



TOURIST DEVELOPMENT COUNCIL (TDC)
QUARTERLY MEETING
September 16, 2019

ESCAMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL

Quarterly Meeting – September 16, 2019

3:00 p.m. – 5:00 p.m.

BOCC Chambers

AGENDA

- 1) Call to Order - Chairwoman Shirley Cronley
- 2) Public Comment - Chairwoman Shirley Cronley
- 3) Approval of June 2019 Tourist Development Council Meeting Minutes - Chairwoman Shirley Cronley
- 4) Status of Funds Available, TDC Collections and Receipts - Stephan Hall, Director, Office of Management and Budget
- 5) Proposal to Replace Pensacola Bay Center – Jay Patel
- 6) FY 2020 Unified Tourism Budget
 - a) Detailed Review of the Unified Tourism Budget – Steve Hayes, Visit Pensacola
- 7) Discussion on 5th Penny – David Bear, Council Member
- 8) Visit Pensacola Updates – Steve Hayes, Visit Pensacola
- 9) Other Business



TOURIST DEVELOPMENT COUNCIL (TDC)
QUARTERLY MEETING
September 16, 2019

TDT Minutes / TDT Collection Report



**ESCAMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL**

Tuesday, June 11, 2019
Meeting Minutes
BCC Chambers, 221 Palafox Place
3:07 p.m. – 4:11 p.m.

TDC Members Present

David Bear, Vice-Chair
Councilman P.C. Wu, PHD
Nan Harper
Pat Sidler
Ronnie Rivera

TDC Members Absent

Shirley Cronley, Chair
Commissioner Doug Underhill
Councilwoman Sherri Myers
Pat Sidler

1. **Call to Order**- Vice-Chair David Bear called the meeting to order at 3:07 p.m. The meeting was duly advertised in the Pensacola News Journal on Saturday, June 8, 2019.
2. **Public Comment** – David Bear recognized Mallory Bell for her appointment as the Youth County Commissioner of District 1. Ronnie Rivera echoed the recognition. There was no further public comment.
3. **Reappointment Letter for Nash Patel** – Nash Patel has been reappointed by the Board of County Commissioners to serve another four-year term as a “Hotel/Motel Industry” appointee. Effective May 1, 2019 through April 30, 2023.
4. **Approval of the March 2019 Tourist Development Council Meeting Minutes**- Ronnie Rivera called for the approval of the March 2019 meeting minutes. The motion was seconded by Nan Harper. The meeting minutes were approved by unanimous vote.
5. **Status of Funds Available, TDC Collections and Receipts**- Stephan Hall, Manager, Office of Management and Budget
TDC collections through April were up 10.41% for the same time period last year. We are at 48.86% of our revenue projection through April. The collections are up 27.97% above



the expected budget for April. The supplemental TDT dollars should be going to the July 18 Board of County Commissioners meeting.

Steve Hayes met with Stephan Hall recently to discuss how they handle budget requests for TDT dollars from outside agencies. Beginning in January they start compiling the budget and gather important dates. March 1 is the deadline for budgets. In September they have two budget meetings to adopt the county's budget. We are moving forward with consolidated budgets as much as possible. Sertoma 4th of July Event has been moved to Visit Pensacola for funding next year. The Cemeteries have moved under the umbrella of the Historic Trust.

6. **FY 2020 Tourist Development Tax Budget** - Steve Hayes presented a preliminary outline of the Unified Tourism Budget. We submitted our application to the County by the March 1 deadline. The unified budget is for Visit Pensacola, Pensacola Sports and Arts, Culture and Entertainment. Private revenue is estimated at \$265,600 or 2.6% of the budget, with TDT Revenue estimated at \$10,004,534 or 97.4% of the budget. Expenses for Direct Programming are estimated at \$7,955,134 or 77.5%; Operations at \$515,000 or 5%; and Personnel at \$1,800,000 or 17.5% of the expense budget. For Visit Pensacola only, 2020 Revenues are estimated as follows: Private Revenue \$265,600 or 3.4%; TDT Revenue \$7,503,401 or 96.6% for a grand total of \$7,769,001. 2020 Expenses for Visit Pensacola only are estimated as follows: Direct Programming \$5,839,000 or 75.2%; Operations \$430,000 or 5.5%; and Personnel \$1,500,000 or 19.3% for a grand total of \$7,769,000 in expenses. At the September TDC meeting, we will present a detailed budget. Nash Patel requested the budget information 21 days prior to the scheduled meeting. Councilman P.C. Wu thanked Steve and team for a job well done.
7. **Discussion on 5th Penny** – David Bear led a discussion on a 5th cent tax. The original intent of bringing up the 5th cent was to help fund a sports facility in addition to other projects. We need to first look at how the 4 cent tax is being spent. The Board of County Commissioners needs to give direction on the Bay Center to upgrade the dated facility. Final payment on the bond is about \$1.3 million and we will make the final payment on October 1. Should the money then be used to upgrade the Bay Center? Once upgraded, then possibly go to other projects such as a sports facility, etc. Ronnie Rivera asked if we should call upon the audience. There was no response from the audience. Mr. Rivera would like the TDC to become strategic and plan the direction of tourism. Nash Patel addressed the issue of the 5th cent. (inaudible on recording) The BOCC makes the final decision and at times politics get in the way. What we need to do collectively is go to the Committee of the Whole meeting and present our recommendations. Mr. Patel supports the Bay Center, but he feels they need to take care of themselves instead of continuing to rely on a subsidy from the County for 30+ years.



Ronnie Rivera stated it would benefit us to hash it out to determine what direction we need to move.

Councilman Wu echoed the sentiment that we need to get the feel of direction from the community first. The TDC should be advising the Board of County Commissioners on matters that are tourism related.

David Bear supports a 5th cent, provided we have the right plan.

Melissa Pino asked to address the Council. She stated citizens do not understand why elected officials won't support the additional tax. Tourists would pay it, not citizens.

8. **Promotion of Uptown as a Destination** – This discussion was tabled due to Sherri Meyers absence.
9. **Visit Pensacola Updates** – Steve Hayes reported the United Newark direct flight promotion was held June 5th. We had 4 chefs attend to present “Tastes of Pensacola”, photo booth and a virtual reality experience. Over 100 people attended. This direct flight will run from now until mid-September. If successful, we will do everything we can to have that service extended.

National Travel & Tourism week took place the first full week of May. We held the Hospitality Olympics, a Hospitality Summit, Hospitality Heroes Luncheon, Tourism Gives Back and Travel Rally downtown.

HBCU Queens were hosted for a photo shoot for Ebony Magazine.

We hosted press visits from Travel Pulse, Travel & Leisure and Mommy Bloggers.

We took part in Visit Florida media visits in the Southeast (Nashville, Atlanta and Birmingham) and Canada.

Visit Florida Update – Visit Florida retained service through June 30, 2020. Their funding was cut from \$76 to \$50 million. There were some staff cuts which includes their welcome center on SR 231 slated to close. They have reached out to the local CVBs to see if we would like to take it over. Those CVBs are investigating what it will take financially to take the welcome center over and run it as a regional welcome center for NW Florida.

David Bear asked what impact Visit Florida has on our area. Steve Hayes responded by saying we receive grant money for co-op advertising. We attend media trips we could not afford on our own. Visit Florida also gets the message out on conditions in the entire state during/after times of disaster.

Dickie Appleyard gave a Showcase update. During the CMA Fest promotion, where the Flora-Bama was recreated with a VIP feeling June 6-9. Prize trip for 2 to the Frank Brown International Songwriter Festival was awarded during recent promotions. We had promotions in Nashville, New Orleans and Birmingham. In the future we will have a facebook trip giveaway in our drive market.





10. **Other Business** –David Bear asked Ray Palmer to give a status update on the sports facility. Mr. Palmer stated the deadline with Studer passed and the County didn't follow-up on suggested funding. To continue forward alternate locations would need to be pursued. The County has shown no further interest in moving forward.

The next meeting will be held in September 2019.

The meeting was adjourned by Vice-Chair David Bear at 4:11 p.m.

Respectfully submitted,

Barbara Williams, Administrative Assistant, Visit Pensacola

ESCAMBIA COUNTY											
REVENUE CYCLES-TOURIST PROMOTION TAX											
	3 Cents		3 Cents	3 Cents	4TH Cent		4th Cent	4th Cent			
	BUDGET		CUMULATIVE	ACTUAL	BUDGET		CUMULATIVE	ACTUAL	TOTAL		
	CUMULATIVE	3 Cents	ACTUAL	CUMULATIVE	CUMULATIVE	4th Cent	ACTUAL	CUMULATIVE	Cumulative		Cumulative %
	TOTAL	Actual	Total	VARIANCE	TOTAL	Actual	Total	VARIANCE	Actual	09/30/19	VARIANCE
MONTH	09/30/19	09/30/19	09/30/19	09/30/19	09/30/19	09/30/19	09/30/19	09/30/19	09/30/19	CUM%	FY19 vs. FY18
OCTOBER	\$513,647	\$634,980	\$634,980	\$121,333	\$171,216	\$211,660	\$211,660	\$40,444	\$846,640	8.47%	-0.60%
NOVEMBER	950,626	686,080	1,321,060	370,434	316,875	228,693	440,353	123,478	1,761,413	17.61%	14.97%
DECEMBER	1,287,826	426,808	1,747,868	460,042	429,275	142,269	582,622	153,347	2,330,490	23.30%	14.10%
JANUARY	1,579,193	340,212	2,088,080	508,887	526,398	113,404	696,026	169,628	2,784,106	27.84%	11.53%
FEBRUARY	1,865,033	349,778	2,437,858	572,825	621,678	116,593	812,619	190,941	3,250,477	32.50%	11.57%
MARCH	2,229,036	420,651	2,858,509	629,473	743,012	140,217	952,836	209,824	3,811,345	38.11%	10.85%
APRIL	2,863,401	805,865	3,664,374	800,973	954,467	268,622	1,221,458	266,991	4,885,832	48.86%	10.41%
MAY	3,483,834	768,484	4,432,858	949,024	1,161,278	256,161	1,477,619	316,341	5,910,477	59.10%	10.79%
JUNE	4,259,995	951,378	5,384,236	1,124,241	1,419,998	317,126	1,794,745	374,747	7,178,981	71.79%	11.52%
JULY	5,400,144	1,440,623	6,824,859	1,424,715	1,800,048	480,208	2,274,953	474,905	9,099,812	91.00%	11.77%
AUGUST	6,735,476		6,824,859	89,383	2,245,159		2,274,953	29,794	9,099,812	91.00%	-11.29%
SEPTEMBER	7,500,000		6,824,859	(675,141)	2,500,000		2,274,953	(225,047)	9,099,812	91.00%	-19.91%

REVENUE CYCLES-TOURIST PROMOTION TAX

MONTH of COLLECTION	MONTHLY COLLECTIONS	FY 2018	CUMULATIVE BUDGET	MONTHLY COLLECTIONS	FY 2019	CUMULATIVE % VARIANCE	CUMULATIVE % VARIANCE
	FY 2018	CUMULATIVE	FY 2019	FY 2019	CUMULATIVE	FY 019 vs. FY 18	BUDGET/ACTUAL
OCTOBER	638,833.00	638,833.00	513,646.97	634,980.00	634,980.00	-0.60%	23.62%
NOVEMBER	510,223.00	1,149,056.00	950,625.53	686,080.00	1,321,060.00	14.97%	38.97%
DECEMBER	382,803.00	1,531,859.00	1,287,826.44	426,808.00	1,747,868.00	14.10%	35.72%
JANUARY	340,434.00	1,872,293.00	1,579,192.78	340,212.00	2,088,080.00	11.53%	32.22%
FEBRUARY	312,794.00	2,185,087.00	1,865,033.50	349,778.00	2,437,858.00	11.57%	30.71%
MARCH	393,554.00	2,578,641.00	2,229,036.35	420,651.00	2,858,509.00	10.85%	28.24%
APRIL	740,116.00	3,318,757.00	2,863,401.49	805,865.00	3,664,374.00	10.41%	27.97%
MAY	682,509.00	4,001,266.00	3,483,834.21	768,484.00	4,432,858.00	10.79%	27.24%
JUNE	826,731.00	4,827,997.00	4,259,994.83	951,378.00	5,384,236.00	11.52%	26.39%
JULY	1,278,312.00	6,106,309.00	5,400,143.67	1,440,623.00	6,824,859.00	11.77%	26.38%
AUGUST	1,587,419.00	7,693,728.00	6,735,476.30		6,824,859.00	-11.29%	1.33%
SEPTEMBER	828,138.00	8,521,866.00	7,499,999.86		6,824,859.00	-19.91%	-9.00%

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
REPORTED IN FISCAL YEAR FORMAT
ESCAMBIA COUNTY FLORIDA
AS OF July 2019

	Fiscal Year 2019	Fiscal Year 2018		
Zip Code	YTD Collected	YTD Collected	Difference	% Change
32501	378,017	257,074	120,943	47%
32502	361,020	330,331	30,689	9%
32503	108,429	94,702	13,727	14%
32504	1,362,952	1,267,303	95,649	8%
32505	250,524	261,265	(10,741)	-4%
32506	204,865	163,493	41,372	25%
32507	1,550,985	1,443,046	107,939	7%
32514	583,179	518,875	64,304	12%
32526	319,519	285,578	33,941	12%
32534	161,227	152,730	8,497	6%
32535	1,798	1,381	417	30%
32561	3,817,049	3,365,581	451,468	13%
32562	-	-	-	0%
32577	249	388	(139)	-36%
Total	\$ 9,099,813	\$ 8,141,746	\$ 958,067	12%

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
ESCAMBIA COUNTY FLORIDA
FISCAL YEAR 2019
AS OF July 31, 2019

Month of Collection	Zip Code									
	32501		32502		32503		32504		32505	
	Downtown Area	% OF Total	Other Downtown Area	% OF Total	Cordova Mall & South Area	% OF Total	Davis & Scenic Hwy South of I-10 including Airport Area	% OF Total	South of Michigan Av East of Mobile Hwy West of Pace Blvd	% OF Total
10/18	33,079	4%	29,038	3%	8,340	1%	120,568	14%	16,382	2%
11/18	33,959	4%	40,218	4%	10,154	1%	159,394	17%	29,404	3%
12/18	27,415	5%	26,588	5%	8,206	1%	116,496	20%	15,901	3%
01/19	28,240	6%	23,782	5%	7,469	2%	91,184	20%	15,205	3%
02/19	23,598	5%	24,054	5%	7,452	2%	104,269	22%	12,833	3%
03/19	29,658	5%	27,844	5%	8,483	2%	108,984	19%	13,846	2%
04/19	46,045	4%	43,442	4%	12,291	1%	157,318	15%	33,638	3%
05/19	43,988	4%	41,551	4%	12,653	1%	149,918	15%	23,995	2%
06/19	47,530	4%	47,539	4%	15,211	1%	166,944	13%	36,439	3%
07/18	64,506	3%	56,965	3%	18,169	1%	187,876	10%	52,882	3%
Total	378,017	4%	361,020	4%	108,429	1%	1,362,952	15%	250,524	3%

