



Visit Pensacola Financial Report October 2025

FY26 OCTOBER TAKEAWAYS:

Unified financial statement reports a net loss of \$263K. VP was unable to bill the county for some expenses while waiting for reimbursement from the county for August and September submissions.

MAJOR HIGHLIGHTS:

FY26 Unified Budget \$14,392,921.
VP \$10,686,744 (74.25%)
ACE \$2,122,956 (14.75%)
PS \$1,583,221 (11%)

The Board of County Commissioners has approved the requested \$2,900,000 toward the advance. Visit Pensacola will receive \$2,000,000 and ACE will receive \$900,000. Both amounts must be paid back by the end of the fiscal year.

FY26 ACE TDT budget is \$2,122,956. ACE's budget is all Direct Programming. ACE has yet to submit all their backups for their Foo Foo Events.

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-73% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$189,159.96. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$106,990.70

VISIT PENSACOLA ONLY Month to date total Revenue = \$296,150.66

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$285,584.38

Operations \$40,112.02

Personnel \$105,292.10

VISIT PENSACOLA ONLY Month to Date total Expense = \$430,988.50

VISIT PENSACOLA Only Month to Date Net Loss = -\$134,837.84

UNIFIED Year to Date TDT revenue totaled \$189,159.96

UNIFIED Year To Date Private revenue totaled \$106,990.70

UNIFIED Year to date total Revenue = \$296,150.66

UNIFIED Year to date expense:

Direct Programming \$414,205.70

Operations \$40,112.02

Personnel \$105,992.10

UNIFIED Year to Date total Expense = \$559,609.82

UNIFIED Year to Date Net Loss = -\$263,459.16

County Submissions

* September accrual submission has been submitted to the county.

Balance Sheet

Visit Pensacola Inc
As of October 31, 2025

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	141,904.21
1025 EFT TDT #4196	\$43,169.58
1027 EFT TDT #4196-ACE	0.00
Total for 1025 EFT TDT #4196	\$43,169.58
1030 Partner#2177	\$182,743.83
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$182,743.83
1035 Reserves #3955	20,790.52
1050 Petty Cash	115.00
Total for Bank Accounts	\$388,723.14
Accounts Receivable	
1200 Accounts Receivable	\$5,120,476.50
1200-5 Membership Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
Total for 1200 Accounts Receivable	\$5,122,366.50
Total for Accounts Receivable	\$5,122,366.50
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	32.03
1405 Prepaid Expenses	51,240.87
1410 Prepaid Insurance	5,949.17
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00

Balance Sheet

Visit Pensacola Inc
As of October 31, 2025

Distribution account	Total
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total for Other Current Assets	\$57,222.07
Total for Current Assets	\$5,568,311.71
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total for 1300 Furniture & Fixtures	\$0.00
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	\$5,568,311.71
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	577,796.19
Total for Accounts Payable	\$577,796.19
Credit Cards	
2000 Visit Pensacola P-Card	52,416.50
2002 Regions Membership PCard	4,459.54
Total for Credit Cards	\$56,876.04
Other Current Liabilities	

Balance Sheet

Visit Pensacola Inc
As of October 31, 2025

Distribution account	Total
2500 Due to HRT	0.00
25500 Sales Tax Payable	796.13
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	1,110,329.40
2700 Unearned Revenue	2,000,480.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$3,579,471.99
Total for Current Liabilities	\$4,214,144.22
Total for Liabilities	\$4,214,144.22
Equity	
32000 Unrestricted Net Assets	1,617,626.65
Net Income	-263,459.16
Total for Equity	\$1,354,167.49
Total for Liabilities and Equity	\$5,568,311.71

