



Visit Pensacola Financial Report June 2026

FY26 JUNE TAKEAWAYS:

The unified financial statement for June reports net loss of \$118K. 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 \$958K.

MAJOR HIGHLIGHTS:

In June, VP applied \$180K toward the advance, bringing the year-to-date total to \$980K, with a remaining balance of \$1.5M to be paid by year-end. Because of cash flow issues, the 350K that was originally applied to the advance has instead been reimbursed to VP.

After meeting with the Clerks Office, any outstanding invoices from FY25 (Magic Torch and Garden & Gun) would be processed for reimbursement.

ACE still has the \$900K advance outstanding, which needs to be satisfied by Sept 30th. ACE is scheduling a meeting 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 \$835,767.26. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$25,024.49

VISIT PENSACOLA ONLY Month to date total Revenue = \$860,791.75

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$806,038.49

Operations \$31,707.54

Personnel \$141,236.02

VISIT PENSACOLA ONLY Month to Date total Expense = \$978,982.05

VISIT PENSACOLA Only Month to Date Net Loss = -\$118,190.30

UNIFIED Year to Date TDT revenue totaled \$7,961,510.11

UNIFIED Year To Date Private revenue totaled \$246,502.73

UNIFIED Year to date total Revenue = \$8,208,012.84

UNIFIED Year to date expense:

Direct Programming \$7,678,756.02

Operations \$328,071.32

Personnel \$1,159,718.92

UNIFIED Year to Date total Expense = \$9,166,546.26

UNIFIED Year to Date Net Loss = -\$958,533.42

County Submissions

* June's submission is submitted on July 21, 2026.

Visit Pensacola Inc

Balance Sheet
As of Jun 30, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	175,670.27
1025 EFT TDT #4196	\$231,924.62
1027 EFT TDT #4196-ACE	2,711.83
Total for 1025 EFT TDT #4196	\$234,636.45
1030 Partner#2177	\$187,645.90
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$187,645.90
1035 Reserves #3955	21,137.09
1050 Petty Cash	115.00
Total for Bank Accounts	\$619,204.71
Accounts Receivable	
1200 Accounts Receivable	\$2,101,498.90
1200-5 Membershp Receivable	200.00
1200-6 Ad Sales Receivable	120.00
Total for 1200 Accounts Receivable	\$2,101,818.90
Total for Accounts Receivable	\$2,101,818.90
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	186.99
1405 Prepaid Expenses	44,089.59
1410 Prepaid Insurance	14,660.98
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	\$58,937.56
Total for Current Assets	\$2,779,961.17
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 Jun 30, 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	\$2,779,961.17
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	138,539.31
Total for Accounts Payable	\$138,539.31
Credit Cards	
2000 Visit Pensacola P-Card	44,242.89
2002 Regions Membership PCard	1,365.48
Total for Credit Cards	\$45,608.37
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	27.00
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	1,520,810.00
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	\$2,988,703.46
Total for Current Liabilities	\$3,172,851.14
Total for Liabilities	\$3,172,851.14

Visit Pensacola Inc

Balance Sheet
As of Jun 30, 2026

	Total
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-958,533.42
Total for Equity	-\$392,889.97
Total for Liabilities and Equity	\$2,779,961.17

