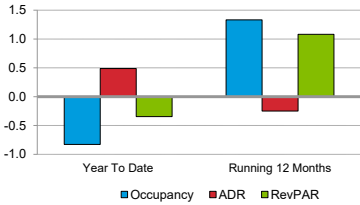
Visit Pensacola
For the Month of June 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	47.5	57.7	68.5	67.5	71.5	76.2	74.9	67.1	60.7	64.1	53.4	44.5	58.1	68.1	67.1	72.7	75.2
	Last Year	50.9	63.3	71.2	67.7	69.4	73.7	72.6	61.1	60.6	61.0	53.8	47.5	57.7	68.5	67.5	71.5	76.2
Percent Change	-6.6	-8.9	-3.8	-0.3	3.0	3.4	3.1	9.8	0.2	5.0	-0.7	4.0	-6.4	0.7	-0.6	-0.6	1.7	-1.4

Year To Date			
2023	2024	2025	
66.1	64.8	64.3	
67.7	66.1	64.8	
-2.3	-1.9	-0.8	

Running 12 Months			
2023	2024	2025	
64.1	62.0	62.8	
67.0	64.1	62.0	
-4.3	-3.3	1.3	

ADR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	97.74	108.29	141.51	146.60	159.20	180.29	192.74	141.01	131.87	127.83	114.14	98.01	109.98	139.55	146.77	161.59	180.41
	Last Year	100.64	113.43	143.61	147.66	158.27	183.60	195.56	143.70	136.03	128.10	112.42	97.74	108.29	141.51	146.60	159.20	180.29
Percent Change	-2.9	-4.5	-1.5	-0.7	0.6	-1.8	-1.4	-1.9	-3.1	-0.2	1.5	0.8	0.3	1.6	-1.4	0.1	1.5	0.1

Year To Date			
2023	2024	2025	
144.52	143.23	143.93	
147.03	144.52	143.23	
-1.7	-0.9	0.5	

Running 12 Months			
2023	2024	2025	
143.92	141.81	141.46	
148.54	143.92	141.81	
-3.1	-1.5	-0.2	

RevPAR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	46.44	62.50	96.88	98.89	113.89	137.37	144.39	94.59	80.03	81.93	49.68	43.59	63.93	95.00	98.44	117.53	135.60
	Last Year	51.20	71.83	102.20	99.89	109.88	135.31	142.04	87.82	82.39	78.18	60.43	46.44	62.50	96.88	98.89	113.89	137.37
Percent Change	-9.3	-13.0	-5.2	-1.0	3.6	1.5	1.7	7.7	-2.9	4.8	0.9	4.9	-6.2	2.3	-1.9	-0.4	3.2	-1.3

Year To Date			
2023	2024	2025	
95.50	92.87	92.55	
99.48	95.50	92.87	
-4.0	-2.8	-0.3	

Running 12 Months			
2023	2024	2025	
92.25	87.91	88.86	
99.52	92.25	87.91	
-7.3	-4.7	1.1	

Supply	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	263,252	237,776	258,354	250,020	261,888	256,050	267,809	271,653	262,890	271,653	264,210	275,435	275,435	246,780	275,435	266,550	266,550
	Last Year	246,496	224,868	246,961	240,870	248,899	251,700	260,090	263,252	254,760	263,252	254,760	263,252	263,252	237,776	258,354	250,020	261,888
Percent Change	5.9	5.7	3.8	3.8	5.2	1.7	3.0	3.2	3.2	3.2	3.7	4.6	4.6	4.6	6.6	6.6	5.2	4.1

Year To Date			
2023	2024	2025	
1,463,794	1,527,340	1,608,185	
1,449,852	1,463,794	1,527,340	
1.0	4.3	5.3	

Running 12 Months			
2023	2024	2025	
2,938,615	3,066,706	3,221,835	
2,894,954	2,938,615	3,066,706	
1.5	5.0	4.4	

Demand	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	125,100	137,232	176,877	168,648	187,342	195,097	200,622	182,233	159,540	174,119	141,072	122,495	144,605	187,515	178,785	200,328	200,346
	Last Year	126,425	142,397	177,177	162,949	172,806	185,497	188,907	160,886	154,301	160,661	136,948	125,100	137,232	176,877	168,648	187,342	195,097
Percent Change	-1.0	-3.6	-0.2	3.5	8.4	5.2	6.2	13.3	3.4	8.4	3.0	8.8	-2.1	5.4	6.0	6.0	6.9	2.7

Year To Date			
2023	2024	2025	
967,251	990,296	1,034,074	
980,990	967,251	990,296	
-1.4	2.4	4.4	

Running 12 Months			
2023	2024	2025	
1,883,681	1,913,415	2,023,802	
1,939,570	1,883,681	1,913,415	
-2.9	1.6	5.8	

Revenue	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	12,226,685	14,861,342	25,030,197	24,723,435	29,825,533	35,173,833	38,668,493	25,696,537	21,038,983	22,257,078	16,102,519	12,005,552	15,904,359	26,167,165	26,240,444	32,371,741	36,144,008
	Last Year	12,723,951	16,151,965	25,443,634	24,060,552	27,349,363	34,056,788	36,943,140	23,119,025	20,990,282	20,580,486	15,395,138	12,226,685	14,861,342	25,030,197	24,723,435	29,825,533	35,173,833
Percent Change	-3.9	-8.0	-1.6	2.8	9.1	3.3	4.7	11.1	0.2	8.1	4.6	9.7	-1.8	7.0	4.5	6.1	8.5	2.8

Year To Date			
2023	2024	2025	
139,786,252	141,841,025	148,833,269	
144,235,788	139,786,252	141,841,025	
-3.1	1.5	4.9	

Running 12 Months			
2023	2024	2025	
271,093,755	271,340,775	286,280,906	
288,111,889	271,093,755	271,340,775	
-5.9	0.1	5.5	

Census %	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	94	94	92	92	93	94	95	96	96	96	96	97	97	97	97	97	97
	Census Rooms	8492	8492	8334	8334	8448	8535	8639	8763	8763	8807	8885	8885	8885	8885	8885	8885	8885
% Rooms Participants	80.2	80.2	80.1	80.1	80.4	79.6	79.5	78.3	78.9	78.9	81.2	80.5	80.5	80.5	80.5	80.5	80.5	80.5

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Visit Pensacola
For the Month of June 2025

[illegible]

Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola
For the Month of June 2025

							2023	2024										2025																															
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
65398	Candlewood Suites Pensacola - University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																											
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																											
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																											
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
80785	Holiday Inn Express & Suites Pensacola Airport North - I-1	Pensacola, FL	32514	May 2024	May 2024	114																	○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
56920	Holiday Inn Pensacola - University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hw	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																											
81476	stayAPT Suites Pensacola-UWF/West Florida Hospital Are	Pensacola, FL	32514	Jun 2024	Jun 2024	87																					•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	15																																											
57589	Country Inn & Suites by Radisson, Pensacola West, FL	Pensacola, FL	32526	Sep 2008	Sep 2008	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
16130	Days Inn by Wyndham Pensacola I-10	Pensacola, FL	32526	May 2013	Oct 1995	88		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
76258	Efficiency Lodge - Mobile Hwy. Pensacola, FL	Pensacola, FL	32526	Jun 1999	Jun 1999	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	87		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
63307	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Fores	Pensacola, FL	32526	Dec 2014	Dec 2014	75		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
53960	Holiday Inn Express & Suites Pensacola W I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36435	Super 8 by Wyndham Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
77210	TownePlace Suites Pensacola West I-10	Pensacola, FL	32526	Jul 2024	Jul 2024	104																					•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57077	Extended Stay America Select Suites Pensacola - Northwe	Pensacola, FL	32534	Sep 2022	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
41016	Studio 6 Pensacola, FL - West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
81180	WoodSpring Suites Pensacola West	Pensacola, FL	32534	Nov 2024	Nov 2024	122																																											
2988	Closed - Beachside Resort & Conf Center	Pensacola Beach, FL	32561	Sep 2004		0																																											
19856	Closed - Best Western Beachside Resort	Gulf Breeze, FL	32561	Oct 2020	Jun 1991	0																																											
29160	Closed - Clarion Suites Resort & Convention Center	Pensacola Beach, FL	32561	Sep 2004	Jun 1993	0																																											
40239	Closed - Five Flags Inn	Pensacola, FL	32561	Sep 2004	Jun 1995	0																																											
727	Closed - Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Oct 2004	Jan 1979	0																																											
40241	Closed - Sandpiper Gulf Aire Inn Motel	Pensacola, FL	32561	Sep 2004	Jun 1997	0																																											
49309	Closed - Tiki House	Pensacola Beach, FL	32561	Sep 2004	Jun 1989	0																																											

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: June 2025

	Current Month - June 2025 vs June 2024												Year to Date - June 2025 vs June 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	80.9	80.9	185.62	190.20	150.18	153.87	0.0	-2.4	-2.4	-2.4	0.0	0.0	72.3	74.8	159.30	159.67	115.16	119.49	-3.4	-0.2	-3.6	-3.6	0.0	-3.4	9	5	611	509
Airport+	77.3	79.5	133.72	137.51	103.43	109.38	-2.8	-2.8	-5.4	-5.4	0.0	-2.8	67.0	68.5	116.60	122.39	78.10	83.90	-2.3	-4.7	-6.9	-6.9	0.0	-2.3	21	17	1998	1705
Pine Forest+	61.2	65.5	92.75	91.29	56.79	59.76	-6.4	1.6	-5.0	3.7	9.1	2.0	53.7	56.6	78.60	79.82	42.24	45.19	-5.1	-1.5	-6.5	1.2	8.3	2.8	18	9	1466	889
Westside/Perdido+	68.8	68.9	117.46	124.90	80.76	86.01	-0.2	-6.0	-6.1	10.8	18.1	17.9	56.8	57.3	104.70	109.56	59.44	62.75	-0.9	-4.4	-5.3	8.2	14.3	13.3	22	16	1491	1308
PNS Beach+	86.4	86.1	333.02	315.16	287.64	271.32	0.3	5.7	6.0	6.0	0.0	0.3	71.6	69.5	245.45	227.79	175.65	158.30	3.0	7.8	11.0	11.0	0.0	3.0	15	12	2108	1740
UWF+	73.9	70.6	107.69	115.76	79.58	81.76	4.6	-7.0	-2.7	-2.7	0.0	4.6	65.3	62.6	94.98	99.54	61.98	62.36	4.2	-4.6	-0.6	13.2	13.9	18.7	12	9	1211	1001

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of June 2025

Current Month - June 2025 vs June 2024										Year to Date - June 2025 vs June 2024									
	Supply			Demand			Revenue				Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg		2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Downtown+	18,330	18,330	0.0	14,830	14,829	0.0	2,752,737	2,820,475	-2.4		110,591	110,591	0.0	79,945	82,763	-3.4	12,735,474	13,214,373	-3.6
Airport+	59,940	59,940	0.0	46,363	47,678	-2.8	6,199,703	6,556,094	-5.4		361,638	361,638	0.0	242,227	247,894	-2.3	28,243,342	30,340,227	-6.9
Pine Forest+	43,980	40,320	9.1	26,931	26,392	2.0	2,497,756	2,409,381	3.7		265,346	245,034	8.3	142,611	138,722	2.8	11,208,572	11,073,267	1.2
Westside/Perdido+	44,730	37,890	18.1	30,754	26,093	17.9	3,612,460	3,258,947	10.8		269,871	236,155	14.3	153,207	135,259	13.3	16,041,160	14,818,999	8.2
PNS Beach+	63,240	63,240	0.0	54,622	54,443	0.3	18,190,276	17,158,428	6.0		381,548	381,548	0.0	273,044	265,141	3.0	67,018,899	60,397,676	11.0
UWF+	36,330	36,330	0.0	26,846	25,662	4.6	2,891,076	2,970,507	-2.7		219,191	192,374	13.9	143,040	120,517	18.7	13,585,822	11,996,482	13.2

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: June 2025

	Current Month - June 2025 vs June 2024												Year to Date - June 2025 vs June 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	77.3	76.7	189.73	186.01	146.71	142.67	0.8	2.0	2.8	2.4	-0.4	0.4	62.7	62.7	144.87	141.52	90.76	88.74	-0.1	2.4	2.3	1.7	-0.6	-0.7	125	60	11100	6253
Baldwin County, AL	79.7	79.3	204.02	210.85	162.57	167.11	0.5	-3.2	-2.7	-2.4	0.4	0.9	64.2	63.8	168.89	167.00	108.46	106.57	0.6	1.1	1.8	1.8	0.0	0.6	72	54	6904	5265
Okaloosa County, FL	76.4	75.3	226.98	231.64	173.42	174.50	1.4	-2.0	-0.6	1.9	2.5	4.0	62.5	62.9	168.94	167.79	105.54	105.53	-0.7	0.7	0.0	3.4	3.4	2.7	92	63	8770	6037
Walton County, FL	78.2	79.2	284.21	278.34	222.39	220.49	-1.2	2.1	0.9	-0.9	-1.8	-3.0	58.1	57.2	216.87	207.90	125.96	118.83	1.6	4.3	6.0	4.1	-1.8	-0.2	38	22	4166	3401
St Johns County, FL	63.6	64.1	161.26	167.13	102.51	107.11	-0.8	-3.5	-4.3	-3.6	0.7	-0.1	68.1	67.6	178.58	181.05	121.62	122.44	0.7	-1.4	-0.7	-0.4	0.2	0.9	104	52	7191	5221
Sarasota County, FL	68.3	64.5	212.16	185.63	144.85	119.70	5.9	14.3	21.0	17.8	-2.7	3.1	74.0	73.0	258.25	237.82	191.13	173.72	1.3	8.6	10.0	9.8	-0.2	1.1	110	52	7143	5739

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

Currency: USD - US Dollar

Visit Pensacola

For the Month of June 2025

	Current Month - June 2025 vs June 2024									Year to Date - June 2025 vs June 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Bay County, FL	333,000	334,410	-0.4	257,496	256,498	0.4	48,854,914	47,711,939	2.4	1,994,710	2,006,068	-0.6	1,249,731	1,257,923	-0.7	181,047,443	178,015,585	1.7
Baldwin County, AL	207,120	206,370	0.4	165,034	163,556	0.9	33,670,564	34,486,186	-2.4	1,242,824	1,242,739	0.0	798,144	793,017	0.6	134,798,986	132,436,204	1.8
Okaloosa County, FL	263,100	256,620	2.5	201,014	193,311	4.0	45,626,985	44,778,922	1.9	1,576,425	1,524,964	3.4	984,847	959,140	2.7	166,381,427	160,929,603	3.4
Walton County, FL	124,980	127,260	-1.8	97,796	100,812	-3.0	27,794,536	28,059,815	-0.9	754,046	767,802	-1.8	437,965	438,842	-0.2	94,980,652	91,235,625	4.1
St Johns County, FL	215,730	214,140	0.7	137,133	137,236	-0.1	22,113,632	22,936,121	-3.6	1,298,149	1,294,998	0.2	884,039	875,788	0.9	157,875,524	158,558,911	-0.4
Sarasota County, FL	214,290	220,140	-2.7	146,308	141,956	3.1	31,040,539	26,351,813	17.8	1,323,876	1,326,581	-0.2	979,789	969,043	1.1	253,033,462	230,459,762	9.8

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of June 2025

							2023												2024												2025																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
61915	Budget Inn	Pensacola, FL	32501			26																																									
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																									
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																									
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																									
10879	Days Inn by Wyndham Pensacola - Historic Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	103		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																									
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	Aug 2023	Aug 2023	102										•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148																																									
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	16																																									
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Aug 2025	Jun 1984	0																																									
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																									
			Total Properties:		14	759	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.</div>																																								

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Tab 9 - Response Airport+

Visit Pensacola
For the Month of June 2025

							2023	2024										2025																																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	74									•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
60962	Lyon's Motel	Pensacola, FL	32503			20																																													
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	79									•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
34435	Hampton Inn Pensacola-Airport (Cordova Mall Area)	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																													
48787	Pensacola Suites Hotel	Pensacola, FL	32504	Feb 2025	Jan 2003	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
6641	Red Roof Inn Pensacola - I-10 at Davis Highway	Pensacola, FL	32504	Oct 1982	Oct 1982	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135																																													
24639	Rodeway Inn Pensacola	Pensacola, FL	32504	Apr 2025	Jun 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																													
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
80643	Tru by Hilton Pensacola I-10 North Davis Highway	Pensacola, FL	32504		U/C	98																																													
			Total Properties:			22	2096	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																											

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of June 2025

							2023												2024												2025																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																													
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																													
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																													
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																													
46989	Closed - Pensacola Motor Lodge	Pensacola, FL	32505	Mar 2024	Apr 1932	0	Y																																												
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																													
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																													
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																													
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
2987	Regency Inn & Suites	Pensacola, FL	32505	Dec 2024	Jun 1968	78	Y				○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																													
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																													
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																													
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57077	Extended Stay America Select Suites Pensacola - Northwest	Pensacola, FL	32534	Sep 2022	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																													
41016	Studio 6 Pensacola, FL - West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
81180	WoodSpring Suites Pensacola West	Pensacola, FL	32534	Nov 2024	Nov 2024	122																																													
			Total Properties:		22	1466		○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																											

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Visit Pensacola
For the Month of June 2025

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Visit Pensacola
For the Month of June 2025

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Tab 13 - Response UWF+

Visit Pensacola
For the Month of June 2025

							2023												2024												2025																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																										
65398	Candlewood Suites Pensacola - University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																										
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																										
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																										
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
80785	Holiday Inn Express & Suites Pensacola Airport North - I-10	Pensacola, FL	32514	May 2024	May 2024	114																		○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
56920	Holiday Inn Pensacola - University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hwy	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																										
81476	stayAPT Suites Pensacola-UWF/West Florida Hospital Area	Pensacola, FL	32514	Jun 2024	Jun 2024	87																																										
Total Properties:							14	1211	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																							

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VISIT PENSACOLA

Monthly Dashboard
May 2025

By Downs & St. Germain Research



VISITOR SUMMARY – MAY 2025¹



Compared to May 2024, in May 2025...

