



# Visit Pensacola Financial Report September 2025

## FY25 SEPTEMBER TAKEAWAYS:

Unified financial statement reports a net loss of \$323K. VP was unable to bill the county for \$500K in expenses related to Foo Foo.

## MAJOR HIGHLIGHTS:

"The Board of County Commissioners (BOCC) has approved the requested Unified budget totaling \$14,392,921 for Fiscal Year 2026

VP has applied the remaining \$375K toward the \$2M advance to satisfy the outstanding balance.

ACE has submitted a second funding request in the amount of \$983K. Most of the expenses are related to Foo Foo, which can not billed to the county until after the event.

\* 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.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$2,444,647.07. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$150,654.32

VISIT PENSACOLA ONLY Month to date total Revenue = \$2,595,301.39

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$2,052,479.59

Operations \$308,397.26

Personnel \$185,988.01

VISIT PENSACOLA ONLY Month to Date total Expense = \$2,546,846.86

**VISIT PENSACOLA Only Month to Date Net Income= \$48,436.53**

UNIFIED Year to Date TDT revenue totaled \$13,012,868.21

UNIFIED Year To Date Private revenue totaled \$451,099.48

UNIFIED Year to date total Revenue = \$13,463,967.69

UNIFIED Year to date expense:

Direct Programming \$11,566,847.00

Operations \$691,512.32

Personnel \$1,529,059.40

UNIFIED Year to Date total Expense = \$13,787,418.72

**UNIFIED Year to Date Net Loss = -\$323,451.03**

## County Submissions

\* September's submission has been submitted to the county on October 13th. Gathering backups for the Sept Accrual for submission.

# Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	409,197.11
1025 EFT TDT #4196	\$355,615.06
1027 EFT TDT #4196-ACE	0.00
<b>Total for 1025 EFT TDT #4196</b>	<b>\$355,615.06</b>
1030 Partner#2177	\$178,279.83
1033 PPP LOan	0.00
<b>Total for 1030 Partner#2177</b>	<b>\$178,279.83</b>
1035 Reserves #3955	20,785.08
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$963,992.08</b>
Accounts Receivable	
1200 Accounts Receivable	\$2,928,896.24
1200-5 Membership Receivable	1,350.00
1200-6 Ad Sales Receivable	1,170.00
<b>Total for 1200 Accounts Receivable</b>	<b>\$2,931,416.24</b>
<b>Total for Accounts Receivable</b>	<b>\$2,931,416.24</b>
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	66.13
1405 Prepaid Expenses	78,197.75
1410 Prepaid Insurance	7,812.69
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
<b>Total for Other Current Assets</b>	<b>\$86,076.57</b>
<b>Total for Current Assets</b>	<b>\$3,981,484.89</b>
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>\$0.00</b>

# Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
<b>Total for 1350 Equipment</b>	<b>\$0.00</b>
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
<b>Total for Assets</b>	<b>\$3,981,484.89</b>
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,874,591.52
<b>Total for Accounts Payable</b>	<b>\$1,874,591.52</b>
Credit Cards	
2000 Visit Pensacola P-Card	43,538.62
2002 Regions Membership PCard	2,916.03
<b>Total for Credit Cards</b>	<b>\$46,454.65</b>
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	61.50
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	210,329.40
2700 Unearned Revenue	459,174.44
2999 Salaries payable	147,357.73
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$816,923.07</b>
<b>Total for Current Liabilities</b>	<b>\$2,737,969.24</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$2,737,969.24</b>

# Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT		TOTAL
Equity		
32000 Unrestricted Net Assets		1,566,966.68
Net Income		-323,451.03
<b>Total for Equity</b>		<b>\$1,243,515.65</b>
<b>Total for Liabilities and Equity</b>		<b>\$3,981,484.89</b>

