



TOURIST DEVELOPMENT COUNCIL (TDC)
QUARTERLY MEETING
June 16, 2020

ESCAMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL

Quarterly Meeting – June 16, 2020

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) Welcome new TDC member Tish Patel – Chairwoman Shirley Cronley
- 4) Approval of March 2020 Tourist Development Council Meeting Minutes* -
Chairwoman Shirley Cronley
- 5) Status of Funds Available, TDC Collections and Receipts - Office of Management and
Budget
- 6) New Business
 - a. Sunshine Law Presentation – Stephen West, County Attorney
 - b. Marine Resources TDT – Robert Turpin, Manager, Escambia County Marine
Resources Division
 - c. Memorandum of Understanding with Visit Pensacola, Pensacola Sports and Arts,
Culture and Entertainment – Darien Schaefer, Visit Pensacola
 - d. Visit Pensacola Updates – Darien Schaefer, Visit Pensacola
 - e. Updates from Pensacola Sports, ACE, Naval Museum and UWF Historic Trust
- 7) Other Business

*Requires Council vote



BOARD OF COUNTY COMMISSIONERS
ESCAMBIA COUNTY, FLORIDA

221 Palafox Place, Suite 420
Pensacola, Florida 32502

Telephone (850) 595-3935
Telefax (850) 595-4908

Janice P. Gilley
County Administrator

May 18, 2020

Mitesh Patel
4031 Stefani Road
Cantonment, Florida 32533

RE: Appointment – Tourist Development Council

Dear Mr. Patel:

The Board of County Commissioners, in a regular session held on Thursday, May 7, 2020, approved your appointment as a "Hotel/Motel Industry" appointee on the Escambia County Tourist Development Council, for a four-year term, effective April 14, 2020, through April 13, 2024.

As a member of this Board, you are subject to the Sunshine Law. Please review the following enclosures: GUIDE TO THE SUNSHINE AMENDMENT and CODE OF ETHICS for Public Officers and Employees, 2019 Edition, Escambia County Code of Ethics Policy and the Government-In-The-Sunshine Manual, 2019 Edition. If you have questions, please call our Legal Office at 595-4970.

Also enclosed is a required Reporting Form. Please fill out the form and return it to the Human Resources Department at the address noted at the bottom of the form.

Your willingness to serve our community and the Board in this capacity is appreciated.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Jan P. Gilley", is written over the typed name.

Janice P. Gilley
County Administrator

JPG:sj

Enclosures

pc: Jana Still, Human Resources Department Director
Pensacola Bay Area Chamber of Commerce



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Janice P. Gilley
County Administrator

May 18, 2020

*Nash Patel
6919 Pensacola Boulevard
Pensacola, Florida 32505*

RE: Tourist Development Council

Dear Mr. Patel:

The Board of County Commissioners has asked me to express to you its appreciation for your faithful service as a member of the Tourist Development Council. Your willingness to serve our community in this important endeavor is most commendable.

Thank you for the time and effort you have spent on this Council.

Sincerely yours,

A handwritten signature in cursive script that reads "Janice P. Gilley".

*Janice P. Gilley
County Administrator*

JPG:sj

*pc: Jana Still, Human Resources Department Director
Jessica Simpson, Vice President of Membership and Operations,
Greater Pensacola Chamber
Barbara Williams, Administrative Assistant, Visit Pensacola*

BOARD OF COUNTY COMMISSIONERS ESCAMBIA COUNTY, FLORIDA



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District Two

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District Three

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District Four

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District Five

221 Palafox Place, Suite 400
P. O. Box 1591
Pensacola, Florida 32591-1591

Telephone (850) 595-4902
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TOURIST DEVELOPMENT COUNCIL

The Tourist Development Advisory Council was created in accordance with Florida Statutes through County Ordinance 77-34, later revised by County Ordinance 89-7 to be known as the Tourist Development Council. The Ordinance provides that prior to making recommendations to the County Commission; the Council shall review each proposal for expenditure of funds to determine that the expenditure complies with the tourist development plan of the Ordinance. The Ordinance provides that the Council is to review all expenditures of revenue from the trust fund; expenditures that the Council believes to be authorized are to be reported to the County Commission and the Florida Department of Revenue. Upon receiving such notification, the County Commission is to review the Council's findings and take such administrative or judicial action as it sees fit under applicable law. The Board shall consist of nine members who shall be appointed by the Governing Board. The Chairman of the Governing Board of Escambia County or any other members of the Governing Board as designated by the Chairman shall serve on the Council. Two members of the Council shall be elected municipal officials, one of whom shall be from the most populous municipality in the county or sub-county special taxing district in which the tax is levied. Per the County Attorney on August 26, 2011, of the six members set out in Florida Statutes, no more than four members of the Council shall be owners or operator of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. No less than two members of the Council shall be persons who are involved in the tourist industry and who have demonstrated an interest development, but who are not owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the Council shall be electors of the county. The members of the Council shall serve for staggered terms of four years.

Members:

Board of County Commissioners

Robert Bender

Term of Office:

2020

Interested in Tourism

Nan Harper

05/24/07 - 01/05/21

David M. Bear

12/01/18 - 11/30/22

Ronald D. Rivera

02/03/17 - 02/02/21

Hotel/Motel Industry

Shirley K. Cronley

03/05/09 - 11/30/21

James J. Reeves

10/17/19 - 10/16/23

Mitesh Patel

04/14/20 - 04/13/24

Pensacola City Council Appointees

Sherri Myers

12/13/18 - 11/24/20

P.C. Wu

12/08/16 - 11/24/20

Revised: 05/2020

Per the Inter-Office Memorandum dated November 16, 2011, Alison P. Rogers, County Attorney, advised the reallocation of the members, in regard to whether the members should be designated as hotel/motel members or members interested in tourism.



TOURIST DEVELOPMENT COUNCIL (TDC)
QUARTERLY MEETING
June 16, 2020

TDT Minutes / TDT Collection Report



**ESCAMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL**

March 10, 2020
Meeting Minutes
BCC Chambers, 221 Palafox Place
3:01 p.m. – 4:54 p.m.

TDC Members Present

Shirley Cronley, Chair
David Bear, Vice-Chair
Commissioner Robert Bender
Councilwoman Sherri Myers
Jim Reeves
Ronnie Rivera
Nan Harper

TDC Members Absent

Councilman P.C. Wu, PhD

1. **Call to Order**- Chairwoman Shirley Cronley called the meeting to order at 3:01 p.m. The meeting was duly advertised in the Pensacola News Journal on Saturday, March 7, 2020.
2. **Public Comment** – Jason Nicholson with Innisfree Hotels addressed the council. Mr. Nicholson provided reports to Council members showing a forecast of bookings. According to the forecast, they project the TDT collections will fall drastically. Mr. Nicholson would like activation of Escambia County Emergency fund to help mitigate lost wages.
3. **Approval of the December 2019 Tourist Development Council Meeting Minutes**- Jim Reeves called for the approval of the December 2019 meeting minutes. The motion was seconded by Nan Harper. The meeting minutes were approved by unanimous vote.



4. **Status of Funds Available, TDC Collections and Receipts**- Stephan Hall, Manager, Office of Management and Budget

TDT collections through February were up .52% for the same time period last year. We are at 31.12% of our revenue projection through February. The collections are 24.32% above the expected anticipated budget for February. TDT collections at this time are \$3,267,447.

