



VISIT PENSACOLA BOARD MEETING

August 23, 2023



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VisitPensacola.com

Board of Directors Meeting

August 23, 2023

3:00 p.m. – 5:00 p.m.

Pensacola Beach Hilton

12 Via De Luna Drive, Pensacola Beach, FL 32561

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) Approval of Minutes from the June 28, 2023, Board Meeting*
 - b) Approval of Minutes from the August 2, 2023, Board Meeting*
4. New Business
 - a) Finance Committee Monthly Report*
 - b) Pensacola Showcase Agreement Extension*
 - c) FY2024 Budget Overview*
 - d) Nomination Committee*
 - e) April-June 2023 Visitor Tracking Presentation/Downs and St. Germain/Erin Dinkel
5. Staff Updates
 - a) Marketing/Showcase
 - b) President/CEO

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, June 28, 2023
Bowden Building

Board Members Present: Deandra Holcomb, Rachael Gillette, Brent Lane, Dae Patel, Sid Williams-Heath, Warren Sonnen, Ali Green

Board Members Absent: Tim Carn, Terry Branch

Staff Members Present: Shawn Brown, Elliott Cooper, Melissa Bailey, Blake Howerton, Kaya Man, Ashley Hendrickson, Lindsey Steck-Jackson, Hannah Pinson, Darien Schaefer, Wandy Samuel, Nicole Stacey, Tia Robbins

The Visit Pensacola Board meeting was called to order at 3:01 PM.

There was no public comment.

OLD BUSINESS

Approval of Minutes from May 31, 2023, Board Meeting

Motion to approve the minutes from the May board meeting was made by Rachael Gillette, seconded by Deandra Holcomb, and approved unanimously.

Pensacola Sports Funding Request

Darien Schaefer started out the conversation about the Pensacola Sports Funding Request bringing it back in reference to the last two board meetings. He passed around a one-pager that was provided from Ray Palmer over at Pensacola Sports which provides more details about the larger amounts of the funding request. Darien Schaefer met with Ray Palmer and Mary Henriques earlier in the month to discuss the FY24 budget request and possibly changing the percentages to provide Pensacola Sports with additional funding to cover the increasing fees of the conferences, SEC Women's Soccer and Sunbelt Conference. We also discussed having the UWF Historic Trust join the Unified Budget. Was going to be here today, he made a great speech to the finance committee on June 27, 2023, talking about the Historic Trusts role in tourism, Showcase Center History and the value that they would have if they were a part of the Unified Budget. When the Unified Budget was originally being developed, they were a part of that discussion.

Deandra Holcomb asked, "Do you know what happened then?"

Darien Schaefer commented that the understanding that there was a UWF Historic Trust rolling up under ACE and according to ACE by-laws they were unable to do it. Since I have been here, many times I have heard how important the history of our destination is to our residents and how it sets us apart from our peers on the Panhandle. They do manage 30 billion on 9 Acres; they manage quite a bit of assets not only on tourism related but also serve as event venues and I think we are in one today.

Deandra Holcomb commented that she was surprised that they were not already and that's why she was asking.

Darien Schaefer then reviewed all the unities that have agreed to and submitted regarding the Pensacola Sports Funding Request. In FY22 they requested \$10.42 Million, and their final budget was almost \$11.8 Million. This FY, FY23, we asked for the same amount \$10.42 and the reason we did was because the previous year we were getting a part of the 5th cent and now we aren't. With the supplemental we ended up just over \$12 Million which is just over 2% in FY22. For this year we are asking for \$13 Million up front, less concerned about the supplemental on the backside so we can budget accordingly and get better value for advertising. It looks like \$2.6 Million dollars more than our FY23 request but it's less than a million then where we will end up on this FY, it's about an 8% increase. We are going to accommodate increased funding for Pensacola Sports Association, adding the Historic Trust and no entity will be receiving less than requested.

The proposed Unified Budget, including an increase to Pensacola Sports + UWF Historic Trust. The request was \$13 Million (including \$225,000 funding request by UWF Historic Trust). When you add them together it's \$13,225,000 and when you do the percentages it breaks down 1.7% for the Historic Trust, 11% for Pensacola Sports, 14.75% for ACE, 72.55% for Visit Pensacola. When we look at these numbers, there are small decreases. It is a 30% increase in Pensacola Sports budget.

For ACE at 14 and 3 quarters, it would be \$53K more than what they received in this last FY.

For Visit Pensacola, we will end up at \$9.6 Million which is \$561K increase than what we received this year.

Darien Schaefer said that this is the impact of the changes that I am recommending to our Board of Directors and that we recommended to the finance committee yesterday and they signed off on it and sent it forward to recommend the percentages.

Brent Lane asked the board if there was a motion to approve. Rachael Gillette approved the motion, Sid Williams-Heath seconded. Brent Lane asked if "all in favor."

Warren Sonnen stated that he had a question, he asked if Mary indicated where the money was going to come from.

Darien Schaefer indicated that there wouldn't be a loss but \$53K more. He stated that no one was taking a hit to make these changes.

Brent Lane asked if there were any other questions.

Lane asked if all in favor, the motion passed.

Revisit Pensacola Strategic Plan Committee Reports

Darien Schaefer stated that since our last meeting, only one committee has been able to meet and that was "Community, Collaboration, Connections and Partnerships" the other two haven't and he encouraged our committee chairs to work with Ashley Hendrickson to get those scheduled. I know it's a hard time, busy time but let's respond to her emails.

Brent Lane commented that he thinks it's important for all the committees to meet, it helps break down the workload from the board and make meaningful progress. I think we had a great meeting through the Community, Collaboration, Connections and Partnerships committee and I'm encouraged by where that's going to go and will benefit the board and the organization.

Darien Schaefer mentioned that there will be a spreadsheet taken from the documents that can be expanded onto and everyone will have access to that.

Brent Lane commented that the opportunity to collaborate and talk to people on the same mindset is helpful in creating a way to move forward, the opportunity presented itself with putting ideas on the table.

Deandra Holcomb added by saying she felt like we did something.

Lane stated that it could be fun to host a tourism camp and more on that to come soon.

NEW BUSINESS

Finance Committee Monthly Report*

Sid Williams-Heath stated that looking at May and leading with the submission back from the county. The reimbursement came a few days after the month ended so things will look a little behind, but he wanted the board to know that it has been received.

April takeaways: Unified May 2023 shows a net loss of \$264K, VP was not able to bill the county for Showcase invoice.

Major Highlights: Visit Pensacola has paid \$2.05M of the advance, with a remaining balance of \$1,450,000 to be paid back by the end of the year.

Payment to Showcase is a month behind as VP is waiting for reimbursement of April's submission in order to pay the current Showcase invoice.

There are 13 more partners as of 5.31.23 than 5.31.22, which resulted in \$17K more from partnership dues.

Pensacola Sports had their submission for May for the total of \$201K. They have received \$800K of the \$800K advance in \$80K installments as per their FY23 agreement. ACE has no submission for May.

Williams-Heath stated that being little behind on the reimbursement on Visit Pensacola only, that's TDT plus the private side we had a total revenue of \$286K for the month but looking at expenses of \$788K without being able to bill the county, it's looking like the month had a net loss of \$502K and then the Unified at \$264K of a loss. Talking with Wandy and the finance committee, that came in early June and there's nothing to worry about on that end.

As we look at the balance sheet, the only big topic to discuss looking at the reserve account which is right under \$1 million and when the moments that the reimbursement doesn't come Wandy and Darien have access to those reserves to make payments happen so that our vendors aren't waiting. As the finance committee, we will continue to have that conversation about investing money. I've connected Wandy Samuel with some investment minds to see what we have option wise with rates and seeing what the magic number is needed to make some extra cash. We will continue to have those conversations.

Moving into the Unified budget, Williams-Heath mentioned that at the last meeting that we are continuing to look at Wandy Samuel's great notes as we go over budget or if we have supplemental dollars gets added line by line so if anything moves, we have clear notes.

Williams-Heath asked the board if they had any questions. He asked if there was a motion to approve the finances. Warren Sonnen motioned to approve; Dae Patel seconded. All in favor, zero opposed.

Grant Program Approval*

Nicole Stacey stated that we held our grant workshops back in April, there were 5 that anyone could attend to learn more, and everyone had to turn in their grant applications at the first part of June.

We only have 10 grants applied for this year. This is the lowest number that we've had. Tish Patel (Grant Committee Chair), Darien and I have been talking about how we can reevaluate the program, how we can make it different, easier, more attractive for these event organizers to come and ask us to help them with their marketing dollars. There are some questions on our grant program as opposed to the ACE, Pensacola Sports, and Foo Foo programs. We are going to reevaluate and do an overhaul of the Grant Program but for FY24, this is our opposed slate of

events. The requests that were made, their average score and their final award can be seen [here](#).

The awards are all based off a scalable percentage. Stacey stated that if anyone has any questions that we are happy to help answer. We are looking for a motion to approve these recommendations.

Sid Williams-Heath commented and asked that with fewer grants this year and us not hitting that total budget, what is the intention to use with the leftover funds?

Stacey added that what has been done in the past is to move it over to direct funding and into marketing.

Brent Lane asked does Pensacola State College get coaching on submitting a better proposal.

Stacey mentioned that Pensacola State College attended several workshops.

Brent Lane asked the board if there was a motion to approve the final scale. Dae Patel made the motion to approve, and Deandra Holcomb seconded.

Warren Sonnen abstained from the vote.

The motion was approved.

Nominating Committee*

Brent Lane commented that we are going to disregard it because it was done before we had some legal review.

Darien Schaefer commented that in our last board meeting, we talked about the process (according to bylaws) of when the nominating committee will need to meet. Prepare a slate of candidates and officers at least 30 days till our annual meeting. We have opened the process of applications; they are expiring at the end of July. The nominating committee would meet one time in August and that's typically all it takes, an hour or so to review the applicants and discuss which applicant to fill the position.

Schaefer stated that we are in a unique situation, there are 4 board positions that must be reviewed by the membership, three of them are more than likely filled. Greg Harris filled out someone else's term, so he is eligible to serve another term. At-Large, Rachael Gillette can step into the chair role, the bylaws trigger a fourth year. Ali needs to be approved to serve and could serve for a total of 5 years since her term was originally started by Tia Robbins. Which means we have one position available and that's Deandra's Holcomb.

Schaefer commented that some of you may know that Rachael Gillette has had a change of employment. Typically, when a transition like this happens place, it can disqualify a director from serving and would require resignation. Rachael serves in an At-Large position and according to our by-laws she can continue to serve on the board of directors.

Rachael Gillette commented on her future and stated she had left Studer Community Institute and that she is going out on her own as a consultant and business coach. She remains very involved in the community, and it gives me more freedom to be involved with Sail Pensacola and American Magic and other sailing opportunities.

I have been working closely with Tim over the last several months. Building out the structure of sailing here in Pensacola. Her company is called Gillette Consulting LLC, and she is hoping that it will bring jobs to Pensacola.

Darien Schaefer commented at the last board meeting where we talked about the Nominating Committee and some of the rules we must have. We must have at least 5 and an odd number. Presenting a slate of 7 directors that have been recommended by the chair. Deandra Holcomb will be the committee chair, as per our by-laws. Also on the committee are Brent Lane, Rachael Gillette, Warren Sonnen, Greg Harris, Terry Branch, and Sid Williams-Heath.

Brent Lane asked the board if there was a motion to approve the nominating committee.

Warren Sonnen made a motion to approve, Ali Green seconded the motion. All approved and none opposed.

Showcase Pensacola

Nicole Stacey recapped some of the things that the staff has been working on in May and June.

Something things that we are working on and are proud of, back in May during Pride Weekend we really made an effort to support the Pride community and Pride festival. Ravi Around the World and Ricky Cornish were brought in as influencers to help showcase Pensacola. The focus was that we want you to come in and enjoy Pride and the events that Pensacola has to offer, but to also want you to focus on Pensacola as a destination.

Stacey commented on Scott Tisson and that this has been a project she has been working on since early March. Tisson writes for Intrepid Escape in the UK. Stacey commented that Pensacola was his favorite Northwest Florida destination. Pensacola was the one he felt that he didn't have enough time to experience everything we have to offer, he can't wait to come back. It adds to the story telling that we do and that we are more than just the way to the beach, we have so much to offer.

Stacey commented on a few other press events that Kaya Mann and Tia Robbins held, African American Travel Planners FAM and it was fabulous. They put a lot of work in and got just about every community leader involved. It was a fast couple of days.

We held our second annual Garden & Gunn and this year we featured George's, Brother Fox and Iron. If you were able to join us, we hope you enjoyed it. This year the chef's brought a completely different vibe.

Brent Lane added that he loved the new venue. It was a great event. For those that traveled to be there it was just a wonderful event.

Nicole Stacey commented that we have been very involved in the Juneteenth events that have been happening in Pensacola. Trying to make efforts in the different communities here at Visit Pensacola and let people know that Pensacola is a community for all.

Upcoming Events: The team has done a great job of building out socials and letting people know where to go and when to get there for Blues weekend.

Nicole Stacey mentioned that we are aware of the rip tides, and we are doing our best to make people aware of how the rip tides are and following the rules and staying out of the water.

Stacey let the board know of a few upcoming events; Southeast Media Event and that some of the team will be heading to Dallas for the DI event. She let them know of our upcoming Marketing meeting in July and that there will be a polished but ready for discussion marketing workshop so you can see what Showcase and the whole of Visit Pensacola has been working on.

Warren Sonnen commented and praised Melissa Bailey's partner training.

Rachael Gillette commented that she loves the diversity, and the variety of what Visit Pensacola has been working on.

Nicole Stacey closed her section by reminding the board and others to please on the Conde Naste accolade.

Brent Lane asked for a link on the voting.

Showcase Pensacola Report

**who was it? Gave the Showcase Pensacola update. The presentation can be viewed [here](#).

President/CEO Report

Darien Schaefer commented on the great job that Showcase has been doing on content for Visit Pensacola, showcasing the city of Pensacola.

Schaefer walked us through the TDT Collection Report and the Tourism Development Tax. We are now through the first 8 months of our FY. The April receipts that were collected in May showed \$1.86M, which is down 1.1% from last year. Compared to last year, we are up 0.4%, \$37K more, in TDT Collections. The county budgeted us at \$18,750,000 and what we've collected year to date, we are about \$1.5M dollars ahead of what the County budgeted for this year.

Schaefer stated that we use key data to look at the activity of vacation rentals and this data is tracking revenue. While our listings will fluctuate, we have 1,400 more listings than last year and it is driving revenue. May through June is strong, and revenue is up close to a Million dollars, about 7%. Revenue is up 194K, on the rental vacation side we are going to hold our own through the summer. Smith Travel Research shows that our traditional lodging is showing some challenges in occupancy and in ADR. For May, occupancy was down 1.8%, ADR was down 2.8% and revenue was down 4.4% compared to last year, which is about \$1.2 million dollars in revenue, about \$63K in TDT.

Schaefer stated that through June, we are down by 8% in revenue so far, but we still have another week left in the month. We could be down about \$132K in TDT. July and August are concerns. It's not just us but the state and nationwide. We will have to see with the economy and inflation how it affects traditional lodging. There is more inventory and less demand.

Schaefer specified that we are a part of the Northwest Florida Beaches Tourism Council, which represents eight counties along the Gulf Coast and together we market ourselves as Northwest Florida Beaches, Adventures within reach. We have been working on Triumph Gulf Coast grant application and see where that goes. The goal is to ask Triumph for \$3.5M dollars each year for 3 years with Visit Florida contributing \$400K. All in it will be a \$4.5M campaign promoting the Northwest beaches as a region which has never been done.

Schaefer reminded the board about the upcoming Board of County Commissioners Budget Workshops in July. He also reminded the board about the public budget hearings that are set for September 11th and September 25th.

Schaefer reminded the board about the Marketing Plan Review on July 26th, as well as the next Tourism Development Council meeting on August 8th.

Updates from the board:

- Brent Lane - I have a healthy update on the 4th of July fireworks downtown. Pensacola Young Professionals is the manpower behind closing Bayfront Pkwy. The chamber is taking on most of the expenses. It's going to be a spectacular year.
- Dae Patel - It's been okay, I hope the heat helps. Hoping things pick up. Employment is a big issue, and we are having issues with the labor force.
- Warren Sonnen - Been kind of quiet. For the most part it's been kind of slow. During this time a lot of locals go to the beach.
- Deandra Holcomb - We have been super busy, and the wind and rain have been super busy as well, unfortunately. We had hundreds of people over the last few weeks. There are still issues with traffic on the beach.
- Ali Green - From my view at UWF, hospitality and tourism degree will be 100% online and it's set to softly launch in the fall.
- Sid Williams-Heath - Our first show of the season is this week, Little Red Robin Hood. We have a great season, there is something for everyone.
- Rachael Gillette - Excited about what's coming down the pipeline with American Magic. It's getting Visit Pensacola in front of millions and millions of viewers.

It was announced that Wandy Samuel is the newest member of Leadership Pensacola.

The meeting was adjourned at 3:59

Respectfully Submitted,
Ashley Hendrickson

Visit Pensacola Board of Directors Meeting
Wednesday, August 2, 2023
Hyatt Place Pensacola Airport

Board Members Present: Brent Lane, Sid Williams-Heath, Ali Green, Warren Sonnen, Dae Patel, Tim Carn, Rachael Gillette, Terry Branch, Deandra Holcomb, and Amanda Mills.

Board Members Absent: Greg Harris

Staff Members Present: Darien Schaefer, Nicole Stacey, Ashley Hendrickson, Kaya Mann, Wandy Samuels

The Visit Pensacola Board meeting was called to order at 12:16 PM.

Brent Lane announced there is only one agenda item which is to address an official TDT funding request by the Perdido Key Chamber of Commerce.

There was no public comment and no one from the Perdido Key Chamber of Commerce was present.

New Business

Lane said the Perdido Key Chamber of Commerce has asked to assume control of the Perdido Key Visitor Center as well as requesting \$1.4 Million in TDT to provide tourism marketing for Perdido Key.

Lane and Darien Schaefer met with Commissioner Bergosh on Friday, July 28, 2023 along with four representatives from Perdido Key including Tammy Thurow, Perdido Key Chamber President; Cameron Price of Flora-Bama; Caron Sjoberg of Ideaworks; and Allen Bizzell of Holiday Harbor Marina & Sunset Grill.

Despite the fact that the Perdido Key area is leading in TDT growth, the Perdido Key Chamber feels that Perdido Key is not getting enough recognition and that they can do a better job of promoting Perdido Key. They have put together a budget request for \$1,397,502 just to market Perdido Key. The Perdido Key Chamber would use that money to exclusively promote only Perdido Key businesses, no Alabama members. This is officially the first time the request has been said in a face-to-face meeting.

Commissioner Bergosh, representing District 1 which now includes Perdido Key, is in support of the funding request and the transition of the operation of the Perdido Key Visitor Information Center to the Perdido Key Chamber of Commerce.

The Board of Directors discussed the issue at length with the one constant being “What will be the best outcome for Escambia County and its tourism industry?”

Visit Pensacola and the Unified Budget has a proven track record of growing visitation, visitor spending, and the ultimate metric of TDT collections. Reducing the budget of Visit Pensacola/Unified Budget to fund another marketing effort to try to do the same thing is ineffective, a clear duplication of services, and a waste of TDT that will negatively impact all districts in Escambia County.

If the Board did not oppose the Perdido Key Chamber TDT funding requests, Visit Pensacola would be in direct contradiction with its mission and objectives.

Warren Sonnen motioned to oppose the Perdido Key Chamber of Commerce funding requests and retain the Perdido Key Visitor Center operation and the Unified budget as is. Tim Carn and Deandra Holcomb both seconded the motion. Motion carried 9-0 with Amanda Mills and Greg Harris absent.

The meeting was adjourned at 2:04 PM

Respectfully submitted, Ashley Hendrickson

Visit Pensacola Nominating Committee Meeting

August 9, 2023

Visit Pensacola Conference Room

Committee Members Present: Deandra Holcomb, Sid Williams-Heath, Brent Lane, Terry Branch, Rachael Gillette, Greg Harris, Warren Sonnen

Visit Pensacola Staff Present: Darien Schaefer, Ashley Hendrickson

The Visit Pensacola Nominating Committee was called to order by Deandra Holcomb at 2:02 PM.

Public Comment:

No public comment

Deandra Holcomb, Chairperson, reviewed the purpose of the committee and the bylaws and asked if there were any questions. No questions were asked.

Review Applicants and Nominations for the open Board or Director positions

Holcomb asked if everyone had a chance to review the applicants including Sterling Gilliam and Katrina Jackson. Warren Sonnen made a comment that he went over the applicants but a few did not finish their applications.

Brent Lane suggested working through Sports/Recreation first so Greg Harris could be recused.

Lane said he is in favor of moving Greg Harris to serve a full term as the Sports/Recreation Director. Darien Schaefer stated that there was one other applicant, Kyle Williams, who lives in Milton. He didn't explain his sports connection. Lane said he is in favor of moving Kyle Williams into the At-Large open position for consideration.

Warren Sonnen motioned for Greg Harris, Pensacola Ice Flyers, to fill the Sports/Recreation Director position. Rachael Gillette seconded the motion; motioned approved 6-0-1.

Gillette recused herself from the meeting so the committee could discuss the At-Large Director position. Holcomb made a motion to extend Gillette's term by one year to serve as Board Chair according to the bylaws. Lane asked if Gillette continues to be a paid Partner of Visit Pensacola. Schaefer confirmed that Gillette is a paid Partner. Sonnen seconded the motion; motion approved 6-0-1.