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Aug-25					
	Actual	Oct - August, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
<b>Income</b>						
4000 Tourism Development Tax-ACE	410,254.34	1,933,395.92	1,954,375.00	20,979.08	98.93%	1.07%
4000 Tourism Development Tax-TDT	2,069,647.07	9,079,472.29	7,838,125.00	-1,241,347.29	115.84%	-15.84%
Advance Payment	375,000.00	2,000,000.00	2,000,000.00	0.00	100.00%	0.00%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Rollover from FY24			2,245,852.00			
<b>Total 4000 Tourism Development Tax-TDT</b>	<b>\$ 2,854,901.41</b>	<b>\$ 13,012,868.21</b>	<b>\$ 14,652,747.00</b>	<b>\$ 1,639,878.79</b>	<b>88.81%</b>	<b>11.19%</b>
4100 Membership Dues	2,100.00	151,700.08	133,000.00	-18,700.08	114.06%	-14.06%
4150 Advertising Income	4,162.66	123,170.15	122,000.00	-1,170.15	100.96%	-0.96%
4400 Gifts in Kind - Goods	143,256.67	143,256.67	150,000.00	6,743.33	95.50%	4.50%
4600 Misc Income	45.88	14,024.43	200.00	-13,824.43	7012.22%	-6912.22%
4620 Interest Income	9.11	135.61	1,000.00	864.39	13.56%	86.44%
4640 Event Income	1,080.00	18,812.54	14,000.00	-4,812.54	134.38%	-34.38%
<b>Total Income</b>	<b>\$ 3,005,555.73</b>	<b>\$ 13,463,967.69</b>	<b>\$ 15,072,947.00</b>	<b>\$ 1,608,979.31</b>	<b>89.33%</b>	<b>10.67%</b>
<b>Gross Profit</b>	<b>\$ 3,005,555.73</b>	<b>\$ 13,463,967.69</b>	<b>\$ 15,072,947.00</b>	<b>\$ 1,608,979.31</b>	<b>89.33%</b>	<b>10.67%</b>
<b>Expenses</b>						
1 Direct Programming				0.00		
5090 Marketing Research	-29,795.29	327,071.94	370,720.00	43,648.06	88.23%	11.77%
5100 Advertising/Media	29,765.94	119,116.84	103,800.00	-15,316.84	114.76%	-14.76%
5110 Public Relations	19,270.60	165,937.80	196,610.00	30,672.20	84.40%	15.60%
5120 Advertising Production	7,200.00	25,581.51	21,035.83	-4,545.68	121.61%	-21.61%
5130 Internet Site Production	23,174.43	398,571.78	430,252.00	31,680.22	92.64%	7.36%
5140 Festivals & Events Granted		102,661.69	117,661.69	15,000.00	87.25%	12.75%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions		47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	20,931.82	99,076.39	131,500.00	32,423.61	75.34%	24.66%
5170 Brochures and Collateral		150,736.54	156,700.00	5,963.46	96.19%	3.81%
5180 Tradeshows	5,058.33	186,023.68	200,950.00	14,926.32	92.57%	7.43%
5190 Showcase	1,956,132.33	7,621,250.57	7,655,928.75	34,678.18	99.55%	0.45%
5210 Regional Partnership	7,187.50	97,770.00	95,500.00	-2,270.00	102.38%	-2.38%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration	329.95	25,329.39	47,750.00	22,420.61	53.05%	46.95%
5230 Dues and Subscriptions	3,675.18	65,520.40	69,020.00	3,499.60	94.93%	5.07%
5400 Business Travel & Entertainment	7,730.66	52,592.94	92,805.00	40,212.06	56.67%	43.33%
5400-1 Disallowed Travel Expense	450.73	2,864.24	6,395.00	3,530.76	44.79%	55.21%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 8,181.39</b>	<b>\$ 55,457.18</b>	<b>\$ 99,200.00</b>	<b>\$ 43,742.82</b>	<b>55.90%</b>	<b>44.10%</b>
5500 Visitor Awareness Education	1,367.41	84,888.12	91,790.00	6,901.88	92.48%	7.52%
7400 ACE - DP	983,470.78	1,883,470.78	2,892,705.00	1,009,234.22	34.00%	34.89%
<b>Total 1 Direct Programming</b>	<b>\$ 3,035,950.37</b>	<b>\$ 11,566,847.00</b>	<b>\$ 12,888,035.00</b>	<b>\$ 1,321,188.00</b>	<b>89.75%</b>	<b>10.25%</b>
2 Operating Costs				0.00		
5450 Auto/ Local Travel	1,047.10	8,797.87	11,300.00	2,502.13	77.86%	22.14%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	4,866.08	69,649.26	100,715.00	31,065.74	69.15%	30.85%
5610 Computer&IT Maintenance&Repair	2,811.13	47,324.71	46,400.00	-924.71	101.99%	-1.99%
5630 Insurance Building & Content	1,656.94	16,814.70	38,200.00	21,385.30	44.02%	55.98%
5640 D & O and Liability Insurance	206.58	5,234.87	7,100.00	1,865.13	73.73%	26.27%
5650 Audit		25,000.00	25,000.00	0.00	100.00%	0.00%
5660 Legal Services	6,394.00	20,546.00	16,000.00	-4,546.00	128.41%	-28.41%
5670 CPA/ Financial Services	437.50	6,940.20	8,200.00	1,259.80	84.64%	15.36%
5700 Postage	2,686.61	26,255.54	42,200.00	15,944.46	62.22%	37.78%
5710 Supplies Coffee/Sodas	549.55	6,123.44	9,200.00	3,076.56	66.56%	33.44%
5720 Office Supplies	317.54	12,588.77	13,700.00	1,111.23	91.89%	8.11%
5730 Storage and Delivery	1,185.91	13,767.54	21,800.00	8,032.46	63.15%	36.85%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	660.10	7,528.24	8,400.00	871.76	89.62%	10.38%
5765 Cell Phone	786.43	8,938.01	9,600.00	661.99	93.10%	6.90%
5770 Utilities	3,545.66	43,187.46	49,000.00	5,812.54	88.14%	11.86%
5780 Copier	-846.33	8,665.97	11,600.00	2,934.03	74.71%	25.29%
5790 Capital Expenditures	17,840.28	30,974.47	40,000.00	9,025.53	77.44%	22.56%
5900 Miscellaneous Expenses	3.13	782.82	2,500.00	1,717.18	31.31%	68.69%
5920 Bad Debt Expense	119,902.80	169,037.57	1,300.00	-167,737.57	13002.89%	-12902.89%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	207.99	11,453.81	11,300.00	-153.81	101.36%	-1.36%
6010 Credit Card Processing Fee	820.09	7,249.47	6,800.00	-449.47	106.61%	-6.61%
6500 Taxes	61.50	1,358.19	4,065.00	2,706.81	33.41%	66.59%
6940 In Kind Expense	143,256.67	143,256.67	150,000.00	6,743.33	95.50%	4.50%
<b>Total 2 Operating Costs</b>	<b>\$ 308,397.26</b>	<b>\$ 691,512.32</b>	<b>\$ 638,340.00</b>	<b>\$ 53,172.32</b>	<b>108.33%</b>	<b>-8.33%</b>
3 Personnel Costs						