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Jun-26 Oct - June, 2026 (YTD)		Budget	Remaining	% of Budget
Actual					
Income					
4000 Tourism Development Tax-TDT	655,767.26	6,099,303.12	8,686,744.00	2,587,440.88	70.21%
Advance Payment	180,000.00	980,000.00	2,500,000.00	1,520,000.00	39.20%
4050 - TDT Supplemental			182,587.00	182,587.00	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 835,767.26	\$ 7,079,303.12	\$ 11,369,331.00	\$ 4,290,027.88	62.27%
Total Income	\$ 835,767.26	\$ 7,079,303.12	\$ 11,369,331.00	\$ 4,290,027.88	62.27%
Gross Profit	\$ 835,767.26	\$ 7,079,303.12	\$ 11,369,331.00	\$ 4,290,027.88	62.27%
Expenses					
1 Direct Programming					
5090 Marketing Research	23,683.35	247,242.62	327,700.00	80,457.38	75.45%
5100 Advertising/Media	186.27	329,281.13	448,000.00	118,718.87	73.50%
5110 Public Relations	8,054.00	123,514.77	256,600.00	133,085.23	48.14%
5120 Advertising Production	600.00	15,625.00	45,000.00	29,375.00	34.72%
5130 Internet Site Production	25,818.19	336,847.67	463,115.00	126,267.33	72.74%
5140 Festivals & Events Granted		36,280.08	100,000.00	63,719.92	36.28%
5141 Festivals & Event Local Support		47,723.38	160,000.00	112,276.62	29.83%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%
5150 Consumer Promotions	989.79	66,324.15	72,100.00	5,775.85	91.99%
5160 Sales Promotions	2,241.84	15,438.18	119,500.00	104,061.82	12.92%
5170 Brochures and Collateral	347.64	56,269.15	151,500.00	95,230.85	37.14%
5180 Tradeshows	5,847.64	199,306.09	277,000.00	77,693.91	71.95%
5190 Showcase	725,828.31	4,275,294.93	6,588,811.00	2,313,516.07	64.89%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%
5215 Tourism Development Projects			10,000.00	10,000.00	0.00%
5220 Registration	4,924.28	19,383.18	47,300.00	27,916.82	40.98%
5230 Dues and Subscriptions	2,565.42	44,957.48	70,425.00	25,467.52	63.84%
5400 Business Travel & Entertainment	4,956.58	32,369.99	115,390.00	83,020.01	28.05%
5500 Visitor Awareness Education			22,000.00	22,000.00	0.00%
Total 1 Direct Programming	\$ 806,043.31	\$ 5,932,107.80	\$ 9,410,691.00	\$ 3,478,583.20	63.04%
2 Operating Costs				0.00	
5450 Auto/ Local Travel	834.84	3,829.97	6,600.00	2,770.03	58.03%
5520 Committee Expenses			1,250.00	1,250.00	0.00%
5530 Meeting & Events		355.78	2,500.00	2,144.22	14.23%
5600 Building Maintenance & Repair	3,566.11	52,595.28	69,000.00	16,404.72	76.23%
5610 Computer&IT Maintenance&Repair	7,770.00	39,792.26	42,000.00	2,207.74	94.74%
5630 Insurance Building & Content	1,849.41	16,316.08	23,200.00	6,883.92	70.33%
5640 D & O and Liability Insurance	206.58	1,859.22	5,000.00	3,140.78	37.18%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%
5660 Legal Services		33,205.50	38,000.00	4,794.50	87.38%
5670 CPA/ Financial Services	525.00	4,941.71	7,200.00	2,258.29	68.63%
5700 Postage	1,660.92	19,560.36	25,620.00	6,059.64	76.35%
5710 Supplies Coffee/Sodas	26.94	919.42	3,000.00	2,080.58	30.65%
5720 Office Supplies	1,516.16	16,426.86	11,000.00	-5,426.86	149.34%
5730 Storage and Delivery	2,437.77	10,318.76	14,420.00	4,101.24	71.56%
5750 Rent	10.00	10.00	10.00	0.00	100.00%
5760 Telephone Service	653.47	5,844.34	8,400.00	2,555.66	69.58%
5765 Cell Phone	786.31	7,113.57	9,600.00	2,486.43	74.10%
5770 Utilities	5,613.91	32,801.61	47,760.00	14,958.39	68.68%
5780 Copier	671.89	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	\$ 28,129.31	\$ 276,718.14	\$ 354,260.00	\$ 77,541.86	78.11%
3 Personnel Costs				0.00	
5800 Salaries	99,410.30	908,909.62	1,311,260.00	402,350.38	69.32%
5830 Auto	461.54	4,318.70	6,020.00	1,701.30	71.74%
5840 401K Contribution Match	3,497.39	33,203.70	53,200.00	19,996.30	62.41%
5850 Employee Insurance	9,402.54	65,246.74	110,100.00	44,853.26	59.26%
5870 Drug Testing		117.51	400.00	282.49	29.38%
5880 Payroll Expense	27,956.03	129,727.94	120,400.00	-9,327.94	107.75%
5890 Staff Education		2,007.00	3,000.00	993.00	66.90%
Total 3 Personnel Costs	\$ 140,727.80	\$ 1,143,531.21	\$ 1,604,380.00	\$ 460,848.79	71.28%
Total Expenses	\$ 974,900.42	\$ 7,352,357.15	\$ 11,369,331.00	\$ 4,016,973.85	64.67%
Net Operating Income	-\$ 139,133.16	-\$ 273,054.03	\$ 0.00	\$ 273,054.03	

