



VISIT PENSACOLA BOARD MEETING

May 31, 2022



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

May 31, 2022

3:00 p.m. – 5:00 p.m.

Hampton Inn Pensacola Airport

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the April 27, 2022 Board Meeting**
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *Future Board Meetings**
 - c) *Sunshine Law Review, Robert Rushing, Carver Darden*
 - d) *Nominating Committee**
 - e) *Support Letter for OpenOurMuseum.org (Reopening the Naval Aviation Museum)**
5. Staff Updates
 - a) *Marketing/Showcase*
 - b) *President/CEO*
 1. *Consideration of Hosting Tall Ships in 2023**
 2. *ReVisit Pensacola Next Steps*

** Action Item requiring board vote.*



Visit Pensacola Board of Directors Meeting Minutes

Wednesday, April 27, 2022

Bowden Building, Downtown Pensacola

Board Members Present: Amanda Mills, Deandra Holcomb, Gabe DiCianni, Cindy McCalip, Warren Sonnen, Brent Lane, Tim Carn, Rachael Gillette

Board Members Absent: Sid Williams-Heath, Jatin Bhakta

Staff Present: Darien Schaefer, Nicole Stacey, Lindsey Steck, Shawn Brown, Blake Howerton, Melissa Bailey, Kaya Man

The meeting was called to order at 3:01 p.m. There was no public comment.

Old Business

A motion to approve the Visit Pensacola board meeting minutes from the March 23, 2022 meeting was made by Warren Sonnen, seconded by Brent Lane, and approved unanimously.

New Business

Gabe DiCianni gave the Finance Committee report for March.

For March, the Unified MTD P&L shows a loss of \$350K due to Visit Pensacola not being able to bill the county for large checks (Showcase, Downs & St. Germain, and Pensacon). Visit Pensacola did not receive the reimbursement for February submission until April.

For partnerships - YTD FY22 is \$105K as compared to YTD FY21, at \$82K. Up by 40 partners year over year and \$23K more in partnership dues.

Visit Pensacola received FY22 advance in November of \$2,000,000 to be paid back later in the FY. VPI has paid \$625K toward the advance. \$1,375K unpaid (same amount from last month).

Pensacola Sports is current on their submissions. They have received \$250K of the \$500K advance as per their FY22 agreement. ACE has received \$250K of their first advance as per their FY22 agreement. No submission for March

Motion to approve the Finance Committee report was made by Sonnen, seconded by Tim Carn, and approved unanimously.

CRM RFP Update

DiCianni informed the Board that the Finance Committee recommends approving Simpleview as the CRM provider.

Digital Marketing Manager Shawn Brown gave an overview of the CRM Database and the RFP. He noted the group is currently using Simpleview and the contract end is coming up.

Visit Pensacola received proposals from Simpleview and Tempest. After reviewing the proposals, staff recommendation is to stay with Simpleview. It is a three-year contract with the option to add two additional years.

Warren asked about cost. Shawn said it wouldn't be changing from the current rate and we wouldn't have any additional transition costs if we stay with the same company.

Motion to approve the CRM RFP was made by Rachael Gillette, seconded by Sonnen, and approved unanimously.

Downs & St. Germain Research Presentation

Joseph St. Germain gave the overview of the [Meeting Planner Study and the Market Perception Study](#).

- DiCianni asked how many meeting planners responded to the survey. Erin Dinkel said over 100 planners responded and that Visit Pensacola helped provide meeting planner contacts for the survey. Nicole Stacey noted that Innisfree was asked to submit planners to participate in the survey.
- Dinkel said there is a breakdown of the planners and meeting sizes noted in the study.

Dinkel gave the [March quarterly report](#).

- Gillette asked about the value questions. Do we ask the net promoter question – “Would you recommend this?” Dinkel said they ask, “Would you recommend to friends or family?”
- DiCianni mentioned the supply difference YoY as supply is up this year with property coming back online after Hurricane Sally.
- DiCianni asked how this quarter compares to 2019 numbers? Erin didn't have that information available but said the report was online and anyone can pull to compare.

Staff Updates

Stacey gave the marketing and communications update.

She let the board know NTTW is next week and invited the board to join at any events and went over the schedule.

Stacey introduced Blake Howerton, the new Social Media and Content Associate. She congratulated Lindsey Steck for being named to the Destination International 30 under 30 class.

The marketing team has been out and about telling the Pensacola story including chefs on Today in Nashville, the Dallas Travel & Adventure Show, a Visit FL NYC Media Reception, African American Conference, and WWL New Orleans-Great Day Louisiana. This weekend Stacey will be traveling to attend a UK press trip coordinated through Visit Florida.

Dickie Appleyard and Bryan McCall gave the Showcase Pensacola report. Showcase is focusing on three campaigns now.

- Fly Market Support Campaign
- Interest targeting
- While You're Here campaign.

Gillette noted that American Magic is coming to Pensacola again this summer. She asked if Showcase is looking at Sailing as an Interest Market target and Showcase answered that they are evaluating it.

CEO Report

Darien Schaefer reported that March TDT receipt collections were \$949,429. The 1-4 Cent collections were \$759,543, and the fifth cent was \$189,886. FY21 March collections were \$561,963. There is a 68.9% collection increase over FY 21.

Schaefer informed the board of the ReVisit Pensacola Summit next week for National Travel and Tourism Week. The focus will be on the Future of Travel and include a panel discussion from local hospitality leaders as well as an update on the ReVisit Pensacola strategic planning process. Schaefer gave an overview of the presentation he planned to present at the summit.

Carn noted that in addition to the Snowbird audience, that Remote Workers should be included in the messaging to attract more extended stays during November – March.

Schaefer said the Unified Budget Supplemental Budget request will be going before the County Commission on May 5th and he is already discussing with Showcase how it's going to be spent.

Tall Ships

There's been discussions about the Tall Ships Festival coming back to Pensacola. There is a new proposal and new leadership interested in coming back Spring 2023. Schaefer asked the board for comment on the opportunity. Lane said that the community was very supportive previously.

Last agenda item – Board Discussion

- Tim Carn – There is a lull now before June, ADR still up, occupancy down a little.
- Gabe DiCianni – For May – July, budgeted goals have been met, way ahead of last year.
- Warren Sonnen – Slow at the bar, cost of goods are high. Indicated that his Facebook engagement is looking low.

- Rachael Gillette – In regards to future opportunities, referenced using the strategic plan to as a vetting system by the Board of Directors.
- Cindy McCalip – Provided an update on the efforts to reopen the base. A letter has been submitted to the District Secretary for the FDOT to help move things along. She commented on Tall Ships from when she first moved and said how neat it was to see.

Schaefer noted we're almost finished with new Director orientation.

Schaefer mentioned he's working on updating the staff organizational chart to recommend for consideration/approval at the June Board Meeting.

The meeting was adjourned at 4:38 p.m.

Respectfully submitted,

Lindsey Steck

Marketing & Communications Manager



VISIT PENSACOLA BOARD MEETING

May 31, 2022

VP Financials



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Visit Pensacola Financial Report April 2022

FY22 APRIL TAKEAWAYS:

Unified April 2022 MTD shows a net income of \$37K. This is due to having previous months checks cleared in the current month and being able to bill the county and recognize the income. Payment to Showcase is a month behind as VP is waiting for the reimbursement of the current month's submission in order to pay the Showcase current invoice.

MAJOR HIGHLIGHTS:

Supplemental numbers (\$1,371,806) have been provided and are accounted for in QBs now. However, they have not been approved by the County as of yet. Total Unified budget has increased to \$11,791,859.

Annual budget increase of \$1,028,855 to VPI from the County for FY22 to the total of \$8,843,895.

There are 46 more partners (33 new and 13 retained), as of 4.30.22 than 4.30.21, which resulted in \$24K more from partnership dues. \$1,250 still unpaid balance.

