



# Visit Pensacola Financial Report May 2025

## FY25 MAY TAKEAWAYS:

Unified financial statement reports a net loss of \$485K for May, primarily due to an inability to bill the county for Showcase expenses. VP is waiting on the cleared checks Showcase paid to vendors before submitting those expenses to OMB.

## MAJOR HIGHLIGHTS:

VP has received most of the outstanding invoices from the county. Few short paid amount will be resubmitted with the requested documents.

To date, VP has applied \$850K toward the advance with a remaining balance of \$1.15M to be paid by the end of the year.

ACE has submitted their expenses and backups for their operating grant.

\* 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 and advertising income-98% of invoiced partners have already paid their dues

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$258,151.95. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$16,404.50

VISIT PENSACOLA ONLY Month to date total Revenue = \$274,556.45

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$826,999.11

Operations \$22,900.83

Personnel \$117,613.81

VISIT PENSACOLA ONLY Month to Date total Expense = \$967,513.75

**VISIT PENSACOLA Only Month to Date Net Loss= -\$692,957.30**

UNIFIED Year to Date TDT revenue totaled \$6,236,683.54

UNIFIED Year To Date Private revenue totaled \$284,459.54

UNIFIED Year to date total Revenue = \$6,521,143.08

UNIFIED Year to date expense:

Direct Programming \$5,789,258.60

Operations \$232,103.91

Personnel \$985,249.86

UNIFIED Year to Date total Expense = \$7,006,612.37

**UNIFIED Year to Date Net IOSS = -\$485,469.29**

## County Submissions

\* May submission has been submitted to the county on June 16th.

# Balance Sheet

Visit Pensacola Inc

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	84,270.15
1025 EFT TDT #4196	\$161,841.88
1027 EFT TDT #4196-ACE	
<b>Total for 1025 EFT TDT #4196</b>	<b>\$161,841.88</b>
1030 Partner#2177	\$123,418.91
1033 PPP LOan	
<b>Total for 1030 Partner#2177</b>	<b>\$123,418.91</b>
1035 Reserves #3955	20,750.09
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$390,396.03</b>
Accounts Receivable	
1200 Accounts Receivable	\$3,002,403.17
1200-5 Membershp Receivable	
<b>Total for 1200 Accounts Receivable</b>	<b>\$3,002,403.17</b>
<b>Total for Accounts Receivable</b>	<b>\$3,002,403.17</b>
Other Current Assets	
12000 Undeposited Funds	
1201 Allowance - Doubtful Accounts	
1400 Prepaid Postage	132.69
1405 Prepaid Expenses	82,285.24
1410 Prepaid Insurance	13,287.49
1455 Due from Reserve	
1460 Due From Partnership	
1465 Due from TDT	
1500 Gift Cards	
1999 Merchandise Inventory	
<b>Total for Other Current Assets</b>	<b>\$95,705.42</b>
<b>Total for Current Assets</b>	<b>\$3,488,504.62</b>
Fixed Assets	
1300 Furniture & Fixtures	0
1997 Acc Depr - F&F	
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>0</b>

# Balance Sheet

Visit Pensacola Inc

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	0
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</b>
<b>Total for Fixed Assets</b>	<b>0</b>
Other Assets	
<b>Total for Assets</b>	<b>\$3,488,504.62</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,343,403.18
<b>Total for Accounts Payable</b>	<b>\$1,343,403.18</b>
Credit Cards	
2000 Visit Pensacola P-Card	39,109.61
2002 Regions Membership PCard	1,065.25
<b>Total for Credit Cards</b>	<b>\$40,174.86</b>
Other Current Liabilities	
2500 Due to HRT	
25500 Sales Tax Payable	108.00
2600 Due to Partnership	
2605 Due to Reserve	
2650 Due to TDT	
2655 Line of Credit	
2660 Pass through payment	
2700-1 Unearned Revenue-PS	
2700-2 Unearned Revenue-ACE	910,329.40
2700 Unearned Revenue	1,207,040.00
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	
Sales Tax Agency Payable	
<b>Total for Other Current Liabilities</b>	<b>\$2,196,293.19</b>
<b>Total for Current Liabilities</b>	<b>\$3,579,871.23</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$3,579,871.23</b>

# Balance Sheet

Visit Pensacola Inc

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
32000 Unrestricted Net Assets	394,102.68
Net Income	-485,469.29
<b>Total for Equity</b>	<b>-\$91,366.61</b>
<b>Total for Liabilities and Equity</b>	<b>\$3,488,504.62</b>

