



VISIT PENSACOLA BOARD MEETING

April 29, 2020



Board of Directors Meeting

April 29, 2020

3:00 p.m. – 5:00 p.m.

Virtual Meeting via Zoom

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the April 8, 2020 meeting**
4. New Business
 - a) *Finance Committee Monthly Report/Independent Accountant's Compilation Report**
 - b) *PSA Budget Amendment Request**
 - c) *Downs & St. Germain Contract**
5. Staff Updates
 - a) *Marketing/Showcase*
 - b) *President/CEO*

** Action Item requiring board vote*



**Visit Pensacola
Board of Directors Meeting
April 8, 2020**

Members Present: Sterling Gilliam, McKenzie Nicholas, Cam Price, Jay Bhakta, Cindi Bonner, Jessica Andrade, Joe McCay, Suzanne Lewis, Gabe DiCianni, and Dr. Lusharon Wiley

Staff Present: Jack Brown, Robby Rushing, Kimberly Sparks, Nicole Stacey, Paul Cornell, Leslie White, Kaya Man, Lindsey Steck, Shawn Brown, Logan Whyner, Larry Orvis, Wandy Samuel, Lori Coppels, Barbara Williams.

The April 8, 2020 Visit Pensacola Board of Directors meeting was called to order by Sterling Gilliam at 3:05 p.m.

Public Comment: There was no public comment.

Old business:

Meeting Minutes: There was no discussion on the meeting minutes from February 26, 2020. A motion was made by Suzanne Lewis, seconded by Dr. Lusharon Wiley, to approve the meeting minutes. The vote was unanimous for approval.

There was no discussion on the meeting minutes from March 10, 2020. Dr. Lusharon Wiley made a motion, seconded by Cam Price, to approve the meeting minutes. The vote was unanimous for approval.

New business/Discussion items:

Finance Committee Monthly Report:

February Financials: McKenzie Nicholas presented the February financials.

FY 20 February Takeaways: February 2020 as compared to February 2019 shows a greater loss. This is due to not being able to bill the County for a Showcase check and a number of various vendors whose checks have not cleared the bank. Checks having not cleared the bank are unable to bill the County nor recognize the income. In February 2019 ACE had requested \$375K for the organizational grants. This has not occurred in FY 20 year-to-date.

Major Highlights: Membership quantity is up from FY 19, however, the level of memberships are lower (smaller dues) overall. We have one large check outstanding for Showcase along with various smaller vendors, and therefore have not been billed to the County. We have advanced Pensacola Sports \$250K as per their FY 20 contract. We will advance up to \$500K for FY 20. This time in FY 19 Pensacola Sports had \$312K in expenses, as compared to FY 20 of \$182K. FY 20 ACE has not had requests for reimbursements. In FY 19 at this time we had advanced \$375K. FY



20 Visit Pensacola has \$506K more in TDT revenue than in FY 19 for the same time period, with \$630K more in TDT expenses in FY 20 than FY 19. This is centering in Showcase at \$542K, and grants at \$107K more.

Visit Pensacola month-to-date TDT loss is from various vendors checks that have not cleared the bank and therefore unable to bill the County. Pickups from annual payments moved to the Balance Sheet to help offset this loss.

Visit Pensacola month-to-date private income is from membership level at a higher than average amount.

Visit Pensacola month-to-date net loss is from not being able to recognize income for expenses that were incurred.

For Visit Pensacola only, month-to-date TDT revenue totaled \$570K, with month-to-date private revenue totaling \$14K. Month-to-date Visit Pensacola only total revenue at \$584K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$481K, Operations \$28K and Personnel \$85K, giving a month to date total expense of \$593K. For Visit Pensacola only, month-to-date net (loss) is **(\$10K)**.

Unified year-to-date TDT revenue totaled \$2,268K, private revenue \$100K, bringing total year-to-date revenue to \$2,368K. Unified year-to-date expenses are as follows – Direct programming \$1,963K, Operations \$177K, Personnel \$604K, bringing Unified year-to-date expense to \$2,744K. The Unified year-to-date net (loss) is **(\$375K)**.

January and February submissions are outstanding as of 2/29/2020. January's submission was paid 3/11/2020 and February submission was paid on 3/18/2020. FY 20 submissions have seen no denials to date.

A motion was made by Cam Price, seconded by Gabe DiCianni, to accept the financial report. The vote was unanimous for approval.

Jack presented the collections report. TDT collections for February 2020 business collected in March unofficially totaled \$594,650. This is about a 2% increase from last year. The Supplemental has been cut to \$1.4M. The County Commissioners will consider giving more once marketing efforts resume. Steve had made a commitment to Pensacola Sports for money they had turned in at the end of the fiscal year. Ray has since withdrawn the request. We are also in discussion with ACE to see if they can help.

Procurement Policy: Jack presented proposed changes to the current Procurement Policy. The proposed changes were approved by the Finance Committee meeting. We are actually coming in under the County numbers. It makes us more transparent. Anything \$5K and up will be posted on the website. We were already putting this into practice, but this change updates the written policy.

A motion was made by Suzanne Lewis, seconded by Gabe DiCianni, to approve the suggested written changes to the Procurement Policy. The vote was unanimous for approval.



Advertising/Marketing RFP: Jack said the score was close, but the Selection Committee recommended awarding the contract for the Visit Pensacola Advertising/Marketing contract to Showcase.

A motion was made by Cam Price, seconded by Dr. Wiley, to accept the Selection Committee's recommendation. The vote was unanimous for approval.

Research/Analytics RFP: Jack reported that the Selection Committee selected Downs & St. Germain as the company to perform the research and analytics for Visit Pensacola.

A motion was made by Cam Price, seconded by Dr. Wiley, to accept the Selection Committee recommendation to hire Downs & St. Germain. The vote was unanimous for approval. Jack will move forward with the contracts awaiting Darien Schaefer's approval. The contracts will be presented at the next meeting.

2nd Extension for Majority Opinion Research contract: Sterling stated this item is obsolete since the new contract has been awarded to Downs & St. Germain and they can begin work immediately. No action was taken.

Marketing Update: Dickie Appleyard thanked the Board of Directors for their confidence in Showcase and they look forward to a continued business relationship. Ellis Bullock reported there was a 4.5% year-over-year increase in the February TDT collections. A pandemic timeline was presented: On March 9 we met with the DMO to address immediate impact mitigation. On March 10 we met with the TDC and requested funds for the DMO effort, while also developing campaign messaging. On March 12 the NCAA canceled March Madness, Governor declared State of Emergency and Visit Pensacola alerted industry partners. March 16 we met with Visit Pensacola to discuss an advertising pause. Clearwater got blowback over crowded beaches and Visit Florida closed Welcome Centers and paused their advertising. On March 17 we paused all advertising. The Governor closed bars/nightclubs, Escambia County EOC activated and Pensacola Beach closed their Visitor Center. According to Adara Travel Trends Tracker there was immediate impact on hotel reservations nationally. Our estimated savings in advertising through April 30 is \$187,000. Now is the time to focus on Brand, not retail-driven offers or last click attribution. Help Out Take Out began March 23 (delivery/take-out only directed March 20). Messages were distributed via organic, social, email, in-kind outdoor from Lamar Advertising, and public service announcements from Cox Media. 'We'll Save You a Spot' campaign began March 26 to help keep Pensacola top-of-mind without irresponsibly encouraging travel. We are closely monitoring all available data to optimize timing of the restart campaign, monitoring public health and economic conditions in our target markets, and developing campaign plans, messaging and assets for a variety of situations in order to deploy quickly. A likely pattern for travel restart will include: staycation, regional (close drive markets), fly markets and international. Our "welcome back" campaign will likely still focus on wide open spaces and getting away from the crowd for some time.



Interim President/CEO: Sterling thanked Jack Brown for a job well done as the Interim President/CEO. Jack reported that Darien Schaefer will leave to come to Pensacola on April 16 and will close on a house April 17. His first day will be Monday, April 20. Several of the board members expressed thanks to Jack for his tremendous work and leadership.

The meeting was adjourned at 3:49 p.m.

Respectfully Submitted,
Barbara Williams, Administrative Assistant



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VisitPensacola.com



VISIT PENSACOLA BOARD MEETING

April 29, 2020

VP Financials



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FY20 MARCH TAKEAWAYS:

MARCH 2020 as compared to March 2019 is a large difference. FY19 submission was for 2 months in one, as I was in Europe for a month. Outside of that, March 2020 we had a small pick up from being able to bill previous month Showcase bill, yet unable to bill current month. We also had SearchWide expense that occurred in FY20. The year to date loss is from Showcase, SearchWide, Simpleview, and NW FL Coalition Council checks that were issued, yet not cleared the bank. Checks having not cleared the bank are unable to bill the County nor recognize the income.

MAJOR HIGHLIGHTS:

FY20 YTD Membership number is at 75 members. This is a decrease from FY19 of 48 memberships. The level of memberships are lower (smaller dues) We have one large check outstanding for Showcase, various smaller vendors. Therefore this has not been billed to the County.

We have advanced PSA \$300K as per their FY20 contract. We will advance up to \$500K for FY20. This time in FY19 PSA had \$319K in expenses, as compared to FY20 of \$279K.

FY20 YTD ACE we have advanced \$200K as per their contract, with advancing an additional \$200K in the month of April. FY19 at this time we had advanced \$375K and billed the County. FY20 ACE expenses have not been billed to the County as of yet.

FY20 VPI has \$174K more in TDT revenue than in FY19 same time period, with \$402K more in TDT expenses in FY20 than FY19. This is centering in Showcase at \$336K more expense in FY20 than FY19.

A	VP MTD TDT INCOME is from being able to bill the County for the previous month Showcase, Majority Opinion and various vendors. We see a pickup from annual payments moved to the Balance Sheet.
B	VP MTD PRIVATE INCOME is from Membership dues.
8	VP MONTH TO DATE NET INCOME is from being able to recognize income for expenses that was incurred in the prior months.

