



TOURIST DEVELOPMENT COUNCIL (TDC)

February 9, 2021

ESCAMBIA COUNTY
Tourist Development Council

February 9, 2021
3:00 p.m.
BOCC Chambers

AGENDA

1. Call to Order – Chairman Bear
2. Public Comment – Chairman Bear
3. Welcome new TDC members Councilman Jared Moore and Councilman Casey Jones – Chairman Bear
4. Approval of December 2020 Tourist Development Council Meeting Minutes* - Chairman Bear
5. Status of Funds Available, TDC Collections and Receipts – Office of Management and Budget
6. New Business
 - a. Updates from County Administration - Wesley Hall, Assistant County Administrator
 - b. Visit Pensacola Updates - Darien Schaefer, Visit Pensacola
 - c. Updates from Pensacola Sports, ACE, Naval Museum and UWF Historic Trust
7. Other Business
 - a. TDT Audit Update - Chair Bear

*Requires Council Vote



TOURIST DEVELOPMENT COUNCIL

February 9, 2021

TDT Minutes



ESCAMBIA COUNTY
Tourist Development Council Meeting

December 1, 2020

Meeting Minutes

BCC Chambers, 221 Palafox Place

3:00 p.m. – 5:00 p.m.

These minutes have not been approved by the board.

TDC Members Present

Shirley Cronley, Chair

David Bear, Vice-Chair

Commissioner Robert Bender

Jim Reeves

Nan Harper

Ronnie Rivera

Tish Patel

TDC Members Absent

Councilwoman Sherri Myers

Councilman P.C. Wu, PhD

Call to Order

Chairwoman Shirley Cronley called the meeting to order at 3:06 pm.

Public Comment

There was no public comment.

Status of Funds Available, Tourist Development Council Collections and Receipts – Office of Management and Budget

Amber McClure provided an update to the Tourist Development Council on the status of funds available. The fund balance as of November was 5.1 million dollars. Mrs. McClure also discussed revenue trends and stated that the Council hit record highs in collections. Mrs. McClure informed the board that the November collections reached 935,000, and that there was nearly a 45% swing. At the conclusion of the conversation, board member Reeves requested more input in the future regarding the overall budget. Board member Patel also requested a more detailed budget from the Clerk's office.

Updates from County Administration - Wesley Hall, Assistant County Administrator

Wesley Hall introduced himself to the Tourist Development Council. Mr. Hall also informed the board that he will be working with them in the future and looks forward to doing so. Mr. Hall brought forth Mr. Michael Katt to provide an update to the Tourist Development Council. Mr. Katt discussed the events coming to the Pensacola area such as the various concerts and Mardi Gras festivities.



3% Tourist Development Tax Administrative Fee Discussion - Vice Chair Bear

Vice Chair Bear distributed documents regarding the conversation he had with Attorney Rogers that discussed the 3% Administrative fee and the affidavit attached to Visit Pensacola's Miscellaneous Appropriation Agreement. Vice Chair Bear also included the emails of the conversations he had with Pam Childers discussing the affidavit and 3% fee, and segments of county ordinance and state statute pertaining to the 3% fee as well. The affidavit was developed by the clerk's office to ensure continuity regarding the activities of Visit Pensacola, which required TDC sworn statements certifying the accuracy and compliance of Visit Pensacola's work. Vice Chair Bear informed the board that the affidavit was then rescinded by the Clerk's Office after speaking with the Clerk's Office regarding the responsibility of the Tourist Development Council. Vice chair Bear suggested that an independent audit be conducted to review how the Tourist Development Tax has been spent the past few years not only by all outside agencies, but also by both the Clerk's office and the County Administration. He also would like to see how the Tourist Development Tax is being spent in comparison to other counties as well.

After further discussion Commissioner Bender made a motion for the Tourist Development Council staff to work with the Clerks' staff for an independent audit to be conducted on how the Tourist Development Tax has been spent over the past three years. The motion was seconded by Vice Chair Bear. The board approved the motion unanimously.

Visit Pensacola Updates - Darien Schaefer, Visit Pensacola

Ray Palmer gave an update regarding Pensacola sports. Palmer discussed the sports championship and their plan of action to encourage individuals to attend the festivities. Mr. Palmer also discussed the sunbelt competition and the need for a venue that will enable us to host future Sunbelt Conferences. Mr. Palmer discussed a potential partnership to host an international baseball competition. Mr. Palmer also provided an update on the Double Bridge Run and the record high numbers for participation. Palmer discussed potential events in the Pensacola community. One of Pensacola Sports priorities is to help the businesses on the beach increase their revenue.

Updates from Pensacola Sports, ACE, Naval Museum and UWF Historic Trust

Ray Palmer gave an update regarding Pensacola sports. Palmer discussed the sports championship and their plan of action to encourage individuals to attend the festivities. Mr. Palmer also discussed the sunbelt competition and the need for a venue that will enable us to host future Sunbelt Conferences. Mr. Palmer discussed a potential partnership to host an international baseball competition. Mr. Palmer also provided an update on the Double Bridge Run and the record high numbers for participation. Palmer discussed potential events in the Pensacola community. One of Pensacola Sports priorities is to help the businesses on the beach increase their revenue.



Three Mile Bridge Update - Iris Waters, Florida Department of Transportation

Ms. Waters provided an update to the board regarding the three-mile bridge and when the repairs to the bridge would be completed. Ms. Waters informed the Tourist Development Council that repairing the bridge is FDOT's number one priority. Ms. Waters discussed FDOT's commitments to the Pensacola community. FDOT's commitment is to provide transparency, community assistance, community outreach services, and regular updates for the stakeholders involved. Ms. Waters ended her presentation by providing ways for the community to stay updated on information regarding the Pensacola Bay Bridge.

Commissioner Bender inquired about when piles will be able to be driven on the Bay Bridge. Ms. Waters will provide an answer back to the board at a later date. There were no further questions. Chair Cronley thanked Ms. Waters for providing an update to the board.

Tourist Development Council Chair and Vice Chair Elections*

Chair Cronley opened the floor for nominations for the next Tourist Development Council Chair.

Board Member Harper nominated Tish Patel for Chair, this motion was seconded by Board Member Reeves.

Chair Cronley then nominated Vice Chair Reeves for Chair, which was seconded by Board Member Rivera.

Chair Bear was elected Chair with a vote of 5-2.

Vice Chair Bear nominated Rivera for Vice Chair and Board Member Harper Nominated Board Member Patel.

Board Member Rivera was elected chair with a vote of 4-3.

Other Business

The meeting was adjourned at 4:50 p.m.



TOURIST DEVELOPMENT COUNCIL (TDC)

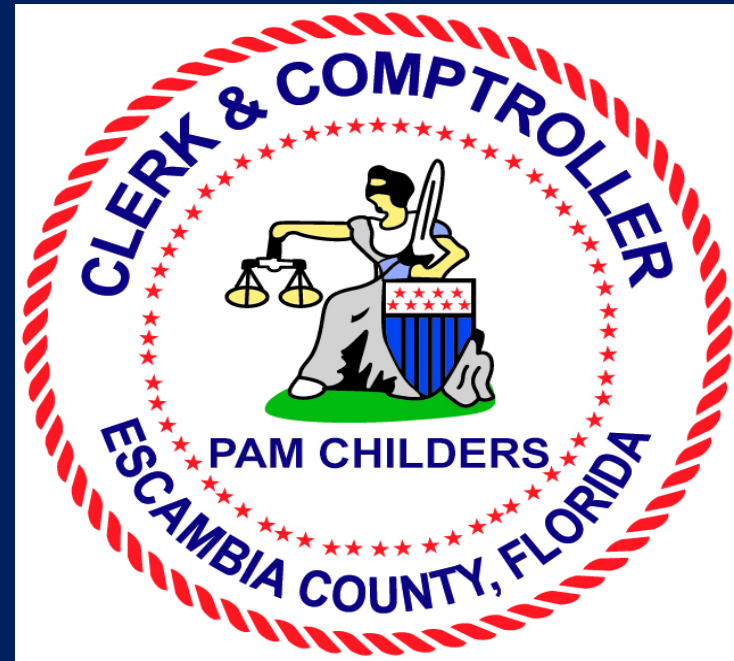
February 9, 2021

TDT Collection Report

Escambia County Tourist Development Tax

January 20, 2021

TDC Meeting - 02/09/21



Revenue and Expenditures - Tourist Development Tax (Fund 108)

January 20, 2021



		FY2021	FYE 2020	FYE 2019	FYE 2018	FYE 2017
REVENUE:	TDT Tax (1-3Cents) 75%	2,051,755	7,319,218	9,249,861	8,520,810	7,948,592
	TDT Tax (4th Cent) 25%	683,918	2,439,739	3,083,287	2,840,270	2,649,531
		2,735,673	9,758,958	12,333,148	11,361,080	10,598,123
	INTEREST	7,686	102,134	111,875	14,304	21,861
	MISCELLANEOUS/FEES	-	0	315	25	25
	TRANSFER FROM ISF	-	-	-	-	3,597
	TOTAL REVENUE:	c 2,743,358	c 9,861,092	12,445,338	11,375,409	10,623,606
EXPENDITURE:	1-3 Cent - paid to Visit Pensacola	a 1,750,129	a 5,574,682	6,720,026	5,782,220	5,232,256
	1-3 Cent - BCC - Bay Center Allocation	e 732,281	e 1,713,190	1,700,000	1,300,000	1,300,000
	1-3 Cent - BCC - Indirect	61,875	236,250	225,000	256,500	286,775
	1-3 Cent - BCC - Bch mowing & Bob Sikes	56,635	287,320	-	-	-
	Debt Service Allocation	-	-	-	985,296	2,099,009
	4th Cent - paid to Visit Pensacola	b -	b 744,653	2,040,069	2,287,730	2,343,789
	4th Cent - BCC - Indirect	28,125	78,750	75,000	85,500	95,675
	4th Cent - BCC - Beach Projects	30,000	110,968	-	-	-
	4th Cent - BCC - Other Projects	-	-	1,950	-	-
	4th Cent - BCC - Marine Recreation	53,244	259,586	189,167	155,556	174,901
	4th Cent - BCC - Outside Agencies for Tourism	2,500	334,997	551,797	402,674	316,158
	TOTAL EXPENDITURES:	d 2,714,790	d 9,340,396	11,503,009	11,255,476	11,848,563
	NET REVENUE (EXPENDITURE):	28,569	520,696	942,329	119,933	(1,224,957)
	paid to Visit Pensacola	a+b 1,750,129	a+b 6,319,335	8,760,095	8,069,950	7,576,045
	% of revenue	64%	64%	70%	71%	71%
	paid to Bay Center	e 732,281	e 1,713,190	1,700,000	1,300,000	1,300,000
	% of revenue	27%	17%	14%	11%	12%
CASH BALANCES:						
	108.104001 1-3 CENTS	3,300,470	3,503,230			
	108.104806 4TH CENT RESTRICTED	2,445,671	1,905,408			
	108.104989 Daily Deposits to be allocated	114,628	902,152			
		5,860,768	6,310,790			
FUND BALANCE:						
	BEGINNING FUND BALANCE	5,831,914	5,311,218			
	PLUS REVENUES	c 2,743,358	c 9,861,092			
	LESS EXPENDITURES	d (2,714,790)	d (9,340,396)			
	ENDING FUND BALANCE	5,860,483	5,831,914			
DIFFERENCE:	DUE TO/ DUE FROM		(150)			
	VOUCHERS PAYABLE	285	467,724			
	ACCRUED WAGES		11,302			
		285	478,876			

Revenue Trends - Tourist Development Tax (Fund 108)

January 20, 2021



108. 312101 Tourist Development Tax

Current Month Collections are Due by the 20th of the following Month

NOTE: 1-3 Cents = 75% of revenue balance

NOTE: 4th Cent = 25% of revenue balance

	FY2021	% change from PY	FY2020	% change from PY	FY2019	% change from PY	FY2018	% change from PY	FY2017	% change from PY	FY2016	% change from PY	FY2015	% change from PY	FY2014
October	1,074,785	19.2%	901,449	7.0%	842,165	-0.8%	849,258	10.3%	769,628	6.8%	720,807	22.8%	586,748	13.0%	519,238
November	941,614	10.4%	852,961	-7.2%	918,829	34.3%	684,041	-4.6%	716,814	15.4%	621,262	12.9%	550,495	23.2%	446,848
December	603,952	14.2%	528,851	-7.1%	569,115	11.5%	510,272	5.5%	483,598	17.3%	412,116	9.4%	376,628	20.5%	312,589
January	115,322	-76.9%	499,165	9.6%	455,476	4.7%	434,853	11.6%	389,817	2.1%	381,770	12.8%	338,323	9.3%	309,569
February		-100.0%	487,937	4.8%	465,379	7.2%	434,062	8.8%	399,002	5.9%	376,703	14.2%	329,898	6.2%	310,680
March		-100.0%	593,800	5.8%	561,194	6.7%	525,764	6.7%	492,880	0.9%	488,630	18.5%	412,394	8.3%	380,947
April		-100.0%	497,729	-53.6%	1,072,993	8.9%	984,966	19.3%	825,523	-1.1%	834,421	16.5%	716,170	5.0%	681,979
May		-100.0%	353,670	-65.2%	1,016,804	12.0%	907,513	-6.9%	974,564	32.2%	737,122	-3.3%	762,085	13.1%	673,868
June		-100.0%	712,562	-44.2%	1,276,670	15.7%	1,103,769	-0.6%	1,110,168	4.4%	1,063,478	5.5%	1,007,848	11.1%	907,174
July		-100.0%	1,588,804	-17.1%	1,917,159	12.8%	1,700,024	14.4%	1,486,548	0.6%	1,477,019	5.0%	1,406,057	7.5%	1,308,429
August		-100.0%	1,836,978	-9.5%	2,029,344	-4.2%	2,118,639	6.8%	1,983,087	3.0%	1,925,071	12.3%	1,714,027	9.8%	1,560,439
Sept		-100.0%	905,051	-25.1%	1,208,019	9.0%	1,107,920	14.6%	966,494	5.3%	917,515	-4.3%	958,951	-2.5%	983,955
	<u>2,735,673</u>		<u>9,758,958</u>		<u>12,333,148</u>		<u>11,361,080</u>		<u>10,598,123</u>		<u>9,955,914</u>		<u>9,159,624</u>		<u>8,395,715</u>
					-		-		-		-		-		-
1 - 3 Cents	2,051,755		7,319,219		9,249,861		8,520,810		7,948,592		7,466,936		6,869,718		6,296,786
4th Cent	683,918		2,439,740		3,083,287		2,840,270		2,649,531		2,488,979		2,289,906		2,098,929
	<u>2,735,673</u>		<u>9,758,958</u>		<u>12,333,148</u>		<u>11,361,080</u>		<u>10,598,123</u>		<u>9,955,914</u>		<u>9,159,624</u>		<u>8,395,715</u>
					-		-		-		-		-		-

Enabling Legislation

Ordinance #80-16 (referendum election on 11-4-1980)

Ordinance #89-7

Ordinance #92-30

Ordinance #94-10

Ordinance #2000-22

Ordinance #2003-11

Ordinance #2013-40

Florida Statutes 125.0104 (3) (c):

Florida Statutes 125.0104 (3) (d):

Florida Statutes 125.0104 (3) (1):

Cash Reconciliation

January 20, 2021



	FY2021	FYE 2020
CASH - BEGINNING OF FISCAL YEAR		
3RD CENT	\$ 4,179,844	\$ 4,787,316
4TH CENT	2,130,946	1,970,553
<i>Subtotal</i>	<i>6,310,790</i>	<i>6,757,869</i>
<i>LESS PY PAYABLES</i>	<i>(478,876)</i>	<i>(1,446,651)</i>
CASH AVAILABLE 10/1 = FUND BALANCE	5,831,914	5,311,218
REVENUES - FY2020		
OCTOBER -TO CURRENT (01/20/2021)	2,735,673	9,758,958
INTEREST-CURRENT	7,686	102,134
	2,743,358	9,861,092
EXPENDITURES - FY 2020		
1-3 Cent - paid to Visit Pensacola	1,750,129	5,574,682
1-3 Cent - BCC - Bay Center Allocation	732,281	1,713,190
1-3 Cent - BCC - Indirect	61,875	236,250
1-3 Cent - BCC - Bch mowing & Bob Sikes	56,635	287,320
Debt Service Allocation	-	-
4th Cent - paid to Visit Pensacola	-	744,653
4th Cent - BCC - Indirect	28,125	78,750
4th Cent - BCC - Beach Projects	30,000	110,968
4th Cent - BCC - Marine Recreation	53,244	259,586
4th Cent - BCC - Outside Agencies for Tourism	2,500	334,997
	2,714,790	9,340,396
BEGINNING CASH	5,831,914	5,311,218
REVENUES	2,743,358	9,861,092
EXPENDITURES	(2,714,790)	(9,340,396)
CURRENT CASH AVAILABLE	\$ 5,860,483	\$ 5,831,914

Adopted Budget - FY21

January 20, 2021



Tourist Development Budget

Tourist Development Tax 1-3 Cent	7,496,634
Tourist Development Tax 4th Cent	2,498,878
	<u>9,995,512</u>
Reserves/Fund Balance	200,000
Statutory Holdback at 5%	(499,776)
Total Budget	<u>\$ 9,695,736</u>

BOCC/County Administration

FY21 Total

1-3 Cent - BCC - Bay Center Operations	1,500,000
1-3 Cent BCC - Bch Mow/Bob Sikes	375,000
1-3 BCC - Reserves/Projects	746,139
4th Cent - BCC - Marine Resources	317,290
County Administrative Costs	330,000
BOCC Total of TDT	<u>\$ 3,268,429</u>

BOCC/Outside

FY21 Total

Agencies Allocations

4th - African American Heritage	30,000
4th - Naval Aviation Museum	100,000
4th - Historic Preservation	225,000
4th - Fireworks/Other - VP	75,000
Outside Agency Total of TDT	<u>\$ 430,000</u>

VP Unified Budget

FY21 Total

ACE - Cultural Marketing	944,576
PS - Sports Marketing	554,751
Visit Pensacola	4,497,980
Unified Total TDT Allocations	<u>\$ 5,997,307</u>

Total Budget	<u>\$ 9,695,736</u>
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SUNGARD PENTAMATION
 DATE: 01/20/2021
 TIME: 13:14:40

ESCAMBIA COUNTY BOCC
 REVENUE STATUS REPORT

PAGE NUMBER: 1
 REVSTA11

SELECTION CRITERIA: orgn.fund='108'
 ACCOUNTING PERIOD: 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT
 TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL
 PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND-108 TOURIST PROMOTION FUND
 TOTAL COST CNTR- TITLE NOT FOUND
 1ST SUBTOTAL-310000 TAXES

ACCOUNT - - - - -	TITLE - - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312101	TOURIST DEVELOPMENT TAX	10,495,959.00	115,321.99	.00	115,321.99	10,380,637.01	1.10
312133	1-3 CENT TDT TAX	.00	.00	.00	1,965,263.06	-1,965,263.06	.00
312134	4TH CENT PROF SPORTS TDT	.00	.00	.00	655,087.69	-655,087.69	.00
312135	5TH CENT PROF SPORTS TDT	.00	.00	.00	.00	.00	.00
TOTAL TAXES		10,495,959.00	115,321.99	.00	2,735,672.74	7,760,286.26	26.06
1ST SUBTOTAL-330000 INTERGOVERNMENT REVENUE							
334515	DEM/BP OIL GRANT	.00	.00	.00	.00	.00	.00
TOTAL INTERGOVERNMENT REVENUE		.00	.00	.00	.00	.00	.00
1ST SUBTOTAL-360000 MISCELLANEOUS REVENUES							
361001	INTEREST	.00	.00	.00	13,020.63	-13,020.63	.00
361008	INTEREST UNREALIZED G/L	.00	.00	.00	-5,335.00	5,335.00	.00
369001	MISCELLANEOUS REVENUES	.00	.00	.00	.00	.00	.00
TOTAL MISCELLANEOUS REVENUES		.00	.00	.00	7,685.63	-7,685.63	.00
1ST SUBTOTAL-380000 OTHER SOURCES							
389901	ESTIMATED FUND BALANCE	259,792.00	.00	.00	.00	259,792.00	.00
389905	LESS 5% ANTICIPATED REC	-499,776.00	.00	.00	.00	-499,776.00	.00
TOTAL OTHER SOURCES		-239,984.00	.00	.00	.00	-239,984.00	.00
TOTAL TITLE NOT FOUND		10,255,975.00	115,321.99	.00	2,743,358.37	7,512,616.63	26.75
TOTAL TOURIST PROMOTION FUND		10,255,975.00	115,321.99	.00	2,743,358.37	7,512,616.63	26.75
TOTAL REPORT		10,255,975.00	115,321.99	.00	2,743,358.37	7,512,616.63	26.75