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5800 Salaries	142,735.28	1,205,683.52	1,211,858.00	6,174.48	99.49%	0.51%
5810 Commissions	633.77	27,375.02	28,500.00	1,124.98	96.05%	3.95%
5830 Auto	758.24	6,016.50	6,000.00	-16.50	100.28%	-0.28%
5840 401K Contribution Match	7,018.78	49,021.97	50,400.00	1,378.03	97.27%	2.73%
5850 Employee Insurance	20,203.66	108,653.91	113,000.00	4,346.09	96.15%	3.85%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	14,638.28	128,149.86	127,414.00	-735.86	100.58%	-0.58%
5890 Staff Education		4,120.51	9,000.00	4,879.49	45.78%	54.22%
Total 3 Personnel Costs	<b>\$ 185,988.01</b>	<b>\$ 1,529,059.40</b>	<b>\$ 1,546,572.00</b>	<b>\$ 17,512.60</b>	<b>98.87%</b>	<b>1.13%</b>
Total Expenses	<b>\$ 3,530,335.64</b>	<b>\$ 13,787,418.72</b>	<b>\$ 15,072,947.00</b>	<b>\$ 1,285,528.28</b>	<b>91.47%</b>	<b>8.53%</b>
Net Operating Income	<b>-\$ 524,779.91</b>	<b>-\$ 323,451.03</b>	<b>\$ 0.00</b>	<b>\$ 323,451.03</b>		
Net Income	<b>-\$ 524,779.91</b>	<b>-\$ 323,451.03</b>	<b>\$ 0.00</b>	<b>\$ 323,451.03</b>		

**VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR**

	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. FY25 to FY24	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		9,028.54	9,784.00		18,812.54	14,000.00	(4,812.54)	-34%		16,263.74	2,548.80	
4000 · Tourism Development Tax- TDT	1,933,395.92			11,079,472.29	13,012,868.21	14,038,352.00	1,025,483.79	7%		12,141,944.56	870,923.65	
4050 · TDT Supplemental					0.00	614,395.00	614,395.00				0.00	
4100 · Membership Dues			151,700.08		151,700.08	133,000.00	(18,700.08)	-14%		144,825.10	6,874.98	
4150 · Advertising Income			123,170.15		123,170.15	122,000.00	(1,170.15)	-1%		132,046.21	(8,876.06)	
4300 · Consignment Sales			102.00		102.00		(102.00)			54.50	47.50	
4620 · Interest Income			135.61		135.61	1,000.00	864.39	86%		29,185.78	(29,050.17)	
4400 · Gifts in Kind - Goods			143,256.67		143,256.67	150,000.00	6,743.33	4%		149,330.72	(6,074.05)	
4600 · Misc. Income			13,922.43		13,922.43	200.00	(13,722.43)	-6861%		34,846.07	(20,923.64)	
Total Income	1,933,395.92	9,028.54	442,070.94	11,079,472.29	13,463,967.69	15,072,947.00	1,608,979.31	11%		12,648,496.68	815,471.01	
Gross Profit	1,933,395.92	9,028.54	442,070.94	11,079,472.29	13,463,967.69	15,072,947.00	1,608,979.31					
Expense												
1 · Direct Programming	1,883,470.78	7,294.78	96,729.49	9,579,351.95	11,566,847.00	12,949,364.00	1,382,517.00	11%		10,811,041.43	755,805.57	
2 · Operating Costs		666.11	222,688.43	468,157.78	691,512.32	610,425.00	(81,087.32)	-13%		521,323.69	170,188.63	
3 · Personnel Costs			35,154.06	1,493,905.34	1,529,059.40	1,513,158.00	(15,901.40)	-1%		1,429,797.27	99,262.13	
Total Expense	1,883,470.78	7,960.89	354,571.98	11,541,415.07	13,787,418.72	15,072,947.00	1,285,528.28	9%		12,762,162.39	1,025,256.33	
Net Ordinary Income	49,925.14	1,067.65	87,498.96	-461,942.78	-323,451.03	0.00				(113,665.71)		
Net Income	49,925.14	1,067.65	87,498.96	-461,942.78	-323,451.03	0.00				(113,665.71)		



# Jason R Loeffler, CPA, PA

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## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

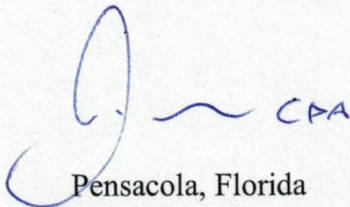
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of September 30, 2025, and the related statement of financial income and expenses – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



Pensacola, Florida

October 21, 2025



**Visit Pensacola Inc**  
**Statement of Financial Position**  
As of September 30, 2025

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	409,197.11
1025 EFT TDT #4196	355,615.06
1030 Partner#2177	178,279.83
1035 Reserves #3955	20,785.08
1050 Petty Cash	115.00
<b>Total Bank Accounts</b>	<b>\$963,992.08</b>
Accounts Receivable	
1200 Accounts Receivable	2,928,896.24
1200-5 Membership Receivable	1,350.00
1200-6 Ad Sales Receivable	1,170.00
<b>Total 1200 Accounts Receivable</b>	<b>2,931,416.24</b>
<b>Total Accounts Receivable</b>	<b>\$2,931,416.24</b>
Other Current Assets	
1400 Prepaid Postage	66.13
1405 Prepaid Expenses	78,197.75
1410 Prepaid Insurance	7,812.69
<b>Total Other Current Assets</b>	<b>\$86,076.57</b>
<b>Total Current Assets</b>	<b>\$3,981,484.89</b>
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
<b>Total 1350 Equipment</b>	<b>0.00</b>
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$3,981,484.89</b>