5. **New Business**

a) **Nash Patel resignation** – chairwoman Shirley Cronley

x Chairwoman Cronley presented Nash Patel's resignation to the Council. A new member should be in place by the next meeting.

b) **Perdido Key Beach Access** – Stephan Hall, Office of Management and Budget

Mr. Hall presented the request for the Perdido Key Public Beach Access Infrastructure Project. The Council is being asked to accept the independent analysis by UWF HAAS Center, reflecting the Perdido Key Beach access infrastructure's positive impact to tourism and associated economic activity in Escambia County were tourists that visit Perdido Key Beach have sufficient access to the Gulf of Mexico. The Council is also being asked to approve the use of TDT funding in the amount of \$228,208 to be used in conjunction with possible other funding sources toward the Perdido Key Public Beach Access Infrastructure Project (total estimated cost of infrastructure improvements: \$402,509, that includes \$80,600 for red clay removal if necessary). This investment of TDT Funding will provide additional public beach access. Tim Day gave a brief history of the project. At the February County Commission meeting the use of TDT was identified as the funding source for the improvement. David Bear asked Stephan to send Council members a list of the breakdown of 4 cents and the supplemental for the current year and last year. Mr. Reeves stated that he believes the Council should have a budget workshop to gain a better understanding of the budget matters. Councilwoman Myers wants to meet with Tim Day to see specifics in relation to the Universal Access Project. After Council discussion, Jim Reeves made a motion to approve use of TDT funding in the amount of \$228,208 for beach access, not to exceed \$311,608 to be taken from the \$1.3M windfall in reserves. The motion was seconded by Nan Harper.

Public Comment: Mel Pino addressed the Council to express support for the beach access. She asked for the Council to please not hold up the process. Kevin Wade spoke in support of the public beach access. Meredith Crawford voiced objection to passing, stating it was not a valid use of TDT dollars.



After Council discussion, the vote was unanimous for approval of the motion.

c) **Sunshine Law Presentation** -Stephen West, County Attorney

Mr. West was unable to attend. This item is postponed until the June meeting.

d) **TDT Workgroup Report** – Jack Brown, Visit Pensacola

The group has not met since the last TDC meeting, so there was nothing new to report.

e) **Visit Pensacola Event Grants** – Nicole Stacey, Visit Pensacola

Nicole Stacey presented the Council with a synopsis of grants awarded from Visit Pensacola. For the period of April 1-September 30, 2020, Visit Pensacola granted over \$58K to 7 applicants. There was only one application that did not meet the qualifications for funding.

f) **Sun Belt Conference** – Extend Commitment of Visit Pensacola from 3 to 5 years

Last week it was announced that the Sun Belt Conference will come to Pensacola. Nicole is asking that we extend our commitment from 3 to 5 years. A motion was made by Ronnie Rivera to extend the contract from 3 to 5 years. The motion was seconded by Commissioner Robert Bender. The vote was unanimous for approval.

g) **Visit Pensacola Updates** – Nicole Stacey, Visit Pensacola

As of 1:00 p.m. this afternoon at a special Visit Pensacola Board meeting, Darien Schaefer was selected as the new President/CEO of Visit Pensacola. D.C. Reeves gave a brief update of the search process. He will start on April 20, 2020. Ronnie Rivera suggested that the number 2 position also be filled.

Visit Pensacola Appropriations Agreement – Kimberly Sparks presented to the Council a copy of the amendment to the Miscellaneous Appropriations Agreement. This was submitted to the County on March 5. This will be presented to the County Commissioners for approval next month.

PR Update – Nicole Stacey gave a PR update. TripAdvisor named Pensacola Beach the #4 beach in the US. We hosted a writer from AAA Midwest a couple of months ago. She makes reference to the Pensacola Beach RV Resort. We also hosted a writer for Canadian Traveler, Unexpected Florida and she published a piece on Pensacola in January. Dreamscapes, which is another Canadian publication, did an article on the Emerald Coast, but you can see she included the Lighthouse and the Naval Museum. Working with Visit Florida, we hosted Graham McKenzie and he was very appreciative of our area's hospitality. We recently attended Northwest Florida Days at the Capital and are looking forward to attending next year as the event grows. In March we will be hosting travel writers from Switzerland's biggest Sunday newspaper. In April we look forward to participating in Visit Florida's Canada Media Mission. In May Jan Schroeder with The Travel 100 will visit. National



Travel and Tourism Week will be celebrated May 3-9. We encourage everyone to nominate a "Hospitality Hero" – one of your front-line staff that goes above and beyond for their guests.

She attended the DMO meeting, and we have transitioned our fly ads to our drive market.

Showcase Update – Dickie Appleyard

In the last few days, we had to change our messaging and strategy. We are shifting from the fly market to the drive markets that are critical to us. Jim Reeves asked how much money is needed to jump start the change in message. Council discussion on marketing strategies.

Jim Reeves moved to set aside an emergency fund of \$200,000 out of the \$1.3 million County reserve. We will have a special meeting in two weeks for Showcase to present the marketing plan. Ronnie Rivera seconded the motion. It was decided the Council will meet again on March 24 at 3:00 p.m. Commissioner Bender called Stephan Hall to speak on what funds would be available. A call for questions on the motion made by Jim Reeves, seconded by Nan Harper. Councilwoman Sherri Myers, Commissioner Robert Bender and David Bear voted against the motion. Nan Harper, Shirley Cronley, Jim Reeves and Ronnie Rivera voted in favor of the motion. The motion passes and discussion was closed.

A motion was made by Jim Reeves, seconded by Ronnie Rivera to recommend to the Board of County Commissioners to set aside an emergency fund of \$200,000 out of the \$1.3 million County TDT reserve. Councilwoman Sherry Myers and Commissioner Robert Bender voted against the motion, and Nan Harper, Shirley Cronley, Jim Reeves and Ronnie Rivera voted in favor. The motion passes.

A motion was made by Jim Reeves, seconded by David Bear, to have a workshop for the Council to include members of TDC, County Administrator and Stephan Hall. The vote was unanimous for approval.

There may be a conflict with the June meeting and the commissioning of the USS Tripoli.

6. Other Business

The meeting was adjourned by Chairwoman Shirley Cronley at 4:54 p.m.

Respectfully submitted,

Barbara Williams, Administrative Assistant, Visit Pensacola



Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

AI-17885

Clerk & Comptroller's Report 11. 1.

BCC Regular Meeting

Consent

Meeting Date: 05/21/2020

Issue: TDT Collection Data for the March 2020 Returns

From: Pam Childers, Clerk of the Circuit Court & Comptroller

Organization: Clerk & Comptroller's Office

Recommendation:

Recommendation Concerning Acceptance of TDT Collection Data for the March 2020 Returns Received in April 2020

That the Board accept, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the March 2020 returns received in the month of April 2020, as prepared by the Finance Department of the Clerk and Comptroller's Office. This is the seventh month of collections for the fiscal year 2020. Total collected for the month of March 2020 Returns was \$528,032.21. This is a 50.86% decrease from the March 2019 returns. Total collections year to date are 10.15% less than the comparable time frame in Fiscal Year 2019.

