



VISIT PENSACOLA BOARD MEETING

January 26, 2022



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

January 26, 2022

3:00 p.m. – 5:00 p.m.

Hyatt Place Pensacola Airport

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the December 15, 2021 Board Meeting**
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *1st Quarter CPA Compiled Financial Statements**
 - c) *Downs & St. Germain Studies*
 - d) *Strategic Planning – ReVisit Pensacola*
5. Staff Updates
 - a) *Marketing/Showcase*
 - a. *Sun Belt Basketball Marketing Update*
 - b) *President/CEO*

** Action Item requiring board vote.*



Visit Pensacola Board of Directors Meeting Minutes

Pensacola Little Theatre

Wednesday, December 15, 2021

Board Members Present: Deandra Holcomb, Gabe DiCianni, Warren Sonnen, Brent Lane, Sid Williams-Heath, Rachael Gillette, and Tim Carn.

Board Members Absent: Jay Bhakta, Amanda Mills, and Cindy McCalip.

Staff Present: Darien Schaefer, Nicole Stacey, Lindsey Steck, Shawn Brown, Kaya Man, Melissa Bailey, Wandy Samuel, Elliott Cooper, and Robby Rushing.

The meeting was called to order at 3:01 p.m.

Public Comment: No public comment.

Old Business

Motion to approve the 11.17.21 Board Meeting minutes by Brent Lane; seconded by Tim Carn. The motion passed unanimously.

Following up from the November board meeting, Deandra Holcomb shared the letter of support for the permanent moratorium on offshore drilling off the Florida Gulf Coast for approval. Motion to approve the letter of support by Warren Sonnen; seconded by Rachel Gillette. The motion passed unanimously.

Finance Report

Gabe DiCianni gave the Finance Committee report. Visit Pensacola received the \$2 Million advance from Escambia County for Fiscal Year 2022. Visit Pensacola paid back the \$450,000 Line of Credit Loan and the \$203,000 PPP Loan was forgiven.

November shows a net loss. Pensacola Sports had not submitted any invoices yet which would have been recognized as income when billed/allowed by the county. Unified YTD P&L is showing a greater net income than FY21 due to more paid Partners in FY22 at \$86,000 as compared to FY21 at \$44,000 at this point in the year. Pensacola Sports and ACE had no submission for the month.

Gillette asked about the increase in Partner income. DiCianni said it was a combination of staff focus on collections as well as an increased interest in Visit Pensacola Partnerships. Motion to approve the minutes by Gillette; seconded by Sonnen. The motion passed unanimously.

New Business

Darien Schaefer discussed the upcoming board meeting dates for 2022. Meeting dates are typically the 4th Wednesday of the month except for November and December due to the holidays. There is no meeting in July. Starting in January 2022, board meetings will no longer be offered via Zoom. Motion to approve by Sonnen; seconded by Lane. The motion passed unanimously.

Staff Updates**Marketing/Communications**

Nicole Stacey invited everyone to visit the Visit Pensacola Holiday Cube and review the Pensacola Holiday Trail Contest available through the App.

CEO Report

Schaefer commented that seven years ago, Visit Pensacola developed a strategic plan which was called Destination 2020. As we enter 2022, it is time to revisit the plan and build upon it. Schaefer is working with Visit Pensacola's agency partners to identify the steps to update our destination and marketing priorities. The goal is to have this process and timeline determined so it can be presented at the January Board Meeting.

Schaefer shared the TDT collections reported for November 2021 and noted that TDT receipts are up 26.4% over last year. He noted there was a TDC Meeting on Tuesday, December 13th and David Bear was re-elected as President and Ronnie Rivera as Vice-President of the TDC. Two presentations were made at TDC Meeting on behalf of the Monument of Women's Veteran's and the Gulf Coast Jazz Festival.

Visit Pensacola staff distributed the 2021 Annual Report to the Board. It is a wrap up of the year that is submitted to the Board of County Commissioners.

Schaefer reminded the Board that the Visit Florida Cooperative Advertising commercial is currently being aired throughout Southeast United States. Visit Pensacola's investment of \$200,000 was matched with \$800,000 from the Visit Florida EDA Grant. Schaefer played the commercial for the Board.

Wrapping up his report, Schaefer commented on the Staff Holiday Door Decorating Contest and asked Board Chair Holcomb to announce the winner...Kaya Man. The annual tradition of a Holiday Card from Visit Pensacola was shared in the form of a video.

Motion to adjourn by Gillette; seconded by Sid Williams-Heath. The motion passed unanimously. The board meeting was adjourned at 3:27 p.m.

Respectfully submitted,
Lindsey Steck



VISIT PENSACOLA BOARD MEETING

January 26, 2022

VP Financials



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1401 E. Gregory St.
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VisitPensacola.com



Visit Pensacola Financial Report December 2021

FY22 DECEMBER TAKEAWAYS:

DECEMBER 2021 shows a net loss of \$242K, which is due to the initial payment of \$225K applied toward the advance. Thus reducing the reimbursed amount submitted to the county.

MAJOR HIGHLIGHTS:

VPI received FY22 advance of \$2M in November, with a remaining balance of \$1,775,000 to be paid back.

There are 57 more partners as of 12.31.21 than 12.31.20, which resulted in \$39K more from partnership dues. \$11K still unpaid balance.

Pensacola Sports had their submission for Oct, Nov and Dec for the total of \$88K. They have received \$100K of the \$500K advance in \$50K installments as per their FY22 agreement.

ACE have no submissions for FY22 year to date.

B	VP MTD TDT LOSS is from a few checks that have not cleared the bank and were unable to be billed to the County.
C	VP MTD PRIVATE INCOME is from partnership dues. All partnerships start on October 1, with dues having an influx from August to November. Dues received in the prior year for the following year are kept on the balance sheet until October 1 and then released to the income statement, as per accounting practices.
*	FY22 YTD - 169 partners have paid their dues, while 112 partners had paid same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$442,585.30(We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$7,734.66
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$450,319.96
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$588,682.83
H	Operations \$21,793.50
H	Personnel \$104,503.02
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$693,185.85
H	VISIT PENSACOLA Only Month to Date Net Loss= -\$242,865.89
D	UNIFIED Year to Date TDT revenue totaled \$1,017,243.15
D	UNIFIED Year To Date Private revenue totaled \$100,931.83
D	UNIFIED Year to date total Revenue = \$1,118,174.98
	UNIFIED Year to date expense:
D	Direct Programming \$951,399.27
D	Operations \$75,771.92
D	Personnel \$296,707.04
D	UNIFIED Year to Date total Expense = \$1,323,878.23
D	UNIFIED Year to Date Net IOSS =-\$205,703.25
County Submissions	
*	All submissions to the County are current.