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Oct-25

	Actual	Budget	Remaining	% of Budget	% Remaining
Income					
4000 Tourism Development Tax-TDT	189,159.96	10,686,744.00	10,497,584.04	1.77%	98.23%
4001 - Tourism Development Tax-ACE		2,194,920.00	2,194,920.00	0.00%	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 189,159.96	\$ 12,881,664.00	\$ 12,692,504.04	1.47%	98.53%
4100 Membership Dues	94,506.94	129,300.00	34,793.06	73.09%	26.91%
4150 Advertising Income	1,325.00	115,000.00	113,675.00	1.15%	98.85%
4400 Gifts in Kind - Goods		145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	18.32	130.00	111.68	14.09%	85.91%
4620 Interest Income	5.44	5,000.00	4,994.56	0.11%	99.89%
4640 Event Income	11,135.00	15,000.00	3,865.00	74.23%	25.77%
Total Income	\$ 296,150.66	\$ 13,291,094.00	\$ 12,994,943.34	2.23%	97.77%
Gross Profit	\$ 296,150.66	\$ 13,291,094.00	\$ 12,994,943.34	2.23%	97.77%
Expenses					
1 Direct Programming			0.00		
5090 Marketing Research	6,871.31	327,700.00	320,828.69	2.10%	97.90%
5100 Advertising/Media	485.49	453,000.00	452,514.51	0.11%	99.89%
5110 Public Relations	26,317.29	269,100.00	242,782.71	9.78%	90.22%
5120 Advertising Production	600.00	45,000.00	44,400.00	1.33%	98.67%
5130 Internet Site Production	76,155.04	463,115.00	386,959.96	16.44%	83.56%
5140 Festivals & Events Granted		100,000.00	100,000.00	0.00%	100.00%
5141 Festivals & Event Local Support		177,000.00	177,000.00	0.00%	100.00%
5142 Festival & Event Mini Grants		50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	4,638.58	77,100.00	72,461.42	6.02%	93.98%
5160 Sales Promotions	1,780.47	150,500.00	148,719.53	1.18%	98.82%
5170 Brochures and Collateral		177,500.00	177,500.00	0.00%	100.00%
5180 Tradeshows	42,986.60	272,200.00	229,213.40	15.79%	84.21%
5190 Showcase		5,939,924.00	5,939,924.00	0.00%	100.00%
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	5,591.90	48,750.00	43,158.10	11.47%	88.53%
5230 Dues and Subscriptions	25,123.61	74,825.00	49,701.39	33.58%	66.42%
5400 Business Travel & Entertainment	1,975.94	121,690.00	119,714.06	1.62%	98.38%
5400-1 Disallowed Travel Expense	136.89	6,110.00	5,973.11	2.24%	97.76%
Total 5400 Business Travel & Entertainment	\$ 2,112.83	\$ 127,800.00	\$ 125,687.17	1.65%	98.35%
5500 Visitor Awareness Education	6,671.26	33,000.00	26,328.74	20.22%	79.78%
7400 ACE - DP	128,621.32	2,194,920.00	2,066,298.68	5.86%	94.14%
Total 1 Direct Programming	\$ 414,205.70	\$ 11,077,684.00	\$ 10,663,478.30	3.74%	96.26%
2 Operating Costs			0.00		
5450 Auto/ Local Travel	101.12	8,800.00	8,698.88	1.15%	98.85%
5520 Committee Expenses		2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	14,721.41	40,120.00	25,398.59	36.69%	63.31%
5600 Building Maintenance & Repair	4,838.71	79,000.00	74,161.29	6.12%	93.88%
5610 Computer&IT Maintenance&Repair	2,713.63	35,000.00	32,286.37	7.75%	92.25%
5630 Insurance Building & Content	1,959.94	23,200.00	21,240.06	8.45%	91.55%
5640 D & O and Liability Insurance	206.58	5,000.00	4,793.42	4.13%	95.87%
5650 Audit		30,000.00	30,000.00	0.00%	100.00%
5660 Legal Services		15,000.00	15,000.00	0.00%	100.00%
5670 CPA/ Financial Services	562.50	7,200.00	6,637.50	7.81%	92.19%
5700 Postage	1,749.49	25,620.00	23,870.51	6.83%	93.17%
5710 Supplies Coffee/Sodas	246.70	7,100.00	6,853.30	3.47%	96.53%
5720 Office Supplies	408.91	12,000.00	11,591.09	3.41%	96.59%
5730 Storage and Delivery	815.13	15,420.00	14,604.87	5.29%	94.71%
5750 Rent		10.00	10.00	0.00%	100.00%
5760 Telephone Service	1,297.35	8,400.00	7,102.65	15.44%	84.56%
5766 Cell Phone	821.13	9,600.00	8,778.87	8.55%	91.45%
5770 Utilities	3,351.67	47,760.00	44,408.33	7.02%	92.98%
5780 Copier	1,816.79	9,600.00	7,783.21	18.92%	81.08%
5790 Capital Expenditures		20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses		2,000.00	2,000.00	0.00%	100.00%
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	170.64	1,500.00	1,329.36	11.38%	88.62%
6005 Interest Expense	1,928.83	8,000.00	6,071.17	24.11%	75.89%
6010 Credit Card Processing Fee	1,605.36	6,000.00	4,394.64	26.76%	73.24%
6500 Taxes	796.13	2,500.00	1,703.87	31.85%	68.15%
6940 In Kind Expense		145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 40,112.02	\$ 568,830.00	\$ 528,717.98	7.05%	92.95%
3 Personnel Costs					
5800 Salaries	92,748.00	1,311,260.00	1,218,512.00	7.07%	92.93%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	0.00	28,500.00	28,500.00	0.00%	100.00%
5830 Auto	395.61	6,020.00	5,624.39	6.57%	93.43%
5840 401K Contribution Match	3,030.69	55,000.00	51,969.31	5.51%	94.49%
5850 Employee Insurance	-1,109.57	112,600.00	113,709.57	-0.99%	100.99%
5870 Drug Testing	37.49	400.00	362.51	9.37%	90.63%
5880 Payroll Expense	10,189.88	124,000.00	113,810.12	8.22%	91.78%
5890 Staff Education		6,800.00	6,800.00	0.00%	100.00%
Total 3 Personnel Costs	\$ 105,292.10	\$ 1,644,580.00	\$ 1,539,287.90	6.40%	93.60%
Total Expenses	\$ 559,609.82	\$ 13,291,094.00	\$ 12,731,484.18	4.21%	95.79%
Net Operating Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		
Net Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		
Net Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		