Attachments

March 2020 TDT Returns Collected April 2020

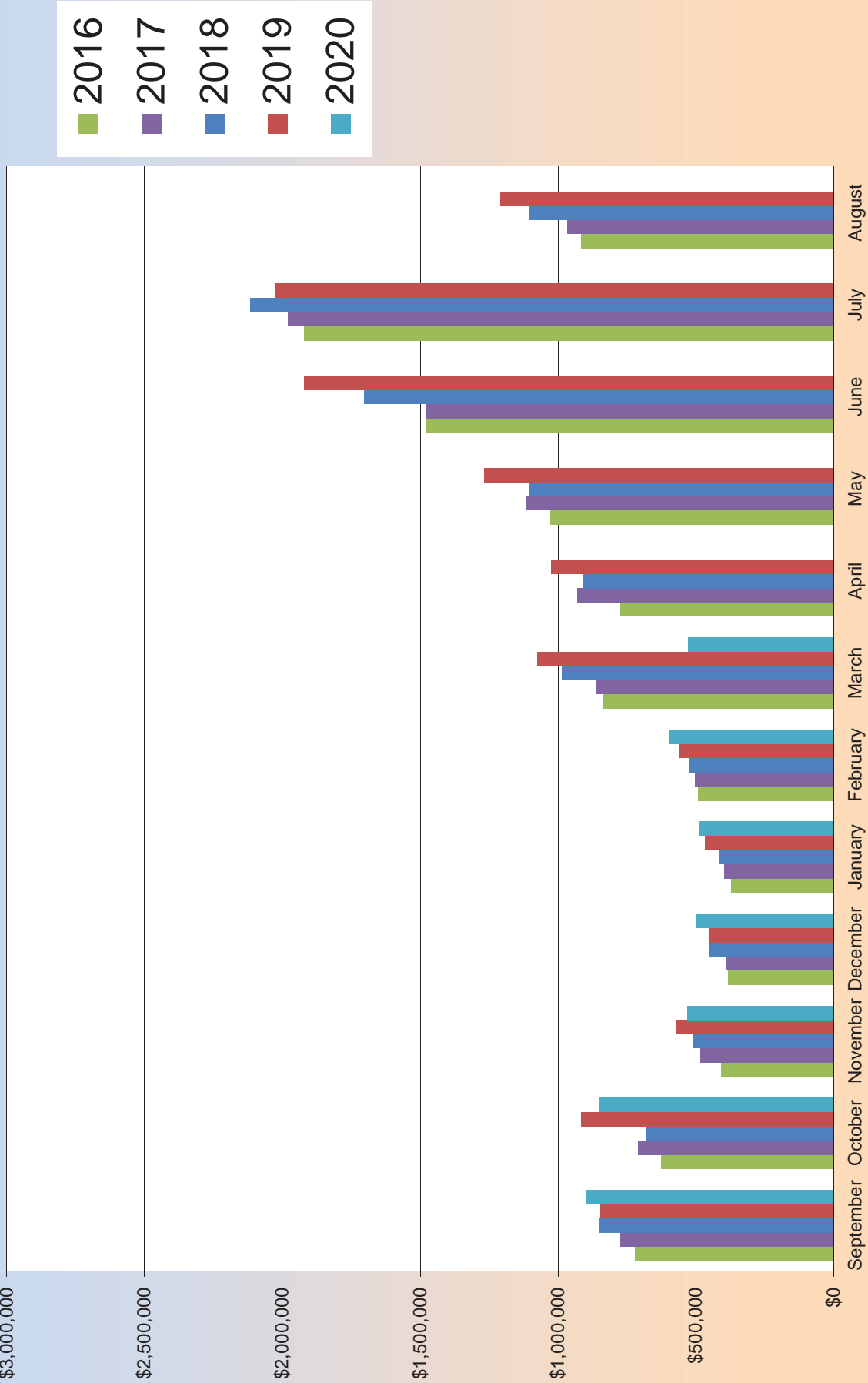
FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
REPORTED IN FISCAL YEAR FORMAT
ESCAMBIA COUNTY FLORIDA
AS OF APRIL 2020

Zip Code	Fiscal Year 2020 YTD Collected	Fiscal Year 2019 YTD Collected	Difference	% Change
32501	227,306	221,975	5,331	2%
32502	245,702	214,965	30,737	14%
32503	59,990	62,395	(2,405)	-4%
32504	698,636	858,214	(159,578)	-19%
32505	156,433	137,227	19,206	14%
32506	105,310	131,868	(26,558)	-20%
32507	615,481	735,963	(120,482)	-16%
32514	322,338	373,977	(51,639)	-14%
32526	171,003	198,437	(27,434)	-14%
32534	80,381	98,477	(18,096)	-18%
32535	1,411	1,156	255	22%
32561	1,705,965	1,850,965	(145,000)	-8%
32562	-	-	-	0%
32577	\$ 174	215	(41)	-19%
Total	\$ 4,390,129	\$ 4,885,834	\$ (495,705)	-10%

Tourist Development Tax Collections

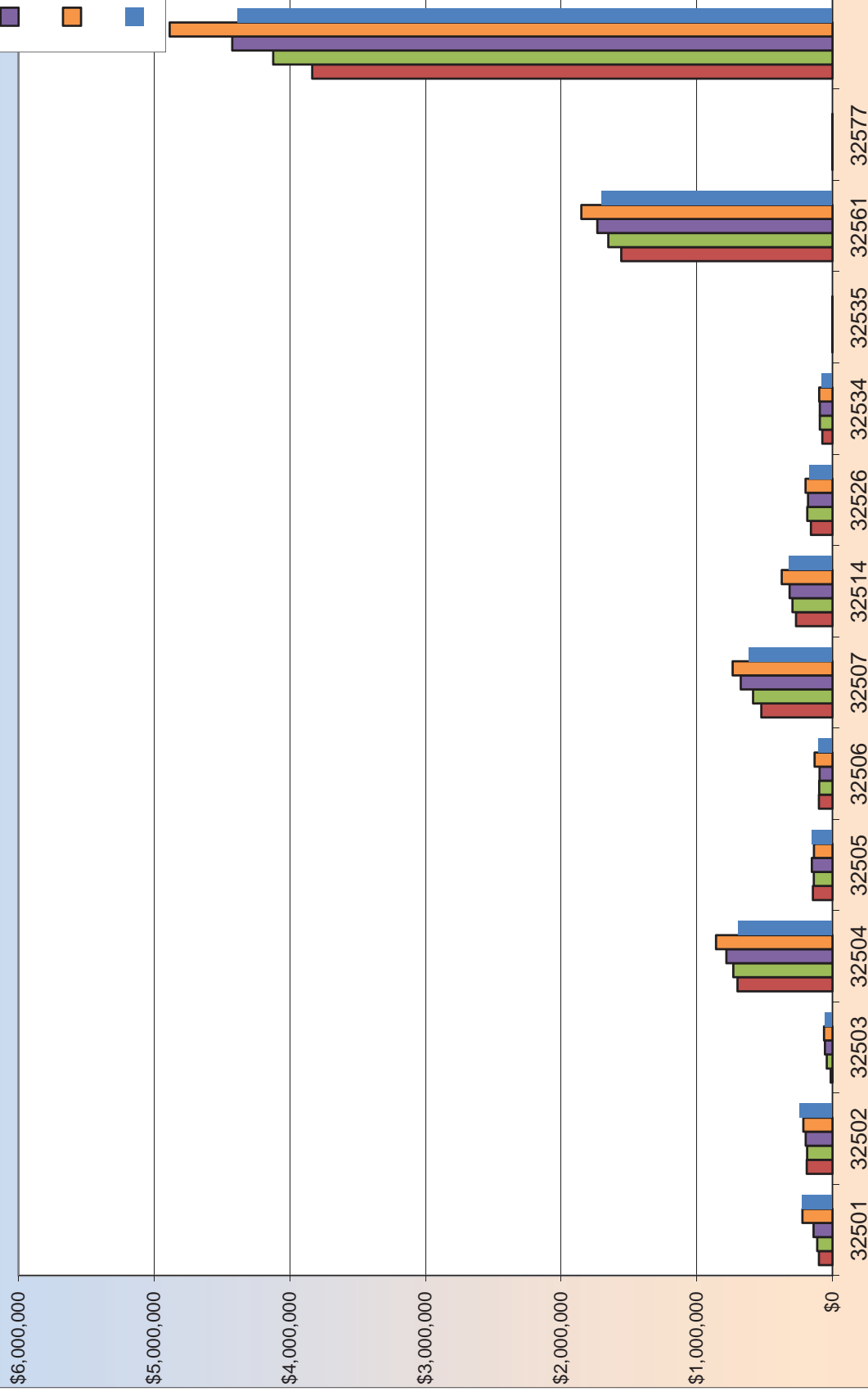
5-Year Comparison

Returns through March 31, 2020 (Collected in April 2020)



