



# Visit Pensacola Financial Report December 2025

## FY26 DECEMBER TAKEAWAYS:

Unified financial statement reports a net loss of \$1.5M. That is due to VP unable to bill the county for Showcase expenses (\$834K) while waiting for reimbursement for the previous months to cover the bill.

## MAJOR HIGHLIGHTS:

To date, VP has applied \$200K toward the advance with a remaining balance of \$1.8M to be paid by the end of the year.

92% of partners have paid their partnership dues.

ACE has submitted all their backups for their Foo Foo Events and is currently been reviewed for any missing documentation before submitting to OMB.

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-91% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,628,446.66. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$10,528.90

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,638,975.56

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$1,210,196.82

Operations \$47,188.22

Personnel \$126,187.57

VISIT PENSACOLA ONLY Month to Date total Expense = \$1,383,572.61

**VISIT PENSACOLA Only Month to Date Net Income = \$255,402.95**

UNIFIED Year to Date TDT revenue totaled \$2,273,896.70

UNIFIED Year To Date Private revenue totaled \$135,804.96

UNIFIED Year to date total Revenue = \$2,409,701.66

UNIFIED Year to date expense:

Direct Programming \$3,505,170.35

Operations \$124,865.58

Personnel \$360,607.08

UNIFIED Year to Date total Expense = \$3,990,643.01

**UNIFIED Year to Date Net Loss = -\$1,580,941.35**

## County Submissions

\* December's submission is submitted on Dec 20, 2026. The total amount of outstanding invoices from FY25 is \$189K.

# Balance Sheet

Visit Pensacola Inc

As of November 30, 2025

| Distribution account                      | Total                 |
|---|-----------------------|
| <b>Assets</b>                             |                       |
| Current Assets                            |                       |
| Bank Accounts                             |                       |
| 1010 TDT Op #2290                         | 70,142.43             |
| 1025 EFT TDT #4196                        | \$343,169.58          |
| 1027 EFT TDT #4196-ACE                    | 0.00                  |
| <b>Total for 1025 EFT TDT #4196</b>       | <b>\$343,169.58</b>   |
| 1030 Partner#2177                         | \$176,405.40          |
| 1033 PPP LOan                             | 0.00                  |
| <b>Total for 1030 Partner#2177</b>        | <b>\$176,405.40</b>   |
| 1035 Reserves #3955                       | 20,797.72             |
| 1050 Petty Cash                           | 115.00                |
| <b>Total for Bank Accounts</b>            | <b>\$610,630.13</b>   |
| Accounts Receivable                       |                       |
| 1200 Accounts Receivable                  | \$2,488,858.60        |
| 1200-5 Membershp Receivable               | 1,350.00              |
| 1200-6 Ad Sales Receivable                | 540.00                |
| <b>Total for 1200 Accounts Receivable</b> | <b>\$2,490,748.60</b> |
| <b>Total for Accounts Receivable</b>      | <b>\$2,490,748.60</b> |
| Other Current Assets                      |                       |
| 12000 Undeposited Funds                   | 0.00                  |
| 1201 Allowance - Doubtful Accounts        | 0.00                  |
| 1400 Prepaid Postage                      | 13.53                 |
| 1405 Prepaid Expenses                     | 103,539.26            |
| 1410 Prepaid Insurance                    | 4,085.65              |
| 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                  |

| Distribution account                           | Total                 |
|--|-----------------------|
| <b>Total for Other Current Assets</b>          | <b>\$107,638.44</b>   |
| <b>Total for Current Assets</b>                | <b>\$3,209,017.17</b> |
| Fixed Assets                                   |                       |
| 1300 Furniture & Fixtures                      |                       |
| 1997 Acc Depr - F&F                            | 0.00                  |
| <b>Total for 1300 Furniture &amp; Fixtures</b> | <b>\$0.00</b>         |
| 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             |
| <b>Total for 1350 Equipment</b>                | <b>\$0.00</b>         |
| <b>Total for Fixed Assets</b>                  | <b>\$0.00</b>         |
| <b>Total for Assets</b>                        | <b>\$3,209,017.17</b> |
| <b>Liabilities and Equity</b>                  |                       |
| Liabilities                                    |                       |
| Current Liabilities                            |                       |
| Accounts Payable                               |                       |
| 2100 Accounts Payable                          | 383,481.17            |
| <b>Total for Accounts Payable</b>              | <b>\$383,481.17</b>   |
| Credit Cards                                   |                       |
| 2000 Visit Pensacola P-Card                    | 51,114.40             |
| 2002 Regions Membership PCard                  | 2,404.75              |
| <b>Total for Credit Cards</b>                  | <b>\$53,519.15</b>    |
| Other Current Liabilities                      |                       |
| 2500 Due to HRT                                | 0.00                  |
| 25500 Sales Tax Payable                        | 86.63                 |
| 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                  |

| Distribution account                       | Total                 |
|--|-----------------------|
| 2700-2 Unearned Revenue-ACE                | 1,110,329.40          |
| 2700 Unearned Revenue                      | 2,000,480.00          |
| 2999 Salaries payable                      | 67,866.46             |
| Out Of Scope Agency Payable                | 0.00                  |
| Sales Tax Agency Payable                   | 0.00                  |
| <b>Total for Other Current Liabilities</b> | <b>\$3,178,762.49</b> |
| <b>Total for Current Liabilities</b>       | <b>\$3,615,762.81</b> |
| <b>Total for Liabilities</b>               | <b>\$3,615,762.81</b> |
| Equity                                     |                       |
| 32000 Unrestricted Net Assets              | 1,617,626.65          |
| Net Income                                 | -2,024,372.29         |
| <b>Total for Equity</b>                    | <b>-\$406,745.64</b>  |
| <b>Total for Liabilities and Equity</b>    | <b>\$3,209,017.17</b> |