Month of Collection	Zip Code									
	32506		32507		32514		32526		32534	
	Lillian Hwy & Highway 98 Area	% OF Total	Bayou Chico to Perdido Key South of Sorrento Area	% OF Total	Palafox & Scenic Hwy North of I-10 Area	% OF Total	Mobile Hwy North of Michigan Avenue Area	% OF Total	I-10 & Pensacola Blvd North Area	% OF Total
10/18	23,343	3%	148,106	17%	47,657	6%	25,767	3%	13,922	2%
11/18	27,659	3%	145,682	16%	64,824	7%	37,969	4%	18,767	2%
12/18	16,253	3%	68,914	12%	50,181	9%	29,878	5%	14,944	3%
01/19	11,089	2%	46,182	10%	46,077	10%	23,426	5%	13,288	3%
02/19	16,729	4%	66,290	14%	41,588	9%	20,889	4%	10,179	2%
03/19	11,373	2%	85,945	15%	54,012	10%	22,508	4%	9,693	2%
04/19	25,421	2%	174,844	16%	69,638	6%	37,999	4%	17,683	2%
05/19	22,567	2%	150,836	15%	62,460	6%	33,350	3%	17,293	2%
06/19	22,280	2%	213,867	17%	72,203	6%	39,488	3%	20,480	2%
07/18	28,150	1%	450,320	23%	74,539	4%	48,245	3%	24,977	1%
Total	204,865	2%	1,550,985	17%	583,179	6%	319,519	4%	161,227	2%

Month of Collection	Zip Code								Total Month	% OF Total
	32535		32561		32562		32577			
	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total		
10/18	209	0%	380,137	45%	-	0%	92	0%	846,640	100%
11/18	-	0%	346,703	38%	-	0%	40	0%	914,773	100%
12/18	369	0%	193,908	34%	-	0%	23	0%	569,078	100%
01/19	-	0%	147,642	33%	-	0%	34	0%	453,617	100%
02/19	220	0%	138,270	30%	-	0%	-	0%	466,370	100%
03/19	181	0%	188,341	34%	-	0%	-	0%	560,868	100%
04/19	176	0%	455,965	42%	-	0%	26	0%	1,074,487	100%
05/19	219	0%	465,816	45%	-	0%	-	0%	1,024,645	100%
06/19	254	0%	586,236	46%	-	0%	34	0%	1,268,504	100%
07/18	169	0%	914,032	48%	-	0%	-	0%	1,920,830	100%
Total	1,798	0%	3,817,049	42%	-	0%	249	0%	9,099,812	

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
ESCAMBIA COUNTY FLORIDA
FISCAL YEAR 2018
AS OF July 2018

Month of Collection	Zip Code									
	32501		\$ 32,502		32503		32504		32505	
	Downtown Area	% OF Total	Other Downtown Area	% OF Total	Cordova Mall & South Area	% OF Total	Davis & Scenic Hwy South of I-10 Including Airport Area	% OF Total	South of Michigan Av East of Mobile Hwy West of Pace Blvd	% OF Total
10/17	\$ 20,189	2%	\$ 33,110	4%	\$ 8,054	1%	\$ 127,370	15%	\$ 26,827	3%
11/17	\$ 15,305	2%	\$ 30,151	4%	\$ 7,908	1%	\$ 112,522	17%	\$ 16,690	2%
12/17	\$ 15,278	3%	\$ 26,266	5%	\$ 7,092	1%	\$ 103,569	20%	\$ 15,923	3%
01/18	\$ 14,881	3%	\$ 22,042	5%	\$ 7,184	2%	\$ 93,898	21%	\$ 18,961	4%
02/18	\$ 16,581	4%	\$ 20,599	5%	\$ 6,278	2%	\$ 93,500	22%	\$ 17,664	4%
03/18	\$ 23,638	5%	\$ 27,222	5%	\$ 7,113	1%	\$ 99,293	19%	\$ 21,179	4%
04/18	\$ 34,008	3%	\$ 38,474	4%	\$ 11,949	1%	\$ 152,410	15%	\$ 34,756	4%
05/18	\$ 34,862	4%	\$ 40,502	4%	\$ 11,202	1%	\$ 142,785	16%	\$ 31,626	3%
06/18	\$ 34,292	3%	\$ 40,063	4%	\$ 12,965	1%	\$ 152,719	14%	\$ 35,518	3%
07/18	\$ 48,038	3%	\$ 51,902	3%	\$ 14,956	1%	\$ 189,236	11%	\$ 42,120	2%
Total	\$ 257,074	3%	\$ 330,331	4%	\$ 94,702	1%	\$ 1,267,303	16%	\$ 261,265	3%

Month of Collection	Zip Code									
	32506		32507		32514		32526		32534	
	Lillian Hwy & Highway 98 Area	% OF Total	Bayou Chico to Perdido Key South of Sorrento Area	% OF Total	Palafox & Scenic Hwy North of I-10 Area	% OF Total	Mobile Hwy North of Michigan Avenue Area	% OF Total	I-10 & Pensacola Blvd North Area	% OF Total
10/17	\$ 17,729	2%	\$ 141,510	17%	\$ 48,279	6%	\$ 28,141	3%	\$ 16,787	2%
11/17	\$ 14,116	2%	\$ 117,580	17%	\$ 45,400	7%	\$ 25,079	4%	\$ 13,812	2%
12/17	\$ 12,723	2%	\$ 58,984	12%	\$ 41,547	8%	\$ 24,823	5%	\$ 11,206	2%
01/18	\$ 10,887	2%	\$ 44,414	10%	\$ 38,809	9%	\$ 24,691	5%	\$ 10,404	2%
02/18	\$ 10,328	2%	\$ 59,924	14%	\$ 39,584	9%	\$ 22,010	5%	\$ 10,365	2%
03/18	\$ 11,701	2%	\$ 85,625	16%	\$ 39,610	8%	\$ 22,481	4%	\$ 11,745	2%
04/18	\$ 18,397	2%	\$ 167,734	17%	\$ 62,926	6%	\$ 33,533	3%	\$ 19,546	2%
05/18	\$ 18,378	2%	\$ 135,773	15%	\$ 58,839	6%	\$ 32,623	4%	\$ 17,144	2%
06/18	\$ 20,256	2%	\$ 200,553	18%	\$ 65,249	6%	\$ 31,913	3%	\$ 18,518	2%
07/18	\$ 28,979	2%	\$ 430,950	25%	\$ 78,631	5%	\$ 40,285	2%	\$ 23,202	1%
Total	\$ 163,493	2%	\$ 1,443,046	18%	\$ 518,875	6%	\$ 285,578	4%	\$ 152,730	2%

Month of Collection	Zip Code								Total Month	% OF Total
	32536		32561		32562		32577			
	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total		
10/17	\$ 138	0%	\$ 383,626	45%	\$ -	0%	\$ 16	0%	\$ 851,776	100%
11/17	\$ 186	0%	\$ 281,499	41%	\$ -	0%	\$ 50	0%	\$ 680,298	100%
12/17	\$ 200	0%	\$ 192,757	38%	\$ -	0%	\$ 35	0%	\$ 510,405	100%
01/18	\$ 88	0%	\$ 167,637	37%	\$ -	0%	\$ 17	0%	\$ 453,912	100%
02/18	\$ -	0%	\$ 120,225	29%	\$ -	0%	\$ -	0%	\$ 417,058	100%
03/18	\$ 304	0%	\$ 174,793	33%	\$ -	0%	\$ 33	0%	\$ 524,739	100%
04/18	\$ 171	0%	\$ 412,832	42%	\$ -	0%	\$ 85	0%	\$ 986,822	100%
05/18	\$ 173	0%	\$ 386,040	42%	\$ -	0%	\$ 64	0%	\$ 910,012	100%
06/18	\$ 120	0%	\$ 490,084	44%	\$ -	0%	\$ 60	0%	\$ 1,102,309	100%
07/18	\$ -	0%	\$ 756,088	44%	\$ -	0%	\$ 29	0%	\$ 1,704,415	100%
Total	\$ 1,381	0%	\$ 3,365,581	41%	\$ -	0%	\$ 388	0%	\$ 8,141,746	

2006 to Present

of 108



**TOURIST DEVELOPMENT COUNCIL (TDC)
QUARTERLY MEETING
September 16, 2019**

FY 2020 BUDGET BACK-UP

TOTAL AVAILABLE :	\$ 11,250,000	100.0%	<i>Est. \$ for each penny is \$2.625m + \$750,000 fund balance</i>	
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BOCC/County Administration	TOTAL	% of Base TDT	% of BOCC	NOTES
Bay Center Operations	\$ 1,500,000	13.3%	47.4%	<i>Annual Subsidy + \$200k for capital improvements</i>
Marine Resources	\$ 275,466	2.4%	8.7%	
County Administrative Costs	\$ 315,000	2.8%	10.0%	
Statutory Holdback at 5%	\$ 525,000	4.7%	16.6%	
Reserve	\$ 550,000	4.9%	17.4%	
Debt Service Transfer	\$ -	0.0%	0.0%	
BOCC Total of Base TDT	\$ 3,165,466	28.1%	100.0%	

Outside Agencies		% of Base TDT	% of Outside Agencies	NOTES
African American Heritage	\$ 30,000	0.3%	9.1%	<i>included with Historic Preservation</i>
Naval Aviation Museum	\$ 100,000	0.9%	30.3%	
Historic Preservation	\$ 200,000	1.8%	60.6%	
St. Michael's Cemetary	\$ -	0.0%	0.0%	
Mt. Zion Cemetary	\$ -	0.0%	0.0%	
AME Zion & Magnolia Cemetary	\$ -	0.0%	0.0%	
Gulf Coast Veteran's Parade	\$ -	0.0%	0.0%	<i>Fulfilled via Visit Pensacola</i>
Sertoma July 4th	\$ -	0.0%	0.0%	
Summer Fest	\$ -	0.0%	0.0%	
Outside Agency Total of Base	\$ 330,000	2.9%	100.0%	

Unified Budget		% of Base TDT	% of Unifed Budget	NOTES
ACE - Cultural Marketing	\$ 930,544	8.3%	12.0%	
PS - Sports Marketing	\$ 1,008,089	9.0%	13.0%	
Visit Pensacola	\$ 5,815,901	51.7%	75.0%	
Unified Total of Base TDT	\$ 7,754,534	68.9%	100.0%	

TOTAL OUTSIDE AGENCIES:	\$ 8,084,534	71.9%	
TOTAL DISTIBUTED (BASE):	\$ 11,250,000	100.0%	

SUPPLEMENTAL TDT DOLLARS **	TOTAL	% of Total	NOTES
ACE - Cultural Marketing	\$ 700,000	25.0%	
Visit Pensacola / Unified Budget	\$ 2,100,000	75.0%	
Outside Total	\$ 2,800,000	100.0%	

Estimted Supplemental Dollars **	\$ 2,800,000	Collections	
		Projected for	\$10,000,000
		FY 2019	
		Est. FY 2019	
		Acutal	\$12,300,000
		<u>Collections</u>	
		Excess	
		collections:	\$2,300,000

** Based on \$500,000 in holdback and the excess collections in FY 2019 collections. If collections are even to last year for the last 5

FY 2020 BUDGET OUTLINE

- DRAFT -

<u>2020 Revenues - UNIFED</u>	<u>2020 Budget</u>	<u>% of Revenue</u>
Private Revenue	\$ 499,421	4.7%
<i>Partnerships</i>	\$ 100,000	0.9%
<i>Co-op Advertising/Shared Programs</i>	\$ 102,000	1.0%
<i>Events</i>	\$ 20,000	0.2%
<i>Consignment Sales</i>	\$ 1,821	0.0%
<i>In Kind Support</i>	\$ 225,000	2.1%
<i>Grants</i>	\$ 50,000	0.5%
<i>Misc.</i>	\$ 600	0.0%
Public Revenue	\$ 10,154,534	95.3%
<i>TDT - Base</i>	\$ 7,754,534	72.8%
<i>TDT – Supplemental *estimated</i>	\$ 2,400,000	22.5%
Grand Total	\$10,653,955	100.0%

<u>2020 Expenses - UNIFED</u>	<u>2020 Budget</u>	<u>% of Expense</u>
Direct Programming	\$ 8,107,229	76.3%
<i>Advertising/Media (Showcase, Media, Production)</i>	\$ 3,301,020	31.1%
<i>Customer Acquisition Tools (Brochures/Collateral, Web)</i>	\$ 400,851	3.8%
<i>Direct Sales (Registration, Promotions, Travel, Dues, Regional)</i>	\$ 491,656	4.6%
<i>Grants/Events/SkillsUSA/VP Events/Mini-Grants</i>	\$ 868,550	8.2%
<i>Public Relations (PR, Film, Visitor Awareness)</i>	\$ 143,843	1.4%
<i>Research</i>	\$ 522,000	4.9%
<i>Unified (Pensacola Sports)</i>	\$ 624,365	5.9%
<i>Unified (ACE)</i>	\$ 1,629,944	15.3%
<i>Tourism Development Programs/Projects</i>	\$ 125,000	1.2%
Operations	\$ 705,691	6.6%
<i>Building – Equipment (AC, General Maintenance, Computers, Copiers)</i>	\$ 147,658	1.4%
<i>Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)</i>	\$ 73,111	0.7%
<i>Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, Inkind)</i>	\$ 404,275	3.8%
<i>Unified (Pensacola Sports)</i>	\$ 80,647	0.8%
Personnel	\$ 1,811,280	17.0%
<i>Unified (Pensacola Sports)</i>	\$ 302,427	2.8%
<i>Visit Pensacola</i>	\$ 1,508,853	14.2%
Grand Total	\$ 10,624,201	100.0%

FY 2020 BUDGET OUTLINE

- DRAFT -

2020 Revenues - VP ONLY	2020 Budget	% of Revenue
Private Revenue	\$ 499,421	6.2%
Partnerships	\$ 100,000	1.2%
Co-op Advertising/Shared Programs	\$ 102,000	1.3%
Events	\$ 20,000	0.2%
Consignment Sales	\$ 1,821	0.0%
In Kind Support	\$ 225,000	2.8%
Grants	\$ 50,000	0.6%
Misc.	\$ 600	0.0%
Public Revenue	\$ 7,517,151	93.8%
TDT - Base	\$ 5,117,151	63.8%
TDT – Supplemental *estimated	\$ 2,400,000	29.9%
Grand Total	\$8,016,572	100.0%

2020 Expenses - VP ONLY	2020 Budget	% of Expense
Direct Programming	\$ 5,852,920	73.3%
Advertising/Media (Showcase, Media, Production)	\$ 3,301,020	41.3%
Customer Acquisition Tools (Brochures/Collateral, Web)	\$ 400,851	5.0%
Direct Sales (Registration, Promotions, Travel, Dues, Regional)	\$ 491,656	6.2%
Grants/Events/SkillsUSA/VP Events/4th	\$ 868,550	10.9%
Public Relations (PR, Film, Visitor Awareness)	\$ 143,843	1.8%
Research	\$ 522,000	6.5%
Unified (Pensacola Sports)	\$ -	0.0%
Unified (ACE)	\$ -	0.0%
Tourism Development Programs/Projects	\$ 125,000	1.6%
Operations	\$ 625,044	7.8%
Building – Equipment (AC, General Maintenance, Computers, Copiers)	\$ 147,658	1.8%
Finance – Insurance (Audit, Insurances, Legal, CPA, Taxes, CC Fees)	\$ 73,111	0.9%
Operations (Committees, Local Travel, Postage, Supplies, Rent, Utilities, Inkind)	\$ 404,275	3.8%
Unified (Pensacola Sports)	\$ -	0.0%
Personnel	\$ 1,508,853	18.9%
Unified (Pensacola Sports)	\$ -	0.0%
Visit Pensacola	\$ 1,508,853	18.9%
Grand Total	\$ 7,986,818	100.0%