Lane asked about Ali Green. Schaefer commented that Green has already been approved by the board but now needs to be approved by membership which will happen at the annual meeting in October. Lane said the committee should endorse Ali Green and made a motion for Ali Green to



complete the next two years of her At Large Director term. Holcomb seconded the motion. Motion passed 7-0.

The committee discussed the applications submitted for the open Director position of Attractions/Retail/Events. There were four submitted applications.

Harris asked if we broke apart attractions, retail, and events, what do we need most? Schaefer said if it's attractions, then it's hard to beat the number one attraction between New Orleans and Orlando. The Naval Aviation Museum is now open to the public and has events and retail as well.

Lane commented that Sterling Gilliam would be invaluable to the board in the next three years.

Gillette asked about the gender mix of the Board. There are 3 females and 8 males.

Schaefer said Nicole Dixon has a marketing background and is the owner of a bookstore. Gillette commented that it would be good to get some of these applicants on committees since there aren't enough spots on the board. We don't want to lose good people.

Lane asked if since Sterling Gilliam had been on the board, would he be able to join the board again? Schaefer said that one year must pass before he could join the board again and it has been more than two years.

Lane commented that Sterling would be invaluable as a tourist attraction partner and is in the Perdido Key area.

Terry Branch commented he's not familiar with Sterling Gilliam or Nicole Dixon.

Holcomb made a motion for Sterling Gilliam to fill the Attractions/Retail/Events position on the board. Sonnen seconded the motion. Lane commented that we should work these applicants into committees so we retain good candidates to add to the board next year. Holcomb stated we have a motion and a second and called the vote. Motion carried 7-0.

Director Recommendations to the Board

Attractions/Retail/Events – Sterling Gilliam	(Term expires 9/30/26)
Sports/Recreation – Greg Harris	(Term expires 9/30/26)
At-Large – Ali Green	(Term expires 9/30/25)
At-Large – Rachael Gillette	(Term expires 9/30/24)

Discussion on Candidates for the Open Officer Positions

Schaefer commented on Officer succession of Vice Chair into the Chair position. Gillette has expressed interest in serving in the capacity of Chair. That leaves the Vice Chair position open and both Sid Williams-Heath (Treasurer) and Sonnen (Secretary) have expressed interest in stepping into the Vice Chair position.

Schaefer commented that if Sonnen moved to Vice Chair, it would give him another year on the board. Williams-Heath could move to Vice Chair next year, he would also get an extension.

Williams-Heath stated that in this scenario, he will recuse himself from becoming Vice Chair to allow Sonnen to step in and have an extra year. He is willing to stay as Treasurer.

Lane commented that Branch would be an excellent addition to the Executive Committee as the Secretary. Gillette agreed. Lane said that Branch's leadership qualities, lodging perspective, and vested interest in the beach would be invaluable. Terry Branch agreed to serve as Secretary.

The Nominating Committee recommends the following slate of Officers for FY2024:

Chairman – Rachael Gillette
Vice-Chairman – Warren Sonnen
Treasurer – Sid Williams-Heath
Secretary – Terry Branch

Other Business

The committee recapped the board meeting that was held on August 2, 2023 about the Perdido Key Chamber and the Perdido Key Visitor Center. Schaefer reported that a meeting with the Perdido Key Chamber at their office was scheduled for August 10, 2023. Shirley Cronley (from TDC) has asked to attend. The committee encourage Gillette, as Incoming Board Chair, to also attend.

The meeting was adjourned at 3:36 PM by Holcomb.

Minutes submitted by: Ashley Hendrickson, Administrative Assistant



Nominating Committee Worksheet

FY 2024 Board of Directors

FY 2023 Officers:

Chairman: Brent Lane
Vice-Chairman: Rachael Gillette
Secretary: Warren Sonnen
Treasurer: Sid Williams-Heath

FY 2024 Officers:

Chairman: Rachael
Vice-Chairman: Warren
Secretary: Terry
Treasurer: Sid

FY 2024 (3) Open Board Positions

Sports/Recreation: Greg (expires 9/30/2026)
Retail/Attractions/Events: Sterling Gilliam (expires 9/30/2026)
At-Large: Ali Green (expires 9/30/2025)
At-Large: Rachael (expires 9/30/2024)

At-Large: **Brent Lane** – Cat Country 98.7/ADX Communications (expires 9/20/24)
Lodging/Downtown/Airport: **Amanda Mills** – Hilton Garden Inn/Airport (expires 9/30/24)
Lodging/Perdido Key: **Tim Carn** – Southern Vacation Rentals (expires 9/30/24)
Dining/Entertainment: **Warren Sonnen** – O’Riley’s Irish Pub (expires 9/30/24)

Arts/Culture/Heritage: **Sid Williams-Heath** – Pensacola Cultural Center (expires 9/30/2025)
Lodging/Pensacola Beach: **Terry Branch** – Pensacola Beach Hilton (expires 9/30/2025)
Lodging/Mainland West: **Darpan “Dae” Patel** – Rameshwar Hospitality/
Pine Forest Hospitality (expires 9/30/2025)

Following board members will roll off board at annual meeting October 2023:

Sports/Recreation: **Greg Harris** – Pensacola Ice Flyers (expires 9/30/2023)
Retail/Attractions/Events: **Deandra Holcomb** – Frisky Mermaid (expires 9/30/2023)
At-Large: **Rachael Gillette** - Studer Community Institute (expires 9/30/2023)

Open Director Seat...and needs to be confirmed at annual meeting October 2023:

At-Large: Ali Green – UWF (expires 9/30/2025)



VISIT PENSACOLA BOARD MEETING

August 23, 2023

VP Financials



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VisitPensacola.com



Visit Pensacola Financial Report July 2023

FY23 JULY TAKEAWAYS:	
Unified July 2023 MTD shows a net loss of \$7,331.31. This is due to not being able to bill the county for some uncleared checks.	
MAJOR HIGHLIGHTS:	
YTD Unified revenue is \$3,751K and Unified expense is \$3,198K more than this time last year.	
Visit Pensacola has paid \$2,650M of the advance, with a remaining balance of \$850,000 to be paid back by the end of the year.	
There are 25 more partners (9 new and 16 retained), as of 7.31.23 than 7.31.22, which resulted in \$19K more from partnership dues. \$350 still unpaid balance.	
Pensacola Sport is current on their submissions.	
ACE has no submission for July. The county had applied \$600K of expenses from FY22 to FY23.	
B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$19K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$906,882.58(We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$6,060.77
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$912,943.35
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$783,246.08
H	Operations \$35,200.22
H	Personnel \$101,828.36
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$920,274.66
H	VISIT PENSACOLA Only Month to Date Net Loss =-\$7,331.31
D	UNIFIED Year to Date TDT revenue totaled \$9,520,075.79
D	UNIFIED Year To Date Private revenue totaled \$287,066.82
D	UNIFIED Year to date total Revenue = \$9,807,142.61
	UNIFIED Year to date expense:
D	Direct Programming \$7,757,984.25
D	Operations \$420,097.45
D	Personnel \$1,286,497.79
D	UNIFIED Year to Date total Expense = \$9,464,579.49
D	UNIFIED Year to Date Net Income=\$342,563.12
County Submissions	
*	July's submission totaled \$694K. Only \$368K was paid on 8.9.23 and with remaining balance to be paid on 8.23.23

FORMS:

- A Balance Sheet
- B Visit Pensacola TDT Only Income Statement
- C Visit Pensacola Private Revenue Income Statement
- D Unified Income Statement
- E Summary of Income Statement
- F Submission to County table
- G YOY Report



VISIT PENSACOLA BALANCE SHEET

		FORM A
	July 31, 23	NOTES
ASSETS		
Current Assets		
Checking/Savings		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	220,833.68	Electronic funds from Cty
1010 · TDT Op #2290	104,609.35	TDT Operating account
1030 · Partner#2177	223,396.11	Private funds Operating account
1035 · Reserves #3955	997,231.73	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	<u>1,796,185.87</u>	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	0.00	
1200-4 · Tourism Receivables	104,429.51	
Total 1200 · Accounts Receivable	<u>104,429.51</u>	
Total Accounts Receivable	<u>104,429.51</u>	
Other Current Assets		
1500 · Gift Cards	900.00	Gift Cards from Nick's Boathouse and Crab Trap Sprout Social, Arrivalist, Simpleview, VisitApps, Visa Vue, STR, Destinations International, VR Market Data, Adara, Monsido
1405 · Prepaid Misc.	123,552.60	Flood, Wind, Property, D&O
1410 · Prepaid Insurance	20,434.28	
1400 · Prepaid Postage	200.25	
Total Other Current Assets	<u>145,087.13</u>	
Total Current Assets	<u>2,045,702.51</u>	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-7,147.32	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	<u>1,151.59</u>	
Total Fixed Assets	<u>1,151.59</u>	
TOTAL ASSETS	<u><u>2,046,854.10</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	-690,730.17	
Total Accounts Payable	<u>-690,730.17</u>	
Credit Cards		
2000 · Visit Pensacola P-Card	45,834.40	Current month Pcards TDT
2002 · Regions Membership PCard	913.61	Current month Pcards Membership
Total Credit Cards	<u>46,748.01</u>	
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	OAR Festival
2700 · Unearned Revenue	852,725.00	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	57.01	
Total Other Current Liabilities	<u>910,255.28</u>	
Total Current Liabilities	<u>266,273.12</u>	
Total Liabilities	<u>266,273.12</u>	
Equity		
32000 · Unrestricted Net Assets	1,438,017.86	FY14 to FY22 Net Income
Net Income	342,563.12	FY23 Net Income
Total Equity	<u>1,780,580.98</u>	
TOTAL LIABILITIES & EQUITY	<u><u>2,046,854.10</u></u>	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	July 23	Oct - July 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	994,186.41	9,520,075.79	11,400,000.00	3,524,844.21	31%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00	1,644,920.00		0%	
4100 · Membership Dues	2,107.00	131,279.27	130,000.00	(1,279.27)	-1%	
4150 · Advertising Income	1,060.00	119,149.28			#DIV/0!	
4155 · Partner Co-Ops	1,930.00	10,629.60		(10,629.60)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income	2,990.00	129,778.88	126,200.00	(3,578.88)	-3%	
4300 · Consignment Sales	0.00	116.50	0.00	(116.50)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 · Misc Income	2,133.77	8,686.17	500.00	(8,186.17)	-1637%	
4640 · Event Income	760.00	17,206.00	15,000.00	(2,206.00)	-15%	
Total Income	1,002,177.18	9,807,142.61	13,486,620.00	3,679,477.39	27%	
Gross Profit	1,002,177.18	9,807,142.61	13,486,620.00	3,679,477.39	27%	
Expense						
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	31,511.86	191,989.85	395,000.00	203,010.15	51%	added \$50K from Supplemental
5100 · Advertising/Media	299,422.54	495,223.57	584,200.00	88,976.43	15%	added \$68K from Supplemental
5110 · Public Relations	8,673.16	102,699.67	161,990.00	59,290.33	37%	added \$46K from Supplemental
5120 · Advertising Production	0.00	14,357.95	110,700.00	96,342.05	87%	
5130 · Internet Site Production	33,413.00	171,314.41	190,000.00	18,685.59	10%	
5140 · Festivals & Events Granted	0.00	96,647.00	106,700.00	10,053.00	9%	
5141 · Festivals & Event Local Support	0.00	128,376.62	161,500.00	33,123.38	21%	
5142 · Festival & Event Mini Grants	0.00	0.00	20,000.00	20,000.00	100%	
5150 · Consumer Promotions	8,808.98	39,690.04	100,000.00	60,309.96	60%	
5160 · Sales Promotions	15,285.26	78,032.08	122,000.00	43,967.92	36%	
5170 · Brochures and Collateral	12,257.75	151,795.96	164,200.00	12,404.04	8%	
5190 · Showcase	355,994.01	3,220,777.34	4,885,700.00	1,664,922.66	34%	added \$1M from Supplemental
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	4,375.00	50,000.00	45,625.00	91%	
5220 · Registration	3,640.43	112,737.77	124,500.00	11,762.23	9%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	4,753.32	31,850.89	44,600.00	12,749.11	29%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	138.75	5,369.10	7,700.00	2,330.90	30%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	8,757.65	86,328.89	142,000.00	55,671.11	39%	
Total 5400 · Business Travel & Entertainment	8,896.40	91,697.99	149,700.00	58,002.01	39%	
5500 · Visitor Awareness Education	589.37	61,881.29	91,100.00	29,218.71	32%	Added \$5K from Registration
7000 · PSA Sporting Events	57,361.09	564,178.82	683,709.00	119,530.18	17%	
7400 · ACE - DP	0.00	1,200,358.00	1,897,075.00	696,717.00	37%	
Total 1 · Direct Programming	840,607.17	7,757,984.25	11,142,674.00	3,384,689.75	30%	
2 · Operating Costs						
5520 · Committee Expenses	0.00	913.00	2,100.00	1,187.00	57%	
5450 · Auto/ Local Travel	1,194.24	7,459.94	12,900.00	5,440.06	42%	moved \$4K to Postage
5600 · Building Maintenance & Repair	11,047.40	82,053.14	112,500.00	30,446.86	27%	added \$60K from Supplemental
5610 · Computer&IT Maintenance&Repair	4,528.99	27,646.61	32,500.00	4,853.39	15%	moved \$1K to CC fees
5630 · Insurance Building & Content	3,167.89	29,362.41	31,291.75	1,929.34	6%	
5640 · D & O and Liability Insurance	431.08	4,739.95	7,000.00	2,260.05	32%	
5650 · Audit	0.00	19,000.00	19,000.00	0.00	0%	
5660 · Legal Services	473.00	10,839.50	15,000.00	4,160.50	28%	moved \$1K to Postage
5670 · CPA/ Financial Services	1,000.00	5,000.00	7,200.00	2,200.00	31%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 · Postage	3,104.97	48,792.72	50,500.00	1,707.28	3%	added \$10K
5710 · Supplies Coffee/Sodas	74.95	4,287.65	6,500.00	2,212.35	34%	
5720 · Office Supplies	2,308.73	17,185.25	19,000.00	1,814.75	10%	
5730 · Storage and Delivery	1,192.66	16,277.20	18,000.00	1,722.80	10%	
5750 · Rent	10.00	10.00	10.00	0.00	0%	
5760 · Telephone Service	1,190.20	6,031.71	9,000.00	2,968.29	33%	
5770 · Utilities	4,042.22	37,013.22	40,000.00	2,986.78	7%	moved \$5K to Postage
5780 · Copier	761.10	7,611.00	9,300.00	1,689.00	18%	
5790 · Capital Expenditures	0.00	8,550.70	15,000.00	6,449.30	43%	
5900 · Miscellaneous Expenses	324.22	952.31	1,217.00	264.69	22%	
5920 · Bad Debt Expense	0.00	40.00	2,350.00	2,310.00	98%	
6000 · Consignment Sales Expenses	8.14	92.08	150.00	57.92	39%	
6001 · Bank Service Charge	55.00	5,506.75	8,000.00	2,493.25	31%	
6010 · Credit Card Processing Fee	228.43	3,330.35	4,920.00	1,589.65	32%	
6500 · Taxes	57.00	1,408.46	1,461.25	52.79	4%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	4,812.59	75,993.50	76,960.00	966.50	1%	
Total 2 · Operating Costs	40,012.81	420,097.45	671,860.00	251,762.55	37%	
3 · Personnel Costs						
5800 · Salaries	81,946.80	760,484.53	972,200.00	211,715.47	22%	
5810 · Commissions	1,634.00	25,062.92	27,000.00	1,937.08	7%	
5830 · Auto	461.54	4,846.17	6,000.00	1,153.83	19%	
5840 · 401K Contribution Match	2,583.89	27,518.93	60,300.00	32,781.07	54%	
5850 · Employee Insurance	7,213.57	67,076.84	131,985.00	64,908.16	49%	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	July 23	Oct - July 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	0.00	287.00	400.00	113.00	28%	
5880 · Payroll Expense	7,988.56	77,618.02	107,715.00	30,096.98	28%	
5890 · Staff Education	0.00	6,228.18	13,000.00	6,771.82	52%	added \$10K from Supplemental
7002 · PSA Personnel	27,060.15	317,375.20	353,486.00	36,110.80	10%	
Total 3 · Personnel Costs	128,888.51	1,286,497.79	1,672,086.00	385,588.21	23%	
Total Expense	1,009,508.49	9,464,579.49	13,486,620.00	4,022,040.51		
Net Ordinary Income	-7,331.31	342,563.12	0.00			
Net Income	-7,331.31	342,563.12	0.00			

BUDGETS	FY20 Actual		Unified FY21 Budget		Unified FY22 Budget		FY22 Actual	Unified proposed FY23 Budget		Unified proposed base on 4th Cent	FY22 Actual	Unified proposed FY24 Budget	
TDT Collections	9,758,957	100%	\$ 9,995,512		\$ 15,375,000	100.00%		\$ 18,750,000	100.00%	\$ 15,000,000		\$ 20,000,000	100.00%
County (includes BOCC/Cty Admin & Outside Agencies)	3,519,526	41.12%	\$ 3,998,205	40.00%	\$ 5,681,197	38%		\$ 4,600,000	25%	\$ 4,600,000		\$ 6,775,000	34%
5th Cent Colleciton								\$ 3,750,000	20%				0%
Unified	6,239,431	58.88%	\$ 5,997,307	60.00%	\$ 10,420,053	62%	\$ 11,791,859	\$ 10,400,000	55%	69%	\$ 12,044,921	\$ 13,225,000	66%
VPI	5,142,198	83.95%	\$ 4,497,980	75.00%	\$ 7,815,040	75.00%	\$ 8,843,895	\$ 7,800,000	75%	75%	\$ 9,033,391	\$ 9,594,737	72.55%
ACE	420,400	6.12%	\$ 944,576	15.75%	\$ 1,641,158	15.75%	\$ 1,850,358	\$ 1,638,000	15.75%	15.75%	\$ 1,897,375	\$ 1,950,688	14.75%
PSA	676,833	9.93%	\$ 554,751	9.25%	\$ 963,855	9.25%	\$ 1,097,606	\$ 962,000	9.25%	9.25%	\$ 1,114,155	\$ 1,454,750	11.00%
Historic Trust												\$ 224,825	1.70%

	FY24 Unified budget	TDT FUNDS ONLY						
FY24	DP		OPS		PN			
VPI	7,758,342	80.86%	389,120	4.06%	1,447,275	15.08%	\$ 9,594,737	100%
ACE	1,950,688	100.00%					\$ 1,950,688	100%
PSA	916,493	63.00%	87,285	6.00%	450,972	31.00%	\$ 1,454,750	100%
Historic Trust	60,000	26.69%	164,825	73.31%			\$ 224,825	100%
	\$ 10,685,523		\$ 641,230		\$ 1,898,247		\$ 13,225,000	

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

	FY22 Actuals	% of Budget	FY23 Actuals	% of Budget	FY24 Proposed Budget	% of Budget
Ordinary Income/Expense						
Income						
4500 · Grant Income - VF	\$ 50,000	0.4%		0.0%		0.0%
4640 · Event Income	\$ 20,000	0.2%	\$ 15,000	0.1%	\$ 17,000	0.1%
4000 · Tourism Development Tax-TDT	\$ 10,420,053	85.6%	\$ 10,400,000	83.3%	\$ 13,225,000	105.9%
4050 · TDT Supplemental	\$ 1,371,806	11.3%	\$ 1,644,920	13.2%	\$ -	0.0%
4051 · CARES	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4100 · Membership Dues	\$ 101,250	0.8%	\$ 130,000	1.0%	\$ 131,000	1.0%
4150 · Advertising Income		0.0%		0.0%		0.0%
4155 · Partner Co-Ops	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4150 · Advertising Income - Other	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%
Total 4150 · Advertising Income	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%
4160 · BP Income		0.0%		0.0%		0.0%
4300 · Consignment Sales		0.0%		0.0%		0.0%
4400 · in Kind Building & FA	\$ 170,000	1.4%	\$ 170,000	1.4%	\$ 175,000	1.4%
4600 · Misc Income	\$ 500	0.0%	\$ 500	0.0%	\$ 200	0.0%
Total Income	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 13,670,200	109%
Gross Profit	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 13,670,200	109%
Expense						
1 · Direct Programming						
5090 · Marketing Research	\$ 535,000	4.4%	\$ 445,000	3.6%	\$ 360,710	2.9%
5100 · Advertising/Media	\$ 470,000	3.9%	\$ 613,400	4.9%	\$ 455,400	3.6%
5110 · Public Relations	\$ 120,000	1.0%	\$ 161,990	1.3%	\$ 215,055	1.7%
5120 · Advertising Production	\$ 120,000	1.0%	\$ 110,700	0.9%	\$ 73,200	0.6%
5130 · Internet Site Production	\$ 275,000	2.3%	\$ 190,000	1.5%	\$ 410,780	3.3%
5140 · Festivals & Events Granted	\$ 170,000	1.4%	\$ 172,500	1.4%	\$ 65,630	0.5%
5141 · Festivals & Event Local Support	\$ 190,000	1.6%	\$ 361,500	2.9%	\$ 270,000	2.2%
5142 · Festival & Event Mini Grants	\$ -	0.0%	\$ 100,000	0.8%	\$ 100,000	0.8%
5145 · Celebrity Chef Program		0.0%		0.0%		0.0%
5150 · Consumer Promotions	\$ 88,670	0.7%	\$ 100,000	0.8%	\$ 90,400	0.7%
5160 · Sales Promotions	\$ 80,000	0.7%	\$ 122,000	1.0%	\$ 126,500	1.0%
5170 · Brochures and Collateral	\$ 155,000	1.3%	\$ 164,200	1.3%	\$ 169,900	1.4%
5180 · Tradeshows		0.0%		0.0%	\$ 175,291	1.4%
5190 · Showcase	\$ 4,268,855	35.1%	\$ 4,460,700	35.7%	\$ 5,013,150	40.1%
5190 · Showcase CARES		0.0%		0.0%		0.0%
5210 · Regional Partnership	\$ 100,000	0.8%	\$ 100,000	0.8%	\$ 90,000	0.7%
5215 · Tourism Development Projects	\$ 375,000	3.1%	\$ 50,000	0.4%	\$ 50,000	0.4%
5220 · Registration	\$ 109,000	0.9%	\$ 124,500	1.0%	\$ 55,416	0.4%
5230 · Dues and Subscriptions	\$ 55,000	0.5%	\$ 44,600	0.4%	\$ 49,080	0.4%
5400 · Business Travel & Entertainment		0.0%		0.0%		0.0%
5400-1 · Disallowed Travel Expense	\$ 10,200	0.1%	\$ 7,700	0.1%	\$ 7,000	0.1%
5400 · Business Travel & Entertainment - Other	\$ 90,000	0.7%	\$ 142,000	1.1%	\$ 80,460	0.6%
Total 5400 · Business Travel & Entertainment	\$ 100,200	0.8%	\$ 149,700	1.2%	\$ 87,460	0.7%
5500 · Visitor Awareness Education	\$ 89,765	0.7%	\$ 91,100	0.7%	\$ 85,000	0.7%
5540 · Grant - VF	\$ 50,000	0.4%		0.0%		0.0%
7000 · PSASporting Events	\$ 658,564	5.4%	\$ 683,709	5.5%	\$ 916,493	7.3%
7200 · UWF Historic Trust					\$ 60,000	0.5%
7400 · ACE - DP	\$ 1,850,358	15.2%	\$ 1,897,075	15.2%	\$ 1,950,688	15.6%
Total 1 · Direct Programming	\$ 9,860,412	81.0%	\$ 10,142,674	81.2%	\$ 10,870,153	79.5%
2 · Operating Costs						
5520 · Committee Expenses	\$ 9,000	0.1%	\$ 2,100	0.02%	\$ 2,250	0.02%
5450 · Auto/ Local Travel	\$ 28,000	0.2%	\$ 12,900	0.1%	\$ 7,200	0.1%
5600 · Building Maintenance & Repair	\$ 134,760	1.1%	\$ 119,000	1.0%	\$ 80,000	0.6%
5610 · Computer&IT Maintenance&Rep	\$ 40,000	0.3%	\$ 34,500	0.3%	\$ 34,500	0.3%
5630 · Insurance Building & Content	\$ 21,900	0.2%	\$ 25,853	0.2%	\$ 38,200	0.3%

