



VISIT PENSACOLA BOARD MEETING

December 14, 2022



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

December 14, 2022
3:00 p.m. – 5:00 p.m.
Jackson's Steakhouse

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the November 15, 2022, Board Meeting**
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *Arrivalist Agreement Renewal**
 - c) *Showcase Supplemental Budget Overview**
5. President/CEO
 - a) *Revisit Pensacola*
 - b) *Updates*
6. Staff Updates
 - a) *Marketing/Showcase*
 - b) *Holiday Card Reveal*

** Action Item requiring board vote.*



Visit Pensacola Board of Directors Meeting

Museum of Commerce

Tuesday, November 15, 2022

Board Members Present: Brent Lane, Dae Patel, Warren Sonnen, Greg Harris, Sid Williams-Heath, Tia Robins, Deandra Holcomb, and Tim Carn.

Board Members Absent: Amanda Mills, Rachael Gillette, and Terry Branch.

Visit Pensacola Staff Present: Darien Schaefer, Nicole Stacey, Lindsey Steck, Shawn Brown, Elliott Cooper, Blake Howerton, Wandy Samuel, and Melissa Bailey.

The meeting was called to order at 3:12 p.m.

Public Comment

There was no public comment.

Old Business

Approval of Minutes

A motion was made by Warren Sonnen to approve the Board Meeting Minutes from October 26, 2022. Seconded by Deandra Holcomb; the motion was approved unanimously.

New Business

Finance Committee Monthly Report

Sid Williams-Heath reported on the FY2023 October takeaways:

- October shows a net income of \$21K.
- October shows more partners paid their dues comparing to same time last year.
- The Board of County Commissioners has approved the requested \$2,500,000 advance that Visit Pensacola uses as cash flow throughout the fiscal year.
- VP had to borrow \$300K from the line of credit in order to pay year end accruals.
- FY23 Pensacola Sports TDT budget is \$962,000. Pensacola Sports had no submission for the month of October.
- FY23 ACE TDT budget is \$1,638,000. ACE had no submission for the month of October.

Darien Schaefer noted that Visit Pensacola is expecting the supplemental amount to be around \$1.6 million based on the reported collections above what was budgeted by the County.

Schaefer has asked Showcase to prepare a marketing plan to spend the supplemental funding that could be presented at the December Board Meeting in anticipation that funding would be

approved and received in January.

Tim Carn asked when Partnership dues are due. Partnerships renew in October and that is when dues are expected to be paid.

Brent Lane asked if the financial reporting changes for ACE/Foo Foo Festival had been resolved. Williams-Heath said that it's moving forward. Lane asked for a brief background on this for the new board members.

Schaefer said that ACE was previously allowed to submit its financials to the county differently than the requirements for Visit Pensacola and Pensacola Sports. An audit requested by the TDC is currently reviewing how TDT dollars are spent. The audit noted how ACE was being reimbursed and the level of documentation. As a result, the County started in May requiring ACE to abide by the same requirements as VP and PS. The County stopped reimbursements until the additional backup documentation was received. Visit Pensacola has been helping ACE work through the transition so that the County approves the submissions.

A motion to approve the October Finance Report was made by Warren Sonnen. Seconded by Carn; the motion was approved unanimously.

Downs & St. Germain July – September 2022 Visitor Tracking Study

Isiah Lewis presented the study overview. It will be posted on the research page of www.visitpensacola.com. Williams-Heath noted he would like a one-page negativity report that included the top three complaints so we could evaluate areas for improvement. Carn noted that YoY visitor satisfaction is up, but recommendations are down. Lewis explained there's a fluctuation between loyalists and first-time visitors.

President and CEO Report

Schaefer shared that he has been elected to serve as the Board Chair for the Northwest Florida Beaches Council, an eight county partnership focused on marketing Northwest Florida Beach as a regional destination. The Council is working on a Triumph Gulf Coast grant application. Two people on the Triumph Board are from Pensacola – David Bear and Collier Merrill. "Adventure Within Reach" is the brand message that targets families and has a focus on accessibility.

Schaefer, Nicole Stacey, and Kaya Man recently returned from the World Travel Market in London in partnership with Visit Florida. It was a successful show and part of resuming Visit Pensacola's international marketing efforts that were suspended due to Covid's interruption of international travel. Canada, England and Germany are our top markets for international travel.

Schaefer congratulated Stacey on her appointment to the Tourism Advisory Council for Sojern.

After 18 straight months of record TDT collections, September TDT receipts received in October were down 2.09% compared to same time last year.

Schaefer noted the Revisit Pensacola Strategic Plan is on the agenda but it's not ready to share and will be included on the December board meeting agenda.

Marketing and Communications Report

Stacey noted the contest winner from the Chicago Air & Water Show was recently in town and thoroughly enjoyed the visit. The marketing team has been busy, hosting eight press trips, two TV crews, and have three upcoming press trips scheduled. Media missions including the World Travel Market in London and the upcoming Texas Media Mission in Dallas. Stacey invited the board to visit the Holiday Cube in Plaza Ferdinand as well as attend the Quarterly Marketing Discussion in December.

Giant Noise, Public Relations Agency Report

Erica Benken gave the Giant Noise Overview for fiscal year 2023. Their goal is to coordinate and secure impactful media opportunities that will effectively position Pensacola as "The Way to Beach" from a variety of angles that will appeal to both travelers and media. These include, but are not limited to:

The Historic Way to Beach™	The Luxurious Way to Beach™
The Sustainable Way to Beach™	The Culinary Way to Beach™
The Budget-Friendly Way to Beach™	The Way to Beach™ for Limitless Adventure
The Merry Way to Beach™	The Way to Beach™ for Sports Lovers

Giant Noise will continue to operate as an extension of Visit Pensacola, working with the team to effectively oversee strategic public relations planning for the destination, foster and grow new and existing media relationships, share media leads and opportunities for Visit Pensacola partners, and coordinate and staff in-market and out of market media hostings and activations as needed.

Sonnen asked where arts and culture fit into that. Erica mentioned that arts and culture is a regular part of Visit Pensacola's PR strategy and additionally noted that Giant Noise is the agency of record for Vacation Artfully.

Showcase Pensacola

Various members of the Showcase Team went through the upcoming year's marketing plan.

Sonnen asked with the shifting of Netflix, are we looking into it as an opportunity. Bryan McCall said the team is aware and monitoring the situation. Originally, like YouTubeTV, you had to be a major advertiser like Nike and significant money to spend.

Carn asked about Zartico. Stacey said we are working through onboarding/orientation and look forward to using the platform.

Lane asked where are we at on the new staff positions? Schaefer said we would like to have them out and posted by the end of the year.

Lane asked everyone to officially introduce themselves to have on the record.

- Dae Patel – Patel's family owns four hotels and a gas station – He manages two hotels.
- Warren Sonnen – Secretary of the Board. His family owns O'Riley's, Sir Richards, and Mugs and Jugs. He moved here 10 years ago to help manage the family's businesses. He also serves on the board of Foo Foo Festival. He's currently helping with the FRLA rebirth of the Pensacola chapter.
- Sid Williams-Heath – Executive Director of Pensacola Little Theatre and oversees the Clark Family Culture Center. Also newly elected as the Visit Pensacola Board Treasurer.
- Tia Robins – CEO and founder of Taste of Pensacola.
- Tim Carn – Southern Vacation Rentals, oversee operations of the Perdido Key Division.
- Deandra Holcomb – Immediate Past Board Chair, is the Director of Fun at Frisky Mermaid Boat Tours and Rentals.
- Greg Harris – Owner, Pensacola Ice Flyers, involved with BBBSNWFL, Chairman of the league.
- Brent Lane – Cat Country 98.7, Board Chair.

Lane called for any last comments from the board.

Carn asked about the kiosks. Schaefer is working on locations but doesn't have them confirmed at this time. Software/programming is ready and design is being finalized. The airport location has been discussed with Matt Coughlin, Airport Director. Schaefer will provide an installation timeline at the December meeting.

Lane adjourned the meeting at 4:45 p.m.