	FY17 Actuals	FY18 Actuals	FY19 Projected	FY19 Budget	% of Budget	FY20 Proposed Budget	% of Budget
Income							
4500 · Grant Income		\$ 73,593	\$ 87,500	\$ 100,000	1.0%	\$ 50,000	0.5%
4640 · Event Income		\$ 374,384	\$ 19,710	\$ 15,000	0.2%	\$ 20,000	0.2%
4000 · Tourism Development Tax-TDT	\$ 5,229,209	\$ 6,297,171	\$ 6,815,839	\$ 6,815,839	70.8%	\$ 7,754,534	72.8%
4050 · Tourism Development Tax-TDT Supplemental	\$ 2,222,580	\$ 1,902,144	\$ 2,305,040	\$ 2,305,040	23.9%	\$ 2,400,000	22.5%
4100 · Membership Dues	\$ 79,762	\$ 69,287	\$ 100,000	\$ 115,000	1.2%	\$ 100,000	0.9%
4150 · Advertising Income							
4155 · Partner Co-Ops	\$ 8,970	\$ 8,161	\$ -				
4150 · Advertising Income - Other	\$ 66,754	\$ 64,268	\$ 100,000	\$ 45,000	0.5%	\$ 102,000	1.0%
Total 4150 · Advertising Income	\$ 75,723	\$ 72,428	\$ 100,000	\$ 45,000	0.5%	\$ 102,000	1.0%
4160 · BP Income	\$ 405,193	\$ 169,037					
4300 · Consignment Sales	\$ 13,908	\$ 14,778	\$ 15,000	\$ 15,000	0.2%	\$ 1,821	0.0%
4400 · Gifts in Kind - Goods	\$ 216,598	\$ 220,244	\$ 221,000	\$ 221,000	2.3%	\$ 225,000	2.1%
4600 · Misc Income	\$ 10,696	\$ 501	\$ 690	\$ 600	0.0%	\$ 600	0.0%
Total Income	\$ 8,253,668	\$ 9,193,566	\$ 9,664,779	\$ 9,632,479	100.0%	\$ 10,653,955	100.0%
Gross Profit	\$ 8,253,668	\$ 9,193,566	\$ 9,664,779	\$ 9,632,479	100.0%	\$ 10,653,955	100.0%

Expense	FY17 Actuals	FY18 Actuals	FY19 Projected	FY19 Budget	% of Budget	FY20 Proposed Budget	% of Budget
1 · Direct Programming							
5090 · Marketing Research	\$ 513,855	\$ 504,421	\$ 536,385	\$ 466,000	4.9%	\$ 522,000	4.9%
5100 · Advertising/Media	\$ 554,787	\$ 491,325	\$ 431,281	\$ 305,969	3.2%	\$ 215,275	2.0%
5110 · Public Relations	\$ 27,975	\$ 22,501	\$ 32,875	\$ 71,500	0.7%	\$ 58,500	0.6%
5120 · Advertising Production	\$ 18,260	\$ 29,870	\$ 85,941	\$ 26,350	0.3%	\$ 18,700	0.2%
5130 · Internet Site Production	\$ 187,740	\$ 210,305	\$ 224,605	\$ 152,372	1.6%	\$ 243,451	2.3%
5140 · Festivals & Events Granted		\$ 392,807	\$ 434,749	\$ 425,000	4.4%	\$ 625,000	5.9%
5141 · Festivals & Event Local Support	\$ 154,965	\$ 573,412	\$ 271,102	\$ 156,000	1.6%	\$ 168,550	1.6%
5142 · Festival & Event Mini Grants	\$ 303,638	\$ 28,521	\$ 25,693	\$ 75,000	0.8%	\$ 75,000	0.7%
5145 · Celebrity Chef Program	\$ 23,739				0.0%		0.0%
5150 · Consumer Promotions	\$ 31,416	\$ 7,398	\$ 29,507	\$ 36,500	0.4%	\$ 78,000	0.7%
5160 · Sales Promotions	\$ 48,916	\$ 45,918	\$ 48,971	\$ 56,900	0.6%	\$ 80,400	0.8%
5170 · Brochures and Collateral	\$ 1,730	\$ 87,274	\$ 118,062	\$ 156,350	1.6%	\$ 157,400	1.5%
5180 · Film Promotions	\$ 660	\$ -	\$ 3,000	\$ 3,000	0.0%	\$ 1,750	0.0%
5190 · Showcase	\$ 2,718,903	\$ 2,302,658	\$ 2,805,141	\$ 2,805,141	29.3%	\$ 3,017,045	28.4%
5210 · Regional Partnership	\$ 7,500	\$ 14,275	\$ 15,573	\$ 30,000	0.3%	\$ 95,000	0.9%
5215 · Tourism Development Projects			\$ -	\$ -	0.0%	\$ 125,000	1.2%
5220 · Registration	\$ 64,126	\$ 68,796	\$ 73,730	\$ 108,030	1.1%	\$ 104,401	1.0%
5230 · Dues and Subscriptions	\$ 28,392	\$ 28,930	\$ 45,811	\$ 36,480	0.4%	\$ 40,613	0.4%
5400 · Business Travel & Entertainment							
	\$ 1,431	\$ 1,825	\$ 2,121	\$ 2,000	0.0%	\$ 4,407	
	\$ 63,384	\$ 77,271	\$ 70,036	\$ 91,681	1.0%	\$ 88,835	
Total 5400 · Business Travel & Entertainment	\$ 64,816	\$ 79,096	\$ 72,157	\$ 93,681	1.0%	\$ 93,242	0.9%
5500 · Visitor Awareness Education	\$ 16,052	\$ 49,125	\$ 66,191	\$ 70,725	0.7%	\$ 83,593	0.8%
5540 · Grant			\$ -		0.0%	\$ 50,000	0.5%
7000 · PSA Sporting Events	\$ 397,469	\$ 389,077	\$ 757,120	\$ 757,120	7.9%	\$ 624,365	5.9%
7400 · ACE - DP	\$ 1,055,894	\$ 1,421,506	\$ 1,394,161	\$ 1,394,161	14.6%	\$ 1,629,944	15.3%
Total 1 · Direct Programming	\$ 6,220,833	\$ 6,747,213	\$ 7,405,862	\$ 7,155,554	74.8%	\$ 8,107,229	76.3%

	FY17 Actuals	FY18 Actuals	FY19 Projected	FY19 Budget	% of Budget	FY20 Proposed Budget	% of Budget
2 · Operating Costs							
5520 · Committee Expenses	\$ 24,085	\$ 10,947	\$ 7,090	\$ 12,000	0.1%	\$ 14,772	0.1%
5450 · Auto/ Local Travel	\$ 6,250	\$ 5,755	\$ 8,035	\$ 6,000	0.1%	\$ 14,281	0.1%
5600 · Building Maintenance & Repair	\$ 92,423	\$ 63,667	\$ 58,139	\$ 76,000	0.8%	\$ 81,861	0.8%
5610 · Computer&IT Maintenance&Repair	\$ 50,976	\$ 36,078	\$ 43,133	\$ 38,000	0.4%	\$ 46,287	0.4%
5630 · Insurance Building & Content	\$ 13,358	\$ 13,935	\$ 15,272	\$ 15,100	0.2%	\$ 15,000	0.1%
5640 · D & O and Liability Insurance	\$ 5,451	\$ 6,264	\$ 5,292	\$ 5,490	0.1%	\$ 6,000	0.1%
5650 · Audit	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	0.1%	\$ 25,000	0.2%
5660 · Legal Services	\$ 13,062	\$ 11,085	\$ 8,545	\$ 10,800	0.1%	\$ 10,800	0.1%
5670 · CPA/ Financial Services	\$ 4,146	\$ 3,435	\$ 4,410	\$ 3,600	0.0%	\$ 5,380	0.1%
5690 · Depreciation	\$ -	\$ -	\$ -	\$ -	0.0%	\$ 100	0.0%
5700 · Postage	\$ 59,390	\$ 29,473	\$ 48,001	\$ 60,000	0.6%	\$ 53,227	0.5%
5710 · Supplies Coffee/Sodas	\$ 1,439	\$ 2,570	\$ 2,808	\$ 3,700	0.0%	\$ 6,000	0.1%
5720 · Office Supplies	\$ 22,617	\$ 17,568	\$ 12,340	\$ 22,000	0.2%	\$ 18,540	0.2%
5730 · Storage and Delivery	\$ 2,368	\$ 2,665	\$ 7,399	\$ 2,500	0.0%	\$ 9,960	0.1%
5750 · Rent	\$ 10	\$ 10	\$ 10	\$ 10	0.0%	\$ 10	0.0%
5760 · Telephone Service	\$ 12,232	\$ 10,894	\$ 11,290	\$ 15,000	0.2%	\$ 12,900	0.1%
5770 · Utilities	\$ 23,869	\$ 39,085	\$ 38,789	\$ 43,000	0.4%	\$ 37,955	0.4%
5780 · Copier	\$ 8,552	\$ 9,181	\$ 9,133	\$ 9,200	0.1%	\$ 11,040	0.1%
5790 · Capital Expenditures	\$ 55,388	\$ 16,936	\$ 330	\$ 70,000	0.7%	\$ 19,500	0.2%
5900 · Miscellaneous Expenses	\$ 1,473	\$ 229	\$ 3,467	\$ 600	0.0%	\$ 600	0.0%
5920 · Bad Debt Expense	\$ 3,888	\$ 4,562	\$ 4,000	\$ 4,000	0.0%	\$ 1,500	0.0%
6000 · Consignment Sales Expenses	\$ 11,333	\$ 8,041	\$ 7,723	\$ 8,200	0.1%	\$ 1,496	0.0%
6001 · Bank Service Charge	\$ 396	\$ 453	\$ 3,550	\$ 500	0.0%	\$ 504	0.0%
6010 · Credit Card Processing Fee	\$ 1,885	\$ 3,591	\$ 3,780	\$ 4,000	0.0%	\$ 4,416	0.0%
6500 · Taxes	\$ 1,001	\$ 1,451	\$ 2,093	\$ 1,500	0.0%	\$ 2,915	0.0%
6940 · In Kind Expense	\$ 216,398	\$ 220,244	\$ 221,000	\$ 221,000	2.3%	\$ 225,000	2.1%
7001 · PSA Operations	\$ 62,000	\$ 65,000	\$ 65,000	\$ 65,000	0.7%	\$ 80,647	0.8%
Total 2 · Operating Costs	\$ 707,992	\$ 597,117	\$ 604,631	\$ 711,200	7.4%	\$ 705,691	6.6%

	FY17 Actuals	FY18 Actuals	FY19 Projected	FY19 Budget	% of Budget	FY20 Proposed Budget	% of Budget
3 · Personnel Costs							
5800 · Salaries	\$ 841,050	\$ 933,579	\$ 888,929	\$ 1,101,887	11.5%	\$ 1,124,806	10.6%
5810 · Commissions	\$ 1,000	\$ -	\$ 15,988	\$ 21,000	0.2%	\$ 21,000	0.2%
5830 · Auto	\$ 6,170	\$ 6,017	\$ 5,628	\$ 6,000	0.1%	\$ 12,000	0.1%
5840 · 401K Contribution Match	\$ 11,690	\$ 22,376	\$ 22,622	\$ 43,393	0.5%	\$ 50,159	0.5%
5850 · Employee Insurance	\$ 75,084	\$ 79,388	\$ 72,778	\$ 126,600	1.3%	\$ 171,054	1.6%
5870 · Drug Testing	\$ 509	\$ 427	\$ 550	\$ 400	0.0%	\$ 600	0.0%
5880 · Payroll Expense	\$ 89,683	\$ 100,385	\$ 96,219	\$ 120,220	1.3%	\$ 124,476	1.2%
5890 · Staff Education	\$ -	\$ 514	\$ 224	\$ 500	0.0%	\$ 4,758	0.0%
7002 · PSA Personnel	\$ 197,500	\$ 245,000	\$ 275,000	\$ 275,000	2.9%	\$ 302,427	2.8%
Total 3 · Personnel Costs	\$ 1,222,686	\$ 1,387,687	\$ 1,377,938	\$ 1,695,000	17.7%	\$ 1,811,280	17.0%
Total Expense	\$ 8,151,511	\$ 8,732,017	\$ 9,388,430	\$ 9,561,754	100.0%	\$ 10,624,201	100.0%
Net Ordinary Income	\$ 102,157	\$ 461,549	\$ 276,349	\$ 70,725		\$ 29,755	

