



Visit Pensacola Financial Report July 2026

FY26 JULY TAKEAWAYS:

The unified financial statement for July reports net income of \$108K. Due to timing differences between when expenses are recorded and when they are billed to the county, year-to-date results reflect a net loss of \$859K.

MAJOR HIGHLIGHTS:

The TDC has approved the FY27 Unified Budget as presented and will send it to the BOCC for final approval.

In July, VP applied \$200K toward the advance, bringing the year-to-date total to \$1.1M, with a remaining balance of \$1.4M to be paid by year-end.

ACE still has the \$900K advance outstanding, which needs to be satisfied by Sept 30th. ACE has met with OMB and the Clerk's Office to discuss the outstanding balance and determine the next steps.

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 \$1,112,105.34. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$24,303.15

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,136,408.49

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$860,888.35

Operations \$34,168.12

Personnel \$132,959.78

VISIT PENSACOLA ONLY Month to Date total Expense = \$1,028,016.25

VISIT PENSACOLA Only Month to Date Net Income =\$108,392.24

UNIFIED Year to Date TDT revenue totaled \$9,064,956.27

UNIFIED Year To Date Private revenue totaled \$270,805.88

UNIFIED Year to date total Revenue = \$9,335,402.15

UNIFIED Year to date expense:

Direct Programming \$8,539,569.37

Operations \$395,647.44

Personnel \$1,259,345.70

UNIFIED Year to Date total Expense = \$10,194,562.51

UNIFIED Year to Date Net Loss = -\$859,160.36

County Submissions

* July's submission is submitted on August 17th, 2026.

Visit Pensacola Inc

Balance Sheet
As of Jul 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	253,467.23
1025 EFT TDT #4196	\$182,029.07
1027 EFT TDT #4196-ACE	306,078.36
Total for 1025 EFT TDT #4196	\$488,107.43
1030 Partner#2177	\$205,815.43
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$205,815.43
1035 Reserves #3955	21,163.85
1050 Petty Cash	115.00
Total for Bank Accounts	\$968,668.94
Accounts Receivable	
1200 Accounts Receivable	\$1,217,017.59
1200-5 Membership Receivable	200.00
1200-6 Ad Sales Receivable	120.00
Total for 1200 Accounts Receivable	\$1,217,337.59
Total for Accounts Receivable	\$1,217,337.59
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	172.21
1405 Prepaid Expenses	56,102.34
1410 Prepaid Insurance	12,603.65
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
Total for Other Current Assets	\$68,878.20
Total for Current Assets	\$2,254,884.73
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 Jul 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	\$2,254,884.73
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	9,204.57
Total for Accounts Payable	\$9,204.57
Credit Cards	
2000 Visit Pensacola P-Card	33,528.05
2002 Regions Membership PCard	1,143.80
Total for Credit Cards	\$34,671.85
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	35.25
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	500,000.00
2660 Pass through payment	0.00
2700 Unearned Revenue	1,126,214.17
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$2,594,115.88
Total for Current Liabilities	\$2,637,992.30
Total for Liabilities	\$2,637,992.30
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-948,751.02
Total for Equity	-\$383,107.57
Total for Liabilities and Equity	\$2,254,884.73

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Jul-26 Oct - July, 2026 (YTD)		Budget	Remaining	% of Budget
Actual					
Income					
4000 Tourism Development Tax-TDT	812,105.34	7,056,175.11	8,686,744.00	1,630,568.89	81.23%
Advance Payment	300,000.00	1,126,214.17	2,500,000.00	1,373,785.83	45.05%
4050 - TDT Supplemental			182,587.00	182,587.00	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 1,112,105.34	\$ 8,182,389.28	\$ 11,369,331.00	\$ 3,186,941.72	71.97%
Total Income	\$ 1,112,105.34	\$ 8,182,389.28	\$ 11,369,331.00	\$ 3,186,941.72	71.97%
Gross Profit	\$ 1,112,105.34	\$ 8,182,389.28	\$ 11,369,331.00	\$ 3,186,941.72	71.97%
Expenses					
1 Direct Programming					
5090 Marketing Research	23,683.33	270,925.95	327,700.00	56,774.05	82.67%
5100 Advertising/Media	4,921.21	334,202.34	365,132.00	30,929.66	91.53%
5110 Public Relations	20,277.42	143,792.19	220,100.00	76,307.81	65.33%
5120 Advertising Production	600.00	16,225.00	34,000.00	17,775.00	47.72%
5130 Internet Site Production	27,017.28	363,864.95	463,115.00	99,250.05	78.57%
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	5,886.00	72,210.15	72,100.00	-110.15	100.15%
5160 Sales Promotions	7,942.92	23,361.10	32,000.00	8,638.90	73.00%
5170 Brochures and Collateral	79,239.54	135,508.69	141,500.00	5,991.31	95.77%
5180 Tradeshows	9,793.26	209,099.35	225,750.00	16,650.65	92.62%
5190 Showcase	653,916.84	4,929,211.77	6,954,729.00	2,025,517.23	70.88%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%
5215 Tourism Development Projects				0.00	#DIV/0!
5220 Registration		19,383.18	36,150.00	16,766.82	53.62%
5230 Dues and Subscriptions	11,587.25	56,544.73	70,425.00	13,880.27	80.29%
5400 Business Travel & Entertainment	1,348.16	33,718.15	76,740.00	43,021.85	43.94%
5500 Visitor Awareness Education			5,000.00	5,000.00	0.00%
Total 1 Direct Programming	\$ 846,213.21	\$ 6,778,301.01	\$ 9,310,691.00	\$ 2,532,389.99	72.80%
2 Operating Costs				0.00	
5450 Auto/ Local Travel	302.83	4,132.80	6,600.00	2,467.20	62.62%
5520 Committee Expenses			1,250.00	1,250.00	0.00%
5530 Meeting & Events	239.88	595.66	2,500.00	1,904.34	23.83%
5600 Building Maintenance & Repair	5,476.03	58,071.31	69,000.00	10,928.69	84.16%
5610 Computer&IT Maintenance&Repair	3,333.93	43,126.19	42,000.00	-1,126.19	102.68%
5630 Insurance Building & Content	1,850.75	18,166.83	23,200.00	5,033.17	78.31%
5640 D & O and Liability Insurance	206.58	2,065.80	5,000.00	2,934.20	41.32%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%
5660 Legal Services	4,827.00	38,032.50	38,000.00	-32.50	100.09%
5670 CPA/ Financial Services	675.00	5,616.71	7,200.00	1,583.29	78.01%
5675 Professional Services		33,333.00	100,000.00	66,667.00	33.33%
5700 Postage	1,605.22	21,165.58	25,620.00	4,454.42	82.61%
5710 Supplies Coffee/Sodas	428.52	1,347.94	3,000.00	1,652.06	44.93%
5720 Office Supplies	279.90	16,774.61	11,000.00	-5,774.61	152.50%
5730 Storage and Delivery	1,268.99	11,587.75	14,420.00	2,832.25	80.36%
5750 Rent		10.00	10.00	0.00	100.00%
5760 Telephone Service	1,316.67	7,161.01	8,400.00	1,238.99	85.25%
5765 Cell Phone	786.72	7,900.29	9,600.00	1,699.71	82.29%
5770 Utilities	6,434.58	39,236.19	47,760.00	8,523.81	82.15%
5780 Copier		6,619.46	9,600.00	2,980.54	68.95%
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	\$ 29,032.60	\$ 339,151.59	\$ 454,260.00	\$ 115,108.41	74.66%
3 Personnel Costs				0.00	
5800 Salaries	105,917.97	1,014,827.59	1,311,260.00	296,432.41	77.39%
5830 Auto	461.54	4,780.24	6,020.00	1,239.76	79.41%
5840 401K Contribution Match	3,941.35	37,145.05	53,200.00	16,054.95	69.82%
5850 Employee Insurance	9,502.56	74,749.30	110,100.00	35,350.70	67.89%
5870 Drug Testing	41.12	158.63	400.00	241.37	39.66%
5880 Payroll Expense	12,841.45	109,236.39	120,400.00	11,163.61	90.73%
5890 Staff Education		2,007.00	3,000.00	993.00	66.90%
Total 3 Personnel Costs	\$ 132,705.99	\$ 1,242,904.20	\$ 1,604,380.00	\$ 361,475.80	77.47%
Total Expenses	\$ 1,007,951.80	\$ 8,360,356.80	\$ 11,369,331.00	\$ 3,008,974.20	73.53%
Net Operating Income	\$ 104,153.54	\$ -177,967.52	\$ 0.00	\$ 177,967.52	

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Jul-26					
	Actual	Oct - July, 2026 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4100 Membership Dues	520.00	145,309.27	129,300.00	-16,009.27	112.38%	-12.38%
4150 Advertising Income	23,195.71	85,505.81	115,000.00	29,494.19	74.35%	25.65%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	0.68	22,067.03	130.00	-21,937.03	16974.64%	-16874.64%
4620 Interest Income	26.76	378.77	5,000.00	4,621.23	7.58%	92.42%
4640 Event Income	560.00	17,545.00	15,000.00	-2,545.00	116.97%	-16.97%
Total Income	\$ 24,303.15	\$ 270,805.88	\$ 409,430.00	\$ 138,624.12	66.14%	33.86%
Gross Profit	\$ 24,303.15	\$ 270,805.88	\$ 409,430.00	\$ 138,624.12	66.14%	33.86%
Expenses						
1 Direct Programming						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations	9.07	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		124.05	10,000.00	9,875.95	1.24%	98.76%
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	-35.60	8,998.21	31,000.00	22,001.79	29.03%	70.97%
5170 Brochures and Collateral	13,936.02	13,957.00	26,000.00	12,043.00	53.68%	46.32%
5180 Tradeshows	45.81	3,316.74	15,200.00	11,883.26	21.82%	78.18%
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	122.57	860.57	6,110.00	5,249.43	14.08%	85.92%
Total 5400 Business Travel & Entertainment	\$ 122.57	\$ 860.57	\$ 6,110.00	\$ 5,249.43	14.08%	85.92%
5500 Visitor Awareness Education	597.27	15,576.84	11,000.00	-4,576.84	141.61%	-41.61%
Total 1 Direct Programming	\$ 14,675.14	\$ 60,728.76	\$ 154,660.00	\$ 93,931.24	9.49%	60.73%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	143.24	851.25	2,200.00	1,348.75	38.69%	61.31%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events	2,287.88	32,157.26	37,620.00	5,462.74	85.48%	14.52%
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	226.85	4,169.49	4,000.00	-169.49	104.24%	-4.24%
5720 Office Supplies		112.65	1,000.00	887.35	11.27%	88.74%
5730 Storage and Delivery		8.33	1,000.00	991.67	0.83%	99.17%
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	155.62	1,467.20	1,500.00	32.80	97.81%	2.19%
6005 Interest Expense	1,525.49	10,230.45	8,000.00	-2,230.45		
6010 Credit Card Processing Fee	761.19	6,301.93	6,000.00	-301.93	105.03%	-5.03%
6500 Taxes	35.25	1,151.07	2,400.00	1,248.93	47.96%	52.04%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 5,135.52	\$ 56,495.85	\$ 214,570.00	\$ 158,074.15	26.33%	73.67%
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	253.79	1,812.66	2,500.00	687.34	72.51%	27.49%
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	\$ 253.79	\$ 16,441.50	\$ 40,200.00	\$ 23,758.50	40.90%	59.10%
Total Expenses	\$ 20,064.45	\$ 133,666.11	\$ 409,430.00	\$ 275,763.89	32.65%	67.35%
Net Operating Income	\$ 4,238.70	\$ 137,139.77	\$ 0.00	\$ -137,139.77		
Net Income	\$ 4,238.70	\$ 137,139.77	\$ 0.00	\$ -137,139.77		