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

	Dec 31, 21	FORM A NOTES
ASSETS		
Current Assets		
Checking/Savings		
1025 · EFT TDT #4196	1,110,611.60	Electronic funds from Cty
1010 · TDT Op #2290	200,077.66	TDT Operating account
1030 · Partner#2177		
1033 · PPP LOan	203,237.00	PPP Loan account
1030 · Partner#2177 - Other	402,325.92	
Total 1030 · Partner#2177	605,562.92	Private funds Operating account
1035 · Reserves #3955	907,237.58	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	2,823,604.76	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	11,549.29	
1200-3 · HRT Receivable	90.00	
1200-4 · Tourism Receivables	531,036.01	December submission
1200-5 · Membership Receivable	3,111.03	
Total 1200 · Accounts Receivable	545,786.33	
Total Accounts Receivable	545,786.33	
Other Current Assets		
1500 · Gift Cards	700.00	Gift Cards from Nick's Boathouse and Crap Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
		DMO Partnership, Adara, Destinations Florida, Monsido
1405 · Prepaid Misc.	86,350.11	
1410 · Prepaid Insurance	7,253.56	Flood, Wind, Property, D&O
1400 · Prepaid Postage	115.12	
Total Other Current Assets	94,418.79	
Total Current Assets	3,463,809.88	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-5,995.74	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flaggpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	2,303.17	
Total Fixed Assets	2,303.17	
TOTAL ASSETS	3,466,113.05	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	51,108.30	
Total Accounts Payable	51,108.30	
Credit Cards		
2000 · Visit Pensacola P-Card	20,853.86	Current month Pcards TDT
2002 · Regions Membership PCard	3,625.74	Current month Pcards Membership
Total Credit Cards	24,479.60	
Other Current Liabilities		
2660 · Pass through payment	-1,668.14	OAR Festival
2700 · Unearned Revenue	2,057,493.34	Advance from County
2999 · Salaries payable	44,913.17	FY21 accrual of PTO
25500 · Sales Tax Payable	43.50	
Total Other Current Liabilities	2,100,781.87	
Total Current Liabilities	2,176,369.77	
Total Liabilities	2,176,369.77	
Equity		
32000 · Unrestricted Net Assets	1,495,446.53	FY14 to FY21 Net Income

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

						FORM D
	Dec 21	Oct - Dec 21	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	531,036.01	1,017,243.15	10,420,053.00	9,402,809.85	90%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00		0.00	#DIV/0!	
4055 · TDT Carry-Over	0.00	0.00		0.00	#DIV/0!	
4100 · Membership Dues	7,120.00	92,822.00	101,250.00	8,428.00	8%	Membership dues 10.01.21- 9.30.22
4150 · Advertising Income				0.00	#DIV/0!	
4155 · Partner Co-Ops	0.00	0.00		0.00	#DIV/0!	
4150 · Advertising Income - Other	0.00	900.00	45,000.00	44,100.00	98%	
Total 4150 · Advertising Income	0.00	900.00	45,000.00	44,100.00	98%	
4300 · Consignment Sales	24.00	63.50	0.00	(63.50)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4500 · Grant Income	0.00	0.00	50,000.00	50,000.00	100%	
4600 · Misc Income	10.66	26.33	500.00	473.67	95%	
4640 · Event Income	580.00	7,120.00	20,000.00	12,880.00	64%	Monthly HRT luncheon
Total Income	538,770.67	1,118,174.98	10,806,803.00	9,688,628.02	90%	
Gross Profit	538,770.67	1,118,174.98	10,806,803.00	9,688,628.02	90%	
Expense						
1 · Direct Programming						
5090 · Marketing Research	26,541.59	54,458.25	535,000.00	480,541.75	90%	Downs St. Germain, monthly Adara, Arrivallist, STR, VR Market Data
5100 · Advertising/Media	19,019.35	30,699.27	470,000.00	439,300.73	93%	
5110 · Public Relations	4,471.99	14,941.47	120,000.00	105,058.53	88%	
5120 · Advertising Production	0.00	965.00	125,000.00	124,035.00	99%	Giant Noise, Sprout
5130 · Internet Site Production	28,499.35	59,065.70	275,000.00	215,934.30	79%	
5140 · Festivals & Events Granted	47,958.68	105,304.06	200,000.00	94,695.94	47%	Tempest, CrowdRiff, Simpleview Gulf Coast Blues Festival/Dragonboat/Pensacon/ Fair
5141 · Festivals & Event Local Support	31,243.40	51,037.93	380,000.00	328,962.07	87%	
5142 · Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 · Consumer Promotions	12,629.16	17,467.85	83,670.00	66,202.15	79%	SRIA (Blue Angels Air Show)
5160 · Sales Promotions	6,070.27	6,110.81	75,000.00	68,889.19	92%	
5170 · Brochures and Collateral	613.73	9,400.66	155,000.00	145,599.34	94%	
5190 · Showcase	370,833.63	551,919.86	3,280,000.00	2,728,080.14	83%	
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	0.00	50,000.00	50,000.00	100%	
5220 · Registration	8,210.50	12,745.50	109,000.00	96,254.50	88%	Visit Florida Encounter
5230 · Dues and Subscriptions	1,460.89	5,297.67	55,000.00	49,702.33	90%	
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	22.96	414.68	10,200.00	9,785.32	96%	
5400 · Business Travel & Entertainment -	3,226.22	10,905.83	90,000.00	79,094.17	88%	Destination Florida Annual Conference/Experience Lab/Destinations Internation Advocacy Summit
Total 5400 · Business Travel & Entertainmen	3,249.18	11,320.51	100,200.00	88,879.49	89%	
5540 · Grant Expense	0.00	0.00	50,000.00	50,000.00	100%	
5500 · Visitor Awareness Education	6,087.61	12,039.54	89,765.00	77,725.46	87%	Annual Meeting/Beach O'Ween
7000 · PSA Sporting Events	8,625.19	8,625.19	578,313.00	569,687.81	99%	
7400 · ACE - DP	0.00	0.00	1,641,158.00	1,641,158.00	100%	
Total 1 · Direct Programming	575,514.52	951,399.27	8,572,106.00	4,892,626.59	57%	
2 · Operating Costs						
5520 · Committee Expenses	0.00	0.00	9,000.00	9,000.00	100%	
5450 · Auto/ Local Travel	571.62	1,092.18	28,000.00	26,907.82	96%	
5600 · Building Maintenance & Repair	6,416.94	11,645.88	97,460.00	85,814.12	88%	
5610 · Computer&IT Maintenance&Repair	2,094.67	6,778.78	40,000.00	33,221.22	83%	
5630 · Insurance Building & Content	1,616.96	4,850.72	20,200.00	15,349.28	76%	
5640 · D & O and Liability Insurance	469.31	1,876.23	6,000.00	4,123.77	69%	
5650 · Audit	0.00	12,000.00	14,000.00	2,000.00	14%	
5660 · Legal Services	1,275.00	1,275.00	16,000.00	14,725.00	92%	
5670 · CPA/ Financial Services	437.50	1,437.50	7,200.00	5,762.50	80%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 · Postage	582.08	3,446.03	35,000.00	31,553.97	90%	Shipment of Insider Guides
5710 · Supplies Coffee/Sodas	174.92	828.22	8,200.00	7,371.78	90%	
5720 · Office Supplies	767.72	2,662.83	15,000.00	12,337.17	82%	
5730 · Storage and Delivery	1,131.32	2,973.24	17,500.00	14,526.76	83%	
5750 · Rent	0.00	0.00	10.00	10.00	100%	
5760 · Telephone Service	1,085.52	2,227.96	9,000.00	6,772.04	75%	
5770 · Utilities	3,032.76	8,632.76	40,044.00	31,411.24	78%	
5780 · Copier	511.98	2,105.70	9,300.00	7,194.30	77%	
5790 · Capital Expenditures	0.00	1,523.71	60,000.00	58,476.29	97%	TV for Perdido Key VIC LOC interest fee
5900 · Miscellaneous Expenses	23.62	1,904.03	1,217.00	(687.03)	-56%	
5920 · Bad Debt Expense	0.00	0.00	4,500.00	4,500.00	100%	
6000 · Consignment Sales Expenses	11.17	29.54	0.00	-29.54	#DIV/0!	
6001 · Bank Service Charge	762.50	1,100.00	600.00	-500.00	-83%	LOC renewal not budgeted
6010 · Credit Card Processing Fee	784.41	1,486.47	3,050.00	1,563.53	51%	
6500 · Taxes	43.50	590.25	1,400.00	809.75	58%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	5,304.89	5,304.89	77,108.00	71,803.11	93%	
Total 2 · Operating Costs	27,098.39	75,771.92	689,789.00	614,017.08	89%	
3 · Personnel Costs						