- » Visitor numbers decreased by **-2.5%**, however, a higher percentage of visitors stayed in paid accommodations.
- » Airline passengers increased by **+4.1%**.
- » Hotel occupancy was up **+1.3%** and ADR was up **+2.1%**, resulting in a RevPAR that was up **+3.5%**.
- » Hotel room nights were up **+6.6%**.
- » Vacation rental room nights were down **-8.5%** primarily due to the **-10.3%** decrease in units.
- » Top markets for this month were **Mobile, Birmingham, New Orleans, and Atlanta**.
- » **Note:** Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the **ADR of vacation rentals may appear inflated** in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – MAY 2025

Visitor Statistics	May 2024	May 2025	% Change
Visitors ²	258,800	252,300	-2.5%
Airline Passengers ³	303,950	316,517	+4.1%

Hotel Statistics ⁴	May 2024 ¹	May 2025	% Change
Occupancy	71.5%	72.5%	+1.3%
Room Rates	\$159.20	\$162.61	+2.1%
RevPAR	\$113.89	\$117.85	+3.5%
Room Nights	187,342	199,627	+6.6%

Vacation Rental Statistics ⁵	May 2024 ¹	May 2025	% Change
Occupancy	65.0%	66.3%	+2.0%
Room Rates	\$279.56	\$300.21	+7.4%
RevPAR	\$181.76	\$199.13	+9.6%
Room Nights	54,964	50,297	-8.5%
Unit Revenue (Nightly)	\$10,087,115	\$11,328,658	+12.3%

¹ FY24 metrics have been adjusted to reflect updated lodging figures.

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

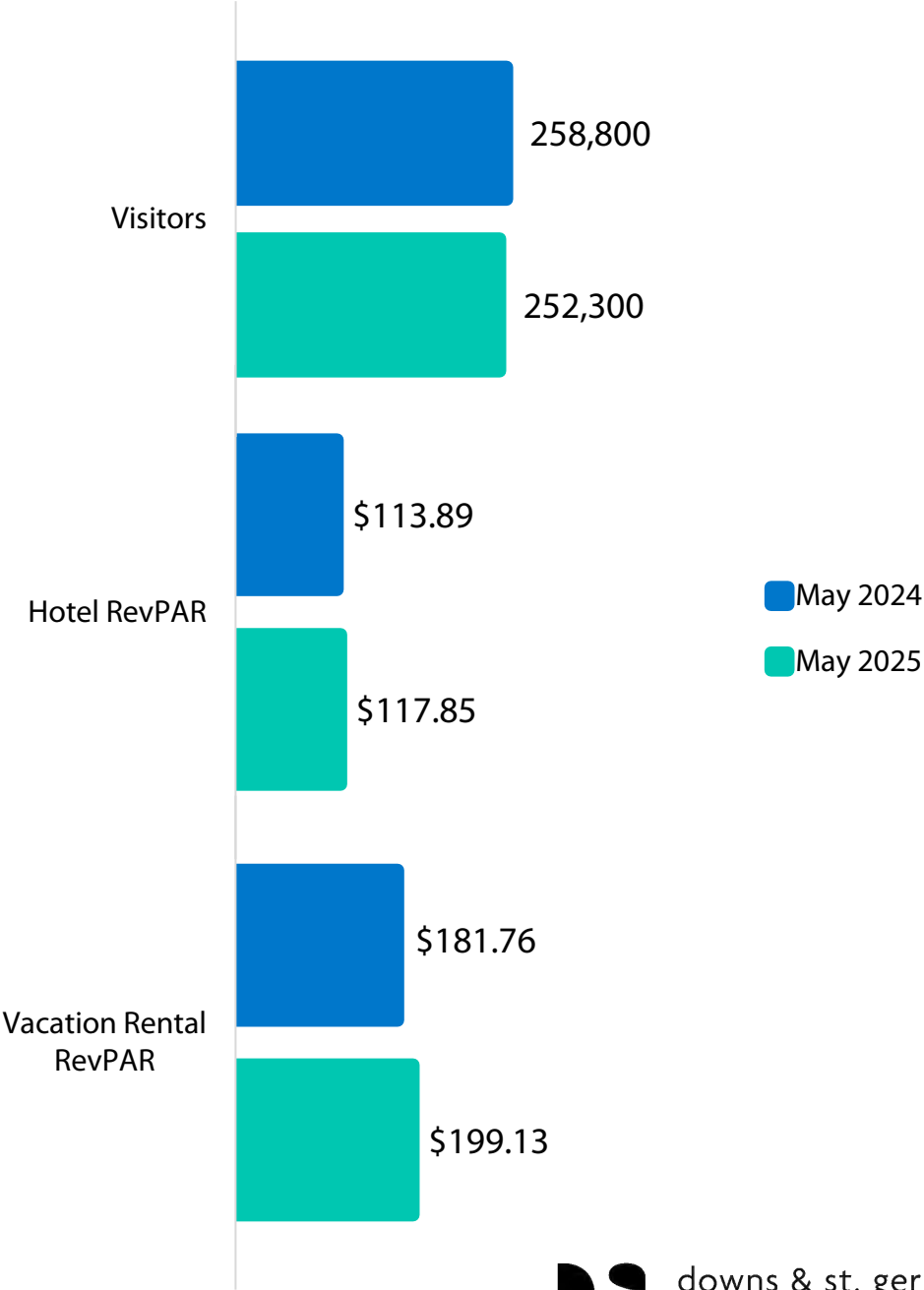
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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

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

⁴ Source: Smith Travel Research.

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



PENSACOLA DASHBOARD – FY2025

(OCT 2024 - MAY 2025)

Visitor Statistics	FYTD 2024	FYTD 2025	% Change
Visitors ²	1,470,900	1,447,000	-1.6%
Airline Passengers ³	1,853,067	1,942,010	+4.8%

Hotel Statistics ⁴	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	59.2%	59.4%	+0.3%
Room Rates	\$124.57	\$125.44	+0.7%
RevPAR	\$73.74	\$74.50	+1.0%
Room Nights	1,214,198	1,273,752	+4.9%

Vacation Rental Statistics ⁵	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	49.0%	47.8%	-2.5%
Room Rates	\$178.65	\$188.70	+5.6%
RevPAR	\$87.61	\$90.19	+2.9%
Room Nights	311,295	270,648	-13.1%
Unit Revenue (Nightly)	\$38,056,000	\$40,766,500	+7.1%

¹ FY24 metrics have been adjusted to reflect updated lodging figures.

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

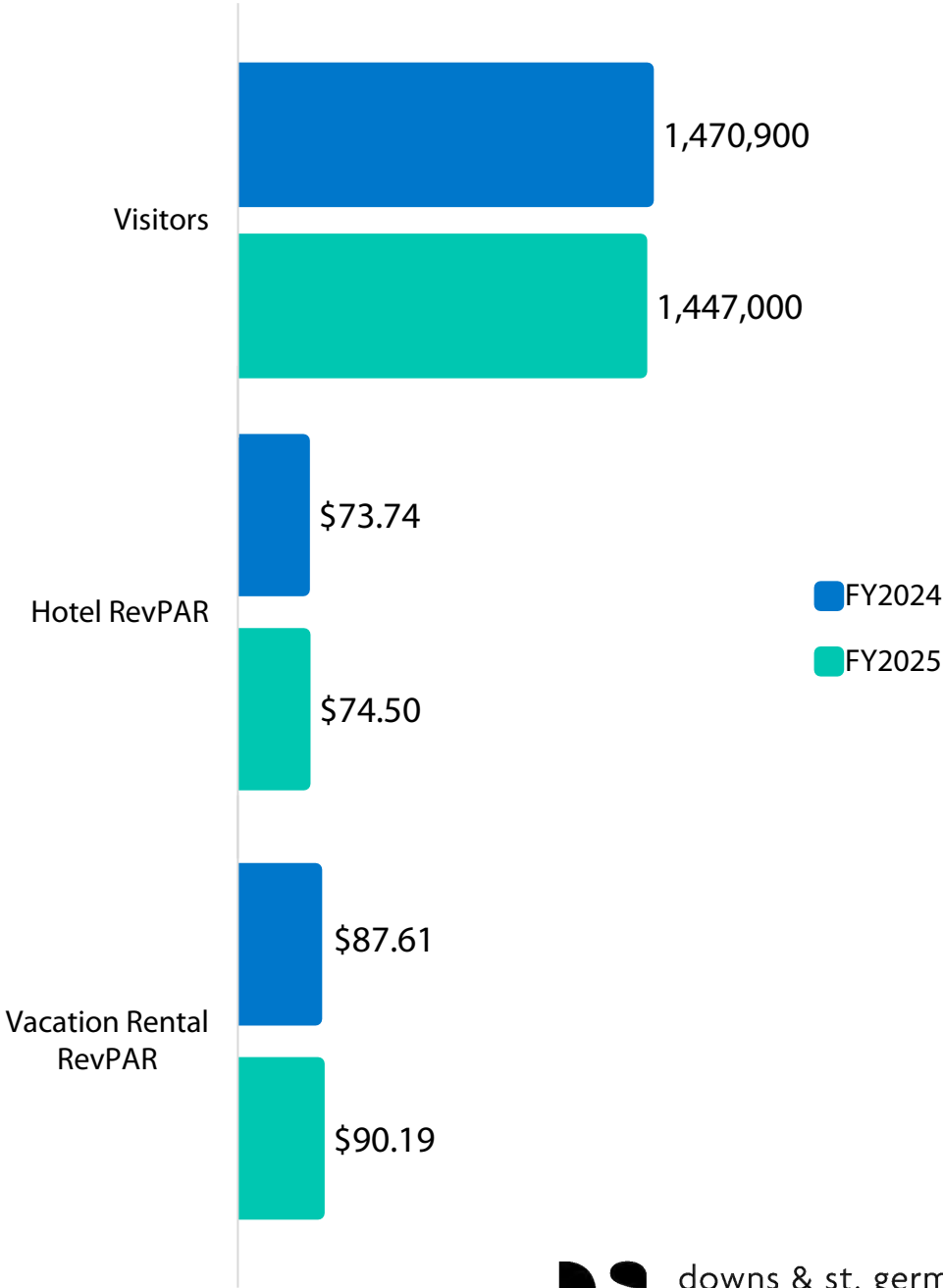
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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

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

⁴ Source: Smith Travel Research.

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



PENSACOLA DASHBOARD – MAY 2025

TOP VISITOR ORIGIN MARKETS		
Markets	May 2024	May 2025 ¹
Mobile, AL	14%	13%
Birmingham, AL	4%	4%
New Orleans, LA	3%	4%
Atlanta, GA	4%	4%
Nashville, TN	3%	3%
Dallas – Fort Worth, TX	3%	2%
Panama City, FL	1%	2%
New York, NY	1%	2%
St. Louis, MO	2%	2%

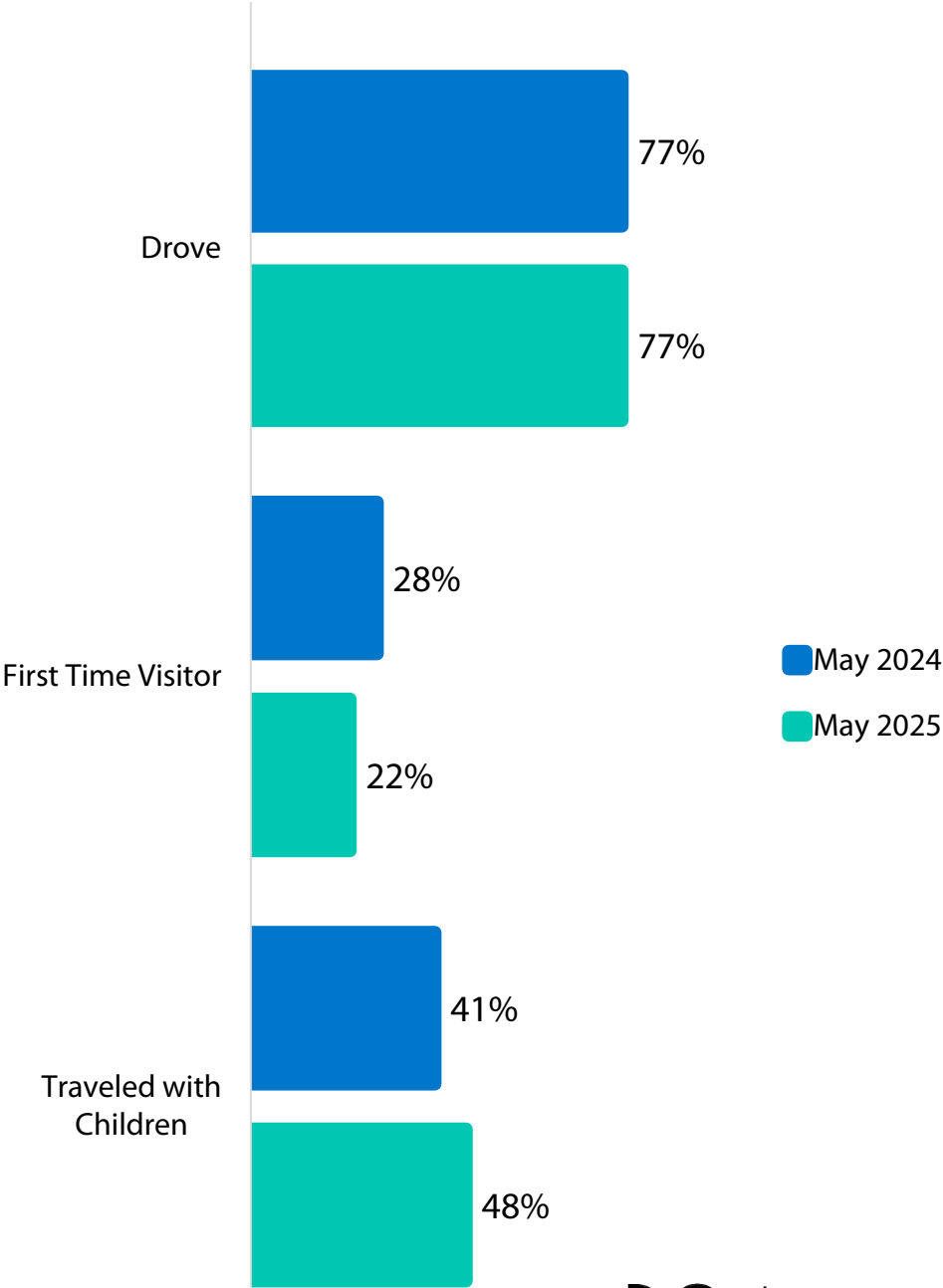
¹ Sources: Zartico and Visitor Tracking Study.

PENSACOLA DASHBOARD – MAY 2025

May Visitors	2024	2025
Stayed in paid accommodations	65%	69%
Drove	77%	77%
Length of stay ¹	4.3	4.3
Will recommend	93%	96%
First time visitor	28%	22%

May Visitors	2024	2025
Median Age	43	42
Gender (Female) ²	59%	55%
Household Income	\$82,100	\$88,100
Travel party size ¹	3.0	3.0
Traveled with Children	41%	48%

¹ Visitors staying in Paid Accommodations.
² May be influenced by visitor’s willingness to complete a survey.



VISIT PENSACOLA

Monthly Dashboard
May 2025

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



VISIT PENSACOLA

Monthly Dashboard
June 2025

By Downs & St. Germain Research



VISITOR SUMMARY – JUNE 2025¹



Compared to June 2024, in June 2025...