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**  
Dec-25

| Income  | Oct - Dec, 2025        |                        | Budget                  | Remaining               | % of Budget   | % Remaining   |
|---|------------------------|------------------------|-------------------------|-------------------------|---------------|---------------|
|   | Actual                 | (YTD)                  |                         |                         |               |               |
| 4000 Tourism Development Tax-TDT                      | 1,428,446.66           | 1,863,567.30           | 8,686,744.00            | 6,823,176.70            | 21.45%        | 78.55%        |
| Advance Payment                                       | 200,000.00             | 200,000.00             | 2,000,000.00            | 1,800,000.00            | 10.00%        | 90.00%        |
| 4001 - Tourism Development Tax-ACE                    | 210,329.40             | 210,329.40             | 2,194,920.00            | 1,984,590.60            | 1043.56%      |               |
| <b>Total 4000 Tourism Development Tax-TDT</b>         | <b>\$ 1,838,776.06</b> | <b>\$ 2,273,896.70</b> | <b>\$ 12,881,664.00</b> | <b>\$ 10,607,767.30</b> | <b>17.65%</b> | <b>82.35%</b> |
| 4100 Membership Dues                                  | 8,366.00               | 118,072.94             | 129,300.00              | 11,227.06               | 91.32%        | 8.68%         |
| 4150 Advertising Income                               | 2,005.00               | 5,065.00               | 115,000.00              | 109,935.00              | 4.40%         | 95.60%        |
| 4400 Gifts in Kind - Goods                            |                        |                        | 145,000.00              | 145,000.00              | 0.00%         | 100.00%       |
| 4600 Misc Income                                      | 2.17                   | 88.65                  | 130.00                  | 41.35                   | 68.19%        | 31.81%        |
| 4620 Interest Income                                  | 55.73                  | 68.37                  | 5,000.00                | 4,931.63                | 1.37%         | 98.63%        |
| 4640 Event Income                                     | 100.00                 | 12,510.00              | 15,000.00               | 2,490.00                | 83.40%        | 16.60%        |
| <b>Total Income</b>                                   | <b>\$ 1,849,304.96</b> | <b>\$ 2,409,701.66</b> | <b>\$ 13,291,094.00</b> | <b>\$ 10,881,392.34</b> | <b>18.13%</b> | <b>81.87%</b> |
| <b>Gross Profit</b>                                   | <b>\$ 1,849,304.96</b> | <b>\$ 2,409,701.66</b> | <b>\$ 13,291,094.00</b> | <b>\$ 10,881,392.34</b> | <b>18.13%</b> | <b>81.87%</b> |
| <b>Expenses</b>                                       |                        |                        |                         |                         |               |               |
| 1 Direct Programming                                  |                        |                        |                         | 0.00                    |               |               |
| 5090 Marketing Research                               | 27,564.94              | 62,001.19              | 327,700.00              | 265,698.81              | 18.92%        | 81.08%        |
| 5100 Advertising/Media                                | 225,589.31             | 226,974.80             | 453,000.00              | 226,025.20              | 50.10%        | 49.90%        |
| 5110 Public Relations                                 | 24,376.57              | 62,043.86              | 269,100.00              | 207,056.14              | 23.06%        | 76.94%        |
| 5120 Advertising Production                           | 600.00                 | 3,800.00               | 45,000.00               | 41,200.00               | 8.44%         | 91.56%        |
| 5130 Internet Site Production                         | 28,481.12              | 162,054.68             | 470,115.00              | 308,060.32              | 34.47%        | 65.53%        |
| 5140 Festivals & Events Granted                       |                        |                        | 100,000.00              | 100,000.00              | 0.00%         | 100.00%       |
| 5141 Festivals & Event Local Support                  |                        |                        | 170,000.00              | 170,000.00              | 0.00%         | 100.00%       |
| 5142 Festival & Event Mini Grants                     |                        |                        | 50,000.00               | 50,000.00               | 0.00%         | 100.00%       |
| 5150 Consumer Promotions                              | 6,893.65               | 11,532.23              | 77,100.00               | 65,567.77               | 14.96%        | 85.04%        |
| 5160 Sales Promotions                                 | 361.86                 | 11,555.60              | 150,500.00              | 138,944.40              | 7.68%         | 92.32%        |
| 5170 Brochures and Collateral                         |                        | 1,235.71               | 177,500.00              | 176,264.29              | 0.70%         | 99.30%        |
| 5180 Tradeshows                                       | 461.83                 | 76,954.36              | 272,200.00              | 195,245.64              | 28.27%        | 71.73%        |
| 5190 Showcase   | 886,532.04             | 1,721,460.15           | 5,946,224.00            | 4,224,763.85            | 28.95%        | 71.05%        |
| 5210 Regional Partnership                             |                        | 86,250.00              | 86,250.00               | 0.00                    | 100.00%       | 0.00%         |
| 5215 Tourism Development Projects                     |                        |                        | 10,000.00               | 10,000.00               | 0.00%         | 100.00%       |
| 5220 Registration                                     | 2,997.00               | 7,766.90               | 48,750.00               | 40,983.10               | 15.93%        | 84.07%        |
| 5230 Dues and Subscriptions                           | 4,325.34               | 32,085.72              | 74,825.00               | 42,739.28               | 42.88%        | 57.12%        |
| 5400 Business Travel & Entertainment                  | 1,323.76               | 5,466.42               | 115,715.00              | 110,248.58              | 4.72%         | 95.28%        |
| 5400-1 Disallowed Travel Expense                      | 26.90                  | 196.61                 | 5,785.00                | 5,588.39                | 3.40%         | 96.60%        |
| <b>Total 5400 Business Travel &amp; Entertainment</b> | <b>\$ 1,350.66</b>     | <b>\$ 5,663.03</b>     | <b>\$ 121,500.00</b>    | <b>\$ 115,836.97</b>    | <b>4.66%</b>  | <b>95.34%</b> |
| 5500 Visitor Awareness Education                      | 662.50                 | 5,170.80               | 33,000.00               | 27,829.20               | 15.67%        | 84.33%        |
| 7400 ACE - DP   |                        | 1,028,621.32           | 2,194,920.00            | 2,194,920.00            | 0.00%         | 100.00%       |
| <b>Total 1 Direct Programming</b>                     | <b>\$ 1,210,196.82</b> | <b>\$ 3,505,170.35</b> | <b>\$ 11,077,684.00</b> | <b>\$ 7,572,513.65</b>  | <b>31.64%</b> | <b>68.36%</b> |
| 2 Operating Costs                                     |                        |                        |                         | 0.00                    |               |               |
| 5450 Auto/ Local Travel                               | 465.41                 | 1,704.54               | 8,800.00                | 7,095.46                | 19.37%        | 80.63%        |
| 5520 Committee Expenses                               |                        |                        | 2,000.00                | 2,000.00                | 0.00%         | 100.00%       |
| 5530 Meeting & Events                                 | 2,589.89               | 20,526.79              | 40,120.00               | 12,622.21               | 195.45%       |               |
| 5600 Building Maintenance & Repair                    | 5,386.86               | 18,044.31              | 79,000.00               | 60,955.69               | 22.84%        | 77.16%        |
| 5610 Computer&IT Maintenance&Repair                   | 2,711.03               | 8,328.29               | 35,000.00               | 26,671.71               | 23.80%        | 76.20%        |
| 5630 Insurance Building & Content                     | 1,656.96               | 5,273.84               | 23,200.00               | 17,926.16               | 22.73%        | 77.27%        |
| 5640 D & O and Liability Insurance                    | 206.58                 | 619.74                 | 5,000.00                | 4,380.26                | 12.39%        | 87.61%        |
| 5650 Audit  | 18,500.00              | 24,000.00              | 30,000.00               | 6,000.00                | 80.00%        | 20.00%        |
| 5660 Legal Services                                   | 2,220.00               | 7,142.00               | 15,000.00               | 7,858.00                | 47.61%        | 52.39%        |
| 5670 CPA/ Financial Services                          | 875.00                 | 1,437.50               | 7,200.00                | 5,762.50                | 19.97%        | 80.03%        |
| 5700 Postage  | 1,216.13               | 4,372.69               | 25,620.00               | 21,247.31               | 17.07%        | 82.93%        |
| 5710 Supplies Coffee/Sodas                            | 1,755.25               | 3,131.10               | 7,100.00                | 3,968.90                | 44.10%        | 55.90%        |
| 5720 Office Supplies                                  | 647.92                 | 1,567.41               | 12,000.00               | 10,432.59               | 13.06%        | 86.94%        |
| 5730 Storage and Delivery                             | 927.93                 | 2,745.99               | 15,420.00               | 12,674.01               | 17.81%        | 82.19%        |
| 5750 Rent   |                        |                        | 10.00                   | 10.00                   | 0.00%         | 100.00%       |
| 5760 Telephone Service                                | 1,294.37               | 2,591.72               | 8,400.00                | 5,808.28                | 30.85%        | 69.15%        |
| 5766 Cell Phone                                       | 786.79                 | 2,394.71               | 9,600.00                | 7,205.29                | 24.94%        | 75.06%        |
| 5770 Utilities  | 1,797.11               | 8,157.36               | 47,760.00               | 39,602.64               | 17.08%        | 82.92%        |
| 5780 Copier   | 671.89                 | 2,588.12               | 9,600.00                | 7,011.88                | 26.96%        | 73.04%        |
| 5790 Capital Expenditures                             |                        |                        | 20,000.00               | 20,000.00               | 0.00%         | 100.00%       |
| 5900 Miscellaneous Expenses                           |                        |                        | 2,000.00                | 2,000.00                | 0.00%         | 100.00%       |
| 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                              | 139.09                 | 435.74                 | 1,500.00                | 1,064.26                | 29.05%        | 70.95%        |
| 6005 Interest Expense                                 | 2,494.44               | 5,887.16               | 8,000.00                | 42.37%                  | 135.89%       |               |
| 6010 Credit Card Processing Fee                       | 845.57                 | 3,033.81               | 6,000.00                | 2,966.19                | 50.56%        | 49.44%        |
| 6500 Taxes  |                        | 882.76                 | 2,500.00                | 1,617.24                | 35.31%        | 64.69%        |
| 6940 In Kind Expense                                  |                        |                        | 145,000.00              | 145,000.00              | 0.00%         | 100.00%       |
| <b>Total 2 Operating Costs</b>                        | <b>\$ 47,188.22</b>    | <b>\$ 124,865.58</b>   | <b>\$ 568,830.00</b>    | <b>\$ 443,964.42</b>    | <b>21.95%</b> | <b>78.05%</b> |

