



Visit Pensacola Financial Report May 2026

FY26 MAY TAKEAWAYS:

The unified financial statement for May reports net income of \$336K. 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 \$732K.

MAJOR HIGHLIGHTS:

Visit Pensacola received an additional \$500,000 advance payment related to the Condé Nast Marketing Plan.

In May, VP applied \$350K toward the advance, bringing the year-to-date total to \$1.15M, with a remaining balance of \$1.3M to be paid by year-end.

Foo Foo expenses have been submitted to OMB.

VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.

VP MTD PRIVATE INCOME is from partnership dues-99% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,164,334.59. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$41,642.66

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,205,977.25

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$696,136.18

Operations \$39,344.23

Personnel \$134,587.68

VISIT PENSACOLA ONLY Month to Date total Expense = \$870,068.09

VISIT PENSACOLA Only Month to Date Net Income = \$335,909.16

UNIFIED Year to Date TDT revenue totaled \$7,233,741.77

UNIFIED Year To Date Private revenue totaled \$221,478.24

UNIFIED Year to date total Revenue = \$7,455,220.01

UNIFIED Year to date expense:

Direct Programming \$6,872,717.53

Operations \$296,363.78

Personnel \$1,018,482.90

UNIFIED Year to Date total Expense = \$8,187,564.21

UNIFIED Year to Date Net Loss = -\$732,344.20

County Submissions

* April's submission is submitted on May 20, 2026. The total amount of outstanding invoices from FY25 is \$116K.

Visit Pensacola Inc

Balance Sheet
As of May 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	250,901.66
1025 EFT TDT #4196	\$245,160.01
1027 EFT TDT #4196-ACE	2,711.83
Total for 1025 EFT TDT #4196	\$247,871.84
1030 Partner#2177	\$175,454.80
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$175,454.80
1035 Reserves #3955	21,106.95
1050 Petty Cash	115.00
Total for Bank Accounts	\$695,450.25
Accounts Receivable	
1200 Accounts Receivable	\$1,675,495.17
1200-5 Membershp Receivable	200.00
1200-6 Ad Sales Receivable	540.00
Total for 1200 Accounts Receivable	\$1,676,235.17
Total for Accounts Receivable	\$1,676,235.17
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	201.05
1405 Prepaid Expenses	44,612.03
1410 Prepaid Insurance	14,721.97
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	\$59,535.05
Total for Current Assets	\$2,431,220.47
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 May 31, 2026

	Total
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total for 1350 Equipment	\$0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$2,431,220.47
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-7,833.85
Total for Accounts Payable	-\$7,833.85
Credit Cards	
2000 Visit Pensacola P-Card	30,137.37
2002 Regions Membership PCard	6,797.24
Total for Credit Cards	\$36,934.61
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	54.00
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	250,000.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2700 Unearned Revenue	1,350,900.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$2,568,820.46
Total for Current Liabilities	\$2,597,921.22
Total for Liabilities	\$2,597,921.22

Visit Pensacola Inc

Balance Sheet
As of May 31, 2026

	Total
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-732,344.20
Total for Equity	-\$166,700.75
Total for Liabilities and Equity	\$2,431,220.47