# Visit Pensacola Inc

## Statement of Financial Position

As of September 30, 2025

	TOTAL
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,874,591.52
<b>Total Accounts Payable</b>	<b>\$1,874,591.52</b>
Credit Cards	
2000 Visit Pensacola P-Card	43,538.62
2002 Regions Membership PCard	2,916.03
<b>Total Credit Cards</b>	<b>\$46,454.65</b>
Other Current Liabilities	
25500 Sales Tax Payable	61.50
2700 Unearned Revenue	459,174.44
2700-2 Unearned Revenue-ACE	210,329.40
2999 Salaries payable	147,357.73
<b>Total Other Current Liabilities</b>	<b>\$816,923.07</b>
<b>Total Current Liabilities</b>	<b>\$2,737,969.24</b>
<b>Total Liabilities</b>	<b>\$2,737,969.24</b>
Equity	
32000 Unrestricted Net Assets	1,566,966.68
Net Income	-323,451.03
<b>Total Equity</b>	<b>\$1,243,515.65</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,981,484.89</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
Income		
4000 Tourism Development Tax-TDT	6,595,263.17	13,012,868.21
4100 Membership Dues	3,950.01	151,700.08
4150 Advertising Income	10,332.65	122,070.15
4155 Partner Co-Ops		1,100.00
<b>Total 4150 Advertising Income</b>	<b>10,332.65</b>	<b>123,170.15</b>
4300 Consignment Sales	50.00	102.00
4400 Gifts in Kind - Goods	143,256.67	143,256.67
4600 Misc Income	49.10	4,922.43
4620 Interest Income	26.18	135.61
4640 Event Income	150.00	1,000.00
4640-1 HRT	2,750.00	8,578.54
4640-2 Annual Meeting		6,274.00
4640-3 NTTW	60.00	2,960.00
<b>Total 4640 Event Income</b>	<b>2,960.00</b>	<b>18,812.54</b>
Services		9,000.00
<b>Total Income</b>	<b>\$6,755,887.78</b>	<b>\$13,463,967.69</b>
GROSS PROFIT	<b>\$6,755,887.78</b>	<b>\$13,463,967.69</b>
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	50,333.32	150,999.96
5090-2 Adara	12,500.06	50,000.00
5090-3 Key Data	7,000.01	28,000.02
5090-4 CoStar Suite	9,075.96	20,611.96
5090-5 Zartico	-54,000.00	72,000.00
5090-6 Mint		5,460.00
<b>Total 5090 Marketing Research</b>	<b>24,909.35</b>	<b>327,071.94</b>
5100 Advertising/Media	15.00	31,340.00
5100-1 Social Boosting	8,922.35	11,753.40
5100-3 VF Co-Op Campaign	44,220.34	44,220.34
5100-4 Community Advertising	875.00	7,375.00
5100-6 Int. Agency Trade	16,428.10	19,428.10
5100-7 AAA Sales Campaign	5,000.00	5,000.00
<b>Total 5100 Advertising/Media</b>	<b>75,460.79</b>	<b>119,116.84</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
5110 Public Relations	8,154.49	9,032.58
5110-10 VF Media Mission Domestic, Canada, UK	1,775.14	1,775.14
5110-11 Trav Media IMM-NYC		4,532.00
5110-12 Magic Torch	16,000.00	48,000.00
5110-13 Southeast Tourism Society Meetups		961.52
5110-15 Trav Media Dashboard and Sponsorship	4,635.00	4,635.00
5110-16 Domestic Media Missions		437.80
5110-17 Awards		150.00
5110-18 PR Agency (activations & projects)	589.87	589.87
5110-2 CMA Nashville	-7,500.00	-7,500.00
5110-3 FAM/Site Visits	4,274.61	14,287.31
5110-4 MMGY	22,050.00	89,036.58
<b>Total 5110 Public Relations</b>	<b>49,979.11</b>	<b>165,937.80</b>
5120 Advertising Production		
5120-2 True Omni	7,800.00	12,600.00
5120-3 Content Creation, Outside Work & Freelance	6,000.00	12,981.51
<b>Total 5120 Advertising Production</b>	<b>13,800.00</b>	<b>25,581.51</b>
5130 Internet Site Production	76,991.92	398,571.78
5140 Festivals & Events Granted		102,661.69
5141 Festivals & Event Local Support		6,587.65
5141-1 Sunbelt		104,541.05
<b>Total 5141 Festivals &amp; Event Local Support</b>		<b>111,128.70</b>
5150 Consumer Promotions	3,114.19	4,499.79
5150-1 Snowbird Programs		4,500.00
5150-2 Gallery Night		710.34
5150-3 Juneteenth Efforts-fans		1,642.06
5150-4 PRIDE Efforts-Fans		1,642.06
5150-6 Out of Home Activation-Media and Trade		32,035.16
5150-8 Beach O'ween	2,128.51	2,224.28
<b>Total 5150 Consumer Promotions</b>	<b>5,242.70</b>	<b>47,253.69</b>
5160 Sales Promotions		
5160-1 Staff Uniforms	3,521.69	3,935.59
5160-2 Sales FAMS and Sites Visits	2,951.24	4,774.56
5160-3 Services Supplies	34.01	836.28
5160-4 Promo Items (All Dept)	69,850.57	89,529.96
<b>Total 5160 Sales Promotions</b>	<b>76,357.51</b>	<b>99,076.39</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
