Visit Pensacola
Financial Report
September 2026

FY26 SEPTEMBER TAKEAWAYS:

The unified financial statement for September reports net income of $452K. All invoices pertainig to FY26 have been entered including Showcase and ACE invoices, even though have not billed to the county yet.

MAJOR HIGHLIGHTS:

The Board of County Commissioners (BOCC) has approved the requested Unified budget totaling $14,638,829 for Fiscal Year 2027.
VP $10,869,331 (74.25%)
ACE $2,159,227 (14.75%)
PS $1,610,271 (11%)

So far, VP has applied $1,993,032.54 toward the advance which also inlcudes $100K from July Showcase expenses that was submitted to OMB on 10/13/26.
. The remaining $506,967.46 balance will be applied from August ($100K) and September Showcase ($406,967.46) expenses.

According to the Clerk's Office, VP still owes $806,967.46 on the advance. VP has submitted June's Showcase (which is currently under review by COC) and September's submission to OMB, which will cover an additional $200K. The remaining $606,967.46 will be covered as follows:
July Showcase Invoices ($100K) -submitted to OMB on 10/13/26
August Showcase Invoices ($100K)-waiting on cleared checks
September Showcase invoices ($406,967.46).

ACE has paid back $567K of the advance so far, with the remaining $333K expected to be covered by their September FooFoo and Operating Grant expenses

	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-99.9% of invoiced partners have already paid their dues.
	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled $2,329,250.98. We recognize income as billed to the County).
	VISIT PENSACOLA ONLY Month To Date Private revenue totaled $174,884.30
	VISIT PENSACOLA ONLY Month to date total Revenue = $2,504,135.28
	VISIT PENSACOLA ONLY Month to date expense:
	Direct Programming $1,429,413.57
	Operations $244,623.23
	Personnel $206,265.19
	VISIT PENSACOLA ONLY Month to Date total Expense = $1,880,301.99
	VISIT PENSACOLA Only Month to Date Net Income =$623,833.29

	UNIFIED Year to Date TDT revenue totaled $13,585,859.53
	UNIFIED Year To Date Private revenue totaled $449,852.86
	UNIFIED Year to date total Revenue = $14,035,712.39
	UNIFIED Year to date expense:
	Direct Programming $11,306,094.34
	Operations $679,999.92
	Personnel $1,597,969.03
	UNIFIED Year to Date total Expense = $13,584,053.29
	UNIFIED Year to Date Net Income = $451,649.10

County Submissions

*	September's submission is submitted on Oct 16, 2026.

Visit Pensacola Inc
Balance Sheet
As of Sep 30, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	178,148.69
1025 EFT TDT #4196	$114,828.41
1027 EFT TDT #4196-ACE	65,471.00
Total for 1025 EFT TDT #4196	**$180,299.41**
1030 Partner#2177	$257,526.31
1033 PPP LOan	0.00
Total for 1030 Partner#2177	**$257,526.31**
1035 Reserves #3955	21,199.36
1050 Petty Cash	115.00
Total Bank Accounts	**$637,288.77**
Accounts Receivable	
1200 Accounts Receivable	$3,515,113.39
1200-5 Membershp Receivable	2,432.00
1200-6 Ad Sales Receivable	0.00
Total for 1200 Accounts Receivable	**$3,517,545.39**
Total Accounts Receivable	**$3,517,545.39**
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	136.33
1405 Prepaid Expenses	98,447.67
1410 Prepaid Insurance	8,488.99
1455 Due from Reserve	0.00
1460 Due From Partnership	686.97
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total Other Current Assets	**$107,759.96**
Total Current Assets	**$4,262,594.12**
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 Sep 30, 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 Fixed Assets	**$0.00**
Total Assets	**$4,262,594.12**
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,784,785.05
Total Accounts Payable	**$1,784,785.05**
Credit Cards	
2000 Visit Pensacola P-Card	25,030.44
2002 Regions Membership PCard	877.74
Total Credit Cards	**$25,908.18**
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	37.13
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	500,000.00
2660 Pass through payment	0.00
2700 Unearned Revenue	70,495.12
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	0.00
2999 Salaries payable	147,734.69
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	**$718,266.94**
Total Current Liabilities	**$2,528,960.17**
Total Liabilities	**$2,528,960.17**
Equity	
32000 Unrestricted Net Assets	1,281,984.85
Net Income	451,649.10
Total Equity	**$1,733,633.95**
Total Liabilities and Equity	**$4,262,594.12**

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	Sep-26 Actual	Oct - Aug, 2026 (YTD)	Budget	Remaining	% of Budget
Income					
4000 Tourism Development Tax-TDT	1,339,696.52	8,618,153.97	8,686,744.00	68,590.03	99.21%
Advance Payment	806,967.46	2,500,000.00	2,500,000.00	0.00	100.00%
4050 · TDT Supplemental	182,587.00	182,587.00	182,587.00	0.00	0.00%
Total 4000 Tourism Development Tax-TDT	**$ 2,329,250.98**	**$ 11,300,740.97**	**$ 11,369,331.00**	**$ 68,590.03**	99.40%
Total Income	**$ 2,329,250.98**	**$ 11,300,740.97**	**$ 11,369,331.00**	**$ 68,590.03**	**99.40%**
Gross Profit	**$ 2,329,250.98**	**$ 11,300,740.97**	**$ 11,369,331.00**	**$ 68,590.03**	**99.40%**
Expenses					
1 Direct Programming					
5090 Marketing Research	40,453.41	339,822.99	327,700.00	-12,122.99	103.70%
5100 Advertising/Media	21,942.58	357,629.83	365,132.00	7,502.17	97.95%
5110 Public Relations	18,391.46	180,709.49	220,100.00	39,390.51	82.10%
5120 Advertising Production	-1,400.00	15,425.00	34,000.00	18,575.00	45.37%
5130 Internet Site Production	-164.11	394,355.00	463,115.00	68,760.00	85.15%
5140 Festivals & Events Granted	31,310.18	67,590.26	80,000.00	12,409.74	84.49%
5141 Festivals & Event Local Support	49,251.61	96,974.99	110,000.00	13,025.01	88.16%
5142 Festival & Event Mini Grants			10,000.00	10,000.00	0.00%
5150 Consumer Promotions	-5,823.75	69,886.40	72,100.00	2,213.60	96.93%
5160 Sales Promotions		23,307.78	32,000.00	8,692.22	72.84%
5170 Brochures and Collateral		135,508.69	141,500.00	5,991.31	95.77%
5180 Tradeshows	293.23	214,177.01	225,750.00	11,572.99	94.87%
5190 Showcase	1,281,959.68	6,788,251.95	6,954,729.00	166,477.05	97.61%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%
5215 Tourism Development Projects				0.00	#DIV/0!
5220 Registration	-12,000.00	11,648.90	36,150.00	24,501.10	32.22%
5230 Dues and Subscriptions	3,253.58	62,521.89	70,425.00	7,903.11	88.78%
5400 Business Travel & Entertainment	1,622.44	36,652.92	76,740.00	40,087.08	47.76%
5500 Visitor Awareness Education			5,000.00	5,000.00	0.00%
Total 1 Direct Programming	**$ 1,429,090.31**	**$ 8,880,713.10**	**$ 9,310,691.00**	**$ 429,977.90**	**95.38%**
2 Operating Costs				0.00	
5450 Auto/ Local Travel	174.56	4,778.03	6,600.00	1,821.97	72.39%
5520 Committee Expenses			1,250.00	1,250.00	0.00%
5530 Meeting & Events		355.78	2,500.00	2,144.22	14.23%
5600 Building Maintenance & Repair	12,507.53	75,737.36	69,000.00	-6,737.36	109.76%
5610 Computer&IT Maintenance&Repair	2,880.18	45,696.18	42,000.00	-3,696.18	108.80%
5630 Insurance Building & Content	1,850.75	21,868.33	23,200.00	1,331.67	94.26%
5640 D & O and Liability Insurance	206.58	2,478.96	5,000.00	2,521.04	49.58%
5650 Audit	6,000.00	30,000.00	30,000.00	0.00	100.00%
5660 Legal Services	6,775.00	46,882.50	38,000.00	-8,882.50	123.38%
5670 CPA/ Financial Services	525.00	6,666.71	7,200.00	533.29	92.59%
5675 Professional Services	25,395.18	58,728.18	80,000.00	21,271.82	73.41%
5680 Conference Registation		9,655.00	20,000.00	10,345.00	48.28%
5700 Postage	1,097.43	23,748.14	25,620.00	1,871.86	92.69%
5710 Supplies Coffee/Sodas	129.91	1,590.78	3,000.00	1,409.22	53.03%
5720 Office Supplies	3,273.63	21,922.52	11,000.00	-10,922.52	199.30%
5730 Storage and Delivery	1,423.93	14,057.21	14,420.00	362.79	97.48%
5750 Rent		10.00	10.00	0.00	100.00%
5760 Telephone Service		7,827.22	8,400.00	572.78	93.18%
5765 Cell Phone	786.72	9,473.73	9,600.00	126.27	98.68%
5770 Utilities	4,086.07	47,206.75	47,760.00	553.25	98.84%
5780 Copier	705.75	8,702.85	9,600.00	897.15	90.65%
5790 Capital Expenditures				0.00	#DIV/0!
6001 Bank Service Charge				0.00	
6500 Taxes		207.96	100.00	-107.96	207.96%
Total 2 Operating Costs	**$ 67,818.22**	**$ 437,594.19**	**$ 454,260.00**	**$ 16,665.81**	**96.33%**
3 Personnel Costs				0.00	
5800 Salaries	166,829.18	1,287,391.33	1,311,260.00	23,868.67	98.18%
5830 Auto	774.73	6,016.51	6,020.00	3.49	99.94%
5840 401K Contribution Match	7,961.61	49,040.27	53,200.00	4,159.73	92.18%
5850 Employee Insurance	13,213.47	97,495.37	110,100.00	12,604.63	88.55%
5870 Drug Testing		199.75	400.00	200.25	49.94%
5880 Payroll Expense	16,780.55	138,446.72	120,400.00	-18,046.72	114.99%
5890 Staff Education	375.00	2,382.00	3,000.00	618.00	79.40%
Total 3 Personnel Costs	**$ 205,934.54**	**$ 1,580,971.95**	**$ 1,604,380.00**	**$ 23,408.05**	**98.54%**
Total Expenses	**$ 1,702,843.07**	**$ 10,899,279.24**	**$ 11,369,331.00**	**$ 470,051.76**	**95.87%**
Net Operating Income	**$ 626,407.91**	**$ 401,461.73**	**$ 0.00**	**-$ 401,461.73**	

