

Visit Pensacola Financial Report September 2023

FY23 SEPTEMBER TAKEAWAYS:

YTD September 2023 shows a net income of \$432K. This is due to annual contracts being paid in September and had moved to the Balance Sheet as per accounting practices. All expenses incurred in the FY23, have been accrued and billed to the County. Year end entries for accruals for expenses relating to FY23, along with accrued PTO and payroll for year end has been entered to show year end adjustments.

MAJOR HIGHLIGHTS:

YTD Unified revenue is \$13,787K which is \$7,731K more comparing to same time last year and YTD unified expenses is \$13,354K, which is \$7,088K more than FY22. \$14K from Operations and \$77.5K from Personnel to was moved to Direct Programming.

YTD VPI has paid the remaining \$825K toward the advance and satisfied all the obligation the payment of the advance.

FY23 YTD Partnership number is at 243 partners (61 new) compared to FY22 YTD which had 217 (51 new) more partners which resulted in \$18K more from partnership dues.

Pensacola Sport is current on their submissions and have submitted all of their expenses for FY23.

ACE has submitted their 2nd request of \$605K. Only \$524K was paid, as more backups are requested.

- B VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
- C VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$19K more from partnership dues than same time last year.
- H VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,885,400.67. We recognize income as billed to the County).
- H VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$165.509.72
- H VISIT PENSACOLA ONLY Month to date total Revenue = \$2,051,710.39

VISIT PENSACOLA ONLY Month to date expense:

- H Direct Programming \$2,162,644.01H Operations \$186,312.11
- H Personnel \$183,069.01
- VISIT PENSACOLA ONLY Month to Date total Expense = \$2,532,025.13
- H VISIT PENSACOLA Only Month to Date Net Loss =-\$480,314.74

D	UNIFIED Year to Date TDT revenue totaled \$13,324,620.96

- **D** UNIFIED Year To Date Private revenue totaled \$462,559.96
 - UNIFIED Year to date total Revenue = \$13,787,180.92

UNIFIED Year to date expense:

- D Direct Programming \$11,116,901.81
- **D** Operations \$635,942.85
- **D** Personnel \$1,601,961.37
- D UNIFIED Year to Date total Expense = \$13,354,806.03
- UNIFIED Year to Date Net Income=\$432,374.89

County Submissions

* Septmeber submission has been submitted to the county.

FORMS:

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- A Balance Sheet
- **B** Visit Pensacola TDT Only Income Statement
- C Visit Pensacola Private Revenue Income Statement
- D Unified Income Statement
- E Summary of Income Statement
- F Submission to County table
- G YOY Report



VISIT PENSACOLA BALANCE SHEET

		FORM A
	September 30, 23	NOTES
ASSETS		
Current Assets		
Checking/Savings		
1020 · Ceritificate of Deposit	250,000.00	
1025 · EFT TDT #4196	31,603.57	- ,
1010 · TDT Op #2290 1030 · Partner#2177		TDT Operating account Private funds Operating account
1035 · Reserves #3955	99,457.47	. 9
1050 · Petty Cash	115.00	g
Total Checking/Savings	729,089.33	. only outsit only at a columnia
Accounts Receivable	,	
1200 · Accounts Receivable		
1200-99 · PSA Advance	0.00	
1200-4 · Tourism Receivables	2,270,057.55	September and accrual unified submission
1200-5 · Membeship Receivables	800.00	
Total 1200 · Accounts Receivable	2,270,857.55	
Total Accounts Receivable	2,270,857.55	
Other Current Assets 1500 · Gift Cards	900.00	Cift Carda from Niekla Boothouse and Crah Tran
1900 · Gill Carus	900.00	Gift Cards from Nick's Boathouse and Crab Trap Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
4405 Dunnaid Mina	240 722 04	Vue, STR, Destinations International, VR Market Data,
1405 · Prepaid Misc.	218,722.94 13,236.34	Adara, Monsido Flood, Wind, Property, D&O
1410 · Prepaid Insurance 1400 · Prepaid Postage	195.33	Flood, Willia, Floperty, D&O
Total Other Current Assets	233,054.61	
Total Current Assets	3,233,001.49	
Fixed Assets	-,,	
1350 · Equipment		
1351 · Laminator & case	409.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1359 · Apple laptop	1,449.00	•
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-8,298.91	
Total 1350 · Equipment Total Fixed Assets	0.00	
TOTAL ASSETS	3,233,001.49	
	3,233,001.49	
LIABILITIES & EQUITY Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	1,090,949.76	
Total Accounts Payable	1,090,949.76	
Credit Cards		
2000 · Visit Pensacola P-Card	66,388.35	Current month Pcards TDT
2002 · Regions Membership PCard	2,160.81	Current month Pcards Membership
Total Credit Cards	68,549.16	
Other Current Liabilities 2700 · Unearned Revenue	78,806.96	
2999 · Salaries payable	124,063.56	FY22 accrual of PTO
25500 · Sales Tax Payable	239.30	F122 accidat of F10
Total Other Current Liabilities	203,109.82	
Total Current Liabilities	1,362,608.74	
Total Liabilities	1,362,608.74	
Equity	,,	
32000 · Unrestricted Net Assets	1,438,017.86	FY14 to FY22 Net Income
Net Income	432,374.89	FY23 Net Income
Total Equity	1,870,392.75	
TOTAL LIABILITIES & EQUITY	3,233,001.49	