Respectfully Submitted, Lindsey Steck



VISIT PENSACOLA BOARD MEETING

December 14, 2022

VP Financials



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Visit Pensacola Financial Report November 2022

FY23 NOVEMBER TAKEAWAYS:

November 2022 shows a net loss of \$26K. There are few outstanding checks that have not cleared the bank as of Nov 30th and Visit Pensacola could not bill those expenses for reimbursement.

MAJOR HIGHLIGHTS:

Visit Pensacola has received the \$2,500,000 advance, which needs to be paid back by the end of the FY23.

VPI had to borrow \$300K from the Line of Credit and will use the reimbursement from the year end accruals to pay back the loan.

Pensacola Sports had their submission for Oct and Nov for the total of \$123K. They have received \$160K of the \$800K advance in \$80K installments as per their FY23 agreement.

ACE have no submissions for FY22 year to date.

B	VP MTD TDT loss is from not being able to bill the county for checks that have not cleared the bank yet.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$21K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$620,511.58(We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$26,868.89
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$647,198.47
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$513,668.61
H	Operations \$36,102.28
H	Personnel \$123,229.06
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$672,999.95
H	VISIT PENSACOLA Only Month to Date Net Loss= -\$25,801.48
D	UNIFIED Year to Date TDT revenue totaled \$854,608.08
D	UNIFIED Year To Date Private revenue totaled \$124,787.74
D	UNIFIED Year to date total Revenue = \$979,395.52
	UNIFIED Year to date expense:
D	Direct Programming \$695,647.22
D	Operations \$83,516.28
D	Personnel \$241,066.06
D	UNIFIED Year to Date total Expense = \$1,020,229.56
D	UNIFIED Year to Date Net Loss= \$40,834.04

County Submissions

*	October's submission was paid on 11.16.22 with no denials.
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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

	Nov 30, 22	FORM A
ASSETS		
Current Assets		
Checking/Savings		
1025 · EFT TDT #4196	1,321,794.69	Electronic funds from Cty
1010 · TDT Op #2290	202,225.21	TDT Operating account
1030 · Partner#2177	464,305.96	Private funds Operating account
1035 · Reserves #3955	916,927.78	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	2,905,368.64	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	36,555.09	
1200-3 · HRT Receivable	40.00	
1200-4 · Tourism Receivables	1,866,219.48	FY22 accrual, Nov and ACE invoices
Total 1200 · Accounts Receivable	1,802,814.57	
Total Accounts Receivable	1,802,814.57	
Other Current Assets		
1500 · Gift Cards	1,000.00	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.	164,558.90	
1410 · Prepaid Insurance	4,904.47	Flood, Wind, Property, D&O
1400 · Prepaid Postage	40.35	
Total Other Current Assets	170,503.72	
Total Current Assets	4,978,686.93	
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	1,151.59	
Total Fixed Assets	1,151.59	
TOTAL ASSETS	<u><u>4,879,838.52</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	666,909.93	
Total Accounts Payable	666,909.93	
Credit Cards		
2000 · Visit Pensacola P-Card	35,577.03	Current month Pcards TDT
2002 · Regions Membership PCard	1,014.92	Current month Pcards Membership
Total Credit Cards	36,591.95	
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	OAR Festival
2655 · Line of Credit	300,000.00	
2700 · Unearned Revenue	2,400,020.00	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	89.55	
Total Other Current Liabilities	2,757,582.82	
Total Current Liabilities	3,461,084.70	
Total Liabilities	3,461,084.70	
Equity		
32000 · Unrestricted Net Assets	1,559,587.86	FY14 to FY22 Net Income
Net Income	-40,834.04	FY23 Net Income
Total Equity	1,418,753.82	
TOTAL LIABILITIES & EQUITY	<u><u>4,979,838.52</u></u>	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	Nov 22	Oct - Nov 22	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 - Tourism Development Tax-TDT	743,956.49	854,608.08	10,400,000.00	9,545,391.92	92%	As billed/allowed by County. Recognize Income as billed
4050 - TDT Supplemental	0.00	0.00			#DIV/0!	
4055 - TDT Carry-Over	0.00	0.00		0.00	#DIV/0!	
4100 - Membership Dues	12,324.32	106,597.96	130,000.00	23,402.04	18%	
4150 - Advertising Income	13,100.00	13,100.00		(13,100.00)	#DIV/0!	
4155 - Partner Co-Ops	0.00	0.00		0.00	#DIV/0!	
4150 - Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 - Advertising Income	13,100.00	13,100.00	126,200.00	113,100.00	90%	
4300 - Consignment Sales	0.00	0.00	0.00	0.00	#DIV/0!	
4400 - Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 - Misc Income	8.57	13.48	500.00	486.52	97%	
4640 - Event Income	1,254.00	5,076.00	15,000.00	9,924.00	66%	
Total Income	770,643.38	979,395.52	10,841,700.00	9,862,304.48	91%	
Gross Profit	770,643.38	979,395.52	10,841,700.00	9,862,304.48	91%	
Expense						
1 - Direct Programming						
5090 - Marketing Research	31,313.32	50,043.31	395,000.00	344,956.69	87%	
5100 - Advertising/Media	10,393.10	45,498.15	545,400.00	499,901.85	92%	
5110 - Public Relations	13,612.80	35,788.98	116,300.00	80,511.02	69%	
5120 - Advertising Production	6,138.08	11,138.08	110,700.00	99,561.92	90%	
5130 - Internet Site Production	39,915.20	59,865.67	190,000.00	130,134.33	68%	
5140 - Festivals & Events Granted	32,000.00	32,000.00	172,500.00	140,500.00	81%	
5141 - Festivals & Event Local Support	0.00	6,187.50	361,500.00	355,312.50	98%	
5142 - Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 - Consumer Promotions	3,180.09	3,660.59	100,000.00	96,339.41	96%	
5160 - Sales Promotions	0.00	400.00	122,000.00	121,600.00	100%	
5170 - Brochures and Collateral	102.13	780.15	164,200.00	163,419.85	100%	
5190 - Showcase	364,733.71	364,733.71	3,460,700.00	3,095,966.29	89%	
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	0.00	4,760.00	129,500.00	124,740.00	96%	
5230 - Dues and Subscriptions	2,269.95	4,769.49	47,600.00	42,830.51	90%	
5400 - Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 - Disallowed Travel Expense	357.87	1,047.94	3,000.00	1,952.06	65%	
5400 - Business Travel & Entertainment -	5,479.03	8,837.06	142,000.00	133,162.94	94%	
Total 5400 - Business Travel & Entertainment	5,836.90	9,885.00	145,000.00	135,115.00	93%	
5500 - Visitor Awareness Education	4,173.33	6,809.32	86,100.00	79,290.68	92%	
7000 - PSA Sporting Events	54,952.27	54,952.27	577,200.00	522,247.73	90%	
7400 - ACE - DP	0.00	0.00	1,638,000.00	1,638,000.00	100%	
Total 1 - Direct Programming	568,620.88	695,647.22	8,611,700.00	4,820,086.49	56%	
2 - Operating Costs						
5520 - Committee Expenses	310.88	310.88	2,000.00	1,689.12	84%	
5450 - Auto/ Local Travel	439.64	1,338.38	17,000.00	15,661.62	92%	
5600 - Building Maintenance & Repair	4,960.83	25,117.71	68,000.00	42,882.29	63%	
5610 - Computer&IT Maintenance&Repair	1,897.21	4,193.47	34,500.00	30,306.53	88%	
5630 - Insurance Building & Content	2,391.21	5,088.42	28,853.00	23,764.58	82%	
5640 - D & O and Liability Insurance	414.49	828.98	7,000.00	6,171.02	88%	
5650 - Audit	15,000.00	15,000.00	19,000.00	4,000.00	21%	
5660 - Legal Services	0.00	0.00	16,000.00	16,000.00	100%	
5670 - CPA/ Financial Services	437.50	1,000.00	7,200.00	6,200.00	86%	
5690 - Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 - Postage	1,592.78	3,588.97	32,000.00	28,411.03	89%	
5710 - Supplies Coffee/Sodas	69.48	325.62	5,000.00	4,674.38	93%	
5720 - Office Supplies	536.42	991.83	15,000.00	14,008.17	93%	
5730 - Storage and Delivery	1,236.69	2,645.98	18,000.00	15,354.02	85%	
5750 - Rent	0.00	0.00	10.00	10.00	100%	
5760 - Telephone Service	0.00	1,128.25	9,000.00	7,871.75	87%	
5770 - Utilities	3,464.86	6,778.07	45,000.00	38,221.93	85%	
5780 - Copier	761.10	1,522.20	9,300.00	7,777.80	84%	
5790 - Capital Expenditures	0.00	3,085.23	25,000.00	21,914.77	88%	
5900 - Miscellaneous Expenses	19.08	114.95	1,217.00	1,102.05	91%	
5920 - Bad Debt Expense	0.00	0.00	2,500.00	2,500.00	100%	
6000 - Consignment Sales Expenses	0.00	38.83	0.00	-38.83	#DIV/0!	
6001 - Bank Service Charge	1,905.00	3,591.25	700.00	-2891.25	-413%	
6010 - Credit Card Processing Fee	575.56	942.48	2,920.00	1,977.52	68%	
6500 - Taxes	89.55	376.20	1,400.00	1,023.80	73%	
6940 - In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 - PSA Operations	5,508.58	5,508.58	76,960.00	71,451.42	93%	
Total 2 - Operating Costs	41,610.86	83,516.28	613,560.00	530,043.72	86%	
3 - Personnel Costs						
5800 - Salaries	94,268.37	137,152.20	972,200.00	835,047.80	86%	
5810 - Commissions	9,427.36	9,427.36	25,000.00	15,572.64	62%	
5830 - Auto	692.31	923.08	6,000.00	5,076.92	85%	
5840 - 401K Contribution Match	3,854.67	5,353.19	60,000.00	54,646.81	91%	
5850 - Employee Insurance	5,024.23	11,029.85	134,785.00	123,755.15	92%	
5870 - Drug Testing	0.00	67.00	400.00	333.00	83%	
5880 - Payroll Expense	9,962.12	14,129.32	107,215.00	93,085.68	87%	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

