



Visit Pensacola Financial Report August 2026

FY26 AUGUST TAKEAWAYS:

The unified financial statement for August reports net income of \$881K. VP was able to bill the county for invoices for Showcase and ACE invoices, along with the monthly VP expenses.

MAJOR HIGHLIGHTS:

The BOCC held its first FY27 budget workshop and reviewed the proposed budget for the upcoming fiscal year. A final budget hearing will be held before the budget is approved and adopted.

In August, VP applied \$250K toward the advance, bringing the year-to-date total to \$1.7M, with a remaining balance of \$777K to be paid by year-end.

ACE has applied \$567K of their Foo Foo and marketing expenses toward the advance, which has a remaining balance of \$333K.

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-99.9% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$812,122.33. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$4,232.68

VISIT PENSACOLA ONLY Month to date total Revenue = \$816,355.01

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$388,788.71

Operations \$32,429.47

Personnel \$132,358.14

VISIT PENSACOLA ONLY Month to Date total Expense = \$553,576.32

VISIT PENSACOLA Only Month to Date Net Income =\$262,778.69

UNIFIED Year to Date TDT revenue totaled \$10,805,251.29

UNIFIED Year To Date Private revenue totaled \$274,968.56

UNIFIED Year to date total Revenue = \$11,080,219.85

UNIFIED Year to date expense:

Direct Programming \$9,519,867.94

Operations \$434,972.69

Personnel \$1,391,703.84

UNIFIED Year to Date total Expense = \$11,346,544.47

UNIFIED Year to Date Net Loss = -\$266,324.62

County Submissions

* August's submission is submitted on Sept 21st, 2026.

Visit Pensacola Inc

Balance Sheet
As of Aug 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	166,732.74
1025 EFT TDT #4196	\$36,387.54
1027 EFT TDT #4196-ACE	1,078.36
Total for 1025 EFT TDT #4196	\$37,465.90
1030 Partner#2177	\$189,833.23
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$189,833.23
1035 Reserves #3955	21,190.65
1050 Petty Cash	115.00
Total for Bank Accounts	\$415,337.52
Accounts Receivable	
1200 Accounts Receivable	\$2,026,205.72
1200-5 Membership Receivable	200.00
1200-6 Ad Sales Receivable	0.00
Total for 1200 Accounts Receivable	\$2,026,405.72
Total for Accounts Receivable	\$2,026,405.72
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	151.15
1405 Prepaid Expenses	58,559.82
1410 Prepaid Insurance	10,546.32
1455 Due from Reserve	0.00
1460 Due From Partnership	132.84
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total for Other Current Assets	\$69,390.13
Total for Current Assets	\$2,511,133.37
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total for 1300 Furniture & Fixtures	\$0.00

Visit Pensacola Inc

Balance Sheet
As of Aug 31, 2026

	Total
1350 Equipment	
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
Total for 1350 Equipment	\$0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$2,511,133.37
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	494,949.79
Total for Accounts Payable	\$494,949.79
Credit Cards	
2000 Visit Pensacola P-Card	35,346.28
2002 Regions Membership PCard	2,420.08
Total for Credit Cards	\$37,766.36
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	36.00
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	132.84
2655 Line of Credit	500,000.00
2660 Pass through payment	0.00
2700 Unearned Revenue	777,762.17
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	333,300.92
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$1,679,098.39
Total for Current Liabilities	\$2,211,814.54
Total for Liabilities	\$2,211,814.54
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-266,324.62
Total for Equity	\$299,318.83
Total for Liabilities and Equity	\$2,511,133.37