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Jul-26

	Oct - July, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	812,105.34	7,056,175.11	8,686,744.00	1,630,568.89	81.23%	18.77%
Advance Payment	300,000.00	1,126,214.17	2,500,000.00	1,373,785.83	45.05%	54.95%
4001 - Tourism Development Tax-ACE		882,206.99	2,122,956.00	1,240,749.01	41.56%	
4050 - TDT Supplemental			218,858.00	218,858.00	100.00%	0.00%
Total 4000 Tourism Development Tax	\$ 1,112,105.34	\$ 9,064,596.27	\$ 13,528,558.00	\$ 4,463,961.73	67.00%	33.00%
4100 Membership Dues	520.00	145,309.27	129,300.00	-16,009.27	112.38%	-12.38%
4150 Advertising Income	23,195.71	85,505.81	115,000.00	29,494.19	74.35%	25.65%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	0.68	22,067.03	130.00	-21,937.03	16974.64%	-16874.64%
4620 Interest Income	26.76	378.77	5,000.00	4,621.23	7.58%	92.42%
4640 Event Income	560.00	17,545.00	15,000.00	-2,545.00	116.97%	-16.97%
Total Income	\$ 1,136,408.49	\$ 9,335,402.15	\$ 13,937,988.00	\$ 4,602,585.85	66.98%	33.02%
Gross Profit						
\$ 1,136,408.49	\$ 9,335,402.15	\$ 13,937,988.00	\$ 4,602,585.85	66.98%	33.02%	
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	23,683.33	270,925.95	327,700.00	56,774.05	82.67%	17.33%
5100 Advertising/Media	4,921.21	334,202.34	370,132.00	35,929.66	90.29%	9.71%
5110 Public Relations	20,286.49	151,829.10	232,600.00	80,770.90	65.27%	34.73%
5120 Advertising Production	600.00	16,225.00	34,000.00	17,775.00	47.72%	52.28%
5130 Internet Site Production	27,017.28	367,660.98	470,115.00	102,454.02	78.21%	21.79%
5140 Festivals & Events Granted		36,280.08	80,000.00	43,719.92	45.35%	54.65%
5141 Festivals & Event Local Support		47,847.43	120,000.00	72,152.57	39.87%	60.13%
5142 Festival & Event Mini Grants			10,000.00	10,000.00	0.00%	100.00%
5150 Consumer Promotions	5,886.00	73,118.98	77,100.00	3,981.02	94.84%	5.16%
5160 Sales Promotions	7,907.32	32,359.31	63,000.00	30,640.69	51.36%	48.64%
5170 Brochures and Collateral	93,175.56	149,465.69	167,500.00	18,034.31	89.23%	10.77%
5180 Tradeshows	9,839.07	212,416.09	240,950.00	28,533.91	88.16%	11.84%
5190 Showcase	653,916.84	4,932,956.35	6,974,729.00	2,041,772.65	70.73%	29.27%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects				0.00		
5220 Registration		20,693.18	37,600.00	16,906.82	55.04%	44.96%
5230 Dues and Subscriptions	11,587.25	56,643.73	74,825.00	18,181.27	75.70%	24.30%
5400 Business Travel & Entertainment	1,377.44	33,727.65	76,740.00	43,012.35	43.95%	56.05%
5400-1 Disallowed Travel Expense	93.29	851.07	6,110.00	5,258.93	13.93%	86.07%
Total 5400 Business Travel & Entertainment	\$ 1,470.73	\$ 34,578.72	\$ 82,850.00	\$ 48,271.28	41.74%	58.26%
5500 Visitor Awareness Education	597.27	15,576.84	16,000.00	423.16	97.36%	2.64%
7400 ACE - DP		1,700,539.60	2,159,227.00	2,159,227.00	0.00%	100.00%
Total 1 Direct Programming	\$ 860,888.35	\$ 8,539,569.37	\$ 11,624,578.00	\$ 3,085,008.63	73.46%	26.54%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	446.07	4,984.05	8,800.00	3,815.95	56.64%	43.36%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	2,527.76	32,752.92	40,120.00	7,72%	122.49%	
5600 Building Maintenance & Repair	5,476.03	58,075.40	69,000.00	10,924.60	84.17%	15.83%
5610 Computer&IT Maintenance&Repair	3,333.93	43,126.19	42,000.00	-1,126.19	102.68%	-2.68%
5630 Insurance Building & Content	1,850.75	18,166.83	23,200.00	5,033.17	78.31%	21.69%
5640 D & O and Liability Insurance	206.58	2,065.80	5,000.00	2,934.20	41.32%	58.68%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services	4,827.00	38,032.50	38,000.00	-32.50	100.09%	-0.09%
5670 CPA/ Financial Services	675.00	5,616.71	7,200.00	1,583.29	78.01%	21.99%
5675 Professional Services		33,333.00	100,000.00	66,667.00	33.33%	66.67%
5700 Postage	1,605.22	21,209.08	25,620.00	4,410.92	82.78%	17.22%
5710 Supplies Coffee/Sodas	655.37	5,517.43	7,100.00	1,582.57	77.71%	22.29%
5720 Office Supplies	279.90	16,883.17	12,000.00	-4,883.17	140.69%	-40.69%
5730 Storage and Delivery	1,268.99	11,596.08	15,420.00	3,823.92	75.20%	24.80%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	1,316.67	7,161.01	8,400.00	1,238.99	85.25%	14.75%
5766 Cell Phone	786.72	7,900.29	9,600.00	1,699.71	82.29%	17.71%
5770 Utilities	6,434.58	39,236.19	47,760.00	8,523.81	82.15%	17.85%
5780 Copier		6,619.46	9,600.00	2,980.54	68.95%	31.05%
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	155.62	1,467.20	1,500.00	32.80	97.81%	2.19%
6005 Interest Expense	1,525.49	10,230.45	8,000.00	14.91%	78.20%	
6010 Credit Card Processing Fee	761.19	6,301.93	6,000.00	-301.93	105.03%	-5.03%
6500 Taxes	35.25	1,359.03	2,500.00	1,140.97	54.36%	45.64%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

Total 2 Operating Costs	\$	34,168.12	\$	395,647.44	\$	668,830.00	\$	273,182.56	59.16%	40.84%
3 Personnel Costs										
5800 Salaries		105,917.97		1,014,827.59		1,311,260.00		296,432.41	77.39%	22.61%
5810 Commissions				12,558.79		28,500.00		15,941.21	44.07%	55.93%
5830 Auto		461.54		4,780.24		6,020.00		1,239.76	79.41%	20.59%
5840 401K Contribution Match		3,941.35		37,898.58		50,000.00		12,101.42	75.80%	24.20%
5850 Employee Insurance		9,756.35		76,561.96		102,600.00		26,038.04	74.62%	25.38%
5870 Drug Testing		41.12		158.63		400.00		241.37	39.66%	60.34%
5880 Payroll Expense		12,841.45		110,502.04		139,000.00		28,497.96	79.50%	20.50%
5890 Staff Education				2,057.87		6,800.00		4,742.13	30.26%	69.74%
Total 3 Personnel Costs	\$	132,959.78	\$	1,259,345.70	\$	1,644,580.00	\$	385,234.30	76.58%	23.42%
Total Expenses	\$	1,028,016.25	\$	10,194,562.51	\$	13,937,988.00	\$	3,743,425.49	73.14%	26.86%
Net Operating Income	\$	108,392.24	-\$	859,160.36	\$	0.00	\$	859,160.36		
Net Income	\$	108,392.24	-\$	859,160.36	\$	0.00	\$	859,160.36		

BUDGETS	Unified proposed base on 4th Cent	FY23 Actual	Unified proposed FY24 Budget		Unified FY25 Budget		Unified Actual FY25 Budget	Unified Actual FY26 Budget		Unified proposed FY27 Budget	
TDT Collections	\$ 15,000,000		\$ 20,000,000	100.00%	\$ 20,500,000	100.00%		\$ 21,000,000	100.00%	\$ 21,000,000	100.00%
County (includes BOCC/Cty Admin & Outside Agencies)	\$ 4,600,000		\$ 6,775,000	34%	\$ 7,250,000	35%		\$ 2,743,079	13%	\$ 4,864,509	23%
5th Cent Colleciton				0%		0%		\$ 3,864,000	18%	\$ 1,368,991	7%
Unified	69%	\$ 12,044,921	\$ 13,000,000	65%	\$ 13,250,000	65%	\$ 14,652,747.00	\$ 14,392,921	69%	\$ 14,842,829	71%
VPI	75%	\$ 9,033,391	\$ 9,652,500	74.25%	\$ 9,838,125	74.25%	\$ 11,760,042	\$ 10,614,780	74.25%	\$ 10,869,331	73.23%
ACE	15.75%	\$ 1,897,375	\$ 1,917,500	14.75%	\$ 1,954,375	14.75%	\$ 2,892,705	\$ 2,159,227	14.75%	\$ 2,159,227	14.55%
PSA	9.25%	\$ 1,114,155	\$ 1,430,000	11.00%	\$ 1,457,500	11.00%		\$ 1,583,221	11.00%	\$ 1,610,271	10.85%

	FY27 Unified budget	TDT FUNDS ONLY						
FY26	DP		OPS		PN			
VPI	8,726,852	80.29%	354,260	3.26%	1,788,218	16.45%	\$ 10,869,330	100%
ACE	2,159,227	100.00%					\$ 2,159,227	100%
	\$ 10,886,079		\$ 354,260		\$ 1,788,218		\$ 13,028,557	

2027 Revenues - UNIFIED	2027 Budget	% of Revenue
Private Revenue	\$ 378,915.00	2.83%
Partnerships	\$ 122,785	0.9%
Co-op Advertising/Shared Programs	\$ 91,000	0.7%
Events	\$ 15,000	0.1%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 145,000	1.1%
Grants	\$ -	0.0%
Misc.	\$ 5,130	0.0%
Public Revenue	\$ 13,028,558	97.17%
TDT - Base Unified @65%	\$ 13,219,130	98.6%
Grand Total	\$ 13,407,473	100.0%