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	Sep-26 Actual	Oct - Sept, 2026 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4100 Membership Dues	2,432.00	147,621.27	129,300.00	-18,321.27	114.17%	-14.17%
4150 Advertising Income		89,105.81	115,000.00	25,894.19	77.48%	22.52%
4400 Gifts in Kind - Goods	170,782.69	170,782.69	145,000.00	-25,782.69	117.78%	-17.78%
4600 Misc Income	0.90	22,158.81	130.00	-22,028.81	17045.24%	-16945.24%
4620 Interest Income	8.71	414.28	5,000.00	4,585.72	8.29%	91.71%
4640 Event Income	1,660.00	19,770.00	15,000.00	-4,770.00	131.80%	-31.80%
Total Income	**$ 174,884.30**	**$ 449,852.86**	**$ 409,430.00**	**-$ 40,422.86**	**109.87%**	**-9.87%**
Gross Profit	**$ 174,884.30**	**$ 449,852.86**	**$ 409,430.00**	**-$ 40,422.86**	**109.87%**	**-9.87%**
Expenses						
1 Direct Programming						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations	484.91	8,656.82	12,500.00	3,843.18	69.25%	30.75%
5120 Advertising Production				0.00		
5130 Internet Site Production		3,796.03	7,000.00	3,203.97	54.23%	45.77%
5140 Festivals & Events Granted				0.00	#DIV/0!	#DIV/0!
5141 Festivals & Event Local Support		721.32	10,000.00	9,278.68	7.21%	92.79%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		908.83	5,000.00	4,091.17	18.18%	81.82%
5160 Sales Promotions		9,051.53	31,000.00	21,948.47	29.20%	70.80%
5170 Brochures and Collateral		13,957.00	26,000.00	12,043.00	53.68%	46.32%
5180 Tradeshows		3,542.70	15,200.00	11,657.30	23.31%	76.69%
5190 Showcase		3,744.58	20,000.00	16,255.42	18.72%	81.28%
5210 Regional Partnership				0.00	#DIV/0!	#DIV/0!
5220 Registration		1,510.00	1,450.00	-60.00	104.14%	-4.14%
5230 Dues and Subscriptions		99.00	4,400.00	4,301.00	2.25%	97.75%
5400 Business Travel & Entertainment				0.00	#DIV/0!	#DIV/0!
5400-1 Disallowed Travel Expense	-161.65	1,065.15	6,110.00	5,044.85	17.43%	82.57%
Total 5400 Business Travel & Entertainment	**-$ 161.65**	**$ 1,065.15**	**$ 6,110.00**	**$ 5,044.85**	**17.43%**	**82.57%**
5500 Visitor Awareness Education		15,661.31	11,000.00	-4,661.31	**142.38%**	-42.38%
Total 1 Direct Programming	**$ 323.26**	**$ 62,714.27**	**$ 154,660.00**	**$ 91,945.73**	**0.21%**	**59.45%**
2 Operating Costs				0.00		
5450 Auto/ Local Travel	321.96	1,222.84	2,200.00	977.16	55.58%	44.42%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events	193.35	34,586.66	37,620.00	3,033.34	91.94%	8.06%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage	360.80	404.30	100.00	-304.30	404.30%	-304.30%
5710 Supplies Coffee/Sodas	42.92	4,269.87	4,000.00	-269.87	106.75%	-6.75%
5720 Office Supplies		124.45	1,000.00	875.55	12.45%	87.56%
5730 Storage and Delivery		8.33	1,000.00	991.67	0.83%	99.17%
5900 Miscellaneous Expenses	338.68	382.38	2,000.00	1,617.62	19.12%	80.88%
5920 Bad Debt Expense	200.00	200.00	1,500.00	1,300.00	13.33%	86.67%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	186.84	1,831.04	1,500.00	-331.04	122.07%	-22.07%
6005 Interest Expense	4,043.53	20,430.93	8,000.00	-12,430.93		
6010 Credit Card Processing Fee	297.11	6,918.04	6,000.00	-918.04	115.30%	-15.30%
6500 Taxes	37.13	1,224.20	2,400.00	1,175.80	51.01%	48.99%
6940 In Kind Expense	170,782.69	170,782.69	145,000.00	-25,782.69	117.78%	-17.78%
Total 2 Operating Costs	**$ 176,805.01**	**$ 242,385.73**	**$ 214,570.00**	**-$ 27,815.73**	**112.96%**	**-12.96%**
3 Personnel Costs				0.00		
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5840 401K Contribution Match		753.53	1,800.00	1,046.47	41.86%	58.14%
5850 Employee Insurance	330.65	2,368.24	2,500.00	131.76	94.73%	5.27%
5880 Payroll Expense		1,265.65	3,600.00	2,334.35	35.16%	64.84%
5890 Staff Education		50.87	3,800.00	3,749.13	1.34%	98.66%
Total 3 Personnel Costs	**$ 330.65**	**$ 16,997.08**	**$ 40,200.00**	**$ 23,202.92**	**42.28%**	**57.72%**
Total Expenses	**$ 177,458.92**	**$ 322,097.08**	**$ 409,430.00**	**$ 87,332.92**	**78.67%**	**21.33%**
Net Operating Income	**-$ 2,574.62**	**$ 127,755.78**	**$ 0.00**	**-$ 127,755.78**		
Net Income	**-$ 2,574.62**	**$ 127,755.78**	**$ 0.00**	**-$ 127,755.78**		