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

						FORM D
						NOTES
	Dec 21	Oct - Dec 21	Annual Budget	Remaining of Budget	% Remaining of Budget	
5800 · Salaries	87,957.74	176,290.16	918,017.00	741,726.84	81%	
5810 · Commissions	937.00	8,570.20	21,000.00	12,429.80	59%	
5830 · Auto	692.31	1,401.10	6,000.00	4,598.90	77%	
5840 · 401K Contribution Match	3,066.84	6,183.95	53,774.00	47,590.05	89%	
5850 · Employee Insurance	3,302.75	11,771.48	123,667.00	111,895.52	90%	
5870 · Drug Testing	0.00	0.00	400.00	400.00	100%	
5880 · Payroll Expense	8,247.38	17,670.52	102,616.00	84,945.48	83%	
5890 · Staff Education	299.00	299.00	2,000.00	1,701.00	85%	
7002 · PSA Personnel	74,520.63	74,520.63	308,434.00	233,913.37	76%	
Total 3 · Personnel Costs	179,023.65	296,707.04	1,535,908.00	1,239,200.96	81%	
Total Expense	781,636.56	1,323,878.23	10,797,803.00	6,745,844.63		
Net Ordinary Income	-242,865.89	-205,703.25	0.00			
Net Income	-242,865.89	-205,703.25	0.00			

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance


Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of December 31, 2021, and the related statement of financial income and expense – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

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

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



Pensacola, Florida
January 17, 2022

Visit Pensacola
Statement of Financial Position
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1025 · EFT TDT #4196	1,110,611.60
1010 · TDT Op #2290	200,077.66
1030 · Partner#2177	
1033 · PPP LOan	203,237.00
1030 · Partner#2177 - Other	402,325.92
Total 1030 · Partner#2177	605,562.92
1035 · Reserves #3955	907,237.58
1050 · Petty Cash	115.00
Total Checking/Savings	2,823,604.76
Accounts Receivable	
1200 · Accounts Receivable	
1200-99 · PSA Advance	11,549.29
1200-3 · HRT Receivable	90.00
1200-4 · Tourism Receivables	531,036.01
1200-5 · Membershp Receivable	3,111.03
Total 1200 · Accounts Receivable	545,786.33
Total Accounts Receivable	545,786.33
Other Current Assets	
1500 · Gift Cards	700.00
1405 · Prepaid Misc.	86,350.11
1410 · Prepaid Insurance	7,253.56
1400 · Prepaid Postage	115.12
Total Other Current Assets	94,418.79
Total Current Assets	3,463,809.88
Fixed Assets	
1350 · Equipment	
1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-5,995.74
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00
Total 1350 · Equipment	2,303.17
Total Fixed Assets	2,303.17
TOTAL ASSETS	3,466,113.05
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 · Accounts Payable	51,108.30
Total Accounts Payable	51,108.30
Credit Cards	
2000 · Visit Pensacola P-Card	20,853.86
2002 · Regions Membership PCard	3,625.74
Total Credit Cards	24,479.60

See independent accountant's compilation report

Visit Pensacola
Statement of Financial Position
As of December 31, 2021

	Dec 31, 21
Other Current Liabilities	
2660 · Pass through payment	-1,668.14
2700 · Unearned Revenue	2,057,493.34
2999 · Salaries payable	44,913.17
25500 · Sales Tax Payable	43.50
	<hr/>
Total Other Current Liabilities	2,100,781.87
	<hr/>
Total Current Liabilities	2,176,369.77
	<hr/>
Total Liabilities	2,176,369.77
Equity	
32000 · Unrestricted Net Assets	1,495,446.53
Net Income	-205,703.25
	<hr/>
Total Equity	1,289,743.28
	<hr/>
TOTAL LIABILITIES & EQUITY	<u>3,466,113.05</u>

Visit Pensacola
Statement of Financial Income and Expense
October through December 2021

	Oct - Dec 21	% of Income
Ordinary Income/Expense		
Income		
4000 · Tourism Development Tax-TDT	1,017,243.15	91.0%
4100 · Membership Dues	92,822.00	8.3%
4150 · Advertising Income	900.00	0.1%
4300 · Consignment Sales	63.50	0.0%
4600 · Misc Income	26.33	0.0%
4640 · Event Income	7,120.00	0.6%
Total Income	1,118,174.98	100.0%
Gross Profit	1,118,174.98	100.0%
Expense		
1 · Direct Programming		
5090 · Marketing Research	54,458.25	4.9%
5100 · Advertising/Media	30,699.27	2.7%
5110 · Public Relations	14,941.47	1.3%
5120 · Advertising Production	965.00	0.1%
5130 · Internet Site Production	59,065.70	5.3%
5140 · Festivals & Events Granted	105,304.06	9.4%
5141 · Festivals & Event Local Support	51,037.93	4.6%
5150 · Consumer Promotions	17,467.85	1.6%
5160 · Sales Promotions	6,110.81	0.5%
5170 · Brochures and Collateral	9,400.66	0.8%
5190 · Showcase	551,919.86	49.4%
5220 · Registration	12,745.50	1.1%
5230 · Dues and Subscriptions	5,297.67	0.5%
5400 · Business Travel & Entertainment		
5400-1 · Disallowed Travel Expense	414.68	0.0%
5400 · Business Travel & Entertainment - Other	10,905.83	1.0%
Total 5400 · Business Travel & Entertainment	11,320.51	1.0%
5500 · Visitor Awareness Education	12,039.54	1.1%
7000 · PSA Sporting Events	8,625.19	0.8%
Total 1 · Direct Programming	951,399.27	85.1%
2 · Operating Costs		
5450 · Auto/ Local Travel	1,092.18	0.1%
5600 · Building Maintenance & Repair	11,645.88	1.0%
5610 · Computer&IT Maintenance&Repair	6,778.78	0.6%
5630 · Insurance Building & Content	4,850.72	0.4%
5640 · D & O and Liability Insurance	1,876.23	0.2%
5650 · Audit	12,000.00	1.1%
5660 · Legal Services	1,275.00	0.1%
5670 · CPA/ Financial Services	1,437.50	0.1%
5700 · Postage	3,446.03	0.3%
5710 · Supplies Coffee/Sodas	828.22	0.1%
5720 · Office Supplies	2,662.83	0.2%
5730 · Storage and Delivery	2,973.24	0.3%
5760 · Telephone Service	2,227.96	0.2%
5770 · Utilities	8,632.76	0.8%
5780 · Copier	2,105.70	0.2%
5790 · Capital Expenditures	1,523.71	0.1%
5900 · Miscellaneous Expenses	1,904.03	0.2%
6000 · Consignment Sales Expenses	29.54	0.0%
6001 · Bank Service Charge	1,100.00	0.1%
6010 · Credit Card Processing Fee	1,486.47	0.1%
6500 · Taxes	590.25	0.1%
7001 · PSA Operations	5,304.89	0.5%
Total 2 · Operating Costs	75,771.92	6.8%
3 · Personnel Costs		
5800 · Salaries	176,290.16	15.8%

See independent accountant's compilation report

Visit Pensacola
Statement of Financial Income and Expense
October through December 2021