5170 Brochures and Collateral	1,781.50	150,736.54
5180 Tradeshows		
5180-10 FL Huddle & Encounter		15,186.60
5180-11 FSAE	2,419.88	4,177.25
5180-12 IPW		32,251.17
5180-13 Military Reunion Network		8,512.75
5180-14 NY Travel & Adv Show		3,749.52
5180-15 Rendezvous		6,330.06
5180-16 SMART Meeting	2,937.97	16,707.15
5180-16-1 SMART Meetings-planners	-592.37	-592.37
5180-18 VF Trade Mission	673.82	692.61
5180-19 World Travel Market	3,827.06	11,311.91
5180-2 ATL Travel and Adventure Show		9,514.59
5180-20 UK Huddle	542.09	14,920.23
5180-3 Canada-Toronto Travel & Adventure Show	1,891.56	3,796.44
5180-4 Connect DC		6,135.70
5180-5 Connect Diversity		900.00
5180-6 Connect Tech		5,925.68
5180-7 Dallas Travel & Adv Show		18,909.15
5180-8 DEMA	-20.00	14,058.69
5180-9 Denver Travel & Adv Show		13,536.55
<b>Total 5180 Tradeshows</b>	<b>11,680.01</b>	<b>186,023.68</b>
5190 Showcase	2,799,807.03	7,621,250.57
5210 Regional Partnership	21,562.50	97,770.00
5220 Registration	2,629.95	25,329.39
5230 Dues and Subscriptions	10,743.74	65,520.40
5400 Business Travel & Entertainment	<b>13,887.91</b>	<b>55,457.18</b>
5500 Visitor Awareness Education		710.21
5500-1 Annual Meeting		44,031.26
5500-2 Christmas Decorations		810.51
5500-3 Local Activations		582.76
5500-4 HRT Luncheons	2,339.73	14,779.88
5500-5 Local Awareness Program		6.99
5500-6 NTTW Activities		23,966.51
<b>Total 5500 Visitor Awareness Education</b>	<b>2,339.73</b>	<b>84,888.12</b>
7400 ACE - DP	983,470.78	1,883,470.78
<b>Total 1 Direct Programming</b>	<b>4,170,644.53</b>	<b>11,566,847.00</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
<b>2 Operating Costs</b>		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	1,241.27	4,022.72
5450-2 Auto Local Travel-MEM	299.27	1,175.15
5450-3 Insider Guide Delivery	800.00	3,600.00
<b>Total 5450 Auto/ Local Travel</b>	<b>2,340.54</b>	<b>8,797.87</b>
5600 Building Maintenance & Repair	<b>13,433.27</b>	<b>69,649.26</b>
5610 Computer&IT Maintenance&Repair		
5610-1 Adobe Subscription	1,837.11	7,078.44
5610-2 Computer Accessories	49.00	913.04
5610-3 Digital Boardwalk	6,303.78	24,490.09
5610-4 Computers/laptops	7,156.01	14,843.14
<b>Total 5610 Computer&amp;IT Maintenance&amp;Repair</b>	<b>15,345.90</b>	<b>47,324.71</b>
5630 Insurance Building & Content	4,970.82	16,814.70
5640 D & O and Liability Insurance	619.74	5,234.87
5650 Audit		25,000.00
5660 Legal Services	13,452.00	20,546.00
5670 CPA/ Financial Services	2,432.50	6,940.20
5700 Postage	7,685.22	26,255.54
5710 Supplies Coffee/Sodas	1,010.42	6,123.44
5720 Office Supplies	<b>2,009.86</b>	<b>12,588.77</b>
5730 Storage and Delivery		
5730-1 Gilmore Storage & Delivery	828.40	3,524.22
5730-2 Storage Unit-Fairfield	584.04	2,474.16
5730-3 Storage Unit-E122	994.95	3,979.80
5730-4 Storage Unite-G133	947.34	3,789.36
<b>Total 5730 Storage and Delivery</b>	<b>3,354.73</b>	<b>13,767.54</b>
5750 Rent		10.00
5760 Telephone Service	1,923.64	7,528.24
5765 Cell Phone	2,295.03	8,938.01
5770 Utilities	<b>10,931.43</b>	<b>43,187.46</b>
5780 Copier	846.33	8,665.97
5790 Capital Expenditures	27,329.47	30,974.47
5900 Miscellaneous Expenses	16.82	782.82
5920 Bad Debt Expense	169,037.57	169,037.57
6000 Consignment Sales Expenses		26.74
6001 Bank Service Charge	534.88	11,453.81
6010 Credit Card Processing Fee	1,538.49	7,249.47
6500 Taxes	202.50	1,358.19
6940 In Kind Expense	143,256.67	143,256.67
<b>Total 2 Operating Costs</b>	<b>424,567.83</b>	<b>691,512.32</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
3 Personnel Costs		
5800 Salaries	332,133.51	1,205,683.52
5810 Commissions	1,695.65	27,375.02
5830 Auto	1,681.32	6,016.50
5840 401K Contribution Match	14,574.62	49,021.97
5850 Employee Insurance	38,832.23	108,653.91
5870 Drug Testing		38.11
5880 Payroll Expense	33,733.79	128,149.86
5890 Staff Education	69.99	4,120.51
<b>Total 3 Personnel Costs</b>	<b>422,721.11</b>	<b>1,529,059.40</b>
<b>Total Expenses</b>	<b>\$5,017,933.47</b>	<b>\$13,787,418.72</b>
<b>NET OPERATING INCOME</b>	<b>\$1,737,954.31</b>	<b>\$ -323,451.03</b>
<b>NET INCOME</b>	<b>\$1,737,954.31</b>	<b>\$ -323,451.03</b>



