

**VISIT PENSACOLA BOARD MEETING**  
**September 17, 2025**

## **Visit Pensacola Board of Directors Meeting**

September 17, 2025

3:00 p.m.

Pensacola Chamber of Commerce

418 W Garden Street, 4<sup>th</sup> Floor, Suite 401, Pensacola, FL 32501

### **AGENDA**

1. Meeting Called to Order
2. Public Comment
3. President/CEO Report
4. Old Business
  - a) Approval of Minutes from the August 13, 2025, Board Meeting\*
4. New Business
  - a) Finance Committee Monthly Report\*
  - b) Line of Credit Renewal\*
  - c) Vendor Agreement Approval\*
  - d) Presentation on Palafox Street Improvements/Walker Wilson, DIB
  - e) New Partner Approval\*
  - f) Board of Directors Discussion\*
5. Marketing Update
  - a) Staff Report
  - b) Showcase Pensacola
6. Adjournment

*\* Action Item requiring board vote.*

## **Visit Pensacola Board of Directors Meeting Minutes**

Wednesday, August 13, 2025

Bowden Building, 120 Church Street, Pensacola

**Board Members Present:** Terry Branch, Dae Patel, Sterling Gilliam, Ali Green, Brady Hale, Yash Patel, Robin Reshard, and Christina Sasser.

**Board Members Absent:** Greg Harris and Maria Goldberg.

**Staff Members Present:** Darien Schaefer, Nicole Stacey, Wandy Samuel, Kaya Man, Shawn Brown, and Ashley Hendrickson.

The meeting was called to order at 3:03 PM by Sterling Gilliam.

### **Public Comment**

There was no public comment.

### **Old Business**

Robin Reshard made a motion to approve the minutes from June 25, 2025 Board Meeting. Yash Patel seconded the motion, and it was approved unanimously.

### **CEO Report**

Darien Schaefer walked through the latest meetings and updates of Visit Pensacola.

Meetings with the Comptroller's Office continue with the most recent meeting on July 15, 2025, attend by Chairman Sterling Gilliam, Robert Rushing, and Schaefer where concerns regarding Showcase Pensacola commission were addressed. Schaefer discussed the Visit Orlando Audit that he had emailed to each Director. We received a copy from OMB on behalf of the Comptroller's Office. We will evaluate the findings and compare them to our practices.

**Florida Legislation** – The only impact on TDT this legislative session was an expansion of the use of TDT to pay for lifeguard expenses. From OMB, the expenses for FY2026 Lifeguard Personnel/Expenses total \$1,117,674.00 but are not currently being allocated out of TDT in the FY26 Budget. This will likely impact TDT in the FY27 Budget.

**SS United States** – Visit Pensacola is waiting to receive from Okaloosa County a written inter-local agreement to finalize the placement of the SS United States within reach of the Pensacola Pass.

**Visit Florida announced their new President & CEO, Bryan Griffin.**

**TDC Meeting, Tuesday, August 19<sup>th</sup>** – Pensacola Sports will be presenting a Sun Belt Conference Title Sponsorship opportunity for Basketball and Football to the TDC. It's a multi-year agreement that starts at \$200,000. We are in support of the sponsorship as long as the funding doesn't impact Visit Pensacola's funding.

## **New Business**

### **FY24 Audit Report**

Tara Godby presented to the board the FY24 Audit Report. The finances were presented fairly. The full report can be found in the financial committee report. The auditor identified a material weakness in the financial close of the year that required three audit entries. Gilliam indicated that internal controls will be addressed to rectify the issue prior to the next audit.

Brady Hale made a motion to approve the FY24 Audit Report. Terry Branch seconded the motion, and it was approved unanimously.

### **Finance Committee Report**

Wandy Samuel presented the Finance Committee Monthly Report from June and July 2025.

#### June Takeaways

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

#### Major Highlights

- There are still about \$450K in unpaid invoices from the county related to short-paid amounts. We are awaiting the list of unpaid invoices from the Clerk's Office to gather the necessary documentation and resubmit for reimbursement.
- To date, VP has applied \$1M toward the advance with a remaining balance of \$1M to be paid by the end of the year.
- Only \$255K of the total \$502K in operating grants has been submitted to OMB for reimbursement. We are currently working with ACE to obtain the necessary supporting documentation for the remaining amount.



### July Takeaways

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

### Major Highlights

- The Office of Management and Budget has rolled over \$1.4M from FY24 to FY25.
- To date, VP has applied \$1.3M toward the advance with a remaining balance of \$650K to be paid by the end of the year.
- ACE has submitted the necessary supporting documentation for the \$900K advance received.

Terry Branch made a motion to approve the June and July Financial Report. Yash Patel seconded the motion, and it was approved unanimously.

### **Executive Committee Report**

The committee met on 8.7.25 and discussed floor repairs required at the Visit Pensacola office, approved a resolution for an employee PTO shortage by Landrum HR payroll system, and discussed in detail the Comptroller's Office issue with the payment of commission on media invoices to Showcase Pensacola.

The Comptroller's Office identified a discrepancy in the agreement with Showcase Pensacola that does not reflect how Showcase Pensacola bills Visit Pensacola for commission on media invoices. The issue is 15% commission on net invoice vs. the calculation of 17.65% on the net invoice to get to the gross invoice amount. Based on the language in the agreement, the Comptroller's Office stated that Showcase Pensacola was overbilling the commission by 2.65% and that this amount should be repaid to Escambia County.

Discussions were held with previous staff and the original 2014 Agreement and four amendments were reviewed. In those documents, the calculation of 17.65% on net invoices was clearly stated. Visit Pensacola has been aware of the 17.65% calculation and paying the invoices without concern. The Comptroller's Office has been paying these invoices without question until June of this year.

Based on the findings, there is no evidence of intentional misrepresentation, and this is a mutual mistake/omission. The Executive Committee, in consultation with Attorney Robert Rushing, recommends an amendment be made to the existing agreement effective October 1, 2020, to clarify that the commission paid to Showcase Pensacola will be 17.65% of the net invoice.

The new agreement with Showcase Pensacola will start October 1, 2025, and is being developed. The retainer and commission percentage (and calculation) are being evaluated in consideration of budget and organizational changes since 2020.

Brady Hale made a motion to approve the Amendment to Showcase Pensacola's contract that clearly states the 17.65% commission on net invoices effective 10/1/2020. Terry Branch seconded the motion, and it was approved unanimously.

### **Vendor Contract Approval**

There is one vendor contract that was presented to the Finance Committee that needs to be approved by the Board of Directors. It is for Granicus (formerly Simpleview) which provides the CRM platform for Visit Pensacola. An approval of this amendment will extend the existing contract another two years with a 5% rate increase each year. Christina Sasser made a motion to approve the Vendor Contract. Robin Reshard seconded the motion, and it was approved unanimously.

### **FY2026 Budget Review/Approval**

Schaefer walked the board through the Fiscal Year 2026 Budget that was presented at the Finance Committee meeting held on August 12, 2025. Schaefer reviewed the Unified Budget of \$14,392,921 and Visit Pensacola's Budget of \$11,096,174. Visit Pensacola's Expenses are \$8,882,764 Direct Programming (80.05%), \$568,830 Operations (5.13%), and \$1,644,580 Personnel (14.82%).

There was some discussion around staff compensation and if they get an automatic increase every year. Schaefer stated that they are evaluated and eligible to receive a merit increase up to 5%. Hale asked if wages were competitive compared to our peers. Schaefer stated that they are based on budget, but he can work on getting an updated compensation analysis through Destinations International.

Hale made a motion to approve the FY2026 Budget. Branch seconded the motion, and it was approved unanimously.

### **FY2026 Marketing Plan Approval**

The Showcase team walked through the FY26 Marketing Plan that was presented at the July Quarterly Marketing Meeting on July 23, 2025. Ali Green made a motion to approve the FY2026 Marketing Plan. Dae Patel seconded the motion, and it was approved unanimously.

### **Nomination Committee**

Gilliam reviewed the nomination process that included 31 applications. Applicants that weren't selected will receive a letter from Gilliam and Rachael Gillette recommending involvement in Visit Pensacola committees.

Recommended Applicants to serve on the Board of Directors (3 Year Term FY26-FY28):

- Lodging/Pensacola Beach – Gabe DiCianni
- Lodging/Mainland West – Diana Graff
- Arts, Culture, Heritage – Bridget Middleton
- At-Large – Brent Lane

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

- Chairman – Sterling Gilliam
- Vice-Chairman – Brady Hale
- Treasurer – Gabe DiCianni
- Secretary – Yash Patel

Dae Patel made a motion to approve the Slate of Candidates for the FY26 Board of Directors. Branch seconded the motion, and it was approved unanimously.

#### **April – July 2025 Quarterly Report – Downs & St. Germain – Erin Dinkel & Emily Smith**

The team from Downs & St. Germain updated the board on the research from April-July 2025.

#### **Marketing Updates – Showcase Pensacola**

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

Florida Public Relations Association awarded Visit Pensacola with the Judges Award for the Visit Pensacola Dive & Dine Press Trip that resulted in 12 placements, 164,149,889 impressions, and \$3,281,506 in earned media.

An example of our social media efforts, from the Blue Angels Airshow in July:

Impressions: 9.2M, Engagements: 393K, Post Link Clicks: 519, Shares: 34,706, and Video Views: 6.4M. This was the first time a Pensacola Beach Airshow reel reached over 1M views with 3.2M. Sneak pass video on Facebook reached 1.5M views

The meeting was adjourned at 5:13 PM by Gilliam.


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


## VISIT PENSACOLA BOARD MEETING

### September 17, 2025

## VP Financials



 800.874.1234  
fax: 850.432.8211

 1401 E. Gregory St.  
Pensacola, FL 32502

 [www.VisitPensacola.com](http://www.VisitPensacola.com)

## **FINANCE COMMITTEE MEETING**

**SEPTEMBER 17, 2025**

**1:00pm-2:00pm**

### **AGENDA**

- CALL MEETING TO ORDER
- APPROVAL OF PREVIOUS MEETING MINUTES\*
- AUGUST FINANCIAL STATEMENTS\*
- VP AUGUST SUBMISSION\*
- AGREEMENTS/CONTRACTS – REVIEW AND / OR APPROVAL\*
  - LINE OF CREDIT
  - MAGIC TORCH
  - ADARA
  - TRAVPRO
- AUGUST STATS (JULY TDT COLLECTIONS)
- PUBLIC COMMENTS
- ADJOURN

\*ACTION ITEMS

## **Finance Committee**

Meeting Minutes

Via Zoom

August 12, 2025

**Opening:** The regular meeting of the Finance Committee was called to order at 1:05 PM on Tuesday August 12, 2025, via Zoom by Dae Patel.

**Present:** Dae Patel, Darien Schaefer, Wandy Samuel, Lana Malaise, Kaya Man, Nicole Stacey, Shawn Brown, Ashley Hendrickson, Terry Branch, Ray Palmer

### **Old Business**

**Meeting Minutes:** *A motion was made by* Terry Branch seconded by Ray Palmer to approve the July 22, 2025, Minutes.

### **July Financial Statements**

Wandy Samuel provided and presented the June Finances that were submitted to the county.

### **July Takeaways:**

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

### **Major Highlights:**

- The Office of Management and Budget has rolled over \$1.4M from FY24 to FY25.
- To date, VP has applied \$1.3M toward the advance with a remaining balance of \$650K to be paid by the end of the year.
- ACE has submitted the necessary supporting documentation for the \$900K advance received.

Samuel stated that there will be a few expenses that will be accrued by the end of the FY from ACE and they will be applied to the FY26 year.

Ray Palmer asked what some of the denied expenses that Visit Pensacola had to “eat”. Samuel gave a few examples travel writers, GSA meals on travel, etc. He also mentioned that the Clerk’s office has become more understanding on travel writers as long as bios and written pieces were provided.

Branch asked what would look like have \$50K in bad debt on the PNL.

**A motion was made by** Terry Branch seconded by Ray Palmer to accept the July Financials as presented. There was no discussion. The vote was unanimous for approval. The motion passed.

### ***FY26 Unified Budget***

Samuel walked the committee through the FY26 budget that was submitted to the county and what will be voted on at tomorrow's board meeting.

Some discussion around the budget was talked about amongst the committee.

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

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

**A motion was made by** Terry Branch seconded by Ray Palmer to accept the FY26 Budget that will be presented to the full board. There was no discussion. The vote was unanimous for approval. The motion passed.

## VP July Submission

### INVOICE

Visit Pensacola Inc  
1401 E Gregory St  
Pensacola, FL 32502

wsamuel@visitpensacola.com  
+1 (850) 434-7626

Bill to  
OMB FY25  
OMB - Allyson M Parden  
221 Palafox St  
Pensacola, FL 32502

Ship to  
OMB FY25  
OMB - Allyson M Parden  
221 Palafox St  
Pensacola, FL 32502

#### Invoice details

Invoice no.: 89  
Terms: Net 30  
Invoice date: 07/31/2025  
Due date: 08/30/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		FY25 PO#250900	FY25 TDT Misc. Appropriations Agreement-VP	1	\$325,104.90	\$325,104.90
2.		FY25 PO#250900	FY25 TDT Misc. Appropriations Agreement-VP-applied to advance	1	-\$150,000.00	-\$150,000.00
Total						<b>\$175,104.90</b>

#### Ways to pay

**A motion was made by** Terry Branch seconded by Ray Palmer to approve the July Submissions to the county as presented. There was no discussion. The vote was unanimous for approval. The motion passed.

### New Contract Review and/or Approval

Shawn Brown walked the committee through the new contract for Visit Pensacola's CRM, Granicus. The contract expires September 30, 2025. Visit can extend that contract to two more years and Brown is seeking the committee's approval to bring it before the board at the board meeting tomorrow.

### Renewing Subscription Fees

#### Solution Billing

#### Frequency Quantity/Unit Annual Fee

CRM-API: Forms API - Licensing Quarterly 1 Each \$1,050.00



CRM-PLATFORM: Tier 3 - Intermediate -  
Licensing Quarterly 1 Each \$24,150.00  
CRM-INTEGRATION: Outlook Toolbar / Gmail  
Add-On - Licensing Quarterly 1 Each \$2,625.00  
CRM Training (Recurring) Quarterly 1 Each \$4,200.00  
CRM-MODULE: Partner Marketplace - 1  
Form (Free) - Licensing Quarterly 1 Each \$0.00  
CRM-FEED: Calendar of Events XML -  
Licensing Quarterly 1 Each \$630.00  
CRM-API: Listings & Special Offers API -  
Licensing Quarterly 1 Each \$2,625.00  
Eventsforce: Eventsforce Registration  
Platform - Basic License Quarterly 1 Each \$3,675.00  
**SUBTOTAL: \$38,955.00**

***A motion was made by*** Ray Palmer seconded by Terry Branch to submit the new contract to the board as presented to be voted on. There was no discussion. The vote was unanimous for approval. The motion passed.

***TDT Collections - July Stats***

Darien Schaefer walked the committee through the most recent TDT collections. The report has not come out as of this meeting. Schaefer will send it out to the board and committee once the report has been published.

***Public Comment:*** No public comment

***Adjournment:*** Meeting was adjourned by Dae Patel 1:54 PM.

*Minutes submitted by Ashley Hendrickson, Administration Assistant, Visit Pensacola, Inc.*



# Visit Pensacola Financial Report August 2025

## FY25 AUGUST TAKEAWAYS:

Unified financial statement reports a net Income of \$247K. VP was able to bill the county for invoices for Showcase, ACE and monthly VP expenses.

## MAJOR HIGHLIGHTS:

The TDC has approved the Unified budget request and now awaiting final approval from the BOCC.

To date, VP has applied \$1.625M toward the advance with a remaining balance of \$375K to be paid by the end of the year.

Expenses related to the initial \$900K advance have been submitted. Additionally, ACE has submitted a second funding request in the amount of \$903K.

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

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

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$766,720.87. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$3,125.88

VISIT PENSACOLA ONLY Month to date total Revenue = \$769,846.75

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$463,879.71

Operations \$40,078.20

Personnel \$117,941.42

VISIT PENSACOLA ONLY Month to Date total Expense = \$621,899.33

**VISIT PENSACOLA Only Month to Date Net Income= \$147,947.42**

UNIFIED Year to Date TDT revenue totaled \$10,203,868.23

UNIFIED Year To Date Private revenue totaled \$300,445.16

UNIFIED Year to date total Revenue = \$10,504,313.39

UNIFIED Year to date expense:

Direct Programming \$8,530,896.63

Operations \$383,115.06

Personnel \$1,343,071.39

UNIFIED Year to Date total Expense = \$10,257,083.08

**UNIFIED Year to Date Net Income = \$247,230.31**

## County Submissions

\* July's submission has been submitted to the county on August 13th.

# Balance Sheet

Visit Pensacola Inc

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	267,934.79
1025 EFT TDT #4196	\$502,557.17
1027 EFT TDT #4196-ACE	0.00
<b>Total for 1025 EFT TDT #4196</b>	<b>\$502,557.17</b>
1030 Partner#2177	\$104,205.42
1033 PPP LOan	0.00
<b>Total for 1030 Partner#2177</b>	<b>\$104,205.42</b>
1035 Reserves #3955	20,775.97
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$895,588.35</b>
Accounts Receivable	
1200 Accounts Receivable	\$954,327.93
1200-5 Membershp Receivable	0.00
<b>Total for 1200 Accounts Receivable</b>	<b>\$954,327.93</b>
<b>Total for Accounts Receivable</b>	<b>\$954,327.93</b>
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	100.91
1405 Prepaid Expenses	90,894.49
1410 Prepaid Insurance	9,676.21
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
<b>Total for Other Current Assets</b>	<b>\$100,671.61</b>
<b>Total for Current Assets</b>	<b>\$1,950,587.89</b>
Fixed Assets	
1300 Furniture & Fixtures	\$0.00
1997 Acc Depr - F&F	0.00
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>\$0.00</b>

# Balance Sheet

Visit Pensacola Inc

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	\$0.00
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
<b>Total for 1350 Equipment</b>	<b>\$0.00</b>
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
Other Assets	0.00
<b>Total for Assets</b>	<b>\$1,950,587.89</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-586,699.75
<b>Total for Accounts Payable</b>	<b>-\$586,699.75</b>
Credit Cards	
2000 Visit Pensacola P-Card	46,278.22
2002 Regions Membership PCard	2,191.99
<b>Total for Credit Cards</b>	<b>\$48,470.21</b>
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	35.25
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	210,329.40
2700 Unearned Revenue	385,440.00
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$674,620.44</b>
<b>Total for Current Liabilities</b>	<b>\$136,390.90</b>
Long-term Liabilities	0.00
<b>Total for Liabilities</b>	<b>\$136,390.90</b>

# Balance Sheet

Visit Pensacola Inc

As of August 31, 2025

DISTRIBUTION ACCOUNT		TOTAL
Equity		
32000 Unrestricted Net Assets		1,566,966.68
Net Income		247,230.31
<b>Total for Equity</b>		<b>\$1,814,196.99</b>
<b>Total for Liabilities and Equity</b>		<b>\$1,950,587.89</b>