	Oct - Dec 21	% of Income
5810 · Commissions	8,570.20	0.8%
5830 · Auto	1,401.10	0.1%
5840 · 401K Contribution Match	6,183.95	0.6%
5850 · Employee Insurance	11,771.48	1.1%
5880 · Payroll Expense	17,670.52	1.6%
5890 · Staff Education	299.00	0.0%
7002 · PSA Personnel	74,520.63	6.7%
Total 3 · Personnel Costs	296,707.04	26.5%
Total Expense	1,323,878.23	118.4%
Net Ordinary Income	-205,703.25	-18.4%
Net Income	-205,703.25	-18.4%



VISIT PENSACOLA BOARD MEETING

January 26, 2022

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

VISIT PENSACOLA

Monthly Dashboard
November 2021

By Downs & St. Germain Research



Visitor Summary – November 2021



November 2021 Visitor Summary

- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » More visitors came to the Pensacola area just for the day compared to last year – the reopening of the Pensacola Bay Bridge in 2021 combined with a large increase of events were significant factors in this increase of day trippers to the area
- » November 2021 performed much better than November 2020, which was negatively impacted by the closing of the Pensacola Bay Bridge due to Hurricane Sally.
- » Number of visitors for November increased 24.3% compared to last year.
- » Airline passengers increased 75.5% compared to November of last year.
- » Hotel occupancy was down 4.6% from last year and ADR was up 24.8%, resulting in a RevPAR that was up 19.1% from last year.
- » Hotel room nights were up 2.2% compared to November 2020 as more hotel units were open than in 2020.
- » Visitors were more likely to be visiting the Pensacola area for the first time compared to last year.

Visitors & Airline Passengers

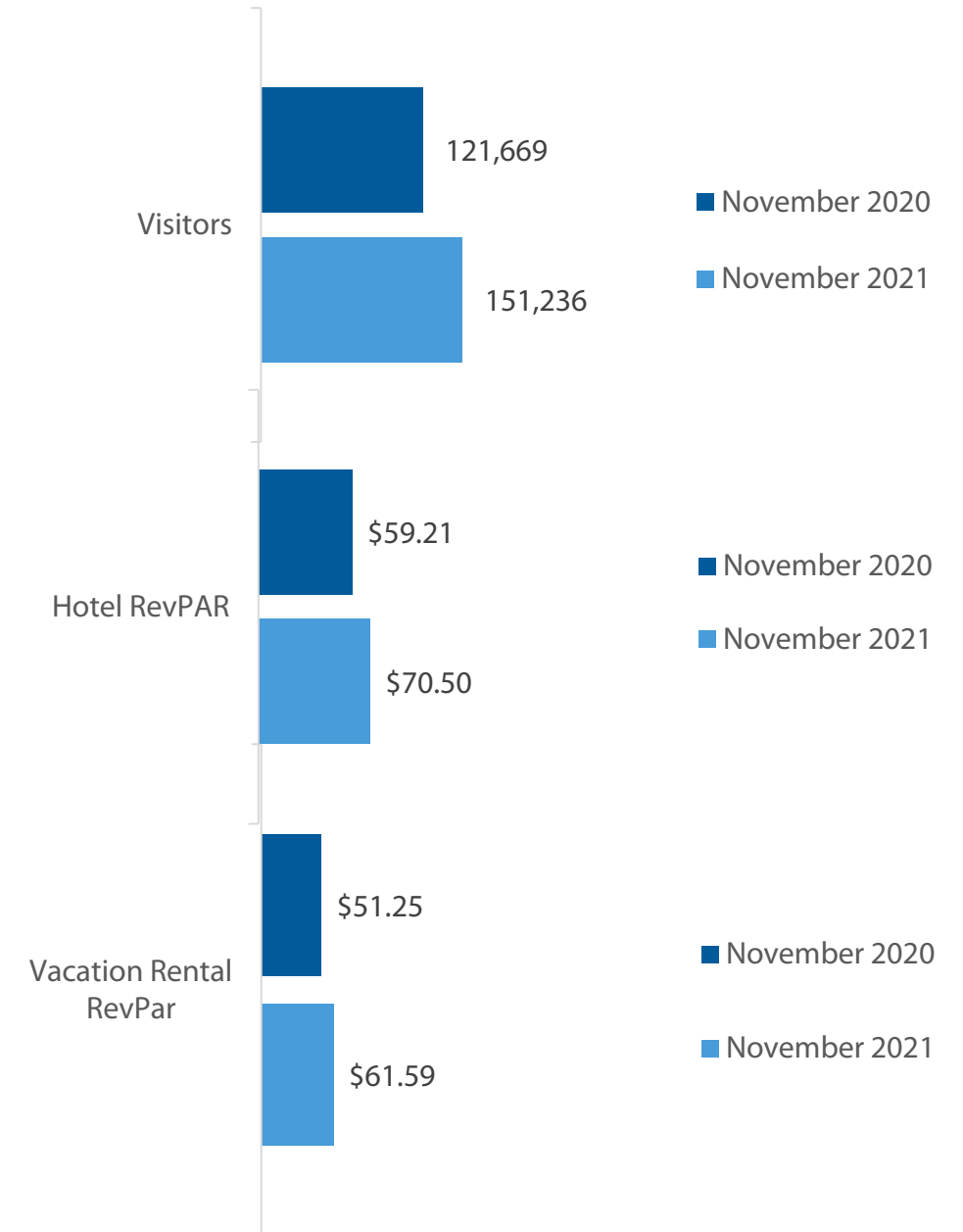
Visitor Statistics	November 2020 ¹	November 2021	% Change
Visitors ²	121,669	151,236	+24.3%
Airline Passengers ³	109,649	192,409	+75.5%

Hotel Statistics

Hotel Statistics ⁴	November 2020 ¹	November 2021	% Change
Occupancy	63.0%	60.1%	-4.6%
Room Rates	\$93.99	\$117.30	+24.8%
RevPAR	\$59.21	\$70.50	+19.1%
Room Nights	139,433	142,450	+2.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	November 2020 ¹	November 2021	% Change
Occupancy	41.8%	42.1%	+0.7%
Room Rates	\$122.60	\$146.29	+19.3%
RevPAR	\$51.25	\$61.59	+20.2%
Room Nights	10,118	17,682	+74.8% ⁵



¹ November 2020 metrics have been adjusted to reflect updated STR and Key Data figures due to Hurricane Sally.

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

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

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

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

⁴ Source: Smith Travel Research.

⁵ Source: Key Data. Vacation rental inventory in 2021 was much greater than in 2020.

