



# Visit Pensacola Financial Report March 2026

### FY26 MARCH TAKEAWAYS:

The unified financial statement for March reports net income of \$128K. However, 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 \$552K.

### MAJOR HIGHLIGHTS:

VP MTD PRIVATE INCOME is from partnership dues-98.66% of invoiced partners have already paid their dues and have collected \$10K more from same time last year.

In March, VP applied \$200K toward the advance, bringing the year-to-date total to \$700K, with a remaining balance of \$1.3M to be paid by year-end.

Foo Foo expenses have been submitted to Visit Pensacola and have been processed.

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% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$930,079.75. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$3,972.15

VISIT PENSACOLA ONLY Month to date total Revenue = \$934,051.90

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$658,476.05

Operations \$30,914.66

Personnel \$116,828.56

VISIT PENSACOLA ONLY Month to Date total Expense = \$806,219.27

**VISIT PENSACOLA Only Month to Date Net Income = \$127,832.63**

UNIFIED Year to Date TDT revenue totaled \$5,373,114.19

UNIFIED Year To Date Private revenue totaled \$172,048.73

UNIFIED Year to date total Revenue = \$5,545,162.92

UNIFIED Year to date expense:

Direct Programming \$5,169,738.92

Operations \$216,061.93

Personnel \$711,627.63

UNIFIED Year to Date total Expense = \$6,097,428.48

**UNIFIED Year to Date Net Loss = -\$552,265.56**

### County Submissions

\* March's submission is submitted on April 17, 2026. The total amount of outstanding invoices from FY25 is \$251K.

# Balance Sheet

Visit Pensacola Inc  
As of Mar 31, 2026

	Total
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	274,572.60
1025 EFT TDT #4196	\$222,133.53
1027 EFT TDT #4196-ACE	0.00
<b>Total for 1025 EFT TDT #4196</b>	<b>\$222,133.53</b>
1030 Partner#2177	\$156,824.92
1033 PPP LOan	0.00
<b>Total for 1030 Partner#2177</b>	<b>\$156,824.92</b>
1035 Reserves #3955	21,006.20
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$674,652.25</b>
Accounts Receivable	
1200 Accounts Receivable	\$1,898,276.50
1200-5 Membershp Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
<b>Total for 1200 Accounts Receivable</b>	<b>\$1,900,166.50</b>
<b>Total for Accounts Receivable</b>	<b>\$1,900,166.50</b>
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	235.09
1405 Prepaid Expenses	42,649.47
1410 Prepaid Insurance	16,355.01
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
<b>Total for Other Current Assets</b>	<b>\$59,239.57</b>
<b>Total for Current Assets</b>	<b>\$2,634,058.32</b>
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>\$0.00</b>

# Balance Sheet

Visit Pensacola Inc  
As of Mar 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
<b>Total for 1350 Equipment</b>	<b>\$0.00</b>
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
<b>Total for Assets</b>	<b>\$2,634,058.32</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-122,360.62
<b>Total for Accounts Payable</b>	<b>-\$122,360.62</b>
Credit Cards	
2000 Visit Pensacola P-Card	54,427.11
2002 Regions Membership PCard	2,584.37
<b>Total for Credit Cards</b>	<b>\$57,011.48</b>
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	0.00
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	400,000.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2700 Unearned Revenue	1,317,020.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$2,684,886.46</b>
<b>Total for Current Liabilities</b>	<b>\$2,619,537.32</b>
<b>Total for Liabilities</b>	<b>\$2,619,537.32</b>

# Balance Sheet

Visit Pensacola Inc  
As of Mar 31, 2026

	Total
Equity	
32000 Unrestricted Net Assets	566,786.56
Net Income	-552,265.56
<b>Total for Equity</b>	<b>\$14,521.00</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,634,058.32</b>

**VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY**

	Mar-26					
	Actual	Oct - March, 2026 (YTD)	Budget	Remaining	% of Budget	% Remaining
<b>Income</b>						
4100 Membership Dues	1,725.00	142,356.27	129,300.00	-13,056.27	110.10%	-10.10%
4150 Advertising Income	1,950.00	15,349.98	115,000.00	99,650.02	13.35%	86.65%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	2.71	131.36	130.00	-1.36	101.05%	-1.05%
4620 Interest Income	54.44	221.12	5,000.00	4,778.88	4.42%	95.58%
4640 Event Income	240.00	13,990.00	15,000.00	1,010.00	93.27%	6.73%
<b>Total Income</b>	<b>\$ 3,972.15</b>	<b>\$ 172,048.73</b>	<b>\$ 409,430.00</b>	<b>\$ 237,381.27</b>	<b>42.02%</b>	<b>57.98%</b>
<b>Gross Profit</b>	<b>\$ 3,972.15</b>	<b>\$ 172,048.73</b>	<b>\$ 409,430.00</b>	<b>\$ 237,381.27</b>	<b>42.02%</b>	<b>57.98%</b>
<b>Expenses</b>						
<b>1 Direct Programming</b>						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations	177.39	6,691.66	12,500.00	5,808.34	53.53%	46.47%
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	93.82	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	135.00	8,976.72	31,000.00	22,023.28	28.96%	71.04%
5170 Brochures and Collateral		20.98	26,000.00	25,979.02	0.08%	99.92%
5180 Tradeshows	373.92	2,216.69	15,200.00	12,983.31	14.58%	85.42%
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	110.00	1,310.00	1,450.00	140.00	90.34%	9.66%
5230 Dues and Subscriptions	99.00	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	196.20	510.91	6,110.00	5,599.09	8.36%	91.64%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 196.20</b>	<b>\$ 510.91</b>	<b>\$ 6,110.00</b>	<b>\$ 5,599.09</b>	<b>8.36%</b>	<b>91.64%</b>
5500 Visitor Awareness Education	2,036.84	2,036.84	11,000.00	8,963.16	18.52%	81.48%
<b>Total 1 Direct Programming</b>	<b>\$ 3,222.17</b>	<b>\$ 30,436.29</b>	<b>\$ 154,660.00</b>	<b>\$ 124,223.71</b>	<b>2.08%</b>	<b>80.32%</b>
<b>2 Operating Costs</b>				0.00		
5450 Auto/ Local Travel	65.75	378.49	2,200.00	1,821.51	17.20%	82.80%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events		27,751.59	37,620.00	9,868.41	73.77%	26.23%
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	308.82	3,251.30	4,000.00	748.70	81.28%	18.72%
5720 Office Supplies		40.45	1,000.00	959.55	4.05%	95.96%
5730 Storage and Delivery		8.33	1,000.00	991.67	0.83%	99.17%
5900 Miscellaneous Expenses	2.72	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	191.06	852.14	1,500.00	647.86	56.81%	43.19%
6005 Interest Expense	0.33	5,887.49	8,000.00			
6010 Credit Card Processing Fee	293.24	4,670.49	6,000.00	1,329.51	77.84%	22.16%
6500 Taxes	44.25	1,024.99	2,400.00	1,375.01	42.71%	57.29%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 906.17</b>	<b>\$ 43,911.49</b>	<b>\$ 214,570.00</b>	<b>\$ 170,658.51</b>	<b>20.46%</b>	<b>79.54%</b>
<b>3 Personnel Costs</b>				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	124.75	693.43	2,500.00	1,806.57	27.74%	72.26%
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%
<b>Total 3 Personnel Costs</b>	<b>\$ 124.75</b>	<b>\$ 15,322.27</b>	<b>\$ 40,200.00</b>	<b>\$ 24,877.73</b>	<b>38.12%</b>	<b>61.88%</b>
<b>Total Expenses</b>	<b>\$ 4,253.09</b>	<b>\$ 89,670.05</b>	<b>\$ 409,430.00</b>	<b>\$ 319,759.95</b>	<b>21.90%</b>	<b>78.10%</b>
<b>Net Operating Income</b>	<b>-\$ 280.94</b>	<b>\$ 82,378.68</b>	<b>\$ 0.00</b>	<b>-\$ 82,378.68</b>		
<b>Net Income</b>	<b>-\$ 280.94</b>	<b>\$ 82,378.68</b>	<b>\$ 0.00</b>	<b>-\$ 82,378.68</b>		