**VISIT PENSACOLA**  
**PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY**

	Aug-25 Oct - August, 2025 (YTD)		Budget	Remaining	% of Budget	% Remaining
Actual						
Income						
4000 Tourism Development Tax-TDT	491,720.87	7,055,726.65	7,838,125.00	782,398.35	90.02%	9.98%
Advance Payment	275,000.00	1,625,000.00	2,000,000.00	375,000.00	81.25%	18.75%
4050 · TDT Supplemental			512,571.00	512,571.00	100.00%	0.00%
Rollover from FY24			1,409,346.00	1,409,346.00	100.00%	
Total 4000 Tourism Development Tax-TDT	\$ 766,720.87	\$ 8,680,726.65	\$ 11,760,042.00	\$ 3,079,315.35	73.82%	26.18%
Total Income	\$ 766,720.87	\$ 8,680,726.65	\$ 11,760,042.00	\$ 3,079,315.35	73.82%	26.18%
Gross Profit	\$ 766,720.87	\$ 8,680,726.65	\$ 11,760,042.00	\$ 3,079,315.35	73.82%	26.18%
Expenses						
1 Direct Programming						
5090 Marketing Research	-14,197.27	356,867.23	370,720.00	13,852.77	96.26%	3.74%
5100 Advertising/Media	3,122.04	86,937.59	99,800.00	12,862.41	87.11%	12.89%
5110 Public Relations	8,362.11	134,140.12	167,610.00	33,469.88	80.03%	19.97%
5120 Advertising Production		18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	18,582.96	365,838.75	420,252.00	54,413.25	87.05%	12.95%
5140 Festivals & Events Granted		102,661.69	112,661.69	10,000.00	91.12%	8.88%
5141 Festivals & Event Local Support		110,468.54	113,191.05	2,722.51	97.59%	2.41%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions		47,058.56	58,170.68	11,112.12	80.90%	19.10%
5160 Sales Promotions	23,360.47	76,920.71	112,000.00	35,079.29	68.68%	31.32%
5170 Brochures and Collateral	1,781.50	150,633.66	153,200.00	2,566.34	98.32%	1.68%
5180 Tradeshows	3,371.91	178,437.94	188,950.00	10,512.06	94.44%	5.56%
5190 Showcase	399,791.17	5,665,118.24	7,653,928.75	1,988,810.51	74.02%	25.98%
5210 Regional Partnership	7,187.50	79,062.50	83,000.00	3,937.50	95.26%	4.74%
5215 Tourism Development Projects			0.00	0.00	#DIV/0!	#DIV/0!
5220 Registration		24,286.24	45,750.00	21,463.76	53.08%	46.92%
5230 Dues and Subscriptions	4,525.26	61,606.53	64,020.00	2,413.47	96.23%	3.77%
5400 Business Travel & Entertainment	5,079.14	45,187.11	87,620.00	42,432.89	51.57%	48.43%
5500 Visitor Awareness Education		27,015.27	34,670.00	7,654.73	77.92%	22.08%
Total 1 Direct Programming	\$ 460,966.79	\$ 7,530,622.19	\$ 9,808,580.00	\$ 2,277,957.81	76.78%	23.22%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	786.48	6,647.70	9,100.00	2,452.30	73.05%	26.95%
5520 Committee Expenses			3,000.00	3,000.00	0.00%	100.00%
5600 Building Maintenance & Repair	4,913.82	65,127.96	100,715.00	35,587.04	64.67%	35.33%
5610 Computer&IT Maintenance&Repair	4,696.56	44,513.58	46,400.00	1,886.42	95.93%	4.07%
5630 Insurance Building & Content	1,656.94	15,157.76	38,200.00	23,042.24	39.68%	60.32%
5640 D & O and Liability Insurance	206.58	5,028.29	7,100.00	2,071.71	70.82%	29.18%
5650 Audit		25,000.00	25,000.00	0.00	100.00%	0.00%
5660 Legal Services	7,058.00	14,152.00	16,000.00	1,848.00	88.45%	11.55%
5670 CPA/ Financial Services	437.50	6,502.70	8,200.00	1,697.30	79.30%	20.70%
5700 Postage	2,746.27	23,435.47	42,000.00	18,564.53	55.80%	44.20%
5710 Supplies Coffee/Sodas		1,205.65	3,500.00	2,294.35	34.45%	65.55%
5720 Office Supplies	818.57	12,209.78	12,500.00	290.22	97.68%	2.32%
5730 Storage and Delivery	1,134.71	12,581.63	20,800.00	8,218.37	60.49%	39.51%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service		6,868.14	8,400.00	1,531.86	81.76%	18.24%
5765 Cell Phone	754.30	8,151.58	9,600.00	1,448.42	84.91%	15.09%
5770 Utilities	3,740.48	39,296.80	49,000.00	9,703.20	80.20%	19.80%
5780 Copier	846.33	9,512.30	11,600.00	2,087.70	82.00%	18.00%
5790 Capital Expenditures	9,489.19	13,134.19	40,000.00	26,865.81	32.84%	67.16%
6001 Bank Service Charge				0.00		
6500 Taxes		70.00	65.00	-5.00	107.69%	-7.69%
Total 2 Operating Costs	\$ 39,285.73	\$ 308,605.53	\$ 451,190.00	\$ 142,584.47	68.40%	31.60%
3 Personnel Costs				0.00		
5800 Salaries	94,297.09	1,062,948.24	1,211,858.00	148,909.76	87.71%	12.29%
5830 Auto	461.54	5,258.26	6,000.00	741.74	87.64%	12.36%
5840 401K Contribution Match	3,753.07	40,861.75	48,600.00	7,738.25	84.08%	15.92%
5850 Employee Insurance	9,148.02	86,113.69	104,600.00	18,486.31	82.33%	17.67%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,455.55	110,807.34	123,814.00	13,006.66	89.50%	10.50%
5890 Staff Education		3,617.04	5,000.00	1,382.96	72.34%	27.66%
Total 3 Personnel Costs	\$ 117,115.27	\$ 1,309,644.43	\$ 1,500,272.00	\$ 190,627.57	87.29%	12.71%
Total Expenses	\$ 617,367.79	\$ 9,148,872.15	\$ 11,760,042.00	\$ 11,142,674.21	77.80%	94.75%
Net Operating Income	\$ 149,353.08	-\$ 468,145.50	\$ 0.00	-\$ 149,353.08		
Net Income	\$ 149,353.08	-\$ 468,145.50	\$ 0.00	-\$ 149,353.08		

# VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Aug-25 Oct - August, 2025 (YTD)		Budget	Remaining	% of Budget	% Remaining
	Actual					
<b>Income</b>						
4100 Membership Dues	600.00	149,600.08	133,000.00	-16,600.08	112.48%	-12.48%
4150 Advertising Income	1,994.99	119,007.49	122,000.00	2,992.51	97.55%	2.45%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	52.64	13,978.55	200.00	-13,778.55	6989.28%	-6889.28%
4620 Interest Income	8.25	126.50	1,000.00	873.50	12.65%	87.35%
4640 Event Income	470.00	17,732.54	14,000.00	-3,732.54	126.66%	-26.66%
<b>Total Income</b>	<b>\$ 3,125.88</b>	<b>\$ 300,445.16</b>	<b>\$ 420,200.00</b>	<b>\$ 119,754.84</b>	<b>71.50%</b>	<b>28.50%</b>
<b>Gross Profit</b>	<b>\$ 3,125.88</b>	<b>\$ 300,445.16</b>	<b>\$ 420,200.00</b>	<b>\$ 119,754.84</b>	<b>71.50%</b>	<b>28.50%</b>
<b>Expenses</b>						
<b>1 Direct Programming</b>						
5100 Advertising/Media		2,413.31	4,000.00	1,586.69	60.33%	39.67%
5110 Public Relations	755.37	12,527.08	29,000.00	16,472.92	43.20%	56.80%
5120 Advertising Production				0.00		
5130 Internet Site Production	922.25	9,558.60	10,000.00	441.40	95.59%	4.41%
5140 Festivals & Events Granted			5,000.00	5,000.00	0.00%	100.00%
5141 Festivals & Event Local Support		660.16	8,000.00	7,339.84	8.25%	91.75%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		195.13	5,550.00	5,354.87	3.52%	96.48%
5160 Sales Promotions		1,223.86	19,500.00	18,276.14	6.28%	93.72%
5170 Brochures and Collateral		102.88	3,500.00	3,397.12	2.94%	97.06%
5180 Tradeshow	37.96	2,527.41	12,000.00	9,472.59	21.06%	78.94%
5190 Showcase			2,000.00	2,000.00	0.00%	100.00%
5210 Regional Partnership		11,520.00	12,500.00	980.00	92.16%	7.84%
5220 Registration		713.20	2,000.00	1,286.80	35.66%	64.34%
5230 Dues and Subscriptions		238.69	5,000.00	4,761.31	4.77%	95.23%
5400 Business Travel & Entertainment		161.45	5,185.00	5,023.55	3.11%	96.89%
5400-1 Disallowed Travel Expense	225.02	1,927.23	6,395.00	4,467.77	30.14%	69.86%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 225.02</b>	<b>\$ 2,088.68</b>	<b>\$ 11,580.00</b>	<b>\$ 9,491.32</b>	<b>18.04%</b>	<b>81.96%</b>
5500 Visitor Awareness Education	972.32	56,505.44	57,120.00	614.56	98.92%	1.08%
<b>Total 1 Direct Programming</b>	<b>\$ 2,912.92</b>	<b>\$ 100,274.44</b>	<b>\$ 186,750.00</b>	<b>\$ 86,475.56</b>	<b>1.56%</b>	<b>46.31%</b>
<b>2 Operating Costs</b>						
5450 Auto/ Local Travel	112.89	1,103.07	2,200.00	1,096.93	50.14%	49.86%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage		133.68	200.00	66.32		
5710 Supplies Coffee/Sodas	184.13	4,368.24	5,700.00	1,331.76	76.64%	23.36%
5720 Office Supplies		61.45	1,200.00	1,138.55	5.12%	94.88%
5730 Storage and Delivery			1,000.00	1,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	8.70	779.69	2,500.00	1,720.31	31.19%	68.81%
5920 Bad Debt Expense		49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	170.37	11,245.82	11,300.00	54.18	99.52%	0.48%
6010 Credit Card Processing Fee	281.13	6,429.38	6,800.00	370.62	94.55%	5.45%
6500 Taxes	35.25	1,226.69	4,000.00	2,773.31	30.67%	69.33%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 792.47</b>	<b>\$ 74,509.53</b>	<b>\$ 187,150.00</b>	<b>\$ 112,640.47</b>	<b>39.81%</b>	<b>60.19%</b>
<b>3 Personnel Costs</b>						
5810 Commissions	542.50	26,741.25	28,500.00	1,758.75	93.83%	6.17%
5840 401K Contribution Match	32.55	1,141.44	1,800.00	658.56	63.41%	36.59%
5850 Employee Insurance	126.75	2,336.56	8,400.00	6,063.44	27.82%	72.18%
5880 Payroll Expense	54.36	2,704.24	3,600.00	895.76	75.12%	24.88%
5890 Staff Education	69.99	503.47	4,000.00	3,496.53	12.59%	87.41%
<b>Total 3 Personnel Costs</b>	<b>\$ 826.15</b>	<b>\$ 33,426.96</b>	<b>\$ 46,300.00</b>	<b>\$ 12,873.04</b>	<b>72.20%</b>	<b>27.80%</b>
<b>Total Expenses</b>	<b>\$ 4,531.54</b>	<b>\$ 208,210.93</b>	<b>\$ 420,200.00</b>	<b>\$ 211,989.07</b>	<b>49.55%</b>	<b>50.45%</b>
<b>Net Operating Income</b>	<b>-\$ 1,405.66</b>	<b>\$ 92,234.23</b>	<b>\$ 0.00</b>	<b>-\$ 92,234.23</b>		
<b>Net Income</b>	<b>-\$ 1,405.66</b>	<b>\$ 92,234.23</b>	<b>\$ 0.00</b>	<b>-\$ 92,234.23</b>		

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Aug-25					
	Actual	Oct - August, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE	483,470.98	1,523,141.58	1,954,375.00	431,233.42	77.93%	22.07%
4000 Tourism Development Tax-TDT	491,720.87	7,055,726.65	7,838,125.00	782,398.35	90.02%	9.98%
Advance Payment	375,000.00	1,625,000.00	2,000,000.00	375,000.00	81.25%	18.75%
4050 · TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Rollover from FY24			2,245,852.00			
Total 4000 Tourism Development Tax-TDT	\$ 1,350,191.85	\$ 10,203,868.23	\$ 14,652,747.00	\$ 4,448,878.77	69.64%	30.36%
4100 Membership Dues	600.00	149,600.08	133,000.00	-16,600.08	112.48%	-12.48%
4150 Advertising Income	1,994.99	119,007.49	122,000.00	2,992.51	97.55%	2.45%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	52.64	13,978.55	200.00	-13,778.55	6989.28%	-6889.28%
4620 Interest Income	8.25	126.50	1,000.00	873.50	12.65%	87.35%
4640 Event Income	470.00	17,732.54	14,000.00	-3,732.54	126.66%	-26.66%
Total Income	\$ 1,353,317.73	\$ 10,504,313.39	\$ 15,072,947.00	\$ 4,568,633.61	69.69%	30.31%
Gross Profit	\$ 1,353,317.73	\$ 10,504,313.39	\$ 15,072,947.00	\$ 4,568,633.61	69.69%	30.31%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	-14,197.27	356,867.23	370,720.00	13,852.77	96.26%	3.74%
5100 Advertising/Media	3,122.04	89,350.90	103,800.00	14,449.10	86.08%	13.92%
5110 Public Relations	9,117.48	146,667.20	196,610.00	49,942.80	74.60%	25.40%
5120 Advertising Production		18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	19,505.21	375,397.35	430,252.00	54,854.65	87.25%	12.75%
5140 Festivals & Events Granted		102,661.69	117,661.69	15,000.00	87.25%	12.75%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions		47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	23,360.47	78,144.57	131,500.00	53,355.43	59.43%	40.57%
5170 Brochures and Collateral	1,781.50	150,736.54	156,700.00	5,963.46	96.19%	3.81%
5180 Tradeshows	3,409.87	180,965.35	200,950.00	19,984.65	90.05%	9.95%
5190 Showcase	399,791.17	5,665,118.24	7,655,928.75	1,990,810.51	74.00%	26.00%
5210 Regional Partnership	7,187.50	90,582.50	95,500.00	4,917.50	94.85%	5.15%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration		24,999.44	47,750.00	22,750.56	52.35%	47.65%
5230 Dues and Subscriptions	4,525.26	61,845.22	69,020.00	7,174.78	89.60%	10.40%
5400 Business Travel & Entertainment	5,079.14	44,845.23	92,805.00	47,959.77	48.32%	51.68%
5400-1 Disallowed Travel Expense	225.02	2,430.56	6,395.00	3,964.44	38.01%	61.99%
Total 5400 Business Travel & Entertainment	\$ 5,304.16	\$ 47,275.79	\$ 99,200.00	\$ 51,924.21	47.66%	52.34%
5500 Visitor Awareness Education	972.32	83,520.71	91,790.00	8,269.29	90.99%	9.01%
7400 ACE - DP		900,000.00	2,892,705.00	1,992,705.00	0.00%	68.89%
Total 1 Direct Programming	\$ 463,879.71	\$ 8,530,896.63	\$ 12,888,035.00	\$ 4,357,138.37	66.19%	33.81%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	899.37	7,750.77	11,300.00	3,549.23	68.59%	31.41%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	4,913.82	65,128.18	100,715.00	35,586.82	64.67%	35.33%
5610 Computer&IT Maintenance&Repair	4,696.56	44,513.58	46,400.00	1,886.42	95.93%	4.07%
5630 Insurance Building & Content	1,656.94	15,157.76	38,200.00	23,042.24	39.68%	60.32%
5640 D & O and Liability Insurance	206.58	5,028.29	7,100.00	2,071.71	70.82%	29.18%
5650 Audit		25,000.00	25,000.00	0.00	100.00%	0.00%
5660 Legal Services	7,058.00	14,152.00	16,000.00	1,848.00	88.45%	11.55%
5670 CPA/ Financial Services	437.50	6,502.70	8,200.00	1,697.30	79.30%	20.70%
5700 Postage	2,746.27	23,568.93	42,200.00	18,631.07	55.85%	44.15%
5710 Supplies Coffee/Sodas	184.13	5,573.89	9,200.00	3,626.11	60.59%	39.41%
5720 Office Supplies	818.57	12,271.23	13,700.00	1,428.77	89.57%	10.43%
5730 Storage and Delivery	1,134.71	12,581.63	21,800.00	9,218.37	57.71%	42.29%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service		6,868.14	8,400.00	1,531.86	81.76%	18.24%
5765 Cell Phone	754.30	8,151.58	9,600.00	1,448.42	84.91%	15.09%
5770 Utilities	3,740.48	39,296.80	49,000.00	9,703.20	80.20%	19.80%
5780 Copier	846.33	9,512.30	11,600.00	2,087.70	82.00%	18.00%
5790 Capital Expenditures	9,489.19	13,134.19	40,000.00	26,865.81	32.84%	67.16%
5900 Miscellaneous Expenses	8.70	779.69	2,500.00	1,720.31	31.19%	68.81%
5920 Bad Debt Expense		49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	170.37	11,245.82	11,300.00	54.18	99.52%	0.48%
6010 Credit Card Processing Fee	281.13	6,429.38	6,800.00	370.62	94.55%	5.45%
6500 Taxes	35.25	1,296.69	4,065.00	2,768.31	31.90%	68.10%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 40,078.20	\$ 383,115.06	\$ 638,340.00	\$ 255,224.94	60.02%	39.98%
3 Personnel Costs						
5800 Salaries	94,297.09	1,062,948.24	1,211,858.00	148,909.76	87.71%	12.29%



UNIFIED						
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES						
5810 Commissions	542.50	26,741.25	28,500.00	1,758.75	93.83%	6.17%
5830 Auto	461.54	5,258.26	6,000.00	741.74	87.64%	12.36%
5840 401K Contribution Match	3,785.62	42,003.19	50,400.00	8,396.81	83.34%	16.66%
5850 Employee Insurance	9,274.77	88,450.25	113,000.00	24,549.75	78.27%	21.73%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,509.91	113,511.58	127,414.00	13,902.42	89.09%	10.91%
5890 Staff Education	69.99	4,120.51	9,000.00	4,879.49	45.78%	54.22%
Total 3 Personnel Costs	\$ 117,941.42	\$ 1,343,071.39	\$ 1,546,572.00	\$ 203,500.61	86.84%	13.16%
Total Expenses	\$ 621,899.33	\$ 10,257,083.08	\$ 15,072,947.00	\$ 4,815,863.92	68.05%	31.95%
Net Operating Income	\$ 731,418.40	\$ 247,230.31	\$ 0.00	-\$ 247,230.31		
Net Income	\$ 731,418.40	\$ 247,230.31	\$ 0.00	-\$ 247,230.31		



	MTD FY25		YTD FY25			FY25		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$766,720.87		\$8,680,726.65	\$1,523,141.58	1 \$10,203,868.23	\$13,500,000.00	\$ 3,296,131.77	24%
Supplemental	\$0.00				\$0.00		\$ -	#DIV/0!
Private Revenue	\$0.00	\$3,125.88	\$300,445.16		2 \$300,445.16	\$445,200.00	\$ 144,754.84	33%
<b>Total Revenue</b>	<b>A \$766,720.87</b>	<b>B \$3,125.88</b>	<b>\$8,981,171.81</b>	<b>\$1,523,141.58</b>	<b>3 \$10,504,313.39</b>	<b>\$13,945,200.00</b>	<b>\$ 3,440,886.61</b>	<b>25%</b>
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY25 BUDGET	% REMAINING OF BUDGET
Direct Programming	D \$460,966.79	D \$2,912.92	\$7,630,896.63	\$900,000.00	4 \$8,530,896.63	\$11,309,978.00	\$ 2,779,081.37	25%
Operations	E \$39,285.73	E \$792.47	\$383,115.06		5 \$383,115.06	\$694,055.00	\$ 310,939.94	45%
Personnel	F \$117,115.27	F \$826.15	\$1,343,071.39		6 \$1,343,071.39	\$1,941,167.00	\$ 598,095.61	31%
<b>Total Expenses</b>	<b>G \$617,367.79</b>	<b>G \$4,531.54</b>	<b>\$9,357,083.08</b>	<b>\$900,000.00</b>	<b>7 \$10,257,083.08</b>	<b>\$13,945,200.00</b>	<b>\$3,688,116.92</b>	<b>26%</b>
			\$8,735,183.75		\$9,635,183.75			
<i>Net Income (loss)</i>	<b>H \$149,353.08</b>	<b>H -\$1,405.66</b>	<b>-\$375,911.27</b>	<b>\$623,141.58</b>	<b>8 \$247,230.31</b>	<b>\$0.00</b>		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

ARTS, CULTURE ENTERTAINMENT PROFIT LOSS BUDGET PERFORMANCE

Jul-25						
	Actual	Oct - July (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-						
TDT	583,470.98	1,523,141.58	1,954,375.00	431,233.42	29.85%	22.07%
4050 · TDT Supplemental			101,824.00	101,824.00	100.00%	0.00%
Total Income	\$ 583,470.98	\$ 1,523,141.58	\$ 2,056,199.00	\$ 533,057.42	28.38%	25.92%
Gross Profit	\$ 583,470.98	\$ 1,523,141.58	\$ 2,056,199.00	\$ 533,057.42	28.38%	25.92%
Expenses						
1 Direct Programming				0.00		
7400 ACE - DP		900,000.00	2,056,199.00	1,156,199.00	0.00%	56.23%
Total 1 Direct Programming	\$ 0.00	\$ 900,000.00	\$ 2,056,199.00	\$ 1,156,199.00	0.00%	56.23%
Total Expenses	\$ 0.00	\$ 900,000.00	\$ 2,056,199.00	\$ 1,156,199.00	0.00%	56.23%
Net Operating Income	\$ 583,470.98	\$ 623,141.58	\$ 0.00	-\$ 623,141.58		
Net Income	\$ 583,470.98	\$ 623,141.58	\$ 0.00	-\$ 623,141.58		