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
108-53000-53700-22-2208-220805-220805 - 4TH CENT MARINE RECREATIO										
51201	REGULAR SALARIES & WAGES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				139,369.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	22-1					5,360.31		PAYROLL CHARGES	
	10/14/20	22-1					5,360.32		PAYROLL CHARGES	
	10/29/20	22-1					5,360.32		PAYROLL CHARGES	
	11/10/20	19-1		JE0098E			-9,648.58		REV ACCRUE FY20 SALARIES	
	11/13/20	22-2					5,360.32		PAYROLL CHARGES	
	11/23/20	22-2					5,360.32		PAYROLL CHARGES	
	12/08/20	22-3					5,360.32		PAYROLL CHARGES	
	12/21/20	22-3					5,360.32		PAYROLL CHARGES	
	01/06/21	22-4					5,360.31		PAYROLL CHARGES	
TOTAL	REGULAR SALARIES & WAGES					139,369.00	33,233.96	.00		106,135.04
51401	OVERTIME					.00	.00	.00	BEGINNING BALANCE	
	11/13/20	11-2				.00				
	11/13/20	22-2					1,209.44		PAYROLL CHARGES	
TOTAL	OVERTIME					.00	1,209.44	.00		-1,209.44
52101	FICA TAXES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				10,662.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	22-1					382.61		PAYROLL CHARGES-FRINGS	
	10/14/20	22-1					381.49		PAYROLL CHARGES-FRINGS	
	10/29/20	22-1					410.06		PAYROLL CHARGES-FRINGS	
	11/10/20	19-1		JE0099E			-688.70		REV ACCRUE FY20 FICA	
	11/13/20	22-2					475.14		PAYROLL CHARGES-FRINGS	
	11/23/20	22-2					381.50		PAYROLL CHARGES-FRINGS	
	12/08/20	22-3					381.06		PAYROLL CHARGES-FRINGS	
	12/21/20	22-3					379.94		PAYROLL CHARGES-FRINGS	
	01/06/21	22-4					390.24		PAYROLL CHARGES-FRINGS	
TOTAL	FICA TAXES					10,662.00	2,493.34	.00		8,168.66
52102	FICA PRETAX SAVINGS					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	FICA PRETAX SAVINGS					.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
52201						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				13,937.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	22-1					536.03		PAYROLL CHARGES-FRINGE	
	10/14/20	22-1					536.03		PAYROLL CHARGES-FRINGE	
	10/29/20	22-1					536.03		PAYROLL CHARGES-FRINGE	
	11/10/20	19-1		JE0100E			-964.85		REV ACCRUE FY20 RET	
	11/13/20	22-2					656.98		PAYROLL CHARGES-FRINGE	
	11/23/20	22-2					536.04		PAYROLL CHARGES-FRINGE	
	12/08/20	22-3					536.03		PAYROLL CHARGES-FRINGE	
	12/21/20	22-3					536.03		PAYROLL CHARGES-FRINGE	
	01/06/21	22-4					536.03		PAYROLL CHARGES-FRINGE	
TOTAL				RETIREMENT CONTRIBUTIONS		13,937.00	3,444.35	.00		10,492.65
52301						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				18,000.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	22-1					882.50		PAYROLL CHARGES-FRINGE	
	10/14/20	22-1					875.36		PAYROLL CHARGES-FRINGE	
	11/13/20	22-2					882.49		PAYROLL CHARGES-FRINGE	
	11/23/20	22-2					875.36		PAYROLL CHARGES-FRINGE	
	12/08/20	22-3					951.31		PAYROLL CHARGES-FRINGE	
	12/21/20	22-3					944.19		PAYROLL CHARGES-FRINGE	
	01/06/21	22-4					951.32		PAYROLL CHARGES-FRINGE	
	01/06/21	22-4					120.00		PAYROLL CHARGES	
TOTAL				LIFE & HEALTH INSURANCE		18,000.00	6,482.53	.00		11,517.47
52401						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				2,841.00			POSTED FROM BUDGET SYSTEM	
	11/11/20	19-2		SJE0004A			710.25		Q1 WORKER'S COMPENSATION	
TOTAL				WORKER'S COMPENSATION		2,841.00	710.25	.00		2,130.75
TOTAL 1ST SUBTOTAL - PERSONAL SERVICES						184,809.00	47,573.87	.00		137,235.13
53101						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				16,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				PROFESSIONAL SERVICES		16,000.00	.00	.00		16,000.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
53401						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				22,130.00			POSTED FROM BUDGET SYSTEM	
	12/03/20	17-3	210959-01		023818 BLUE ARBOR INC			12,600.00	LONG-TERM TEMPORARY EMPLO	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		29.78	-29.78	W/E 10/3 R.CHAPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		35.73	-35.73	W/E 11/14 R.CHAPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		59.55	-59.55	W/E 10/24 R.CHAPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		59.55	-59.55	W/E 10/31 R.CHAPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		77.42	-77.42	W/E 10/17 R.CHAPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		77.42	-77.42	W/E 10/10 R.CHPMAN	
	12/21/20	21-3	210959-01	10192488	023818 BLUE ARBOR INC		95.28	-95.28	W/E 11/7 R.CHAPMAN	
TOTAL			OTHER CONTRACTUAL SERVICE			22,130.00	434.73	12,165.27		9,530.00
54001						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				2,509.00			POSTED FROM BUDGET SYSTEM	
TOTAL			TRAVEL & PER DIEM			2,509.00	.00	.00		2,509.00
54101						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,870.00			POSTED FROM BUDGET SYSTEM	
	10/05/20	17-1	210051-01		220218 CELLCO PARTNERSH			1,400.00	PURCHASE ORDER FOR ESCAMB	
	11/09/20	21-2	210051-01	V40762	220218 CELLCO PARTNERSH		45.20	-45.20	8504261257/OCT 20	
	11/09/20	21-2	210051-01	V40762	220218 CELLCO PARTNERSH		45.20	-45.20	8505545869/OCT 20	
	12/02/20	18-3	210051-01		220218 CELLCO PARTNERSH			.00	CHANGE ORDER - 1	
	12/08/20	21-3	210051-01	V41063	220218 CELLCO PARTNERSH		45.20	-45.20	8504261257/NOV20	
	12/08/20	21-3	210051-01	V41063	220218 CELLCO PARTNERSH		45.20	-45.20	8505545869/NOV20	
	12/16/20	18-3	210051-01		220218 CELLCO PARTNERSH			.00	CHANGE ORDER - 2	
	01/19/21	21-4	210051-01	9869641518	220218 CELLCO PARTNERSH		45.20	-45.20	8504261257/DEC 20	
	01/19/21	21-4	210051-01	9869641518	220218 CELLCO PARTNERSH		45.20	-45.20	8505545869/DEC 20	
TOTAL			COMMUNICATIONS			1,870.00	271.20	1,128.80		470.00
54201						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,600.00			POSTED FROM BUDGET SYSTEM	
TOTAL			POSTAGE & FREIGHT			1,600.00	.00	.00		1,600.00
54401						.00	.00	.00	BEGINNING BALANCE	

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ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54401	RENTALS & LEASES		(cont'd)						
09/30/20	11-1				4,116.00			POSTED FROM BUDGET SYSTEM	
10/21/20	21-1		10184425	072020 GRANDE LAGOON MA		343.65	.00	59069/OCT20 BOAT STRG	
11/23/20	21-2		10188517	072020 GRANDE LAGOON MA		343.65	.00	59069/NOV20 BOAT STRG	
12/14/20	21-3		10191480	072020 GRANDE LAGOON MA		343.65	.00	59069/DEC20 BOAT STRG	
TOTAL	RENTALS & LEASES				4,116.00	1,030.95	.00		3,085.05
54501	INSURANCE/SURETY BONDS				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				1,471.00			POSTED FROM BUDGET SYSTEM	
12/04/20	19-3		SJE0002A			1,471.00		FY2021 PROP/CSLTY INSURAN	
TOTAL	INSURANCE/SURETY BONDS				1,471.00	1,471.00	.00		.00
54601	REPAIR & MAINTENANCE				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				13,870.00			POSTED FROM BUDGET SYSTEM	
11/13/20	17-2	PR053414-01		164720 WEST MARINE PROD			319.63		
11/13/20	17-2	PR053415-01		164720 WEST MARINE PROD			-122.98		
11/15/20	21-2	PR053414-01 902812		164720 WEST MARINE PROD		319.63	-319.63	TURPIN/65512/SHCKLS,LGHTS	
11/15/20	21-2	PR053415-01 902812		164720 WEST MARINE PROD		-122.98	122.98	TURPIN/65512/RTRN TRLR JA	
01/14/21	17-4	PR054439-01		164720 WEST MARINE PROD			46.42		
01/14/21	21-4	PR054439-01 902416		164720 WEST MARINE PROD		46.42	-46.42	TURPIN/65512/BOAT TRAILER	
TOTAL	REPAIR & MAINTENANCE				13,870.00	243.07	.00		13,626.93
54701	PRINTING & BINDING				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	PRINTING & BINDING				.00	.00	.00		.00
54801	PROMOTIONAL ACTIVITIES				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				400.00			POSTED FROM BUDGET SYSTEM	
10/21/20	21-1		10184416	061123 FIESTA OF FIVE F		150.00	.00	PNSCLA SEAFOOD FSTVL	
TOTAL	PROMOTIONAL ACTIVITIES				400.00	150.00	.00		250.00
54901	OTHER CURRENT CHGS & OBL.				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				20,080.00			POSTED FROM BUDGET SYSTEM	
TOTAL	OTHER CURRENT CHGS & OBL.				20,080.00	.00	.00		20,080.00

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SUNGARD PENTAMATION
 DATE: 01/20/2021
 TIME: 13:37:42

ESCAMBIA COUNTY BOCC
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
 AUDIT21

SELECTION CRITERIA: orgn.fund='108'
 ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
 COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54931					HOST ORDINANCE ITEMS (cont'd)					
54931					HOST ORDINANCE ITEMS	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				100.00			POSTED FROM BUDGET SYSTEM	
TOTAL					HOST ORDINANCE ITEMS	100.00	.00	.00		100.00
55101					OFFICE SUPPLIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				900.00			POSTED FROM BUDGET SYSTEM	
	12/21/20	21-3		V41321	V0000101 STAPLES CONTRACT		26.99	.00	74079/DISINFECT WIFE	
	01/14/21	17-4	PR054438-01		150112 OFFICE DEPOT INC			33.06		
	01/14/21	21-4	PR054438-01	902416	150112 OFFICE DEPOT INC		33.06	-33.06	TURPIN/LEGAL PADS	
TOTAL					OFFICE SUPPLIES	900.00	60.05	.00		839.95
55201					OPERATING SUPPLIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,730.00			POSTED FROM BUDGET SYSTEM	
	10/21/20	21-1		V40627	849487 ROBERT TURPIN		19.99	.00	REIMB/VLT MTR	
	11/13/20	17-2	PR053408-01		081836 HOME DEPOT CREDI			23.98		
	11/13/20	17-2	PR053413-01		164720 WEST MARINE PROD			.63		
	11/13/20	17-2	PR053416-01		V0000007 AMAZON.COM LLC			18.99		
	11/15/20	21-2	PR053408-01	902812	081836 HOME DEPOT CREDI		23.98	-23.98	TURPIN/BOAT TRLR SPLY,LNK	
	11/15/20	21-2	PR053413-01	902812	164720 WEST MARINE PROD		.63	- .63	TURPIN/FASTENER	
	11/15/20	21-2	PR053416-01	902812	V0000007 AMAZON.COM LLC		18.99	-18.99	TURPIN/WTRPRF PHONE CASE	
	11/19/20	17-2	PR053430-01		233459 WINGS & THINGS M			32.00		
	11/19/20	21-2	PR053430-01	902821	233459 WINGS & THINGS M		32.00	-32.00	NICHOLAS/MNOGRMNG 4 SHRTS	
	12/11/20	17-3	PR053872-01		V0000007 AMAZON.COM LLC			208.49		
	12/11/20	17-3	PR053873-01		V0000007 AMAZON.COM LLC			269.99		
	12/18/20	21-3	PR053872-01	902400	V0000007 AMAZON.COM LLC		208.49	-208.49	TURPIN/SWNG SMPLR/CLNDARS	
	12/18/20	21-3	PR053873-01	902400	V0000007 AMAZON.COM LLC		269.99	-269.99	TURPIN/EXTRNL HARD DRIVE	
	01/14/21	17-4	PR054440-01		V0001103 CYBER MARKETING			237.48		
	01/14/21	21-4	PR054440-01	902416	V0001103 CYBER MARKETING		237.48	-237.48	TURPIN/SAFTY SHOES/TURPIN	
TOTAL					OPERATING SUPPLIES	3,730.00	811.55	.00		2,918.45
55204					FUEL	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				15,530.00			POSTED FROM BUDGET SYSTEM	
	10/21/20	21-1		V40627	849487 ROBERT TURPIN		15.00	.00	REIMB/54743/FUEL	
	11/05/20	19-1		JE0105			130.42		FUEL CHARGE	
	11/05/20	19-1		JE0105			10.31		SURCHARGE	
	11/13/20	17-2	PR053409-01		072020 GRANDE LAGOON MA			163.15		

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
 DATE: 01/20/2021
 TIME: 13:37:42

ESCAMBIA COUNTY BOCC
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
 AUDIT21

SELECTION CRITERIA: orgn.fund='108'
 ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
 COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55204	FUEL			(cont'd)						
	11/13/20	17-2	PR053410-01		072020 GRANDE LAGOON MA			485.55		
	11/13/20	17-2	PR053411-01		072020 GRANDE LAGOON MA			485.55		
	11/13/20	17-2	PR053412-01		072020 GRANDE LAGOON MA			-485.55		
	11/15/20	21-2	PR053409-01	902812	072020 GRANDE LAGOON MA		163.15	-163.15	TURPIN/50.2GAL BOAT FUEL	
	11/15/20	21-2	PR053410-01	902812	072020 GRANDE LAGOON MA		485.55	-485.55	TURPIN/149.4GAL BOAT FUEL	
	11/15/20	21-2	PR053411-01	902812	072020 GRANDE LAGOON MA		485.55	-485.55	TURPIN/149.4GAL BOAT FUEL	
	11/15/20	21-2	PR053412-01	902812	072020 GRANDE LAGOON MA		-485.55	485.55	TURPIN/CR FOR FUEL 149.4G	
	11/17/20	19-2		JE0107			18.45		OCT 20 DIESEL FUEL TAX	
	12/03/20	19-2		JE0219			47.03		FUEL CHARGE	
	12/03/20	19-2		JE0219			3.70		SURCHARGE	
	12/08/20	19-3		JE0221			6.62		NOV 20 DIESEL FUEL TAX	
	12/21/20	21-3		V41316	849487 ROBERT TURPIN		6.00	.00	54743/FUEL CTY VEHICLE	
	12/21/20	21-3		V41316	849487 ROBERT TURPIN		10.00	.00	54743/FUEL CTY VEHICLE	
	01/06/21	19-3		JE0317			88.86		FUEL CHARGE	
	01/06/21	19-3		JE0317			6.21		SURCHARGE	
	01/15/21	19-4		JE0319			11.12		DEC 20 DIESEL FUEL TAX	
TOTAL	FUEL					15,530.00	1,002.42	.00		14,527.58
55401	BOOK/PUBL/SUBSCRIPT/MEMBR					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				195.00			POSTED FROM BUDGET SYSTEM	
	01/19/21	21-4		15139	131267 THE MARITIME CON		65.00	.00	21 MBR RNWL/R TURPIN	
	01/19/21	21-4		15139	131267 THE MARITIME CON		65.00	.00	21 MBR RNWL/P GHIO	
	01/19/21	21-4		15139	131267 THE MARITIME CON		65.00	.00	21 MBR/MARK NICHOLAS	
TOTAL	BOOK/PUBL/SUBSCRIPT/MEMBR					195.00	195.00	.00		.00
55501	TRAINING/REGISTRATION					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				980.00			POSTED FROM BUDGET SYSTEM	
TOTAL	TRAINING/REGISTRATION					980.00	.00	.00		980.00
TOTAL 1ST SUBTOTAL - OPERATING EXPENSES						105,481.00	5,669.97	13,294.07		86,516.96
56401	MACHINERY & EQUIPMENT					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				27,000.00			POSTED FROM BUDGET SYSTEM	
	10/18/20	17-1	201793-01		042807 DUVAL FORD LLC			29,792.00	ENCUMB CARRIED FORWARD	
	11/10/20	13-2				29,792.00			BA001-EXP ENCUM CARYFRW	
TOTAL	MACHINERY & EQUIPMENT					56,792.00	.00	29,792.00		27,000.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

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FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 220805 - 4TH CENT MARINE RECREATIO

ACCOUNT	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE
DATE									BALANCE
TOTAL 1ST SUBTOTAL - CAPITAL OUTLAY					56,792.00	.00	29,792.00		27,000.00
TOTAL TOTAL COST CNTR - 4TH CENT MARINE REC					347,082.00	53,243.84	43,086.07		250,752.09

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ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 360101 - TOURIST PROMOTION

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
108-55000-55900-36-3601-360101-360101 - TOURIST PROMOTION										
53401	OTHER CONTRACTUAL SERVICE					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
	10/22/20	17-1	201308-01		072500 GULF COAST ENVIR			34,512.50	ENCUMB CARRIED FORWARD	
	11/10/20	21-2	201308-01	10186362	072500 GULF COAST ENVIR		12,550.00	-12,550.00	MOW/Z9/NOV 20/PNS BCH	
	12/07/20	21-3	201308-01	10190285	072500 GULF COAST ENVIR		15,687.50	-21,962.50	MOW/Z9/PNS BCH/NOV20	
TOTAL	OTHER CONTRACTUAL SERVICE					.00	28,237.50	.00		-28,237.50
54601	REPAIR & MAINTENANCE					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				125,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL	REPAIR & MAINTENANCE					125,000.00	.00	.00		125,000.00
54901	OTHER CURRENT CHGS & OBL.					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				247,500.00			POSTED FROM BUDGET SYSTEM	
	12/04/20	19-3		SJE0001A			61,875.00		1ST QTR FY 2021 IND COSTS	
TOTAL	OTHER CURRENT CHGS & OBL.					247,500.00	61,875.00	.00		185,625.00
TOTAL 1ST SUBTOTAL - OPERATING EXPENSES						372,500.00	90,112.50	.00		282,387.50
56301	IMPROV OTHER THAN BUILDGS					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				250,000.00			POSTED FROM BUDGET SYSTEM	
	10/15/20	17-1	201124-01		081206 MOTT MACDONALD C			172,372.50	ENCUMB CARRIED FORWARD	
	11/10/20	13-2				279,271.00			BA001-EXP UNENCUM CRYFR	
	12/15/20	21-3	201124-01	V41222	081206 MOTT MACDONALD C		15,497.50	-15,497.50	CEI BOB SIKES REHAB	
	12/21/20	21-3	201124-01	V41300	081206 MOTT MACDONALD C		12,900.00	-12,900.00	CEI BOB SIKES REHAB	
	01/04/21	18-4	201124-01		081206 MOTT MACDONALD C			.00	CHANGE ORDER - 2	
	01/14/21	18-4	201031-01		426754 SOUTHERN ROAD &			184,167.20	CHANGE ORDER - 4	
TOTAL	IMPROV OTHER THAN BUILDGS					529,271.00	28,397.50	328,142.20		172,731.30
TOTAL 1ST SUBTOTAL - CAPITAL OUTLAY						529,271.00	28,397.50	328,142.20		172,731.30
58201	AIDS TO PRIVATE ORGANIZ.					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				4,453,163.00			POSTED FROM BUDGET SYSTEM	

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DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 360101 - TOURIST PROMOTION

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
58201	AIDS TO PRIVATE ORGANIZ.			(cont'd)						
	10/21/20	17-1	200727-01		421337 TACC - VISIT PEN			256,441.37	ENCUMB CARRIED FORWARD	
	10/26/20	17-1	210662-01		421337 TACC - VISIT PEN			4,453,163.00	FY 20/21 COUNTY CONTRIBUT	
	10/31/20	19-1		JE0094A			-337,560.70		REVERSE VP SEPT ACCR	
	11/03/20	19-1		JE0094A1			81,119.33		ADJ ACCRUAL FOR VP	
	11/10/20	21-1	200727-01	V40819	421337 TACC - VISIT PEN		256,441.37	-256,441.37	SEP VP ACCRUAL REC	
	11/03/20	21-2	210662-01	V40750	421337 TACC - VISIT PEN		1,500,000.00	-1,500,000.00	VP ADVANCE	
	12/02/20	21-3	210662-01	V41051	421337 TACC - VISIT PEN		5,770.79	-5,770.79	PNSL VP OCT	
	12/02/20	21-3	210662-01	V41051	421337 TACC - VISIT PEN		24,485.00	-24,485.00	DP VP OCT	
	12/02/20	21-3	210662-01	V41051	421337 TACC - VISIT PEN		62,688.61	-62,688.61	OP VP OCT	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		244.06	-244.06	DP PSA NOV	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		7,520.98	-7,520.98	OP PSA NOV	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		8,581.74	-8,581.74	OP VP NOV	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		36,533.98	-36,533.98	PNSL PSA NOV	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		40,788.53	-40,788.53	DP VP NOV	
	01/05/21	21-4	210662-01	V41434	421337 TACC - VISIT PEN		63,515.76	-63,515.76	PNSL VP NOV	
TOTAL	AIDS TO PRIVATE ORGANIZ.					4,453,163.00	1,750,129.45	2,703,033.55		.00
TOTAL 1ST SUBTOTAL - GRANTS AND AIDS						4,453,163.00	1,750,129.45	2,703,033.55		.00
59801	RESERVES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	RESERVES					.00	.00	.00		.00
59818	RESERVES-1-3 CENT BCC PRJ					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				746,139.00			POSTED FROM BUDGET SYSTEM	
TOTAL	RESERVES-1-3 CENT BCC PRJ					746,139.00	.00	.00		746,139.00
TOTAL 1ST SUBTOTAL - OTHER USES						746,139.00	.00	.00		746,139.00
TOTAL TOTAL COST CNTR - TOURIST PROMOTION						6,101,073.00	1,868,639.45	3,031,175.75		1,201,257.80

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 360102 - TOURIST PROMOTION-TRANSFR

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
108-58000-58100-36-3601-360102-360102 - TOURIST PROMOTION-TRANSFR										
59101	TRANSFERS					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,500,000.00			POSTED FROM BUDGET SYSTEM	
	10/08/20	19-1		JE0017A			125,000.00		OCT TRNSFR TDT DISTRIBUTN	
	10/08/20	19-1		JE0017B			125,000.00		NOV TRNSFR TDT DISTRIBUTN	
	11/09/20	19-2		JE0136A			232,281.29		INTERFND TRNSFR FD108>409	
	12/08/20	19-3		JE0242B			125,000.00		DEC TDT TRNSFR DISTRIBUTN	
	01/11/21	19-4		JE0346B			125,000.00		JAN TDT TRNSFR DISTRIBUTN	
TOTAL	TRANSFERS					1,500,000.00	732,281.29	.00		767,718.71
59123	TRANSFER TO 203					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	TRANSFER TO 203					.00	.00	.00		.00
TOTAL 1ST SUBTOTAL - OTHER USES						1,500,000.00	732,281.29	.00		767,718.71
TOTAL TOTAL COST CNTR - TOURIST PROMOTION-T						1,500,000.00	732,281.29	.00		767,718.71

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
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TIME: 13:37:42

ESCAMBIA COUNTY BOCC
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund='108'
ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
COST CENTER - 360103 - BP - OIL SPILL GRANT

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
108-55000-55900-36-3601-360103-360103 - BP - OIL SPILL GRANT										
58201					AIDS TO PRIVATE ORGANIZ.	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					AIDS TO PRIVATE ORGANIZ.	.00	.00	.00		.00
TOTAL 1ST SUBTOTAL - GRANTS AND AIDS						.00	.00	.00		.00
TOTAL TOTAL COST CNTR - BP - OIL SPILL GRA						.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
 DATE: 01/20/2021
 TIME: 13:37:42

ESCAMBIA COUNTY BOCC
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
 AUDIT21

SELECTION CRITERIA: orgn.fund='108'
 ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
 COST CENTER - 360105 - FOURTH CENT PROJECTS

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
108-55000-55900-36-3601-360105-360105 - FOURTH CENT PROJECTS										
53101						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54901						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				82,500.00			POSTED FROM BUDGET SYSTEM	
	11/10/20	13-2				30,000.00			BA001-EXP UNENCUM CRYFR	
	12/04/20	19-3		SJE0001A			28,125.00		1ST QTR FY 2021 IND COSTS	
	12/14/20	21-3		10191584	210976 UNIVERSITY OF WE		30,000.00	.00	EC CO AQ BACT SRVY	
TOTAL						112,500.00	58,125.00	.00		54,375.00
TOTAL 1ST SUBTOTAL - OPERATING EXPENSES						112,500.00	58,125.00	.00		54,375.00
56301						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
	11/10/20	13-2				221,176.00			BA001-EXP UNENCUM CRYFR	
TOTAL						221,176.00	.00	.00		221,176.00
56401						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
TOTAL 1ST SUBTOTAL - CAPITAL OUTLAY						221,176.00	.00	.00		221,176.00
58201						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,974,144.00			POSTED FROM BUDGET SYSTEM	
	10/21/20	17-1	200727-01		421337 TACC - VISIT PEN			651,731.87	ENCUMB CARRIED FORWARD	
	10/26/20	17-1	210659-01		231853 WEST FL HISTORIC			225,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/26/20	17-1	210662-01		421337 TACC - VISIT PEN			1,544,144.00	FY 20/21 COUNTY CONTRIBUT	
	10/26/20	17-1	210664-01		424942 FIVE FLAGS SERTO			75,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/26/20	17-1	210664-02		424942 FIVE FLAGS SERTO			75,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/27/20	21-1		10185222	231853 WEST FL HISTORIC		2,100.00	.00	CTY CONTR 3RD REQUEST	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
 DATE: 01/20/2021
 TIME: 13:37:42

ESCAMBIA COUNTY BOCC
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 13
 AUDIT21

SELECTION CRITERIA: orgn.fund='108'
 ACCOUNTING PERIODS: 1/21 THRU 4/21

SORTED BY: FUND,TOTAL COST CNTR,1ST SUBTOTAL,ACCOUNT

TOTALED ON: FUND,TOTAL COST CNTR,1ST SUBTOTAL

PAGE BREAKS ON: FUND,TOTAL COST CNTR

FUND - 108 - TOURIST PROMOTION FUND
 COST CENTER - 360105 - FOURTH CENT PROJECTS

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
58201					AIDS TO PRIVATE ORGANIZ. (cont'd)					
	10/27/20	17-1	210673-01		422056 GULF COAST VETER			11,875.00	FY 20/21 COUNTY CONTRIBUT	
	10/27/20	17-1	210674-01		406261 AFRICAN-AMERICAN			30,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/27/20	17-1	210685-01		424942 FIVE FLAGS SERTO			75,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/27/20	17-1	210691-01		141416 NAVAL AVIATION M			100,000.00	FY 20/21 COUNTY CONTRIBUT	
	10/28/20	21-1	210664-01	CLOSE PO	424942 FIVE FLAGS SERTO		.00	-75,000.00	CLOSE PO PER DEPT	
	10/28/20	21-1	210664-02	CLOSE PO	424942 FIVE FLAGS SERTO		.00	-75,000.00	CLOSE PO PER DEPT	
	10/30/20	19-1		JE0091B			-2,100.00		REV JE1458B PO 200735 WFH	
	10/31/20	19-1		JE0094A			-28,712.93		REVERSE VP SEPT ACCR	
	11/03/20	19-1		JE0094A1			-81,119.33		ADJ ACCRUAL FOR VP	
	11/10/20	21-1	200727-01	V40819	421337 TACC - VISIT PEN		109,832.26	-109,832.26	FINAL PS & VP PMT	
	11/10/20	21-1	200727-01	126	421337 TACC - VISIT PEN		.00	-541,899.61		
	11/03/20	21-2	210674-01	V40708	406261 AFRICAN-AMERICAN		2,500.00	-2,500.00	1ST CTY CONTR	
TOTAL					AIDS TO PRIVATE ORGANIZ.	1,974,144.00	2,500.00	1,983,519.00		-11,875.00
TOTAL 1ST SUBTOTAL - GRANTS AND AIDS						1,974,144.00	2,500.00	1,983,519.00		-11,875.00
59801					RESERVES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					RESERVES	.00	.00	.00		.00
TOTAL 1ST SUBTOTAL - OTHER USES						.00	.00	.00		.00
TOTAL TOTAL COST CNTR - FOURTH CENT PROJECT						2,307,820.00	60,625.00	1,983,519.00		263,676.00
TOTAL FUND - TOURIST PROMOTION FUND						10,255,975.00	2,714,789.58	5,057,780.82		2,483,404.60
TOTAL REPORT						10,255,975.00	2,714,789.58	5,057,780.82		2,483,404.60

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SUNGARD PENTAMATION
DATE: 01/20/2021
TIME: 13:59:37

ESCAMBIA COUNTY BOCC
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund='108'
ACCOUNTING PERIOD: 4/21

FUND - 108 - TOURIST PROMOTION FUND

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
104001	Equity in Pooled Cash	3,300,469.50	
104806	Restricted 1 cent TDT	2,445,670.91	
104989	EPC-Tour Dev Revenue Fund	114,627.76	
	TOTAL EQUITY IN POOLED CASH	5,860,768.17	.00
	TOTAL ASSETS	5,860,768.17	.00
201001	Vouchers Payable		285.40
	TOTAL VOUCHERS PAYABLE	.00	285.40
	TOTAL LIABILITIES	.00	285.40
	TOTAL TOTAL APPROPRIATIONS	.00	10,255,975.00
	TOTAL ESTIMATED REVENUES	10,255,975.00	.00
	TOTAL EXPENDITURES	2,714,789.58	.00
	TOTAL REVENUES	.00	2,743,358.37
	TOTAL ENCUMBRANCES	5,057,780.82	.00
	TOTAL RESERVE FOR ENCUMBRANCES	.00	5,057,780.82
	TOTAL FUND BAL/RET EARN-UNRES	.00	5,831,913.98
	TOTAL EQUITIES	18,028,545.40	23,889,028.17
	TOTAL TOURIST PROMOTION FUND	23,889,313.57	23,889,313.57
	TOTAL REPORT	23,889,313.57	23,889,313.57



TOURIST DEVELOPMENT COUNCIL

February 9, 2021

Visit Pensacola Financial Statements

VISIT PENSACOLA, INC.
FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

**VISIT PENSACOLA, INC.
TABLE OF CONTENTS
SEPTEMBER 30, 2020 AND 2019**

INDEPENDENT AUDITORS' REPORT	1
FINANCIAL STATEMENTS	
Statements of Financial Position	2
Statements of Activities	3
Statements of Functional Expenses	4
Statements of Cash Flows	6
Notes to the Financial Statements	7

INDEPENDENT AUDITORS' REPORT

To the Finance Committee and Board of Directors
Visit Pensacola, Inc.