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**  
**Mar-26**

	Oct - Feb, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
<b>Income</b>						
4000 Tourism Development Tax-TDT	730,079.75	4,246,764.00	8,686,744.00	4,439,980.00	48.89%	51.11%
Advance Payment	200,000.00	700,000.00	2,000,000.00	1,300,000.00	35.00%	65.00%
4001 - Tourism Development Tax-ACE		426,350.19	2,122,956.00	1,696,605.81	20.08%	
4050 - TDT Supplemental			218,858.00	218,858.00	100.00%	0.00%
<b>Total 4000 Tourism Development Tax</b>	<b>\$ 930,079.75</b>	<b>\$ 5,373,114.19</b>	<b>\$ 13,028,558.00</b>	<b>\$ 7,655,443.81</b>	<b>41.24%</b>	<b>58.76%</b>
4100 Membership Dues	1,725.00	142,356.27	129,300.00	-13,056.27	110.10%	-10.10%
4150 Advertising Income	1,950.00	15,349.98	115,000.00	99,650.02	13.35%	86.65%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	2.71	131.36	130.00	-1.36	101.05%	-1.05%
4620 Interest Income	54.44	221.12	5,000.00	4,778.88	4.42%	95.58%
4640 Event Income	240.00	13,990.00	15,000.00	1,010.00	93.27%	6.73%
<b>Total Income</b>	<b>\$ 934,051.90</b>	<b>\$ 5,545,162.92</b>	<b>\$ 13,437,988.00</b>	<b>\$ 7,892,825.08</b>	<b>41.26%</b>	<b>58.74%</b>
<b>Gross Profit</b>	<b>\$ 934,051.90</b>	<b>\$ 5,545,162.92</b>	<b>\$ 13,437,988.00</b>	<b>\$ 7,892,825.08</b>	<b>41.26%</b>	<b>58.74%</b>
<b>Expenses</b>						
1 Direct Programming				0.00		
5090 Marketing Research	95,348.27	199,896.01	327,700.00	127,803.99	61.00%	39.00%
5100 Advertising/Media	1,599.55	228,631.83	453,000.00	224,368.17	50.47%	49.53%
5110 Public Relations	8,582.46	82,907.38	269,100.00	186,192.62	30.81%	69.19%
5120 Advertising Production	6,825.00	25,325.00	45,000.00	19,675.00	56.28%	43.72%
5130 Internet Site Production	39,264.41	254,426.30	470,115.00	215,688.70	54.12%	45.88%
5140 Festivals & Events Granted			100,000.00	100,000.00	0.00%	100.00%
5141 Festivals & Event Local Support	93.82	759.33	170,000.00	169,240.67	0.45%	99.55%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	85,320.00	130,147.23	77,100.00	-53,047.23	168.80%	-68.80%
5160 Sales Promotions	135.00	14,842.90	150,500.00	135,657.10	9.86%	90.14%
5170 Brochures and Collateral		5,371.49	177,500.00	172,128.51	3.03%	96.97%
5180 Tradeshows	18,262.75	159,715.37	272,200.00	112,484.63	58.68%	41.32%
5190 Showcase	387,617.79	2,663,745.00	6,128,811.00	3,465,066.00	43.46%	56.54%
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	6,309.00	14,418.90	48,750.00	34,331.10	29.58%	70.42%
5230 Dues and Subscriptions	1,935.67	37,958.73	74,825.00	36,866.27	50.73%	49.27%
5400 Business Travel & Entertainment	4,949.29	18,153.59	115,715.00	97,561.41	15.69%	84.31%
5400-1 Disallowed Travel Expense	196.20	510.91	5,785.00	5,274.09	8.83%	91.17%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 5,145.49</b>	<b>\$ 18,664.50</b>	<b>\$ 121,500.00</b>	<b>\$ 102,835.50</b>	<b>15.36%</b>	<b>84.64%</b>
5500 Visitor Awareness Education	2,036.84	2,036.84	33,000.00	30,963.16	6.17%	93.83%
7400 ACE - DP		1,244,642.11	2,159,227.00	2,159,227.00	0.00%	100.00%
<b>Total 1 Direct Programming</b>	<b>\$ 658,476.05</b>	<b>\$ 5,169,738.92</b>	<b>\$ 11,224,578.00</b>	<b>\$ 6,054,839.08</b>	<b>46.06%</b>	<b>53.94%</b>
<b>2 Operating Costs</b>						
5450 Auto/ Local Travel	552.63	2,465.23	8,800.00	6,334.77	28.01%	71.99%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events		28,107.37	40,120.00	0.00%	142.74%	
5600 Building Maintenance & Repair	10,075.35	39,286.79	79,000.00	39,713.21	49.73%	50.27%
5610 Computer&IT Maintenance&Repair	5,259.15	19,090.13	35,000.00	15,909.87	54.54%	45.46%
5630 Insurance Building & Content	1,851.26	10,735.24	23,200.00	12,464.76	46.27%	53.73%
5640 D & O and Liability Insurance	206.58	1,239.48	5,000.00	3,760.52	24.79%	75.21%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services		13,275.00	15,000.00	1,725.00	88.50%	11.50%
5670 CPA/ Financial Services	529.21	3,216.71	7,200.00	3,983.29	44.68%	55.32%
5700 Postage	3,123.45	12,617.98	25,620.00	13,002.02	49.25%	50.75%
5710 Supplies Coffee/Sodas	486.08	3,887.50	7,100.00	3,212.50	54.75%	45.25%
5720 Office Supplies	725.65	3,400.87	12,000.00	8,599.13	28.34%	71.66%
5730 Storage and Delivery	915.13	5,795.66	15,420.00	9,624.34	37.59%	62.41%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	1,301.71	4,538.01	8,400.00	3,861.99	54.02%	45.98%
5766 Cell Phone	786.68	4,754.75	9,600.00	4,845.25	49.53%	50.47%
5770 Utilities	3,889.35	22,600.65	47,760.00	25,159.35	47.32%	52.68%
5780 Copier	671.89	4,603.79	9,600.00	4,996.21	47.96%	52.04%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	2.13	2.13	2,000.00	1,997.87	0.11%	99.89%
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	191.06	852.14	1,500.00	647.86	56.81%	43.19%
6005 Interest Expense	0.33	5,887.49	8,000.00	0.01%	135.88%	
6010 Credit Card Processing Fee	292.94	4,670.19	6,000.00	1,329.81	77.84%	22.16%
6500 Taxes	54.08	1,034.82	2,500.00	1,465.18	41.39%	58.61%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 30,914.66</b>	<b>\$ 216,061.93</b>	<b>\$ 568,830.00</b>	<b>\$ 352,768.07</b>	<b>37.98%</b>	<b>62.02%</b>