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Aug-26 Oct - Aug, 2026				
	Actual	(YTD)	Budget	Remaining	% of Budget
Income					
4000 Tourism Development Tax-TDT	562,122.33	7,279,390.74	8,686,744.00	1,407,353.26	83.80%
Advance Payment	250,000.00	1,719,827.11	2,500,000.00	780,172.89	68.79%
4050 - TDT Supplemental			182,587.00	182,587.00	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 812,122.33	\$ 8,999,217.85	\$ 11,369,331.00	\$ 2,370,113.15	79.15%
Total Income	\$ 812,122.33	\$ 8,999,217.85	\$ 11,369,331.00	\$ 2,370,113.15	79.15%
Gross Profit	\$ 812,122.33	\$ 8,999,217.85	\$ 11,369,331.00	\$ 2,370,113.15	79.15%
Expenses					
1 Direct Programming					
5090 Marketing Research	28,443.63	299,369.58	327,700.00	28,330.42	91.35%
5100 Advertising/Media	1,868.91	336,071.25	365,132.00	29,060.75	92.04%
5110 Public Relations	18,571.38	162,363.57	220,100.00	57,736.43	73.77%
5120 Advertising Production	600.00	16,825.00	34,000.00	17,175.00	49.49%
5130 Internet Site Production	27,775.16	394,519.11	463,115.00	68,595.89	85.19%
5140 Festivals & Events Granted		36,280.08	80,000.00	43,719.92	45.35%
5141 Festivals & Event Local Support		47,723.38	110,000.00	62,276.62	43.38%
5142 Festival & Event Mini Grants			10,000.00	10,000.00	0.00%
5150 Consumer Promotions	3,500.00	75,710.15	72,100.00	-3,610.15	105.01%
5160 Sales Promotions		23,307.78	32,000.00	8,692.22	72.84%
5170 Brochures and Collateral		135,508.69	141,500.00	5,991.31	95.77%
5180 Tradeshows	9,821.54	213,883.78	225,750.00	11,866.22	94.74%
5190 Showcase	283,759.36	5,506,292.27	6,954,729.00	1,448,436.73	79.17%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%
5215 Tourism Development Projects				0.00	#DIV/0!
5220 Registration	9,200.00	23,848.90	36,150.00	12,301.10	65.97%
5230 Dues and Subscriptions	2,743.58	59,288.31	70,425.00	11,136.69	84.19%
5400 Business Travel & Entertainment	1,589.87	35,272.60	76,740.00	41,467.40	45.96%
5500 Visitor Awareness Education			5,000.00	5,000.00	0.00%
Total 1 Direct Programming	\$ 387,873.43	\$ 7,452,514.45	\$ 9,310,691.00	\$ 1,858,176.55	80.04%
2 Operating Costs				0.00	
5450 Auto/ Local Travel	387.92	4,603.47	6,600.00	1,996.53	69.75%
5520 Committee Expenses			1,250.00	1,250.00	0.00%
5530 Meeting & Events		355.78	2,500.00	2,144.22	14.23%
5600 Building Maintenance & Repair	5,158.52	63,229.83	69,000.00	5,770.17	91.64%
5610 Computer&IT Maintenance&Repair	2,612.81	42,816.00	42,000.00	-816.00	101.94%
5630 Insurance Building & Content	1,850.75	20,017.58	23,200.00	3,182.42	86.28%
5640 D & O and Liability Insurance	206.58	2,272.38	5,000.00	2,727.62	45.45%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%
5660 Legal Services	2,075.00	40,107.50	38,000.00	-2,107.50	105.55%
5670 CPA/ Financial Services	525.00	6,141.71	7,200.00	1,058.29	85.30%
5675 Professional Services		33,333.00	80,000.00	46,667.00	41.67%
5680 Conference Registration		9,655.00	20,000.00	10,345.00	48.28%
5700 Postage	1,485.13	22,650.71	25,620.00	2,969.29	88.41%
5710 Supplies Coffee/Sodas	112.93	1,460.87	3,000.00	1,539.13	48.70%
5720 Office Supplies	1,250.40	18,264.89	11,000.00	-7,264.89	166.04%
5730 Storage and Delivery	1,045.53	12,633.28	14,420.00	1,786.72	87.61%
5750 Rent		10.00	10.00	0.00	100.00%
5760 Telephone Service	666.21	7,827.22	8,400.00	572.78	93.18%
5765 Cell Phone	786.72	8,687.01	9,600.00	912.99	90.49%
5770 Utilities	3,884.49	43,120.68	47,760.00	4,639.32	90.29%
5780 Copier	1,377.64	7,997.10	9,600.00	1,602.90	83.30%
5790 Capital Expenditures				0.00	#DIV/0!
6001 Bank Service Charge				0.00	
6500 Taxes		207.96	100.00	-107.96	207.96%
Total 2 Operating Costs	\$ 23,425.63	\$ 369,391.97	\$ 454,260.00	\$ 84,868.03	81.32%
3 Personnel Costs				0.00	
5800 Salaries	105,734.56	1,120,562.15	1,311,260.00	190,697.85	85.46%
5830 Auto	461.54	5,241.78	6,020.00	778.22	87.07%
5840 401K Contribution Match	3,933.61	41,078.66	53,200.00	12,121.34	77.22%
5850 Employee Insurance	9,532.60	84,281.90	110,100.00	25,818.10	76.55%
5870 Drug Testing	41.12	199.75	400.00	200.25	49.94%
5880 Payroll Expense	12,429.78	121,666.17	120,400.00	-1,266.17	101.05%
5890 Staff Education		2,007.00	3,000.00	993.00	66.90%
Total 3 Personnel Costs	\$ 132,133.21	\$ 1,375,037.41	\$ 1,604,380.00	\$ 229,342.59	85.71%
Total Expenses	\$ 543,432.27	\$ 9,196,943.83	\$ 11,369,331.00	\$ 2,172,387.17	80.89%
Net Operating Income	\$ 268,690.06	\$ 197,275.98	\$ 0.00	\$ 197,275.98	

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Aug-26 Oct - Aug, 2026					%
	Actual	(YTD)	Budget	Remaining	% of Budget	Remaining
Income						
4100 Membership Dues		145,189.27	129,300.00	-15,889.27	112.29%	-12.29%
4150 Advertising Income	3,600.00	89,105.81	115,000.00	25,894.19	77.48%	22.52%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	90.88	22,157.91	130.00	-22,027.91	17044.55%	-16944.55%
4620 Interest Income	26.80	405.57	5,000.00	4,594.43	8.11%	91.89%
4640 Event Income	515.00	18,110.00	15,000.00	-3,110.00	120.73%	-20.73%
Total Income	\$ 4,232.68	\$ 274,968.56	\$ 409,430.00	\$ 134,461.44	67.16%	32.84%
Gross Profit	\$ 4,232.68	\$ 274,968.56	\$ 409,430.00	\$ 134,461.44	67.16%	32.84%
Expenses						
1 Direct Programming						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations		8,036.91	12,500.00	4,463.09	64.30%	35.70%
5120 Advertising Production				0.00		
5130 Internet Site Production		3,796.03	7,000.00	3,203.97	54.23%	45.77%
5140 Festivals & Events Granted				0.00	#DIV/0!	#DIV/0!
5141 Festivals & Event Local Support	597.27	721.32	10,000.00	9,278.68	7.21%	92.79%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		908.83	5,000.00	4,091.17	18.18%	81.82%
5160 Sales Promotions		9,051.53	31,000.00	21,948.47	29.20%	70.80%
5170 Brochures and Collateral		13,957.00	26,000.00	12,043.00	53.68%	46.32%
5180 Tradeshows	188.85	3,542.70	15,200.00	11,657.30	23.31%	76.69%
5190 Showcase		3,744.58	20,000.00	16,255.42	18.72%	81.28%
5210 Regional Partnership				0.00	#DIV/0!	#DIV/0!
5220 Registration		1,310.00	1,450.00	140.00	90.34%	9.66%
5230 Dues and Subscriptions		99.00	4,400.00	4,301.00	2.25%	97.75%
5400 Business Travel & Entertainment				0.00	#DIV/0!	#DIV/0!
5400-1 Disallowed Travel Expense	44.69	984.68	6,110.00	5,125.32	16.12%	83.88%
Total 5400 Business Travel & Entertainment	\$ 44.69	\$ 984.68	\$ 6,110.00	\$ 5,125.32	16.12%	83.88%
5500 Visitor Awareness Education	84.47	15,661.31	11,000.00	-4,661.31	142.38%	-42.38%
Total 1 Direct Programming	\$ 915.28	\$ 61,813.89	\$ 154,660.00	\$ 92,846.11	0.59%	60.03%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	49.63	900.88	2,200.00	1,299.12	40.95%	59.05%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events	2,236.05	34,393.31	37,620.00	3,226.69	91.42%	8.58%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage		43.50	100.00	56.50	43.50%	56.50%
5710 Supplies Coffee/Sodas	57.46	4,226.95	4,000.00	-226.95	105.67%	-5.67%
5720 Office Supplies	11.80	120.36	1,000.00	879.64	12.04%	87.96%
5730 Storage and Delivery		12.42	1,000.00	987.58	1.24%	98.76%
5900 Miscellaneous Expenses	40.98	43.70	2,000.00	1,956.30	2.19%	97.82%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	177.00	1,644.20	1,500.00	-144.20	109.61%	-9.61%
6005 Interest Expense	6,156.95	16,387.40	8,000.00	-8,387.40		
6010 Credit Card Processing Fee	237.97	6,620.93	6,000.00	-620.93	110.35%	-10.35%
6500 Taxes	36.00	1,187.07	2,400.00	1,212.93	49.46%	50.54%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 9,003.84	\$ 65,580.72	\$ 214,570.00	\$ 148,989.28	30.56%	69.44%
3 Personnel Costs				0.00		
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5840 401K Contribution Match		753.53	1,800.00	1,046.47	41.86%	58.14%
5850 Employee Insurance	224.93	2,037.59	2,500.00	462.41	81.50%	18.50%
5880 Payroll Expense		1,265.65	3,600.00	2,334.35	35.16%	64.84%
5890 Staff Education		50.87	3,800.00	3,749.13	1.34%	98.66%
Total 3 Personnel Costs	\$ 224.93	\$ 16,666.43	\$ 40,200.00	\$ 23,533.57	41.46%	58.54%
Total Expenses	\$ 10,144.05	\$ 144,061.04	\$ 409,430.00	\$ 265,368.96	35.19%	64.81%
Net Operating Income	-\$ 5,911.37	\$ 130,907.52	\$ 0.00	-\$ 130,907.52		
Net Income	-\$ 5,911.37	\$ 130,907.52	\$ 0.00	-\$ 130,907.52		