Direct Programming Expense

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	FY20 Total	
Marketing Research	\$ 93,000	\$ 31,000	\$ 83,000	\$ 45,500	\$ 26,500	\$ 20,500	\$ 59,000	\$ 29,500	\$ 34,000	\$ 16,000	\$ 18,000	\$ 66,000	\$ 522,000	6.4%
Advertising/Media	\$ 10,000	\$ 21,800	\$ 44,675	\$ 30,000	\$ 15,000	\$ 22,300	\$ 10,000	\$ 10,000	\$ 15,000	\$ 10,500	\$ 16,000	\$ 10,000	\$ 215,275	2.7%
Public Relations	\$ 5,300	\$ 6,300	\$ 2,925	\$ 2,200	\$ 4,500	\$ 2,925	\$ 5,700	\$ 5,800	\$ 2,325	\$ 10,800	\$ 4,300	\$ 5,425	\$ 58,500	0.7%
Advertsing Production	\$ 1,100	\$ 3,600	\$ 2,100	\$ 1,100	\$ 1,100	\$ 2,100	\$ 1,100	\$ 1,100	\$ 2,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 18,700	0.2%
Internet Site Production	\$ 66,593	\$ 9,730	\$ 32,104	\$ 12,779	\$ 18,830	\$ 24,590	\$ 12,730	\$ 9,730	\$ 12,230	\$ 12,730	\$ 9,730	\$ 21,680	\$ 243,451	3.0%
Festival & Events Grants	\$ 50,000	\$ 50,000	\$ 50,000	\$ 75,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 625,000	7.7%
Festival & Events Local Support	\$ 3,750	\$ 2,000	\$ 2,500	\$ 3,000	\$ 2,500	\$ 7,000	\$ 8,800	\$ 128,000	\$ 2,500	\$ 3,000	\$ 2,500	\$ 3,000	\$ 168,550	2.1%
Festival & Events Mini Grants	\$ 7,500	\$ 5,000	\$ 7,500	\$ 5,000	\$ 7,500	\$ 5,000	\$ 7,500	\$ 5,000	\$ 7,500	\$ 5,000	\$ 7,500	\$ 5,000	\$ 75,000	0.9%
Celebrity Chef Program	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
Consumer Promotions	\$ 15,000	\$ 25,000	\$ -	\$ 5,000	\$ 2,500	\$ -	\$ 2,500	\$ -	\$ 25,000	\$ -	\$ 2,500	\$ 500	\$ 78,000	1.0%
Sales Promotions	\$ 1,650	\$ 21,850	\$ 1,150	\$ 650	\$ 15,650	\$ 2,850	\$ 650	\$ 20,650	\$ 1,150	\$ 2,350	\$ 10,650	\$ 1,150	\$ 80,400	1.0%
Brochures and Collateral	\$ 5,100	\$ 1,675	\$ 3,050	\$ 5,175	\$ 1,675	\$ 131,675	\$ 175	\$ 1,675	\$ 175	\$ 5,175	\$ 1,675	\$ 175	\$ 157,400	1.9%
Film Promotions	\$ 250	\$ -	\$ 250	\$ 250	\$ -	\$ 250	\$ 250	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 1,750	0.0%
Showcase	\$ 235,000	\$ 232,340	\$ 234,705	\$ 250,000	\$ 260,000	\$ 289,000	\$ 260,000	\$ 235,000	\$ 235,000	\$ 255,000	\$ 265,000	\$ 266,000	\$ 3,017,045	37.2%
Regional Partnership	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 70,000	\$ -	\$ -	\$ 95,000	1.2%
Tourism Development Projects	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ 60,000	\$ 125,000	1.6%
Registration	\$ 24,195	\$ 16,490	\$ 6,595	\$ 1,960	\$ 8,200	\$ 3,550	\$ 11,566	\$ 9,250	\$ 5,855	\$ 1,845	\$ 3,400	\$ 11,495	\$ 104,401	1.3%
Dues and Subscriptions	\$ 12,993	\$ -	\$ 250	\$ 10,025	\$ 750	\$ 1,095	\$ -	\$ -	\$ 15,500	\$ -	\$ -	\$ -	\$ 40,613	0.5%
Business Travel & Entertainment	\$ 13,301	\$ 10,653	\$ 6,940	\$ 9,125	\$ 9,300	\$ 3,440	\$ 14,740	\$ 5,440	\$ 6,890	\$ 4,040	\$ 7,133	\$ 2,240	\$ 93,242	1.2%
Grant Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ -	\$ 50,000	0.6%
Visitor Awareness Education	\$ 31,730	\$ 2,137	\$ 3,565	\$ 3,065	\$ 2,590	\$ 3,065	\$ 10,640	\$ 10,465	\$ 2,490	\$ 1,965	\$ 2,490	\$ 9,391	\$ 83,593	1.0%
PSA Sporting Events	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 52,051	\$ 51,804	\$ 624,365	7.7%
ACE	\$ -	\$ -	\$ 187,500	\$ -	\$ 187,500	\$ -	\$ 400,000	\$ -	\$ -	\$ 154,944	\$ 350,000	\$ 350,000	\$ 1,629,944	20.1%
													\$ -	
TOTALS	\$ 628,513	\$ 491,626	\$ 745,860	\$ 521,880	\$ 666,146	\$ 661,391	\$ 907,402	\$ 598,661	\$ 509,766	\$ 657,000	\$ 804,029	\$ 914,960	\$ 8,107,229	100.0%

Advertising	Showcase, Media, Production				\$ 3,301,020	40.7%
Customer Aq. Tools	Internet Site, Brochures				\$ 400,851	4.9%
Grants/Events	Festival & Events Grants, Support, Mini Grants				\$ 868,550	10.7%
Direct Sales	Registration, ACE, PS, Travel, Dues, Regional, C. Promo, S. Promo				\$ 2,745,965	33.9%
PR	PR, Visitor Awareness, Chefs, Film				\$ 143,843	1.8%
Research	Marketing Research				\$ 522,000	6.4%
Tourism Development Projects	Tourism Development Projects				\$ 125,000	1.5%
					\$ 8,107,229	100.0%

Direct Programming Expense	5090 Marketing Research												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Majority Opinion - Monthly	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 120,000
Majority Opinion - 25 Events	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 72,000
Majority Opinion - Perception (local & national)			\$ 55,000				\$ 25,000						\$ 80,000
Majority Opinion Presentations	\$ 1,500			\$ 1,500				\$ 1,500			\$ 1,500		\$ 6,000
Smith Travel Monthly Reports								\$ 12,000					\$ 12,000
Smith Travel - Special Reports			\$ 1,500										\$ 1,500
DestiMetrics/Inntopia										\$ -			\$ -
TravelClick						\$ 2,000							\$ 2,000
VisaVue						\$ 2,500							\$ 2,500
ADARA (Market Monitor)		\$ 15,000											\$ 15,000
ADARA (Analytics)												\$ 40,000	\$ 40,000
Arrivalist	\$ 75,000												\$ 75,000
Destination NEXT							\$ 7,500						\$ 7,500
DMAI Event Calculator									\$ 7,500				\$ 7,500
Misc. Reports/Analytics	\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 3,000
Key Data				\$ 28,000									\$ 28,000
Strategic Planning			\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000			\$ 10,000	\$ 50,000
													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
Marketing Research	\$ 93,000	\$ 31,000	\$ 83,000	\$ 45,500	\$ 26,500	\$ 20,500	\$ 59,000	\$ 29,500	\$ 34,000	\$ 16,000	\$ 18,000	\$ 66,000	\$ 522,000

Direct Programming Expense	Advertising/Media												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Base Ad											\$ 6,000		\$ 6,000
Funway Holidays			\$ 15,000										\$ 15,000
Play FLA Golf			\$ 15,000										\$ 15,000
Simpleview Pay per Click Spend	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 108,000
Bon Voyage Tours					\$ 5,000								\$ 5,000
Social Boosting	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,500	\$ 1,000	\$ 1,000	\$ 13,000
NY Times				\$ 15,000									\$ 15,000
Canadian Traveller		\$ 5,000		\$ 5,000					\$ 5,000				\$ 15,000
VF/Google DMO						\$ 5,000							\$ 5,000
Local Awareness Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Outfront Magazine	\$ -	\$ 6,800	\$ 4,675	\$ -	\$ -	\$ 6,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,275
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5100	\$ 10,000	\$ 21,800	\$ 44,675	\$ 30,000	\$ 15,000	\$ 22,300	\$ 10,000	\$ 10,000	\$ 15,000	\$ 10,500	\$ 16,000	\$ 10,000	\$ 215,275

Direct Programming Expense

5110 Public Relations													
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
National Tourism Week - PR							\$ 500	\$ 500					\$ 1,000
FAMS/Site Visits	\$ 3,500	\$ 3,500			\$ 1,000	\$ 1,000	\$ 3,000	\$ 3,000	\$ -	\$ -	\$ 2,500	\$ 3,000	\$ 20,500
Local Guide Program		\$ 500			\$ 500			\$ 500		\$ 1,500		\$ 500	\$ 3,500
Local Events Support	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
Holiday Cube PR		\$ 500	\$ 1,000										\$ 1,500
Awards				\$ 400			\$ 400		\$ 400				\$ 1,200
SE Tourism Top Events			\$ 125			\$ 125			\$ 125			\$ 125	\$ 500
Birmingham Desk Side					\$ 1,200								\$ 1,200
CMA Nashville										\$ 7,500			\$ 7,500
Leesburg PR monthly services	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 18,000
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5110	\$ 5,300	\$ 6,300	\$ 2,925	\$ 2,200	\$ 4,500	\$ 2,925	\$ 5,700	\$ 5,800	\$ 2,325	\$ 10,800	\$ 4,300	\$ 5,425	\$ 58,500

Direct Programming Expense **5120** **Advertsing Production**

5120 Advertsing Production

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Outside Work/Freelance	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Sales Items	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
Marketing Items	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
Local Awareness	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Holiday Cube		\$ 2,500											\$ 2,500
DTN			\$ 1,000			\$ 1,000			\$ 1,000				\$ 3,000
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5120	\$ 1,100	\$ 3,600	\$ 2,100	\$ 1,100	\$ 1,100	\$ 2,100	\$ 1,100	\$ 1,100	\$ 2,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 18,700

Direct Programming Expense

5130 Internet Site Production

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Simpleview - Website	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 37,500
Simpleview - PPC Media Management & Reporting	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620	\$ 19,440
Simpleview - Act-on	\$ 7,720	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 2,220	\$ 32,140
Simpleview CRO	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
Simpleview SS10	\$ 3,000			\$ 3,000			\$ 3,000			\$ 3,000			\$ 12,000
Simpleview - Map Publisher					\$ 6,000								\$ 6,000
SSL Website Certificate					\$ 600								\$ 600
Simpleview - CRM License	\$ 20,000												\$ 20,000
Simpleview - CRM Outlook Integration	\$ 5,000												\$ 5,000
Simpleview - Event Registration Module	\$ 2,500												\$ 2,500
Simpleview - Support - Included 375 hours	-												\$ -
Simpleview - Destination Dashboards	\$ 6,000												\$ 6,000
Simpleview - "Trainery" Package	\$ 4,000												\$ 4,000
Upgrade Bucket (support hours for ADA)						\$ 5,000							\$ 5,000
Monsido	\$ 5,210												\$ 5,210
Litmus	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 149	\$ 1,788
Pensacola.COM	\$ 2,500				\$ 2,500				\$ 2,500			\$ 2,500	\$ 10,000
GoDaddy	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 720
Network Solutions	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 23	\$ 276
Basecamp	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 240
Crowdriff						\$ 9,450						\$ 9,450	\$ 18,900
Sprout Social			\$ 22,000										\$ 22,000
E-book (Insider & Diversity Guide eBook Conversion)	\$ 410					\$ 410							\$ 820
Grammarly	\$ 300												\$ 300
Google Maps	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Linode	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 13	\$ 150
Flickr				\$ 50									\$ 50
Lumen5			\$ 374										\$ 374
SlingStudio	\$ 2,443												\$ 2,443
													\$ -
													\$ -
													\$ -
5130	\$ 66,593	\$ 9,730	\$ 32,104	\$ 12,779	\$ 18,830	\$ 24,590	\$ 12,730	\$ 9,730	\$ 12,230	\$ 12,730	\$ 9,730	\$ 21,680	\$ 243,451

[illegible]

Direct Programming Expense

Festival & Events Local Support

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
SkillsUSA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,300	\$ 125,000	\$ -	\$ -	\$ -	\$ -	\$ 126,300
Local Sponsorships	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
Other Meeting Commitments	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 3,000
UW Day of Caring	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
USS TIPOLIC LOCAL SPONSORSHIP	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
NCUR	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ 4,000
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5141	\$ 3,750	\$ 2,000	\$ 2,500	\$ 3,000	\$ 2,500	\$ 7,000	\$ 8,800	\$ 128,000	\$ 2,500	\$ 3,000	\$ 2,500	\$ 3,000	\$ 168,550

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Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Snowbird Roost (2)				\$ 5,000									\$ 5,000
Out of Home Activation- 2 out of home activation/media events	\$ 15,000	\$ 25,000							\$ 25,000				\$ 65,000
Media Promotions					\$ 2,500		\$ 2,500				\$ 2,500		\$ 7,500
Beachaween												\$ 500	\$ 500
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5150	\$ 15,000	\$ 25,000	\$ -	\$ 5,000	\$ 2,500	\$ -	\$ 2,500	\$ -	\$ 25,000	\$ -	\$ 2,500	\$ 500	\$ 78,000

Direct Programming Expenses Sales Promotions

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Customer Sites	\$ 500		\$ 500			\$ 500			\$ 500				\$ 2,000
Customer FAMS		\$ 5,000			\$ 5,000			\$ 5,000					\$ 15,000
Client Giveaways		\$ 15,000			\$ 10,000			\$ 15,000			\$ 10,000		\$ 50,000
Media Giveaways		\$ 1,200				\$ 1,200				\$ 1,200			\$ 3,600
Military Reunions	\$ 500					\$ 500				\$ 500		\$ 500	\$ 2,000
Services Giveaways	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
Partner Giveaways	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 350	\$ 4,200
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5160	\$ 1,650	\$ 21,850	\$ 1,150	\$ 650	\$ 15,650	\$ 2,850	\$ 650	\$ 20,650	\$ 1,150	\$ 2,350	\$ 10,650	\$ 1,150	\$ 80,400

Direct Programming Expense Program Name/Event	Brochures and Collateral												
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Visitor Guide						\$ 125,000							\$ 125,000
Rack/Map Brochure				\$ 2,500						\$ 2,500			\$ 5,000
Maps				\$ 2,500						\$ 2,500			\$ 5,000
Diversity Guide						\$ 4,000							\$ 4,000
One-off's						\$ 2,500							\$ 2,500
Meetings/Services Brochure	\$ 2,000												\$ 2,000
Explorer Passport	\$ 2,925												\$ 2,925
Winter Escape			\$ 2,875										\$ 2,875
Event Collateral													-
Branded Corporate Collateral		\$ 1,500			\$ 1,500			\$ 1,500			\$ 1,500		\$ 6,000
Hospitality Welcome Binders													-
New Partner packets	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 2,100
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5170	\$ 5,100	\$ 1,675	\$ 3,050	\$ 5,175	\$ 1,675	\$ 131,675	\$ 175	\$ 1,675	\$ 175	\$ 5,175	\$ 1,675	\$ 175	\$ 157,400

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Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Agency Fee	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 180,000
Media	\$ 210,000	\$ 207,340	\$ 209,705	\$ 225,000	\$ 235,000	\$ 264,000	\$ 235,000	\$ 210,000	\$ 210,000	\$ 230,000	\$ 240,000	\$ 241,000	\$ 2,717,045
Production	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 120,000
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5190	\$ 235,000	\$ 232,340	\$ 234,705	\$ 250,000	\$ 260,000	\$ 289,000	\$ 260,000	\$ 235,000	\$ 235,000	\$ 255,000	\$ 265,000	\$ 266,000	\$ 3,017,045

Direct Programming Expense	Regional Partnership												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
NW Florida Tourism Council				\$ 10,000									\$ 10,000
Co-op Opportunities						\$ 15,000							\$ 15,000
HWY. 231 Welcome Center										\$ 70,000			\$ 70,000
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5210	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 70,000	\$ -	\$ -	\$ 95,000

[illegible]

Direct Programming Expense Program Name/Event	Registration Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Adobe Max Conference				\$ 1,895									\$ 1,895
Adobe Summit												\$ 1,495	\$ 1,495
Connect Int'l Marketplace			\$ 5,000										\$ 5,000
Connect MEETINGS								\$ 6,550					\$ 6,550
Connect Travel - Leadership					\$ 1,000								\$ 1,000
CrowdRiff Conference	\$ 400												\$ 400
DEMA										\$ 645			\$ 645
Destinations Int'l - Annual								\$ 1,200					\$ 1,200
Destinations Int'l - CEO Summit					\$ 1,000								\$ 1,000
Destinations Int'l - Advocacy											\$ 1,000		\$ 1,000
ESTO										\$ 1,200			\$ 1,200
FADMO Annual Mtg											\$ 900		\$ 900
FADMO Marketing							\$ 600						\$ 600
FL Tourism Day			\$ 100										\$ 100
FPRA Conference									\$ 1,700				\$ 1,700
Gobal Biz Travel Assn.						\$ 2,500							\$ 2,500
Gulf Power Economic Symp		\$ 200											\$ 200
IMM NYC	\$ 2,250												\$ 2,250
Int'l Travel Association			\$ 995										\$ 995
IPW	\$ 12,380						\$ 10,466						\$ 22,846
Local Events/Community	\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 3,000
PRSA - Travel + Tourism						\$ 900							\$ 900
RECEPTIVE TOUR OPERATOR		\$ 2,395											\$ 2,395
Routes/Jumpstart Airline								\$ 1,500					\$ 1,500
Simpleview Summit					\$ 4,200								\$ 4,200
Small Mkt. Meetings									\$ 3,590				\$ 3,590
VF - CTIC Summit						\$ 150							\$ 150
VF - Florida Encounter	\$ 6,100												\$ 6,100
VF - Florida Huddle		\$ 8,895											\$ 8,895
VF - GC 2020											\$ 1,000		\$ 1,000
VF - Leadership Summit		\$ 300											\$ 300
VF - Media Missions		\$ 2,000			\$ 1,500								\$ 3,500
VF - NY Times Show	\$ 2,500											\$ 5,000	\$ 7,500
VF - NYC Media Reception		\$ 1,200											\$ 1,200
VF - Welcome Center Promotions	\$ 65			\$ 65					\$ 65				\$ 195
VF - WTM		\$ 1,500										\$ 5,000	\$ 6,500