A	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$580K (We recognize income as billed to the County)
B	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$4K.
C	VISIT PENSACOLA ONLY Month to date total Revenue = \$584K (same as last month)
	VISIT PENSACOLA ONLY Month to date expense:
D	Direct Programming Totalled \$397K
E	Operations totaled \$51K (larger than most months due to AC repairs, and step repairs
F	Personnel total \$114K (Searchwide billed came in)
G	VISIT PENSACOLA ONLY Month to Date total Expense = \$562K
H	VISIT PENSACOLA Only Month to Date Net Income (loss) = \$22K

1	UNIFIED Year to Date TDT revenue totaled \$2,947K
2	UNIFIED Year To Date Private revenue totaled \$104K
3	UNIFIED Year to date total Revenue = \$3,050K
	UNIFIED Year to date expense:
4	Direct Programming Totalled \$2,394K
5	Operations totaled \$244K
6	Personnel total \$766K
7	UNIFIED Year to Date total Expense = \$3,403K
8	UNIFIED Year to Date Net Income (loss) = (\$353K)

County Submissions

*	The County is current with our submissions. FY20 submissions have seen no denials to date.
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	<u>Mar 31, 20</u>	<u>NOTES</u>
ASSETS		
Current Assets		
Checking/Savings		
1025 · EFT TDT #4196	997,259.14	Electronic Funds from Cty
1010 · Visit Pensacola #2290	150,413.26	VPI TDT Operating account
1030 · VP Partnership #2177	270,487.59	Private Operating account
1035 · Reserves #3955	729,913.64	Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	<u>2,148,188.63</u>	
Accounts Receivable		
1200 · Accounts Receivable		
1200-98 · ACE Advance	200,000.00	ACE March Advance
1200-99 · PSA Advance	20,649.82	PSA March Advance
1200-4 · Tourism Receivables	658,586.51	March Submission
1200-5 · Membership Receivable	380.00	FY19 Accrued, will probably be written off in last month
Total 1200 · Accounts Receivable	<u>879,616.33</u>	
Total Accounts Receivable	<u>879,616.33</u>	
Other Current Assets		
1500 · Gift Cards	1,150.00	From Partners to be used for guests/FAMS etc.
1405 · Prepaid Misc.	151,034.52	Arrivalist, DMO Partnership, Adara, Reef Scapes, Simply Measured, STR, US Travel, CrowdRiff, Destination International, Destination Florida, Miles Partnership, Sterling Valley, Sprout Social, Fla. Restaurant & Lodging, Monsido
1410 · Prepaid Insurance	19,074.40	Flood, Wind, Property, D&O. Pick up on IS
1999 · Merchandise Inventory	783.58	month end counts and adjustments, phasing out inventory and consignment
1400 · Prepaid Postage	1,989.54	Balance on account at Post Office and Pitney Bowes
Total Other Current Assets	<u>174,032.04</u>	
Total Current Assets	<u>3,201,837.00</u>	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-3,692.58	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	<u>4,606.33</u>	
Total Fixed Assets	<u>4,606.33</u>	
TOTAL ASSETS	<u>3,206,443.33</u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	359,640.94	Showcase, Searchwide & PSA
Total Accounts Payable	<u>359,640.94</u>	
Credit Cards		
2000 · Visit Pensacola P-Card	29,686.32	Current month Pcards TDT
2002 · Regions Membership PCard	1,045.76	Current month Pcards Membership
Total Credit Cards	<u>30,732.08</u>	
Other Current Liabilities		
2700 · Unearned Revenue	1,980,431.13	Advance from County, applied \$20K in March
2999 · Salaries payable	34,840.63	FY19 accrual of PTO owed
25500 · Sales Tax Payable	59.50	Sales tax owed for current month paid mid following month
Total Other Current Liabilities	<u>2,015,331.26</u>	
Total Current Liabilities	<u>2,405,704.28</u>	
Total Liabilities	<u>2,405,704.28</u>	
Equity		
32000 · Unrestricted Net Assets	1,153,919.65	FY14 to FY19 Net Income
Net Income	-353,180.60	Current month net income -loss
Total Equity	<u>800,739.05</u>	
TOTAL LIABILITIES & EQUITY	<u>3,206,443.33</u>	



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

	Mar 20	Oct '19 - Mar 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4500 • Grant Income	0.00	0.00	50,000.00	50,000.00	100%	
4640 • Event Income	710.00	12,365.00	20,000.00	7,635.00	38%	HRT and Annual Luncheon
4000 • Tourism Development Tax-TDT	678,155.38	2,946,571.35	6,449,534.00	3,502,962.65	54%	As billed to County
4050 • TDT Supplemental	0.00	0.00	1,400,000.00	1,400,000.00	100%	
4100 • Membership Dues	1,750.00	80,028.47	100,000.00	19,971.53	20%	Membership Dues 10.01.19-9.30.20
4150 • Advertising Income						
4155 • Partner Co-Ops	650.00	4,050.00				
4150 • Advertising Income - Other	333.33	3,850.58	102,000.00			Visitor Guide ad sales will not occur this year
Total 4150 • Advertising Income	983.33	7,900.58	102,000.00	94,099.42	92%	
4300 • Consignment Sales	100.26	1,879.05	1,821.00	-58.05	-3%	Phasing out
4400 • Gifts in Kind - Goods	0.00	1,100.00	225,000.00	223,900.00	100%	Gift cards from Partners
4600 • Misc. Income	97.16	329.50	600.00	270.50	45%	
Total Income	681,796.13	3,050,173.95	8,348,955.00	5,298,781.05	63%	
Gross Profit	681,796.13	3,050,173.95	8,348,955.00	5,298,781.05		
Expense						
1 • Direct Programming						
5090 • Marketing Research	27,201.83	194,668.64	300,000.00	105,331.36	35%	
5100 • Advertising/Media	18,300.00	60,300.00	80,000.00	19,700.00	25%	
5110 • Public Relations	1,990.99	23,736.33	44,000.00	20,263.67	46%	
5120 • Advertising Production	0.00	14,804.84	40,000.00	25,195.16	63%	annual meeting video
5130 • Internet Site Production	48,852.76	133,332.91	170,000.00	36,667.09	22%	
5140 • Festivals & Events Granted	13,936.51	268,161.33	375,000.00	106,838.67	28%	Granted to date \$366,593
5141 • Festivals & Event Local Support	0.00	90,936.35	368,550.00	277,613.65	75%	Expenses here are for Summerfest and later will be Sertoma
5142 • Festival & Event Mini Grants	331.56	11,298.77	30,000.00	18,701.23	62%	Granted to date \$15,500
5150 • Consumer Promotions	0.00	14,040.29	20,000.00	5,959.71	30%	
5160 • Sales Promotions	186.09	65,774.12	72,750.00	6,975.88	10%	
5170 • Brochures and Collateral	2,059.93	5,577.56	15,000.00	9,422.44	63%	
5180 • Film Promotions	0.00	223.50	500.00	276.50	55%	
5190 • Showcase	272,037.93	1,296,662.62	2,937,000.00	1,640,337.38	56%	Invoices are current
5210 • Regional Partnership	4,195.00	4,195.00	5,000.00	805.00	16%	
5215 • Tourism Development Projects	0.00	17,899.50	17,899.50	0.00	0%	managing Pensacola.com
5220 • Registration	-300.00	39,185.83	43,000.00	3,814.17	9%	refund of cancel conference
5230 • Dues and Subscriptions	3,946.73	17,520.42	20,000.00	2,479.58	12%	
5400 • Business Travel & Entertainment						
5400-1 • Disallowed Travel Expense	4.53	926.33	2,006.00	1,079.67	54%	
5400 • Business Travel & Entertainment	1,645.27	21,142.43	36,734.44	15,592.01	42%	
Total 5400 • Business Travel & Entertainment	1,649.80	22,068.76	38,740.44	16,671.68	43%	
5540 • Grant Expense	0.00	0.00	50,000.00	50,000.00	100%	
5500 • Visitor Awareness Education	2,246.76	21,247.56	51,900.00	30,652.44	59%	HRT luncheons, United Way Day of Caring, VIC events
7000 • PSA Sporting Events	33,219.32	91,045.59	519,840.00	428,794.41	82%	
7400 • ACE - DP	0.00	0.00	973,944.00	973,944.00	100%	
Total 1 • Direct Programming	429,855.21	2,392,679.92	6,173,123.94	3,658,440.98	59%	



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

	Mar 20	Oct '19 - Mar 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
2 • Operating Costs						
5520 • Committee Expenses	839.03	8,542.03	13,611.82	5,069.79	37%	
5450 • Auto/ Local Travel	596.38	3,826.31	13,337.05	9,510.74	71%	
5600 • Building Maintenance & Repair	20,847.14	62,389.66	83,965.33	21,575.67	26%	
5610 • Computer&IT Maintenance&Repair	7,774.50	23,474.53	41,946.40	18,471.87	44%	
5630 • Insurance Building & Content	1,553.30	9,070.34	13,593.36	4,523.02	33%	
5640 • D & O and Liability Insurance	957.97	4,063.56	5,437.35	1,373.79	25%	
5650 • Audit	0.00	14,000.00	14,000.00	0.00	0%	
5660 • Legal Services	5,260.00	8,875.00	9,787.22	912.22	9%	
5670 • CPA/ Financial Services	280.00	3,170.00	4,875.49	1,705.49	35%	
5690 • Depreciation Expense	0.00	0.00	100.00	100.00	100%	
5700 • Postage	5,723.91	19,807.41	48,284.83	28,477.42	59%	
5710 • Supplies Coffee/Sodas	153.04	3,857.44	5,826.51	1,969.07	34%	
5720 • Office Supplies	1,086.16	6,172.26	16,913.93	10,741.67	64%	
5730 • Storage and Delivery	1,662.64	4,699.76	9,025.99	4,326.23	48%	
5750 • Rent	0.00	10.00	10.00	0.00	0%	
5760 • Telephone Service	0.00	4,963.48	11,690.29	6,726.81	58%	
5770 • Utilities	3,638.12	18,723.04	34,395.74	15,672.70	46%	
5780 • Copier	708.00	4,283.87	10,004.72	5,720.85	57%	
5790 • Capital Expenditures	0.00	0.00	17,671.37	17,671.37	100%	
5900 • Miscellaneous Expenses	14.44	327.06	600.00	272.94	45%	
5920 • Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%	
6000 • Consignment Sales Expenses	-116.79	1,250.80	1,496.00	245.20	16%	Closing out inventory / consignment
6001 • Bank Service Charge	127.00	402.30	504.00	101.70	20%	
6010 • Credit Card Processing Fee	223.39	2,599.91	4,416.00	1,816.09	41%	
6500 • Taxes	59.50	1,049.14	2,915.00	1,865.86	64%	
6940 • In Kind Expense	0.00	0.00	225,000.00	225,000.00	100%	
7001 • PSA Operations	16,313.97	38,875.91	67,067.00	28,191.09	42%	
Total 2 • Operating Costs	67,701.70	244,433.81	657,975.40	413,541.59	63%	
3 • Personnel Costs						
5800 • Salaries	68,826.61	457,008.89	944,083.96	487,075.07	52%	
5810 • Commissions	1,201.50	8,179.57	20,000.00	11,820.43	59%	
5830 • Auto	461.54	3,296.71	6,000.00	2,703.29	45%	
5840 • 401K Contribution Match	1,731.11	11,366.31	44,128.35	32,762.04	74%	
5850 • Employee Insurance	3,787.29	23,741.90	108,169.73	84,427.83	78%	
5870 • Drug Testing	61.00	314.00	600.00	286.00	48%	
5880 • Payroll Expense	37,814.76	112,055.76	78,376.62	-33,679.14	-43%	includes expense for SearchWide Global, not budgeted. Will pull other GL in PN bucket
5890 • Staff Education	0.00	849.00	4,758.00	3,909.00	82%	
7002 • PSA Personnel	48,147.23	149,428.68	251,532.00	102,103.32	41%	
Total 3 • Personnel Costs	162,031.04	766,240.82	1,457,648.66	691,407.84	47%	
Total Expense	659,587.95	3,403,354.55	8,288,748.00	4,763,390.41	57%	
Net Ordinary Income	22,208.18	-353,180.60	60,207.00	585,390.64		
Net Income	22,208.18	-353,180.60	60,207.00	585,390.64		Showcase check not cleared bank. Unable to recognize income

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

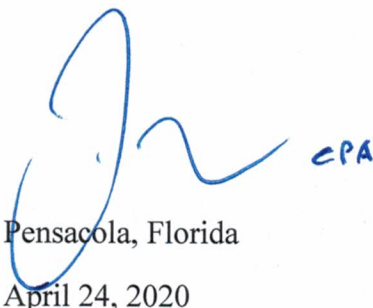
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of March 31, 2020, and the related statement of financial income and expense – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