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Aug-26

	Oct - Aug, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	562,122.33	7,279,390.74	8,686,744.00	1,407,353.26	83.80%	16.20%
Advance Payment	250,000.00	1,719,827.11	2,500,000.00	780,172.89	68.79%	31.21%
4001 - Tourism Development Tax-ACE	923,826.45	1,806,033.44	2,122,956.00	316,922.56	85.07%	
4050 - TDT Supplemental			218,858.00	218,858.00	100.00%	0.00%
Total 4000 Tourism Development Tax	\$ 1,735,948.78	\$ 10,805,251.29	\$ 13,528,558.00	\$ 2,723,306.71	79.87%	20.13%
4100 Membership Dues		145,189.27	129,300.00	-15,889.27	112.29%	-12.29%
4150 Advertising Income	3,600.00	89,105.81	115,000.00	25,894.19	77.48%	22.52%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	90.88	22,157.91	130.00	-22,027.91	17044.55%	-16944.55%
4620 Interest Income	26.80	405.57	5,000.00	4,594.43	8.11%	91.89%
4640 Event Income	515.00	18,110.00	15,000.00	-3,110.00	120.73%	-20.73%
Total Income	\$ 1,740,181.46	\$ 11,080,219.85	\$ 13,937,988.00	\$ 2,857,768.15	79.50%	20.50%
Gross Profit						
\$ 1,740,181.46	\$ 11,080,219.85	\$ 13,937,988.00	\$ 2,857,768.15	79.50%	20.50%	
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	28,443.63	299,369.58	327,700.00	28,330.42	91.35%	8.65%
5100 Advertising/Media	1,868.91	336,071.25	370,132.00	34,060.75	90.80%	9.20%
5110 Public Relations	18,571.38	170,400.48	232,600.00	62,199.52	73.26%	26.74%
5120 Advertising Production	600.00	16,825.00	34,000.00	17,175.00	49.49%	50.51%
5130 Internet Site Production	27,775.16	398,315.14	470,115.00	71,799.86	84.73%	15.27%
5140 Festivals & Events Granted		36,280.08	80,000.00	43,719.92	45.35%	54.65%
5141 Festivals & Event Local Support	597.27	48,444.70	120,000.00	71,555.30	40.37%	59.63%
5142 Festival & Event Mini Grants			10,000.00	10,000.00	0.00%	100.00%
5150 Consumer Promotions	3,500.00	76,618.98	77,100.00	481.02	99.38%	0.62%
5160 Sales Promotions		32,359.31	63,000.00	30,640.69	51.36%	48.64%
5170 Brochures and Collateral		149,465.69	167,500.00	18,034.31	89.23%	10.77%
5180 Tradeshows	10,010.39	217,426.48	240,950.00	23,523.52	90.24%	9.76%
5190 Showcase	283,759.36	5,510,036.85	6,974,729.00	1,464,692.15	79.00%	21.00%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects				0.00		
5220 Registration	9,200.00	25,158.90	37,600.00	12,441.10	66.91%	33.09%
5230 Dues and Subscriptions	2,743.58	59,387.31	74,825.00	15,437.69	79.37%	20.63%
5400 Business Travel & Entertainment	1,634.56	35,403.59	76,740.00	41,336.41	46.13%	53.87%
5400-1 Disallowed Travel Expense		853.69	6,110.00	5,256.31	13.97%	86.03%
Total 5400 Business Travel & Entertainment	\$ 1,634.56	\$ 36,257.28	\$ 82,850.00	\$ 46,592.72	43.76%	56.24%
5500 Visitor Awareness Education	84.47	15,661.31	16,000.00	338.69	97.88%	2.12%
7400 ACE - DP	305,000.00	2,005,539.60	2,159,227.00	153,687.40	14.13%	7.12%
Total 1 Direct Programming	\$ 693,788.71	\$ 9,519,867.94	\$ 11,624,578.00	\$ 2,104,710.06	81.89%	18.11%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	437.55	5,504.35	8,800.00	3,295.65	62.55%	37.45%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	2,236.05	34,749.09	40,120.00	6,437.91	115.46%	
5600 Building Maintenance & Repair	5,158.52	63,233.92	69,000.00	5,766.08	91.64%	8.36%
5610 Computer&IT Maintenance&Repair	2,612.81	42,816.00	42,000.00	-816.00	101.94%	-1.94%
5630 Insurance Building & Content	1,850.75	20,017.58	23,200.00	3,182.42	86.28%	13.72%
5640 D & O and Liability Insurance	206.58	2,272.38	5,000.00	2,727.62	45.45%	54.55%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services	2,075.00	40,107.50	38,000.00	-2,107.50	105.55%	-5.55%
5670 CPA/ Financial Services	525.00	6,141.71	7,200.00	1,058.29	85.30%	14.70%
5675 Professional Services		33,333.00	100,000.00	66,667.00	33.33%	66.67%
5680 Conference Registration		9,655.00	20,000.00	10,345.00	48.28%	51.73%
5700 Postage	1,485.13	22,694.21	25,620.00	2,925.79	88.58%	11.42%
5710 Supplies Coffee/Sodas	170.39	5,687.82	7,100.00	1,412.18	80.11%	19.89%
5720 Office Supplies	1,262.20	18,385.25	12,000.00	-6,385.25	153.21%	-53.21%
5730 Storage and Delivery	1,045.53	12,641.61	15,420.00	2,778.39	81.98%	18.02%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	666.21	7,827.22	8,400.00	572.78	93.18%	6.82%
5766 Cell Phone	786.72	8,687.01	9,600.00	912.99	90.49%	9.51%
5770 Utilities	3,925.47	43,161.66	47,760.00	4,598.34	90.37%	9.63%
5780 Copier	1,377.64	7,997.10	9,600.00	1,602.90	83.30%	16.70%
5790 Capital Expenditures				0.00		
5900 Miscellaneous Expenses		2.72	2,000.00	1,997.28	0.14%	99.86%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	177.00	1,644.20	1,500.00	-144.20	109.61%	-9.61%
6005 Interest Expense	6,156.95	16,387.40	8,000.00	37.57%	48.82%	
6010 Credit Card Processing Fee	237.97	6,620.93	6,000.00	-620.93	110.35%	-10.35%
6500 Taxes	36.00	1,395.03	2,500.00	1,104.97	55.80%	44.20%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 32,429.47	\$ 434,972.69	\$ 668,830.00	\$ 233,857.31	65.03%	34.97%
3 Personnel Costs						
5800 Salaries	105,734.56	1,120,562.15	1,311,260.00	190,697.85	85.46%	14.54%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	461.54	5,241.78	6,020.00	778.22	87.07%	12.93%
5840 401K Contribution Match	3,933.61	41,832.19	50,000.00	8,167.81	83.66%	16.34%
5850 Employee Insurance	9,757.53	86,319.49	102,600.00	16,280.51	84.13%	15.87%
5870 Drug Testing	41.12	199.75	400.00	200.25	49.94%	50.06%
5880 Payroll Expense	12,429.78	122,931.82	139,000.00	16,068.18	88.44%	11.56%
5890 Staff Education		2,057.87	6,800.00	4,742.13	30.26%	69.74%
Total 3 Personnel Costs	\$ 132,358.14	\$ 1,391,703.84	\$ 1,644,580.00	\$ 252,876.16	84.62%	15.38%
Total Expenses	\$ 858,576.32	\$ 11,346,544.47	\$ 13,937,988.00	\$ 2,591,443.53	81.41%	18.59%
Net Operating Income	\$ 881,605.14	-\$ 266,324.62	\$ 0.00	\$ 266,324.62		
Net Income	\$ 881,605.14	-\$ 266,324.62	\$ 0.00	\$ 266,324.62		