Visitors & Airline Passengers

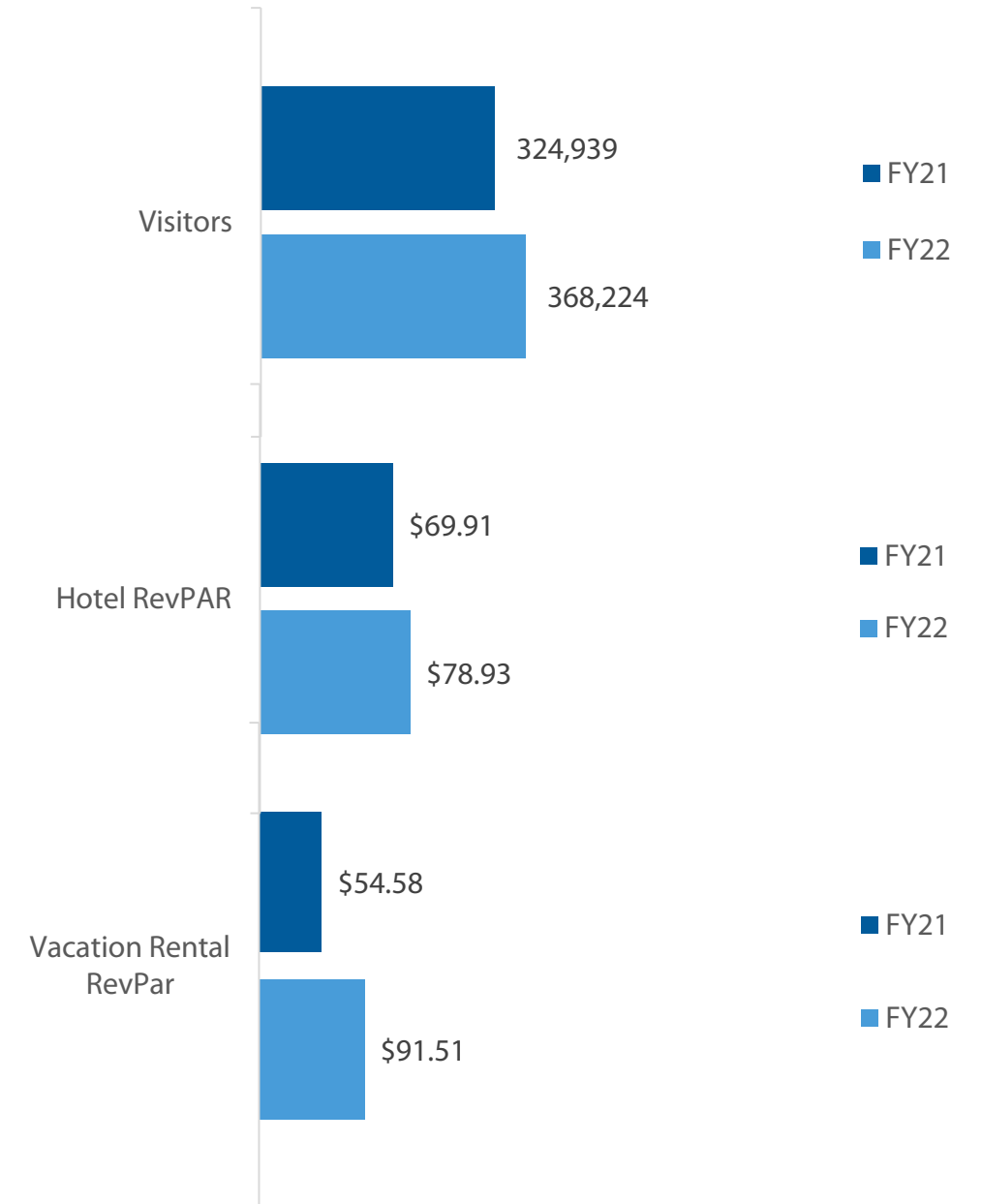
Visitor Statistics	FY 2021 ¹	FY 2022	% Change
Visitors ²	324,939	368,224	+13.3%
Airline Passengers ³	222,261	396,845	+78.5%

Hotel Statistics

Hotel Statistics ⁴	FY 2021 ¹	FY 2022	% Change
Occupancy	69.8%	64.3%	-7.9%
Room Rates	\$100.16	\$122.75	+22.6%
RevPAR	\$69.91	\$78.93	+12.9%
Room Nights	312,687	306,037	-2.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2021 ¹	FY 2022	% Change
Occupancy	43.0%	54.5%	+26.7%
Room Rates	\$126.89	\$167.91	+32.3%
RevPAR	\$54.58	\$91.51	+67.7%
Room Nights	19,499	54,658	+180.3% ⁵



¹ November 2020 metrics have been adjusted to reflect updated STR and Key Data figures due to Hurricane Sally.

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

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

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

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

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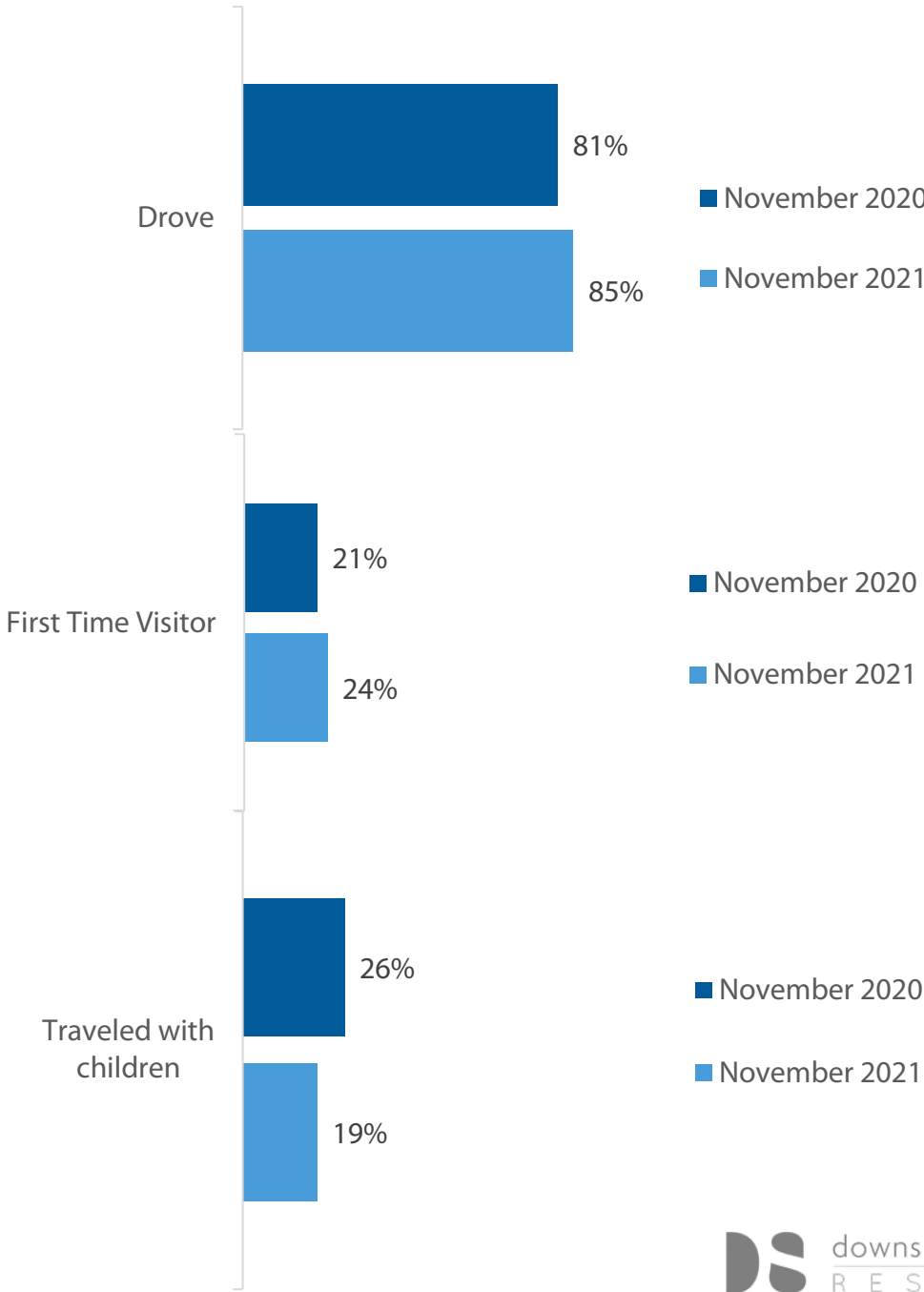
Top Visitor Origin Markets		
Markets	November 2020 ¹	November 2021 ²
Mobile ²	7%	13%
Atlanta	6%	5%
New Orleans	3%	4%
Orlando – Daytona Beach – Melbourne	2%	3%
Nashville	2%	3%
Birmingham	2%	2%
Chicago	1%	2%
Biloxi	1%	2%
Houston	2%	2%
Saint Louis	2%	2%
Dallas – Fort Worth	3%	2%

¹ Hurricane Sally swept across the Pensacola area in September 2020 and damaged the Pensacola Bay Bridge, which may have contributed to the large fluctuations from origin markets in the following months compared to 2020.