- » Visitor numbers decreased by **-5.7%** due to smaller travel party sizes.
- » Airline passengers decreased by **-3.1%**.
- » Hotel occupancy was down **-1.4%** and ADR was up **+0.1%**, resulting in a RevPAR that was down **-1.3%**.
- » Hotel room nights were up **+2.7%**.
- » Vacation rental room nights were down **-6.5%** primarily due to the **-8.5%** decrease in units.
- » Top markets for this month were **Mobile, Dallas-Fort Worth, Atlanta, New Orleans, and Birmingham.**
- » **Note:** Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the **ADR of vacation rentals may appear inflated** in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – JUNE 2025

Visitor Statistics	June 2024	June 2025	% Change
Visitors ²	317,900	299,700	-5.7%
Airline Passengers ³	326,805	316,526	-3.1%

Hotel Statistics ⁴	June 2024 ¹	June 2025	% Change
Occupancy	76.2%	75.2%	-1.4%
Room Rates	\$180.29	\$180.41	+0.1%
RevPAR	\$137.37	\$135.60	-1.3%
Room Nights	195,097	200,346	+2.7%

Vacation Rental Statistics ⁵	June 2024 ¹	June 2025	% Change
Occupancy	79.4%	81.2%	+2.2%
Room Rates	\$405.81	\$413.85	+2.0%
RevPAR	\$322.27	\$335.86	+4.2%
Room Nights	65,660	61,402	-6.5%
Unit Revenue (Nightly)	\$18,047,022	\$19,345,712	+7.2%

¹ FY24 metrics have been adjusted to reflect updated lodging figures.

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

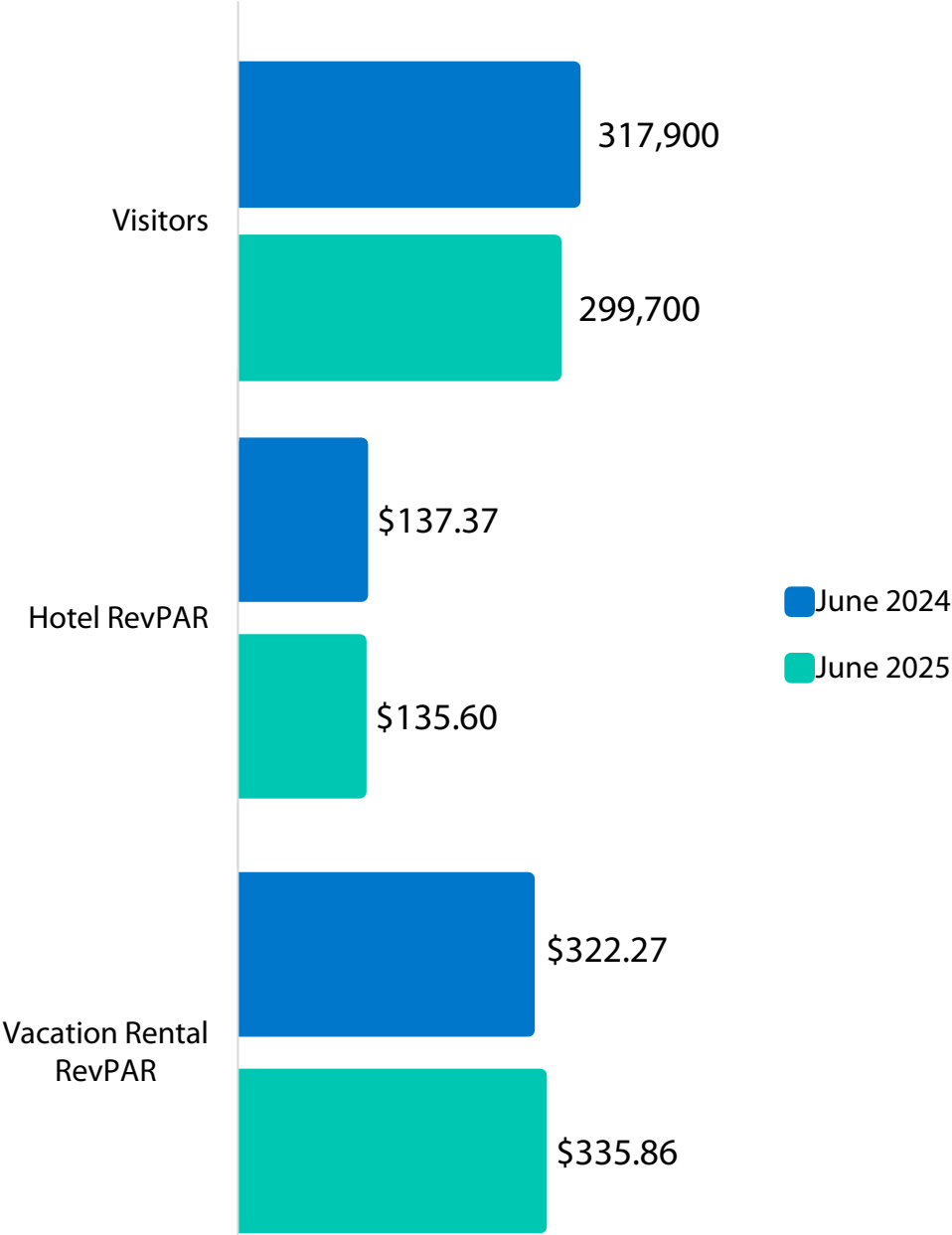
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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

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

⁴ Source: Smith Travel Research.

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



PENSACOLA DASHBOARD – FY2025

(OCT 2024 - JUNE 2025)

Visitor Statistics	FYTD 2024	FYTD 2025	% Change
Visitors ²	1,788,800	1,746,700	-2.4%
Airline Passengers ³	2,179,872	2,258,536	+3.6%

Hotel Statistics ⁴	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	61.1%	61.1%	+0.1%
Room Rates	\$130.76	\$131.54	+0.6%
RevPAR	\$79.88	\$80.43	+0.7%
Room Nights	1,409,295	1,474,098	+4.6%

Vacation Rental Statistics ⁵	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	52.4%	51.5%	-1.7%
Room Rates	\$203.89	\$213.72	+4.8%
RevPAR	\$106.87	\$110.07	+3.0%
Room Nights	376,955	332,050	-11.9%
Unit Revenue (Nightly)	\$56,103,000	\$60,112,200	+7.1%

¹ FY24 metrics have been adjusted to reflect updated lodging figures.

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

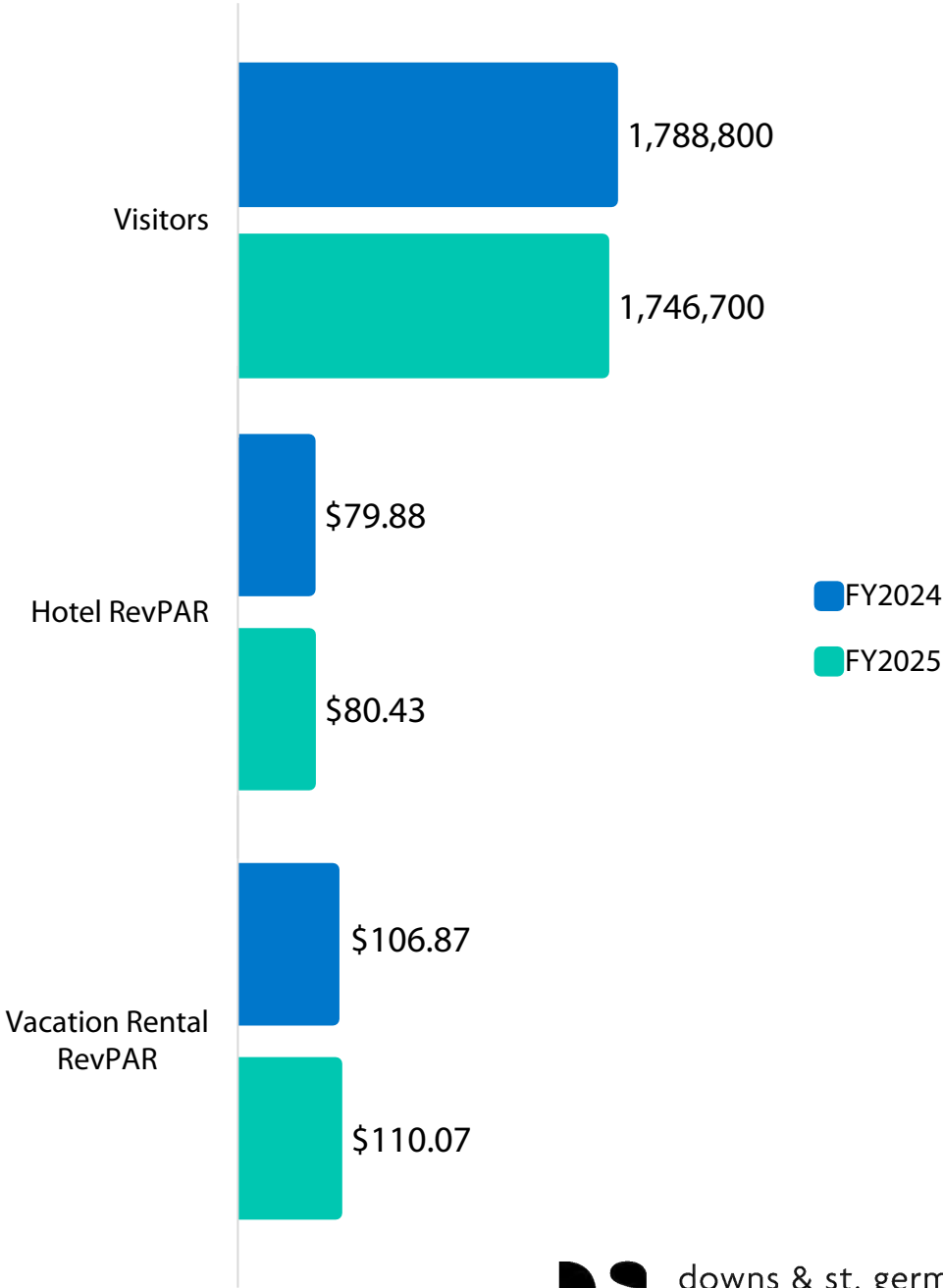
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Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

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

⁴ Source: Smith Travel Research.

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



PENSACOLA DASHBOARD – JUNE 2025

TOP VISITOR ORIGIN MARKETS		
Markets	June 2024	June 2025 ¹
Mobile ²	15%	13%
Dallas – Fort Worth	3%	4%
Atlanta	4%	4%
New Orleans	3%	4%
Birmingham	2%	4%
Nashville	3%	3%
Chicago	2%	2%
Houston	2%	2%
Montgomery – Selma	1%	2%

¹ Sources: Zartico and Visitor Tracking Study.

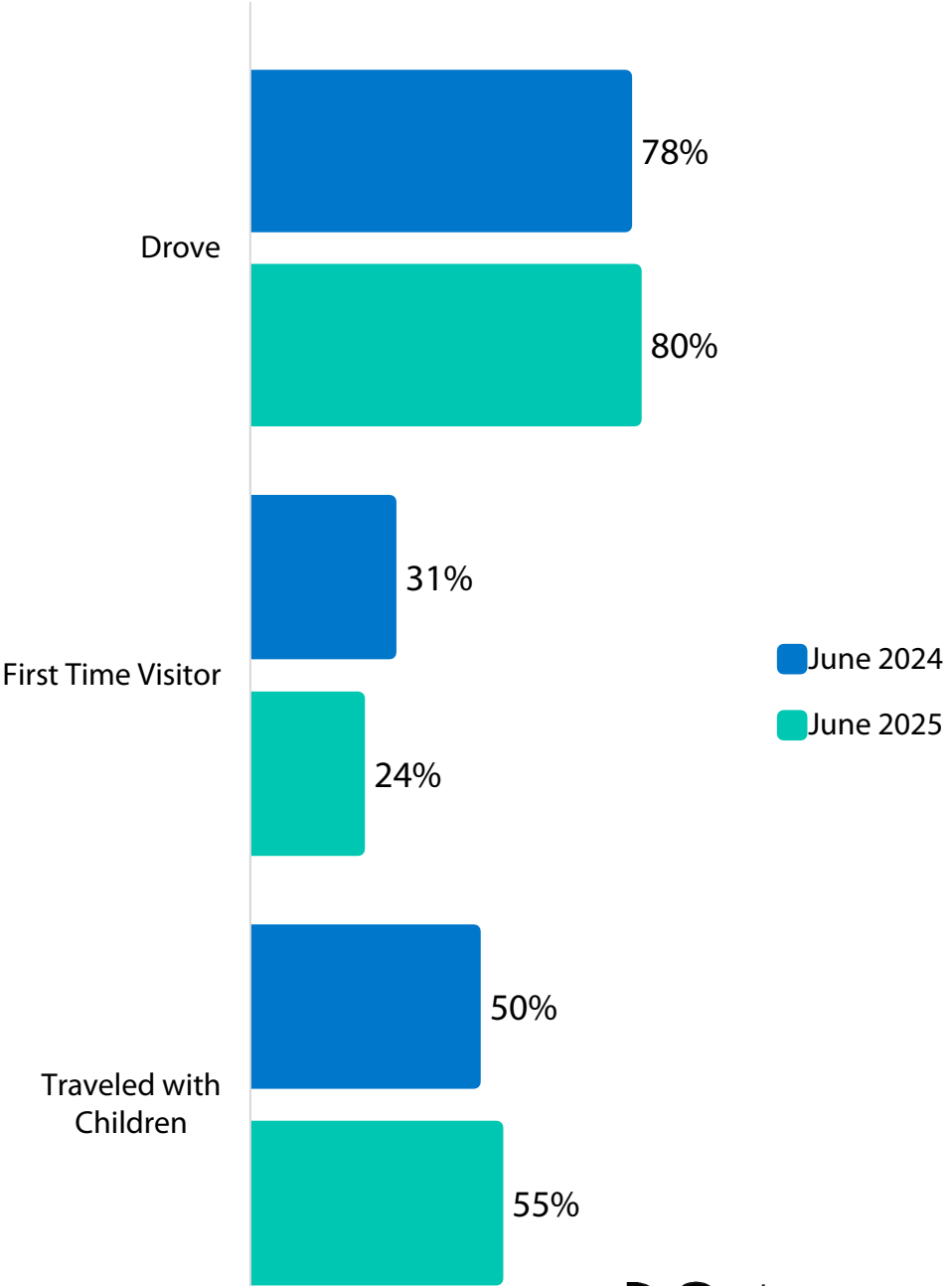
² Mobile DMA spans across Florida, Alabama, and Mississippi.

PENSACOLA DASHBOARD – JUNE 2025

June Visitors	2024	2025
Stayed in paid accommodations	67%	64%
Drove	78%	80%
Length of stay ¹	4.6	4.5
Will recommend	92%	96%
First time visitor	31%	24%

June Visitors	2024	2025
Median Age	43	44
Gender (Female) ²	60%	65%
Household Income	\$80,000	\$90,200
Travel party size ¹	3.7	3.3
Traveled with Children	50%	55%

¹ Visitors staying in Paid Accommodations.
² May be influenced by visitor’s willingness to complete a survey.



VISIT PENSACOLA

Monthly Dashboard
June 2025

Downs & St. Germain Research
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VISIT PENSACOLA BOARD MEETING
August 13, 2025

**Marketing &
Communications**



VISITPENSACOLA.COM

June 2025

363,111
FY 2,2509,726
USERS

1,015,446
FY 6,787,976
PAGE VIEWS

\$2,279,666
FY \$10.4
TOTAL
REVENUE*

3
FY 3
AVG. LENGTH
OF STAY*

\$289
FY \$202
AVG. DAILY
RATE*

AUDIENCE

City	Total users	Engagement
New Orleans	15,186	70%
Pensacola	7,039	76%
Mobile	8,265	71%
Houston	9,602	42%
Dallas	8,269	50%
Atlanta	7,723	51%
Chicago	6,801	62%
New York	4,820	37%
Birmingham	3,631	49%
Nashville	3,514	47%
Charlotte	3,056	34%

TOP PAGES

Name	users	engagement
Webcams	46,764	92.07
Feature - CPL	43,798	27.79
Feature/Fam - CPL	22,155	13.26
Things To Do	21,951	85.34
Home	19,657	56.25
Events	19,482	84.31
Feature/Birding – CPL	17,765	4.06
Blue Angels Air Show	15,240	56.15
Events This Week	14,964	82.28
Blues / Practice	11,281	68.57
Beaches/Pensacola Beach	10,156	79.66
Things To Do/Family Fun	9,943	69.18

PARTNER ENGAGEMENT

Listing Views	614,321
Visit Partner Website	20,318
Event Views	150,365
Coupons	3,899
Referrals (Listings/Events)	n/a

CHANNEL (How people find us)

Channel	Sessions	Engagement
Organic Search	210,282	78%
Paid Social	119,451	15%
Paid Search	35,863	65%
Direct	34,896	64%
Paid Other	14,292	29%
Display	13,956	22%
Referral	10,411	56%
Cross-network	9,882	69%
Unassigned	7,781	28%
Organic Social	7,726	70%
Email	2,792	67%

WEBSITE SIGNUPS

New Email Subscribers	514
Insider Guide Requests	3,733
Insider Guide (Online version)	1,485

FY = Visit Pensacola's Fiscal Year Oct. 2024 – Sep. 2025 / CLP = Visits to a specific landing page from paid advertising *Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.