5220 \$ 24,195 \$ 16,490 \$ 6,595 \$ 1,960 \$ 8,200 \$ 3,550 \$ 11,566 \$ 9,250 \$ 5,855 \$ 1,845 \$ 3,400 \$ 11,495 \$ 104,401

Direct Programming Expense Dues and Subscriptions

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
DMAI									\$ 8,000				\$ 8,000
FADMO	\$ 11,000												\$ 11,000
Film Florida				\$ 500									\$ 500
FPRA				\$ 1,000									\$ 1,000
FRLA				\$ 500									\$ 500
Int'l Inbound Travel Assoc.	\$ 695												\$ 695
Leadership PNS Alumni			\$ 50										\$ 50
PNJ						\$ 585							\$ 585
PRSA				\$ 325									\$ 325
Reunion Friendly Network	\$ 699												\$ 699
Sam's Club						\$ 115							\$ 115
SE Tourism Society					\$ 750								\$ 750
Small Meetings Mkt						\$ 395							\$ 395
US Travel				\$ 7,500									\$ 7,500
UWF Historic Trust			\$ 200										\$ 200
Visit Florida									\$ 7,500				\$ 7,500
SHRM				\$ 200									\$ 200
YMRC MILITARY REUNION	\$ 599												\$ 599
5230	\$ 12,993	\$ -	\$ 250	\$ 10,025	\$ 750	\$ 1,095	\$ -	\$ -	\$ 15,500	\$ -	\$ -	\$ -	\$ 40,613

Direct Programming Expense
Business Travel & Entertainment

Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	FY18 Total
Adobe Max Conference	\$ 2,500												\$ 2,500
Birmingham Desk Side Visit					\$ 1,000								\$ 1,000
CMA Trip		\$ 1,800											\$ 1,800
Connect INTERNATIONAL TRAVEL MARKETPLACE				\$ 550	\$ 1,250								\$ 1,800
Connect MEETINGS SHOW											\$ 1,443		\$ 1,443
Connect Travel Leadership					\$ 1,335								\$ 1,335
CrowdRiff Explore Conference	\$ 1,000												\$ 1,000
Destinations Int'l Annual Meeting										\$ 1,200			\$ 1,200
Destinations Int'l CEO Summit							\$ 1,200						\$ 1,200
Destinations Int'l Advocacy Summit		\$ 1,200											\$ 1,200
Destinations Int'l Membership Summit	\$ 1,000												\$ 1,000
ESTO											\$ 2,250		\$ 2,250
Expedia Leadership				\$ 1,275									\$ 1,275
FADMO Annual Meeting	\$ 2,000												\$ 2,000
FADMO Board Meetings				\$ 1,000				\$ 1,000			\$ 1,000		\$ 3,000
FADMO Marketing Summit							\$ 2,000						\$ 2,000
FPRA Annual Meeting									\$ 1,700				\$ 1,700
FPRA Monthly Meetings	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 480
FPRA State Board		\$ 1,200			\$ 1,200			\$ 1,200			\$ 1,200		\$ 4,800
GLOBAL BUSINESS TRAVEL ASSOC									\$ 650	\$ 1,400			\$ 2,050
GULF POWER ECONOMIC SYMPOSIUM					\$ 1,000								\$ 1,000
INTERNATION INBOUND TRAVEL ASSOC					\$ 1,500								\$ 1,500
IPW								\$ 1,500	\$ 1,500				\$ 3,000
Legislative - Tallahassee		\$ 400		\$ 400	\$ 400		\$ 400						\$ 1,600
Local Entertainment	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
PRSA - Annual									\$ 1,600				\$ 1,600
RECEPTIVE TOUR OPERATOR SUMMIT	\$ 1,546												\$ 1,546
Routes Americas/Jumpstart/Airport Support	\$ 1,000					\$ 1,200					\$ 1,000		\$ 3,200
Adobe Max Conference							\$ 2,000						\$ 2,000
Simpleview Summit							\$ 5,000	\$ 1,500					\$ 6,500
Small Meetings Market							\$ 1,500				\$ -		\$ 1,500
Trav Media IMM-NYC				\$ 1,500									\$ 1,500
USTA DC Board Meetings			\$ 1,200				\$ 1,200			\$ 1,200			\$ 3,600
VF - Board/Committee Mtg					\$ 1,200				\$ 1,200				\$ 2,400
VF - CTIC Summit							\$ 1,200						\$ 1,200
VF - Florida Encounter		\$ 838											\$ 838
VF - Florida Huddle				\$ 1,275									\$ 1,275
VF - GC 2020												\$ 2,000	\$ 2,000
VF - Leadership Summit			\$ 3,500										\$ 3,500
VF - Media Missions			\$ 2,000			\$ 2,000							\$ 4,000
VF - NY RECEPTION		\$ 1,200											\$ 1,200
VF - NY Times Show				\$ 1,500									\$ 1,500
VF - Tourism Day				\$ 600									\$ 600
VF - Welcome Center Promotions	\$ 515	\$ 175		\$ 785	\$ 175								\$ 1,650
VF - WTM	\$ 3,500	\$ 3,600											\$ 7,100

5400
\$ 13,301 \$ 10,653 \$ 6,940 \$ 9,125 \$ 9,300 \$ 3,440 \$ 14,740 \$ 5,440 \$ 6,890 \$ 4,040 \$ 7,133 \$ 2,240 \$ 93,242

Direct Programming Expense Program Name/Event	Grant Expense												Total
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	
Visit Florida								\$ 25,000	\$ 25,000				\$ 50,000
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5540	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ -	\$ 50,000

Direct Programming Expense	Visitor Awareness Education												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Ambassador Program	\$ 2,400					\$ 1,100							\$ 3,500
Local Awareness Program												\$ 7,500	\$ 7,500
EDN	\$ 590	\$ 587	\$ 590	\$ 590	\$ 590	\$ 590	\$ 590	\$ 590	\$ 590	\$ 590	\$ 590	\$ 591	\$ 7,078
Annual Meeting	\$ 10,000												\$ 10,000
NTTW Week Activities							\$ 8,000	\$ 8,500					\$ 16,500
VIC - In house Programming	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
HRT Luncheons/Events	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
Event Misc	\$ 50												\$ 50
Event Misc	\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 3,000
Front-Line Tours													\$ -
Artifact Display and Trail													\$ -
HRT Scholarship			\$ 1,000										\$ 1,000
VF Welcome Center Events	\$ 100		\$ 100		\$ 100		\$ 100		\$ 100		\$ 100		\$ 600
Geo-cache													\$ -
Visit App/Digital Passport	\$ 10,000												\$ 10,000
CHRISTMAS DECORATIONS				\$ 950									\$ 950
GULF COAST DIPLOMACY COUNCIL	\$ 2,300												\$ 2,300
SEASON DISPLAYS	\$ 150	\$ 250		\$ 150			\$ 150						\$ 700
AMBASSADOR TEAM BUILDING	\$ 75		\$ 75	\$ 75		\$ 75		\$ 75		\$ 75			\$ 450
EXPLORER PASSPORT PROGRAM	\$ 4,265												\$ 4,265
PENSACON					\$ 100								\$ 100
PARTNER BREAKFASTS W/PRES	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
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5500	\$ 31,730	\$ 2,137	\$ 3,565	\$ 3,065	\$ 2,590	\$ 3,065	\$ 10,640	\$ 10,465	\$ 2,490	\$ 1,965	\$ 2,490	\$ 9,391	\$ 83,593

[illegible]

Direct Programming Expense	ACE												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Base			\$ 187,500		\$ 187,500		\$ 400,000			\$ 154,944			\$ 929,944
Supplemental											\$ 350,000	\$ 350,000	\$ 700,000
													\$ -
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7400	\$ -	\$ -	\$ 187,500	\$ -	\$ 187,500	\$ -	\$ 400,000	\$ -	\$ -	\$ 154,944	\$ 350,000	\$ 350,000	\$ 1,629,944

FY20 VISIT PENSACOLA UNIFIED OPERATIONS BUDGET

BUDGET - Operations Expense

GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS	
Committee Expense	\$ 1,281	\$ 856	\$ 2,881	\$ 1,281	\$ 1,356	\$ 781	\$ 1,281	\$ 856	\$ 1,281	\$ 781	\$ 1,356	\$ 781	\$ 14,772	2%
Auto/Local Travel	\$ 665	\$ 705	\$ 660	\$ 716	\$ 720	\$ 665	\$ 720	\$ 705	\$ 745	\$ 415	\$ 405	\$ 7,160	\$ 14,281	2%
Building Maintenance & Repair	\$ 17,057	\$ 5,432	\$ 8,132	\$ 5,557	\$ 6,932	\$ 5,932	\$ 5,057	\$ 5,432	\$ 4,932	\$ 5,557	\$ 4,932	\$ 6,909	\$ 81,861	12%
Computer IT Maint., Repair & Training	\$ 3,574	\$ 3,474	\$ 4,174	\$ 2,974	\$ 7,674	\$ 2,974	\$ 4,174	\$ 2,974	\$ 4,174	\$ 2,974	\$ 4,174	\$ 2,974	\$ 46,287	7%
Insurance Building & Content	\$ -	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000	2%
D&O and Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000	1%
Audit	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000	4%
Legal Services	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 10,800	2%
CPA/Financial Services	\$ 290	\$ 790	\$ 290	\$ 1,190	\$ 290	\$ 290	\$ 290	\$ 790	\$ 290	\$ 290	\$ 290	\$ 290	\$ 5,380	1%
Depreciation Exp	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100	0%
Postage	\$ 7,121	\$ 1,971	\$ 6,471	\$ 2,596	\$ 6,496	\$ 1,971	\$ 7,096	\$ 1,971	\$ 6,496	\$ 2,596	\$ 6,471	\$ 1,971	\$ 53,227	8%
Supplies Coffee/Sodas	\$ 433	\$ 433	\$ 1,183	\$ 433	\$ 433	\$ 433	\$ 433	\$ 433	\$ 433	\$ 433	\$ 483	\$ 437	\$ 6,000	1%
Office Supplies	\$ 1,500	\$ 1,500	\$ 1,635	\$ 1,500	\$ 1,500	\$ 1,635	\$ 1,500	\$ 1,500	\$ 1,635	\$ 1,500	\$ 1,500	\$ 1,635	\$ 18,540	3%
Storage and Delivery	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 830	\$ 9,960	1%
Rent	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	0%
Telephone Service	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 1,075	\$ 12,900	2%
Utilities	\$ 3,290	\$ 3,090	\$ 3,090	\$ 3,090	\$ 3,115	\$ 3,115	\$ 3,115	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 2,890	\$ 37,955	5%
Copier	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 920	\$ 11,040	2%
Capital Expense	\$ -	\$ -	\$ 16,500	\$ -	\$ -	\$ 1,500	\$ -	\$ -	\$ 1,500	\$ -	\$ -	\$ -	\$ 19,500	3%
Miscellaneous Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600	\$ 600	0%
Bad Debt Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500	\$ 1,500	0%
Consignment Sales Expenses	\$ 399	\$ 399	\$ 374	\$ 324	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,496	0%
Bank Service Charge	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 42	\$ 504	0%
Credit Card Processing Fee	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 368	\$ 4,416	1%
Taxes	\$ 200	\$ 250	\$ 250	\$ 200	\$ 315	\$ 200	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 2,915	0%
In Kind Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225,000	\$ 225,000	32%
PSA Operations	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 6,721	\$ 80,647	11%
TOTALS	\$ 46,665	\$ 29,755	\$ 71,495	\$ 30,726	\$ 64,686	\$ 36,351	\$ 34,771	\$ 29,056	\$ 35,881	\$ 28,941	\$ 34,006	\$ 263,352	\$ 705,691	100%

Building - Equipment	\$ 147,658	21%
Finance - Insurance	\$ 73,111	10%
Operations	\$ 404,275	57%
Unified	\$ 80,647	11%
TOTALS	\$ 705,691	

Operating Expense	Auto/Local Travel												Total
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	
Barbara TDT												\$ 300	\$ 300
Barbara HRT												\$ 60	\$ 60
Barbara Private												\$ 60	\$ 60
Debbie TDT												\$ 50	\$ 50
Madelyn TDT												\$ 300	\$ 300
Janie TDT												\$ 50	\$ 50
KayaTDT	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 140	\$ 1,350
Kaya HRT												\$ 50	\$ 50
Kaya Private	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 1,560
Joyce TDT		\$ 40		\$ 51	\$ 55		\$ 55	\$ 40	\$ 80			\$ 40	\$ 361
Kimberly TDT												\$ 600	\$ 600
Kimberly Private												\$ 50	\$ 50
Kimberly HRT												\$ 20	\$ 20
Larry TDT PER HISTORY	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 75	\$ 570
Larry Private PER HISTORY	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 300
Leslie TDT per Leslie	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 75	\$ 65	\$ 65	\$ 2,455
Leslie Private-per Leslie	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 25	\$ 25	\$ 25	\$ 975
Lindsey TDT												\$ 900	\$ 900
Lindsey Private												\$ 20	\$ 20
Logan TDT													\$ -
Lori TDT												\$ 200	\$ 200
Lori Private													\$ -
Lori HRT	\$ 5	\$ 5		\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5		\$ 50
Nicole TDT												\$ 1,300	\$ 1,300
Nicole HRT													\$ -
Nicole Private												\$ 50	\$ 50
Paul TDT												\$ 1,500	\$ 1,500
Paul HRT												\$ 300	\$ 300
Paul Private												\$ 700	\$ 700
Wandy TDT												\$ 130	\$ 130
Wandy HRT												\$ 15	\$ 15
Wandy Private												\$ 5	\$ 5
	\$ 665	\$ 705	\$ 660	\$ 716	\$ 720	\$ 665	\$ 720	\$ 705	\$ 745	\$ 415	\$ 405	\$ 7,160	\$ 14,281