2027 Expenses - UNIFIED	2027 Budget	% of Expense
Direct Programming	\$ 11,053,374	82.4%
Advertising/Media (Showcase, Media, Production)	\$ 6,458,453	48.2%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 683,139	5.1%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 896,520	6.7%
Events/Sunbelt/Mini-Grants	\$ 220,000	1.6%
Public Relations (PR, Film, Visitor Awareness)	\$ 271,835	2.0%
Research	\$ 354,200	2.6%
Tourism Development Programs/Projects	\$ 10,000	0.1%
ACE	\$ 2,159,227	16.1%
Operations	\$ 561,880	4.2%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 135,010	1.0%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 101,400	0.8%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 325,470	3.8%
Personnel	\$ 1,792,219	13.4%
Visit Pensacola	\$ 1,792,219	13.4%
Grand Total	\$ 13,407,473	100.0%

2027 Revenues - VP ONLY	2027 Budget	% of Revenue
Private Revenue	\$ 378,915	3.4%
Partnerships	\$ 122,785	1.1%
Co-op Advertising/Shared Programs	\$ 91,000	0.8%
Events	\$ 15,000	0.1%
Consignment Sales	\$ -	0.0%
In Kind Support	\$ 145,000	1.3%
Grants	\$ -	0.0%
Misc.	\$ 5,130	0.0%
Public Revenue	\$ 10,869,331	96.6%
TDT - VP ONLY	\$ 10,869,331	96.6%
Grand Total	\$11,248,246	100.0%

2027 Expenses - VP ONLY	2027 Budget	% of Expense
Direct Programming	\$ 8,894,147	79.07%
Advertising/Media (Showcase, Media, Production)	\$ 6,458,453	57.42%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 683,139	6.07%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 896,520	7.97%
Events/Sunbelt/Mini-Grants	\$ 220,000	1.96%
Public Relations (PR, Film, Visitor Awareness)	\$ 271,835	2.42%
Research	\$ 354,200	3.15%
Tourism Development Programs/Projects	\$ 10,000	0.09%
ACE	\$ -	0.0%
Operations	\$ 561,880	5.00%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 135,010	1.20%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 101,400	0.90%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, In-kind)	\$ 325,470	3.80%
Personnel	\$ 1,792,219	15.93%
Visit Pensacola	\$ 1,792,219	15.93%
Grand Total	\$ 11,248,246	100.0%