# VISIT PENSACOLA ONLY ALL FUNDING SOURCES

	Aug-25					
	Actual	Oct - August, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
<b>Income</b>						
4000 Tourism Development Tax-TDT	491,720.87	7,055,726.65	7,838,125.00	782,398.35	90.02%	9.98%
Advance Payment	275,000.00	1,625,000.00	2,000,000.00	375,000.00	81.25%	18.75%
4050 - TDT Supplemental			512,571.00	1,034,242.00	201.78%	0.00%
			1,409,346.00			
<b>Total 4000 Tourism Development Tax-TDT</b>	<b>\$ 766,720.87</b>	<b>\$ 8,680,726.65</b>	<b>\$ 11,760,042.00</b>	<b>\$ 3,079,315.35</b>	<b>73.82%</b>	<b>26.18%</b>
4100 Membership Dues	600.00	149,600.08	133,000.00	-16,600.08	112.48%	-12.48%
4150 Advertising Income	1,994.99	119,007.49	122,000.00	2,992.51	97.55%	2.45%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	52.64	13,978.55	200.00	-13,778.55	6989.28%	-6889.28%
4620 Interest Income	8.25	126.50	1,000.00	873.50	12.65%	87.35%
4640 Event Income	470.00	17,732.54	14,000.00	-3,732.54	126.66%	-26.66%
<b>Total Income</b>	<b>\$ 769,846.75</b>	<b>\$ 8,981,171.81</b>	<b>\$ 12,180,242.00</b>	<b>\$ 3,199,070.19</b>	<b>73.74%</b>	<b>26.26%</b>
<b>Gross Profit</b>	<b>\$ 769,846.75</b>	<b>\$ 8,981,171.81</b>	<b>\$ 12,180,242.00</b>	<b>\$ 3,199,070.19</b>	<b>73.74%</b>	<b>26.26%</b>
<b>Expenses</b>						
1 Direct Programming						
5090 Marketing Research	-14,197.27	356,867.23	370,720.00	13,852.77	96.26%	3.74%
5100 Advertising/Media	3,122.04	89,350.90	103,800.00	14,449.10	86.08%	13.92%
5110 Public Relations	9,117.48	146,667.20	196,610.00	49,942.80	74.60%	25.40%
5120 Advertising Production		18,381.51	21,035.83	2,654.32	87.38%	12.62%
5130 Internet Site Production	19,505.21	375,397.35	430,252.00	54,854.65	87.25%	12.75%
5140 Festivals & Events Granted		102,661.69	117,661.69	15,000.00	87.25%	12.75%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions		47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	23,360.47	78,144.57	131,500.00	53,355.43	59.43%	40.57%
5170 Brochures and Collateral	1,781.50	150,736.54	156,700.00	5,963.46	96.19%	3.81%
5180 Tradeshows	3,409.87	180,965.35	200,950.00	19,984.65	90.05%	9.95%
5190 Showcase	399,791.17	5,665,118.24	7,655,928.75	1,990,810.51	74.00%	26.00%
5210 Regional Partnership	7,187.50	90,582.50	95,500.00	4,917.50	94.85%	5.15%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration		24,999.44	47,750.00	22,750.56	52.35%	47.65%
5230 Dues and Subscriptions	4,525.26	61,845.22	69,020.00	7,174.78	89.60%	10.40%
5400 Business Travel & Entertainment	5,079.14	44,845.23	92,805.00	47,959.77	48.32%	51.68%
5400-1 Disallowed Travel Expense	225.02	2,430.56	6,395.00	3,964.44	38.01%	61.99%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 5,304.16</b>	<b>\$ 47,275.79</b>	<b>\$ 99,200.00</b>	<b>\$ 51,924.21</b>	<b>47.66%</b>	<b>52.34%</b>
5500 Visitor Awareness Education	972.32	83,520.71	91,790.00	8,269.29	90.99%	9.01%
7400 ACE - DP				0.00		
<b>Total 1 Direct Programming</b>	<b>\$ 463,879.71</b>	<b>\$ 7,630,896.63</b>	<b>\$ 9,995,330.00</b>	<b>\$ 2,364,433.37</b>	<b>76.34%</b>	<b>23.66%</b>
2 Operating Costs				0.00		
5450 Auto/ Local Travel	899.37	7,750.77	11,300.00	3,549.23	68.59%	31.41%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	4,913.82	65,128.18	100,715.00	35,586.82	64.67%	35.33%
5610 Computer&IT Maintenance&Repair	4,696.56	44,513.58	46,400.00	1,886.42	95.93%	4.07%
5630 Insurance Building & Content	1,656.94	15,157.76	38,200.00	23,042.24	39.68%	60.32%
5640 D & O and Liability Insurance	206.58	5,028.29	7,100.00	2,071.71	70.82%	29.18%
5650 Audit		25,000.00	25,000.00	0.00	100.00%	0.00%
5660 Legal Services	7,058.00	14,152.00	16,000.00	1,848.00	88.45%	11.55%
5670 CPA/ Financial Services	437.50	6,502.70	8,200.00	1,697.30	79.30%	20.70%
5700 Postage	2,746.27	23,568.93	42,200.00	18,631.07	55.85%	44.15%
5710 Supplies Coffee/Sodas	184.13	5,573.89	9,200.00	3,626.11	60.59%	39.41%
5720 Office Supplies	818.57	12,271.23	13,700.00	1,428.77	89.57%	10.43%
5730 Storage and Delivery	1,134.71	12,581.63	21,800.00	9,218.37	57.71%	42.29%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service		6,868.14	8,400.00	1,531.86	81.76%	18.24%
5766 Cell Phone	754.30	8,151.58	9,600.00	1,448.42	84.91%	15.09%
5770 Utilities	3,740.48	39,296.80	49,000.00	9,703.20	80.20%	19.80%
5780 Copier	846.33	9,512.30	11,600.00	2,087.70	82.00%	18.00%
5790 Capital Expenditures	9,489.19	13,134.19	40,000.00	26,865.81	32.84%	67.16%
5900 Miscellaneous Expenses	8.70	779.69	2,500.00	1,720.31	31.19%	68.81%
5920 Bad Debt Expense		49,134.77	1,300.00	-47,834.77	3779.60%	-3679.60%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	170.37	11,245.82	11,300.00	54.18	99.52%	0.48%
6010 Credit Card Processing Fee	281.13	6,429.38	6,800.00	370.62	94.55%	5.45%
6500 Taxes	35.25	1,296.69	4,065.00	2,768.31	31.90%	68.10%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 40,078.20</b>	<b>\$ 383,115.06</b>	<b>\$ 638,340.00</b>	<b>\$ 255,224.94</b>	<b>60.02%</b>	<b>39.98%</b>
3 Personnel Costs						
5800 Salaries	94,297.09	1,062,948.24	1,211,858.00	148,909.76	87.71%	12.29%
5810 Commissions	542.50	26,741.25	28,500.00	1,758.75	93.83%	6.17%
5830 Auto	461.54	5,258.26	6,000.00	741.74	87.64%	12.36%
5840 401K Contribution Match	3,785.62	42,003.19	50,400.00	8,396.81	83.34%	16.66%
5850 Employee Insurance	9,274.77	88,450.25	113,000.00	24,549.75	78.27%	21.73%

VISIT PENSACOLA ONLY ALL FUNDING SOURCES

5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,509.91	113,511.58	127,414.00	13,902.42	89.09%	10.91%
5890 Staff Education	69.99	4,120.51	9,000.00	4,879.49	45.78%	54.22%
Total 3 Personnel Costs	<b>\$ 117,941.42</b>	<b>\$ 1,343,071.39</b>	<b>\$ 1,546,572.00</b>	<b>\$ 203,500.61</b>	<b>86.84%</b>	<b>13.16%</b>
Total Expenses	<b>\$ 621,899.33</b>	<b>\$ 9,357,083.08</b>	<b>\$ 12,180,242.00</b>	<b>\$ 2,823,158.92</b>	<b>76.82%</b>	<b>23.18%</b>
Net Operating Income	<b>\$ 147,947.42</b>	<b>-\$ 375,911.27</b>	<b>\$ 0.00</b>	<b>\$ 375,911.27</b>		
Net Income	<b>\$ 147,947.42</b>	<b>-\$ 375,911.27</b>	<b>\$ 0.00</b>	<b>\$ 375,911.27</b>		

# VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY25 to FY24	Notes
Ordinary Income/Exp Income	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
4640 · Event Income		8,158.54	9,574.00		17,732.54	14,000.00	(3,732.54)	-27%		14,341.74	3,390.80	
4000 · Tourism Development Tax- TDT	1,523,141.58			8,680,726.65	10,203,868.23	14,038,352.00	3,834,483.77	27%		9,108,933.60	1,094,934.63	
4050 · TDT Supplemental					0.00	614,395.00	614,395.00				0.00	
4100 · Membership Dues			149,600.08		149,600.08	133,000.00	(16,600.08)	-12%		144,425.10	5,174.98	
4150 · Advertising Income			119,007.49		119,007.49	122,000.00	2,992.51	2%		130,811.21	(11,803.72)	
4300 · Consignment Sales			102.00		102.00		(102.00)			54.50	47.50	
4620 · Interest Income			126.50		126.50	1,000.00	873.50	87%		27,845.93	(27,719.43)	
4400 · Gifts in Kind - Goods			0.00		0.00	150,000.00	150,000.00	100%		-	0.00	
4600 · Misc. Income			13,876.55		13,876.55	200.00	(13,676.55)	-6838%		34,845.58	(20,969.03)	
Total Income	1,523,141.58	8,158.54	292,286.62	8,680,726.65	10,504,313.39	15,072,947.00	4,568,633.61	30%		9,461,257.66	1,043,055.73	
Gross Profit Expense	1,523,141.58	8,158.54	292,286.62	8,680,726.65	10,504,313.39	15,072,947.00	4,568,633.61					
1 · Direct Programming	900,000.00	7,294.78	92,979.66	7,530,622.19	8,530,896.63	12,949,364.00	4,418,467.37	34%		8,666,083.20	(135,186.57)	
2 · Operating Costs		564.50	73,945.03	308,605.53	383,115.06	610,425.00	227,309.94	37%		428,872.89	(45,757.83)	
3 · Personnel Costs			33,426.96	1,309,644.43	1,343,071.39	1,513,158.00	170,086.61	11%		1,636,054.78	(292,983.39)	
Total Expense	900,000.00	7,859.28	200,351.65	9,148,872.15	10,257,083.08	15,072,947.00	4,815,863.92	32%		10,731,010.87	(473,927.79)	
Net Ordinary Income	623,141.58	299.26	91,934.97	-468,145.50	247,230.31	0.00				(1,269,753.21)		
Net Income	623,141.58	299.26	91,934.97	-468,145.50	247,230.31	0.00				(1,269,753.21)		

INVOICE

Visit Pensacola Inc

1401 E Gregory St

Pensacola, FL 32502

wsamuel@visitpensacola.com

+1 (850) 434-7626

Bill to

OMB FY25

OMB - Allyson M Parden

221 Palafox St

Pensacola, FL 32502

Ship to

OMB FY25

OMB - Allyson M Parden

221 Palafox St

Pensacola, FL 32502

Invoice details

Invoice no.: 93

Terms: Net 30

Invoice date: 08/31/2025

Due date: 09/30/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		FY25 PO#250900	FY25 TDT Misc. Appropriations Agreement-VP	1	\$322,837.34	\$322,837.34
2.		FY25 PO#250900	FY25 TDT Misc. Appropriations Agreement-applied to advance	1	-\$175,000.00	-\$175,000.00

Ways to pay



Total \$147,837.34

View and pay

		Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors	Vendors		
		Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Backup For	Remaining	
		Budget	Advance	October	Re-SUBMIT	November	December	January	February	March	April	May	June (April Showcase)	June	July (May Showcase)	July	Backup For August (June Showcase)	August	Budget Overall	Totals by Line
DIRECT PROGRAMMING	FY24 roll over	7,972,992.00																	7,972,992.00	7,972,992.00
	Amendment -	1,348,016.00																	9,321,008.00	1,348,016.00
																			9,321,008.00	-
Contract Balance Amendment																			9,321,008.00	-
SUPPLEMENTAL	Advance	487,571.00																	9,321,008.00	487,571.00
	Applied to Advance		1,500,000.00			(150,000.00)	(150,000.00)	(150,000.00)		(150,000.00)			(100,000.00)	(200,000.00)	(100,000.00)	(100,000.00)	(100,000.00)	9,508,579.00	1,500,000.00	
	Visit Pensacola			19,815.44	38,550.76	604,958.22	763,253.47	554,031.44	477,737.56	596,350.92	101,920.54	90,576.98	691,869.87	96,333.98	659,358.47	174,700.44	443,883.53	169,654.82	9,508,579.00	1,220,000.00
															551,604.17				4,025,582.56	5,482,996.44
																			4,025,582.56	-
																			4,025,582.56	-
TOTAL DIRECT PROGRAMMING EXPENSES	83%	9,898,579.00	1,500,000.00	19,815.44	38,550.76	454,958.22	613,253.47	404,031.44	477,737.56	446,350.92	101,920.54	90,576.98	591,869.87	96,333.98	1,010,962.64	74,700.44	343,883.53	69,654.82	3,473,978.39	3,473,978.39
OPERATIONS	FY24 Roll over	398,275.00																	398,275.00	398,275.00
	SUPPLEMENTAL	27,915.00																	426,190.00	27,915.00
	Applied to Advance	25,000.00																	451,190.00	25,000.00
	Visit Pensacola			6,350.05		24,242.71	49,770.78	38,848.47	21,111.69	27,751.69	22,401.97	20,823.75		18,331.48		32,437.90		36,116.25	153,003.26	298,186.74
																			153,003.26	-
																			153,003.26	-
																			153,003.26	-
																			153,003.26	-
TOTAL OPERATIONS EXPENSES	4%	451,190.00	-	6,350.05	-	24,242.71	49,770.78	38,848.47	21,111.69	27,751.69	22,401.97	20,823.75	-	18,331.48	-	32,437.90	-	36,116.25	153,003.26	153,003.26
PERSONNEL	FY24 Roll over	1,466,858.00																	1,466,858.00	1,466,858.00
	SUPPLEMENTAL	33,414.00																	1,500,272.00	33,414.00
	Advances		500,000.00																1,500,272.00	-
Contract Balance Amendment																			1,000,272.00	500,000.00
SUPPLEMENTAL	Applied to Advance					(50,000.00)	(50,000.00)	(50,000.00)		(50,000.00)			(50,000.00)	(50,000.00)		(50,000.00)	(75,000.00)	1,000,272.00	-	
	Visit Pensacola			97,986.76		108,220.46	119,482.13	117,188.38	117,037.90	116,799.26	115,345.71	169,237.80		119,251.00		117,933.35		117,065.27	109,723.98	1,315,548.02
																			109,723.98	-
																			109,723.98	-
																			109,723.98	-
TOTAL PERSONNEL EXPENSES	13%	1,500,272.00	500,000.00	97,986.76	-	58,220.46	69,482.13	67,188.38	117,037.90	66,799.26	115,345.71	119,237.80	-	69,251.00	-	67,933.35	-	42,065.27	109,723.98	109,723.98
TOTAL APPROPRIATION	100%	11,760,041.00	2,000,000.00	124,152.25	38,550.76	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	243,883.53	147,836.34	3,736,705.63	3,984,541.97
Total Paid By County		2,000,000.00	124,152.25	38,550.76	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	243,883.53	147,836.34	7,923,335.37	7,923,335.37	
Total Paid for Visit Pensacola		-	124,152.25	38,550.76	737,421.39	932,506.38	710,068.29	615,887.15	740,901.87	239,668.22	280,638.53	691,869.87	233,916.46	459,358.47	325,071.69	443,883.53	322,836.34	6,896,731.20	6,896,731.20	
Total Paid for Pensacola Sports		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	551,604.17	551,604.17	
Total Paid for ACE		-	124,152.25	38,550.76	737,421.39	932,506.38	710,068.29	615,887.15	740,901.87	239,668.22	280,638.53	691,869.87	233,916.46	1,010,962.64	325,071.69	443,883.53	322,836.34	7,448,335.37	7,448,335.37	
Per QB's		2,000,000.00	124,152.25	38,550.76	737,421.39	932,506.38	710,068.29	615,887.15	740,901.87	239,668.22	280,638.53	691,869.87	233,916.46	1,010,962.64	325,071.69	443,883.53	322,836.34	7,448,335.37	7,448,335.37	
Date paid																				
Applied to Advance		2,000,000.00	-	-	(200,000.00)	(200,000.00)	(200,000.00)	-	(200,000.00)	-	(50,000.00)	(100,000.00)	(50,000.00)	(200,000.00)	(150,000.00)	(100,000.00)	(175,000.00)	375,000.00	Advanced Repaid	
																			(1,450,000.00)	



				Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Check #	Vendors Backup For	Vendors Backup For	Remaining	Line Item			
	Budget	Advance	October	November	December	January	February	March	April	May	June (Showcase)	June	July (Showcase)	July	August	August (Showcase)	August	Budget	Totals				
DIRECT PROGRAMMING	7,972,992.00																	7,972,992.00	7,972,992.00				
Supplemental	487,571.00																	8,460,563.00	487,571.00				
Rollled over FY24	1,348,016.00																	9,808,579.00	1,348,016.00				
Advance per Contracts		1,500,000.00																9,808,579.00	1,500,000.00				
Apply to the Advance				(150,000.00)	(150,000.00)	(150,000.00)		(150,000.00)			(100,000.00)		(200,000.00)	(100,000.00)		(100,000.00)	(100,000.00)	9,408,579.00	1,200,000.00				
350KV Marketing, Inc.										1,137.25								9,408,579.00	-				
ADX Communications				10,395.00														9,407,441.75	1,137.25				
Alex McPhail														620.55				9,397,046.75	10,395.00				
American Bus Association					650.00													9,396,426.20	620.55				
Bandwango, Inc.				12,499.00														9,395,776.20	650.00				
Bright Business Media, LLC					5,700.00													9,390,076.20	12,499.00				
Carrie Honsaker													234.99					9,377,342.21	5,700.00				
Charles Restifo			200.00															9,377,142.21	234.99				
CivicPlus LLC			6,373.64															9,371,421.21	200.00				
Classics City Catering				7,192.00														9,370,768.57	6,373.64				
Cocoon Exhibition Services LLC				900.00														9,363,576.57	7,192.00				
CoStar Realty Information																		9,362,676.57	900.00				
Creative Instinct									7,480.00						7772		18,151.92	9,344,524.65	18,151.92				
CrowdRiff								26,151.00										9,337,044.65	7,480.00				
Darien Schaefer				1,448.71														9,310,893.65	26,151.00				
Destinations International																		9,309,444.94	1,448.71				
Downs & St. Germain Research				12,583.33		12,583.33	12,583.33	12,583.33	12,583.33	12,583.33			12,583.33				12,583.33	9,186,049.97	113,249.97				
Downs & St. Germain Research						12,583.33												9,173,466.64	12,583.33				
Florida Power and Light								350.00										9,173,116.64	350.00				
Florida Restaurant & Lodging								795.00										9,172,321.64	795.00				
FL Society of Association Executives Inc				495.00														9,171,826.64	495.00				
Granicus LLC													5,448.52		7765		4,093.41	9,152,227.71	19,598.93				
Granicus LLC															7771		1,333.48	9,150,894.23	1,333.48				
HALO Branded Solutions										1,483.44								9,149,410.79	1,483.44				
Hannah Pinson										96.09								9,149,314.70	96.09				
Hotelbeds USA															ACH 8.5.25		25,000.00	9,124,314.70	25,000.00				
Jennifer Saba										116.58								9,124,198.12	116.58				
Kaya Man								56.77										9,124,141.35	56.77				
Kenilworth Media, LLC								4,695.00					4,625.00					9,114,821.35	9,320.00				
Lindsey Steck					108.00													9,114,713.35	108.00				
Lisa Moavr																		9,114,713.35	-				
Logo Motion														4,396.75				9,110,316.60	4,396.75				
Logo Motion														15,913.24				9,094,403.36	15,913.24				
Magic Torch PR Ltd						8,000.00	8,000.00	4,000.00	4,000.00	4,000.00			4,000.00		ACH 8.18.25		4,000.00	9,056,626.18	37,777.18				
Magic Torch PR Ltd										9,900.00								9,042,726.18	13,900.00				
Magic Torch PR Ltd																	1,839.38	9,040,886.80	1,839.38				
Magic Torch PR Ltd																		9,036,498.39	4,388.41				
Miles Partnership																		7,300.00					
MMGY Global, LLC			7,350.00	7,350.00	7,350.00	7,350.00	7,350.00	7,350.00	7,350.00	7,350.00			7,350.00		7777		7,350.00	9,029,198.39	7,300.00				
MMGY Global, LLC								817.77										9,045,348.39	80,650.00				
Monsido																		9,947,530.62	817.77				
Northeast Pensacola Seftoma Club					12,500.00													9,947,530.62	-				
Northeast Pensacola Seftoma Club																		8,935,030.62	12,500.00				
Northeast Pensacola Seftoma Club				86,250.00														8,848,780.62	86,250.00				
Northeast Pensacola Seftoma Club					4,774.76													8,844,005.86	4,774.76				
Pensacola Camellia Club Foundation																		8,837,505.86	6,500.00				
Pensacola Ice Flyers				6,500.00														8,837,505.86	6,500.00				
Pensacola LGBT Film Festival Inc						12,500.00												8,825,005.86	12,500.00				
Pensacola Yacht Club									4,000.00									8,821,005.86	4,000.00				
Pineapple Public Relations																1,275.00		8,819,730.86	1,275.00				
RateGain Adara, Inc					50,000.00													8,769,730.86	50,000.00				
Regions			748.44	2,300.00	35,330.79		8,204.00	15,770.00	2,773.04	7,121.16			3,665.46				16,300.00	ACH 6.15.25	1,757.37	8,675,760.60	93,970.26		
Regions							5,372.24	8,650.00	11,597.09	2,407.06			743.37				12,000.00	ACH 8.15.25	43,524.31	8,591,466.53	84,294.07		
Regions				4,672.17		543.29	4,896.94	2,100.00	36,055.08	1,757.06			699.97				950.00			8,539,792.02	51,674.51		
Regions				487.95		430.88	1,670.00	5,537.70			25,075.01		18,529.17				6,626.36			8,481,434.95	95,357.07		
Regions				60,216.95		18,096.41	25,618.92	32,757.18										1,424.10			8,343,321.39	138,113.56	
Regions																		1,160.84			8,342,160.55	1,160.84	
Regions																			33,599.66		8,308,560.89	33,599.66	
Showcase				387,336.11	57,902.14	461,369.26	399,710.13	57,848.29				641,995.03	31,933.62	659,358.47		7789	443,883.53			5,167,224.31	3,141,336.58		
Showcase					574,317.37			393,052.47				49,874.84	3,350.00	551,604.17		7799		1,781.50			3,593,243.96	1,873,980.35	
Simpleview			11,057.00	1,782.00	7,311.41	352.94	1,782.00	7,311.41	11,057.00												3,552,586.29	40,453.76	
Simpleview					17,672.00																3,534,918.20	17,672.00	
Sprout Social			24,627.12																		3,510,291.08	24,627.12	
Studer Community Institute (SCI)					3,750.00																3,506,541.08	3,750.00	
Tempest		2,550.00	2,550.00	2,550.00	2,550.00	2,550.00	2,550.00	2,550.00	2,550.00	2,550.00			2,550.00		7738		2,550.00			3,481,041.08	25,500.00		
Tempest											15,000.00			2,550.00							3,463,491.08	17,550.00	
The Marketing Bar																	3,114.19				5,144.50	3,455,232.39	8,258.69
The Marketing Bar																					7767	3,449,997.39	5,235.00
The Military Reunion Network					1,009.00																7784	3,446,986.39	1,009.00
TrueOmni								4,800.00								7743		6,600.00			3,437,888.39	11,409.00	
U.S Travel Association								9,175.00														3,428,413.39	9,175.00
Vimeo									2,475.00													3,425,938.39	2,475.00
Visit Florida																		18,500.00				3,407,438.39	18,500.00
VRMarket Data, LLC																			ACH 8.11.25		28,000.00	3,379,438.39	28,000.00
YourMeeting, LLC			5,460.00																			3,373,978.39	5,460.00
																						3,373,978.39	-
TOTAL DIRECT PROGRAMMING EXPENSES - ALLOWED	83%	9,808,579.00	1,500,000.00	58,366.20	454,958.22	613,253.47	404,031.44	477,737.56	446,350.92	101,920.54	90,576.98	591,869.87	96,333.98	1,010,962.64	74,700.44		343,883.53	69,654.82	3,473,978.39	3,473,978.39			

				Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Check #	Vendors Backup For	Vendors Backup For	Remaining	Line Item
				Budget	Advance	October	November	December	January	February	March	April	May	June (Showcase)	June	July (Showcase)	July	August	August (Showcase)	August	Budget	Totals
OPERATIONS		398,275.00																			398,275.00	398,275.00
Supplemental -		25,000.00																			423,275.00	25,000.00
Rollled over FY24		27,915.00																			451,190.00	27,915.00
ACE Handyman Services Pensacola																	3,645.00	7758		7,666.44	439,878.56	11,311.44
Air Design					150.00									180.00					7793	499.25	439,049.31	829.25
Air Design														523.08							438,526.23	623.06
Anchor Pest														225.75		53.75					438,192.98	333.25
Anchor Pest																53.75					438,139.23	53.75
Armstrong Electric Co.						152.93	1,228.92														436,757.38	1,381.85
Ashley Hendrickson																					436,572.41	184.97
Ashley Hendrickson																					436,555.89	16.52
Baughn Renovations, LLC							1,616.60										31.57				432,102.87	4,453.02
Benjamin Stuart					400.00			400.00									2,836.42				431,302.87	900.00
Business Interiors																					427,333.47	3,969.40
Carver Darden					1,825.00	886.00	1,200.00	1,175.00							2,008.00				7759	7,058.00	413,181.47	14,152.00
Cincinnati Insurance Company																					410,702.47	2,478.00
City of Pensacola			68.66	67.12	67.12	67.12	67.12	67.12	67.12	67.12	67.12	67.12	67.12				10.00				410,089.85	612.62
City of Pensacola																	67.12				410,022.73	67.12
Commercial Door Systems																					409,811.92	210.81
Coverall					510.63		1,531.89	510.63						510.63				510.63	7760	510.63	408,216.25	4,806.67
Coverall																					404,705.62	510.63
Digital Boardwalk				2,147.07	2,183.75	1,979.50	2,047.75	1,982.00	1,982.00			2,033.54	2,101.26				2,101.26		7744	5,124.58	378,921.65	25,783.97
Digital Boardwalk																					-	-
Dockside Doctor												324.00					481.60		7761	323.00	377,793.05	1,128.60
Duglins												2,406.25									375,386.80	2,406.25
ECUA			45.13	235.27	244.13	242.76	246.40	265.52				214.25	174.83				45.13		7763	165.83	373,297.53	2,089.27
ECUA				45.13	45.13	45.13	45.13					45.13	45.13				36.72	7794		45.13	372,944.90	352.63
ECUA														201.61							372,698.16	246.74
FedEx			49.97	23.24	27.02	790.07	85.68	25.47				29.32	51.85				29.26		7773	118.51	371,436.58	1,261.61
FedEx				17.49								54.74					101.08				371,263.24	173.31
FedEx																					371,263.24	-
Fisher Brown									7,115.46												364,147.78	7,115.46
Florida Pest Control					90.56	45.28		45.28	48.00					48.00			48.00		7750	48.00	363,774.66	373.12
Florida Pest Control									45.28					48.00							363,681.38	93.28
FPL Northwest FL			33.22	33.04	32.93	32.95	2,806.78	2,501.43	1,609.98	1,392.53							30.05		1,855.95		363,352.52	10,324.66
FPL Northwest FL			1,707.79	1,619.64	2,317.28	2,862.21	33.03	33.03						33.17	33.32						343,054.05	10,298.47
Gilmore Moving & Storage, Inc.					115.20	112.80	112.80	187.80	112.80			200.60	27.16				861.99	192.00			341,130.90	1,923.15
Gilmore Moving & Storage, Inc.													100.00				848.00				340,182.90	948.00
Gilmore Moving & Storage, Inc.														16.67							340,166.23	16.67
Grace Under Pressure																					338,666.23	1,500.00
Hannan Under Pressure					59.84	16.87	4.56	5.76									41.93		28.63		338,508.64	157.59
Higginbotham										1,528.60			505.00								336,475.04	2,033.60
Inspection Services of FL													600.00								335,875.04	600.00
Interface																			ACH 8.5,25	1,709.59	334,165.45	1,709.59
Interface																			ACH 8.22,25	113.16	334,052.29	113.16
Jack Penniman						400.00								400.00					7764	400.00	332,052.29	2,000.00
Jack Penniman																				400.00	331,652.29	400.00
Jani-King					3,399.16	1,699.58	1,699.58	1,531.49	1,699.58			1,699.58	1,699.58				1,699.58		ACH 8.29,25	1,699.58	313,125.00	18,527.28
Jason Loeffler, CPA					562.50	437.50	757.70	437.50	437.50				562.50				437.50			1,557.50	307,497.30	5,627.70
Jason Loeffler, CPA					437.50																307,059.80	437.50
Jennifer Saba									32.76	105.21		39.27					129.57				306,668.85	390.95
Joseph Howerton					67.01													84.14			306,601.94	67.01
KMS Communications				1,101.88						305.36											305,194.60	1,407.24
Lana Malaise					5.29	10.80				10.19							13.30		7766	13.07	305,141.95	52.65
Larry Orvis					79.00																305,062.95	79.00
Lindsay Steck					103.51				11.46			15.75	22.75					91.98			304,817.50	245.45
Nicole Stacey					79.86	39.79					167.67			252.98			50.61		7770	89.18	304,031.64	735.06
Nicole Stacey												362.53									303,669.11	362.53
Panhandle Alarm & Telephone Co.							317.13			400.00											303,351.98	317.13
Quadiant																					302,951.98	400.00
Regions					10,349.20	7,814.40	17,389.45	7,308.06	8,318.43		9,710.63	6,568.83					7,997.70		ACH 8.15,25	7,630.57	211,222.91	91,729.07
Shawn Brown					60.91	26.92	14.68	23.53	42.85		10.13		9.58				37.28		7768	34.62	210,962.41	260.50
Shwayne Likely Lawn Care					350.00		700.00	350.00	350.00	350.00	350.00	350.00						350.00	7769	350.00	207,462.41	3,500.00
Shwayne Likely Lawn Care																					206,782.41	1,800.00
Stetson Surplus Underwriters																					204,803.15	1,729.25
Travelers														553.13							204,250.03	553.13
Verizon					723.60	729.75	723.70	723.70	723.70		754.44		754.44				754.44		ACH 8.25,25		196,837.82	7,412.21
Verizon											739.54										196,098.28	739.54
Warren Averett, LLC							20,000.00													5,000.00	171,098.28	25,000.00
Wells Fargo Financial Leasing				846.33	846.33	846.33	1,049.00				846.33		767.90	846.33			846.33				164,203.40	6,894.88
Wells Fargo Financial Leasing												846.33						846.33			162,516.74	1,692.66
White Sands Electric, Inc.											417.76										161,946.98	563.76
Wondwossen Samuel																			7798		161,758.26	188.72
Wright Insurance						8,129.00			626.00												153,003.26	8,755.00
TOTAL OPERATIONS EXPENSES	4%	451,190.00	-	6,350.05	24,242.71	49,770.78	38,848.47	21,111.69	27,751.69	22,401.97	20,823.75	-	18,331.48	-	32,437.00	-	36,116.25	153,003.26	153,003.26			

				Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Check #	Vendors Backup For	Vendors Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	January	February	March	April	May	June (Showcase)	June	July (Showcase)	July	August	August (Showcase)	August	Budget	Totals	
PERSONNEL		1,466,858.00																	1,466,858.00	1,466,858.00	
Rolled over FY24		33,414.00																	1,500,272.00	33,414.00	
Advance per Contracts			500,000.00																1,500,272.00	-	
Apply to the Advance					(50,000.00)	(50,000.00)	(50,000.00)		(50,000.00)		(50,000.00)		(50,000.00)		(50,000.00)		(75,000.00)	1,425,272.00	500,000.00	(425,000.00)	
																			1,425,272.00	-	
Payroll				47,321.55	59,831.77	58,890.86	64,315.93	64,529.32	63,912.83	63,432.88	54,032.71		67,885.38		65,517.54	ACH 8.8.25		64,636.41	750,964.82	674,307.18	
Payroll				50,665.21	48,388.69	60,591.27	52,872.45	52,508.58	52,886.43	51,912.83	63,122.05		51,365.62		52,415.81	ACH 8.22.25		52,428.86	161,807.02	589,157.80	
Payroll												52,083.04							109,723.98	52,083.04	
Payroll																			109,723.98	-	
																			109,723.98	-	
																			109,723.98	-	
																			109,723.98	-	
																			109,723.98	-	
TOTAL PERSONNEL EXPENSES	13%	1,500,272.00	500,000.00	97,986.76	58,220.46	69,482.13	67,188.38	117,037.90	66,799.26	115,345.71	119,237.80	-	69,251.00	-	67,933.35		-	42,065.27	109,723.98	109,723.98	
TOTAL APPROPRIATION		11,769,041.00	2,000,000.00	162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69		343,883.53	147,836.34	3,736,705.63	3,736,705.63	
			Advance	October	November	December	January	February	March	April	May	June (Showcase)	June	July (Showcase)	July (Showcase)		August				
Disallowed Expenses																				-	
																				-	
Amount of Disallowed/Resubmitted			-	-	-	-	-	-	-	-	-	-	-	-	-				-	-	
Outstanding Checks - Sufficient Support Provided	Check #																				
Total Outstanding Checks			-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Allowable Expenses		2,000,000.00		162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	-	343,883.53	147,836.34	3,736,705.63	3,736,705.63	
Monthly Outstanding Checks																				-	
Total Disallowed Expenses						-	-	-	-	-	-	-	-	-	-	-	-	-		-	
Change in the amount applied to the advance																					
Total Appropriation request		2,000,000.00		162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	-	343,883.53	147,836.34	3,736,705.63	3,736,705.63	
Total Monthly Allowable Contribution Invoiced to Date		2,000,000.00		162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	-	343,883.53	147,836.34	3,736,705.63	3,736,705.63	
Payment to Visit Pensacola																					
Carryover from prior month Backup Provided (Needed)			2,000,000.00	162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69	-	343,883.53	147,836.34	3,736,705.63	3,736,705.63	
Total Advance Applied		2,000,000.00		-	200,000.00	200,000.00	200,000.00	-	200,000.00	-	50,000.00	100,000.00	50,000.00	200,000.00	150,000.00		100,000.00	175,000.00	375,000.00	2,000,000.00	
																			3,736,705.63	-	
																			375,000.00		
County Paid VP				162,703.01	537,421.39	732,506.38	510,068.29	615,887.15	540,901.87	239,668.22	230,638.53	591,869.87	183,916.46	1,010,962.64	175,071.69		343,883.53	147,836.34		5,516,510.88	
Total Submitted with back up				162,703.01	737,421.39	932,506.38	710,068.29	615,887.15	740,901.87	239,668.22	280,638.53	691,869.87	233,916.46	1,210,962.64	325,071.69	-	443,883.53	322,836.34		6,766,510.88	
Applied to Advance				-	200,000.00	200,000.00	200,000.00	-	200,000.00	-	50,000.00	100,000.00	50,000.00	200,000.00	150,000.00		100,000.00	175,000.00		1,625,000.00	
																				375,000.00	

**From:** [James Ferreira](#)  
**To:** [Wondwossen Samuel](#); [Darien Schaefer](#)  
**Subject:** Regions - Line of Credit Renewal  
**Date:** Monday, September 15, 2025 9:53:02 AM

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Hi Darien, Wandy,

I have the formal credit approval to renew the existing line of credit for another 12 months with the same terms as last year.

Borrower: Visit Pensacola Inc

Type: Revolving Line of Credit

Amount: Up to \$500,000

Term: Up to 12 Months

Variable Rate: Prime + .50%

Renewal Fees: \$900

Please let me know if you have any questions or need anything else.

Thank you

Sincerely,

James Ferreira

Commercial Banking

Florida Panhandle

850.417.0504

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Internal Use



## **Contract and Standard Terms of Business**

**Between**

**Magic Torch PR LTD and Visit Pensacola**

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## **1. CONTRACT**

### **A. Appointment and Programme**

This agreement confirms the appointment of Magic Torch PR LTD, (hereafter referred to as "the Consultancy") as Tourism Destination Representatives to Visit Pensacola (Hereafter referred to as "the client").

This contract is based on the current Chartered Institute of Public Relations standard contract and has been prepared to ensure that, from the commencement of the Consultancy/Client relationship, both parties fully understand their respective rights duties and procedures.

### **B. Commencement and Duration of the Agreement**

This agreement will commence on 01 October 2025 for a renewable period of 12 months.

### **C. Fees**

The Consultancy's service fees, will be made up of a fee of US\$4000 per month.

The Consultancy reserves the right to negotiate a revised fee structure, or charge project fees, if the Client changes its requirements so as to involve changes in the agreed objectives and intended activity. Objectives and activity will be described in the Scope of Work which will be agreed on an annual basis.

### **D. Disbursements/Operating Charges**

Disbursements and expenses are itemized along with items covered by the Consultancy Administration Charge (see Clause 4 of the Trade Standard Terms of Business).

The client will pay on an annual basis \$25,000USD which will be used to cover the expenses and supplier costs as agreed by the client and Magic Torch PR for the fiscal year.

The Client agrees to pay immediately on presentation of any invoices in respect of advance or instalment payments required to be made to suppliers incurred with the consent of the client.

### **E. Payment Terms**

The Consultancy's service fees and Operations Charge are payable monthly by BACS or standing order made payable to Magic Torch PR LTD. Magic Torch will raise an invoice for service fees on the 1<sup>st</sup> of every month that is payable within 28 days of the date of the invoice.

The Agency reserves the right to levy against the Client a surcharge of 2% per month over the inter-bank lending Bank of England base rate of the day or part thereof for late payment of accounts. (See Clause 3 of the Trade Standard Terms of Business).

Disbursement and expenses invoices are payable monthly in arrears within 28 days of the date on which they are rendered.

### **F. Termination Provisions**

1 This contract may be terminated after 12 months from the commencement date by either party giving 3 calendar months prior notice in writing

2 If the Client does not make payment to the Consultancy in accordance with Clause E. and the Client does not remedy the breach within 30 days of receiving written notice requiring it to do so, the Consultancy will have the right to terminate the Agreement with 24 days written notice.

Right to terminate the Agreement immediately by notice in writing to that effect.

- 3 Either party may terminate the Agreement immediately upon written notice to the other in the event of:
  - a. any material breach of the Agreement by either party, which breach is not remedied (if capable of remedy)
  - b. the other party becoming insolvent, entering into liquidation either voluntary or compulsory (save for the purpose of reconstruction or amalgamation), passing a resolution for its winding up, having a receiver or administrator appointed over the whole or any part of its assets, making any composition or arrangement with its creditors or taking or suffering any similar action in consequence of debt, or ceasing or threatening to cease to carry on business.
- 4 In the event of termination of this Agreement, for whatever reason, the Client will be responsible for all fees due to the Consultancy including costs, expenses and disbursements incurred by the Consultancy on behalf of the Client up to the effective date of termination.
- 5 On satisfaction by the Client in full of its payment obligations, the Consultancy will co-operate so far as practicable in enabling the Client to take over any contracts and arrangements with third parties, and will transfer to the Client any unused materials purchased on behalf of the Client.
- 6 The parties will agree to any additional compensation payable to the Consultancy in the event that detailed creative or other work for a future programme or project prepared by the Consultancy at the request of the Client during the period of this Agreement is subsequently implemented in whole or in part by the Client or its agent.

#### **G. Approval by the Client**

The expression 'Written Approval' in this Agreement is as specified in the Standard Terms of Business meaning Written Approval by directors or employees of the Client authorised to approve the Consultancy's work and/or expenditure. The Client shall notify the Consultancy in writing of any change to the authorised persons during the term of the Agreement. The Consultancy shall not be responsible for any delay in the performance of the Services resulting from the unavailability of an authorised person to provide Written Approval.

#### **H. Trade Standard Terms of Business**

The Trade Standard Terms of Business contained in Part 2 are deemed to be an integral part of this contract.

#### **I. Client/Consultancy Agreement/Signatures**

For and on behalf of Visit Pensacola

Date.....

Signature.....

Name.....

Title.....

For and on behalf of Magic Torch PR LTD

Date.....

Signature.....

Name.....

Title.....



## **2. TRADE STANDARD TERMS OF BUSINESS**

### **1. Co-operation and obligations**

The Consultancy will co-operate fully with the Client and take the initiative in offering advice and services. The Client agrees to assist the Consultancy in the performance of these duties by making available to the Consultancy all relevant information.

#### **The Consultancy agrees with the Client during the term of this Agreement:**

- a. at all times to work diligently to protect and promote the interests of the Client;
- b. in all matters to act loyally and faithfully towards the Client;
- c. to advise the Client in writing of all its key meetings, discussions and correspondence with representatives of the UK travel trade and media concerning the Client; and to co-operate where appropriate with other advisers engaged by the Client.

#### **The Client agrees with the Consultancy during the term of this Agreement:**

- a. to provide the Consultancy with all information, assistance and materials that the Consultancy requests from time to time to facilitate the proper and timely performance of the Services. In particular (but without limitation) the Client agrees where possible:
  1. to notify the Consultancy of any inquiries from any of the UK travel trade or media;
  2. to advise the Consultancy well in advance of any major planned event in the Client's business;
  3. to permit the Consultancy (or its representatives) to attend meetings as appropriate on behalf of the client and with any advisers engaged by the Client; and
  4. to make available a well-briefed personable speaker on reasonable notice to represent the Client at media briefings or conferences arranged by the Consultancy;
- b. to notify the Consultancy promptly if the Client considers that any statement made in any document submitted by the Consultancy to the Client for approval is incorrect or misleading in any way, or may give rise to any claim or action for defamation or otherwise against the Consultancy.

### **2. Consultancy Status**

The consultancy acts in all contracts as a principal at law.

### **3. Payment of Expenses**

Two fundamental principles on which the Consultancy/Client financial relationship is based are:

- i. The Consultancy shall finance its own operations, but not costs incurred on behalf of its clients.
- ii. As principal at law, the Consultancy is held by suppliers as solely liable for payment.

### **4. Disbursements and Expenses**

The Consultancy fee shall be exclusive of the following disbursements and expense items relating to the agreed programme incurred reasonably and with advanced consent of the client:

- a. Accommodation, travel and subsistence
- b. Advertising and marketing artwork and mechanical items
- c. Design, artwork and print
- d. Direct mail
- e. Entertainment for UK travel trade, airlines and media

- f. Exhibition and display material
- g. Messenger services
- h. Photography and prints
- i. Special events, conferences etc.
- j. Media monitoring (radio, television and press) and related subscriptions including a monthly clippings service
- k. Photocopying
- l. UK and International postage
- m. Press material production and distribution (other than email)
- n. International telephone calls when in destination
- o. External supplier services including marketing campaigns, film production, radio syndication or consumer research
- p. Media database services

The Consultancy fee shall cover the following items:

- a. UK Telephone costs
- b. Email
- c. Media research
- d. Newspapers and magazine subscription
- e. Mobile telecommunications
- f. International telephone calls to the client

## **5. Approvals and Authority**

- 1 The expression 'Written Approval' in this Agreement including the Standard Terms of Business shall mean Written Approval by directors or employees of the Client authorised to approve the Consultancy's work and/or expenditure and whose names are set out in Schedule 2. The Client shall notify the Consultancy in writing of any change to the authorised persons during the term of the Agreement. The Consultancy shall not be responsible for any delay in the performance of the Services resulting from the unavailability of an authorised person to provide Written Approval.
- 2 Written Approval shall mean approval signified by:
  - a. a letter, fax, email or purchase order from the Client bearing the signature of an authorised person
  - b. oral approval by an authorised person, provided such oral approval is confirmed in writing within two working days by way of a written report from the Consultancy to the Client; or
  - c. the signature of an authorised person on the Consultancy's documentation.
- 3 Written Approval of drafts or proofs shall be taken by the Consultancy as authorisation to proceed to publication or in person, digital or social activity going live. Written Approval of estimates submitted shall be taken as authorisation to enter into contracts with suppliers on the basis of such estimates.