**Fund 108 - Revenue Trends  
Analytical Review  
As of October 15, 2025**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
<b>October</b>	72,047	-95.6%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
<b>November</b>	-	-100.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
<b>December</b>	-	-100.0%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
<b>January</b>	-	-100.0%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
<b>February</b>	-	-100.0%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
<b>March</b>	-	-100.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
<b>April</b>	-	-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
<b>May</b>	-	-100.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
<b>June</b>	-	-100.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
<b>July</b>	-	-100.0%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
<b>August</b>	-	-100.0%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
<b>Sept</b>	-	-100.0%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	<b>72,047</b>	<b>-99.7%</b>	<b>22,114,042</b>	<b>2.5%</b>	<b>22,014,490</b>	<b>2.0%</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>1 - 2 Cents</b>	28,819		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
<b>3rd Cent</b>	14,409		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>4th Cent</b>	14,409		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
<b>5th Cent</b>	14,409		4,422,808		4,402,898		4,316,494		-		-
	<b>72,047</b>		<b>22,114,042</b>		<b>22,014,490</b>		<b>21,582,470</b>		<b>21,816,411</b>		<b>17,671,461</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:** October 15, 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 August 2025 returns received in the month of September 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in September 2025 were \$2,036,647 compared to \$2,052,001 in September 2024. A comparison of September 2025 to September 2024 is a 0.7% decrease.
- Year-to-date collections for FY2025 is \$22,048,835 compared to \$22,023,172 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 2,036,647	\$ 2,052,001	-0.7%	\$ 22,048,835	\$ 22,023,172	0.1%
	-	-				
Total	\$ 2,036,647	\$ 2,052,001	-0.7%	\$ 22,048,835	\$ 22,023,172	0.1%

**Five Percent Tourist Development Tax Collection Data  
Reported In Fiscal Year Format  
Escambia County, Florida  
As of September 30, 2025**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,631,008.28	\$ 1,515,691.84	\$ 115,316.44	7.6%
Southeast Pensacola	2,708,662.38	2,636,477.27	72,185.11	2.7%
Southcentral & Southwest Pensacola	702,810.16	903,944.46	(201,134.30)	-22.3%
Perdido Key Area	4,646,803.52	4,664,288.33	(17,484.81)	-0.4%
Northeast Pensacola	1,218,297.54	1,054,219.95	164,077.59	15.6%
North Escambia & Northwest Pensacola	1,452,712.62	1,364,346.56	88,366.06	6.5%
Pensacola Beach Area	9,688,540.70	9,884,203.13	(195,662.43)	-2.0%
<b>Total</b>	<b>\$ 22,048,835.20</b>	<b>\$ 22,023,171.54</b>	<b>\$ 25,663.66</b>	<b>0.1%</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 September 30, 2025**