UNIFIED PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

						FORM D
	Sept 23	Oct - Sept 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense Income						
insome	2,595,094.67	13,324,620.96	11,400,000.00	(279,700.96)	-2%	As billed/allowed by County.
4000 · Tourism Development Tax-TDT				(279,700.90)		Recognize Income as billed
4050 · TDT Supplemental 4100 · Membership Dues	0.00 800.00	0.00 133,695.27	1,644,920.00 130,000.00	(3,695.27)	0% -3%	
4150 · Advertising Income	7,908.81	131,286.24	130,000.00	(0,000.21)	#DIV/0!	
4155 · Partner Co-Ops	0.00	10,629.60		(10,629.60)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income 4300 · Consignment Sales	7,908.81 10.00	141,915.84 143.50	126,200.00	(15,715.84)	-12% #DIV/0!	
4400 · Gifts in Kind - Goods	145,327.67	145,327.67	170,000.00	24,672.33	15%	
4600 · Misc Income	9,072.00	20,021.23	500.00	(19,521.23)	-3904%	
4640 · Event Income	3,190.45	21,456.45	15,000.00	(6,456.45)	-43%	_
Total Income	2,761,403.60	13,787,180.92	13,486,620.00	-300,560.92	-2%	_
Gross Profit Expense	2,761,403.60	13,787,180.92	13,486,620.00	-300,560.92	-2%	
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	64,678.52	288,180.23	288,180.23	0.00	0%	added \$50K from Supplemental
5100 · Advertising/Media	56,520.46	562,522.48	563,086.24	563.76	0%	added \$68K from Supplemental
5110 · Public Relations	26,143.27	149,132.81	149,132.81	0.00	0%	added \$46K from Supplemental
5120 · Advertising Production	5,000.00	48,993.10	51,432.87	2,439.77	5%	
5130 · Internet Site Production	31,292.63	215,049.45	215,049.45	0.00	0%	
5140 · Festivals & Events Granted	26,193.00	122,840.00	122,840.00	0.00	0%	
5141 · Festivals & Event Local Support 5142 · Festival & Event Mini Grants	5,000.00 0.00	133,376.62 0.00	134,238.21 20,000.00	861.59 20.000.00	1% 100%	
5150 · Consumer Promotions	43,616.03	89,121.82	89,121.82	0.00	0%	
5160 · Sales Promotions	24,145.61	111,287.53	111,508.08	220.55	0%	
5170 · Brochures and Collateral	9,235.67	161,031.63	164,200.00	3,168.37	2%	
5190 · Showcase	1,733,747.16	5,281,252.34	5,275,700.00	(5,552.34)	0%	added \$1M from Supplemental
5210 · Regional Partnership 5215 · Tourism Development Projects	100,250.00 0.00	100,250.00 4,375.00	102,000.00 4,375.00	1,750.00 0.00	2% 0%	
5220 · Registration	2,309.40	116,177.82	119,600.00	3,422.18	3%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	9,447.41	46,507.48	47,500.00	992.52	2%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	818.14	6,592.56	7,700.00	1,107.44	14%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	14,220.88	112,209.59	113,148.51	938.92	1%	Cabbonpton
Total 5400 · Business Travel & Entertainmen	15,039.02	118,802.15	120,848.51	2,046.36	2%	_