## **6. Copyright**

The copyright in all artwork, copy and other work produced by or assigned to the Consultancy rest with the Consultancy, unless duly assigned under the Copyright Design and Patents Act 1998.

On payment by the Client of the relevant Consultancy fees and charges in full, any copyright lawfully assigned by subcontractors and their agents to the Consultancy and the Consultancy's own copyright will be assigned to the Client, unless other arrangements are made.

In the event that any created work includes material the rights in which are owned by a third party, the Consultancy shall grant to the Client (at the Client's expense) only such rights as the third party permits the Consultancy to grant to the Client.

Notwithstanding any assignment of rights, the Consultancy may use any of the created work for the purposes of internal training or, with the Client's prior consent, in the promotion of the Consultancy.

The provisions of this clause shall survive the expiry or termination of the Agreement.

## **7. Confidential Information**

The parties agree to treat as secret and confidential and not at any time for any reason during or after the termination of the Agreement to disclose or permit to be disclosed or made use of any confidential information concerning the other's business customers, suppliers or associated companies which they may acquire in the course of the Agreement.

The Consultancy shall where so requested by the Client impose equivalent obligations of confidentiality on its own personnel and obtain written assurances from any third parties to whom information has to be disclosed in order to enable the Consultancy to carry out its obligations under the Agreement.

For the avoidance of doubt, the restrictions in this Clause shall not prevent:

- a. the disclosure or use of information in the proper performance of the Consultancy's duties;
- b. the disclosure of information if required by law; or
- c. the disclosure of information which is already in the public domain otherwise than through unauthorised disclosure by the Consultancy.

Nothing in the Agreement shall prevent the Consultancy from using the name of the Client in any list of clients used by the Consultancy for its own promotional purposes unless the Client has notified the Consultancy in writing that it is unwilling for its name to be so used.

The provisions of this clause shall survive the expiry or termination of the Agreement.

## **8. Insurance**

### **a. The Consultancy's Warranty and Indemnity**

The Consultancy warrants that to the best of its knowledge and belief the created work shall not infringe any third-party rights or be in any way contrary to English law, subject to any legal or other advice provided to the Consultancy and communicated to the Client.

Subject to the provisions of this clause, the Consultancy shall indemnify and keep indemnified the Client from and against any and all damage, loss, costs, expenses (including legal costs and expenses) and liability whether civil or criminal which the Client may incur or suffer resulting from any breach of this Agreement by the Consultancy, including any act, neglect or default of the Consultancy's agents, representatives or employees and including breaches resulting in any successful claim by any third party alleging defamation, provided that:

- i. The parties agree that damages might not be a sufficient remedy to any breach of the terms of this agreement and that as a result injunctive or other equitable relief may be obtained in respect to any breach and that Magic Torch PR LTD is indemnified up to 1 million GBP and cannot exceed this on any single or collective issue
- ii. the Consultancy shall not be liable for: (i) any loss or damage suffered by the Client arising out of any act, omission, misrepresentation or error made by or on behalf of the Client or arising from any cause beyond the Consultancy's reasonable control; or
- iii. (ii) any delay in or omission of publication or transmission or any error in any press or other publication unless such delay, omission or error is due to its own default or neglect; or (iii) any consequential loss or damage of

any kind whether caused by tort (including negligence), breach of contract or otherwise, and whether or not such loss or damage was foreseeable.

#### **b. The Client's Warranty and Indemnity**

The Client warrants that to the best of its knowledge, information and belief all information supplied to the Consultancy before, during and after the Agreement shall be accurate and not in any way contrary to English law and that it is entitled to provide such information to the Consultancy for its use without recourse to any third party.

The Client shall indemnify and keep indemnified the Consultancy from and against any and all damage, loss, costs, expenses (including legal costs and expenses) and liability whether civil or criminal which the Consultancy may incur or suffer resulting from any act, neglect or default of the client or its agents, employees or licensees, or the infringement of the intellectual property rights of any third party or any successful claim for defamation, provided that such liability was not incurred by the Consultancy through any default in performing its obligations under the Agreement.

The provisions of this clause shall survive the expiry or termination of the Agreement.

#### **c. Client's Property**

The Consultancy shall take reasonable care of any property belonging to the Client and made available to the Consultancy for the purpose of this Agreement. Such property shall be at all times at the sole and entire risk of the Client, and the Consultancy shall not be subject to any other liability for it.

#### **d. Insurance of Created Work**

Created work retained by the Consultancy shall at all times, while in the Consultancy's possession, be insured by the Consultancy against loss or damage.

The Client shall insure created work against loss or damage when in transit between the Consultancy and the Client or any third parties for the purposes of production or publication and when in the possession of those third parties.

### **9. Gross misconduct**

Consultancy or Client misconduct will result in the immediate termination of this contract by the affected party.

Without notice but payment for all work carried out in the case of Misconduct is deemed to be any of the following:

- a. The divulgence to outside parties of confidential information regarding the affairs of the Client or Consultancy which would be damaging to its business
- b. Deliberate falsification of accounts, expenses or other information of a financial nature
- c. Grossly insulting or discourteous behaviour towards the Client or Consultancy or either's customers

### **10. Assignment**

The Client may not assign, sub-license or sub-contract the Agreement or any of its rights or obligations hereunder without the prior written consent of the Consultancy (not to be unreasonably withheld or delayed). The Consultancy acknowledges that such assignment shall not affect the liability of the Consultancy to fulfill its obligations under the Agreement.

### **12. Credit Risk Insurance**

- a. Consultancies who are insured against credit risks will require all clients to be acceptable to the insurers in respect of the sums involved. If the insurers revise or withdraw cover from a client, terms of payment may be revised and notified to the client.

b. Invoices duly rendered and unpaid after three months will give the Consultancy the right to cancel the contract forthwith without prejudice to outstanding liabilities.

### **13. English Law**

All contracts between the Client and Consultancy will be governed by and construed in accordance with English Law.

### **14. Waiver**

The failure by either the Client or Consultancy to enforce at any time or for any period any one or more of the terms or conditions of any contract between them shall not be a waiver of them or the right at any time thereafter to enforce all terms and conditions of that contract.

### **15. Force Majeure**

Both the Client and Consultancy will be released from their respective obligations in the event of national emergency, epidemic or pandemic, war, prohibitive governmental regulations or if any other cause beyond the reasonable control of the parties renders performance of any contract between them impossible, and whereupon all money due to either of the parties shall be paid immediately.



## SERVICE ORDER

This Service Order ("SO") shall become effective upon the execution of this agreement by both parties, and the effective date shall be the date that the last party signs the agreement ("Effective Date") by and between RateGain Adara, Inc. ("Adara") with offices located at Crestview Tower, Ste 540, 105 Decker Ct, Irving, TX 75062, USA and Visit Pensacola with offices located at 1401 E Gregory St, Pensacola, FL 32502 ("Customer").

Adara and Customer have entered into an Analytics Services Agreement ("Agreement") the terms and conditions ("T&C's") of which appear on the URL [https://adara.com/-/adara-dmc-terms\\_aug21/](https://adara.com/-/adara-dmc-terms_aug21/). This SO and the T&C's shall become, upon execution of this SO by authorized representatives of both parties, a part of the Agreement. If customer is an advertising agency representing a destination marketing organization or other client (herein after referred to as "Client") who wish to purchase the Services set forth in this SO, Customer represents and warrants that it has the right to represent and bind the respective Client to the terms and conditions of the Agreement. In this regard, all terms in the Agreement are extended to the Customer's Client and the Customer is responsible for holding, monitoring and managing the Client to the same obligations and accountability.

Name of Client: Visit Pensacola

Adara agrees to authorize the Customer to provide Client with Reports measuring the effectiveness of media and website performance. Customer will not have the right to resell any Reports or related information except to Client. Client shall not have the right to resell any information contained in the Reports. Customer may request Adara to provide Client access to the Platform and Customer shall be responsible for all uses of the Platform made by Client, including any breach of the terms and conditions of the Agreement and this SO. Client shall be held to the same obligations as applied to Customer under the Agreement. Customer will promptly notify Adara to remove Platform access if Client is no longer a direct Client of Customer.

1. Services. Adara agrees to provide to Customer the following checked Services as said Services are defined in the T&C's:

A. ☒ Site Impact

B. ☒ Media Impact

2. Term. The Initial Term of this SO shall commence on October 1, 2025 and end on September 30, 2026. In the case of a material breach by the other party, the non-breaching party shall have the right to terminate this SO in accordance with the Termination provisions of the T&C's.

3. Fees. For the Services set forth above Adara will charge and invoice Customer for the following fees:

- **Media & Site Impact fee of \$50,000**



a. For Services provided on an on-going basis under this SO, Adara will invoice Customer **\$50,000** upon execution of this SO and invoice media costs monthly after delivery. Customer will pay invoiced amount by September 30, 2025.

b. If, as part of the Services provided by Adara to Customer hereunder, any custom or special reporting Services are requested by Customer and agreed to by Adara, Customer will be billed an additional fee at \$350 per hour.

4. **Adara Primary Contact.** Adara will appoint a primary contact ("Adara Primary Contact") to represent Adara with regard to all Services and related matters set forth in this SO. Adara shall have the right to change the Adara Primary Contact at any time upon written notice (email is acceptable) to Customer which notice shall include the contact information for the new Adara Primary Contact. The initial Adara Primary Contact information is set forth below:

Contact: Jason R Manges  
Title: VP Sales, Tourism  
Telephone: 404-821-3615  
E-mail: Jason.Manges@Adara.com

5. **Obligations of Customer.** In order for Adara to provide the Services set forth in this SO, Customer will be required, and agrees, to provide the following:

a. If requested by Adara, Customer agrees to (i) place or facilitate the placement of Adara's proprietary pixels ("Pixels") in Client's advertising created for Client with participating vendor or publisher's ("Partner (s)"), (ii) install or facilitate installment of Adara Pixels on Client's website ("Website") and email communications, (iii) cooperate with Adara for the purpose of receiving the Services from Adara and, (iv) allow Adara, at Adara's discretion, to have direct contact with the Client.

b. Customer will appoint a primary contact ("Customer Primary Contact") to represent Customer with regard to all Services and related matters set forth in the SO. Customer shall have the right to change the Customer Primary Contact at any time upon written notice (email is acceptable) to Adara which notice shall include the new contact information. The initial Customer Primary Contact information is set forth below:

Contact: Darien Schaefer  
President/ CEO  
[dschaefer@visitpensacola.com](mailto:dschaefer@visitpensacola.com)  
Invoice email: dschaefer@visitpensacola.com

6. **Conflicting Provisions.** IN THE EVENT OF CONFLICTING PROVISIONS BETWEEN THE T&C'S AND THIS SO, THE TERMS OF THE T&CS SHALL CONTROL.



**IN WITNESS WHEREOF**, the duly authorized representatives of the parties have executed this SO to be effective as of the Effective Date first set forth above.

**RateGain Adara, Inc. ("Adara")**

**By:**

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print or Type Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

**("Customer")**

**By:**

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print or Type Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)





## TRAVPRO MOBILE LLC- CONTENT, MARKETING & PLATFORM AGREEMENT

<b>DATE:</b>	SEPTEMBER 10, 2025	<b>TRAVPRO CONTACT</b>	KIM UNO
<b>CUSTOMER/ CLIENT:</b>	VISIT PENSACOLA	<b>CONTACT NAME(S):</b>	KAYA MAN
<b>CITY, STATE</b>	PENSACOLA, FL	<b>CONTACT EMAIL(S)</b>	KMAN@VISITPENSACOLA.COM

**FEES:** Customer agrees to pay TravPRO Mobile LLC ("TravPRO") the following fees for the use of their software platform and all other services detailed below which shall include any services which are provided to the Client for the purpose of, or in connection with, the permitted use, development, modification or maintenance of the software (altogether the "**Services**"). Terms and conditions are noted below along with statement of work.

<p><b><u>TURNKEY B2B TRAINING &amp; SALES ENABLEMENT PLATFORM</u></b></p> <p><b><u>SUBSCRIPTION:</u></b></p> <p><b>TERM: October 1, 2025 – September 30, 2026</b></p> <p><b><u>Services Include:</u></b> Unlimited Users, Content Management System (CMS), Analytics Dashboard, Client Services, Technical Support, Critical Operating Software Updates (iOS &amp; Android), Web App Maintenance updates, Hosting, Data, Messaging, Cloud Support, Platform Integrations, Backup &amp; Recovery, Training &amp; Onboarding, SOC2 &amp; GDPR compliance, SLA Uptime 99.5%</p> <p><b><u>Markets:</u></b></p> <ul style="list-style-type: none"><li>• <b>INCLUDES Global English for US and Canada (N.A.) Markets</b></li></ul> <p><b><u>Training Content</u></b></p> <ul style="list-style-type: none"><li>• <b>INCLUDES two Chapters of Training content.</b></li></ul> <p><b><u>Behavioral Automations &amp; Engagement:</u></b></p> <ul style="list-style-type: none"><li>• <b>Includes 4 Invite emails</b> to TravPRO database of over 82,000 North American Travel Advisors via email deployment, to register for the program.</li><li>• Automated onboarding (2) and up to (7) behavioral nudge automations to move advisors from <i>registered</i> to <i>graduated</i>, <i>revisiting</i> and <i>sharing</i> with clients.</li><li>• <b>Includes 1 Virtual TravelXPO Exhibition Package</b></li><li>• Included in TheSOURCE SuperApp and as featured course for 4 weeks.</li></ul>	<p><b>Included</b></p>
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<b><u>Reporting Dashboard &amp; Analytics</u></b> <ul style="list-style-type: none"> <li>• Full Training metrics, and more importantly Sales Enablement metrics to see which advisors are more actively selling.</li> <li>• Real-Time Password Protected Reporting Dashboard &amp; CMS Content Update Access</li> </ul>	
<b>Total Annual Investment</b>	<b>\$36,000</b>

**LICENSE TERM: OCTOBER 1, 2025 – SEPTEMBER 30, 2026**

The License Term shall begin and end on the above dates, unless sooner terminated as provided in this Agreement.

**Payment Schedule:** Client shall pay the fee pursuant to the terms here to TravPRO Mobile LLC. The Client shall be responsible for all payments when due, Unless TravPRO Mobile breaches this agreement. All invoices are due upon receipt.

**TravPRO Mobile LLC will invoice client in one separate installment. An invoice for \$36,000 will be sent at contract execution to begin work. I authorize TravPRO Mobile, LLC to bill Visit Pensacola for the program outlined above for a total investment of \$36,000 net.**

**SOFTWARE LICENSE:** TravPRO Mobile LLC grants Customer a non-transferable, non-exclusive license during the License Term entered below on the TravPRO Mobile LLC host server for the sole purpose of marketing the brands identified and related products and services.

**CONTENT CREATION:** Client will have final approval for all design, branding, media and content prior to launch. Client owns all the content created. Client owns the database of all users.

**ADDITIONAL TERMS AND CONDITIONS:** The parties agree to the attached Additional Terms and Conditions which are fully incorporated in this Agreement.

CUSTOMER, VISIT PENSACOLA

TRAVPRO MOBILE, LLC

By: \_\_\_\_\_  
Signature

By: Kimberly Uno  
Signature

\_\_\_\_\_  
Date

September 10, 2025  
Date

Client: Kaya Man  
Director, Sales and Service

Kim Uno  
Senior Director

# Terms and Conditions

**1. Complete Agreement:** This agreement constitutes the entire agreement and understanding of the parties with respect to the subject matter hereof, and all previous representations, terms or agreements, whether written or oral, between the parties regarding the subject matter hereof are superseded hereby.

**2. Fees & Payments:** Client shall pay the fee pursuant to the terms set forth in "Payment Terms" below to TravPRO Mobile LLC. The Client shall be responsible for each and every payment when due, Unless TravPRO Mobile breaches this agreement. All invoices are due at receipt.

**3. Production Process:** The various stages of the production process are triggered by the clients "final approval" of the editorial components, followed by design elements. The core platform, a mobile sales companion application for Web, IOS & Android with specific content inclusions specified above, is labor intensive to produce and therefore 3 rounds of revisions will be adhered to strictly. Please make the rounds of changes as complete as possible, meaning supply a document with all the changes for the round and submit them to the project manager to be able to complete at the same time. Changes can be made beyond the third round, but will be billed on an hourly basis at \$150/hr.

- a) **CONTENT CREATION:** Client will have final approval for all design with a maximum of 3 rounds of revision, branding, media and content prior to launch. Client owns all the content created. **Client is responsible for an initial upload through Content Snare. Any client-side delays in excess of (3) days throughout the production process will impact the launch date by the equal time of the combined delay.**
- b) **PRODUCTION TIMELINE:** **Client will be removed from production queue after 3 weeks of non-response automatically, it will take 3 weeks to re-enter queue.**
- c) **ALL PRODUCTION STAGE APPROVALS ARE FINAL. MEANING THAT CLIENT NEEDS TO KNOW ALL INTERNAL APPROVAL PEOPLE, PROCESSES, ETC. ANY CHANGES POST APPROVAL WILL BE BILLED AT \$150/HR.**

**4. Contract & License Term:** This Annual License term shall begin and end on TERM dates detailed above, unless sooner terminated as provided in this Agreement. Annual renewal period will begin on October 1, 2026 based on client approval.

**5. Late and/or Non-Payment:** If Client fails or refuses to make any payment when due, in accordance with the payment terms, Client shall be liable for (a) accruing interest of 1 ½ per month plus (b) costs of collection, including, but not limited to, reasonable legal fees incurred by TravPRO Mobile LLC.

## **6. Licenses**

Subject to the Client payment of the Fees, the Client is granted a nonexclusive and non-transferable license to use the Services (including any associated software, Intellectual Property Rights and Confidential Information) during the Term. The Client does own the content in its entirety, even that produced solely by TravPRO. The software platforms and all code are exclusively held and solely owned by TravPRO Mobile LLC.

Nothing in this Agreement grants any right, title, or interest in or to (including any license under) any Intellectual Property Rights in or relating to, the Client, Client Materials, Client's logos, trademarks and copyrights, distributor's logos, trademarks and/or copyrights, Third-Party Materials, whether expressly, by implication, estoppel, or otherwise. All right, title, and interest in and to such assets are and will remain with Client and the respective rights holders in the Third-Party Materials.

## **7. Intellectual Property Indemnification**

- a) The Client, at its own expense, shall (i) defend, or at its option, settle any claim or suit brought against TravPRO by a third party on the basis of infringement of any Intellectual Property Rights by the Services deriving from any Client provided item ); and (ii) pay any final judgment entered against TravPRO Mobile LLC on such issue or any settlement.
- b) TravPRO agrees to notify Client of any such claim or suit within five business days of the receipt of such claim. If TravPRO does not notify Client of such claim or suit within this time frame, Client's indemnification obligations under this Section shall cease.

**8. Governing Law:** This Agreement will be governed by and construed by the substantive laws of the State of New Jersey without giving effect to any choice-of law rules that may require the application of the laws of another jurisdiction. Both Parties agree to comply with all relevant federal and state laws.

## **9. Breach; Termination; Effect of Termination:**

Either party may terminate this Agreement, effective on written notice to the other party, if the other party materially breaches this Agreement, and such breach: (i) is incapable of cure; or (ii) being capable of cure, remains uncured 30 (thirty) days after the non-breaching party provides the breaching party with written notice of such breach; and

Either party may terminate this Agreement, effective immediately upon written notice to the other party, if the other party: (i) becomes insolvent or is generally unable to pay, or fails to pay, its debts as they become due; (ii) files or has filed against it, a petition for voluntary or involuntary bankruptcy or otherwise becomes subject, voluntarily or involuntarily, to any proceeding under any domestic or foreign bankruptcy or insolvency Law; (iii) makes or seeks to make a general assignment for the benefit of its creditors; or (iv) applies for or has appointed a receiver, trustee, custodian, or similar agent appointed by order of any court of competent jurisdiction to take charge of or sell any material portion of its property or business..

In the event that the Agreement is terminated, TravPRO shall, within 7 (seven) business days, send Client a final invoice showing the work that has been completed up to the date of the termination. TravPRO shall refund Client any unused portion of the fee, using the fees set forth in the "Detailed Proposal Pricing" outlined above as the guide. If fees are retained for any project listed above, the full project must be delivered to Client within 7 (seven) business days.

Any fees due for reimbursement to Client must be paid within 10 (ten) business days of termination of the Agreement. Any fees not returned within this timeframe will accrue interest of 1 ½ per month plus (b) costs of collection, including, but not limited to, reasonable legal fees incurred by Client.

If requested in writing, all Confidential Information exchanged between the parties shall be returned to other party within seven (7) business days of the request.