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

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



Pensacola, Florida
April 24, 2020

Visit Pensacola
Statement of Financial Position
As of March 31, 2020

	Mar 31, 20
ASSETS	
Current Assets	
Checking/Savings	
1025 · EFT TDT #4196	997,244.14
1010 · Visit Pensacola #2290	150,413.26
1030 · VP Partnership #2177	270,487.59
1035 · Reserves #3955	729,928.64
1050 · Petty Cash	115.00
Total Checking/Savings	2,148,188.63
Accounts Receivable	
1200 · Accounts Receivable	
1200-98 · ACE Advance	200,000.00
1200-99 · PSA Advance	20,649.82
1200-4 · Tourism Receivables	658,586.51
1200-5 · Membership Receivable	380.00
Total 1200 · Accounts Receivable	879,616.33
Total Accounts Receivable	879,616.33
Other Current Assets	
1500 · Gift Cards	1,150.00
1405 · Prepaid Misc.	151,034.52
1410 · Prepaid Insurance	19,074.40
1999 · Merchandise Inventory	783.58
1400 · Prepaid Postage	1,989.54
Total Other Current Assets	174,032.04
Total Current Assets	3,201,837.00
Fixed Assets	
1350 · Equipment	
1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-3,692.58
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00
Total 1350 · Equipment	4,606.33
Total Fixed Assets	4,606.33
TOTAL ASSETS	3,206,443.33
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 · Accounts Payable	359,640.94
Total Accounts Payable	359,640.94
Credit Cards	
2000 · Visit Pensacola P-Card	29,686.32
2002 · Regions Membership PCard	1,045.76
Total Credit Cards	30,732.08

Visit Pensacola
Statement of Financial Position
As of March 31, 2020

	Mar 31, 20
Other Current Liabilities	
2700 · Unearned Revenue	1,980,431.13
2999 · Salaries payable	34,840.63
25500 · Sales Tax Payable	59.50
	<hr/>
Total Other Current Liabilities	2,015,331.26
	<hr/>
Total Current Liabilities	2,405,704.28
	<hr/>
Total Liabilities	2,405,704.28
Equity	
32000 · Unrestricted Net Assets	1,153,919.65
Net Income	-353,180.60
	<hr/>
Total Equity	800,739.05
	<hr/>
TOTAL LIABILITIES & EQUITY	3,206,443.33
	<hr/> <hr/>

Visit Pensacola
Statement of Financial Income and Expense
January through March 2020

	Jan - Mar 20	Oct '19 - Mar 20	% of Income
Ordinary Income/Expense			
Income			
4640 · Event Income	5,910.00	12,365.00	0.3%
4000 · Tourism Development Tax-TDT	1,668,627.90	2,946,571.35	98.2%
4100 · Membership Dues	18,792.50	80,028.47	1.1%
4150 · Advertising Income			
4155 · Partner Co-Ops	2,700.00	4,050.00	0.2%
4150 · Advertising Income - Other	1,812.94	3,850.58	0.1%
Total 4150 · Advertising Income	4,512.94	7,900.58	0.3%
4300 · Consignment Sales	777.04	1,879.05	0.0%
4400 · Gifts in Kind - Goods	0.00	1,100.00	0.0%
4600 · Misc Income	223.40	329.50	0.0%
Total Income	1,698,843.78	3,050,173.95	100.0%
Gross Profit	1,698,843.78	3,050,173.95	100.0%
Expense			
1 · Direct Programming			
5090 · Marketing Research	74,105.49	194,668.64	4.4%
5100 · Advertising/Media	28,900.00	60,300.00	1.7%
5110 · Public Relations	13,311.20	23,736.33	0.8%
5120 · Advertising Production	6,975.00	14,804.84	0.4%
5130 · Internet Site Production	78,332.64	133,332.91	4.6%
5140 · Festivals & Events Granted	64,694.51	268,161.33	3.8%
5141 · Festivals & Event Local Support	10,864.70	90,936.35	0.6%
5142 · Festival & Event Mini Grants	5,989.84	11,298.77	0.4%
5150 · Consumer Promotions	4,336.04	14,040.29	0.3%
5160 · Sales Promotions	1,473.17	65,774.12	0.1%
5170 · Brochures and Collateral	4,886.81	5,577.56	0.3%
5180 · Film Promotions	0.00	223.50	0.0%
5190 · Showcase	949,784.53	1,296,662.62	55.9%
5210 · Regional Partnership	4,195.00	4,195.00	0.2%
5215 · Tourism Development Projects	0.00	17,899.50	0.0%
5220 · Registration	20,587.79	39,185.83	1.2%
5230 · Dues and Subscriptions	8,681.19	17,520.42	0.5%
5400 · Business Travel & Entertainment			
5400-1 · Disallowed Travel Expense	264.44	926.33	0.0%
5400 · Business Travel & Entertainment - Other	7,329.65	21,142.43	0.4%
Total 5400 · Business Travel & Entertainment	7,594.09	22,068.76	0.4%
5500 · Visitor Awareness Education	6,864.00	21,247.56	0.4%
7000 · PSA Sporting Events	54,352.72	91,045.59	3.2%
Total 1 · Direct Programming	1,345,928.72	2,392,679.92	79.2%
2 · Operating Costs			
5520 · Committee Expenses	3,397.98	8,542.03	0.2%
5450 · Auto/ Local Travel	1,879.20	3,826.31	0.1%
5600 · Building Maintenance & Repair	31,142.02	62,389.66	1.8%
5610 · Computer&IT Maintenance&Repair	15,525.39	23,474.53	0.9%
5630 · Insurance Building & Content	4,598.53	9,070.34	0.3%
5640 · D & O and Liability Insurance	2,713.75	4,063.56	0.2%
5650 · Audit	2,000.00	14,000.00	0.1%
5660 · Legal Services	6,335.00	8,875.00	0.4%
5670 · CPA/ Financial Services	2,330.00	3,170.00	0.1%
5700 · Postage	11,223.13	19,807.41	0.7%
5710 · Supplies Coffee/Sodas	679.09	3,857.44	0.0%
5720 · Office Supplies	3,332.53	6,172.26	0.2%
5730 · Storage and Delivery	2,958.92	4,699.76	0.2%
5750 · Rent	0.00	10.00	0.0%
5760 · Telephone Service	1,982.93	4,963.48	0.1%
5770 · Utilities	9,849.27	18,723.04	0.6%
5780 · Copier	2,134.31	4,283.87	0.1%
5900 · Miscellaneous Expenses	35.61	327.06	0.0%

Visit Pensacola
Statement of Financial Income and Expense
January through March 2020

	Jan - Mar 20	Oct '19 - Mar 20	% of Income
6000 · Consignment Sales Expenses	377.60	1,250.80	0.0%
6001 · Bank Service Charge	247.00	402.30	0.0%
6010 · Credit Card Processing Fee	997.32	2,599.91	0.1%
6500 · Taxes	488.05	1,049.14	0.0%
7001 · PSA Operations	25,783.30	38,875.91	1.5%
Total 2 · Operating Costs	130,010.93	244,433.81	7.7%
3 · Personnel Costs			
5800 · Salaries	209,386.63	457,008.89	12.3%
5810 · Commissions	2,208.21	8,179.57	0.1%
5830 · Auto	1,384.62	3,296.71	0.1%
5840 · 401K Contribution Match	5,169.22	11,366.31	0.3%
5850 · Employee Insurance	11,288.57	23,741.90	0.7%
5870 · Drug Testing	183.00	314.00	0.0%
5880 · Payroll Expense	71,722.22	112,055.76	4.2%
5890 · Staff Education	0.00	849.00	0.0%
7002 · PSA Personnel	71,934.12	149,428.68	4.2%
Total 3 · Personnel Costs	373,276.59	766,240.82	22.0%
Total Expense	1,849,216.24	3,403,354.55	108.9%
Net Ordinary Income	-150,372.46	-353,180.60	-8.9%
Net Income	-150,372.46	-353,180.60	-8.9%



VISIT PENSACOLA BOARD MEETING

April 29, 2020

Pensacola Sports Amendment Request



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



CAPT Sterling Gilliam (USN Retired)
Chairman Visit Pensacola Board of Directors
1401 E. Gregory Street
Pensacola, Florida 32502


Dear Mr. Chair,

I strongly urge the Board of Directors to approve the attached budget amendment from Mr. Ray Palmer, President and CEO of Pensacola Sports, requesting permission to move \$66,000 from Direct Programming into Personnel.

I personally discussed Ray's request with Stephan Hall, the Escambia County Budget Director. Mr. Hall informed me by email, that the only approval needed for his request is that of the Visit Pensacola Finance Committee, and the Visit Pensacola Board of Directors.

Mr. Palmer's request is clear and concise, and aligns with the information I have. I therefore respectfully request if his budget amendment is approved by the Finance Committee at their April 28, 2020 meeting that you request approval by the Board of Directors, at your April 29, 2020 meeting.

Regards,


Jack Brown
Interim President/CEO



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

April 15, 2020

Jack Brown
Interim President/CEO
Visit Pensacola
1401 E. Gregory Street
Pensacola, FL 32502

Dear Jack,

Pensacola Sports is requesting an amendment to our fiscal year 2020 TDT Miscellaneous Appropriations Agreement. Our original budget submission for fiscal year 2020 included our portion of the \$1.3 million becoming available from the Bay Center bond payment retirement. This was based on the information given to Steve Hayes by the county at the time. The county instead kept those funds. That decision had a \$169,000 impact on our budget and based on our internal allocations, a \$50,700 impact on our payroll allocation (30%). Our plan, then was to replace those dollars with our portion of the supplemental funds of \$222,687.68 at the same rate of 30%: \$66,776.30.

We are now in the situation of receiving no supplemental funds to execute this plan. Considering this and that we have had a significant savings in our Direct Programming's grant program due to the COVID-19 impact on events scheduled for March, April, May, June, and possibly longer, we are requesting permission to move the \$66,000 from Direct Programming into Personnel. This funding will allow Pensacola Sports to retain our staff as they continue to work daily on preparing a plan to market, execute, and improve the events when the situation allows. This ever-changing situation requires the attention of us all to be fully prepared whenever that time comes.

It is our understanding that this request needs approval from the Visit Pensacola Finance Committee and Board of Directors. Our proposed amendment to the fiscal year 2020 agreement is enclosed with this letter.

Respectfully submitted,



Ray Palmer
President and CEO
Pensacola Sports



APRIL 15, 2020

AMENDMENT TO AGREEMENT BETWEEN VISIT PENSACOLA, INC. (VPI) AND PENSACOLA SPORTS ASSOCIATION, INC. (PSA) DATED 1 OCTOBER 2019

RE: FY2020 TDT FUNDING

Move funds to Personnel from Direct Programming to cover shortfall in Direct Programing expenses and Personnel funds due to COVID-19 as follows:

- Direct Programming moves \$66,000 and becomes \$453,840
- Personnel receives \$66,000 and becomes \$317,532

Program Functions of the moved funds will be in accordance of the original agreement between VPI and PSA dated October 2019:

Exhibit A 2019/2020 Miscellaneous Appropriations: Personnel Expenses related to salaries and benefits for employees of PSA.