5640 · D & O and Liability Insurance	\$	6,000	0.0%	\$	7,000	0.1%	\$	7,100	0.1%
5650 · Audit	\$	14,000	0.1%	\$	19,000	0.2%	\$	19,000	0.2%
5660 · Legal Services	\$	16,000	0.1%	\$	15,000	0.1%	\$	16,000	0.1%
5670 · CPA/ Financial Services	\$	7,200	0.1%	\$	7,200	0.1%	\$	7,200	0.1%
5690 · Depreciation			0.0%			0.0%			0.0%
5700 · Postage/Shipping	\$	35,000	0.3%	\$	42,500	0.3%	\$	37,000	0.3%
5710 · Supplies Coffee/Sodas	\$	8,200	0.1%	\$	6,500	0.05%	\$	8,000	0.06%
5720 · Office Supplies	\$	15,000	0.1%	\$	16,000	0.1%	\$	15,500	0.1%
5730 · Storage and Delivery	\$	17,500	0.1%	\$	18,000	0.1%	\$	21,000	0.2%
5750 · Rent	\$	10	0.0%	\$	10	0.0%	\$	10	0.0%
5760 · Telephone Service	\$	9,000	0.1%	\$	9,000	0.1%	\$	9,000	0.1%
5770 · Utilities	\$	40,044	0.3%	\$	40,000	0.3%	\$	47,445	0.4%
5780 · Copier	\$	9,300	0.1%	\$	9,300	0.1%	\$	9,600	0.1%
5790 · Capital Expenditures	\$	60,000	0.5%	\$	25,000	0.2%	\$	50,000	0.4%
5900 · Miscellaneous Expenses	\$	1,217	0.0%	\$	1,217	0.0%	\$	3,500	0.0%
5920 · Bad Debt Expense	\$	4,500	0.0%	\$	2,500	0.0%	\$	3,000	0.0%
6000 · Consignment Sales Expenses			0.0%			0.0%			0.0%
6001 · Bank Service Charge	\$	600	0.0%	\$	8,000	0.1%	\$	6,000	0.0%
6010 · Credit Card Processing Fee	\$	3,050	0.0%	\$	2,920	0.0%	\$	6,200	0.0%
6500 · Taxes	\$	1,400	0.0%	\$	1,400	0.0%	\$	4,065	0.0%
6940 · In Kind Expense	\$	170,000	1.4%	\$	170,000	1.4%	\$	175,000	1.4%
7200 · UWF Historic Trust							\$	164,825	1.3%
7001 · PS Operations	\$	87,808	0.7%	\$	76,960	0.6%	\$	87,285	0.7%
Total 2 · Operating Costs	\$	739,489	6.1%	\$	671,860	5.4%	\$	858,880	6.9%
3 · Personnel Costs									
5800 · Salaries	\$	918,017	7.5%	\$	972,200	7.8%	\$	1,155,295	9.3%
5810 · Commissions	\$	21,000	0.2%	\$	25,000	0.2%	\$	27,000	0.2%
5830 · Auto	\$	6,000	0.0%	\$	6,000	0.0%	\$	6,000	0.0%
5840 · 401K Contribution Match	\$	53,774	0.4%	\$	60,000	0.5%	\$	67,000	0.5%
5850 · Employee Insurance	\$	123,667	1.0%	\$	134,785	1.1%	\$	116,000	0.9%
5870 · Drug Testing	\$	400	0.0%	\$	400	0.0%	\$	400	0.0%
5880 · Payroll Expense	\$	102,616	0.8%	\$	107,215	0.9%	\$	109,500	0.9%
5890 · Staff Education	\$	2,000	0.0%	\$	13,000	0.1%	\$	9,000	0.1%
7002 · PS Personnel	\$	351,234	2.9%	\$	353,486	2.8%	\$	450,972	3.6%
Total 3 · Personnel Costs	\$	1,578,708	13.0%	\$	1,672,086	13.4%	\$	1,941,167	15.5%
Total Expense	\$	12,178,609	100.0%	\$	12,486,620	100.0%	\$	13,670,200	100.0%
Net Ordinary Income		-			-			-	

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

	FY22 Actuals	% of Budget	FY23 Actuals	% of Budget	FY24 Proposed Budget	% of Budget
Income						
Tourism Development Tax-TDT	\$ 10,420,053	88.4%	\$ 11,400,000	87.4%	\$ 13,225,000	101.4%
TDT Supplemental	\$ 1,371,806	11.6%	\$ 1,644,920	13.9%	\$ -	0.0%
4055 · TDT Carryover	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4060 · CARES ACT						
4100 · Membership Dues		0.0%		0.0%		0.0%
4150 · Advertising Income		0.0%		0.0%		0.0%
4155 · Partner Co-Ops		0.0%		0.0%		0.0%
4150 · Advertising Income - Other		0.0%		0.0%		0.0%
Total 4150 · Advertising Income		0.0%		0.0%		0.0%
4160 · BP Income		0.0%		0.0%		0.0%
4300 · Consignment Sales		0.0%		0.0%		0.0%
4400 · in Kind Building & FA		0.0%		0.0%		0.0%
4600 · Misc Income		0.0%		0.0%		0.0%
Total Income	\$ 11,791,859	100%	\$ 13,044,920	101%	\$ 13,225,000	101%
Gross Profit	\$ 11,791,859	100%	\$ 13,044,920	101%	\$ 13,225,000	101%
Expense						
1 · Direct Programming						
American Magic			\$ 1,000,000	7.7%		
Marketing Research	\$ 515,000	4.4%	\$ 435,000	3.3%	\$ 360,710	2.8%
Advertising/Media	\$ 450,000	3.8%	\$ 603,400	4.6%	\$ 435,400	3.3%
Public Relations	\$ 110,000	0.9%	\$ 151,990	1.2%	\$ 204,555	1.6%
Advertising Production	\$ 125,000	1.1%	\$ 100,700	0.8%	\$ 62,200	0.5%
Internet Site Production	\$ 275,000	2.3%	\$ 180,000	1.4%	\$ 399,780	3.1%
Festivals & Events Granted	\$ 200,000	1.7%	\$ 162,500	1.2%	\$ 55,630	0.4%
Festivals & Event Local Support	\$ 365,000	3.1%	\$ 341,500	2.6%	\$ 248,500	1.9%
Festival & Event Mini Grants	\$ 100,000	0.8%	\$ 80,000	0.6%	\$ 80,000	0.6%
Celebrity Chef Program		0.0%		0.0%		0.0%
Consumer Promotions	\$ 73,670	0.6%	\$ 90,000	0.7%	\$ 79,400	0.6%
Sales Promotions	\$ 65,000	0.6%	\$ 112,000	0.9%	\$ 115,500	0.9%
Brochures and Collateral	\$ 155,000	1.3%	\$ 154,200	1.2%	\$ 163,900	1.3%
Tradeshows		0.0%		0.0%	\$ 164,941	1.3%
Showcase	\$ 4,268,855	36.2%	\$ 4,460,700	34.2%	\$ 5,010,490	38.4%
Regional Partnership	\$ 100,000	0.8%	\$ 90,000	0.7%	\$ 90,000	0.7%
Tourism Development Projects	\$ 50,000	0.4%	\$ 50,000	0.4%	\$ 50,000	0.4%
Registration	\$ 99,000	0.8%	\$ 119,500	0.9%	\$ 50,416	0.4%
Dues and Subscriptions	\$ 45,000	0.4%	\$ 37,600	0.3%	\$ 44,080	0.3%
Business Travel/M meal/Lodging	\$ 90,000	0.8%	\$ 136,900	1.0%	\$ 74,960	0.6%
Visitor Awareness Education	\$ 80,725	0.7%	\$ 61,100	0.5%	\$ 67,880	0.5%
Grant - VF		0.0%		0.0%		0.0%
PSA Sporting Events	\$ 658,564	5.6%	\$ 683,709	5.2%	\$ 916,493	7.0%
Historic Trust					\$ 60,000	
ACE - DP	\$ 1,850,358	15.7%	\$ 1,897,075	14.5%	\$ 1,950,688	15.0%
In Kind Building Expense		0.0%		0.0%		0.0%
Total 1 · Direct Programming	\$ 9,676,172	82.1%	\$ 10,947,874	83.9%	\$ 10,685,523	80.8%
2 · Operating Costs						
Committee Expenses	\$ 9,000	0.1%	\$ 2,000	0.0%	\$ 2,000	0.0%
Auto/ Local Travel	\$ 18,000	0.2%	\$ 9,000	0.1%	\$ 5,000	0.0%
Building Maintenance & Repair	\$ 133,500	1.1%	\$ 118,000	0.9%	\$ 75,000	0.6%
Computer&IT Maintenance&Repair	\$ 40,000	0.3%	\$ 31,500	0.2%	\$ 32,500	0.2%
Insurance Building & Content	\$ 20,200	0.2%	\$ 25,853	0.2%	\$ 38,200	0.3%
D & O and Liability Insurance	\$ 6,000	0.1%	\$ 6,000	0.0%	\$ 7,100	0.1%
Audit	\$ 14,000	0.1%	\$ 19,000	0.1%	\$ 19,000	0.1%
Legal Services	\$ 16,000	0.1%	\$ 15,000	0.1%	\$ 16,000	0.1%

CPA/ Financial Services	\$	7,200	0.1%	\$	7,200	0.1%	\$	7,200	0.1%
Postage	\$	35,000	0.3%	\$	39,500	0.3%	\$	37,000	0.3%
Supplies Coffee/Sodas	\$	8,200	0.1%	\$	1,500	0.0%	\$	3,000	0.0%
Office Supplies	\$	15,000	0.1%	\$	13,000	0.1%	\$	12,000	0.1%
Storage and Delivery	\$	17,500	0.1%	\$	16,437	0.1%	\$	19,000	0.1%
Rent	\$	10	0.0%	\$	10	0.0%	\$	10	0.0%
Telephone Service	\$	9,000	0.1%	\$	9,000	0.1%	\$	9,000	0.1%
Utilities	\$	40,044	0.3%	\$	40,000	0.3%	\$	47,445	0.4%
Copier	\$	9,300	0.1%	\$	9,300	0.1%	\$	9,600	0.1%
Capital Expenditures	\$	50,000	0.4%	\$	25,000	0.2%	\$	50,000	0.4%
Miscellaneous Expenses	\$	1,217	0.0%			0.0%			0.0%
Bad Debt Expense	\$	4,500	0.0%			0.0%			0.0%
Consignment Sales Expenses			0.0%			0.0%			0.0%
Bank Service Charge	\$	600	0.0%			0.0%			0.0%
Credit Card Processing Fee	\$	3,020	0.0%			0.0%			0.0%
Taxes	\$	1,400	0.0%			0.0%	\$	65	0.0%
6940 - In Kind Expense			0.0%			0.0%			0.0%
7001 - PSA Operations	\$	87,808	0.7%	\$	76,960	0.6%	\$	87,285	0.7%
7200 - UWF Historic Trust							\$	164,825	1.3%
Total 2 - Operating Costs	\$	546,499	4.6%	\$	464,260	3.6%	\$	641,230	4.9%
3 - Personnel Costs									
Visit Pensacola Personnel	\$	1,217,954	10.3%	\$	1,279,300	9.8%	\$	1,447,275	11.1%
PSA Personnel	\$	351,234	3.0%	\$	353,486	2.7%	\$	450,972	3.5%
Total 3 - Personnel Costs	\$	1,569,188	13.3%	\$	1,632,786	12.5%	\$	1,898,247	14.6%
Total Expense	\$	11,791,859	100.0%	\$	13,044,920	100.0%	\$	13,225,000	100.0%
		-			-			-	

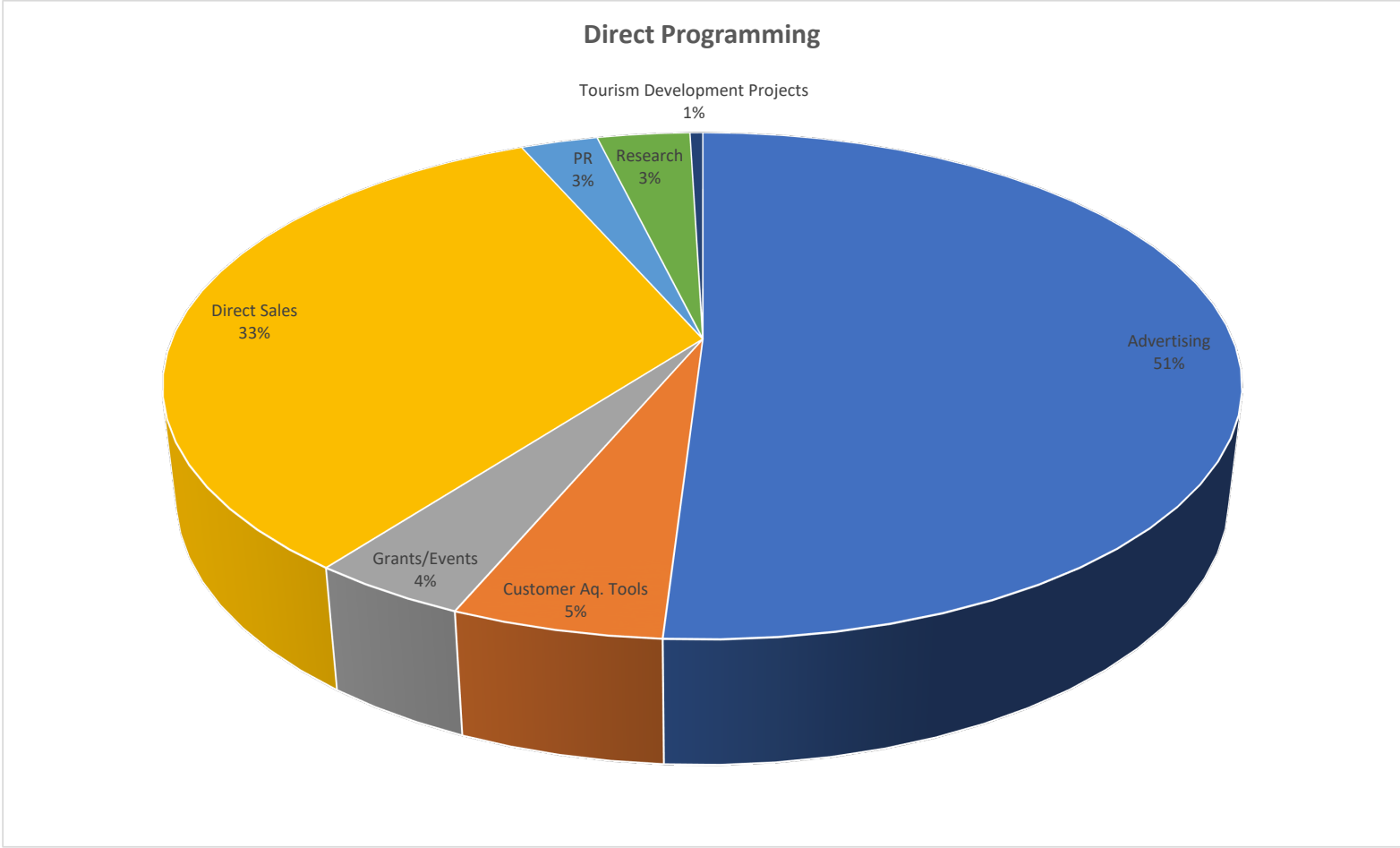
2024 Revenues - UNIFIED	2024 Budget	% of Revenue
Private Revenue	\$ 445,200.00	3.26%
Partnerships	\$ 131,000	1.0%
Co-op Advertising/Shared Programs	\$ 122,000	0.9%
Events	\$ 17,000	0.1%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 175,000	1.3%
Grants	\$ -	0.0%
Misc.	\$ 200	0.0%
Public Revenue	\$ 13,225,000	96.74%
TDT - Base Unified @65%	\$ 9,594,737	70.2%
Grand Total	\$ 13,670,200	100.0%
2024 Expenses - UNIFIED	2024 Budget	% of Expense
Direct Programming	\$ 10,870,153	79.5%
Advertising/Media (Showcase, Media, Production)	\$ 5,541,750	40.5%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 580,680	4.2%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 674,147	4.9%
Events/Sunbelt/Mini-Grants	\$ 435,630	3.2%
Public Relations (PR, Film, Visitor Awareness)	\$ 300,055	2.2%
Research	\$ 360,710	2.6%
Tourism Development Programs/Projects	\$ 50,000	0.4%
Pensacola Sports	\$ 916,493	6.7%
ACE	\$ 1,950,688	14.3%
UWF Historic Trust	\$ 60,000	0.4%
Operations	\$ 858,880	6.3%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 164,510	1.2%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 106,765	0.8%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 335,495	3.8%
Pensacola Sports	\$ 87,285	0.6%
UWF Historic Trust	\$ 164,825	1.2%
Personnel	\$ 1,941,167	14.2%
Unified (Pensacola Sports)	\$ 450,972	3.3%
Visit Pensacola	\$ 1,490,195	10.9%
Grand Total	\$ 13,670,200	100.0%

2024 Revenues - VP ONLY	2024 Budget	% of Revenue
Private Revenue	\$ 445,200	4.4%
Partnerships	\$ 131,000	1.3%
Co-op Advertising/Shared Programs	\$ 122,000	1.2%
Events	\$ 17,000	0.2%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 175,000	1.7%
Grants	\$ -	0.0%
Misc.	\$ 200	0.0%
Public Revenue	\$ 9,594,737	95.6%
TDT - VPI ONLY	\$ 9,594,737	95.6%
Grand Total	\$10,039,937	100.0%
2024 Expenses - VP ONLY	2024 Budget	% of Expense
Direct Programming	\$ 7,942,972	79.1%
Advertising/Media (Showcase, Media, Production)	\$ 5,541,750	55.2%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 580,680	5.8%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 674,147	6.7%
Events/Sunbelt/Mini-Grants	\$ 435,630	4.3%
Public Relations (PR, Film, Visitor Awareness)	\$ 300,055	3.0%
Research	\$ 360,710	3.6%
Tourism Development Programs/Projects	\$ 50,000	0.5%
Pensacola Sports	\$ -	0.0%
ACE	\$ -	0.0%
UWF Historic Trust		
Operations	\$ 606,770	6.0%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 164,510	1.6%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 106,765	1.1%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 335,495	3.8%
Pensacola Sports	\$ -	0.0%
Personnel	\$ 1,490,195	14.8%
Unified (Pensacola Sports)	\$ -	0.0%
Visit Pensacola	\$ 1,490,195	14.8%
Grand Total	\$ 10,039,937	100.0%