**UNIFIED**

**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

|                                     |                        |                         |                         |                        |               |               |
|-------------------------------------|------------------------|-------------------------|-------------------------|------------------------|---------------|---------------|
| <b>3 Personnel Costs</b>            |                        |                         |                         |                        |               |               |
| <b>5800 Salaries</b>                | 102,010.83             | 288,396.06              | 1,311,260.00            | 1,022,863.94           | 21.99%        | 78.01%        |
| <b>5810 Commissions</b>             | 1,693.50               | 11,521.69               | 28,500.00               | 16,978.31              | 40.43%        | 59.57%        |
| <b>5830 Auto</b>                    | 461.54                 | 1,318.69                | 6,020.00                | 4,701.31               | 21.91%        | 78.09%        |
| <b>5840 401K Contribution Match</b> | 4,051.00               | 11,260.53               | 55,000.00               | 43,739.47              | 20.47%        | 79.53%        |
| <b>5850 Employee Insurance</b>      | 8,302.26               | 16,512.29               | 112,600.00              | 96,087.71              | 14.66%        | 85.34%        |
| <b>5870 Drug Testing</b>            |                        | 37.49                   | 400.00                  | 362.51                 | 9.37%         | 90.63%        |
| <b>5880 Payroll Expense</b>         | 9,668.44               | 30,312.46               | 124,000.00              | 93,687.54              | 24.45%        | 75.55%        |
| <b>5890 Staff Education</b>         |                        | 1,247.87                | 6,800.00                | 5,552.13               | 18.35%        | 81.65%        |
| <b>Total 3 Personnel Costs</b>      | <b>\$ 126,187.57</b>   | <b>\$ 360,607.08</b>    | <b>\$ 1,644,580.00</b>  | <b>\$ 1,283,972.92</b> | <b>21.93%</b> | <b>78.07%</b> |
| <b>Total Expenses</b>               | <b>\$ 1,383,572.61</b> | <b>\$ 3,990,643.01</b>  | <b>\$ 13,291,094.00</b> | <b>\$ 9,300,450.99</b> | <b>30.02%</b> | <b>69.98%</b> |
| <b>Net Operating Income</b>         | <b>\$ 465,732.35</b>   | <b>-\$ 1,580,941.35</b> | <b>\$ 0.00</b>          | <b>\$ 1,580,941.35</b> |               |               |
| <b>Net Income</b>                   | <b>\$ 465,732.35</b>   | <b>-\$ 1,580,941.35</b> | <b>\$ 0.00</b>          | <b>\$ 1,580,941.35</b> |               |               |