² Numerous events held in the Pensacola area in November 2021 may have influenced the high percentage of visitors from nearby drive markets such as Mobile.

November Visitors	2020	2021
Stayed in paid accommodations	65%	54%
Drove	81%	85%
Length of stay ¹	5.8	5.2
Will recommend	96%	95%
First time visitor	21%	24%

November Visitors	2020	2021
Median Age	45	50
Gender (Female) ²	61%	58%
Household Income	\$112,500	\$92,700
Travel party size ¹	3.1	2.8
Traveled with Children	26%	19%



VISIT PENSACOLA

Monthly Dashboard
November 2021

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





VISIT PENSACOLA BOARD MEETING

January 26, 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 Trail Update



Including: Nine Best Family-Friendly Hotels
for TripSavvy and Best Girlfriends Getaway for
2022 for New York Amsterdam News



Highlight: Five Reasons
To Getaway to Pensacola
This Winter



Highlight: BBC
Top Gear

SOCIAL MEDIA

4,326 sessions via social referral • 3,096 total social conversions



198 TOTAL SOCIAL CONVERSIONS
174 New Followers

Total Engagement: 2,337 • 95,678 Impressions



2,018 TOTAL SOCIAL CONVERSIONS
320 New Page Likes • 2 Facebook Lives

66,358 Engagements • 1.9 million Impressions



117 TOTAL SOCIAL CONVERSIONS
189 Pins

Total Engagement: 1,900 (likes and comments)



77 CONVERSIONS

Total Engagement: 832



1,012 TOTAL SUBSCRIBERS

7 New Videos (including YouTube Shorts) • 3 New Subscribers

E-MARKETING CONSUMER eNEWS

235 new sign-ups

23.9% open rate

100.4% conversion rate

1.5% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Snowbird /Winter Escape Deals
- Holiday Trail Update
- Visit Pensacola Highlights Tourism Industry Resiliency and Successes at 2021 Annual Meeting, Launches “The Way to Beach™”

MEDIA ASSISTS Community Outreach

- Gallery Night / Photo booth promotion
- Holiday Cube Promotion
- Big Brothers Big Sister
- Holiday Trail Promotion
- Began outreach and planning for Graham McKenzie, UK Travel Mole
- Conde Nast Traveler
- Travel Mole
- Daily Advent
- Gulf Breeze News
- Pensacola News Journal
- IN Weekly Podcast
- TripSavvy
- New York Amsterdam News

MEDIA ASSISTS Community Outreach

- Visit Pensacola Holiday Card
- Garden & Gun – Seafood Rodeo Planning
- Southern Living
- WEAR3
- Co-hosted Cat Country 98.7 morning show
- NewsRadio Expert Panel
- Hosted Robin Smith
- Hosted Jessica Fender
- Sun Belt Basketball Championship marketing initiatives
- East Alabama Living Article
- Small Market Meetings
- Pensacola Sports
- Great Gulf Coast Arts research assist
- Good Grit magazine and newsletter
- Pensacola Christmas Parade – co anchored with WKRK
- Visit Florida editorial leads
- AL.com
- AAA Living Magazine
- BBC Filming



MEDIA ASSISTS Community Outreach

- Forbes.com
- Men's Journal
- Ebony – Online
- A Taste of History – PBS
- Destination Florida Quick Trip submission
- Out Front Magazine

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- 17 Amazing Beach Towns that Top Our Readers' Travel List



55 stories

Highlights:

- 10 Kid Friendly Hotels That Cost Less Than \$199 a Night - Yahoo
- Where is Margaritaville, Anyway? Everything You Need to Know About Jimmy Buffett's Laid-back Empire.



Accolades

Highlights:

- Four of the Best Pensacola Boat Tours & Cruises - TravelMag
- These 10 Housing Markets Are 'Hidden Gems'



VISITPENSACOLA.COM

December 2021

117,875
FY 289,914
USERS

276,898
FY 936,272
PAGE VIEWS

30,086
FY 93,691
PARTNER
LISTINGS

13,111
FY 45,807
REFERRALS

30,000
FY 99,000
EXPERIENCE APP
VIEWS

AUDIENCE

Metro Area	Users
Mobile/Pensacola	25,327
Atlanta	10,442
Dallas/Ft. Worth	5,584
New Orleans	5,560
Houston	4,034
Orlando/Daytona	3,640
Washington	2,989
New York	2,964
Birmingham	2,841

TOP PAGES

Page	Pageviews
Way To Beach	19,724
Home	16,278
Events	10,329
Things To Do	8,853
Winter Holidays	7,783
Plan Your Trip	5,836
Warm Up Landing	4,908
Attractions	4,769
Restaurants	4,681
Events This Week	4,275

PARTNER ENGAGEMENT

Listing Views	29,180
Visit Partner Website	7,885
Event Views	44,203
Coupons	614
Referrals (Listings/Events)	13,111

CHANNEL (How people find us)

Channel	Users	Conversion
Organic Search	57,026	111.0%
Display	16,112	17.3%
Paid Search	14,499	116.5%
Paid Social	12,287	28.3%
Direct	9,178	72.7%
Social	3,734	60.9%
Native	2,747	17.5%
Referral	2,715	92.7%
Email	1,675	100.4%

EXPERIENCE APP

Monthly Downloads	2,000
Total Subscribers	3,600
Views	30,000



WEBSITE SIGNUPS

New Email Subscribers	235
Insider Guide Requests	489
Insider Guide (Online version)	291

FY = Visit Pensacola's Fiscal Year Oct. 2021 – Sep. 2022
CLP = Visits to a specific landing page from paid advertising

Visit Pensacola Social Media Report

December 2021

Social Media Board Report

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 1,965,901 ↗13.4%	Engagements 66,358 ↘30.9%	Post Link Clicks 22,912 ↗0.5%
---	-------------------------------------	---

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	37	↘78.1%
Organic Page Likes	309	↘31.6%
Paid Page Likes	0	↘100%
Page Unlikes	272	↘4.2%

Facebook Engagement

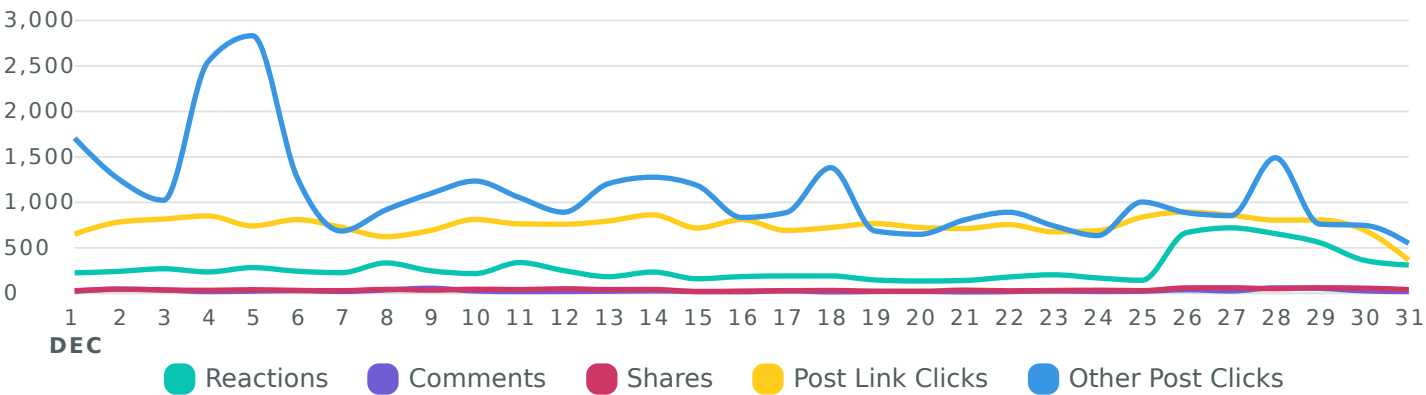
See how people are engaging with your posts during the reporting period.