#### **10. Data Privacy:**

In carrying out the Services under this Agreement, TravPRO shall (i) keep and maintain all information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household and that TravPRO collects, creates, receives, accesses, uses, alters, stores, disposes, discloses, transmits, transfers, or otherwise processes under this Agreement ("Personal Information") in strict confidence, using such degree of care as is appropriate and necessary to avoid unauthorized access, use, or disclosure; (ii) use and disclose Personal Information solely and exclusively for the purposes for which the Personal Information, or access to it, is provided pursuant to the terms and conditions of this Agreement, and not use, sell, rent, transfer, distribute, or otherwise disclose or make available Personal Information for TravPRO's own purposes or for the benefit of anyone other than Client, in each case, without Client's prior express written consent; (iii) comply with all applicable international, federal, state, provincial, and local laws, rules, regulations, directives, requirements, codes, and industry standards and guidelines, relating to the privacy, confidentiality, integrity, protection, or security of Personal Information, including without limitation, the California Consumer Privacy Act, Cal. Civ. Code §§ 1798.100 to 1798.199 ("CCPA"), the European Union ("EU") General Data Protection Regulation 2016/679 and the UK Data Protection Act 2018 (collectively, "GDPR"), the Canadian Personal Information Protection and Electronic Documents Act (S.C. 2000, c. 5) ("PIPEDA"), and any laws, rules, and regulations implementing or related to the foregoing, each as amended from time to time ("Data Protection Laws"); (iv) execute a data processing agreement with Client to the extent that TravPRO will be processing Personal Information subject to GDPR and any EU Member State laws on behalf of Client in connection with the Services provided under this Agreement; and (v) immediately, and in no case later than 48 hours after becoming aware of any unauthorized use of, unauthorized access to, loss of, damage to, or unplanned unavailability of TravPRO systems or Client Personal Information ("Security Incident") notify Client and fully cooperate with Client in Client's handling of the Security Incident. TravPRO certifies that it understands and will comply with the requirements and restrictions set forth in this Agreement.

**11. Force Majeure:** Neither TravPRO Mobile LLC nor Client shall be liable to the other for any failure or delay in its performance due to any cause beyond its control, including acts of war, acts of God, earthquake, riot, sabotage, labor shortage or dispute, Internet interruption, government acts, or any other condition affecting production or delivery in any manner beyond the control of TravPRO Mobile

**Fund 108 - Revenue Trends  
Analytical Review  
As of September 15, 2025**



	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21	% change from PY	FY20
<b>October</b>	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785	19.2%	901,449
<b>November</b>	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614	10.4%	852,961
<b>December</b>	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952	14.2%	528,851
<b>January</b>	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570	9.3%	499,165
<b>February</b>	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276	5.6%	487,937
<b>March</b>	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
<b>April</b>	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
<b>May</b>	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114	351.6%	353,670
<b>June</b>	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820	194.5%	712,562
<b>July</b>	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405	86.8%	1,588,804
<b>August</b>	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112	92.7%	1,836,978
<b>Sept</b>	177,507	-91.4%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341	132.5%	905,051
	<b>20,235,332</b>	<b>-8.1%</b>	<b>22,014,490</b>	<b>0.9%</b>	<b>21,582,470</b>	<b>-1.1%</b>	<b>21,816,411</b>	<b>23.5%</b>	<b>17,671,461</b>	<b>81.1%</b>	<b>9,758,958</b>
<b>1 - 2 Cents</b>	8,094,133		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
<b>3rd Cent</b>	4,047,066		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
<b>4th Cent</b>	4,047,066		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
<b>5th Cent</b>	4,047,066		4,402,898		4,316,494		4,363,282		-		-
	<b>20,235,332</b>		<b>22,014,490</b>		<b>21,582,470</b>		<b>21,816,411</b>		<b>17,671,461</b>		<b>9,758,958</b>

**Enabling Legislation**

[Ordinance #80-16 \(referendum election on 11-4-1980\)](#)

[Ordinance #89-7](#)

[Ordinance #92-30](#)

[Ordinance #94-10](#)

[Ordinance #2000-22](#)

[Ordinance #2003-11](#)

[Ordinance #2013-40](#)

[Ordinance #2020-33 \(add 5th Cent\)](#)

[Florida Statutes 125.0104 \(3\) \( c\):](#)

[Florida Statutes 125.0104 \(3\) \(d\):](#)

[Florida Statutes 125.0104 \(3\) \(1\):](#)

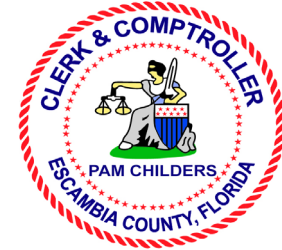


# Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

## MEMORANDUM



**TO:** Board of County Commissioners

**DATE:** September 4, 2025

**SUBJECT:** Tourist Development Tax (TDT) Collections

### RECOMMENDATION:

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the July 2025 returns received in the month of August 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in August 2025 were \$3,615,405 compared to \$3,739,842 in August 2024. A comparison of August 2025 to August 2024 is a 3.3% decrease.
- Year-to-date collections for FY2025 is \$20,012,189 compared to \$19,971,171 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 3,615,405	\$ 3,739,842	-3.3%	\$ 20,012,189	\$ 19,971,171	0.2%
	-	-				
Total	\$ 3,615,405	\$ 3,739,842	-3.3%	\$ 20,012,189	\$ 19,971,171	0.2%

**Five Percent Tourist Development Tax Collection Data  
Reported In Fiscal Year Format  
Escambia County, Florida  
As of August 31, 2025**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,499,808.74	\$ 1,392,655.85	\$ 107,152.89	7.7%
Southeast Pensacola	2,473,262.44	2,408,883.82	64,378.62	2.7%
Southcentral & Southwest Pensacola	645,508.72	835,380.30	(189,871.58)	-22.7%
Perdido Key Area	4,199,116.88	4,220,549.12	(21,432.24)	-0.5%
Northeast Pensacola	1,113,394.26	949,210.64	164,183.62	17.3%
North Escambia & Northwest Pensacola	1,337,986.69	1,238,347.54	99,639.15	8.0%
Pensacola Beach Area	8,743,110.80	8,926,143.66	(183,032.86)	-2.1%
<b>Total</b>	<b>\$ 20,012,188.53</b>	<b>\$ 19,971,170.93</b>	<b>\$ 41,017.60</b>	<b>0.2%</b>

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

**Five Percent Tourist Development Tax Collection Data By Geographic Area**  
**Escambia County, Florida**  
**Fiscal Year 2025**  
**As of August 31, 2025**



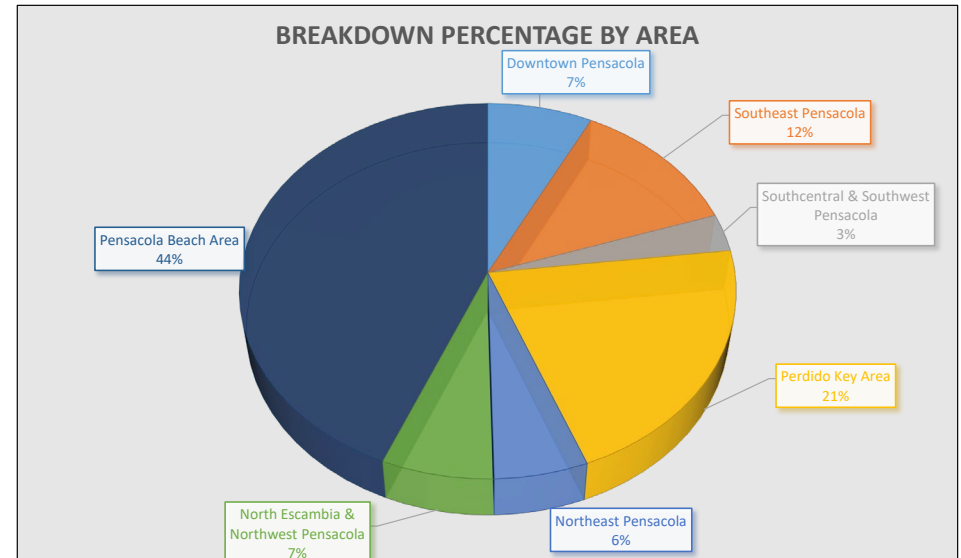
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 217,796.89	\$ -	\$ 1,499,808.74	7.5%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	253,923.88	279,980.56	315,246.56	346,557.60	-	2,473,262.44	12.4%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	49,467.28	59,124.97	66,705.63	90,588.69	-	645,508.72	3.2%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	314,649.60	528,547.43	925,211.67	916,346.50	-	4,199,116.88	21.0%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	103,288.84	121,861.77	131,016.77	145,161.67	-	1,113,394.26	5.6%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	113,370.86	153,994.74	158,597.76	190,071.60	-	1,337,986.69	6.7%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	821,219.60	1,166,032.94	1,591,441.66	1,708,882.44	-	8,743,110.80	43.7%
<b>Total</b>	<b>\$ 1,655,729.03</b>	<b>\$ 1,576,682.88</b>	<b>\$ 1,004,212.39</b>	<b>\$ 891,760.65</b>	<b>\$ 765,190.14</b>	<b>\$ 1,028,071.35</b>	<b>\$ 1,819,528.61</b>	<b>\$ 1,816,436.28</b>	<b>\$ 2,469,281.45</b>	<b>\$ 3,369,890.36</b>	<b>\$ 3,615,405.39</b>	<b>\$ -</b>	<b>\$ 20,012,188.53</b>	<b>100.0%</b>

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

\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

\*\*Effective August 1st, 2021, collections reflected by managed property locations

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
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	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area





**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2025**  
**As of August 31, 2025**



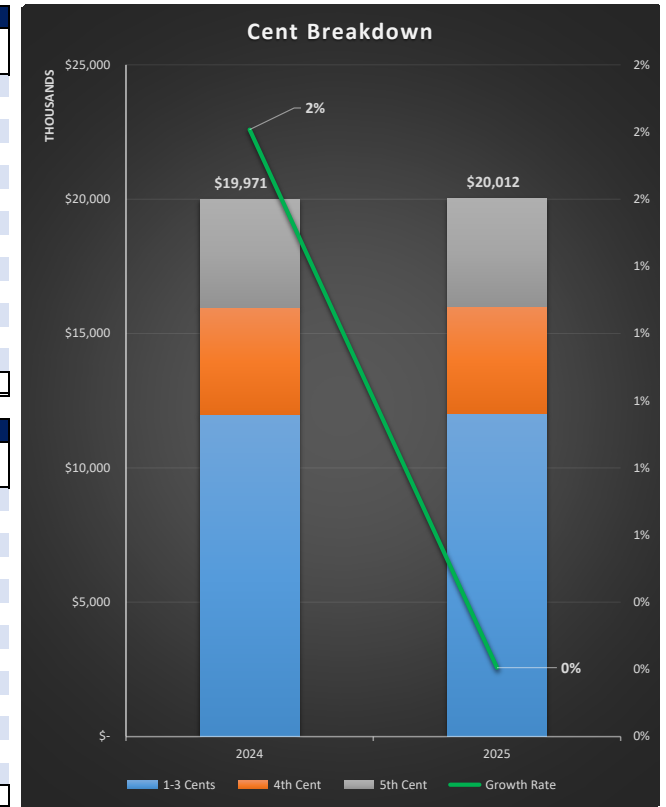
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
NOV	469,350.98	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73
DEC	305,743.25	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43
JAN	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39
FEB	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08
MAR	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81
APR	626,572.22	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	1,091,717.17
MAY	580,106.01	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	1,089,861.77
JUN	771,755.66	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	1,481,568.87
JUL	1,109,041.17	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	2,021,934.22
AUG	1,440,990.57	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	2,169,243.23
SEP	688,096.11	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	-
<b>Total</b>	<b>\$ 7,466,177.56</b>	<b>\$ 7,949,384.12</b>	<b>\$ 8,521,866.08</b>	<b>\$ 9,251,771.35</b>	<b>\$ 7,344,327.75</b>	<b>\$ 11,395,513.79</b>	<b>\$ 13,095,561.35</b>	<b>\$ 12,942,679.39</b>	<b>\$ 13,213,902.92</b>	<b>\$ 12,007,313.12</b>

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81
NOV	156,450.33	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58
DEC	101,914.42	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48
JAN	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13
FEB	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03
MAR	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27
APR	208,857.41	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72
MAY	193,368.67	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26
JUN	257,251.89	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29
JUL	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07
AUG	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08
SEP	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	-
<b>Total</b>	<b>\$ 2,488,725.85</b>	<b>\$ 2,649,794.71</b>	<b>\$ 2,840,622.03</b>	<b>\$ 3,083,923.78</b>	<b>\$ 2,448,109.25</b>	<b>\$ 3,798,504.60</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,002,437.71</b>

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
NOV	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58
DEC	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48
JAN	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13
FEB	-	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03
MAR	-	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27
APR	-	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72
MAY	-	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26
JUN	-	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29
JUL	-	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	-
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,002,437.71</b>

\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

\*\*Effective August 1st, 2021, collections reflected by managed property locations



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	1,028,071.35	976,367.75	51,703.60	5.3%
APR	1,819,528.61	1,923,806.35	(104,277.74)	-5.4%
MAY	1,816,436.28	1,670,687.05	145,749.23	8.7%
JUN	2,469,281.45	2,354,824.96	114,456.49	4.9%
JUL	3,369,890.36	3,450,932.33	(81,041.97)	-2.3%
AUG	3,615,405.39	3,739,842.43	(124,437.04)	-3.3%
SEP	-	2,052,000.61	(2,052,000.61)	Pending
<b>Total</b>	<b>\$ 20,012,188.53</b>	<b>\$ 22,023,171.54</b>	<b>\$ (2,010,983.01)</b>	<b>-9.1%</b>

**VISIT PENSACOLA BOARD MEETING**  
**September 17, 2025**

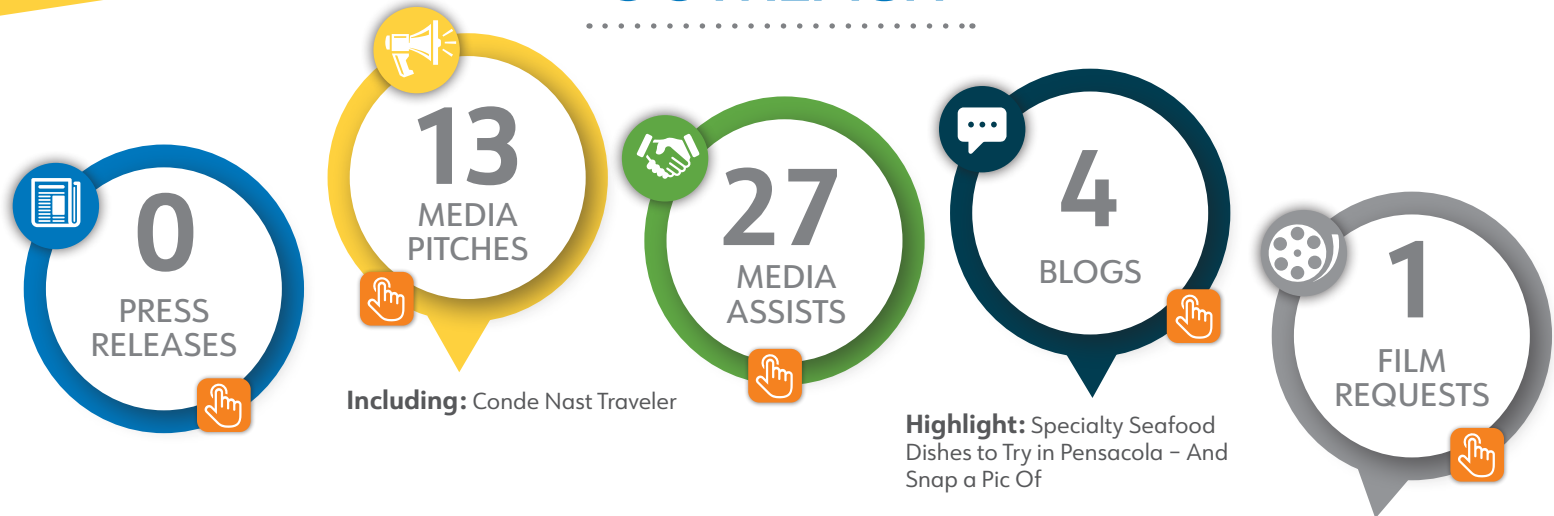
**Research**

**VISIT PENSACOLA BOARD MEETING**  
**September 17, 2025**

**Marketing &  
Communications**



## OUTREACH



## SOCIAL MEDIA

7,065 total users visited the website from social media  
13,115 page views on VisitPensacola.com from social media users  
1,809 conversions from social media



## E-MARKETING CONSUMER eNEWS

357 new sign-ups  
33% open rate  
90% engagement rate  
2.7% click throughs



## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

Public Relations: • 1 Placement • 91,390 UVM and Impressions • \$1,828

#### MEDIA ASSISTS

- The Daily Mail (UK)
- Culinary FAM planning and invites
- Vanesa Infanzonn Press Trip planning
- Taryn Shore Press Trip planning
- Americas 250th planning with Visit Florida, St. Augustine and Tallahassee
- Florida Public Relations Association – Judges Award: Visit Pensacola Dive & Dine Press Trip
- Cat Country RadioThon
- ESTO Travel Conference – Attendee and Speaker
- NewsRadio Expert Panel
- Erica Bray, AAA Magazine: Pitched Pensacola for story on laid-back Island escapes.
- Kelsey Glennon, Freelance (Southern Living, Travel + Leisure): Pitched Pensacola for story on small Florida beach towns that are best to visit in fall.
- Daniel Schumacher, Taste of the South: Provided destination images for inclusion in upcoming fall travel guide.
- Brittany Anas, Forbes: Pitched Pensacola for story on destinations / venues for Taylor Swift's wedding.

#### MEDIA ASSISTS

- Wheel of Fortune Filming – Visit Florida partnership
- Visit Florida Governors Conference on Tourism
- NWFL Beaches Council and Brand Meeting
- Visit Florida UK Huddle planning and appointments
- Beach O Ween planning with SRIA, Pensacola Beach Boardwalk and Pensacola Beach Chamber
- Scuba Queen planning and assists
- Content Creator planning for the remaining creators
- Emerald Coast Magazine
- Visit Florida editorial assists
- Travel & Leisure
- Eric Bowman, TravelPulse: Visit Pensacola pitched destination for story on best U.S. cities for travelers with disabilities.
- Ashlea Halpern, Freelance (Oprah Magazine): Visit Pensacola pitched Portofino Island Resort for story on the best beach hotels and resorts in North America.
- Carrie Honaker, Conde Nast Traveler: Visit Pensacola provided informational assistance for story pitch on Bruce Beach.

#### MEDIA ASSISTS

- Travel Pulse
- Published 4 new blogs
  - Specialty Seafood Items (New)
  - 2025 Foo Foo Fest (refurbished)
  - Your Guide to Cool, Casual Dining in Pensacola (New)
  - Art in Unexpected Places (refurbished)
- 2 YouTube Blog Videos
- 2 Google Web Stories
  - After Dark Activities in Pensacola
  - Biking Adventures in Downtown Pensacola
- 2 Threshold 360's
  - Tarkiln Bayou
  - Perdido Key State Park

#### Creator Update

- Hosted three creators in August
  - Advneturas – Yu and Ro – First Spanish partnership!
  - Kerry Murphy – Mainstreet and Backroads – Drive, couples getaway
  - The.worried.wanderer – Denver flight partnership

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



### STORIES MENTIONING PENSACOLA

#### Highlight:

- 25 Cities Where You Can Retire in Great Weather for \$2,000 a Month



#### 240 Stories

##### Highlights:

- 25 Secluded Coastal Towns Tucked Along Northwest Florida's Untamed Gulf
- 7 Forgotten Coastal Forts in Florida You Can Still Explore



#### 6 Accolades

##### Highlights:

- Where to See Sea Turtles Nesting and Hatching in America
- You'll Come for the BBQ But Stay for the Dessert at this Beloved Florida Restaurant in Pensacola





### 📌 Early Bird Campaign Begins

Goal: Increase visitation and stay-length from November through February by inspiring potential travelers as they plan winter travel.

Tactics: Digital display, Native, Online video, Print, CTV and Broadcast/Cable

Markets: Chicago, Grand Rapids, Indianapolis, Milwaukee, Minneapolis, St. Louis, Detroit, plus Indiana, Michigan, and Wisconsin



### 📌 Inspire Beach-loving Football Fans

Football and beach getaways come together through a renewed Alabama Football sponsorship and our continuing "Proud Beach" designation with the New Orleans Saints.

The Who Dat Nation will hear about the Saints' Way to Beach during game radio broadcasts and their weekly coaches' show. Superdome visitors will see our messages on video monitors throughout the concourse and on in-stadium ribbonboards during the games.

We'll reach 'Bama fans through in-stadium ribbonboards, radio spots, digital and print ads, and as a presenting sponsor status for an away game broadcast. Who dat! Roll Tide!