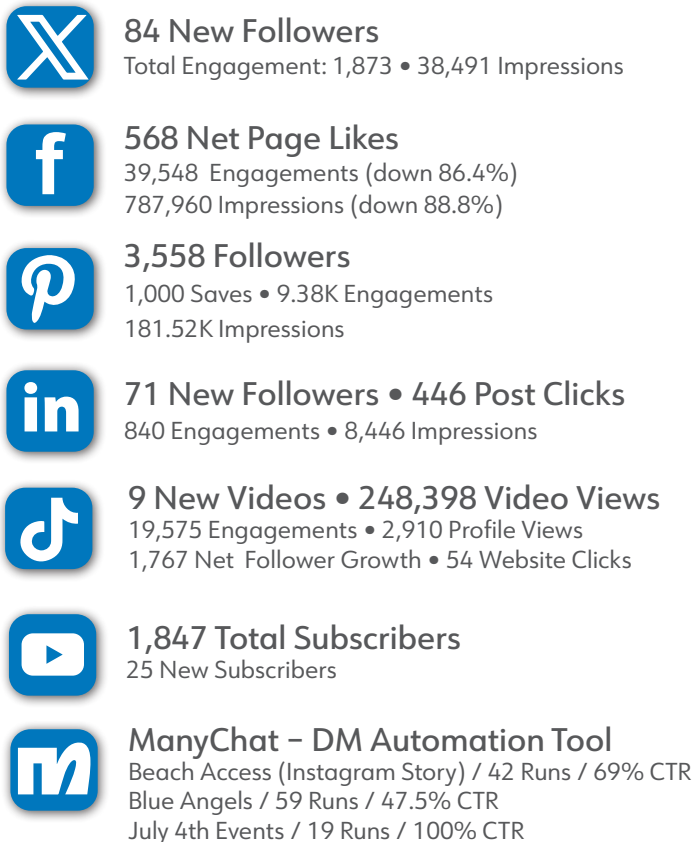


OUTREACH



SOCIAL MEDIA

7,401 total users visited the website from social media
15,461 page views on VisitPensacola.com from social media users
2,905 conversions from social meaning (up 3.7%)



E-MARKETING CONSUMER eNEWS

514 new sign-ups
32% open rate
67% engagement rate
3% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Board of Directors Nominations

MEDIA ASSISTS

- 9 Placements
- 16.9 million impressions
- \$238,890 earned media
- Major Highlights:
 - Travel and Leisure – Affordable Beach Vacations in Florida
 - Cobb Life – Living Your Best Life for Summer
 - Cobb Life Magazine
 - The Mississippi Monitor – Paradise? Yes. But Pensacola is much more...
- Hosted Robert Savage in partnership with Visit Florida
- Hosted the 4th Annual Garden & Gun Seafood Rodeo
- Visit Pensacola Market Grant – Awarded 2 grants:
 - Great Gulf Coast Arts
 - Pensacola Beach Brawl

MEDIA ASSISTS, cont.

- Cat Country Co Host
- NewsRadio Expert Panel
- Blue Wahoos Radio Segment
- Pride.com
- Advocate.com
- Out.com
- Sports Events Magazine
- Americas Best Cities 2025
- Expedia Partnership & Press Release
- NBC Today
- Forbes
- Destinations Florida Quick Trips
- WEAR3
- City of Pensacola – Mayor weekly press conference
- Life on the Water production
- ALS Pensacola Beach
- Pensacola Beach Airshow prep
- Smart Meetings Ad
- BrandUSA
- USAToday
- TravelPulse.com
- National Geographic

MEDIA ASSISTS, cont.

- Afar
- Visit Florida media assists
- NWFL assets assist
- Juneteenth assets assist
- FPRA and Flagler Award submissions
- Visit Pensacola Travel Agent page
- America 250th Planning with St. Augustine and Visit Florida
- IPW – 24 Media Appointments at the Media Marketplace
- IPW – three days of appointments with trade, travel agents and media
- Southern Routes and Roots Travel Media Marketplace – 25 appointments
- Culinary Group Fam planning and invitations sent
- Visit Florida Editorial Leads
- Google Web Stories: 3
- 4 Places to Find Live Music/Entertainment
- Discover Pensacola's Public Beach Accesses
- Blue Angels Pensacola Beach Air Show Guide

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- How Pensacola International Airport Is Helping Travelers With Hidden Disabilities



165 Stories

Highlights:

- I've Lived in Florida for 35 Years-These Are My Favorite Affordable Beach Vacations in the Sunshine States
- 10 Up-and-Coming Florida Locales That the Middle Class Can Afford Now



8 Accolades

Highlights:

- 20 Best Beach Towns Along the Gulf Coast
- 20 Florida Beaches That Could Pass For The Caribbean



VISITPENSACOLA.COM

July 2025

383,598
FY 2,112,476
USERS

993,525
FY 7,781,501
PAGE VIEWS

\$614,847
FY \$11.3
TOTAL
REVENUE*

2.7
FY 3
AVG. LENGTH
OF STAY*

\$258
FY \$207
AVG. DAILY
RATE*

AUDIENCE

City	Total users	Engagement
New Orleans	14,331	70%
Mobile	9,173	73%
Pensacola	20,612	74%
Houston	11,219	37%
Dallas	8,559	44%
Atlanta	8,335	49%
New York	7,062	29%
Chicago	6,065	55%
Charlotte	3,800	28%
Birmingham	3,339	50%
Nashville	3,253	41%

PARTNER ENGAGEMENT

Listing Views	84,925
Visit Partner Website	18,579
Event Views	140,711
Coupons	570
Referrals (Listings/Events)	18,579

WEBSITE SIGNUPS

New Email Subscribers	431
Insider Guide Requests	515
Insider Guide (Online version)	151

TOP PAGES

Page	Total users	Engagement
Webcams	25,671	91%
Feature - Family Fun	52,861	9%
Webcams	33,154	84%
Events	16,755	86%
Feature	32,036	25%
Events This Week	12,726	82%
Airshow	19,519	69%
Home	21,307	52%
Things To Do	18,661	85%
Family Fun	10,926	53%
Feature - Birding	15,981	4%
Pensacola Beach	10,627	84%
Feature - Food & Drink	10,251	25%

CHANNEL (How people find us)

Channel	Sessions	Engagement
Organic Search	236,326	77%
Paid Social	148,862	12%
Direct	41,477	62%
Paid Search	38,481	66%
Paid Other	11,527	24%
Referral	9,629	56%
Display	8,782	17%
Organic Social	8,018	70%
Cross-network	6,336	69%
Email	2,278	63%

LLM's

640

76%

FY = Visit Pensacola's Fiscal Year Oct. 2024 – Sep. 2025 / Feature = Visits to a specific landing page from paid advertising *Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.



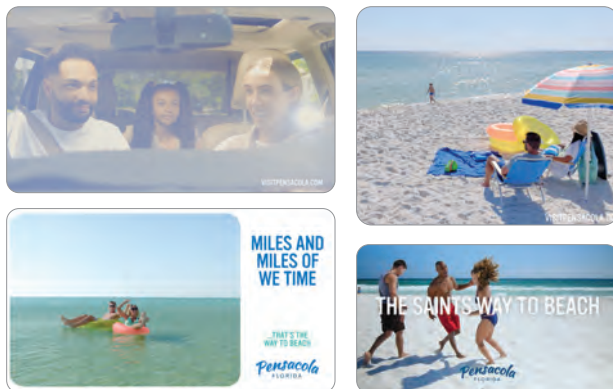
TACTICAL IMPACT

Various advertising tactics combine to tell our full story and connect with potential travelers across the marketing funnel. These are trackable results for four tactics so far this fiscal year.



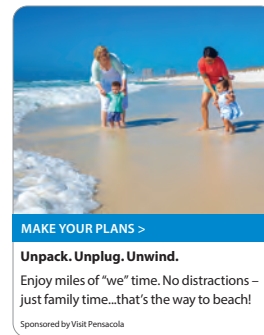
Digital Display

These ads connect with audiences from first look through the booking phase, build brand visibility, and often act as a starting point for more messaging.



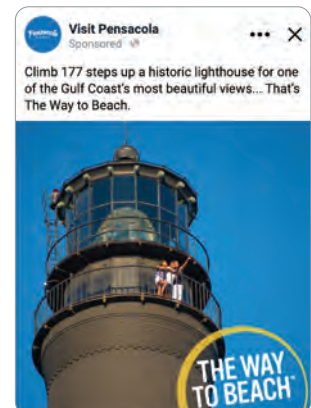
Online Video

Video lets the beauty of our area shine through. It helps create an emotional connection while engaging with a variety of audiences.



Native

Because native ads look like part of the page they run on, they're not disruptive. This tactic is used for brand-building and other specific campaign efforts.



Social Media

This advertising effort builds brand recognition, engages audiences, and generates website traffic for various messages. Social media's 17.1% engagement rate is higher than all other tactics.

Facebook does not allow booking and revenue results tracking like other tactics.



Room Nights Flights Travelers Revenue Website Sessions

*Room night, flight, revenue, and traveler data based on trackable vendor-reported results Oct 1 - June 30, 2025. Data does not reflect all visitation.



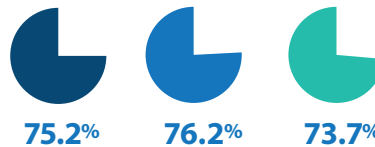
COMMUNITY IMPACT : JUNE

■ 2025 ■ 2024 ■ 2023

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

Hotel Occupancy 75.2%

JUNE YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$180.41

JUNE YEAR-OVER-YEAR



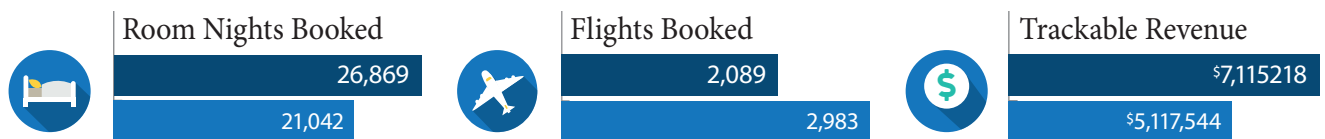
12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : JUNE

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

JUNE YEAR-OVER-YEAR



WEBSITE IMPACT : JUNE

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

ALL CLICKABLE EFFORTS:

Advertising Site Visits 142,760

% of Total Site Visits 29.1%

JUNE YEAR-OVER-YEAR



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

SOCIAL MEDIA ONLY:

People Reached 1,730,097

Landing Page Views 102,227

JUNE YEAR-OVER-YEAR



TRAVEL+ LEISURE

I've Lived in Florida for 35 Years—These
Are My Favorite Affordable Beach
Vacations in South Florida

A longtime local shares

By Carrie Honaker Publisher



Fort Lauderdale beach at sunset

Pensacola Beach



A sandcastle in Pensacola, Florida. mrsand/Getty Images

Pensacola Beach is home to one of the longest stretches of federally protected seashore in the U.S., [Gulf Islands National Seashore](#). With 40 miles of soft, white-sand beaches and emerald waters, an ideal afternoon here might include swimming, snorkeling, and sandcastle building. If you visit on a Tuesday between April and October, talented local musicians provide the soundtrack to your beach getaway.

Pensacola is also home to the first stop on the [Great Florida Birding and Wildlife Trail](#), so don't forget to pack your binoculars.

Travel + Leisure

UVM: 11,749,057



—travel—
**LIVING YOUR
BEST LIFE**
IDEAS FOR TRAVELING WITH
FRIENDS AND FAMILY



TOP: The dramatic first act of a new musical play. Credit: [illegible]

MIDDLE: A view of a city skyline from a high vantage point. Credit: [illegible]

BOTTOM: A view of a city skyline from a high vantage point. Credit: [illegible]



PENSACOLA, FLORIDA: SOMETHING FOR EVERYONE. CHAUNCEY HENRY/GETTY IMAGES
As one of the best beaches around, Pensacola has a lot of beach-worthy amenities going on. In 10 miles of coastline and tropical blue water in top-notch, but there's also a lot of dining, shopping, and more. The area is packed with restaurants, coffee shops and retailers. We suggest you to pack your family on Pensacola Beach. It's not just the sand and surf, but there's a lot of things to do. The city has a lot of things to do. There's something for all ages. All-inclusively. Pensacola Beach — a Sun Beach drive from central Atlanta — has been named one of the best beaches in the world by USA Today. It's beach and the Travel Channel, for starters. It's a lot of things to do and more.

DISNEYLAND.COM
ALWAYSFORWARD.COM

JUNE 10, 2018 • 34 • JUNE 10, 2018

Cobb Life Magazine

Total Audience: 206,700

GLAM OF NYC

Photogenic Travel Inspiration

June 15, 2025 Florida

4 Days on Florida's Emerald Coast: From Historic Pensacola to Scenic Walton County



Florida's Emerald Coast, — part of the beautiful Northwest Florida Panhandle, — offers a captivating blend of history, adventure, and coastal charm. Over four days, we immersed ourselves in the rich heritage of *Pensacola* and then unwound amidst the scenic beauty of *Walton County*, especially along the iconic Scenic Highway 30A. Here's how to make the most of a getaway along this stunning stretch of Northwest Florida.

Glam of NYC

UVM: 1,897



Kara's Sights and Bites: Paradise? Yes. But Pensacola is much more than its mesmerizing gulf waters and sugar-sand beaches

by Mississippi Monitor | Jun 4, 2025 | Kara's Bites & Sights

By Kara Kimbrough

An eight-mile island of multi-colored water in brilliant tones of blue and emerald green surrounded by sugar-like sand beaches attracts visitors from around the globe to Pensacola. Upon arrival, most head to Pensacola Beach located on Santa Rosa Island. After settling into this true island paradise, there's much more to enjoy in the fascinating city dating back to 1559, including a U.S. Naval Air Station, home of the world-famous Blue Angels, a breathtakingly-beautiful national park, an historic, walkable downtown and outstanding cuisine.

But first, the beach...



The Mississippi Monitor

UVM: 1,339

Press snapshot: July 2025



Secured Coverage:

3

Combined Print, Online,
Broadcast and Social
Features

\$28,750

Estimated Total Media
Value

115,000

Total Online Coverage
Views

1

Piece of Coverage
Resulting from a Media
Visit

2.5m

Total Monthly Website
Visits

1.6m

Total Monthly Unique
Website Visitors





July UK & Ireland Coverage Report

Key Achievements



3

Total pieces of coverage



\$28,750

AVE



3

Pieces of Online Coverage



2.5M

Total Monthly Website Visits



1.8M

Total Monthly Unique Website Visitors



115k

Total Online Coverage Views

Coverage Highlights



5 ways to explore and protect wild Florida - Wanderlust

Connect with the natural spoils of the Sunshine State through eco tours, conservation centre visits and diving trips

<https://www.wanderlustmagazine.com/inspiration/florida-nature-and-wildlife-how-to-explore-and-preserve/>



297.2k



105.8k



This chilled-out beach town is the underrated Miami alternative you should consider

In search of the Sunshine State's quieter side, Sandy Cadiz-Smith discovers a characterful Gulf Coast city

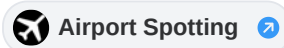
<https://www.the-independent.com/travel/north-america/usa/florida/pensacola-florida-usa-holiday-miami-b2798094.html>



2.1m



6.5k



Plane Spotting in Florida: Top Airports, Locations & Highlights - Airport Spotting

There are many opportunities for Plane Spotting in Florida, from busy hub airports to biz jets, general aviation, military fields and even space ports!

<https://www.airportspotting.com/plane-spotting-in-florida-top-airports-locations-highlights/>



81.8k



2.8k



Social Media Board Report

June 2025 vs. June 2024

sproutsocial

Social Media Board Report

Facebook Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 5,671,247 ↘ 33.4%	Engagements 228,513 ↘ 37%	Post Link Clicks 121,865 ↗ 160%
--	-------------------------------------	---

Facebook Audience Growth

See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	1,965	↗ 193.3%
Net Follower Growth	1,965	↗ 193.3%

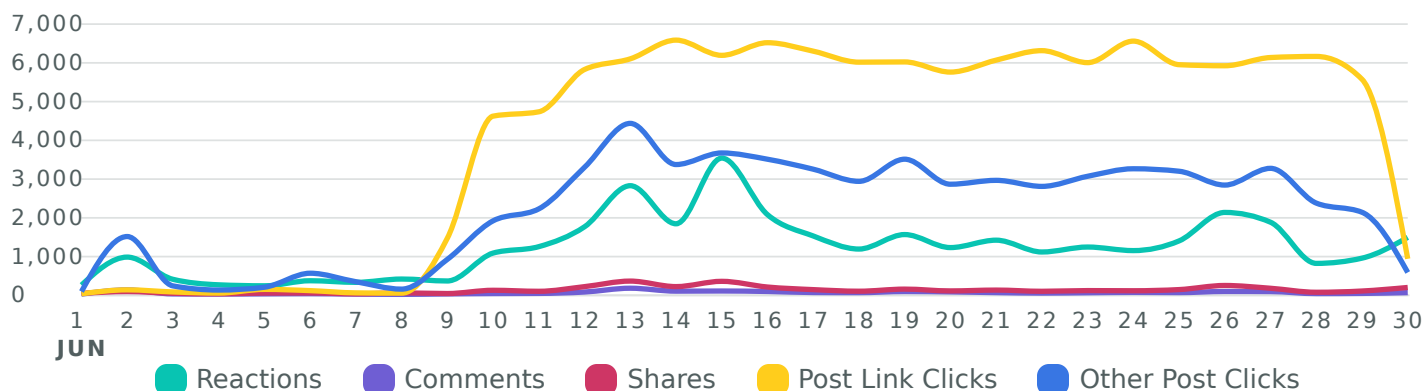
Facebook Engagements

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

Profile

Reporting Period

All Facebook Pages



Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	40,020 ↘86.3%	188,493 ↗166.2%	228,513	↘37%
Reactions	21,582 ↘84.9%	15,028 ↗379.4%	36,610	↘75%
Comments	1,065 ↘82.1%	385 ↗158.4%	1,450	↘76.2%
Shares	2,506 ↘75%	945 ↗282.6%	3,451	↘66.4%
Post Link Clicks	1,826 ↗100.9%	120,039 ↗161.1%	121,865	↗160%
Other Post Clicks	13,041 ↘90.1%	52,096 ↗144.5%	65,137	↘57.6%

Facebook Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All Facebook Pages


All Post Types

All Content Types


All Tags

All Published Statuses

All Authors

**Visit Pensacola**
Wed 6/11/2025 5:05 p...

The BEST WEEK OF THE YEAR in Pensacola is just one month away! 💙💛 Who's...