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		910.00	10,225.00		11,135.00	15,000.00	3,865.00	26%		6,844.00	4,291.00	
4000 · Tourism Development Tax- TDT				189,159.96	189,159.96	10,686,744.00	10,497,584.04	98%		3,062,500.00	(2,873,340.04)	
4001 · Tourism Development Tax- ACE					0.00	2,194,920.00						
4050 · TDT Supplemental					0.00		-	#DIV/0!			0.00	
4100 · Membership Dues			94,506.94		94,506.94	129,300.00	34,793.06	27%		102,856.93	(8,349.99)	
4150 · Advertising Income			1,325.00		1,325.00	115,000.00	113,675.00	99%		4,955.00	(3,630.00)	
4300 · Consignment Sales			0.00		0.00		-	#DIV/0!		-	0.00	
4620 · Interest Income			5.44		5.44	5,000.00	4,994.56	100%		46.76	(41.32)	
4400 · Gifts in Kind - Goods			0.00		0.00	145,000.00	145,000.00	100%		-	0.00	
4600 · Misc. Income			18.32		18.32	130.00	111.68	86%		175.56	(157.24)	
Total Income	0.00	910.00	106,080.70	189,159.96	296,150.66	13,291,094.00	10,800,023.34	81%		3,177,378.25	(2,881,227.59)	
Gross Profit	0.00	910.00	106,080.70	189,159.96	296,150.66	13,291,094.00	10,800,023.34					
Expense												
1 · Direct Programming	128,621.32	2,162.96	6,733.75	276,687.67	414,205.70	11,077,684.00	10,663,478.30	96%		209,100.54	205,105.16	
2 · Operating Costs		30.67	16,122.29	23,959.06	40,112.02	568,830.00	528,717.98	93%		23,881.02	16,231.00	
3 · Personnel Costs			26.75	105,265.35	105,292.10	1,644,580.00	1,539,287.90	94%		88,378.02	16,914.08	
Total Expense	128,621.32	2,193.63	22,882.79	405,912.08	559,609.82	13,291,094.00	12,731,484.18	96%		321,359.58	238,250.24	
Net Ordinary Income	-128,621.32	-1,283.63	83,197.91	-216,752.12	-263,459.16	0.00				2,856,018.67		
Net Income	-128,621.32	-1,283.63	83,197.91	-216,752.12	-263,459.16	0.00				2,856,018.67		