From: [James Ferreira](#)
To: [Wondwossen Samuel](#)
Subject: Line of Credit Renewal - Approved Terms
Date: Thursday, September 17, 2026 2:04:23 PM

Hi Wandy,

I have a formal credit approval to renew the existing Line of Credit for another 12 months.
Here are the approved renewal terms.

Borrower: Visit Pensacola Inc

Type: Revolving Line of Credit

Amount: Up to \$500,000

Interest Rate: Prime + 1%

Renewal Fees: \$900

Let me know if you have any questions or need any additional information.

Thank you

Sincerely,

James Ferreira

Commercial Banking

Florida Panhandle

850.417.0504

james.ferreira@regions.com



Internal Use



Partnership Agreement

Experience Builder Elite

Organization Legal Name:	Visit Pensacola
Effective Date:	9/27/26 – 9/26/29

Pricing

Annual Experience Builder Elite License		SUBTOTAL \$46,764.00	
Description	Item	Quantity	Price
Access to All Standard Experience Builder 2.0 Features Including: • Unlimited Free Passes • Itinerary Passes • Gamified Passports w/ Rewards including: GPS + PIN and QR Code Check-Ins + Check-In Challenges • Discount, Coupon & Offer Passports • Attractions Passports • Events & Festivals Passports • Marketing Opt-In Lists • Social Sharing eCommerce Module: • Hospitality Distribution Platform Payments Module: • Paid Passes • Paid Pass Full Engagement Reporting • Merchant & Partner Cash Payouts (via ACH) • Google Things to Do Access	\$15,588.00	3 Unit	\$46,764.00

Description	Item	Quantity	Price
Interactive Marketing Module: • BINGO Engagement • Quizzes • Leaderboard • Polls/Voting • Banner Ads • 5,000 Marketing Message Platform Credits Included per Year			
Analytics Module: • Live Performance Reporting / Data Analytics • Passholder Activity Reporting • Redemption Reporting • Transactional Reporting			
Dedicated Services: • Client Support: Phone, Text, Email & Chat • Merchant Support: Phone, Text, Email & Chat • Passholder Support: Phone, Text, Email & Chat • Shareable Pass Links • Managed Prize Fulfillment • Website Integration • Marketing Best Practices Resources • Onboarding Account Experts • Google Analytics GA4 Setup Support • Managed Merchant Onboarding Team • Annual Bandwango Reporting Marketing Audit • 1 Language Translation Service			
Event Planners Module (GoRedeem): • Event, Festival & Conference Ticketing Including: iOS & Android Apps + 5% GMV (+ Processing Fee) • GoRedeem App Access • Gate Ticketing App • Book Redemption App			

Total Discount \$0.00

Total \$46,764.00

Special Notes:

- Billing will begin on 9/27/26.
- Partner may terminate the Agreement at the end of each renewal year without penalty only in the event of dissolution, loss of funding or legal authority, or cessation of operations, and Partner shall not be responsible for fees attributable to periods following such termination.