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

Sep-26

	Oct - Sept, 2026 Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	1,339,696.52	8,618,153.97	8,686,744.00	68,590.03	99.21%	0.79%
Advance Payment	806,967.46	2,500,000.00	2,500,000.00	0.00	100.00%	0.00%
4001 · Tourism Development Tax-ACE	653,143.52	2,248,847.56	2,122,956.00	-125,891.56	105.93%	
4050 · TDT Supplemental	218,858.00	218,858.00	218,858.00	0.00	0.00%	100.00%
Total 4000 Tourism Development Tax	**$ 3,018,665.50**	**$ 13,585,859.53**	**$ 13,528,558.00**	**-$ 57,301.53**	**100.42%**	**-0.42%**
4100 Membership Dues	2,432.00	147,621.27	129,300.00	-18,321.27	114.17%	-14.17%
4150 Advertising Income		89,105.81	115,000.00	25,894.19	77.48%	22.52%
4400 Gifts in Kind - Goods	170,782.69	170,782.69	145,000.00	-25,782.69	117.78%	-17.78%
4600 Misc Income	0.90	22,158.81	130.00	-22,028.81	17045.24%	-16945.24%
4620 Interest Income	8.71	414.28	5,000.00	4,585.72	8.29%	91.71%
4640 Event Income	1,660.00	19,770.00	15,000.00	-4,770.00	131.80%	-31.80%
Total Income	**$ 3,193,549.80**	**$ 14,035,712.39**	**$ 13,937,988.00**	**-$ 97,724.39**	**100.70%**	**-0.70%**
Gross Profit	**$ 3,193,549.80**	**$ 14,035,712.39**	**$ 13,937,988.00**	**-$ 97,724.39**	**100.70%**	**-0.70%**
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	40,453.41	339,822.99	327,700.00	-12,122.99	103.70%	-3.70%
5100 Advertising/Media	21,942.58	357,629.83	370,132.00	12,502.17	96.62%	3.38%
5110 Public Relations	18,876.37	189,366.31	232,600.00	43,233.69	81.41%	18.59%
5120 Advertising Production	-1,400.00	15,425.00	34,000.00	18,575.00	45.37%	54.63%
5130 Internet Site Production	-164.11	398,151.03	470,115.00	71,963.97	84.69%	15.31%
5140 Festivals & Events Granted	31,310.18	67,590.26	80,000.00	12,409.74	84.49%	15.51%
5141 Festivals & Event Local Support	49,251.61	97,696.31	120,000.00	22,303.69	81.41%	18.59%
5142 Festival & Event Mini Grants			10,000.00	10,000.00	0.00%	100.00%
5150 Consumer Promotions	-5,823.75	70,795.23	77,100.00	6,304.77	91.82%	8.18%
5160 Sales Promotions		32,359.31	63,000.00	30,640.69	51.36%	48.64%
5170 Brochures and Collateral		149,465.69	167,500.00	18,034.31	89.23%	10.77%
5180 Tradeshows	293.23	217,719.71	240,950.00	23,230.29	90.36%	9.64%
5190 Showcase	1,281,959.68	6,791,996.53	6,974,729.00	182,732.47	97.38%	2.62%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects				0.00		
5220 Registration	-12,000.00	13,158.90	37,600.00	24,441.10	35.00%	65.00%
5230 Dues and Subscriptions	3,253.58	62,620.89	74,825.00	12,204.11	83.69%	16.31%
5400 Business Travel & Entertainment	1,450.80	36,809.70	76,740.00	39,930.30	47.97%	52.03%
5400-1 Disallowed Travel Expense	9.99	908.37	6,110.00	5,201.63	14.87%	85.13%
Total 5400 Business Travel & Entertainment	**$ 1,460.79**	**$ 37,718.07**	**$ 82,850.00**	**$ 45,131.93**	**45.53%**	**54.47%**
5500 Visitor Awareness Education		15,661.31	16,000.00	338.69	97.88%	2.12%
7400 ACE - DP	357,127.37	2,362,666.97	2,159,227.00	-203,439.97	16.54%	-9.42%
Total 1 Direct Programming	**$ 1,786,540.94**	**$ 11,306,094.34**	**$ 11,624,578.00**	**$ 318,483.66**	**97.26%**	**2.74%**
2 Operating Costs				0.00		
5450 Auto/ Local Travel	496.52	6,000.87	8,800.00	2,799.13	68.19%	31.81%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	193.35	34,962.44	40,120.00	0.55%	114.75%	
5600 Building Maintenance & Repair	12,507.53	75,741.45	69,000.00	-6,741.45	109.77%	-9.77%
5610 Computer&IT Maintenance&Repair	2,880.18	45,696.18	42,000.00	-3,696.18	108.80%	-8.80%
5630 Insurance Building & Content	1,850.75	21,868.33	23,200.00	1,331.67	94.26%	5.74%
5640 D & O and Liability Insurance	206.58	2,478.96	5,000.00	2,521.04	49.58%	50.42%
5650 Audit	6,000.00	30,000.00	30,000.00	0.00	100.00%	0.00%
5660 Legal Services	6,775.00	46,882.50	38,000.00	-8,882.50	123.38%	-23.38%
5670 CPA/ Financial Services	525.00	6,666.71	7,200.00	533.29	92.59%	7.41%
5675 Professional Services	25,395.18	58,728.18	100,000.00	41,271.82	58.73%	41.27%
5680 Conference Registration		9,655.00	20,000.00	10,345.00	48.28%	51.73%
5700 Postage	1,458.23	24,152.44	25,620.00	1,467.56	94.27%	5.73%
5710 Supplies Coffee/Sodas	172.83	5,860.65	7,100.00	1,239.35	82.54%	17.46%
5720 Office Supplies	3,273.63	22,042.88	12,000.00	-10,042.88	183.69%	-83.69%
5730 Storage and Delivery	1,423.93	14,065.54	15,420.00	1,354.46	91.22%	8.78%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service		7,827.22	8,400.00	572.78	93.18%	6.82%
5766 Cell Phone	786.72	9,473.73	9,600.00	126.27	98.68%	1.32%
5770 Utilities	4,086.07	47,206.75	47,760.00	553.25	98.84%	1.16%
5780 Copier	705.75	8,702.85	9,600.00	897.15	90.65%	9.35%
5790 Capital Expenditures				0.00		
5900 Miscellaneous Expenses	338.68	382.38	2,000.00	1,617.62	19.12%	80.88%
5920 Bad Debt Expense	200.00	200.00	1,500.00	1,300.00	13.33%	86.67%
6000 Consignment Sales Expenses	186.84	1,831.04	1,500.00	-331.04	122.07%	-22.07%
6001 Bank Service Charge	4,043.53	20,430.93	1,500.00	-18,930.93	1362.06%	-1262.06%
6005 Interest Expense	297.11	6,918.04	8,000.00	4.29%	115.64%	
6010 Credit Card Processing Fee	37.13	1,432.16	6,000.00	4,567.84	23.87%	76.13%
6500 Taxes	170,782.69	170,782.69	2,500.00	-168,282.69	6831.31%	-6731.31%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	**$ 244,623.23**	**$ 679,999.92**	**$ 668,830.00**	**-$ 11,169.92**	**101.67%**	**-1.67%**
3 Personnel Costs						
5800 Salaries	166,829.18	1,287,391.33	1,311,260.00	23,868.67	98.18%	1.82%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	774.73	6,016.51	6,020.00	3.49	99.94%	0.06%
5840 401K Contribution Match	7,961.61	49,793.80	50,000.00	206.20	99.59%	0.41%
5850 Employee Insurance	13,544.12	99,863.61	102,600.00	2,736.39	97.33%	2.67%
5870 Drug Testing		199.75	400.00	200.25	49.94%	50.06%
5880 Payroll Expense	16,780.55	139,712.37	139,000.00	-712.37	100.51%	-0.51%
5890 Staff Education	375.00	2,432.87	6,800.00	4,367.13	35.78%	64.22%
Total 3 Personnel Costs	**$ 206,265.19**	**$ 1,597,969.03**	**$ 1,644,580.00**	**$ 46,610.97**	**97.17%**	**2.83%**
Total Expenses	**$ 2,237,429.36**	**$ 13,584,063.29**	**$ 13,937,988.00**	**$ 353,924.71**	**97.46%**	**2.54%**
Net Operating Income	**$ 956,120.44**	**$ 451,649.10**	**$ 0.00**	**-$ 451,649.10**		
Net Income	**$ 956,120.44**	**$ 451,649.10**	**$ 0.00**	**-$ 451,649.10**		

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, 2026, 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.

CPA

Pensacola, Florida

October 21, 2026

Visit Pensacola Inc

Statement of Financial Position

As of September 30, 2026

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	178,148.69
1025 EFT TDT #4196	114,828.41
1027 EFT TDT #4196-ACE	65,471.00
Total 1025 EFT TDT #4196	**180,299.41**
1030 Partner#2177	257,526.31
1035 Reserves #3955	21,199.36
1050 Petty Cash	115.00
Total Bank Accounts	**$637,288.77**
Accounts Receivable	
1200 Accounts Receivable	**3,517,545.39**
Total Accounts Receivable	**$3,517,545.39**
Other Current Assets	
1400 Prepaid Postage	136.33
1405 Prepaid Expenses	98,447.67
1410 Prepaid Insurance	8,488.99
1460 Due From Partnership	686.97
Total Other Current Assets	**$107,759.96**
Total Current Assets	**$4,262,594.12**
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	**$4,262,594.12**

Visit Pensacola Inc

Statement of Financial Position

As of September 30, 2026

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	**$1,784,785.05**
Credit Cards	
2000 Visit Pensacola P-Card	25,030.44
2002 Regions Membership PCard	877.74
Total Credit Cards	**$25,908.18**
Other Current Liabilities	
25500 Sales Tax Payable	37.13
2655 Line of Credit	500,000.00
2700 Unearned Revenue	70,495.12
2999 Salaries payable	147,734.69
Total Other Current Liabilities	**$718,266.94**
Total Current Liabilities	**$2,528,960.17**
Total Liabilities	**$2,528,960.17**
Equity	
32000 Unrestricted Net Assets	1,281,984.85
Net Income	451,649.10
Total Equity	**$1,733,633.95**
TOTAL LIABILITIES AND EQUITY	**$4,262,594.12**