FORM E

|                          | MTD FY26                   |                                | YTD FY26                    |                       |                       | FY26                   |                         |                       |
|--------------------------|----------------------------|--------------------------------|-----------------------------|-----------------------|-----------------------|------------------------|-------------------------|-----------------------|
|                          | <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 FY26 BUDGET   | % REMAINING OF BUDGET |
| TDT Revenue              | \$1,628,446.66             |                                | \$2,063,567.30              | \$210,329.40          | \$2,273,896.70        | \$12,881,664.00        | \$ 10,607,767.30        | 82%                   |
| Supplemental             | \$0.00                     |                                |                             |                       | \$0.00                |                        | \$ -                    | #DIV/0!               |
| Private Revenue          | \$0.00                     | \$10,528.90                    | \$135,804.96                |                       | \$135,804.96          | \$409,430.00           | \$ 273,625.04           | 67%                   |
| <b>Total Revenue</b>     | <b>\$1,628,446.66</b>      | <b>\$10,528.90</b>             | <b>\$2,199,372.26</b>       | <b>\$210,329.40</b>   | <b>\$2,409,701.66</b> | <b>\$13,291,094.00</b> | <b>\$ 10,881,392.34</b> | 82%                   |
|                          |                            |                                | \$0.00                      |                       | \$0.00                |                        |                         |                       |
| Expense                  | ACTUALS MTD                | ACTUALS MTD                    | ACTUALS YTD                 | ACTUALS YTD           | ACTUALS YTD           | ANNUAL BUDGET          | REMAINING FY26 BUDGET   | % REMAINING OF BUDGET |
| Direct Programming       | \$1,204,254.07             | \$5,942.75                     | \$2,476,549.03              | \$1,028,621.32        | \$3,505,170.35        | \$11,077,684.00        | \$ 7,572,513.65         | 68%                   |
| Operations               | \$39,318.80                | \$7,869.42                     | \$124,865.58                |                       | \$124,865.58          | \$568,830.00           | \$ 443,964.42           | 78%                   |
| Personnel                | \$124,127.34               | \$2,060.23                     | \$360,607.08                |                       | \$360,607.08          | \$1,644,580.00         | \$ 1,283,972.92         | 78%                   |
| <b>Total Expenses</b>    | <b>\$1,367,700.21</b>      | <b>\$15,872.40</b>             | <b>\$2,962,021.69</b>       | <b>\$1,028,621.32</b> | <b>\$3,990,643.01</b> | <b>\$13,291,094.00</b> | <b>\$9,300,450.99</b>   | 70%                   |
|                          |                            |                                | \$0.00                      |                       | \$0.00                |                        |                         |                       |
| <i>Net Income (loss)</i> | \$260,746.45               | -\$5,343.50                    | -\$762,649.43               | -\$818,291.92         | -\$1,580,941.35       | \$0.00                 |                         |                       |
|                          | \$0.00                     | \$0.00                         | \$0.00                      | \$0.00                | \$0.00                | 0.00                   |                         |                       |

# Jason R Loeffler, CPA, PA

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## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

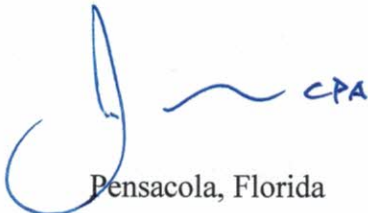
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of December 31, 2025, and the related statement of financial income and expenses – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

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

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



Pensacola, Florida

January 17, 2026

**Visit Pensacola Inc**  
**Statement of Financial Position**  
As of December 31, 2025

|  | TOTAL                 |
|--|-----------------------|
| <b>ASSETS</b>                          |                       |
| Current Assets                         |                       |
| Bank Accounts                          |                       |
| 1010 TDT Op #2290                      | 255,022.49            |
| 1025 EFT TDT #4196                     | 175,186.51            |
| 1030 Partner#2177                      | 124,292.22            |
| 1035 Reserves #3955                    | 20,853.45             |
| 1050 Petty Cash                        | 115.00                |
| <b>Total Bank Accounts</b>             | <b>\$575,469.67</b>   |
| Accounts Receivable                    | <b>\$1,552,295.22</b> |
| Other Current Assets                   |                       |
| 1400 Prepaid Postage                   | 280.23                |
| 1405 Prepaid Expenses                  | 85,504.31             |
| 1410 Prepaid Insurance                 | 13,209.21             |
| <b>Total Other Current Assets</b>      | <b>\$98,993.75</b>    |
| <b>Total Current Assets</b>            | <b>\$2,226,758.64</b> |
| Fixed Assets                           |                       |
| 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             |
| <b>Total 1350 Equipment</b>            | <b>0.00</b>           |
| <b>Total Fixed Assets</b>              | <b>\$0.00</b>         |
| <b>TOTAL ASSETS</b>                    | <b>\$2,226,758.64</b> |
| <b>LIABILITIES AND EQUITY</b>          |                       |
| Liabilities                            |                       |
| Current Liabilities                    |                       |
| Accounts Payable                       | <b>\$390,261.48</b>   |
| Credit Cards                           |                       |
| 2000 Visit Pensacola P-Card            | 37,119.82             |
| 2002 Regions Membership PCard          | 7,125.27              |
| <b>Total Credit Cards</b>              | <b>\$44,245.09</b>    |
| Other Current Liabilities              |                       |
| 2700 Unearned Revenue                  | 1,800,300.00          |
| 2700-2 Unearned Revenue-ACE            | 900,000.00            |
| 2999 Salaries payable                  | 67,866.46             |
| <b>Total Other Current Liabilities</b> | <b>\$2,768,166.46</b> |
| <b>Total Current Liabilities</b>       | <b>\$3,202,673.03</b> |
| <b>Total Liabilities</b>               | <b>\$3,202,673.03</b> |
| Equity                                 |                       |

Visit Pensacola Inc  
Statement of Financial Position  
As of December 31, 2025

|                                     | TOTAL                 |
|-------------------------------------|-----------------------|
| 32000 Unrestricted Net Assets       | 605,164.96            |
| Net Income                          | -1,581,079.35         |
| <b>Total Equity</b>                 | <b>\$ -975,914.39</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$2,226,758.64</b> |