FY26 UNIFIED BUDGET: VISIT PENSACOLA & ARTS, CULTURE & ENTERTAINMENT

	FY22 Actuals	% of Budget	FY23 Actuals	% of Budget	FY24 Actuals	% of Budget	FY25 Actual	% of Budget	FY26 Actual	% of Budget	FY27 Proposed Budget	% of Budget
Ordinary Income/Expense												
Income												
4500 - Grant Income - VF	\$ 50,000	0.4%		0.0%		0.0%		0.0%		0.0%		0.0%
4640 - Event Income	\$ 20,000	0.2%	\$ 15,000	0.1%	\$ 17,000	0.1%	\$ 15,000	0.1%	\$ 15,000	0.1%	\$ 15,000	0.1%
4000 - Tourism Development Tax-TDT	\$ 10,420,053	85.6%	\$ 10,400,000	83.3%	\$ 13,500,000	108.1%	\$ 12,406,895	99.4%	\$ 10,614,780	85.0%	\$ 10,869,331	87.0%
4000 - Tourism Development Tax-ACE									\$ 2,159,227		\$ 2,159,227	
4050 - TDT Supplemental	\$ 1,371,806	11.3%	\$ 1,644,920	13.2%	\$ 1,392,919	11.2%		0.0%		0.0%		0.0%
4060 - Rollover from FY24	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ 2,245,852	18.0%	\$ -	0.0%	\$ -	0.0%
4100 - Membership Dues	\$ 101,250	0.8%	\$ 130,000	1.0%	\$ 131,000	1.0%	\$ 133,000	1.1%	\$ 129,300	1.0%	\$ 122,785	1.0%
4150 - Advertising Income		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
4155 - Partner Co-Ops	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4150 - Advertising Income - Other	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%	\$ 122,000	1.0%	\$ 115,000	0.9%	\$ 91,000	0.7%
Total 4150 - Advertising Income	\$ 45,000	0.4%	\$ 126,200	1.0%	\$ 122,000	1.0%	\$ 122,000	1.0%	\$ 115,000	0.9%	\$ 91,000	0.7%
4160 - BP Income		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
4300 - Consignment Sales		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
4400 - in Kind Building & FA	\$ 170,000	1.4%	\$ 170,000	1.4%	\$ 175,000	1.4%	\$ 150,000	1.2%	\$ 145,000	1.2%	\$ 145,000	1.2%
4600 - Misc Income	\$ 500	0.0%	\$ 500	0.0%	\$ 200	0.0%	\$ 200	0.0%	\$ 130	0.0%	\$ 130	0.0%
4640 - Interest Income									\$ 5,000	0.0%	\$ 5,000	0.0%
Total Income	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 15,338,119	123%	\$ 15,072,947	121%	\$ 13,183,437	88%	\$ 13,407,473	90%
Gross Profit	\$ 12,178,609	100%	\$ 12,486,620	100%	\$ 15,338,119	123%	\$ 15,072,947	121%	\$ 13,183,437	88%	\$ 13,407,473	90%
Expense												
1 - Direct Programming												
American Magic			\$ 1,000,000		\$ 500,000							
5090 - Marketing Research	\$ 535,000	4.4%	\$ 445,000	3.6%	\$ 418,648	3.4%	\$ 350,720	2.8%	\$ 327,700	2.6%	\$ 354,200	2.8%
5100 - Advertising/Media	\$ 470,000	3.9%	\$ 613,400	4.9%	\$ 455,400	3.6%	\$ 448,300	3.6%	\$ 453,000	3.6%	\$ 483,000	3.9%
5110 - Public Relations	\$ 120,000	1.0%	\$ 161,990	1.3%	\$ 215,055	1.7%	\$ 261,050	2.1%	\$ 263,100	2.1%	\$ 253,235	2.0%
5120 - Advertising Production	\$ 120,000	1.0%	\$ 110,700	0.9%	\$ 73,200	0.6%	\$ 40,000	0.3%	\$ 39,000	0.3%	\$ 24,000	0.2%
5130 - Internet Site Production	\$ 275,000	2.3%	\$ 190,000	1.5%	\$ 410,780	3.3%	\$ 420,252	3.4%	\$ 463,115	3.7%	\$ 504,139	4.0%
5140 - Festivals & Events Granted	\$ 170,000	1.4%	\$ 172,500	1.4%	\$ 65,630	0.5%	\$ 115,000	0.9%	\$ 100,000	0.8%	\$ -	0.0%
5141 - Festivals & Event Local Support	\$ 190,000	1.6%	\$ 361,500	2.9%	\$ 270,000	2.2%	\$ 167,000	1.3%	\$ 172,000	1.4%	\$ 170,000	1.4%
5142 - Festival & Event Mini Grants	\$ -	0.0%	\$ 100,000	0.8%	\$ 100,000	0.8%	\$ 45,000	0.4%	\$ 40,000	0.3%	\$ 50,000	0.4%
5150 - Consumer Promotions	\$ 88,670	0.7%	\$ 100,000	0.8%	\$ 90,400	0.7%	\$ 87,950	0.7%	\$ 67,100	0.5%	\$ 68,700	0.6%
5160 - Sales Promotions	\$ 80,000	0.7%	\$ 122,000	1.0%	\$ 126,500	1.0%	\$ 151,500	1.2%	\$ 130,500	1.0%	\$ 128,000	1.0%
5170 - Brochures and Collateral	\$ 155,000	1.3%	\$ 164,200	1.3%	\$ 169,900	1.4%	\$ 158,200	1.3%	\$ 177,500	1.4%	\$ 179,000	1.4%
5180 - Tradeshow		0.0%		0.0%	\$ 175,291	1.4%	\$ 198,950	1.6%	\$ 272,200	2.2%	\$ 254,500	2.0%
5190 - Showcase	\$ 4,268,855	35.1%	\$ 4,460,700	35.7%	\$ 6,047,217	48.4%	\$ 7,224,477	57.9%	\$ 5,939,535	47.6%	\$ 5,951,453	47.7%
5210 - Regional Partnership	\$ 100,000	0.8%	\$ 100,000	0.8%	\$ 90,000	0.7%	\$ 88,000	0.7%	\$ 86,250	0.7%	\$ 193,250	1.5%
5215 - Tourism Development Projects	\$ 375,000	3.1%	\$ 50,000	0.4%	\$ 50,000	0.4%	\$ 25,000	0.2%	\$ 10,000	0.1%	\$ 10,000	0.1%
5220 - Registration	\$ 109,000	0.9%	\$ 124,500	1.0%	\$ 55,416	0.4%	\$ 52,750	0.4%	\$ 48,750	0.4%	\$ 57,645	0.5%
5230 - Dues and Subscriptions	\$ 55,000	0.5%	\$ 44,600	0.4%	\$ 49,080	0.4%	\$ 63,020	0.5%	\$ 74,825	0.6%	\$ 75,925	0.6%
5400 - Business Travel & Entertainment		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
5400-1 - Disallowed Travel Expense	\$ 10,200	0.1%	\$ 7,700	0.1%	\$ 7,000	0.1%	\$ 10,080	0.1%	\$ 6,110	0.0%	\$ 11,245	0.1%
5400 - Business Travel & Entertainment - Other	\$ 90,000	0.7%	\$ 142,000	1.1%	\$ 80,460	0.6%	\$ 87,620	0.7%	\$ 115,515	0.9%	\$ 107,255	0.9%
Total 5400 - Business Travel & Entertai	\$ 100,200	0.8%	\$ 149,700	1.2%	\$ 87,460	0.7%	\$ 97,700	0.8%	\$ 121,625	1.0%	\$ 118,500	0.9%
5500 - Visitor Awareness Education	\$ 89,765	0.7%	\$ 91,100	0.7%	\$ 85,000	0.7%	\$ 86,790	0.7%	\$ 24,600	0.2%	\$ 18,600	0.1%
5540 - Grant - VF	\$ 50,000	0.4%		0.0%		0.0%		0.0%		0.0%		0.0%
7000 - PSASporting Events	\$ 658,564	5.4%	\$ 683,709	5.5%	\$ 1,035,771	8.3%		0.0%		0.0%		0.0%
7400 - ACE - DP	\$ 1,850,358	15.2%	\$ 1,897,075	15.2%	\$ 2,122,956	17.0%	\$ 2,892,705	23.2%	\$ 2,159,227	17.3%	\$ 2,159,227	17.3%
Total 1 - Direct Programming	\$ 9,860,412	81.0%	\$ 10,142,674	81.2%	\$ 12,693,704	82.8%	\$ 12,974,364	86.1%	\$ 10,970,027	83.2%	\$ 11,053,374	82.4%
2 - Operating Costs												
5520 - Committee Expenses	\$ 9,000	0.1%	\$ 2,100	0.02%	\$ 2,250	0.02%	\$ 3,750	0.03%	\$ 2,000	0.02%	\$ 1,000	0.01%
5530 - Meetings & Events									\$ 40,120		\$ 32,500	
5450 - Auto/ Local Travel	\$ 28,000	0.2%	\$ 12,900	0.1%	\$ 7,200	0.1%	\$ 8,800	0.1%	\$ 8,800	0.1%	\$ 9,570	0.1%
5600 - Building Maintenance & Repair	\$ 134,760	1.1%	\$ 119,000	1.0%	\$ 80,000	0.6%	\$ 89,000	0.7%	\$ 79,000	0.6%	\$ 76,000	0.6%
5610 - Computer&IT Maintenance&Rep	\$ 40,000	0.3%	\$ 34,500	0.3%	\$ 34,500	0.3%	\$ 37,000	0.3%	\$ 35,000	0.3%	\$ 39,000	0.3%
5630 - Insurance Building & Content	\$ 21,900	0.2%	\$ 25,853	0.2%	\$ 38,200	0.3%	\$ 38,200	0.3%	\$ 23,200	0.2%	\$ 23,200	0.2%
5640 - D & O and Liability Insurance	\$ 6,000	0.0%	\$ 7,000	0.1%	\$ 7,100	0.1%	\$ 7,100	0.1%	\$ 5,000	0.0%	\$ 5,000	0.0%
5650 - Audit	\$ 14,000	0.1%	\$ 19,000	0.2%	\$ 19,000	0.2%	\$ 19,000	0.2%	\$ 30,000	0.2%	\$ 30,000	0.2%
5660 - Legal Services	\$ 16,000	0.1%	\$ 15,000	0.1%	\$ 16,000	0.1%	\$ 16,000	0.1%	\$ 15,000	0.1%	\$ 15,000	0.1%
5670 - CPA/ Financial Services	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%
5690 - Depreciation		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
5700 - Postage/Shipping	\$ 35,000	0.3%	\$ 42,500	0.3%	\$ 37,000	0.3%	\$ 42,000	0.3%	\$ 25,620	0.2%	\$ 25,620	0.2%
5710 - Supplies Water/Coffee	\$ 8,200	0.1%	\$ 6,500	%	\$ 8,000	0.06%	\$ 9,200	0.07%	\$ 7,100	0.06%	\$ 7,000	0.06%
5720 - Office Supplies	\$ 15,000	0.1%	\$ 16,000	0.1%	\$ 15,500	0.1%	\$ 17,000	0.1%	\$ 12,000	0.1%	\$ 12,000	0.1%
5730 - Storage and Delivery	\$ 17,500	0.1%	\$ 18,000	0.1%	\$ 21,000	0.2%	\$ 22,000	0.2%	\$ 15,420	0.1%	\$ 15,420	0.1%
5750 - Rent	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%
5760 - Telephone Service	\$ 9,000	0.1%	\$ 9,000	0.1%	\$ 9,000	0.1%	\$ 8,400	0.1%	\$ 8,400	0.1%	\$ 8,400	0.1%
5860 - Cell Phones & Wi-Fi							\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%
5770 - Utilities	\$ 40,044	0.3%	\$ 40,000	0.3%	\$ 47,445	0.4%	\$ 49,000	0.4%	\$ 47,760	0.4%	\$ 47,760	0.4%
5780 - Copier	\$ 9,300	0.1%	\$ 9,300	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%
5790 - Capital Expenditures	\$ 60,000	0.5%	\$ 25,000	0.2%	\$ 50,000	0.4%	\$ 20,000	0.2%	\$ 20,000	0.2%	\$ 20,000	0.2%
5900 - Miscellaneous Expenses	\$ 1,217	0.0%	\$ 1,217	0.0%	\$ 3,500	0.0%	\$ 3,500	0.0%	\$ 2,000	0.0%	\$ 2,000	0.0%
5920 - Bad Debt Expense	\$ 4,500	0.0%	\$ 2,500	0.0%	\$ 3,000	0.0%	\$ 3,000	0.0%	\$ 1,500	0.0%	\$ 1,500	0.0%
6000 - Consignment Sales Expenses		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%
6001 - Bank Service Charge	\$ 600	0.0%	\$ 8,000	0.1%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 1,500	0.0%	\$ 1,500	0.0%
6005 - Interest Expense									\$ 9,500	0.1%	\$ 9,500	0.1%
6010 - Credit Card Processing Fee	\$ 3,050	0.0%	\$ 2,920	0.0%	\$ 6,200	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%
6500 - Taxes	\$ 1,400	0.0%	\$ 1,400	0.0%	\$ 4,065	0.0%	\$ 4,065	0.0%	\$ 2,500	0.0%	\$ 2,500	0.0%
6940 - In Kind Expense	\$ 170,000	1.4%	\$ 170,000	1.4%	\$ 175,000	1.4%	\$ 150,000	1.2%	\$ 145,000	1.2%	\$ 145,000	1.2%
7001 - PS Operations	\$ 87,808	0.7%	\$ 76,960	0.6%	\$ 96,478	0.8%		0.0%		0.0%		0.0%
Total 2 - Operating Costs	\$ 739,489	6.1%	\$ 671,860	5.3%	\$ 703,248	5.6%	\$ 585,425	4.7%	\$ 568,830	4.2%	\$ 561,880	4.2%
3 - Personnel Costs												
5800 - Salaries	\$ 918,017	7.5%	\$ 972,200	7.8%	\$ 1,155,295	9.3%	\$ 1,197,858	9.6%	\$ 1,311,260	10.5%	\$ 1,476,124	11.8%
5810 - Commissions	\$ 21,000	0.2%	\$ 25,000	0.2%	\$ 27,000	0.2%	\$ 28,500	0.2%	\$ 28,500	0.2%		0.0%
5830 - Auto	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,000	0.0%	\$ 6,020	0.0%	\$ 7,200	0.1%
5840 - 401K Contribution Match	\$ 53,774	0.4%	\$ 60,000	0.5%	\$ 67,000	0.5%	\$ 50,400	0.4%	\$ 55,000	0.4%	\$ 55,000	0.4%
5850 - Employee Insurance	\$ 123,667	1.0%	\$ 134,785	1.1%	\$ 116,000	0.9%	\$ 113,000	0.9%	\$ 112,600	0.9%	\$ 117,595	0.9%
5870 - Drug Testing	\$ 400	0.0%	\$ 400	0.0%	\$ 400	0.0%	\$ 400	0.0%	\$ 400	0.0%	\$ 400	0.0%
5880 - Payroll Expense	\$ 102,616	0.8%	\$ 107,215	0.9%	\$ 109,500	0.9%	\$ 108,000	0.9%	\$ 124,000	1.0%	\$ 132,400	1.1%
5890 - Staff Education	\$ 2,000	0.0%	\$ 13,000	0.1%	\$ 9,000	0.1%	\$ 9,000	0.1%	\$ 6,800	0.1%	\$ 3,500	0.0%
7002 - PS Personnel	\$ 351,234	2.9%	\$ 353,486	2.8%	\$ 450,972	3.6%		0.0%		0.0%		0.0%
Total 3 - Personnel Costs	\$ 1,578,708	13.0%	\$ 1,672,086	13.4%	\$ 1,941,167	15.5%	\$ 1,513,158	12.1%	\$ 1,644,580	13.2%	\$ 1,792,219	14.4%
Total Expense	\$ 12,178,609	100.0%	\$ 12,486,620	100.0%	\$ 15,338,119	100.0%	\$ 15,072,947	100.0%	\$ 13,183,437	100.0%	\$ 13,407,473	100.0%
Net Ordinary Income	-		-		-		-		-		-	