Pensacola Sport is current on their submissions. They have received \$400K of the \$500K advance in as per their FY22 agreement. Additional \$133,751 was added to their budget to the total of \$1,097,606

ACE has received \$450K of their first advance as per their FY22 agreement. Additional \$209,200 was added as a supplemental to ACE's budget to the total of \$1,850,358.

| | |
|---|---|
| B | VP MTD TDT loss is from not being able to bill the county for large checks. |
| C | VP MTD PRIVATE INCOME is from partnership dues and advertising sales for the new Insider Guide Ad sales. |
| * | FY22 YTD - 193 partners have paid their dues, while 153 partners had paid same time last year. |
| H | VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$626,342.49(We recognize income as billed to the County). |
| H | VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$13,145.09 |
| H | VISIT PENSACOLA ONLY Month to date total Revenue = \$639,487.58 |
| | VISIT PENSACOLA ONLY Month to date expense: |
| H | Direct Programming \$508,611.57 |
| H | Operations \$23,561.71 |
| H | Personnel \$70,558.28 |
| H | VISIT PENSACOLA ONLY Month to Date total Expense = \$602,731.56 |
| H | VISIT PENSACOLA Only Month to Date Net Income= \$36,756.02 |
| D | UNIFIED Year to Date TDT revenue totaled \$3,800,331.71 |
| D | UNIFIED Year To Date Private revenue totaled \$223,152.10 |
| D | UNIFIED Year to date total Revenue = \$4,023,484.81 |
| | UNIFIED Year to date expense: |
| D | Direct Programming \$3,424,879.04 |
| D | Operations \$240,223.24 |
| D | Personnel \$709,153.35 |
| D | UNIFIED Year to Date total Expense = \$4,374,255.63 |
| D | UNIFIED Year to Date Net Loss = \$350,771.32 |

County Submissions

| | |
|---|---|
| * | The February and March submission was paid on 04.13.22, and 4.27.22 with no denials. VPI has applied \$625K toward the advance. |
|---|---|

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

| | Apr 30, 22 | FORM A NOTES |
|---|---------------------|--|
| ASSETS | | |
| Current Assets | | |
| Checking/Savings | | |
| 1025 · EFT TDT #4196 | 305,259.06 | Electronic funds from Cty |
| 1010 · TDT Op #2290 | 266,632.36 | TDT Operating account |
| 1030 · Partner#2177 | 407,481.38 | Private funds Operating account |
| 1035 · Reserves #3955 | 951,624.97 | Private funds Interest bearing account |
| 1050 · Petty Cash | 115.00 | Petty Cash only at Pcola VIC |
| Total Checking/Savings | 1,931,112.77 | |
| Accounts Receivable | | |
| 1200 · Accounts Receivable | | |
| 1200-99 · PSA Advance | 10,798.01 | |
| 1200-3 · HRT Receivable | 90.00 | |
| 1200-4 · Tourism Receivables | 897,714.11 | April submission |
| 1200-5 · Membership Receivable | 2,361.03 | |
| 1200 · Accounts Receivable - Other | 500.00 | |
| Total 1200 · Accounts Receivable | 911,463.15 | |
| Total Accounts Receivable | 911,463.15 | |
| Other Current Assets | | |
| 1500 · Gift Cards | 650.00 | Gift Cards from Nick's Boathouse and Crab Trap |
| | | Sprout Social, Arrivalist, Simpleview, VisitApps, Visa |
| | | Vue, STR, Destinations International, VR Market Data, |
| | | Adara, Monsido |
| | | Flood, Wind, Property, D&O |
| 1405 · Prepaid Misc. | 115,577.98 | |
| 1410 · Prepaid Insurance | 22,775.09 | |
| 1400 · Prepaid Postage | 343.57 | |
| Total Other Current Assets | 139,346.64 | |
| Total Current Assets | 2,981,922.56 | |
| 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 & Flagpole | 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 | 2,984,225.73 | |
| LIABILITIES & EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Accounts Payable | | |
| 2100 · Accounts Payable | 383,770.09 | Showcase |
| Total Accounts Payable | 383,770.09 | |
| Credit Cards | | |
| 2000 · Visit Pensacola P-Card | 34,159.32 | Current month Pcards TDT |
| 2002 · Regions Membership PCard | 1,446.77 | Current month Pcards Membership |
| Total Credit Cards | 35,606.09 | |
| Other Current Liabilities | | |
| 2660 · Pass through payment | -1,755.71 | OAR Festival |
| 2700 · Unearned Revenue | 1,376,880.00 | Advance from County |
| 2999 · Salaries payable | 44,913.17 | FY21 accrual of PTO |
| 25500 · Sales Tax Payable | 136.88 | |
| Total Other Current Liabilities | 1,420,174.34 | |
| Total Current Liabilities | 1,839,550.52 | |
| Total Liabilities | 1,839,550.52 | |
| Equity | | |
| 32000 · Unrestricted Net Assets | 1,495,446.53 | FY14 to FY21 Net Income |
| Net Income | -350,771.32 | Current month net income |
| Total Equity | 1,144,675.21 | |