5500 · Visitor Awareness Education	10,025.83	74,218.46	74,576.78	358.32	0%	Added \$5K from Registration
7000 · PSA Sporting Events 7400 · ACE - DP	102,274.00 605,166.75	683,616.14 1,810,166.75	683,709.00 1,897,075.00	92.86 86,908.25	0% 5%	
Total 1 · Direct Programming	2,870,084.76	11,116,901.81	11,234,174.00	117,272.19	1%	_
2 · Operating Costs	_,,	,,	,,	,		
5520 · Committee Expenses	0.00	1,123.56	1,167.51	43.95	4%	
5450 · Auto/ Local Travel	536.15 6.082.57	8,454.45 96,815.53	8,510.00 96,864.89	55.55 49.36	1% 0%	moved \$4K to Postage
5600 · Building Maintenance & Repair 5610 · Computer&IT Maintenance&Repair	2,637.40	32,996.99	33,002.49	5.50	0%	added \$60K from Supplemental moved \$1K to CC fees
5630 · Insurance Building & Content	2,676.97	35,207.27	35,211.75	4.48	0%	moved pix to de ides
5640 · D & O and Liability Insurance	922.00	6,093.03	6,175.00	81.97	1%	
5650 · Audit	0.00	19,000.00	19,000.00	0.00	0%	
5660 · Legal Services 5670 · CPA/ Financial Services	2,625.00 437.50	13,464.50 6,825.00	13,465.00 6,825.00	0.50 0.00	0% 0%	moved \$1K to Postage
5690 · Depreciation Expense	1,151.59	1,151.59	1,151.59	0.00	0%	
5700 · Postage	2,938.65	54,414.12	54,440.00	25.88	0%	added \$10K
5710 · Supplies Coffee/Sodas	119.01	4,636.41	4,675.53	39.12	1%	
5720 · Office Supplies	1,192.28	19,050.60 19,576.95	19,218.41	167.81	1%	
5730 · Storage and Delivery 5750 · Rent	1,433.46 0.00	10.00	19,700.00 10.00	123.05 0.00	1% 0%	
5760 · Telephone Service	0.00	6,654.00	6,668.92	14.92	0%	
5770 · Utilities	3,587.13	44,831.08	44,831.08	0.00	0%	moved \$5K to Postage
5780 · Copier	801.69	9,173.79	9,300.00	126.21	1%	
5790 · Capital Expenditures 5900 · Miscellaneous Expenses	10,038.68	18,589.38	15,000.00 3,447.00	(3,589.38) 31.89	-24% 1%	
5920 · Bad Debt Expense	2,414.46 0.00	3,415.11 40.00	50.00	10.00	20%	
6000 · Consignment Sales Expenses	0.00	99.99	150.00	50.01	33%	
6001 · Bank Service Charge	308.40	5,885.15	5,885.15	0.00	0%	
6010 · Credit Card Processing Fee	842.21	4,419.43	4,419.43	0.00	0%	
6500 · Taxes 6940 · In Kind Expense	239.29 145,327.67	1,727.25 145,327.67	1,731.25 170,000.00	4.00 24,672.33	0% 15%	
7001 · PSA Operations	0.00	76,960.00	76,960.00	0.00	0%	
Total 2 · Operating Costs	186,312.11	635,942.85	657,860.00	21,917.15	3%	_
3 · Personnel Costs						
5800 · Salaries	140,557.11	978,832.52	966,200.00	(12,632.52)	-1%	
5810 · Commissions 5830 · Auto	1,277.80 692.31	26,657.42 6,000.02	27,000.00 6,000.00	342.58 (0.02)	1% 0%	
5840 · 401K Contribution Match	4,110.69	34,157.16	36,300.00	(0.02) 2,142.84	6%	
5850 · Employee Insurance	17,246.17	92,139.32	91,985.00	(154.32)	0%	

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UNIFIED PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