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Jun-26					
	Oct - June, 2026					%
	Actual	(YTD)	Budget	Remaining	% of Budget	Remaining
Income						
4100 Membership Dues	2,483.00	144,789.27	129,300.00	-15,489.27	111.98%	-11.98%
4150 Advertising Income	22,150.00	62,310.10	115,000.00	52,689.90	54.18%	45.82%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	1.35	22,066.35	130.00	-21,936.35	16974.12%	-16874.12%
4620 Interest Income	30.14	352.01	5,000.00	4,647.99	7.04%	92.96%
4640 Event Income	360.00	16,985.00	15,000.00	-1,985.00	113.23%	-13.23%
Total Income	\$ 25,024.49	\$ 246,502.73	\$ 409,430.00	\$ 162,927.27	60.21%	39.79%
Gross Profit	\$ 25,024.49	\$ 246,502.73	\$ 409,430.00	\$ 162,927.27	60.21%	39.79%
Expenses						
1 Direct Programming						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations	-113.54	8,102.84	12,500.00	4,397.16	64.82%	35.18%
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		9,013.81	31,000.00	21,986.19	29.08%	70.92%
5170 Brochures and Collateral		20.98	26,000.00	25,979.02	0.08%	99.92%
5180 Tradeshows	615.48	3,270.93	15,200.00	11,929.07	21.52%	78.48%
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	8.88	738.00	6,110.00	5,372.00	12.08%	87.92%
Total 5400 Business Travel & Entertainment	\$ 8.88	\$ 738.00	\$ 6,110.00	\$ 5,372.00	12.08%	87.92%
5500 Visitor Awareness Education	-515.64	14,979.57	11,000.00	-3,979.57	136.18%	-36.18%
Total 1 Direct Programming	-\$ 4.82	\$ 46,108.62	\$ 154,660.00	\$ 108,551.38	0.00%	70.19%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	146.47	708.01	2,200.00	1,491.99	32.18%	67.82%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events	930.15	29,869.38	37,620.00	7,750.62	79.40%	20.60%
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	372.98	3,942.64	4,000.00	57.36	98.57%	1.43%
5720 Office Supplies	31.95	101.41	1,000.00	898.59	10.14%	89.86%
5730 Storage and Delivery		8.33	1,000.00	991.67	0.83%	99.17%
5900 Miscellaneous Expenses	-80.79	6.81	2,000.00	1,993.19	0.34%	99.66%
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	132.84	1,311.58	1,500.00	188.42	87.44%	12.56%
6005 Interest Expense	1,787.80	8,704.96	8,000.00	-704.96		
6010 Credit Card Processing Fee	229.83	5,540.74	6,000.00	459.26	92.35%	7.65%
6500 Taxes	27.00	1,115.82	2,400.00	1,284.18	46.49%	53.51%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 3,578.23	\$ 51,353.18	\$ 214,570.00	\$ 163,216.82	23.93%	76.07%
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	508.22	1,558.87	2,500.00	941.13	62.35%	37.65%
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	\$ 508.22	\$ 16,187.71	\$ 40,200.00	\$ 24,012.29	40.27%	59.73%
Total Expenses	\$ 4,081.63	\$ 113,649.51	\$ 409,430.00	\$ 295,780.49	27.76%	72.24%
Net Operating Income	\$ 20,942.86	\$ 132,853.22	\$ 0.00	-\$ 132,853.22		
Net Income	\$ 20,942.86	\$ 132,853.22	\$ 0.00	-\$ 132,853.22		

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Jun-26

	Oct - June, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	655,767.26	6,099,303.12	8,686,744.00	2,587,440.88	70.21%	29.79%
Advance Payment	180,000.00	980,000.00	2,500,000.00	1,520,000.00	39.20%	60.80%
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	\$ 835,767.26	\$ 7,961,510.11	\$ 13,528,558.00	\$ 5,567,047.89	58.85%	41.15%
4100 Membership Dues	2,483.00	144,789.27	129,300.00	-15,489.27	111.98%	-11.98%
4150 Advertising Income	22,150.00	84,179.72	115,000.00	30,820.28	73.20%	26.80%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	1.35	196.73	130.00	-66.73	151.33%	-51.33%
4620 Interest Income	30.14	352.01	5,000.00	4,647.99	7.04%	92.96%
4640 Event Income	360.00	16,985.00	15,000.00	-1,985.00	113.23%	-13.23%
Total Income	\$ 860,791.75	\$ 8,208,012.84	\$ 13,937,988.00	\$ 5,729,975.16	58.89%	41.11%
Gross Profit						
\$ 860,791.75	\$ 8,208,012.84	\$ 13,937,988.00	\$ 5,729,975.16	58.89%	41.11%	
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	23,683.35	247,242.62	327,700.00	80,457.38	75.45%	24.55%
5100 Advertising/Media	186.27	329,281.13	453,000.00	123,718.87	72.69%	27.31%
5110 Public Relations	7,940.46	131,617.61	269,100.00	137,482.39	48.91%	51.09%
5120 Advertising Production	600.00	15,625.00	45,000.00	29,375.00	34.72%	65.28%
5130 Internet Site Production	25,818.19	340,643.70	470,115.00	129,471.30	72.46%	27.54%
5140 Festivals & Events Granted		36,280.08	100,000.00	63,719.92	36.28%	63.72%
5141 Festivals & Event Local Support		47,847.43	170,000.00	122,152.57	28.15%	71.85%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	989.79	67,232.98	77,100.00	9,867.02	87.20%	12.80%
5160 Sales Promotions	2,241.84	24,451.99	150,500.00	126,048.01	16.25%	83.75%
5170 Brochures and Collateral	347.64	56,290.13	177,500.00	121,209.87	31.71%	68.29%
5180 Tradeshows	6,463.12	202,577.02	272,200.00	69,622.98	74.42%	25.58%
5190 Showcase	725,828.31	4,279,039.51	6,628,811.00	2,349,771.49	64.55%	35.45%
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	4,924.28	20,693.18	48,750.00	28,056.82	42.45%	57.55%
5230 Dues and Subscriptions	2,565.42	45,056.48	74,825.00	29,768.52	60.22%	39.78%
5400 Business Travel & Entertainment	4,956.58	32,350.21	115,715.00	83,364.79	27.96%	72.04%
5400-1 Disallowed Travel Expense	8.88	757.78	5,785.00	5,027.22	13.10%	86.90%
Total 5400 Business Travel & Entertainment	\$ 4,965.46	\$ 33,107.99	\$ 121,500.00	\$ 88,392.01	27.25%	72.75%
5500 Visitor Awareness Education	-515.64	14,979.57	33,000.00	18,020.43	45.39%	54.61%
7400 ACE - DP		1,700,539.60	2,159,227.00	2,159,227.00	0.00%	100.00%
Total 1 Direct Programming	\$ 806,038.49	\$ 7,678,756.02	\$ 11,724,578.00	\$ 4,045,821.98	65.49%	34.51%
2 Operating Costs						
5450 Auto/ Local Travel	981.31	4,537.98	8,800.00	4,262.02	51.57%	48.43%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	930.15	30,225.16	40,120.00	3,089.84	132.74%	
5600 Building Maintenance & Repair	3,570.20	52,599.37	69,000.00	16,400.63	76.23%	23.77%
5610 Computer&IT Maintenance&Repair	7,770.00	39,792.26	42,000.00	2,207.74	94.74%	5.26%
5630 Insurance Building & Content	1,849.41	16,316.08	23,200.00	6,883.92	70.33%	29.67%
5640 D & O and Liability Insurance	206.58	1,859.22	5,000.00	3,140.78	37.18%	62.82%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services		33,205.50	38,000.00	4,794.50	87.38%	12.62%
5670 CPA/ Financial Services	525.00	4,941.71	7,200.00	2,258.29	68.63%	31.37%
5700 Postage	1,660.92	19,603.86	25,620.00	6,016.14	76.52%	23.48%
5710 Supplies Coffee/Sodas	399.92	4,862.06	7,100.00	2,237.94	68.48%	31.52%
5720 Office Supplies	1,548.11	16,528.27	12,000.00	-4,528.27	137.74%	-37.74%
5730 Storage and Delivery	2,437.77	10,327.09	15,420.00	5,092.91	66.97%	33.03%
5750 Rent	10.00	10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	653.47	5,844.34	8,400.00	2,555.66	69.58%	30.42%
5766 Cell Phone	786.31	7,113.57	9,600.00	2,486.43	74.10%	25.90%
5770 Utilities	5,613.91	32,801.61	47,760.00	14,958.39	68.68%	31.32%
5780 Copier	671.89	6,619.46	9,600.00	2,980.54	68.95%	31.05%
5790 Capital Expenditures				0.00		
5900 Miscellaneous Expenses	-84.88	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	132.84	1,311.58	1,500.00	188.42	87.44%	12.56%
6005 Interest Expense	1,787.80	8,704.96	8,000.00	20.54%	91.90%	
6010 Credit Card Processing Fee	229.83	5,540.74	6,000.00	459.26	92.35%	7.65%
6500 Taxes	27.00	1,323.78	2,500.00	1,176.22	52.95%	47.05%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 31,707.54	\$ 328,071.32	\$ 568,830.00	\$ 240,758.68	57.67%	42.33%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