Tourist Development Tax Collections
5-Year Comparison on a Monthly Basis
Returns through March 31, 2020 (Collected April 2020)

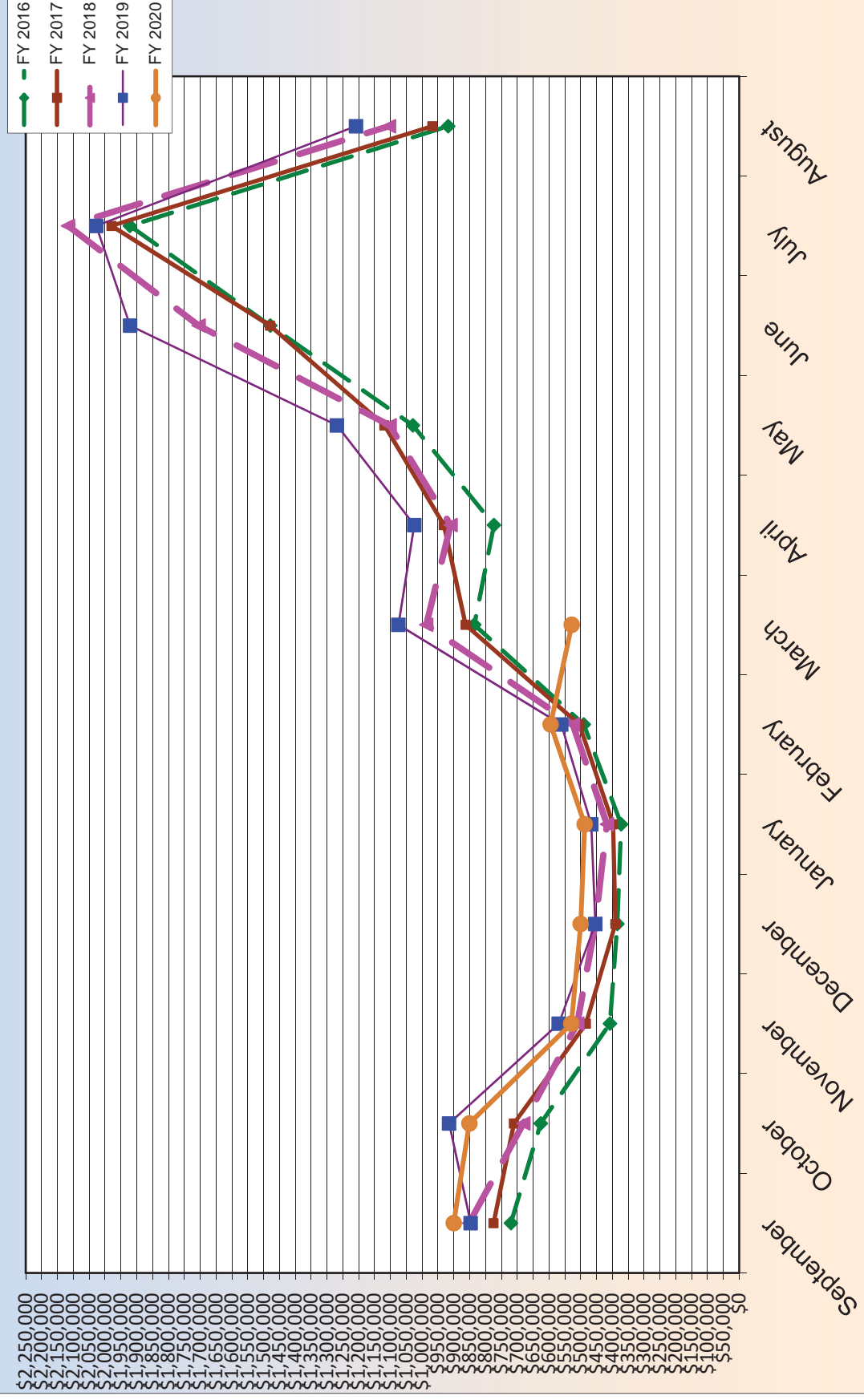
■ 2016
 ■ 2017
 ■ 2018
 ■ 2019
 ■ 2020



TOURIST DEVELOPMENT TAX 5 YEAR TRENDLINE

FY 2016 - FY 2020

Returns through March 31, 2020 (Collected in April 2020)



FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
 ESCAMBIA COUNTY FLORIDA
 FISCAL YEAR 2020
 AS OF April 2020

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
10/19	\$ 38,864	4%	\$ 43,390	5%	\$ 10,319	1%	\$ 115,910	13%	\$ 18,785	2%
11/19	\$ 38,278	4%	\$ 41,085	5%	\$ 9,174	1%	\$ 115,176	14%	\$ 41,340	5%
12/19	\$ 28,981	5%	\$ 32,775	6%	\$ 8,157	2%	\$ 95,180	18%	\$ 15,598	3%
01/20	\$ 27,940	6%	\$ 28,419	6%	\$ 7,593	2%	\$ 82,570	17%	\$ 16,314	3%
02/20	\$ 26,779	5%	\$ 30,489	6%	\$ 6,869	1%	\$ 87,718	18%	\$ 20,850	4%
03/20	\$ 36,041	6%	\$ 39,954	7%	\$ 9,141	2%	\$ 109,748	18%	\$ 22,854	4%
04/20	\$ 30,423	6%	\$ 29,590	6%	\$ 8,737	2%	\$ 92,334	17%	\$ 20,692	4%
Total	\$ 227,306	5%	\$ 245,702	6%	\$ 59,990	1%	\$ 698,636	16%	\$ 156,433	4%

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	Palatof & 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
10/19	\$ 15,041	2%	\$ 140,739	16%	\$ 53,089	6%	\$ 27,938	3%	\$ 15,692	2%
11/19	\$ 15,812	2%	\$ 130,228	15%	\$ 50,990	6%	\$ 25,889	3%	\$ 12,521	1%
12/19	\$ 12,799	2%	\$ 57,418	11%	\$ 45,649	9%	\$ 23,753	4%	\$ 9,957	2%
01/20	\$ 11,218	2%	\$ 51,924	10%	\$ 41,781	8%	\$ 35,639	7%	\$ 10,800	2%
02/20	\$ 21,968	5%	\$ 71,109	15%	\$ 39,347	8%	\$ 23,983	5%	\$ 8,689	2%
03/20	\$ 15,740	3%	\$ 73,054	12%	\$ 35,890	6%	\$ 16,481	3%	\$ 10,840	2%
04/20	\$ 12,731	2%	\$ 91,009	17%	\$ 55,590	11%	\$ 17,320	3%	\$ 11,881	2%
Total	\$ 105,310	2%	\$ 615,481	14%	\$ 322,338	7%	\$ 171,003	4%	\$ 80,381	2%