						FORM D
	Sept 23	Oct - Sept 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	50.00	337.00	400.00	63.00	16%	
5880 · Payroll Expense	12,434.93	97,423.75	100,215.00	2,791.25	3%	
5890 · Staff Education	6,700.00	12,928.18	13,000.00	71.82	1%	added \$10K from Supplemental
7002 · PSA Personnel	2,253.25	353,486.00	353,486.00	0.00	0%	
Total 3 · Personnel Costs	185,322.26	1,601,961.37	1,594,586.00	-7,375.37	0%	_
Total Expense	3,241,719.13	13,354,806.03	13,486,620.00	131,813.97		_
Net Ordinary Income	-480,315.53	432,374.89	0.00			_
Net Income	-480,315.53	432,374.89	0.00			

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of September 30, 2023, and the related statement of financial income and expense – 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.

Pensacola, Florida

October 12, 2023

Statement of Financial Position

As of September 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	296,417.53
1020 Ceritificate of Deposit	250,000.00
1025 EFT TDT #4196	31,603.57
1030 Partner#2177	51,495.76
1035 Reserves #3955	99,457.47
1050 Petty Cash	115.00
Total Bank Accounts	\$729,089.33
Accounts Receivable	
1200 Accounts Receivable	2,270,057.55
1200-5 Membershp Receivable	800.00
Total 1200 Accounts Receivable	2,270,857.55
Total Accounts Receivable	\$2,270,857.55
Other Current Assets	
1400 Prepaid Postage	195.33
1405 Prepaid Misc.	218,722.94
1410 Prepaid Insurance	13,236.34
1500 Gift Cards	900.00
Total Other Current Assets	\$233,054.61
Total Current Assets	\$3,233,001.49
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	0.00
Total Fixed Assets	- \$0.00
TOTAL ASSETS	\$3,233,001.49

Statement of Financial Position

As of September 30, 2023

\$1,362,608.74
124,063.56 \$203,109.82 \$1,362,608.74 \$1,362,608.74 1,438,017.86
124,063.56 \$203,109.82 \$1,362,608.74 \$1,362,608.74
124,063.56 \$203,109.82 \$1,362,608.74
124,063.56 \$203,109.82 \$1,362,608.74
124,063.56 \$203,109.82
124,063.56
78,806.96
239.30
\$68,549.16
2,160.81
66,388.35
\$1,090,949.76
1,090,949.76

Statement of Financial Income and Expenses

July - September, 2023

		TOTAL	
*	JUL - SEP, 2023	OCT 2022 - SEP 2023 (YTD)	% OF INCOME
Income			
4000 Tourism Development Tax-TDT	5,399,089.58	13,324,620.96	96.71 %
4100 Membership Dues	4,523.00	133,695.27	0.08 %
4150 Advertising Income	13,196.96	131,286.24	0.24 %
4155 Partner Co-Ops	1,930.00	10,629.60	0.03 %
Total 4150 Advertising Income	15,126.96	141,915.84	0.27 %
4300 Consignment Sales	27.00	143.50	0.00 %
4400 Gifts in Kind - Goods	145,327.67	145,327.67	2.60 %
4600 Misc Income	4,397.98	10,950.38	0.08 %
4620 Interest Income	1,070.85	1,070.85	0.02 %
4640 Event Income	5,010.45	21,456.45	0.09 %
Services	8,000.00	8,000.00	0.14 %
Total Income	\$5,582,573.49	\$13,787,180.92	100.00 %
GROSS PROFIT	\$5,582,573.49	\$13,787,180.92	100.00 %
Expenses			
1 Direct Programming			
5080 American Magic		1,000,000.00	
5090 Marketing Research	127,702.24	288,180.23	2.29 %
5100 Advertising/Media	366,721.45	562,522.48	6.57 %
5110 Public Relations	55,106.30	149,132.81	0.99 %
5120 Advertising Production	34,635.15	48,993.10	0.62 %
5130 Internet Site Production	77,148.04	215,049.45	1.38 %
5140 Festivals & Events Granted	26,193.00	122,840.00	0.47 %
5141 Festivals & Event Local Support	5,000.00	133,376.62	0.09 %
5150 Consumer Promotions	58,240.76	89,121.82	1.04 %
5160 Sales Promotions	48,540.71	111,287.53	0.87 %
5170 Brochures and Collateral	21,493.42	161,031.63	0.39 %
5190 Showcase	2,416,469.01	5,281,252.34	43.29 %
5210 Regional Partnership	100,250.00	100,250.00	1.80 %
5215 Tourism Development Projects		4,375.00	,
5220 Registration	7,080.48	116,177.82	0.13 %
5230 Dues and Subscriptions	19,409.91	46,507.48	0.35 %
5400 Business Travel & Entertainment	34,638.35	112,209.59	0.62 %
5400-1 Disallowed Travel Expense	1,362.21	6,592.56	0.02 %
Total 5400 Business Travel & Entertainment	36,000.56	118,802.15	0.64 %
5500 Visitor Awareness Education	12,926.54	74,218.46	0.23 %
7000 PSA Sporting Events	176,798.41	683,616.14	3.17 %
7400 ACE - DP	1,210,166.75	1,810,166.75	21.68 %
Total 1 Direct Programming	4,799,882.73	11,116,901.81	85.98 %