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
May-26

	Oct - May, 2026		Budget	Remaining	% of Budget	% Remaining
Income	Actual	(YTD)				
4000 Tourism Development Tax-TDT	814,334.59	5,201,535.87	8,686,744.00	3,485,208.13	59.88%	40.12%
Advance Payment	350,000.00	1,150,000.00	2,500,000.00	1,350,000.00	46.00%	54.00%
4001 - Tourism Development Tax-ACE		882,205.90	2,122,956.00	1,240,750.10	41.56%	
4050 - TDT Supplemental			218,858.00	218,858.00	100.00%	0.00%
Total 4000 Tourism Development Tax	\$ 1,164,334.59	\$ 7,233,741.77	\$ 13,528,558.00	\$ 6,294,816.23	53.47%	46.53%
4100 Membership Dues	700.00	142,306.27	129,300.00	-13,006.27	110.06%	-10.06%
4150 Advertising Income	40,109.74	62,029.72	115,000.00	52,970.28	53.94%	46.06%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	63.34	195.38	130.00	-65.38	150.29%	-50.29%
4620 Interest Income	49.58	321.87	5,000.00	4,678.13	6.44%	93.56%
4640 Event Income	720.00	16,625.00	15,000.00	-1,625.00	110.83%	-10.83%
Total Income	\$ 1,205,977.25	\$ 7,455,220.01	\$ 13,937,988.00	\$ 6,482,767.99	53.49%	46.51%
Gross Profit	\$ 1,205,977.25	\$ 7,455,220.01	\$ 13,937,988.00	\$ 6,482,767.99	53.49%	46.51%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	24,331.63	223,559.27	327,700.00	104,140.73	68.22%	31.78%
5100 Advertising/Media	463.03	329,094.86	453,000.00	123,905.14	72.65%	27.35%
5110 Public Relations	10,439.12	123,677.15	269,100.00	145,422.85	45.96%	54.04%
5120 Advertising Production	600.00	15,025.00	45,000.00	29,975.00	33.39%	66.61%
5130 Internet Site Production	14,303.95	314,825.51	470,115.00	155,289.49	66.97%	33.03%
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	775.96	66,243.19	77,100.00	10,856.81	85.92%	14.08%
5160 Sales Promotions	37.09	22,210.15	150,500.00	128,289.85	14.76%	85.24%
5170 Brochures and Collateral	44,185.17	55,942.49	177,500.00	121,557.51	31.52%	68.48%
5180 Tradeshows	3,423.19	196,113.90	272,200.00	76,086.10	72.05%	27.95%
5190 Showcase	579,105.15	3,553,211.20	6,628,811.00	3,075,599.80	53.60%	46.40%
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	1,350.00	15,768.90	48,750.00	32,981.10	32.35%	67.65%
5230 Dues and Subscriptions	2,761.91	42,491.06	74,825.00	32,333.94	56.79%	43.21%
5400 Business Travel & Entertainment	5,725.16	27,453.63	115,715.00	88,261.37	23.73%	76.27%
5400-1 Disallowed Travel Expense	78.44	688.90	5,785.00	5,096.10	11.91%	88.09%
Total 5400 Business Travel & Entertainment	\$ 5,803.60	\$ 28,142.53	\$ 121,500.00	\$ 93,357.47	23.16%	76.84%
5500 Visitor Awareness Education	8,556.38	15,495.21	33,000.00	17,504.79	46.96%	53.04%
7400 ACE - DP		1,700,539.60	2,159,227.00	2,159,227.00	0.00%	100.00%
Total 1 Direct Programming	\$ 696,136.18	\$ 6,872,717.53	\$ 11,724,578.00	\$ 4,851,860.47	58.62%	41.38%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	261.48	3,556.67	8,800.00	5,243.33	40.42%	59.58%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events		29,295.01	40,120.00	0.00%	136.95%	
5600 Building Maintenance & Repair	5,848.09	49,029.17	79,000.00	29,970.83	62.06%	37.94%
5610 Computer&IT Maintenance&Repair	6,912.89	32,022.26	35,000.00	2,977.74	91.49%	8.51%
5630 Insurance Building & Content	1,881.99	14,466.67	23,200.00	8,733.33	62.36%	37.64%
5640 D & O and Liability Insurance	206.58	1,652.64	5,000.00	3,347.36	33.05%	66.95%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services	14,503.50	33,205.50	15,000.00	-18,205.50	221.37%	-121.37%
5670 CPA/ Financial Services	525.00	4,416.71	7,200.00	2,783.29	61.34%	38.66%
5700 Postage	2,644.09	17,942.94	25,620.00	7,677.06	70.03%	29.97%
5710 Supplies Coffee/Sodas	281.35	4,462.14	7,100.00	2,637.86	62.85%	37.15%
5720 Office Supplies	250.27	14,980.16	12,000.00	-2,980.16	124.83%	-24.83%
5730 Storage and Delivery	1,002.93	7,889.32	15,420.00	7,530.68	51.16%	48.84%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	653.45	5,190.87	8,400.00	3,209.13	61.80%	38.20%
5766 Cell Phone	786.31	6,327.26	9,600.00	3,272.74	65.91%	34.09%
5770 Utilities	1,298.35	27,187.70	47,760.00	20,572.30	56.93%	43.07%
5780 Copier	671.89	5,947.57	9,600.00	3,652.43	61.95%	38.05%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	84.88	87.60	2,000.00	1,912.40	4.38%	95.62%
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	193.40	1,178.74	1,500.00	321.26	78.58%	21.42%
6005 Interest Expense	1,029.67	6,917.16	8,000.00	14.89%	115.65%	
6010 Credit Card Processing Fee	244.28	5,310.91	6,000.00	689.09	88.52%	11.48%
6500 Taxes	63.83	1,296.78	2,500.00	1,203.22	51.87%	48.13%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 39,344.23	\$ 296,363.78	\$ 568,830.00	\$ 272,466.22	52.10%	47.90%