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

| | | | | | | FORM D |
|--|------------|----------------|---------------|---------------------|-----------------------|--|
| | April 22 | Oct - April 22 | Annual Budget | Remaining of Budget | % Remaining of Budget | NOTES |
| Ordinary Income/Expense | | | | | | |
| Income | | | | | | |
| 4000 · Tourism Development Tax-TDT | 897,714.11 | 3,800,331.71 | 10,420,053.00 | 6,619,721.29 | 64% | As billed/allowed by County. Recognize Income as billed |
| 4050 · TDT Supplemental | 0.00 | 0.00 | 1,371,806.00 | 1,371,806.00 | 100% | |
| 4055 · TDT Carry-Over | 0.00 | 0.00 | | 0.00 | #DIV/0! | |
| 4100 · Membership Dues | 2,983.16 | 108,067.98 | 101,250.00 | (6,817.98) | -7% | Membership dues 10.01.21- 9.30.22 |
| 4150 · Advertising Income | 0.00 | 0.00 | | 0.00 | #DIV/0! | |
| 4155 · Partner Co-Ops | 0.00 | 0.00 | | 0.00 | #DIV/0! | |
| 4150 · Advertising Income - Other | 8,250.00 | 103,350.00 | 45,000.00 | (58,350.00) | -130% | Insider Guides Ad sales |
| Total 4150 · Advertising Income | 8,250.00 | 103,350.00 | 45,000.00 | -58,350.00 | -130% | |
| 4300 · Consignment Sales | 0.00 | 63.50 | 0.00 | (63.50) | #DIV/0! | |
| 4400 · Gifts in Kind - Goods | 0.00 | 0.00 | 170,000.00 | 170,000.00 | 100% | Monthly HRT luncheon |
| 4500 · Grant Income | 0.00 | 0.00 | 50,000.00 | 50,000.00 | 100% | |
| 4600 · Misc Income | 46.93 | 266.12 | 500.00 | 233.88 | 47% | |
| 4640 · Event Income | 1,865.00 | 11,405.00 | 20,000.00 | 8,595.00 | 43% | |
| Total Income | 910,859.20 | 4,023,484.31 | 12,178,609.00 | 8,155,124.69 | 67% | |
| Gross Profit | 910,859.20 | 4,023,484.31 | 12,178,609.00 | 8,155,124.69 | 67% | |
| Expense | | | | | | |
| 1 · Direct Programming | | | | | | |
| 5090 · Marketing Research | 14,835.82 | 155,468.22 | 535,000.00 | 379,531.78 | 71% | Downs St. Germain, monthly Adara, Arrivallist, STR, VR Market Data |
| 5100 · Advertising/Media | 10,000.96 | 70,484.08 | 470,000.00 | 399,515.92 | 85% | |
| 5110 · Public Relations | 8,010.57 | 40,483.95 | 120,000.00 | 79,516.05 | 66% | |
| 5120 · Advertising Production | 0.00 | 6,463.32 | 125,000.00 | 118,536.68 | 95% | Simpleview/Visit Florida Giant Noise, Sprout |
| 5130 · Internet Site Production | 19,653.81 | 215,126.42 | 275,000.00 | 59,873.58 | 22% | |
| 5140 · Festivals & Events Granted | 0.00 | 159,783.12 | 200,000.00 | 40,216.88 | 20% | |
| 5141 · Festivals & Event Local Support | 63,762.22 | 189,986.98 | 380,000.00 | 190,013.02 | 50% | Tempest, CrowdRiff, Simpleview Gulf Coast Blues Festival/Dragonboat/Pensacon/ Fair |
| 5142 · Festival & Event Mini Grants | 0.00 | 0.00 | 100,000.00 | 100,000.00 | 100% | |
| 5150 · Consumer Promotions | 22,130.06 | 45,927.58 | 88,670.00 | 42,742.42 | 48% | |
| 5160 · Sales Promotions | 186.21 | 24,207.31 | 80,000.00 | 55,792.69 | 70% | SRIA (Blue Angels Air Show) |
| 5170 · Brochures and Collateral | 109,427.34 | 140,966.03 | 155,000.00 | 14,033.97 | 9% | |
| 5190 · Showcase | 227,146.87 | 1,636,175.97 | 4,268,855.00 | 2,632,679.03 | 62% | |
| 5210 · Regional Partnership | 14,275.00 | 14,275.00 | 100,000.00 | 85,725.00 | 86% | Visit Florida Encounter |
| 5215 · Tourism Development Projects | 0.00 | 0.00 | 50,000.00 | 50,000.00 | 100% | |
| 5220 · Registration | 4,335.00 | 50,704.82 | 109,000.00 | 58,295.18 | 53% | |
| 5230 · Dues and Subscriptions | 1,168.09 | 19,592.66 | 55,000.00 | 35,407.34 | 64% | #DIV/0! |
| 5400 · Business Travel & Entertainment | | | | 0.00 | #DIV/0! | |
| 5400-1 · Disallowed Travel Expense | 341.49 | 1,782.85 | 10,200.00 | 8,417.15 | 83% | |
| 5400 · Business Travel & Entertainment - | 5,221.91 | 35,736.58 | 90,000.00 | 54,263.42 | 60% | Destination Florida Annual Conference/Experience Lab/Destinations Internation Advocacy Summit |
| Total 5400 · Business Travel & Entertainment | 5,563.40 | 37,519.43 | 100,200.00 | 62,680.57 | 63% | |
| 5540 · Grant Expense | 0.00 | 0.00 | 50,000.00 | 50,000.00 | 100% | Annual Meeting/Beach O'Week |
| 5500 · Visitor Awareness Education | 8,116.22 | 28,263.07 | 89,765.00 | 61,501.93 | 69% | |
| 7000 · PSA Sporting Events | 35,716.59 | 139,451.08 | 658,564.00 | 519,112.92 | 79% | |
| 7400 · ACE - DP | 200,000.00 | 450,000.00 | 1,850,358.00 | 1,400,358.00 | 76% | |
| Total 1 · Direct Programming | 744,328.16 | 3,424,879.04 | 9,860,412.00 | 3,802,853.93 | 39% | |
| 2 · Operating Costs | | | | | | |
| 5520 · Committee Expenses | 0.00 | 0.00 | 9,000.00 | 9,000.00 | 100% | TV for Perdido Key VIC LOC interest fee |
| 5450 · Auto/ Local Travel | 518.49 | 2,714.23 | 28,000.00 | 25,285.77 | 90% | |
| 5600 · Building Maintenance & Repair | 8,820.86 | 46,334.04 | 136,460.00 | 90,125.96 | 66% | |
| 5610 · Computer&IT Maintenance&Repair | 2,070.52 | 17,946.76 | 40,000.00 | 22,053.24 | 55% | LOC renewal not budgeted |
| 5630 · Insurance Building & Content | 2,391.21 | 14,713.71 | 20,200.00 | 5,486.29 | 27% | |
| 5640 · D & O and Liability Insurance | 941.56 | 4,397.63 | 6,000.00 | 1,602.37 | 27% | |
| 5650 · Audit | 0.00 | 14,000.00 | 14,000.00 | 0.00 | 0% | TV for Perdido Key VIC LOC interest fee |
| 5660 · Legal Services | 0.00 | 2,250.00 | 16,000.00 | 13,750.00 | 86% | |
| 5670 · CPA/ Financial Services | 562.50 | 3,522.50 | 7,200.00 | 3,677.50 | 51% | |
| 5690 · Depreciation Expense | 0.00 | 0.00 | 0.00 | 0.00 | #DIV/0! | Shipment of Insider Guides |
| 5700 · Postage | 2,298.04 | 15,321.49 | 35,000.00 | 19,678.51 | 56% | |
| 5710 · Supplies Coffee/Sodas | 21.00 | 1,268.83 | 8,200.00 | 6,931.17 | 85% | |
| 5720 · Office Supplies | 803.74 | 5,625.05 | 15,000.00 | 9,374.95 | 62% | TV for Perdido Key VIC LOC interest fee |
| 5730 · Storage and Delivery | 1,157.32 | 10,356.25 | 17,500.00 | 7,143.75 | 41% | |
| 5750 · Rent | 0.00 | 0.00 | 10.00 | 10.00 | 100% | |
| 5760 · Telephone Service | 0.00 | 3,844.05 | 9,000.00 | 5,155.95 | 57% | TV for Perdido Key VIC LOC interest fee |
| 5770 · Utilities | 2,661.09 | 25,222.12 | 40,044.00 | 14,821.88 | 37% | |
| 5780 · Copier | 796.86 | 5,464.29 | 9,300.00 | 3,835.71 | 41% | |
| 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 | 0.00 | 2,267.93 | 1,217.00 | (1,050.93) | -86% | |
| 5920 · Bad Debt Expense | 0.00 | 0.00 | 4,500.00 | 4,500.00 | 100% | |
| 6000 · Consignment Sales Expenses | 16.51 | 46.05 | 0.00 | -46.05 | #DIV/0! | TV for Perdido Key VIC LOC interest fee |
| 6001 · Bank Service Charge | 55.00 | 1,315.00 | 600.00 | -715.00 | -119% | |
| 6010 · Credit Card Processing Fee | 310.13 | 2,850.34 | 3,050.00 | 199.66 | 7% | |
| 6500 · Taxes | 136.88 | 926.64 | 1,400.00 | 473.36 | 34% | TV for Perdido Key VIC LOC interest fee |
| 6940 · In Kind Expense | 0.00 | 0.00 | 170,000.00 | 170,000.00 | 100% | |
| 7001 · PSA Operations | 2,081.48 | 58,312.62 | 87,808.00 | 29,495.38 | 34% | |
| Total 2 · Operating Costs | 25,643.19 | 240,223.24 | 739,489.00 | 499,265.76 | 68% | |
| 3 · Personnel Costs | | | | | | |

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

| | FORM D | | | | | |
|--------------------------------|------------|----------------|---------------|---------------------|-----------------------|-------|
| | April 22 | Oct - April 22 | Annual Budget | Remaining of Budget | % Remaining of Budget | NOTES |
| 5800 · Salaries | 57,159.05 | 402,810.06 | 918,017.00 | 515,206.94 | 56% | |
| 5810 · Commissions | 144.20 | 19,928.48 | 21,000.00 | 1,071.52 | 5% | |
| 5830 · Auto | 461.54 | 3,247.26 | 6,000.00 | 2,752.74 | 46% | |
| 5840 · 401K Contribution Match | 2,011.08 | 14,279.26 | 53,774.00 | 39,494.74 | 73% | |
| 5850 · Employee Insurance | 5,049.69 | 33,783.20 | 123,667.00 | 89,883.80 | 73% | |
| 5870 · Drug Testing | 44.00 | 74.00 | 400.00 | 326.00 | 82% | |
| 5880 · Payroll Expense | 5,688.72 | 43,293.80 | 102,616.00 | 59,322.20 | 58% | |
| 5890 · Staff Education | 0.00 | 299.00 | 2,000.00 | 1,701.00 | 85% | |
| 7002 · PSA Personnel | 33,573.55 | 191,438.29 | 351,234.00 | 159,795.71 | 45% | |
| Total 3 · Personnel Costs | 104,131.83 | 709,153.35 | 1,578,708.00 | 869,554.65 | 55% | |
| Total Expense | 874,103.18 | 4,374,255.63 | 12,178,609.00 | 5,171,674.34 | | |
| Net Ordinary Income | 36,756.02 | -350,771.32 | 0.00 | | | |
| Net Income | 36,756.02 | -350,771.32 | 0.00 | | | |



VISIT PENSACOLA BOARD MEETING

May 31, 2022

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISIT PENSACOLA BOARD MEETING

May 31, 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 Set to Celebrate the Future of Travel During National Travel & Tourism Week May 1-7



Including: Herb Cocktails for Summer – Mansion Global



Highlight: Top 10 Fine Dining Restaurants you Need to Try in Pensacola

SOCIAL MEDIA

5,282 sessions via social referral • 3,864 total social conversions



180 TOTAL SOCIAL CONVERSIONS
227 New Followers

Total Engagement: 2,943 • 85,437 Impressions



2,693 TOTAL SOCIAL CONVERSIONS
383 New Page Likes

75,689 Engagements • 2.6 Million Impressions



396 TOTAL SOCIAL CONVERSIONS
264 Pins • 2,967 Followers

Total Engagement: 2,582 (likes and comments)