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

October - December, 2025

|   | TOTAL                 |                       |
|---|-----------------------|-----------------------|
|   | OCT - DEC, 2025       | OCT - DEC, 2025 (YTD) |
| <b>Income</b>                                     |                       |                       |
| 4000 Tourism Development Tax-VP                   | 2,273,896.70          | 2,273,896.70          |
| 4100 Membership Dues                              | 118,072.94            | 118,072.94            |
| 4150 Advertising Income                           | 4,865.00              | 4,865.00              |
| 4155 Partner Co-Ops                               | 200.00                | 200.00                |
| <b>Total 4150 Advertising Income</b>              | <b>5,065.00</b>       | <b>5,065.00</b>       |
| 4600 Misc Income                                  | 88.65                 | 88.65                 |
| 4620 Interest Income                              | 68.37                 | 68.37                 |
| 4640 Event Income                                 | 260.00                | 260.00                |
| 4640-1 HRT  | 2,090.00              | 2,090.00              |
| 4640-2 Annual Meeting                             | 10,160.00             | 10,160.00             |
| <b>Total 4640 Event Income</b>                    | <b>12,510.00</b>      | <b>12,510.00</b>      |
| <b>Total Income</b>                               | <b>\$2,409,701.66</b> | <b>\$2,409,701.66</b> |
| <b>GROSS PROFIT</b>                               | <b>\$2,409,701.66</b> | <b>\$2,409,701.66</b> |
| <b>Expenses</b>                                   |                       |                       |
| 1 Direct Programming                              |                       |                       |
| 5090 Marketing Research                           |                       |                       |
| 5090-1 Marketing Research-Down's & St. Germain    | 25,166.66             | 25,166.66             |
| 5090-3 Key Data                                   | 6,999.99              | 6,999.99              |
| 5090-4 CoStar Suite                               | 5,834.54              | 5,834.54              |
| 5090-5 Zartico                                    | 24,000.00             | 24,000.00             |
| <b>Total 5090 Marketing Research</b>              | <b>62,001.19</b>      | <b>62,001.19</b>      |
| 5100 Advertising/Media                            |                       |                       |
| 5100-1 Social Boosting                            | 1,974.80              | 1,974.80              |
| 5100-3 VF Co-Op Campaign                          | 100,000.00            | 100,000.00            |
| <b>Total 5100 Advertising/Media</b>               | <b>101,974.80</b>     | <b>101,974.80</b>     |
| 5110 Public Relations                             |                       |                       |
| 5110-1 Beach O'Ween                               | 2,895.00              | 2,895.00              |
| 5110-12 Magic Torch                               | 8,000.00              | 8,000.00              |
| 5110-18 PR Agency (activations & projects)        | 6,841.48              | 6,841.48              |
| 5110-2 CMA Nashville                              | 7,500.00              | 7,500.00              |
| 5110-3 FAM/Site Visits                            | 4,072.29              | 4,072.29              |
| 5110-4 MMGY                                       | 22,050.00             | 22,050.00             |
| 5110-7 Local Media Spots-NewRadio                 | 4,500.00              | 4,500.00              |
| <b>Total 5110 Public Relations</b>                | <b>62,043.86</b>      | <b>62,043.86</b>      |
| 5120 Advertising Production                       |                       |                       |
| 5120-2 True Omni                                  | 1,800.00              | 1,800.00              |
| 5120-3 Content Creation, Outside Work & Freelance | 2,000.00              | 2,000.00              |
| <b>Total 5120 Advertising Production</b>          | <b>3,800.00</b>       | <b>3,800.00</b>       |

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

October - December, 2025

|   | TOTAL               |                       |
|---|---------------------|-----------------------|
|   | OCT - DEC, 2025     | OCT - DEC, 2025 (YTD) |
| 5130 Internet Site Production                 | 162,054.68          | 162,054.68            |
| 5150 Consumer Promotions                      | 6,538.07            | 6,538.07              |
| 5150-1 Snowbird Programs                      | 4,000.00            | 4,000.00              |
| 5150-2 Gallery Night                          | 393.65              | 393.65                |
| 5150-8 Beach O'ween                           | 600.51              | 600.51                |
| <b>Total 5150 Consumer Promotions</b>         | <b>11,532.23</b>    | <b>11,532.23</b>      |
| 5160 Sales Promotions                         | 148.97              | 148.97                |
| 5160-2 Sales FAMS and Sites Visits            | 10,174.03           | 10,174.03             |
| 5160-3 Services Supplies                      | 573.59              | 573.59                |
| 5160-4 Promo Items (All Dept)                 | 659.01              | 659.01                |
| <b>Total 5160 Sales Promotions</b>            | <b>11,555.60</b>    | <b>11,555.60</b>      |
| 5170 Brochures and Collateral                 | 1,235.71            | 1,235.71              |
| 5180 Tradeshows                               |                     |                       |
| 5180-10 FL Huddle & Encounter                 | 12,577.23           | 12,577.23             |
| 5180-11 FSAE                                  | 1,640.02            | 1,640.02              |
| 5180-12 IPW                                   | 8,000.00            | 8,000.00              |
| 5180-14 NY Travel & Adv Show                  | 897.34              | 897.34                |
| 5180-15 Rendezvous                            | 1,900.89            | 1,900.89              |
| 5180-16 SMART Meeting                         | 9,042.38            | 9,042.38              |
| 5180-16-1 SMART Meetings-planners             | 25.00               | 25.00                 |
| 5180-20 UK Huddle                             | 28.57               | 28.57                 |
| 5180-22 Chicago Travel and Show               | 10,831.72           | 10,831.72             |
| 5180-7 Dallas Travel & Adv Show               | 10,035.00           | 10,035.00             |
| 5180-8 DEMA                                   | 11,941.21           | 11,941.21             |
| 5180-9 Denver Travel & Adv Show               | 10,035.00           | 10,035.00             |
| <b>Total 5180 Tradeshows</b>                  | <b>76,954.36</b>    | <b>76,954.36</b>      |
| 5190 Showcase                                 | 1,681,460.15        | 1,681,460.15          |
| 5190-1 Agency Fee                             | 40,000.00           | 40,000.00             |
| <b>Total 5190 Showcase</b>                    | <b>1,721,460.15</b> | <b>1,721,460.15</b>   |
| 5210 Regional Partnership                     | 86,250.00           | 86,250.00             |
| 5220 Registration                             | 132,766.90          | 132,766.90            |
| 5230 Dues and Subscriptions                   | 32,085.72           | 32,085.72             |
| 5400 Business Travel & Entertainment          | <b>5,663.03</b>     | <b>5,663.03</b>       |
| 5500 Visitor Awareness Education              |                     |                       |
| 5500-1 Annual Meeting                         | 3,808.30            | 3,808.30              |
| 5500-4 HRT Luncheons                          | 1,362.50            | 1,362.50              |
| <b>Total 5500 Visitor Awareness Education</b> | <b>5,170.80</b>     | <b>5,170.80</b>       |
| 7400 ACE - DP                                 | 1,028,621.32        | 1,028,621.32          |
| <b>Total 1 Direct Programming</b>             | <b>3,505,170.35</b> | <b>3,505,170.35</b>   |