These adjustments will not increase the total allotment to Pensacola Sports Association, Inc. nor the total of the three line items of the Unified Budget for Direct Programming, Operations and Personnel.

Visit Pensacola, Inc

Pensacola Sports Association, Inc

Date

Date

April 16, 2020

AMENDMENT TO AGREEMENT FOR VPI, DATED 1 OCTOBER 2019

RE: FY2020 TDT FUNDING

Pensacola Sports is moving funds from Direct Programming to Personnel to cover shortfall due to COVID-19 impact on events for March, April, May as follows:

Pensacola Sports:

Direct Programming (DP) moves \$66,000 and become	\$453,840
Personnel receives \$66,000 and becomes	\$317,532

Unified:

Direct Programming (DP) moves \$66,000 and becomes	\$6,856,683
Operations remains at	\$498,147
Personnel receives \$66,000 and becomes	\$1,894,704

These adjustments will not increase the total allotment to Visit Pensacola, Inc. nor the total of the three line items of the Unified Budget for Direct Programming, Operations and Personnel.

County Administrator

Visit Pensacola, Inc.

Date

Date

Pensacola Sports Association

Date



VISIT PENSACOLA BOARD MEETING

April 8, 2020

Downs & St. Germain Contract



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

TOURISM RESEARCH ANALYTICS SERVICES AGREEMENT

THIS TOURISM RESEARCH ANALYTICS SERVICES AGREEMENT is entered into with an effective date of _____, 2020, by and between Visit Pensacola, Inc. , a Florida not-for-profit corporation, FEI/EIN Number 46-3684826 (hereinafter referred to as "Client"), whose principal and mailing address is 1401 East Gregory Street, Pensacola, Florida 32502, and Downs & St. Germain Research Inc. a Florida profit corporation, FEI/EIN Number 59-2998952 ("Contractor"), whose principal and mailing address is 2992 Habersham Drive, Tallahassee, Florida 32309.

WITNESSETH:

WHEREAS, on February 7, 2020, the Client issued a Request for Proposals (RFP 2020-02) seeking a firm that can leverage datasets to identify Client's visitors, pinpoint where Client should focus marketing, promotions and destination management efforts. Client is seeking a firm to successfully and succinctly provide the best tourism related information and predictive analytics available to Client; and

WHEREAS, Contractor was the most responsive and responsible proposing to provide such services; and

WHEREAS, Client desires to enter into an agreement with Contractor to provide Tourism Analytics Research Services as specified herein; and

WHEREAS, Contractor desires to enter into an agreement with Client to provide Tourism Analytics Research Services as specified herein.

NOW, THEREFORE, consideration of the mutual terms and conditions, promises, covenants and payments hereinafter set forth, the Client and the Contractor agree as follows:

1. **Recitals**. The recitals contained in the preamble of this Agreement are declared to be true and correct and are hereby incorporated into this Agreement.
2. **Term**. The term of this Agreement shall commence upon _____, 2020 and continue for a period of three (3) years. Upon written mutual agreement between the parties, the contract may be renewed for two (2) additional one (1) year terms providing written notice at least thirty (30) days prior to the expiration of the current term.

After exercising all options to renew, the Client may unilaterally extend this Agreement for up to an additional six (6) months to allow completion of the solicitation process. The Client shall provide written notice at least thirty (30) days prior to the expiration of the current term. The total duration of this agreement, including the exercise of all options to renew/extend shall not exceed the duration of five (5) years and six (6) months.

3. Scope of Work.

3.1 Contractor agrees to perform in accordance with the scope of work outlined in Client's Request for Proposals for Research Analytics (RFP 2020-02), a true and accurate copy of which is attached hereto and incorporated herein as **Exhibit "A"** (hereinafter Exhibit "A" shall be referred to as "RFP 2020-02"). In the event of a conflict between the terms of RFP 2020-02 referenced above and this Agreement, the terms of this Agreement shall prevail.

3.2 The Contractor agrees to perform all services requested in RFP 2020-02 at an annual flat rate of \$151,000.00 to be paid monthly at a rate of \$12,583.33. The services to be performed pursuant to RFP 2020-02, include, without limitation, the following:

- 3.2.1 Twelve (12) Monthly Lodging Statistics and Visitors Tracking Reports
- 3.2.2 One (1) Annual Lodging Statistics and Visitors Tracking Report
- 3.2.3 One (1) Annual Value of Visitors Reports
- 3.2.4 Thirty (30) to (45) Event Impact Studies as specified in the RFP
- 3.2.5 One (1) Foo Foo Festival Impact Study
- 3.2.6 One (1) Market Perception Study
- 3.2.7 One (1) Local Understanding Value of Tourism and Use of Tourism Product Study
- 3.2.8 Ad Hoc Analysis and Report as requested
- 3.2.9 Periodic Presentations and Meetings as requested
- 3.2.10 All travel cost shall be exclusively borne by the Contractor.

3.3 The Contractor agrees to perform and deliver, without limitation, the following:

3.3.1 A Visitor Tracking Report.

a. The purpose of this marketing research is to profile Pensacola (Escambia County) visitors and their visitation statistics throughout the year, as well as to assess the experience that visitors are having in the Pensacola area. Additionally, this research tracks visitor origin, demographics, marketing communications recall, planning/booking cycles and visitor spending by category. The research also measures the awareness and use of specific in-market product to further aid in the management of the destination.

b. The Contractor shall intercept visitors throughout Escambia County and administer the survey via electronic tablets. The Contractor shall conduct three hundred (300) interviews each month to represent visitors in Downtown Pensacola, the Historic Village, Pensacola Beach, Perdido Key, Pensacola International Airport, Pensacola Lighthouse, as well as the National Naval Aviation Museum in four (4) months allowed by policy (February, April, June, and September). Special additional questions shall be asked at the museum when interviewing at the museum, data shall be compiled to report monthly, seasonally and annually with month to month, season to season and year to year trends highlighted.

c. The Contractor will as a part of its normal services make a thorough and continuing study of the Client's products and services, its competitors and the markets it is utilizing. Deliverables shall, without limitation, include:

- i. Cross-Tabulations: Data for current month, current season, rolling year, and data-to-date by total, trip type, visitor type, stayed in paid accommodations, location of accommodations, type of accommodations, marketing communications recall, travel method, and generation. Tables for all questions are also included for monthly trend, seasonal trend, and year-to-to date trend.
- ii. Monthly Report: Comparing current month to same month last year and year-to-date to year-to-date at comparable time last year. After each season (Winter, Spring, Summer, Fall) the current season is also compared to the same season last year.
- iii. National Naval Aviation Museum Data Summary: In months when interviews take place at the museum. Includes standard questions and special questions for the museum.
- iv. Lodging Statistics and Visitor Count Estimates: Combining data from Smith Travel Research (monthly average hotel rate and occupancy), DestiMetrics/Inntopia (monthly average short-term/vacation rental condos and homes rate and occupancy) and monthly visitor tracking data (average party size of those staying in hotels, average party size of those staying in vacation rentals, average length of stay in hotels, average length of stay in vacation rentals, and percent of visitors that stayed in paid accommodations), average daily rate and occupancy for the destination are calculated, as well as total unique visitors, total unique overnight visitors, total unique day/non-paid accommodation visitors, visiting parties, average monthly total visitor population, average monthly overnight visitor population, average monthly day/non-paid accommodations visitor population, average daily visitor population, average daily overnight visitor population, and average daily day/non-paid accommodations visitor population. Visit Pensacola provides STR , ADARA and Inntopia data reports each month.
- v. Value of Visitors: Annual report based on calendar year combining data from Visitor Tracking Study, Smith Travel Research, DestiMetrics, ADARA, County Tax Collector, Bureau of Labor Statistics, Census Bureau, and Santa Rosa Island Authority to calculate and track trends of Visitor Counts, Visitor Spending, Visitor Spending by Category, County Taxes Paid By Visitors, Return on Marketing Investment, and Additional Value of Tourism.

3.3.2 Event Impact Studies

The Contractor shall provide the Client with Event Impact Studies. The purpose of this marketing research is to profile the attendees at a minimum of thirty (30) and a maximum of forty-five (45) Pensacola events and festivals, evaluate the experience had by attendees, and to calculate the financial benefit to the area received from attendees. The Contractor shall intercept attendees at specific Pensacola area events and festivals and administer the survey via electronic tablets.

a. A sample size of 100 completed surveys is required for each event. Surveying must be coordinated in advance with each event to produce a survey plan and an attendance figure must be obtained from each event after its completion.

b. The Contractor shall provide the Client with a report for each event, which includes estimated visitor spending, event aided spending, and room nights. For events surveyed in the past, current results are compared to previous years.

c. The Client will provide a list of events to survey each month and have averaged 30 – 45 events surveyed per year.

3.3.3 Foo Foo Festival Impact

The Contractor shall conduct interviews with attendees of Foo Foo Festival events and in the areas around events to estimate the impact of the festival. Special questions are also added to the Visitor Tracking survey during the Foo Foo run. Each person surveyed is also asked which of the other Foo Foo events they either have attended or will attend to aid in estimating total unique visitors over the course of the festival. The interviews from all surveyed events are combined for an overall sampling of Foo Foo Festival attendees. The Contractor shall provide the Client with an analysis includes attendee profile, visit profile, marketing and influence, and festival financial impact.

3.3.4 Market Perception Study

a. The purpose of this annual or bi-annual (at Visit Pensacola's discretion) marketing research is to track the perception and consideration of Pensacola as a leisure travel destination, as well as recall of Visit Pensacola marketing communications to measure impact/success of recent marketing efforts and to provide updated scores on key metrics upon which the current marketing campaign will be measured. This study additionally explores travel planning and desires to help guide and further refine marketing and media plans, as well as providing such insights to the Pensacola tourism industry, while also measuring the importance and perception

of tourism product in the destination for the attraction of visitors to aid in both the marketing and management of the destination.

b. The Contractor shall provide an online study that is administered to adults age 30 – 54, with household incomes of at least \$75,000 in the markets targeted for specific marketing efforts, as well as currently visiting or strongly considering visiting gulf coast beach destinations for a leisure getaway or vacation.

c. of the Contractor shall conduct one thousand (1,000) surveys. The Contractor shall analyze the data to glean insights into Vacationing Habits and Practices, Visitation Funnel Status, Destination Choice Criteria, Destination Perceptions, Future Visitation, Communications, Individual Market Current Status and Trend, as well as Individual Market Detail.

3.3.10 Local Understanding of the Value of Tourism

a. The purpose of this study is to track Escambia County residents' level of understanding of the value of tourism in Pensacola and to determine the incidence and impact of Escambia County residents utilizing tourism product areas (both as a day activity and as a destination for paid accommodations). Further, since a sizable percentage of visitors come to Pensacola to visit family and friends, this study explores how locals feel about Pensacola as a place for people to come visit and the degree to which they actively encourage family and friends to come visit.

b. The Contractor shall obtain a sample of at least three hundred (300) for analysis, both online and telephone methodologies are typically required.

3.3.11 Ad Hoc Analysis and Reporting

In addition to established study reporting, to the Contractor shall fulfill on-going requests from the Client, as well as its tourism industry constituents and stake holders, including, but not limited to, specific data crosses, sub-segment analysis, and research-based opinions on ideas, concepts, and strategy.

3.3.12 The Contractor shall provide periodic in-destination presentations and meetings as needed and requested by the Client.