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

May-25						
	Oct - May, 2025					%
	Actual	(YTD)	Budget	Remaining	% of Budget	Remaining
Income						
4000 Tourism Development Tax-ACE		689,669.33	1,954,375.00	1,264,705.67	35.29%	64.71%
4000 Tourism Development Tax-TDT	258,151.95	4,697,014.21	7,838,125.00	3,141,110.79	59.93%	40.07%
Advance Payment		850,000.00	2,000,000.00	1,150,000.00	42.50%	57.50%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
<b>Total 4000 Tourism Development Tax-TDT</b>	<b>\$ 258,151.95</b>	<b>\$ 6,236,683.54</b>	<b>\$ 12,406,895.00</b>	<b>\$ 6,170,211.46</b>	<b>50.27%</b>	<b>49.73%</b>
4100 Membership Dues	9,441.33	145,271.25	133,000.00	-12,271.25	109.23%	-9.23%
4150 Advertising Income	2,205.00	109,622.50	122,000.00	12,377.50	89.85%	10.15%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	3,029.64	13,922.63	200.00	-13,722.63	6961.32%	-6861.32%
4620 Interest Income	8.53	100.62	1,000.00	899.38	10.06%	89.94%
4640 Event Income	1,720.00	15,542.54	14,000.00	-1,542.54	111.02%	-11.02%
<b>Total Income</b>	<b>\$ 274,556.45</b>	<b>\$ 6,521,143.08</b>	<b>\$ 12,827,095.00</b>	<b>\$ 6,305,951.92</b>	<b>50.84%</b>	<b>49.16%</b>
Gross Profit	<b>\$ 274,556.45</b>	<b>\$ 6,521,143.08</b>	<b>\$ 12,827,095.00</b>	<b>\$ 6,305,951.92</b>	<b>50.84%</b>	<b>49.16%</b>
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	47,904.38	226,458.29	350,720.00	124,261.71	64.57%	35.43%
5100 Advertising/Media	3,422.65	34,927.08	445,300.00	410,372.92	7.84%	92.16%
5110 Public Relations	16,206.12	104,092.61	261,050.00	156,957.39	39.87%	60.13%
5120 Advertising Production		7,156.51	40,000.00	32,843.49	17.89%	82.11%
5130 Internet Site Production	32,535.31	299,310.87	425,252.00	125,941.13	70.38%	29.62%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support		107,028.70	162,000.00	54,971.30	66.07%	33.93%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions	8,336.33	23,726.87	87,950.00	64,223.13	26.98%	73.02%
5160 Sales Promotions	1,137.25	9,062.13	146,500.00	137,437.87	6.19%	93.81%
5170 Brochures and Collateral	104,719.28	148,564.81	156,700.00	8,135.19	94.81%	5.19%
5180 Tradeshows	1,867.36	148,248.54	198,950.00	50,701.46	74.52%	25.48%
5190 Showcase	576,247.94	3,420,854.50	5,785,131.00	2,364,276.50	59.13%	40.87%
5210 Regional Partnership	8,729.17	81,353.36	86,500.00	5,146.64	94.05%	5.95%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	6,998.20	21,349.44	47,750.00	26,400.56	44.71%	55.29%
5230 Dues and Subscriptions	4,123.07	37,712.76	63,020.00	25,307.24	59.84%	40.16%
5400 Business Travel & Entertainment	2,482.96	35,175.69	92,805.00	57,629.31	37.90%	62.10%
5400-1 Disallowed Travel Expense	15.61	2,002.42	4,895.00	2,892.58	40.91%	59.09%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 2,498.57</b>	<b>\$ 37,178.11</b>	<b>\$ 97,700.00</b>	<b>\$ 60,521.89</b>	<b>38.05%</b>	<b>61.95%</b>
5500 Visitor Awareness Education	12,273.48	79,572.33	102,790.00	23,217.67	77.41%	22.59%
7400 ACE - DP		900,000.00	2,056,199.00	1,156,199.00	0.00%	56.23%
<b>Total 1 Direct Programming</b>	<b>\$ 826,999.11</b>	<b>\$ 5,789,258.60</b>	<b>\$ 10,698,512.00</b>	<b>\$ 4,909,253.40</b>	<b>54.11%</b>	<b>45.89%</b>
2 Operating Costs				0.00		
5450 Auto/ Local Travel	445.28	5,279.36	8,800.00	3,520.64	59.99%	40.01%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	5,088.94	49,614.67	119,000.00	69,385.33	41.69%	58.31%
5610 Computer&IT Maintenance&Repair	2,683.63	28,759.96	37,000.00	8,240.04	77.73%	22.27%
5630 Insurance Building & Content	1,656.94	10,186.97	38,200.00	28,013.03	26.67%	73.33%
5640 D & O and Liability Insurance	206.62	4,408.55	7,100.00	2,691.45	62.09%	37.91%
5650 Audit		20,000.00	24,000.00	4,000.00	83.33%	16.67%
5660 Legal Services	2,008.00	7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	437.50	4,070.20	7,200.00	3,129.80	56.53%	43.47%
5700 Postage	3,138.06	16,082.43	42,000.00	25,917.57	38.29%	61.71%
5710 Supplies Coffee/Sodas	243.70	4,896.73	9,200.00	4,303.27	53.23%	46.77%
5720 Office Supplies	251.03	9,204.75	15,000.00	5,795.25	61.37%	38.64%
5730 Storage and Delivery	958.78	7,860.71	22,000.00	14,139.29	35.73%	64.27%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	628.69	4,974.46	8,400.00	3,425.54	59.22%	40.78%
5766 Cell Phone	754.44	5,888.54	9,600.00	3,711.46	61.34%	38.66%
5770 Utilities	2,871.91	29,309.54	49,000.00	19,690.46	59.82%	40.18%
5780 Copier	846.33	6,973.31	9,600.00	2,626.69	72.64%	27.36%
5790 Capital Expenditures			15,000.00	15,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	-0.79	706.00	2,500.00	1,794.00	28.24%	71.76%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	112.41	10,807.47	10,300.00	-507.47	104.93%	-4.93%
6010 Credit Card Processing Fee	461.36	4,827.08	6,000.00	1,172.92	80.45%	19.55%
6500 Taxes	108.00	1,132.44	4,065.00	2,932.56	27.86%	72.14%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 22,900.83</b>	<b>\$ 232,103.91</b>	<b>\$ 615,425.00</b>	<b>\$ 383,321.09</b>	<b>37.71%</b>	<b>62.29%</b>
3 Personnel Costs						
5800 Salaries	92,764.13	777,283.38	1,197,858.00	420,574.62	64.89%	35.11%