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2026

	TOTAL	
	JUL - SEP, 2026	OCT 2025 - SEP 2026 (YTD)
Income		
4000 Tourism Development Tax-VP	4,247,232.32	11,300,740.97
4001 Tourism Development Tax-ACE	1,613,240.97	2,285,118.56
4100 Membership Dues	2,832.00	147,621.27
4150 Advertising Income	26,795.71	89,105.81
4300 Consignment Sales	90.00	150.00
4400 Gifts in Kind - Goods	170,782.69	170,782.69
4600 Misc Income	2.46	139.19
4620 Interest Income	62.27	414.28
4640 Event Income		
4640-1 HRT	1,655.00	5,985.00
4640-2 Annual Meeting	1,130.00	11,550.00
4640-3 NTTW		2,235.00
Total 4640 Event Income	**2,785.00**	**19,770.00**
Services		21,869.62
Total Income	**$6,063,823.42**	**$14,035,712.39**
GROSS PROFIT	**$6,063,823.42**	**$14,035,712.39**
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	60,733.32	174,399.96
5090-2 Adara	12,499.97	50,000.00
5090-3 Key Data	7,000.00	27,999.99
5090-4 CoStar Suite	6,347.08	15,423.04
5090-5 Zartico	6,000.00	72,000.00
Total 5090 Marketing Research	**92,580.37**	**339,822.99**
5100 Advertising/Media		
5100-1 Social Boosting	7,348.70	10,629.83
5100-3 VF Co-Op Campaign		325,000.00
5100-6 Int. Agency Trade	21,000.00	22,000.00
Total 5100 Advertising/Media	**28,348.70**	**357,629.83**

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2026

	TOTAL	
	JUL - SEP, 2026	OCT 2025 - SEP 2026 (YTD)
5110 Public Relations		1,695.00
5110-1 Beach O'Ween		2,895.00
5110-10 VF Media Mission Domestic, Canada, UK		2,000.00
5110-12 Magic Torch	16,000.00	48,000.00
5110-15 Trav Media Dashboard and Partnership	885.00	885.00
5110-18 PR Agency (activations & projects)	9,424.55	16,266.03
5110-2 CMA Nashville		7,500.00
5110-3 FAM/Site Visits	4,619.98	21,096.02
5110-4 MMGY	26,894.17	78,344.17
5110-6 Travel Media IMM-UK		6,185.09
5110-7 Local Media Spots-NewRadio		4,500.00
Total 5110 Public Relations	**57,823.70**	**189,366.31**
5120 Advertising Production		1,425.00
5120-2 True Omni	-200.00	10,000.00
5120-3 Content Creation, Outside Work & Freelance		4,000.00
Total 5120 Advertising Production	**-200.00**	**15,425.00**
5130 Internet Site Production	54,584.33	395,228.03
5140 Festivals & Events Granted	31,310.18	67,590.26
5141 Festivals & Event Local Support	597.27	597.27
5141-1 Sunbelt	49,251.61	97,099.04
Total 5141 Festivals & Event Local Support	**49,848.88**	**97,696.31**
5150 Consumer Promotions	9,386.00	26,913.86
5150-1 Snowbird Programs		4,000.00
5150-2 Gallery Night		393.65
5150-5 Media Promotions		775.96
5150-6 Out of Home Activation-Media and Trade	-5,823.75	38,111.25
5150-8 Beach O'ween		600.51
Total 5150 Consumer Promotions	**3,562.25**	**70,795.23**
5160 Sales Promotions	2,322.65	3,331.62
5160-2 Sales FAMS and Sites Visits	133.32	12,490.13
5160-3 Services Supplies	32.25	472.40
5160-4 Promo Items (All Dept)	5,419.10	16,065.16
Total 5160 Sales Promotions	**7,907.32**	**32,359.31**
5170 Brochures and Collateral	93,175.56	149,465.69

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2026

	TOTAL	
	JUL - SEP, 2026	OCT 2025 - SEP 2026 (YTD)
5180 Tradeshows		
5180-10 FL Huddle & Encounter		20,047.41
5180-11 FSAE	3,842.51	7,902.53
5180-12 IPW		24,514.52
5180-12-1 IPW Florida Activation		3,565.20
5180-13 Military Reunion Network		5,907.02
5180-14 NY Travel & Adv Show		6,591.78
5180-15 Rendezvous		13,899.89
5180-16 SMART Meeting		9,042.38
5180-16-1 SMART Meetings-planners		25.00
5180-16-2 SMART Womens Summit	8,275.89	9,456.67
5180-17 SE Tourism Society		1,138.20
5180-2 ATL Travel and Adventure Show		1,206.50
5180-20 UK Huddle	-2,412.78	-2,384.21
5180-21 Brand USA Trade	3,280.64	3,280.64
5180-22 Chicago Travel and Show		22,976.65
5180-23 NorthStar Meeting	7,156.43	12,724.83
5180-24 Pharma Forum		7,901.46
5180-25 VF Trade Mission		5,926.70
5180-7 Dallas Travel & Adv Show		23,954.29
5180-8 DEMA		11,941.21
5180-9 Denver Travel & Adv Show		28,101.04
Total 5180 Tradeshows	**20,142.69**	**217,719.71**
5190 Showcase	2,412,957.02	6,551,996.53
5190-1 Agency Fee	100,000.00	240,000.00
Total 5190 Showcase	**2,512,957.02**	**6,791,996.53**
5210 Regional Partnership		86,250.00
5220 Registration	-2,800.00	10,578.90
5230 Dues and Subscriptions	17,564.41	62,620.89
5400 Business Travel & Entertainment	**4,610.08**	**37,718.07**
5500 Visitor Awareness Education		
5500-3 Local Activations	32.75	32.75
5500-5 Local Awareness Program	51.72	51.72
5500-6 NTTW Activities	597.27	15,576.84
Total 5500 Visitor Awareness Education	**681.74**	**15,661.31**
7400 ACE - DP	662,127.37	2,362,666.97
Total 1 Direct Programming	**3,634,224.60**	**11,300,591.34**

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2026

	TOTAL	
	JUL - SEP, 2026	OCT 2025 - SEP 2026 (YTD)
2 Operating Costs		
5450 Auto/ Local Travel	178.33	217.92
5450-1 Auto Local Travel-TDT	629.06	3,033.43
5450-2 Auto Local Travel-MEM	455.50	1,149.52
5450-3 Insider Guide Delivery	200.00	1,600.00
Total 5450 Auto/ Local Travel	**1,462.89**	**6,000.87**
5530 Meeting & Events	23.00	489.46
5530-1 Annual Meeting	2,000.00	21,582.24
5530-2 HRT Lucnheons	2,714.28	12,890.74
Total 5530 Meeting & Events	**4,737.28**	**34,962.44**
5600 Building Maintenance & Repair	**23,142.08**	**78,664.45**
5610 Computer&IT Maintenance&Repair	506.25	5,626.02
5610-1 Adobe Subscription	1,224.74	6,736.07
5610-2 Computer Accessories		381.62
5610-3 Digital Boardwalk	6,803.43	26,039.19
5610-4 Computers/laptops	292.50	6,913.28
Total 5610 Computer&IT Maintenance&Repair	**8,826.92**	**45,696.18**
5630 Insurance Building & Content	5,552.25	21,868.33
5640 D & O and Liability Insurance	619.74	2,478.96
5650 Audit	6,000.00	30,000.00
5660 Legal Services	13,677.00	46,882.50
5670 CPA/ Financial Services	1,725.00	6,666.71
5675 Professional Services	25,395.18	58,728.18
5680 Conference Registration		12,235.00
5700 Postage	4,548.58	24,152.44
5710 Supplies Coffee/Sodas	993.44	5,855.50
5710-1 Supplies Coffee/Sodas-PK	5.15	5.15
Total 5710 Supplies Coffee/Sodas	**998.59**	**5,860.65**
5720 Office Supplies	**5,439.61**	**22,042.88**
5730 Storage and Delivery	389.86	606.34
5730-1 Gilmore Storage & Delivery	903.20	3,268.80
5730-2 Storage Unit-Fairfield	565.98	2,672.76
5730-3 Storage Unit-E122	962.43	3,849.72
5730-4 Storage Unite-G133	916.98	3,667.92
Total 5730 Storage and Delivery	**3,738.45**	**14,065.54**
5750 Rent		10.00
5760 Telephone Service	1,982.88	7,827.22
5765 Cell Phone	2,360.16	9,473.73
5770 Utilities	**14,405.14**	**47,206.75**
5780 Copier	2,083.39	8,702.85