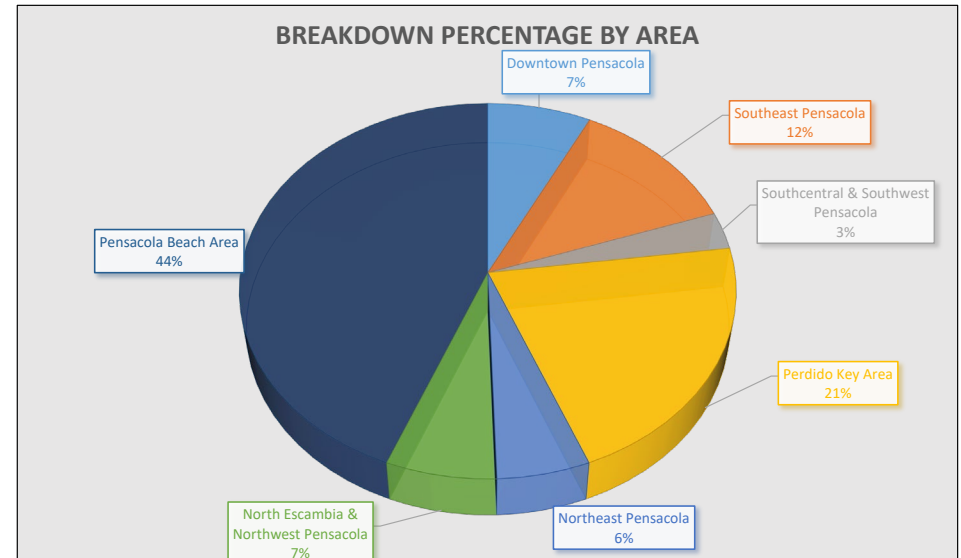
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31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

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 September 30, 2025**



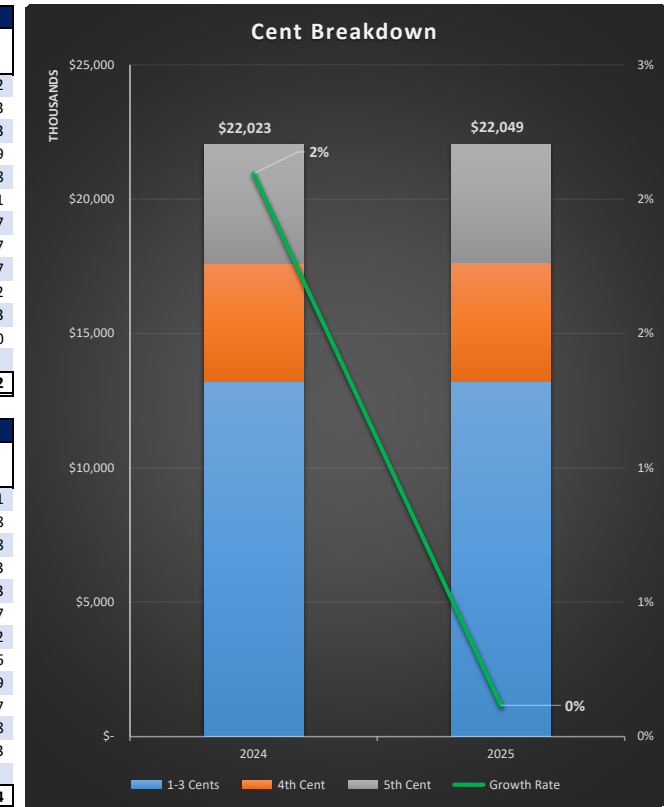
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
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	1,481,568.87
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	2,021,934.22
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	2,169,243.23
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	1,221,988.00
<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>\$ 13,229,301.12</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	493,856.29
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	673,978.07
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	723,081.08
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	407,329.33
<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>\$ 4,409,767.04</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	493,856.29
JUL	-	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 4,404,634.31</b>	<b>\$ 4,409,767.04</b>

\*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	2,469,281.45	2,354,824.96	114,456.49	4.9%
JUL	3,369,890.36	3,450,932.33	(81,041.97)	-2.3%
AUG	3,615,405.39	3,739,842.43	(124,437.04)	-3.3%
SEP	2,036,646.67	2,052,000.61	(15,353.94)	-0.7%
<b>Total</b>	<b>\$ 22,048,835.20</b>	<b>\$ 22,023,171.54</b>	<b>\$ 25,663.66</b>	<b>0.1%</b>