3 Personnel Costs						
5800 Salaries	99,410.30	908,909.62	1,311,260.00	402,350.38	69.32%	30.68%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	461.54	4,318.70	6,020.00	1,701.30	71.74%	28.26%
5840 401K Contribution Match	3,497.39	33,957.23	50,000.00	16,042.77	67.91%	32.09%
5850 Employee Insurance	9,910.76	66,805.61	102,600.00	35,794.39	65.11%	34.89%
5870 Drug Testing		117.51	400.00	282.49	29.38%	70.62%
5880 Payroll Expense	27,956.03	130,993.59	139,000.00	8,006.41	94.24%	5.76%
5890 Staff Education		2,057.87	6,800.00	4,742.13	30.26%	69.74%
Total 3 Personnel Costs	\$ 141,236.02	\$ 1,159,718.92	\$ 1,644,580.00	\$ 484,861.08	70.52%	29.48%
Total Expenses	\$ 978,982.05	\$ 9,166,546.26	\$ 13,937,988.00	\$ 4,771,441.74	65.77%	34.23%
Net Operating Income	-\$ 118,190.30	-\$ 958,533.42	\$ 0.00	\$ 958,533.42		
Net Income	-\$ 118,190.30	-\$ 958,533.42	\$ 0.00	\$ 958,533.42		

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

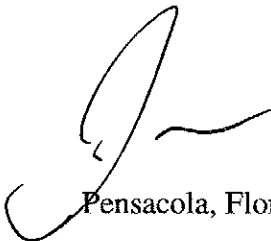
Visit Pensacola, Inc.

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 June 30, 2026, 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.