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

<b>3 Personnel Costs</b>						
5800 Salaries	94,975.37	570,677.60	1,311,260.00	740,582.40	43.52%	56.48%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	461.54	2,703.31	6,020.00	3,316.69	44.91%	55.09%
5840 401K Contribution Match	3,446.99	21,863.85	55,000.00	33,136.15	39.75%	60.25%
5850 Employee Insurance	7,487.55	39,869.57	112,600.00	72,730.43	35.41%	64.59%
5870 Drug Testing	41.12	78.61	400.00	321.39	19.65%	80.35%
5880 Payroll Expense	10,415.99	61,818.03	124,000.00	62,181.97	49.85%	50.15%
5890 Staff Education		2,057.87	6,800.00	4,742.13	30.26%	69.74%
<b>Total 3 Personnel Costs</b>	<b>\$ 116,828.56</b>	<b>\$ 711,627.63</b>	<b>\$ 1,644,580.00</b>	<b>\$ 932,952.37</b>	<b>43.27%</b>	<b>56.73%</b>
<b>Total Expenses</b>	<b>\$ 806,219.27</b>	<b>\$ 6,097,428.48</b>	<b>\$ 13,437,988.00</b>	<b>\$ 7,340,559.52</b>	<b>45.37%</b>	<b>54.63%</b>
<b>Net Operating Income</b>	<b>\$ 127,832.63</b>	<b>-\$ 552,265.56</b>	<b>\$ 0.00</b>	<b>\$ 552,265.56</b>		
<b>Net Income</b>	<b>\$ 127,832.63</b>	<b>-\$ 552,265.56</b>	<b>\$ 0.00</b>	<b>\$ 552,265.56</b>		



FORM E

	MTD FY26		YTD FY26			FY26		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$930,079.75		\$4,946,764.00	\$426,350.19	\$5,373,114.19	\$12,809,700.00	\$ 7,436,585.81	58%
Supplemental	\$0.00				\$0.00	\$218,858.00	\$ 218,858.00	\$1.00
Private Revenue	\$0.00	\$3,972.15	\$172,048.73		\$172,048.73	\$409,430.00	\$ 237,381.27	58%
<b>Total Revenue</b>	<b>\$930,079.75</b>	<b>\$3,972.15</b>	<b>\$5,118,812.73</b>	<b>\$426,350.19</b>	<b>\$5,545,162.92</b>	<b>\$13,437,988.00</b>	<b>\$ 7,892,825.08</b>	59%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
Direct Programming	\$655,253.88	\$3,222.17	\$3,925,096.81	\$1,244,642.11	\$5,169,738.92	\$11,224,578.00	\$ 6,054,839.08	54%
Operations	\$30,008.49	\$906.17	\$216,061.93		\$216,061.93	\$568,830.00	\$ 352,768.07	62%
Personnel	\$116,703.81	\$124.75	\$711,627.63		\$711,627.63	\$1,644,580.00	\$ 932,952.37	57%
<b>Total Expenses</b>	<b>\$801,966.18</b>	<b>\$4,253.09</b>	<b>\$4,852,786.37</b>	<b>\$1,244,642.11</b>	<b>\$6,097,428.48</b>	<b>\$13,437,988.00</b>	<b>\$7,340,559.52</b>	55%
			\$0.00		\$0.00			
<i>Net Income (loss)</i>	<b>\$128,113.57</b>	<b>-\$280.94</b>	<b>\$266,026.36</b>	<b>-\$818,291.92</b>	<b>-\$552,265.56</b>	<b>\$0.00</b>		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

# Jason R Loeffler, CPA, PA

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## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

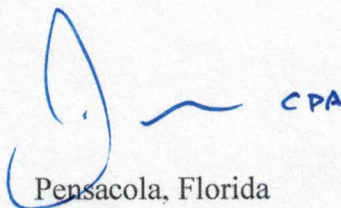
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of March 31, 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

April 20, 2026

Visit Pensacola Inc  
Statement of Financial Position  
As of March 31, 2026

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	274,572.60
1025 EFT TDT #4196	222,133.53
1030 Partner#2177	156,824.92
1035 Reserves #3955	21,006.20
1050 Petty Cash	115.00
<b>Total Bank Accounts</b>	<b>\$674,652.25</b>
Accounts Receivable	
1200 Accounts Receivable	1,898,276.50
1200-5 Membershp Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
<b>Total 1200 Accounts Receivable</b>	<b>1,900,166.50</b>
<b>Total Accounts Receivable</b>	<b>\$1,900,166.50</b>
Other Current Assets	
1400 Prepaid Postage	235.09
1405 Prepaid Expenses	42,649.47
1410 Prepaid Insurance	16,355.01
<b>Total Other Current Assets</b>	<b>\$59,239.57</b>
<b>Total Current Assets</b>	<b>\$2,634,058.32</b>
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
<b>Total 1350 Equipment</b>	<b>0.00</b>
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$2,634,058.32</b>

Visit Pensacola Inc  
Statement of Financial Position  
As of March 31, 2026

	TOTAL
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-122,360.62
<b>Total Accounts Payable</b>	<b>\$ -122,360.62</b>
Credit Cards	
2000 Visit Pensacola P-Card	54,427.11
2002 Regions Membership PCard	2,584.37
<b>Total Credit Cards</b>	<b>\$57,011.48</b>
Other Current Liabilities	
2655 Line of Credit	400,000.00
2700 Unearned Revenue	1,317,020.00
2700-2 Unearned Revenue-ACE	900,000.00
2999 Salaries payable	67,866.46
<b>Total Other Current Liabilities</b>	<b>\$2,684,886.46</b>
<b>Total Current Liabilities</b>	<b>\$2,619,537.32</b>
<b>Total Liabilities</b>	<b>\$2,619,537.32</b>
Equity	
32000 Unrestricted Net Assets	566,786.56
Net Income	-552,265.56
<b>Total Equity</b>	<b>\$14,521.00</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,634,058.32</b>