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2026

	TOTAL	
	JUL - SEP, 2026	OCT 2025 - SEP 2026 (YTD)
5900 Miscellaneous Expenses	379.66	382.38
5920 Bad Debt Expense	200.00	200.00
6001 Bank Service Charge	519.46	1,831.04
6005 Interest Expense	11,725.97	20,430.93
6010 Credit Card Processing Fee	1,298.02	6,918.04
6500 Taxes	108.38	1,432.16
6940 In Kind Expense	170,782.69	170,782.69
Total 2 Operating Costs	**311,709.32**	**685,502.92**
3 Personnel Costs		
5800 Salaries	378,481.71	1,287,391.33
5810 Commissions		12,558.79
5830 Auto	1,697.81	6,016.51
5840 401K Contribution Match	15,836.57	49,793.80
5850 Employee Insurance	33,058.00	99,863.61
5870 Drug Testing	82.24	199.75
5880 Payroll Expense	42,051.78	139,712.37
5890 Staff Education	375.00	2,432.87
Total 3 Personnel Costs	**471,583.11**	**1,597,969.03**
Total Expenses	**$4,417,517.03**	**$13,584,063.29**
NET OPERATING INCOME	**$1,646,306.39**	**$451,649.10**
NET INCOME	**$1,646,306.39**	**$451,649.10**

KEYDATA™

ORDER FORM

CUSTOMER ORDER INFORMATION	
Legal Name	Visit Pensacola
Address	
Main Contact (name, title, email)	Nicole Stacey
Billing Contact	
Billing email or address	
Tax ID Number	
Initial Term	12 Months
Payment Terms	The Annual License and Subscription Fee shall be charged to Customer immediately upon execution of this Agreement. Access to the KeyData Services and KD Data Set will be provided upon the processing of payment hereunder. All fees must be paid by electronic check or credit card, and Customer hereby authorizes KeyData to automatically process the fees set forth herein on a recurring basis, such authorization is to remain in full force and effect until the termination of this Agreement. Payments will increase by 5.5% on an annual basis. If Customer fails to pay any charges when due, KeyData may charge interest at 1.5% per month on any outstanding balance.

Product	Start Date	Fee
DestinationData Dashboard Product: Vacation Rental Direct Data • **Data Set:** Vacation Rental Direct Source • **Reporting Modules:** All Available Reporting Modules • **Scope**: the markets identified on *Exhibit A*. • **Format:** data delivery as identified on *Exhibit B*.	10/1/2026	$30,975

DestinationData Dashboard Product: Hotel Data • **Data Set:** Hotel Data • **Scope**: the markets identified on *Exhibit A*. • **Format:** data delivery as identified on *Exhibit B*.	10/1/2026	$21,500
Dashboard Hotel Data Reporting Module: Performance Reporting		
Dashboard Hotel Data Reporting Module: Booking Reporting		
Dashboard Hotel Data Reporting Module: Feeder Market Reporting		
Total DestinationData Annual Solution Fee	10/1/2026	$52,475

Additional Terms

Effective Date: The Order Form is effective upon the date of the signature of KeyData Dashboard below.

Data License and Service Agreement - This Order Form has been executed as of the Order Form Effective Date above and is governed by the KeyData License and Service Agreement attached hereto as Exhibit C (the "Agreement") and the Republication Rights and Restrictions attached hereto as Exhibit D, which sets forth the terms and conditions pursuant to which Licensee will access and use the KeyData Services and data licensed hereunder. In the event of a conflict between this Order Form and the Agreement, this Order Form shall take precedence. Any acceptance of this Order Form is expressly conditioned on acceptance of the terms herein and the Agreement.

Agreed and Accepted:

CUSTOMER
By: _____

Name:

Title:

Date:

KEYDATA, INC.
By:

Name: Hollie Hannahs

Title: Partner Relationship Manager

Date:

EXHIBIT A

SCOPE OF MARKETS

Vacation Rental Direct Source Data Markets:

Hotel Data Markets:

EXHIBIT B

DATA DELIVERY FORMAT

Data Delivery Format:

Vacation Rental Direct Source Data:

- DestinationData Dashboard

Hotel Data:

- DestinationData Dashboard

EXHIBIT C

KEY DATA LICENSE AND SERVICE AGREEMENT

This Data License and Service Agreement ("Agreement") is entered into by and between Customer (as listed on the Order Form) and KeyData Inc., a Delaware corporation with a mailing address of
P.O. Box 1652 Santa Rosa Beach, FL 32459 ("KeyData"). "You" and "Customer" shall mean the party listed on the Order Form as Licensee. The person signing on behalf of Customer represents he or she has the authority to agree to this Agreement for Customer. This Agreement is effective as of the date executed by KeyData as indicated on the signature page below ("Effective Date"). The parties hereby agree and acknowledge:

1. Definitions.

"Authorized Internal Users" shall mean employees, officers, and directors of Customer or independent contractor accountants, attorneys, marketing professionals, research professionals, or other professional consultants or advisors of Customer who have been issued a User ID by Customer and have accepted the Terms & Conditions.

"KD Data Set" shall mean the information, data, and reports compiled, analyzed, calculated, organized, and published by KeyData for a particular geographic area made available through the KeyData Services and licensed to Customer as defined on the Order Form.

"KeyData Data" shall mean the information, data, and reports compiled, analyzed, calculated, organized, and published by KeyData made available through the KeyData Services. KeyData Data specifically includes, but is not limited to, the KD Data Set.

"KeyData Services" shall mean the services and software provided by KeyData for business intelligence, analytics, and benchmarking of key performance indicators and marketing data, including access to and use of KeyData's website https://data.keydatadashboard.com/ and any other linked pages, features, content, or application services or mobile applications offered.

"Reporting Parties" shall mean providers that provide raw reservation and guest data to KeyData for use in calculating, aggregating, and compiling the KeyData Data provided as part of KeyData Services.

2. Term. This Agreement begins on the Effective Date and shall continue for the initial term set forth in the Order Form ("Initial Term"). Thereafter, this Agreement shall automatically renew upon the expiration of the Initial Term for successive twelve (12) month terms ("Renewal Terms" and, collectively with the Initial Term, "Term"), unless either party terminates the Agreement by written notice at least sixty (60) days before expiration of the then-existing Term.

3. Privacy. KeyData respects the privacy of our customers' information and will follow the terms of our Privacy Policy, as the same may be modified from time to time, as set forth at: https://pm.keydatadashboard.com/privacy

4. Terms and Conditions to Use. The KeyData Services and Key Data Data are owned/licensed and operated by KeyData. The KeyData Services and KeyData Data may only be used in accordance with the terms of this Agreement and in compliance with all applicable laws and regulations, including but not limited to antitrust and competition laws and regulations, and securities laws and regulations.

5. License. KeyData hereby grants to Customer, during the Term of this Agreement, a revocable, non– exclusive, non-transferable, non-sublicensable license to allow its Authorized Internal Users to use and access the KD Data Set identified on the Order Form and the KeyData Services subject to and in accordance with the terms of this Agreement and our Terms & Conditions. KeyData may revoke the license if Customer or any of its Authorized Internal Users is in breach of this Agreement or the Terms & Conditions. In addition to the foregoing license, KeyData hereby grants Customer a fully paid up, irrevocable, non-exclusive, and royalty-free license to use, modify, publish, and include the 'PM Master List' data in Customer's tools, products, and services. Nothing in this Agreement shall be interpreted to give Customer or any of its Authorized Internal Users any right to access or use any Key Data Data other than the KD Data Set identified on the Order Form for which Customer has paid.

6. Authorized Internal Users and Users IDs. KeyData will issue Customer unique administrative log-in credentials ("Admin ID") to gain and control access to the KeyData Services and KeyData Data by its Authorized Internal Users. Using its Admin ID, Customer will issue a unique User ID for each Authorized Internal User it desires to have access to the KeyData Services and KeyData Data after determining such user qualifies as an Authorized Internal User. Customer will: (a) not allow any non-employee of Customer to use its Admin ID; (b) not allow any Authorized Internal User to use another's User ID; (c) protect the confidentiality of the Admin ID and notify KeyData if the security or integrity of the Admin ID or any User ID has been compromised; (d) remain responsible for all obligations under this Agreement arising in connection with its Authorized Internal Users' use of the KeyData Service and KeyData Data; and (e) be liable for any act or omission by any of its Authorized Internal Users, which, if performed or omitted by Customer, would be a breach of this Agreement.

7. Limitations on Use of Key Data Data. **Except as expressly permitted in writing by KeyData, the KeyData Services and KeyData Data may only be accessed, used, downloaded, manipulated, extracted, republished, or distributed for Customer's internal business use by Authorized Internal Users.** Customer's stakeholders, partners, and members, including member lodging partners, are NOT considered Authorized Internal Users. Customer shall be liable for any breach of thisAgreement or the Terms & Conditions by its Authorized Internal Users. If Customer republishes any KeyData Data in any form, internally or subject to an additional written agreement with KeyData, KeyData must be clearly and conspicuously identified as the source of such data by means of the following notation: SOURCE: COPYRIGHT KEYDATA, LLC (year). REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF KEYDATA IS STRICTLY PROHIBITED. The notation shall appear immediately below or in conjunction with all graphs, charts or tables derived from Key Data Data. Any other use, distribution, or republication of the KeyData Data is strictly prohibited.