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

3 Personnel Costs						
5800 Salaries	94,823.89	809,499.32	1,311,260.00	501,760.68	61.73%	38.27%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	461.54	3,857.16	6,020.00	2,162.84	64.07%	35.93%
5840 401K Contribution Match	3,442.37	30,459.84	55,000.00	24,540.16	55.38%	44.62%
5850 Employee Insurance	9,606.89	56,894.85	112,600.00	55,705.15	50.53%	49.47%
5870 Drug Testing		117.51	400.00	282.49	29.38%	70.62%
5880 Payroll Expense	26,252.99	103,037.56	124,000.00	20,962.44	83.09%	16.91%
5890 Staff Education		2,057.87	6,800.00	4,742.13	30.26%	69.74%
Total 3 Personnel Costs	\$ 134,587.68	\$ 1,018,482.90	\$ 1,644,580.00	\$ 626,097.10	61.93%	38.07%
Total Expenses	\$ 870,068.09	\$ 8,187,564.21	\$ 13,937,988.00	\$ 5,750,423.79	58.74%	41.26%
Net Operating Income	\$ 335,909.16	-\$ 732,344.20	\$ 0.00	\$ 732,344.20		
Net Income	\$ 335,909.16	-\$ 732,344.20	\$ 0.00	\$ 732,344.20		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

FORM G

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY26 to FY25	Notes
	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
Ordinary Income/Expense												
4640 · Event Income		3,895.00	12,730.00		16,625.00	15,000.00	(1,625.00)	-11%		15,542.54	1,082.46	
4000 · Tourism Development Tax- TDT	882,205.90			6,351,535.87	7,233,741.77	10,686,744.00	3,453,002.23	32%		6,109,112.51	1,124,629.26	
4001 · Tourism Development Tax- ACE					0.00	2,194,920.00						
4050 · TDT Supplemental					0.00		-	#DIV/0!			0.00	
4100 · Membership Dues			142,306.27		142,306.27	129,300.00	(13,006.27)	-10%		145,271.25	(2,964.98)	
4150 · Advertising Income			62,029.72		62,029.72	115,000.00	52,970.28	46%		109,622.50	(47,592.78)	
4300 · Consignment Sales			60.00		60.00		(60.00)	#DIV/0!		52.00	8.00	
4620 · Interest Income			321.87		321.87	5,000.00	4,678.13	94%		100.62	221.25	
4400 · Gifts in Kind - Goods			0.00		0.00	145,000.00	145,000.00	100%			0.00	
4600 · Misc. Income			135.38		135.38	130.00	(5.38)	-4%		13,870.63	(13,735.25)	
Total Income	882,205.90	3,895.00	217,583.24	6,351,535.87	7,455,220.01	13,291,094.00	3,640,953.99	27%		6,393,572.05	1,061,647.96	
Gross Profit	882,205.90	3,895.00	217,583.24	6,351,535.87	7,455,220.01	13,291,094.00	3,640,953.99					
Expense												
1 · Direct Programming	1,700,539.60		46,113.44	5,126,064.49	6,872,717.53	11,077,684.00	4,204,966.47	38%		5,767,879.54	1,104,837.99	
2 · Operating Costs		5,805.09	41,969.86	248,588.83	296,363.78	568,830.00	272,466.22	48%		232,099.36	64,264.42	
3 · Personnel Costs			15,679.49	1,002,803.41	1,018,482.90	1,644,580.00	626,097.10	38%		985,249.86	33,233.04	
Total Expense	1,700,539.60	5,805.09	103,762.79	6,377,456.73	8,187,564.21	13,291,094.00	5,103,529.79	38%		6,985,228.76	1,202,335.45	
Net Ordinary Income	(818,333.70)	(1,910.09)	113,820.45	(25,920.86)	(732,344.20)	0.00				(591,656.71)		
Net Income	(818,333.70)	(1,910.09)	113,820.45	(25,920.86)	(732,344.20)	0.00				(591,656.71)		