4. Method of Payment/Billing. Contractor may request payment from Client by the submission of a properly executed original invoice. Invoices shall reflect the amount due and owing for service(s) received and accepted with appropriate supporting documentation. The Client agrees that it shall make its best efforts to pay Contractor within thirty (30) days of receipt and approval of Contractor's invoice.

5. Termination. If the Contractor fails to provide products or services in accordance with this Agreement as determined by the Client, then the Client may terminate this agreement which shall be effective on the date of Client's written notice of termination to the Contractor. Such notice is to state the reason(s) for such intention to terminate contract. The liability of the Contractor for any and all such violation(s) shall not be affected by any such termination and his

surety, if any, shall be forfeited. This Agreement may be terminated for cause by the Contractor upon providing ninety (90) days written notice to the Client. In the event of termination by either party as provided herein, the Contractor shall be paid for services provided through the date of termination.

6. Indemnification. Contractor agrees to save harmless, indemnify, and defend Client and its agents, officers and employees from any and all claims, losses, penalties, interest, demands, judgments, and costs of suit, including attorneys' fees and paralegals' fees, for any expense, damage or liability incurred by any of them, whether for personal injury, death, property damage, direct or consequential damages, or economic loss, including environmental impairment, arising directly or indirectly on account of or in connection with the product and services performed by Contractor under this Agreement or by any person, firm or corporation to whom any portion of the product and services subcontracted by Contractor or resulting from the use by Contractor, or by any one for whom Contractor is legally liable, of any materials, tools, machinery or other property of Client. Client and Contractor agree the first \$100.00 of the payment by Client to Contractor under this Agreement shall be given as separate consideration for this indemnification, and any other indemnification of Client by Contractor provided for within any related documents, the sufficiency of such separate consideration being acknowledged by Contractor by Contractor's acceptance and execution of the Agreement. The Contractor's obligation shall not be limited by, or in any way to, any insurance coverage or by any provision in or exclusion or omission from any policy of insurance. The Contractor agrees to pay on behalf of Client, as well as provide a legal defense for Client, of which will be done only if and when requested by Client, for all claims made. Such payment on the behalf of Client shall be in addition to any and all other legal remedies available to Client, shall not be considered to be Client's exclusive remedy.

7. Insurance Requirements.

7.1 The Contractor shall procure and maintain the following described insurance, except for coverages specifically waived by the Client. Such policies shall be from insurers with a minimum financial size of VII according to the latest edition of AM Best Rating Guide. An A or better Best Rating is "preferred"; however, other ratings if "Secure Best Ratings" may be considered. Such policies shall provide coverages for any or all claims which may arise out of, or result from, the services, work and operations carried out pursuant to and under the requirements of the contract documents, whether such services, work and operations be by the contractor, its employees, or by subcontractor(s), or anyone employed by or under the supervision of any of them, or for whose acts any of them may be legally liable.

7.2 The contractor shall require, and shall be responsible for assuring throughout the time the Agreement is in effect, that any and all of its subcontractors obtain and maintain until the completion of that subcontractor's work, such of the insurance coverages described herein as are required by law to be provided on behalf of their employees and others.

7.3 The required insurance shall be obtained and written for not less than the limits of liability specified hereinafter, or as required by law, whichever is greater. These insurance requirements shall not limit the liability of the Contractor.

7.4 Client does not represent these types or amounts of insurance to be sufficient or adequate to protect the Contractor's interests or liabilities but are merely minimums.

7.5 Except for workers compensation and professional liability, the Contractor's insurance policies shall be endorsed to name Client as additional insured to the extent of its interests arising from this Agreement.

7.6 The Contractor waives its right of recovery against Client, to the extent permitted by its insurance policies.

7.7 The Contractor's deductibles/self-insured retentions shall be disclosed to Client and may be disapproved by the Client. They shall be reduced or eliminated at the option of the Client. The Contractor is responsible for the amount of any deductible or self-insured retention.

7.8 Insurance required of the Contractor or any other insurance of the Contractor shall be considered primary, and insurance of Client, if any, shall be considered excess, as may be applicable to claims obligations which arise out of this Agreement.

7.9 Workers Compensation Coverage

7.9.1 The Contractor shall purchase and maintain workers compensation insurance for all workers compensation obligations imposed by state law and with employers liability limits of at least \$100,000 each accident and \$100,000 each employee/\$500,000 policy limit for disease, or a valid certificate of exemption issued by the state of Florida, or an affidavit in accordance with the provisions of Florida Workers Compensation law.

7.9.2 Contractor shall also purchase any other coverages required by law for the benefit of employees.

7.10 General, Automobile and Excess or Umbrella Liability Coverage

7.10.1 The Contractor shall purchase and maintain coverage on forms no more restrictive than the latest editions of the commercial general liability and business auto policies of the insurance services office.

7.10.2 Minimum limits of \$1,000,000 per occurrence for all liability must be provided, with excess or umbrella insurance making up the difference, if any, between the policy limits of underlying policies (including employers liability required in the workers compensation coverage section) and the total amount of coverage required.

7.11 General Liability Coverage - Occurrence Form Required

Coverage A shall include bodily injury and property damage liability for premises, operations, products and completed operations, independent contractors, contractual liability covering this Agreement, contract or lease, broad form property damage coverages, and property damage resulting from explosion, collapse or underground (x,c,u) exposures -Coverage B shall include personal injury - Coverage C, medical payments, is not required.

7.12 Business Auto Liability Coverage

The Contractor shall purchase and maintain business auto liability coverage which shall include bodily injury and property damage arising out of ownership, maintenance or use of any auto, including owned, non-owned and hired automobiles and employee non-ownership use.

7.13 Excess or Umbrella Liability Coverage

The Contractor shall purchase and maintain umbrella liability insurance or excess liability equivalent may be allowed in Client's sole discretion. Whichever type of coverage is provided, it shall not be more restrictive than the underlying insurance policy coverages. Umbrella coverage shall drop down to provide coverage where the underlying limits are exhausted.

7.14 Evidence/Certificates of Insurance

7.14.1 Required insurance shall be documented in certificates of insurance. If and when required by Client, certificates of insurance shall be accompanied by documentation that is acceptable to Client establishing that the insurance agent and/or agency issuing the certificate of insurance has been duly authorized, in writing, to do so by and on behalf of each insurance company underwriting the insurance coverages(s) indicated on each certificate of insurance.

7.14.2 New certificates of insurance are to be provided to Client at least thirty (30) days prior to coverage renewals. Failure of the contractor to provide Client with such renewal certificates may be considered justification for Client to terminate this Agreement.

7.14.3 Certificates should contain the following additional information:

7.14.3.1 Client is an additional insured on the general liability policy.

7.14.3.2 Include a reference to "Visit Pensacola – Research and Analytics Services RFP 2020-02". Disclose any self-insured retentions in excess of \$1,000.

7.14.3.3 Designate Client as the certificate holder as follows:

Visit Pensacola

Attention: Darien Schaefer, President/CEO, Visit Pensacola,
1401 East Gregory, St., Pensacola, FL 32502

7.14.4 Indicate that Visit Pensacola shall be notified at least thirty (30) days in advance of cancellation on any of Contractor's insurance policies required under this Agreement.

7.14.5 Receipt of certificates or other documentation of insurance or policies or copies of policies by Client, or by any of its representatives, which indicate less coverage than required does not constitute a waiver of the Contractor's obligation to fulfill the insurance requirements herein.

7.14.6 If requested by Client, the Contractor shall furnish complete copies of the Contractor's insurance policies, forms and endorsements, and/or such additional information with respect to its insurance as may be requested.

7.14.7 For commercial general liability coverage, the contractor shall, at the option of Client, provide an indication of the amount of claims payments or reserves chargeable to the aggregate amount of liability coverage.

8. Warranties.

8.1 Contractor represents and warrants to Client that it has the experience and the ability to perform the services required by this Agreement.

8.2 Contractor represents and warrants that it will perform said services in a professional, competent and timely manner and will not subcontract out any of its duties under this Agreement without the prior written approval of the Client.

8.3 Contractor represents and warrants that it has the power to enter into and perform this Agreement.

8.4 Contractor represents and warrants that its performance of this Agreement shall not infringe upon or violate the rights of any third party or violate any federal, state/provincial and municipal law, and the Contractor will provide the services outlined in this Agreement in a manner consistent with all applicable local, state/provincial and federal law and regulations.

9. Records - Contractor shall maintain records, and the Client shall have inspection and audit rights as follows:

9.1 Maintenance of records; Contractor shall maintain all financial and non-financial records and reports directly or indirectly related to the negotiation or performance of this Contract including supporting documentation for any service rates, expenses, research or reports. Such records shall be maintained and made available for inspection for a period of five (5) years from completing performance and receiving final payment under this Contract.

9.2 Examination of records; Client or its designated agent shall have the right to examine in accordance with generally accepted auditing standards all records directly or indirectly related to this Contract. Such examination may be made upon reasonable notice, at a reasonable time and place.

9.3 Records which relate to any litigation, appeals, or settlements of claims arising from performance under this Agreement shall be made available until a final disposition has been made of such litigation, appeals, or claims.

10. Public Access

10.1 Contractor shall allow public access to all project documents and materials to the extent required permitted by Chapter 119, Florida Statutes. Should the Contractor assert any exemptions to the requirements of Chapter 119, Florida Statutes, and related statutes laws, the burden of establishing such exemption, by way of injunctive or any other relief as provided by law, shall be upon the Contractor.

10.2 If the Contractor refuses to allow public access to all documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, and made or received by the contractor in conjunction with this agreement then Client may, without prejudice to any right or remedy and after giving the contractor and his surety, if any, seven (7) days written notice, during which period Contractor still fails to allow access, terminate the employment of the contractor and take possession of all materials, work products, and partial work, owned by the Contractor, and may finish the project by whatever method it may deem expedient. In such case, the contractor shall not be entitled to receive any further payment until the project is finished. Reasonable terminal expenses incurred by Visit Client may be deducted from any payments left owing the contractor (excluding monies owed the contractor for subcontract work.)

11. General Provisions

- 11.1 **Binding Effect.** This Agreement shall be binding upon and insure to the benefit of Client and Contractor, and their legal representatives, successors, partners, and assignees.
- 11.2 **Assignment.** Neither the Client nor the Contractor may assign or transfer any interest in this Agreement without the express written consent of the other party.
- 11.3 **Modification and Amendment.** No modification or amendment of this Agreement shall be valid and or binding on the parties unless made in writing and signed by the Client and Contractor.
- 11.4 **Entire Agreement.** This Agreement supersedes all prior Agreements and discussions between the parties with respect to the subject matter of this Agreement, and this Agreement together with all exhibits and any other documents delivered in connection with this Agreement, comprise the sole and entire Agreement between the parties with respect to the subject matter of this Agreement.
- 11.5 **Applicable Laws and Venues.** This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Exclusive venue for resolution of any dispute between the parties is to be Escambia County, Florida, and the parties hereby consent to the personal jurisdiction of said courts.
- 11.6 **Headings.** The descriptive headings contained in this Agreement are included for convenience of reference only and shall not in any way affect the interpretation of this Agreement.
- 11.7 **Gender.** Whenever the context so requires, the singular shall include the plural and plural shall include the singular, and the gender of any pronoun shall include other genders.
- 11.8 **Severability.** Wherever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law, but if any provision of this Agreement shall be prohibited or invalidated under applicable law, such provision shall be ineffective to the extent of such provision only, and the remaining provisions of this Agreement shall remain fully effective as if the prohibited or invalid provision had never been contained within the Agreement.
- 11.9 **Ambiguities.** Each party and its counsel have participated fully in the review and any revisions of this Agreement. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in interpreting this Agreement. The language in this Agreement shall be interpreted as to its fair meaning and not strictly for or against any party.
- 11.10 **Notices.** All notices, authorizations and requests given or made in connection with this Agreement must be sent by facsimile or Certified Mail return receipt requested, and faxed and addressed respectively to the parties' head office at the following addresses:

Downs & St. Germain Research
2992 Habersham Drive
Tallahassee, Florida 32309

AND

Visit Pensacola, Inc.
1401 E. Gregory Street
Pensacola, Florida 32502

Or to any different address that is provided to a party through the means of notice adopted herein.