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	1,840.83	24,214.74	28,500.00	4,285.26	84.96%	15.04%
5830 Auto	461.54	3,873.64	6,000.00	2,126.36	64.56%	35.44%
5840 401K Contribution Match	3,600.01	30,578.82	50,400.00	19,821.18	60.67%	39.33%
5850 Employee Insurance	9,443.39	60,546.35	113,000.00	52,453.65	53.58%	46.42%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,503.91	84,684.30	108,000.00	23,315.70	78.41%	21.59%
5890 Staff Education		4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	<b>\$ 117,613.81</b>	<b>\$ 985,249.86</b>	<b>\$ 1,513,158.00</b>	<b>\$ 527,908.14</b>	<b>65.11%</b>	<b>34.89%</b>
Total Expenses	<b>\$ 967,513.75</b>	<b>\$ 7,006,612.37</b>	<b>\$ 12,827,095.00</b>	<b>\$ 5,820,482.63</b>	<b>54.62%</b>	<b>45.38%</b>
Net Operating Income	<b>-\$ 692,957.30</b>	<b>-\$ 485,469.29</b>	<b>\$ 0.00</b>	<b>\$ 485,469.29</b>		
Net Income	<b>-\$ 692,957.30</b>	<b>-\$ 485,469.29</b>	<b>\$ 0.00</b>	<b>\$ 485,469.29</b>		

**Fund 108 - Revenue Trends  
Analytical Review  
As of June 18, 2025**



	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21	% change from PY	FY20
<b>October</b>	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785	19.2%	901,449
<b>November</b>	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614	10.4%	852,961
<b>December</b>	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952	14.2%	528,851
<b>January</b>	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570	9.3%	499,165
<b>February</b>	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276	5.6%	487,937
<b>March</b>	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
<b>April</b>	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
<b>May</b>	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114	351.6%	353,670
<b>June</b>	422,740	-81.9%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820	194.5%	712,562
<b>July</b>	-	-100.0%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405	86.8%	1,588,804
<b>August</b>	-	-100.0%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112	92.7%	1,836,978
<b>Sept</b>	-	-100.0%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341	132.5%	905,051
	<b>10,957,899</b>	<b>-50.2%</b>	<b>22,014,490</b>	<b>0.9%</b>	<b>21,582,470</b>	<b>-1.1%</b>	<b>21,816,411</b>	<b>23.5%</b>	<b>17,671,461</b>	<b>81.1%</b>	<b>9,758,958</b>
<b>1 - 2 Cents</b>	4,383,160		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
<b>3rd Cent</b>	2,191,580		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
<b>4th Cent</b>	2,191,580		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
<b>5th Cent</b>	2,191,580		4,402,898		4,316,494		4,363,282		-		-
	<b>10,957,899</b>		<b>22,014,490</b>		<b>21,582,470</b>		<b>21,816,411</b>		<b>17,671,461</b>		<b>9,758,958</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 \(3\) \(1\):](#)