Total Engagements 17,360


Reactions 11,838

Comments 510


Shares 1,744

Post Link Clicks 1

Other Post Clicks 3,267

**Visit Pensacola**
Sun 6/29/2025 5:00 p...

It's truly our happy place 🌊☀️
#TheWayToBeach
#ExperiencePcola #LoveFl



Total Engagements 10,217

Reactions 7,778

Comments 372

Shares 1,684

Post Link Clicks —

Other Post Clicks 383

**Visit Pensacola**
Tue 6/24/2025 10:41 a...

Summer's finally here, and now's the time to bundle and save big on Pensacola...

Visit Pensacola


Total Engagements 7,940

Reactions 85

Comments 1

Shares 1

Post Link Clicks 7,474

Other Post Clicks 379

Instagram Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Instagram Profiles

Views	Engagements
783,385 ↘24.8%	35,088 ↘57.6%

Instagram Engagements

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

- Profile
- Reporting Period
- All Instagram Profiles

Engagement Metrics	Totals	% Change
Organic Engagements	29,267	↘59.9%
Organic Likes	27,130	↘60.2%
Organic Comments	566	↘60.6%
Organic Saves	1,469	↘56.9%
Story Replies	102	↗88.9%

Instagram Audience Growth

See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Instagram Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	1,022	↘55.6%
Followers Gained	2,029	↘39.8%
Followers Lost	1,007	↘5.8%

Instagram Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All Instagram Profiles

All Post Types

All Content Types

All Tags

All Authors

 visitpensacola Tue 6/10/2025 1:25 pm...	 visitpensacola Sat 6/14/2025 7:05 pm...	 visitpensacola Sun 6/29/2025 7:06 p...
ONE ☀️ MONTH ☀️ OUT ☀️ Only one more month to go until the BEST WEEK OF TH...	This view? Never gets old 🌊 #TheWayToBeach #ExperiencePcola #LoveFI	Take us to our happy place ✨ #TheWayToBeach #ExperiencePcola #LoveFI
Total Engagements 4,441	Total Engagements 3,795	Total Engagements 2,598
Likes 3,259	Likes 3,039	Likes 2,009
Comments 199	Comments 22	Comments 23
Shares 830	Shares 556	Shares 455
Saves 153	Saves 178	Saves 111

Instagram Stories Performance

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

Post

Lifetime

All Instagram Profiles

Story Metrics	Totals	% Change
Published Stories	81	↘ 36.2%

Instagram Stories Performance

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

Post

Lifetime

All Instagram Profiles

Story Metrics	Totals	% Change
Story Taps Back	3,659	↘ 31.3%
Story Taps Forward	75,602	↘ 37.1%
Story Exits	8,296	↘ 28.4%
Story Views	92,479	↘ 28.2%

X Performance Summary

View your key profile performance metrics accrued during the selected time period.

Profile

Reporting Period

All X Profiles

All X Post Types

Impressions 38,589 ↘47.7%	Engagements 1,875 ↘33.1%	Post Link Clicks 190 ↘45.2%
-------------------------------------	------------------------------------	---------------------------------------

X Audience Growth

See how your audience grew during the selected time period.

Profile

Reporting Period

All X Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	84	↘ 77.3%

X Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All X Profiles

All Post Types

All Content Types

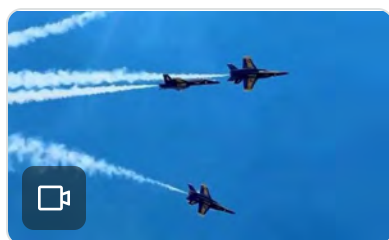
All Tags

All Authors

**X @VisitPensac...**

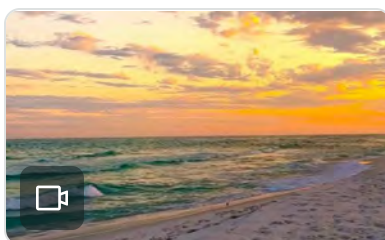
Wed 6/11/2025 7:25 p...

The BEST WEEK OF THE YEAR
in Pensacola is just one
month away! 💙💛 Who's...

**Total Engagements 246**Likes **144**@Replies **2**Reposts **31**Post Link Clicks **—**Other Post Clicks **68**Other Engagements **1****X @VisitPensac...**

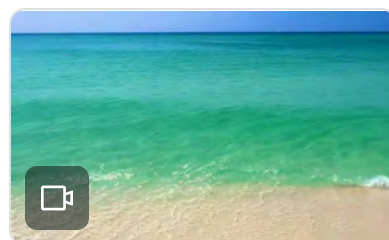
Sun 6/29/2025 1:56 p...

It's truly our happy place 🌊☀️
[#TheWayToBeach](#)
[#ExperiencePcola...](#)

**Total Engagements 233**Likes **162**@Replies **3**Reposts **24**Post Link Clicks **—**Other Post Clicks **41**Other Engagements **3****X @VisitPensac...**

Fri 6/20/2025 2:26 pm ...

Cheers to the longest day of
the year! ☀️ Happy
[#SummerSolstice...](#)

**Total Engagements 230**Likes **168**@Replies **4**Reposts **22**Post Link Clicks **—**Other Post Clicks **36**Other Engagements **0**

X Engagements

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

Profile

Reporting Period

All X Profiles

All X Post Types

Engagement Metrics	Totals	% Change
Engagements	1,875	↘33.1%
Likes	1,124	↘15.8%
@Replies	19	↘45.7%
Reposts	175	↘29.1%
Post Link Clicks	190	↘45.2%
Other Post Clicks	362	↘56.4%
Other Engagements	5	↘16.7%

TikTok Performance Summary

View your key profile performance metrics accrued during the selected time period.

Profile

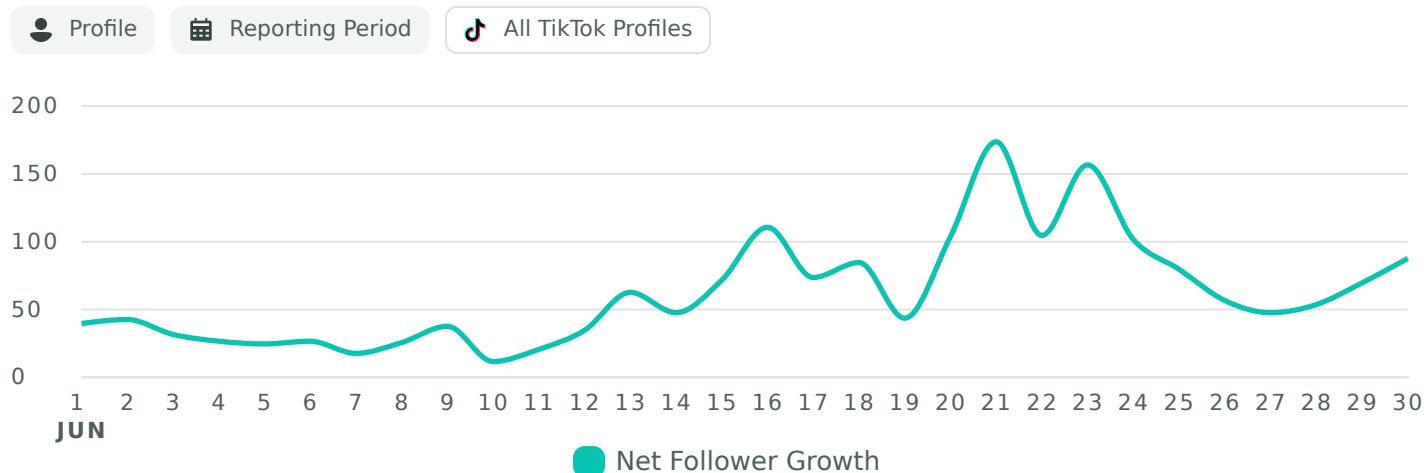
Reporting Period

All TikTok Profiles

Published Posts 10 ↗11.1%	Video Views 294,608 ↘73.9%	Engagements 20,383 ↘44.5%
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TikTok Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

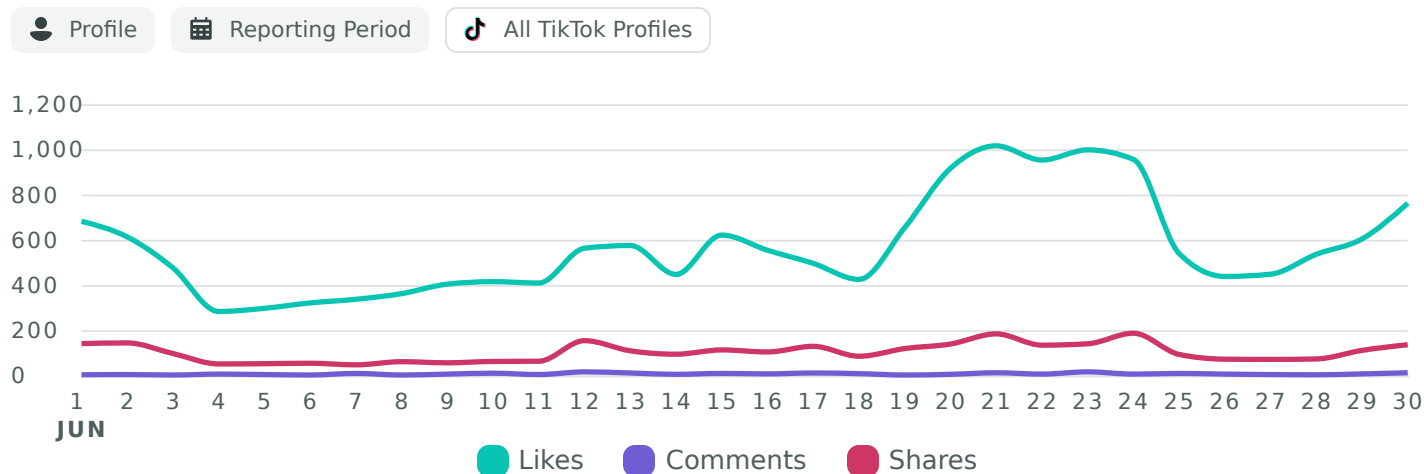
Totals

% Change

Net Follower Growth**1,850****↘ 31.7%**

TikTok Engagements

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



Engagement Metrics

Totals

% Change

Engagements**20,383****↘ 44.5%**

Likes

17,101

↘ 44.4%

TikTok Engagements

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




- Profile
- Reporting Period
- All TikTok Profiles

Engagement Metrics	Totals	% Change
Comments	207	↘78.2%
Shares	3,075	↘38.6%

TikTok Post Performance

Review how your audience interacted with your posts.

- Post
- Lifetime
- Descending by Engagements
- All TikTok Profiles
- All Tags
- All Published Statuses
- All Authors

<div><div>V</div><div><div>visitpensacola</div><div>Wed 6/11/2025 6:43 p...</div></div></div> <div><div>The BEST WEEK OF THE YEAR in Pensacola is just one month away! 💙💛 Who's...</div><div></div><div><div>Total Engagements9,416</div><div>Likes7,856</div><div>Comments66</div><div>Shares1,494</div></div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Sun 6/29/2025 5:00 p...</div></div></div> <div><div>It's truly our happy place 🌊☐ #TheWayToBeach #ExperiencePcola #LoveFI</div><div></div><div><div>Total Engagements1,986</div><div>Likes1,538</div><div>Comments37</div><div>Shares411</div></div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Sat 6/14/2025 6:56 pm...</div></div></div> <div><div>This view? Never gets old 🤪 #TheWayToBeach #ExperiencePcola #LoveFI</div><div></div><div><div>Total Engagements320</div><div>Likes281</div><div>Comments9</div><div>Shares30</div></div></div>
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Pinterest Activity Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Pinterest Profiles

<div>Audience</div> <div>3,574 ↗3.7%</div>	<div>Net Audience Growth</div> <div>16 ↘40.7%</div>	<div>Published Posts</div> <div>19 ↗58.3%</div>
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Visit Pensacola
Monthly PR Activity & Status Report
June 2025

Media Coverage

- **Travel + Leisure (UVM: 11,749,057 | Ad Value: \$234,98):** [I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State](#)
 - **Travel + Leisure Facebook (Followers: 4,600,000)** [A longtime local shares the best beach vacations in Florida without the high price tags.](#)
- **Cobb Life Online (UVM: 176,700 | Ad Value: \$3,534):** [Living Your Best Life: Ideas for Traveling with Friends and Family](#)
- **Long Beach Breeze (UVM: 14,508 | Ad Value: \$290):** [Kara's Sights and Bites: Paradise? Yes. But Pensacola is much more than its mesmerizing gulf waters and sugar-sand beaches](#)
- **The Mississippi Monitor (UVM: 1,339 | Ad Value: \$27):** [Kara's Sights and Bites: Paradise? Yes. But Pensacola is much more than its mesmerizing gulf waters and sugar-sand beaches](#)
- **The Clinton Courier (UVM: 1,008 | Ad Value: \$20):** [Kara's Sights and Bites: Paradise? Yes. But Pensacola is much more than its mesmerizing gulf waters and sugar-sand beaches](#)
- **glamofnyc Online (UVM: 1,897 | Ad Value: \$38):** [4 Days on Florida's Emerald Coast: From Historic Pensacola to Scenic Walton County](#)
- **glamofnyc Instagram (Followers: 129,000)**
 - [From historic streets to sun-kissed shores, my 48-hour escape to Pensacola was a whirlwind of culture, coastline, and cuisine.](#)
 - [48 hours in Pensacola, Florida — and somehow it gave me adventure, history, beach bliss, and foodie heaven all in one trip.](#)
- **Cobb Life Magazine (Audience: 30,000 | Ad Value: N/A):** [Living Your Best Life: Ideas for Traveling with Friends and Family](#)

Media Hosting

Individual Press Trips

- **Vanessa Infanzon, Freelance (Upstate Lake Living) – Sept. 15 - 20**
 - Confirmed adjusted press trip dates for Vanessa to attend the Blue Angeles practice in addition to the Gulf Coast Jazz Festival.
- **Taryn Shorr, Freelance (Lonely Planet, Matador Network, Midwest Living) – Oct. 16 - 20**
 - Confirmed press trip dates with Taryn and Visit Pensacola. Followed up with writer to gauge availability for a call to discuss itinerary.
- Reached out to the following journalists to gather availability for fall / winter press trips.
 - **Jennifer McKee, Orlando Magazine**
 - Interested in visiting during the first quarter of 2026
 - **Marika Flatt, Texas Lifestyle Magazine**

- **Jennifer Prince, Freelance (Southern Living, Virginia Living)**

Group Press Trips

- **Culinary Group Press Trip – Oct. 10 - 14**
 - Finalized press trip dates and distributed approved media invite. Received initial interest from the following journalists:
 - **Daniel Schumacher, Taste of the South:** Reserving spot for member of publication's editorial team
 - **Amber Love Bond, Freelance (Forbes, Southern Living):** Confirming availability
 - **Caroline Eubanks, Freelance (Eater, Travel + Leisure):** Confirming availability

Media Relations

Media Initiatives and Activations

- **America 250 Collaboration with St. Augustine**
 - Met with Visit St. Augustine marketing team on June 10 to discuss joint campaign and next steps.

Media Events

- **Southern Routes and Roots Travel Media Marketplace (June 12)**
 - Conducted outreach for deskside appointments with regionally-based media.
 - Confirmed meeting on June 12 with **Simone Cheri, Freelance (Travel Noire)** and provided media briefing sheet.
- **IPW Chicago (June 14 - 18)**
 - Provided briefing document for domestic media appointments with journalists **Marisa Roman** and **Kristy Christiansen**.