Payment Terms:

- Client will pay the annual fees in full, in September 2026, 2027, 2028

This Order Form, including the Standard Terms & Conditions set forth at the provided hyperlink <https://www.bandwango.com/legal/terms-and-conditions> or attached hereto, which are expressly incorporated herein by reference (the "Terms" and collectively with the Order Form, this "Agreement") is made and entered into as of the Effective Date (as defined below) by and between Bandwango, Inc., a Delaware Corporation ("Bandwango") and ("Partner" and together with Bandwango, the "Parties" or "parties" and each a "Party" or "party"). By signing this Order Form, each Party is expressly indicating acceptance of this Order Form and the Terms.

Ready to get started?

Name

Email

Organization (optional)

Signature

Date

Name

Email

Organization (optional)

Signature

Date

Bandwango Remittance

Secure Lockbox (Our primary remittance center):

Bandwango, Inc.
PO BOX 18379
PALATINE IL 60055-8379

For courier deliveries (FedEx, UPS, etc.), please use this address:

Bandwango, Inc.
18379 5505 N CUMBERLAND AVE STE 307
CHICAGO IL 60656-1471

Reach out to us anytime at 435-406-3279 or finance@bandwango.com.

Contact Us

Phone

Email



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 2026 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 \$30,000USD 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 1st 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.



Media Insertion Order

Bill To Account:

Visit Pensacola
1401 E Gregory St
Pensacola,
FL
32502
United States

Advertiser:

Visit Pensacola
Date: 9/15/2026
Proposal Name: Visit Pensacola Impact Oct_26-Sept_27
Sojern Order Number: Q-89818
Currency: USD

Send Invoice To:

nstacey@visitpensacola.com

Billing Contact:

Nicole Stacey
1401 E Gregory St
Pensacola, FL 32502
United States

Campaign Start: 10/1/2026

Campaign End: 9/30/2027

Customer PO Ref:

Payment Terms: Net 30

Line Items:

Line Item	Start Date	End Date	Type	Quantity	Rate	Total
Impact	10/1/2026	9/30/2027	Flat Fee	1	\$50,000.00	\$50,000.00
					Total	\$50,000.00

Terms

This Order Form shall be effective as of the date upon which it is signed by Customer (the **Effective Date**). This Order Form is subject to the Sojern Terms and Conditions available at <https://www.sojern.com/legal/com-terms-conditions> (**Terms**), which are incorporated by reference. The Order Form, any SOW, and Terms are collectively referred to as the **Agreement**. Any capitalized terms not defined herein will have the meaning as defined in the Terms. In the event of a conflict between the Terms and this Order Form, this Order Form shall prevail.

1. PAYMENT

Customer will pay Sojern in accordance to the payment terms set forth above (before taxes and fees) (the **Payment Date**). Customer agrees to pay the total annual fees in equal monthly installments (the **Monthly Fees**). For monthly plans, Customer agrees to pay the total annual fees in equal monthly installments. For annual pre-paid plans, Customer agrees to pay in full upon receipt of invoice.

Invoices will be sent to the contact address provided by Customer. Any disputes regarding the accuracy of the invoice must be submitted to Sojern in writing within ninety (90) days of receipt of such invoice. If Customer fails to make payment by the Payment Date, Sojern may pause access to the Platform and/or impose an interest charge as further described in the Terms.

If this Order Form is signed by a third party on behalf of Advertiser, such third party hereby represents and warrants (i) it is authorized to enter into this Order Form on Advertiser's behalf, and (ii) it shall be liable for payment of invoices in the event Advertiser has not tendered timely payment.

2. TERM; TERMINATION

The term of this Order Form will begin on the Effective Date and continue until the Contract end date (**Initial Term**). Services provided for in the Order Form are non-cancelable. Unless either Party provides written notice of non-renewal to the other Party at least 30 days prior to the end of the then-current term (the **Notice Period**), this Order Form will automatically renew the Impact product for successive periods equal to the Initial Term (each, a **Renewal Term**), on the same terms and conditions as set forth herein, unless the Parties agree otherwise in writing. For clarity, the CTV



Report will not renew unless agreed to in writing by the Parties. Fees applicable to any Renewal Term will be at Sojern's then-current list prices unless otherwise agreed in a renewal Order Form. Unless otherwise specified, all unused Professional Services will expire upon the conclusion of the term. No credit for unused services will be issued.

THIS ORDER FORM WILL EXPIRE (I) IF NOT ACCEPTED IN WRITING BY BOTH PARTIES WITHIN THIRTY (30) DAYS OF ISSUANCE OR (II) IF THE SERVICES REFLECTED HEREIN DOES NOT LAUNCH WITHIN SIXTY (60) DAYS OF SIGNATURE BY BOTH PARTIES.

Contact	Name	Email	Address For Notices
Sales:	Leroy Bridges	leroy.bridges@sojern.com	Sojern, Inc 14400 Branch St Suite #301 Omaha, NE 68154 United States
Account Manager:	Leroy Bridges	leroy.bridges@sojern.com	
Accounting:	LynnXxxx StokesXxxx	accounting@sojern.com	

Sojern, Inc	Visit Pensacola
By: _____ (Signature)	By: _____ (Signature)
Print: _____ (Print or Type)	Print: _____ (Print or Type)
Title: _____ (Print or Type)	Title: _____ (Print or Type)
Date: _____	Date: _____



TRAVPRO MOBILE LLC- ANNUAL RENEWAL AGREEMENT

DATE:	AUGUST 19, 2026	TRAVPRO CONTACT	KIM UNO
CUSTOMER/ CLIENT:	VISIT PENSACOLA	CONTACT NAME(S):	KAYA MAN
CITY, STATE	PENSACOLA, FL	CONTACT EMAIL(S)	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 (including the services of consultant programmers, system maintainers, outsourcing, or other service suppliers) 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.