Report on the Financial Statements

We have audited the accompanying financial statements of Visit Pensacola, Inc., [a 501(c)(6) nonprofit corporation], (hereinafter referred to as "VPI"), which comprise the statements of financial position as of September 30, 2020 and 2019, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of VPI as of September 30, 2020 and 2019, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Warren Averett, LLC

Pensacola, Florida
November 30, 2020

VISIT PENSACOLA, INC.
STATEMENTS OF FINANCIAL POSITION
SEPTEMBER 30, 2020 AND 2019

ASSETS		
	2020	2019
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,387,865	\$ 270,970
Accounts receivable	388,891	1,399,448
Inventories	599	1,717
Prepaid expenses	102,880	114,385
Total current assets	1,880,235	1,786,520
NONCURRENT ASSETS		
Equipment, net	3,455	4,606
TOTAL ASSETS	\$ 1,883,690	\$ 1,791,126
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 639,456	\$ 530,403
Accrued payroll and expenses	57,762	66,170
Unearned revenue	66,700	40,635
Total current liabilities	763,918	637,208
NET ASSETS		
Without donor restrictions	1,119,772	1,153,918
TOTAL LIABILITIES AND NET ASSETS	\$ 1,883,690	\$ 1,791,126

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED SEPTEMBER 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
SUPPORT AND REVENUE WITHOUT DONOR RESTRICTIONS		
Tourism development revenue	\$ 6,332,634	\$ 8,746,795
Partnership dues and membership income	98,429	94,244
Advertising income	8,002	91,883
In-kind income	161,274	165,577
Grant income	-	190,477
Event income	14,135	18,110
Merchandise sales	1,931	15,026
Miscellaneous income	<u>12,212</u>	<u>7,568</u>
Total support and revenue without donor restrictions	6,628,617	9,329,680
OPERATING EXPENSES		
Program expenses		
Tourism development	6,008,054	8,660,493
Supporting expenses		
Management and general	<u>654,709</u>	<u>481,319</u>
Total operating expenses	<u>6,662,763</u>	<u>9,141,812</u>
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	(34,146)	187,868
NET ASSETS WITHOUT DONOR RESTRICTIONS,		
BEGINNING OF YEAR	<u>1,153,918</u>	<u>966,050</u>
NET ASSETS WITHOUT DONOR RESTRICTIONS,		
END OF YEAR	<u><u>\$ 1,119,772</u></u>	<u><u>\$ 1,153,918</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEARS ENDED SEPTEMBER 30, 2020 AND 2019

	2020		
	Program Services	Supporting Services	
		Management	
	Tourism	& General	Total
Advertising	2,191,353	-	2,191,353
Advertising agency fees	180,000	-	180,000
Bad debt expense (recovery)	-	80	80
Bank and credit card fees	-	4,544	4,544
Brochures and collateral	24,187	-	24,187
Depreciation	798	353	1,151
Dues and subscriptions	32,348	-	32,348
Equipment and building repair	90,118	39,574	129,692
Festivals and events	430,283	-	430,283
Information technology	26,677	11,800	38,477
In-kind rent	89,990	40,097	130,087
Insurance	17,455	7,722	25,177
Marketing research	432,395	-	432,395
Miscellaneous expense	-	536	536
Office supplies	28,511	9,149	37,660
Partnership expense	62,797	3,031	65,828
Personnel expense	798,179	355,392	1,153,571
Postage	19,203	8,495	27,698
Production	345,732	-	345,732
Professional services	-	35,140	35,140
Promotions	83,494	-	83,494
Public relations	73,102	-	73,102
Registration	32,176	-	32,176
Sales tax	-	1,275	1,275
Subrecipient expense - ACE	420,400	-	420,400
Subrecipient expense - PSA	558,881	117,952	676,833
Travel, meals and entertainment	38,031	5,438	43,469
Utilities	31,944	14,131	46,075
TOTAL OPERATING EXPENSES	\$ 6,008,054	\$ 654,709	\$6,662,763

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF FUNCTIONAL EXPENSES – CONTINUED
FOR THE YEARS ENDED SEPTEMBER 30, 2020 AND 2019

	2019		
	Program Services	Supporting Services	
	Tourism	Management & General	Total
Advertising	\$2,685,747	\$ -	\$2,685,747
Advertising agency fees	180,564	-	180,564
Bad debt expense (recovery)	-	(9,494)	(9,494)
Bank and credit card fees	-	7,864	7,864
Brochures and collateral	122,381	-	122,381
Depreciation	898	254	1,152
Dues and subscriptions	35,193	-	35,193
Equipment and building repair	78,553	22,195	100,748
Festivals and events	695,254	-	695,254
Information technology	33,842	9,561	43,403
In-kind rent	101,430	28,658	130,088
Insurance	17,707	5,003	22,710
Marketing research	534,315	-	534,315
Miscellaneous expense	-	245	245
Office supplies	29,272	14,291	43,563
Partnership expense	105,516	1,973	107,489
Personnel expense	896,756	270,742	1,167,498
Postage	31,044	8,772	39,816
Production	588,317	-	588,317
Professional services	-	30,162	30,162
Promotions	74,359	-	74,359
Public relations	40,912	-	40,912
Registration	79,191	-	79,191
Sales tax	-	2,276	2,276
Subrecipient expense - ACE	1,394,161	-	1,394,161
Subrecipient expense - PSA	799,773	74,760	874,533
Travel, meals and entertainment	92,868	2,066	94,934
Utilities	42,440	11,991	54,431
TOTAL OPERATING EXPENSES	\$8,660,493	\$ 481,319	\$9,141,812

See notes to the financial statements.

VISIT PENSACOLA, INC.
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ (34,146)	\$ 187,868
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Bad debt expense (recovery)	80	(9,494)
Depreciation	1,151	1,152
Decrease (increase) in:		
Accounts receivable	1,010,477	(1,115,218)
Inventories	1,118	1,851
Prepaid expenses	11,505	89,711
Increase (decrease) in:		
Accounts payable	109,053	98,050
Accrued payroll and expenses	(8,408)	357
Unearned revenue	26,065	18,248
Net cash provided by (used in) operating activities	<u>1,116,895</u>	<u>(727,475)</u>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	1,116,895	(727,475)
CASH AND CASH EQUIVALENTS, BEGINNING	<u>270,970</u>	<u>998,445</u>
CASH AND CASH EQUIVALENTS, ENDING	<u><u>\$ 1,387,865</u></u>	<u><u>\$ 270,970</u></u>

See notes to the financial statements.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Description of Organization

Visit Pensacola, Inc. ("VPI") was formed in 2013, as a Florida not-for-profit corporation to promote the common business interests of Escambia County, Florida's tourism industry and to unify the private sector, visitor, tourism, meeting and convention interests of the various incorporated and unincorporated areas of Escambia County, in order to speak with a collective, focused voice of authority on issues that affect the tourism industry.

Basis of Accounting and Presentation

The financial statements of VPI have been prepared on the accrual basis of accounting and in accordance with the accounting principles generally accepted in the United States of America ("US GAAP") which requires that VPI report information regarding its financial position and activities based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes in net assets therein are classified as follows:

Net Assets without Donor Restrictions – Net assets available for general use and are not subject to donor restrictions.

Net Assets with Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature that may or will be met either by passage of time or the events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. VPI did not have any net assets at September 30, 2020 and 2019, where the donor imposed restrictions.

Use of Estimates

Management uses estimates and assumptions in preparing these financial statements in accordance with GAAP. These estimates and assumptions affect the amounts reported in the financial statements and the note disclosures. Actual results could vary from these estimates.

Cash and Cash Equivalents

For purposes of the statement of cash flows, if applicable, VPI considers highly-liquid debt instruments purchased within three months of maturity to be cash equivalents.

Accounts Receivable

Accounts receivable are reported at unpaid balances less an allowance for doubtful accounts, if applicable. Management evaluates the status of unpaid accounts and adjusts the allowance as necessary through a provision for bad debt expense. No provision for uncollectible accounts had been established as of September 30, 2020 and 2019, as accounts receivable are considered to be fully collectible.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Revenue Recognition

Revenues are reported as increases in net assets without donor restrictions unless their use is limited by donor-imposed restrictions. Under accounting standards, earned revenue measurement is driven via a principles based process that requires the entity: 1) identify the contract with the customer; 2) identify the performance obligations in the contract; 3) determine the transaction price; 4) allocate the transaction price to the performance obligations; and 5) recognize revenue when (or as) performance obligations are satisfied. Contributed support follows different standards. A summary of each of the revenue and support flows are as follows:

The primary source of revenue is a portion of the local option tourist development tax imposed and collected on short-term lodging by the Escambia County Board of County Commissioners (“the County”). In accordance with the agreement with the County, VPI receives funding on a reimbursement basis from the County as expenditures are incurred in carrying out its mission.

Gifts and grants, including unconditional promises to give, are recognized as revenues as either without or with donor restrictions in the period verifiably committed by the donor. Gifts and grants of assets other than cash are recorded at their estimated fair value. Unconditional promises to give that are expected to be collected in future years are recorded at the present value of the estimated future cash flows using a risk adjusted discount rate depending on the time period involved. Amortization of the discount is included in gift and grant revenue in accordance with the donor-imposed restrictions, if any, on the gifts or grants. Gifts or grants with donor-imposed restrictions that can be met through the passage of time or upon the incurring of expenses consistent with the purposes are recorded as net assets with restrictions and reclassified to net assets without donor restrictions when such time or purposes restriction has been satisfied.

Gifts of property and equipment are recorded as without donor restrictions, unless the donor explicitly states how such assets should be used. Gifts of cash or other assets that must be used to acquire long lived assets are reported as net assets with donor restrictions. VPI reports expirations of donor restrictions when the donated or acquired long lived asset is placed into service.

Conditional contributions are recorded as revenue when such amounts become unconditional, which generally involves the overcoming of a barrier to entitlement. This can include items like meeting a matching provision, incurring specified allowable expenses in accordance with a framework of allowable costs or other barriers. Contributions received pending designation by the donor are considered to be net assets with donor restrictions until donor stipulations are clarified at which time such are reclassified, if required.

Partnership dues represent revenues from businesses with interests in Escambia County that wish to support VPI’s efforts to promote tourism within Escambia County. Partnership dues are recognized ratably on a monthly basis over the partnership period as the performance obligations are satisfied. Management believes that recognizing revenue over time is the best measure of services rendered based on the length of the partnership. Management does not consider there to be significant judgment involved in the timing of satisfaction of performance obligations as those are directly linked to the length of the partnership.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Inventories

Inventories consist primarily of souvenirs and promotional goods, including maps, brochures and postcards and are valued at estimated cost.

Equipment

VPI capitalizes all expenditures in excess of \$1,000 for equipment at cost. Repairs and maintenance expenses are expensed as incurred. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. Equipment is depreciated over five to seven years.

Donated Assets and Use of Facilities

Donated equipment and other noncash donations are valued at estimated fair value at the date of donation. VPI uses certain equipment which was acquired and paid for by Escambia County. Title vests with the County and such assets are not recorded as assets of VPI. The County does not charge VPI for the use of the equipment. The estimated fair market value of the use of these assets is recorded as in-kind income and related equipment and building repairs in the statements of functional expenses. Effective July 2020, VPI occupies space at the Pensacola Visitor Information Center under a lease agreement with the City of Pensacola for \$10 annually. The lease term is 15 years unless otherwise terminated pursuant to the agreement. The estimated fair value of the use of these facilities are recorded as in-kind income and rent expense in the statements of functional expenses.

Unearned Revenue

Unearned revenue consists of partnership dues and advertising income, which were received in advance. The revenue will be recognized over the terms of the partnerships or once the advertisement occurs.

Compensated Absences

The liability for compensated absences of \$29,271 and \$34,841 as of September 30, 2020 and 2019, respectively, is included in accrued payroll and expenses. This represents amounts owed to employees under VPI's paid time off policy.

Functional Allocation of Expenses

The costs of providing the program and supporting activities of VPI have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated by management among the program and supporting activities based on time and effort or occupancy costs.

Advertising

The primary purpose of VPI is to promote and advertise the local community. As such, all program expenses are considered to be either direct or indirect forms of "advertising." Such costs are expensed as incurred.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

1. DESCRIPTION OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Income Taxes

The Internal Revenue Service has determined VPI to be exempt from federal income tax under Section 501(c)(6) of the Internal Revenue Code. VPI is subject to taxation only on income from any business unrelated to its exempt purposes. VPI is not aware of any uncertain tax positions that would require disclosure or accrual in accordance with generally accepted accounting principles.

New Accounting Pronouncements

Effective October 1, 2019, VPI adopted ASU-2014-09, “Revenue from Contracts with Customers (Topic 606),” which amends existing revenue recognition standards and establishes a new Accounting Standards Codification (“ASC”) Topic 606. The core principle of this amendment is that an entity should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects consideration to which the entity expects to be entitled in exchange for these goods or services. VPI concluded that all of its contracts with customers consist of a single performance obligation to transfer promised services and are, therefore, not impacted by the adoption of ASC 606.

Effective October 1, 2019, VPI adopted the ASU-No. 2018-08, “Not-for-Profit Entities: Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made.” ASU No. 2018-08 requires that unconditional contributions (those that do not include a measurable performance-related or other barrier, or those in which VPI has limited discretion over how the contribution should be spent) are recognized as revenues in the period received and are reported as increases in the appropriate categories of net assets in accordance with donor restrictions. Expirations of donor-imposed restrictions on net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as net assets released from restrictions. Contributions that include a measurable barrier or those for which VPI has limited discretion over how the contributions should be spent are recorded as conditional contributions. Conditional contributions are not recognized until they have become unconditional; that is, when the conditions surrounding the indications of the barrier have been met. The adoption of ASU No. 2018-08 did not have an impact on the financial statements.

Subsequent Events

VPI has evaluated events and transactions that occurred between September 30, 2020 and November 30, 2020, which is the date that financial statements were available to be issued, for possible recognition or disclosure in the financial statements.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

2. ACCOUNTS RECEIVABLE

Accounts receivable at September 30, 2020 and 2019, consisted of the following:

	<u>2020</u>	<u>2019</u>
Tourism development tax receivable	\$ 379,852	\$ 1,383,168
Partnership dues	3,070	2,860
Other	<u>5,969</u>	<u>13,420</u>
Accounts receivable	<u>\$ 388,891</u>	<u>\$ 1,399,448</u>

3. LINE OF CREDIT

VPI has a revolving line of credit with Regions Bank in the amount of \$500,000. The interest rate is LIBOR plus 0.50%. The line of credit matures on October 15, 2021, and is secured by inventory, accounts, equipment, general intangibles and fixtures. At September 30, 2020 and 2019, there was no outstanding balance on the line of credit.

4. LIQUIDITY AND AVAILABILITY

VPI regularly monitors liquidity to meet its operating needs and other contractual commitments. VPI has various sources of liquidity at its disposal including cash, receivables, and line of credit. For purposes of analyzing resources available to meet general expenditures over a 12-month period, VPI considers all expenditures related to its ongoing activities of its mission, as well as the conduct of services undertaken to support those activities to be general expenditures.

As of September 30, 2020 and 2019, the following table shows the total financial assets held by VPI and the amounts of those financial assets available within one year of the date of the statement of financial position to meet general expenditures.

	<u>2020</u>	<u>2019</u>
Financial assets at year end:		
Cash	\$ 1,387,865	\$ 270,970
Accounts receivable	<u>388,891</u>	<u>1,399,448</u>
Total financial assets available to meet general expenditures over the next 12 months	<u>\$ 1,776,756</u>	<u>\$ 1,670,418</u>

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019

5. CONCENTRATIONS OF RISK

VPI's activities are primarily funded by a discretionary appropriation of the Escambia County local option tourist development tax. VPI's ability to continue to operate at current levels is dependent on continued funding from this source.

VPI maintains cash balances at a financial institution, which at times, may exceed federally insured limits. The balances held with the financial institution are insured by the Federal Deposit Insurance Corporation up to \$250,000. VPI's cash balances before outstanding checks exceeded federally insured limits by \$1,196,276 and \$46,637 at September 30, 2020 and 2019, respectively. VPI has not experienced any losses in such accounts and believes it is not exposed to any significant risk.

6. SUBRECIPIENT EXPENSE

VPI is the fiscal agent for ACE and Pensacola Sports Association, Inc. (PSA). In accordance with the Miscellaneous Appropriations Agreements between the County and VPI (the Agreement), VPI accepts tourism development revenue from the County on behalf of PSA and ACE. As fiscal agent for ACE and PSA, VPI is responsible for administering the funding and ensuring it is spent in accordance with the Agreement.

In accordance with GAAP, this arrangement does not meet the criteria of being an agency transaction; therefore, the expenses incurred by each entity and reimbursed by VPI are recorded as subrecipient expense in the statements of functional expenses.

Subrecipient expenses for the year ended September 30, 2020, consisted of the following:

	<u>ACE</u>	<u>PSA</u>	<u>Total</u>
Direct programming expense	\$ 420,400	\$ 292,234	\$ 712,634
Operations expense	-	67,067	67,067
Personnel expense	-	317,532	317,532
Total subrecipient expense	<u>\$ 420,400</u>	<u>\$ 676,833</u>	<u>\$ 1,097,233</u>

Subrecipient expenses for the year ended September 30, 2019, consisted of the following:

	<u>ACE</u>	<u>PSA</u>	<u>Total</u>
Direct programming expense	\$ 1,394,161	\$ 535,181	\$ 1,929,342
Operations expense	-	64,352	64,352
Personnel expense	-	275,000	275,000
Total subrecipient expense	<u>\$ 1,394,161</u>	<u>\$ 874,533</u>	<u>\$ 2,268,694</u>

**VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2020 AND 2019**

7. RELATED PARTY TRANSACTIONS

VPI enters into certain promotional partnership and marketing transactions with organizations that may be affiliated with members of VPI's Board of Directors. These transactions are conducted at arms-length and are in the normal course of business.

8. RETIREMENT PLAN

VPI administers a 401(k) plan for the benefit of its employees. All employees are eligible to participate if they have completed one year of service and are at least 21 years of age. The plan provides for a safe harbor matching employer contribution equal to 100% of salary deferrals that do not exceed 5% of compensation for each payroll period. Effective October 1, 2019, the limit was increased to 6% of compensation for each payroll period. The matching contributions totaled \$22,653 and \$23,902 for the years ended September 30, 2020 and 2019, respectively.

9. COMMITMENT AND CONTINGENCIES

Novel Coronavirus:

The outbreak of the novel coronavirus has adversely impacted global commercial activity and contributed to significant declines and volatility in financial markets. The coronavirus pandemic and government responses are creating disruption in global supply chains and adversely impacting many industries. The outbreak could have a continued material adverse impact on economic and market conditions and trigger a period of global economic slowdown. The rapid development and fluidity of this situation precludes any prediction as to the ultimate material adverse impact of the novel coronavirus. Nevertheless, the novel coronavirus presents material uncertainty and risk with respect to VPI, its performance and its financial results.

10. SUBSEQUENT EVENT

On August 27, 2020, VPI entered into a CARES Act Funding Program Agreement (the CARES Agreement) with the County. Under the CARES Agreement, the County has agreed to reimburse VPI up to \$500,000 for CARES Act eligible expenses incurred through December 30, 2020. As of November 30, 2020, no funds have been received by VPI under the CARES Agreement.