Proactive Outreach

- **Paddle Pensacola:** Shared pitch highlighting kayaking, paddling and canoeing experiences with Visit Pensacola for review.
- **Bet on the Bushwacker (50th Anniversary):** Finalized and distributed pitching highlighting the Bushwacker's 50th anniversary.
- **National Beach Day (Aug. 30):**
 - Pitched Michelle Romano at FOX Weather for potential segment. Michelle expressed interest and requested MMGY to follow up in mid-August.
 - Included Pensacola in an agency-wide pitch highlighting stellar beaches in honor of National Beach Day.

Reactive Outreach

- **Mark Ellwood, TODAY:** Flagged opportunity to submit for TODAY's Third Hour segment on summer beaches, airing July 24. Visit Pensacola conducting partner outreach ahead of July 8 deadline.
- **Judy Dutton, The PlayBook (Morning Brew):** Shared images of short-term rentals in Pensacola for consideration for upcoming coverage.
- **Aaron Rasmussen, Reader's Digest:** Flagged lead seeking expert to speak about the appearance of U.S. flags on airplanes. Unable to gather response ahead of deadline.
- **Eric Bowman, TravelPulse:**
 - Visit Pensacola share information on several Pensacola events for story on July events in the U.S.
 - Visit Pensacola pitched destination for story on U.S. beaches for 4th of July fireworks
- **Nora Walsh, AFAR:** Visit Pensacola pitched destination for "Where to Go" in 2026.

Additional Activity

- Shared latest issue of MMGY's media and travel industry trends newsletter "The News Beat."
- Conducted PR status calls on May 13 and 27; drafted and shared agendas and recaps.
- Monitored for earned media placements.



Pensacola
THE WAY TO BEACH™

Visit Pensacola
Monthly PR Activity & Status Report
July 2025

Media Coverage

- **Forbes (UVM: 78,108,059 | Ad Value: \$1,562,161):** [5 Restaurants Turning Invasive Lionfish Into Upscale Dining](#)
- **Forbes (UVM: 57,443,427 | Ad Value: \$1,148,869):** [14 Delectable Ways To Enjoy Oysters On National Oyster Day](#)
- **Southern Living (UVM: 15,001,847 | Ad Value: \$300,037):** [7 Affordable Southern Destinations For A Luxurious-Feeling Escape](#)
- **Food & Wine (UVM: 9,553,160 | Ad Value: \$191,063):** [These Sunshine State Chefs Are Igniting Asado, From St. Augustine to Miami](#)
- **The Times-Picayune | The New Orleans Advocate (Nola.com) (UVM: 1,953,067 | Ad Value: \$39,061):** [Six hidden Gulf Coast beaches offer sun, sand and serenity away from the biggest crowds](#)
- **InsideHook (UVM: 932,708 | Ad Value: \$18,654):** [If You're Craving a Frozen Drink, You Definitely Want a Bushwacker](#)
- **The Advocate (Baton Rouge) (UVM: 736,892 | Ad Value: \$14,738):** [Six hidden Gulf Coast beaches offer sun, sand and serenity away from the biggest crowds](#)
- **Eater New Orleans (UVM: 84,692 | Ad Value: \$1,694):** [18 Restaurants Worth a Drive Out of New Orleans](#)
- **The Commercial Dispatch (UVM: 30,066 | Ad Value: \$601):** [Sites & Bites: Things I'm obsessed with... so far](#)
- **The Commercial Dispatch (Audience: 14,920 | Ad Value: \$1,065):** Sites & Bites: Things I'm obsessed with... so far
- **The Calhoun County Journal (UVM: 4,800 | Ad Value: \$96):** [Great foods and recipes I'm obsessed with so far this year](#)

Previously Unreported Coverage

- **Columbus Ledger-Enquirer (UVM: 117,984 | Ad Value: \$2,360):** [Enjoy a winter getaway to these warm-weather destinations](#)
- **The Telegraph (Macon (UVM: 108,587 | Ad Value: \$2,172):** [Enjoy a winter getaway to these warm-weather destinations](#)
- **The Commercial Dispatch (Audience: 14,920 | Ad Value: \$535):** Kara's Sights and Bites: 'Secret's in the sauce' this summer

Planning

FY 2026 Planning

- Developed and delivered FY26 public relations plan outline which included FY25 performance metrics to date and overview of PR initiatives and goals for FY26.

Media Hosting

Individual Press Trips

- **Vanessa Infanzon, Freelance (Upstate Lake Living) – Sept. 15 - 20**
 - Visit Pensacola booked flights for September trip to the destination for confirmed story in Upstate Lake Living. MMGY updated media hosting briefing book with journalist background information and relevant trip details.
- **Taryn Shorr, Freelance (Lonely Planet, Matador Network, Midwest Living) – Oct. 16 - 20**
 - Coordinated virtual call between Visit Pensacola's Lindsey Steck and Taryn Shorr to discuss itinerary interests for October media hosting and provided briefing document.
- **Fall Media Hosting**
 - Began building a tiered list for fall media hostings, reviewing meeting notes and prioritizing journalists met at Travel Media Meet Up (Washington D.C.), IPW (Chicago), IMM (New York City) and in virtual media meetings.

Group Press Trips

- **Culinary Group Press Trip – Oct. 10 - 14**
 - Conducted media follow ups. Received interest from the following journalists:
 - **Daniel Schumacher, Taste of the South:** Reserving spot for member of publication's editorial team
 - **Nikki Miller-Ka, Matador Network:** Confirmed
 - **Caroline Eubanks, Freelance (Eater, Travel + Leisure):** Confirming availability
 - **Noël Burgess, Freelance (Forbes):** Inquired about content creator partnership in addition to group press trip attendance.
 - Politely informed Noël that Visit Pensacola would not be proceeding with proposed multimedia partnership at this time.

Media Relations

Media Initiatives and Activations

- **America 250 Collaboration with St. Augustine**
 - Met with Visit St. Augustine marketing team on July 15 and 31 to align on branding, FAM trip dates, pitching, social content, content creators and Visit Florida collaboration.

Proactive Outreach

- **Paddle Pensacola:** Distributed updated pitch highlighting kayaking, paddling and canoeing experiences.
 - **Eugene Buchanan, Paddling Life:** Interested in sending a team member on an independent press trip.
- **Bet on the Bushwacker (50th Anniversary):** Conducted media follow ups on pitch highlighting the Bushwacker's 50th anniversary.
- **Agency Roundups:**
 - **Spectacular Seafood:** Included lionfish in Pensacola in agency-wide pitch about spectacular seafood offerings.

Reactive Outreach

- **Kaila Yu, Forbes:** Provided information on how people can experience lionfish tastings in Pensacola. [Coverage](#) noted above.
- **Vanessa Infanzon, The Local Palate:** Pitched Jackson's Steakhouse, 5 Sisters Blues Café, Angelena's Ristorante Italiano, The Dwarf Chicken Stand, Perfect Plain and Old Hickory Whiskey Bar for story on restaurants with unusual and memorable names. Vanessa expressed initial interest in Angelena's Ristorante Italiano.
- **Lydia Mansel, Southern Living:** Shared information and images on Celestine Bed & Breakfast for story on southern bed & breakfasts and inns with great front porches.
- **Lauren Harano, Freelance (Hotels Above Par, Late Checkout):** Pitched Brother Fox/Sister Hen at Lily Hall for lead on restaurants in boutique hotels.
- **Aly Walansky, Forbes:** Pitched several oyster offerings across Pensacola restaurants for story on creative dishes for National Oyster Day. Topsy Oyster Shooter at Pearl & Horn included in [final story](#).
- **Eric Bowman, TravelPulse:** Visit Pensacola pitched destination for story on best U.S. cities for travelers with disabilities.
- **Ashlea Halpern, Freelance (Condé Nast Traveler):** Visit Pensacola pitched Portofino Island Resort for story on the best beach hotels and resorts in North America.

Additional Activity

- Conducted PR status calls on July 8 and 22; drafted and shared agendas and recaps.
- Monitored for earned media placements.
- Provided feedback on Visit Pensacola PR media newsletter which included listings of upcoming group press trip opportunities.
 - Began vetting inquiries and preparing recommendations on extending media invites for upcoming press trips.
- Provided background information and audience metrics on Mississippi Magazine, The Connecticut Post and CT Insider.



APP

July 2025

420

Total Users

66%

Engagement
Rate

1.6

AVG Engagement
Time

442

Pages

KIOSK

AIRPORT

157

SESSIONS

4

SCREENS/
SESSION

2:16

AVG. DURATION

KIOSK

A1S

375

SESSIONS

63

SCREENS/
SESSION

08:22

AVG. DURATION

VISIT PENSACOLA BOARD MEETING

August 13, 2025

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

June 2025

25
FY 86
LEADS

5
FY 29
BOOKINGS

14
50
ASSISTS

1981
FY 15,934
REFERRALS

3
FY 4
SITE VISITS

Leads

Meeting Name Impact	Econ.
2026 Naval Order of Congress	\$91,200.00
2025 Lewis Family Reunion	\$8,250.00
2025 Heritage Landscape Supply Group Trainings	\$50,625.00
2026 Leadership Conf.- Abbey Residential	\$43,750.00
2025 Perfect Plain Tailgate Festival	\$63,625.00
2026 EASA- South Central Chapter Meeting	\$50,000.00
2025 BEST Baseball Championship	\$660,000.00
2025 Quintas and Cutchin Wedding	\$46,000.00
2025 CARF Survey Meeting	\$15,875.00
Total	\$1,031,325.00

Bookings

Meeting Name	Econ. Impact
2025 June USSSA Baseball World Series	\$1,450,000.00
2025 Leonardo Helicopters MIT's	\$55,000.00
2025 Quintas and Cutchin Wedding	\$46,000.00
2025 CARF Survey Meeting	\$15,875.00
2025 Innisfree Blue Angels Homecoming	\$225,00.00
Total	\$1,791,875.00

Lead Room Nights & Delegates

2,832 Room Nights	832 Delegates
28,549 YTD	12,902 YTD

Booked Room Nights & Delegates

3,189 Room Nights	2,711 Delegates
9,185 YTD	7,858 YTD

Perdido Key Visitor Center

Personal Assists	775
Phone Assists	28
Total Visitors	365
Total Non-Visitors	410
First Time Visitors	94
FY25 Total Visitors	3075
FY25 Non-Visitors	2310
Total Guides Mailed	6154
Total Guides Downloaded	212

Pensacola Visitor Center

Personal Assists:	1230
Phone Assists	304
Total visitors	534
Total Non-visitors	696
First Time Visitors	147
FY25 Total Visitors	5386
FY25 Non-Visitors	7641

Pensacola Beach Visitor Center

Personal Assists	1816
Phone Assists	160
Total Visitors	2128
First-Time Visitors	1533
FY25 Total Visitors	26363
FY25 Non-Visitors	2783
Guides Emailed / Mailed	122

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

June 2025

31
Partner
Visits

5
Partner
Inquiries

5
Community
Outreach

165
Partner
Assists

45
Hospitality
Round Table

New Partners

- Odd Colony
- Bounce Beach
- The Burrow
- Southern Star Sailing

Community Outreach

- Visit Florida Showcase Event
- FRLA Community Event
- Juneteenth (Multi-Events)
- Bounce Beach Opening
- USSA Baseball Tournament

Partner Activity Report

Activity	Added	Updated
Accounts	3	48
Contacts	10	37
Listing	4	48
Events	10	170

Upcoming Events & Meetings

Board of Directors

Date: Wednesday, August 13 - 3:00 PM

Location: Bowden Building

Hospitality Roundtable Luncheon

Date: Tuesday, August 19 - 3:00 PM

Location: DeLuna Lanes and Peter B's Sport Grill

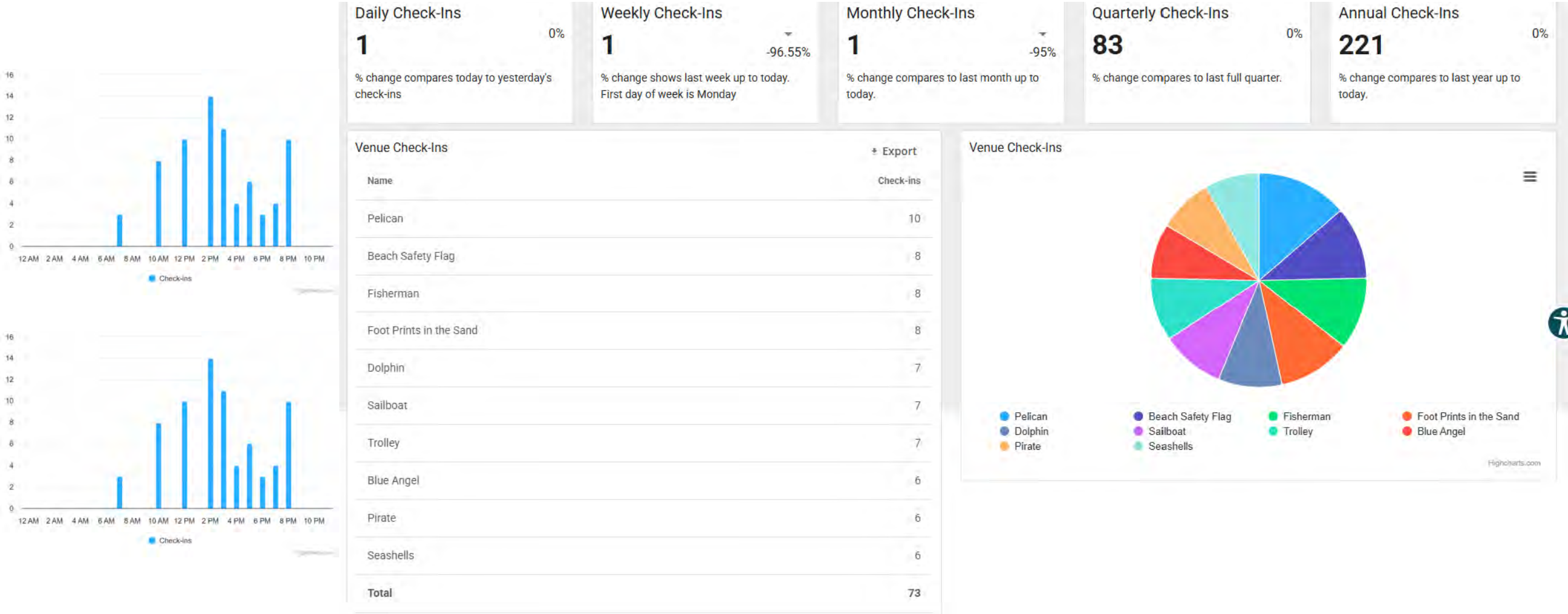
Partner Visits

- Fireroll Catering
- Visit Florida 1-10
- Bounce Beach
- Crabs
- FRLA
- Innisfree-Manny
- The Drop In
- The Burrow
- Odd Colony
- Bavaria
- Delice Pizza
- Home2 Davis
- Holiday Inn Davis
- Comfort Inn
- Candlewood Suites
- Four Winds
- Float My Boat Rental
- Aqua Diving Adventures
- McGuire's Irish Pub
- Camellia
- UT Boutique
- BAM! Sno Ball
- Pensacola Airport
- The Fish House
- Tracey's Boutique
- Endive
- First City Bee
- Pensacola Suites
- Extended Stay America Premier
- Play
- Sake Café
- Jerry's

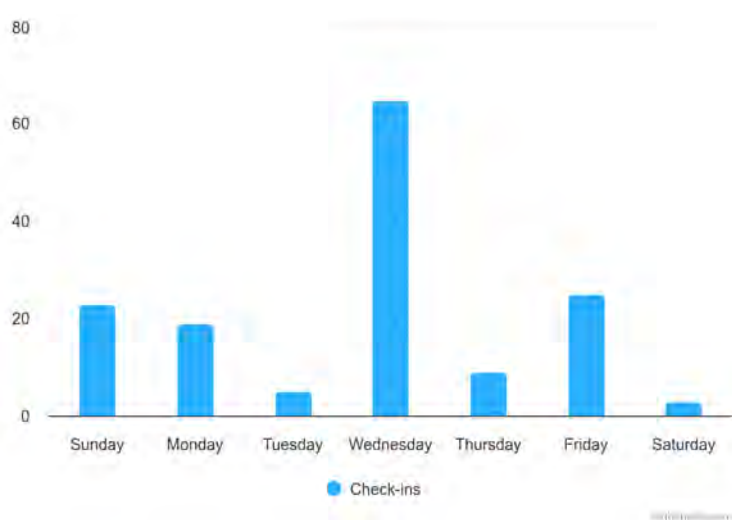
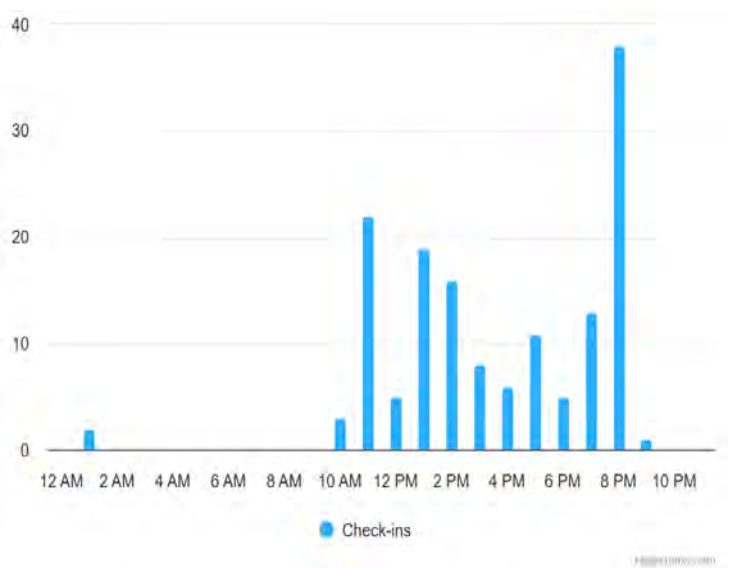
Partner News

- Free Trails are Live!
- Quarterly Marketing Meeting
Date: Wednesday, July 23 - 3:00 PM
Location: Bowden Building

Ispy Pensacola Trail



Pensacola Bushwacker Trail



Daily Check-Ins

0

0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

0

-100%

% change shows last week up to today.
First day of week is Monday

Monthly Check-Ins

0

-100%

% change compares to last month up to today.