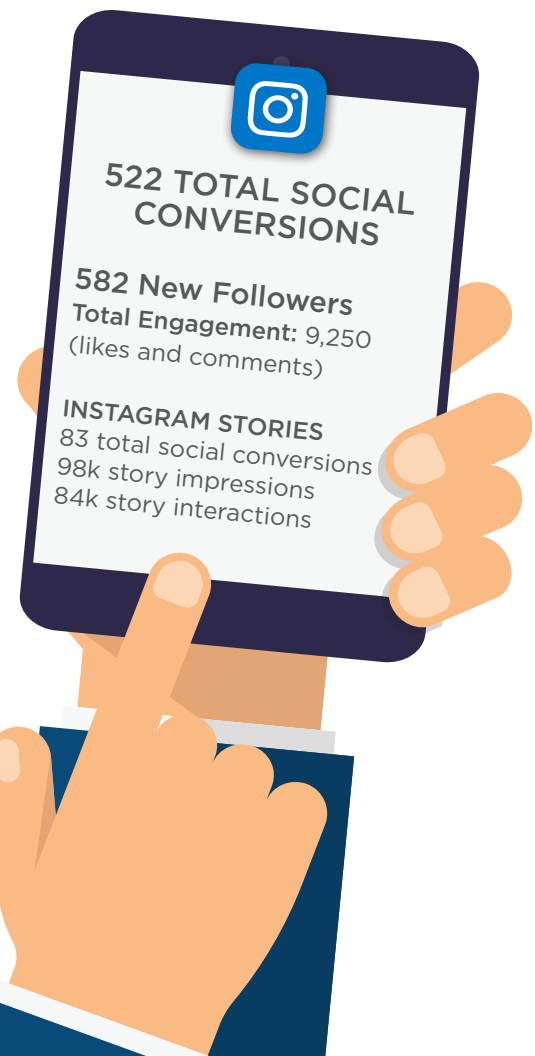
36 CONVERSIONS
98 New Followers

1,378 Engagements • 539 Post clicks



1,043 TOTAL SUBSCRIBERS

3 New Videos (including YouTube Shorts) • 12 New Subscribers



E-MARKETING CONSUMER eNEWS

204 new sign-ups
30.5% open rate

98.8% conversion rate
3.2% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola set to celebrate the future of travel during national travel and tourism week
- Visit Pensacola Event Grant Program now accepting applications for events taking place Oct. 1, 2022 – Sept. 30, 2023

MEDIA ASSISTS

- VFL Media Reception in New York City and Influence Brunch
- Dallas Travel and Adventure Show
- New Orleans Takeover on WWL Great Day Louisiana
- UK Press Trip: hosted 7 UK media to experience the way to beach in Pensacola
- Grant Workshops: held 5 workshops
- German editor, Renuka Christoph press trip
- German editor, Verena Wolf press trip
- Crawfish Festival – social, research surveys and asset development
- WEAR3 National Travel and Tourism Coverage
- PNJ

MEDIA ASSISTS, cont.

- InWeekly National Travel and Tourism Coverage
- Cat Country 98.7 National Travel and Tourism Coverage
- News Radio
- Marketing team finishing East Pensacola neighborhood video
- IPW Media Appointments
- Chicago Air and Water Show planning
- Visit Florida Pitches:
 - LGBTQ Pensacola
 - Accessible Pensacola
 - Florida's Gems
 - Adventure Activities
 - Theme Parks and Water Parks
- Sustainable Hotels Pitch
- Bleisure Travel for AAA Northeast
- Luxury RV Campgrounds for Wide Open Roads
- Top Family-Friendly Pitch
- Top Beach Destination Pitch
- Memorial Day Fishing for Fishingbooker
- Budget Friendly Florida for Cheapism.com
- Readers Digest Pitch: Iconic Institutions in each state
- Atlanta Journal Constitution

MEDIA ASSISTS, cont.

- Southern Living: Souths Best Awards
- Great Day Houston Broadcast
- World Atlas
- Today in Nashville Broadcast
- Travel Awaits
- Family Traveller
- DiveIn
- WKRG
- Travel & Leisure: US Destinations have the best deals for last minute travel in May
- Destinations Florida Quick Trip Submission
- Destinations Florida NTTW Submission
- Pete Moore Fishing Rodeo
- Pensacola Little Theatre Cabaret Event
- US Gulf Coast Travel: 9 Fun Things to Do on US Gulf Coast
- Spot On Florida
- AccessibleGo
- Nola.com
- Trips to Discover: The 19 Best Beach in Florida (and why)
- BranchUp Canada
- Mansion Global Experience Luxury (Wall Street Journal instert)

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- The South's Best Family Getaways 2022 by Southern Living



90 stories

Highlights:

- 25 American Destinations Where Summer Starts Early
- 11 Favorite Florida Beaches to Avoid the Crowds



6 Accolades

Highlights:

- The Best Beaches in Florida
- These U.S. Destinations Have the Best Deals for Last-minute May Travel, According to Expedia



VISITPENSACOLA.COM

April 2022

153,183
FY 968,035
USERS

383,097
FY 2,412,115
PAGE VIEWS

47,693
FY 273,297
PARTNER
LISTINGS

19,449
FY 107,764
REFERRALS

28,000
FY 211,000
EXPERIENCE APP
VIEWS

AUDIENCE

| Metro Area | Users |
|-------------------|--------|
| Mobile/Pensacola | 29,156 |
| Atlanta | 11,081 |
| New Orleans | 10,560 |
| Dallas/Fort Worth | 7,246 |
| Houston | 5,016 |
| Orlando/Daytona | 4,626 |
| Nashville | 3,949 |
| Charlotte | 3,411 |
| New York | 3,137 |

TOP PAGES

| Page | Pageviews |
|-------------------------------|-----------|
| Way To Beach | 26,557 |
| Home | 18,487 |
| Things to do | 17,567 |
| Events | 15,602 |
| Webcams | 13,138 |
| Places to stay | 10,020 |
| Pensacola Beach | 9,923 |
| Events this week | 9,418 |
| Blue Angels Practice Schedule | 7,958 |

PARTNER ENGAGEMENT

| | |
|-----------------------------|--------|
| Listing Views | 47,693 |
| Visit Partner Website | 19,449 |
| Event Views | 70,606 |
| Coupons | 1,024 |
| Referrals (Listings/Events) | 19,449 |

CHANNEL (How people find us)

| Channel | Users | Conversion |
|----------------|--------|------------|
| Organic Search | 74,754 | 96.5% |
| Display | 18,140 | 16.0% |
| Paid Social | 18,051 | 49.2% |
| Direct | 13,093 | 58.0% |
| Paid Search | 12,422 | 96.6% |
| Referral | 7,461 | 143.8% |
| Native | 5,156 | 13.7% |
| Social | 4,672 | 64.2% |
| Email | 871 | 98.8% |

EXPERIENCE APP

| | |
|-------------------|--------|
| New Users | 497 |
| Total Subscribers | 1,400 |
| Views | 28,000 |



WEBSITE SIGNUPS

| | |
|--------------------------------|-------|
| New Email Subscribers | 204 |
| Insider Guide Requests | 1,091 |
| Insider Guide (Online version) | 414 |

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



CAMPAIGN UPDATES

Interest Targeting

In December we started connecting with audiences specifically interested in history, food, and craft-beer to grow awareness (and bookings).

December to April Results

| | |
|------------------------|----------|
| Trackable Room Nights* | 1,606 |
| ADR* | \$168.69 |
| Website Sessions | 18,902 |



While You're Here

In October we started reaching out to in-market visitors to make them aware of the events, history, dining, and arts & culture experiences they can have while they're here.

Information on events and the Visit Pensacola Photo Trail were most popular.

October to April Results

| | |
|------------------|--------|
| Website Sessions | 19,382 |
|------------------|--------|



Experience Campaign

We use this on-going social media campaign as another way we tell our "beyond the beaches" story. Potential travelers showing interest in the area see ads touting our variety of experiences (dining, outdoors, history, family fun, etc).

October to April Results

| | |
|------------------|--------|
| Website Sessions | 21,822 |
|------------------|--------|

WHAT'S NEXT?

- Interest Targeting expands to fishing, birding, and diving
- Chicago Air & Water Show prep



*Trackable Room Nights and ADR based on vendor reporting.