8. Billing Information. Customer shall provide Key Data with accurate and complete billing information. Customer acknowledges and agrees that any bank account, credit card, or related billing payment information provided to KeyData will be used by our payment processors and/or credit agencies solely for the purpose of effecting payment to KeyData and servicing your account. KeyData is not responsible for any additional charges or expenses (e.g., for overdrawn accounts, exceeding credit card limits, etc.) resulting from charges billed by KeyData.

9. Termination. If Customer fails to make payments when due under this Agreement, KeyData may terminate this Agreement twenty (20) days after payment was due with written notice to Customer. KeyData may terminate this Agreement immediately with written notice to Customer if Customer or any Authorized Internal User violates the scope of or any restriction on the license under this Agreement, the Terms & Conditions, or Customer's obligations hereunder with respect to Confidential Information. Customer may terminate this Agreement immediately if KeyData is in breach of any term of this Agreement and fails to cure such breach after ten days' written notice from Customer.

10. Confidential Information. "Confidential Information" means: (i) information of or relating to Customer or KeyData, that is competitively sensitive material not generally known to the public, including without limitation, information that relates to past, present or future research and development, trade secrets, products and services, pricing, marketing, financial matters, or business affairs, systems, networks, computer equipment and software proprietary to or licensed by a party, including without limitation, object or source code, custom software modifications, software documentation and training aids, and all data, code, techniques, algorithms, methods, logic, architecture, and designs embodied or incorporated therein; (ii) the KeyData Service and KeyData Data; and (iii) the terms and content of this Agreement, including without limitation, pricing. Confidential Information shall not be disclosed to any third parties unless expressly permitted in this Agreement or by written consent of the non-disclosing party. Neither party obtains title to or an ownership interest in the other party's Confidential Information. Confidential Information shall be confidential, irrespective of whether it is expressly designated as confidential. Each party will use the same means to protect Confidential Information as it uses to protect its own confidential information, but in any event no less than reasonable means. Nothing stated in this Agreement will prevent either party from disclosing the other party's Confidential Information which is: (i) already known by the recipient party without violating an obligation of confidentiality; (ii) publicly known or becomes publicly known through no unauthorized act of the recipient party; (iii) received from a third party not subject to an obligation of confidentiality; (iv) independently developed; (v) approved in writing by the other party for disclosure; or (vi) required to be disclosed pursuant to a requirement of a governmental agency or law so long as the party being compelled to disclose notifies the other party within a time period reasonable enough to allow the other Party an opportunity to object to the disclosure. These confidentiality provisions set forth in this agreement shall survive termination of this Agreement.

11.Warranties and Disclaimers. Customer acknowledges the KeyData Data is generated from information received from Reporting Parties and/or via an API from their software providers. KeyData uses its best efforts to ensure the information provided to Customer, including the aggregated data therein, is accurate and complete. However, KeyData does not have control over and takes no responsibility for the accuracy and validity of the "raw" data provided by Reporting Parties. Customer also acknowledges the KeyData Services may be temporarily unavailable from time to time due to required maintenance, telecommunications interruptions, data hosting interruptions, or other disruptions. THE KEYDATA SERVICES AND KEYDATA DATA ARE PROVIDED TO CUSTOMER "AS IS" WITHOUT ANY WARRANTY. ALL WARRANTIES ARE DISCLAIMED EXPRESS AND IMPLIED, INCLUDING WITHOUT LIMITATION, WARRANTIES AS TO PERFORMANCE, MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE OR RESULT, AND NONINFRINGEMENT. CUSTOMER ASSUMES TOTAL RESPONSIBILITY FOR THE SELECTION OF THE SERVICES TO ACHIEVE CUSTOMER'S INTENDED RESULTS AND FOR ITS USE OF THE RESULTS OBTAINED FROM THE SERVICES OR DATA. KeyData DOES NOT WARRANT THE SERVICES OR DATA WILL MEET CUSTOMER'S REQUIREMENTS OR WILL BE UNINTERRUPTED OR ERROR FREE

12. Limitations of Liability. 12. IN NO EVENT WILL EITHER PARTY BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, SPECIAL, INCIDENTAL, EXEMPLARY OR PUNITIVE DAMAGES UNDER THIS AGREEMENT OR IN CONNECTION WITH ANY SERVICES OR DATA PROVIDED BY KEYDATA HEREUNDER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, LOSS OF BUSINESS INFORMATION, OR OTHER PECUNIARY LOSS ARISING OUT OF THE USE OR INABILITY TO USE THE SERVICES OR DATA. THE TOTAL LIABILITY, IF ANY, OF EITHER PARTY IN THE AGGREGATE OVER THE TERM OF THIS AGREEMENT FOR ALL CLAIMS, CAUSES OF ACTION OR LIABILITY WHETHER SOUNDING IN CONTRACT, TORT OR OTHERWISE ARISING UNDER OR IN ANY WAY RELATED TO THIS AGREEMENT AND/OR THE SERVICES AND DATA PROVIDED HEREUNDER, SHALL BE LIMITED TO THE LESSER OF: (A) DIRECT DAMAGES, ACTUALLY INCURRED, OR (B) THE TOTAL FEES PAID BY CUSTOMER TO KEY DATA IN THE MOST RECENT TWELVE (12) MONTH PERIOD.

13. Proprietary Software Restrictions. Customer agrees and acknowledges the KeyData Services and KeyData Data are proprietary to KeyData. KeyData and/or its licensors will remain the sole owner of all right, title, and interest in the KeyData Services and KeyData Data. Except as specifically permitted herein Customer will not, in whole or in part, (a) copy the KeyData Services; (b) modify, adapt, translate, reverse engineer, make alterations, decompile, disassemble or make derivative works based on the KeyData Services except as otherwise permitted by law; (c) rent, loan, sub-license, lease, distribute or attempt to grant any rights to the KeyData Services or KeyData Data to third parties; or (d) permit access to the KeyData Services or KeyData Data to anyone other than Authorized Internal Users.

14. Governing Law, Forum Selection, Attorneys Fees, and Waiver of Jury Trial. This Agreement shall be governed by and shall be construed in accordance with the laws of the State of Florida, without regard to the principles of conflicts of laws. The United States District Court for the Northern District of Florida, Pensacola Division, and the County and Circuit Courts in and for Walton County, Florida shall have exclusive jurisdiction and be the exclusive venue for any dispute arising out of this Agreement or the course of conduct between the parties. The parties hereby submit to the personal jurisdiction of these Courts. If any legal proceeding is commenced to interpret or enforce this Agreement, the prevailing party therein shall be entitled to an award of reasonable attorneys' fees and costs, including the fees and costs expended in determining entitlement to and the amount of such fees and costs. **BY ENTERING INTO THIS AGREEMENT, THE PARTIES KNOWINGLY AND VOLUNTARILY WAIVE THE RIGHT TO A JURY TRIAL AS TO ANY CLAIMS A PARTY MAY CLAIM TO HAVE AGAINST THE OTHER WHICH ARISES OUT OF THIS AGREEMENT OR THE COURSE OF DEALINGS BETWEEN THE PARTIES.**

15. Miscellaneous. All notices in connection with this Agreement shall be in writing and deemed given when delivered to the email addresses below, or the next business day after deposit for overnight delivery with a nationally recognized overnight carrier, or three (3) business days after being sent by certified U.S. mail, postage prepaid, return receipt requested, and addressed to the address below or such other address as such party last provided to the other by written notice. Each party shall be and act as an independent contractor and not as partner, joint venturer, or agent of the other. This Agreement and the rights, obligations and licenses herein, shall be binding upon, and inure to the benefit of, the parties hereto and their respective heirs, successors, permitted assigns, and personal representatives. Neither party shall assign this Agreement in whole or part without

the prior written consent of the other party. This Agreement (including the attached Order Form) contains the entire understanding of the parties regarding the subject matter hereof and supersedes all other agreements and understandings, whether oral or written. This Agreement may not be amended except in a writing signed by both parties, except that KeyData may amend this Agreement by providing written notice to Customer, provided that if such amendment adversely affects Customer under this Agreement, Customer may terminate this Agreement by providing written notice to KeyData within 15 days of the notice of such amendment. Any waiver by either party of any breach of this Agreement shall not constitute a waiver of any other or subsequent breach. Notwithstanding any other provision of this Agreement, no party to the Agreement shall be deemed in default or breach of this Agreement or liable for any loss or damages or for any delay or failure in performance (except for the payment of money) due to any cause beyond the reasonable control of and without fault or negligence by, such party or its officers, directors, employees, agents or contractors. To the extent that Customer requests and receives access to data provided by TravelClick, Inc. ("TravelClick"), Customer acknowledges and agrees that TravelClick will be a third party beneficiary of this Agreement.