FY24 VISIT PENSACOLA UNIFIED DIRECT PROGRAM BUDGET

GL	Program Name/Event	FY24	FY23	%
5090	Marketing Research	\$ 360,710	\$ 445,000	3%
5100	Advertising/Media	\$ 455,400	\$ 613,400	4%
5110	Public Relations	\$ 215,055	\$ 161,990	2%
5120	Advertsing Production	\$ 73,200	\$ 110,700	1%
5130	Internet Site Production	\$ 410,780	\$ 190,000	4%
5140	Festival & Events Grants	\$ 65,630	\$ 172,500	1%
5141	Festival & Events Support	\$ 270,000	\$ 361,500	2%
5142	Festival & Events Mini Grants	\$ 100,000	\$ 100,000	1%
5150	Consumer Promotions	\$ 90,400	\$ 100,000	1%
5160	Sales Promotions	\$ 126,500	\$ 122,000	1%
5170	Brochures and Collateral	\$ 169,900	\$ 164,200	2%
5180	Tradeshows	\$ 175,291		2%
5190	Showcase	\$ 5,013,150	\$ 4,460,700	46%
5210	Regional Partnership	\$ 90,000	\$ 100,000	1%
5215	Tourism Development Projects	\$ 50,000	\$ 50,000	0%
5220	Registration	\$ 55,415	\$ 124,500	1%
5230	Dues and Subscriptions	\$ 49,080	\$ 44,600	0%
5400	Business Travel & Entertainment	\$ 87,460	\$ 149,700	1%
5500	Visitor Awareness Education	\$ 85,000	\$ 91,100	1%
7000	PSA Sporting Events	\$ 916,493	\$ 683,709	8%
7200	Historic Trust	\$ 60,000		1%
7400	ACE	\$ 1,950,688	\$ 1,897,075	18%
		\$ -	\$ -	
		\$ -	\$ -	
TOTALS		\$ 10,870,152	\$ 10,142,674	100.0%

5190, 5120, 5100	Advertising	Showcase, Media, Production	\$ 5,541,750	51%
5130, 5170	Customer Aq. Tools	Internet Site, Brochures	\$ 580,680	5%
5140, 5141, 5142, 5540	Grants/Events	Granted amounts, support of local events	\$ 435,630	4%
5150, 5160, 5180, 5181, 5182, 5210, 5220, 5230, 5400, 7000, 7200, 7400	Direct Sales	Registration, ACE, PS, Travel, Dues, Regional, C. Promo, S. Promo	\$ 3,601,327	33%
5110, 5500	PR	PR, Visitor Awareness, Chefs, Film	\$ 300,055	3%
5090	Research	Marketing Research	\$ 360,710	3%
5215	Tourism Development Projects	Tourism Development Projects	\$ 50,000	0%
			\$ 10,870,152	100%



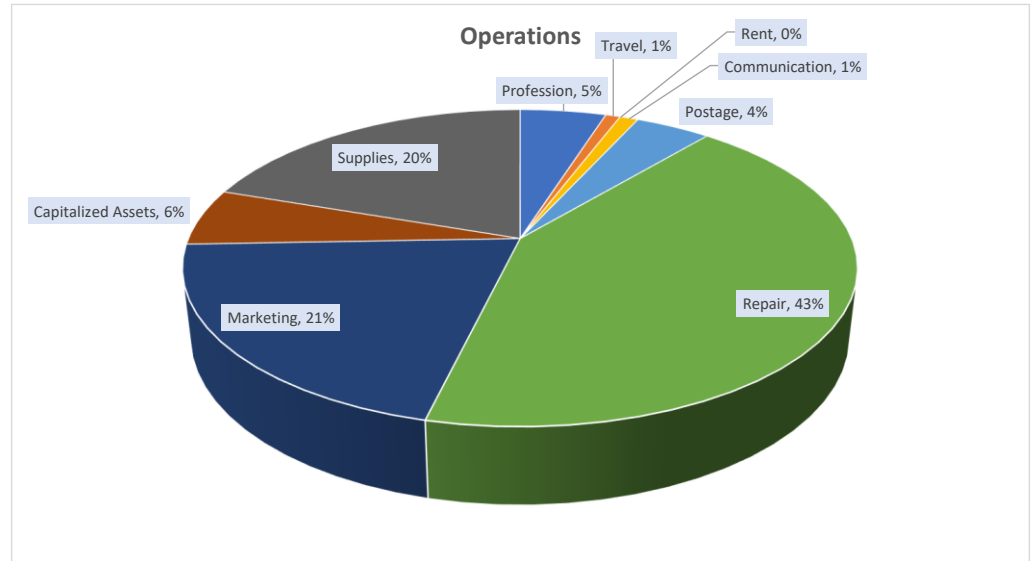
FY24 VISIT PENSACOLA UNIFIED DIRECT PROGRAMMING BUDGE

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1		Direct Programming Expense															CLASS TOTALS		
2		Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	FY24 Total		TDT	Private	
3	5090	Marketing Research	\$ 99,584	\$ 12,584	\$ 12,584	\$ 12,584	\$ 12,584	\$ 12,584	\$ 28,284	\$ 12,584	\$ 40,886	\$ 31,084	\$ 12,584	\$ 72,784	\$ 360,710	3.3%	\$ 360,710	\$ -	
4	5100	Advertising/Media	\$ 31,000	\$ 1,000	\$ 27,200	\$ 1,000	\$ 1,000	\$ 6,000	\$ 1,000	\$ 2,200	\$ 1,000	\$ 1,000	\$ 376,000	\$ 7,000	\$ 455,400	4.2%	\$ 435,400	\$ 20,000	
5	5110	Public Relations	\$ 24,400	\$ 13,750	\$ 11,000	\$ 37,750	\$ 12,750	\$ 19,155	\$ 18,750	\$ 15,250	\$ 13,000	\$ 10,650	\$ 21,750	\$ 16,850	\$ 215,055	2.0%	\$ 204,555	\$ 10,500	
6	5120	Advertsing Production	\$ 17,700	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 52,500	\$ -	\$ 73,200	0.7%	\$ 62,200	\$ 11,000	
7	5130	Internet Site Production	\$ 52,755	\$ 20,272	\$ 20,368	\$ 39,631	\$ 45,217	\$ 21,112	\$ 29,710	\$ 35,659	\$ 20,317	\$ 20,860	\$ 29,547	\$ 75,332	\$ 410,780	3.8%	\$ 399,780	\$ 11,000	
8	5140	Festival & Events Grants	\$ 65,630	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65,630	0.6%	\$ 55,630	\$ 10,000	
9	5141	Festival & Events Local Support	\$ 5,000	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 262,000	\$ 270,000	2.5%	\$ 248,500	\$ 21,500	
10	5142	Festival & Events Mini Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000	0.9%	\$ 80,000	\$ 20,000	
11	5150	Consumer Promotions	\$ 29,700	\$ 2,000	\$ 2,200	\$ 2,200	\$ 3,700	\$ 38,200	\$ 1,000	\$ 3,700	\$ 1,000	\$ 1,000	\$ 1,200	\$ 4,500	\$ 90,400	0.8%	\$ 79,400	\$ 11,000	
12	5160	Sales Promotions	\$ 15,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 13,000	\$ 11,500	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 11,500	\$ 12,500	\$ 126,500	1.2%	\$ 115,000	\$ 11,500	
13	5170	Brochures and Collateral	\$ 15,900	\$ 1,000	\$ 1,000	\$ 1,000	\$ 131,000	\$ 14,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 169,900	1.6%	\$ 163,900	\$ 6,000	
14	5180	Tradeshows	\$ 23,050	\$ 55,115	\$ 5,500	\$ 8,040	\$ 14,895	\$ 19,335	\$ 12,700	\$ 24,110	\$ 3,296	\$ -	\$ 5,700	\$ 3,550	\$ 175,291	1.6%	\$ 164,941	\$ 10,350	
15	5190	Showcase	\$ 417,763	\$ 417,763	\$ 417,763	\$ 417,763	\$ 417,763	\$ 417,760	\$ 417,763	\$ 417,763	\$ 417,760	\$ 417,763	\$ 417,763	\$ 417,763	\$ 5,013,150	46.1%	\$ 5,013,150	\$ -	
16	5210	Regional Partnership	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90,000	\$ 90,000	0.8%	\$ 90,000	\$ -	
17	5215	Tourism Development Projects	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000	\$ 50,000	0.5%	\$ 50,000		
18	5220	Registration	\$ 1,645	\$ 150	\$ 1,500	\$ 4,450	\$ 7,150	\$ 13,450	\$ 9,950	\$ 5,675	\$ 4,500	\$ 5,150	\$ 750	\$ 1,045	\$ 55,415	0.5%	\$ 50,415	\$ 5,000	
19	5230	Dues and Subscriptions	\$ 22,124	\$ 2,300	\$ 8,199	\$ 2,410	\$ 192	\$ 975	\$ 700	\$ 480	\$ 10,000	\$ 1,700	\$ -	\$ -	\$ 49,080	0.5%	\$ 44,080	\$ 5,000	
20	5400	Business Travel & Entertainment	\$ 7,750	\$ 3,550	\$ 50	\$ 5,750	\$ 3,960	\$ 11,800	\$ 26,950	\$ 11,550	\$ 7,050	\$ 2,250	\$ 5,250	\$ 1,550	\$ 87,460	0.8%	\$ 76,660	\$ 10,800	
21	5500	Visitor Awareness Education	\$ 27,330	\$ 2,210	\$ 15,210	\$ 2,330	\$ 2,210	\$ 2,210	\$ 2,210	\$ 22,330	\$ 2,210	\$ 2,210	\$ 2,210	\$ 2,210	\$ 2,330	\$ 85,000	0.8%	\$ 67,880	\$ 17,120
22	7000	PS Sporting Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 916,493	\$ 916,493	8.4%	\$ 916,493		
23		UWF Historic Trust	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000	\$ 60,000	0.6%	\$ 60,000		
24	7400	ACE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,950,688	\$ 1,950,688	17.9%	\$ 1,950,688		
25															\$ -				
26		TOTALS	\$ 856,331	\$ 546,694	\$ 531,574	\$ 543,908	\$ 665,421	\$ 588,081	\$ 559,017	\$ 561,301	\$ 531,019	\$ 503,667	\$ 937,754	\$ 4,045,385	\$ 10,870,152	100.0%	\$ 10,689,382	\$ 180,770	
27		TDT	\$ 790,583	\$ 481,981	\$ 519,776	\$ 531,570	\$ 642,228	\$ 560,598	\$ 536,514	\$ 532,388	\$ 523,420	\$ 497,664	\$ 928,734	\$ 3,789,535	\$ 10,689,382		\$ -		
28		Private	\$ 42,698	\$ 9,598	\$ 6,298	\$ 4,298	\$ 8,298	\$ 8,148	\$ 9,803	\$ 4,803	\$ 4,303	\$ 6,003	\$ 3,320	\$ 52,300	\$ 180,770			\$ -	
29																			
30	5190, 5120, 5100	Advertising	Showcase, Media, Production					\$ 5,541,750	51.0%										
31	5130, 5170	Customer Aq. Tools	Internet Site, Brochures					\$ 580,680	5.3%										
32	5140, 5141, 5142	Grants/Events	Festival & Events Grants, Support, Mini Grants					\$ 435,630	4.0%										
33	5150, 5160, 5210, 5220, 5230, 5400, 7000, 7400	Direct Sales	Registration, ACE, PS, Travel, Dues, Regional, C. Promo, S. Promo						\$ 3,601,327	33.1%									
34	5110, 5500, 5145, 5180	PR	PR, Visitor Awareness, Chefs, Film,					\$ 300,055	2.8%										
35	5090	Research	Marketing Research					\$ 360,710	3.3%										
36	5215	Tourism Development Projects	Tourism Development Projects						\$ 50,000	0.5%									
37								\$ 10,870,152	100.0%										

FY24 VISIT PENSACOLA UNIFIED OPERATIONS BUDGET

BUDGET - Operations Expense				
GL	Program Name/Event	FY24	FY23	
5520	Committee Expense	\$ 2,250	\$ 2,000	
5450	Auto/Local Travel	\$ 7,200	\$ 17,000	0.84%
5600	Building Maintenance & Repair	\$ 80,000	\$ 68,000	9.32%
5610	Computer IT Maintenance, Repair & Training	\$ 34,500	\$ 34,500	4.02%
5630	Insurance Building & Content	\$ 38,200	\$ 28,853	4.45%
5640	D&O and Liability Insurance	\$ 7,100	\$ 7,000	0.83%
5650	Audit	\$ 19,000	\$ 19,000	2.21%
5660	Legal Services	\$ 16,000	\$ 16,000	1.86%
5670	CPA/Financial Services	\$ 7,200	\$ 7,200	0.84%
5690	Depreciation Exp			
5700	Postage	\$ 37,000	\$ 32,000	4.31%
5710	Supplies Coffee/Sodas	\$ 8,000	\$ 5,000	0.93%
5720	Office Supplies	\$ 15,500	\$ 15,000	1.81%
5730	Storage and Delivery	\$ 21,000	\$ 18,000	2.45%
5750	Rent	\$ 10.00	\$ 10.00	0.00%
5760	Telephone Service	\$ 9,000	\$ 9,000	1.05%
5770	Utilities	\$ 47,445	\$ 44,280	5.53%
5780	Copier	\$ 9,600	\$ 10,020	1.12%
5790	Capital Expense	\$ 50,000	\$ 25,000	5.83%
5900	Miscellaneous Expense	\$ 3,500	\$ 1,217	0.41%
5920	Bad Debt Expense	\$ 3,000	\$ 2,500	0.35%
6000	Consignment Sales Expenses			
6001	Bank Service Charge	\$ 6,000	\$ 700	0.70%
6010	Credit Card Processing Fee	\$ 6,200	\$ 2,920	0.72%
6500	Taxes	\$ 4,065	\$ 1,400	0.47%
6940	In Kind Expenses	\$ 175,000	\$ 170,000	20.39%
7001	PSA Operations	\$ 87,285	\$ 76,960	10%
7200	UWF Historic Trust	\$ 164,285	\$ 76,960	19%
	TOTALS	\$ 858,340	\$ 690,520	100%

5650, 5660 5670	Profession	Audit, Legal Services, Financial	\$ 42,200	5%
5450	Travel	Auto/Local Travel	\$ 7,200	1%
5750	Rent	Rent	\$ 10.00	0%
5760	Communication	Telephone Services	\$ 9,000	1%
5700	Postage	Postage	\$ 37,000	4%
5600, 5610	Repair	Bldg Maint & Repair, Computer & IT Maint	\$ 366,070	43%
5520, 6940	Marketing	Cmt Expense, In Kind Expense	\$ 177,250	21%
5790	Capitalized Assets	Capital Expenditures	\$ 50,000	6%
5630, 5640, 5710, 5720, 5730, 5770, 5780, 5900, 5920, 6001, 6010, 6500	Supplies	Insurance, supplies, Storage & Delivery, Utilites, Copier, Bank fee	\$ 169,610	20%
			\$ 858,340.00	100%



FY24 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	\$ -	\$ -	\$ 2,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,250		\$ 2,000	\$ 250	0%
Auto/Local Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,200	\$ 7,200		\$ 5,000	\$ 2,200	1%
Building Maintenance & Repair	\$ 5,925	\$ 10,250	\$ 5,875	\$ 5,400	\$ 7,750	\$ 6,375	\$ 5,400	\$ 8,250	\$ 5,875	\$ 5,250	\$ 8,400	\$ 5,250	\$ 80,000		\$ 75,000	\$ 5,000	12%
Computer IT Maint., Repair & Training	\$ 2,650	\$ 2,650	\$ 2,650	\$ 3,350	\$ 2,650	\$ 2,650	\$ 2,650	\$ 2,650	\$ 2,650	\$ 2,650	\$ 2,650	\$ 4,650	\$ 34,500		\$ 32,500	\$ 2,000	5%
Insurance Building & Content	\$ -	\$ -	\$ 35,500	\$ -	\$ 700	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ 38,200		\$ 38,200		6%
D&O and Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,100		\$ 7,100		1%
Audit	\$ -	\$ 6,000	\$ -	\$ -	\$ 13,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,000		\$ 19,000		3%
Legal Services	\$ 1,750	\$ 1,167	\$ 1,167	\$ 2,000	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,750	\$ 16,000		\$ 16,000		2%
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	\$ 1,750	\$ 1,650	\$ 1,600	\$ 1,750	\$ 1,700	\$ 1,850	\$ 1,800	\$ 1,450	\$ 1,650	\$ 1,950	\$ 1,450	\$ 18,400	\$ 37,000		\$ 37,000	\$ -	5%
Supplies Coffee/Sodas	\$ 250	\$ 400	\$ 3,800	\$ 500	\$ 350	\$ 500	\$ 400	\$ 250	\$ 350	\$ 350	\$ 500	\$ 350	\$ 8,000		\$ 3,000	\$ 5,000	1%
Office Supplies	\$ 1,292	\$ 1,292	\$ 1,292	\$ 1,292	\$ 1,290	\$ 1,292	\$ 1,292	\$ 1,290	\$ 1,292	\$ 1,292	\$ 1,292	\$ 1,292	\$ 15,500		\$ 12,000	\$ 3,500	2%
Storage and Delivery	\$ 2,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 3,500	\$ 21,000		\$ 19,000	\$ 2,000	3%
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ 10		\$ 10		0%
Telephone Service	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 9,000		\$ 9,000		1%
Utilities	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,995	\$ 3,950	\$ 3,950	\$ 3,950	\$ 3,950	\$ 47,445		\$ 47,445		7%
Copier	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600		\$ 9,600		1%
Capital Expense	\$ 15,000	\$ -	\$ -	\$ 15,000	\$ 5,000	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ 50,000		\$ 50,000		7%
Miscellaneous Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500	\$ 3,500		\$ -	\$ 3,500	1%
Bad Debt Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000		\$ -	\$ 3,000	0%
Consignment Sales Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	0%
Bank Service Charge	\$ 1,340	\$ 2,060	\$ 2,060	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 6,000		\$ -	\$ 6,000	1%
Credit Card Processing Fee	\$ 515	\$ 515	\$ 515	\$ 520	\$ 515	\$ 520	\$ 515	\$ 520	\$ 515	\$ 515	\$ 520	\$ 515	\$ 6,200		\$ -	\$ 6,200	1%
Taxes	\$ 334	\$ 334	\$ 330	\$ 334	\$ 399	\$ 334	\$ 334	\$ 330	\$ 334	\$ 334	\$ 334	\$ 334	\$ 4,065		\$ 65	\$ 4,000	1%
In Kind Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ 175,000		\$ -	\$ 175,000	25%
PSA Operations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 87,285	\$ 87,285		\$ 87,285		13%
TOTALS	\$ 39,256	\$ 33,768	\$ 64,489	\$ 38,731	\$ 42,031	\$ 29,298	\$ 21,543	\$ 38,462	\$ 23,353	\$ 21,143	\$ 23,823	\$ 318,161	\$ 694,055		\$ 476,405	\$ 217,650	100%
TDT	\$ 36,775	\$ 25,317	\$ 57,792	\$ 37,275	\$ 40,732	\$ 27,842	\$ 20,092	\$ 37,262	\$ 22,052	\$ 19,842	\$ 22,367	\$ 129,060	\$ 476,405		\$ -		69%
Private	\$ 2,481	\$ 8,451	\$ 6,697	\$ 1,456	\$ 1,299	\$ 1,456	\$ 1,451	\$ 1,200	\$ 1,301	\$ 1,301	\$ 1,456	\$ 189,101	\$ 217,650		\$ -		31%
													\$ 694,055		\$ -		
Building - Equipment	\$ 164,510	24%															
Finance - Insurance	\$ 106,765	15%															
Operations	\$ 335,495	48%															
Unified	\$ 87,285	13%															
TOTALS	\$ 694,055																

VPI Only TDT \$ 389,120

<p align="center">FY24 VISIT PENSACOLA UNIFIED PERSONNEL BUDGET</p>
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BUDGET-Personnel Expense				
GL#	GL LINE ITEM	FY24 Totals	FY23 Totals	Diff + (Decrease)
5800	Salaries	\$ 1,155,295	\$ 982,200	\$ 173,095
5810	Commissions	\$ 27,000	\$ 25,000	\$ 2,000
5830	Auto	\$ 6,000	\$ 6,000	\$ -
5840	401K Contribution Match	\$ 67,000	\$ 60,000	\$ 7,000
5850	Employee Insurance	\$ 116,000	\$ 134,785	\$ (18,785)
5880	Payroll Expense	\$ 109,500	\$ 107,215	\$ 2,285
5870	Drug Testing	\$ 400	\$ 400	\$ -
5890	Staff Education	\$ 9,000	\$ 3,000	\$ 6,000
7002	PSA Personnel	\$ 450,972	\$ 307,840	\$ 143,132
	FY23 TOTALS	\$ 1,941,167	\$ 1,626,440	\$ 314,727
	BUDGET UNIFIED	\$ 1,941,167	\$ 1,626,440	
	BUDGET INCREASE (DECREASE) from PREVIOUS YEAR	\$ 314,727	\$ 1,626,440	
	PSA INCREASE (DECREASE) FROM PREVIOUS YEAR	\$ 143,132	\$ 164,708	
	VPI INCREASE (DECREASE) FROM PREVIOUS YEAR	\$ 171,595	\$ 1,147,005	
	VPI ONLY	\$ 1,490,195	\$ 1,318,600	