Notices will be deemed delivered on the date shown on the postal return receipt or facsimile confirmation of delivery.

- 11.11 Waiver. No waiver of any breach of this Agreement will be a waiver of any other breach, and no waiver will be effective unless made in writing and signed by an authorized representative of the waiving party.

SIGNATURES:

Signed and accepted by the parties as of the day and year first set forth above.

CLIENT:

Visit Pensacola, Inc.,
A Florida not for profit corporation

CONTRACTOR:

Downs & St. Germain Research Inc.,
A Florida profit corporation

By: _____

By: JS Joseph St Germain

Title: _____

Title: President

Date: _____

Date: 4/22/20

Witness: _____

Witness: SA

Printed Name: _____

Printed Name: Shanna Autry

Witness: _____

Witness: [Signature]

Printed Name: _____

Printed Name: Phillip Downs



VISIT PENSACOLA BOARD MEETING

April 29, 2020

Research



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Visitor Insights

February 2020

YTD CY20

35

YTD FY20

MAJORITY OPINION
RESEARCH

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Purpose and Methodology

The purpose of this marketing research is to track visitor profiles, behaviors and experiences associated with visiting Pensacola (Pensacola, Pensacola Beach and Perdido Key).

Visitors throughout the destination are interviewed by interviewers on the ground with iPads programmed with the questionnaire. 300 interviews per month, 900 per season and 3,600 annually are sought and distributed across many locations within the destination:



Pensacola

- Historic Pensacola Village
- Palafox Street
- Saturday Farmer's Market

Pensacola Beach

- Casino Beach Area
- Pensacola Beach (on the beach)
- Pensacola Beach Boardwalk

Perdido Key

- Perdido Key (on the beach)
- Perdido Key State Park

Pensacola International Airport

Pensacola Lighthouse

Naval Aviation Museum

Reporting Periods

There are multiple reporting periods represented in this report:

- March (March 2020 vs March 2019)
 - *Due to the impact of the Covid-19 virus, March 2020 interviews took place from March 1 – March 20. 195 of the 300 monthly target surveys were completed.*
- Calendar: (Jan – Mar 2020 vs Jan – Mar 2019)
- Fiscal Year: (Oct 19 – Mar 20 vs Oct 18 – Mar 19)



March 2020 Insight Headlines



- Eight of the top 10 visitor origin markets for March 2020 are the same as those for March 2019, but with a different hierarchy. Atlanta, Jacksonville, and Panama City moved up, while Biloxi-Gulfport, Nashville, Tallahassee, and New Orleans moved down. Dallas entered the March top 10 in the #3 slot and Huntsville entered in the #5 slot. Montgomery and Madison, Wisconsin (strong for snowbirds) left the top 10 for the month.
- There was an increase in Baby Boomer visitation and a decline in that from Generation X, with an increased average household income.
- The trend of increased visitation of family and friends continued this March, but at a lower difference than we've seen in monthly comparisons over the last year.
- The percentage of visitors staying in paid accommodations was up 1 percentage point from last March, but this stops the consistent trend of declines in this measure over the past year.
- Among those staying in paid accommodations, the length of stay was about the same this March vs last.
- Trips this March were planned and booked in shorter windows (closer to the time of visit).
- Spend per party is similar this March to last (\$74 less per visit) as is spend per day (\$4 less per day).
- Overall marketing communications reach was lower this March vs last, with declines seen in recall of all communication channels.

CY 2020 Insight Headlines



- Consistently, Mobile and Atlanta are the top visitor origin markets. So far in 2020, Gulfport, MS has risen sharply into the #3 slot and Huntsville, AL into the #4 slot. At this early point in the year, Nashville and Montgomery have dropped out of the top 10.
- After the first quarter of 2020, Millennial visitation is up slightly, while Generation X visitation is down slightly, with lower household incomes being a continuing trend.
- The percentage of first time visitors so far in 2020 continues to be lower.
- The trend that developed in 2019 of an increased percentage of visitors coming to visit family and friends is continuing into the first quarter of 2020 and relatedly the percentage of visitors staying in paid accommodations is also lower. Those staying in paid accommodations at this point in the year are staying an average of just under 1 night less.
- Three months into 2020, trips are being planned and accommodations are being booked in shorter windows than at the same time last year.
- Use of the beach, shopping, and water sports are up as visitor activities, while visitation to museums is significantly down, as a continued result of the naval air base restrictions.
- Visitor spending per party and per day is down so far in 2020, again largely attributed to the increase in visiting family and friends.
- Marketing communications recall for 2020 is down just slightly, with recall of advertising flat, recall of public relations up, and website visitation, Facebook visits, and reading of Tweets down.

FY 2020 Insight Headlines



- Since the fiscal year began in October 2019, Mobile and Atlanta have been the top visitor origin markets. So far in this fiscal year, Dallas, Panama City, and Houston have risen into the top 10, while Montgomery, Orlando and, Jacksonville have dropped out of the top 10, compared to the last fiscal year at this time.
- We continue to see an increased presence of Millennials and a decreased presence of Generation X in the visitor mix, as well as lower average household incomes.
- The percentage of first time visitors also continues to decline.
- The percentage of visitors staying in paid accommodations continues to decline, while the percentage of visitors coming to visit family and friends continues to rise and the average length of stay is just under a day shorter so far in this fiscal year.
- So far during this fiscal year, trips are being planned and accommodations are being booked in shorter windows.
- Use of the beach is at the same level as it was this time during the last fiscal year, while shopping and participation in water sports has increased and fine dining, fishing, ecotourism and visiting museums and art galleries are all down.
- Driven by the trends above, visitor spending per party and per day is also down so far for this fiscal year.
- Marketing communications reach for this fiscal year is down now just slightly, with the continued pattern of advertising and public relations recall being up, but website visitation, Facebook visits and Tweet reads being down.
- Almost all who have visited so far in this fiscal year would recommend Pensacola as a place to visit and plan to come back to Pensacola themselves.

Visitor Insights Dashboard



Metric	March 2020	Trend
Stayed in paid accommodations	59%	↑
Average length of stay (nights)	6.3	↓
Average party size (people)	3.2	↑
Average spend per party	\$1,040	↓
Average spend per day	\$164	↓
Communications recall	66%	↓
First time visitors	25%	↓

Visitor Insights Dashboard



Metric	YTD CY20*	Trend
Stayed in paid accommodations	53%	↓
Average length of stay (nights)	8.2	↓
Average party size (people)	3.1	↑
Average spend per party	\$1,101	↓
Average spend per day	\$135	↓
Communications recall	71%	↓
First time visitors	23%	↓

Metric	YTD FY20**	Trend
Stayed in paid accommodations	56%	↓
Average length of stay (nights)	6.6	↓
Average party size (people)	3.1	↓
Average spend per party	\$1,086	↓
Average spend per day	\$166	↓
Communications recall	64%	↓
First time visitors	25%	↓

Visitor Demographics



	<u>March 2019</u>	<u>March 2020</u>
Average Age	42	42
Centennials (1996-)	12%	14%
Millennials (1977-1995)	39%	40%
Generation X (1965-1976)	21%	15%
Baby Boomers (1946-1964)	26%	31%
Silent Generation (before 1946)	2%	-



Average Household Income	\$69,464	\$73,776
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Average Party Size	2.9	3.2
Traveled with Children < 18	22%	25%
First Time Visitor	26%	25%



Caucasian/White	84%	78%
African-American/Black	11%	16%
Hispanic	5%	4%
Any other race or ethnicity	1%	2%

Visitor Demographics



	<u>CY19</u>	<u>CY20</u>	<u>FY19</u>	<u>FY20</u>
Average Age	44	44	45	44
Centennials (1996-)	5%	8%	4%	6%
Millennials (1977-1995)	40%	43%	37%	42%
Generation X (1965-1976)	23%	18%	25%	20%
Baby Boomers (1946-1964)	28%	30%	30%	30%
Silent Generation (before 1946)	4%	2%	4%	2%



Average Household Income	\$87,037	\$75,574	\$95,652	\$77,745
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Average Party Size	2.9	3.1	3.2	3.1
Traveled with Children < 18	18%	18%	21%	20%
First Time Visitor	33%	23%	34%	25%



Caucasian/White	79%	79%	82%	77%
African-American/Black	12%	16%	10%	17%
Hispanic	5%	3%	4%	4%
Any other race or ethnicity	4%	2%	4%	2%

Top 10 Visitor Origins

Arrival by Air March 2020: 20%



Arrival by Car March 2020: 80%



March 2019

Mobile, AL

Tallahassee, FL

Nashville, TN

Atlanta, GA

Biloxi-Gulfport, MS

New Orleans, LA

Montgomery, AL

Madison, WI

Jacksonville, FL

Panama City, FL

March 2020

Mobile, AL

Atlanta, GA

Dallas-Ft. Worth, TX

Jacksonville, FL

Huntsville-Decatur, AL

Biloxi-Gulfport, MS

Nashville, TN

Tallahassee, FL

Panama City, FL

New Orleans, LA

Top 10 Visitor Origins

Arrival by Air CY20: 21%
 FY20: 25%



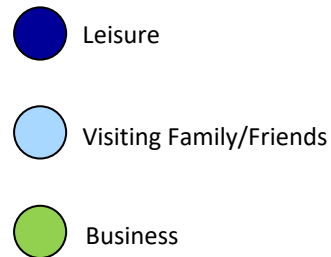
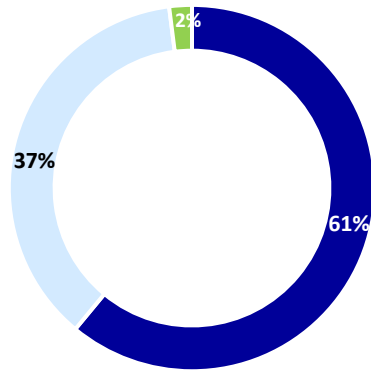
Arrival by Car CY20: 79%
 FY 20: 75%