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

October - December, 2025

|  | TOTAL             |                       |
|--|-------------------|-----------------------|
|  | OCT - DEC, 2025   | OCT - DEC, 2025 (YTD) |
| <b>2 Operating Costs</b>                                 |                   |                       |
| 5450 Auto/ Local Travel                                  |                   |                       |
| 5450-1 Auto Local Travel-TDT                             | 1,028.02          | 1,028.02              |
| 5450-2 Auto Local Travel-MEM                             | 276.52            | 276.52                |
| 5450-3 Insider Guide Delivery                            | 400.00            | 400.00                |
| <b>Total 5450 Auto/ Local Travel</b>                     | <b>1,704.54</b>   | <b>1,704.54</b>       |
| 5530 Meeting & Events                                    |                   |                       |
| 5530-1 Annual Meeting                                    | 15,773.94         | 15,773.94             |
| 5530-2 HRT Lucnheons                                     | 4,752.85          | 4,752.85              |
| <b>Total 5530 Meeting &amp; Events</b>                   | <b>20,526.79</b>  | <b>20,526.79</b>      |
| 5600 Building Maintenance & Repair                       | 18,044.31         | 18,044.31             |
| 5610 Computer&IT Maintenance&Repair                      | 190.00            | 190.00                |
| 5610-1 Adobe Subscription                                | 1,837.11          | 1,837.11              |
| 5610-3 Digital Boardwalk                                 | 6,301.18          | 6,301.18              |
| <b>Total 5610 Computer&amp;IT Maintenance&amp;Repair</b> | <b>8,328.29</b>   | <b>8,328.29</b>       |
| 5630 Insurance Building & Content                        | 5,273.84          | 5,273.84              |
| 5640 D & O and Liability Insurance                       | 619.74            | 619.74                |
| 5650 Audit   | 24,000.00         | 24,000.00             |
| 5660 Legal Services                                      | 7,142.00          | 7,142.00              |
| 5670 CPA/ Financial Services                             | 1,437.50          | 1,437.50              |
| 5700 Postage   | 4,372.69          | 4,372.69              |
| 5710 Supplies Coffee/Sodas                               | 3,131.10          | 3,131.10              |
| 5720 Office Supplies                                     | 1,567.41          | 1,567.41              |
| 5730 Storage and Delivery                                |                   |                       |
| 5730-1 Gilmore Storage & Delivery                        | 300.60            | 300.60                |
| 5730-2 Storage Unit-Fairfield                            | 565.98            | 565.98                |
| 5730-3 Storage Unit-E122                                 | 962.43            | 962.43                |
| 5730-4 Storage Unite-G133                                | 916.98            | 916.98                |
| <b>Total 5730 Storage and Delivery</b>                   | <b>2,745.99</b>   | <b>2,745.99</b>       |
| 5760 Telephone Service                                   | 2,591.72          | 2,591.72              |
| 5765 Cell Phone  | 2,394.71          | 2,394.71              |
| 5770 Utilities   | 8,157.36          | 8,157.36              |
| 5780 Copier  | 2,588.12          | 2,588.12              |
| 6001 Bank Service Charge                                 | 573.74            | 573.74                |
| 6005 Interest Expense                                    | 5,887.16          | 5,887.16              |
| 6010 Credit Card Processing Fee                          | 3,033.81          | 3,033.81              |
| 6500 Taxes   | 882.76            | 882.76                |
| <b>Total 2 Operating Costs</b>                           | <b>125,003.58</b> | <b>125,003.58</b>     |

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

October - December, 2025

|                                | TOTAL                   |                         |
|--------------------------------|-------------------------|-------------------------|
|                                | OCT - DEC, 2025         | OCT - DEC, 2025 (YTD)   |
| <b>3 Personnel Costs</b>       |                         |                         |
| 5800 Salaries                  | 288,396.06              | 288,396.06              |
| 5810 Commissions               | 11,521.69               | 11,521.69               |
| 5830 Auto                      | 1,318.69                | 1,318.69                |
| 5840 401K Contribution Match   | 11,260.53               | 11,260.53               |
| 5850 Employee Insurance        | 16,512.29               | 16,512.29               |
| 5870 Drug Testing              | 37.49                   | 37.49                   |
| 5880 Payroll Expense           | 30,312.46               | 30,312.46               |
| 5890 Staff Education           | 1,247.87                | 1,247.87                |
| <b>Total 3 Personnel Costs</b> | <b>360,607.08</b>       | <b>360,607.08</b>       |
| <b>Total Expenses</b>          | <b>\$3,990,781.01</b>   | <b>\$3,990,781.01</b>   |
| <b>NET OPERATING INCOME</b>    | <b>\$ -1,581,079.35</b> | <b>\$ -1,581,079.35</b> |
| <b>NET INCOME</b>              | <b>\$ -1,581,079.35</b> | <b>\$ -1,581,079.35</b> |

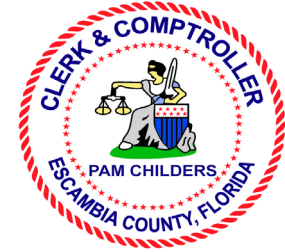


# Pam Childers

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:** January 5, 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 November 2025 returns received in the month of December 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in December 2025 were \$1,022,222 compared to \$1,004,212 in December 2024. A comparison of December 2025 to December 2024 is a 1.8% increase.
- Year-to-date collections for FY2026 is \$4,199,646 compared to \$4,236,624 for FY2025. A comparison of FY2026 to FY2025 is a .9% decrease.

| Current Year vs Prior Year |                     |                     |             |                     |                     |              |
|----------------------------|---------------------|---------------------|-------------|---------------------|---------------------|--------------|
| Cent                       | Monthly Comparison  |                     |             | YTD Comparison      |                     |              |
|                            | 2026                | 2025                | % Change    | 2026                | 2025                | % Change     |
| 1-5 Cents                  | \$ 1,022,222        | \$ 1,004,212        | 1.8%        | \$ 4,199,646        | \$ 4,236,624        | -0.9%        |
|                            | -                   | -                   |             |                     |                     |              |
| <b>Total</b>               | <b>\$ 1,022,222</b> | <b>\$ 1,004,212</b> | <b>1.8%</b> | <b>\$ 4,199,646</b> | <b>\$ 4,236,624</b> | <b>-0.9%</b> |