FY24 VISIT PENSACOLA UNIFIED PERSONNEL BUDGET

BUDGET-Personnel Expense

CLASS

GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS	TDT	PRIVATE	
Salaries	\$ 88,869	\$ 133,299	\$ 88,869	\$ 88,869	\$ 88,869	\$ 88,869	\$ 88,869	\$ 133,302	\$ 88,869	\$ 88,869	\$ 88,869	\$ 88,869	\$ 1,155,295	\$ 1,155,295	\$ -	60%
Commissions	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 27,000	\$ -	\$ 27,000	1%
Auto	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000	\$ 6,000		0%
401K Contribution Match	\$ 5,583	\$ 5,583	\$ 5,583	\$ 5,584	\$ 5,586	\$ 5,583	\$ 5,583	\$ 5,583	\$ 5,583	\$ 5,583	\$ 5,583	\$ 5,583	\$ 67,000	\$ 65,380	\$ 1,620	3%
Employee Insurance	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,667	\$ 9,666	\$ 9,662	\$ 116,000	\$ 108,200	\$ 7,800	6%
Payroll Expense	\$ 8,446	\$ 12,524	\$ 8,446	\$ 8,446	\$ 8,444	\$ 8,446	\$ 8,444	\$ 12,524	\$ 8,446	\$ 8,446	\$ 8,446	\$ 8,446	\$ 109,500	\$ 106,000	\$ 3,500	6%
Drug Testing	\$ 80	\$ 80	\$ 80	\$ -	\$ 80	\$ 80	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400		0%
Staff Education	\$ 500	\$ -	\$ 2,000	\$ -	\$ -	\$ 2,000	\$ -	\$ 500	\$ 1,500	\$ 500	\$ 500	\$ 1,500	\$ 9,000	\$ 6,000	\$ 3,000	0%
PSA Personnel	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 37,581	\$ 450,972	\$ 450,972		23%
TOTALS:	\$ 153,476	\$ 201,485	\$ 154,976	\$ 152,897	\$ 152,977	\$ 154,976	\$ 152,894	\$ 201,908	\$ 154,396	\$ 153,396	\$ 153,395	\$ 154,391	\$ 1,941,167	\$ 1,898,247	\$ 42,920	100%
TDT	\$ 149,649	\$ 198,158	\$ 151,149	\$ 149,570	\$ 149,652	\$ 151,149	\$ 149,569	\$ 198,081	\$ 151,069	\$ 149,569	\$ 149,568	\$ 151,064	\$ 1,898,247	\$ -		98%
PRIVATE	\$ 3,827	\$ 3,327	\$ 3,827	\$ 3,327	\$ 3,325	\$ 3,827	\$ 3,325	\$ 3,827	\$ 3,327	\$ 3,827	\$ 3,827	\$ 3,327	\$ 42,920	\$ -		2%
													\$ 1,941,167			
													VPI Only TDT	\$ 1,447,275		
													VPI Private	\$ 42,920	\$ 1,490,195	



VISIT PENSACOLA BOARD MEETING

August 23, 2023

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

Date Created: Aug 16, 2023

Visit Pensacola

For the Month of July 2023



Table Of Contents	1
Trend Escambia Co + Zip 32561+	2
Resp Escambia Co + Zip 32561+	3
Multi-Segment Zip Codes	4
Multi-Seg Raw Zip Codes+	5
Multi-Segment Comp Set	6
Multi-Seg Raw Comp Set+	7
Response Downtown+	8
Response Airport+	9
Response Pine Forest+	10
Response Westside Perdido+	11
Response PNS Beach+	12
Response UWF+	13
Help	14

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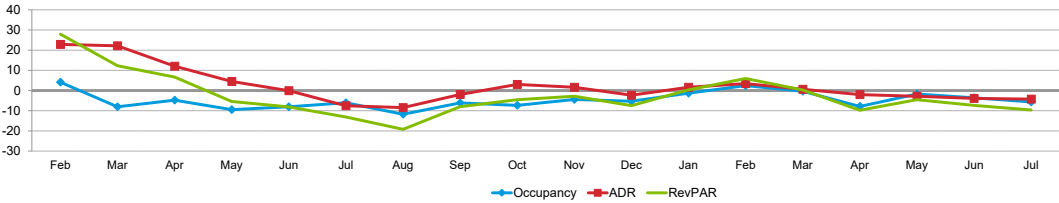
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Tab 2 - Trend Escambia Co + Zip 32561+

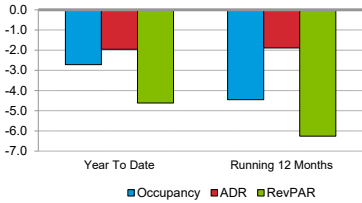
Visit Pensacola
For the Month of July 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022												2023						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	61.8	71.6	73.6	70.9	76.6	77.4	63.0	63.8	61.4	55.4	49.5	50.6	63.3	71.4	67.8	69.7	73.9	73.1
	Last Year	59.4	77.9	77.3	78.3	83.3	82.4	71.4	68.0	66.3	58.0	52.3	51.3	61.8	71.6	73.6	70.9	76.6	77.4
Percent Change	4.1	-8.1	-4.8	-9.4	-8.0	-6.0	-11.7	-6.1	-7.3	-4.4	-5.3		-1.3	2.5	-0.3	-7.9	-1.7	-3.6	-5.6

Year To Date			
2021	2022	2023	
73.3	69.1	67.2	
53.4	73.3	69.1	
37.4	-5.7	-2.7	

Running 12 Months			
2021	2022	2023	
68.2	66.6	63.6	
56.4	68.2	66.6	
20.9	-2.3	-4.5	

ADR	2022												2023						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	110.24	143.30	151.32	163.20	191.29	204.16	142.31	139.42	131.70	116.85	106.76	101.55	114.03	144.20	148.26	158.53	183.83	195.46
	Last Year	89.72	117.31	136.05	156.21	191.39	220.72	155.45	142.23	127.81	114.95	109.28	98.93	110.24	143.30	151.32	163.20	191.29	204.16
Percent Change	22.9	22.2	12.0	4.5	-0.1	-7.5	-8.5	-2.0	3.0	1.7	-2.3		1.6	3.4	0.6	-2.0	-2.9	-3.9	-4.3

Year To Date			
2021	2022	2023	
149.44	156.40	153.34	
110.79	149.44	156.40	
34.9	4.7	-2.0	

Running 12 Months			
2021	2022	2023	
132.12	146.65	143.89	
108.61	132.12	146.65	
21.6	11.0	-1.9	

RevPAR	2022												2023						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	68.16	102.63	111.38	115.70	146.60	158.04	89.71	88.95	80.86	64.74	52.84	51.41	72.23	102.92	100.52	110.46	135.82	142.78
	Last Year	53.27	91.38	104.41	122.30	159.50	181.86	111.04	96.65	84.69	66.64	57.12	51.25	68.16	102.63	111.38	115.70	146.60	158.04
Percent Change	27.9	12.3	6.7	-5.4	-8.1	-13.1	-19.2	-8.0	-4.5	-2.8	-7.5		0.3	6.0	0.3	-9.8	-4.5	-7.4	-9.7

Year To Date			
2021	2022	2023	
109.53	108.05	103.06	
59.11	109.53	108.05	
85.3	-1.3	-4.6	

Running 12 Months			
2021	2022	2023	
90.04	97.68	91.57	
61.24	90.04	97.68	
47.0	8.5	-6.3	

Supply	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	224,168	248,186	240,180	248,527	240,450	248,465	248,465	240,450	248,465	240,480	248,496	248,496	224,868	248,961	240,870	248,899	251,730	260,121
	Last Year	211,008	233,616	228,840	241,490	233,700	241,490	241,490	233,700	241,490	239,490	247,442	248,186	224,168	248,186	240,180	248,527	240,450	248,465
	Percent Change	6.2	6.2	5.0	2.9	2.9	2.9	2.9	2.9	0.4	0.4		0.1	0.3	0.3	0.3	0.1	4.7	4.7

Year To Date			
2021	2022	2023	
1,625,403	1,698,162	1,723,945	
1,718,569	1,625,403	1,698,162	
-5.4	4.5	1.5	

Running 12 Months			
2021	2022	2023	
2,812,649	2,901,774	2,950,301	
2,965,270	2,812,649	2,901,774	
-5.1	3.2	1.7	

Demand	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	138,592	177,747	176,787	176,201	184,278	192,335	156,637	153,412	152,559	133,242	123,001	125,796	142,437	177,692	163,306	173,422	185,993	190,021
	Last Year	125,289	181,980	176,912	189,075	194,764	198,972	172,506	158,811	160,020	138,836	129,333	127,283	138,592	177,747	176,787	176,201	184,278	192,335
	Percent Change	10.6	-2.3	-0.1	-6.8	-5.4	-3.3	-9.2	-3.4	-4.7	-4.0	-4.9	-1.2	2.8	0.0	-7.6	-1.6	0.9	-1.2

Year To Date			
2021	2022	2023	
1,191,250	1,173,223	1,158,667	
916,909	1,191,250	1,173,223	
29.9	-1.5	-1.2	

Running 12 Months			
2021	2022	2023	
1,916,973	1,932,729	1,877,518	
1,671,977	1,916,973	1,932,729	
14.7	0.8	-2.9	

Revenue	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	This Year	15,278,820	25,471,490	26,751,643	28,755,495	35,249,852	39,266,543	22,290,480	21,388,281	20,091,882	15,569,726	13,131,227	12,774,335	16,241,442	25,623,574	24,211,397	27,493,168	34,190,343	37,141,113
	Last Year	11,241,199	21,347,191	23,892,584	29,534,691	37,275,807	43,917,827	26,815,252	22,587,275	20,452,883	15,959,294	14,133,349	12,719,269	15,278,820	25,471,490	26,751,643	28,755,495	35,249,852	39,266,543
	Percent Change	35.9	19.3	12.0	-2.6	-5.4	-10.6	-16.9	-5.3	-1.8	-2.4	-7.1	0.4	6.3	0.6	-9.5	-4.4	-3.0	-5.4

Year To Date			
2021	2022	2023	
178,022,555	183,493,112	177,675,373	
101,585,096	178,022,555	183,493,112	
75.2	3.1	-3.2	

Running 12 Months			
2021	2022	2023	
253,261,361	283,441,165	270,146,969	
181,585,675	253,261,361	283,441,165	
39.5	11.9	-4.7	

Census %	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
	Census Props	89	89	89	89	89	89	89	89	89	89	89	89	90	90	90	90	93	93
	Census Rooms	8006	8006	8006	8017	8015	8015	8015	8015	8015	8016	8016	8016	8031	8031	8029	8029	8391	8391
	% Rooms Participants	75.5	75.5	76.8	76.9	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.0	75.0	76.0	76.0	72.8	77.1

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Visit Pensacola
For the Month of July 2023

[illegible]

Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola
For the Month of July 2023

							2021	2022										2023																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: July 2023

	Current Month - July 2023 vs July 2022													Year to Date - July 2023 vs July 2022													Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2022							Occ %		ADR		RevPAR		Percent Change from YTD 2022							Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	Census	Sample	Census	Sample
Downtown+	79.5	75.4	191.50	190.14	152.18	143.42	5.3	0.7	6.1	9.4	3.1	8.6	73.2	71.3	166.36	165.29	121.81	117.79	2.8	0.6	3.4	6.1	2.6	5.4			8	4	503	402
Airport+	74.9	80.0	152.50	162.46	114.29	130.02	-6.4	-6.1	-12.1	-4.8	8.4	1.5	72.3	75.3	133.39	134.31	96.47	101.18	-4.0	-0.7	-4.7	-2.0	2.8	-1.3			21	17	1998	1705
Pine Forest+	62.4	64.1	105.91	120.35	66.12	77.14	-2.6	-12.0	-14.3	-14.4	-0.1	-2.8	56.6	57.3	90.61	97.95	51.26	56.16	-1.3	-7.5	-8.7	-8.8	-0.1	-1.4			18	9	1374	845
Westside/Perdido+	68.3	72.2	134.40	138.90	91.76	100.23	-5.4	-3.2	-8.5	-8.5	0.0	-5.4	63.2	65.0	115.65	116.41	73.09	75.70	-2.8	-0.7	-3.4	-3.5	-0.1	-2.9			21	14	1397	1094
PNS Beach+	81.1	89.3	341.29	358.16	276.74	319.76	-9.2	-4.7	-13.5	-3.9	11.0	0.8	70.0	71.8	251.79	261.79	176.25	187.88	-2.5	-3.8	-6.2	-3.2	3.2	0.6			15	12	2109	1741
UWF+	70.4	76.6	127.31	133.31	89.62	102.18	-8.2	-4.5	-12.3	-12.3	0.0	-8.2	69.3	73.3	109.76	110.81	76.04	81.19	-5.4	-0.9	-6.3	-6.3	0.0	-5.4			10	6	1010	680

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of July 2023

Current Month - July 2023 vs July 2022										Year to Date - July 2023 vs July 2022									
	Supply			Demand			Revenue				Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg		2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Downtown+	15,593	15,128	3.1	12,391	11,411	8.6	2,372,886	2,169,683	9.4		106,171	103,456	2.6	77,739	73,722	5.4	12,932,539	12,185,615	6.1
Airport+	61,938	57,164	8.4	46,418	45,748	1.5	7,078,891	7,432,391	-4.8		400,473	389,608	2.8	289,617	293,497	-1.3	38,632,544	39,420,133	-2.0
Pine Forest+	42,594	42,656	-0.1	26,590	27,343	-2.8	2,816,192	3,290,679	-14.4		291,468	291,712	-0.1	164,895	167,259	-1.4	14,940,465	16,383,817	-8.8
Westside/Perdido+	43,307	43,307	0.0	29,567	31,251	-5.4	3,973,865	4,340,859	-8.5		296,164	296,466	-0.1	187,191	192,787	-2.9	21,647,713	22,443,100	-3.5
PNS Beach+	65,379	58,900	11.0	53,014	52,584	0.8	18,093,247	18,833,718	-3.9		415,549	402,800	3.2	290,883	289,072	0.6	73,240,273	75,676,412	-3.2
UWF+	31,310	31,310	0.0	22,041	23,998	-8.2	2,806,031	3,199,214	-12.3		214,120	214,120	0.0	148,342	156,886	-5.4	16,281,838	17,384,034	-6.3

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola
For the month of: July 2023

	Current Month - July 2023 vs July 2022												Year to Date - July 2023 vs July 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	74.4	80.6	206.49	220.62	153.59	177.78	-7.7	-6.4	-13.6	-5.1	9.8	1.4	64.1	65.9	163.14	166.04	104.62	109.43	-2.7	-1.7	-4.4	2.8	7.5	4.6	122	59	10709	6268
Baldwin County, AL	83.0	80.2	229.09	236.68	190.21	189.73	3.6	-3.2	0.3	0.4	0.2	3.7	66.7	65.3	178.76	180.74	119.21	118.06	2.1	-1.1	1.0	1.3	0.3	2.4	70	53	6808	5241
Okaloosa County, FL	75.7	83.2	252.87	267.61	191.42	222.53	-9.0	-5.5	-14.0	-11.3	3.1	-6.1	65.5	68.1	188.78	194.80	123.64	132.63	-3.8	-3.1	-6.8	-6.7	0.1	-3.7	87	58	8264	5592
Walton County, FL	78.8	81.0	295.14	313.43	232.51	253.98	-2.8	-5.8	-8.5	-2.4	6.6	3.7	62.5	60.7	227.39	238.65	142.03	144.75	3.0	-4.7	-1.9	0.7	2.7	5.7	39	23	4293	3526
St Johns County, FL	66.2	71.4	180.49	181.14	119.53	129.30	-7.2	-0.4	-7.6	-6.3	1.3	-6.0	70.6	71.1	187.22	180.22	132.20	128.14	-0.7	3.9	3.2	3.6	0.4	-0.3	100	55	6748	5308
Sarasota County, FL	67.0	71.7	181.31	186.83	121.39	134.03	-6.7	-3.0	-9.4	-9.6	-0.1	-6.8	74.8	76.3	234.33	231.60	175.40	176.60	-1.8	1.2	-0.7	-1.0	-0.3	-2.1	110	52	7327	5925

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of July 2023

	Current Month - July 2023 vs July 2022									Year to Date - July 2023 vs July 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Bay County, FL	331,979	302,281	9.8	246,939	243,583	1.4	50,990,122	53,740,276	-5.1	2,152,697	2,002,687	7.5	1,380,444	1,319,877	4.6	225,204,577	219,158,005	2.8
Baldwin County, AL	211,048	210,707	0.2	175,228	168,910	3.7	40,143,252	39,977,754	0.4	1,440,877	1,436,070	0.3	960,890	938,024	2.4	171,767,066	169,537,754	1.3
Okaloosa County, FL	256,184	248,372	3.1	193,928	206,529	-6.1	49,037,809	55,270,093	-11.3	1,697,047	1,695,219	0.1	1,111,500	1,154,169	-3.7	209,824,582	224,830,138	-6.7
Walton County, FL	133,083	124,806	6.6	104,844	101,134	3.7	30,943,206	31,698,731	-2.4	877,749	854,887	2.7	548,251	518,515	5.7	124,668,623	123,741,435	0.7
St Johns County, FL	209,188	206,460	1.3	138,538	147,377	-6.0	25,004,653	26,695,290	-6.3	1,419,114	1,413,854	0.4	1,002,080	1,005,283	-0.3	187,607,268	181,167,211	3.6
Sarasota County, FL	227,137	227,478	-0.1	152,079	163,189	-6.8	27,573,117	30,488,274	-9.6	1,554,315	1,558,997	-0.3	1,163,397	1,188,778	-2.1	272,623,633	275,319,165	-1.0

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of July 2023

								2021												2022												2023																
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 Pensacola-Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
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	15																																										
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Nov 2023	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	753	○ - 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 July 2023

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of July 2023

							2021												2022												2023																
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																																									
2987	Baymont by Wyndham Pensacola, FL	Pensacola, FL	32505	Mar 2023	Jun 1968	78	Y																																								
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																																									
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																									
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60	Y																																								
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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
46989	Pensacola Motor Lodge	Pensacola, FL	32505	Apr 1932	Apr 1932	30																																									
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
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 West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		21	1374	○ - 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 11 - Response Westside Perdido+

Visit Pensacola
For the Month of July 2023

							2021	2022												2023																																
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									
78142	Circle Motel	Pensacola, FL	32506			30																																														
30502	Closed - Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																																														
4853	Closed - Maria Motel	Pensacola, FL	32506	May 2003		0																																														
4061	Closed - Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2020	Sep 1985	0																																														
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1990	Jun 1990	40																																														
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15																																														
35060	Motel 6 Pensacola - N.A.S.	Pensacola, FL	32506	Sep 2017	Jul 1997	41		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
38211	Red Roof Inn & Suites Pensacola - NAS Corry	Pensacola, FL	32506	Jun 2016	May 2001	70		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																																														
76385	WoodSprings Suites Pensacola	Pensacola, FL	32506		U/C	122																																														
79701	Anchor Inn	Pensacola, FL	32507			16																																														
25928	Closed - BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	0																																														
52072	Comfort Inn Pensacola Near NAS Corry Station	Pensacola, FL	32507	Sep 2022	Nov 2003	127	Y										◊	◊	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
39441	Suburban Studios Naval Base Area	Pensacola, FL	32507	Sep 1999	Sep 1999	129		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	15																																														
57589	Country Inn & Suites Pensacola West FL	Pensacola, FL	32526	Sep 2008	Sep 2008	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
16130	Days Inn by Wyndham Pensacola West	Pensacola, FL	32526	May 2013	Oct 1995	93		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
76258	Efficiency Lodge Mobile Hwy, Pensacola	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	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77210	TownePlace Suites Pensacola	Pensacola, FL	32526		U/C	112																																														
			Total Properties:		27	1631	◊ - 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.																																													

A blank row indicates insufficient data.

Visit Pensacola
For the Month of July 2023

A blank row indicates insufficient data.

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Tab 13 - Response UWF+

Visit Pensacola
For the Month of July 2023

							2021	2022												2023																													
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 Pensacola University Area	Pensacola, FL	32514		U/C	120																																											
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 Highway	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																																											
			Total Properties:		13	1130	○ - 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.																																										

A blank row indicates insufficient data.

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To learn more about the Hotel Data Conference, visit HotelDataConference.com.

VISIT PENSACOLA

Visitor Tracking Study
April – June 2023



STUDY OBJECTIVES: VISITOR JOURNEY



EXECUTIVE SUMMARY



QUARTERLY SNAPSHOT

April – June 2023

- » In April to June 2023 lodging **occupancy** was down -4.9%, **ADR** was down -2.0%, resulting in a **RevPAR** that was down -6.7%
- » While the number of visitors increased there was higher percentage of day trippers compared to 2022 (+1.2% points)
- » Compared to 2022, there were fewer visitors coming to the area for the **first time** (-5% point) and more visitors who had previously visited **more than 10 times** (+4% points)
- » **Customer service** (+10%), **Lodging** (+9%), **Restaurants** (+8%), and **Value of money** (+7%) were all up in **Exceeded Expectations** from 2022



781,300

TOTAL
VISITORS



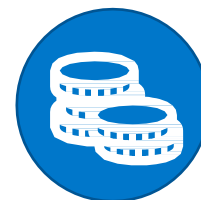
674,543

ROOM
NIGHTS



\$397,015,500

DIRECT
SPENDING



\$5,971,565

TOURISM
DEVELOPMENT TAX

vs. 2022

↑ 2.3%

↓ 2.1%
4

↑ 3.7%

↓ 1.4%

VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: METRICS

	April – June 2022	April – June 2023	% Δ
Occupancy ¹	73.4%	69.8%	- 4.9%
ADR ¹	\$197.82	\$193.93	- 2.0%
RevPAR	\$145.22	\$135.44	- 6.7%
Room Nights	688,757	674,543	- 2.1%
TDT ²	\$6,053,844	\$5,971,565	- 1.4%

	April – June 2022	April – June 2023	% Δ
Visitors ³	763,600	781,300	+ 2.3%
Direct Spending	\$382,763,500	\$396,895,100	+ 3.7%

¹ Sources: Key Data and Smith Travel Research.

² Source: Clerk & Comptroller Escambia County. June collections were estimated as they were not available at the time this report was created.