COMMUNITY IMPACT : MARCH

■ 2022 ■ 2021 ■ 2020

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

Hotel Occupancy 73.4

MARCH YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$144.14

MARCH YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : MARCH

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

Room Nights Booked 19,288

MARCH YEAR-OVER-YEAR



Flights Booked 1,855



Arrivals in Market 463

Trackable Revenue \$3,993,672



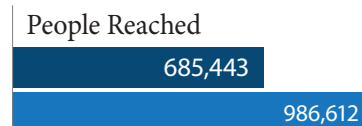
DIGITAL IMPACT : MARCH

Social media advertising results reported by Facebook.

SOCIAL MEDIA ADS:

People Reached 685,443

MARCH YEAR-OVER-YEAR



Landing Page Views



Landing Page Views 16,651

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

WEBSITE IMPACT:

Advertising Site Visits 44,616

MARCH YEAR-OVER-YEAR



% of Total Site Visits



% of Total Site Visits 23.9%



Social Media Board Report

April 2022

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 Visit Pensacola

 visitpensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

-  Profile
-  Reporting Period
-  All Facebook Pages

| | | |
|-------------------------------------|-------------------------------------|--|
| Impressions 2,662,641 ↘5% | Engagements 75,689 ↘37.7% | Post Link Clicks 29,364 ↘28.9% |
|-------------------------------------|-------------------------------------|--|

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 | 383 | ↘68.3% |
| Organic Page Likes | 597 | ↘59.5% |
| Paid Page Likes | 1 | →0% |
| Page Unlikes | 215 | ↘20.1% |

Facebook Engagement

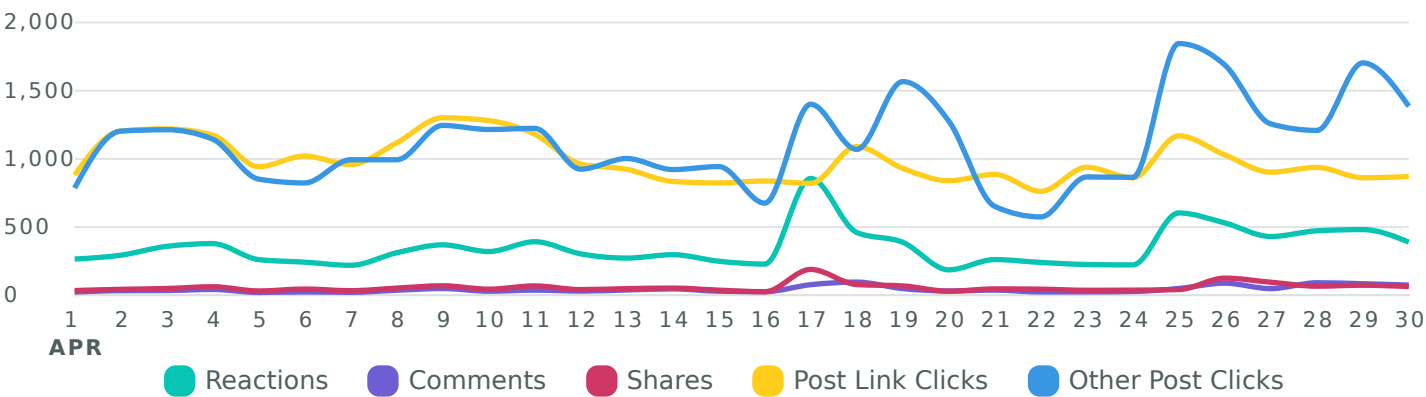
See how people are engaging with your posts during the reporting period.

 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 | 75,689 | ↘37.7% |
| Reactions | 10,320 | ↘43.2% |
| Comments | 1,135 | ↘47.7% |
| Shares | 1,543 | ↘22.7% |
| Post Link Clicks | 29,364 | ↘28.9% |
| Other Post Clicks | 33,327 | ↘42.5% |
| Engagement Rate (per Impression) | 2.8% | ↘34.5% |

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 4/17/2022 7:50 am ...

Taking the path less traveled
DYK Pensacola Beach was the location of the first...




| | |
|--------------------------|--------------|
| Total Engagements | 1,628 |
| Reactions | 945 |
| Comments | 76 |
| Shares | 201 |
| Post Link Clicks | — |
| Other Post Clicks | 406 |


Visit Pensacola
Tue 4/26/2022 7:01 am ...


Tuesday, Blues-day ✈ Ever wonder what a @USNavyBlueAngels practi...



| | |
|--------------------------|--------------|
| Total Engagements | 1,404 |
| Reactions | 475 |
| Comments | 73 |
| Shares | 143 |
| Post Link Clicks | 64 |
| Other Post Clicks | 649 |


Visit Pensacola
Mon 4/25/2022 5:17 am ...

Sunday flyovers never get old
✈️💛



| | |
|--------------------------|--------------|
| Total Engagements | 1,073 |
| Reactions | 469 |
| Comments | 20 |
| Shares | 58 |
| Post Link Clicks | — |
| Other Post Clicks | 526 |

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 visitpensacola

| | | |
|---------------------------------------|-------------------------------------|---------------------------------------|
| Impressions 608,052 ↘ 30.8% | Engagements 9,225 ↘ 67.5% | Profile Actions 215 ↗ 12.6% |
|---------------------------------------|-------------------------------------|---------------------------------------|

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 | 9,225 | ↘ 67.5% |
| Likes | 8,749 | ↘ 67.7% |
| Comments | 169 | ↘ 67.2% |
| Saves | 271 | ↘ 62.9% |
| Story Replies | 36 | ↘ 21.7% |
| Engagement Rate (per Impression) | 1.5% | ↘ 53% |

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 | 582 | ↘ 55.8% |
| Followers Gained | 1,001 | ↘ 44.8% |
| Followers Lost | 419 | ↘ 15.5% |

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 4/17/2022 7:50 am ...

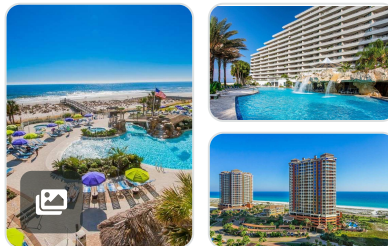
Taking the path less traveled
DYK Pensacola Beach was
the location of the first...

**Total Engagements 2,036****Likes 1,955****Comments 21****Saves 60**

visitpensacola

Sat 4/9/2022 10:30 am ...

We're at the hotel, motel,
Holiday Inn 🎵 🏖️ We know
lodging is unique to everyo...

**Total Engagements 812****Likes 770****Comments 12****Saves 30**

visitpensacola


Thu 4/21/2022 9:30 am ...


We ❤️ art! 🎨 Pensacola is no
stranger to fabulous and
eclectic murals. Drop a...


**Total Engagements 719****Likes 694****Comments 9****Saves 16**

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 | 79 | ↗71.7% |
| Story Replies | 36 | ↘21.7% |
| Story Taps Back | 4,323 | ↗4.5% |
| Story Taps Forward | 79,661 | ↗5.5% |
| Story Exits | 6,681 | ↘2.2% |
| Story Impressions | 97,598 | ↗3.4% |
| Average Reach per Story | 1,234 | ↘38.9% |

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

| | | |
|------------------------------|---------------------------|--------------------------------|
| Impressions 80,093 ↘37.4% | Engagements 2,943 ↘48% | Post Link Clicks 295 ↘32.2% |
|------------------------------|---------------------------|--------------------------------|

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 | 692 |  902.9% |

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

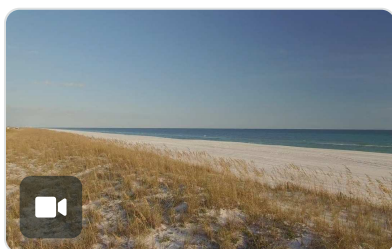
Descending by Lifetime Engagements



@VisitPensacola

Sun 4/3/2022 8:33 pm UTC

The greatest place on earth 🌴
<https://t.co/xG9Om6bliQ>

**Total Engagements 382**Likes **116**Comments **7**Shares **19**Post Link Clicks **2**Other Post Clicks **238**Other Engagements **0**

@VisitPensacola

Tue 4/26/2022 2:00 pm ...

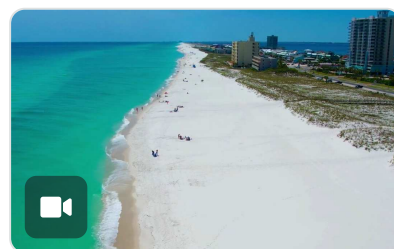
Tuesday, Blues-day ✈️ Ever
wonder what a @blueangels
practice looks like from behi...