<u>B2B TRAINING & SALES ENABLEMENT PLATFORM SUBSCRIPTION:</u> TERM: October 1, 2026 – September 30, 2027 And October 1, 2027 – September 30, 2028 <u>Services Include:</u> Unlimited Users, Content Management System (CMS), Analytics Dashboard, Client Services, Technical Support, Critical Operating Software Updates (iOS & Android), Web App Maintenance updates, Hosting, Data, Messaging, Cloud Support, Platform Integrations, Backup & Recovery, Training & Onboarding, SOC2 & GDPR compliance, SLA Uptime 99.5% <u>Markets:</u> • INCLUDES Global English <u>Training Content</u> • INCLUDES your existing Two Chapters of Training content. <u>Marketing, Behavioral Automations & Engagement:</u> • Includes 2 Invite emails to those who have not yet registered from our database of over 90,000 North American full-time Travel Advisors via email deployment, to register for the program. • Automated onboarding and behavioral nudge automations to move advisors from <i>registered</i> to <i>graduated</i>, <i>revisiting</i> and <i>sharing</i> with clients.	Included
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• Includes 1 Travel XPO Exhibition Packages & Featured in TheSOURCE SuperApp for 4 weeks Reporting Dashboard & Analytics • Full Training metrics, and more importantly Sales Enablement metrics to see which advisors are more actively selling. • Real-Time Password Protected Reporting Dashboard & CMS Content Update Access	
Total Annual Investment	\$36,000

LICENSE TERM 1: OCTOBER 1, 2026 – SEPTEMBER 30, 2027

LICENSE TERM 2: OCTOBER 1, 2027 – SEPTEMBER 30, 2028

The License Term shall begin and end on the above dates, unless sooner terminated as provided in this Agreement. At the expiration of the above License Term, the Agreement shall automatically renew at the end of each term. Customer shall have notified TravPRO Mobile LLC of termination in writing at least sixty (60) days prior to the end of the then current term.

PAYMENT SCHEDULE: Client shall pay the fee pursuant to the terms here to TravPRO Mobile LLC. The Client shall be responsible for each payment when due, Unless TravPRO Mobile breaches this agreement. All invoices are due upon receipt. We kindly ask that the client agrees to pay all invoices within 30-days, also includes an additional 30-day grace period for payment without additional fees.

TravPRO Mobile LLC will invoice client in two (2) installments. An invoice for \$36,000 will be sent in October 2026 and the second invoice in the amount of \$36,000 will be sent in October 2027. I authorize TravPRO Mobile, LLC to bill Visit Pensacola for the Annual Renewal of the Pensacola Experts program for a total investment of \$72,000 in two separate payments.

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 and related products and services.

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: _____
Signature

Date

Date

Client:
Title:

Kim Uno
Senior Director, TravPRO Mobile LLC

Terms and Conditions

1. Contract & License Term:

This Annual License term shall begin on October 1, 2026, and end on September 30, 2027 and a second term will begin on October 1, 2027 and will end on September 30, 2028, unless sooner terminated as provided in this Agreement. The agreement will automatically renew unless client provides written notice by email to TravPRO Mobile LLC within 60 days of the existing term expiring.

2. Licenses:

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.

3. Indemnification

- a) For the purposes of this agreement "Intellectual Property Rights" shall mean as follows: patents, utility models, rights to inventions, copyright, privacy, and related rights, trademarks and service marks, trade names and domain names, rights in get-up, goodwill and the right to sue for passing off or unfair competition, rights in designs, rights in computer software, database rights, rights to preserve the confidentiality of information (including know-how and trade secrets) and any other intellectual property rights, including all applications for (and rights to apply for and be granted), renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist, now or in the future, in any part of the world.
- b) 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 for a violations of any Data Protection Law (as defined herein), Security Incidents (as defined herein), or on the basis of infringement of any Intellectual Property Rights deriving from any Client provided item provided that TravPRO was authorized by Client to use and was used by TravPRO strictly in accordance with the instructions of the Client.
- c) TravPRO agrees to notify Client of any such claim or suit within three 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.
- d) Subject to terms and conditions set forth herein, TravPRO shall defend and hold Client, including its parents, subsidiaries and affiliated corporations and its respective directors, officers, employees, agents, successors and assigns harmless against any and all claims, demands, suits, or proceedings ("Claims") made or brought by a third party alleging that use of the platform or services by Client in accordance with this Agreement infringes the intellectual Property Rights of a third party, provided that Client (i) promptly gives written notice of the Claim to TravPRO; (ii) gives TravPRO control of the defense and settlement of the Claim (except that TravPRO may not settle or defend any Claim unless it unconditionally releases Client of all liability); and (iii) provides to TravPRO, at TravPRO's cost, reasonable assistance. TravPRO shall pay any losses, damages and costs (including reasonable attorney's fees and legal costs) finally awarded against Client as a result of a Claim under this subsection. In the event of a Claim under this Section, or if TravPRO has a reasonable belief that a Claim is likely, TravPRO may, at its option and expense, (1) procure for Client the continued right to use the platform or services; (2) provide alternate services that provide capabilities similar to those of the platform or services, as applicable; or (3) terminate the applicable Agreement and refund all prepaid fees for services that remain undelivered at the time of termination.

4. Security:

TravPRO will implement commercially reasonable safeguards to protect its platform and software and all of Client's content, information, and materials (including attendee data) that TravPRO processes via the platform. The parties acknowledge, however, that the security of transmissions over the internet cannot be guaranteed.

5. 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 Clients' 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, including without limitation.

6. Warranties:

TravPRO warrants that:

- a) Will provide the services (i) in a professional manner, in compliance with all applicable laws and consistent with generally accepted industry standards,
- b) In performing its obligations under this agreement, it shall comply with all applicable laws, statutes, regulations and codes from time to time in force;
- c) it has the right to enter into this license and to grant to the Client a license or sub-license to use the Services as contemplated by this license;
- d) the Services will conform in all material respects to any specification provided in this Agreement or to the Client prior to the date of this agreement and such shall be free from defects for a period of 12 months from delivery (Warranty Period);
- e) the Services and the media on which the Services are delivered are free from vulnerabilities, viruses and other malicious code or defects; and
- f) the media on which the Services is delivered under this licence will be free from defects.

7. 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.

8. Breach; Termination; Effect of Termination:

- a) 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 Client or TravPRO Mobile may, in its sole discretion, cancel the contract at any time, without cause, by giving 30 days' written notice to other party.