# 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:** June 3, 2025

**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 April 2025 returns received in the month of May 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in May 2025 were \$1,816,436 compared to \$1,670,687 in May 2024. A comparison of May 2025 to May 2024 is a 8.7% increase.
- Year-to-date collections for FY2025 is \$10,557,611 compared to \$10,425,571 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 1,816,436	\$ 1,670,687	8.7%	\$ 10,557,611	\$ 10,425,571	1.3%
	-	-				
Total	\$ 1,816,436	\$ 1,670,687	8.7%	\$ 10,557,611	\$ 10,425,571	1.3%



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



Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 940,602.50	\$ 855,763.26	\$ 84,839.24	9.9%
Southeast Pensacola	1,531,477.72	1,498,751.47	32,726.25	2.2%
Southcentral & Southwest Pensacola	429,089.43	515,124.39	(86,034.96)	-16.7%
Perdido Key Area	1,829,011.28	1,814,766.60	14,244.68	0.8%
Northeast Pensacola	715,354.05	582,894.74	132,459.31	22.7%
North Escambia & Northwest Pensacola	835,322.59	792,475.34	42,847.25	5.4%
Pensacola Beach Area	4,276,753.76	4,365,795.41	(89,041.65)	-2.0%
<b>Total</b>	<b>\$ 10,557,611.33</b>	<b>\$ 10,425,571.21</b>	<b>\$ 132,040.12</b>	<b>1.3%</b>

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 2025**  
**As of May 31, 2025**



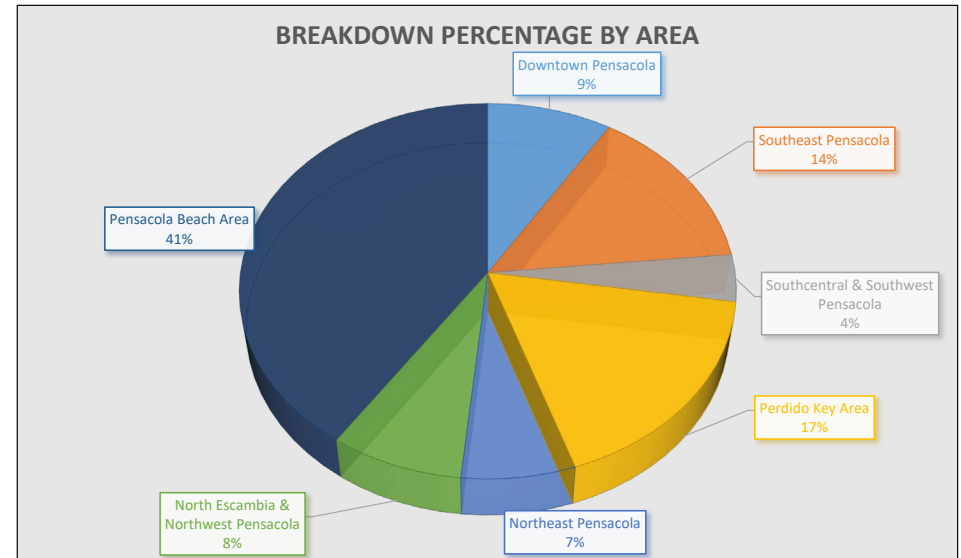
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ -	\$ -	\$ -	\$ -	\$ 940,602.50	8.9%
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	-	-	-	-	1,531,477.72	14.5%
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	-	-	-	-	429,089.43	4.1%
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	-	-	-	-	1,829,011.28	17.3%
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	-	-	-	-	715,354.05	6.8%
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	-	-	-	-	835,322.59	7.9%
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	-	-	-	-	4,276,753.76	40.5%
<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>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,557,611.33</b>	<b>100.0%</b>

Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ 107,499.88	\$ 143,380.42	\$ 134,730.14	\$ 165,407.73	\$ 179,065.55	\$ 192,419.31	\$ 123,035.99	\$ 1,515,691.84	6.9%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	176,174.00	247,332.53	235,968.14	268,570.54	309,888.38	331,673.43	227,593.45	2,636,477.27	12.0%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	58,166.21	80,528.47	72,382.75	96,893.12	103,785.09	119,577.70	68,564.16	903,944.46	4.1%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	145,634.91	384,036.12	282,322.13	473,243.13	949,188.78	983,350.61	443,739.21	4,664,288.33	21.2%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	65,903.35	93,314.87	78,607.00	97,420.37	123,237.31	145,658.22	105,009.31	1,054,219.95	4.8%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	88,054.95	130,266.84	122,309.48	136,166.67	149,107.08	160,598.45	125,999.02	1,364,346.56	6.2%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	334,934.45	844,947.10	744,367.41	1,117,123.40	1,636,660.14	1,806,564.71	958,059.47	9,884,203.13	44.9%
<b>Total</b>	<b>\$ 1,718,649.07</b>	<b>\$ 1,537,942.53</b>	<b>\$ 1,002,285.26</b>	<b>\$ 842,419.38</b>	<b>\$ 753,413.82</b>	<b>\$ 976,367.75</b>	<b>\$ 1,923,806.35</b>	<b>\$ 1,670,687.05</b>	<b>\$ 2,354,824.96</b>	<b>\$ 3,450,932.33</b>	<b>\$ 3,739,842.43</b>	<b>\$ 2,052,000.61</b>	<b>\$ 22,023,171.54</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 2025**  
**As of May 31, 2025**



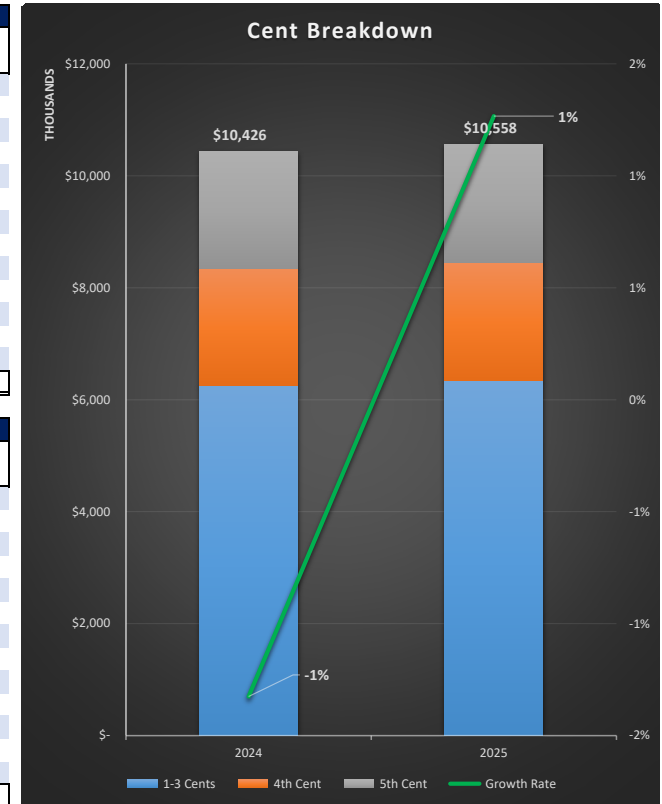
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
NOV	469,350.98	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
DEC	305,743.25	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
JAN	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39
FEB	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08
MAR	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81
APR	626,572.22	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	580,106.01	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	771,755.66	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	-
JUL	1,109,041.17	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	-
AUG	1,440,990.57	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	-
SEP	688,096.11	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	-
<b>Total</b>	<b>\$ 7,466,177.56</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>\$ 6,334,566.80</b>

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 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
NOV	156,450.33	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
DEC	101,914.42	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
JAN	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13
FEB	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03
MAR	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27
APR	208,857.41	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	193,368.67	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	257,251.89	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	-
<b>Total</b>	<b>\$ 2,488,725.85</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>\$ 2,111,522.27</b>

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
NOV	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58
DEC	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48
JAN	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13
FEB	-	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03
MAR	-	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27
APR	-	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72
MAY	-	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26
JUN	-	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	-	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	-
<b>Total</b>	<b>\$ -</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>\$ 2,111,522.27</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



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	1,028,071.35	976,367.75	51,703.60	5.3%
APR	1,819,528.61	1,923,806.35	(104,277.74)	-5.4%
MAY	1,816,436.28	1,670,687.05	145,749.23	8.7%
JUN	-	2,354,824.96	(2,354,824.96)	Pending
JUL	-	3,450,932.33	(3,450,932.33)	Pending
AUG	-	3,739,842.43	(3,739,842.43)	Pending
SEP	-	2,052,000.61	(2,052,000.61)	Pending
<b>Total</b>	<b>\$ 10,557,611.33</b>	<b>\$ 22,023,171.54</b>	<b>\$ (11,465,560.21)</b>	<b>-52.1%</b>