						FORM D
						NOTES
	Nov 22	Oct - Nov 22	Annual Budget	Remaining of Budget	% Remaining of Budget	
5890 - Staff Education	0.00	0.00	3,000.00	3,000.00	100%	
7002 - PSA Personnel	62,984.06	62,984.06	307,840.00	244,855.94	80%	
Total 3 - Personnel Costs	186,213.12	241,066.06	1,616,440.00	1,375,373.94	85%	
Total Expense	796,444.86	1,020,229.56	10,841,700.00	6,725,504.15		
Net Ordinary Income	-25,801.48	-40,834.04	0.00			
Net Income	-25,801.48	-40,834.04	0.00			



December 8, 2022

**Renewal Addendum
to
Letter of Agreement between Arrivalist and Visit Pensacola**

This Renewal Addendum ("**Addendum**") to the Letter of Agreement between Visit Pensacola, ("**Destination Marketer**") and Arrivalist Co. ("**Arrivalist**") is made effective as of January 1, 2023 ("**Effective Date**"). Arrivalist and Destination Marketer may be referred to in this Addendum individually as a "Party" or collectively as "Parties."

WHEREAS, Arrivalist and Destination Marketer are parties to the Letter of Agreement between Arrivalist and Destination Marketer dated September 30, 2019 which governs Arrivalist providing advertisement monitoring and targeting services to Destination Marketer (the "**Agreement**"), and the Parties wish to amend the Agreement to (i) renew the Term.

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Parties do hereby agree as follows:

1. Definitions. All capitalized terms used but not defined herein shall have the meanings ascribed in the Agreement.
2. Term. Section 1 (Term) is deleted in its entirety and replaced with the following:
3. Future Data Delivery. The Agreement shall remain in effect as of the Effective Date of this Addendum and continue for one (1) year ("**Renewal Term**"). At the beginning of the term, [CLIENT] will receive historical data going back to January 1, 2021. Client acknowledges that this historical data is a replacement for any prior historical data and Destination Marketer acknowledges that historical data represents a substantial portion of the work product. During such time the client will receive monthly updates to data in its reporting interface. After the delivery of the historical data, [CLIENT] will receive data updates monthly for the remainder of the term. Following the Renewal Term cited above, the Agreement shall automatically renew for consecutive twelve (12) month periods, unless terminated by either Party by providing written notice of an intent not to renew at least thirty (30) days prior to the end of the then-current term. Any provision of the Agreement, which contemplates performance or observance subsequent to termination or expiration of the Agreement will survive termination or expiration of the Agreement and continue in full force and effect.
4. Full Force and Effect. Except as expressly modified by this Addendum, the Agreement remains unmodified and in full force and effect and is hereby ratified, confirmed and continued.
5. Execution. This Addendum may be executed in several counterparts all of which when taken together shall constitute a single agreement. The Parties may sign and deliver this Amendment by facsimile transmission and/or Portable Document Format (pdf).



Arrivalist Co
P.O. BOX 230199
New York, NY 10023
info@arrivalist.com
+1 646 964 5221

[SIGNATURE PAGE TO RENEWAL ADDENDUM]

Please confirm your acceptance of the Renewal Addendum by countersigning and returning a copy to Cree Lawson, Arrivalist, P.O. BOX 230199, New York, NY, 10023 or via facsimile to 917 677 8222 or email at cree@arrivalist.com.

Agreed and accepted by Arrivalist

Agreed and accepted by Destination Marketer:

[NAME]

Cree Lawson

Name: [NAME]

President & CEO

Title: [TITLE] _____

Date: _____

Date: [DATE] _____

Billing Information

First Name: _____

Billing Address Line 1: _____

Last Name: _____

Billing Address line 2: _____

Phone Number: _____

City: _____ State: _____ Zip Code: _____

Fax Number: _____

Email Address: _____

APPENDIX A – NEW PRICING

Term: January 1, 2023-December 31, 2023

Scope:

- Visit Florida Coop Package 1 (\$30,000/yr)
 - A5 Visitation Plus, Updated daily (\$22,500/yr)
 - Visitation
 - Points of Interest
 - Monthly Origin Demographics
 - Horizon Dashboards, Updated Daily (\$7,500/yr)
 - Visitation
 - Points of Interest
 - Drive Trips
 - Events
 - Attribution
- Visit Florida Coop Package 2 (\$11,000/yr)
 - The Daily Travel Index
 - Zip code origins (road trips)
- Other Services (\$14,700)
 - Media Attribution (requires 50MM paid pixelated impressions to support Arrival Lift)
 - Visit Model
 - Local versus Non-Local POI visitation
 - Account Management
 - Monthly check ins
 - Monthly slide decks based on client needs

Pricing:

Visit Florida Coop Package 1 (\$30,000/yr)
Visit Florida Coop Package 2 (\$11,000/yr)
Other Subscription Services (\$14,700) (savings of \$30,300)

Total: \$55,700

The invoice will be sent on or around January 1, 2023 and will be due within thirty (30) days of receipt of invoice.

Additional written reporting needs can be scoped out on a case-by-case basis and may require additional investment.

Who is Arrivalist?



Smartphone Movement
From 120 Million devices

Always On | Historical data

Reveals..