TACC Visit Pensacola, Inc. Unified Budget 3rd Cent and 4th Cent FY2021 PO#210662											NOTES
			Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Vendors Backup For	Diff YOY	
	FY21 Budget	FY20 Budget	October FY21	October FY20	November FY21	November FY20	December FY21	December FY20			
DIRECT PROGRAMMING		4,436,710.00	5,023,841.00							(587,131.00)	Budget less in FY21
Amendment -										-	
Amendment										-	
Contract Balance Amendment										-	
SUPPLEMENTAL										-	
Advance										-	
Applied to Advance										-	
Visit Pensacola			24,485.00	39,163.71	40,788.53	112,687.53	254,226.50	639,959.05	(385,732.55)		Diff between years is traveling, shows, Summerfest, various grant recipients, year buy of swag all in FY20, not occurring in FY21.
PSA					244.06		10,188.15	36,692.87	(26,504.72)		PSA was fronted \$100K last year, submitted 3 months in Dec 2019
ACE									-		
Pensacola Beach									-		
TOTAL DIRECT PROGRAMMING EXPENSES	74%	4,436,710.00	5,023,841.00	24,485.00	39,163.71	41,032.59	112,687.53	264,414.65	676,651.92	(412,237.27)	
OPERATIONS		368,667.00	385,070.00							(16,403.00)	Reduction in Budgets
Supplemental										-	
Contract Amendment										-	
Applied to Advance										-	
Visit Pensacola			5,770.79	6,458.06	8,581.74	12,235.45	32,096.65	43,252.60	(11,155.95)		lower cleaning fees, lower operating costs due to VIC centers closed lower IT vendor support fees due to less staff. AC replaced in FY20
PSA					7,520.98		4,289.20	13,092.61	(8,803.41)		PSA was fronted \$100K last year, submitted 3 months in Dec. 2019
ACE									-		
Pensacola Beach									-		
TOTAL OPERATIONS EXPENSES	6%	368,667.00	385,070.00	5,770.79	6,458.06	16,102.72	12,235.45	36,385.85	56,345.21	(19,959.36)	
PERSONNEL		1,191,930.00	1,465,623.00							(273,693.00)	Reduction in Budgets
Supplemental										-	
Advance										-	
Contract Balance Amendment										-	
Contract Amendment										-	
Applied to Advance										-	
Visit Pensacola			62,688.61	83,409.64	63,515.76	101,615.89	64,643.51	111,881.48	(47,237.97)		Less staff, lowered wages
PSA					36,533.98		20,054.35	77,494.56	(57,440.21)		PSA was fronted \$100K last year, submitted 3 months in Dec.2019
ACE									-		
Pensacola Beach									-		
TOTAL PERSONNEL EXPENSES	20%	1,191,930.00	1,465,623.00	62,688.61	83,409.64	100,049.74	101,615.89	84,697.86	189,376.04	(104,678.18)	
										(536,874.81)	Reduction in Budgets Overall
TOTAL APPROPRIATION	100%	5,997,307.00	6,874,534.00	92,944.40	129,031.41	157,185.05	226,538.87	385,498.36	922,373.17	(877,227.00)	
Total Paid By County				92,944.40	129,031.41	157,185.05	226,538.87	385,498.36	922,373.17	(536,874.81)	Lower budgets, lower expenses overall
Total Paid for Visit Pensacola		-		92,944.40	129,031.41	112,886.03	226,538.87	350,966.66	795,093.13	(444,126.47)	
Total Paid for Pensacola Sports Association		-	-	-	-	44,299.02	-	34,531.70	127,280.04	(92,748.34)	
Total Paid for ACE		-	-	-	-	-	-	-	-	-	
		-	92,944.40	129,031.41	157,185.05	226,538.87	385,498.36	922,373.17	(536,874.81)		
Per QB's		-	92,944.40	129,031.41	157,185.05	226,538.87		922,373.17			
Date paid			12.02.2020	01.23.2020	1.6.2021	02.05.2020		2.14.2020			
			-	-	-	-	-	-	-		

TACC Visit Pensacola, Inc. Unified Budget
3rd Cent and 4th Cent
FY2021 PO#210662

			Vendors	Vendors	Vendors			
			Backup For	Backup For	Backup For	Remaining		
		Budget	Advance	October	November	December	Budget Overall	Totals by Line
DIRECT PROGRAMMING		4,436,710.00					4,436,710.00	4,436,710.00
Amendment -							4,436,710.00	-
Amendment							4,436,710.00	-
Contract Balance Amendment							4,436,710.00	-
SUPPLEMENTAL							4,436,710.00	-
Advance			1,500,000.00				2,936,710.00	1,500,000.00
Applied to Advance							2,936,710.00	-
Visit Pensacola				24,485.00	40,788.53	254,226.50	2,617,209.97	319,500.03
							2,617,209.97	-
PSA					244.06	10,188.15	2,606,777.76	10,432.21
ACE							2,606,777.76	-
Pensacola Beach							2,606,777.76	-
TOTAL DIRECT PROGRAMMING EXPENSES	74%	4,436,710.00	1,500,000.00	24,485.00	41,032.59	264,414.65	2,606,777.76	2,606,777.76
OPERATIONS		368,667.00					368,667.00	368,667.00
Supplemental							368,667.00	-
Contract Amendment							368,667.00	-
Applied to Advance							368,667.00	-
Visit Pensacola				5,770.79	8,581.74	32,096.65	322,217.82	46,449.18
							322,217.82	-
PSA					7,520.98	4,289.20	310,407.64	11,810.18
ACE							310,407.64	-
Pensacola Beach							310,407.64	-
TOTAL OPERATIONS EXPENSES	6%	368,667.00	-	5,770.79	16,102.72	36,385.85	310,407.64	310,407.64
PERSONNEL		1,191,930.00					1,191,930.00	1,191,930.00
Supplemental							1,191,930.00	-
Advance							1,191,930.00	-
Contract Balance Amendment							1,191,930.00	-
Contract Amendment							1,191,930.00	-
Applied to Advance							1,191,930.00	-
Visit Pensacola				62,688.61	63,515.76	64,643.51	1,001,082.12	190,847.88
							1,001,082.12	-
PSA					36,533.98	20,054.35	944,493.79	56,588.33
ACE							944,493.79	-
Pensacola Beach							944,493.79	-
TOTAL PERSONNEL EXPENSES	20%	1,191,930.00	-	62,688.61	100,049.74	84,697.86	944,493.79	944,493.79
TOTAL APPROPRIATION	100%	5,997,307.00	1,500,000.00	92,944.40	157,185.05	385,498.36	3,861,679.19	3,861,679.19

Total Paid By County	1,500,000.00	92,944.40	157,185.05	385,498.36		2,135,627.81
Total Paid for Visit Pensacola	-	92,944.40	112,886.03	350,966.66	556,797.09	556,797.09
Total Paid for Pensacola Sports Association	-	-	44,299.02	34,531.70	78,830.72	78,830.72
Total Paid for ACE	-	-	-	-	-	-
	-	92,944.40	157,185.05	385,498.36	635,627.81	635,627.81
Per QB's	1,500,000.00	92,944.40	157,185.05			1,750,129.45
Date paid		12.02.2020	01.06.21			
					Advance Remaining	Advanced Repaid
Applied to Advance	1,500,000.00	-	-	-	1,500,000.00	-

TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors			
				Backup For	Backup For	Backup For	Remaining	Line Item	
		Budget	Advance	October	November	December	Budget	Totals	Remaining on Advance per bucket
DIRECT PROGRAMMING		3,192,569.00					3,192,569.00	3,192,569.00	
							3,192,569.00	-	
Supplemental -							3,192,569.00	-	
Amendment							3,192,569.00	-	
Advance per Contracts Base & Supplemental			1,500,000.00				1,692,569.00	1,500,000.00	1,500,000.00
Apply to the Advance							1,692,569.00	-	-
Adara							1,692,569.00	-	
ADX Communications					3,600.00		1,688,969.00	3,600.00	
AirDNA							1,688,969.00	-	
Amanda Leesburg PR							1,688,969.00	-	
Amanda Leesburg PR							1,688,969.00	-	
Appleyard Agency							1,688,969.00	-	
Appleyard Agency							1,688,969.00	-	
Arrivalist							1,688,969.00	-	
Audio Visual by Lon							1,688,969.00	-	
Audio Visual by Lon							1,688,969.00	-	
Award Masters							1,688,969.00	-	
Ballinger Publishing							1,688,969.00	-	
Barbara Williams							1,688,969.00	-	
Barnes & Company							1,688,969.00	-	
Bill Strength							1,688,969.00	-	
Blue Collards Events							1,688,969.00	-	
Blue Collards Events							1,688,969.00	-	
Board of County Commissioners							1,688,969.00	-	
Brandy N Moody							1,688,969.00	-	
Brew Ha Ha							1,688,969.00	-	
Cat Country 98.7/WYCT-FM							1,688,969.00	-	
CDF Media Inc							1,688,969.00	-	
Celebrations Florist							1,688,969.00	-	
Charter Lines, Inc							1,688,969.00	-	
Christian Surfers Pensacola-Mini Grant							1,688,969.00	-	
Cicity Bingham							1,688,969.00	-	
City Hall of Neighborhood Svcs							1,688,969.00	-	
City of Pensacola							1,688,969.00	-	
Classic City Catering							1,688,969.00	-	
Coast Watch Alliance-Mini Grant							1,688,969.00	-	
Conex Exhibition Services							1,688,969.00	-	
Connect							1,688,969.00	-	
Connect							1,688,969.00	-	
CrossRoads Consulting Services							1,688,969.00	-	
CrowdRiff							1,688,969.00	-	
D&D Welding and Design Inc							1,688,969.00	-	
Dan Dunn							1,688,969.00	-	
Debbie Carpenter							1,688,969.00	-	
Destination Florida							1,688,969.00	-	
Destination International							1,688,969.00	-	
Destination Media							1,688,969.00	-	
DK Promotional							1,688,969.00	-	
Downs St. Germain Research					12,583.33		1,676,385.67	12,583.33	
Dream Catcher Shuttle							1,676,385.67	-	
Duncan McCall							1,676,385.67	-	
E W Bullock							1,676,385.67	-	
E W Bullock							1,676,385.67	-	
Electronic Display Networks							1,676,385.67	-	
Electronic Display Networks							1,676,385.67	-	
Escambia County Board of County Commissioners							1,676,385.67	-	
Evergreen Printing							1,676,385.67	-	
Evolve 'N Thrive							1,676,385.67	-	
Evolve 'N Thrive							1,676,385.67	-	

TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors		
				Backup For	Backup For	Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	Budget	Totals
Fast Signs							1,676,385.67	-
Fed Ex							1,676,385.67	-
Film Florida, Inc						500.00	1,675,885.67	500.00
Florida Coastal NW Communications Council							1,675,885.67	-
Florida Public Relations Association				490.00			1,675,395.67	490.00
Florida Restaurant & Lodging							1,675,395.67	-
Frank Brown Songwriter festival							1,675,395.67	-
Friends of Pensacola State Parks							1,675,395.67	-
Gallery Night Pensacola							1,675,395.67	-
Gallery Night Pensacola							1,675,395.67	-
Giant Noise				3,500.00	3,500.00	3,500.00	1,664,895.67	10,500.00
Gulf Coast Snowbirds							1,664,895.67	-
Gus Silvio's							1,664,895.67	-
Hilton Pensacola Beach							1,664,895.67	-
Holiday Inn Resort							1,664,895.67	-
Home Studios							1,664,895.67	-
Independent Arts Council of Pensacola							1,664,895.67	-
Irv Miller							1,664,895.67	-
IT Gulf Coast							1,664,895.67	-
Jackson's							1,664,895.67	-
Jennifer Jackson							1,664,895.67	-
Jennifer Jackson							1,664,895.67	-
Jerry's Bistreaux Catering / aka Robert Mistretta							1,664,895.67	-
Jim Downey Community Center- Mini Grant							1,664,895.67	-
Joyce Black							1,664,895.67	-
Joyce Black							1,664,895.67	-
JW Renfro Pecan							1,664,895.67	-
Kent's Special Event							1,664,895.67	-
Kimberly Sparks							1,664,895.67	-
Larry Orvis							1,664,895.67	-
Latino							1,664,895.67	-
Lazy Days Beach Rental							1,664,895.67	-
Lemox Coffee Distribution							1,664,895.67	-
Leslie Brososky							1,664,895.67	-
Lindsey Steck							1,664,895.67	-
Lindsey Steck							1,664,895.67	-
Little Sabine Inc							1,664,895.67	-
Logan Whyner							1,664,895.67	-
Logo Motion Marketing							1,664,895.67	-
Logo Motion Marketing							1,664,895.67	-
Logo Motion Marketing							1,664,895.67	-
London Tourism Publications							1,664,895.67	-
Majority Opinion Research							1,664,895.67	-
Majority Opinion Research							1,664,895.67	-
Majority Opinion Research							1,664,895.67	-
Majority Opinion Research							1,664,895.67	-
Majority Opinion Research							1,664,895.67	-
Marcoa Media							1,664,895.67	-
Maria's Seafood Company							1,664,895.67	-
Mark A Dean The Hub Music Festival							1,664,895.67	-
Martin Stanovich							1,664,895.67	-
McCombs Electrical Co.							1,664,895.67	-
McMahon-Hadder Insurance							1,664,895.67	-
Michael Hall- Grant Blues Jazz Fest							1,664,895.67	-
Miles Partnership							1,664,895.67	-
Miracle Strip Corvette Club							1,664,895.67	-

Remaining on
Advance per
bucket

**TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662**

				Vendors	Vendors	Vendors		
				Backup For	Backup For	Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	Budget	Totals
Monisdo							1,664,895.67	-
My Brothers and Sisters- Grant							1,664,895.67	-
New Beginnings							1,664,895.67	-
New Beginnings							1,664,895.67	-
New World Landing							1,664,895.67	-
News Radio 92.3-1620/WNRP							1,664,895.67	-
Nicole Dixon (Real Women Radio)-Grant							1,664,895.67	-
Nicole Stacey							1,664,895.67	-
Nina Fritz Studio							1,664,895.67	-
Northwest Florida Tourism Council							1,664,895.67	-
Paul Jay Massey							1,664,895.67	-
Pelican Drones						625.00	1,664,270.67	625.00
Pensacola Bay Center							1,664,270.67	-
Pensacola Bay Pilots							1,664,270.67	-
Pensacola Beach Chamber							1,664,270.67	-
Pensacola Beach Songwriters-Grant							1,664,270.67	-
Pensacola Community Action Network-Grant							1,664,270.67	-
Pensacola Historical Preservation Society							1,664,270.67	-
Pensacola LGBT Film Festival							1,664,270.67	-
Pensacola LGBT Film Festival							1,664,270.67	-
Pensacola Mardi Gras							1,664,270.67	-
Pensacola News Journal							1,664,270.67	-
Pensacola Sign							1,664,270.67	-
Pensacola Sign							1,664,270.67	-
Pensacon LLC							1,664,270.67	-
Perdido Key Area Chamber of Commerce							1,664,270.67	-
PR Chemical & Paper Supply							1,664,270.67	-
Pro Legal							1,664,270.67	-
Public Relations Society of America							1,664,270.67	-
Real Women Radio							1,664,270.67	-
Regions P-card					3,736.67	3,288.14	1,657,245.86	7,024.81
Regions P-card							1,657,245.86	-
Regions P-card							1,657,245.86	-
Sandy Roots Productions							1,657,245.86	-
Shanae Thomas							1,657,245.86	-
Shanda Y. Davis							1,657,245.86	-
Showcase						122,361.81	1,534,884.05	122,361.81
Showcase						108,156.55	1,426,727.50	108,156.55
Showcase							1,426,727.50	-
Showcase							1,426,727.50	-
Showcase - Agency Fee							1,426,727.50	-
Showcase - Agency Fee							1,426,727.50	-
Showcase - Media							1,426,727.50	-
Showcase - Media							1,426,727.50	-
Showcase - Media							1,426,727.50	-
Signal 88 Security							1,426,727.50	-
Simpleview				20,495.00	10,620.00	15,620.00	1,379,992.50	46,735.00
Simpleview							1,379,992.50	-
Simpleview							1,379,992.50	-
Skyline Suncoast							1,379,992.50	-
Southeast Tourism Society							1,379,992.50	-
Southeast Tourism Society							1,379,992.50	-
Sprout Social							1,379,992.50	-
Sterling Valley Systems							1,379,992.50	-
Summerfest:							1,379,992.50	-
Media One						175.00	1,379,817.50	175.00

Remaining on
Advance per
bucket

**TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662**

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TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors		
				Backup For	Backup For	Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	Budget	Totals
							318,739.00	-
ADT Security							318,739.00	-
Air Design				580.00	166.00	180.00	317,813.00	926.00
Air Design					569.00		317,244.00	569.00
Air Design							317,244.00	-
American Facility Services							317,244.00	-
American Facility Services							317,244.00	-
Anothy Goldsmith					52.00		317,192.00	52.00
Audio Visual by Lon							317,192.00	-
Award Masters							317,192.00	-
Award Masters							317,192.00	-
Barbara Williams							317,192.00	-
Barbara Williams							317,192.00	-
Brock's Lawn Care							317,192.00	-
Buffalo Rock							317,192.00	-
Buffalo Rock							317,192.00	-
Buffalo Rock							317,192.00	-
Business Interiors							317,192.00	-
Business Interiors							317,192.00	-
C Spire							317,192.00	-
Carver Darden						2,875.00	314,317.00	2,875.00
Carver Darden							314,317.00	-
Cincinnati Insurance							314,317.00	-
City of Pensacola					88.65	88.65	314,139.70	177.30
City of Pensacola							314,139.70	-
Copy Products				465.43	465.43	465.43	312,743.41	1,396.29
Copy Products							312,743.41	-
Coverall				400.92		940.63	311,401.86	1,341.55
Coverall				940.63			310,461.23	940.63
Digital Boardwalk				1,568.25	1,677.75	1,460.50	305,754.73	4,706.50
Digital Boardwalk						276.85	305,477.88	276.85
Digital Boardwalk							305,477.88	-
Dockside Doctor							305,477.88	-
Duggan's Services							305,477.88	-
Emerald Coast Utilities Authority					192.83		305,285.05	192.83
Emerald Coast Utilities Authority					125.20		305,159.85	125.20
Evergreen Printing				94.81			305,065.04	94.81
Evergreen Printing							305,065.04	-
Evergreen Printing							305,065.04	-
Evergreen Printing							305,065.04	-
FedEx							305,065.04	-
FedEx							305,065.04	-
FedEx							305,065.04	-
FedEx							305,065.04	-
Fisher Brown							305,065.04	-
Florida Pest Control							305,065.04	-
Frontline insurance							305,065.04	-
FSI Group							305,065.04	-
FSI Group							305,065.04	-
FSI Group							305,065.04	-
Gilmore Moving & Storage					192.80	192.80	304,679.44	385.60
Gilmore Moving & Storage							304,679.44	-
Greater Pensacola Chamber							304,679.44	-
Gulf Power				1,279.30	1,154.19	1,414.47	300,831.48	3,847.96
Gulf Power				41.45	34.42	33.32	300,722.29	109.19
Hiles-McLeod Insurance							300,722.29	-
							300,722.29	-
							300,722.29	-
							300,722.29	-
							300,722.29	-
Janie Turney							300,722.29	-
Jason Loeffler, CPA				400.00			300,322.29	400.00
Jason Loeffler, CPA							300,322.29	-

Remaining on
Advance per
bucket

TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors		
				Backup For	Backup For	Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	Budget	Totals
							300,322.29	-
							300,322.29	-
							300,322.29	-
Kaya Mann					74.11	56.33	300,191.85	130.44
Kaya Mann							300,191.85	-
Kimberly Sparks					21.41		300,170.44	21.41
Kimberly Sparks							300,170.44	-
Kimberly Sparks							300,170.44	-
Larry Orvis							300,170.44	-
Larry Orvis							300,170.44	-
Leslie Brososky/White						57.48	300,112.96	57.48
Leslie Brososky/White							300,112.96	-
Lindsey Steck						45.86	300,067.10	45.86
Lindsey Steck							300,067.10	-
							300,067.10	-
Logo Motion							300,067.10	-
							300,067.10	-
							300,067.10	-
McMahon-Hadder Insurance							300,067.10	-
McMahon-Hadder Insurance							300,067.10	-
Nicole Stacey					48.86	25.33	299,992.91	74.19
Nicole Stacey							299,992.91	-
Office Equipment Company							299,992.91	-
							299,992.91	-
							299,992.91	-
Pensacola Glass company							299,992.91	-
Pensacola News Journal							299,992.91	-
Pitney Bowes Global Financial							299,992.91	-
Pitney Bowes Global Financial							299,992.91	-
PR Chemicals & Paper Supply							299,992.91	-
Protection One Alarm Monitoring							299,992.91	-
Purchase Power							299,992.91	-
Quigley Cooling & Heating							299,992.91	-
Quigley Cooling & Heating							299,992.91	-
Regions - Ops					2,970.11	10,394.31	286,628.49	13,364.42
Regions - Ops					464.10		286,164.39	464.10
Shawn Brown						12.18	286,152.21	12.18
Shwayne Likely Lawn Care						360.00	285,792.21	360.00
Shwayne Likely Lawn Care						250.00	285,542.21	250.00
							285,542.21	-
The Hiller Companies							285,542.21	-
The Southern Touch						967.51	284,574.70	967.51
The Southern Touch							284,574.70	-
Travelers							284,574.70	-
Trutech Wildlife Services							284,574.70	-
Trutech Wildlife Services							284,574.70	-
Trutech Wildlife Services							284,574.70	-
US Postmaster							284,574.70	-
Vowell's							284,574.70	-
Vowell's							284,574.70	-
Warren Averett LLC						12,000.00	272,574.70	12,000.00
Wells Fargo Financial Leasing					284.88		272,289.82	284.88
Wells Fargo Financial Leasing							272,289.82	-
Wondwossen Samuel							272,289.82	-
Wondwossen Samuel							272,289.82	-
Wright Flood							272,289.82	-
							272,289.82	-
TOTAL OPERATIONS EXPENSES	7%	318,739.00	-	5,770.79	8,581.74	32,096.65	272,289.82	272,289.82

Remaining on
Advance per
bucket

TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors			
				Backup For	Backup For	Backup For	Remaining	Line Item	
		Budget	Advance	October	November	December	Budget	Totals	Remaining on Advance per bucket
PERSONNEL		986,672.00					986,672.00	986,672.00	
Amendment moved to DP							986,672.00	-	
Need to Move to DP							986,672.00	-	
Contract Balance Amendment							986,672.00	-	
Supplemental -							986,672.00	-	
Advance per Contract							986,672.00	-	-
Prorated									
Apply to the Advance							986,672.00	-	-
Payroll				31,678.02	31,313.58	32,415.42	891,264.98	95,407.02	
Payroll				31,010.59	32,202.18	32,228.09	795,824.12	95,440.86	
Payroll							795,824.12	-	
Payroll							795,824.12	-	
Melisa Monno							795,824.12	-	
Susanna Rogers							795,824.12	-	
							795,824.12	-	
Studer Community Institute							795,824.12	-	
TOTAL PERSONNEL EXPENSES	22%	986,672.00	-	62,688.61	63,515.76	64,643.51	795,824.12	795,824.12	-
TOTAL APPROPRIATION		4,497,980.00	1,500,000.00	92,944.40	112,886.03	350,966.66	2,441,182.91	2,441,182.91	1,500,000.00
							2,441,182.91	2,441,182.91	1,500,000.00
			Advance	October	November	December			
Disallowed Expenses									
								-	
								-	
								-	
								-	
								-	
								-	

TACC Visit Pensacola
3rd Cent and 4th Cent
FY21 PO#210662

				Vendors	Vendors	Vendors		
				Backup For	Backup For	Backup For	Remaining	Line Item
		Budget	Advance	October	November	December	Budget	Totals
								-
								-
								-
								-
								-
Amount of Disallowed/Resubmitted			-	-	-	-	-	-
Outstanding Checks - Sufficient Support Provided	Check #							
Total Outstanding Checks			-	-	-	-	-	-
Total Allowable Expenses			1,500,000.00	92,944.40	112,886.03	350,966.66	2,441,182.91	2,441,182.91
Monthly Outstanding Checks							-	-
Total Disallowed Expenses						-		
Change in the amount applied to the advance					-			
Total Appropriation request			1,500,000.00	92,944.40	112,886.03	350,966.66	2,441,182.91	2,441,182.91
Total Monthly Allowable Contribution Invoiced to Date			1,500,000.00	92,944.40	112,886.03	350,966.66	2,441,182.91	2,441,182.91
Payment to Visit Pensacola								
Carryover from prior month							-	-
Backup Provided (Needed)			1,500,000.00	92,944.40	112,886.03	350,966.66	2,441,182.91	2,441,182.91

Remaining on Advance per bucket

Total Advance Applied 1,500,000.00 - - - 1,500,000.00 - 1,500,000.00

VP paid VP out of EFT account 3,941,182.91 -

2,441,182.91

County Paid VP -

Total Submitted with back up				92,944.40	112,886.03	350,966.66		556,797.09
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Applied to Advance 92,944.40 -