Month of Collection	Zip Code									
	32535		32561		32562		32577			
	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total	Total Month	% OF Total
10/19	\$ 174	0%	\$ 420,258	47%	-	0%	-	0%	\$ 900,200	100%
11/19	\$ 265	0%	\$ 370,064	43%	-	0%	\$ 67	0%	\$ 850,890	100%
12/19	\$ 188	0%	\$ 198,784	38%	-	0%	\$ 18	0%	\$ 529,257	100%
01/20	\$ 211	0%	\$ 185,432	37%	-	0%	-	0%	\$ 499,840	100%
02/20	\$ 146	0%	\$ 149,314	31%	-	0%	-	0%	\$ 487,261	100%
03/20	\$ 193	0%	\$ 224,712	38%	-	0%	-	0%	\$ 594,650	100%
04/20	\$ 234	0%	\$ 157,401	30%	-	0%	\$ 89	0%	\$ 528,032	100%
Total	\$ 1,411	0%	\$ 1,705,965	39%	\$ -	0%	\$ 174	0%	\$ 4,390,129	100%

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
ESCAMBIA COUNTY FLORIDA
FISCAL YEAR 2019
AS OF April 2019

		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
Month of Collection											
10/18		33,060	4%	29,038	3%	8,340	1%	120,568	14%	16,401	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%
Total		221,975	5%	214,965	4%	62,395	1%	858,214	18%	137,227	3%

	Zip Code							
	32506		32507		32514		32534	
	Lillian Hwy & Highway 98 Area	% OF Total	Bayou Chico to Perdido Key South of Sorrento Area	% OF Total	Palatof & Scenic Hwy North of I-10 Area	% OF Total	Mobile Hwy North of Michigan Avenue Area	% OF Total
Month of Collection								
10/18	23,343	3%	148,106	17%	47,657	6%	25,767	3%
11/18	27,659	3%	145,682	16%	64,824	7%	37,969	4%
12/18	16,253	3%	68,914	12%	50,181	9%	29,878	5%
01/19	11,089	2%	46,182	10%	46,077	10%	23,426	5%
02/19	16,729	4%	66,290	14%	41,588	9%	20,889	4%
03/19	11,373	2%	85,945	15%	54,012	10%	22,508	4%
04/19	25,421	2%	174,844	16%	69,638	6%	37,999	4%
Total	131,868	3%	735,963	15%	373,977	8%	198,437	4%

		Zip Code									
		32535		32561		32562		32577			
Month of Collection	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total	Total Month	% 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%	
Total	1,156	0%	1,850,965	38%	-	0%	215	0%	4,885,933	100%	

Tourist Development Tax Collection Data
Reported in Fiscal Year Format
Escambia County Florida

THREE (3%) PERCENT TOURIST TAX DOLLARS COLLECTED 2011-2020												
Month Of	For The											
Collection	Month Of	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
OCT	SEP	\$ 321,850	\$ 343,637	\$ 398,300	\$ 385,209	\$ 442,268	\$ 539,766	\$ 580,905	\$ 638,832	\$ 634,980	\$ 675,150	
NOV	OCT	\$ 276,214	\$ 304,579	\$ 325,198	\$ 335,284	\$ 411,054	\$ 469,351	\$ 532,757	\$ 510,223	\$ 686,080	\$ 638,167	
DEC	NOV	\$ 226,459	\$ 244,845	\$ 254,898	\$ 236,608	\$ 284,253	\$ 305,743	\$ 362,364	\$ 382,803	\$ 426,808	\$ 396,943	
JAN	DEC	\$ 192,546	\$ 212,164	\$ 207,117	\$ 230,300	\$ 251,856	\$ 288,130	\$ 292,783	\$ 340,434	\$ 340,213	\$ 374,880	
FEB	JAN	\$ 192,262	\$ 200,843	\$ 205,954	\$ 233,879	\$ 247,492	\$ 279,148	\$ 298,406	\$ 312,794	\$ 349,778	\$ 365,446	
MAR	FEB	\$ 241,571	\$ 270,226	\$ 283,812	\$ 286,019	\$ 309,204	\$ 367,477	\$ 377,962	\$ 393,554	\$ 420,651	\$ 445,987	
APR	MAR	\$ 397,690	\$ 464,002	\$ 518,242	\$ 510,758	\$ 550,693	\$ 626,572	\$ 646,982	\$ 740,117	\$ 805,865	\$ 396,024	
	TOTAL	\$ 1,848,592	\$2,040,295	\$2,193,521	\$2,218,057	\$2,496,819	\$2,876,188	\$ 3,092,160	\$3,318,757	\$ 3,664,375	\$ 3,292,597	

TOURIST DEVELOPMENT TAX COLLECTION DATA
REPORTED IN FISCAL YEAR FORMAT
ESCAMBIA COUNTY, FLORIDA

		ADDITIONAL ONE (1%) PERCENT TOURIST TAX DOLLARS COLLECTED 2011-2020											
Month Of Collection	For The Month Of	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
OCT	SEP	\$ 107,283	\$ 114,546	\$ 132,767	\$ 128,403	\$ 147,425	\$ 179,922	\$ 193,635	\$ 212,944	\$ 211,660	\$ 225,050		
NOV	OCT	\$ 92,072	\$ 101,526	\$ 108,399	\$ 111,761	\$ 137,018	\$ 156,450	\$ 177,586	\$ 170,074	\$ 228,693	\$ 212,722		
DEC	NOV	\$ 75,487	\$ 81,615	\$ 84,966	\$ 78,869	\$ 94,751	\$ 101,914	\$ 120,788	\$ 127,601	\$ 142,269	\$ 132,314		
JAN	DEC	\$ 64,182	\$ 70,721	\$ 69,039	\$ 76,767	\$ 83,950	\$ 96,043	\$ 97,594	\$ 113,478	\$ 113,404	\$ 124,960		
FEB	JAN	\$ 64,087	\$ 66,948	\$ 68,651	\$ 77,960	\$ 82,497	\$ 93,049	\$ 99,469	\$ 104,265	\$ 116,593	\$ 121,815		
MAR	FEB	\$ 80,524	\$ 90,075	\$ 94,604	\$ 95,340	\$ 103,068	\$ 122,492	\$ 125,987	\$ 131,185	\$ 140,217	\$ 148,662		
APR	MAR	\$ 132,563	\$ 154,667	\$ 172,747	\$ 170,253	\$ 183,564	\$ 208,857	\$ 215,661	\$ 246,706	\$ 268,622	\$ 132,008		
TOTAL		\$ 616,198	\$ 680,099	\$ 731,174	\$ 739,352	\$ 832,273	\$ 958,729	\$ 1,030,720	\$ 1,106,252	\$ 1,221,458	\$ 1,097,532		



Tourist Development Council
Visit Pensacola Financial Statement
June 16, 2020



800.874.1234
fax: 850.432.8211

1401 E. Gregory St.
Pensacola, FL 32502

www.VisitPensacola.com

MAJOR HIGHLIGHTS:

The supplemental has been approved and added to the budget. There was a decrease from the original budget of \$2.8M to \$1.4M. PSA forgo their rollover funds from FY19, and ACE gave \$150K from their supplemental to VPI to help offset VPI's loss.

FY20 YTD Membership number is at 152 members. This is a decrease of 25 memberships from FY19 YTD. The level of memberships are lower (lower investment levels) overall.