**Total Engagements 340**Likes **69**Comments **2**Shares **17**Post Link Clicks **26**Other Post Clicks **226**Other Engagements **0**

@VisitPensacola

Wed 4/27/2022 3:55 pm...

Salt air. 🌴 Blue skies. ☀️ Clear
waters. 🌊 What more could
you ask for?...

**Total Engagements 286**Likes **93**Comments **5**Shares **9**Post Link Clicks **1**Other Post Clicks **178**Other Engagements **0**

Twitter Engagement

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

 Profile

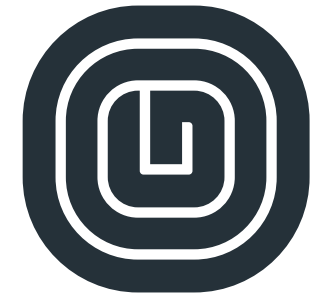
 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

| Engagement Metrics | Totals | % Change |
|----------------------------------|--------|----------|
| Total Engagements | 2,943 | ↘48% |
| Likes | 789 | ↘23.2% |
| @Replies | 35 | ↘50.7% |
| Retweets | 166 | ↘12.6% |
| Post Link Clicks | 295 | ↘32.2% |
| Other Post Clicks | 1,657 | ↘57.9% |
| Other Engagements | 1 | ↗— |
| Engagement Rate (per Impression) | 3.7% | ↘17% |



**GIANT
NOISE**

**VISIT PENSACOLA
PR Report**

April 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: April 2022

- Began compiling list of suggested media members for out of market activations/desksides
- Drafted Summer in Pensacola 2022 press release
 - Approval in progress
- Drafted Visit Florida pitches, including:
 - LGBTQ Pensacola pitch
 - Partners included: Portofino Island Resort
 - Accessible Pensacola pitch
 - Partners included: Oyster Bay Boutique Hotel, Hilton Pensacola Beach, Hampton Inn and Suites Pensacola Beach, SpringHill Suites, Pensacola MESS Hall, Seville Food Tours
 - Florida's Gems pitch:
 - Partners included: Oyster Bay Boutique Hotel, Saenger Theatre, Gallery Night
 - Adventure Activities pitch
 - Partners included: Key Sailing, Condor Sailing Adventures
 - Theme Parks and Water Parks pitch
 - Partners included: Laguna's Adventure Park at Laguna's Beach Bar + Grill
- Drafted Sustainable Hotels pitch for media lead from Sharael Kohlberg
 - Partners included: Oyster Bay Boutique Hotel
- Drafted Bleisure Travel pitch for *AAA Northeast* HARO
 - Partners included: Hilton Pensacola Beach, Oyster Bay Boutique Hotel, Condor Sailing Adventures, The Garden, Pearl & Horn, Seville Food Tours
- Drafted Luxury RV campgrounds pitch for *Wide Open Roads* HARO
 - Partners included: Pensacola Beach RV Resort



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 (Cont.): April 2022

- Drafted Stays in Florida pitch in response to HARO
 - Partners included: National Naval Aviation Museum, Historic Pensacola
- Drafted Top Family-Friendly and Beach Destinations pitch
 - Partners included: Portofino Island Resort, Aqua Spa at Beach Club, Oyster Bay Boutique Hotel, Seville Food Tours, Gallery Night, Saenger Theatre
- Drafted Memorial Day Fishing pitch for *FishingBooker* HARO
 - Included: Pensacola Beach Fishing Pier, Reel Eazy Charter
- Drafted Budget Friendly Florida Destinations pitch for *Cheapism.com*
 - Partners Included: Flora-Bama, Blue Dot, Whiskey Joe's, Holiday Inn Express, SpringHill Suites, Holiday Inn Resort Pensacola Beach, Pensacola Beach RV Resort, Fort Pickens, NAS Museum, Laguna's, others
- Drafted Iconic Institutions in Each State pitch for *Reader's Digest* media lead
 - Partner Included: Flora-Bama



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.

Media Outreach: April 2022

- Submitted Visit Florida pitches, including:
 - LGBTQ Pensacola
 - Accessible Pensacola
 - Florida's Gems
 - Adventure Activities
 - Theme Parks and Water Parks
- Pitched Oyster Bay for Sustainable Hotels story to freelancer Sharael Kohlberg
- Pitched Pensacola for Bleisure Travel story for *AAA Northeast* HARO
- Pitched Pensacola Beach RV Resort for Luxury RV campgrounds story for *Wide Open Roads* HARO
- Pitched Flora-Bama for Iconic Institutions in Each State lead for *Reader's Digest*
- Submitted Stays in Florida pitch in response to HARO
- Pitched Pensacola for Top Family-Friendly and Beach Destinations story
- Pitched Pensacola for Memorial Day fishing story for *FishingBooker* HARO
- Pitched Pensacola for Budget Friendly Florida Destinations story for *Cheapism.com*
- Soft sounded Food and Beverage activation with approved media members
 - Matt Meltzer with *Thrillist* responded; coverage of Flora-Bama could not be guaranteed at this time
- Followed up with Anne Roderique-Jones to explore possible press trip
 - Response pending
- Vetted New York City media event writers and content creators
- Inquired with Visit Pensacola team about direct flights to Austin for *Austin Monthly Magazine* interest
- Connected with Nina Renata Aron to begin potential press trip discussions
- Connected with Molly Holmberg (*The Outbound's*) and shared press trip inquiry for consideration
- Scheduled deskside with JoAnn Greco
 - Exploring possible press trip opportunities
- Shared pitch points for *Cheapism.com* media lead with Visit Pensacola team for approval
- Connected with writer Paul Oswell to vet potential press trip
- Provided photos of Blue Dot Barbecue for *Atlanta Journal-Constitution* piece
- Continued conversation with freelancer Susan Barnes regarding possible press trip
- Continued conversation with Kaitlyn Yarborough with *Southern Living* regarding opportunities with Pensacola



OVERVIEW OF PR EFFORTS

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

Additional Work: April 2022

- Provided feedback regarding *Garden & Gun* "Made in the South" Awards
- Conducted partner outreach for *Garden & Gun* "Made in the South" award submissions
 - Perfect Plain/The Well confirmed submission
- Shared *Conde Nast Traveler* 2022 nominations for awareness
- Shared photo permission form for signature for Giant Noise website
- Updated pitch log for Visit Pensacola team reference
- Inquired with Visit Pensacola team about *Divein.com* backlink
 - Informed writer a backlink could not be provided at this time
- Shared *Mansion Global Experience Luxury's* "Herb-Infused Cocktails for Summer" feature opportunity with partners
 - Responses pending



VISIT PENSACOLA PRESS COVERAGE: APRIL 2022

Total Media Impressions: 43,018,553

Total Media Value: \$815,193.68

| Recent Coverage: | | | | | | | |
|------------------|--------------------------------|---|---|---|-----------------|-------------------|-------------|
| Date | Outlet | Coverage | Link | Partners Mentioned | Secured By | Media Impressions | Media Value |
| 3/30/2022 | KHOU (Broadcast) | Great Day Houston | https://giantnoise.box.com/s/tbsvgbo2am703i6a1mv3zu91qkl1d8eo | Glow Paddle, Pensacola Bay Cruises, Historic Pensacola | Visit Pensacola | 40,204 | \$11,550 |
| 3/30/2022 | KHOU (Online) | "Vacation plans made easy with Visit Pensacola" | https://www.khou.com/article/entertainment/television/programs/great-day-houston/vacation-plans-made-easy-with-visit-pensacola/285-70695655-779b-450d-9aa0-379f9ee85c1a | Glow Paddle, Pensacola Bay Cruises, Historic Pensacola | Visit Pensacola | 1,497,600 | \$17,971.20 |
| 3/31/2022 | World Atlas (Online) | "12 Best Places To Visit In Florida" | https://www.worldatlas.com/places/12-best-places-to-visit-in-florida.html | U.S. Naval Aviation Museum | Press | 1,161,160 | \$13,933.92 |
| 4/1/2022 | The Travel (Online) | "The Great Carrier Reef: Dive The Largest Military Wreck" | https://www.thetravel.com/dive-great-carrier-reef-uss-oriskany/ | N/A | Press | 434,160 | \$5,209.92 |
| 4/1/2022 | How to Book Your Trip (Online) | "The optimal beach getaway to Pensacola Beach, FL" | https://howtobookyourtrip.com/pensacola-beach-florida/ | Pensacola Beach Fishing Pier / National Naval Aviation Museum / | Giant Noise | 50,600 | \$607.20 |
| 4/1/2022 | Homes & Gardens (Online) | Pensacola mentioned in "Best place to buy a beach house – the best vacation house spots in the USA" | https://www.homesandgardens.com/news/best-place-to-buy-a-beach-house-usa | N/A | Press | 2,448,180 | \$29,378.16 |