Quarterly Check-Ins

73

0%

% change compares to last full quarter.

Annual Check-Ins

289

0%

% change compares to last year up to today.

Venue Check-Ins

✚ Export

Name	Check-ins
Paradise Bar & Grill	12
Crabs	11
Lillian's Pan Pizza	11
Nick's Boathouse	11
The Oar House	10
Casino Beach Bar & Grille	9
Crab Trap Perdido Key	9
Flora-Bama	9

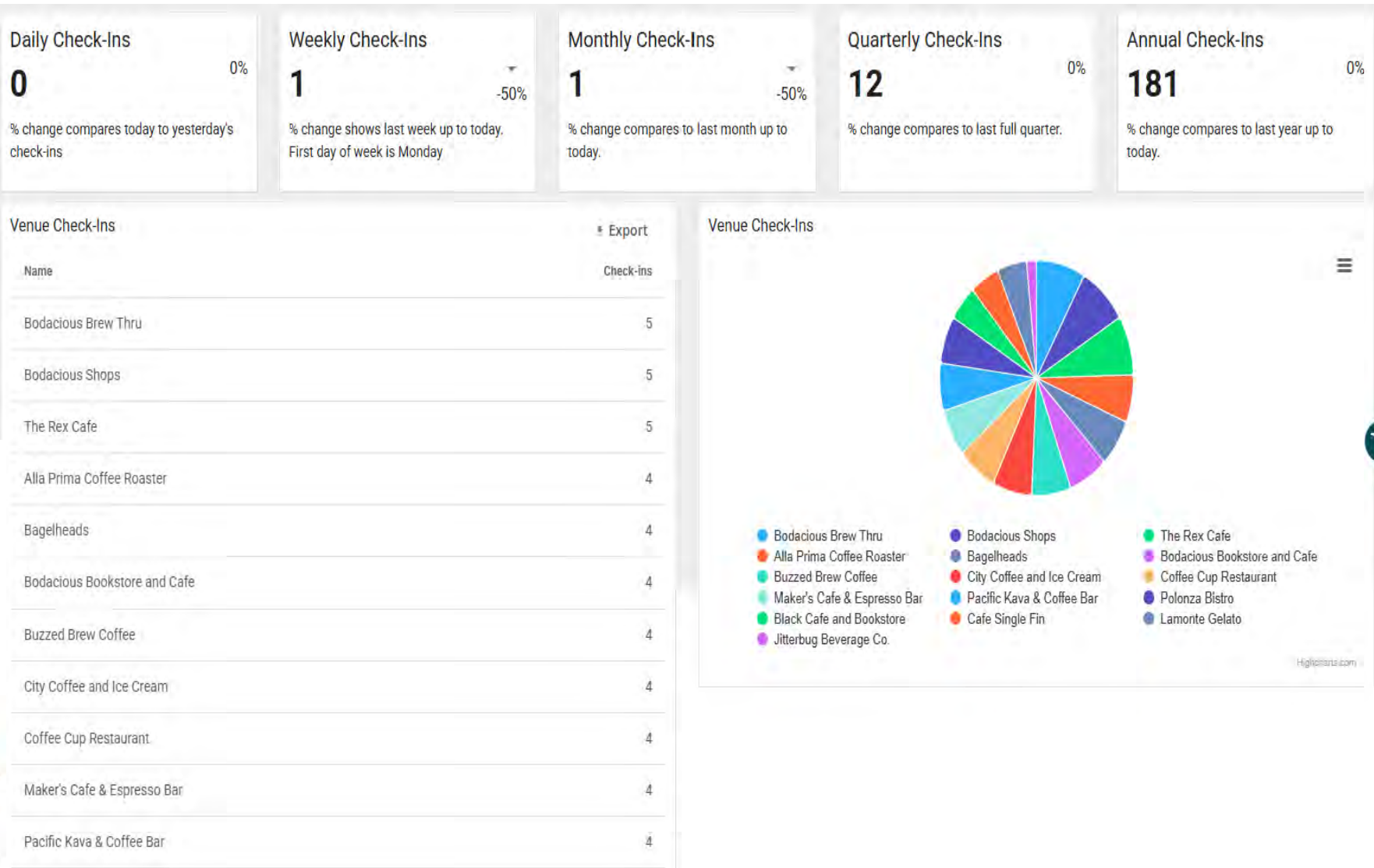
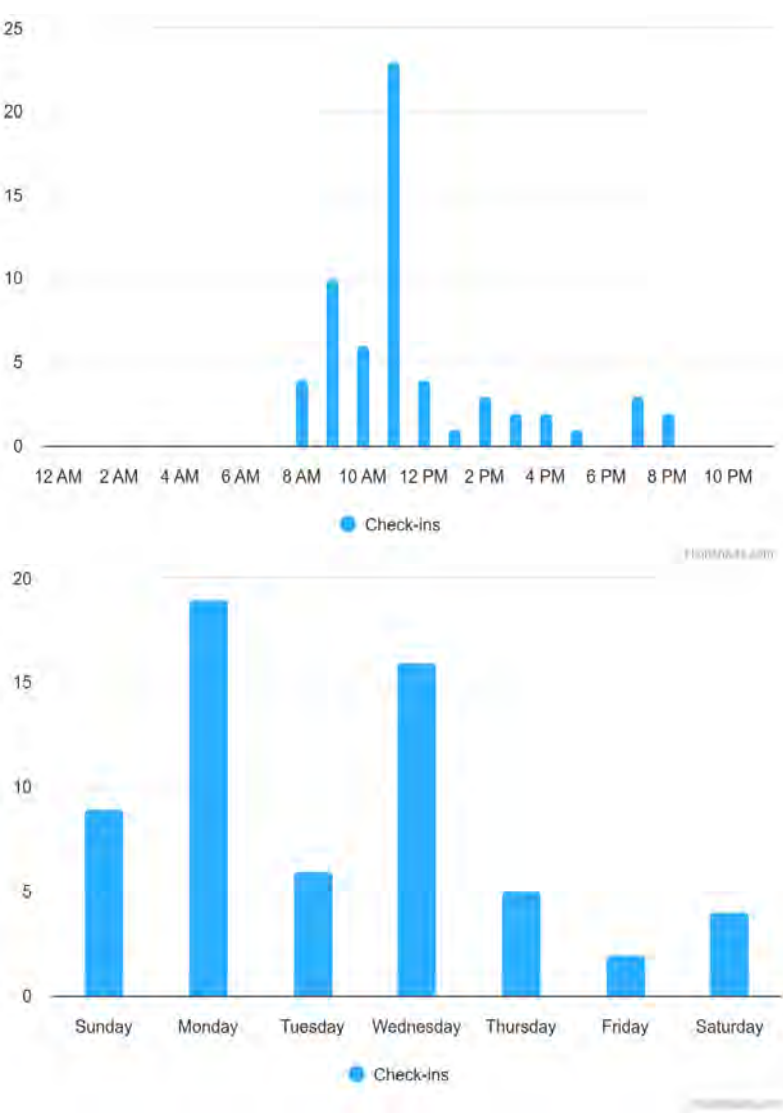
Venue Check-Ins



- Paradise Bar & Grill
- Crabs
- Lillian's Pan Pizza
- Nick's Boathouse
- The Oar House
- Casino Beach Bar & Grille
- Crab Trap Perdido Key
- Flora-Bama

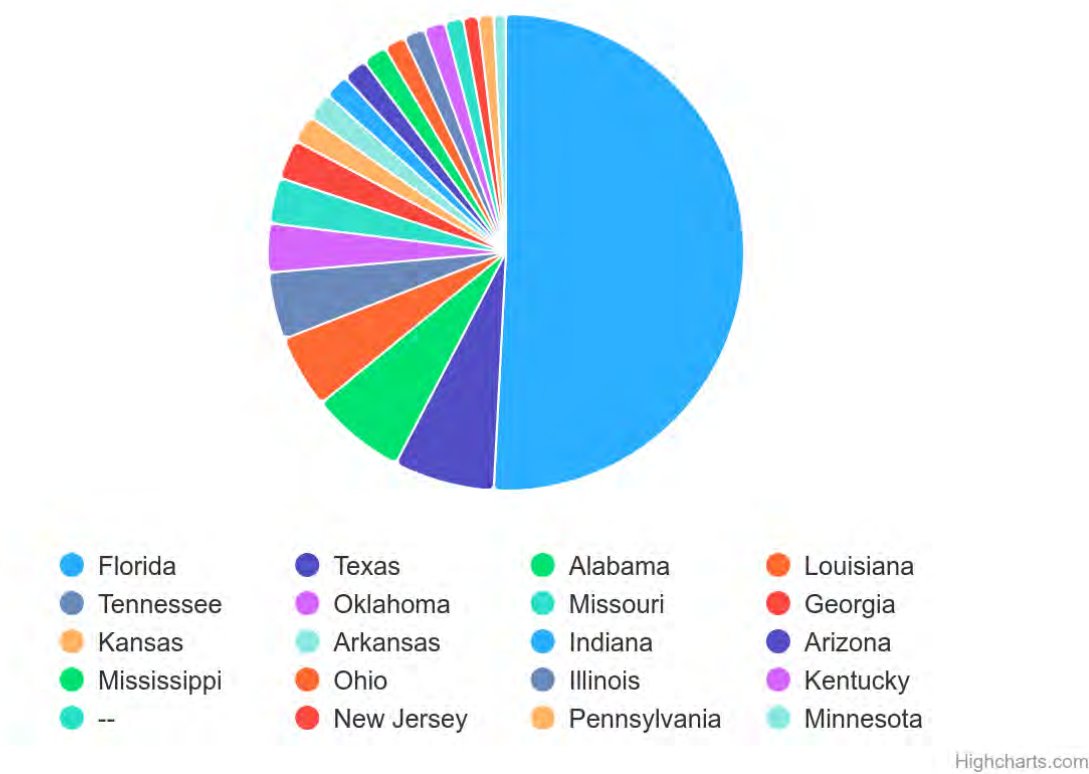
1/3 ▼

Pensacola Coffee Trail



Count	Redemptions	State
245	289	Florida
33	26	Texas
31	13	Alabama
24	63	Louisiana
22	33	Tennessee
16	113	Oklahoma
15	9	Missouri
13	0	Georgia
9	0	Arkansas
9	10	Kansas
8	0	Mississippi
8	2	Indiana
8	36	Arizona
7	9	Illinois
7	10	Kentucky
7	6	Ohio
6	2	--
5	0	Pennsylvania
5	10	New Jersey
4	0	Minnesota
3	10	Virginia
3	0	California
3	3	Oregon
2	0	Iowa
2	0	Wisconsin
2	0	Colorado
2	0	North Carolina
2	0	New Mexico
2	0	Nebraska
2	16	Michigan
1	0	New York
1	0	Montana
1	0	Connecticut
1	0	Utah
1	31	Vermont
1	0	Maryland
1	0	West Virginia
1	0	Western Cape
1	0	Hawaii
514	691	Total

Pass Geographics



Pass Performance

Passes Currently Live								✚ Export
Name	Attribute	Total	Redemptions	Avg Redemptions	Unused	Expense	Avg Expense	Revenue
I Spy Pensacola		63	81	1.29	43	\$0.00	\$0.00	\$0.00
Pensacola Bushwacker Trail		231	187	0.81	196	\$0.00	\$0.00	\$0.00
Pensacola Coffee Trail		207	117	0.57	179	\$0.00	\$0.00	\$0.00
Total		501	385	0.77	418	\$0.00	\$0.00	\$0.00



VISIT PENSACOLA SALES & SERVICE SUMMARY

July 2025

12
FY 113
LEADS

2
FY 40
BOOKINGS

14
50
ASSISTS

1
FY 3
LOST LEADS

3
FY 4
SITE VISITS

Leads

Meeting Name	Leads	Room Nights	Delegates	Econ. Impact
JRM Family Reunion	1	40	55	\$21,750.00
-	1	40	55	\$21,750.00
2025 American Magic Sailing Crew	1	31	11	\$20,500.00
Baseball tournament	1	12	16	\$6,900.00
2025 Downtown Disc Golf Experience at Blue Wahoos	1	300	350	\$250,000.00
2027 Spring Partner Summit	1	225	75	\$45,000.00
2026 Automotive Recyclers Association Strategic Planning Meeting	1	75	25	\$20,000.00
2026 Fraternity Formal	1	50	100	\$37,500.00
International Visitor Leadership Program-Brazilian AI Leaders	1	24	8	\$6,400.00
2026 Moore Family Reunion	1	300	200	\$86,250.00
2025 USS Rainier 43rd Reunion	1	80	40	\$43,750.00
2027 America in Bloom Symposium and Awards Program	1	388	200	\$225,000.00
2027 Gathering of Christ	1	3100	3600	\$1,890,000.00
-	11	4,585	4,625	\$2,631,300.00
-	12	4,625	4,680	\$2,653,050.00

Bookings

Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
2025 American Magic Sailing Crew	1	0	1	40	11	\$20,500.00
International Visitor Leadership Program-Brazilian AI Leaders	0	1	1	0	8	\$6,400.00
2025 USS Rainier 43rd Reunion	1	0	1	80	40	\$43,750.00
-	2	1	3	120	59	\$70,650.00
-	2	1	3	120	59	\$70,650.00
-	2	1	3	120	59	\$70,650.00

Lost Leads

Lost Reason	Economic Impact	Lost Count
Meeting space not available	\$1,890,000.00	1
Multiple Reasons	\$0.00	0

Lost Business Detail

Organization Name	Lead Name	Meeting Start Date	Room Attendees	Room Nights	Economic Impact	Lost Reason	Lost Note
The Gathering of Christ Church	2027 Gathering of Christ [23431]	03/12/2026	3,600	3,100	\$1,890,000.00	Meeting space not available	Pensacola Bay Center is booked Q1 (hockey, GCode, PensaCon)

Lead Room Nights & Delegates

4,625 Room Nights
34,862 YTD

4,680 Delegates
18,659 YTD

Booked Room Nights & Delegates

120 Room Nights
10,110 YTD

59 Delegates
8,188 YTD

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

July 2025



Pensacola Visitor Center

Personal Assists:	1290
Phone Assists	330
Total visitors	622
Total Non-visitors	668
First Time Visitors	190
FY25 Total Visitors	6008
FY25 Non-Visitors	8310

Perdido Key Visitor Center

Personal Assists	795
Phone Assists	34
Total Visitors	420
Total Non-Visitors	375
First Time Visitors	127
FY25 Total Visitors	3495
FY25 Non-Visitors	32505
Total Guides Mailed	6154
Total Guides Downloaded	178

Pensacola Beach Visitor Center

Personal Assists	1621
Phone Assists	182
Total Visitors	1990
First-Time Visitors	1535
FY25 Total Visitors	28343
FY25 Non-Visitors	3152
Guides Emailed / Mailed	98

Top States

Florida
Texas
Alabama
Tennessee

Top Countries

Costa Rica
Mexico
Brazil



VISIT PENSACOLA SALES & SERVICE SUMMARY

July 2025

34
Partner
Visits

2
Partner
Inquiries

2
Community
Outreach

79
Partner
Assists

40
Hospitality
Round Table

New Partners

- The Drop In
- Salty Dolphine Tours
- Latitudes 714

Community Outreach

- Vertical Oyster Garden Building
- FRLA Chapter Meeting

Partner Activity Report

Activity	Added	Updated
Accounts	6	64
Contacts	10	18
Listing	11	89
Events	1	169

Upcoming Events & Meetings

Board of Directors

Date: Wednesday, September 17 - 3:00 PM

Location: Bowden Building (Upstairs Boardroom)

Hospitality Roundtable Luncheon

Date: Tuesday, September 16 - 11:30 AM

Location: Hilton Garden Inn Pensacola Airport/Medical Center

Partner Visits

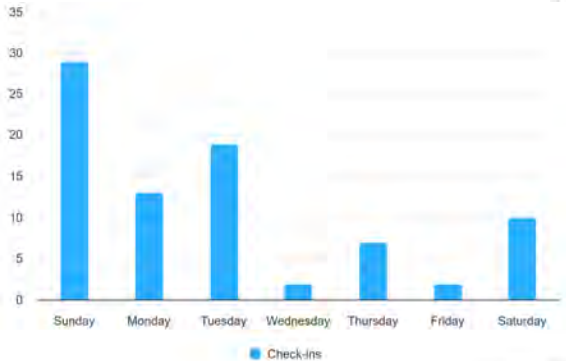
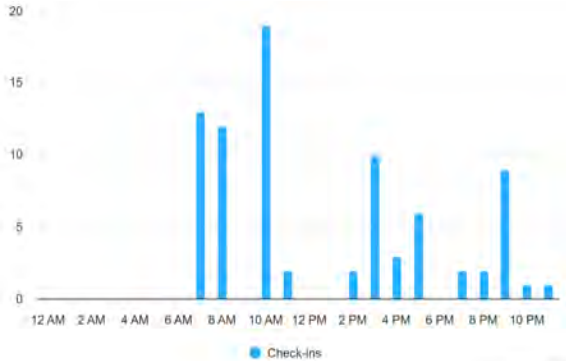
- Water Pig
- Redfish Bluefish
- The Drop In
- Winterfest
- The Coffee Cup
- Joe Patties
- Hour Deli
- Old Palafox
- Perdido Key Bike Rentals
- Lux Vacation Rentals
- Perdido Key Chamber
- City Coffee and Ice Cream
- Panhandle Shore Fishing
- The Salty Pearl
- The Entertainer
- Intracoastal
- Ron Jons
- Endive
- Bamboo Willies
- Senor Frogs
- Dare Bridal Boutique
- Jewelers Trade
- Holiday Inn Express
- Taco Agave
- 200 South
- Wine Bar
- Rusted Arrow
- Comfort Inn NAS
- Portside Pickle
- First City Bee
- V Paul's
- Five Sisters
- Jerry's
- Crabs

Partner News

- Check out our new website updates!