16. Counterparts and Signatures. This Agreement may be signed in counterparts with the same effect as if the signatures were upon a single instrument, and all such counterparts together shall be deemed an original of this Agreement. For purposes of this Agreement, an electronic copy of a party's signature or an electronic signature of a party shall be sufficient to bind such party.

TDT Expense Narrative – Key Data Dashboard and Platform

Pursuant to Florida Statute 125.0104(5)(a)3, Tourist Development Tax (TDT) revenues may be used to promote and advertise tourism within Florida and nationally and internationally when the expenditure's primary purpose is to attract tourists. Florida law further defines "promotion" as marketing or advertising intended to increase tourist-related business activity. Visit Pensacola's use of the Key Data Dashboard and Platform supports tourism marketing and destination performance measurement by providing lodging market intelligence and data to inform promotional strategies that attract visitors to Pensacola and Escambia County.

Key Data is a specialized lodging analytics and market intelligence platform that provides destination marketing organizations with information on short-term rental performance, market demand, occupancy, average daily rates, revenue trends, and other relevant lodging indicators, depending on the subscription services included. The platform provides Visit Pensacola with a centralized resource for analyzing accommodation market conditions and understanding changes in visitor demand across the destination. This information helps staff evaluate market trends, identify opportunities, and make informed decisions about tourism promotion and destination marketing initiatives.

The platform provides Visit Pensacola with valuable insights to support the promotion of Pensacola and Escambia County to prospective visitors. By monitoring lodging performance and market trends, Visit Pensacola can better understand seasonal demand, assess destination performance, identify growth opportunities, and inform marketing strategies to increase visitation and encourage overnight stays. These insights can guide promotional planning, support the evaluation of tourism marketing initiatives, and inform decisions on how resources are directed to attract visitors and generate tourism-related economic activity.

The use of Key Data is particularly valuable because it provides tourism-specific market intelligence relevant to the lodging sector, an important component of the visitor economy. Rather than serving solely as a general administrative or financial reporting tool, the dashboard can help Visit Pensacola evaluate destination performance and inform tourism marketing decisions. By understanding lodging trends and shifts in market demand, Visit Pensacola can make more informed decisions about the timing, focus, and evaluation of promotional activities to attract visitors from regional, national, and other target markets.

The platform also supports performance monitoring and data-informed evaluation of the destination's lodging market. These capabilities enable Visit Pensacola to track changes over time, compare performance across reporting periods and markets when data allow, identify

emerging trends, and provide objective information for tourism planning and stakeholder reporting. The resulting insights strengthen Visit Pensacola's ability to evaluate market conditions, assess tourism-related opportunities, and demonstrate accountability in its efforts to promote Pensacola and Escambia County as a visitor destination.

Pensacola's use of the Key Data Dashboard and Platform supports its mission to increase destination awareness, attract visitors, encourage overnight stays, strengthen the local tourism economy, and promote Escambia County's tourism assets. When used directly to inform tourism advertising, promotional strategy, and efforts to attract visitors, the platform provides a data-driven resource that can enhance the effectiveness and accountability of tourism marketing investments. Accordingly, the expenditure may be consistent with the authorized uses of Tourist Development Tax revenues under Florida Statute 125.0104(5)(a)3, provided that the specific services purchased and their primary intended use satisfy the applicable statutory requirements and local TDT expenditure policies.

About Visit Pensacola

Visit Pensacola is the official destination marketing organization for Escambia County, representing Pensacola, Pensacola Beach, and Perdido Key. As America's First Settlement, founded in 1559, and home to the #1 beach in the U.S., as voted by Condé Nast Traveler readers, the Pensacola Bay Area blends more than 465 years of history with nearly 40 miles of sugar-white sand and emerald Gulf waters. Visit Pensacola is responsible for building tourism as a key economic driver for Escambia County through destination marketing, visitor inspiration, and supporting the local hospitality community.

EXHIBIT D

REPUBLICATION RIGHTS AND RESTRICTIONS

1. **General Restrictions**. **Except as specifically permitted in this Order Form, the KeyData Services and KeyData Data may only be accessed, used, downloaded, manipulated, extracted, republished, or distributed for Customer's internal business use by Authorized Internal Users**. "Authorized Internal Users" are defined as employees, officers, and directors of Customer or independent contractor accountants, attorneys, marketing professionals, research professionals, or other professional consultants or advisors of Customer who have been issued a User ID by Customer and have accepted the Terms & Conditions. Customer's stakeholders, partners, and members, including member lodging partners, are NOT considered Authorized Internal Users.

2. **Permitted Exceptions**. During the Term of this Agreement, Customer is specifically authorized to republish the KeyData Data on Customer's website and in emails and newsletters subject to the following restrictions:

a. Published data may include Occupancy, ADR, and RevPar reported by month for the historical 12 months;

b. Customer shall update the data each month; old data shall be replaced with new figures for the previously reported twelve months. For example, published data showing performance for the months of October '17 to October '18, would be replaced with data showing same figures for the months of November '17 to November '18;

c. Customer shall NOT archive the old data or otherwise make it available to the public once it has been removed from the website; and

d. All forecasts or projections that include or are derived from Key Data Data shall be clearly and conspicuously identified as forecasts or projections of Customer, and not Key Data.

3. **Acknowledgment and Restriction on Downstream Use**.

a. Prior to using any KeyData Data in its publications, advertising, or marketing efforts as authorized herein, Customer agrees to provide KeyData with a copy of the proposed publication for approval by KeyData. Copies of all publications, whether they be electronic or hard copy, containing KeyData Data must be emailed to info@keydatadashboard.com. KeyData and Customer further agree that KeyData has the right to amend or change the publication to the extent Key Data believes it is reasonably necessary to comply with the terms and conditions hereof.

b. If Customer republishes any KeyData Data in any form, KeyData must be clearly and conspicuously identified as the source of such data by means of the following notation: SOURCE: COPYRIGHT KEYDATA, LLC (year). REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF KEYDATA IS STRICTLY PROHIBITED. The notation shall appear immediately below or in conjunction with all graphs, charts or tables derived from KeyData Data.

*** END OF DOCUMENT ***

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 1, 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 August 2026 returns received in the month of September 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in September 2026 were $2,236,853 compared to $2,036,647 in September 2025. A comparison of September 2026 to September 2025 is a 9.8% increase.

- Year-to-date collections for FY2026 is $23,644,112 compared to $22,048,835 for FY2025. A comparison of FY2026 to FY2025 is a 7.2% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	$ 2,236,853	$ 2,036,647	9.8%	$ 23,644,112	$ 22,048,835	7.2%
Total	**$ 2,236,853**	**$ 2,036,647**	**9.8%**	**$ 23,644,112**	**$ 22,048,835**	**7.2%**

Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of September 30, 2026

Year-To-Date Collections				
Geographic Area	**Fiscal Year 2026 YTD Collected**	**Fiscal Year 2025 YTD Collected**	**Difference**	**% Change**
Downtown Pensacola	$ 1,747,244.60	$ 1,631,008.28	$ 116,236.32	7.1%
Southeast Pensacola	2,725,301.77	2,708,662.38	16,639.39	0.6%
Southcentral & Southwest Pensacola	795,189.03	702,810.16	92,378.87	13.1%
Perdido Key Area	5,215,394.67	4,646,803.52	568,591.15	12.2%
Northeast Pensacola	1,185,482.07	1,218,297.54	(32,815.47)	-2.7%
North Escambia & Northwest Pensacola	1,503,885.53	1,452,712.62	51,172.91	3.5%
Pensacola Beach Area	10,471,614.20	9,688,540.70	783,073.50	8.1%
Total	**$ 23,644,111.87**	**$ 22,048,835.20**	**$ 1,595,276.67**	**7.2%**

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

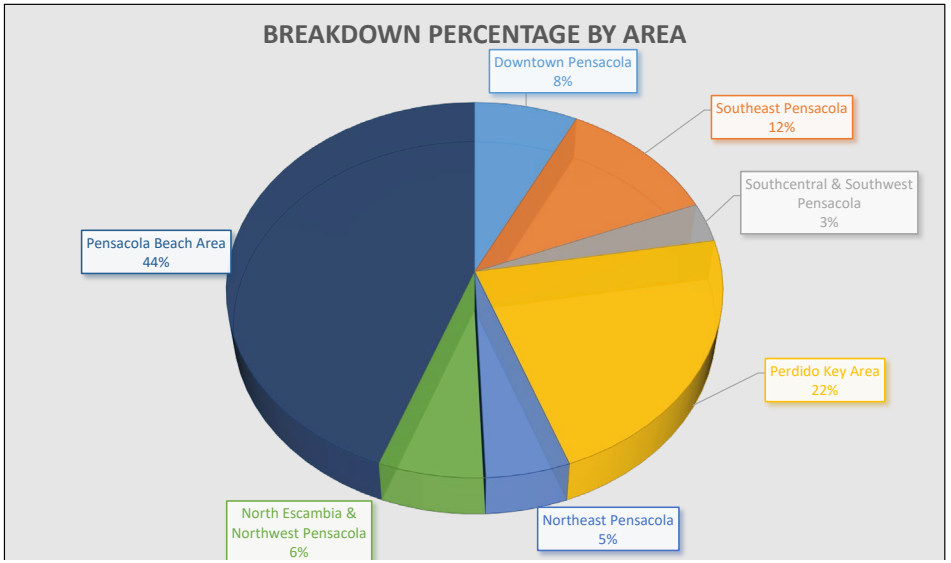
Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2026
As of September 30, 2026