Statement of Financial Income and Expenses

July - September, 2023

	TOTAL			
•	JUL - SEP, 2023 OCT 2022 -		% OF INCOME	
2 Operating Costs				
5450 Auto/ Local Travel	2,188.75	8,454.45	0.04 %	
5520 Committee Expenses	210.56	1,123.56	0.00 %	
5600 Building Maintenance & Repair	25,809.79	96,815.53	0.46 %	
5610 Computer&IT Maintenance&Repair	9,879.37	32,996.99	0.18 %	
5630 Insurance Building & Content	9,012.75	35,207.27	0.16 %	
5640 D & O and Liability Insurance	1,784.16	6,093.03	0.03 %	
5650 Audit		19,000.00		
5660 Legal Services	3,098.00	13,464.50	0.06 %	
5670 CPA/ Financial Services	2,825.00	6,825.00	0.05 %	
5690 Depreciation Expense	1,151.59	1,151.59	0.02 %	
5700 Postage	8,726.37	54,414.12	0.16 %	
5710 Supplies Coffee/Sodas	423.71	4,636.41	0.01 %	
5720 Office Supplies	4,174.08	19,050.60	0.07 %	
5730 Storage and Delivery	4,492.41	19,576.95	0.08 %	
5750 Rent	10.00	10.00	0.00 %	
5760 Telephone Service	1,812.49	6,654.00	0.03 %	
5770 Utilities	11,860.08	44,831.08	0.21 %	
5780 Copier	2,323.89	9,173.79	0.04 %	
5790 Capital Expenditures	10,038.68	18,589.38	0.18 %	
5900 Miscellaneous Expenses	2,787.02	3,415.11	0.05 %	
5920 Bad Debt Expense		40.00		
6000 Consignment Sales Expenses	16.05	99.99	0.00 %	
6001 Bank Service Charge	433.40	5,885.15	0.01 %	
6010 Credit Card Processing Fee	1,317.51	4,419.43	0.02 %	
6500 Taxes	375.79	1,727.25	0.01 %	
6940 In Kind Expense	145,327.67	145,327.67	2.60 %	
7001 PSA Operations	5,779.09	76,960.00	0.10 %	
Total 2 Operating Costs	255,858.21	635,942.85	4.58 %	
3 Personnel Costs				
5800 Salaries	300,294.79	978,832.52	- 5.38 %	
5810 Commissions	3,228.50	26,657.42	0.06 %	
5830 Auto	1,615.39	6,000.02	0.03 %	
5840 401K Contribution Match	9,222.12	34,157.16	0.17 %	
5850 Employee Insurance	32,276.05	92,139.32	0.58 %	
5870 Drug Testing	50.00	337.00	0.00 %	
5880 Payroll Expense	27,794.29	97,423.75	0.50 %	
5890 Staff Education	6,700.00	12,928.18	0.12 %	

Statement of Financial Income and Expenses

July - September, 2023

7002 PSA Personnel Total 3 Personnel Costs	63,170.95 444,352.09	353,486.00	1.13 % 7.96 %
Total Expenses	\$5,500,093.03	1,601,961.37 \$13,354,806.03	98.52 %
NET OPERATING INCOME	\$82,480.46	\$432,374.89	1.48 %
NET INCOME	\$82,480.46	\$432,374.89	1.48 %