Operating Expense	Building Maintenance & Repair												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Dockside Doctor Flag Pole	\$ 125			\$ 125			\$ 125			\$ 125		\$ 125	\$ 625
Duggins-carpet cleaning			\$ 3,000										\$ 3,000
Electrical Repairs		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500	\$ 3,000
FLORIDA PEST						\$ 500							\$ 500
Heating/Cooling Support	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 417	\$ 5,000
Janitorial Perdido	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 283	\$ 3,400
Janitorial-Pcola	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 22,644
ReefScapes/Fish Tank	\$ 12,000												\$ 12,000
Supplies & Repairs	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 13,200
Temp Labor	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
Trash Services			\$ 200										\$ 200
TREE SERVICES					\$ 2,000								\$ 2,000
TruGreen	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 165	\$ 1,980
TruTech	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 80	\$ 960
												\$ 1,352	\$ 1,352
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Operating Expense	Computer IT Maint., Repair & Training												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Adobe Subscriptions	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 364	\$ 4,367
Adobe Subscription 2 new positions	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 900
Digital Boardwalk Support	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 24,000
Adobe- Steve's	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 135	\$ 1,620
Computer Accessories/Parts		\$ 500	\$ 1,200		\$ 1,200		\$ 1,200		\$ 1,200		\$ 1,200		\$ 6,500
Egnyte	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 4,800
file Imaging/Gilmore					\$ 3,500								\$ 3,500
iPad Air	\$ 600												\$ 600
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5610	\$ 3,574	\$ 3,474	\$ 4,174	\$ 2,974	\$ 7,674	\$ 2,974	\$ 4,174	\$ 2,974	\$ 4,174	\$ 2,974	\$ 4,174	\$ 2,974	\$ 46,287

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Operating Expense Program Name/Event	Postage												
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Bulk Mail - INSIDER GUIDES	\$ 4,500		\$ 4,500		\$ 4,500		\$ 4,500		\$ 4,500		\$ 4,500		\$ 27,000
Shipping Costs (FedEx/UPS)	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 850	\$ 10,200
US post office	\$ 25	\$ -	\$ -	\$ -	\$ 25	\$ -	\$ -	\$ -	\$ 25	\$ -	\$ -	\$ -	\$ 75
Private postage	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 600
Evergreen	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 9,000
Pitney Bowes Lease	\$ 625			\$ 625			\$ 625			\$ 625			\$ 2,500
Postage Power Meter	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
SHIPPING PER LORI	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 21	\$ 252
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Supplies Coffee/SodasPage 59 of 108

Operating Expense	Office Supplies												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
TDT- for TDC Binders/dividers			\$ 135			\$ 135			\$ 135			\$ 135	\$ 540
TDT	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 16,800
Private	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
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Operating Expense	Utilities												
Program Name/Event	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
Gulf Power	\$ 2,000	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 1,600	\$ 22,400
ECUA	\$ 275	\$ 275	\$ 275	\$ 275	\$ 300	\$ 300	\$ 300	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 3,375
City of Pensacola	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Cox Cable Pensacola	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 605	\$ 7,260
Cox Cable Perdido Key	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 1,560
RedWire Pensacola	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 110	\$ 1,320
RedWire Perdido Key	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 70	\$ 840
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5770	\$ 3,290	\$ 3,090	\$ 3,090	\$ 3,090	\$ 3,115	\$ 3,115	\$ 3,115	\$ 3,290	\$ 3,290	\$ 3,290	\$ 3,290	\$ 2,890	\$ 37,955

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Operating Expense Program Name/Event	Capital Expense												Total
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	
Desks/computers			\$ 1,500			\$ 1,500			\$ 1,500				\$ 4,500
Conference Room													\$ -
Other PKVIC													\$ -
AC at VPI			\$ 15,000										\$ 15,000
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5790	\$ -	\$ -	\$ 16,500	\$ -	\$ -	\$ 1,500	\$ -	\$ -	\$ 1,500	\$ -	\$ -	\$ -	\$ 19,500

[illegible]

Operating Expense		Consignment Sales Expenses												Total
Program Name/Event		Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	
Atelier		\$ 150	\$ 150	\$ 150	\$ 150									\$ 600
Glidden		\$ 50	\$ 50	\$ 50										\$ 150
Inman Jewelry		\$ 75	\$ 75	\$ 75	\$ 75									\$ 300
Bearheart														\$ -
Mitchell		\$ 25	\$ 25											\$ 50
Garth Books		\$ 14	\$ 14	\$ 14	\$ 14									\$ 56
ARCADIA PUBLISHING		\$ 85	\$ 85	\$ 85	\$ 85									\$ 340
														\$ -
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6000		\$ 399	\$ 399	\$ 374	\$ 324	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,496

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[illegible]

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FY20 VISIT PENSACOLA UNIFIED PERSONNEL BUDGET

BUDGET-Personnel Expense

GL LINE ITEM	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	TOTALS
Salaries	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 93,734	\$ 1,124,806
Commissions	\$ 1,667	\$ 1,667	\$ 1,667	\$ 2,167	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 2,167	\$ 1,667	\$ 1,667	\$ 1,667	\$ 21,000
Auto	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
401K Contribution Match	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 4,180	\$ 50,159
Employee Insurance	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 14,255	\$ 171,054
Payroll Expense	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 10,373	\$ 124,476
Drug Testing	\$ 100	\$ 50	\$ -	\$ 100	\$ 50	\$ -	\$ 100	\$ 100	\$ -	\$ 100	\$ -	\$ -	\$ 600
Staff Education	\$ 1,125	\$ -	\$ 125	\$ 1,000	\$ 125	\$ -	\$ 1,125	\$ -	\$ -	\$ 1,000	\$ -	\$ 258	\$ 4,758
PSA Personnel	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 25,202	\$ 302,427
TOTALS:	\$ 151,635	\$ 150,460	\$ 150,535	\$ 152,010	\$ 150,585	\$ 150,410	\$ 151,635	\$ 150,510	\$ 150,910	\$ 151,510	\$ 150,410	\$ 150,668	\$ 1,811,280

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5810 Commissions															
Program Name/Event	Dept #	Initial	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Total
TDT						\$ 500					\$ 500				\$ 1,000
All Private			\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 20,000
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5810	Commissions		\$ 1,667	\$ 1,667	\$ 1,667	\$ 2,167	\$ 1,667	\$ 1,667	\$ 1,667	\$ 1,667	\$ 2,167	\$ 1,667	\$ 1,667	\$ 1,667	\$ 21,000

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Dept 5870 Drug Testing

Page 81 of 108

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GRANT APPLICATION BACK-UP

Event/Committee Member	Event Summary	Event Dates	Robin	Sterling	Lusharon	Tish	Ryan	AVG. POINTS	Request	Final Award
850 Winterfest 2020	3-day 90s style music festival.	January	62.0	58.0	62.0	62.0	64.5	✓ 61.7	\$ 50,000	\$ 20,000
Comedy in the Cola	2-day comedy event with adult game night and headliners show.	December	48.0	38.0	43.0	48.0	45.5	✓ 44.5	\$ 50,000	\$ 5,000.00
Dragon Boat Festival	Dragon Boat races 2-day event with arts, craft and food vendors.	October	57.5	55.0	55.0	60.0	52.5	✓ 56.0	\$ 50,000	\$ 10,000
Food Truck Festival	2-day food truck festival with live music.	April	47.5	41.0	45.0	45.0	50.0	✓ 45.7	\$ 15,000	\$ 1,500
Frank Brown Int'l. Songwriter's Festival	10-day event features songwriters from all over the world.	November	76.0	68.0	76.0	73.5	76.0	✓ 73.9	\$ 50,000	\$ 30,000
Gallery Night	1-night events that feature local artists and live music.	Oct-April	61.6	51.1	59.1	59.1	64.1	✓ 59.0	\$ 49,963	\$ 9,993
ITEN Wired	3-day cybersecurity and IT conference.	October	68.5	61.0	66.0	71.0	63.5	✓ 66.0	\$ 50,000	\$ 20,000
Mahabhuta Yoga Festival	3-day festival created to celebrate yoga and unite the community.	November	56.0	52.0	53.5	56.5	65.0	✓ 56.6	\$ 50,000	\$ 10,000

New Beginnings 28th Year	3-day event to celebrate the publication's 28 th year includes award ceremony, costume ball and R&B Concert.	November	31.0	28.0	31.0	31.0	33.5	✗	30.9	\$ 50,000	\$ -
Pensacola Beach Songfest	5-day event showcasing songwriters from across the nation.	October	80.0	75.0	75.0	75.5	80.0	✓	77.1	\$ 50,000	\$ 30,000
Pensacola Comedy Festival	4-day event includes workshops, stand-up, improv and more.	January	61.0	55.5	53.5	63.5	53.5	✓	57.4	\$ 50,000	\$ 10,000
Pensacola Interstate Fair	11-day event includes big name entertainment, rides, displays and games.	October	74.5	71.0	77.0	77.0	69.5	✓	73.8	\$ 50,000	\$ 30,000
Pensacola Mardi Gras	This event includes kick-off events, parades and Fat Tuesday celebration.	Jan-Feb	76.5	73.0	69.0	77.0	79.0	✓	74.9	\$ 50,000	\$ 30,000
Pensacon	3-day event that encompasses sci-fi, horror, fantasy, comics, anime, and gaming.	Feb-Mar	83.0	82.0	78.0	83.0	83.0	✓	81.8	\$ 50,000	\$ 40,000

Taste of the Beach	2-day culinary festival that features a VIP dinner and restaurant tastings.	October	71.5	68.0	69.0	71.5	71.5	✓	70.3	\$ 50,000	\$ 30,000
The Gathering of Worshippers Dance	2-day ministry event through song and dance.	February	62.0	54.0	59.5	60.0	59.5	✓	59.0	\$ 10,500	\$ 2,100
Winterfest	Month-long family holiday activities downtown.	Nov-Dec	77.5	69.0	78.0	80.0	80.0	✓	76.9	\$ 50,000	\$ 30,000
										\$ 775,463	\$ 308,593

Total Point Scale

100 - 90 Points	100%
89 - 80 Points	80%
79 - 70 Points	60%
69 - 60 Points	40%
59 - 50 Points	20%
49-40 Points	10%

rc = recuse/conflict

ab = absent

m = look at mini-grant



Please click the following links to view the grant application:

[850 Winterfest 2020](#)

[Comedy in the Cola](#)

[Dragon Boat Festival](#)

[Food Truck Festival](#)

[Frank Brown International Songwriter's Festival](#)

[Gallery Night](#)

[I-10 Wired](#)

[Mahabhuta Yoga Festival](#)

[New Beginnings Publishing 28th Year](#)

[Pensacola Beach Songfest](#)

[Pensacola Comedy Festival](#)

[Pensacola Interstate Fair](#)

[Pensacola Mardi Gras](#)

[Pensacon](#)

[Taste of the Beach](#)

[The Gathering of Worshippers Dance Conference](#)

[Winterfest](#)



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



Page 89 of 108
VisitPensacola.com



Visit Pensacola Financial Statements

August 28, 2019



Jul 31, 19

ASSETS

Current Assets

Checking/Savings

1025 · EFT TDT #4196	100,404.97
1010 · Visit Pensacola #2290	244,229.76
1030 · VP Partnership #2177	107,883.87
1035 · Reserves #3955	500,041.47
1050 · Petty Cash	165.00

Total Checking/Savings 952,725.07

Accounts Receivable

1200 · Accounts Receivable

1200-98 · ACE Advance	619,161.00
1200-4 · Tourism Receivables	1,071,647.88
1200-5 · Membership Receivable	340.88
1200-7 · Visit Florida Grant Receivable	87,499.97

Total 1200 · Accounts Receivable 1,778,649.73

Total Accounts Receivable 1,778,649.73

Other Current Assets

1405 · Prepaid Misc.	88,586.85
1410 · Prepaid Insurance	12,186.90
1999 · Merchandise Inventory	2,565.76
1201 · Allowance - Doubtful Accounts	-8,259.36
1400 · Prepaid Postage	2,499.86

Total Other Current Assets 97,580.01

Total Current Assets 2,828,954.81

Fixed Assets

1350 · Equipment

1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-2,541.00
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00

Total 1350 · Equipment 5,757.91

Total Fixed Assets 5,757.91

TOTAL ASSETS 2,834,712.72

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2100 · Accounts Payable	837,432.26
-------------------------	------------

Total Accounts Payable 837,432.26

Credit Cards

2000 · Visit Pensacola P-Card	31,430.53
2002 · Regions Membership PCard	560.31

Total Credit Cards 31,990.84

Other Current Liabilities

2700 · Unearned Revenue	1,147,158.19
2999 · Salaries payable	38,218.57
25500 · Sales Tax Payable	134.84