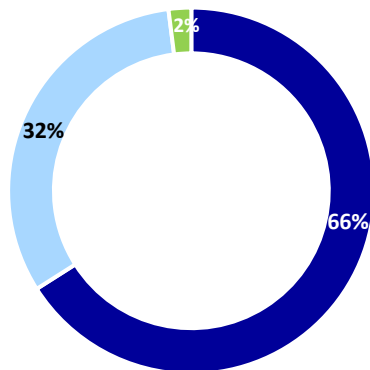
<u>CY19</u>	<u>CY20</u>	<u>FY19</u>	<u>FY20</u>
Mobile, AL	Mobile, AL	Mobile, AL	Mobile, AL
Atlanta, GA	Atlanta, GA	Atlanta, GA	Atlanta, GA
Tallahassee, FL	Biloxi-Gulfport, MS	Birmingham, AL	New Orleans, LA
New Orleans, LA	Huntsville-Decatur, AL	Nashville, TN	Birmingham, AL
Nashville, TN	New Orleans, LA	Tallahassee, FL	Biloxi-Gulfport, MS
Biloxi-Gulfport, MS	Tallahassee, FL	Montgomery, AL	Dallas-Ft. Worth, TX
Montgomery, AL	Dallas-Ft. Worth, TX	New Orleans, LA	Nashville, TN
Jacksonville, FL	Panama City, FL	Biloxi-Gulfport, MS	Tallahassee, FL
Birmingham, AL	Jacksonville, FL	Orlando, FL	Panama City, FL
Panama City, FL	Birmingham, AL	Jacksonville, FL	Houston, TX

Primary Reason for Visit

March 2020

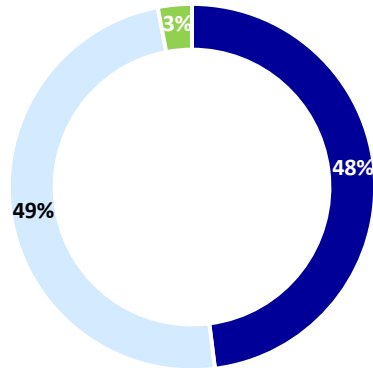


March 2019

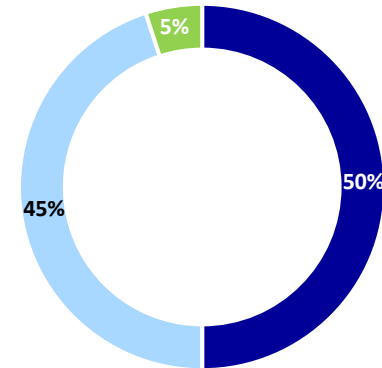


Primary Reason for Visit

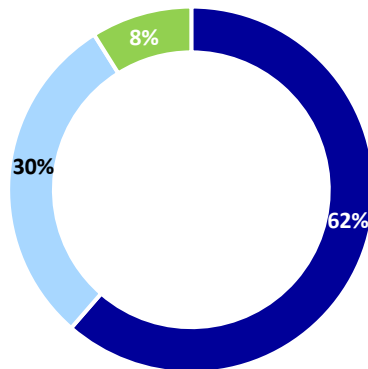
YTD CY20



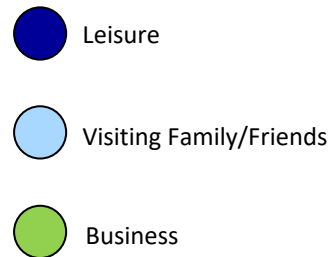
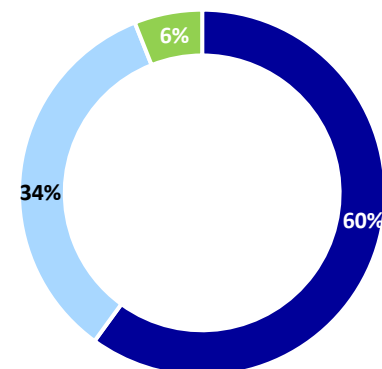
YTD FY20



YTD CY19

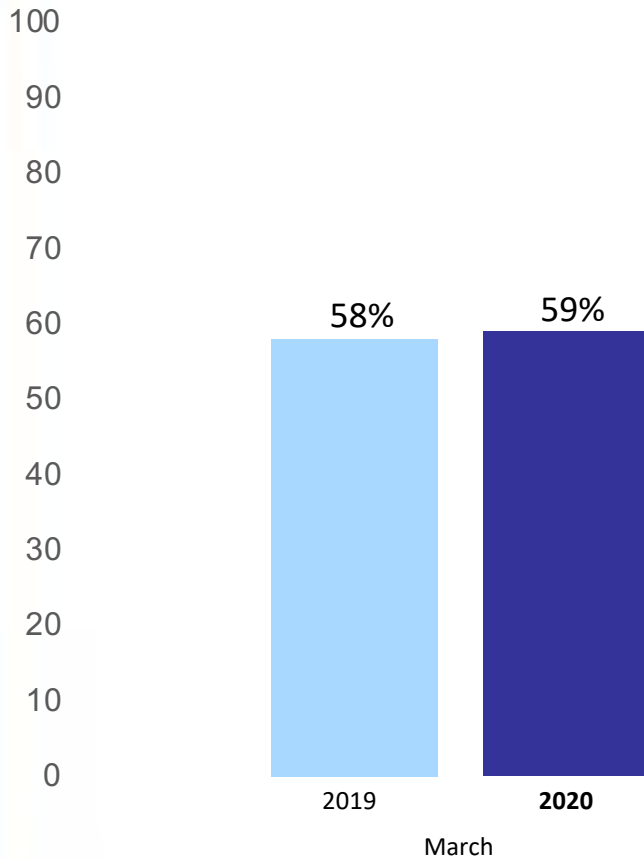


YTD FY19

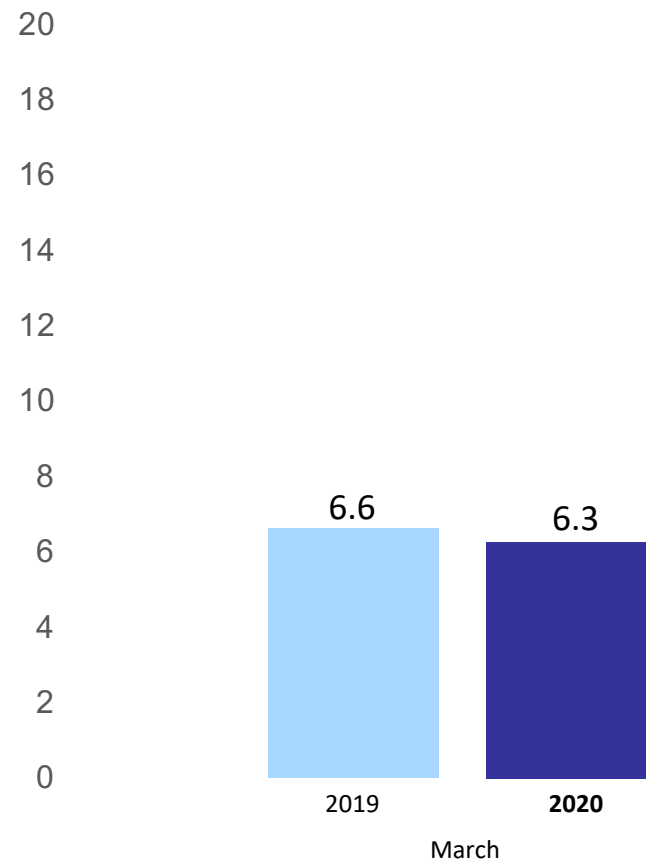


Lodging

Stayed in Paid Accommodations

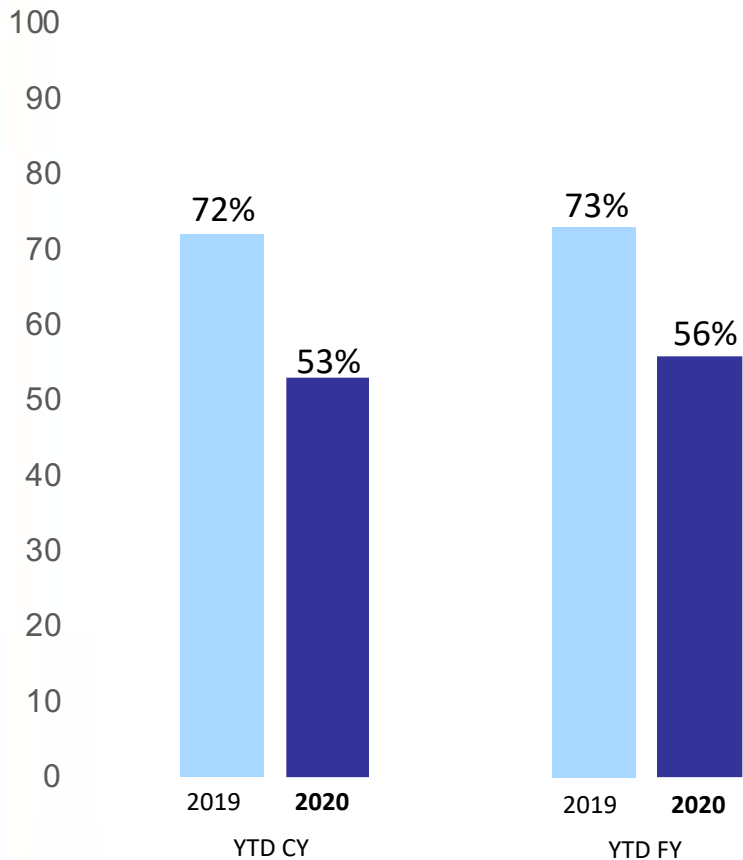


Average Length of Stay (Nights)