PRESS COVERAGE | April 2022



| | | | | | | | |
|----------|-----------------------------------|---|---|--|-------------------------------|-----------|-------------|
| 4/4/2022 | The Travel (Online) | Pensacola mentioned in "This Bioluminescent Tour In Florida Will Glow Up Your Vacation" | https://www.thetravel.com/best-bioluminescent-tour-in-florida/ | N/A | Press | 434,160 | \$5,209.92 |
| 4/5/2022 | WJTV (Online) | "Top summer traveling destinations for 2022" | https://www.wjtv.com/news/international/top-summer-traveling-destinations-for-2022/ | The Well / Old Hickory Whiskey Bar / The Wine Bar | Press | 540,500 | \$6,486 |
| 4/6/2022 | Travel Awaits (Online) | "5 Fantastic Restaurants To Try In Pensacola Beach, Florida" | https://www.travelawaits.com/2746239/best-pensacola-beach-restaurants/ | The Grand Marlin / Casino Beach Bar & Grille / Water Pig BBQ / Flora-Bama Yacht Club | Visit Pensacola / Giant Noise | 1,250,400 | \$15,004.80 |
| 4/7/2022 | Southern Living Magazine (Online) | "20 Florida Beaches That Look Like the Caribbean" | https://www.southernliving.com/travel/florida/florida-beaches-look-like-caribbean?slide=0bb52f52-a431-479c-9512-bf466cacc0c3#0bb52f52-a431-479c-9512-bf466cacc0c3 | Perdido Key; Big Lagoon State Park | Press / Giant Noise | 4,106,980 | \$49,283.76 |
| 4/7/2022 | Busy Tourist (Online) | "25 Best & Fun Things To Do In Pensacola" | https://www.busytourist.com/things-to-do-in-pensacola-fl/ | Gulf Islands National Seashore / Palafox Street / Seville Quarter / 5 Flags Speedway / Pensacola Historic District / Gulf Breeze Zoo / Pensacola Beach / Big Lagoon State Park / Perdido Key / Pensacola Lighthouse and Museum / Condor Sailing Adventures / | Press | 498,400 | \$5,980.80 |
| 4/8/2022 | WSMV (Broadcast) | Today in Nashville | https://giantnoise.box.com/s/fupu8sde65mpc7rdqxse8tjx8vyusq1 | Gulf Islands National Seashore / Palafox Market / Seville Quarter / Flora-bama / The Grand Marlin | Visit Pensacola | 19,395 | \$2,879.80 |
| 4/8/2022 | WSMV (Broadcast) | Today in Nashville | https://giantnoise.box.com/s/mhxafoc3x08yosltno73ud4igg7yadcq | Gulf Islands National Seashore / Palafox Market / Seville Quarter / Flora-bama / The Grand Marlin | Visit Pensacola | 19,395 | \$7,487.48 |

PRESS COVERAGE | April 2022



| | | | | | | | |
|-----------|-------------------------------|---|---|--|-----------------|-----------|-------------|
| 4/8/2022 | WSMV (Broadcast) | Today in Nashville | https://giantnoise.box.com/s/35561y4f6gjf27avq7ag41juh2vtjo_d2 | Gulf Islands National Seashore / Palafox Market / Seville Quarter / Flora-bama / The Grand Marlin | Visit Pensacola | 19,395 | \$4,031.72 |
| 4/8/2022 | WSMV (Broadcast) | Today in Nashville | https://giantnoise.box.com/s/oqzo6nn9prkvx16ddvvn0wc7duho_e692 | Gulf Islands National Seashore / Palafox Market / Seville Quarter / Flora-bama / The Grand Marlin | Visit Pensacola | 19,395 | \$9,791.32 |
| 4/10/2022 | Travel Awaits (Online) | Pensacola mentioned in "My 11 Favorite Florida Beaches To Avoid The Crowds" | https://www.travelawaits.com/2747168/best-uncrowded-beaches-in-florida/ | Gulf Islands National Seashore | Press | 1,250,400 | \$15,004.80 |
| 4/12/2022 | Family Traveler (Online) | "Try Florida Panhandle for a perfectly balanced family vacation" | https://familytraveller.com/usa/vacation-destinations/north-america/united-states/florida/panama-city-beach/fun-florida-family-vacations/ | Glow Paddle / Pensacola Historic District / Gulf Islands National Seashore / Hampton Inn Pensacola Beach | Giant Noise | 59,600 | \$715.20 |
| 4/12/2022 | Travel Agent Central (Online) | Pensacola mentioned in "Stats: Domestic Flight Spend Up 28% Over Pre-Pandemic Levels" | https://www.travelagentcentral.com/transportation/stats-domestic-flight-spend-28-over-pre-pandemic-levels | N/A | Press | 313,300 | \$3,759.60 |
| 4/12/2022 | Travel Pulse (Online) | Pensacola mentioned in "Online Spending for Domestic Flight Bookings on the Rise" | https://www.travelpulse.com/news/airlines/online-spending-for-domestic-flight-bookings-on-the-rise.html | N/A | Press | 881,000 | \$10,572.00 |
| 4/12/2022 | Divein (Online) | "Top Scuba Diving Destinations for 2022" | https://www.divein.com/blog/top-scuba-diving-destinations-for-2022/ | N/A | Giant Noise | 727,300 | \$8,727.60 |
| 4/13/2022 | The Travel (Online) | "The Ultimate Guide For Visiting Pensacola Beach" | https://www.thetravel.com/guide-what-to-see-and-do-in-pensacola-beach/ | Pensacola Beach Pier | Press | 434,160 | \$5,209.92 |
| 4/15/2022 | WEAR (Online) | "Visit Pensacola - Celebrate the Future of Travel - National Travel & Tourism Week May 1-7" | https://weartv.com/features/community-calendar/visit-pensacola-celebrate-the-future-of-travel-national-travel-tourism-week-may-1-7 | Pensacola Blue Wahoos Stadium / Holiday Inn Resort Pensacola Beach / | Visit Pensacola | 484,640 | \$5,815.68 |

PRESS COVERAGE | April 2022



| | | | | | | | |
|-----------|---------------------------|---|---|--|-------------------------------|-----------|-------------|
| 4/17/2022 | Back Bay BnB (Online) | "Interstate Mullet Toss, Earth Day" | https://www.backbaybnb.com/interstate-mullet-toss-earth-day/ | Flora-bama | Press | N/A | N/A |
| 4/17/2022 | Best US Casinos (Online) | "These Are the 7 Best Places to Visit Near the Pensacola Poker Room" | https://www.bestuscasinos.org/blog/these-are-7-best-places-visit-near-pensacola-poker-room/ | Big Lagoon State Park / Pensacola Bay Cruises / Historic Pensacola Village | Press | 122,800 | \$1,473.60 |
| 4/19/2022 | Travel + Leisure (Online) | Pensacola mentioned in "These U.S. Destinations Have the Best Deals for Last-minute May Travel, According to Expedia" | https://www.travelandleisure.com/trip-ideas/affordable-last-minute-beach-getaways-may-expedia | N/A | Press | 2,372,260 | \$28,467.12 |
| 4/20/2022 | The Points Guy (Online) | Pensacola mentioned in "How to plan a multigenerational family trip" | https://thepointsguy.com/news/plan-multigenerational-family-trip/ | N/A | Press | 4,340,560 | \$52,086.72 |
| 4/21/2022 | Spot on Florida (Online) | "Top 5 things to do in Pensacola this weekend: Mullet Toss, Pensacola Beach Beer Fest" | https://spotonflorida.com/western-panhandle/3714231/top-5-things-to-do-in-pensacola-this.html | Flora-bama | Press | 74,200 | \$890.40 |
| 4/21/2022 | WKRG (Online) | "The Interstate Mullet Toss Headlines This Week's 5 Things To Do This Weekend, Brought To You By Mountain Dew!" | https://www.wkrq.com/gulf-coast-cw/the-interstate-mullet-toss-headlines-this-weeks-5-things-to-do-this-weekend-brought-to-you-by-mountain-dew/ | Flora-bama | Press | 753,700 | \$9,044.40 |
| 4/22/2022 | Travel Awaits (Online) | "12 Delicious Restaurants To Try In Pensacola, Florida" | https://www.travelawaits.com/2750468/best-pensacola-restaurants/ | McGuire's Irish Pub / Pearl & Horn / Polonza Bistro / Carmen's Lunch Bar / The Wine Bar / Jackson's Steakhouse / The District: Seville Steak & Seafood | Giant Noise / Visit Pensacola | 1,250,400 | \$15,004.80 |
| 4/22/2022 | AL (Online) | "Let the fish fly: Mullet Toss returns this weekend for 37th annual event at the Flora-Bama" | https://www.al.com/news/2022/04/let-the-fish-fly-mullet-toss-returns-this-weekend-for-37th-annual-event-at-the-flora-bama.html | Flora-Bama | Press | 3,324,350 | \$39,892.20 |
| 4/24/2022 | AL (Online) | "'Everything I dreamed of': Tossing dead fish draws big crowds to Flora-Bama" | https://www.al.com/news/2022/04/everything-i-dreamed-of-tossing-dead-fish-draws-big-crowds-to-flora-bama.html | Flora-Bama | Press | 3,324,350 | \$39,892.20 |