FORM E

	MTD FY26		YTD FY26			FY26		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$1,164,334.59		\$6,351,535.87	\$882,205.90	\$7,233,741.77	\$12,809,700.00	\$ 5,575,958.23	44%
Supplemental	\$0.00				\$0.00	\$218,858.00	\$ 218,858.00	\$1.00
Private Revenue	\$0.00	\$41,642.66	\$221,478.24		\$221,478.24	\$409,430.00	\$ 187,951.76	46%
Total Revenue	\$1,164,334.59	\$41,642.66	\$6,573,014.11	\$882,205.90	\$7,455,220.01	\$13,437,988.00	\$ 5,982,767.99	45%
			\$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	\$686,986.75	\$9,149.43	\$5,172,177.93	\$1,700,539.60	\$6,872,717.53	\$11,224,578.00	\$ 4,351,860.47	39%
Operations	\$37,427.73	\$1,916.50	\$296,363.78		\$296,363.78	\$568,830.00	\$ 272,466.22	48%
Personnel	\$134,434.07	\$153.61	\$1,018,482.90		\$1,018,482.90	\$1,644,580.00	\$ 626,097.10	38%
Total Expenses	\$858,848.55	\$11,219.54	\$6,487,024.61	\$1,700,539.60	\$8,187,564.21	\$13,437,988.00	\$5,250,423.79	39%
			\$0.00		\$0.00			
<i>Net Income (loss)</i>	\$305,486.04	\$30,423.12	\$85,989.50	-\$818,333.70	-\$732,344.20	\$0.00		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

TO: BOARD OF COUNTY COMMISSIONERS
Package of Board Meeting

FROM: Shannon Suarez
RE: TDT - Monthly Reconciliation
DATE: 6/5/2026

Attached is the BCC Recommendation for monthly TDT Collections, to be signed by Pam Childers, a copy of TDT End of Month Reconciliation of **April 2026** returns received in the month of **May 2026**.

Package includes:

- (A) TDT Memo for BCC Recommendation for monthly Tourist Development Tax.
- (B) Five Percent Tourist Development Tax Collection Data – TDT Year to Year Comparison.
- (C) Five Percent Tourist Development Tax Collection Data Fiscal Year 2026 – 2025 Geographic Area Table.
- (D) Five Percent Tourist Tax Dollars Collected.



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 2, 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 April 2026 returns received in the month of May 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in May 2026 were \$2,033,854 compared to \$1,816,436 in May 2025. A comparison of May 2026 to May 2025 is a 12.0% increase.
- Year-to-date collections for FY2026 is \$11,075,228 compared to \$10,557,611 for FY2025. A comparison of FY2026 to FY2025 is a 4.9% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 2,033,854	\$ 1,816,436	12.0%	\$ 11,075,228	\$ 10,557,611	4.9%
Total	\$ 2,033,854	\$ 1,816,436	12.0%	\$ 11,075,228	\$ 10,557,611	4.9%

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



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 963,556.53	\$ 940,602.50	\$ 22,954.03	2.4%
Southeast Pensacola	1,566,089.04	1,531,477.72	34,611.32	2.3%
Southcentral & Southwest Pensacola	380,929.46	429,089.43	(48,159.97)	-11.2%
Perdido Key Area	2,022,129.13	1,829,011.28	193,117.85	10.6%
Northeast Pensacola	688,572.16	715,354.05	(26,781.89)	-3.7%
North Escambia & Northwest Pensacola	873,717.61	835,322.59	38,395.02	4.6%
Pensacola Beach Area	4,580,234.04	4,276,753.76	303,480.28	7.1%
Total	\$ 11,075,227.97	\$ 10,557,611.33	\$ 517,616.64	4.9%