³ Despite the decreased in occupancy there were more visitors coming to the area for the day and larger travel party sizes of visitor staying in paid accommodations, resulting in an increase in the number of visitors.

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » Trips to Pensacola have slightly shorter planning windows, as over **half** visitors planned their trip to the Pensacola area **a month or less in advance** (49% in 2022)
- » Average trip planning cycle began **58 days** before the trip (60 days in 2022)



TOP TRIP PLANNING SOURCES¹



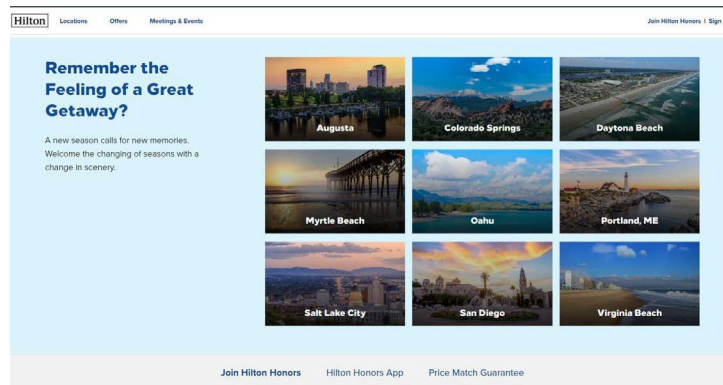
68% Search sites (Google, etc.)
(69% in 2022)



32% Friends/family
(28% in 2022)



28% Vacation rental websites
(32% in 2022)



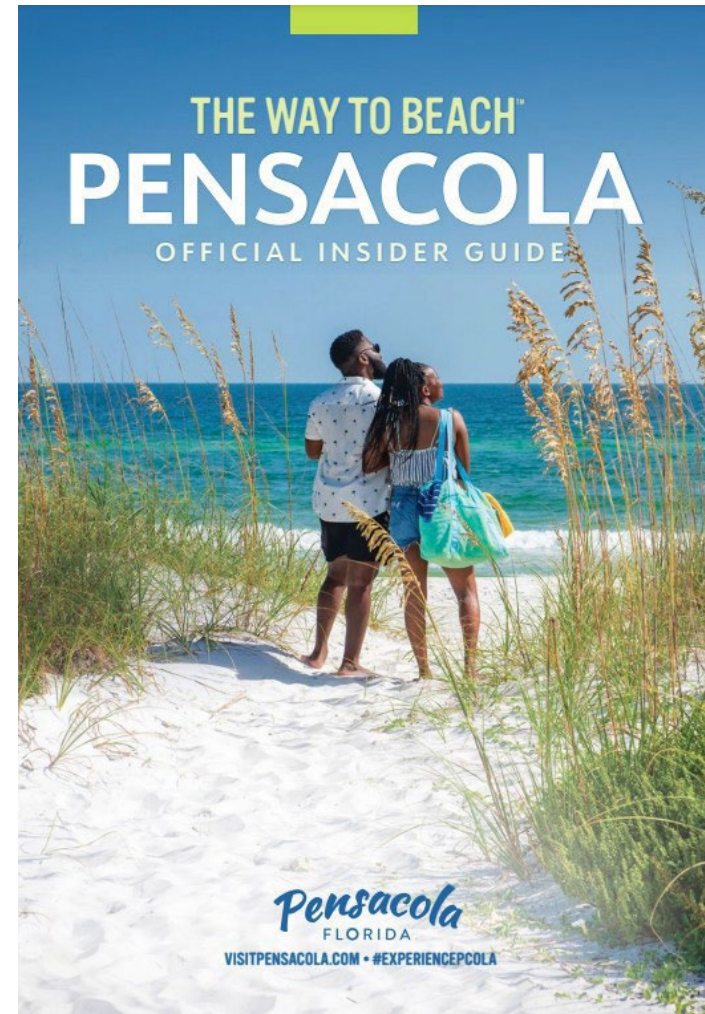
27% Hotel websites/apps
(32% in 2022)



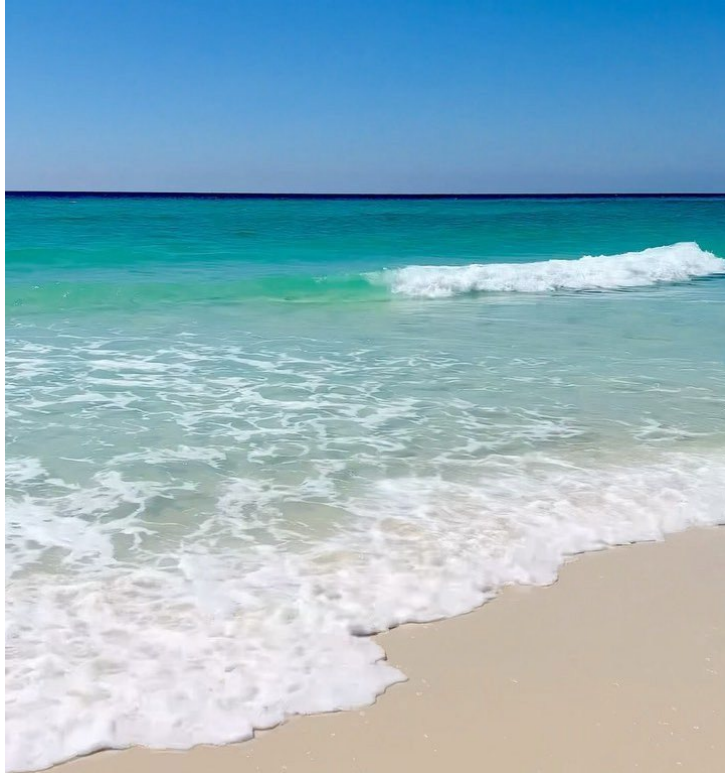
26% Personal social media
(20% in 2022)

VISITOR GUIDE

- » **19%** of visitors requested or viewed the Pensacola Visitors Guide (**23% in 2022**)
- » Most visitors who use the Visitor Guide viewed it **online**



TOP REASONS FOR VISITING¹



48% Beach
(47% in 2022)



41% Relax and unwind
(47% in 2022)



25% Visit friends/relatives
(22% in 2022)

PRE-TRIP EXPOSURE TO ADVERTISING

- » **23%** of visitors have recently noticed advertising about the Pensacola area (**21% in 2022**)
- » This information influenced **11%** of all visitors to visit the Pensacola area (**11% in 2022**)

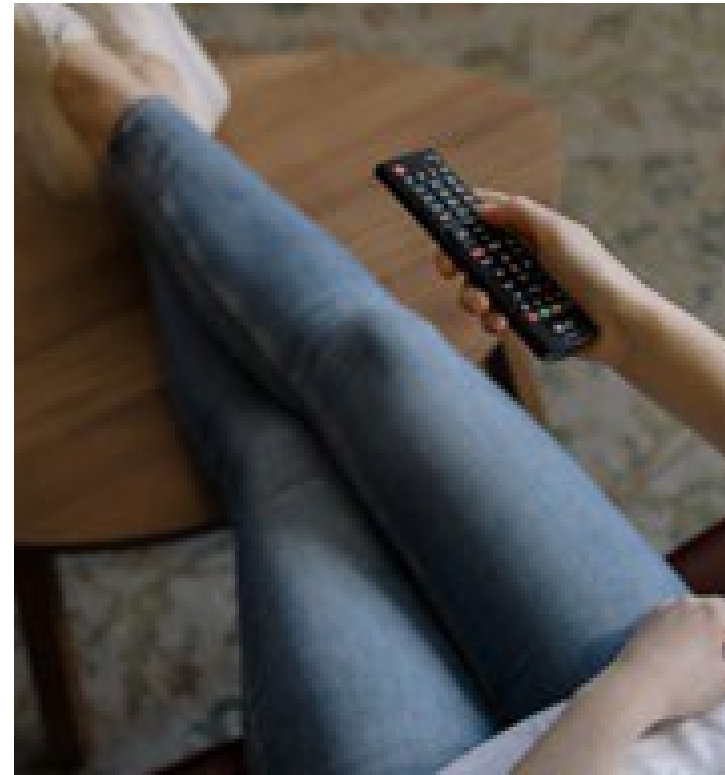


SOURCES OF ADVERTISING EXPOSURE¹

Base: 23% of visitors who noticed advertising



41% Personal social media
(24% in 2022)



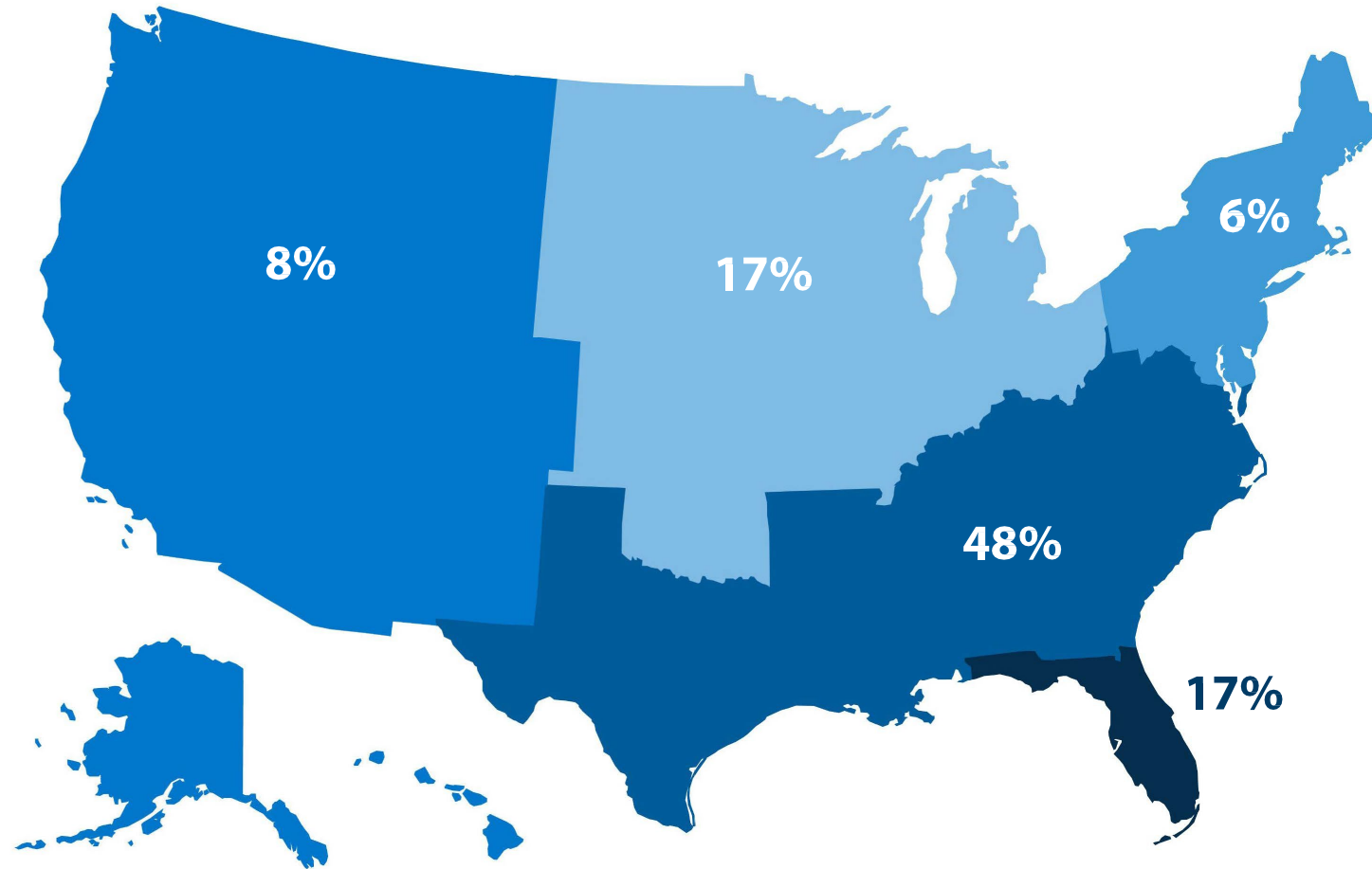
28% Television
(33% in 2022)

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGIONS OF ORIGIN

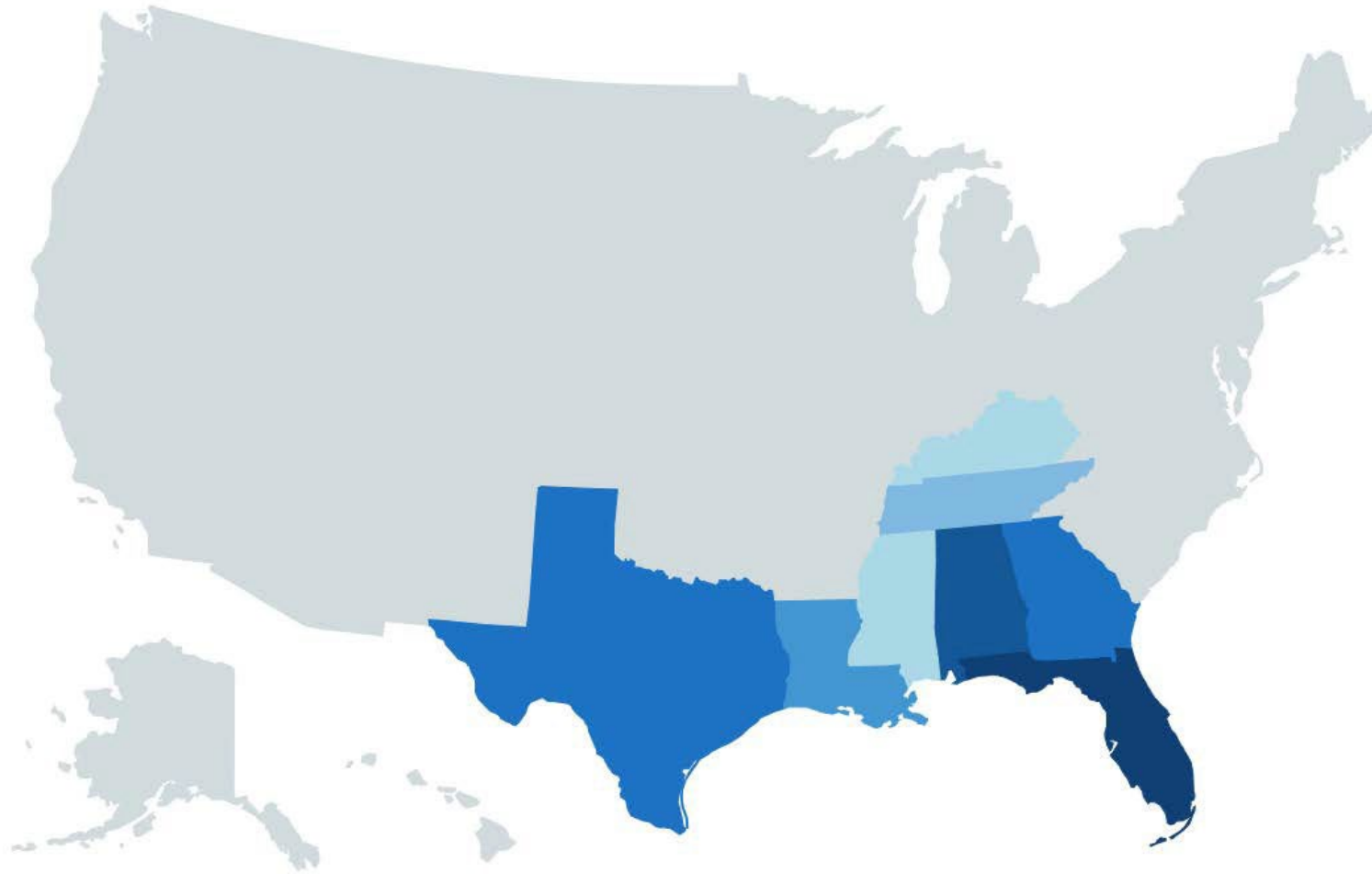
The southeast including Florida account for nearly 2 in 3 visitors











4% of visitors traveled to Pensacola from outside of the U.S.

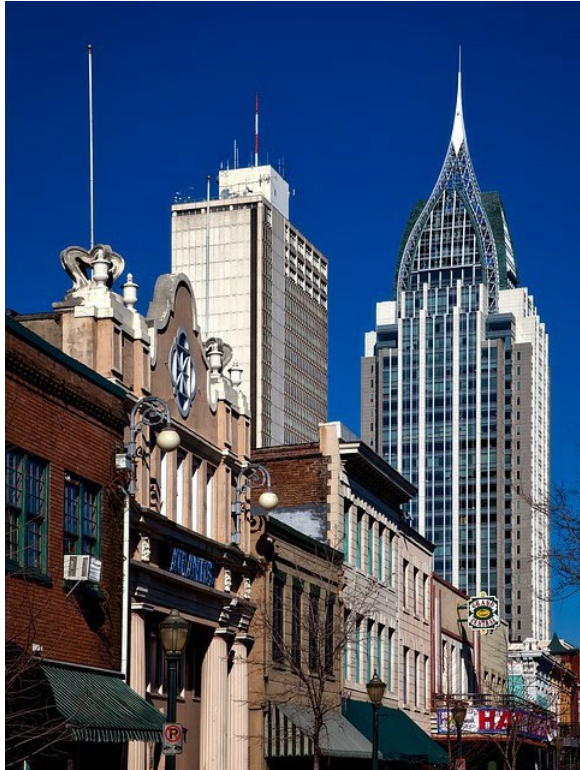
TOP STATES OF ORIGIN

3 in 5 visitors reside in 8 states



17%		Florida
13%		Alabama
7%		Texas
7%		Georgia
6%		Louisiana
5%		Tennessee
3%		Mississippi
3%		Kentucky

TOP MARKETS OF ORIGIN



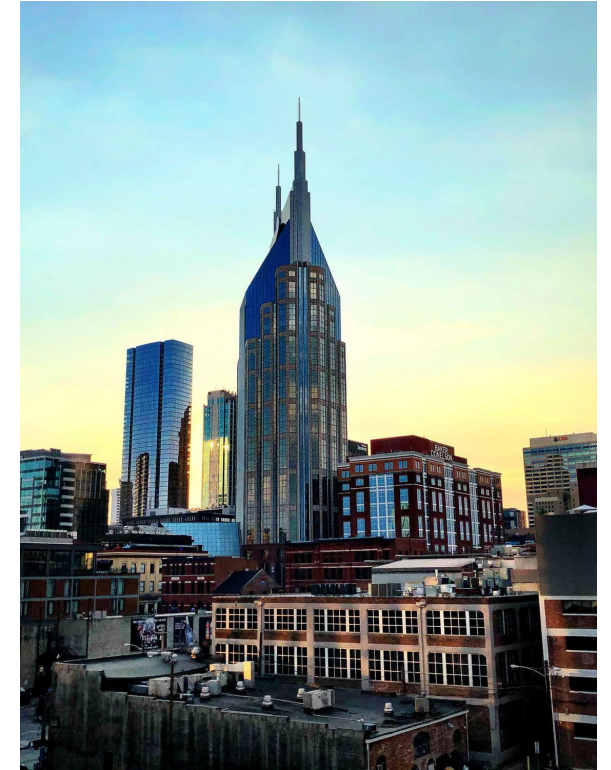
18% Mobile¹
(13% in 2022)



6% Atlanta
(5% in 2022)



3% New Orleans
(3% in 2022)



3% Nashville
(3% in 2022)

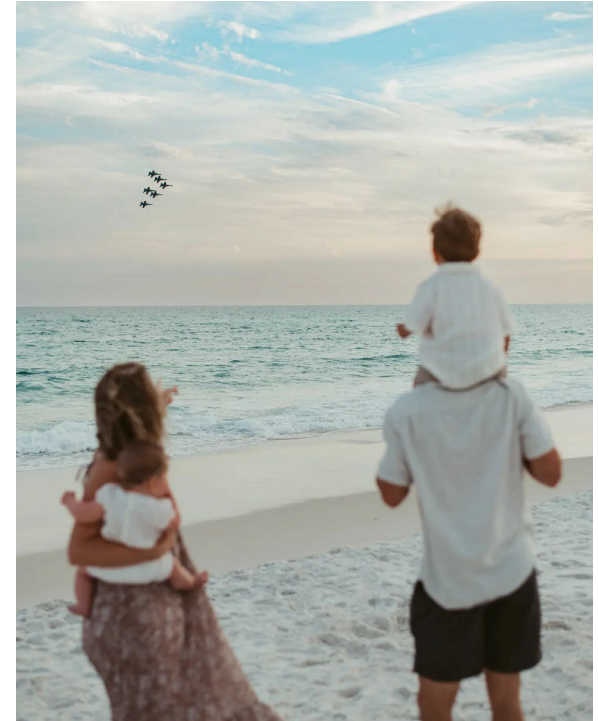
¹ Mobile DMA spans across Florida, Alabama, and Mississippi.
Data is weighted with Arrivalist to determine top markets.

TRAVEL PARTIES

- » The typical visitor traveled in a party composed of **3.3** people (3.3 in 2022)



- » **40%** traveled with at least one person under the age of 20 (40% in 2022)



VISITOR PROFILE

- » The typical Pensacola area Visitor:
 - » Is **43** years old (43 in 2022)
 - » Has a household income of **\$86,300** per year (\$85,400 in 2022)
 - » Female¹ **61%** (57% in 2022)



¹May be influenced by visitor's willingness to complete a survey.