Total Other Current Liabilities 1,185,511.60

Total Current Liabilities 2,054,934.70

Total Liabilities 2,054,934.70

Equity

32000 · Unrestricted Net Assets 966,052.16

Net Income -186,274.14

Total Equity 779,778.02

TOTAL LIABILITIES & EQUITY 2,834,712.72



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	Jul 19	Oct '18 - Jul 19	Annual Budget	Remaining of Budget	% Remaining of Budget
Ordinary Income/Expense					
Income					
4500 · Grant Income	87,499.97	87,499.97	100,000.00	12,500.03	13%
4640 · Event Income	1,070.00	16,115.00	15,000.00	-1,115.00	-7%
4000 · Tourism Development Tax-TDT	496,738.38	6,278,635.10	6,815,839.00	537,203.90	8%
4050 · TDT Supplemental	0.00	0.00	2,305,040.00	2,305,040.00	100%
4100 · Membership Dues	1,200.00	91,762.30	115,000.00	23,237.70	20%
4150 · Advertising Income					
4155 · Partner Co-Ops	0.00	4,825.02	0.00	-4,825.02	#DIV/0!
4150 · Advertising Income - Other	1,985.32	91,882.60	45,000.00	-46,882.60	-104%
Total 4150 · Advertising Income	1,985.32	96,707.62	45,000.00	-51,707.62	-115%
4160 · BP Income	0.00	102,976.83	0.00	-102,976.83	#DIV/0!
4300 · Consignment Sales	1,202.76	13,353.28	15,000.00	1,646.72	11%
4400 · Gifts in Kind - Goods	0.00	0.00	221,000.00	221,000.00	100%
4600 · Misc Income	150.82	690.29	600.00	-90.29	-15%
Total Income	589,847.25	6,687,740.39	9,632,479.00	2,944,738.61	
Gross Profit	589,847.25	6,687,740.39	9,632,479.00	2,944,738.61	
Expense					
1 · Direct Programming					
5090 · Marketing Research	40,142.55	447,794.05	466,000.00	18,205.95	4%
5100 · Advertising/Media	105,414.89	289,841.17	305,969.00	16,127.83	5%
5110 · Public Relations	11,718.18	28,635.02	71,500.00	42,864.98	60%
5120 · Advertising Production	3,089.63	78,779.39	26,350.00	-52,429.39	-199%
5130 · Internet Site Production	4,272.35	188,872.56	152,372.00	-36,500.56	-24%
5140 · Festivals & Events Granted	3,050.38	390,719.88	425,000.00	34,280.12	8%
5141 · Festivals & Event Local Support	126,000.00	200,533.08	156,000.00	-44,533.08	-29%
5142 · Festival & Event Mini Grants	6,100.00	28,052.06	28,052.06	0.00	0%
5145 · Celebrity Chef Program Expenses	0.00	0.00	0.00	0.00	#DIV/0!
5150 · Consumer Promotions	0.00	27,047.76	36,500.00	9,452.24	26%
5160 · Sales Promotions	4,297.21	44,889.76	56,900.00	12,010.24	21%
5170 · Brochures and Collateral	0.00	108,223.80	156,350.00	48,126.20	31%
5180 · Film Promotions	0.00	0.00	3,000.00	3,000.00	100%
5190 · Showcase	287,533.59	2,105,059.01	2,805,141.00	700,081.99	25%
5210 · Regional Partnership	0.00	14,275.00	30,000.00	15,725.00	52%
5220 · Registration	10,473.13	69,680.56	108,030.00	38,349.44	35%
5230 · Dues and Subscriptions	2,277.48	30,637.99	36,480.00		
5400 · Business Travel & Entertainment					
5400-1 · Disallowed Travel Expense	209.64	1,944.06	2,000.00	55.94	3%
5400 · Business Travel & Entertainment	14,071.87	64,224.81	91,681.00	27,456.19	30%
Total 5400 · Business Travel & Entertainment	14,281.51	66,168.87	93,681.00	27,512.13	29%
5500 · Visitor Awareness Education	5,238.27	60,084.87	70,725.00	10,640.13	15%
7000 · PSA Sporting Events	20,592.11	351,322.01	757,120.00	405,797.99	54%
7400 · ACE - DP	0.00	775,000.00	1,394,161.00	619,161.00	44%
Total 1 · Direct Programming	644,481.28	5,305,616.84	7,179,331.06	1,867,872.21	26%
2 · Operating Costs					
5520 · Committee Expenses	766.59	6,499.32	12,000.00	5,500.68	46%
5450 · Auto/ Local Travel	278.30	6,954.54	6,000.00	-954.54	-16%
5600 · Building Maintenance & Repair	7,167.81	51,657.25	76,000.00	24,342.75	32%
5610 · Computer&IT Maintenance&Repair	6,485.79	37,837.55	38,000.00	162.45	0%
5630 · Insurance Building & Content	869.79	13,999.40	15,100.00	1,100.60	7%
5640 · D & O and Liability Insurance	454.83	4,851.19	5,490.00	638.81	12%
5650 · Audit	0.00	14,000.00	14,000.00	0.00	0%
5660 · Legal Services	0.00	4,068.00	10,800.00	6,732.00	62%
5670 · CPA/ Financial Services	280.00	4,042.50	3,600.00	-442.50	-12%
5700 · Postage	2,601.56	39,057.54	60,000.00	20,942.46	35%
5710 · Supplies Coffee/Sodas	140.61	2,538.70	3,700.00	1,161.30	31%
5720 · Office Supplies	2,574.71	11,737.66	22,000.00	10,262.34	47%
5730 · Storage and Delivery	1,197.76	6,017.64	2,500.00	-3,517.64	-141%
5750 · Rent	0.00	10.00	10.00	0.00	0%
5760 · Telephone Service	1,002.69	10,348.98	15,000.00	4,651.02	31%
5770 · Utilities	4,289.47	35,472.36	43,000.00	7,527.64	18%
5780 · Copier	895.79	7,948.77	9,200.00	1,251.23	14%
5790 · Capital Expenditures	0.00	330.13	70,000.00	69,669.87	100%
5900 · Miscellaneous Expenses	0.00	243.08	600.00	356.92	59%
5920 · Bad Debt Expense	0.00	-1,575.82	4,000.00	5,575.82	139%
6000 · Consignment Sales Expenses	779.44	6,856.89	8,200.00	1,343.11	16%
6001 · Bank Service Charge	35.00	3,254.50	500.00	-2,754.50	-551%
6010 · Credit Card Processing Fee	206.52	3,246.56	4,000.00	753.44	19%
6500 · Taxes	134.84	1,918.63	1,500.00	-418.63	-28%
6940 · In Kind Expense	0.00	0.00	221,000.00	221,000.00	100%
7001 · PSA Operations	5,537.95	54,673.91	65,000.00	10,326.09	16%
Total 2 · Operating Costs	35,699.45	325,989.28	711,200.00	385,210.72	54%



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	Jul 19	Oct '18 - Jul 19	Annual Budget	Remaining of Budget	% Remaining of Budget
3 • Personnel Costs					
5800 • Salaries	106,583.53	779,739.39	1,101,887.00	322,147.61	29%
5810 • Commissions	767.63	14,655.36	21,000.00	6,344.64	30%
5830 • Auto	692.31	4,928.59	6,000.00	1,071.41	18%
5840 • 401K Contribution Match	2,625.97	19,884.74	43,393.00	23,508.26	54%
5850 • Employee Insurance	8,034.67	63,029.35	126,600.00	63,570.65	50%
5870 • Drug Testing	0.00	550.00	400.00	-150.00	-38%
5880 • Payroll Expense	10,977.18	84,635.60	120,220.00	35,584.40	30%
5890 • Staff Education	0.00	223.52	500.00	276.48	55%
7002 • PSA Personnel	33,963.50	274,761.86	275,000.00	238.14	0%
Total 3 • Personnel Costs	163,644.79	1,242,408.41	1,695,000.00	452,591.59	27%
Total Expense	843,825.52	6,874,014.53	9,585,531.06	2,705,674.52	28%
Net Ordinary Income	-253,978.27	-186,274.14	46,947.94	251,564.12	
	-253,978.27	-186,274.14	46,947.94	251,564.12	

July 2019 Visitor Insights

Generation	
Centennials (1996 -)	9%
Millennials (1977 - 1995)	49%
GenX (1965 – 1976)	22%
Boomers (1946 – 1964)	20%
Silent/G.I. (before 1946)	-

Age	
Under 25	13%
25 - 34	33%
35 - 44	19%
45 - 54	17%
55 - 64	13%
65+	5%
Average Age	40

Household Income	
Under \$50,000	30%
\$50,000 - \$74,999	29%
\$75,000 - \$99,999	16%
\$100,000 - \$149,000	14%
\$150,000+	11%
Average	\$82,962

Top Feeder Markets	
Mobile, AL	
Atlanta, GA	
Montgomery, AL	
New Orleans, LA	
Biloxi-Gulfport, MS	
Nashville, TN	
Birmingham, AL	
Panama City, FL	
Tallahassee, FL	
Jacksonville, FL	

Party Composition	
Family*	39%
Couple/Adults Only	61%
Average Party Size	3.6

Reason for Visit	
Leisure	64%
Business	5%
Visiting family	31%

Method of Travel	
Drive	80%
Fly	20%

Lodging	
Stayed in Paid Accommodations	71%
Average length of lodging stay	4.8 nights

Spending	
Average party spend	\$1,333
Average party spend per day	\$278

Children Present in Party if:	
Visiting for leisure	41%
Staying overnight	44%
Staying inland	50%
Staying on Pensacola Beach	34%
Staying on Perdido Key	43%

Advance Planning	
Less than 1 week	1%
1 - 2 weeks	5%
3 - 4 weeks	14%
1 - 2 months	20%
2 - 3 months	24%
More than 3 months	29%
Average (days)	65

Activities	
Beach	87%
Shopping	40%
Water sports	36%
Fine dining	29%
Fishing	13%
Ticketed performance	11%
Free performance/event	11%
Museums	10%
Ecotourism	9%
Golf	6%

Growth	
First Time Visitors	29%

Advance Booking	
Less than 1 week	2%
1 - 2 weeks	9%
3 - 4 weeks	17%
1 - 2 months	20%
2 - 3 months	17%
More than 3 months	25%
Average (days)	58

July Visitor Insights Trend

Top Feeder Markets

July 2018	July 2019
Mobile, AL	Mobile, AL
Atlanta, GA	Atlanta, GA
Birmingham, AL	Montgomery, AL
New Orleans, LA	New Orleans, LA
Baton Rouge, LA	Biloxi-Gulfport, MS
Houston, TX	Nashville, TN
Phoenix, AZ	Birmingham, AL
Dallas-Ft. Worth, TX	Panama City, FL
Columbus, GA	Tallahassee, FL
Nashville, TN	Jacksonville, FL

Visitor Profile

	July 18	July 19	Change
Centennials (1996 -)	2%	9%	+350%
Millennials (1977 - 1995)	38%	49%	+29%
GenX (1965 – 1976)	28%	22%	-21%
Boomers (1946 – 1964)	30%	20%	-33%
Silent/G.I. (before 1946)	1%	-	-100%
Average Income	\$90,851	\$82,962	-9%
Average Party Size	3.9	3.6	-8%
Traveled with Children	36%	39%	+8%

Advance Planning

	July 18	July 19	Change
Planning (average days)	50	65	+30%
Booking (average days)	48	58	+21%

Reason for Visit

	July 18	July 19	Change
Leisure	72%	64%	-11%
Business	4%	5%	+25%
Visiting family	24%	31%	+29%

Lodging

	July 18	July 19	Change
Stayed in Paid Accommodations	68%	71%	+4%
Average Length of Lodging Stay	5.4 nights	4.8 nights	-11%

Spending

	July 18	July 19	Change
Average Party Spend	\$1,769	\$1,333	-25%
Average Party Spend per Day	\$330	\$278	-16%

Growth

	July 18	July 19	Change
First Time Visitors	33%	29%	-12%

Visit Pensacola

July Visitor Overview

Visitor Demographics Jul 19		1 Year Trend	3 Year Trend	5 Year Trend
Centennials (1996 -)	9%	+287%	NA	NA
Millennials (1977 - 1995)	49%	+28%	NA	NA
Generation X (1965 – 1976)	22%	-21%	NA	NA
Boomers (1946 – 1964)	20%	-35%	NA	NA
Silent/G.I. (before 1946)	-	-100%	NA	NA
Average HH Income	\$82,962	-9%	+3%	-3%
Traveled w/ Children >18	39%	+10%	+1%	-2%
Average Party Size	3.6	-8%	+3%	+14%
First Time Visitor	29%	-12%	-28%	-28%

Travel Overview Jul 19		1 Year Trend	3 Year Trend	5 Year Trend
Advance Planning (avg. days)	65	+30%	+32%	+82%
Advance Booking (avg. days)	58	+21%	+28%	+80%
Drove	80%	+3%	-0.4%	+5%
Flew	20%	-11%	+2%	-17%

Visit Overview Jul 19		1 Year Trend	3 Year Trend	5 Year Trend
Traveled for leisure	64%	-10%	+5%	-3%
Traveled for business	5%	+4%	-12%	-40%
Traveled to visit family/friends	31%	+30%	-8%	+21%
Stayed in paid accommodations	71%	+5%	+15%	-2%
Average length of lodging stay (nights)	4.8	-11%	+0.3%	+12%
Average party spend	\$1,333	-25%	-17%	+9%
Average party spend per day	\$278	-16%	-17%	-2%

Communications Jul 19		1 Year Trend	3 Year Trend	5 Year Trend
Net Communications Recall	85%	+77%	+72%	NA
Advertising Recall	57%	+111%	+108%	+131%
Public Relations Recall	54%	+158%	+63%	+156%

Lodging & Visitor Estimates Jul 19		1 Year Trend	3 Year Trend	5 Year Trend
Average Daily Rate	\$205.19	+2%	NA	NA
Average Occupancy	81%	-2%	NA	NA
Visiting Parties	58,961	+25%	NA	NA
Total Visitors	280,889	+8%	NA	NA
Overnight Visitors	200,274	+11%	NA	NA
Day Visitors	80,615	-3%	NA	NA

Visit Pensacola

YTD Visitor Overview

(January – July)

Visitor Demographics YTD 19		Compared to This Time Last Year
Centennials (1996 -)	6%	+57%
Millennials (1977 - 1995)	44%	+16%
Generation X (1965 – 1976)	21%	-19%
Boomers (1946 – 1964)	26%	-9%
Silent/G.I. (before 1946)	3%	-14%
Average HH Income	\$85,819	-7%
Traveled w/ Children >18	30%	+5%
Average Party Size	3.2	-8%
First Time Visitor	28%	-19%

Travel Overview YTD 19		Compared to This Time Last Year
Advance Planning (avg. days)	55	+11%
Advance Booking (avg. days)	52	+10%
Drove	81%	+10%
Flew	19%	-28%

Visit Overview YTD 19		Compared to This Time Last Year
Traveled for leisure	58%	-11%
Traveled for business	6%	-7%
Traveled to visit family/friends	36%	+28%
Stayed in paid accommodations	64%	-5%
Average length of lodging stay (nights)	6.7	-4%
Average party spend	\$1,384	-12%
Average party spend per day	\$206	-8%

Communications YTD 19		Compared to This Time Last Year
Net Communications Recall	73%	+44%
Advertising Recall	46%	+46%
Public Relations Recall	46%	+79%

Lodging & Visitor Estimates YTD 19		Compared to This Time Last Year
Average Daily Rate	\$139.20	+2%
Average Occupancy	71%	+7%
Visiting Parties	364,027	+24%
Total Visitors	1,913,855	+29%
Overnight Visitors	1,192,784	+19%
Day Visitors	721,060	+47%

Visit Pensacola
For the month of: July 2019

	Current Month - July 2019 vs July 2018											
	Occ %		ADR		RevPAR		Percent Change from July 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Bay County, FL	85.1	89.9	226.02	201.92	192.23	181.52	-5.4	11.9	5.9	-7.5	-12.7	-17.4
Baldwin County, AL	80.0	85.9	178.22	174.41	142.50	149.87	-6.9	2.2	-4.9	4.1	9.5	1.9
Okaloosa County, FL	82.4	88.1	223.71	218.69	184.34	192.64	-6.5	2.3	-4.3	-2.7	1.6	-4.9
Walton County, FL	79.6	84.6	257.99	259.15	205.42	219.26	-5.9	-0.4	-6.3	-4.0	2.5	-3.5
St Johns County, FL	72.8	71.1	146.61	139.90	106.69	99.54	2.3	4.8	7.2	10.2	2.8	5.2
Sarasota County, FL	66.2	68.5	127.67	128.57	84.54	88.04	-3.3	-0.7	-4.0	1.8	6.1	2.6
Escambia Couty, FL	84.1	81.4	150.26	147.49	126.43	120.11	3.3	1.9	5.3	5.4	0.1	3.4
Downtown+	86.3	86.4	148.68	146.88	128.26	126.95	-0.2	1.2	1.0	1.0	0.0	-0.2
Airport+	86.3	88.8	130.02	124.27	112.23	110.41	-2.8	4.6	1.6	1.6	0.0	-2.8
Pine Forest+	70.6	69.7	101.71	100.67	71.80	70.18	1.3	1.0	2.3	2.2	-0.1	1.2
Westside/Perdido+	78.7	81.2	121.54	122.19	95.62	99.26	-3.2	-0.5	-3.7	-3.7	0.0	-3.2
PNS Beach+	87.8	91.2	275.82	281.17	242.15	256.29	-3.7	-1.9	-5.5	-5.1	0.4	-3.3
UWF+	80.1	82.3	111.02	107.88	88.93	88.77	-2.6	2.9	0.2	0.2	0.0	-2.6

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Visit Pensacola
For the month of: July 2018

	Year to Date - July 2019 vs July 2018											
	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	Rev PAR	Room Rev	Room Avail	Room Sold
Bay County, FL	77.0	68.1	179.07	145.07	137.89	98.82	13.0	23.4	39.5	13.5	-18.6	-8.0
Baldwin County, AL	66.1	67.0	143.59	134.31	94.96	90.02	-1.3	6.9	5.5	13.5	7.6	6.2
Okaloosa County, FL	71.2	67.5	160.87	156.81	114.56	105.80	5.6	2.6	8.3	10.8	2.4	8.0
Walton County, FL	61.8	58.6	195.19	199.30	120.55	116.83	5.4	-2.1	3.2	5.8	2.5	8.0
St Johns County, FL	71.2	70.1	148.71	144.74	105.92	101.45	1.6	2.7	4.4	7.3	2.7	4.4
Sarasota County, FL	71.9	72.0	157.72	164.55	113.40	118.43	-0.1	-4.1	-4.2	3.2	7.8	7.7
Escambia Couty, FL	68.5	72.2	124.51	117.76	85.24	85.03	-5.2	5.7	0.2	1.6	1.4	-3.9
Downtown+	73.8	69.1	133.16	128.40	98.23	88.76	6.7	3.7	10.7	10.7	0.0	6.7
Airport+	79.0	75.8	109.03	104.69	86.18	79.34	4.3	4.1	8.6	8.6	0.0	4.3
Pine Forest+	60.8	55.6	79.13	79.21	48.15	44.05	9.4	-0.1	9.3	9.3	-0.0	9.4
Westside/Perdido+	70.0	67.2	98.47	99.12	68.97	66.57	4.3	-0.7	3.6	3.5	-0.1	4.2
PNS Beach+	76.8	70.8	199.42	201.63	153.07	142.73	8.4	-1.1	7.2	7.0	-0.2	8.2
UWF+	73.7	68.4	91.51	88.31	67.46	60.43	7.7	3.6	11.6	11.6	0.0	7.7

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VISIT PENSACOLA BOARD MEETING

August 28, 2019

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



Page 100 of 108
VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Groups Booked: 2
 Sales Leads: 11
 Group Assists: 27
 Partner Referrals: 3
 Room Night Leads: 4,070
 YTD Leads: 64
 YTD Bookings: 20
 YTD Room Nights Booked: 37,818
 YTD Partner Referrals: 411

July Group Leads

- Resort Vacations Group
- Annual Fall Meet-up – GB74
- 2020 ASABE FL Section Conference
- 2020 Southern Public Relations Federal Annual Conference
- VisionServe Alliance CEO Summit
- Haunted Attraction National Tradeshow and Convention
- AUBER
- 2020 ACM Aviation Conference
- Pensacola Bike and Car Music Fest
- 2019 Gulf South Conference (GSC) Soccer Championship

July Bookings

- JUCO Soccer Tournament Labor Day Weekend
- Southern League Conference

June Service Highlights

- Partner Visits/Deliveries
- American Assoc. of Meat Processors Beach Day Trip
- FPAN Breakfast Planning
- October Beach O Ween Planning

Upcoming Trade Events:

- Connect Marketplace
- Small Market Meetings Conference
- Florida Encounter

Skilled Students Ahead!