FY26 UNIFIED BUDGET: VISIT PENSACOLA & ARTS, CULTURE & ENTERTAINMENT

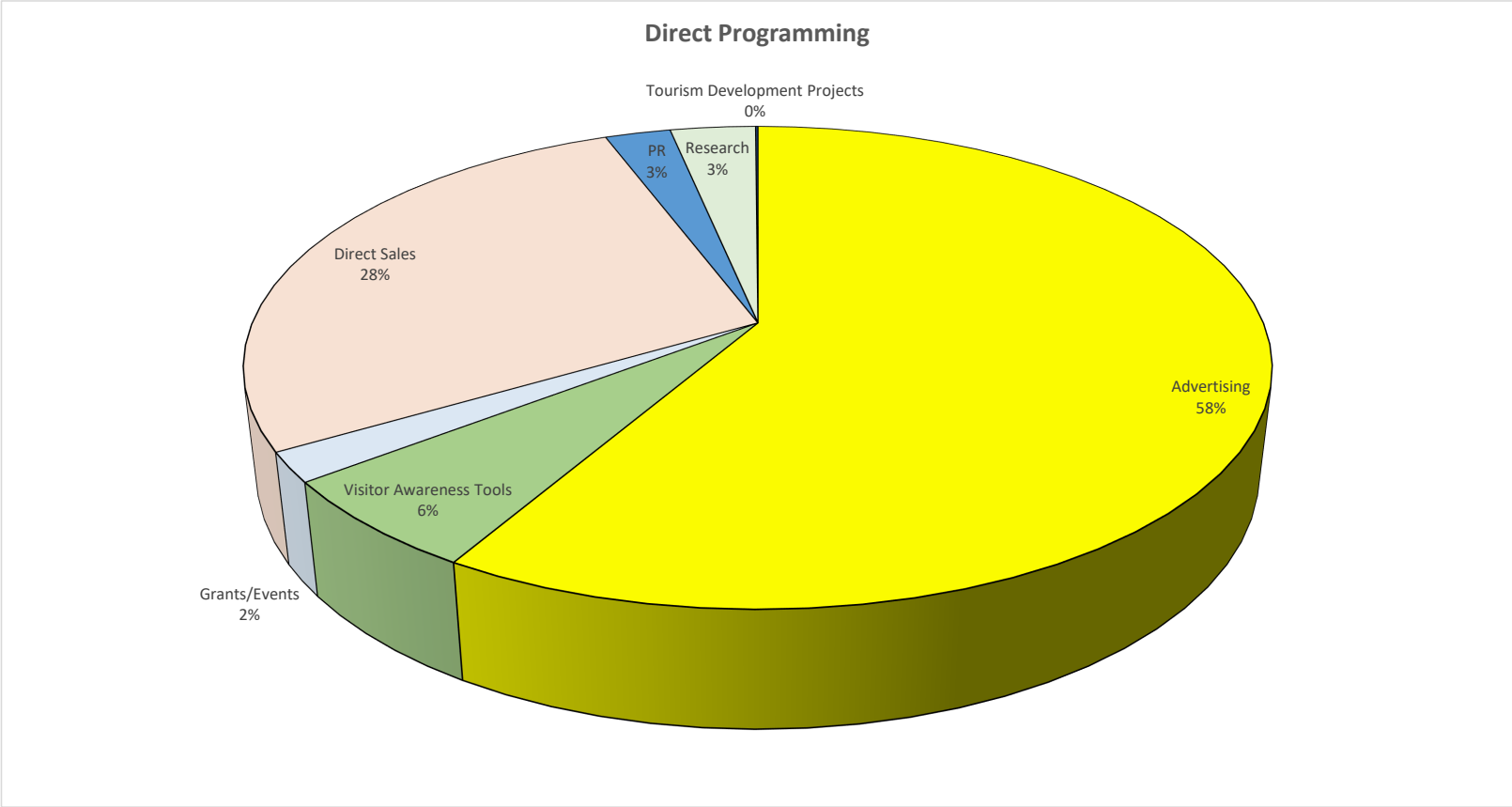
	FY25 Actuals	% of Budget	FY26 Proposed Budget	% of Budget	FY27 Proposed Budget	% of Budget
Income						
Tourism Development Tax-TDT	\$ 11,792,500	84.0%	\$ 12,809,700	91.2%	\$ 10,869,331	77.4%
Tourism Development Tax-ACE					\$ 2,159,227	
TDT Supplemental	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4055 · TDT Carryover	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
4060 · Rollover from FY24	\$ 2,245,852					
4100 · Membership Dues		0.0%		0.0%		0.0%
4150 · Advertising Income		0.0%		0.0%		0.0%
4155 · Partner Co-Ops		0.0%		0.0%		0.0%
4150 · Advertising Income - Other		0.0%		0.0%		0.0%
Total 4150 · Advertising Income		0.0%		0.0%		0.0%
4160 · BP Income		0.0%		0.0%		0.0%
4300 · Consignment Sales		0.0%		0.0%		0.0%
4400 · in Kind Building & FA		0.0%		0.0%		0.0%
4600 · Misc Income		0.0%		0.0%		0.0%
Total Income	\$ 14,038,352	84%	\$ 12,809,700	91%	\$ 13,028,558	77%
Gross Profit	\$ 14,038,352	84%	\$ 12,809,700	91%	\$ 13,028,558	77%
Expense						
1 · Direct Programming						
American Magic						
Marketing Research	\$ 350,720	2.7%	\$ 327,700	2.5%	\$ 354,200	2.7%
Advertising/Media	\$ 443,300	3.4%	\$ 448,000	3.4%	\$ 478,000	3.7%
Public Relations	\$ 211,550	1.6%	\$ 250,600	1.9%	\$ 243,235	1.9%
Advertising Production	\$ 40,000	0.3%	\$ 39,000	0.3%	\$ 24,000	0.2%
Internet Site Production	\$ 420,252	3.2%	\$ 463,115	3.6%	\$ 504,039	3.9%
Festivals & Events Granted	\$ 105,000	0.8%	\$ 100,000	0.8%		0.0%
Festivals & Event Local Support	\$ 155,000	1.2%	\$ 155,000	1.2%	\$ 150,000	1.1%
Festival & Event Mini Grants	\$ 45,000	0.3%	\$ 40,000	0.3%	\$ 50,000	0.4%
Consumer Promotions	\$ 79,900	0.6%	\$ 62,100	0.5%	\$ 67,500	0.5%
Sales Promotions	\$ 115,500	0.9%	\$ 99,500	0.8%	\$ 100,600	0.8%
Brochures and Collateral	\$ 153,200	1.2%	\$ 151,500	1.2%	\$ 144,000	1.1%
Tradeshows	\$ 188,950	1.4%	\$ 257,000	2.0%	\$ 244,500	1.9%
Showcase	\$ 6,696,906	51.3%	\$ 5,919,535	45.4%	\$ 5,931,453	45.5%
Regional Partnership	\$ 83,000	0.6%	\$ 86,250	0.7%	\$ 193,250	1.5%
Tourism Development Projects	\$ 33,000	0.3%	\$ 10,000	0.1%	\$ 10,000	0.1%
Registration	\$ 45,750	0.4%	\$ 47,300	0.4%	\$ 51,595	0.4%
Dues and Subscriptions	\$ 58,020	0.4%	\$ 70,425	0.5%	\$ 70,225	0.5%
Business Travel/Meal/Lodging	\$ 87,610	0.7%	\$ 115,515	0.9%	\$ 107,255	0.8%
Visitor Awareness Education	\$ 69,680	0.5%	\$ 13,600	0.1%	\$ 3,000	0.0%
Grant - VF		0.0%		0.0%		0.0%
PSA Sporting Events		0.0%		0.0%		0.0%
ACE - DP	\$ 2,790,881	21.4%	\$ 2,194,920	16.8%	\$ 2,159,227	16.6%
In Kind Building Expense		0.0%		0.0%		0.0%
Total 1 · Direct Programming	\$ 12,173,219	86.7%	\$ 10,851,060	84.7%	\$ 10,886,079	83.6%
2 · Operating Costs						
Committee Expenses	\$ 3,000	0.0%	\$ 1,250	0.0%	\$ 250	0.0%
Meeting & Events			\$ 2,500	0.0%	\$ 2,500	0.0%
Auto/ Local Travel	\$ 6,600	0.1%	\$ 6,600	0.1%	\$ 6,600	0.1%
Building Maintenance & Repair	\$ 89,000	0.7%	\$ 79,000	0.6%	\$ 76,000	0.6%
Computer&IT Maintenance&Repair	\$ 37,000	0.3%	\$ 35,000	0.3%	\$ 39,000	0.3%
Insurance Building & Content	\$ 38,200	0.3%	\$ 23,200	0.2%	\$ 23,200	0.2%
D & O and Liability Insurance	\$ 7,100	0.1%	\$ 5,000	0.0%	\$ 5,000	0.0%
Audit	\$ 19,000	0.1%	\$ 30,000	0.2%	\$ 30,000	0.2%
Legal Services	\$ 16,000	0.1%	\$ 15,000	0.1%	\$ 15,000	0.1%
CPA/ Financial Services	\$ 7,200	0.1%	\$ 7,200	0.1%	\$ 7,200	0.1%
Postage	\$ 42,000	0.3%	\$ 25,620	0.2%	\$ 25,620	0.2%
Supplies Water/Coffee	\$ 3,500	0.0%	\$ 3,000	0.0%	\$ 3,000	0.0%
Office Supplies	\$ 12,000	0.1%	\$ 11,000	0.1%	\$ 11,000	0.1%
Storage and Delivery	\$ 21,000	0.2%	\$ 14,420	0.1%	\$ 14,420	0.1%
Rent	\$ 10	0.0%	\$ 10	0.0%	\$ 10	0.0%
Telephone Service	\$ 8,400	0.1%	\$ 8,400	0.1%	\$ 8,400	0.1%
Cellphone Service	\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%
Utilities	\$ 49,000	0.4%	\$ 47,760	0.4%	\$ 47,760	0.4%
Copier	\$ 9,600	0.1%	\$ 9,600	0.1%	\$ 9,600	0.1%
Capital Expenditures	\$ 20,000	0.2%	\$ 20,000	0.2%	\$ 20,000	0.2%
Miscellaneous Expenses		0.0%		0.0%		0.0%
Bad Debt Expense		0.0%		0.0%		0.0%
Consignment Sales Expenses		0.0%		0.0%		0.0%

Bank Service Charge		0.0%		0.0%		0.0%
Credit Card Processing Fee		0.0%		0.0%		0.0%
Taxes	\$ 65	0.0%	\$ 100	0.0%	\$ 100	0.0%
6940 · In Kind Expense		0.0%		0.0%		0.0%
7001 · PSA Operations		0.0%		0.0%		0.0%
Total 2 · Operating Costs	\$ 398,275	3.1%	\$ 354,260	2.7%	\$ 354,260	2.7%
3 · Personnel Costs						
Visit Pensacola Personnel	\$ 1,466,858	11.2%	\$ 1,604,380	12.3%	\$ 1,788,219	13.7%
PSA Personnel		0.0%		0.0%		0.0%
Total 3 · Personnel Costs	\$ 1,466,858	11.2%	\$ 1,604,380	12.3%	\$ 1,788,219	13.7%
Total Expense	\$ 14,038,352	100.0%	\$ 12,809,700	100.0%	\$ 13,028,558	100.0%
	-		-		-	

FY27 VISIT PENSACOLA UNIFIED DIRECT PROGRAM BUDGET

GL	Program Name/Event	FY27	FY26	Diff	Notes
5090	Marketing Research	\$ 354,200	\$ 327,700	+26,500 (+8.1%)	New Down's St. Germain rate
5100	Advertising/Media	\$ 483,000	\$ 453,000	+30,000 (+6.6%)	Added Hotelbeds Campaigns
5110	Public Relations	\$ 253,235	\$ 263,100	-9,865 (-3.7%)	
5120	Advertsing Production	\$ 24,000	\$ 39,000	-15,000 (-38.5%)	
5130	Internet Site Production	\$ 504,139	\$ 463,115	+41,024 (+8.9%)	Tempest-new website design
5140	Festival & Events Grants	\$ -	\$ 100,000	-100,000 (-100.0%)	
5141	Festival & Events Support	\$ 170,000	\$ 172,000	-2,000 (-1.2%)	
5142	Festival & Events Mini Grants	\$ 50,000	\$ 40,000	+10,000 (+25.0%)	
5150	Consumer Promotions	\$ 68,700	\$ 67,100	+1,600 (+2.4%)	
5160	Sales Promotions	\$ 128,000	\$ 130,500	-2,500 (-1.9%)	
5170	Brochures and Collateral	\$ 179,000	\$ 177,500	+1,500 (+0.8%)	
5180	Tradeshows	\$ 254,500	\$ 272,200	-17,700 (-6.5%)	
5190	Showcase	\$ 5,951,453	\$ 5,939,535	+11,918 (+0.2%)	
5210	Regional Partnership	\$ 193,250	\$ 86,250	+107,000 (+124.1%)	Added Dive Co-Op USSSA
5215	Tourism Development Projects	\$ 10,000	\$ 10,000	+0 (+0.0%)	
5220	Registration	\$ 57,645	\$ 48,750	+8,895 (+18.2%)	
5230	Dues and Subscriptions	\$ 75,925	\$ 74,825	+1,100 (+1.5%)	
5400	Business Travel & Entertainment	\$ 118,500	\$ 121,625	-3,125 (-2.6%)	
5500	Visitor Awareness Education	\$ 18,600	\$ 24,600	-6,000 (-24.4%)	
7400	ACE	\$ 2,159,227	\$ 2,194,920	-35,693 (-1.6%)	
		\$ -	\$ -		
		\$ -	\$ -		
TOTALS		\$ 11,053,374	\$ 11,005,720	0.0%	