Ispy Pensacola Trail

venue	product	qty	expense	revenue
Sailboat	Check-In Quiz	11	0	0
Pelican	Check-In Quiz	9	0	0
Blue Angel	Check-In Quiz	9	0	0
Fisherman	Check-In Quiz	9	0	0
Pirate	Check-In Quiz	9	0	0
Seashells	Check-In Quiz	8	0	0
Foot Prints in the Sand	Check-In Quiz	8	0	0
Dolphin	Check-In Quiz	7	0	0
Beach Safety Flag	Check-In Quiz	6	0	0
Trolley	Check-In Quiz	6	0	0
	Total	82		0



Daily Check-Ins

1

0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

1

-96.55%

% change shows last week up to today.
First day of week is Monday

Monthly Check-Ins

1

-95%

% change compares to last month up to today.

Quarterly Check-Ins

83

0%

% change compares to last full quarter.

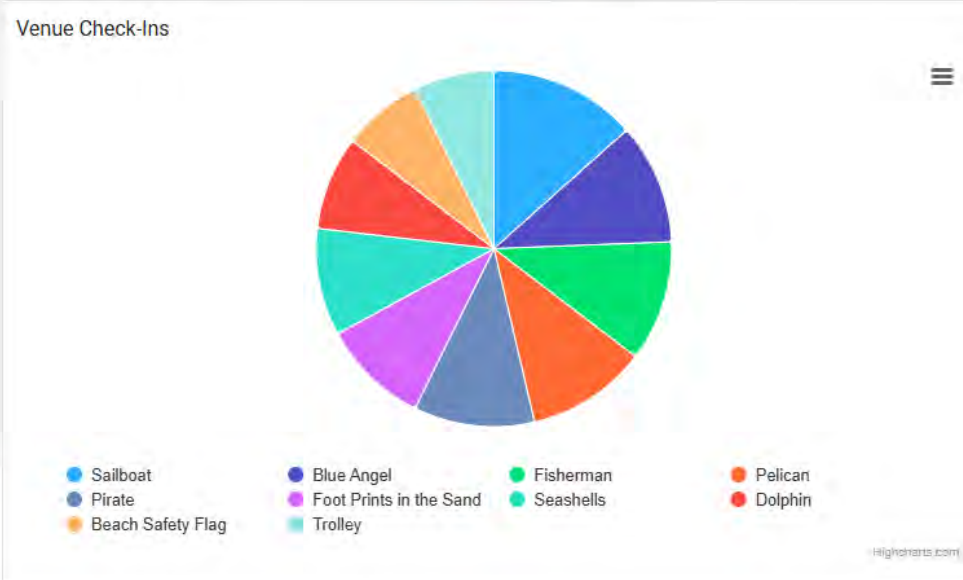
Annual Check-Ins

221

0%

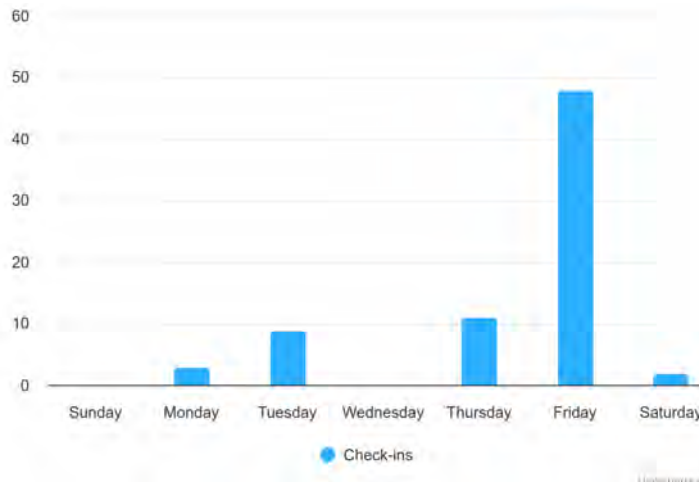
% change compares to last year up to today.

Venue Check-Ins		Export
Name	Check-ins	
Sailboat	11	
Blue Angel	9	
Fisherman	9	
Pelican	9	
Pirate	9	
Foot Prints in the Sand	8	
Seashells	8	
Dolphin	7	



Pensacola Bushwacker Trail

venue	product	qty	expense
Sandshaker Lounge	Check-In	7	0
Bamboo Willie's Beachside Bar on Pensacola Beach	Check-In	7	0
Casino Beach Bar & Grille	Check-In	6	0
Crab Trap Perdido Key	Check-In	6	0
Nick's Boathouse	Check-In	6	0
Flora-Bama	Check-In	6	0
Señor Frog's Pensacola Beach Mexican Restaurant & Fiesta	Check-In	5	0
Hideaway Beach Bar	Check-In	4	0
Flounder's Chowder House	Check-In	4	0
Lillian's Pan Pizza	Check-In	3	0
Water Pig BBQ	Check-In	3	0
The Jellyfish - Seafood Restaurant and Bar	Check-In	3	0
Crabs	Check-In	3	0
The Grand Marlin of Pensacola Beach	Check-In	3	0
Paradise Bar & Grill	Check-In	3	0
Red Fish Blue Fish Pensacola Beach	Check-In	3	0
The Oar House	Check-In	1	0
	Total	73	



Daily Check-Ins

0

0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

0

-100%

% change shows last week up to today.
First day of week is Monday

Monthly Check-Ins

0

-100%

% change compares to last month up to today.

Quarterly Check-Ins

73

0%

% change compares to last full quarter.

Annual Check-Ins

289

0%

% change compares to last year up to today.

Venue Check-Ins

* Export

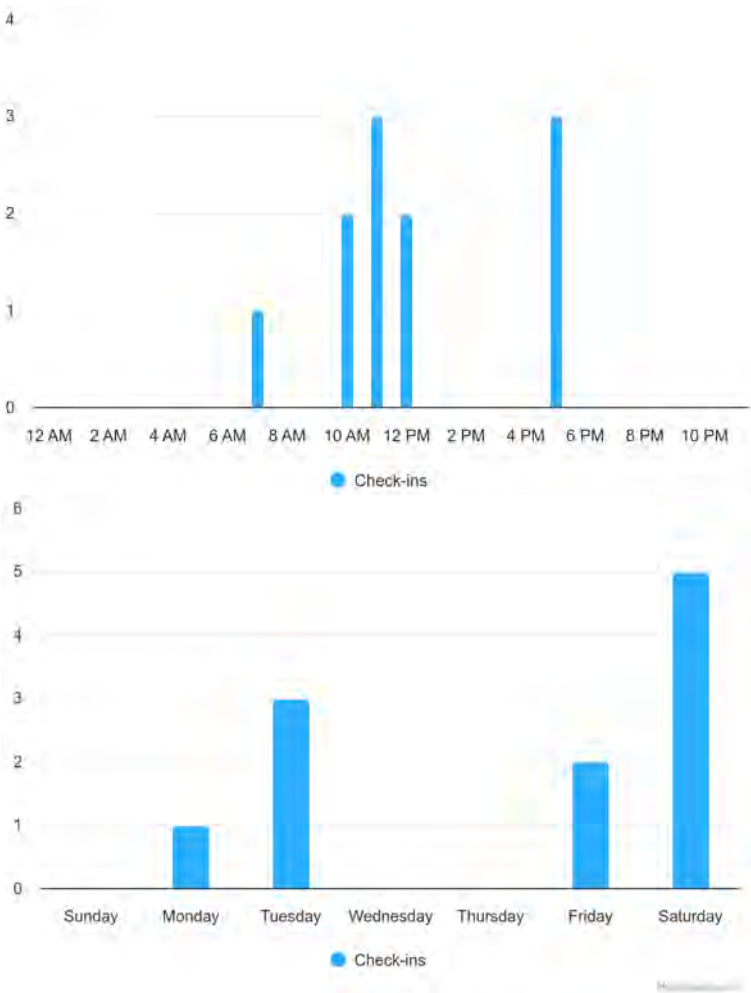
Name	Check-Ins
Bamboo Willie's Beachside Bar on Pensacola Beach	7
Sandshaker Lounge	7
Casino Beach Bar & Grille	6
Crab Trap Perdido Key	6
Flora-Bama	6
Nick's Boathouse	6
Señor Frog's Pensacola Beach Mexican Restaurant & Fiesta	5

Venue Check-Ins



- Bamboo Willie's Beachside Bar on Pensacola Beach
- Sandshaker Lounge
- Casino Beach Bar & Grille
- Crab Trap Perdido Key
- Flora-Bama
- Nick's Boathouse
- Señor Frog's Pensacola Beach | Mexican Restaurant & Fiesta
- Flounder's Chowder House

Pensacola Coffee Trail



venue	product	qty	expense
Jitterbug Beverage Co.	Check-In	4	0
Maker's Cafe & Espresso Bar	Check-In	3	0
Bagelheads	Check-In	1	0
Alla Prima Coffee Roaster	Check-In	1	0
Bodacious Brew Thru	Check-In	1	0
Bodacious Shops	Check-In	1	0
	Total	11	

Daily Check-Ins

0

0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

1

-50%

% change shows last week up to today.
First day of week is Monday

Monthly Check-Ins

1

-50%

% change compares to last month up to today.

Quarterly Check-Ins

12

0%

% change compares to last full quarter.

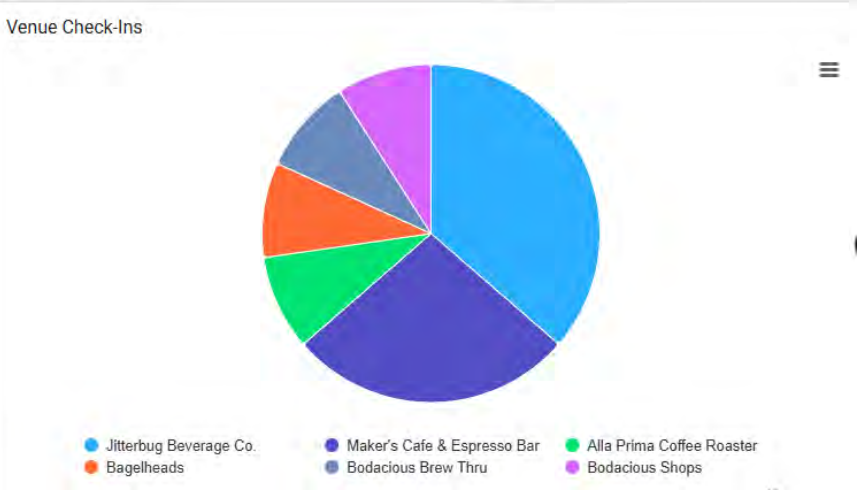
Annual Check-Ins

181

0%

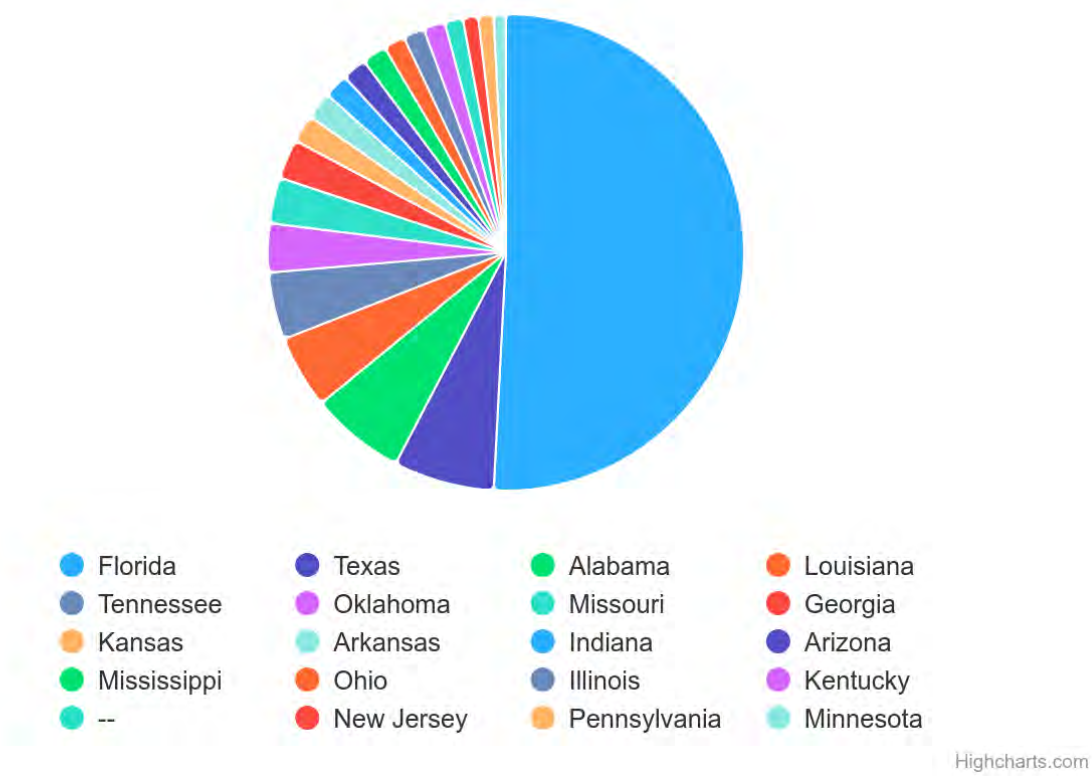
% change compares to last year up to today.

Venue Check-Ins		# Export
Name	Check-ins	
Jitterbug Beverage Co.	4	
Maker's Cafe & Espresso Bar	3	
Alla Prima Coffee Roaster	1	
Bagelheads	1	
Bodacious Brew Thru	1	
Bodacious Shops	1	
Total	11	



Count	Redemptions	State
245	289	Florida
33	26	Texas
31	13	Alabama
24	63	Louisiana
22	33	Tennessee
16	113	Oklahoma
15	9	Missouri
13	0	Georgia
9	0	Arkansas
9	10	Kansas
8	0	Mississippi
8	2	Indiana
8	36	Arizona
7	9	Illinois
7	10	Kentucky
7	6	Ohio
6	2	--
5	0	Pennsylvania
5	10	New Jersey
4	0	Minnesota
3	10	Virginia
3	0	California
3	3	Oregon
2	0	Iowa
2	0	Wisconsin
2	0	Colorado
2	0	North Carolina
2	0	New Mexico
2	0	Nebraska
2	16	Michigan
1	0	New York
1	0	Montana
1	0	Connecticut
1	0	Utah
1	31	Vermont
1	0	Maryland
1	0	West Virginia
1	0	Western Cape
1	0	Hawaii
514	691	Total

All Pass Geographics



All Pass Performance

Passes Currently Live								✚ Export
Name	Attribute	Total	Redemptions	Avg Redemptions	Unused	Expense	Avg Expense	Revenue
I Spy Pensacola		63	81	1.29	43	\$0.00	\$0.00	\$0.00
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