NEW & RETURNING VISITORS

- » **3 in 10 visitors** were first time visitors to Pensacola area (**35% in 2022**)
- » **25%** of visitors were loyalists, having visited over 10 times (**30% in 2022**)



VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **82%** of visitors drove to the Pensacola area (81% in 2022)
- » **16%** of **all** visitors flew to Pensacola through the Pensacola International Airport (17% in 2022)



OVERNIGHT VISITORS

- » **Over 1 in 3** visitors stayed overnight in a **hotel, motel, or resort** (42% in 2022)
- » Typical visitors spent **4.8** nights in the Pensacola area (4.7 in 2022)



TOP ACCOMMODATIONS



36% Hotel/Motel/Resort
(42% in 2022)



26% Vacation rental
home*
(24% in 2022)



20% Day tripper
(19% in 2022)



10% Friends/family home
(9% in 2022)

TOP ACTIVITIES DURING VISIT¹



82% Restaurants
(85% in 2022)



77% Relax and unwind
(79% in 2022)



75% Beach
(72% in 2022)

TRAVEL PARTY SPENDING

» Travel parties spent **\$394** per day and **\$1,670** during their trip (\$407 per day and \$1,695 per trip in 2022)



VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION

- » **98%** of visitors were **satisfied** with their trip to the Pensacola area (**98% in 2022**) – **74%** were **very satisfied** (**81% in 2022**)
- » **91%** of visitors would **recommend** the area to others (**91% in 2022**)
- » **98%** of visitors would **return** to the Pensacola area (**98% in 2022**) – **71%** would **definitely return** (**73% in 2022**)



SATISFACTION RATINGS

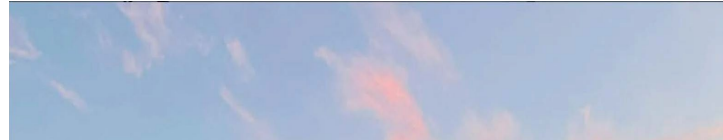
- » Nearly **2 in 3** visitors expressed that **lodging** (56% in 2022), **restaurants** (57% in 2022), and **customer service** (56% in 2022) exceeded expectations
- » Over **half** of visitors expressed **value for their money** (44% in 2022), exceeded expectations



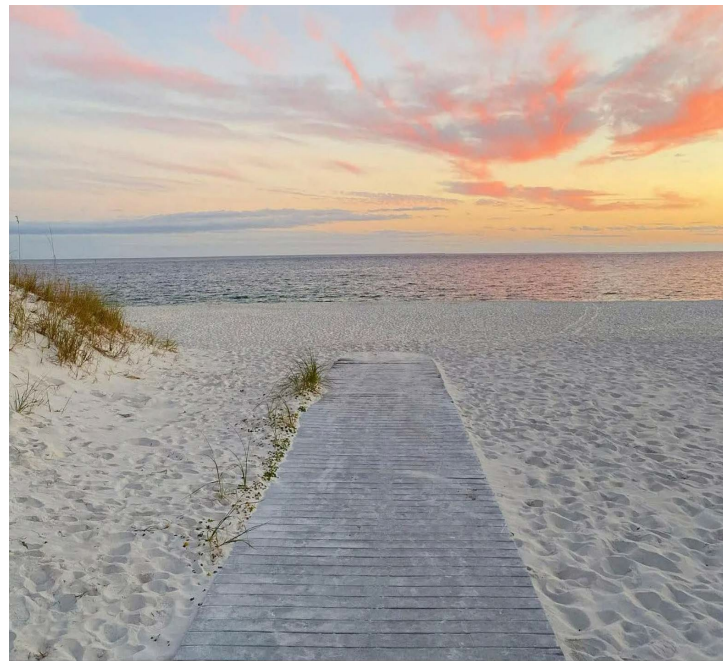
AREA DESCRIPTIONS*



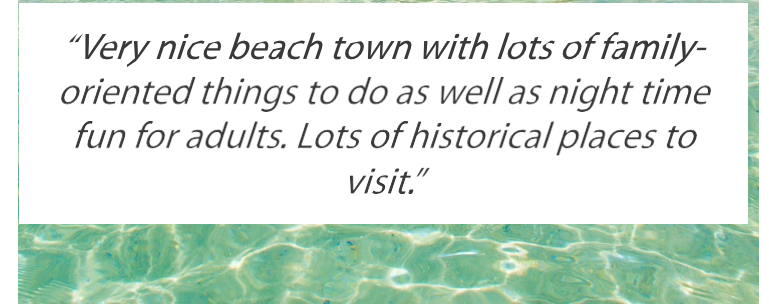
"Interesting and diverse atmosphere with nice locals and great restaurants."



"Gorgeous beaches that will make you fall in love. Paradise."



"Very nice beach town with lots of family-oriented things to do as well as night time fun for adults. Lots of historical places to visit."



*Open-ended responses. Multiple responses permitted.

QUESTIONS?

Visitor Tracking Study April – June 2023

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





VISIT PENSACOLA BOARD MEETING

August 23, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Visit Pensacola Awards 9 Community Event Marketing Grants For Fiscal Year 2023-24; Festivals, Dogs, & More On The Horizon



Including: Christmas in July



Highlight: From Coffee to Eggs: Pensacola's Ultimate Breakfast Guide



SOCIAL MEDIA

17,920 sessions via social referral (+136%) • 8,291 total social conversions (+65%)



239 TOTAL SOCIAL CONVERSIONS
157 New Followers
Total Engagement: 9,624 • 188,409 Impressions



6,346 TOTAL SOCIAL CONVERSIONS
6,261 New Page Likes
506,443 Engagements • 7.8 Million Impressions



826 TOTAL SOCIAL CONVERSIONS
1,393 Pins • 3,189 Followers
Total Engagement: 18,111 • 47 New Followers



35 CONVERSIONS • 66 New Followers
1,132 Engagements • 701 Post clicks



1,290 TOTAL SUBSCRIBERS
27 New Subscribers



7 POSTS • 19,912 VIDEO VIEWS
617 Engagements • 106 New Subscribers

E-MARKETING CONSUMER eNEWS

170 new sign-ups
44.3% open rate

62% conversion rate
6.9% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Awards 9 Community Event Marketing Grants For Fiscal Year 2023-24; Festivals, Dogs, & More On The Horizon
- Visit Pensacola Calls For Board Of Directors Nomination

MEDIA ASSISTS

- National Beach Day campaign
- David Perry press trip
- Planning Dive & Dine group press trip
- Attended STS Media Showcase in DC
- Submitted for Visit Florida Canada Media Mission
- Submitted for Visit Florida Domestic Showcase Media Mission
- Blue Angels coverage
- Visit Florida Editorial Leads

MEDIA ASSISTS, cont.

- Social produced videos were cold treats, date night, A1S, Fall signature events, Blue Angels, and a variety of nature content
- HARO
- NewsRadio Expert Panel
- Blue Wahoos live broadcast promoting things to do in Pensacola
- Planning Discovery Channel, Adventure Cities promotion
- St. Louis Post
- ESPN
- World Atlas
- Daily Meal
- Stars & Stripes
- Travel Mole (UK)
- The JetSet
- Cat Country 98.7

MEDIA ASSISTS, cont.

- WEAR3
- Destinations Florida Quick Trip
- Family Traveller (UK) Way to Beach quiz
- NWFL Beaches website
- Visit FL UK pitches – Exploring Florida's Landscape
- The Times Tribune
- Telegraph Herald
- Garden & Gun
- Washington Post
- The Reading Eagle
- The Morning Journal
- Daily Times
- The Mercury
- Orlando Sentinel
- The Boston Herald

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- In Pensacola You Can Step Through the City's Vibrant History, Then Dig Your Toes Into its Sugar-White Sand



165 stories

Highlights:

- Blue Angels Thrill Crowd at Pensacola Beach Air Show
- Incredible Aviation Stunts at the Red, White and Blues Air Show on Pensacola Beach



Accolades

Highlights:

- Five Reasons the Florida Panhandle is an Angler's Dream
- The Best Southern Labor Day Getaways



VISITPENSACOLA.COM

July 2023

338K
FY 2.4M
USERS

789K
FY 6.7M
PAGE VIEWS

\$1,110,700
FY \$2.8M
TOTAL
REVENUE*

2.8
FY 2.9
AVG. LENGTH
OF STAY*

\$258
FY \$156
AVG. DAILY
RATE*

AUDIENCE

City	Users
Chicago	10,731
Dallas	7,104
New Orleans	7,170
Pensacola	3,723
Mobile	4,764
Atlanta	4,488
Houston	1,999
Pensacola Beach	1,990
(not set)	1,635
Nashville	1,301

TOP PAGES

Page	Pageviews
Feature (CLP)	58,156
Webcams	37,016
Events	31,982
Home	29,503
Events This Week	28,562
Things To Do	28,515
Pensacola Beach Air Show (LP)	27,363
Pensacola Beach Air Show (EL)	26,745
Things To Do Family Fun	19,152
Pensacola Beach	15,445

PARTNER ENGAGEMENT

Partner Referral	29,961
Listing Views	87,420
Partner Book Now	2,856
Partner Website Link	20,325
Coupons	935

CHANNEL (How people find us)

Channel	New Users	Engagement Rate
Organic Search	126,477	73%
Direct	47,172	46%
Paid Social	44,604	18%
Display	38,119	7%
Paid Search	20,173	70%
Unassigned	19,085	5%
Organic Social	15,705	28%
Referral	9,560	54%
Email	1,440	62%
Paid Other	517	24%

WEBSITE SIGNUPS

New Email Subscribers	170
Insider Guide Requests	1,152
Insider Guide (Online version)	251

FY = Visit Pensacola's Fiscal Year Oct. 2022 – Sep. 2023

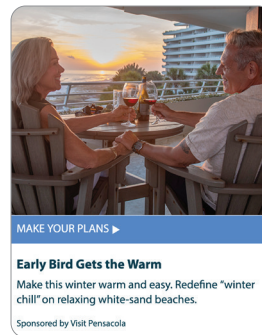
CLP = Visits to a specific landing page from paid advertising

*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.



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.



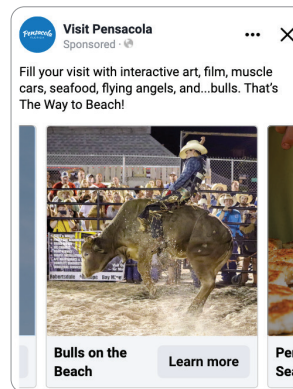
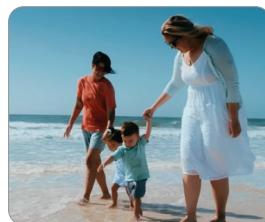
Digital Display

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.



Native

Because native ads look like part of the page they're on, they are non-disruptive. This tactic is used for brand-building and other specific campaign efforts.



Online Video

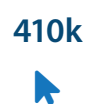
Video lets the beauty of our area shine through. It helps create an emotional connection while engaging with a variety of audiences.



Social Media

This advertising effort builds brand recognition, engages audiences, and generates website traffic for various messages. Social media's 29.7% 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

*All room night, flight, revenue, and traveler data based on trackable vendor-reported results, and does not reflect market totals.



COMMUNITY IMPACT : JUNE

2023 2022 2021

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

Hotel Occupancy 73.9%

JUNE YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES

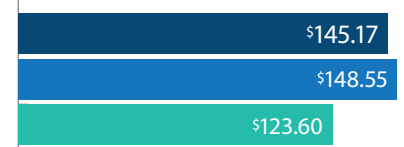


Average Daily Rate \$183.84

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 69,382

% of Total Site Visits 20.1%

JUNE YEAR-OVER-YEAR



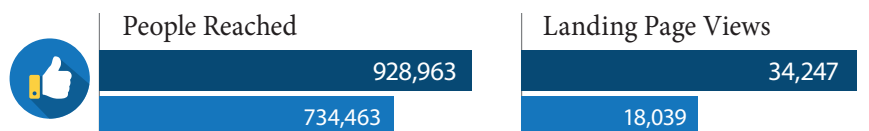
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 928,963

Landing Page Views 34,247

JUNE YEAR-OVER-YEAR



Visit Pensacola

July 2023 PR Report



Press Materials: July 2023

*Press materials include the creation of Giant Noise's pitches to media, press releases, PR plans, and targeted lists

- Drafted National Beach Day verbiage for Visit Pensacola landing page
- Drafted Christmas in July pitch
 - Partners included: First City Lighting Festival, WinterFest, Polar Express Tour, Lighted Boat Parade, Surfing Santa Beach Christmas Parade, Annual Santa Drop, Oyster Bay Boutique Hotel, Lily Hall, Fairfield Inn & Suites, and others
- Drafted "What's New Fall 2023" pitch for Visit Florida
 - Partners included: Pensacola Beach Resort, Atlas Oyster House, Foo Foo Fest, Pearl & Horn
- Drafted "Romantic Getaway" pitch for Visit Florida
 - Partners included: The Portofino Island Resort and Spa, The Oyster Bay Boutique Hotel, Hilton Pensacola Beach, Premier Dolphin Cruises, Condor Sailing Adventures, Big Five, Atlas Oyster House, Bonsai
- Drafted "Cultural Roadtrip" pitch for Visit Florida
 - Partners included: Foo Foo Fest, Big Five, Gallery Nights, Historic Pensacola, General Daniel Chappie James Museum of Pensacola, Inc., Blue Dot Barbecue, Five Sisters Blues Cafe
- Drafted "Pensacola Roadtrip" pitch for Visit Florida
 - Partners included: Pensacola Beach RV Resort, Surf & Sand Hotel Pensacola Beach, Pensacola Bay Brewery, Red Fish Blue Fish, Flora-Bama Lounge, A1S Trail, Pensacola Scenic Bay Bluffs Preserve, Big Lagoon State Park, Gulf Islands National Seashore
- Drafted "National Oyster Day" pitch for *Forbes*
 - Partners included: Atlas Oyster House
- Drafted "Labor Day Fishing Destination" pitch for *FishingBooker*
 - Partners included: Pensacola Beach Fishing Pier, Reel Eazy Charter
- Drafted "Frugal Fall Getaway" pitch for *TravelPulse*
 - Partners included: Pensacola Seafood Festival, Great Gulfcoast Arts Festival, the Pensacola Foo Foo Festival, and the Frank Brown International Songwriters Festival, GLOW Paddle, Pensacola Lighthouse
- Shared media lead for *MSN* for sustainable tourism trends
 - Visit Pensacola partner did not respond prior to writer's deadline for submission
- Shared outline for Denver Destination Meetup for Sept. 2023 with Visit Pensacola

Media Outreach: July 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Coordinated deskside meeting with freelancer Tykesha Burton with Lindsey Steck in Washington D.C.
 - Coverage opportunities in discussion
- Reviewed and shared suggestions for Washington D.C. Travel Media Meetup
 - Conducted outreach to approved media for in-person desksides, including:
 - Amy White
 - The Jet Set
 - Charles McCool
 - Dobrina Zhekova
 - Veronica Stoddart
 - Renee Sklarew
- Coordinated deskside meeting with Bobby and Juan with The Jet Set with Lindsey Steck in Washington D.C.
- Continued outreach to regional and national media for Dive + Dine FAM
- Coordinated story distribution with Patti Nickell for McClatchy Syndicate
 - Coverage ongoing
- Advised on coverage angle for freelance writer Melissa Corbin's media lead for *Feminist Food Journal*
- Curated media mailer list for National Beach Day and began outreach for media addresses for August shipment
- Pitched Atlas Oyster House for Carrie Honaker's media lead for Bite/Drink of the "Week for Plate"
- Responded to inquiry from Eating with Erica regarding Visit Pensacola partnership
 - Declined on client's behalf
- Pitched Destination Guide for *National Geographic Traveler* to Amy Alipio
- Distributed Christmas in July pitch to regional and national media
 - *OUT Traveler* considering for potential coverage
- Distributed Denver Destination Meetup invites to select Denver-based media, including:
 - Bailey Berg, Freelancer
 - Sarah Kuta, Freelancer
 - Becca Blond, Freelancer
 - Lauren Monitz, Freelancer
 - Jason Gewirtz, Editor
 - Christine Loomis, Editor
- Pitched Nora Jean Walsh in response to "Where to Go in 2024" media lead for Conde Nast Traveler and New York Times

Media Outreach: July 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Submitted "What's New Fall 2023" pitch to Visit Florida for consideration
- Submitted "Romantic Getaway" pitch to Visit Florida for consideration
- Submitted "Cultural Roadtrip" pitch to Visit Florida for consideration
- Submitted "Roadtrip" pitch to Visit Florida for consideration
- Declined partnership with Meg Owen per client request
- Shared Patti Nickell's initial features once live
- Vetted influencer Kali Alexandria
- Shared destination imagery with *WTSP Tampa* for broadcast segment
- Confirmed hosting dates for David Perry
 - Readjusted visiting dates based on Visit Pensacola team schedule
 - Shared signed flight agreement
 - Confirmed dietary restrictions and contact information
- Provided outlet info for *Evansville Living Magazine*
- Provided outlet info for *The Jet Set*
- Submitted "National Oyster Day" pitch to *Forbes* for consideration
- Submitted "Labor Day Fishing Destination" pitch to *FishingBooker* for consideration
- Connected with Atlas Oyster House team for pitch information inclusion
- Passed on collaboration with Eating with Erica
 - Pensacola prioritizing traditional media vs paid campaigns
- Began vetting dates of availability with Rafael Pena for Fall hosting
 - Conversations ongoing
- Vetted freelancer Karon Warren

Additional Work: July 2023

*Additional work encompasses miscellaneous tasks, reporting, research, etc.

- Reviewed and provided feedback on IFWTWA media for potential Fall 2023 media FAM
 - Drafted and response on behalf of Visit Pensacola for IFWTWA
- Curated market list for destination meetups in 2023/2024
- Shared overview of press efforts for Perdido Key
- Shared write-up on Dive + Dine FAM with Visit Pensacola
- Provided compensation updates to Ricky Cornish following Pride visit to Pensacola

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

27

Combined Print, Online,
Broadcast & Social Features

11,914,117

Estimated Total Media
Impressions

\$140,528.69

Estimated Total Media
Value

Organic Coverage:

5

Combined Print, Online,
Broadcast & Social Features

6,595,332

Estimated Total Media
Impressions

\$79,143.99

Estimated Total Media
Value

Visit Pensacola Secured Press Coverage: July 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
7/7/2023	TravelMole (Online)	"Discover the art and culture of Pensacola"	https://www.travelmole.com/news/discover-the-art-and-culture-of-pensacola/	Foo Foo Fest, Blue Morning Gallery, Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra, the Saenger Theatre, the Pensacola Museum of Art	Visit Pensacola / Giant Noise	Graham McKenzie	306,367	\$3,676.40
7/10/2023	Garden & Gun (Online)	"What's New in Pensacola"	https://gardenandgun.com/articles/whats-new-in-pensacola/?utm_source=emma&utm_medium=newsletter&utm_campaign=july2023_duesouth12&utm_content=pensacola	Foo Foo Fest, America's First Settlement Trail, Electric Serenade, Glow Paddle, Lily Hall, Oyster Bay Boutique Hotel, Celestine Bed & Breakfast, The Well, Union Public House, Pearl & Horn, Alga Beer Co.	Visit Pensacola	Carrie Honaker	201,616	\$2,419.39
7/10/2023	The Daily Item (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.dailyitem.com/wire/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its/article_fb8eef42-1d83-545e-98f3-dd88857cffcb.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	130,162	\$1,561.95

JULY 2023 PR REPORT

7/10/2023	The Brunswick News (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://thebrunswicknews.com/news/world_news/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/article_ac4fc238-7591-570a-8644-20a3745adaf9.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	44,809	\$537.71
7/12/2023	Garden & Gun (Newsletter)	"What's New in Pensacola"	https://giantnoise.box.com/s/blhr6clh7f9zz0evcjufampri1ggn	Foo Foo Fest, America's First Settlement Trail, Electric Serenade, Glow Paddle, Lily Hall, Oyster Bay Boutique Hotel, Celestine Bed & Breakfast, The Well, Union Public House, Pearl & Horn, Alga Beer Co.	Visit Pensacola	Carrie Honaker	N/A	N/A

JULY 2023 PR REPORT

7/12/2023	The Reading Eagle (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.readingeagle.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	203,059	\$2,436.71
7/12/2023	The Morning Journal (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.morningjournal.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	59,636	\$715.63

JULY 2023 PR REPORT

7/12/2023	Loveland Reporter-Herald (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.reporterherald.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	108,147	\$1,297.77
7/12/2023	Daily Times (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.delcotimes.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	360,221	\$4,322.65

JULY 2023 PR REPORT

7/12/2023	The Mercury (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.pottsmmerc.com/2023/07/12/in-pe-nsacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	60,668	\$728.02
7/12/2023	Daily Local News (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.dailylocal.com/2023/07/12/in-pe-nsacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	48,592	\$583.10

JULY 2023 PR REPORT

7/12/2023	Daily Freeman (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.dailyfreeman.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	123,323	\$1,503.88
7/12/2023	Macomb Daily (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.macombdaily.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	131,014	\$1,572.17

JULY 2023 PR REPORT

7/12/2023	Daily Camera (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.dailycame.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	289,501	\$3,474.01
7/12/2023	The Ukiah Daily Journal (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.ukiahdailyjournal.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	7,651	\$91.81

7/12/2023	Times-Call (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.timescall.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	151,620	\$1,819.44
7/12/2023	The Oakland Press (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.theoaklandpress.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	122,244	\$1,466.93

JULY 2023 PR REPORT

7/12/2023	Royal Oak Tribune (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.dailytribune.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	12,726	\$152.71
7/12/2023	The Time-Standard (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.times-standard.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	74,285	\$891.42