RollTide.com digital ads



Superdome Ribbonboards



Alabama Alumni Magazine ad



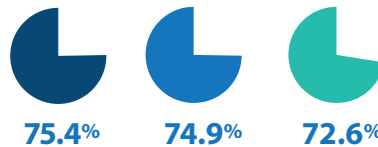
## COMMUNITY IMPACT : JULY

■ 2025 ■ 2024 ■ 2023

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

Hotel Occupancy 75.4%

### JULY YEAR-OVER-YEAR



### 12-MONTH RUNNING AVERAGES



Average Daily Rate \$196.76

### JULY YEAR-OVER-YEAR



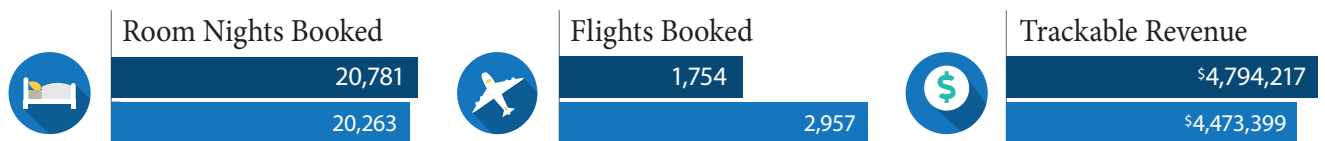
### 12-MONTH RUNNING AVERAGES



## TRACKABLE RESULTS : JULY

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

### JULY YEAR-OVER-YEAR



## WEBSITE IMPACT : JULY

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

### ALL CLICKABLE EFFORTS:

Advertising Site Visits 127,096

% of Total Site Visits 29.8%

### JULY YEAR-OVER-YEAR



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

### SOCIAL MEDIA ONLY:

People Reached 2,482,290

Landing Page Views 598,789

### JULY YEAR-OVER-YEAR





# VISITPENSACOLA.COM

August 2025

**347,573**  
FY 3,179,445  
USERS

**775,177**  
FY 8,556,678  
PAGE VIEWS

**\$429,021**  
FY \$11.9  
TOTAL  
REVENUE\*

**2.9**  
FY 3  
AVG. LENGTH  
OF STAY\*

**\$222**  
FY \$209  
AVG. DAILY  
RATE\*

## AUDIENCE

City	Total users	Engagement
New York	22,087	15%
Chicago	11,900	26%
New Orleans	8,612	69%
Houston	8,408	33%
Pensacola	4,966	75%
Atlanta	6,910	45%
Mobile	5,512	72%
Dallas	4,654	39%
Detroit	3,223	19%
Charlotte	3,076	24%
Minneapolis	2,670	24%

## TOP PAGES

Page	Total users	Engagement
Feature - Family Fun	80,476	9%
Things To Do Outdoors	55,167	14%
Events	15,100	86%
Events This Week	14,546	82%
Feature	28,902	26%
Webcams	13,302	91%
Things To Do - History	25,768	21%
Home	18,403	57%
Things To Do	12,744	86%
Warm Up	8,967	43%
Live Music	3,416	87%

## PARTNER ENGAGEMENT

Listing Views	52,670
Visit Partner Website	23,726
Event Views	127,712
Coupons	326
Referrals (Listings/Events)	12,962

## CHANNEL (How people find us)

Channel	Total users	Engagement
Paid Social	97,414	17%
Organic Search	90,509	113%
Paid Search	56,962	40%
Display	30,326	21%
Direct	22,182	90%
Organic Social	6,798	76%
Organic Video	6,074	21%
Paid Other	6,142	35%
Cross-network	5,358	64%
Referral	5,483	71%
Email	1,732	90%
LLMs	1,041	74%

## WEBSITE SIGNUPS

New Email Subscribers	357
Insider Guide Requests	419
Insider Guide (Online version)	162

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





# Social Media Board Report

August 2025 vs. August 2024

**sprout**social

Social Media Board Report

Facebook Performance Summary

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

- Profile
- Reporting Period
- All Facebook Pages

Impressions <b>3,115,080</b> ↗29.7%	Engagements <b>146,256</b> ↗18.9%	Post Link Clicks <b>61,363</b> ↗4.3%
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Facebook Audience Growth

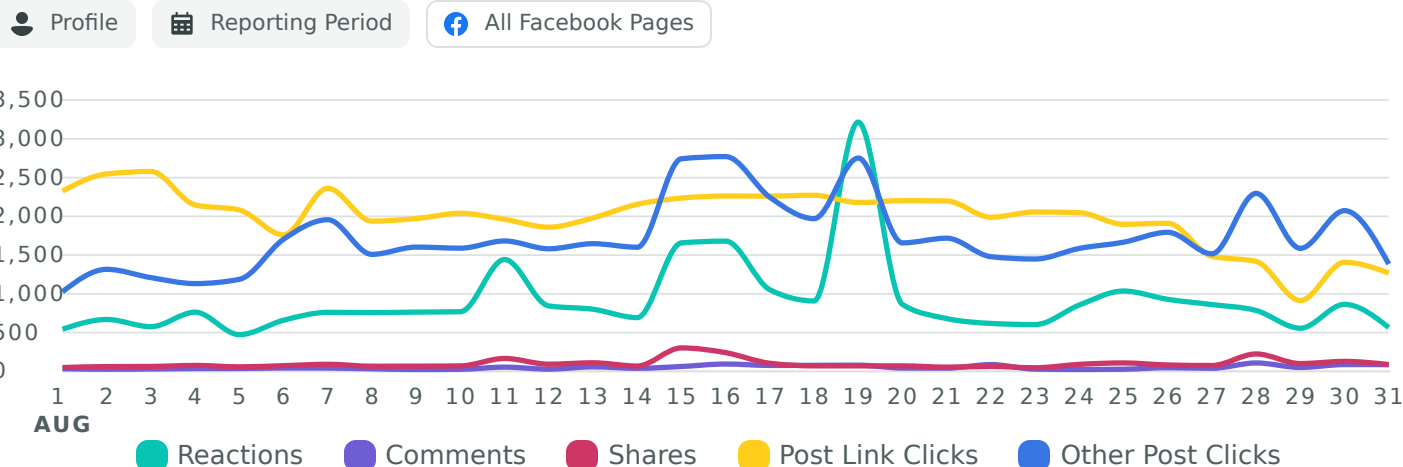
See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	648	↗47.6%
Net Follower Growth	648	↗47.6%

## Facebook Engagements

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



Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	36,882 ↗15%	109,374 ↗20.3%	146,256	↗18.9%
Reactions	16,485 ↗21.9%	11,418 ↗97%	27,903	↗44.4%
Comments	969 ↘13.5%	249 ↗8.7%	1,218	↘9.7%
Shares	1,989 ↘12.8%	694 ↗79.8%	2,683	↗0.6%
Post Link Clicks	1,763 ↗251.9%	59,600 ↗2.2%	61,363	↗4.3%
Other Post Clicks	15,676 ↗7%	37,413 ↗42.8%	53,089	↗30%

Facebook Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All Facebook Pages

All Post Types

All Content Types

Military, Blue Angels

All Published Statuses

All Authors



**Visit Pensacol...**  
Tue 8/12/2025 6:06 pm...

The numbers for the 2025 Pensacola Beach Airshow featuring the...



<b>Total Engagements</b>	<b>137</b>
Reactions	71
Comments	2
Shares	14
Post Link Clicks	—
Other Post Clicks	50

Instagram Performance Summary

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

Profile

Reporting Period

All Instagram Profiles

Views <b>2,527,770</b> ↗237.8%	Engagements <b>32,283</b> ↘43%
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## Instagram Engagements



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

 Profile  Reporting Period  All Instagram Profiles

Engagement Metrics	Totals	% Change
<b>Organic Engagements</b>	<b>25,665</b>	<b>↘ 43.5%</b>
Organic Likes	23,468	↘ 43.9%
Organic Comments	627	↘ 10.4%
Organic Saves	1,550	↘ 46.1%
Story Replies	20	↘ 60%

## Instagram Audience Growth

See how your audience grew during the selected time period.

 Profile  Reporting Period  All Instagram Profiles

Audience Metrics	Totals	% Change
<b>Net Follower Growth</b>	<b>1,351</b>	<b>↗ 21.2%</b>
Followers Gained	2,370	↗ 3.4%
Followers Lost	1,019	↘ 13.5%

## Instagram Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All Instagram Profiles

All Post Types

All Content Types

All Tags

All Authors

<b>visitpensacola</b> Fri 8/1/2025 9:20 am CDT	<b>visitpensacola</b> Wed 8/13/2025 10:19 ...	<b>visitpensacola</b> Sun 8/17/2025 5:41 p...
Summer's not over yet, but we've been dreaming of the coming fall season! 🍁🍂 Fal...	Orange looks good on us 🌅❤️ 🌟 #TheWayToBeach #ExperiencePcola #LoveFI	Every sunset feels like magic here 🌅🌟 #TheWayToBeach #ExperiencePcola #LoveFI
<b>Total Engagements</b> 4,380	<b>Total Engagements</b> 2,824	<b>Total Engagements</b> 2,195
Likes 2,111	Likes 2,290	Likes 1,771
Comments 19	Comments 48	Comments 20
Shares 1,561	Shares 434	Shares 325
Saves 689	Saves 52	Saves 79

## Instagram Stories Performance

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

Post

Lifetime

All Instagram Profiles

Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>57</b>	↘ 40.6%

## Instagram Stories Performance

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

 Post  Lifetime  All Instagram Profiles

Story Metrics	Totals	% Change
Story Taps Back	1,433	↘ 57.1%
Story Taps Forward	42,197	↘ 51.8%
Story Exits	4,820	↘ 55.9%
Story Views	54,493	↘ 46.9%

## X Performance Summary

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

 Profile  Reporting Period  All X Profiles  All X Post Types

Impressions <b>29,636</b> ↘ 31.3%	Engagements <b>1,506</b> ↘ 7.9%	Post Link Clicks <b>180</b> ↘ 28%
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## X Audience Growth

See how your audience grew during the selected time period.

 Profile  Reporting Period  All X Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	75	↘ 68.5%

## X Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All X Profiles

All Post Types

All Content Types

All Tags

All Authors

**X @VisitPensac...**

Sun 8/17/2025 6:18 p...

Is there anything better than  
a Pensacola sunset? 🌅📍  
[#TheWayToBeach...](#)

**Total Engagements 383**Likes **245**@Replies **6**Reposts **20**Post Link Clicks **2**Other Post Clicks **107**Other Engagements **3****X @VisitPensac...**

Sun 8/3/2025 1:52 pm...

A gorgeous, calm sunset for  
your viewing pleasure ✨  
[#TheWayToBeach...](#)

**Total Engagements 203**Likes **162**@Replies **1**Reposts **21**Post Link Clicks **5**Other Post Clicks **14**Other Engagements **0****X @VisitPensac...**

Sun 8/10/2025 1:59 p...

We're looking forward to  
those fall sunsets 🍂🌅 In the  
cooler months, the sun sets...

**Total Engagements 161**Likes **129**@Replies **0**Reposts **19**Post Link Clicks **—**Other Post Clicks **9**Other Engagements **4**



X Engagements

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

Profile

Reporting Period

All X Profiles

All X Post Types

Engagement Metrics	Totals	% Change
Engagements	1,506	↘7.9%
Likes	832	↗1.2%
@Replies	20	↗17.6%
Reposts	92	↘37.4%
Post Link Clicks	180	↘28%
Other Post Clicks	373	↘6.3%
Other Engagements	9	↗800%

TikTok Performance Summary

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

Profile

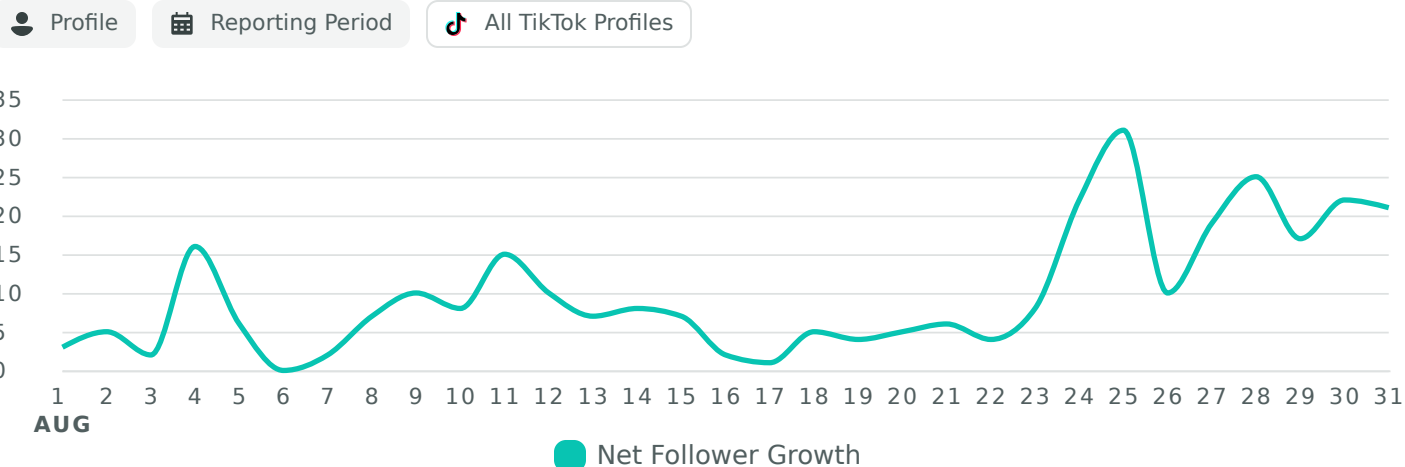
Reporting Period

All TikTok Profiles

Published Posts 8 ↘20%	Video Views 76,551 ↗24.7%	Engagements 3,915 ↗97.1%
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## TikTok Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

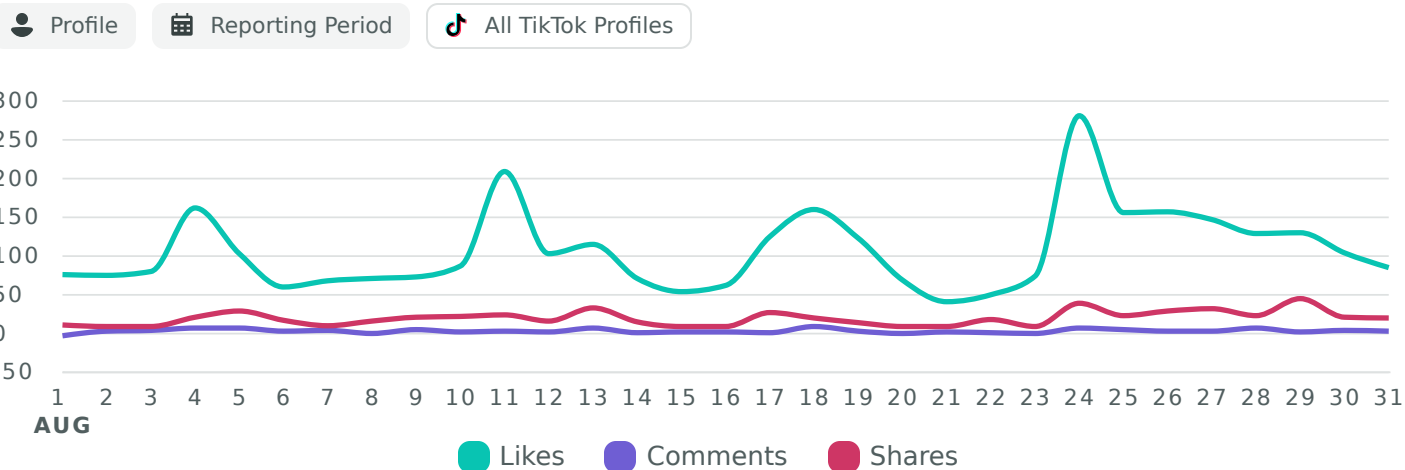
Totals

% Change

**Net Follower Growth****308****↗ 1,000%**

## TikTok Engagements

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



Engagement Metrics

Totals

% Change

**Engagements****3,915****↗ 97.1%**

Likes

3,269

**↗ 100.8%**

TikTok Engagements

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




- Profile
- Reporting Period
- All TikTok Profiles

Engagement Metrics	Totals	% Change
Comments	68	↘11.7%
Shares	578	↗105.7%

TikTok Post Performance

Review how your audience interacted with your posts.

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

<div><div>V</div><div><div>visitpensacola</div><div>Sun 8/10/2025 6:50 p...</div></div></div> <div><p>We're looking forward to those fall sunsets 🧡🌅 In the cooler months, the sun sets...</p><div></div></div> <div><div>Total Engagements316</div><div>Likes280</div><div>Comments1</div><div>Shares35</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Sun 8/24/2025 8:31 a...</div></div></div> <div><p>A beach sunrise to soothe the soul 🧡🌅 #TheWayToBeach...</p><div></div></div> <div><div>Total Engagements287</div><div>Likes262</div><div>Comments5</div><div>Shares20</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Sun 8/3/2025 7:07 pm...</div></div></div> <div><p>A gorgeous, calm sunset for your viewing pleasure ✨ #TheWayToBeach...</p><div></div></div> <div><div>Total Engagements180</div><div>Likes163</div><div>Comments2</div><div>Shares15</div></div>
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Pinterest Activity Summary

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

- Profile
- Reporting Period
- All Pinterest Profiles

<div>Audience</div> <div>3,620 ↗3.5%</div>	<div>Net Audience Growth</div> <div>21 ↘16%</div>	<div>Published Posts</div> <div>7 ↗40%</div>
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**Visit Pensacola**  
**Monthly PR Activity & Status Report**  
**August 2025**

## Media Coverage

- **TravelPulse (UVM: 91,390 | Ad Value: \$1,828):** [Top Events in the United States This July](#)
  - *Previously unreported June coverage*

## Planning

### FY 2026 Planning

- Shared preliminary FY26 public relations plan with Visit Pensacola, reviewed with Lindsey Steck and collected input to be incorporated into the final version.

## Media Hosting

### Individual Press Trips

- **Vanessa Infanzon, Freelance (Upstate Lake Living) – Sept. 15 - 20**
  - Provided accommodation recommendations and shared examples of past media coverage on accessibility to support itinerary development.
- **Taryn Shorr, Freelance (Lonely Planet, Matador Network, Midwest Living) – Oct. 16 - 19**
  - Visit Pensacola booked Taryn's flights, upon confirmation of press trip dates.
- **Fall Media Hosting**
  - Finalized tiered media list for fall hostings and shared with Visit Pensacola for review. Upon feedback and approval from Visit Pensacola, began conducting outreach to extend invites for fall individual press trips.

### Group Press Trips

- **Culinary Group Press Trip – Oct. 10 - 14**
  - Conducted follow ups and expanded media invite list. Received interest from the following journalists:
    - **Daniel Schumacher, Taste of the South:** Reserving spot for member of publication's editorial team
    - **Nikki Miller-Ka, Matador Network:** Confirmed
    - **Caroline Eubanks, Freelance (Eater, Travel + Leisure):** Confirming availability
    - **Robin Barr Sussman, Freelance (StyleBlueprint, Texas Monthly):** Confirming availability
    - **Randi Gollin, Freelance (Martha Stewart Living):** Confirming availability

## Media Relations

### Media Initiatives and Activations

- **America 250: From the 1500s with Love, Pensacola & St. Augustine – Nov. 7 - 12**
  - Aligned on branding and dates for history-focused group press trip with Visit St. Augustine and Visit Florida.

### Proactive Outreach

- **Q4 Pitching Priorities & Strategy**
  - Aligned with Visit Pensacola on adjusting Q4 pitching strategy to prioritize direct outreach to hot list media outlets that have not featured Pensacola this fiscal year.

### Reactive Outreach

- **Erica Bray, AAA Magazine:** Pitched Pensacola for story on laid-back Island escapes.
- **Kelsey Glennon, Freelance (Southern Living, Travel + Leisure):** Pitched Pensacola for story on small Florida beach towns that are best to visit in fall.
- **Daniel Schumacher, Taste of the South:** Provided destination images for inclusion in upcoming fall travel guide.
- **Brittany Anas, Forbes:** Pitched Pensacola for story on destinations / venues for Taylor Swift's wedding.
- **Eric Bowman, TravelPulse:** Visit Pensacola pitched destination for story on best U.S. cities for travelers with disabilities.
- **Ashlea Halpern, Freelance (Oprah Magazine):** Visit Pensacola pitched Portofino Island Resort for story on the best beach hotels and resorts in North America.
- **Carrie Honaker, Conde Nast Traveler:** Visit Pensacola provided informational assistance for story pitch on Bruce Beach.

## Additional Activity

- Shared latest issue of MMGY's media and travel industry trends newsletter "The News Beat"
- Conducted PR status call on Aug. 14; drafted and shared agenda and recap.
- Monitored for earned media placements.



## APP

August 2025

334

Total Users

66%

Engagement  
Rate

1.6

AVG Engagement  
Time

375

Pages

## KIOSK

AIRPORT

894

SESSIONS

4

SCREENS/  
SESSION

2:28

AVG. DURATION

## KIOSK

A15

2,238

SESSIONS

18

SCREENS/  
SESSION

05:34

AVG. DURATION

## Top Events in the United States This July

by **Scott Hartbeck**

Last updated: 1:35 PM ET, Mon June 30, 2025

If you're looking for somewhere to go and something thrilling to do this July, look no further than the following list, which is stacked with patriotic events, great concerts and festivals full of true American flavor. Scroll down to find a great July event near you.