CPA
Pensacola, Florida

July 17, 2026

Visit Pensacola Inc
Statement of Financial Position
As of June 30, 2026

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	175,670.27
1025 EFT TDT #4196	231,924.62
1027 EFT TDT #4196-ACE	2,711.83
Total 1025 EFT TDT #4196	234,636.45
1030 Partner#2177	187,645.90
1035 Reserves #3955	21,137.09
1050 Petty Cash	115.00
Total Bank Accounts	\$619,204.71
Accounts Receivable	
1200 Accounts Receivable	2,101,498.90
1200-5 Membership Receivable	200.00
1200-6 Ad Sales Receivable	120.00
Total 1200 Accounts Receivable	2,101,818.90
Total Accounts Receivable	\$2,101,818.90
Other Current Assets	
1400 Prepaid Postage	186.99
1405 Prepaid Expenses	44,089.59
1410 Prepaid Insurance	14,660.98
Total Other Current Assets	\$58,937.56
Total Current Assets	\$2,779,961.17
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
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$2,779,961.17

Visit Pensacola Inc
Statement of Financial Position
As of June 30, 2026

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	138,539.31
Total Accounts Payable	\$138,539.31
Credit Cards	
2000 Visit Pensacola P-Card	44,242.89
2002 Regions Membership PCard	1,365.48
Total Credit Cards	\$45,608.37
Other Current Liabilities	
25500 Sales Tax Payable	27.00
2655 Line of Credit	500,000.00
2700 Unearned Revenue	1,520,810.00
2700-2 Unearned Revenue-ACE	900,000.00
2999 Salaries payable	67,866.46
Total Other Current Liabilities	\$2,988,703.46
Total Current Liabilities	\$3,172,851.14
Total Liabilities	\$3,172,851.14
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-958,533.42
Total Equity	\$ -392,889.97
TOTAL LIABILITIES AND EQUITY	\$2,779,961.17

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2026

	TOTAL	
	APR - JUN, 2026	OCT 2025 - JUN 2026 (YTD)
Income		
4000 Tourism Development Tax-VP	2,417,690.42	7,079,303.12
4001 Tourism Development Tax-ACE	455,856.80	882,206.99
4100 Membership Dues	3,583.00	144,789.27
4150 Advertising Income	47,590.12	62,310.10
4300 Consignment Sales	60.00	60.00
4600 Misc Income	5.37	136.73
4620 Interest Income	130.89	352.01
4640 Event Income		
4640-1 HRT	875.00	4,330.00
4640-2 Annual Meeting		10,420.00
4640-3 NTTW	2,120.00	2,235.00
Total 4640 Event Income	2,995.00	16,985.00
Services	21,869.62	21,869.62
Total Income	\$2,949,781.22	\$8,208,012.84
GROSS PROFIT	\$2,949,781.22	\$8,208,012.84
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	45,549.99	113,666.64
5090-2 Adara	-12,499.97	37,500.03
5090-3 Key Data	7,000.01	20,999.99
5090-4 CoStar Suite	1,296.58	9,075.96
5090-5 Zartico	6,000.00	66,000.00
Total 5090 Marketing Research	47,346.61	247,242.62
5100 Advertising/Media		
5100-1 Social Boosting	649.30	3,281.13
5100-3 VF Co-Op Campaign	25,000.00	325,000.00
5100-6 Int. Agency Trade		1,000.00
Total 5100 Advertising/Media	25,649.30	329,281.13

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2026

	TOTAL	
	APR - JUN, 2026	OCT 2025 - JUN 2026 (YTD)
5110 Public Relations	1,695.00	1,695.00
5110-1 Beach O'Ween		2,895.00
5110-10 VF Media Mission Domestic, Canada, UK		2,000.00
5110-12 Magic Torch	16,000.00	32,000.00
5110-17 Awards	75.00	75.00
5110-18 PR Agency (activations & projects)		6,841.48
5110-2 CMA Nashville		7,500.00
5110-3 FAM/Site Visits	8,890.23	16,476.04
5110-4 MMGY	22,050.00	51,450.00
5110-6 Travel Media IMM-UK		6,185.09
5110-7 Local Media Spots-NewRadio		4,500.00
Total 5110 Public Relations	48,710.23	131,617.61
5120 Advertising Production		1,425.00
5120-2 True Omni	1,800.00	10,200.00
5120-3 Content Creation, Outside Work & Freelance	2,000.00	4,000.00
Total 5120 Advertising Production	3,800.00	15,625.00
5130 Internet Site Production	72,717.40	340,643.70
5140 Festivals & Events Granted	36,280.08	36,280.08
5141 Festivals & Event Local Support		
5141-1 Sunbelt	47,088.10	47,847.43
Total 5141 Festivals & Event Local Support	47,088.10	47,847.43
5150 Consumer Promotions	989.79	17,527.86
5150-1 Snowbird Programs		4,000.00
5150-2 Gallery Night		393.65
5150-5 Media Promotions	775.96	775.96
5150-6 Out of Home Activation-Media and Trade	10,320.00	43,935.00
5150-8 Beach O'ween		600.51
Total 5150 Consumer Promotions	12,085.75	67,232.98
5160 Sales Promotions	860.00	1,008.97
5160-2 Sales FAMS and Sites Visits	1,381.84	12,356.81
5160-3 Services Supplies	53.20	440.15
5160-4 Promo Items (All Dept)	7,314.05	10,646.06
Total 5160 Sales Promotions	9,609.09	24,451.99
5170 Brochures and Collateral	50,918.64	56,290.13