5190, 5120, 5100	Advertising	Showcase, Media, Production	\$ 6,458,453	58.43%
5130, 5170	Visitor Awareness Tools	Internet Site, Brochures	\$ 683,139	6.18%
5140, 5141, 5142, 5540	Grants/Events	Granted amounts, support of local events	\$ 220,000	1.99%
5150, 5160, 5180, 5181, 5182, 5210, 5220, 5230, 5400, 7200, 7400	Direct Sales	Registration, ACE, Travel, Dues, Regional, C. Promo, S. Promo	\$ 3,055,747	27.65%
5110, 5500	PR	PR, Visitor Awareness, Chefs, Film	\$ 271,835	2.46%
5090	Research	Marketing Research	\$ 354,200	3.20%
5215	Tourism Development Projects	Tourism Development Projects	\$ 10,000	0.09%
			\$ 11,053,374	100%



FY27 VISIT PENSACOLA UNIFIED DIRECT PROGRAMMING BUDGE

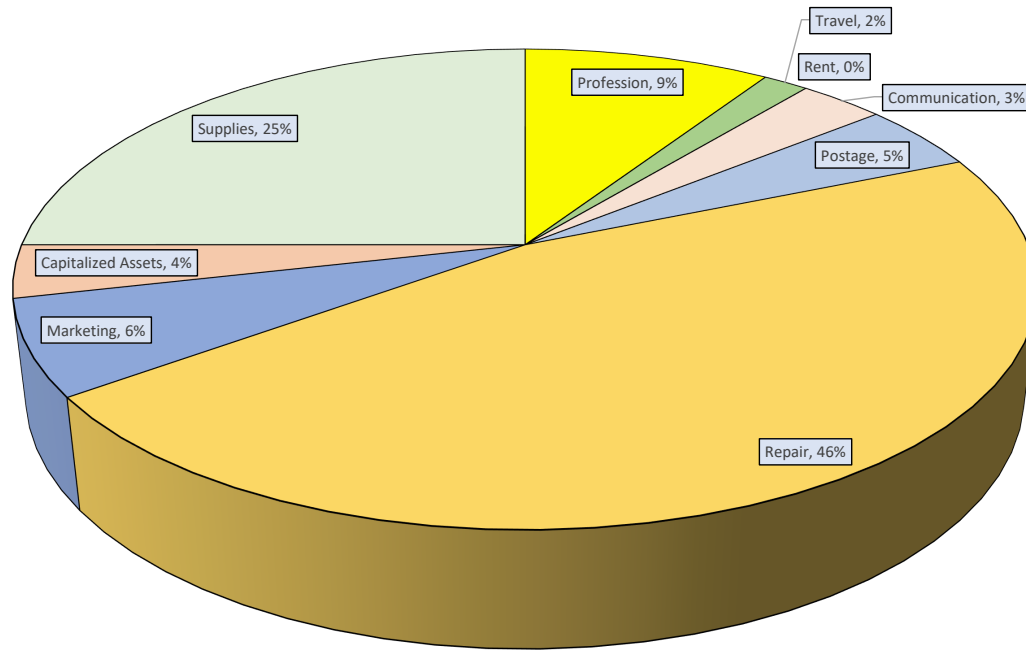
1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
2		Direct Programming Expense															CLASS TOTALS		
3		Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	FY27 Total	TDT	Private		
4	5090	Marketing Research	\$ 137,187	\$ 15,183	\$ 15,183	\$ 15,183	\$ 15,183	\$ 15,183	\$ 15,183	\$ 65,183	\$ 15,183	\$ 15,183	\$ 15,183	\$ 15,183	\$ 354,200	3.2%	\$ 354,200	\$ -	\$ 354,200
3	5100	Advertising/Media	\$ 451,000	\$ 1,000	\$ 1,000	\$ 3,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 3,500	\$ 1,000	\$ 467,000	4.2%	\$ 478,000	\$ 5,000	\$ 483,000
5	5110	Public Relations	\$ 51,375	\$ 20,300	\$ 17,085	\$ 15,100	\$ 17,600	\$ 15,100	\$ 18,100	\$ 20,600	\$ 16,875	\$ 16,300	\$ 15,100	\$ 29,700	\$ 253,235	2.3%	\$ 243,235	\$ 10,000	\$ 253,235
6	5120	Advertising Production	\$ 21,000	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 24,000	0.2%	\$ 24,000	\$ -	\$ 24,000
7	5130	Internet Site Production	\$ 199,284	\$ 40,698	\$ 32,875	\$ 20,165	\$ 64,837	\$ 15,234	\$ 31,662	\$ 15,872	\$ 15,866	\$ 15,130	\$ 30,311	\$ 22,205	\$ 504,139	4.6%	\$ 504,039	\$ 100	\$ 504,139
8	5140	Festival & Events Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	\$ -	\$ -	\$ -
9	5141	Festival & Events Local Support	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 170,000	1.5%	\$ 150,000	\$ 20,000	\$ 170,000
10	5142	Festival & Events Mini Grants	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000	0.5%	\$ 50,000	\$ -	\$ 50,000
11	5150	Consumer Promotions	\$ 63,700	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 68,700	0.6%	\$ 67,500	\$ 1,200	\$ 68,700
12	5160	Sales Promotions	\$ 128,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 128,000	1.2%	\$ 100,600	\$ 27,400	\$ 128,000
13	5170	Brochures and Collateral	\$ 19,000	\$ 1,000	\$ 1,000	\$ 11,000	\$ 131,000	\$ 5,000	\$ 1,000	\$ 1,000	\$ 6,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 179,000	1.6%	\$ 144,000	\$ 35,000	\$ 179,000
14	5180	Tradeshows	\$ 29,000	\$ 25,000	\$ 9,000	\$ 27,000	\$ -	\$ 43,000	\$ 64,000	\$ 36,000	\$ 21,500	\$ -	\$ -	\$ -	\$ 254,500	2.3%	\$ 244,500	\$ 10,000	\$ 254,500
15	5190	Showcase	\$ 495,955	\$ 495,955	\$ 495,955	\$ 495,955	\$ 495,955	\$ 495,954	\$ 495,954	\$ 495,954	\$ 495,954	\$ 495,954	\$ 495,954	\$ 495,954	\$ 5,951,453	53.9%	\$ 5,931,453	\$ 20,000	\$ 5,951,453
16	5210	Regional Partnership	\$ 193,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 193,250	1.8%	\$ 193,250	\$ -	\$ 193,250
17	5215	Tourism Development Projects	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	0.1%	\$ 10,000		\$ 10,000
18	5220	Registration	\$ 5,675	\$ 3,525	\$ 2,125	\$ 3,925	\$ 2,420	\$ 10,520	\$ 6,825	\$ 8,380	\$ 2,475	\$ 5,325	\$ 5,125	\$ 1,325	\$ 57,645	0.5%	\$ 51,595	\$ 6,050	\$ 57,645
19	5230	Dues and Subscriptions	\$ 6,230	\$ 2,500	\$ 700	\$ 2,720	\$ -	\$ 10,295	\$ -	\$ 2,680	\$ 10,300	\$ 40,500	\$ -	\$ -	\$ 75,925	0.7%	\$ 70,225	\$ 5,700	\$ 75,925
20	5400	Business Travel & Entertainment	\$ 13,700	\$ 14,000	\$ 11,500	\$ 1,200	\$ 11,500	\$ 11,000	\$ 15,000	\$ -	\$ 27,000	\$ 10,100	\$ -	\$ 3,500	\$ 118,500	1.1%	\$ 107,255	\$ 11,245	\$ 118,500
21	5500	Visitor Awareness Education	\$ 500	\$ 200	\$ 200	\$ 500	\$ 200	\$ 200	\$ 500	\$ 15,200	\$ 200	\$ 200	\$ 500	\$ 200	\$ 18,600	0.2%	\$ 3,000	\$ 15,600	\$ 18,600
22	7400	ACE	\$ -	\$ 900,000	\$ -	\$ -	\$ 419,742	\$ -	\$ -	\$ 419,742	\$ -	\$ -	\$ 419,743	\$ -	\$ 2,159,227		\$ 2,159,227		\$ 2,159,227
23		TOTALS	\$ 1,894,856	\$ 1,522,361	\$ 586,623	\$ 596,248	\$ 1,161,937	\$ 772,486	\$ 649,224	\$ 1,081,611	\$ 614,853	\$ 600,692	\$ 986,416	\$ 570,067	\$ 11,037,374	100.0%	\$ 10,886,079	\$ 167,295	\$ 11,053,374
24		TDT	\$ 1,603,931	\$ 1,478,736	\$ 563,998	\$ 565,573	\$ 1,116,312	\$ 712,861	\$ 567,449	\$ 1,029,986	\$ 561,878	\$ 586,267	\$ 984,141	\$ 564,442	\$ 10,886,079				
25		Private	\$ 44,975	\$ 4,625	\$ 2,125	\$ 2,475	\$ 34,125	\$ 5,625	\$ 9,775	\$ 15,625	\$ 4,475	\$ 4,325	\$ 2,275	\$ 2,125	\$ 167,295		\$ -	\$ -	\$ (16,000)
26																			
27																			