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	66,358	↘ 30.9%
Reactions	8,337	↘ 63.6%
Comments	548	↘ 59.8%
Shares	872	↘ 64.2%
Post Link Clicks	22,912	↗ 0.5%
Other Post Clicks	33,689	↘ 27.7%
Engagement Rate (per Impression)	3.4%	↘ 39.1%

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 12/26/2021 11:23 a...

There isn't much like the clarity in the winter 🌞💙
 Credit: [@gulfcoastdreamer](#)




Total Engagements	2,673
Reactions	2,040
Comments	51
Shares	119
Post Link Clicks	—
Other Post Clicks	463






Visit Pensacola
 Tue 12/28/2021 2:18 pm...

It's a beautiful day for a walk in the Pensacola Bay Area ✨

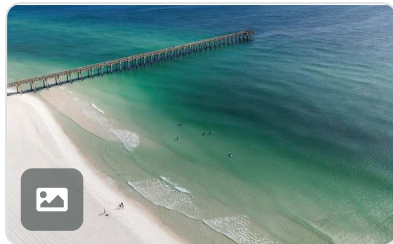


Total Engagements	975
Reactions	182
Comments	46
Shares	14
Post Link Clicks	1
Other Post Clicks	732





Visit Pensacola
 Sat 12/11/2021 1:22 pm ...

Surf's up 🏄 Have you ever surfed Pensacola's crystal clear, emerald green waters




Total Engagements	578
Reactions	386
Comments	9
Shares	36
Post Link Clicks	—
Other Post Clicks	147



Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 visitpensacola

Impressions 494,885 ↘12.2%	Engagements 14,434 ↘44%	Profile Actions 229 ↗108.2%
--------------------------------------	-----------------------------------	---------------------------------------

Instagram Engagement

See how people are engaging with your posts and stories 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	14,434	↘44%
Likes	14,152	↘43.3%
Comments	226	↘12.1%
Saves	3	↘99.4%
Story Replies	53	↘20.9%
Engagement Rate (per Impression)	2.9%	↘36.2%

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	266	↘ 39.5%
Followers Gained	700	↘ 17.6%
Followers Lost	434	↗ 5.9%

Instagram Top Posts & Stories

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

Post

Lifetime

visitpensacola

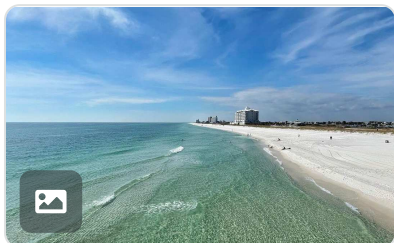
Descending by Lifetime Engagements



visitpensacola

Sun 12/26/2021 11:23 a...

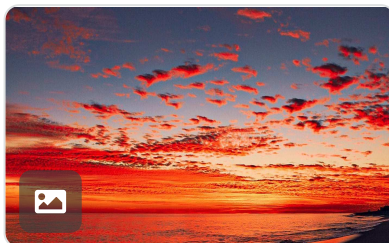
There isn't much like the clarity in the winter 🌞💙
Credit: @gulfcoastdreamer

**Total Engagements 1,668**Likes **1,652**Comments **16**Saves **0**

visitpensacola

Wed 12/8/2021 4:39 pm ...

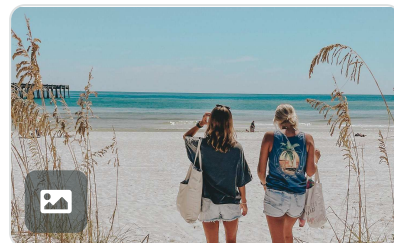
These #Pensacola sunsets lately 🌅💖 Comment below and let us know if you'll be

**Total Engagements 1,186**Likes **1,170**Comments **16**Saves **0**

visitpensacola


Sun 12/5/2021 12:00 pm...


Hey Besties 🌞 It's sunny + 73 today ☀️ Tag your beach going crew below 📌 Credit:


**Total Engagements 1,137**Likes **1,113**Comments **24**Saves **0**

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	64	↘ 33.3%
Story Replies	53	↘ 20.9%
Story Taps Back	1,820	↘ 69.9%
Story Taps Forward	45,510	↘ 58%
Story Exits	5,734	↘ 24.4%
Story Impressions	60,839	↘ 54.3%
Average Reach per Story	941	↘ 33.4%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Impressions 95,678 ↘ 48%	Engagements 2,337 ↘ 67.7%	Post Link Clicks 336 ↘ 30.4%
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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	174	 228.3%

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
Sun 12/26/2021 7:23 pm...

There isn't much like the clarity in the winter 🌞💙
Credit: [@gulfcoastdreamer](#)

**Total Engagements 225**Likes **119**@Replies **2**Retweets **16**Post Link Clicks **1**Other Post Clicks **87**Other Engagements **0**

VisitPensacola
Sat 12/4/2021 4:10 pm ...

Riding into the weekend like 🤘

**Total Engagements 128**Likes **38**@Replies **0**Retweets **3**Post Link Clicks **3**Other Post Clicks **84**Other Engagements **0**

VisitPensacola
Thu 12/2/2021 5:41 pm ...

Caption this with an emoji 🥰
👉 [#experiencepcola](#)
[#pensacola](#)

**Total Engagements 122**Likes **38**@Replies **5**Retweets **5**Post Link Clicks **1**Other Post Clicks **73**Other Engagements **0**

Twitter Engagement

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

 Profile

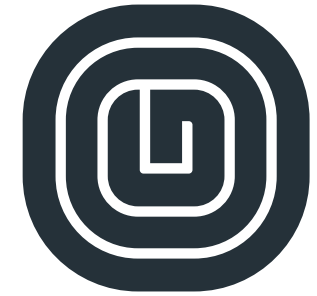
 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	2,337	↘ 67.7%
Likes	795	↘ 41.2%
@Replies	17	↘ 51.4%
Retweets	135	↘ 26.2%
Post Link Clicks	336	↘ 30.4%
Other Post Clicks	1,046	↘ 79.8%
Other Engagements	8	↗ —
Engagement Rate (per Impression)	2.4%	↘ 37.9%



**GIANT
NOISE**

**VISIT PENSACOLA
PR Report**

December 2021



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: December 2021

- Drafted Seasonal Boozy Cocktail pitch
 - Partners Included: The Grand Marlin and The Well
- Drafted HARO pitch for Most Festive Places in the US for the Holidays
 - Partners Included: Five Sisters Blues Cafe
- Drafted HARO pitch for 9 Best Family-Friendly Hotels for *TripSavvy* including Holiday Inn Resorts
- Drafted HARO pitch for Best Girlfriends Getaways for 2022 for *New York Amsterdam News*
 - Partners included: Fort Pickens, Portofino Island Resort, Alice's, Agapi, Fish House, Five Sisters Blues Cafe
- Began drafting What's New in Pensacola 2022 press release