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

January - March, 2026

	TOTAL	
	JAN - MAR, 2026	OCT 2025 - MAR 2026 (YTD)
<b>Income</b>		
4000 Tourism Development Tax-VP	2,885,219.78	5,157,093.40
4001 Tourism Development Tax-ACE	216,020.79	216,020.79
4100 Membership Dues	24,283.33	142,356.27
4150 Advertising Income	10,284.98	15,149.98
4155 Partner Co-Ops		200.00
<b>Total 4150 Advertising Income</b>	<b>10,284.98</b>	<b>15,349.98</b>
4600 Misc Income	42.71	131.36
4620 Interest Income	152.75	221.12
4640 Event Income		260.00
4640-1 HRT	1,365.00	3,455.00
4640-2 Annual Meeting		10,160.00
4640-3 NTTW	115.00	115.00
<b>Total 4640 Event Income</b>	<b>1,480.00</b>	<b>13,990.00</b>
<b>Total Income</b>	<b>\$3,137,484.34</b>	<b>\$5,545,162.92</b>
<b>GROSS PROFIT</b>	<b>\$3,137,484.34</b>	<b>\$5,545,162.92</b>
<b>Expenses</b>		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	42,949.99	68,116.65
5090-2 Adara	50,000.00	50,000.00
5090-3 Key Data	6,999.99	13,999.98
5090-4 CoStar Suite	1,944.84	7,779.38
5090-5 Zartico	36,000.00	60,000.00
<b>Total 5090 Marketing Research</b>	<b>137,894.82</b>	<b>199,896.01</b>
5100 Advertising/Media		
5100-1 Social Boosting	657.03	2,631.83
5100-3 VF Co-Op Campaign		225,000.00
5100-7 AAA Sales Campaign	1,000.00	1,000.00
<b>Total 5100 Advertising/Media</b>	<b>1,657.03</b>	<b>228,631.83</b>
5110 Public Relations		
5110-1 Beach O'Ween		2,895.00
5110-10 VF Media Mission Domestic, Canada, UK	2,000.00	2,000.00
5110-12 Magic Torch	8,000.00	16,000.00
5110-18 PR Agency (activations & projects)		6,841.48
5110-2 CMA Nashville		7,500.00
5110-3 FAM/Site Visits	3,513.52	7,585.81
5110-4 MMGY	7,350.00	29,400.00
5110-6 Travel Media IMM-UK		6,185.09
5110-7 Local Media Spots-NewRadio		4,500.00

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

January - March, 2026

	TOTAL	
	JAN - MAR, 2026	OCT 2025 - MAR 2026 (YTD)
<b>Total 5110 Public Relations</b>	<b>20,863.52</b>	<b>82,907.38</b>
5120 Advertising Production	1,425.00	1,425.00
5120-2 True Omni	20,100.00	21,900.00
5120-3 Content Creation, Outside Work & Freelance		2,000.00
<b>Total 5120 Advertising Production</b>	<b>21,525.00</b>	<b>25,325.00</b>
5130 Internet Site Production	92,371.62	254,426.30
5141 Festivals & Event Local Support		
5141-1 Sunbelt	759.33	759.33
<b>Total 5141 Festivals &amp; Event Local Support</b>	<b>759.33</b>	<b>759.33</b>
5150 Consumer Promotions	85,000.00	91,538.07
5150-1 Snowbird Programs		4,000.00
5150-2 Gallery Night		393.65
5150-6 Out of Home Activation-Media and Trade	33,615.00	33,615.00
5150-8 Beach O'ween		600.51
<b>Total 5150 Consumer Promotions</b>	<b>118,615.00</b>	<b>130,147.23</b>
5160 Sales Promotions		148.97
5160-2 Sales FAMS and Sites Visits	800.94	10,974.97
5160-3 Services Supplies		386.95
5160-4 Promo Items (All Dept)	2,673.00	3,332.01
<b>Total 5160 Sales Promotions</b>	<b>3,473.94</b>	<b>14,842.90</b>
5170 Brochures and Collateral	4,135.78	5,371.49
5180 Tradeshows		
5180-10 FL Huddle & Encounter	7,470.18	20,047.41
5180-11 FSAE	2,420.00	4,060.02
5180-12 IPW	13,836.41	21,836.41
5180-12-1 IPW Florida Activation	527.40	527.40
5180-14 NY Travel & Adv Show	5,694.44	6,591.78
5180-15 Rendezvous	1,702.05	3,602.94
5180-16 SMART Meeting		9,042.38
5180-16-1 SMART Meetings-planners		25.00
5180-16-2 SMART Womens Summit	1,180.78	1,180.78
5180-20 UK Huddle		28.57
5180-22 Chicago Travel and Show	12,144.93	22,976.65
5180-23 NorthStar Meeting	10,568.40	10,568.40
5180-24 Pharma Forum	7,901.46	7,901.46
5180-25 VF Trade Mission	4,925.25	4,925.25
5180-7 Dallas Travel & Adv Show	11,178.89	21,213.89
5180-8 DEMA		11,941.21
5180-9 Denver Travel & Adv Show	3,210.82	13,245.82
<b>Total 5180 Tradeshows</b>	<b>82,761.01</b>	<b>159,715.37</b>

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

January - March, 2026

	TOTAL	
	JAN - MAR, 2026	OCT 2025 - MAR 2026 (YTD)
5190 Showcase	902,284.85	2,583,745.00
5190-1 Agency Fee	40,000.00	80,000.00
<b>Total 5190 Showcase</b>	<b>942,284.85</b>	<b>2,663,745.00</b>
5210 Regional Partnership		86,250.00
5220 Registration	7,624.00	14,418.90
5230 Dues and Subscriptions	5,873.01	37,958.73
5400 Business Travel & Entertainment	<b>13,001.47</b>	<b>18,664.50</b>
5500 Visitor Awareness Education		
5500-6 NTTW Activities	2,036.84	2,036.84
<b>Total 5500 Visitor Awareness Education</b>	<b>2,036.84</b>	<b>2,036.84</b>
7400 ACE - DP	216,020.79	1,244,642.11
<b>Total 1 Direct Programming</b>	<b>1,670,898.01</b>	<b>5,169,738.92</b>
2 Operating Costs		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	265.53	1,293.55
5450-2 Auto Local Travel-MEM	95.16	371.68
5450-3 Insider Guide Delivery	400.00	800.00
<b>Total 5450 Auto/ Local Travel</b>	<b>760.69</b>	<b>2,465.23</b>
5530 Meeting & Events	442.78	442.78
5530-1 Annual Meeting		19,582.24
5530-2 HRT Lucneons	1,967.00	8,082.35
<b>Total 5530 Meeting &amp; Events</b>	<b>2,409.78</b>	<b>28,107.37</b>
5600 Building Maintenance & Repair	<b>21,242.48</b>	<b>39,286.79</b>
5610 Computer&IT Maintenance&Repair		190.00
5610-1 Adobe Subscription	1,837.11	3,674.22
5610-2 Computer Accessories	80.63	80.63
5610-3 Digital Boardwalk	6,295.98	12,597.16
5610-4 Computers/laptops	2,548.12	2,548.12
<b>Total 5610 Computer&amp;IT Maintenance&amp;Repair</b>	<b>10,761.84</b>	<b>19,090.13</b>
5630 Insurance Building & Content	5,461.40	10,735.24
5640 D & O and Liability Insurance	619.74	1,239.48
5650 Audit		24,000.00
5660 Legal Services	6,133.00	13,275.00
5670 CPA/ Financial Services	1,779.21	3,216.71
5700 Postage	8,245.29	12,617.98
5710 Supplies Coffee/Sodas	756.40	3,887.50
5720 Office Supplies	<b>1,650.53</b>	<b>3,400.57</b>