JULY 2023 PR REPORT

7/12/2023	Orlando Sentinel (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.orlandosentinel.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	1,247,630	\$14,971.56
7/12/2023	The Boston Herald (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.bostonherald.com/2023/07/12/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	2,371,200	\$28,454.40

7/12/2023	Thrillist (Online)	"How to Stay Cool (and Still Have Fun) in New Orleans This Summer"	https://www.thrillist.com/travel/new-orleans/things-to-do-in-new-orleans-when-its-hot-outside-this-summer	Saenger Theater	Giant Noise/Visit Pensacola	Eric Grossman	1,920,960	\$23,051.52
7/16/2023	The Times-Tribune (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.thetimes-tribune.com/lifestyles/in-pensacola-you-can-step-through-citys-vibrant-history-then-dig-your-toes-into-its-sugar-white-sand/article_aaef39a7-a647-59c4-b2ea-b2c364770eed.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	412,125	\$4,945.50

JULY 2023 PR REPORT

7/16/2023	Telegraph Herald (Online)	"In Pensacola, you can step through city's vibrant history, then dig your toes into its sugar white sand"	https://www.telegraphherald.com/ap/national/article_c40be3d3-855f-5173-a791-20a70337a4e9.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	171,417	\$209.01
7/18/2023	Stars & Stripes (Online)	"In Pensacola, you can step through the city's vibrant history, then dig your toes into its sugar white sand"	https://www.stripes.com/living/2023-07-18/w eb.-pensacola.-florida.-travel.-u.s.-history.-beaches.-sand.-aviation.-10776651.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	382,070	\$4,584.84

JULY 2023 PR REPORT

7/23/2023	St. Louis Post-Dispatch (Online)	"In Pensacola, you can step through the city's vibrant history, then dig your toes into its sugar white sand"	https://www.stltoday.com/life-entertainment/local/travel/in-pensacola-you-can-step-through-citys-history-then-dig-your-toes-into-its-sugar/article_4133cc84-0acb-5dd1-b8b6-8276a503bea5.html	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	2,921,680	\$35,060.16
July 2023	The Villages (Print)	"In Pensacola, you can step through the city's vibrant history, then dig your toes into its sugar white sand"	Link Pending		Giant Noise/Visit Pensacola		51,394	N/A
						TOTAL:	11,914,117	\$140,528.69

Visit Pensacola Organic Press Coverage: July 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
7/24/2023	ESPN Southwest Florida (Online)	"17 Florida Restaurants Make List Of Best For Outdoor Dining"	https://espnswfl.com/2023/07/24/historic-florida-town-named-best-in-the-state-for-a-romantic-getaway/	The Grand Marlin Of Pensacola Beach	Press	Diana Beasley	187,028	\$2,244.34
7/21/2023	World Atlas (Online)	"9 Oldest Founded Towns To Visit In Florida's Emerald Coast"	https://www.worldatlas.com/cities/9-oldest-founded-towns-to-visit-in-florida-s-emerald-coast.html	Pensacola Museum of History, Blue Angels	Press	Joseph Elfassi	1,386,480	\$16,637.76
7/19/2023	Authentic Florida (Online)	"14 Top Florida Events in August 2023"	https://authenticflorida.com/florida-events-in-august/#ib-toc-anchor-6	N/A	Press	Breanna Ramos	29,884	\$358.61
7/15/2023	Daily Meal (Online)	"20 Of The Best Seafood Restaurants In The Florida Panhandle"	https://www.thedailymeal.com/1337834/best-seafood-restaurant-s-florida-panhandle/	Fish House, Drift	Press	Dainius Vaitiekunas	3,213,540	\$38,562.48
7/16/2023	The Travel (Online)	"14 Vacation Spots In Florida That Won't Break The Bank"	https://www.thetravel.com/cheap-vacation-spots-in-florida/	National Naval Aviation Museum, Palafox Street, Pensacola Beach, Bay Bluffs Park, The Graffiti Bridge, Pensacola Lighthouse & Maritime Museum, Fishing	Press	Steffi Haenicke	1,778,400	\$21,340.80
						TOTAL:	6,595,332	\$79,143.99

Thank you!





Social Media Board Report

July 2023

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 visitpensacola.inc

 Visit Pensacola

 Visit Pensacola

 visitpensacola

 visitpensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 7,875,288 ↗108.6%	Engagements 506,443 ↗311%	Post Link Clicks 69,337 ↗90.1%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Follower Growth Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	6,261	↗247.4%

Facebook Engagement

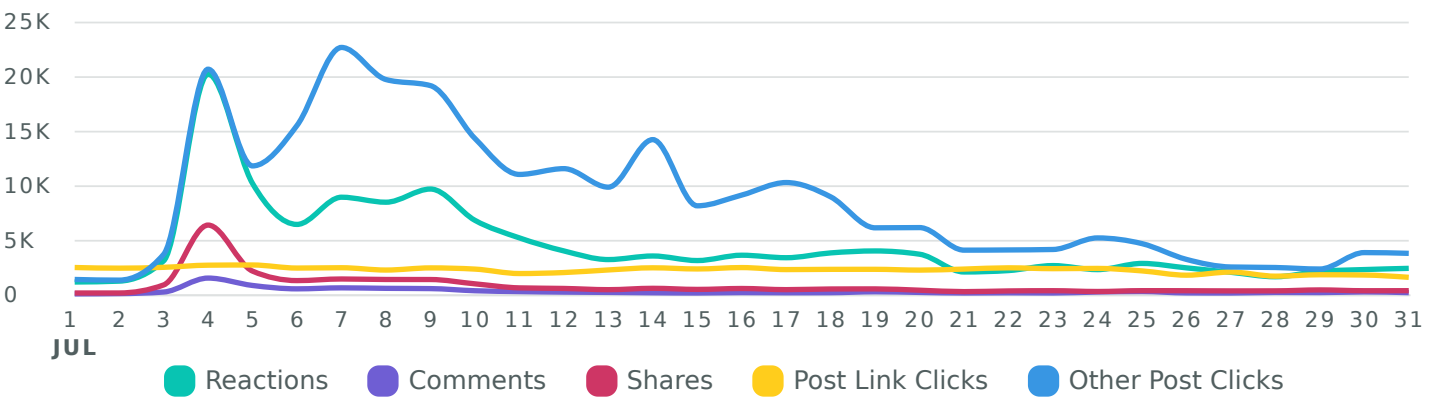
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day




Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	164,784 ↗ 147%	76,277 ↗ 105%	506,443	↗ 311%
Reactions	129,989 ↗ 419%	8,275 ↗ 72%	138,264	↗ 452.2%
Comments	8,423 ↗ 330%	475 ↗ 146%	8,898	↗ 354.7%
Shares	23,762 ↗ 603%	800 ↗ 115%	24,562	↗ 626.7%
Post Link Clicks	2,610 ↘ 93%	66,727 ↗ 110%	69,337	↗ 90.1%
Other Post Clicks	N/A	N/A	265,382	↗ 370.8%

Facebook Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

[📌 Post](#)
[📌 Lifetime](#)
[📘 All Facebook Pages](#)


Descending by Lifetime Engagements


Visit Pensacola
 Mon 7/3/2023 10:53 am ...


BEST WEEK OF THE YEAR ❤️
 🇺🇸 🇺🇸 It's Red, White, & Blues Week in Pensacola and we'r...




Total Engagements	118,391
Reactions	49,228
Comments	3,719
Shares	13,234
Post Link Clicks	37
Other Post Clicks	52,173


Visit Pensacola
 Sat 7/8/2023 12:59 pm ...


Turn that sound ON 🔊 for an adrenaline rush! ❤️🇺🇸🇺🇸
 Another year in the books fo...



Total Engagements	24,678
Reactions	7,977
Comments	415
Shares	1,424
Post Link Clicks	3
Other Post Clicks	14,859


Visit Pensacola
 Thu 7/6/2023 10:48 am ...

Pensacola, the home of the Blue Angels! ❤️🇺🇸 Hear what #1 Blue Angel, Commander...



Total Engagements	21,296
Reactions	11,140
Comments	413
Shares	676
Post Link Clicks	8
Other Post Clicks	9,059

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions 2,449,309 ↗117.5%	Engagements 157,773 ↗153%	Profile Actions 1,048 ↗114.8%
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Instagram Engagement

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

- Profile
- Reporting Period
- All Instagram Profiles

Organic Likes, Comments, Saves, Story Replies Comparison by Engagement Type, by Day

Impression Metrics	Totals	% Change
Organic Engagements	140,902	↗146.5%
Organic Likes	132,002	↗ 145.9%
Organic Comments	1,139	↗ 76.3%
Organic Saves	7,653	↗ 183.5%
Story Replies	108	↘ 15%

Instagram Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Net Follower Growth Breakdown by Followers Gained/Lost, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	6,728	↗443%
Followers Gained	7,382	↗295.2%
Followers Lost	654	↗4%

Instagram Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.

Post

Lifetime

All Instagram Profiles

Descending by Lifetime Engagements



visitpensacola

Sat 7/8/2023 1:01 pm PDT

Turn that sound ON 🔊 for an adrenaline rush! 💙💛💙💛
Another year in the books fo...



Total Engagements 60,333

Likes 52,858

Comments 198

Shares 4,585

Saves 2,692



visitpensacola

Mon 7/3/2023 8:52 am P...

BEST WEEK OF THE YEAR 💙
🇺🇸 💛 It's Red, White, & Blues
Week in Pensacola and we'r...



Total Engagements 34,145

Likes 26,824

Comments 230

Shares 5,937

Saves 1,154



visitpensacola

Thu 7/6/2023 10:50 am ...

Pensacola, home of the Blue Angels! 💙💛 Hear what #1 Blue Angel, Commander...



Total Engagements 6,641

Likes 6,107

Comments 79

Shares 291

Saves 164

Instagram Stories Performance

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

- Profile
- Lifetime
- All Instagram Profiles

Story Replies, Story Taps Back, Story Taps Forward, Story Exits, Story Impressions, Average Reach per Story by Day

Story Metrics	Totals	% Change
Published Stories	141	↗90.5%
Story Replies	108	↘15%
Story Taps Back	17,764	↗193.1%
Story Taps Forward	253,240	↗171%
Story Exits	21,873	↗129.7%
Story Impressions	312,365	↗156.1%
Average Reach per Story	2,145.57	↗31.9%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- @VisitPensacola
- All Twitter Post Types

Impressions 188,409 ↗138.4%	Engagements 9,624 ↗137%	Post Link Clicks 467 ↗74.9%
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Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	157	↘ 12.3%

Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.



Post

Lifetime


@VisitPensacola

All Twitter Post Types



Descending by Lifetime Engagements

 **@VisitPensacola**
Fri 7/7/2023 9:04 pm UTC


Pensacola, your Blue Angels!
💙💛 The dress rehearsal was nothing short of perfect toda...



Total Engagements	2,149
Likes	436
@Replies	5
Retweets	91
Post Link Clicks	4
Other Post Clicks	1,604
Other Engagements	9

 **@VisitPensacola**
Sun 7/2/2023 3:55 pm UTC

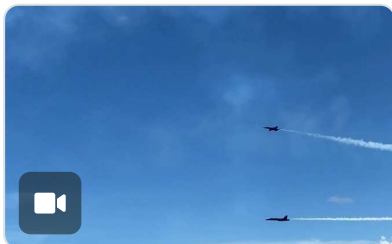
When the beach calls, you answer 🏖️
<https://t.co/jY4tQGgNor>



Total Engagements	966
Likes	262
@Replies	9
Retweets	54
Post Link Clicks	4
Other Post Clicks	634
Other Engagements	3

 **@VisitPensacola**
Mon 7/3/2023 8:03 pm...

BEST WEEK OF THE YEAR 💙
🇺🇸💛 It's Red White & Blues Week in Pensacola and we'r...



Total Engagements	792
Likes	164
@Replies	3
Retweets	44
Post Link Clicks	1
Other Post Clicks	574
Other Engagements	6

Twitter Engagement

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

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	9,624	↗137%
Likes	2,981	↗176.8%
@Replies	115	↗538.9%
Retweets	585	↗169.6%
Post Link Clicks	467	↗74.9%
Other Post Clicks	5,454	↗119.9%
Other Engagements	22	↗2,100%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

Visit Pensacola

Published Posts 9 ↘10%	Video Views 19,912 ↘87.6%	Engagements 617 ↘96%
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TikTok Audience Growth

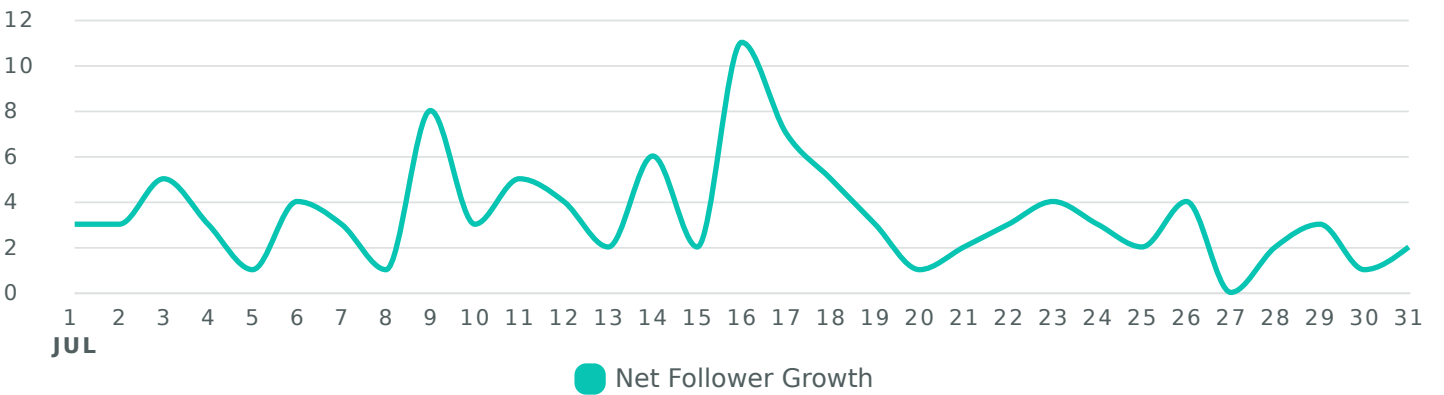
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	106	↘94%

TikTok Engagement

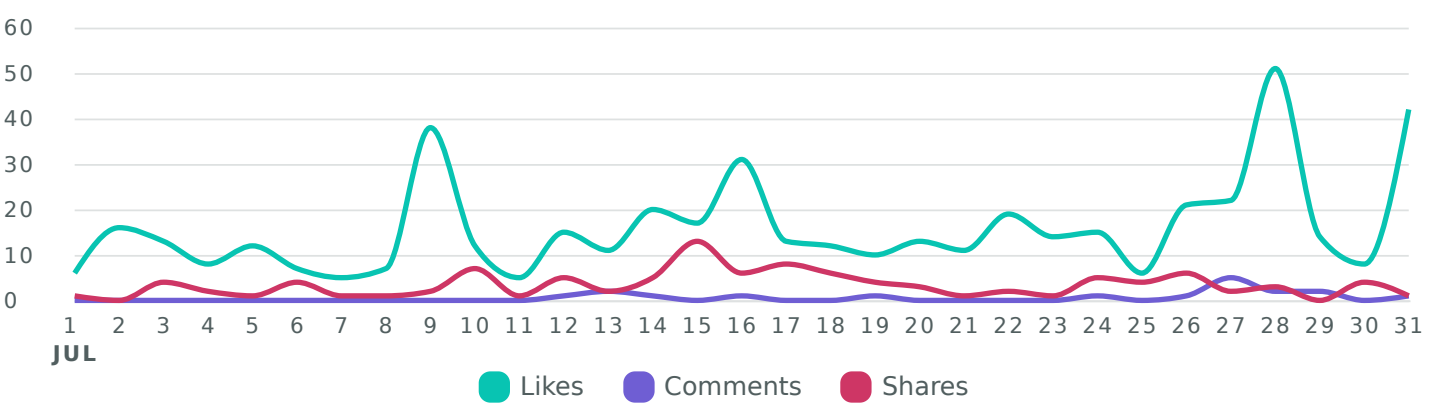
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	617	↘96%
Likes	494	↘96.7%
Comments	18	↘77.8%
Shares	105	↘12.5%

TikTok Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

[📌 Post](#)[📌 Lifetime](#)[📌 Visit Pensacola](#)

Descending by Lifetime Engagements

**visitpensacola**
Fri 7/14/2023 9:07 pm UTC

Oh, the weather outside is spicy 🌶️ but these frozen treats are icy! 🍷 Here are 7...




Total Engagements	123
Likes	88
Comments	2
Shares	33

**visitpensacola**
Fri 7/28/2023 2:24 pm UTC

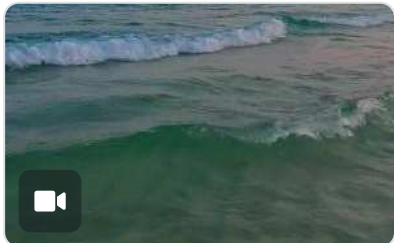
All aboard! Areas of public interest at Naval Air Station Pensacola are again open to...



Total Engagements	51
Likes	44
Comments	3
Shares	4

**visitpensacola**
Wed 7/26/2023 9:17 pm...

✨ a f t e r g l o w ✨ What would you give to be here right now? #pensacola...



Total Engagements	30
Likes	27
Comments	3
Shares	0

Pinterest Activity Summary

 Profile

 Reporting Period

 visitpensacola

<div>Audience</div> <div>3,189 ↗6.7%</div>	<div>Net Audience Growth</div> <div>47 ↗487.5%</div>	<div>Published Posts</div> <div>7 ↘36.4%</div>
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VISIT PENSACOLA BOARD MEETING

August 23, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISITPENSACOLA SALES & SERVICE SUMMARY

July 23

10
FY 47
LEADS

8
FY 40
BOOKINGS

0
FY 12
ASSISTS

1848
FY 21,071
REFERRALS

0
FY 16
SERVICE
REQUEST

Leads

Group	Economic Impact
Ocean Strike	\$12,000.00
P.R. Collins Family Reunion	\$95,000.00
Xcel Events	\$406,875.00
Sanders Family Reunion	\$24,750.00
PROLEC-GE Waukesha Safety	\$64,000.00
Uvodich-Lapp Wedding	\$60,500.00
Christ in Youth	\$1,250,000.00
Fleet Reserve Association	\$30,000.00
Salsa Music Festival	\$342,000.00
Bland Family Reunion	\$22,500.00
Total	\$2,247,125.00

Bookings

Group	Economic Impact
Van Gogh Exhibit	\$23,291,250.00
STS Mission	\$400,000.00
African American FAM	\$5,600.00
Sertoma Southeastern	\$35,000.00
P.R. Collins Family Reunion	\$95,000.00
Sanders Family Reunion	\$24,750.00
PROLEC-GE Waukesha Safety	\$64,000.00
Salsa Music Festival	\$342,000.00
Total	\$24,257,600.00

Lead Room Nights & Delegates

9,494 Room Nights	797 Delegates
18,013 YTD	5,658 YTD

Booked Room Nights & Delegates

1,545 Room Nights	40 Delegates
12,564 YTD	4,861 YTD

Perdido Key Visitor Center

Personal Assists	667
Phone Assists	65
Total Visitors	502
Total Non-Visitors	165
First Time Visitors	95
FY23 Total Visitors	5894
FY23 Non-Visitors	1358
Total Guides Mailed	3539
Total Guides Downloaded	260

Pensacola Visitor Center

Personal Assists:	1341
Phone Assists	382
Total visitors	648
Total Non-visitors	693
First Time Visitors	207
FY23 Total Visitors	7301
FY23 Non-Visitors	5550

Pensacola Beach Visitor Center

Personal Assists	1868
Phone Assists	193
Total Visitors	2339
First-Time Visitors	1428
Guides Emailed / Mailed	4

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

JULY 2023

25
Partner
Visits

4
Partner
Inquiries

4
Community
Outreach

149
Partner
Assists

48
Hospitality
Round Table

New Partners

1. SWELL RIDE
2. Line Power EXP.
3. Lost Key Outdoors
4. The Brent Lofts
5. Painting with a Twist
6. Tru By Hilton
7. Home2 Suites Airport
8. Color Me Mine

Community Outreach

1. Florida Restaurant and Lodging Assoc. Board MTG.
2. Big Brothers Big Sisters- Gala Event Prep
3. Mr. Robbins Neighborhoods Board MTG
4. LEAP

Partner Activity Report

Activity	Added	Updated
Accounts	7	99
Listings	9	160
Contact	26	33
Events	7	207

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, September 19 - 11:30 AM

Location: The Frisky Mermaid |

Board of Directors Meeting

Date: Wednesday, September 27 - 3:00 PM

Location: The Pensacola Beach Resort

Partner Visits

1. Pensacola Beach Chamber of Commerce
2. Vibes and Smoothies
3. Jitterbug Beverage Co
4. Turtle Roll Homemade Ice Cream and Shaved
5. Lost Key Outdoors
6. Perdido Key Sports Bar
7. Painting with a Twist
8. Cordova Mall
9. Swell Rides
10. PLT
11. Beach Billy
12. Lost Key Golf Lodge
13. Beach Boat Charters
14. Alga Beer
15. History and Haunting Tours
16. Atlas Oyster House
17. Pensacola State College
18. Key Nutrient
19. O'Riley's
20. Drift
21. CBB
22. Classic City Catering
23. UWF
24. Fly Pensacola
25. Frisky Mermaid

Partner News

1. Back to School Deals and Promos
2. Partnership Dues for FY24 are heading your way.