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



	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	195,062	-87.7%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	-	-100.0%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	-	-100.0%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
February	-	-100.0%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
March	-	-100.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
April	-	-100.0%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
May	-	-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
June	-	-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
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
	<u>1,776,126</u>	-92.0%	<u>22,114,042</u>	2.5%	<u>22,014,490</u>	2.0%	<u>21,582,470</u>	-1.1%	<u>21,816,411</u>	23.5%	<u>17,671,461</u>
1 - 2 Cents	710,450		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	355,225		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	355,225		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	355,225		4,422,808		4,402,898		4,316,494		-		-
	<u>1,776,126</u>		<u>22,114,042</u>		<u>22,014,490</u>		<u>21,582,470</u>		<u>21,816,411</u>		<u>17,671,461</u>

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: November 6, 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 September 2025 returns received in the month of October 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in October 2025 were \$1,573,795 compared to \$1,655,729 in October 2024. A comparison of October 2025 to October 2024 is a 4.9% decrease.
- Year-to-date collections for FY2026 is \$1,573,795 compared to \$1,655,729 for FY2025.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 1,573,795	\$ 1,655,729	-4.9%	\$ 1,573,795	\$ 1,655,729	-4.9%
	-	-				
Total	\$ 1,573,795	\$ 1,655,729	-4.9%	\$ 1,573,795	\$ 1,655,729	-4.9%

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



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 119,756.42	\$ 134,410.77	\$ (14,654.35)	-10.9%
Southeast Pensacola	184,600.75	188,725.53	(4,124.78)	-2.2%
Southcentral & Southwest Pensacola	46,666.50	57,487.05	(10,820.55)	-18.8%
Perdido Key Area	309,642.53	329,206.47	(19,563.94)	-5.9%
Northeast Pensacola	82,321.31	89,220.75	(6,899.44)	-7.7%
North Escambia & Northwest Pensacola	92,661.22	125,052.59	(32,391.37)	-25.9%
Pensacola Beach Area	738,146.39	731,625.87	6,520.52	0.9%
Total	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-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 October 31, 2025