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

January - March, 2026

	TOTAL	
	JAN - MAR, 2026	OCT 2025 - MAR 2026 (YTD)
5730 Storage and Delivery	216.48	216.48
5730-1 Gilmore Storage & Delivery	387.80	688.40
5730-2 Storage Unit-Fairfield	565.98	1,131.96
5730-3 Storage Unit-E122	962.43	1,924.86
5730-4 Storage Unite-G133	916.98	1,833.96
<b>Total 5730 Storage and Delivery</b>	<b>3,049.67</b>	<b>5,795.66</b>
5760 Telephone Service	1,945.70	4,537.42
5765 Cell Phone	2,360.04	4,754.75
5770 Utilities	<b>14,443.29</b>	<b>22,600.65</b>
5780 Copier	2,015.67	4,603.79
5900 Miscellaneous Expenses	2.72	2.72
6001 Bank Service Charge	416.40	852.14
6005 Interest Expense	0.33	5,887.49
6010 Credit Card Processing Fee	1,632.67	4,670.49
6500 Taxes	152.06	1,034.82
<b>Total 2 Operating Costs</b>	<b>85,838.91</b>	<b>216,061.93</b>
3 Personnel Costs		
5800 Salaries	282,281.54	570,677.60
5810 Commissions	1,037.10	12,558.79
5830 Auto	1,384.62	2,703.31
5840 401K Contribution Match	10,603.32	21,863.85
5850 Employee Insurance	23,357.28	39,869.57
5870 Drug Testing	41.12	78.61
5880 Payroll Expense	31,505.57	61,818.03
5890 Staff Education	-162.00	2,057.87
<b>Total 3 Personnel Costs</b>	<b>350,048.55</b>	<b>711,627.63</b>
<b>Total Expenses</b>	<b>\$2,106,785.47</b>	<b>\$6,097,428.48</b>
<b>NET OPERATING INCOME</b>	<b>\$1,030,698.87</b>	<b>\$ -552,265.56</b>
<b>NET INCOME</b>	<b>\$1,030,698.87</b>	<b>\$ -552,265.56</b>



# Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

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

## MEMORANDUM



**TO:** Board of County Commissioners

**DATE:** April 7, 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 February 2026 returns received in the month of March 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in March 2026 were \$1,060,326 compared to \$1,028,071 in March 2025. A comparison of March 2026 to March 2025 is a 3.1% increase.
- Year-to-date collections for FY2026 is \$7,083,677 compared to \$6,921,646 for FY2025. A comparison of FY2026 to FY2025 is a 2.3% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 1,060,326	\$ 1,028,071	3.1%	\$ 7,083,677	\$ 6,921,646	2.3%
<b>Total</b>	<b>\$ 1,060,326</b>	<b>\$ 1,028,071</b>	<b>3.1%</b>	<b>\$ 7,083,677</b>	<b>\$ 6,921,646</b>	<b>2.3%</b>

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



**Year-To-Date Collections**

<b>Geographic Area</b>	<b>Fiscal Year 2026 YTD Collected</b>	<b>Fiscal Year 2025 YTD Collected</b>	<b>Difference</b>	<b>% Change</b>
Downtown Pensacola	\$ 632,246.37	\$ 642,426.23	\$ (10,179.86)	-1.6%
Southeast Pensacola	1,043,289.83	1,032,951.40	10,338.43	1.0%
Southcentral & Southwest Pensacola	269,087.79	327,687.36	(58,599.57)	-17.9%
Perdido Key Area	1,227,299.90	1,169,860.63	57,439.27	4.9%
Northeast Pensacola	469,665.32	495,806.72	(26,141.40)	-5.3%
North Escambia & Northwest Pensacola	596,195.20	581,037.64	15,157.56	2.6%
Pensacola Beach Area	2,845,892.98	2,671,876.46	174,016.52	6.5%
<b>Total</b>	<b>\$ 7,083,677.39</b>	<b>\$ 6,921,646.44</b>	<b>\$ 162,030.95</b>	<b>2.3%</b>

**Area by Zip Code(s)**

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

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



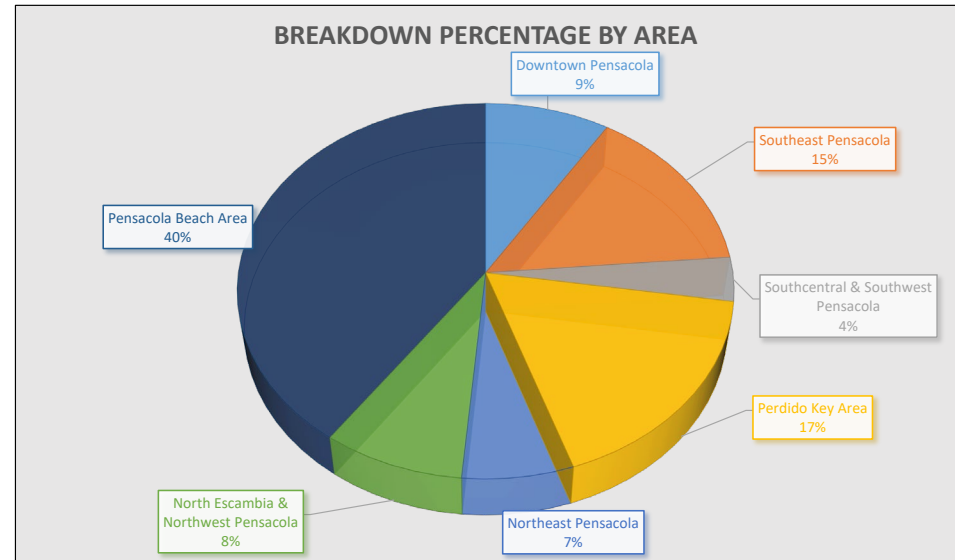
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ 91,929.06	\$ 113,045.93	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 632,246.37	8.9%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	152,690.52	165,322.18	181,525.42	-	-	-	-	-	-	1,043,289.83	14.7%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	40,753.69	39,617.89	50,614.44	-	-	-	-	-	-	269,087.79	3.8%
Perdido Key Area	309,642.53	322,888.37	142,298.07	101,923.01	179,807.14	170,740.78	-	-	-	-	-	-	1,227,299.90	17.3%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	74,535.52	70,236.80	83,547.84	-	-	-	-	-	-	469,665.32	6.6%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	101,067.92	87,564.97	106,532.45	-	-	-	-	-	-	596,195.20	8.4%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	304,059.28	308,777.37	354,319.01	-	-	-	-	-	-	2,845,892.98	40.2%
<b>Total</b>	<b>\$ 1,573,795.12</b>	<b>\$ 1,603,628.29</b>	<b>\$ 1,022,222.16</b>	<b>\$ 880,450.54</b>	<b>\$ 943,255.41</b>	<b>\$ 1,060,325.87</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 7,083,677.39</b>	<b>100.0%</b>