Visitation (where devices go)
States

Attribution (the way media influences movement)

Inventing Location Data for Travel

Movement is the Glue that Ties the Travel Experience Together



We see the consumer through the spending events



We see the consumer through their survey



Location Data is the glue that ties the entire consumer experience together



How Arrivalist Works



What We Provide:

Visitation Intelligence
Digital Media Measurement

- Anonymized GPS location data for 100M+ users, accurate to 30 feet
- Rigorously balanced to be a true representation of the US population
- Privacy Law Compliant (CCPA & GDPR)
- Sourced from fully vetted location data aggregators



VISIT PENSACOLA BOARD MEETING

December 14, 2022

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
Holiday Cube Set to Return to
Plaza Ferdinand Nov. 9



Including: World Travel
Market, London UK



Including: Tasting Table
Market, London UK



Highlight: All you need to know about the
Blue Angels Homecoming Air Show on NAS
Pensacola



SOCIAL MEDIA

5,351 sessions via social referral • 3,937 total social conversions



72 TOTAL SOCIAL CONVERSIONS

91 New Followers

Total Engagement: 2,226 • 65,460 Impressions



3,315 TOTAL SOCIAL CONVERSIONS

532 New Page Likes

115,903 Engagements • 3.9 Million Impressions



119 TOTAL SOCIAL CONVERSIONS

116 Pins • 3,061 Followers

Total Engagement: 19,758 • 6 Posts (wedding board has been updated!)



39 CONVERSIONS • 115 New Followers

1,876 Engagements • 878 Post clicks



1,125 TOTAL SUBSCRIBERS

6 New Videos • 9 New Subscribers



4 POSTS • 3,042 VIDEO VIEWS

954 Web site Conversions • 17 New Subscribers

155 Engagements

E-MARKETING CONSUMER eNEWS

119 new sign-ups

36.8% open rate

101.0% conversion rate

1.4% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

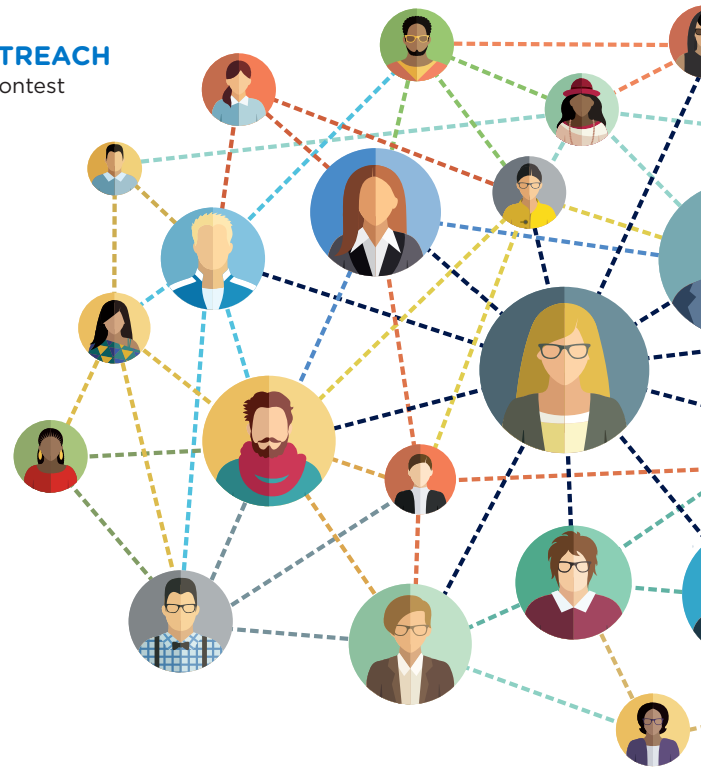
- Visit Pensacola Holiday Cube Set to Return to Plaza Ferdinand Nov. 9

MEDIA ASSISTS/PR OUTREACH

- Visit Florida Editorial Leads
- PNJ
- WEAR3
- Cat Country 98.7
- Pam LeBlanc Press Trip
- Visit Florida Texas Media Mission (20 appointments)
- HARO (Help A Reporter Out)
- TripSavvy
- Travel Awaits
- Texas Monthly
- AAA
- Times
- CBS News
- NOLA Weekend
- Only in Your State
- Conde Nast Traveler
- WFAA Dallas
- Travel Mole Editorial

MEDIA ASSISTS/PR OUTREACH

- Blue Angels Homecoming contest winner trip
- The Travel
- The Drift (online)
- Bruce Northam Press Trip
- Launch of the Holiday Cube
- News Radio Expert Panel
- Matt Kirouac
- Foo Foo Festival
- World Travel Market (26 appointments)
- RV There Yet
- Visit Florida Canada Press Trip (7)
- Emily Hingle Press Trip
- Expedia
- CNN
- City of Pensacola



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- U.S. News Announces Best Places To Retire Rankings 2022-23



185 stories

Highlights:

- Explore The World Of Shark Tourism With These Florida Panhandle Experiences
- 32 Cheap Beach Vacations for Travelers on a Budget



Accolades

Highlights:

- 10 Best Places To Buy a Beach House in 2022
- 13 Very Best Places To Visit In December In The United States For Holiday Memories



VISITPENSACOLA.COM

November 2022

158,429
FY 302,946
USERS

404,122
FY 737,905
PAGE VIEWS

\$178,004
FY \$337,415
TOTAL
REVENUE*

2.0
FY 1.9
AVG. LENGTH
OF STAY*

\$136.82
FY 149.52
AVG. DAILY
RATE*

AUDIENCE

Metro Area	Users
Mobile / Pensacola	21,838
Chicago	9,752
Atlanta	8,110
New Orleans	6,339
Dallas-Ft. Worth	5,903
Tampa-St. Petersburg	4,808
Columbus	4,251
Orlando-Daytona-Melbourne	3,088
Houston	3,088

TOP PAGES

Page	Pageviews
Getaway Sweepstakes (CP)	45,739
Feature (CP)	23,557
Home Page	18,691
Things To Do	17,437
Events	14,155
Blue Angels Air Show Landing	10,781
Events This Week	7,774
Warm Up (CP)	6,895
Web Cam	5,609
Arts & Entertainment	5,355

PARTNER ENGAGEMENT

Listing Views	29,822
Visit Partner Website	7,542
Event Views	85,242
Coupons	460
Referrals (Listings/Events)	14,674

CHANNEL (How people find us)

Channel	Users	Conversion
Organic Search	66,653	105.3%
Paid Social	28,628	33.9%
Direct	17,548	89.9%
Display	16,373	8.3%
Referral	11,833	114.8%
Paid Search	11,475	106.2%
Native	4,990	12.6%
Social	4,677	67.9%
(Other)	554	50.3%
Email	321	101.0%

EXPERIENCE APP

New Users	298
Total Subscribers	972
Views	18K



WEBSITE SIGNUPS

New Email Subscribers	119
Insider Guide Requests	716
Insider Guide (Online version)	140

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.



Social Media Board Report

November 2022

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 Visit Pensacola

 Visit Pensacola

 visitpensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 3,960,440 ↗66.2%	Engagements 115,903 ↗10.3%	Post Link Clicks 42,513 ↗50.6%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Page Likes Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Page Likes	532	↗66.3%
Organic Page Likes	669	↗19.7%
Paid Page Likes	1	→0%
Page Unlikes	138	↘42.5%

Facebook Engagement

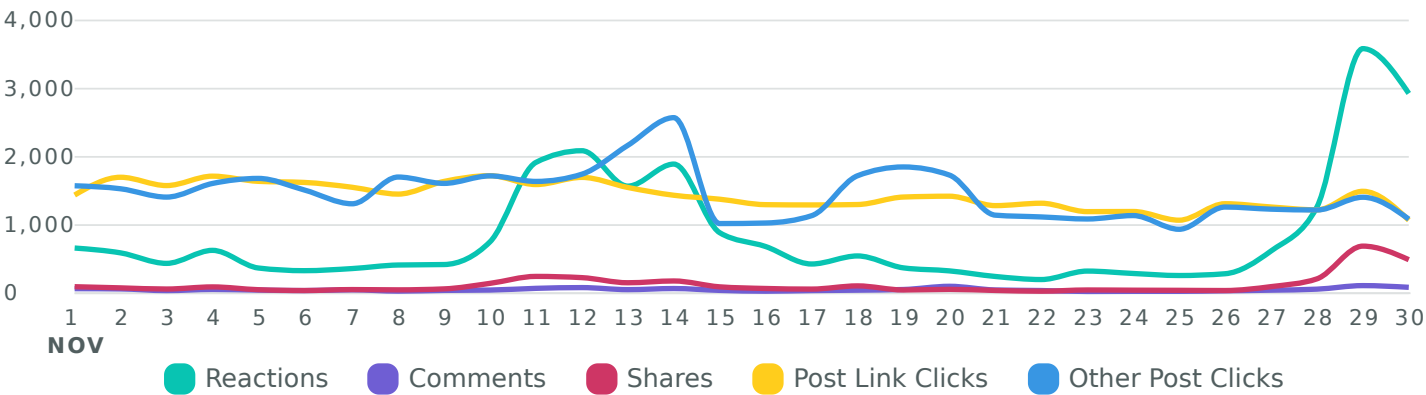
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	115,903	↗10.3%
Reactions	25,315	↗7.5%
Comments	1,190	↘30.4%
Shares	3,331	↗8.2%
Post Link Clicks	42,513	↗50.6%
Other Post Clicks	43,554	↘10.2%

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**

Sun 11/27/2022 2:54 p...