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2026

	TOTAL	
	APR - JUN, 2026	OCT 2025 - JUN 2026 (YTD)
5180 Tradeshows		
5180-10 FL Huddle & Encounter		20,047.41
5180-11 FSAE		4,060.02
5180-12 IPW	2,678.11	24,514.52
5180-12-1 IPW Florida Activation	3,037.80	3,565.20
5180-13 Military Reunion Network	5,907.02	5,907.02
5180-14 NY Travel & Adv Show		6,591.78
5180-15 Rendezvous	10,296.95	13,899.89
5180-16 SMART Meeting		9,042.38
5180-16-1 SMART Meetings-planners		25.00
5180-16-2 SMART Womens Summit		1,180.78
5180-17 SE Tourism Society	1,138.20	1,138.20
5180-2 ATL Travel and Adventure Show	1,206.50	1,206.50
5180-20 UK Huddle		28.57
5180-22 Chicago Travel and Show		22,976.65
5180-23 NorthStar Meeting		10,568.40
5180-24 Pharma Forum		7,901.46
5180-25 VF Trade Mission	1,001.45	5,926.70
5180-7 Dallas Travel & Adv Show	2,740.40	23,954.29
5180-8 DEMA		11,941.21
5180-9 Denver Travel & Adv Show	14,855.22	28,101.04
Total 5180 Tradeshows	42,861.65	202,577.02
5190 Showcase	1,641,556.13	4,139,039.51
5190-1 Agency Fee	60,000.00	140,000.00
Total 5190 Showcase	1,701,556.13	4,279,039.51
5210 Regional Partnership		86,250.00
5220 Registration	6,274.28	20,693.18
5230 Dues and Subscriptions	7,097.75	45,056.48
5400 Business Travel & Entertainment	14,443.49	33,107.99
5500 Visitor Awareness Education		
5500-6 NTTW Activities	12,942.73	14,979.57
Total 5500 Visitor Awareness Education	12,942.73	14,979.57
7400 ACE - DP	455,897.49	1,700,539.60
Total 1 Direct Programming	2,595,278.72	7,678,756.02
2 Operating Costs		
5450 Auto/ Local Travel	39.59	39.59
5450-1 Auto Local Travel-TDT	1,110.82	2,404.37
5450-2 Auto Local Travel-MEM	322.34	694.02
5450-3 Insider Guide Delivery	600.00	1,400.00
Total 5450 Auto/ Local Travel	2,072.75	4,537.98

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2026

	TOTAL	
	APR - JUN, 2026	OCT 2025 - JUN 2026 (YTD)
5530 Meeting & Events	23.68	466.46
5530-1 Annual Meeting		19,582.24
5530-2 HRT Lucnhcons	2,094.11	10,176.46
Total 5530 Meeting & Events	2,117.79	30,225.16
5600 Building Maintenance & Repair	13,626.30	52,599.37
5610 Computer&IT Maintenance&Repair	7,852.77	8,042.77
5610-1 Adobe Subscription	1,837.11	5,511.33
5610-2 Computer Accessories	300.99	381.62
5610-3 Digital Boardwalk	6,638.60	19,235.76
5610-4 Computers/laptops	4,072.66	6,620.78
Total 5610 Computer&IT Maintenance&Repair	20,702.13	39,792.26
5630 Insurance Building & Content	5,580.84	16,316.08
5640 D & O and Liability Insurance	619.74	1,859.22
5650 Audit		24,000.00
5660 Legal Services	19,930.50	33,205.50
5670 CPA/ Financial Services	1,725.00	4,941.71
5700 Postage	6,985.88	19,603.86
5710 Supplies Coffee/Sodas	974.56	4,862.06
5720 Office Supplies	13,127.70	16,528.27
5730 Storage and Delivery		216.48
5730-1 Gilmore Storage & Delivery	1,677.20	2,365.60
5730-2 Storage Unit-Fairfield	974.82	2,106.78
5730-3 Storage Unit-E122	962.43	2,887.29
5730-4 Storage Unite-G133	916.98	2,750.94
Total 5730 Storage and Delivery	4,531.43	10,327.09
5750 Rent	10.00	10.00
5760 Telephone Service	1,306.92	5,844.34
5765 Cell Phone	2,358.82	7,113.57
5770 Utilities	9,887.24	32,801.61
5780 Copier	2,015.67	6,619.46
5900 Miscellaneous Expenses	0.00	2.72
6001 Bank Service Charge	459.44	1,311.58
6005 Interest Expense	2,817.47	8,704.96
6010 Credit Card Processing Fee	870.25	5,540.74
6500 Taxes	288.96	1,323.78
Total 2 Operating Costs	112,009.39	328,071.32
3 Personnel Costs		
5800 Salaries	338,232.02	908,909.62
5810 Commissions		12,558.79
5830 Auto	1,615.39	4,318.70
5840 401K Contribution Match	12,093.38	33,957.23

Visit Pensacola Inc

Statement of Financial Income and Expenses

April - June, 2026

	TOTAL	
	APR - JUN, 2026	OCT 2025 - JUN 2026 (YTD)
5850 Employee Insurance	26,936.04	66,805.61
5870 Drug Testing	38.90	117.51
5880 Payroll Expense	69,175.56	130,993.59
5890 Staff Education		2,057.87
Total 3 Personnel Costs	448,091.29	1,159,718.92
Total Expenses	\$3,155,379.40	\$9,166,546.26
NET OPERATING INCOME	\$ -205,598.18	\$ -958,533.42
NET INCOME	\$ -205,598.18	\$ -958,533.42