- b) In the event that the Agreement is terminated for reasons other than TravPRO's uncured material breach, TravPRO shall, within 21 (twenty-one) business days, send Client a final invoice showing the work that has been completed up to the date of the termination.

9. 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 but not limited to acts of war, acts of God, earthquake, riot, sabotage, labor shortage or dispute, pandemics or epidemics, weather related events (e.g., tornado or hurricane), government acts or any other event affecting performance which could not have reasonably been foreseen. If an event of force majeure continues for more than 60 days then either party may terminate this agreement on immediate notice without any further liability and the Client shall be due a refund of sums paid for services not delivered or received as at the date of such termination.

10. Confidentiality

Each party undertakes that it shall not at any time disclose to any person any confidential information concerning the business, affairs, customers, clients or suppliers of the other party (altogether "Confidential Information") or of any member of the group of companies to which the other party belongs.

Each party may disclose the other party's Confidential Information to its employees, officers, representatives or advisers who need to know such information for the purposes of exercising the party's rights or carrying out its obligations under or in connection with this agreement. Each party shall ensure that its employees, officers, representatives or advisers to whom it discloses the other party's confidential information comply with this clause; and as may be required by law, a court of competent jurisdiction or any governmental or regulatory authority. No party shall use any other party's Confidential Information for any purpose other than to exercise its rights and perform its obligations under or in connection with this agreement.

11. Limitation of Liability:

Each Party's total liability arising out of or related to this Agreement, whether for breach of contract or warranty, negligence, strict liability in tort or otherwise, is limited to the total fees paid by Customer to TravPRO under this Agreement up to the date of the first act giving rise to liability and shall not include indirect, consequential, special or punitive damages, including but not limited to loss of profit or income, additional expenses, loss of time or loss of business.

Client Addendum

Organizational Dissolution or Cessation of Operations

Notwithstanding anything to the contrary in this Agreement, in the event that Client dissolves, ceases operations, is reorganized, or otherwise ceases to exist in substantially its current form during the term of this Agreement, Client may terminate this Agreement upon written notice to TravPRO Mobile LLC.

Upon such termination, Client shall only be responsible for fees attributable to Services actually provided through the effective date of termination. Any fees, installments, renewal payments, or other amounts attributable to periods following the effective date of termination, including any subsequent License Term, shall be cancelled and shall not be due or payable by Client. Termination pursuant to this provision shall be without penalty, early termination fee, or other additional liability to Client.

Termination pursuant to this provision shall be without penalty, early termination fee, or other additional liability to Client.



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 1, 2026

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 2026 returns received in the month of August 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in August 2026 were \$4,032,923 compared to \$3,615,405 in August 2025. A comparison of August 2026 to August 2025 is a 11.5% increase.
- Year-to-date collections for FY2026 is \$21,407,259 compared to \$20,012,189 for FY2025. A comparison of FY2026 to FY2025 is a 7.0% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 4,032,923	\$ 3,615,405	11.5%	\$ 21,407,259	\$ 20,012,189	7.0%
Total	\$ 4,032,923	\$ 3,615,405	11.5%	\$ 21,407,259	\$ 20,012,189	7.0%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of August 31, 2026**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,597,332.84	\$ 1,499,578.91	\$ 97,753.93	6.5%
Southeast Pensacola	2,509,302.79	2,473,262.44	36,040.35	1.5%
Southcentral & Southwest Pensacola	614,417.21	645,552.96	(31,135.75)	-4.8%
Perdido Key Area	4,690,987.18	4,199,116.88	491,870.30	11.7%
Northeast Pensacola	1,087,992.44	1,113,394.26	(25,401.82)	-2.3%
North Escambia & Northwest Pensacola	1,401,760.30	1,338,046.10	63,714.20	4.8%
Pensacola Beach Area	9,505,466.31	8,743,236.98	762,229.33	8.7%
Total	\$ 21,407,259.07	\$ 20,012,188.53	\$ 1,395,070.54	7.0%

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 2026
As of August 31, 2026



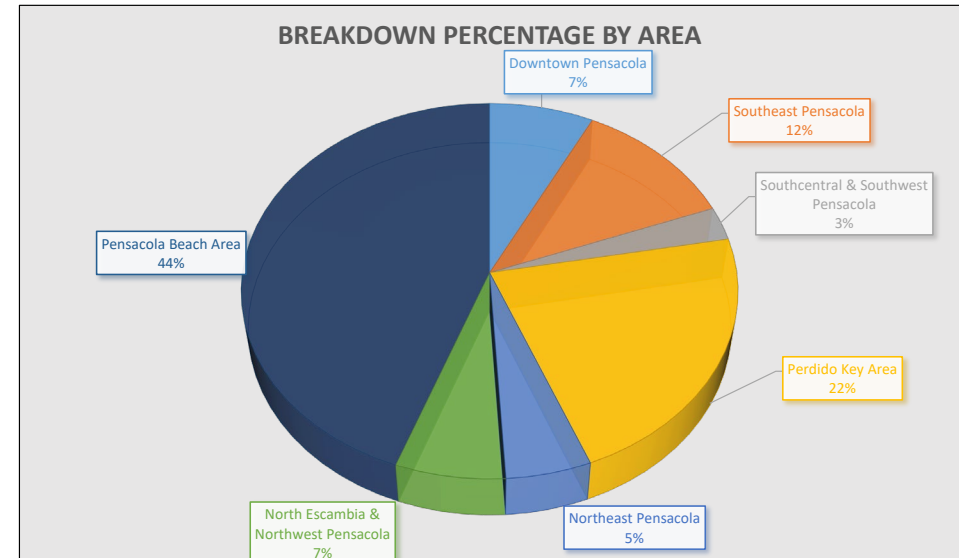
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ 91,929.06	\$ 113,045.93	\$ 171,039.58	\$ 160,270.58	\$ 174,472.02	\$ 215,491.11	\$ 243,813.18	\$ -	\$ 1,597,332.84	7.5%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	152,690.52	165,322.18	181,525.42	267,766.53	255,032.68	271,869.63	320,828.69	350,515.43	-	2,509,302.79	11.7%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	40,753.69	39,617.89	50,614.44	53,639.63	58,202.04	76,649.86	77,130.35	79,707.54	-	614,417.21	2.9%
Perdido Key Area	309,642.53	322,888.37	142,298.07	101,923.01	179,807.14	170,565.15	385,641.81	409,363.05	586,088.67	1,024,367.24	1,058,402.14	-	4,690,987.18	21.9%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	74,535.52	70,236.80	83,547.84	115,570.06	103,336.78	114,628.86	139,136.64	145,654.78	-	1,087,992.44	5.1%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	101,067.92	87,564.97	106,532.45	151,313.87	126,208.54	155,732.55	180,675.24	191,634.90	-	1,401,760.30	6.5%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	304,059.28	308,777.37	354,319.01	812,901.14	921,439.92	1,197,822.48	1,764,214.97	1,963,194.82	-	9,505,466.31	44.4%
Total	\$ 1,573,795.12	\$ 1,603,628.29	\$ 1,022,222.16	\$ 880,450.54	\$ 943,255.41	\$ 1,060,150.24	\$ 1,957,872.62	\$ 2,033,853.59	\$ 2,577,264.07	\$ 3,721,844.24	\$ 4,032,922.79	\$ -	\$ 21,407,259.07	100.0%