We have advanced PSA \$350K as per their FY20 contract. We will advance up to \$500K for FY20. FY19 YTD PSA had \$318K in expenses, as compared to FY20 YTD of \$333K.

FY20 YTD ACE we have advanced \$200K in March, with the backup provided in April and advance another \$200K in April. FY19 at this time we had advanced \$375K and billed the County. FY20 ACE 1st advance of \$200K with backup has been billed to the County in April 2020. This effects our TDT revenue and total expenses when comparing year over year.

FY20 VPI has \$393K more in TDT revenue than in FY19 same time period, with \$146K more in TDT expenses in FY20 than FY19. This increase in expense centers in Showcase at \$174K. While the increase in revenue is due to ACE reimbursement.



ASSETS

Current Assets

Checking/Savings

1025 · EFT TDT #4196	147,244.14	Electronic Funds from Cty
1010 · Visit Pensacola #2290	89,115.00	VPI TDT Operating account
1030 · VP Partnership #2177	267,490.73	Private Operating account
1035 · Reserves #3955	731,753.58	Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC

Total Checking/Savings

1,235,718.45

Accounts Receivable

1200 · Accounts Receivable

1200-98 · ACE Advance	200,000.00	ACE April Advance
1200-99 · PSA Advance	16,662.23	PSA April Advance
1200-4 · Tourism Receivables	1,391,072.36	March & April Submissions
1200-5 · Membership Receivable	380.00	FY19 Accrued, will probably be written off in last month

Total 1200 · Accounts Receivable

1,608,114.59

Total Accounts Receivable

1,608,114.59

Other Current Assets

1500 · Gift Cards	1,150.00	From Partners to be used for guests/FAMS etc.
1405 · Prepaid Misc.	135,512.35	Arrivalist, DMO Partnership, Adara, Reef Scapes, STR, US Travel, CrowdRiff, Destination International, Destination Florida, Sterling Valley, Sprout Social, Fla. Restaurant & Lodging, Monsido, Simpleview (Apps)
1410 · Prepaid Insurance	17,069.14	Flood, Wind, Property, D&O
1999 · Merchandise Inventory	783.58	month end counts and adjustments, phasing out inventory and consignment
1400 · Prepaid Postage	1,003.63	Balance on account at Post Office and Pitney Bowes

Total Other Current Assets

155,518.70

Total Current Assets

2,999,351.74

Fixed Assets

1350 · Equipment

1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-3,692.58	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated

Total 1350 · Equipment

4,606.33

Total Fixed Assets

4,606.33

TOTAL ASSETS

3,003,958.07

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2100 · Accounts Payable	56,463.15	PSA, ThinkX !Innovation
-------------------------	-----------	-------------------------

Total Accounts Payable

56,463.15

Credit Cards

2000 · Visit Pensacola P-Card	9,698.78	Current month Pcards TDT
2002 · Regions Membership PCard	32.10	Current month Pcards Membership

Total Credit Cards

9,730.88

Other Current Liabilities

2700 · Unearned Revenue	1,830,431.13	Advance from County, applied \$170K to advance YTD
2999 · Salaries payable	34,840.63	FY19 accrual of PTO owed
25500 · Sales Tax Payable	11.34	Sales tax owed for current month paid mid following month

Total Other Current Liabilities

1,865,283.10

Total Current Liabilities

1,931,477.13

Total Liabilities

1,931,477.13

Equity

32000 · Unrestricted Net Assets

Net Income	-81,438.71	Current month net income -loss
------------	------------	--------------------------------

Total Equity

1,072,480.94

TOTAL LIABILITIES & EQUITY

3,003,958.07

Apr 30, 20 NOTES



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

	Apr 20	Oct '19 - Apr 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4500 · Grant Income	0.00	0.00	50,000.00	50,000.00	100%	
4640 · Event Income	60.00	12,425.00	20,000.00	7,575.00	38%	HRT and Annual Luncheon
4000 · Tourism Development Tax-TDT	882,485.85	3,829,057.20	6,449,534.00	2,620,476.80	41%	As billed to County
4050 · TDT Supplemental	0.00	0.00	1,400,000.00	1,400,000.00	100%	
4100 · Membership Dues	0.00	80,028.47	100,000.00	19,971.53	20%	Membership Dues 10.01.19-9.30.20
4150 · Advertising Income						
4155 · Partner Co-Ops	0.00	4,050.00				
4150 · Advertising Income - Other	0.00	3,850.58	102,000.00			Visitor Guide ad sales will not occur this year
Total 4150 · Advertising Income	0.00	7,900.58	102,000.00	94,099.42	92%	
4300 · Consignment Sales	97.98	1,977.03	1,821.00	-156.03	-9%	Phasing out
4400 · Gifts in Kind - Goods	0.00	1,100.00	225,000.00	223,900.00	100%	Gift cards from Partners
4600 · Misc. Income	91.42	420.92	600.00	179.08	30%	
Total Income	882,735.25	3,932,909.20	8,348,955.00	4,416,045.80	53%	
Gross Profit	882,735.25	3,932,909.20	8,348,955.00	4,416,045.80		
Expense						
1 · Direct Programming						
5090 · Marketing Research	22,201.87	216,870.51	300,000.00	83,129.49	28%	
5100 · Advertising/Media	9,001.00	69,301.00	80,000.00	10,699.00	13%	
5110 · Public Relations	1,835.99	25,572.32	44,000.00	18,427.68	42%	
5120 · Advertising Production	5,500.00	20,304.84	40,000.00	19,695.16	49%	annual meeting video
5130 · Internet Site Production	22,438.05	155,770.96	170,000.00	14,229.04	8%	
5140 · Festivals & Events Granted	49,953.85	318,115.18	375,000.00	56,884.82	15%	Granted to date \$366,593
						Expenses here are for Summerfest
5141 · Festivals & Event Local Support	0.00	90,936.35	368,550.00	277,613.65	75%	\$150K and later will be Sertoma \$75K, New Beginnings and DIB New Year's Eve fireworks
						Granted to date \$13,500
5142 · Festival & Event Mini Grants	0.00	11,298.77	30,000.00	18,701.23	62%	
5150 · Consumer Promotions	0.00	14,040.29	20,000.00	5,959.71	30%	
5160 · Sales Promotions	0.00	65,774.12	72,750.00	6,975.88	10%	
5170 · Brochures and Collateral	0.00	5,577.56	15,000.00	9,422.44	63%	
5180 · Film Promotions	0.00	223.50	500.00	276.50	55%	
5190 · Showcase	128,207.65	1,424,870.27	2,937,000.00	1,512,129.73	51%	Invoices are current
5210 · Regional Partnership	0.00	4,195.00	5,000.00	805.00	16%	
5215 · Tourism Development Projects	0.00	17,899.50	17,899.50	0.00	0%	managing Pensacola.com
5220 · Registration	0.00	39,185.83	43,000.00	3,814.17	9%	
5230 · Dues and Subscriptions	2,318.73	19,839.15	20,000.00	160.85	1%	
5400 · Business Travel & Entertainment						
5400-1 · Disallowed Travel Expense	0.00	926.33	2,006.00	1,079.67	54%	
5400 · Business Travel & Entertainment	0.00	21,142.43	36,734.44	15,592.01	42%	
Total 5400 · Business Travel & Entertainment	0.00	22,068.76	38,740.44	16,671.68	43%	
5540 · Grant Expense	0.00	0.00	50,000.00	50,000.00	100%	
5500 · Visitor Awareness Education	590.00	21,837.56	51,900.00	30,062.44	58%	HRT luncheons, United Way Day of Caring, VIC events
7000 · PSA Sporting Events	22,897.85	113,943.44	453,840.00	339,896.56	75%	
7400 · ACE - DP	200,000.00	200,000.00	973,944.00	773,944.00	79%	
Total 1 · Direct Programming	464,944.99	2,857,624.91	6,107,123.94	3,149,697.86	52%	