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

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

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

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



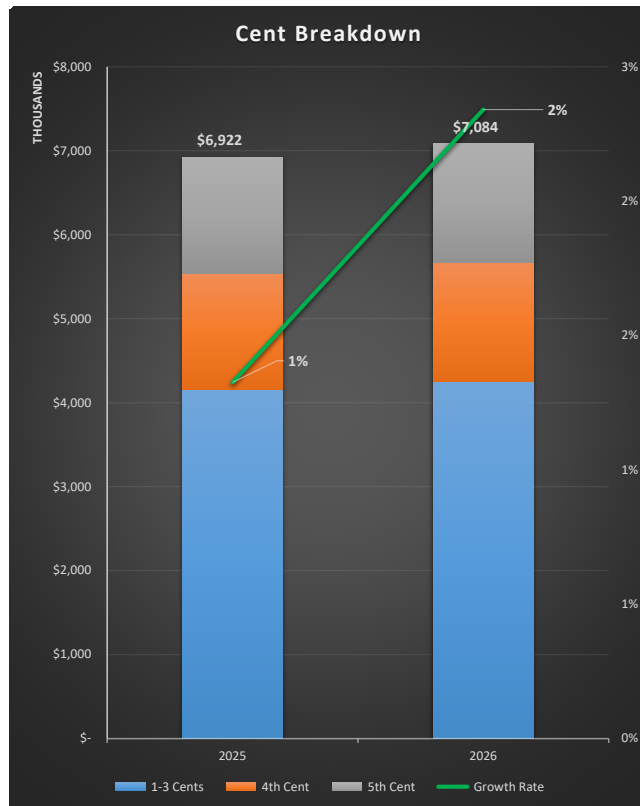
**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2026**  
**As of March 31, 2026**



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42	\$ 944,277.07
NOV	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73	962,176.97
DEC	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43	613,333.30
JAN	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39	528,270.32
FEB	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08	565,953.25
MAR	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81	636,195.52
APR	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	1,091,717.17	-
MAY	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	1,089,861.77	-
JUN	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	1,481,568.87	-
JUL	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	2,021,934.22	-
AUG	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	2,169,243.23	-
SEP	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	1,221,988.00	-
<b>Total</b>	<b>\$ 7,949,384.12</b>	<b>\$ 8,521,866.08</b>	<b>\$ 9,251,771.35</b>	<b>\$ 7,344,327.75</b>	<b>\$ 11,395,513.79</b>	<b>\$ 13,095,561.35</b>	<b>\$ 12,942,679.39</b>	<b>\$ 13,213,902.92</b>	<b>\$ 13,229,301.12</b>	<b>\$ 4,250,206.43</b>

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13	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	212,065.17
APR	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
<b>Total</b>	<b>\$ 2,649,794.71</b>	<b>\$ 2,840,622.03</b>	<b>\$ 3,083,923.78</b>	<b>\$ 2,448,109.25</b>	<b>\$ 3,798,504.60</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,409,767.04</b>	<b>\$ 1,416,735.48</b>

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	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	212,065.17
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,409,767.04</b>	<b>\$ 1,416,735.48</b>



Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	880,450.54	891,760.65	(11,310.11)	-1.3%
FEB	943,255.41	765,190.14	178,065.27	23.3%
MAR	1,060,325.87	1,028,071.35	32,254.52	3.1%
APR	-	1,819,528.61	(1,819,528.61)	Pending
MAY	-	1,816,436.28	(1,816,436.28)	Pending
JUN	-	2,469,281.45	(2,469,281.45)	Pending
JUL	-	3,369,890.36	(3,369,890.36)	Pending
AUG	-	3,615,405.39	(3,615,405.39)	Pending
SEP	-	2,036,646.67	(2,036,646.67)	Pending
<b>Total</b>	<b>\$ 7,083,677.39</b>	<b>\$ 22,048,835.20</b>	<b>\$ (14,965,157.81)</b>	<b>-67.9%</b>

\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)  
 \*\*Effective August 1st, 2021, collections reflected by managed property locations

**Fund 108 - Revenue Trends  
Analytical Review  
As of March 17, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
<b>October</b>	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
<b>November</b>	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
<b>December</b>	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
<b>January</b>	883,748	0.5%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
<b>February</b>	848,734	10.8%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
<b>March</b>	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
<b>April</b>	246,929	-86.5%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
<b>May</b>	-	-100.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
<b>June</b>	-	-100.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
<b>July</b>	-	-100.0%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
<b>August</b>	-	-100.0%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
<b>Sept</b>	-	-100.0%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	<b><u>7,242,958</u></b>	<b>-67.2%</b>	<b><u>22,114,042</u></b>	<b>2.5%</b>	<b><u>22,014,490</u></b>	<b>2.0%</b>	<b><u>21,582,470</u></b>	<b>-1.1%</b>	<b><u>21,816,411</u></b>	<b>23.5%</b>	<b><u>17,671,461</u></b>
<b>1 - 2 Cents</b>	2,897,183		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
<b>3rd Cent</b>	1,448,592		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>4th Cent</b>	1,448,592		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>5th Cent</b>	1,448,592		4,422,808		4,402,898		4,316,494		-		-
	<b><u>7,242,958</u></b>		<b><u>22,114,042</u></b>		<b><u>22,014,490</u></b>		<b><u>21,582,470</u></b>		<b><u>21,816,411</u></b>		<b><u>17,671,461</u></b>

**Enabling Legislation**

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

- Florida Statutes 125.0104 (3) ( c):
- Florida Statutes 125.0104 (3) (d):
- Florida Statutes 125.0104 (3) (1):