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



| <b>Year-To-Date Collections</b>      |   |   |                       |                 |
|--------------------------------------|---|---|-----------------------|-----------------|
| <b>Geographic Area</b>               | <b>Fiscal Year<br/>2026<br/>YTD Collected</b> | <b>Fiscal Year<br/>2025<br/>YTD Collected</b> | <b>Difference</b>     | <b>% Change</b> |
| Downtown Pensacola                   | \$ 321,850.78                                 | \$ 359,661.58                                 | \$ (37,810.80)        | -10.5%          |
| Southeast Pensacola                  | 543,751.71                                    | 547,792.76                                    | (4,041.05)            | -0.7%           |
| Southcentral & Southwest Pensacola   | 138,101.77                                    | 160,093.05                                    | (21,991.28)           | -13.7%          |
| Perdido Key Area                     | 774,828.97                                    | 745,253.44                                    | 29,575.53             | 4.0%            |
| Northeast Pensacola                  | 241,345.16                                    | 261,326.99                                    | (19,981.83)           | -7.6%           |
| North Escambia & Northwest Pensacola | 301,029.86                                    | 323,906.70                                    | (22,876.84)           | -7.1%           |
| Pensacola Beach Area                 | 1,878,737.32                                  | 1,838,589.78                                  | 40,147.54             | 2.2%            |
| <b>Total</b>                         | <b>\$ 4,199,645.57</b>                        | <b>\$ 4,236,624.30</b>                        | <b>\$ (36,978.73)</b> | <b>-0.9%</b>    |

| <b>Area by Zip Code(s)</b>           |                    |  |
|--------------------------------------|--------------------|--|
| <b>Geographic Area</b>               | <b>Zip Code(s)</b> | <b>Area Description</b>                                    |
| 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   |
| Pensacola Beach Area                 | 32577              | Molino Area  |
|                                      | 32561              | Pensacola Beach Area                                       |

**Five Percent Tourist Development Tax Collection Data By Geographic Area**  
**Escambia County, Florida**  
**Fiscal Year 2026**  
**As of December 31, 2025**



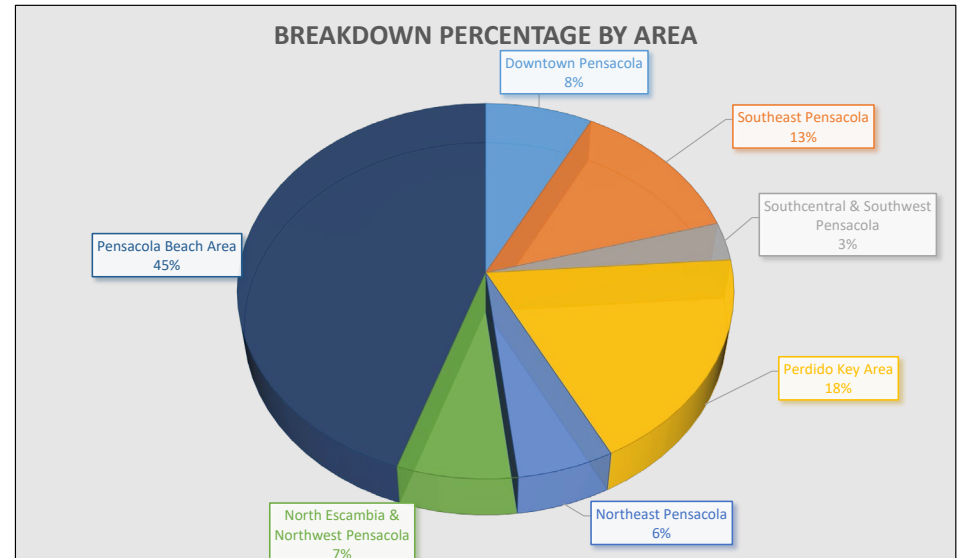
| Fiscal Year 2026                     |                        |                        |                        |             |             |             |             |             |             |             |             |             |                        |               |
|--------------------------------------|------------------------|------------------------|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|---------------|
| 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           | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ -        | \$ 321,850.78          | 7.7%          |
| Southeast Pensacola                  | 184,600.75             | 190,893.03             | 168,257.93             | -           | -           | -           | -           | -           | -           | -           | -           | -           | 543,751.71             | 12.9%         |
| Southcentral & Southwest Pensacola   | 46,666.50              | 43,913.67              | 47,521.60              | -           | -           | -           | -           | -           | -           | -           | -           | -           | 138,101.77             | 3.3%          |
| Perdido Key Area                     | 309,642.53             | 322,888.37             | 142,298.07             | -           | -           | -           | -           | -           | -           | -           | -           | -           | 774,828.97             | 18.4%         |
| Northeast Pensacola                  | 82,321.31              | 89,217.73              | 69,806.12              | -           | -           | -           | -           | -           | -           | -           | -           | -           | 241,345.16             | 5.7%          |
| North Escambia & Northwest Pensacola | 92,661.22              | 106,558.79             | 101,809.85             | -           | -           | -           | -           | -           | -           | -           | -           | -           | 301,029.86             | 7.2%          |
| Pensacola Beach Area                 | 738,146.39             | 731,310.84             | 409,280.09             | -           | -           | -           | -           | -           | -           | -           | -           | -           | 1,878,737.32           | 44.7%         |
| <b>Total</b>                         | <b>\$ 1,573,795.12</b> | <b>\$ 1,603,628.29</b> | <b>\$ 1,022,222.16</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ -</b> | <b>\$ 4,199,645.57</b> | <b>100.0%</b> |

| 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%         |
| <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>\$ 2,036,646.67</b> | <b>\$ 22,048,835.20</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       |
| 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                                       |