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	\$ 217,567.06	\$ 131,429.37	\$ 1,631,008.28	7.4%
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	235,399.94	2,708,662.38	12.3%
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	90,632.93	57,257.20	702,810.16	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	447,686.64	4,646,803.52	21.1%
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	104,903.28	1,218,297.54	5.5%
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	190,131.01	114,666.52	1,452,712.62	6.6%
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	1,709,008.62	945,303.72	9,688,540.70	43.9%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ 1,819,528.61	\$ 1,816,436.28	\$ 2,469,281.45	\$ 3,369,890.36	\$ 3,615,405.39	\$ 2,036,646.67	\$ 22,048,835.20	100.0%

*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
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

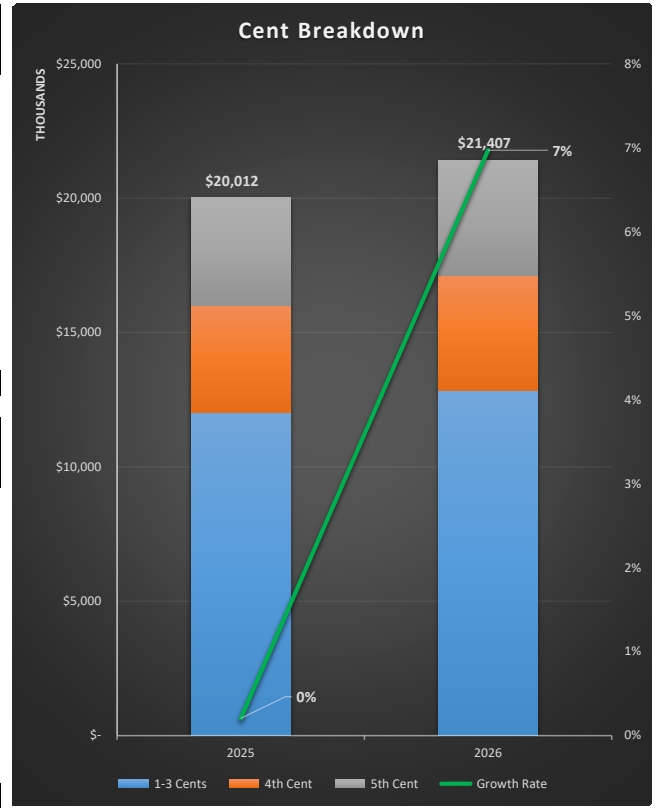


Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of August 31, 2026



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 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	\$ 944,277.07
NOV	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	962,176.97
DEC	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	613,333.30
JAN	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	528,270.32
FEB	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	565,953.25
MAR	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	636,090.14
APR	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	1,174,723.57
MAY	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	1,220,312.15
JUN	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	1,546,358.44
JUL	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	2,233,106.54
AUG	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	2,419,753.67
SEP	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	1,221,988.00	-
Total	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 13,229,301.12	\$ 12,844,355.44

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 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	\$ 314,759.02
NOV	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	320,725.66
DEC	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	204,444.43
JAN	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	176,090.11
FEB	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	188,651.08
MAR	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	212,030.05
APR	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	391,574.52
MAY	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	406,770.72
JUN	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	515,452.81
JUL	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	744,368.85
AUG	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	806,584.56
SEP	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 4,281,451.81



Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	-	-	-	-	339,253.15	327,844.07	343,729.81	331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	176,090.11
FEB	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03	188,651.08
MAR	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27	212,030.05
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	391,574.52
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	406,770.72
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	515,452.81
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	744,368.85
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	806,584.56
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 4,281,451.81

Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	880,450.54	891,760.65	(11,310.11)	-1.3%
FEB	943,255.41	765,190.14	178,065.27	23.3%
MAR	1,060,150.24	1,028,071.35	32,078.89	3.1%
APR	1,957,872.62	1,819,528.61	138,344.01	7.6%
MAY	2,033,853.59	1,816,436.28	217,417.31	12.0%
JUN	2,577,264.07	2,469,281.45	107,982.62	4.4%
JUL	3,721,844.24	3,369,890.36	351,953.88	10.4%
AUG	4,032,922.79	3,615,405.39	417,517.40	11.5%
SEP	-	2,036,646.67	(2,036,646.67)	Pending
Total	\$ 21,407,259.07	\$ 22,048,835.20	\$ (641,576.13)	-2.9%

*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

**Fund 108 - Revenue Trends
Analytical Review
As of September 15, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
October	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
November	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	883,748	0.5%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
February	848,734	10.8%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
March	1,060,030	4.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
April	1,959,232	7.2%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
May	2,030,986	13.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
June	2,561,585	4.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	3,714,929	10.7%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
August	3,912,317	5.6%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
Sept	282,290	-86.3%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	21,457,369	-3.0%	22,114,042	2.5%	22,014,490	2.0%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461
1 - 2 Cents	8,582,947		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	4,291,474		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	4,291,474		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	4,291,474		4,422,808		4,402,898		4,316,494		-		-
	21,457,369		22,114,042		22,014,490		21,582,470		21,816,411		17,671,461

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 \(3\) \(1\):](#)