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	$ 174,472.02	$ 215,491.11	$ 243,813.18	$ 149,911.76	$ 1,747,244.60	7.4%
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	271,869.63	320,828.69	350,515.43	215,998.98	2,725,301.77	11.5%
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	76,649.86	77,130.35	79,707.54	180,771.82	795,189.03	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	586,088.67	1,024,367.24	1,058,402.14	524,407.49	5,215,394.67	22.1%
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	114,628.86	139,136.64	145,654.78	97,489.63	1,185,482.07	5.0%
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	155,732.55	180,675.24	191,634.90	102,125.23	1,503,885.53	6.4%
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	1,197,822.48	1,764,214.97	1,963,194.82	966,147.89	10,471,614.20	44.3%
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**	**$ 2,577,264.07**	**$ 3,721,844.24**	**$ 4,032,922.79**	**$ 2,236,852.80**	**$ 23,644,111.87**	**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

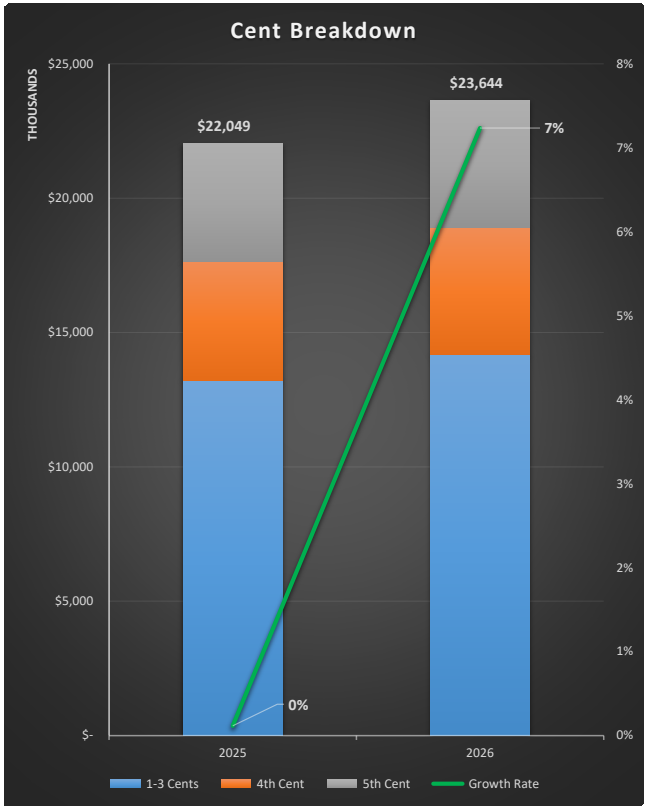


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Pensacola Beach Area	32561	Pensacola Beach Area

Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of September 30, 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	1,546,358.44
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	2,233,106.54
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	2,419,753.67
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	1,342,111.68
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**	**$ 14,186,467.12**



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	515,452.81
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	744,368.85
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	806,584.56
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	447,370.56
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**	**$ 4,728,822.37**

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	515,452.81
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	744,368.85
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	806,584.56
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	447,370.56
Total	**$ -**	**$ -**	**$ -**	**$ -**	**$ 2,464,968.06**	**$ 4,365,187.12**	**$ 4,314,226.46**	**$ 4,404,634.31**	**$ 4,409,767.04**	**$ 4,728,822.37**

*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	1,603,628.29	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	2,577,264.07	2,469,281.45	107,982.62	4.4%
JUL	3,721,844.24	3,369,890.36	351,953.88	10.4%
AUG	4,032,922.79	3,615,405.39	417,517.40	11.5%
SEP	2,236,852.80	2,036,646.67	200,206.13	9.8%
Total	**$ 23,644,111.87**	**$ 22,048,835.20**	**$ 1,595,276.67**	**7.2%**

Fund 108 - Revenue Trends
Analytical Review
As of September 30, 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	2,561,585	4.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	3,714,929	10.7%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
August	3,912,317	5.6%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
Sept	2,369,900	15.3%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	23,544,979	6.5%	**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	9,417,992		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	4,708,996		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	4,708,996		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	4,708,996		4,422,808		4,402,898		4,316,494		-		-
	23,544,979		**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):

FY26							
Invoice #	Amount	Date to OMB	Date to COC	Date Paid	Amount Paid	Remaining balance	Status/Notes
106A	$18,205.57	5/6/2026		6/10/2026	$18,185.37	$20.20	
110A	$4,033.15	3/24/2026		4/8/2026	$3,786.68	$246.47	denied
114C	$72,715.83	7/28/2026			$72,715.83	$0.00	resubmitted-applied toward advance
116	$202,585.26	4/20/2026		5/20/2026	$200,459.49	$2,125.77	PNS Beach Visitor Guide
118	$303,366.53	4/30/2026	6/25/2026	7/14/2026	$303,366.53	$0.00	Foo Foo
118A	$64,392.64	8/17/2026	8/24/2026	9/10/2026	$64,392.64	$0.00	Foo Foo
118B	$88,049.84	8/17/2026	8/24/2026	9/16/2026	$87,500.00	$549.84	Foo Foo-short paid
122	$172,644.54	5/20/2026	6/5/2026	6/24/2026	$172,644.54	$0.00	Under Review
122A	$121,799.00	7/28/2026			$121,790.00	$9.00	VP-April 2026 resubmitted
122B	$7,350.00	8/17/2026	8/19/2026	8/27/2026	$7,350.00	$0.00	resubmitted
122C	$86,250.00			10/7/2026	$86,250.00	$0.00	
124	$391,622.67	6/21/2026	7/13/2026	7/23/2026	$391,622.67	$0.00	Showcase
124A	$15,749.03	8/28/2026		9/10/2026	$4,999.03	$10,750.00	shortpaid-Annual report production & Int'l Mktg plan design
125	$429,346.13	6/22/2026	7/13/2026	7/23/2026	$429,033.59	$312.54	VP-May 2026
125A	$26,260.59	8/28/2029	9/3/2026	9/23/2026	$25,402.93	$857.66	shortpaid-NS's flight to NCBMP, Media fee & Sunbiz tax (resubmitted)
126	$96,999.47	7/21/2026		8/20/2026	$96,999.47	$0.00	VP-June 2026
126A	$78,752.60	9/2/2026	9/4/2026	9/23/2026	$78,632.60	$120.00	Shortpaid-Media fee Marika Flatt (resubmitted)
127	$479,105.15	8/17/2026	8/20/2026	9/2/2026	$473,920.84	$5,184.31	Showcase-March expenses (denied Sprout subscription)
128	$283,635.27	8/27/2026	9/1/2026	9/23/2026	$282,157.16	$1,478.11	shortpaid-Meta Verification & mileage NWFL Beaches Coalition meeting-NS (resubmitted)
129	$525,828.31	8/18/2026	8/21/2026	9/10/2026	$525,828.31	$0.00	Showcase-April expenses
131	$357,127.37	8/17/2026	8/19/2026	9/10/2026	$357,127.37	$0.00	ACE-FooFoo
134	$341,752.09	9/10/2026	9/15/2026	10/7/2036	$313,597.26	$28,154.83	Showcase-May expenses
135	$216,765.67	9/21/2026	9/24/2026	10/16/2026	$206,986.90	$9,778.77	VP-August 2026

136	$188,137.80	9/29/2026				$188,137.80	Showcase-June expenses	
137	$167,409.36	10/13/2026				$167,409.36	Showcase-July expenses	
138	$207,383.25	10/16/2026				$207,383.25	VP-Sept expenses	
140	$231,500.52					$231,500.52	ACE-FooFoo-amount will be applied toward advance	Not submitted yet
141	$457,914.00					$457,914.00	ACE-Ops Grant ($101,800.40) will applied toward advance	Not submitted yet
142	$168,010.89					$168,010.89	VP-Sept Accruals (waiting on some cleared checks)	Not submitted yet
143	$358,380.79					$358,380.79	Showcase-Aug expenses (waiting on cleared checks)	Not submitted yet
144	$416,611.43					$416,611.43	Showcase-Sept expenses	not submitted yet
Remaining balance	**$6,579,684.75**				**$4,324,749.21**	**$2,254,935.54**		