ACE
3rd Cent and 4th Cent
PASSTHROUGH WITH VISIT PENSACOLA
FY21 PO#210662

			Vendors	Vendors	Vendors	Vendors	Vendors		Vendors		Vendors	
			Backup For	Backup For	Backup For	Backup For	Backup For	Check #	Backup For	Check #	Backup For	Remaining
	Budget	Advance	December	January	May	July	August	September	September	September	September	Budget
DIRECT PROGRAMMING												-
Operating Grants												-
Ballett Pensacola												-
Choral Society of Pensacola												-
Fiesta of Five Flags												-
First City Arts Alliance												-
Jazz Society of Pensacola												-
Pensacola Children's Chorus												-
Pensacola Little Theatre												-
Pensacola LightHouse												-
Pensacola MESS Hall												-
Pensacola Opera												-
Pensacola Symphony												-
Rounding												-
Grants Total												-
Operating Grants - Advanced	300,000.00											-
Direct Programming Foo												
Foo Festival	644,576.00											644,576.00
Supplemental												644,576.00
Vacation Artfully Advanced												644,576.00
Vacation Artfully Advanced												644,576.00
Artel												644,576.00
Birdwell Agency												644,576.00
Birdwell Agency												644,576.00
Choral Society of Pcola												644,576.00
Downtown Improvement Board												644,576.00
First City Art Center												644,576.00
Frank Brown												644,576.00
Friends of Downtown												644,576.00
Hummingbird Ideas												644,576.00
Hummingbird Ideas												644,576.00
Jazz Society of Pensacola												644,576.00
Keep Pensacola Beautiful												644,576.00
Leesburg												644,576.00
LAMPLIGHTERS												644,576.00
LAMPLIGHTERS												644,576.00
Legal Services												644,576.00
Pensacola EggFest												
Eventity, Inc.												644,576.00
Pensacola LightHouse												644,576.00
Pensacola Little Theatre												644,576.00
Pensacola Mess Hall												644,576.00
Pensacola Museum of Art												644,576.00
Pensacola Opera												644,576.00
Pensacola Symphony Orchestra												644,576.00
The Choral Society												644,576.00
Truth for Youth												644,576.00
University of West Fla												644,576.00
Philadelphia Insurance												644,576.00
Powell Entertainment												644,576.00
Powell Entertainment												644,576.00
												644,576.00
TOTAL DIRECT PROGRAMMING EXPENSES	944,576.00	-	-	-	-	-	-	-	-	-	-	944,576.00
TOTAL APPROPRIATION	944,576.00	-	-	-	-	-	-	-	-	-	-	944,576.00
		Advance	December	January	May	August	September		June		June	
Disallowed Expenses												
Amount of Disallowed/Resubmitted						-	-	-	-		-	
Outstanding Checks - Sufficient Support Provided	Check #											
Total Outstanding Checks		-	-	-	-	-	-	-	-	-	-	-
Total Allowable Expenses		-	-	-	-	-	-	-	-	-	-	944,576.00
Disallowed Expenses that are eligible to be resubmitted		-	-	-	-	-	-	-	-	-	-	-
Monthly Outstanding Checks						-	-	-	-	-	-	-

ACE
3rd Cent and 4th Cent
PASSTHROUGH WITH VISIT PENSACOLA
FY21 PO#210662

			Vendors	Vendors	Vendors	Vendors	Vendors		Vendors		Vendors	
			Backup For	Backup For	Backup For	Backup For	Backup For	Check #	Backup For	Check #	Backup For	Remaining
	Budget	Advance	December	January	May	July	August	September	September	September	September	Budget
Disallowed Expenses that have been resubmitted												
Total Appropriation request		-	-	-	-	-	-	-	-	-	-	944,576.00
Total Monthly Allowable Contribution Invoiced to Date		-	-	-	-	-	-	-	-	-	-	944,576.00
Payment to ACE from VPI			-	-	-	-	-					
Payment to Visit Pensacola			-	-	-							
Carryover from prior month					-	-	-	-	-	-	-	-
Backup Provided (Needed)		-	-	-	-	-	-		-		-	944,576.00

PENSACOLA SPORTS
3rd Cent and 4th Cent
ISTHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

			Vendors	Vendors	Vendors	
			Backup For	Backup For	Backup For	Remaining
	Budget	Advance	October	November	December	Budget
DIRECT PROGRAMMING	299,565.00					299,565.00
Change Balance						299,565.00
Supplemental -						299,565.00
						299,565.00
Advance per Contract Base, a total of \$500K						299,565.00
Apply to the Advance						299,565.00
2D Sports						299,565.00
A DJ Connection						299,565.00
Always Advancing						299,565.00
American Express					140.99	299,424.01
American Express						299,424.01
Andrews Institute:						299,424.01
Appleyard Agency						299,424.01
Baptist Healthcare						299,424.01
BEST Baseball						299,424.01
Citi Card				114.54	1,326.14	297,983.33
Citi Card				129.52		297,853.81
Citi Card						297,853.81
City of Pensacola						297,853.81
City of Gulf Breeze						297,853.81
Cox Media					2,000.00	295,853.81
Creative Instinct						295,853.81
Destinations International						295,853.81
Deluna Coffee						295,853.81
Digital Now						295,853.81
e.w.bullock						295,853.81
Escambia County BOCC					400.00	295,453.81
Escambia County Parks & Rec						295,453.81
Evergreen Printing & Mailing						295,453.81
Fabadashery						295,453.81
						295,453.81
M & N Vending Services						295,453.81
						295,453.81
Mindi Straw Custom Embroidery					376.00	295,077.81
Mo Money						295,077.81
Motion Maker					150.00	294,927.81
National Council of Youth Sports						294,927.81

PENSACOLA SPORTS
3rd Cent and 4th Cent
STHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

			Vendors	Vendors	Vendors	
			Backup For	Backup For	Backup For	Remaining
	Budget	Advance	October	November	December	Budget
Ninth Avenue Coin Laundry						294,927.81
NIRSA						294,927.81
North Florida Athletics						294,927.81
Pensacola Blue Wahoos						294,927.81
Pensacola News Journal					2,000.02	292,927.79
						292,927.79
						292,927.79
Showcase Pensacola					3,000.00	289,927.79
SportsEvents Media Group						289,927.79
Sports Events & Tourism Assoc					795.00	289,132.79
Surf and Sand Hotel						289,132.79
Tropical Smoothie						289,132.79
The U.S. Finals						289,132.79
ULM Athletics						289,132.79
						289,132.79
TOTAL DIRECT PROGRAMMING EXPENSES	299,565.00	-	-	244.06	10,188.15	289,132.79
OPERATIONS	49,928.00					49,928.00
Supplemental						49,928.00
Advance per Contract						49,928.00
Apply to Advance						49,928.00
American Express				193.00	193.00	49,542.00
American Express						49,542.00
Carlson & Co.						49,542.00
Citi Card				180.00		49,362.00
Cox Communications				412.74	413.17	48,536.09
Cox Communications				413.17		48,122.92
CPC Office Technologies						48,122.92
ECUA				94.42	50.11	47,978.39
ECUA				103.40		47,874.99
ECUA						47,874.99
Gulf Power				322.66	516.48	47,035.85
Gulf Power						47,035.85
CES Team One Communication, Inc						47,035.85
Office Depot						47,035.85
Overhead				2,428.93	2,428.93	42,177.99
Overhead				2,428.93		39,749.06

STHROUGH FROM VISIT PENSACOLA

Disallowed Expenses

PENSACOLA SPORTS
3rd Cent and 4th Cent
STHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

			Vendors	Vendors	Vendors	
			Backup For	Backup For	Backup For	Remaining
	Budget	Advance	October	November	December	Budget
Disallowed Overhead Cost Billed that are not Overheah Cost						
Amount of Disallowed/Resubmitted		-	-	-	-	
Outstanding Checks - Sufficient Support Provided	Check #					
Total Outstanding Checks		-	-	-	-	-
Total Allowable Expenses			-	44,299.02	34,531.70	475,920.28
Disallowed Expenses that are eligible to be resubmitted - Offset by the advance		-	-	-	-	-
Monthly Outstanding Checks						-
Disallowed Expenses that have been resubmitted						
Total Appropriation request			-	44,299.02	34,531.70	475,920.28
Total Monthly Allowable Contribution Invoiced to Date			-	44,299.02	34,531.70	475,920.28
Payment to Visit Pensacola						
Carryover from prior month						-
Backup Provided (Needed)		-	-	44,299.02	34,531.70	475,920.28

****Note:** Advance allocated to Visit Pensacola's budget to support substantial cash shortage needs - per contract.

Base

Remaining of Supplemental Remaining of BASE

Paid to PSA by VP	-					(475,920.28)
Approved by Cty, Paid / applied to advance VP						(475,920.28)
Paid to VPI by Cty			-	-	-	-

PENSACOLA SPORTS
3rd Cent and 4th Cent
ISTHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

	Line Item
	Totals
DIRECT PROGRAMMING	-
Change Balance	-
Supplemental -	-
	-
Advance per Contract Base, a total of \$500K	
Apply to the Advance	-
2D Sports	-
A DJ Connection	-
Always Advancing	-
American Express	140.99
American Express	-
Andrews Institute:	-
Appleyard Agency	-
Baptist Healthcare	-
BEST Baseball	-
Citi Card	1,440.68
Citi Card	129.52
Citi Card	-
City of Pensacola	-
City of Gulf Breeze	-
Cox Media	2,000.00
Creative Instinct	-
Destinations International	-
Deluna Coffee	-
Digital Now	-
e.w.bullock	-
Escambia County BOCC	400.00
Escambia County Parks & Rec	-
Evergreen Printing & Mailing	-
Fabadashery	-
	-
M & N Vending Services	-
	-
Mindi Straw Custom Embroidery	376.00
Mo Money	-
Motion Maker	150.00
National Council of Youth Sports	-

PENSACOLA SPORTS
3rd Cent and 4th Cent
ISTHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

	Line Item
	Totals
Ninth Avenue Coin Laundry	-
NIRSA	-
North Florida Athletics	-
Pensacola Blue Wahoos	-
Pensacola News Journal	2,000.02
	-
	-
Showcase Pensacola	3,000.00
SportsEvents Media Group	-
Sports Events & Tourism Assoc	795.00
Surf and Sand Hotel	-
Tropical Smoothie	-
The U.S. Finals	-
ULM Athletics	-
	-
TOTAL DIRECT PROGRAMMING EXPENSES	10,432.21
OPERATIONS	-
Supplemental	-
Advance per Contract	-
Apply to Advance	-
American Express	386.00
American Express	-
Carlson & Co.	-
Citi Card	180.00
Cox Communications	825.91
Cox Communications	413.17
CPC Office Technologies	-
ECUA	144.53
ECUA	103.40
ECUA	-
Gulf Power	839.14
Gulf Power	-
CES Team One Communication, Inc	-
Office Depot	-
Overhead	4,857.86
Overhead	2,428.93

PENSACOLA SPORTS
3rd Cent and 4th Cent
ISTHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

	Line Item
	Totals
Palafox Computers	-
PODS	601.96
PODS	300.98
PODS	-
	-
Sprint	728.30
	-
TOTAL OPERATIONS EXPENSES	11,810.18
PERSONNEL	-
Supplemental	-
Advance per Contract -	-
Apply to Advance	-
	-
Landrum Professional	17,014.56
Landrum Professional	17,108.66
Landrum Professional	9,062.94
Landrum Professional	8,332.28
Morgan Stanley	2,028.90
Morgan Stanley	2,030.10
Morgan Stanley	1,010.89
	-
TOTAL PERSONNEL EXPENSES	56,588.33
TOTAL APPROPRIATION	78,830.72
	78,830.72
Disallowed Expenses	
	-
	-
	-
	-
	-
	-
	-
	-
	-

PENSACOLA SPORTS
3rd Cent and 4th Cent
ISTHROUGH FROM VISIT PENSACOLA
FY21 PO#210662

	Line Item
	Totals
	-
Disallowed Overhead Cost Billed that are not Overhead Cost	2,675.85
Amount of Disallowed/Resubmitted	2,675.85
Outstanding Checks - Sufficient Support Provided	
Total Outstanding Checks	-
Total Allowable Expenses	78,830.72
Disallowed Expenses that are eligible to be resubmitted - Offset by the advance	2,675.85
Monthly Outstanding Checks	-
Disallowed Expenses that have been resubmitted	
Total Appropriation request	81,506.57
Total Monthly Allowable Contribution Invoiced to Date	78,830.72
Payment to Visit Pensacola	
Carryover from prior month	-
Backup Provided (Needed)	78,830.72
**Note: Advance allocated to Visit F	554,751.00
substantial cash shortage needs -	-
	475,920.28
Paid to PSA by VP	-
Approved by Cty, Paid / applied to advance VP	-
Paid to VPI by Cty	-

TACC Visit Pensacola
CARES
FY21 PO#210357

					Vendors
				Check #	Backup For
		Budget	Advance	November	November
DIRECT PROGRAMMING		500,000.00			
Supplemental -					
Amendment					
Advance per Contracts Base					
& Supplemental					
Apply to the Advance					
Showcase				5566	500,000.00
TOTAL DIRECT PROGRAMMING EXPENSES - ALLOWED	100%	500,000.00	-		500,000.00
OPERATIONS					
Need to Move to DP					
Supplemental -					
Supplemental -					
FY18 Advance Prorated					
Apply to the Advance					
TOTAL OPERATIONS EXPENSES	0%	-	-		-

PERSONNEL					
Amendment moved to DP					
Need to Move to DP					
Contract Balance Amendment					
Supplemental -					
Advance per Contract					
Prorated					
Apply to the Advance					
TOTAL PERSONNEL EXPENSES	0%	-	-		-
TOTAL APPROPRIATION		500,000.00	-		500,000.00
			Advance		November
Disallowed Expenses					
Amount of Disallowed/Resubmitted			-		-
Outstanding Checks - Sufficient Support Provided		Check #			
Total Outstanding Checks			-		-
Total Allowable Expenses			-		500,000.00
Monthly Outstanding Checks					
Total Disallowed Expenses					
Change in the amount applied to the advance					-
Total Appropriation request			-		500,000.00

Total Monthly Allowable Contribution Invoiced to Date			-		500,000.00
Payment to Visit Pensacola					
Carryover from prior month					
Backup Provided (Needed)			-		500,000.00

Total Advance Applied

-

-

VP paid VP out of EFT account

County Paid VP

Total Submitted with back up					500,000.00
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Applied to Advance



TOURIST DEVELOPMENT COUNCIL

February 9, 2020

**Visit Pensacola Online Reports
October - December**

VisitPensacola.com

OCTOBER ONLINE REPORT

Summary

- **Website engagement**

- Website visits down 46%
- Unique website visitors down 40%
- Mobile Traffic down 39%

*Website decrease due to Hurricane Sally and the reduced paid spend.

- **Acquisition**

- Top converting channels:
 - Referral / 119%
 - Paid Search / 115%
 - Email / 109%
 - Organic Search 102%

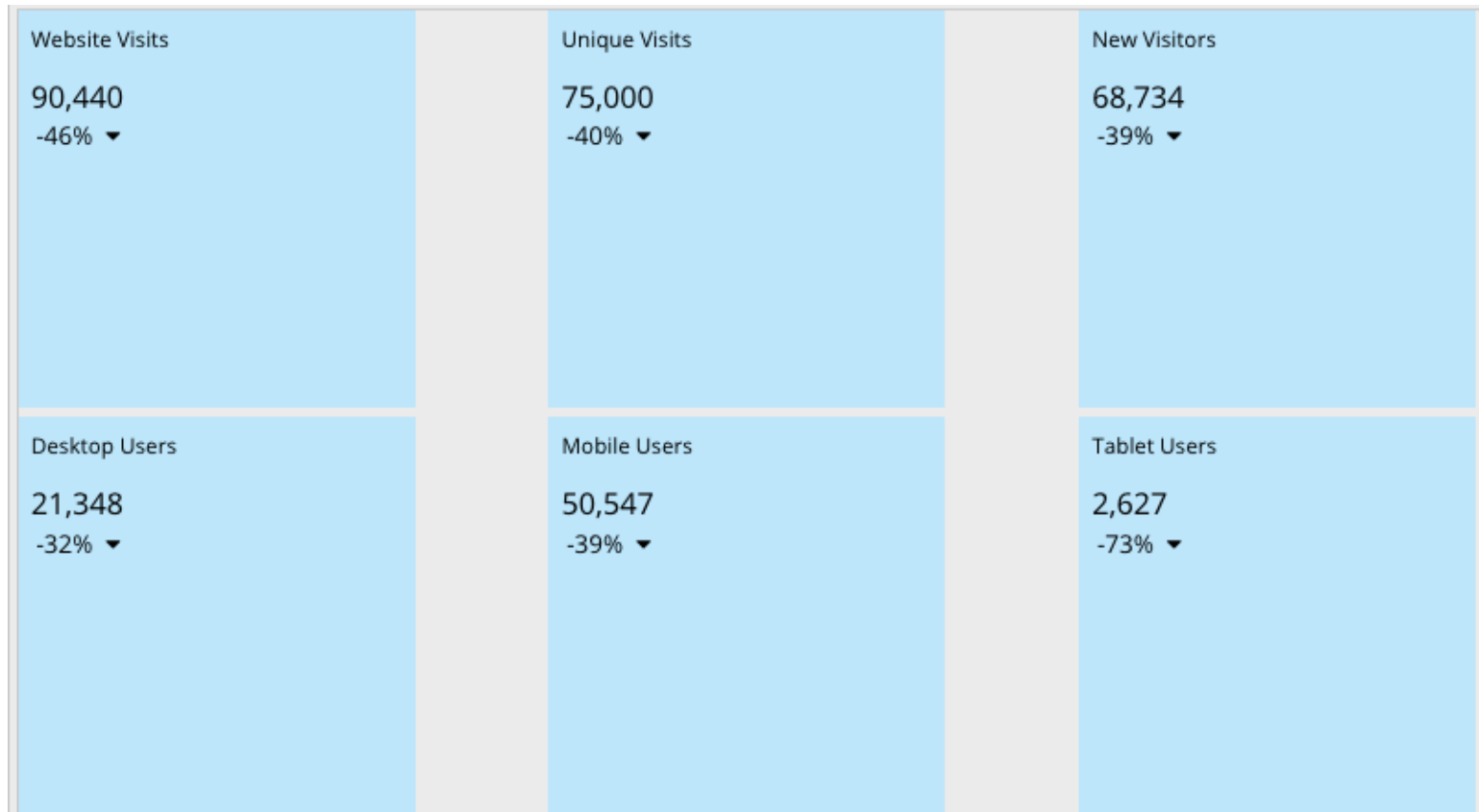
- **Email Engagement**

- Unique Open Rate 48%
- Unique CTR 6%
- Conversion Rate 109%

- **Social Media**

- Social Media traffic resulted in 1,488 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook, Pinterest, Instagram, Instagram Stories, Twitter & LinkedIn
- Top landing pages/sections from social: Homepage, Blog – Fine Dining, Healthy Travel, Pensacola Beach

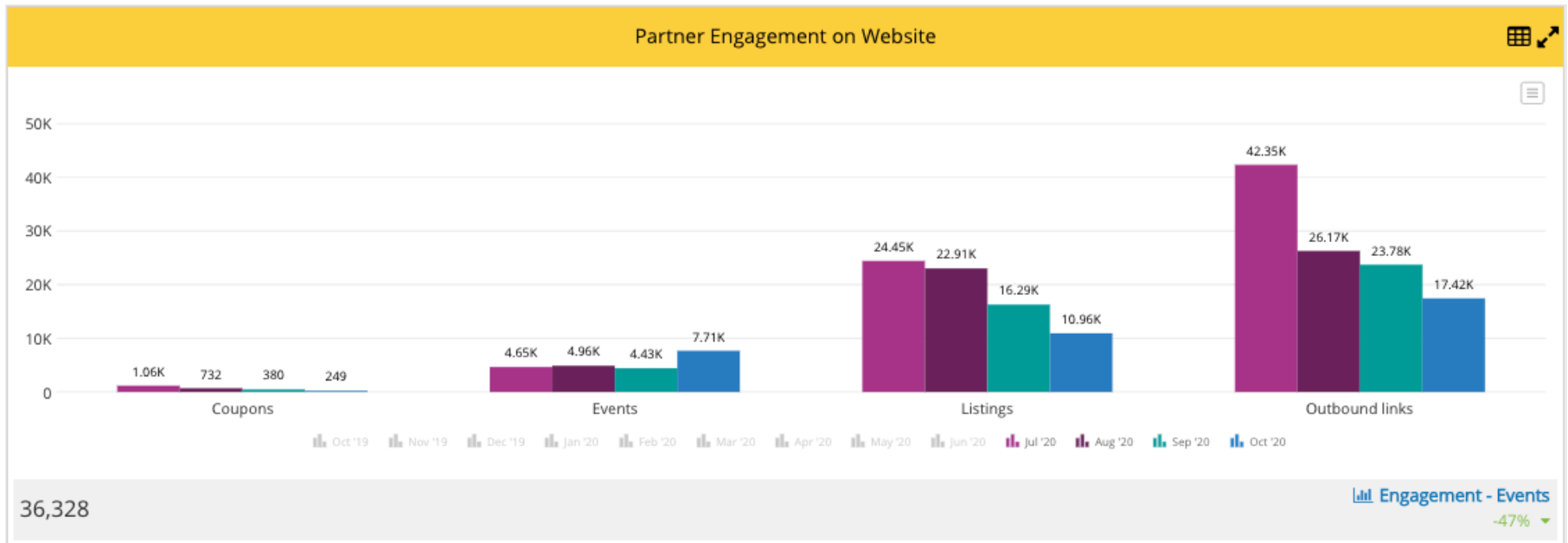
Audience



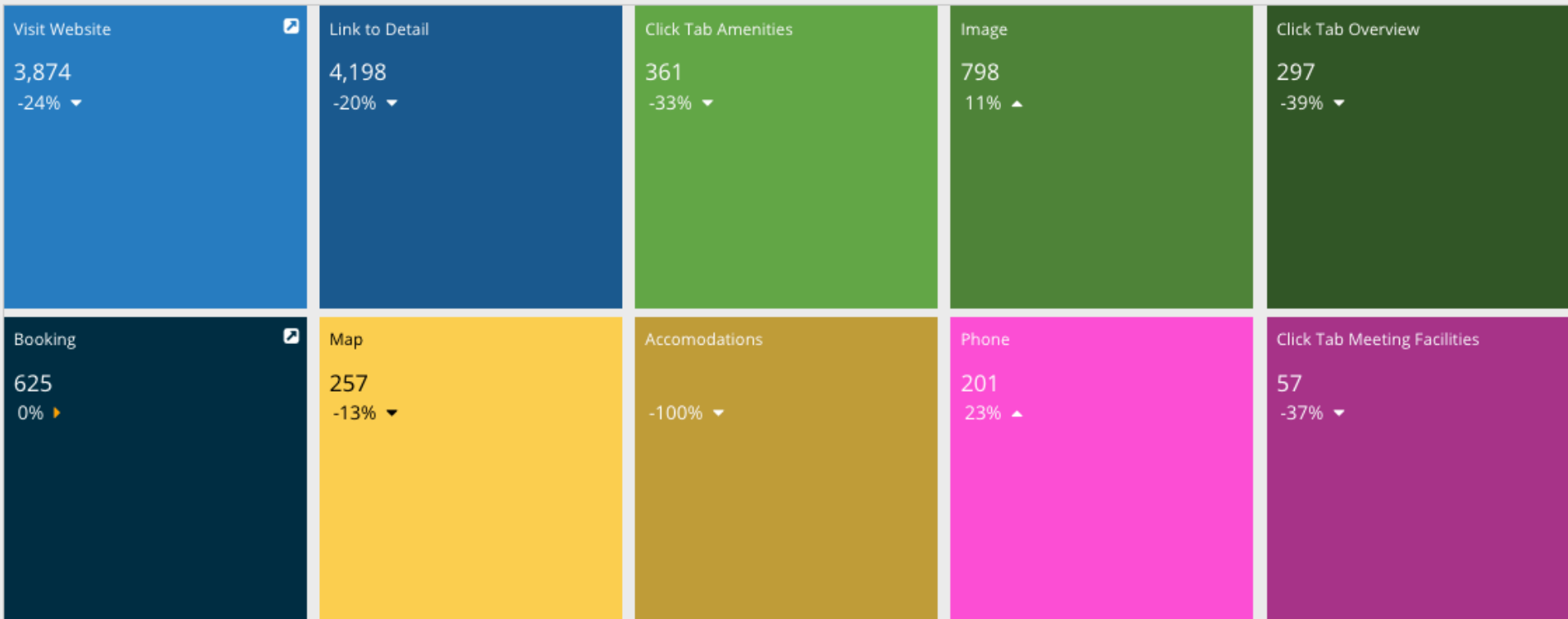
Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	19,602	17,032	56.5%	2.1	96.5%
Atlanta GA	7,556	6,768	66.6%	1.7	71.2%
Dallas-Ft. Worth TX	3,917	3,629	71.4%	1.7	53.3%
New Orleans LA	3,217	2,744	61.4%	1.9	81.9%
Houston TX	3,041	2,739	68.6%	1.8	72.6%
Orlando-Daytona Beach-Melbourne FL	2,720	2,513	71.0%	1.6	57.5%
(not set)	2,237	2,085	67.7%	1.8	67.3%
Nashville TN	1,787	1,589	61.3%	1.9	84.0%
Tampa-St. Petersburg (Sarasota) FL	1,640	1,553	72.1%	1.5	44.4%
Birmingham (Ann and Tusc) AL	1,327	1,193	67.2%	1.7	74.0%