FY27 VISIT PENSACOLA OPERATIONS BUDGET

BUDGET - Operations Expense				
GL	Program Name/Event	FY27	FY26	
5520	Committee Expense	\$ 1,000	\$ 2,000	0.18%
5530	Meeting Events	\$ 32,500	\$ 40,120	5.78%
5450	Auto/Local Travel	\$ 9,570	\$ 8,800	1.70%
5600	Building Maintenance & Repair	\$ 76,000	\$ 79,000	13.53%
5610	Computer IT Maintenance, Repair & Training	\$ 39,000	\$ 35,000	6.94%
5630	Insurance Building & Content	\$ 23,200	\$ 23,200	4.13%
5640	D&O and Liability Insurance	\$ 5,000	\$ 5,000	0.89%
5650	Audit	\$ 30,000	\$ 30,000	5.34%
5660	Legal Services	\$ 15,000	\$ 15,000	2.67%
5670	CPA/Financial Services	\$ 7,200	\$ 7,200	1.28%
5690	Depreciation Exp			
5700	Postage	\$ 25,620	\$ 25,620	4.56%
5710	Supplies Coffee/Water	\$ 7,000	\$ 7,000	1.25%
5720	Office Supplies	\$ 12,000	\$ 12,000	2.14%
5730	Storage and Delivery	\$ 15,420	\$ 15,420	2.74%
5750	Rent	\$ 10.00	\$ 10.00	0.00%
5760	Telephone Service	\$ 8,400	\$ 8,400	1.49%
5770	Utilities	\$ 47,760	\$ 47,760	8.50%
5780	Copier	\$ 9,600	\$ 9,600	1.71%
5790	Capital Expense	\$ 20,000	\$ 20,000	3.56%
5860	Cell Phone	\$ 9,600	\$ 9,600	1.71%
5900	Miscellaneous Expense	\$ 2,000	\$ 2,000	0.36%
5920	Bad Debt Expense	\$ 1,500	\$ 1,500	0.27%
6000	Consignment Sales Expenses			
6001	Bank Service Charge	\$ 1,500	\$ 1,500	0.27%
6005	Interest Expense	\$ 9,500	\$ 9,500	2%
6010	Credit Card Processing Fee	\$ 6,000	\$ 6,000	1.07%
6500	Taxes	\$ 2,500	\$ 2,500	0.44%
6940	In Kind Expenses	\$ 145,000	\$ 145,000	25.81%
	TOTALS	\$ 561,880	\$ 568,730	100%

5650, 5660 5670	Profession	Audit, Legal Services, Financial	\$ 52,200	9%
5450	Travel	Auto/Local Travel	\$ 9,570	2%
5750	Rent	Rent	\$ 10.00	0%
5760, 5860	Communication	Telephone Services	\$ 18,000	3%
5700	Postage	Postage	\$ 25,620	5%
5600, 5610,6940	Repair	Bldg Maint & Repair, Computer & IT Maint, In Kind Expense	\$ 260,000	46%
5520	Marketing	Cmt Expense	\$ 36,000	6%
5790	Capitalized Assets	Capital Expenditures	\$ 20,000	4%
5630, 5640, 5710, 5720, 5730, 5770, 5780, 5900, 5920, 6001, 6005,6010, 6500	Supplies	Insurance, supplies, Storage & Delivery, Utilites, Copier, Bank fee	\$ 140,480	25%
			\$ 561,880.00	100%

Operations



FY27 VISIT PENSACOLA OPERATIONS BUDGET

BUDGET - Operations Expense

														CLASS TOTAL		
GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS		TDT	PRIVATE
Committee Expense	\$ 188	\$ -	\$ 250	\$ 188	\$ -	\$ -	\$ 188	\$ -	\$ -	\$ 188	\$ -	\$ -	\$ 1,000		\$ 250	\$ 750
Meeting & Events	\$ 16,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 32,500		\$ 2,500	\$ 30,000
Auto/Local Travel	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 798	\$ 9,570		\$ 6,600	\$ 2,970
Building Maintenance & Repair	\$ 4,175	\$ 8,275	\$ 4,675	\$ 6,675	\$ 6,325	\$ 6,675	\$ 3,825	\$ 6,525	\$ 4,675	\$ 3,825	\$ 13,825	\$ 6,525	\$ 76,000		\$ 76,000	\$ -
Computer IT Maint., Repair & Training	\$ 2,950	\$ 2,950	\$ 2,950	\$ 2,950	\$ 6,550	\$ 2,950	\$ 2,950	\$ 2,950	\$ 2,950	\$ 2,950	\$ 2,950	\$ 2,950	\$ 39,000		\$ 39,000	\$ -
Insurance Building & Content	\$ -	\$ -	\$ 20,100	\$ -	\$ 700	\$ -	\$ -	\$ -	\$ 2,400	\$ -	\$ -	\$ -	\$ 23,200		\$ 23,200	
D&O and Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000		\$ 5,000	
Audit	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000		\$ 30,000	
Legal Services	\$ 1,250	\$ 1,167	\$ 1,167	\$ 2,000	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,167	\$ 1,250	\$ 15,000		\$ 15,000	
CPA/Financial Services	\$ 450	\$ 450	\$ 450	\$ 1,525	\$ 450	\$ 450	\$ 925	\$ 450	\$ 450	\$ 575	\$ 450	\$ 575	\$ 7,200		\$ 7,200	
Depreciation Exp	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Postage	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 2,285	\$ 1,985	\$ 2,135	\$ 25,620		\$ 25,620	\$ -
Supplies Water/Coffee	\$ 650	\$ 350	\$ 1,860	\$ 660	\$ 360	\$ 360	\$ 560	\$ 380	\$ 380	\$ 380	\$ 680	\$ 380	\$ 7,000		\$ 3,000	\$ 4,000
Office Supplies	\$ 920	\$ 920	\$ 1,920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 900	\$ 900	\$ 12,000		\$ 11,000	\$ 1,000
Storage and Delivery	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 2,660	\$ 1,160	\$ 1,160	\$ 1,160	\$ 1,160	\$ 15,420		\$ 14,420	\$ 1,000
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ 10		\$ 10	
Telephone Service	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 8,400		\$ 8,400	
Cell Phone	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600		\$ 9,600	
Utilities	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 3,980	\$ 47,760		\$ 47,760	
Copier	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600		\$ 9,600	
Capital Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ 10,000	\$ -	\$ 20,000		\$ 20,000	\$ -
Miscellaneous Expense	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,000		\$ -	\$ 2,000
Bad Debt Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500	\$ 1,500		\$ -	\$ 1,500
Consignment Sales Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -
Bank Service Charge	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 125	\$ 1,500		\$ -	\$ 1,500
Intesest Expense	\$ 600	\$ 4,000	\$ 4,000	\$ 900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,500		\$ -	\$ 9,500
Credit Card Processing Fee	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000		\$ -	\$ 6,000
Taxes	\$ 600	\$ 200	\$ 160	\$ 160	\$ 160	\$ 160	\$ 260	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 2,500		\$ 100	\$ 2,400
In Kind Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145,000	\$ 145,000		\$ -	\$ 145,000
TOTALS	\$ 39,330	\$ 30,759	\$ 75,129	\$ 28,725	\$ 29,079	\$ 35,379	\$ 23,442	\$ 36,599	\$ 25,809	\$ 23,012	\$ 42,679	\$ 171,938	\$ 561,880		\$ 354,260	\$ 207,620

TDT	\$ 22,770	\$ 23,987	\$ 65,897	\$ 24,605	\$ 26,347	\$ 32,547	\$ 20,322	\$ 33,747	\$ 22,957	\$ 19,972	\$ 39,527	\$ 22,585	\$ 354,260		\$ -	63%
Private	\$ 16,560	\$ 6,773	\$ 9,233	\$ 4,120	\$ 2,733	\$ 2,833	\$ 3,120	\$ 2,853	\$ 2,853	\$ 3,040	\$ 3,153	\$ 149,353	\$ 207,620		\$ -	37%
													\$ 561,880		\$ -	

Building - Equipment	\$ 135,010	24%
Finance - Insurance	\$ 101,400	18%
Operations	\$ 325,470	58%
TOTALS	\$ 561,880	

FY27 PERSONNEL BUDGET

BUDGET-Personnel Expense					
GL#	GL LINE ITEM	FY27 Totals	FY26 Totals	Diff + (Decrease)	Notes: Anything over or under \$5K diff
5800	Salaries	\$ 1,476,124	\$ 1,311,260	+164,864 (+12.6%)	Increase in staff salaries including new CEO
5810	Commissions		\$ 28,500	-28,500 (-100.0%)	Position no longer has commission
5830	Auto	\$ 7,200	\$ 6,020	+1,180 (+19.6%)	Increase based on new CEO's salary
5840	401K Contribution Match	\$ 55,000	\$ 55,000	+0 (+0.0%)	Not all staff take advantage of this. This number is inflated.
5850	Employee Insurance	\$ 117,595	\$ 112,600	+4,995 (+4.4%)	Increase in insurance premiums
5870	Drug Testing	\$ 400	\$ 400	+0 (+0.0%)	
5880	Payroll Expense	\$ 132,400	\$ 124,000	+8,400 (+6.8%)	includes ER taxes, FICA, FUTA, SUTA, & WC. Landrum fees 2.32% of base salary + 3.00 flat fee per employee per pay period
5890	Staff Education	\$ 3,500	\$ 6,800	-3,300 (-48.5%)	
	FY27 TOTALS	\$ 1,792,219	\$ 1,644,580	+147,639 (+9.0%)	Increase in budget
	BUDGET UNIFIED	\$ 1,792,219	\$ 1,644,580		
	BUDGET INCREASE (DECREASE) from PREVIOUS YEAR	\$ 147,639	\$ 1,644,580		
	VPI INCREASE (DECREASE) FROM PREVIOUS YEAR	\$ 147,639	\$ 1,644,580		
	VPI ONLY	\$ 1,792,219	\$ 1,644,580		

FY27 VISIT PENSACOLA UNIFIED PERSONNEL BUDGET

BUDGET-Personnel Expense

CLASS

GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS	TDT	PRIVATE	
Salaries	\$ 113,677	\$ 113,677	\$ 113,677	\$ 113,677	\$ 113,677	\$ 169,678	\$ 113,677	\$ 113,677	\$ 113,677	\$ 113,677	\$ 113,677	\$ 169,678	\$ 1,476,124	\$ 1,476,124	\$ -	82%
Commissions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Auto	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 7,200	\$ 7,200		0%
401K Contribution Match	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,585	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,583	\$ 4,585	\$ 55,000	\$ 55,000	\$ -	3%
Employee Insurance	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 117,595	\$ 115,095	\$ 2,500	7%
Payroll Expense	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 11,033	\$ 132,400	\$ 132,400	\$ -	7%
Drug Testing	\$ 80	\$ 80	\$ 80	\$ -	\$ 80	\$ 80	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400		0%
Staff Education	\$ -	\$ -	\$ 1,225	\$ -	\$ 300	\$ 375	\$ 850	\$ -	\$ 375	\$ -	\$ -	\$ 375	\$ 3,500	\$ 2,000	\$ 1,500	0%
TOTALS:	\$ 139,773	\$ 139,773	\$ 140,998	\$ 139,693	\$ 140,075	\$ 196,149	\$ 140,543	\$ 139,693	\$ 140,068	\$ 139,693	\$ 139,693	\$ 196,071	\$ 1,792,219	\$ 1,788,219	\$ 4,000	100%
TDT	\$ 139,564	\$ 139,564	\$ 140,414	\$ 139,484	\$ 139,866	\$ 195,565	\$ 140,334	\$ 139,484	\$ 139,484	\$ 139,484	\$ 139,484	\$ 195,487	\$ 1,788,219	\$ -		100%
PRIVATE	\$ 208	\$ 208	\$ 583	\$ 208	\$ 208	\$ 583	\$ 208	\$ 208	\$ 583	\$ 208	\$ 208	\$ 583	\$ 4,000	\$ -		0%
													\$ 1,792,219			
													VPI Only TDT	\$ 1,788,219		
													VPI Private	\$ 4,000	\$ 1,788,219	\$ 4,000

Service Order



Service Order Information		
Agreement For Visit Pensacola		Quote Number Q-463050
Quote Valid Until 10/1/2026	Subscription Start Date October 01, 2026	Subscription End Date September 30, 2027

Billing Information	
Billing Street 1401 E Gregory St	Billing Email
Billing City Pensacola	Billing Method Check
Billing State/Province Florida	Billing Frequency Annual
Billing Country United States	Net Terms Net 90
Billing Zip/Postal Code 32502	Payment Portal Used? No

Products	Quantity
Advanced Plan	1.00
Additional Users	1.00
Premium Analytics	1.00
Unlimited Profiles	1.00
Onboarding Influencer	1.00
Influencer Marketing Platform	1.00
Influencer Marketing User	1.00
Additional Influencer Marketing User	1.00
Additional Influencer Marketing User	1.00

Total Investment: USD 40,000.00

Tax Exemption Information

Prices shown above do not include any state and local taxes that may apply. Any such taxes are the responsibility of the Subscriber and will appear on the final invoice.