Media Outreach: December 2021

- Distributed Seasonal Boozy Cocktail pitch
- Distributed Pensacola Holiday press release
 - Partners included: Flora-Bama, Old Hickory Whiskey Bar and others
- Distributed Most Festive Places in the US for the Holidays pitch
- Distributed HARO pitch for Best Girlfriends Getaways for 2022 for *New York Amsterdam News*
- Distributed HARO pitch for 9 Best Family-Friendly Hotels for *TripSavvy* including Holiday Inn Resorts
- Connected with Samvia Henry to discuss possible influencer hosting
 - Passed on hosting per client request
- Reconnected with Caroline Eubanks about a potential press visit in 2022
- Confirmed media hosting dates for Susan Barnes
 - Details pending
- Connected with De Luna Coffee to discuss possible media opportunity with *Men's Journal*
 - Submitted responses for consideration to Bailey Berg
- Shared "Happy Holidays" messaging on behalf of Visit Pensacola
- Reconnected with freelancer Bailey Berg on press hosting for 2022
- Reconnected with CJ Lotz on press hosting for 2022 for *Garden & Gun*



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 (Continued): December 2021

- Reconnected with freelancer Matt Kirouac on press hosting for 2022
 - Press trip confirmed for March 2022
- Reconnected with freelancer Anne Roderique-Jones on press hosting for 2022
 - Confirmed interest for May 2022
- Reconnected with freelancer Robin Raven on press hosting for 2022
 - Confirmed to revisit in the New Year
- Reconnected with freelancer Kelsey Ogletree on press hosting for 2022
- Reconnected with Kayla Becker on press hosting for 2022
- Reconnected with *Fodor's'* Gigi Ragland on press hosting for 2022
 - Confirmed interest; dates pending
- Reconnected with *Atlas Obscura's* Ariel Azoff on press hosting for 2022
 - Discussion in progress
- Reconnected with freelancer Jacob Dean on press hosting for 2022
- Connected with *Garden & Gun* regarding Instagram giveaway opportunities
 - Discussion in progress
- Pitched *Southern Living's* Ivy Odom on 2022 collaboration for *Hey Y'all*
 - Ivy is vetting with production team



OVERVIEW OF PR EFFORTS

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

Additional Work: December 2021

- Drafted and shared the Visit Pensacola 2021 EOY PR report
- Drafted influencer agreement for Samvia Henry
- Provided insight on maximizing coverage of The Butcher Shoppe "Best in the Country" announcement
- Drafted and shared Birmingham F&B Activation estimate breakdown
- Provided ideas, breakdowns and estimated cost for F&B mailers '
- Attended Sun Belt Conference meeting to discuss 2022 PR strategy



VISIT PENSACOLA PRESS COVERAGE: DECEMBER 2021

Total Media Impressions: 2,510,775

Total Media Value: \$30,129

Date	Outlet	Coverage	Link	Partners Mentioned	Media Impressions	Media Value
12/27/2021	Conde Nast Traveler (Newsletter)	"11 State and National Parks in Florida Everyone Should Visit"	https://giantnoise.box.com/s/72rgmt9bgriwut6pmeiia8maq9wff26p	Gulf Islands National Seashore	N/A	N/A
12/8/2021	Travel Mole (Online)	"Life is a Beach in Pensacola"	https://www.travelmole.com/news/life-is-a-beach-in-pensacola/?related_post_from=256705	Florabama, Garden and Grain, National Museum of Naval Aviation, Grand Marlin, Red Fish Blue Fish, Hampton Inn Pensacola Beach	75,000	\$900
12/8/2021	Daily Advent (Online)	"Life is a Beach in Pensacola"	https://www.dailyadvent.com/news/bf4e7152fbd0487aa100addf0d85d3c8-Life-is-a-Beach-in-Pensacola	Florabama, Garden and Grain, National Museum of Naval Aviation, Grand Marlin, Red Fish Blue Fish, Hampton Inn Pensacola Beach	1,795,775	\$21,549.30
12/2/2021	Gulf Breeze News (Online)	"Pensacola Holiday Trail offers holiday activities and prizes"	https://news.gulfbreezenews.com/articles/pensacola-holiday-trail-offers-holiday-activities-and-prizes/	N/A	N/A	N/A
12/2/2021	Pensacola News Journal (Online)	"Our massive Christmas events list: All the carols, plays, parades and shows to see in Pensacola"	https://www.pnj.com/story/entertainment/events/2021/12/02/pensacola-christmas-events-parades-lights-things-do-holidays/8795041002/	Flora-Bama	640,000	\$7,680
				TOTAL:	2,510,775	\$30,129



VISIT PENSACOLA BOARD MEETING

January 26, 2022

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISIT PENSACOLA SALES & SERVICE SUMMARY

November 2021

2
FY 20
LEADS

0
FY 5
BOOKINGS

3
FY 8
ASSISTS

582
FY 1,826
REFERRALS

1
FY 6
SERVICE
REQUEST

Leads

Group	Economic Impact
68 th AHC 2022 Reunion	\$87,500
Rema Tip Top Annual Sales Meeting	\$22,500
Total:	\$110,000.

Bookings

Group	Economic Impact
Total	\$0

Pensacola Visitor Center

Personal Assists	26
Phone Assists	202
Visitors	306
Non- Visitors	257
First-Time Visitors	55
FY22 Total Visitors	1028
FY22 Total Non- Visitors	779

Perdido Key Visitor Center

Personal Assists	54
Phone Assists	50
Visitors	260
Non- Visitors	111
First-Time Visitors	73
FY22 Total Visitors	1007
FY22 Total Non- Visitors	387

Assists

Group	Economic Impact
2022 VX One Winter Series Dec.	\$32,500
2022 VX One Winter Series Jan	\$48,750
2022 VX one Winter Series Feb	\$32,500
Total	\$113,750

Pensacola Beach Visitor Center

Visitors	250
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VISIT PENSACOLA SALES & SERVICE SUMMARY

December 2021

31

Partner
Visits

5

Partner
Inquiries

7

Community
Outreach

195

Partner
Assists

50

Hospitality
Round Table

New Partner

Escape Wellness Spa

Community Outreach

1. Gallery Night
2. The Secret Place

Partner Activity Report

Activity	Added	Updated
Accounts	6	31
Listings	6	36
Contact	10	19
Events	5	54

Upcoming Events & Meetings

Board of Directors:

Date: Wednesday, February 23 - 3:00 PM

Location: Hampton Pine Forest
8021 Lavelle Way, Pensacola, FL 32526

Hospitality Round Table:

Date: Tuesday, February 15 - 11:30 AM

Location: Seville Quarter
130 E Government St, Pensacola, FL 32502

Partner Visits

Graffiti Pizza	Bodacious
Angelena's	Perfect Plain
The Kennedy	Carmen's
Hilton Pensacola Beach	Saltwater Style
Pensacola Airport	Pensacola Bay Brewery
Santa Rosa Island	Historic District
Authority	Cordova mall
FloraBama Lounge,	Pensacola Beach Pier
Package Oyster Bar	Hyatt Airport
Perdido Key Chamber	Sake Café
The Well	
The Fish House	
Jacksons	
The Wine Bar	
Boarders	
Pensacola Cultural Center	
Hampton Inn Airport	
Visit Florida	
Apple Market	
Holiday Inn Beach Resort	
Alga	
Pensacola Beach	
Chamber	
Hampton Pensacola	
Beach	