Perdido Key, you're our golden hour 🌅 We hope everyone had a relaxing and restful...

**Total Engagements 10,951**Reactions **8,158**Comments **196**Shares **1,451**Post Link Clicks **—**Other Post Clicks **1,146****Visit Pensacola**

Wed 11/9/2022 1:47 pm...

🇺🇸 Know before you go! 🇺🇸 We are looking forward to the Blue Angels Homecoming...

**Total Engagements 7,226**Reactions **4,939**Comments **124**Shares **572**Post Link Clicks **805**Other Post Clicks **786****Visit Pensacola**

Fri 11/4/2022 6:00 am PDT

It's an exciting time to be in Pensacola right now! 🎉 So. Much. Is. Happening! The...

**Total Engagements 1,362**Reactions **387**Comments **8**Shares **72**Post Link Clicks **356**Other Post Clicks **539**

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 visitpensacola

Impressions 645,214 ↘4.1%	Engagements 21,707 ↘32.2%	Profile Actions 541 ↗218.2%
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Instagram Engagement

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

 Profile

 Reporting Period

 visitpensacola

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

Engagement Metrics	Totals	% Change
Total Engagements	20,502	↘34.9%
Likes	19,750	↘ 34.6%
Comments	213	↘ 60.3%
Saves	498	↘ 27.1%
Story Replies	41	↘ 53.9%

Instagram Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 visitpensacola

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

Audience Metrics	Totals	% Change
Net Follower Growth	257	↘57.9%
Followers Gained	757	↘28.1%
Followers Lost	500	↗12.9%

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

visitpensacola


Descending by Lifetime Engagements

 **visitpensacola**
Thu 11/3/2022 9:16 am ...


Let the Foo Foo festivities begin! 💙💜💛 We're popping with excitement about Bubb...




Total Engagements	2,089
Likes	1,659
Comments	28
Shares	366
Saves	36

 **visitpensacola**
Sun 11/13/2022 6:11 a...

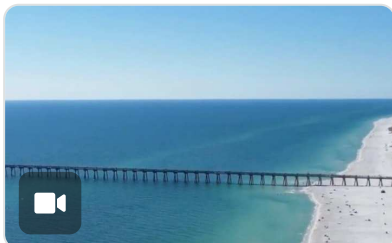
Yes, Pensacola's beaches are still beautiful in the fall and winter! 🌊 The perfect time ...



Total Engagements	1,839
Likes	1,644
Comments	18
Shares	137
Saves	40

 **visitpensacola**
Thu 11/24/2022 6:04 a...

We're thankful for Pensacola. Thankful for the beauty, the people, and its heart 💙 Hap...



Total Engagements	1,714
Likes	1,576
Comments	16
Shares	90
Saves	32

Instagram Stories Performance

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

Profile

Lifetime

visitpensacola

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

Story Metrics	Totals	% Change
Published Stories	69	↘46.5%
Story Replies	41	↘53.9%
Story Taps Back	4,024	↘5.9%
Story Taps Forward	80,209	↘19.1%
Story Exits	6,982	↘16.9%
Story Impressions	100,467	↘20.8%
Average Reach per Story	1,416	↗46.7%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Impressions 65,665 ↘51.6%	Engagements 2,245 ↘42.8%	Post Link Clicks 140 ↘69.9%
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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	91	↘ 49.4%

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

Sun 11/20/2022 7:00 p...

Can you describe this view with just one word? GO! ❤️

<https://t.co/P05gf3PbSL>

**Total Engagements 418**

Likes 181

@Replies 58

Retweets 14

Post Link Clicks 8

Other Post Clicks 157

Other Engagements 0



@VisitPensacola

Wed 11/30/2022 9:37 p...

Rev up those engines, folks!
The 55th Snowball Derby begins this Friday! 🏁 🏁 Thi...

**Total Engagements 170**

Likes 54

@Replies 7

Retweets 9

Post Link Clicks 1

Other Post Clicks 99

Other Engagements 0



@VisitPensacola

Wed 11/2/2022 2:13 pm...

Don't mind us, we'll be playing this on repeat all day ❤️

<https://t.co/PDgsdHuQi4>

**Total Engagements 151**

Likes 58

@Replies 5

Retweets 10

Post Link Clicks 1

Other Post Clicks 77

Other Engagements 0

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	2,245	↘43.4%
Likes	895	↘34.6%
@Replies	89	↗18.7%
Retweets	140	↘26.7%
Post Link Clicks	140	↘69.9%
Other Post Clicks	978	↘47.6%
Other Engagements	3	↘40%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Published Posts 4 →0%	Video Views 3,042 —	Engagements 155 ↗—
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TikTok Audience Growth

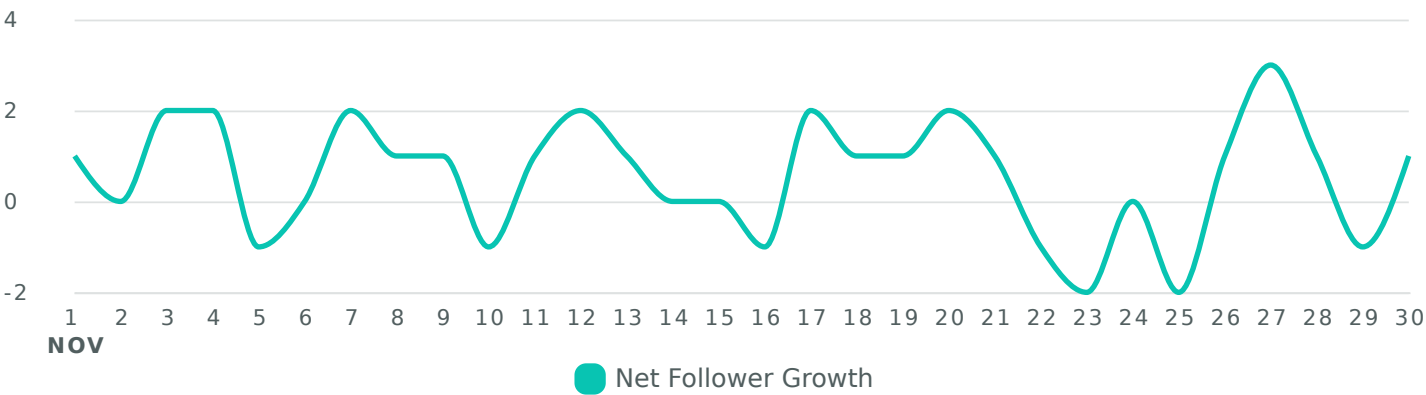
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	17	—