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

	Apr 20	Oct '19 - Apr 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
2 - Operating Costs						
5520 - Committee Expenses	70.82	8,612.85	13,611.82	4,998.97	37%	
5450 - Auto/ Local Travel	287.87	4,114.18	13,337.05	9,222.87	69%	
5600 - Building Maintenance & Repair	8,269.27	70,658.93	83,965.33	13,306.40	16%	
5610 - Computer&IT Maintenance&Repair	4,562.34	24,381.89	41,946.40	17,564.51	42%	
5630 - Insurance Building & Content	1,553.30	10,623.64	13,593.36	2,969.72	22%	
5640 - D & O and Liability Insurance	451.96	4,515.52	5,437.35	921.83	17%	
5650 - Audit	0.00	14,000.00	14,000.00	0.00	0%	
5660 - Legal Services	0.00	8,875.00	9,787.22	912.22	9%	
5670 - CPA/ Financial Services	0.00	3,170.00	4,875.49	1,705.49	35%	
5690 - Depreciation Expense	0.00	0.00	100.00	100.00	100%	
5700 - Postage	1,350.73	21,158.14	48,284.83	27,126.69	56%	
5710 - Supplies Coffee/Sodas	10.50	3,867.94	5,826.51	1,958.57	34%	
5720 - Office Supplies	328.41	6,500.67	16,913.93	10,413.26	62%	
5730 - Storage and Delivery	5,006.26	9,706.02	9,025.99	-680.03	-8%	Rental units not budgeted
5750 - Rent	0.00	10.00	10.00	0.00	0%	
5760 - Telephone Service	992.28	5,955.76	11,690.29	5,734.53	49%	
5770 - Utilities	994.51	19,717.55	34,395.74	14,678.19	43%	
5780 - Copier	747.98	5,031.85	10,004.72	4,972.87	50%	
5790 - Capital Expenditures	2,554.68	6,209.66	17,671.37	11,461.71	65%	
5900 - Miscellaneous Expenses	0.00	327.06	600.00	272.94	45%	
5920 - Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%	
6000 - Consignment Sales Expenses	0.00	1,250.80	1,496.00	245.20	16%	
6001 - Bank Service Charge	-17.00	385.30	504.00	118.70	24%	credit from stop payment fees previous month
6010 - Credit Card Processing Fee	233.49	2,833.40	4,416.00	1,582.60	36%	
6500 - Taxes	11.34	1,060.48	2,915.00	1,854.52	64%	
6940 - In Kind Expense	0.00	0.00	225,000.00	225,000.00	100%	
7001 - PSA Operations	4,792.64	43,668.55	67,067.00	23,398.45	35%	
Total 2 - Operating Costs	32,201.38	276,635.19	657,975.40	381,340.21	58%	
3 - Personnel Costs						
5800 - Salaries	73,420.87	530,429.76	944,083.96	413,654.20	44%	
5810 - Commissions	0.00	8,179.57	20,000.00	11,820.43	59%	
5830 - Auto	461.54	3,758.25	6,000.00	2,241.75	37%	
5840 - 401K Contribution Match	1,624.86	12,991.17	44,128.35	31,137.18	71%	
5850 - Employee Insurance	4,354.52	28,096.42	108,169.73	80,073.31	74%	
5870 - Drug Testing	61.00	375.00	600.00	225.00	38%	
5880 - Payroll Expense	7,627.10	119,682.86	78,376.62	-41,306.24	-53%	includes expense for SearchWide Global, not budgeted. Will pull from other GL in PN bucket
5890 - Staff Education	0.00	849.00	4,758.00	3,909.00	82%	
7002 - PSA Personnel	26,297.10	175,725.78	317,532.00	141,806.22	45%	
Total 3 - Personnel Costs	113,846.99	880,087.81	1,523,648.66	643,560.85	42%	
Total Expense	610,993.36	4,014,347.91	8,288,748.00	4,174,598.92	50%	
Net Ordinary Income	271,741.89	-81,438.71	60,207.00	291,446.88		
Net Income	271,741.89	-81,438.71	60,207.00	291,446.88		



Tourist Development Council

June 16, 2020

Visit Pensacola/Pensacola Sports/ACE Memorandum of Understanding



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

**MEMORANDUM OF UNDERSTANDING
BETWEEN**

**VISIT PENSACOLA, INC.,
ART, CULTURE AND ENTERTAINMENT, INC., AND
PENSACOLA SPORTS ASSOCIATION, INC.**

WHEREAS, pursuant to 125.0104, Florida Statutes, the Board of County Commissioners of Escambia County, Florida (the "County") is authorized to perform those acts, including the expenditure of Local Option Tourist Development Act tax funds for the purposes specified therein; and

WHEREAS, Visit Pensacola, Inc., a Florida corporation ("VPI"), Art, Culture and Entertainment, Inc., a Florida corporation ("ACE"), and Pensacola Sports Association, Inc., a Florida corporation ("PSA") promote Escambia County as a vacation destination to national and international visitors, which significantly increases tourist-related business activities in Escambia County and enhances the County's economic well-being; and

WHEREAS, the County has historically appropriated initial funds to VPI, ACE, and PSA from the County's Tourist Development Fund as part of a unified budget, whereby the appropriated funds are allocated 75% to VPI, 12% to ACE, and 13% to PSA; and

WHEREAS, the County has also historically appropriated supplemental funds to VPI and ACE from the County's Tourist Development Fund as part of a unified budget, whereby the appropriated funds are allocated 75% to VPI and 25% to ACE; and

WHEREAS, the parties desire to formalize their understanding of the allocation percentage of the funds appropriated by the County as part of the unified budget from the County's Tourist Development Fund; and

NOW, THEREFORE, in consideration of the premises, and the mutual covenants herein, the parties do hereby agree as follows:

1. The Recitals referenced above are hereby acknowledged as being true and accurate and are incorporated herein by reference. The Recitals are a substantive, contractual part of this Agreement.
2. All funds appropriated by the County from the County's Tourist Development Fund as part of the unified budget, including all initial and supplemental funds, shall be allocated between the parties as follows:

VPI – 75.00%

ACE – 15.75%


PSA – 9.25%
3. The parties acknowledge that VPI serves as the fiscal agent with the County for all funds appropriated to ACE, and agree that VPI shall remit the appropriated funds to ACE pursuant to an appropriations agreement to be executed between said parties for each fiscal year.

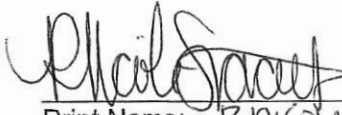
4. The parties acknowledge that VPI serves as the fiscal agent with the County for all funds appropriated to PSA, and agree that VPI shall remit the appropriated funds to PSA pursuant to an appropriations agreement to be executed between said parties for each fiscal year.
5. The parties acknowledge and agree that this Agreement shall remain in place perpetually from year to year unless otherwise agreed by all parties hereto in writing, and the allocation of funds set forth in Section 1 above, shall not be amended unless agreed by all parties hereto in writing.
6. Any party may terminate this Agreement upon written notice to the parties no later than July 1st of each year, which termination shall apply for the following fiscal year.
7. No modification or amendment of this Agreement shall be valid and binding on the parties unless made in writing and signed by all parties hereto.
8. This Agreement may be executed in counterpart originals with each counterpart to be treated the same as a single original.
9. The parties represent that they have read this Agreement, that they understand all of its provisions, and that they enter into it voluntarily.