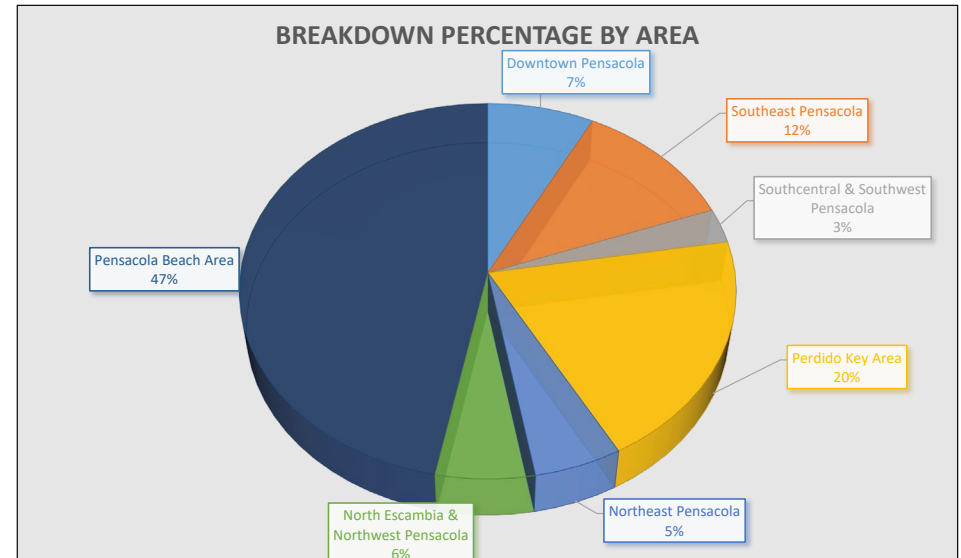
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119,756.42	7.6%
Southeast Pensacola	184,600.75	-	-	-	-	-	-	-	-	-	-	-	184,600.75	11.7%
Southcentral & Southwest Pensacola	46,666.50	-	-	-	-	-	-	-	-	-	-	-	46,666.50	3.0%
Perdido Key Area	309,642.53	-	-	-	-	-	-	-	-	-	-	-	309,642.53	19.7%
Northeast Pensacola	82,321.31	-	-	-	-	-	-	-	-	-	-	-	82,321.31	5.2%
North Escambia & Northwest Pensacola	92,661.22	-	-	-	-	-	-	-	-	-	-	-	92,661.22	5.9%
Pensacola Beach Area	738,146.39	-	-	-	-	-	-	-	-	-	-	-	738,146.39	46.9%
Total	\$ 1,573,795.12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,573,795.12	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
	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 October 31, 2025



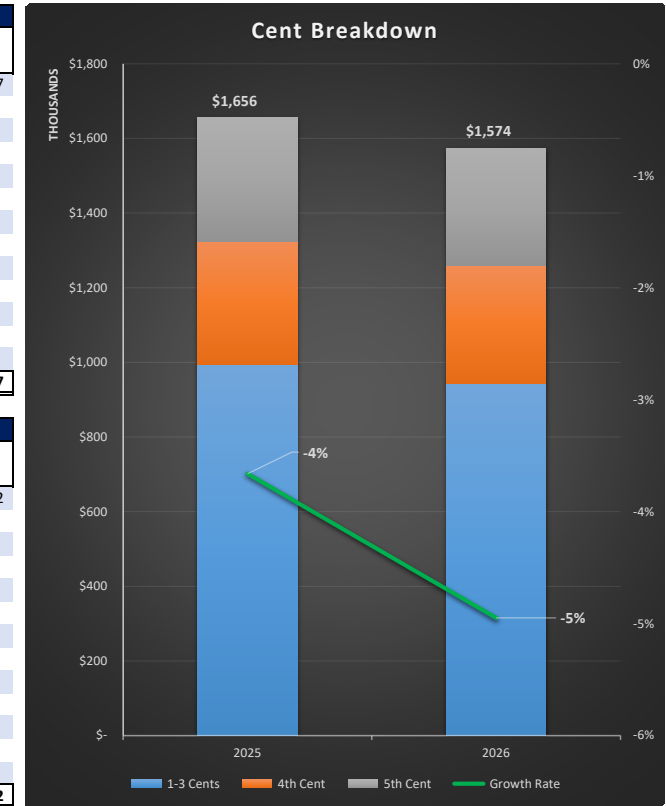
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42	\$ 944,277.07
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	-
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	-
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	-
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	-
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	-
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	-
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	\$ 944,277.07

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	-
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	-
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	-
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	-
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	-
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	-
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	\$ 314,759.02

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	-
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	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	\$ 314,759.02

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

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



Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	-	1,576,682.88	(1,576,682.88)	Pending
DEC	-	1,004,212.39	(1,004,212.39)	Pending
JAN	-	891,760.65	(891,760.65)	Pending
FEB	-	765,190.14	(765,190.14)	Pending
MAR	-	1,028,071.35	(1,028,071.35)	Pending
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
Total	\$ 1,573,795.12	\$ 22,048,835.20	\$ (20,475,040.08)	-92.9%