Is the contracting entity exempt from sales tax?

Please select Yes or No:

If yes, please complete the following:

Tax Exempt ID:

Purchase Order Information

Is a Purchase Order (PO) required to be attached to this Service Order for the purchase or payment of the products on this Service Order?

Please select Yes or No:

If yes, please complete the following:

PO Number:

Service Order



Terms and Conditions

This Service Order is governed by, and the Services are provided subject to, the terms and conditions of the Terms of Service, which includes the respective Product- Specific Terms, available for review at sproutsocial.com/terms/ ("Agreement") and is expressly incorporated by reference into this Service Order. All defined terms shall have the meaning ascribed to them in the Agreement. Any terms or conditions listed on Subscriber's purchase order or other similar document that Sprout Social does not specifically and expressly accept in writing are hereby rejected.

Unless otherwise set forth above or in the Agreement, Sprout Social requires payment made in advance of the subscription period. Except as otherwise expressly stated in the Agreement, all fees paid hereunder are nonrefundable and all subscriptions purchased herein are non-cancelable.

All fees set forth in this Service Order do not include applicable taxes that may apply.

This Service Order and the Subscription Services set forth herein, including any additional amendments or add-ons purchased by Subscriber during the Subscription Term, will automatically renew for additional periods equal to the length of the Subscription Term set forth above unless either party provides written notice to the other party at least 30 days prior to the end of the current Subscription Term. Subscriber must email its Customer Success Manager or <mailto:successteam@sproutsocial.com> to provide such notice. At each renewal, Subscriber will be charged the fees in accordance with the payment terms set forth above for Subscriber's current Subscription Services (including for any additional amendments or add-ons purchased during the Subscription Term, if applicable), plus any applicable renewal price increase in accordance with the Agreement and any applicable taxes.

Sprout Social or its Affiliates, may use Subscriber's name or logo on its or their website(s) or in any promotional materials, press releases, investor materials, and other stockholder communications. Sprout Social and its Affiliates, as applicable, will comply with any reasonable written logo guidelines provided by Subscriber in writing.

If Professional Services (as defined in the Agreement) are delivered to Subscriber in connection with the services described above or pursuant to a Statement of Work attached to this Service Order, Subscriber agrees that it will: (i) be available for discovery call if requested; (ii) cooperate in all matters relating to the Professional Services and appoint an employee or representative of Subscriber to serve as the primary contact who will have the authority to act on behalf of Subscriber with respect to the Professional Services; (iii) respond promptly to any request to provide direction, information, approvals, authorizations or decisions that are reasonably necessary for performance of the Professional Services; (iv) provide the information Sprout Social may reasonably request in order to carry out the Professional Services; and (v) if the Professional Services involve implementation of Listening Product, Subscriber will provide a full list of any needed keyword inclusions (branded hashtags or handles).

If Sprout Social's performance of its obligations under this Service Order or the Agreement are prevented or delayed by any act or omission of Subscriber or its agents, subcontractors, consultants or employees, Sprout Social will not be deemed in breach of its obligations under this Service Order or the Agreement or otherwise liable for any costs, charges or losses sustained or incurred by Subscriber, in each case, to the extent arising directly or indirectly from such prevention or delay.

Subscriber acknowledges and agrees that Sprout Social shall have the right to access its account for the purposes of onboarding, implementation, and/or initial product training. Such services shall be completed within four (4) weeks from the Subscription Start Date unless otherwise delayed by Subscriber. All one-time service hours within this Service Order are subject to expiration after ninety (90) days from the Subscription Start Date.

Subscriber - Visit Pensacola		Sprout Social, Inc.	
Name:		Name:	
Title:		Title:	
Signature:		Signature:	
Date:		Date:	

Statement of Work (SOW): Onboarding - Influencer Marketing

The Onboarding program for Influencer Marketing by Sprout Social is broken into three phases: Planning, Setup & Training, and Validation. An Onboarding Consultant will be assigned to the project to own the agenda for your platform setup and train on the core areas of the Influencer Marketing product according to the recommended guidelines below.

Estimated time spent by Onboarding Consultant: 12 hours

Timeline & Activities

Target Dates	Ownership	Milestone or Deliverable
1. Planning Phase: 20% of project hours		
Contract start date	Account Executive & Customer	Provision account and administrative user access
Week 1	Onboarding Consultant & Customer	Formal introductions between Onboarding Consultant and Customer to align on readiness items, share key resources, and schedule the first meeting
	Customer	Review the Onboarding Guide material and complete readiness items
Success Criteria: Account is provisioned, Customer has signed into Influencer Marketing account and invites users (if applicable), and reviewed prep guide materials for successful kickoff.		
2. Setup & Training: 60% of project hours		
Weeks 2-5	Onboarding Consultant & Customer	<u>Conduct up to 4 training sessions to cover the following:</u> ● Overview of platform navigation and settings ● Creator Search functionality and profile metrics ● Campaign management and configuration ● Analyze reporting and network data ● Recruit page (if applicable)
Success Criteria: Users are trained on the minimum requirements for platform setup and have a fundamental understanding of the core workflows of Creator Search, Campaign Management, and Reporting based on specific business needs.		

3. Validation: 20% of implementation hours		
Week 6	Onboarding Consultant & Customer	<u>Validation Meeting:</u> - Review and validate the overall setup and usage of the Influencer Marketing platform based on the key areas learned in the onboarding program - Final Q&A to address open questions or action items from your team <u>Summary of Onboarding Email:</u> Final email communications to Customer are sent by Onboarding Consultant with relevant recordings, helpful resources, and formal handoff to long-term account support
Project Close-out: All project notes and statuses are completed in internal systems by Onboarding Consultant. Customer Satisfaction (CSAT) survey is sent to the main point of contact to collect feedback about your experience working with Sprout Social's Services team. Customer will have 2 weeks after final call to schedule optional Q+A calls with their OBC if they are needed. It is the customer's responsibility to proactively reach out to their OBC if they want to take advantage of this offer.		

Assumptions & Customer Obligations

- Customer is responsible for the management and participation of its users regarding project plan execution
- Onboarding Consultant will schedule initial meeting with Customer within 30 days of Service Order signature to align on onboarding project plan
- Timelines, processes, and workflows outlined in this SOW should be considered as guiding and are subject to change during the course of onboarding
- In order to properly train, prior to the completion of the Setup & Training Phase, customer must share a properly formatted file so OBC can complete the creator import to customer's satisfaction

Out of Scope

- Multiple series or duplication of onboarding milestones for more than one team/region
- Data migration services to and from native networks, 3rd party applications, or secondary Influencer Marketing accounts
- Changes or manipulation to the Influencer Marketing platform on behalf of the Customer, such as settings, content creation, and reporting
- Sprout Social Influencer Marketing API development, training, or general support
- The development and configuration of Influencer Marketing Recruit web pages on Customer's behalf
- Strategic guidance in social strategy and deployment; On-site training and consultation at Sprout HQ or Customer's location



Sprout Social Proposal

Proposal for:



Recommended Investments

Current State	Renewal Plan
Advanced Plan: - 2 User seats - Unlimited Profiles - AI & Automation Premium Analytics: - 100+ additional metrics - Custom report builder - Paid vs organic breakdown Total investment = \$26,351.15/yr	Advanced Plan: - 2 User seats - Unlimited Profiles - AI & Automation Premium Analytics: - 100+ additional metrics - Custom report builder - Paid vs organic breakdown Influencer Marketing: - 3 user seats Signature date: 10/1/26 Valid until: 10/1/26
Initial price	\$47,084.51/yr
Custom onboarding fee (one-time)	\$800
Approved price (not including onboarding)	\$39,978/yr

Sprout Social Appendix



Core Platform

Sprout Social streamlines daily operations for the Visit Pensacola team through high-impact Content Scheduling and a unified Smart Inbox. Upgrading to the Advanced Plan maximizes this efficiency without increasing headcount, introducing automated Chatbots and Inbox Rules to handle FAQs, Spike Alerts for peak event seasons, and advanced CRM integrations. Furthermore, the plan provides deep analytical value through Response Rate Reports and the Sprout Public API, enabling the team to easily measure engagement trends, optimize response times, and export data into custom dashboards.



Premium Analytics

To unlock deeper strategic insights, Premium Analytics transforms standard data into customizable, presentation-ready custom reports for the Visit Pensacola team. Using advanced filtering, selectable metrics, and interactive charts, the team can deeply analyze cross-network campaign ROI and evaluate tag performance down to the granular level. Furthermore, Premium Analytics introduces AI-driven widget summaries for instant takeaways, alongside dynamic, external link sharing—allowing Visit Pensacola to effortlessly share real-time, executive-level insights with stakeholders to drive smarter marketing decisions.



Influencer Marketing

To streamline your influencer workflows, Sprout Social's Influencer Marketing capabilities allow the Visit Pensacola team to centralize creator discovery, campaign management, and ROI tracking in one place. The platform simplifies finding authentic local creators, managing contracts and assets, and tracking performance metrics across all active campaigns. Ultimately, it gives Visit Pensacola the data-driven insights needed to measure the true impact of creator partnerships on destination awareness and community engagement.





Partnership Agreement

Experience Builder Elite



Organization Legal Name:

Visit Pensacola

Effective Date:

9/27/26 – 9/26/28

Pricing

Annual Experience Builder Elite License

SUBTOTAL
\$33,576.00

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

\$16,788.00

2 Unit

\$33,576.00

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

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

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
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Total	\$33,576.00
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Payment Terms:

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

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?

Sign Agreement



Bandwango Remittance

Secure Lockbox (Our primary remittance center):

Bandwango, Inc.

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



\$33,576.00

Sign Agr...