[signatures on following page]

IN WITNESS WHEREOF the parties hereto have duly executed this Agreement effective on
1 day of April, 2020.

Witnesses:


Print Name: Kimberley Sparks


Print Name: P. Nicole Sacey

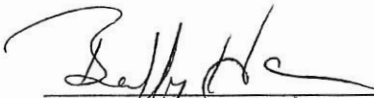
VISIT PENSACOLA, INC.,
a Florida corporation

By: 

Printed Name: DARLEN SCHAEFER
As its: PRESIDENT & CEO

Witnesses:


Print Name: Travis Morock


Print Name: Buffy Harrelson


ART, CULTURE AND ENTERTAINMENT, INC.,
a Florida corporation

By: 


Matthew C. Hoffman
As its: President

Witnesses:

Print Name: _____


Print Name: Kimberley Sparks

PENSACOLA SPORTS ASSOCIATION, INC.,
a Florida corporation

By: 

Printed Name: Ray Palmer
As its: President / CEO



Tourist Development Council

June 16, 2020

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Visit Pensacola Set To Lead Virtual National Travel and Tourism Week Celebrating May 3-9

* Three press releases were regarding COVID-19



Including: UPROXX, Travel Weekly



Including: : Local Media Outlets, COVID-19 related



SOCIAL MEDIA 6,838 sessions via social referral • 6,607 total social conversions



377 total Social conversions

Total Engagement: 2,416 Replies, retweets and likes +179 followers, engaged 59 unique people, 244K Impressions



2,877 TOTAL SOCIAL CONVERSIONS

656 New Page Likes

48,449 Engaged Users with the potential of 1.3 million total impressions (all generated from likes, shares and comments on posts)



658 TOTAL SOCIAL CONVERSIONS

Engaged 858 people, 853 pins, 9,981 link clicks



864 TOTAL SUBSCRIBERS

- Thank you, Pensacola - 540 views
- Happy Earth Day - 15 views



ASSET REQUESTS

- Personal requests (i.e. Zoom backgrounds, phone backgrounds etc.)
- Images used in travel agents video to promote the "top ten things to do in the Florida panhandle."
- Images used in Florida Trend Magazine, July issue

E-MARKETING CONSUMER eNEWS

620 new sign-ups **125%** conversion rate
38% open rate **6%** click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- COVID-19 Weekly Update #6
- COVID-19 Weekly Update #7
- COVID-19 Weekly Update #8
- Visit Pensacola Set To Lead Virtual National Travel and Tourism Week
- Visit Pensacola Welcomes New CEO Darien Schaefer

MEDIA ASSISTS

- Santa Rosa Island Authority
- Travel Life
- UPROXX.com – Multiple stories about the Pensacola bar + cocktail scene
- Studio 850
- We3Travel
- HARO Query: Best Beaches in the World
- The Manual

MEDIA ASSISTS, cont.

- Virtual Wine Tastings
- Luxury Travel
- The Washington Post
- HARO – Help A Reporter Out
- WEAR3 – multiple interviews and assists
- NewsRadio
- Cat Country
- SCI Building
- COVID-19 media and consumer assists
- Downtown Crowd
- PNJ
- Destinations Florida
- Business Climate
- Innisfree Properties
- Escambia County
- Highpointe Hotels
- Gulf Islands National Seashore
- Visit Florida

MEDIA ASSISTS, cont.

- NWFL DMO's
- AL.com
- Island Times Newspaper
- Port of Pensacola
- Hoffman Media
- Taste of the South
- Cottage Journal
- Louisiana Cooking
- Travel Life
- Lonely Planet
- Boston Herald
- Naval Aviation Museum
- Pensacola Chamber of Commerce
- WSRE
- Destinations International
- Florida Trends
- Coastal Lifestyle
- Coastal Palate

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Pentagon Plans to Dispatch Blue Angels and Thunderbirds in Coronavirus Tribute – Washington Post



150 stories

Highlights:

- Blue Angels and Thundersbirds Will Fly Over U.S. Cities to Lift Spirits, Honor Health Care Workers – People.com
- Pensacola Beach businesses hopeful for busy beach reopening Friday May 1



Tourist Development Council

June 16, 2020

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Sales Leads: 2
 Room Night Leads: 8,545
 YTD Leads: 30
 YTD Lead Room Nights: 20,018
 YTD Bookings: 10
 YTD Room Nights Booked: 3,931

Group Leads

- The Villages RV Travel Club (October 2020)

Leads/Bookings Date Changes

- 2020 Small Business Conference & Expo: Original Dates 5/13-15/2020 New Dates 9/23-25/2020.
- 2021 Southern Bowling Conference: Original Dates 2/26-2/28/2021 Canceled Dates under consideration 2/24-3/26/2023.
- The Tennessee Travelers: Original Dates 4/18-25/2020 New Dates 9/23-24/2021

Canceled Events

- USS Tripoli Commissioning - cancelled due to COVID-19

Sales Update:

While most large meetings and events are looking at meeting dates in 2021, smaller leisure groups are planning enjoy trips this this year. RV & camping clubs, guys fishing trips, and girlfriends beach getaways, are a few best-bet markets for summer and fall travel to Pensacola.

TRADESHOWS

There are a few major conventions that are not ready to throw in the towel just yet. **Connect Meetings**, one of the largest domestic meetings trade events held in the United States is looking forward to implementing cutting-edge safety measures at their August 2020 event in New Orleans, LA.

"At Connect, we're 100% moving forward with our largest event in August. We know Connect has an obligation to lead the way for our industry to get back to business. Someone has to step out in front and show everyone how we can get our events back online. So, we have put together our plan to showcase the most cutting-edge safety measures available right now and implement them at our show. We want to be a part of relaunching the meetings industry. Come join us in the reopening of meetings in America!"

Connect Meetings is scheduled to take place on August 17, 2020 in New Orleans. Follow this link for a sneak peek of their safety plan. [SAFE+CLEAN+CONNECT PLAN](#)

IPW 2021

U.S. Travel Association has recently announced that IPW will be held in Las Vegas on May 10-14, 2021. Due to concerns over COVID-19, the 2020 conference has been canceled.

New Partners:

Duh for Home and Garden

Specials/Deals:

14 specials were listed for Mother's Day by partners and non-partners.

Are you looking for ways to increase traffic to your business listing? Post your Memorial Weekend Specials, Sales or Deals in the coupons area of the extranet. If you have questions please contact Kaya Man at Kman@visitpensacola.com.

Upcoming EVENTS

If you have an event that was cancelled or postponed, please let us know so it can be corrected or removed from our calendar of events. Email Shawn Brown at sbrown@visitpensacola.com.

To submit a Virtual Event for our calendar, please visit <https://www.visitpensacola.com/events/submit-your-event/>.

May Meetings:

Finance Committee: May 26, 1:00 p.m.

Board of Directors Meeting: May 27, 3:00 p.m.

Visitor Information Centers:

Due to COVID-19 on Monday March 23, 2020 the Visitor Center doors in Pensacola and Perdido Key are closed to public access. The Visit Pensacola team is operating as a "virtual office." Communication is handled via phone and email.

April Phone Assists: 134
 Are beaches open? 29%
 When will beaches open? 20%
 Are restaurants open? 11%
 Open for business? 5%
 Future Visit: 13%
 Visitor Guide Request: 3%
 Other: 19%