TikTok Engagement

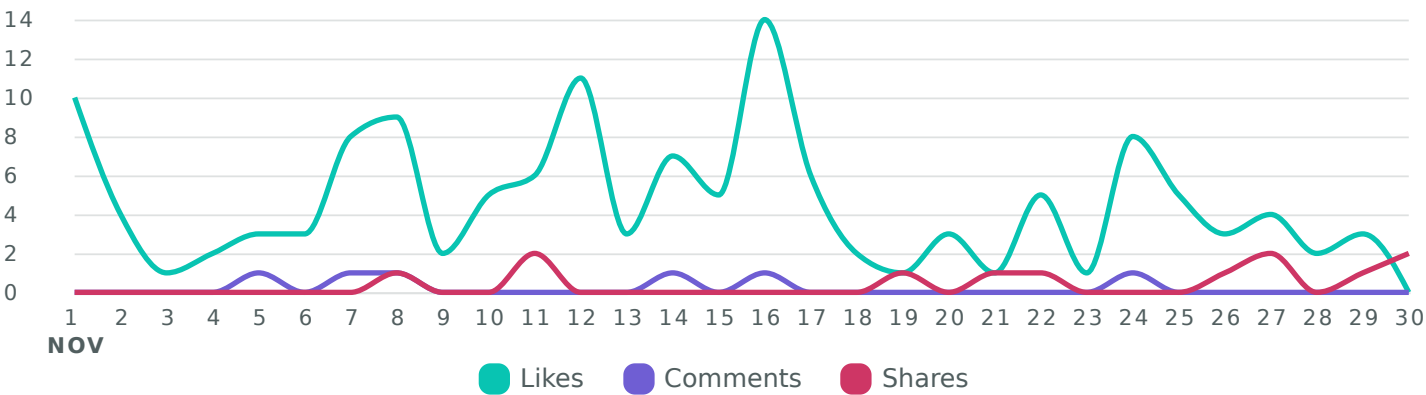
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	155	—
Likes	137	—
Comments	6	—
Shares	12	—


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

VP

 Visit Pensacola


Mon 11/7/2022 4:07 pm ...

Happy Holidays! 🎄 This Wednesday, the Visit Pensacola Holiday Cube will...



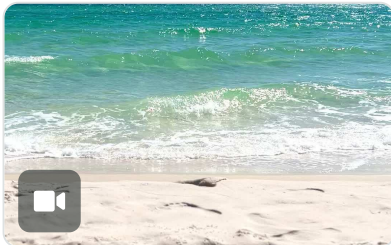
Total Engagements	21
Likes	19
Comments	1
Shares	1

VP

 Visit Pensacola


Sun 11/13/2022 10:55 p...

Yes, Pensacola's beaches are still beautiful in the fall and winter! 🌊 The perfect time ...



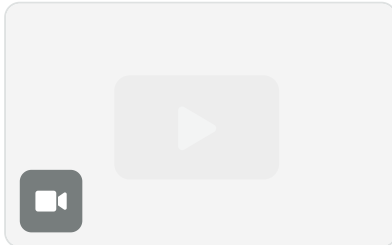
Total Engagements	20
Likes	19
Comments	1
Shares	0

VP

 Visit Pensacola

Thu 11/24/2022 9:03 p...

Happy Thanksgiving, Pensacola. What are you grateful for today? 🎵: Origi...



Total Engagements	15
Likes	14
Comments	1
Shares	0



**GIANT
NOISE**

**VISIT PENSACOLA
PR Report**

November 2022



OVERVIEW OF PR EFFORTS

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

Press Materials: November 2022

- Finalized the following pitches for Visit Florida:
 - Black History Month
 - Partners mentioned: General Daniel Chappie James Museum of Pensacola, Inc., Fort Pickens, Blue Dot Barbecue, Five Sisters Blues Cafe
 - Island Hopping
 - Partners mentioned: Perdido Key, Eden Condominiums, Emerald Oasis Day Spa, Naval Live Oaks Reservation, Flora-Bama
 - Cheers to That
 - Partners mentioned: Perfect Plain Brewing Co., Pensacola Bay Brewing, McGuire's Irish Pub, Alga Beer Co.
 - Mindfulness & Self Care
 - Partners mentioned: Oyster Bay, Next Level Hyperbaric MedSpa, GINS, others
 - Valentine's Day
 - Partners mentioned: Portofino Island Resort and Spa, Hilton Pensacola Beach, Oyster Bay Boutique Hotel, Condor Sailing Adventures, Jolly Sailing, Dolphin Cruise or Frisky Mermaid Dolphin Tours and Boat Rentals, Pensacola Picnic Co., Big 5
- Drafted "Best Scuba Diving Destinations Around the World" HARO pitch
 - Mentioned: The Mighty O, Pete Tide II, Three Coal Barges
- Drafted "New U.S. Hotels Opening in 2023" pitch for *Travel Awaits* consideration
 - Mentioned: Lily Hall
- Drafted "Best Christmas towns in U.S." pitch for *TripSavvy* consideration
 - Partners mentioned: Oyster Bay, WinterFest
- Drafted "Greatest Places in 2023" pitch for *TIME's* consideration
 - Partners mentioned: A1S Trail, Innisfree Hotels, Oyster Bay, Lion Fishing, other
- Drafted "Kids Travel" pitch for AAA consideration
 - Partners mentioned: Holiday Inn Resort Pensacola Beach, Laguna's Adventure Park, Naval Aviation Museum, Historic Village, Pensacola Lighthouse, others
- Repurposed "Greatest Places in 2023" *TIME's* pitch to share with *USA Today*
- Drafted talking points for World Travel Market London conference and shared with Nicole
- Drafted talking/pitch points for Visit Florida Domestic Media Mission and shared with Nicole
- Continued drafting National Plan for Vacation Day press release
- Drafted pitch for country-themed bachelorette party destinations for Kelsey Ogletree
- Compiled unique festival information for freelance writer Kaitlyn Rosait for *The Travel*
- Began compiling assets for Bruce Northam for Pensacola feature



OVERVIEW OF PR EFFORTS

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

*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.

Media Outreach: November 2022

- Submitted remaining Visit Florida pitches
- Submitted "Best Scuba Diving Destinations Around the World" HARO pitch for consideration
- Submitted "New U.S. Hotels Opening in 2023" pitch for *Travel Awaits* consideration
- Submitted "Best Christmas towns in U.S." pitch for *TripSavvy* consideration
- Submitted "Greatest Places in 2023" pitch for *TIME's* consideration
- Submitted repurposed "Greatest Places in 2023" *TIME's* pitch to *USA Today* for consideration
- Coordinated arrangements for Bruce Northam's arrival to the destination
 - Confirmed John Pentaleri would also be in attendance
 - Shared final itinerary with Bruce and purchase links for John's visit
 - Shared requested imagery following Bruce's trip
- Connected with Sami at Lily Hall to explore potential 2023 hostings for Patti Nickell + Pat Harris and Sucheta Rawal
 - Conversations ongoing
- Shared final itinerary with Emily Hingle for press visit to Pensacola fo Foo Foo Fest
- Sent press hosting follow-ups to Pam Leblanc and Bruce Northam ahead of their visits
- Connected with freelance writer Adrienne Jordan to discuss potential 2023 opportunities
 - Deskside pending
- Requested date adjustment for Cory Lee 2023 press hosting
 - Confirmed Cory is comfortable with a solo destination experience
- Provided hosting updates to Visit Pensacola team surrounding Patti Nickell + Pat Harris and Julie Suman 2023 trips
 - Conversations ongoing with all writers
- Followed up with Julie Suman to further vet 2023 press hosting opportunities and coordinated virtual meeting
 - Conversations ongoing
- Followed up with Robin Raven to further vet December 2022 press hosting
 - Robin has not responded further
- Vetted influencer Olivia Emrotie
 - Connected with Nicole for Dallas availability to potentially met with Olivia Ebrotie in-person
- Began scheduling itinerary touch base with Cory Lee
 - Scheduling on hold until Cory returns from travel; will confirm for December 2022
- Coordinated partnership for Foo Foo Fest and Visit Pensacola with *WVUE* (New Orleans)
 - Coordinated virtual interview with Nicole in conjunction with partnership
- Pitched Pensacola for country themed bachelorette party destinations to Kelsey Ogletree
- Conducted outreach to Austin-based media for desksides with Nicole during Visit Florida media mission
- Pitched unique festivals in Pensacola to freelance writer Kaitlyn Rosati surrounding upcoming feature for *The Travel*
 - Conversations ongoing
- Provided imagery assets to Bruce Northam for upcoming Pensacola feature



OVERVIEW OF PR EFFORTS

*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.