*The Blue Angels perform at the Pensacola Beach Air Show. (Photo via U.S. Navy / Flickr)*

### Blue Angels Week – Pensacola, Florida

You didn't think the patriotic events ended on July 4, did you? Tucked away on the Florida Panhandle, Pensacola is one of the most underrated cities in the South and it never shines brighter than during Blue Angels Week (July 9–12). It all kicks off Wednesday at sunrise with Breakfast with the Blues, when the locally based Blue



**VISIT PENSACOLA BOARD MEETING**  
**September 17, 2025**

**Sales & Services**



# VISIT PENSACOLA SALES & SERVICE SUMMARY

August 2025

**14**  
FY 127  
LEADS

**0**  
FY 40  
BOOKINGS

**20**  
56  
ASSISTS

**2**  
FY 4  
LOST LEADS

**0**  
FY 4  
SITE VISITS

## Leads

## Bookings

OppID	Account	Meeting Name	Leads	Room Nights	Delegate
23443	Quality of Life Health Services (QOLHS) Employee Activity Group	Quality of Life Health Services (QOLHS) Employee Activity Group	1	660	60
23444	Miracle Strip Corvette Club Car Show	2025 Vettes at the Beach	1	540	250
-	-	-	2	1,200	310
23445	Noria Corporation	Reliable Plant 2027 Conference and Exhibition	1	1450	400
23446	Scuba Queen USA	2025 Scuba Queen USA	1	56	14
23447	National Coalition of Black Meeting Professionals (NCBMP)	2026 Kermit J. Hall Leadership Summit	1	190	80
23448	National Coalition of Black Meeting Professionals (NCBMP)	2027 Kermit J. Hall Leadership Summit	1	190	80
23449	Pay It Forward, Inc	Pay It Forward 2026	1	105	35
23450	Economic Development - City of Pensacola	Economic Development - Blue Angels Homecoming	1	36	12
23451	Yella Ball Industries, Inc/ DBA BASE Events	BASE White Sand World Series	1	4200	1500
23452	Florida Supervisors of Elections, Inc.	Florida Supervisor of Elections Winter Conference	1	380	110
23453	Florida Supervisors of Elections, Inc.	2029 Florida Supervisor of Elections Winter Conference	1	380	110
23454	Florida Supervisors of Elections, Inc.	2029/30 Florida Supervisor of Elections Winter Conference	1	389	110
23455	National Constables and Marshals Association (NCMA)	2026 NCMA Training Conference	1	530	100
23442	Conference Solutions International	2026 Zeta National Educational Foundation BOD Meeting	1	87	56
-	-	-	12	7,993	2,607
-	-	-	14	9,193	2,917

Alias	OppID	Company	Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
Totals	-	-	-	0	0	0	0	0	\$0.00

## Lost Leads

Group	Lost/Cancelled Date	Account	Lead Name	Status	EET	Requested Rooms	Contracted Rooms	Room Attendees	Show Attendees
Sales	08/14/2025	Noria Corporation	Reliable Plant 2027 Conference and Exhibition	Lost (lead was never definite)	\$475,000.00	1,450	0	400	1,000
Total: 1					\$475,000.00	1,450	0	400	1,000

## Lead Room Nights & Delegates

9,193 Room Nights  
44,055 YTD

2,917 Delegates  
21,576 YTD

## Booked Room Nights & Delegates

0 Room Nights  
10,110 YTD

0 Delegates  
8,188 YTD

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



# VISIT PENSACOLA SALES & SERVICE SUMMARY

August 2025



## Pensacola Visitor Center

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

## Perdido Key Visitor Center

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

## Pensacola Beach Visitor Center

Personal Assists	1435
Phone Assists	85
Total Visitors	1679
First-Time Visitors	1235
FY25 Total Visitors	24028
FY25 Non-Visitors	3414
Guides Emailed / Mailed	84

## Top States

Texas  
Georgia  
Alabama  
Florida

## Top Countries

Belgium  
Wales  
Canada



## VISIT PENSACOLA SALES & SERVICE SUMMARY

August 2025

**38**  
**Partner**  
**Visits**

**3**  
**Partner**  
**Inquiries**

**1**  
**Community**  
**Outreach**

**156**  
**Partner**  
**Assists**

**30**  
**Hospitality**  
**Round Table**

### New Partners

- Lucky Goat
- Golden Hour Yoga /Tea House

### Community Outreach

- FRLA Chapter Meeting

### Partner Activity Report

Activity	Added	Updated
Accounts	3	46
Contacts	15	29
Listing	4	36
Events	9	227

### Upcoming Events & Meetings

#### Board Meeting

Date: Wednesday, October 29 - 3:00 PM

Location: Sanders Beach

#### Hospitality Roundtable Luncheon

Date: Tuesday, October 21 - 11:30 AM

Location: Pensacola Bay City Ferry

### Partner Visits

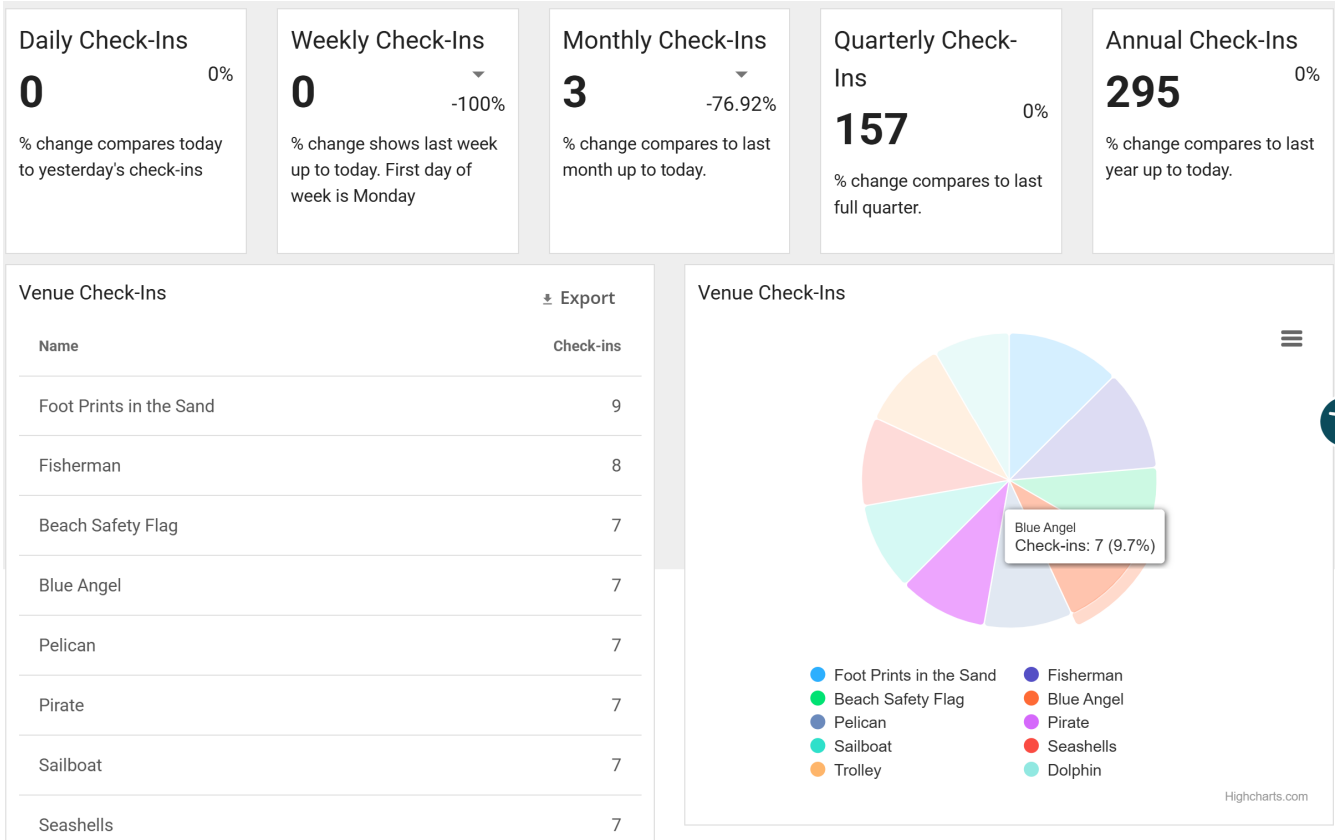
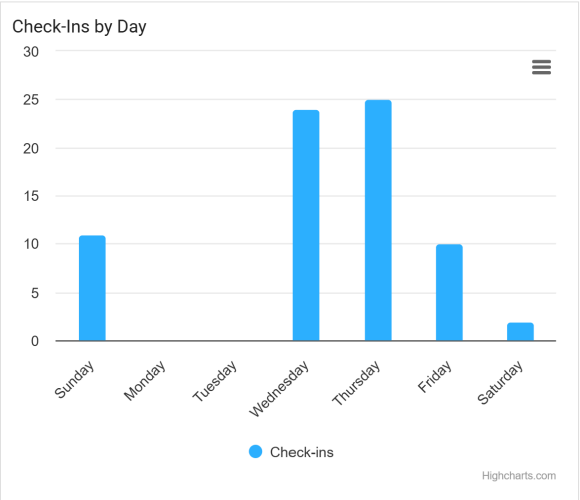
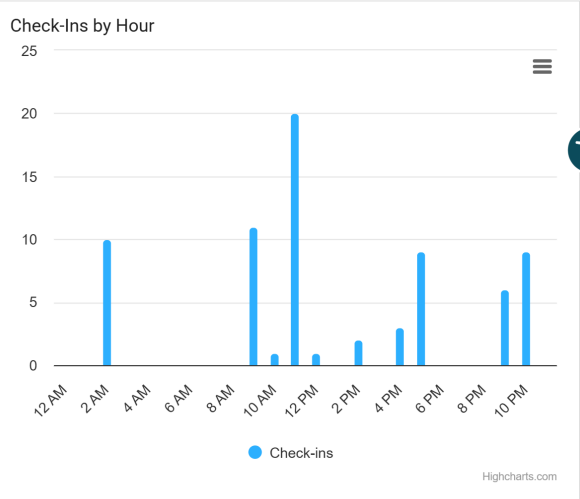
- Rodeway Inn
- Cycle Joint
- J's bakery
- Reservoir
- McGuires
- Golden Hour Tea Room
- Coffee Cup
- Alga
- Iron
- Five Eleven Palafox
- SRIA
- Pensacola Beach Chamber
- Scenic Hills Country Club
- Amanda Ann's
- BAM!
- Candlewood Suites
- Best Western Plus
- Executive Inn
- TownePlace Suites
- Bodacious
- The Fish house
- Unique Boutique
- Hair & Co.
- Lamonte Gelato
- The Burrow
- Sake Café
- Paradise Bar & Grill
- 850 Fusion
- Rest & Relax
- Angelina's
- Lucky Goat
- Jaco's
- Sweet Dream
- Sure Stay
- Deluna Lanes
- Polonza
- Seville Quarter
- The Wharf

### Partner News

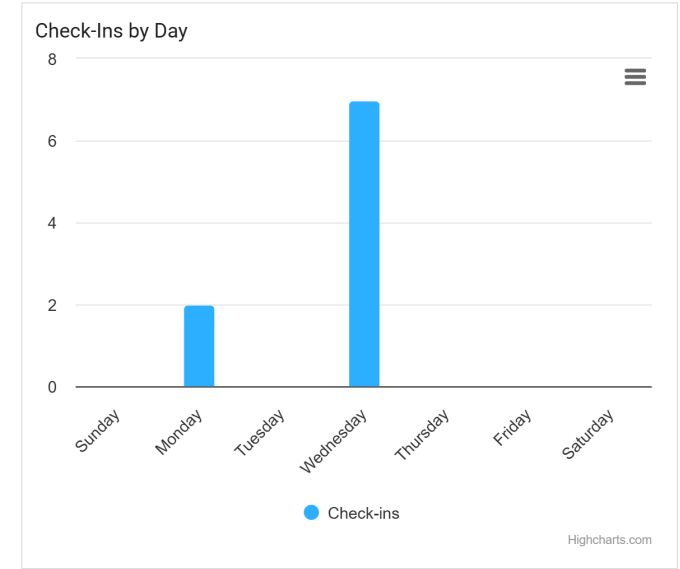
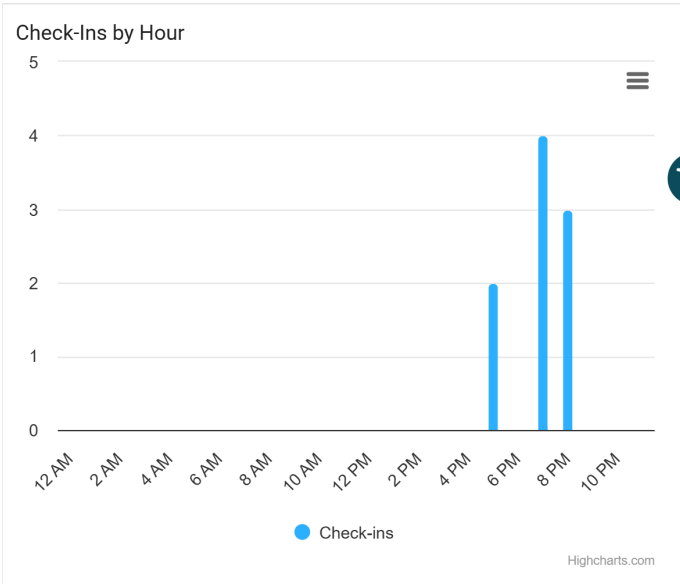
- BEACH-O-WEEN
- Annual Meeting
- Partner Sponsorships

# Ispy Pensacola Trail

venue	product	qty	expense	revenue
Foot Prints in the Sand	Check-In Quiz	9	0	0
Fisherman	Check-In Quiz	8	0	0
Sailboat	Check-In Quiz	7	0	0
Beach Safety Flag	Check-In Quiz	7	0	0
Pirate	Check-In Quiz	7	0	0
Seashells	Check-In Quiz	7	0	0
Blue Angel	Check-In Quiz	7	0	0
Trolley	Check-In Quiz	7	0	0
Pelican	Check-In Quiz	7	0	0
Dolphin	Check-In Quiz	6	0	0
	Total	72		0



# Pensacola Bushwacker Trail



venue	product	qty
Casino Beach Bar & Grille	Check-In	1
Sandshaker Lounge	Check-In	1
Hideaway Beach Bar	Check-In	1
Water Pig BBQ	Check-In	1
Flora-Bama	Check-In	1
Flounder's Chowder House	Check-In	1
Señor Frog's Pensacola Beach   Mexican Restaurant & Fiesta	Check-In	1
Lillian's Pan Pizza	Check-In	1
Red Fish Blue Fish Pensacola Beach	Check-In	1
	Total	9

Daily Check-Ins

0

-100%

% change compares today to yesterday's check-ins

Weekly Check-Ins

1

0%

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

Monthly Check-Ins

2

0%

% change compares to last month up to today.

Quarterly Check-Ins

84

0%

% change compares to last full quarter.

Annual Check-Ins

300

0%

% change compares to last year up to today.

Venue Check-Ins

Export

Name	Check-ins
Casino Beach Bar & Grille	1
Flora-Bama	1
Flounder's Chowder House	1
Hideaway Beach Bar	1
Lillian's Pan Pizza	1
Red Fish Blue Fish Pensacola Beach	1
Sandshaker Lounge	1
Señor Frog's Pensacola Beach   Mexican Restaurant & Fiesta	1
Water Pig BBQ	1

Venue Check-Ins

Casino Beach Bar & Grille

Flora-Bama

Flounder's Chowder House

Hideaway Beach Bar

Lillian's Pan Pizza

Red Fish Blue Fish Pensacola Beach

Sandshaker Lounge

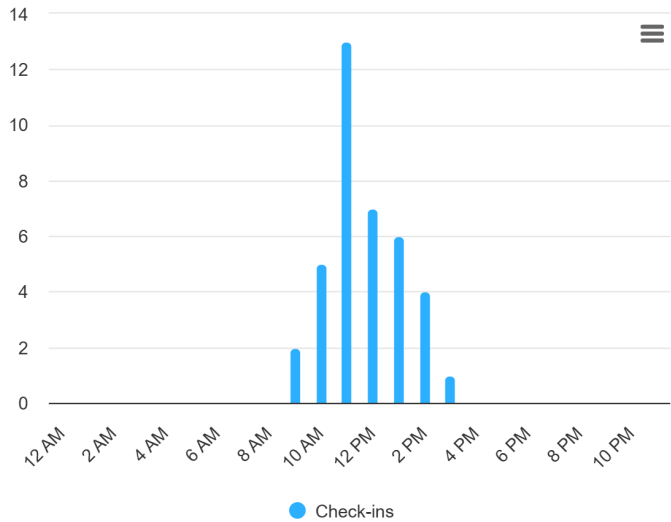
Señor Frog's Pensacola Beach | Mexican Restaurant & Fiesta

Water Pig BBQ

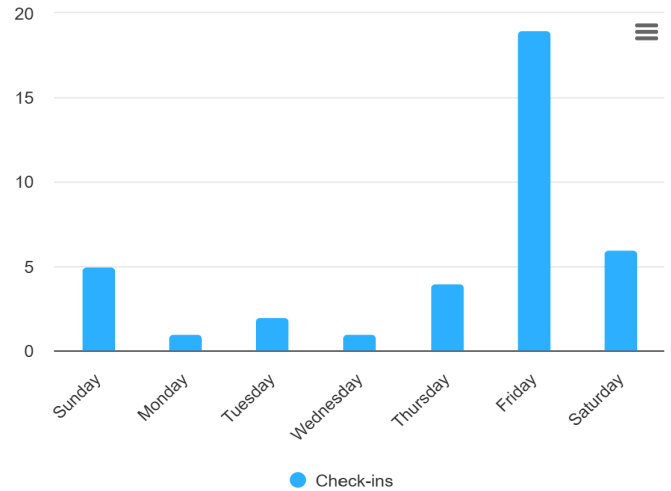
Highcharts.com

# Pensacola Coffee Trail

Check-Ins by Hour



Check-Ins by Day



venue	product	qty
Bodacious Shops	Check-In	4
Cafe Single Fin	Check-In	4
Maker's Cafe & Espresso Bar	Check-In	4
Bodacious Bookstore and Cafe	Check-In	4
Bagelheads	Check-In	3
Alla Prima Coffee Roaster	Check-In	3
Coffee Cup Restaurant	Check-In	3
Jitterbug Beverage Co.	Check-In	3
Bodacious Brew Thru	Check-In	3
Buzzed Brew Coffee	Check-In	3
The Rex Cafe	Check-In	2
Lamonte Gelato	Check-In	2
	Total	38

Daily Check-Ins

**0** 0%  
% change compares today to yesterday's check-ins

Weekly Check-Ins

**0** 0%  
% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

**2** 100%  
% change compares to last month up to today.

Quarterly Check-Ins

**51** 0%  
% change compares to last full quarter.

Annual Check-Ins

**220** 0%  
% change compares to last year up to today.

Venue Check-Ins

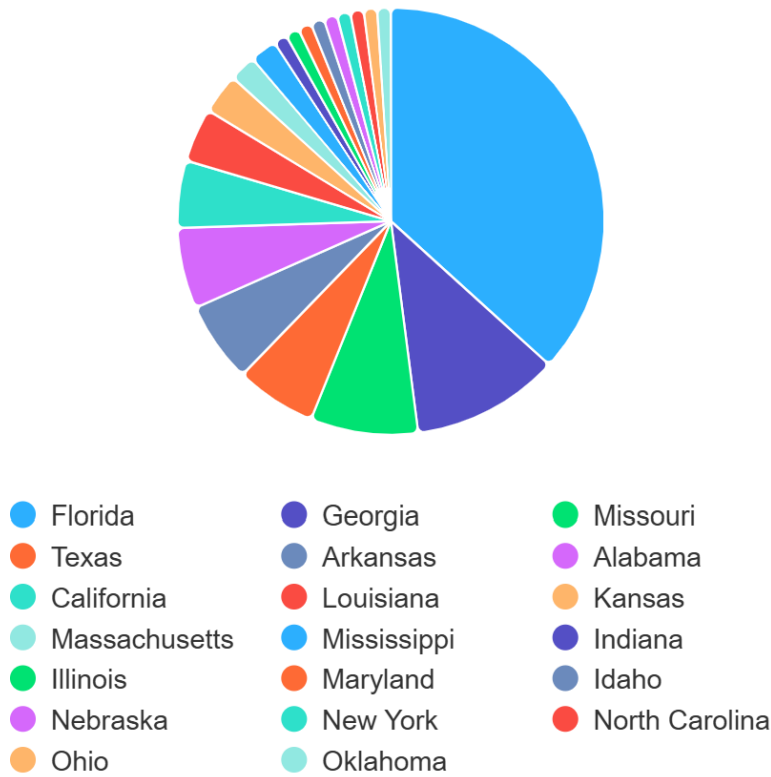
Name	Check-ins
Bodacious Bookstore and Cafe	4
Bodacious Shops	4
Cafe Single Fin	4
Maker's Cafe & Espresso Bar	4
Alla Prima Coffee Roaster	3
Bagelheads	3
Bodacious Brew Thru	3
Buzzed Brew Coffee	3

Venue Check-Ins



count	redemptions	state
36	36	Florida
11	19	Georgia
8	11	Missouri
6	1	Texas
6	22	Arkansas
6	0	Alabama
5	10	California
4	0	Louisiana
3	1	Kansas
2	1	Massachusetts
2	0	Mississippi
1	0	Maryland
1	0	Pennsylvania
1	0	Oklahoma
1	0	Ohio
1	0	North Carolina
1	0	New York
1	0	Nebraska
1	0	Indiana
1	0	Illinois
1	0	Idaho
1	0	Arizona
100	101	Total

All Pass Geographics



All Pass Performance

Passes Currently Live								<a href="#">±</a> Export
Name	Attribute	Total	Redemptions	Avg Redemptions	Unused	Expense	Avg Expense	Revenue
I Spy Pensacola		13	12	0.92	8	\$0.00	\$0.00	\$0.00
Pensacola Bushwacker Trail		35	0	0.00	35	\$0.00	\$0.00	\$0.00
Pensacola Coffee Trail		35	27	0.77	26	\$0.00	\$0.00	\$0.00
Total		83	39	0.47	69	\$0.00	\$0.00	\$0.00