Partner Engagement



Partner Listing



Email Engagement

Monthly Comparison

Counts are Totals

	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020
Sent	58,934	12,554 ↓ 79% vs AUG	23,490 ↑ 87% vs SEP
Opens	29,592	9,673 ↓ 67% vs AUG	11,369 ↑ 18% vs SEP
Clicks	3,416	1,249 ↓ 63% vs AUG	1,537 ↑ 23% vs SEP

Click-through rate: 6.5%

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:31	▼ 12.07%
Pages	1.9	▼ 9.5%
Bounce Rate	62.9	▲ 22.2%
Email Sign Up Completions	425	▲ 8.9%
Insider Guide Signups Completions	370	▼ 37.8%

Acquisition by

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	44,217	54,260	56.4%	2.1	113.6	102.7%
Paid Social	10,518	11,318	93.1%	1.2	10.0	15.8%
Display	7,410	8,173	64.8%	1.3	18.3	26.3%
Direct	6,939	8,771	69.2%	1.8	76.3	70.5%
Social	2,248	2,553	61.3%	1.7	74.0	57.8%
Referral	1,912	2,667	49.9%	3.2	238.8	119.5%
Paid Search	1,660	1,978	54.4%	2.4	114.4	115.5%
Email	314	590	51.2%	3.0	149.0	109.2%
Native	47	83	86.7%	1.1	40.1	16.9%
(Other)	46	47	57.4%	1.6	70.8	72.3%

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	41,406	37,917	50,631	56.7%	2.1	111.2	100.2%
facebook / paid_social	10,518	9,569	11,313	93.1%	1.2	10.0	15.8%
(direct) / (none)	6,939	6,481	8,771	69.2%	1.8	76.3	70.5%
stack_adapt / preroll	2,150	2,142	2,269	63.2%	1.1	11.6	11.9%
goodway / preroll	1,912	1,903	2,179	71.2%	1.3	16.2	27.4%
bing / organic	1,713	1,487	2,031	49.8%	2.8	156.3	141.4%
m.facebook.com / referral	1,228	995	1,333	70.0%	1.4	39.3	40.8%
tripadvisor / preroll	1,088	1,083	1,269	67.5%	1.3	27.3	25.5%
google / cpc	951	872	1,146	55.8%	2.4	106.9	110.6%
stack_adapt / retarget	844	833	912	71.3%	1.2	28.6	26.9%

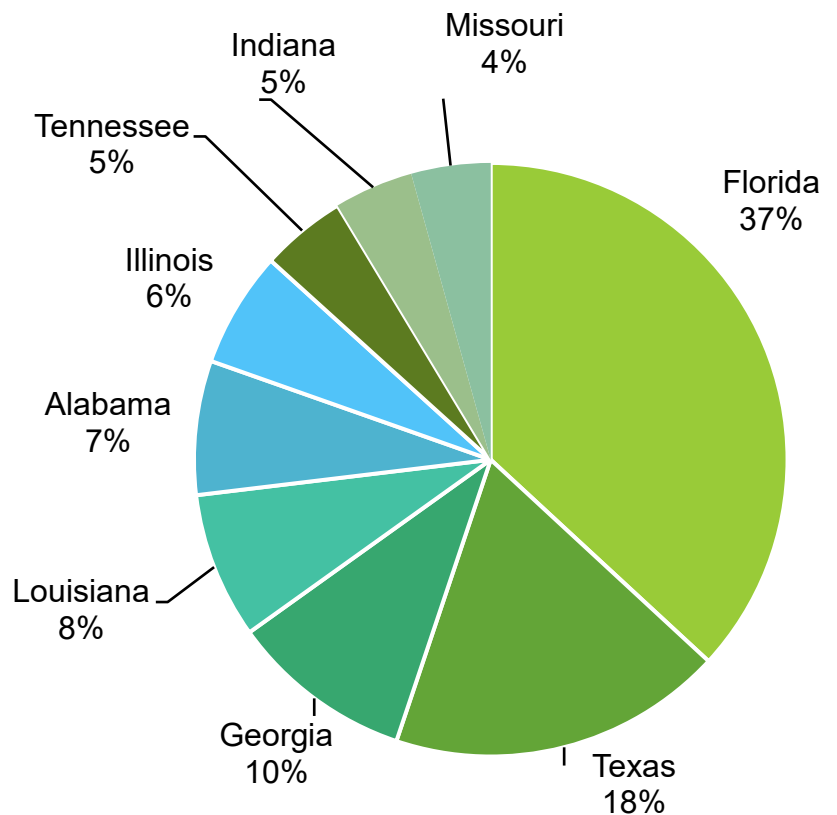
Top Pages

1. Experience
2. Home
3. Events
4. Webcam
5. Plan Your Trip
6. Blue Angel Practices
7. Hurricane Sally Updates
8. Healthy Travel Updates
9. Pensacola Beach Things To Do
10. Things To Do
11. Things To Do Downtown
12. Attractions

Engagement (E-Book) *October 2020*

Measurement	Value
Unique Visits	436
Unique Page Views	12,663
Avg. Time (min.)	5.9
Total Clicks	15
PDF Download	19

Top States – E-Book



Experience App

Total Subscribers: 4.3K

Views: 9.8K

Engage Sessions: 1K

Top Pages and Screens:

- Experiences
- All Events
- Dining
- Explore
- Beach
- Passports
- Favorites
- Happy Hour

Top Cities

- Pensacola
- Lowell
- New Orleans
- Pensacola Beach
- Destin
- Boston
- Ferry Pass
- Houston



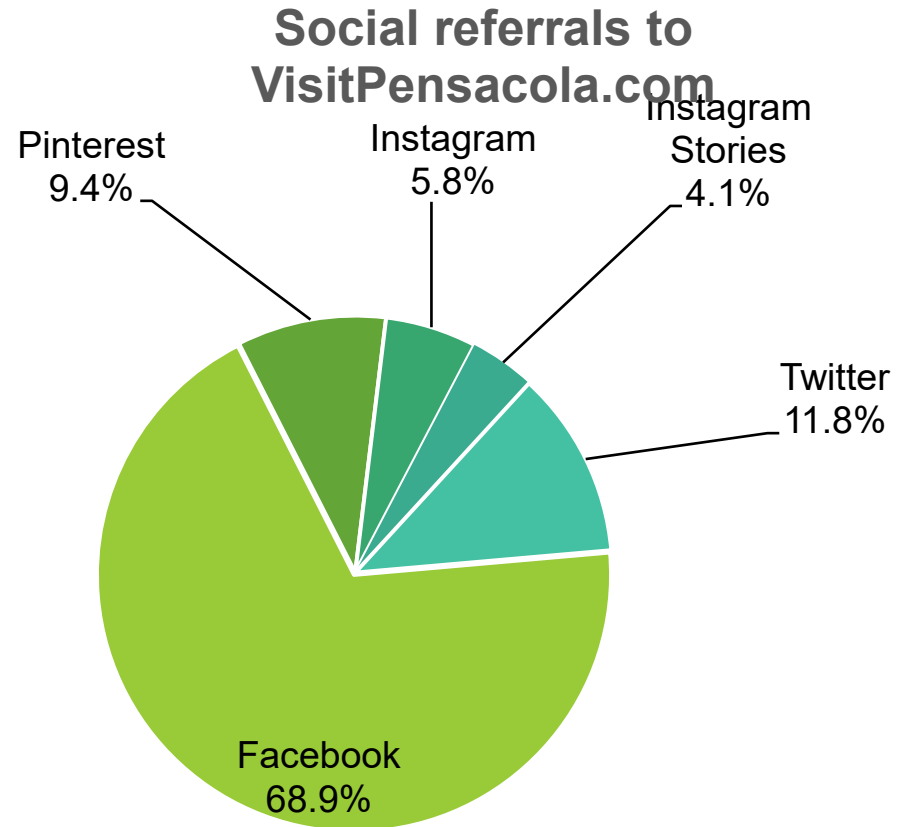
Social Engagement

of Sessions via Social Referral: 2,553

Contributed Social Conversions: 1,488

Top Social Content

- VisitPensacola.com
- Blog – Fine Dining
- Healthy Travel Updates
- Things to do – beaches
- Beaches – Pensacola Beach

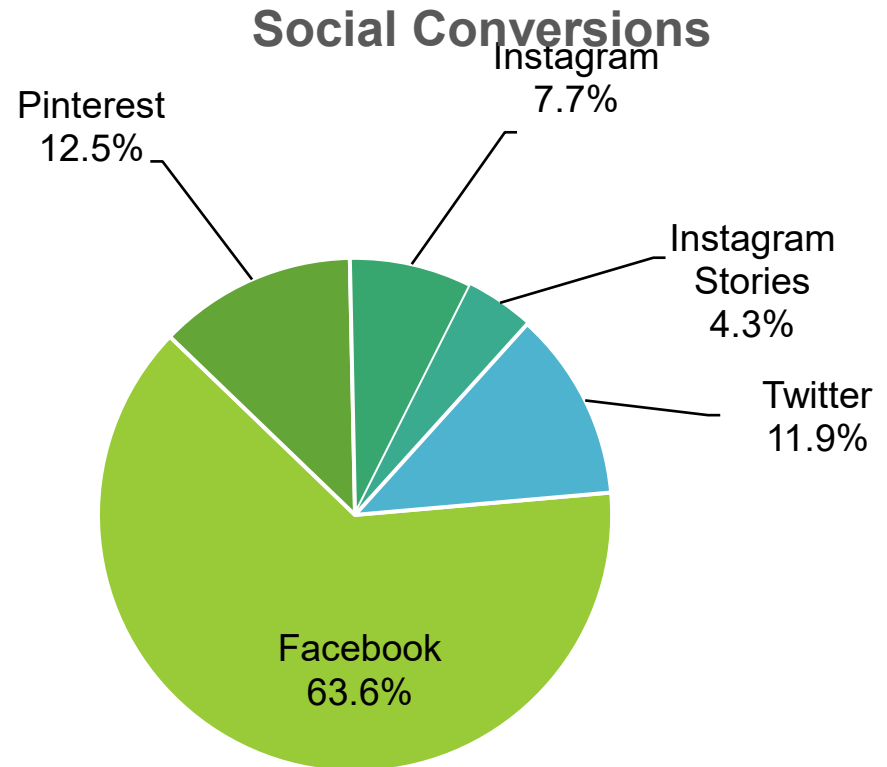


Social Conversions

Top converting social channels

Conversions

- Facebook / 805
- Pinterest / 158
- Instagram / 98
- Instagram Stories / 54
- Twitter / 151
- LinkedIn / 6



YouTube

Channel analytics

Overview

Reach

Engagement

Audience

Oct 1 – 31, 2020

October

Views

3.0K ↓

1.4K less than usual

Watch time (hours)

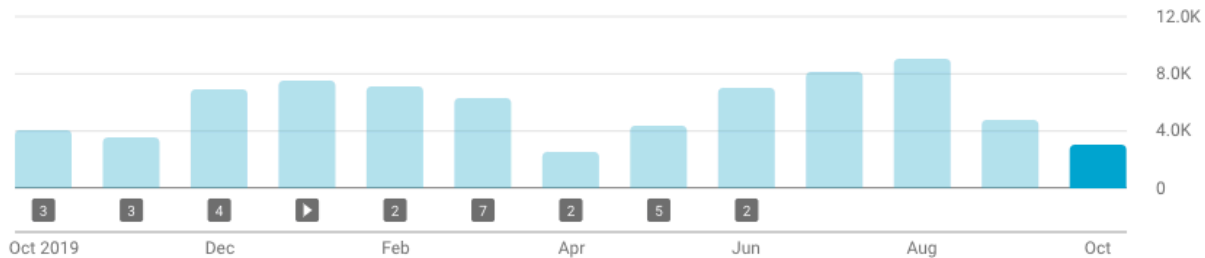
65.6 ↓

34.4 less than usual

Subscribers

+4 ↑

4 more than usual



SEE MORE

Monthly | Daily

Realtime

Updating live

920

Subscribers




255

Views · Last 48 hours



Top videos

Views

	3-Minute Adventures - Ziplini...	30
	We'll Save A Place	18
	Five Fun Beach Water Activit...	10

Subscribers: 920
New Subscribers +3
Views: 2,965











Top viewed content:
3-Minute Adventures – Ziplining
5 Fun Beach Water Activities
The Mullet Toss

Top Pins

Saves



☐ Pins created in the last 30 days ⓘ

Pin	Type
 Official Tourism Website of Pensacola, Florida	Organic
 Official Tourism Website of Pensacola, Florida	Organic
 Pensacola: Home to the Beloved Sea Turtle	Organic
 Official Tourism Website of Pensacola, Florida	Organic
 Sunset on Pensacola Beach	Organic
 Don't miss your chance to watch the U.S. Na...	Organic
 Magical Winter Sunsets in Pensacola	Organic
 Pensacola Beach	Organic
 Manatees in Pensacola Beach	Organic
 Florida's Shrimp and Grits A Ya-Ya	Organic

Pinterest

Engagements: 7,291

Link Clicks: 276

Saves: 723

Top Link Clicks:

- Five Pensacola Cocktails
Straight to Your Home

- Five Must See Murals

-Dine Perdido Key

Visit Pensacola.com

VisitPensacola.com

NOVEMBER ONLINE REPORT

Summary

■ Website engagement

- Website visits down 39%
- Unique website visitors down 35%
- Mobile Traffic down 29%

Update on site traffic. Traffic is down due to demand because of COVID. Across all web marketing channels coming into the website we are seeing a decrease. Organic search is down about 17% and social is down 50% - For paid, we spent less (which also would impact the organic) Paid display ads are down 55%, PPC is down 85%, Native ads down 84%

■ Acquisition

- Top converting channels:
 - Paid Search / 124.1%
 - Referral / 112.7%
 - Email / 110.5%
 - Organic Search / 99.2%

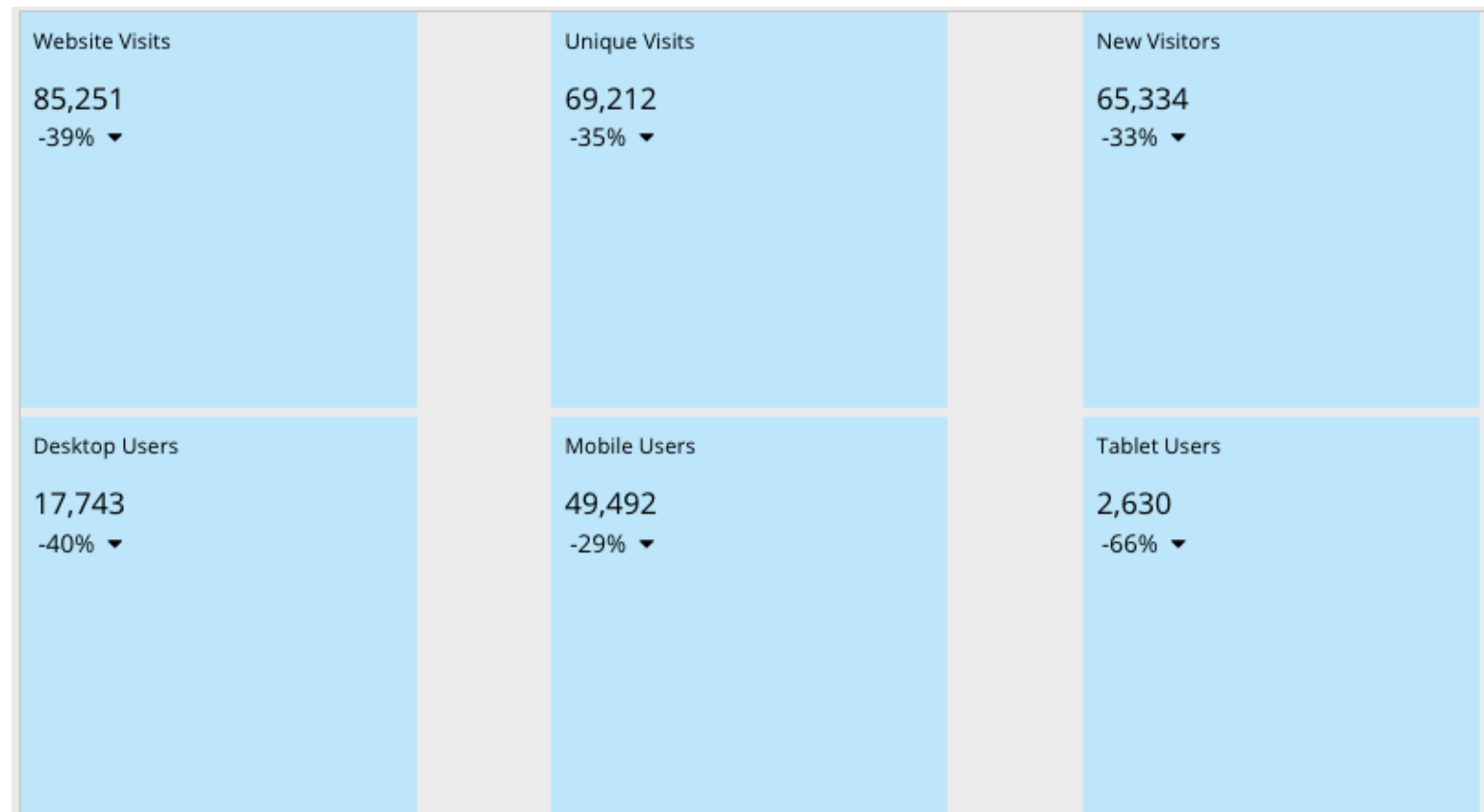
■ Email Engagement

- Unique Open Rate 23%
- Unique CTR 2.7%
- Conversion Rate 110.5%

■ Social Media

- Social Media traffic resulted in 1,784 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook and Pinterest
- Top landing pages/sections from social: Homepage, Blog – Seafood festival, Travel Deals, visitpensacola.com

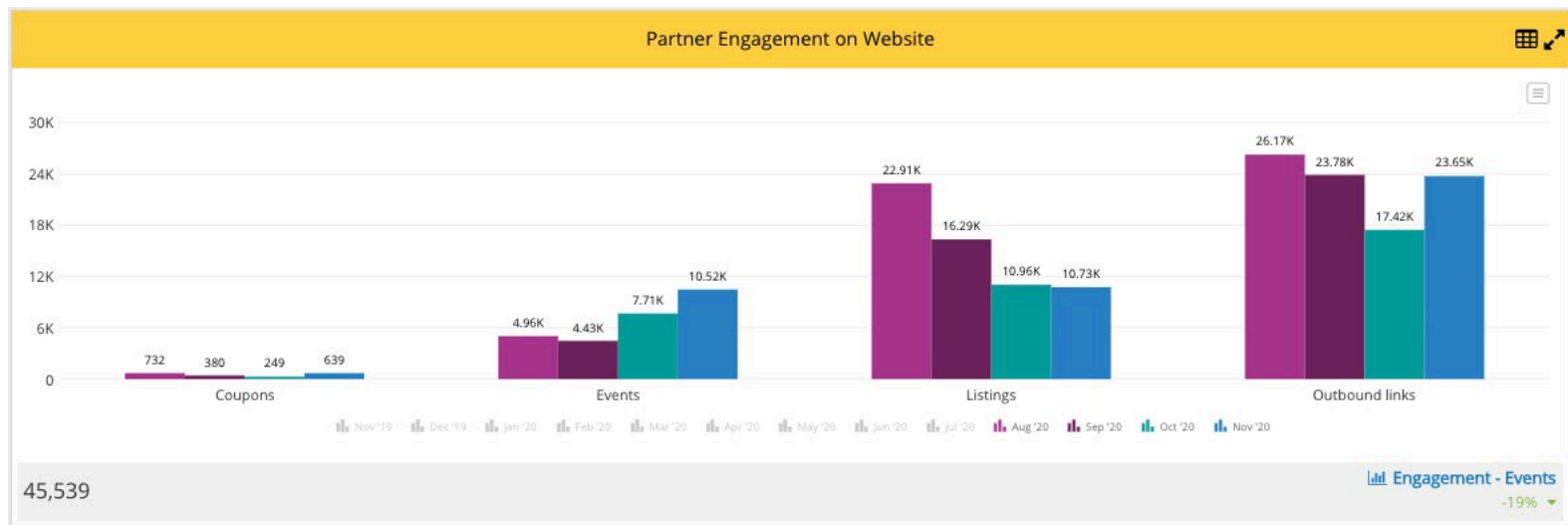
Audience



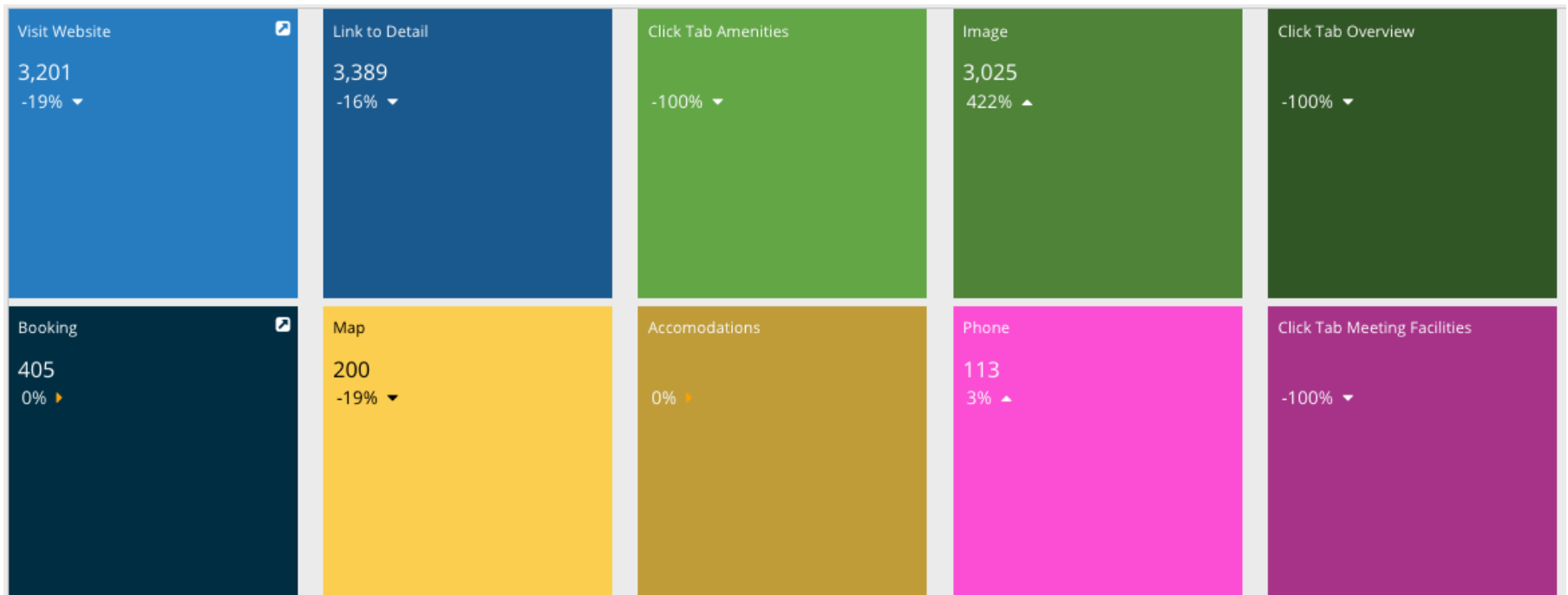
Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	20,883	18,384	55.7%	2.0	90.6%
Atlanta GA	6,538	5,881	66.1%	1.7	70.4%
New Orleans LA	3,249	2,783	60.6%	1.9	82.3%
Dallas-Ft. Worth TX	3,131	2,925	71.9%	1.7	61.2%
Houston TX	2,884	2,614	64.1%	1.9	81.6%
Orlando-Daytona Beach-Melbourne FL	2,164	1,984	68.6%	1.7	66.8%
(not set)	1,961	1,827	68.2%	1.8	69.9%
Nashville TN	1,353	1,248	69.6%	1.7	67.5%
Chicago IL	1,265	1,198	62.4%	1.9	85.4%
Tampa-St. Petersburg (Sarasota) FL	1,203	1,138	74.1%	1.7	56.7%