Invoice #	Amount	Date to OMB	Date to COC	Date Paid	Amount Paid	Remaining balance	
<b>FY25</b>							
94A	\$71,313.29	10/21/2025	12/10/2025	12/29/2025	\$71,313.29	\$0.00	
98 - Showcase	\$1,060,823.78	10/14/2025	12/15/2025	12/29/2025	\$1,060,823.78	\$0.00	
Inv 99ACE	\$50,000.00	1/7/2026	2/12/2026	3/18/2026	\$37,494.87	\$12,505.13	1st City Arts-applied toward advance
93B	\$25,160.39	2025-12-18 resubmitted 3.23.26	12/18/2025			\$25,160.39	Hotelbed - resubmitted 3-23-26
93C	\$4,000.00					\$4,000.00	Magic Torch-July 25
96A	\$13,750.00	2025-12-18 Resubmitted 3.23.26	12/18/2025	4/8/2026	\$13,750.00	\$0.00	Usatours & UK Huddle
96B	\$21,184.00					\$21,184.00	Waiting on \$500 check from Darien
96B	\$4,000.00					\$4,000.00	Magic Torch-Aug 25
97A	\$41,042.37	12/18/2025	12/22/2025	4/8/2026	\$16,450.00	\$24,592.37	Saints 2nd markup denied-bill in FY26
100A	\$3,920.43	12/18/2025	12/19/2025	1/7/2026	\$3,920.43	\$0.00	
100B	\$1,265.52	3/23/2026		4/8/2026	\$703.34	\$562.18	why denied?
100C	\$4,000.00					\$4,000.00	Magic Torch-Sept 25
75E	\$9,120.00	1/23/2026	1/23/2026	2/26/2026	\$ 9,120.00	\$0.00	
94B	\$1,100.00	1/23/2026	1/23/2026	3/12/2026	\$ 1,100.00	\$0.00	
98A	\$15,000.00	1/23/2026	1/23/2026			\$15,000.00	retainer-Showcase
92B	\$68,460.50	1/29/2026				\$68,460.50	Garden & Gun-denied
91B-ACE	\$8,155.36	1/30/2026		4/1/2026	\$5,443.53	\$2,711.83	Lighthouse-ROI-why denied?
Remaining balance	<b>\$1,402,295.64</b>				<b>\$1,220,119.24</b>	<b>\$182,176.40</b>	

<b>FY26</b>							
105 - Rel#2	\$60,345.53	10/19/2025	12/18/2025	1/7/2026	\$60,345.53	\$0.00	
105A	\$128,241.98	2/2/2026	2/12/2026	2/26/2026	\$128,241.98	\$0.00	
106-Rel#3	\$245,960.68	12/22/2025	1/21/2026	2/4/2026	\$225,426.57	\$20,534.11	working on resubmission
108 - Showcase	\$536,316.19	1/7/2026	1/13/2026	1/22/2026	\$536,316.19	\$0.00	
108A-Showcase	\$64,151.30	2/12/2026	2/13/2026	2/26/2026	\$64,151.30	\$0.00	

108B-Showcase	\$84,617.71	3/10/2026	3/10/2026	3/12/2026	\$84,617.71	\$0.00	
108C-Showcase	\$24,673.82	3/19/2026		4/8/2026	\$8,438.50	\$16,235.32	ADM Invoices
108D-Showcase	\$20,000.00	4/8/2026				\$20,000.00	resubmitted
109	\$353,134.41	1/20/2026	1/23/2026	2/12/2026	\$288,407.86	\$64,726.55	
110	\$246,657.64	2/23/2026	3/1/2026	3/19/2026	\$246,657.64	\$0.00	
110A	\$4,033.15	3/24/2026		4/8/2026	\$3,786.68	\$246.47	denied
110B	\$1,219.20					\$1,219.20	resubmitted
111-Showcase	\$750,043.33	3/10/2026		4/15/2016	\$675,830.75	\$74,212.58	ADM Invoices
112-ACE	\$216,020.79	3/9/2026	3/13/2026	3/19/2026	\$216,020.79	\$0.00	
113	\$198,101.69	3/24/2026				\$198,101.69	
114	\$454,667.06	3/24/2026				\$454,667.06	
115	\$202,585.26	4/20/2026				\$202,585.26	
Remaining balance	<b>\$3,590,769.74</b>				<b>\$2,538,241.50</b>	<b>\$1,052,528.24</b>	

# Cost Summary ( Upgrade in Place)

WEBSITE PROJECT	COST
CREATIVE AND DESIGN - Planning & Discovery, Brand Immersion, On-site Creative Brief (Tempest team member travel expenses covered separately), Mobile-First Design, Interactive Style Guide	\$18,750.00
CONTENT STRATEGY AND INFORMATION ARCHITECTURE	n/a
SEARCH ENGINE OPTIMIZATION MIGRATION & ANALYTICS CONFIGURATION - Meta Data Migration, Analytics Audit, Google Analytics Setup, Google Tag Manager Setup	\$4,500.00
CONTENT MIGRATION	\$7,500.00
CRAFT™ CMS IMPLEMENTATION - Craft™ CMS Development, Responsive Design Implementation, Licensing Fees	\$9,000.00
TEMPEST DESTINATION SUITE FOR CRAFT™ CORE FEATURES - Advanced Site Search, Compliance Notification, Deals and Coupons, Destination Blog and Blog Authors, Event Calendar, Forms, Hero Image Gallery (Photo and Video), Landing Pages, Local Business Member/Partner Listings, Sitewide Level Alerts, Pagebuilder Showcase Blocks, Press & Media Listings, Saved Items and Map, Sitemap, Social Sharing (Twitter/Facebook), Staff Directory, Weather Feed Integration	\$18,500.00
TEMPEST DESTINATION SUITE FOR CRAFT™ OPTIONAL FEATURES - Illustrated Neighborhood Map, Microsites, Personas, Native Advertising Integration, Routing & Itinerary Maps	\$20,500.00
CUSTOM FEATURES - CrowdRiff Integration, Simpleview API Listing Integration, Simpleview Events Integration, Simpleview Forms Listing Integration, TripAdvisor Integration, Custom Maps, Pre-Filter, Custom Location/Category Pre-Selection, Custom/Advanced Partner Listing Sort, GraphQL	\$22,500.00
CMS TRAINING & USER MANUALS	\$1,200.00
<b>TOTAL</b>	<b>\$102,450.00</b>



# Recurring Services & Support

SERVICE	COST
TEMPEST DESTINATION SUITE FOR CRAFT™ SUBSCRIPTION - Continual Updates to Tempest’s Destination Features & Functionality in Craft™	\$12,000.00
HOSTING - Amazon Web Services (AWS) Hosting & Security Stack, Amazon Cloudfront CDN, Amazon Cloudwatch	\$4,800.00
SITE SUPPORT - 48 Yearly Support Hours*	\$6,000.00
WEBSITE FONT LICENSING	\$1,200.00
<b>TOTAL</b>	<b>\$24,000.00</b>

\*This is a suggested hosting and support package for Visit Pensacola and the scope described in the RFP. Site support is an annual block of hours sold at a reduced blended hourly rate of \$125.00. Support is optional, but recommended. Site support

hours can be used for tasks like training, ongoing updates to design elements etc. In the absence of a support agreement our blended hourly rate of \$150.00 will be charged to handle support requests.