Additional Work: November 2022

- Sent thank you notes to all partners who assisted in hosting media during Foo Foo Fest
 - Shared all asks with Lindsey for Visit Pensacola CRM
- Provided rental car feedback for Pam LeBlanc press hosting
 - Booked Pam LeBlanc's rental car
- Drafted Fiscal Year 2023 presentation and shared for review/approval ahead of Board meeting
- Erica attended Nov. 15 Visit Pensacola Board meeting
- Requested Audubon Society contact to discuss best time of year for birding activities
- Coordinated NAS and Fort Pickens media visits for Emily Hingle with Visit Pensacola
- Coordinated media passes for Foo Foo Fest's Jazz for Justice event for Visit Pensacola / Bruce Northam
- Drafted talking points for Visit Florida Texas media mission for each confirmed media member



VISIT PENSACOLA PRESS COVERAGE: NOVEMBER 2022

Total Media Impressions: 48,829,805

Total Media Value: \$587,616.59

Recent Coverage:							
Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
10/31/2022	Conde Nast Traveler (Online)	"The Most Dog-Friendly Vacations in the United States"	https://www.cntraveler.com/gallery/the-most-dog-friendly-vacations-in-the-united-states	Gulf Islands National Seashore, Jolly Sailing & Dolphin Cruise, Big Lagoon State Park, Flora-Bama Yacht Club, Red Fish Blue Fish, The Oar House, Surf & Sand Hotel, Pensacola Beach RV Resort	Giant Noise	990,396	\$11,884.75
11/1/2022	U.S. News and World Report (Online)	"The Best Places to Retire in 2022-2023"	https://money.usnews.com/money/retirement/slideshows/the-best-places-to-retire?slide=24	N/A	Press	2,287,800	\$27,453.60
11/1/2022	CBS News (Online)	"These are the best places to retire in the U.S."	https://www.cbsnews.com/news/best-places-to-retire-in-the-us-rankings/	N/A	Press	16,097,130	\$193,165.56
11/1/2022	NOLA Weekend (Online)	"Road trip worthy: 2022 Foo Foo Festival kicks off this week in Pensacola"	https://www.nolaweekend.com/2022/11/01/road-trip-worthy-2022-foo-foo-festival-kicks-off-this-week-pensacola/	America's First Settlement Trail, Oyster Bay, Hilton Pensacola Beach, Beach Club	Giant Noise / Visit Pensacola	31,500	\$378.00
11/2/2022	The Hill (Online)	"Here are the best places to retire in the US"	https://thehill.com/changing-america/sustainability/infrastructure/3715513-here-are-the-best-places-to-retire-in-the-us/	N/A	Press	14,333,450	\$172,001.40
11/2/2022	Fortune (Online)	"These are the 10 best places to retire in the U.S.—and Pennsylvania dominates the list"	https://fortune.com/2022/11/01/top-ten-best-places-to-retire-in-the-united-states-florida-pennsylvania/	N/A	Press	6,079,500	\$72,954.00

PRESS COVERAGE | November 2022



11/2/2022	Pensacola News Journal (Online)	"Pensacola named No. 3 best place to retire in the U.S. What makes us stand out?"	https://www.pnj.com/story/news/local/pensacola/2022/11/02/pensacola-named-no-3-best-place-retire-u-s-news-world-report/8246487001/	N/A	Press	616,200	\$7,394.40
11/4/2022	The Drift (Online)	"What's New When You Visit Florida in 2023"	https://drifttravel.com/whats-new-when-you-visit-florida-in-2023/	Lily Hall, Saenger Theatre, Laguna's Beach Bar & Grill	Press	21,500	\$258.00
11/6/2022	The Travel (Online)	"25 Best Towns To Retire In The U.S. According To U.S. News And World Report"	https://www.travelawaits.com/2822548/best-us-towns-to-retire-2022/	Pensacola Symphony Orchestra,	Press	626,120	\$7,513.44
11/10/2022	Travel Mole (Online)	"Nicole Stacey of Pensacola makes the case for a vacation in her community"	https://www.travelmole.com/news/nicole-stacey-of-pensacola-makes-the-case-for-a-vacation-in-her-community/?region=na	N/A	Visit Pensacola	362,600	\$4,351.20
11/14/2022	WEAR (Online)	"Pensacola Winterfest set to begin downtown Friday"	https://weartv.com/news/local/pensacola-winterfest-set-to-begin-downtown-friday	Winterfest	Press	539,160	\$6,469.92
11/15/2022	Newsbreak (Online)	"26 Upcoming Holiday Events to See in the State of Florida!"	https://original.newsbreak.com/@florida-and-beyond-1594039/2824142519459-26-upcoming-holiday-events-to-see-in-the-state-of-florida	Winterfest	Press	353,320	\$4,239.84
11/17/2022	WFAA (Online)	"Visit Pensacola: The Way to Beach"	https://www.wfaa.com/article/entertainment/television/programs/good-morning-texas/visit-pensacola-the-way-to-beach/287-aa1aeb9d-55a2-4d83-bc80-e5d394628a35	A1S Trail, Historic Pensacola Village, Fort Pickens, Pensacola Beach, Perdido Key, National Naval Aviation Museum, Blue Angels, Johnson Beach	Visit Pensacola	1,882,800	\$22,593.60

PRESS COVERAGE | November 2022



11/17/2022	Pam LeBlanc (Facebook)	"I'm getting windswept beaches and dramatic skies today here in Pensacola, Florida. I explored an old fort and kayaked to a tiny island today. I just picked up tanks for tomorrow's lionfish hunt - we'll be using Hawaiian slings and Zookeepers to spear the invasive species and tuck them away for safekeeping. And if the weather holds (it's in the 50s, a tad brisk!) I'm heading out to the Oriskany, where I'll dive to the fly bridge of the sunken aircraft carrier. Bring on the adventure!"	https://m.facebook.com/story.php?story_fbid=pfbid02yv9SdwAcfs67M4Tpg2feeT9FyC4qmFCyDr1aMteszxrGoGiLB9RiYHw95DsA3Khsl&id=1204147597&mibextid=qC1qEa	Fort Pickens / White Island	Giant Noise/Visit Pensacola	705	\$211.20
11/17/2022	Pam LeBlanc (Instagram)	"Hello, Pensacola! Looking forward to spearfishing for invasive lionfish, diving a sunken aircraft carrier, and kayaking this week. #pensacola #pensacola #florida #pamleblancadventures #austintravels"	https://www.instagram.com/p/CiCavXiJYPX/?igshid=MDJmNzVkMjY=	Bubble Alley	Giant Noise/Visit Pensacola	6,106	\$170.17
11/17/2022	Pam LeBlanc (Facebook)	"Hello, Pensacola! Looking forward to spearfishing for invasive lionfish, diving a sunken aircraft carrier, and kayaking this week. #pensacola #pensacola #florida #pamleblancadventures #austintravels"	https://m.facebook.com/photo.php?fbid=10229545414158753&id=1204147597&set=a.1611310201685&ea_v=Afbkk8Ecn74vdWgrpJlsga3YztmJThjbqCdUBOR-XF6yk2YiQiTPmUGOEpaPUdaMGO8&paipv=0&source=57	Bubble Alley	Giant Noise/Visit Pensacola	705	\$211.20
11/18/2022	Pam LeBlanc (Facebook)	"Thirty six degrees and sunny here in Pensacola. Nice day for an invasive lionfish hunt!"	https://m.facebook.com/story.php?story_fbid=pfbid0LbAbPUCa6zKBrcmpdDo26EcZEqPyUYnxKzd4NoEQBPVfH3CPuBqQc9dXpedKTmPgl&id=1204147597&mibextid=qC1qEa	Lion Fishing	Giant Noise/Visit Pensacola	705	\$211.20