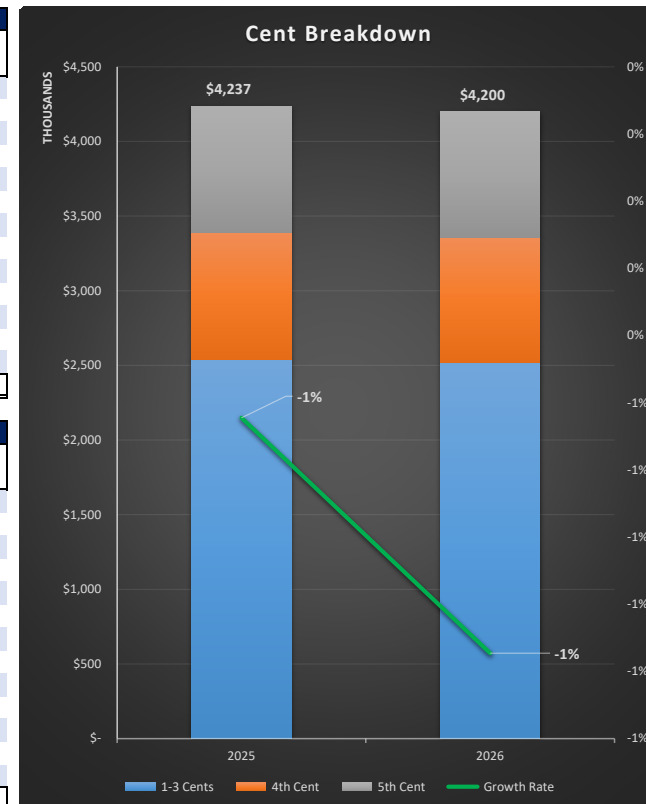
**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2026**  
**As of December 31, 2025**



| 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              | -                      |
| 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              | -                      |
| 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              | -                      |
| 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            | -                      |
| 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            | -                      |
| 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            | -                      |
| 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            | -                      |
| 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            | -                      |
| 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            | -                      |
| <b>Total</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>\$ 13,229,301.12</b> | <b>\$ 2,519,787.34</b> |

| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| 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             | -                    |
| <b>Total</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>\$ 4,409,767.04</b> | <b>\$ 839,929.11</b> |

| 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             | -                    |
| 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             | 407,329.33             | -                    |
| <b>Total</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>\$ 4,409,767.04</b> | <b>\$ 839,929.11</b> |



| 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                        | -                      | 891,760.65              | (891,760.65)              | Pending       |
| FEB                        | -                      | 765,190.14              | (765,190.14)              | Pending       |
| MAR                        | -                      | 1,028,071.35            | (1,028,071.35)            | Pending       |
| APR                        | -                      | 1,819,528.61            | (1,819,528.61)            | Pending       |
| MAY                        | -                      | 1,816,436.28            | (1,816,436.28)            | Pending       |
| JUN                        | -                      | 2,469,281.45            | (2,469,281.45)            | Pending       |
| JUL                        | -                      | 3,369,890.36            | (3,369,890.36)            | Pending       |
| AUG                        | -                      | 3,615,405.39            | (3,615,405.39)            | Pending       |
| SEP                        | -                      | 2,036,646.67            | (2,036,646.67)            | Pending       |
| <b>Total</b>               | <b>\$ 4,199,645.57</b> | <b>\$ 22,048,835.20</b> | <b>\$ (17,849,189.63)</b> | <b>-81.0%</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

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



|                    | FY26                    | % change from<br>PY | FY25                     | % change from<br>PY | FY24                     | % change<br>from PY | FY23                     | % change<br>from PY | FY22                     | % change<br>from PY | FY21                     |
|--------------------|-------------------------|---------------------|--------------------------|---------------------|--------------------------|---------------------|--------------------------|---------------------|--------------------------|---------------------|--------------------------|
| <b>October</b>     | 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                |
| <b>November</b>    | 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                  |
| <b>December</b>    | 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                  |
| <b>January</b>     | 93,787                  | -89.3%              | 879,611                  | 6.3%                | 827,462                  | -3.9%               | 861,332                  | -6.0%               | 916,181                  | 67.9%               | 545,570                  |
| <b>February</b>    | -                       | -100.0%             | 765,775                  | -0.7%               | 770,900                  | -4.2%               | 804,781                  | 5.6%                | 762,232                  | 47.9%               | 515,276                  |
| <b>March</b>       | -                       | -100.0%             | 1,019,459                | 4.3%                | 977,427                  | -2.9%               | 1,006,752                | 6.0%                | 949,429                  | 68.9%               | 561,963                  |
| <b>April</b>       | -                       | -100.0%             | 1,828,116                | -4.7%               | 1,918,310                | 3.5%                | 1,853,429                | 3.1%                | 1,798,239                | 60.3%               | 1,121,509                |
| <b>May</b>         | -                       | -100.0%             | 1,797,970                | 8.3%                | 1,660,245                | -10.7%              | 1,859,950                | -1.1%               | 1,881,067                | 17.8%               | 1,597,114                |
| <b>June</b>        | -                       | -100.0%             | 2,462,867                | 5.4%                | 2,337,122                | 4.6%                | 2,235,149                | -5.9%               | 2,374,538                | 13.1%               | 2,098,820                |
| <b>July</b>        | -                       | -100.0%             | 3,355,509                | -2.7%               | 3,449,520                | 16.1%               | 2,970,786                | -5.3%               | 3,136,749                | 5.7%                | 2,967,405                |
| <b>August</b>      | -                       | -100.0%             | 3,704,289                | -1.5%               | 3,760,466                | -2.2%               | 3,843,475                | 5.2%                | 3,654,253                | 3.3%                | 3,539,112                |
| <b>Sept</b>        | -                       | -100.0%             | 2,056,218                | -0.1%               | 2,058,403                | 4.8%                | 1,964,585                | -7.3%               | 2,119,698                | 0.7%                | 2,104,341                |
|                    | <b><u>4,297,304</u></b> | <b>-80.6%</b>       | <b><u>22,114,042</u></b> | <b>2.5%</b>         | <b><u>22,014,490</u></b> | <b>2.0%</b>         | <b><u>21,582,470</u></b> | <b>-1.1%</b>        | <b><u>21,816,411</u></b> | <b>23.5%</b>        | <b><u>17,671,461</u></b> |
| <b>1 - 2 Cents</b> | 1,718,922               |                     | 8,845,617                |                     | 8,805,796                |                     | 8,632,988                |                     | 10,908,205               |                     | 8,835,730                |
| <b>3rd Cent</b>    | 859,461                 |                     | 4,422,808                |                     | 4,402,898                |                     | 4,316,494                |                     | 5,454,103                |                     | 4,417,865                |
| <b>4th Cent</b>    | 859,461                 |                     | 4,422,808                |                     | 4,402,898                |                     | 4,316,494                |                     | 5,454,103                |                     | 4,417,865                |
| <b>5th Cent</b>    | 859,461                 |                     | 4,422,808                |                     | 4,402,898                |                     | 4,316,494                |                     | -                        |                     | -                        |
|                    | <b><u>4,297,304</u></b> |                     | <b><u>22,114,042</u></b> |                     | <b><u>22,014,490</u></b> |                     | <b><u>21,582,470</u></b> |                     | <b><u>21,816,411</u></b> |                     | <b><u>17,671,461</u></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):