Partner Engagement



Partner Listing



Email Engagement

Monthly Comparison

Counts are Totals

	SEPTEMBER 2020	OCTOBER 2020	NOVEMBER 2020
Sent	12,554	23,490 ↑ 87% vs SEP	104,703 ↑ 346% vs OCT
Opens	9,673	11,369 ↑ 18% vs SEP	24,093 ↑ 112% vs OCT
Clicks	1,249	1,537 ↑ 23% vs SEP	2,800 ↑ 82% vs OCT

Click-through rate: 2.67%

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:31	▼ 6.8%
Pages	1.9	▼ 7.4%
Bounce Rate	62.1	▲ 17.3%
Email Sign Up Completions	367	▼ 31.0%
Insider Guide Signups Completions	329	▼ 43.4%

Acquisition by

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	41,262	51,324	54.8%	2.1	113.9	99.2%
Paid Social	10,264	10,789	93.1%	1.1	7.4	12.8%
Direct	5,861	7,157	67.6%	1.8	83.3	73.5%
Display	4,582	5,433	65.9%	1.7	25.1	47.2%
Social	2,898	3,244	65.0%	1.6	61.8	54.9%
Paid Search	1,678	2,045	52.6%	2.6	124.1	124.1%
Referral	1,463	1,955	49.8%	2.8	197.8	112.7%
Native	1,452	1,676	87.1%	1.2	18.3	17.5%
Email	1,183	1,567	49.1%	2.4	120.6	110.5%
(Other)	61	61	73.8%	1.5	33.1	54.1%

Acquisition

google / organic	38,891	36,149	48,508	55.1%	2.1	112.5	97.0%
facebook / paid_social	10,264	9,592	10,787	93.1%	1.1	7.4	12.8%
(direct) / (none)	5,861	5,541	7,157	67.6%	1.8	83.3	73.5%
tripadvisor / display	1,784	1,757	2,422	78.9%	1.3	30.2	31.4%
m.facebook.com / referral	1,773	1,599	1,883	73.0%	1.4	32.6	40.5%
stack_adapt / native	1,450	1,424	1,674	87.1%	1.2	18.2	17.4%
bing / organic	1,237	1,108	1,470	50.1%	2.6	129.9	140.3%
Consumer Newsletter / Email	1,054	938	1,326	49.7%	2.3	99.8	108.5%
google / cpc	1,047	962	1,301	54.9%	2.4	100.6	113.1%
sojern / display	882	848	888	39.3%	2.8	23.4	101.0%
stack_adapt / retarget	844	833	912	71.3%	1.2	28.6	26.9%

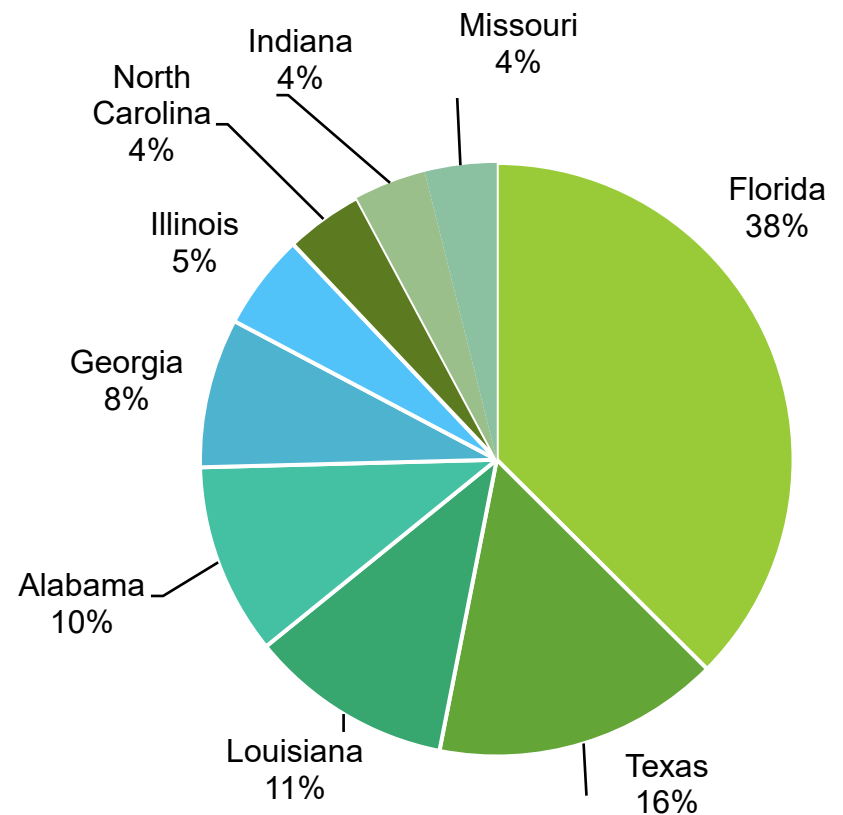
Top Pages

1. Coastal Distancing
2. Home
3. Events
4. Plan Your Trip > Free
5. Seafood Festival
6. Experience page
7. Food Truck Festival
8. Web cams
9. This Weeks Events
10. Healthy Travel Updates

Engagement (E-Book) *November 2020*

Measurement	Value
Unique Visits	428
Unique Page Views	11,387
Avg. Time (min.)	6.5
Total Clicks	20
PDF Download	24

Top States – E-Book



Experience App

Total Subscribers: 4.5K

Views: 11K

Engage Sessions: 1K

Top Pages and Screens:

- Experiences
- All Events
- Dining
- Explore
- Beach
- Passports
- Shopping
- Stay

Top Cities

- Boston
- Pensacola
- New Orleans
- Pensacola Beach
- Destin
- Boston
- Ferry Pass
- Houston



Social Engagement

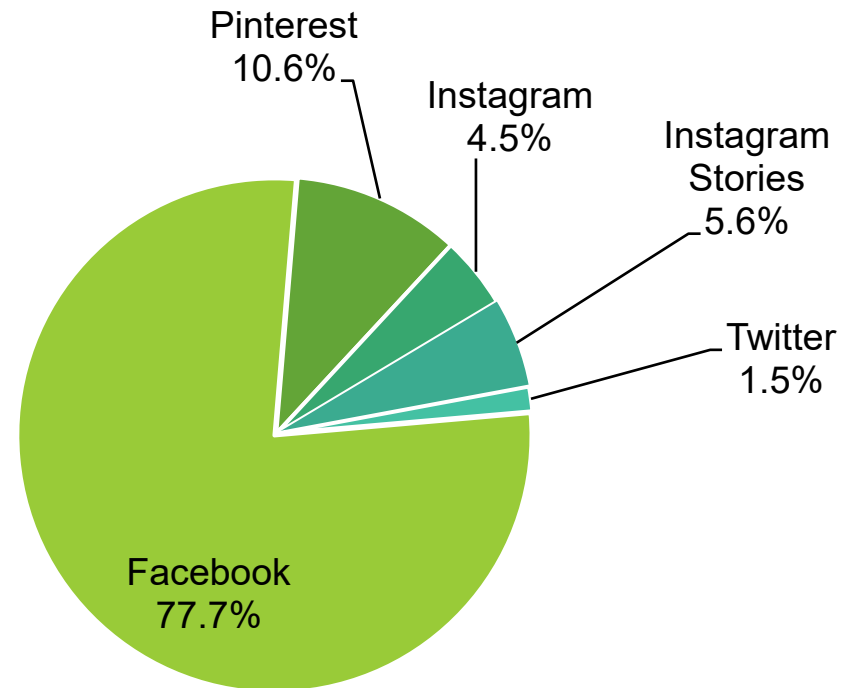
of Sessions via Social Referral: 3,244

Contributed Social Conversions: 1,784

Top Social Content

- Seafood Festival
- VisitPensacola.com
- Travel Deals
- Events – Seafood Festival
- Events

Social referrals to VisitPensacola.com

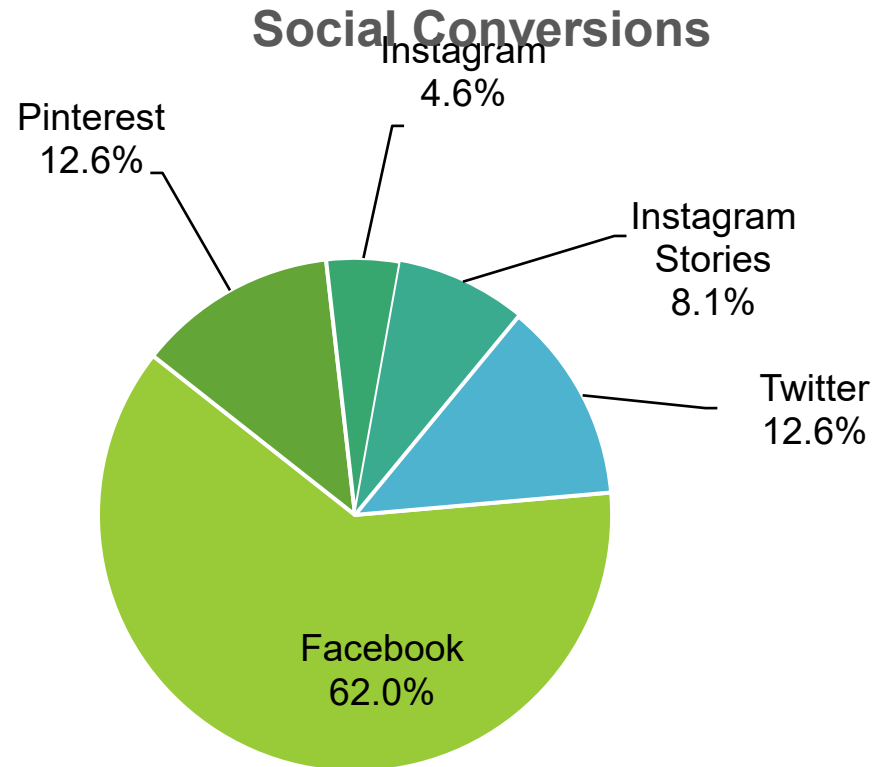


Social Conversions

Top converting social channels

Conversions

- Facebook / 976
- Pinterest / 198
- Instagram / 73
- Instagram Stories / 128
- Twitter / 199



YouTube

Channel analytics

Overview

Reach

Engagement

Audience

Nov 1 – 30, 2020

November

Views

3.3K ↓

978 less than usual

Watch time (hours)

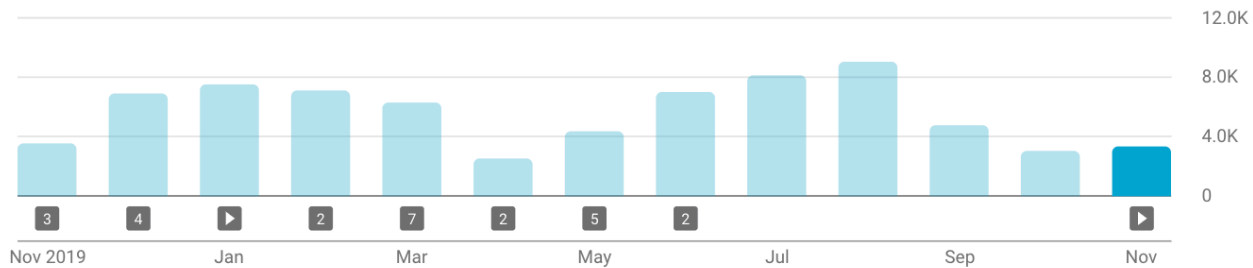
76.9 ↓

13.1 less than usual

Subscribers

+3 ↑

3 more than usual



SEE MORE

Monthly

Daily

Realtime

● Updating live

923

Subscribers

234

Views · Last 48 hours



Top videos

Views



3-Minute Adventures - Ziplini...

25



Snowball Derby

23



We'll Save A Place

19

Subscribers: 923
New Subscribers +3
Views: 3,332







Top viewed content:
3-Minute Adventures – Ziplining
Snowball Derby
We'll Save you a Place

Top Pins
Top Pins

Saves



☐ Pins created in the last 30 days

Pin	Type
 Official Tourism Website of Pe...	Organic
 Official Tourism Website of Pe...	Organic
 Official Tourism Website of Pe...	Organic
 Pensacola: Home to the Belov...	Organic
 Sunset on Pensacola Beach	Organic
 Don't miss your chance to wat...	Organic

Pinterest

Engagements: 9,078

Link Clicks: 276

Saves: 620

Top Link Clicks:

- Five Pensacola Cocktails
Straight to Your Home

- Five Must See Murals

-Dine Perdido Key

Visit Pensacola.com

VisitPensacola.com

DECEMBER ONLINE REPORT

Summary

■ Website engagement

- Website visits down 45%
- Unique website visitors down 41%
- Mobile Traffic down 39%

Update on site traffic. Traffic is down due to demand because of COVID and due to decreased spending.

■ Acquisition

- Top converting channels:
 - Paid Search / 119%
 - Organic Search / 113%
 - Referral / 110%
 - Email / 106%

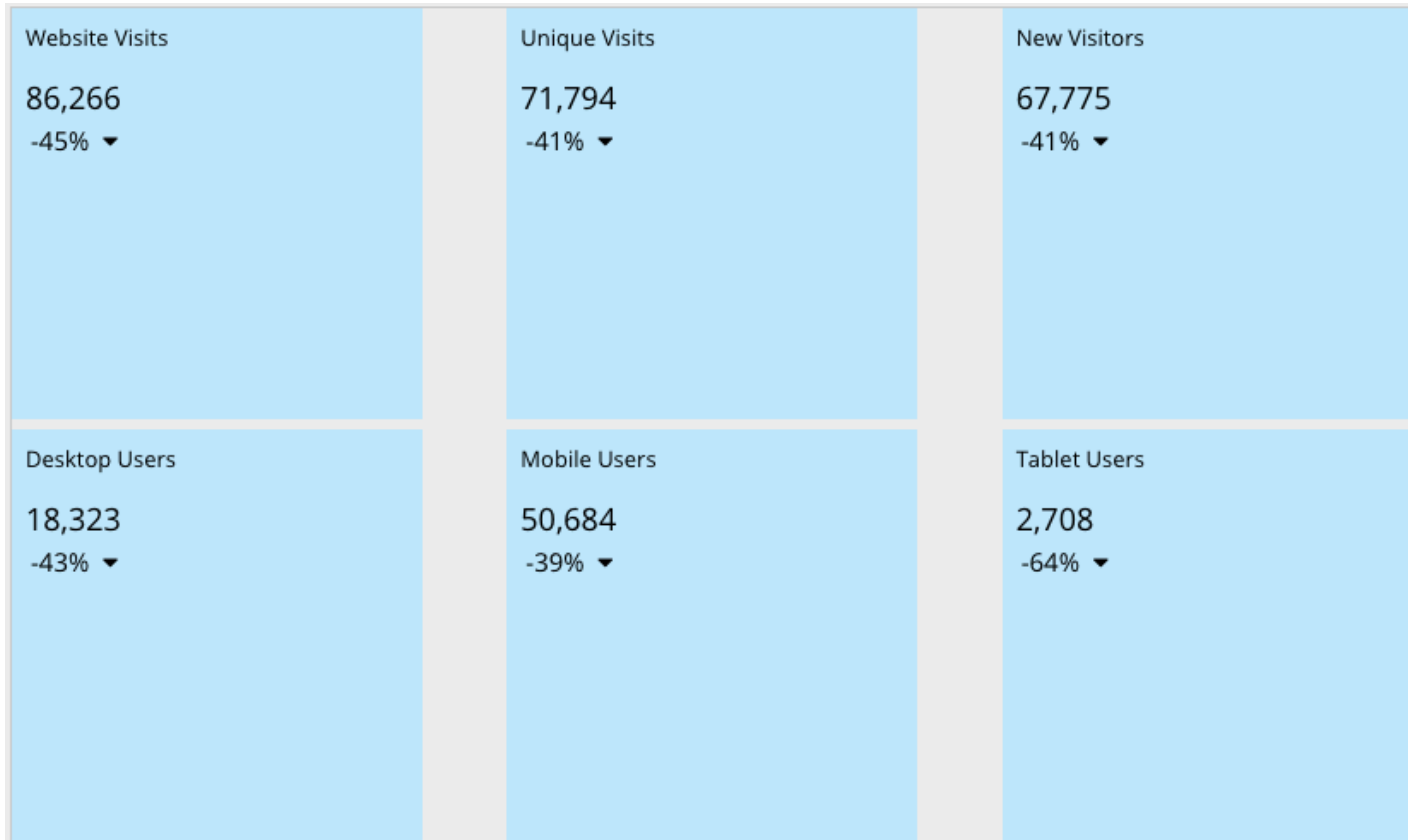
■ Email Engagement

- Unique Open Rate 36%
- Unique CTR 4.8%
- Conversion Rate 1065%

■ Social Media

- Social Media traffic resulted in 2,689 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook and Pinterest
- Top landing pages/sections from social: Holiday Trail, Events, 5 Ways to enjoy beach in winter, Home page, 5 Fall Cocktails

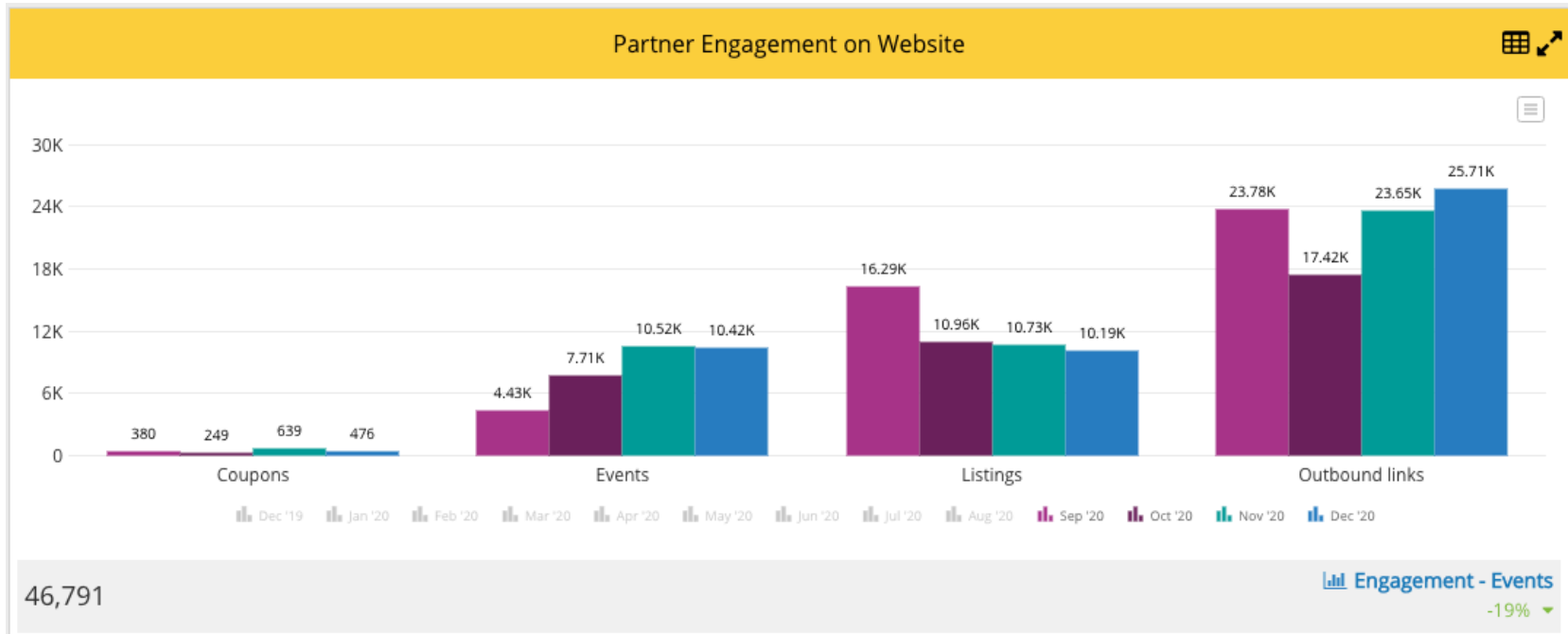
Audience



Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	18,655	16,590	52.1%	2.3	102.5%
Atlanta GA	6,637	5,985	63.6%	1.8	78.3%
New Orleans LA	3,606	3,174	58.1%	2.1	92.1%
Dallas-Ft. Worth TX	3,552	3,337	70.3%	1.7	63.7%
Houston TX	3,094	2,854	62.4%	1.9	81.5%
Chicago IL	2,337	2,271	73.7%	1.7	81.3%
Orlando-Daytona Beach-Melbourne FL	2,222	2,091	64.5%	2.0	72.9%
(not set)	2,192	2,080	69.0%	1.9	71.0%
Nashville TN	1,560	1,456	67.3%	1.8	73.0%
Tampa-St. Petersburg (Sarasota) FL	1,486	1,406	73.8%	1.6	52.2%

Partner Engagement



Partner Listing

<div>Visit Website</div> <div>3,499</div> <div>-23% ▼</div>	<div>Link to Detail</div> <div>2,371</div> <div>-42% ▼</div>	<div>Click Tab Amenities</div> <div>-100% ▼</div>	<div>Image</div> <div>3,314</div> <div>490% ▲</div>	<div>Click Tab Overview</div> <div>-100% ▼</div>
<div>Booking</div> <div>379</div> <div>0% ▶</div>	<div>Map</div> <div>198</div> <div>-18% ▼</div>	<div>Accommodations</div> <div>0% ▶</div>	<div>Phone</div> <div>90</div> <div>-36% ▼</div>	<div>Click Tab Meeting Facilities</div> <div>-100% ▼</div>

Email Engagement

Monthly Comparison

Counts are Totals

	OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020
Sent	23,490	104,703 ↑ 346% vs OCT	55,179 ↓ 47% vs NOV
Opens	11,369	24,093 ↑ 112% vs OCT	20,224 ↓ 16% vs NOV
Clicks	1,537	2,800 ↑ 82% vs OCT	2,631 ↓ 6% vs NOV

Click-through rate: 4.8%

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:37	▲ 4.6%
Pages	1.9	▲ 2.2%
Bounce Rate	62.1	▲ 14.6%
Email Sign Up Completions	461	▼ 47.8%
Insider Guide Signups Completions	447	▼ 33.6%

Acquisition by

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	40,217	49,017	50.9%	2.4	129.3	113.3%
Paid Social	9,685	10,235	92.5%	1.1	9.7	14.5%
Direct	6,851	8,031	70.5%	1.8	76.8	73.5%
Social	4,095	4,541	60.3%	1.6	54.3	55.5%
Display	3,928	4,374	58.7%	2.0	26.6	57.8%
Native	2,979	3,328	88.3%	1.1	22.7	15.4%
Paid Search	2,499	3,039	52.0%	2.4	115.6	119.4%
Referral	1,591	2,013	49.4%	2.5	150.5	110.3%
Email	1,236	1,619	52.7%	2.4	137.2	106.7%
(Other)	68	69	88.4%	1.4	17.8	24.6%