PRESS COVERAGE | November 2022



11/18/2022	Pam LeBlanc (Instagram)	"Fort Pickens was used during the Civil War and World War I. A small group of Native Americans, including Geronimo, were imprisoned there in 1886. Today it's part of Gulf Shores National Seashore. I spent the morning exploring the old fort, walking the windswept beach and hiking through the dunes. #gulfcoastnationalseashore #florida #pensacola #pamleblancadventures #visitpensacola #fortpickens #geronimo #austintravels photos by Pam LeBlanc"	https://www.instagram.com/p/CIGo5NMu-wZ/?igshid=NTU1Mzc3ZGM=	Fort Pickens	Giant Noise/Visit Pensacola	6,106	\$170.17
11/19/2022	Pam LeBlanc (Facebook)	"Female lionfish can spawn every four days, releasing millions of eggs every year. They have no predators in the Gulf of Mexico or Caribbean, where they are invasive and their population started exploding in the 1990s, probably after people started dumping them out of their fish tanks. Yesterday I went diving with Brady Hale, founder of Ocean Strike Team, which leads lionfish hunts around Pensacola, Florida. We also ate dinner at Saki Cafe, where chef Wayan Sumadi turned it into edible art. You can buy lionfish in Austin (Central Market has it now, Whole Foods used to get it), and most of it comes from right here in Florida. It's mild and delicious - we ate it as sashimi, in rolls, and tempura style. Yum!"	https://m.facebook.com/story.php?story_fbid=pfbid0dNSqWQkwtjJL9RQR6Mdr9Xmf8sB4ej9RkuTHke8iv9XXsetoSyk3rh5diZ9jGdUpl&id=1204147597&mibextid=qC1gEa	Lion Fishing	Giant Noise/Visit Pensacola	705	\$324.80
11/20/2022	Cheapism (Online)	"22 Last-Minute Trips to Take Between Christmas and New Year's"	https://blog.cheapism.com/last-minute-travel-december/#slide=23	First Lights Ceremony	Press	857,500	\$10,290.00

PRESS COVERAGE | November 2022



11/20/2022	Pam LeBlanc (Facebook)	"I ditched plans to dive the sunken aircraft carrier the Oriskany yesterday (too cold, too rough), and spent some time hiking at Tarkiln State Park instead. We also dropped by Joe Patti's, a famous Florida fish market that opened in 1931, and sipped the requisite Bushwacker and listened to live music at the Flora-Bama Lounge & Package, home of the annual Mullet Toss. Photos by Pam LeBlanc"	https://m.facebook.com/story.php?story_fbid=pfbid0EePZseW5EugNLuESN8PJYFLEgN3bSYLmkF8dUZYU2q66unRmk9NbZs7BVnEprvQ2I&id=1204147597&mibextid=qC1qEa	Joe Patti's, Flora-Bama	Giant Noise/Visit Pensacola	705	\$169.60
11/20/2022	Pam LeBlanc (Instagram)	"I kayaked out to White Island in Pensacola, Florida, at low tide on Thursday, and found this picturesque tree stump and root ball. Outdoor Gulf Coast rents kayaks, windsurfers and standup paddle boards. We launched at Navy Point and it took about 30 minutes to leisurely paddle to the island, where we watched a bald Eagle, a cormorant, and lots of blue herons. Chris LeBlanc photo #whiteisland #kayak #birds #blueheron #pensacola #florida #pamleblancadventures #visitpensacola"	https://www.instagram.com/p/CiJUxeZuhOR/?igshid=NTU1Mzc3ZGM=	N/A	Giant Noise/Visit Pensacola	6,106	\$207.74

PRESS COVERAGE | November 2022



11/21/2022	Pam LeBlanc (Instagram)	"Female lionfish can spawn every four days, releasing millions of eggs every year. They have no predators in the Gulf of Mexico or Caribbean, where they are invasive and their population started exploding in the 1990s, probably after people started dumping them out of their fish tanks. Friday I went diving with Brady Hale, founder of Ocean Strike Team, which leads lionfish hunts around Pensacola, Florida. We also ate dinner at Saki Cafe, where chef Wayan Sumadi turns lionfish into delicious edible art. You can buy lionfish in Austin (Central Market has it now, Whole Foods used to get it), and most of it comes from right here in Florida. It's mild and delicious - we ate it as sashimi, in rolls, and tempura style. #lionfish #sakecafe #florida #oceanstriketeam #florida #pensacola #invasivespecies"	https://www.instagram.com/p/CIOUkLjuuIC/?igshid=NDk5N2NIZjQ=	Lion Fishing	Giant Noise/Visit Pensacola	6,106	\$318.24
11/30/2022	Tasting Table (Online)	"The 15 Best Spots To Eat And Drink In Pensacola"	https://www.tastingtable.com/1121269/reasons-why-pensacola-is-the-souths-most-underrated-food-city/	Seville Quarter, George Bistro + Bar, The Garden at Palafox + Main, Pearl & Horn, The Well, Perfect Plain Brewing Co., Native Cafe, Angelena's Ristorante Italiano, Flora-Bama, Bodacious Shops, Agapi Bistro + Garden, Bonsai, Carmen's Lunch Bar & Tapas, South Market	Giant Noise	3,722,880	\$44,674.56
					TOTAL:	48,829,805	\$587,616.59



VISIT PENSACOLA BOARD MEETING

December 14, 2022

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

November 22

1
FY 5
LEADS

0
FY 6
BOOKINGS

0
FY 1
ASSISTS

925
FY 2374
REFERRALS

4
FY 4
SERVICE
REQUEST

Leads

Group	Economic Impact
Sthrn. PROVINCE Memb. Training Ac	\$130,800.00
Total:	\$130,800.00

Bookings

Group	Economic Impact
Total	\$0

Pensacola Visitor Center

Personal Assists:	457
Phone Assists	245
Total visitors	687
Total Non-visitors	230
First Time Visitors	129
FY21 Total Visitors	1077
FY21 Non-Visitors	1159

Perdido Key Visitor Center

Personal Assists	346
Phone Assists	43
Total Visitors	438
Total Non-Visitors	82
First Time Visitors	53
FY21 Total Visitors	967
FY21 Non-Visitors	178
Total Guides Mailed	2187
Total Guides Downloaded	148

Assists

Group	Economic Impact
Total	\$0

Pensacola Beach Visitor Center

Personal Assists	846
Phone Assists	124
Total Visitors	682
First-Time Visitors	108
Virtual Guide Emailed	0
Guides Mailed out	1

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



VISITPENSACOLA SALES & SERVICE SUMMARY

November 2022

32

Partner
Visits

4

Partner
Inquiries

2

Community
Outreach

221

Partner
Assists

50

Hospitality
Round Table

New Partners

1. Florida Oyster Trading Co.
2. The Handlebar
3. The Doghouse

Community Outreach

1. Holiday Cube Launch
2. JR League committee meeting

Partner Activity Report

Activity	Added	Updated
Accounts	2	18
Listings	2	18
Contact	9	19
Events	8	77

Partner News

1. ADA updates are now available in your partner portal.
2. Digital Ads are available.
3. Insider Guide-Ad placements are here!

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, January 17th - 11:30 AM

Location: Alga – Murder Mystery Luncheon

Board of Directors Meeting

Board of Directors Meeting

Date: Wednesday, January 25th - 3:00 PM

Location: TBD

Partner Visits

Pearl and Horn	Apple Market
The Garden	Calvert's in the Heights
Graffiti Pizza	Casks and Flights
Hampton Inn by Hilton	Fish House
Pensacola Airport	Flora-Bama Lounge,
Hampton Inn Pensacola	Package and Oyster Bar
Beach	Frisky Mermaid Dolphin
Hilton Garden Inn	Tours and Boat Rentals
Pensacola Airport/Medical	The Wine Bar
Center	O'Reilly's
Hilton Pensacola Beach	Museum of Commerce
Gulf Front	Pensacola Museum of Art
Holiday Inn Express	Jacksons
Pensacola Beach	Classic City Catering
Hyatt Place Pensacola	
Airport	
Jerry's Drive In est.1939	
McGuire's Irish Pub	
Pensacola International	
Airport	
Saltwater Style	
Seville Quarter	
Shaggy's Pensacola Beach	
Sir Richard's Public House	
Sneaky Tiki Bar	
South Market	
Supposey Weddings	
The District: Seville Steak	
and Seafood	