Florida SkillsUSA competitions will be held in Pensacola on April 20-21, 2020. Please contact Lori Coppels lcoppels@visitpensacola.com to learn how to volunteer or become a sponsor.

Countdown to Visit Pensacola's New Fiscal Year

Our 2019-20 fiscal year begins October 1, and with it comes new programs, events, and opportunities to co-op with Visit Pensacola. Contact Lori Coppels lcoppels@visitpensacola.com to discuss ways we can join together to promote your business and our beautiful destination.

New Partners

- Horizon Paddle Hut and Delivery Service
- Supersonic Adventures
- Premier Adventure Park
- Koconut Weddings
- Horizon Wedding Events
- Cypress Pensacola
- Spyros Authentic Greek Restaurant
- Frazier's Country Wines
- Horizon Paddle Hut and Delivery Service

Partner Promotions

- **Marketing Bar-** Offering all partners 20% off any printed material to Visit Pensacola Partners

Upcoming August EVENTS

- Pensacola Artist in Residence: Meet the Artist
- John Appleyard: History Lectures August 6 & 27

Experience HRT- 2019 Chair: Marty Stanovich

Tuesday, August 13, 11:30 a.m.
 Pensacola International Airport

August Meetings:

Executive Committee, August 8, 3:00 p.m.
 Lee House Pensacola, 400 Bayfront Pkwy.

Nominating Committee, August 9, 11:30 a.m.
 Visit Pensacola conference room

Grant Committee, August 22 & 23, 2:00 p.m.
 Bowden Building, 120 Church Street

Finance Committee, August 27, 1:00 p.m.
 Pensacola Sports, 101 W. Main St.

Sales & Service/Marketing Committees, August 27, 3:00 p.m.
 Hampton Inn Pensacola Beach

Board of Directors Meeting, August 28, 3:00 p.m.
 Homewood Suites, 5049 Corporate Woods Dr.

VIC News:

Visitor Information Centers

Number of daily Visitors: **6,327**

Direct assists: **3,654**

Phone assists: **597**

Group Packages assembled: **1,267**

Guest sign in states: **FL, TX, GA, TN, AL, MO, LA**

International Sign ins: **Austria, Germany & Canada**



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
2019 Reunions	2019 Hodges Family Reunion	7/5/2019	LW	65	75	\$ 20,625.00	Assist
Southern Pride Sports	Premier Girls Fastpitch	7/10/2019	LC	1,800	1,550	\$ 1,290,000.00	Definite
2019 Reunions	2019 McRenolds Family Reunion	7/11/2019	LW	175	320	\$ 29,500.00	Assist
2019 Weddings	Triana Wedding	7/11/2019	LW	50	60	\$ 25,000.00	Assist
2019 Reunions	Chambers Family Reunion	7/11/2019	LW	75	120	\$ 35,700.00	Assist
2019 Reunions	Myric-Bradley Family Reunion	7/12/2019	LW	55	36	\$ 19,875.00	Assist
Law Office of Mary K. Prim, PLLC	Corporate Conference 2019	7/14/2019	LW	80	315	\$ 70,000.00	Definite
2019 Washington-Thompson Family Reunion	Washington-Thompson Family Reunion	7/18/2019	LW	125	99	\$ 39,375.00	Assist
2019 Reunions	Clark Family Reunion	7/18/2019	LW	150	64	\$ 54,000.00	Assist
Pace Temple CME Church	2019 Christian Methodist Conference	7/22/2019	LW	350	540	\$ 145,000.00	Assist
House of God Church	2019 Bible School Convention	7/25/2019	LW	200	450	\$ 67,500.00	Assist
2019 Grimes-Williams Family Reunion	2019 Reunions	7/26/2019	LW	120	110	\$ 48,000.00	Assist
2019 Reunions	Johnson Family Reunion	7/26/2019	LW	100	90	\$ 28,500.00	Assist
2019 Reunions	Starworth, Dale and McWorth Family Reunion	7/26/2019	LW	75	60	\$ 24,375.00	Assist
TOTAL:				<u>3,420</u>	<u>3,889</u>	<u>\$1,897,450.00</u>	



Upcoming Meetings/Groups

Account Name	Lead Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
2019 Reunions	Dale - Grandison Family Reunion	8/2/2019	LW	200	225	\$71,250.00	Assist
Martelli Notions	Martelli Quilters' Retreat 2019	8/7/2019	LW	40	160	\$22,000.00	Assist
Florida Public Archaeology Network	2019 Tidally United Summit	8/15/2019	LC	100	125	\$50,625.00	Definite
2019 Reunions	Jackson/Banks Family Reunion	8/16/2019	LW	50	80	\$11,500.00	Definite
AHERO	8th Annual AHERO Warrior Hook-Up	8/22/2019	LW	70	240	\$51,000.00	Assist
USS CONY 2019 REUNION	USS CONEY 2019 REUNION	8/25/2019	LO	30	52	\$22,500.00	Assist
Navy Class/Flight Training Reunion	Dept. of Navy IMSO Workshop	8/26/2019	LW	100	225	\$50,625.00	Assist
Pensacola Sports	JUCO Soccer Tournament Labor Day Weekend	8/29/2019	LC	550	600	\$404,250.00	Definite
TOTAL:				<u>1,140</u>	<u>1,707</u>	<u>\$683,750.00</u>	



VISIT PENSACOLA BOARD MEETING

August 28, 2019

Marketing & Communications



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Page 104 of 108
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EXPERIENCE CAMPAIGN ACTIVITY

• FOCUS ON THE BEACH CONTINUES

Yes, the beach is just the beginning – but it's a pretty spectacular beginning. That message started with June and runs through September, delivered to our major markets and travel-intenders matching behavioral profiles. All media will carry this message in some fashion, including Facebook stories, standard digital, native, and pre-roll.

• ON-GOING EXPERIENCE CAMPAIGN

Events like the Gulf Coast Creole & Cajun Festival, racing at Five Flags, and Red, White and Blue Week were promoted on social media. Native advertising reminded folks in surrounding states of our historic and dining options.



NEWARK DIRECT FLIGHT CAMPAIGN

This May through June campaign promoted our new nonstop service into Newark to the Newark and New York DMAs. The initial trackable data from Adara shows a 649% increase in total searches and bookings (flight + hotel) compared to May/June 2018.

FLIGHT BOOKINGS

 289

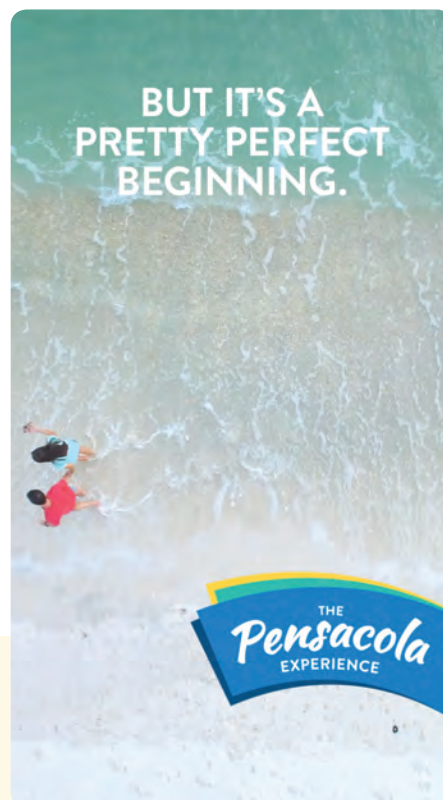
HOTEL ROOM NIGHTS

 1,093



History Comes to Life in Pensacola

Explore Naval Air Station Pensacola, a favorite spot among history buffs, explorers and photographers.



ASSET DEVELOPMENT

- Work through multiple upcoming asset development, campaign, and promotion projects
- Build social media event ads
- Continue work on Pensacola Cultural Guide
- Continue work on VisitPensacola.com
- Continue campaign analytics/reporting

TRACKABLE DATA OVERVIEW – JULY 2019

These figures account only for those people who saw an ad on their phone, tablet, laptop or home computer and then booked or traveled into our market. They do not represent all flights, hotels or arrivals.

FLIGHT BOOKINGS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded flights booked during the month associated with trackable ad views.

TOP FLIGHT ARRIVALS BY MARKET

Dallas-Ft Worth	42.7%	Charlotte	5.3%
Washington DC	15%	Philadelphia	3%
Chicago	9%	Miami	2.3%
Houston	7%	Pittsburgh	1.3%

HOTEL ROOM NIGHTS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded room nights booked during the month associated with trackable ad views.

TOP HOTEL ARRIVALS BY MARKET

Atlanta	17.5%	Birmingham	6%
New Orleans	9.8%	Nashville	4.4%
Dallas-Ft Worth	7.1%	Houston	3.3%
Washington DC	7.1%	New York	3.3%

DIGITAL IMPACT – JULY 2019

SOCIAL MEDIA

People Reached	594,004
Link Clicks	15,218
Landing Page Views	12,395

Data based only on paid social media advertising.

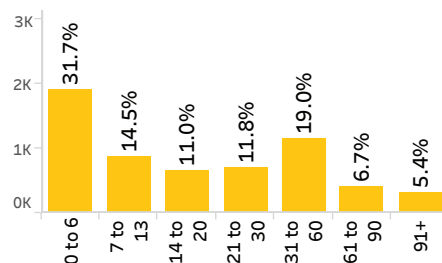
WEBSITE TRAFFIC



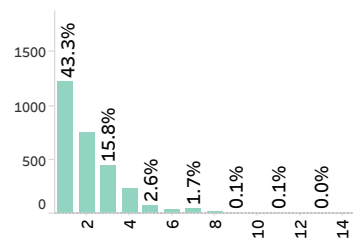
💡 Facebook advertising drove 51% of traffic.

EXPEDIA INSIGHTS – JULY 2019

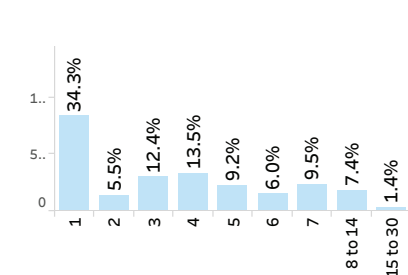
TRAVEL WINDOW (air & hotel)



LENGTH OF STAY (hotel)



TRIP DURATION (air)



? WHAT'S NEXT?

- Direct mail, Facebook, radio, and TV promotions are in the works for early Fall.
- Work continues on a new destination video.



OUTREACH



Highlight: Visit Pensacola to Cover Beach Tolls for Blue Angels Airshow Weekend



Highlight: Southern Living, Bright Bazaar and NPR



Highlight: Girls Just Wanna Have Fun in the Sun in Pensacola

SOCIAL MEDIA

12,185 sessions via social referral • 5,986 total social conversions



433 TOTAL SOCIAL CONVERSIONS

Total Engagement: 5,124 Replies, retweets and likes, engaged 94 unique people, 364K Impressions



4,676 TOTAL SOCIAL CONVERSIONS

2,485 New Page Likes

177,813 Engaged Users with the potential of 5.4 million total impressions (all generated from likes, shares and comments on posts)



468 TOTAL SOCIAL CONVERSIONS

Engaged 59 people, 1,136 pins



9 new subscribers for the month of June

- Must See Murals in Pensacola Bay Area
- Florida Travel Experience Pensacola



E-MARKETING CONSUMER eNEWS

504 new sign-ups

15.9% open rate

101.1% conversion rate

2.6% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola to Cover Pensacola Beach Tolls for Blue Angel Weekend
- Six Pensacola Events Named to Top 20 Events in the Southeast by the Southeast Tourism Society
- August Events

MEDIA ASSISTS

- Southern Living – Farmers Market article
- UWF Beach Bash Event
- Talk of Alabama hosted segment
- FPRA Presentation
- PEP Talk with Bridgette Kay
- Local Guides Kick Off Event
- Ballinger Publishing

MEDIA ASSISTS

- Gulf Coast Minority Chamber of Commerce
- FDOT Traffic Transition
- MARCOA NAS Directory
- Kate Ellison Video – Hosted FAM
- Best Family Resorts – Today.com
- Family Traveller
- Visit FL Content
- FPRA NWFL Chapter Presentation
- UWF Innovation Institute
- Pensacola Beach Airshow featuring the Blue Angels
- Destination FL Quick Trip submission
- Gosh PR content submission
- Pensacola Sports
- UWF Pensaculture Event
- The Travel Guide to Florida

MEDIA ASSISTS

- WEAR Interview
- NPR
- Visit FL Sizzle Reel
- Council on Aging of West Florida Talk Show
- Sea Turtle Baby Shower

ASSET REQUESTS

- Image used for brochure for upcoming tour for Kincaid Tours
- Images used for Gallery Night promotion
- Image used for “Visit the Beach” section in Tallahassee Magazine Sep/Oct issue

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Best Cities for Early Retirement



275 stories

Highlights:

- Best U.S. Beach Towns
- Aviation camp students take off from Atlanta on Delta ‘Dream Flight’



7 Accolades

Highlights:

- Five Great Beach Campgrounds on the Gulf Coast of Florida
- The 100 Most Scenic Restaurants in American in 2019