PRESS COVERAGE | April 2022



| | | | | | | | |
|-------------|-------------------------------------|---|---|--|-----------------|--------------------------|---------------------|
| 4/25/2022 | Planetware (Online) | "20 Top-Rated Attractions & Things to Do in Pensacola" | https://www.planetware.com/tourist-attractions-/pensacola-us-fl-pens.htm | Gulf Islands National Seashore / Historic Pensacola Village / Seville Historic District / Pensacola Museum of History / Museum of Commerce / Palafox Market / The Grand Marlin / Perdido Key / Blue Wahoos Stadium / National Naval Aviation Museum / Pensacola MESS Hall / Pensacola Lighthouse and Maritime Museum | Press | 1,706,240 | \$20,474.88 |
| 4/25/2022 | WEAR (Online) | "37th annual Mullet Toss at the Flora-Bama Lounge" | https://weartv.com/news/local/37th-annual-mullet-toss-at-the-flora-bama-lounge | Flora-Bama | Press | 484,640 | \$5,815.68 |
| 4/26/2022 | Round the World in 30 Days (Online) | "3 Reasons Pensacola Beach is the Best of Florida's Emerald Coast" | https://rtwin30days.com/pensacola-beach-florida/ | Gulf Islands National Seashore / Hilton Pensacola Beach / Holiday Inn Resort Pensacola Beach / Pensacola Portofino Island Resort / Joe Patti's Seafood / Historic Pensacola Village / | Press | 37,100 | \$445.20 |
| 4/29/2022 | Southern Living Magazine (Online) | "The Best Places To Retire In Florida" | https://www.southernliving.com/travel/florida/florida-retirement-towns?slide=ad3ff77b-b330-4fd0-8566-f78cfc0573c5#ad3ff77b-b330-4fd0-8566-f78cfc0573c5 | N/A | Giant Noise | 4,106,980 | \$49,283.76 |
| 4/29/2022 | NOLA (Online) | "Pensacola has pristine beaches and a lively entertainment scene. Visitors can enjoy it all." | https://www.nola.com/entertainment_life/article_8e78a7de-bf29-11ec-81bf-135c5106028f.html | Palafox Market / Perfect Plain / Garden & Grain / Historic Pensacola Village / The Well / Angelena's / Hilton Pensacola Beach / Oyster Bay Boutique Hotel / Glow Paddle / | Visit Pensacola | 1,617,660 | \$19,411.92 |
| April Issue | Southern Living Magazine (Print) | "South's Best" | https://giantnoise.box.com/s/hq5619xu0oq73n8wui7zos1myvlt/yui | N/A | Giant Noise | 2,812,989 | \$298,400.00 |
| | | | | | | TOTAL: 43,018,553 | \$815,193.68 |



VISIT PENSACOLA BOARD MEETING

May 31, 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

April 2022

5

FY 45
LEADS

5

FY 18
BOOKINGS

1

FY 15
ASSISTS

1293

FY 6,576
REFERRALS

113

FY 115
SERVICE
REQUEST

Leads

| Group | Economic Impact |
|--|-----------------------|
| USS Taussig Military Reunion 2022 | \$56,250.00 |
| 2023 Women in Leadership Conference | \$247,500.00 |
| USS Springfield Bluejackets 2022 Reunion | \$103,125.00 |
| 2023 SEC Women's Soccer Tournament | \$1,161,000.00 |
| H2-7 Reunion | \$168,750.00 |
| Total: | \$1,736,625.00 |

Bookings

| Group | Economic Impact |
|---------------------------------------|-----------------------|
| Naval Reserve Recruiters Association | \$50,000.00 |
| (NNCC) Annual Fall Meeting | \$16,800.00 |
| Nurse Exam Board Mtg and Test Cmt Mtg | \$18,000.00 |
| 2023 SEC Women's Soccer Tournament | \$1,161,000.00 |
| H2-7 Reunion | \$168,750.00 |
| Total | \$1,414,550.00 |

Pensacola Visitor Center

| | |
|--------------------------|------|
| Personal Assists | 628 |
| Phone Assists | 296 |
| Visitors | 1064 |
| Non- Visitors | 436 |
| First-Time Visitors | 223 |
| FY21 Total Visitors | 3511 |
| FY21 Total Non- Visitors | 2073 |

Perdido Key Visitor Center

| | |
|--------------------------|------|
| Personal Assists | 572 |
| Phone Assists | 73 |
| Visitors | 742 |
| Non- Visitors | 170 |
| First-Time Visitors | 176 |
| FY21 Total Visitors | 5009 |
| FY21 Total Non- Visitors | 1023 |

Assists

| Group | Economic Impact |
|----------------------------------|------------------|
| Moorer's Family Reunion | \$27,000 |
| Vettes on the Beach | \$125,000 |
| USMC TBS Class 1-77 2021 Reunion | \$67,375 |
| Total | \$219,375 |

Pensacola Beach Visitor Center

| | |
|------------------|------|
| Personal Assists | 845 |
| Phone Assists | 155 |
| Visitors | 1295 |



VISITPENSACOLA SALES & SERVICE SUMMARY

April 2022

41

Partner
Visits

2

Partner
Inquiries

4

Community
Outreach

105

Partner
Assists

45

Hospitality
Round Table

New Partners

1. Costello's
2. Gulf Coast Tents
3. Dive Pros
4. Hellcat Productions
5. Beyond the Grape
6. Posh'd Out Events

Community Outreach

1. Bootleg Ball
2. Make a Wish
3. UWF Founders Week- Day of Service (Y/N)
4. Grant Workshops (Y/N)

Partner Activity Report

| Activity | Added | Updated |
|----------|-------|---------|
| Accounts | 3 | 111 |
| Listings | 4 | 77 |
| Contact | 13 | 17 |
| Events | 11 | 154 |

Partner Visits

| | |
|-----------------------|-------------------------|
| O'Riley's Irish Pub | HOLIDAY INN RESORT |
| Hot Spot BBQ | MARGARITAVILLE |
| Bamboo Willies | PARADISE INN |
| Endive | SPRINGHILL SUITES |
| Ron Johns | Hilton Gulf Breeze |
| Jerry's Drive Inn | Holiday inn Express |
| Shaggy's | Pensacola Beach Chamber |
| Bodacious | The Nest |
| Saltwater Style | Lucy's Café |
| Pensacola Bay Brewery | Costello's |
| Cordova mall | Rusty's Spoon |
| Hyatt Airport | Pensacola Airport |
| Seville Quarter | Alga Beer CO. |
| Museum of Commerce | Paradise Grill |
| Classic City Catering | Laguna's |
| Baily's Farmer Market | Café Nola |
| Perfect Plain | Historic Trust |
| Cycle Joint | Apple Market |
| Whiskey Joes | Flounders |
| HAMPTON INN | |
| HILTON | |

Partner News

DIGITAL ADS ARE NOW AVAILABLE ON THE
VISIT PENSACOLA WEBSITE!

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, June 21 - 11:30 AM

Location: Pensacola International Airport

Board of Directors Meeting

Date: Wednesday, June 22 - 3:00 PM

Location: SCI Building