## Visit Pensacola — Website RFP 2027 | Committee Score Summary

*Scores auto-populate from each committee member's tab. Update individual tabs first, then return here for the overview.*

### Simpleview / Granicus

Criterion	Darien	Nicole	Shawn	Hannah	Michelle	Brent	AVG	Max
Cost & Support Options	10	10	10	10	10	10	<b>10</b>	15
Creativity & Design	15	15	10	15	15	15	<b>15</b>	25
Technical Capabilities, Integration Plan, Implementation Quality & Support	20	15	20	20	20	15	<b>18.3</b>	25
SEO/GEO, Structured Data & Organic Growth Strategy	20	20	25	25	20	15	<b>20.8</b>	25
AI Strategy - Plans for building AI into the website	3	0	5	5	3	0	<b>2.7</b>	10
<b>TOTAL SCORE</b>	<b>68</b>	<b>60</b>	<b>70</b>	<b>75</b>	<b>68</b>	<b>55</b>	<b>66</b>	<b>100</b>

### Tempest Interactive Media

Criterion	Darien	Nicole	Shawn	Hannah	Michelle	Brent	AVG	Max
Cost & Support Options	15	15	12	15	15	15	<b>14.5</b>	15
Creativity & Design	20	25	10	25	25	25	<b>21.7</b>	25
Technical Capabilities, Integration Plan, Implementation Quality & Support	20	20	25	25	25	25	<b>23.3</b>	25
SEO/GEO, Structured Data & Organic Growth Strategy	20	15	20	20	20	25	<b>20</b>	25
AI Strategy - Plans for building AI into the website	10	10	10	10	10	10	<b>10</b>	10
<b>TOTAL SCORE</b>	<b>85</b>	<b>85</b>	<b>92</b>	<b>95</b>	<b>95</b>	<b>100</b>	<b>92</b>	<b>100</b>

### HEAD-TO-HEAD COMPARISON (Average Scores)

Vendor	Darien	Nicole	Shawn	Hannah	Michelle	Brent	AVG Score	Winner
Simpleview / Granicus	68	60	70	75	68	55	<b>66</b>	
Tempest Interactive Media	85	85	92	95	95	100	<b>92</b>	

Recommended Vendor (by avg score):

**Tempest Interactive Media**

## Section 3: Full Pricing Comparison — Base vs. With Add-Ons

The table below compares three scenarios side by side: Simpleview at base pricing, Simpleview with all eight selected add-ons, and Tempest (which includes equivalents to all eight add-ons within its base pricing).

	Simpleview Base Only	Simpleview With Selected Add-Ons	Tempest (All Features Included)
One-Time Fee	\$45,425	\$69,925	\$102,450
Annual Recurring Fee	\$27,400/yr	\$44,400/yr	\$24,000/yr
<b>3-Year Total Cost of Ownership</b>	<b>\$127,625</b>	<b>\$203,125</b>	<b>\$174,450</b>
<b>5-Year Total Cost of Ownership</b>	<b>\$182,425</b>	<b>\$291,925 <math>\Delta</math></b>	<b>\$222,450</b>

$\Delta$  At 5 years, Simpleview with selected add-ons (\$291,925) exceeds Tempest (\$222,450) by \$69,475. Tempest is also lower than SV + Add-Ons at 3 years (\$174,450 vs. \$203,125).

Green = lowest cost for that row. Red = highest cost for that row at year 5.

## Section 4: Cost Crossover Analysis

Because Tempest’s annual recurring cost (\$24,000/yr) is \$20,400 less per year than Simpleview with the selected add-ons (\$44,400/yr), Tempest recovers its higher upfront cost over time. With the revised Tempest pricing, the crossover point — the year at which Tempest’s total cumulative cost becomes lower — falls at Year 2.

Year	Simpleview Base	Simpleview + Add-Ons	Tempest	SV+AO vs. Tempest
Year 1	\$72,825	\$114,325	\$126,450	SV+AO cheaper by \$12,125
<b>Year 2 <math>\star</math></b>	<b>\$100,225</b>	<b>\$158,725</b>	<b>\$150,450</b>	<b>Tempest cheaper by \$8,275</b>
Year 3	\$127,625	\$203,125	\$174,450	Tempest cheaper by \$28,675
Year 4	\$155,025	\$247,525	\$198,450	Tempest cheaper by \$49,075
Year 5	\$182,425	\$291,925	\$222,450	Tempest cheaper by \$69,475

**★ Year 2 is the crossover point. Under the revised Tempest pricing, Tempest’s cumulative cost (\$150,450) drops below Simpleview + Add-Ons (\$158,725) by Year 2 — a savings of \$8,275 that year. From Year 2 onward, Tempest is the lower-cost option every subsequent year, reaching \$69,475 in cumulative savings by Year 5.**

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## Section 5: Tempest Feature Coverage for Selected Add-Ons

Each of the eight Simpleview add-ons selected has an equivalent feature already included within Tempest’s base pricing. The table below maps each add-on to its Tempest equivalent for reference.

Simpleview Add-On	Tempest Equivalent (Included in Base Pricing)
Destination Immersion (\$7,000 one-time)	On-site Creative Brief is a core part of Tempest’s standard project process — included in one-time fee.
Custom Interactive Thematic Map (\$12,500 one-time)	Illustrated Neighborhood Map & Trip Planning Mapping Suite included in Optional Features package (part of \$102,450 scope).
Blog Suite — Tier 2 (\$5,000 one-time)	Destination Blog & Blog Authors included in Core Destination Suite (\$18,500 within base scope).
Listings “You May Also Like” Slider (\$2,500/yr)	Related content and listing showcase blocks are part of the Craft Destination Suite — included in \$12,000/yr subscription.
Listings — Quickview (\$3,200/yr)	Listing detail previews and advanced sorting are part of the Craft Destination Suite — included in \$12,000/yr subscription.
Trip Builder (\$3,200/yr)	Trip/Itinerary Planner is listed in the Tempest Destination Suite feature set — included in \$12,000/yr subscription.
SimpleSupport 5 (60 hrs/yr @ \$125/hr = \$7,500/yr)	48 hrs/yr of site support at \$125/hr blended rate (\$6,000/yr) is included within Tempest’s \$24,000/yr recurring total.
Weather Feed (\$600/yr)	Local Weather Forecast is listed in the Tempest Destination Suite feature set — included in \$12,000/yr subscription.

*Tempest’s \$24,000/yr Destination Suite subscription covers continuous updates to all features listed above. No additional annual licensing fees apply for these capabilities.*