Acquisition

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	37,800	46,162	51%	2.3	127.8	111.1%
facebook / paid_social	9,683	10,234	92%	1.1	9.7	14.5%
(direct) / (none)	6,851	8,031	70%	1.8	76.8	73.5%
stack_adapt / native	2,974	3,322	88%	1.1	22.7	15.5%
m.facebook.com / referral	2,532	2,769	63%	1.5	38.8	48.7%
google / cpc	1,808	2,218	53%	2.3	109.8	115.8%
bing / organic	1,178	1,378	44%	3.0	158.4	155.5%
sojern / display	1,177	1,189	24%	3.7	34.1	138.6%
Consumer Newsletter / Email	1,115	1,410	53%	2.4	124.4	108.5%
goodway / preroll	1,024	1,171	77%	1.2	16.7	21.5%

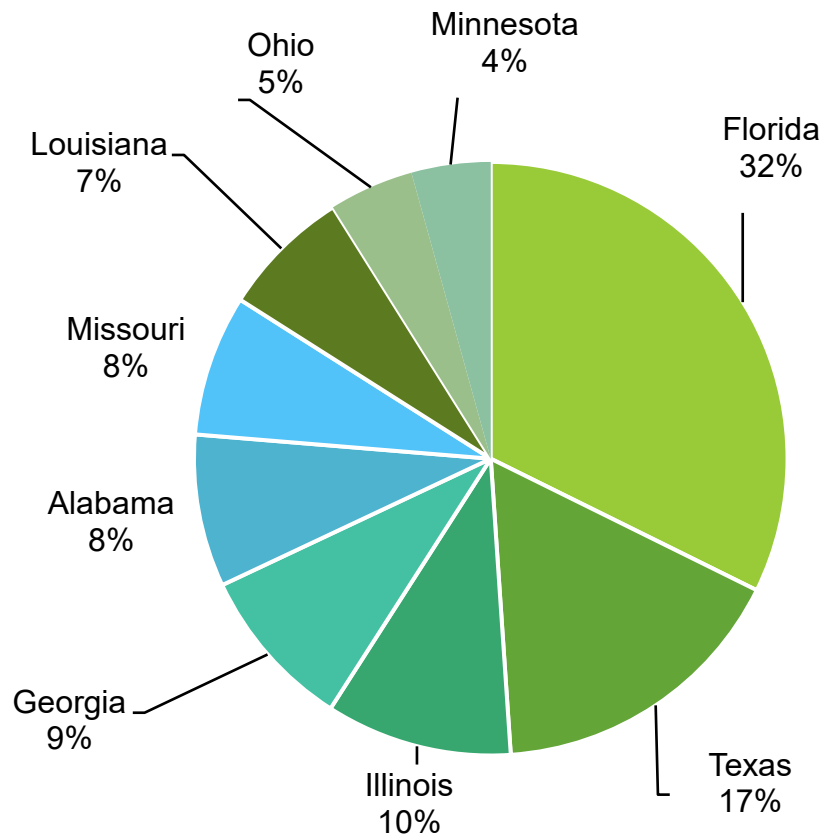
Top Pages

1. Coastal Distancing
2. Home
3. Holiday Events
4. Events
5. Plan Your Trip – Free
6. Events This Week
7. Winterfest
8. Things To Do
9. New Years Fireworks
10. Things to do - Attractions

Engagement (E-Book) *December 2020*

Measurement	Value
Unique Visits	477
Unique Page Views	13,930
Avg. Time (min.)	6.8
Total Clicks	17
PDF Download	22

Top States – E-Book



Experience App

Total Subscribers: 5.5K

Views: 30K

Engage Sessions: 1K

Top Pages and Screens:

- All Events
- Holiday
- Passport Login
- Explore
- Dining
- Passport Check-in
- Passports
- How To Play

Top Cities

- Pensacola
- Boston
- Pensacola Beach
- New Orleans
- Ferry Pass
- Pace
- Mobile
- Destin



Social Engagement

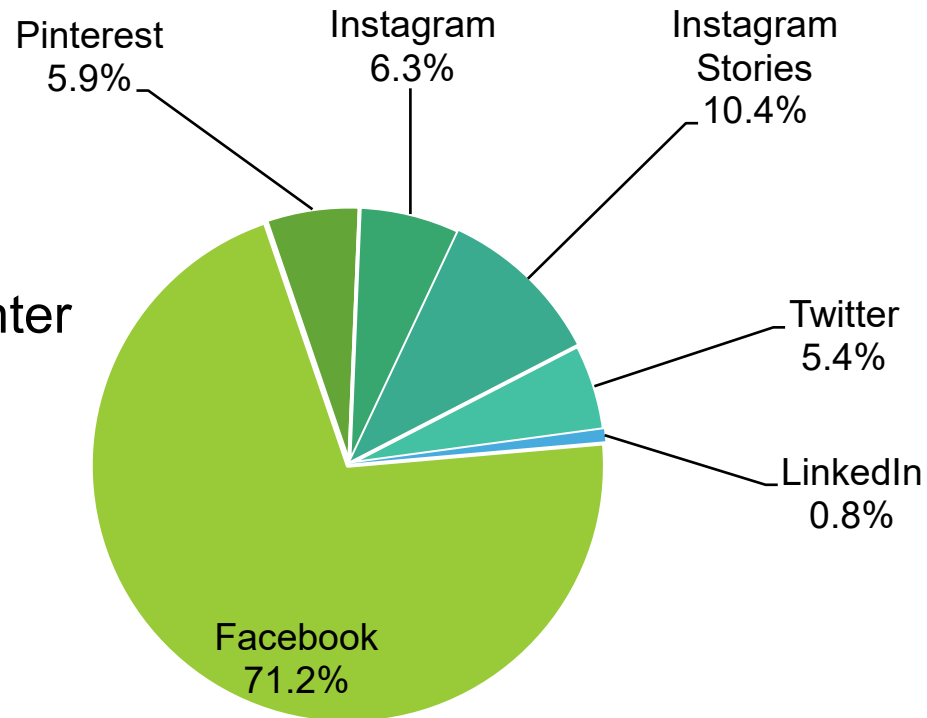
of Sessions via Social Referral: 4,541

Contributed Social Conversions: 2,689

Top Social Content

- Holiday Trail
- Visitpensacola.com/events
- 5 ways to enjoy the beach in winter
- Visitpensacola.com
- 5 Fall Cocktail Recipes

Social referrals to VisitPensacola.com

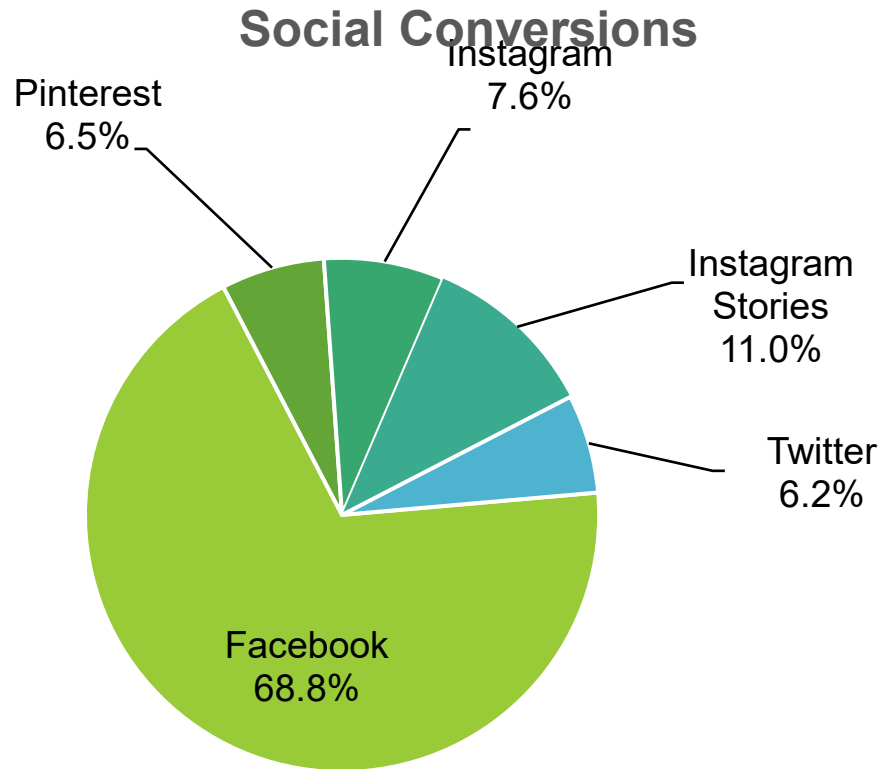


Social Conversions

Top converting social channels

Conversions

- Facebook / 1,606
- Pinterest / 152
- Instagram / 177
- Instagram Stories / 256
- Twitter / 145



YouTube

Channel analytics

Overview

Reach

Engagement

Audience

Dec 1 – 31, 2020
December 2020

Views

4.3K ↓

143 less than usual

Watch time (hours)

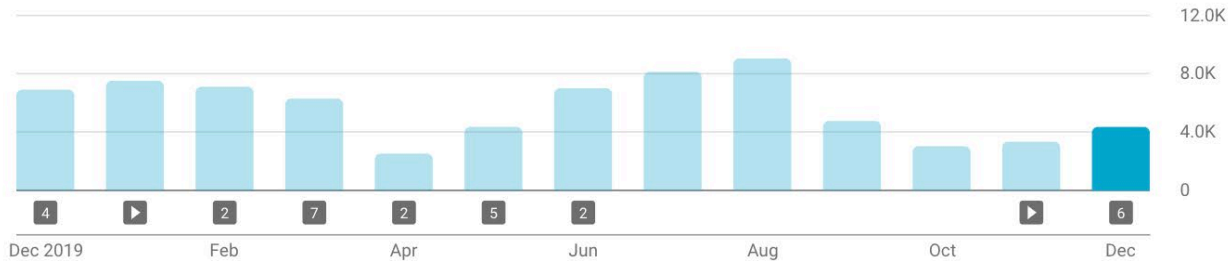
104.5 ✓

About the same as usual

Subscribers

+6 ↑

6 more than usual



SEE MORE

Monthly Daily

Realtime

Updating live

929

Subscribers




522

Views · Last 48 hours



Top videos

Views

	3-Minute Adventures - Ziplini...	37
	We'll Save A Place	25
	The Mullet Toss	24

Subscribers: 929
New Subscribers +6
Views: 4,257
New videos: 6

Top viewed content:
3-Minute Adventures – Ziplining
We'll Save you a Place
Mullet Toss




Pinterest

Top Pins

Saves



☐ Pins created in the last 30 days

Pin	Type	Source	Fi
 Official Tourism Website of Pe...	Organic	Your Pins	V
 Official Tourism Website of Pe...	Organic	Other Pins, Your Pins	V
 Official Tourism Website of Pe...	Organic	Your Pins	V
 Don't miss your chance to wat...	Organic	Your Pins	S
 Pensacola: Home to the Belov...	Organic	Other Pins, Your Pins	S
 Sunset on Pensacola Beach	Organic	Your Pins	V

Engagements: 5,771

Link Clicks: 310

Saves: 496

Top Link Clicks:

- **Five Pensacola Cocktails
Straight to Your Home**

- **Weekend guide to Pensacola
photo trail**

-**VisitPensacola.com**

-**5 outdoor restaurants**



TOURIST DEVELOPMENT COUNCIL

February 9, 2021

Marketing & Communications



OUTREACH



Highlight: Visit Pensacola to Host Annual Meeting



Including: YourTango "Destinations that feel like Europe"



Including: Five Places to Paddle in Pensacola



Film Permits: National Geographic

SOCIAL MEDIA

2,553 sessions via social referral • 1,488 total social conversions



151 TOTAL SOCIAL CONVERSIONS

Total Engagement: 4,595 replies, retweets and likes, +87 followers, engaged 4,772 unique people, 141K Impressions



805 TOTAL SOCIAL CONVERSIONS

562 New Page Likes

62,707 Engaged Users with the potential of 1.1 million total impressions (all generated from likes, shares and comments on posts)



98 TOTAL SOCIAL CONVERSIONS

357 New Followers

Total Engagement: 23,221 (likes and comments)

E-MARKETING CONSUMER eNEWS

425 new sign-ups

109% conversion rate

48% open rate

6% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola to Host Annual Meeting
- CARES Act “Coastal Distancing” Ads and Thank You
- 2021 SunBelt Conference Tickets on Sale

MEDIA ASSISTS

- Uproxx
- The Weather Channel
- Southern Living
- Visit Florida Winter Feature
- You’ll Eat It and Like It docu-series
- Southbound Magazine
- WEAR3
- InWeekly
- City of Pensacola
- 200th Anniversary Committee
- First City Arts
- HARO (4)
- Destinations International

MEDIA ASSISTS, cont.

- CNN Report
- ADX Communications prize package
- Escambia County
- AAA Living
- West Florida Hospital
- Pensacola Chamber
- AAA/AARP/New York Times freelancers
- Bridge the Gap
- Trips to Discover
- Frank Brown Songwriters Festival
- Miles Partnership
- Destinations FL
- Council on Aging
- Pensacola News Journal
- Cat County 98.7
- News Radio Monthly Expert Panel
- Spoiled Agent Canada Travel Agents
- Historic Trust



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Pensacola International Airport Adding New Direct Flight to Washington D.C.



100 stories

Highlights:

- 50 Cheapest Places to Retire Across America
- The Science Behind Southern Flavors



Accolades

Highlights:

- 18 Best Travel Locations in the US That Feel Just Like Europe
- America’s Best Road Trips



OUTREACH



Highlight: Visit Pensacola Highlights Resiliency and Innovation of the Hospitality and Tourism Industry at Annual Meeting



Including: Uproxx – We Asked Bartenders to Name Their Favorite IPA's for November. Secured coverage for Coastal County Brewing.



Including: Southern Living



Including: A Winter Holiday Experience Found Only in Pensacola



Film Permits: The Weather Channel

SOCIAL MEDIA

3,244 sessions via social referral • 1,784 total social conversions



199 TOTAL SOCIAL CONVERSIONS

Total Engagement engaged 4,511 unique people, 176K Impressions



976 TOTAL SOCIAL CONVERSIONS

236 New Page Likes

79,623 Engaged Users with the potential of 1.3 million total impressions (all generated from likes, shares and comments on posts)



198 TOTAL SOCIAL CONVERSIONS

620 Pins

Total Engagement: 9,078 (likes and comments)



E-MARKETING CONSUMER eNEWS

367 new sign-ups

110% conversion rate

23% open rate

2.7% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Highlights Resiliency and Innovation of the Hospitality and Tourism Industry at Annual Meeting
- Don't Forget! Tell Us What Makes Our Destination Unique.
- Visit Pensacola Hosting \$1,000 Prize Giveaway: Enter to Win

MEDIA ASSISTS

- Southern Living
- Council on Aging
- Travel Awaits
- You'll Eat It and Like It productions
- Consumer travelers
- Visit Florida
- Pensacola News Journal
- City of Pensacola
- Escambia County
- Pensacola International Airport

MEDIA ASSISTS

- InWeekly
- WEAR3
- BranchUp Canada
- SCI Group
- Fodors Travel
- KHOU Houston
- Sports Event Magazine
- Skift
- EventMB
- SunBelt Conference
- The Weather Channel
- Visit FL Domestic Media Mission
- Destinations Florida
- Visit Florida Winter Feature
- Emerald Coast Magazine
- South Santa Rosa News
- The Business of Writing
- Innisfree – WaterPig National Coverage
- Innisfree – USA Today
- Bridge the Gap



- Frank Patti's 90th Birthday
- Small American Town Vacation Ideas
- Association Convention and Facilities

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Amazing Photos Show Blue Angels Demonstration Squadron's Final Goodbye



110 stories

Highlights:

- 16 Best Beaches on the Florida Gulf Coast
- The Best Hikes on the U.S. Gulf Coast From Pensacola to New Orleans



Accolades

Highlights:

- Best Experiences to Celebrate Christmas in Pensacola, Florida
- The Top 10 Christmas Towns in Florida. They're Magical



OUTREACH



Highlight:
Visit Pensacola
Hosting \$1000
Prize Giveaway



Including: Southern Living –
15 Food Trends Southern Chefs
are Looking Forward to in 2021



Including:
Boutique Airlines,
Pensacola
International Airport



Including: 5 Ways to Enjoy
the Beach in Winter



SOCIAL MEDIA

4,541 sessions via social referral • 2,689 total social conversions



145 TOTAL SOCIAL CONVERSIONS

Total Engagement: 7,168 Replies, retweets and likes +53 followers,
181K Impressions



1,606 TOTAL SOCIAL CONVERSIONS

168 New Page Likes

95,993 Engaged Users with the potential of 1.7 million total
impressions (all generated from likes, shares and comments
on posts)



152 TOTAL SOCIAL CONVERSIONS

496 Pins

Total Engagement: 5,771 (likes and comments)



E-MARKETING CONSUMER eNEWS

461 new sign-ups

106% conversion rate

36% open rate

4.8% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Hosting \$1000 Prize Giveaway

MEDIA ASSISTS

- Family Vacationist
- WEAR3
- Smarter Travel
- Family Vacation Critic
- Southern Living
- Visit Florida
- Associations Meetings and Events
- Uproxx
- Mansion Global
- Wall Street Journal
- Logo Motion
- Boutique Airlines
- Pensacola International Airport
- Pensacola News Journal
- Liquor.com
- NewsRadio 1620
- Cat Country 98.7

MEDIA ASSISTS

- Benedictine publication
- Naval Aviation Museum Foundation
- Escambia County 200th Committee
- ACE/Foo Foo Festival
- USA Today 10Best
- Sun Belt Conference
- HARO – Help A Reporter Out
- Green Global Travel
- Bar Business Magazine
- Trips to Discover
- Travel + Leisure

PR PROJECTS

- Pensacola Local Guides – Ice Flyer participation
- Plan for Vacation Campaign
- Pensacola Love Boxes
- Holiday Trail Campaign
- Sun Belt Conference



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- The 17 Best Beaches in Florida



100 stories

Highlights:

- How to Spend a Long Weekend in Scenic Pensacola FL
- These Are America's Most Beautiful Roads



Accolades

Highlights:

- 13 Dog Friendly Beaches in Florida
- Here are the National "Best Of" Lists Pensacola Cracked in 2020



TOURIST DEVELOPMENT COUNCIL

February 9, 2021

Sales & Services



Activity Report Overview

Sales Leads: 0
 Lead Room Nights: 0
 Bookings: 0
 Room Nights Booked: 0
 Assists: 1
 Partner Referrals: 53

YTD Sales Leads: 0
 YTD Lead Room Nights: 0
 YTD Bookings: 0
 YTD Room Nights Booked: 0
 YTD Partner Referrals: 53

Leads

n/a

Assists

n/a

New Partners

n/a

Partner News

Twenty-five Halloween events were submitted for listing on Visit Pensacola's website. Please be sure to watch for information on the Winter Escape program next month.

Upcoming Events

Visit Pensacola Annual Meeting – November 9 at 4:00 p.m.
 Location: Blue Wahoos Stadium
 Gates Open at 3:15 p.m.

HRT Thanksgiving Luncheon – November 10 at 11:30 a.m.
 Location: Water Pig BBQ, Pensacola Beach
 Registration Required

HRT Holiday Luncheon – December 15 at 11:30 a.m.
 Location: The Grand Marlin

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/>

Upcoming Meetings

Board of Directors: November 9 at 2:30 p.m.
 Location: Better Homes and Gardens Lounge
 Blue Wahoos Stadium
 Zoom Option Available

Visit Pensacola Annual Meeting: November 9 at 4:00 p.m.
 Location: Blue Wahoos Stadium
 Zoom Option Available

Finance Committee Meeting: November 17 at 1:00 p.m.
 via Zoom

Finance Committee Meeting: December 15 at 1:00 p.m.
 via Zoom

Board of Directors: December 16 at 3:00 p.m.
 Location: TBD

Visitor Information Centers:

Pensacola location is open M-F, 9-5pm with 1 ambassador on duty. Weekends, 9-4 pm with 2 ambassadors on duty.

Perdido Key location is open daily, 7 days a week, 9-4 pm with 2 ambassadors on duty.

Pensacola Visitor Center	<u>September</u>	<u>October</u>
Personal Assists	1,085	8
Phone Assists	234	238
Visitors	430	8
Non-Visitors	90	0

FY 2021 Total Visitors: 8
 FY 2021 Total Non-Visitors: 0

Perdido Key Visitor Center	<u>September</u>	<u>October</u>
Personal Assists	261	160
Phone Assists	213	59
Visitors	261	236
Non-Visitors	50	76

FY 2021 Total Visitors: 236
 FY 2021 Total Non-Visitors: 76



Activity Report Overview

Sales Leads: 3
 Lead Room Nights: 2,000
 Bookings: 0
 Room Nights Booked: 0
 Assists: 1
 Partner Referrals: 66

YTD Sales Leads: 3
 YTD Lead Room Nights: 2,000
 YTD Bookings: 0
 YTD Room Nights Booked: 0
 YTD Partner Referrals: 119

Leads

GMB Gulf Coast Nationals Week 1
 GMB Gulf Coast Nationals Week 2
 2021 Sun Belt Conference

Assists

Snowball Derby 2020

Partner News

Destination Network Ad Sales: \$147.20

New Partners

Drift Modern Coastal Cuisine
 Data Revolution

Upcoming Events

HRT Holiday Luncheon – December 15 at 11:30 a.m.
 Location: The Grand Marlin

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/>.

Upcoming Meetings

Finance Committee: December 15 at 1:00 p.m.
 Location: Zoom

Board of Directors: December 16 at 3:00 p.m.
 Location: Perfect Plain Brewing Co./Grainhouse
 Zoom Option Available

Visitor Information Centers:

Pensacola Visitor Center

Pensacola location is closed until further notice. Damage from Hurricane Sally is being repaired.

November

Personal Assists	0
Phone Assists	193
Visitors	0
Non-Visitors	0

FY 2021 Total Visitors	n/a
FY 2020 Total Non-Visitors	n/a

Perdido Key Visitor Center

Perdido Key location is open daily, 7 days a week, 9-4 pm with 2 ambassadors on duty.

November

Personal Assists	312	261
Phone Assists	41	213
Visitors	312	261
Non-Visitors	112	50

FY 2021 Total Visitors	803
FY 2021 Total Non-Visitors	203

Assembled 400 information bags for the 2020 Snowball Derby.



Activity Report Overview

Sales Leads: 0
 Lead Room Nights: 0
 Bookings: 0
 Room Nights Booked: 0
 Assists: 0
 Partner Referrals: 116

YTD Sales Leads: 3
 YTD Lead Room Nights: 2,000
 YTD Bookings: 0
 YTD Room Nights Booked: 0
 YTD Partner Referrals: 235

Leads

n/a

Assists

n/a

Partner News

The Winter Escape Savings Card is now available for pickup at the Perdido Key, Pensacola, and Pensacola Beach Visitor Centers. Thank you to all 28 partners that participated!

New Partners

- Alice's Gulf Coast Cuisine and Wine Bar
- Cordova Flowers and Gifts
- Courtyard by Marriott Pensacola West
- Old Hickory Whiskey Bar
- Tel Staffing
- The Kennedy

Upcoming Events

HRT Luncheon – February 19, 2021 at 11:30 a.m.
 Location: The District: Seville Steak and Seafood

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/>.

Upcoming Meetings

Finance Committee: January 26, 2021 at 1:00 p.m.
 Location: Zoom

Board of Directors: January 27, 2021 at 3:00 p.m.
 Location: SCI Building/Community Room
 Zoom Option Available

Visitor Information Centers:

Pensacola Visitor Center

The Pensacola Visitor Center opened to the public on Tuesday, January 5, 2021.

December

Personal Assists	35
Phone Assists	179
Visitors	163
Non-Visitors	106
First-Time Visitors	10

FY 2021 Total Visitors	178
FY 2020 Total Non-Visitors	111

Perdido Key Visitor Center

December

Personal Assists	62
Phone Assists	66
Visitors	538
Non-Visitors	145
First-Time Visitors	11

FY 2021 Total Visitors	1,430
FY 2021 Total Non-Visitors	349