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 May 31, 2026



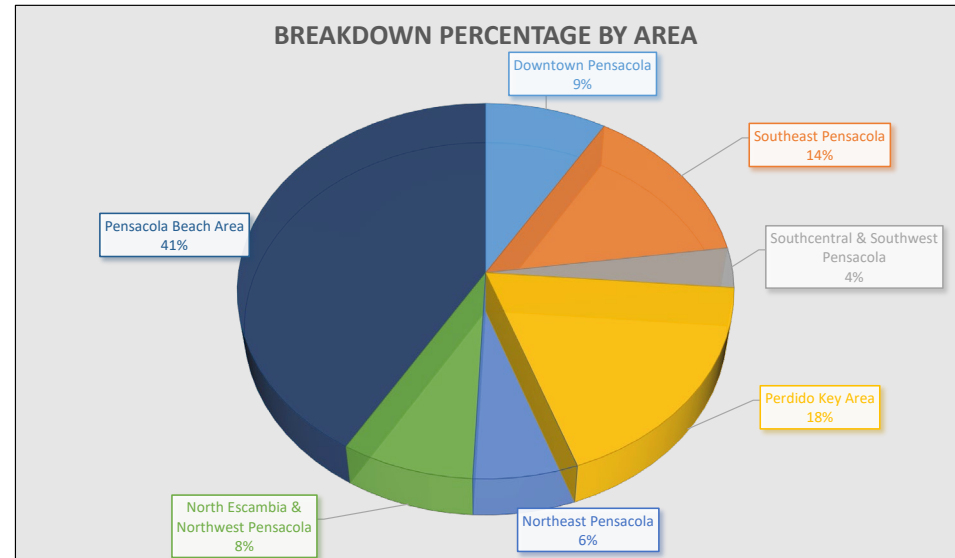
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ 91,929.06	\$ 113,045.93	\$ 171,039.58	\$ 160,270.58	\$ -	\$ -	\$ -	\$ -	\$ 963,556.53	8.7%
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	-	-	-	-	1,566,089.04	14.1%
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	-	-	-	-	380,929.46	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	-	-	-	-	2,022,129.13	18.3%
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	-	-	-	-	688,572.16	6.2%
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	-	-	-	-	873,717.61	7.9%
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	-	-	-	-	4,580,234.04	41.4%
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	\$ -	\$ -	\$ -	\$ -	\$ 11,075,227.97	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

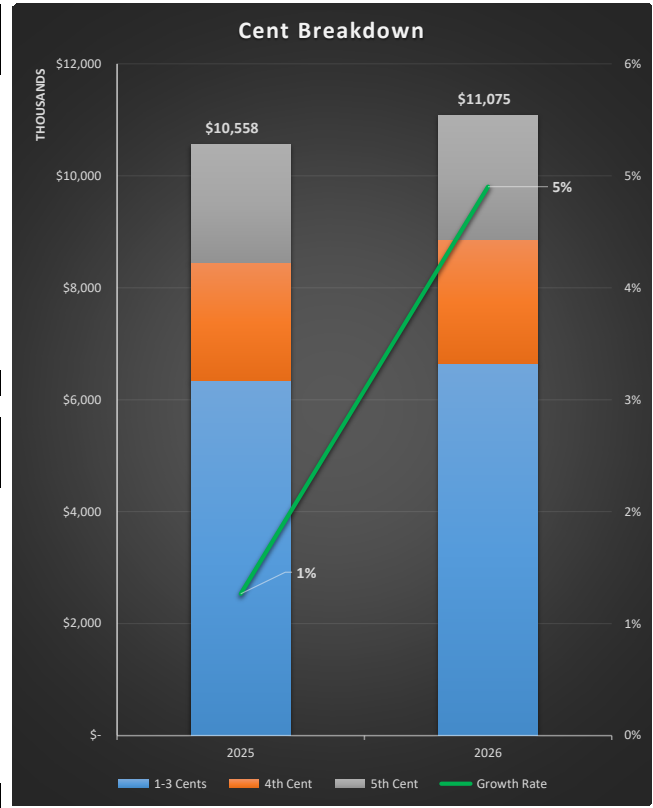


Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of May 31, 2026



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	636,090.14
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	-
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	\$ 6,645,136.78

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	-
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	\$ 2,215,045.59



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	-
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	\$ 2,215,045.59

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	-	2,469,281.45	(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
Total	\$ 11,075,227.97	\$ 22,048,835.20	\$ (10,973,607.23)	-49.8%

*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 May 15, 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	228,485	-90.7%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	-	-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
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
	11,214,733	-49.3%	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	4,485,893		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	2,242,947		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	2,242,947		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	2,242,947		4,422,808		4,402,898		4,316,494		-		-
	11,214,733		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 \(3\) \(1\):](#)