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: July 6, 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 May 2026 returns received in the month of June 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in June 2026 were \$2,577,264 compared to \$2,469,281 in June 2025. A comparison of June 2026 to June 2025 is a 4.4% increase.
- Year-to-date collections for FY2026 is \$13,652,492 compared to \$13,026,893 for FY2025. A comparison of FY2026 to FY2025 is a 4.8% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 2,577,264	\$ 2,469,281	4.4%	\$ 13,652,492	\$ 13,026,893	4.8%
Total	\$ 2,577,264	\$ 2,469,281	4.4%	\$ 13,652,492	\$ 13,026,893	4.8%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of June 30, 2026**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,138,028.55	\$ 1,100,341.54	\$ 37,687.01	3.4%
Southeast Pensacola	1,837,958.67	1,811,458.28	26,500.39	1.5%
Southcentral & Southwest Pensacola	457,579.32	488,214.40	(30,635.08)	-6.3%
Perdido Key Area	2,608,217.80	2,357,558.71	250,659.09	10.6%
Northeast Pensacola	803,201.02	837,215.82	(34,014.80)	-4.1%
North Escambia & Northwest Pensacola	1,029,450.16	989,317.33	40,132.83	4.1%
Pensacola Beach Area	5,778,056.52	5,442,786.70	335,269.82	6.2%
Total	\$ 13,652,492.04	\$ 13,026,892.78	\$ 625,599.26	4.8%

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

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2026
As of June 30, 2026



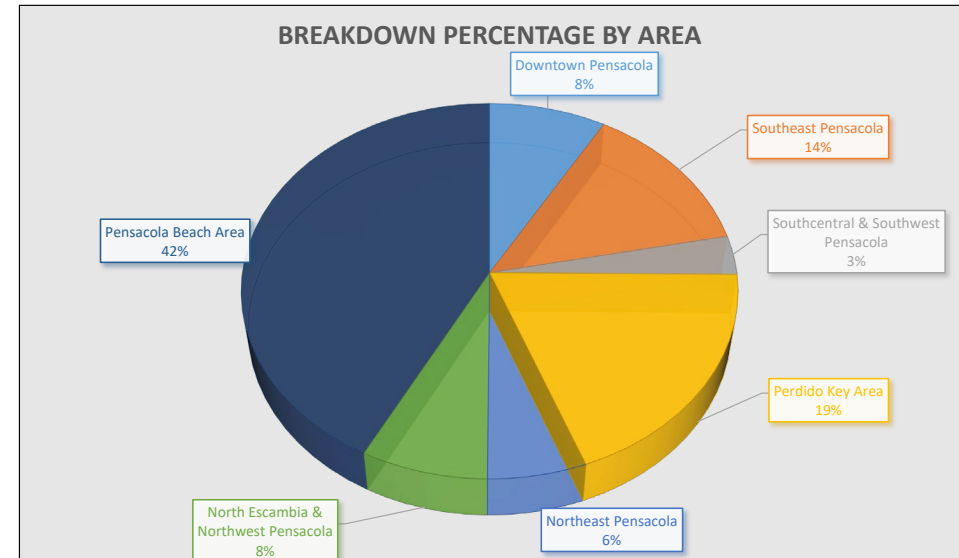
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ 91,929.06	\$ 113,045.93	\$ 171,039.58	\$ 160,270.58	\$ 174,472.02	\$ -	\$ -	\$ -	\$ 1,138,028.55	8.3%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	152,690.52	165,322.18	181,525.42	267,766.53	255,032.68	271,869.63	-	-	-	1,837,958.67	13.5%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	40,753.69	39,617.89	50,614.44	53,639.63	58,202.04	76,649.86	-	-	-	457,579.32	3.4%
Perdido Key Area	309,642.53	322,888.37	142,298.07	101,923.01	179,807.14	170,565.15	385,641.81	409,363.05	586,088.67	-	-	-	2,608,217.80	19.1%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	74,535.52	70,236.80	83,547.84	115,570.06	103,336.78	114,628.86	-	-	-	803,201.02	5.9%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	101,067.92	87,564.97	106,532.45	151,313.87	126,208.54	155,732.55	-	-	-	1,029,450.16	7.5%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	304,059.28	308,777.37	354,319.01	812,901.14	921,439.92	1,197,822.48	-	-	-	5,778,056.52	42.3%
Total	\$ 1,573,795.12	\$ 1,603,628.29	\$ 1,022,222.16	\$ 880,450.54	\$ 943,255.41	\$ 1,060,150.24	\$ 1,957,872.62	\$ 2,033,853.59	\$ 2,577,264.07	\$ -	\$ -	\$ -	\$ 13,652,492.04	100.0%

Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 217,567.06	\$ 131,429.37	\$ 1,631,008.28	7.4%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	253,923.88	279,980.56	315,246.56	346,557.60	235,399.94	2,708,662.38	12.3%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	49,467.28	59,124.97	66,705.63	90,632.93	57,257.20	702,810.16	3.2%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	314,649.60	528,547.43	925,211.67	916,346.50	447,686.64	4,646,803.52	21.1%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	103,288.84	121,861.77	131,016.77	145,161.67	104,903.28	1,218,297.54	5.5%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	113,370.86	153,994.74	158,597.76	190,131.01	114,666.52	1,452,712.62	6.6%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	821,219.60	1,166,032.94	1,591,441.66	1,709,008.62	945,303.72	9,688,540.70	43.9%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ 1,819,528.61	\$ 1,816,436.28	\$ 2,469,281.45	\$ 3,369,890.36	\$ 3,615,405.39	\$ 2,036,646.67	\$ 22,048,835.20	100.0%

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

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

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



Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of June 30, 2026



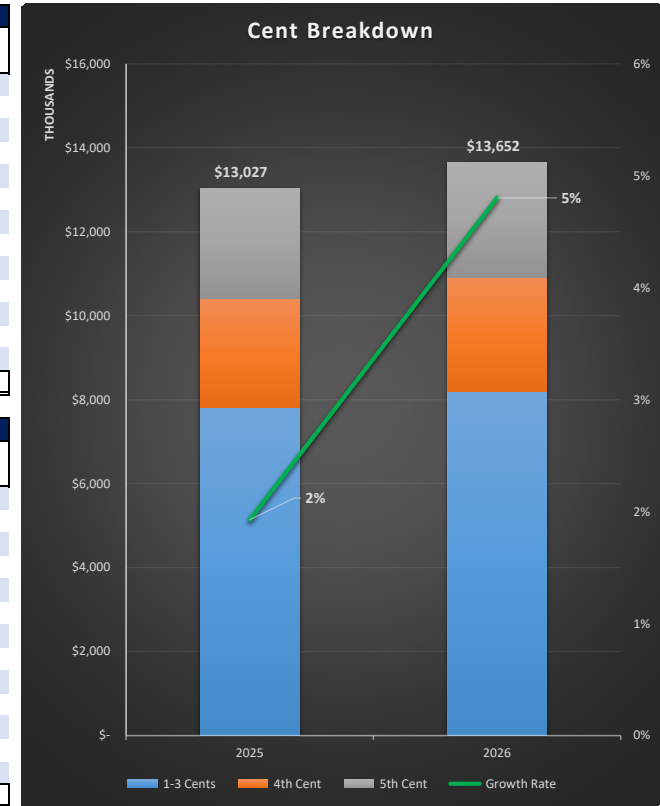
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42	\$ 944,277.07
NOV	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73	962,176.97
DEC	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43	613,333.30
JAN	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39	528,270.32
FEB	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08	565,953.25
MAR	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81	636,090.14
APR	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	1,091,717.17	1,174,723.57
MAY	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	1,089,861.77	1,220,312.15
JUN	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	1,481,568.87	1,546,358.44
JUL	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	2,021,934.22	-
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	-
Total	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 13,229,301.12	\$ 8,191,495.22

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13	176,090.11
FEB	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03	188,651.08
MAR	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27	212,030.05
APR	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72	391,574.52
MAY	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	406,770.72
JUN	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	515,452.81
JUL	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
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	-
Total	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 2,730,498.41

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	-	-	-	-	339,253.15	327,844.07	343,729.81	331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	176,090.11
FEB	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03	188,651.08
MAR	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27	212,030.05
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	391,574.52
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	406,770.72
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	515,452.81
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
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	-
Total	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 2,730,498.41

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

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



Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	880,450.54	891,760.65	(11,310.11)	-1.3%
FEB	943,255.41	765,190.14	178,065.27	23.3%
MAR	1,060,150.24	1,028,071.35	32,078.89	3.1%
APR	1,957,872.62	1,819,528.61	138,344.01	7.6%
MAY	2,033,853.59	1,816,436.28	217,417.31	12.0%
JUN	2,577,264.07	2,469,281.45	107,982.62	4.4%
JUL	-	3,369,890.36	(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
Total	\$ 13,652,492.04	\$ 22,048,835.20	\$ (8,396,343.16)	-38.1%

**Fund 108 - Revenue Trends
Analytical Review
As of July 20, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
October	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
November	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	883,748	0.5%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
February	848,734	10.8%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
March	1,060,030	4.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
April	1,959,232	7.2%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
May	2,030,986	13.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
June	2,561,585	4.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	682,953	-79.6%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
August	-	-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
Sept	-	-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
	14,230,785	-35.6%	22,114,042	2.5%	22,014,490	2.0%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461
1 - 2 Cents	5,692,314		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	2,846,157		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	2,846,157		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	2,846,157		4,422,808		4,402,898		4,316,494		-		-
	14,230,785		22,114,042		22,014,490		21,582,470		21,816,411		17,671,461

Enabling Legislation

[Ordinance #80-16 \(referendum election on 11-4-1980\)](#)
[Ordinance #89-7](#)
[Ordinance #92-30](#)
[Ordinance #94-10](#)
[Ordinance #2000-22](#)
[Ordinance #2003-11](#)
[Ordinance #2013-40](#)
[Ordinance #2020-33 \(add 5th Cent\)](#)

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