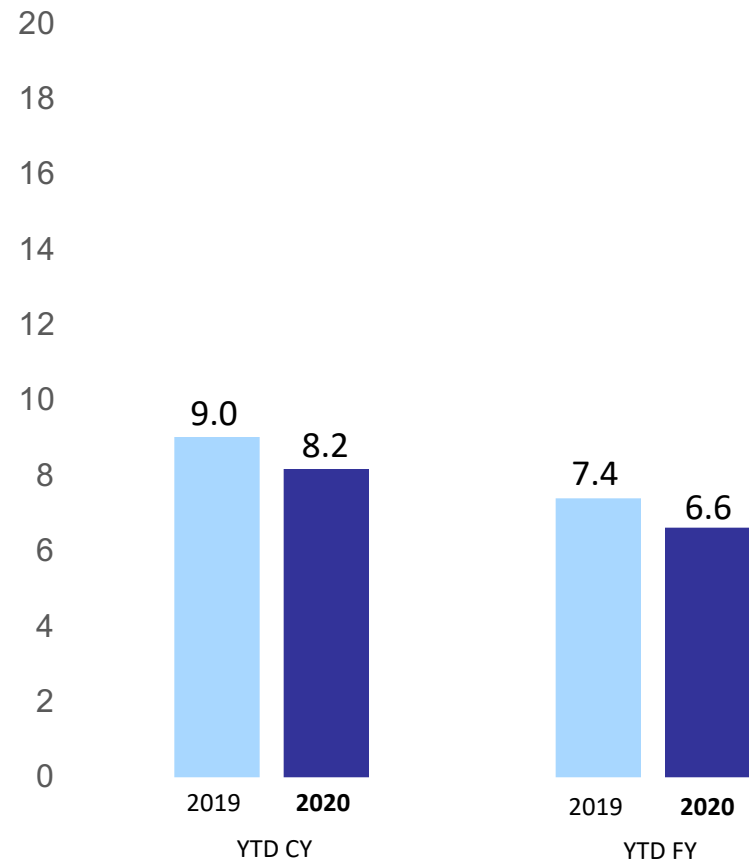


Lodging

Stayed in Paid Accommodations

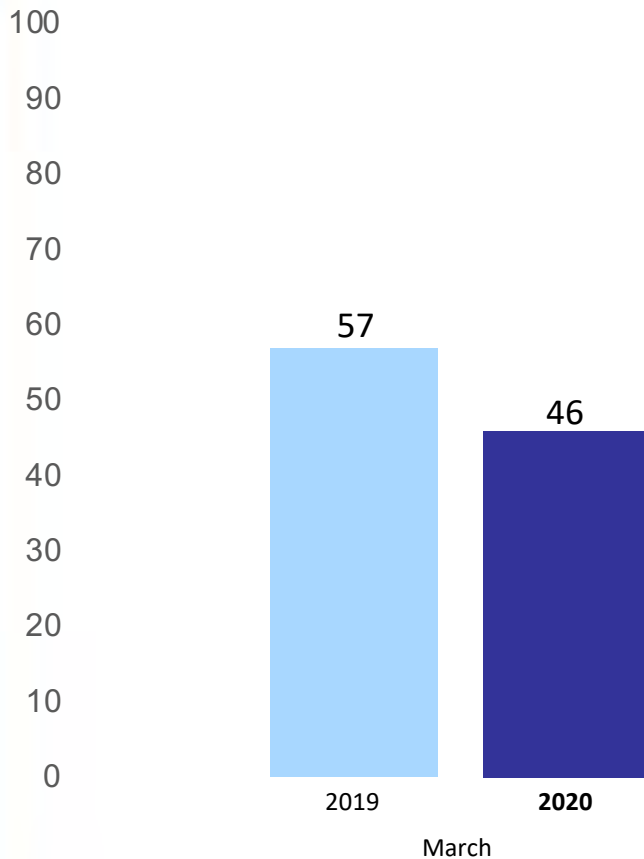


Average Length of Stay (Nights)

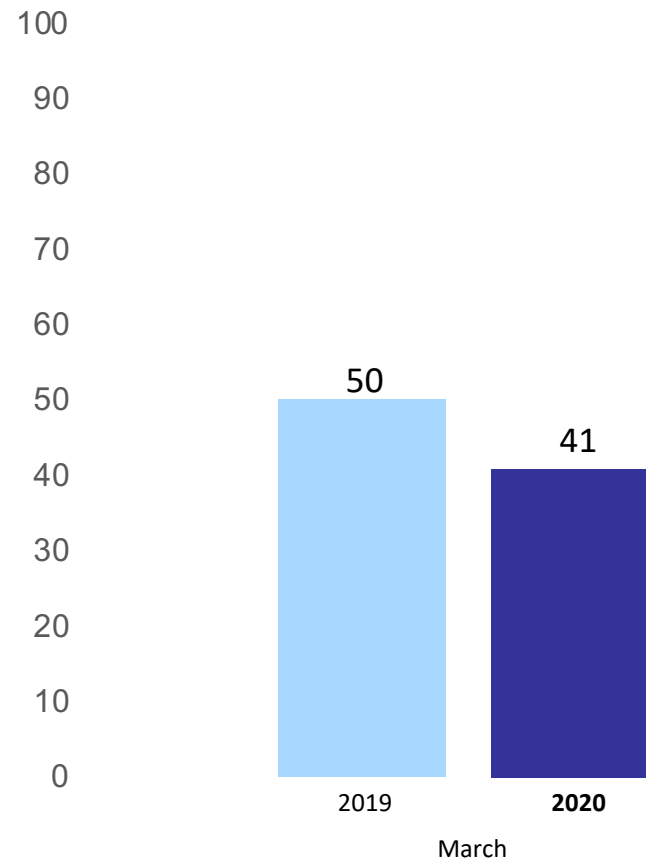


Planning and Booking

Advance Planning (Days)

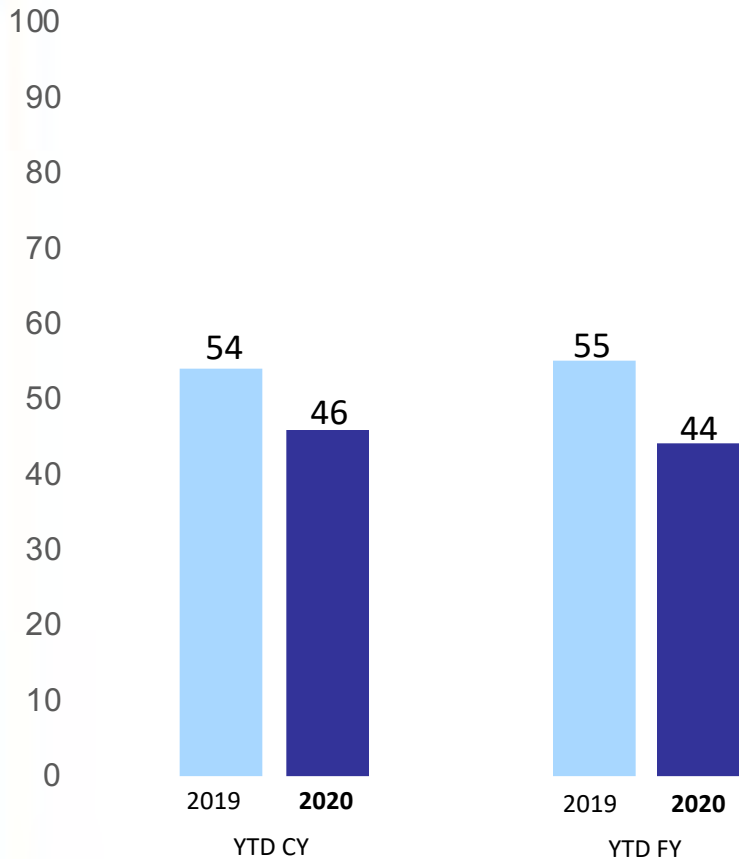


Average Booking Ahead of Arrival (Days)

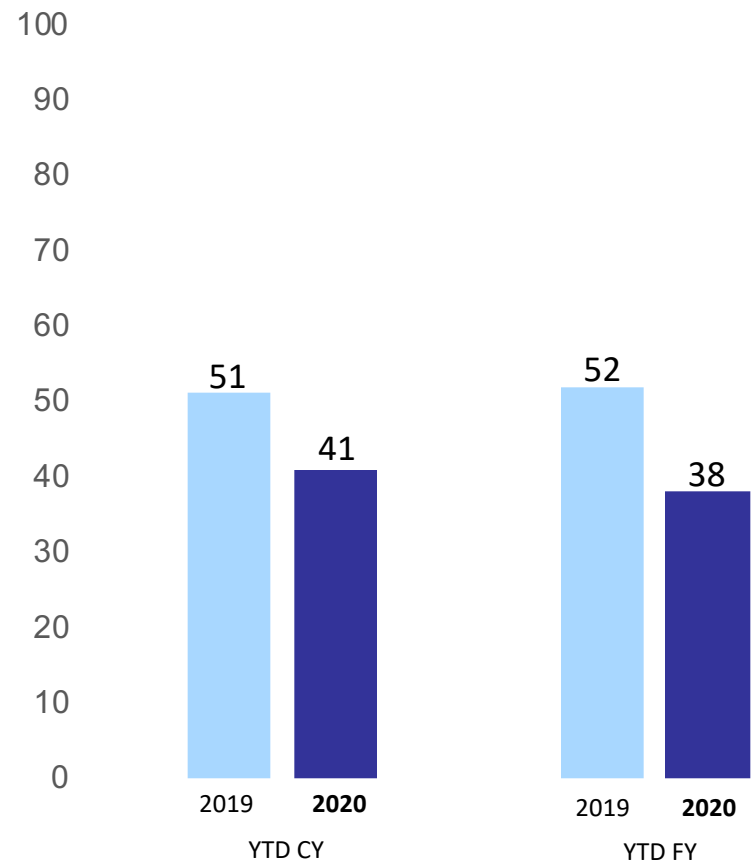


Planning and Booking

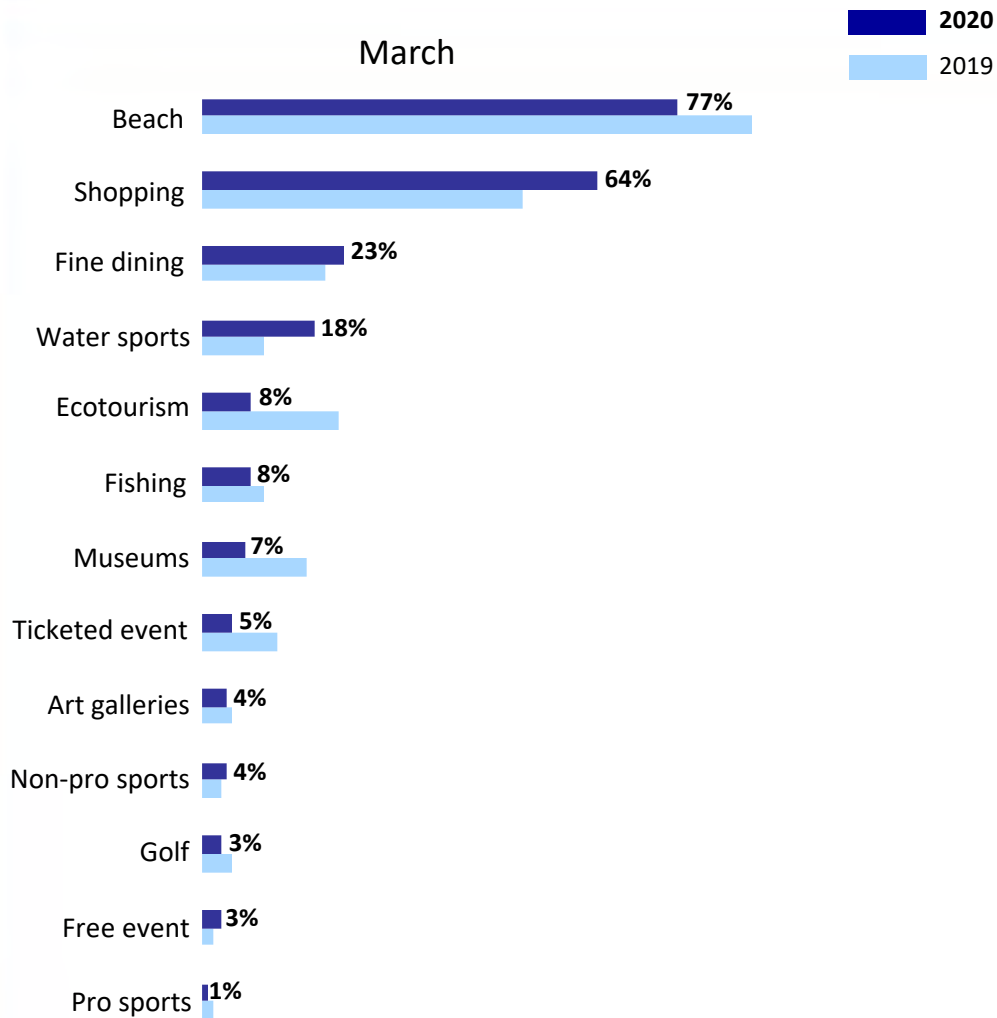
Advance Planning (Days)



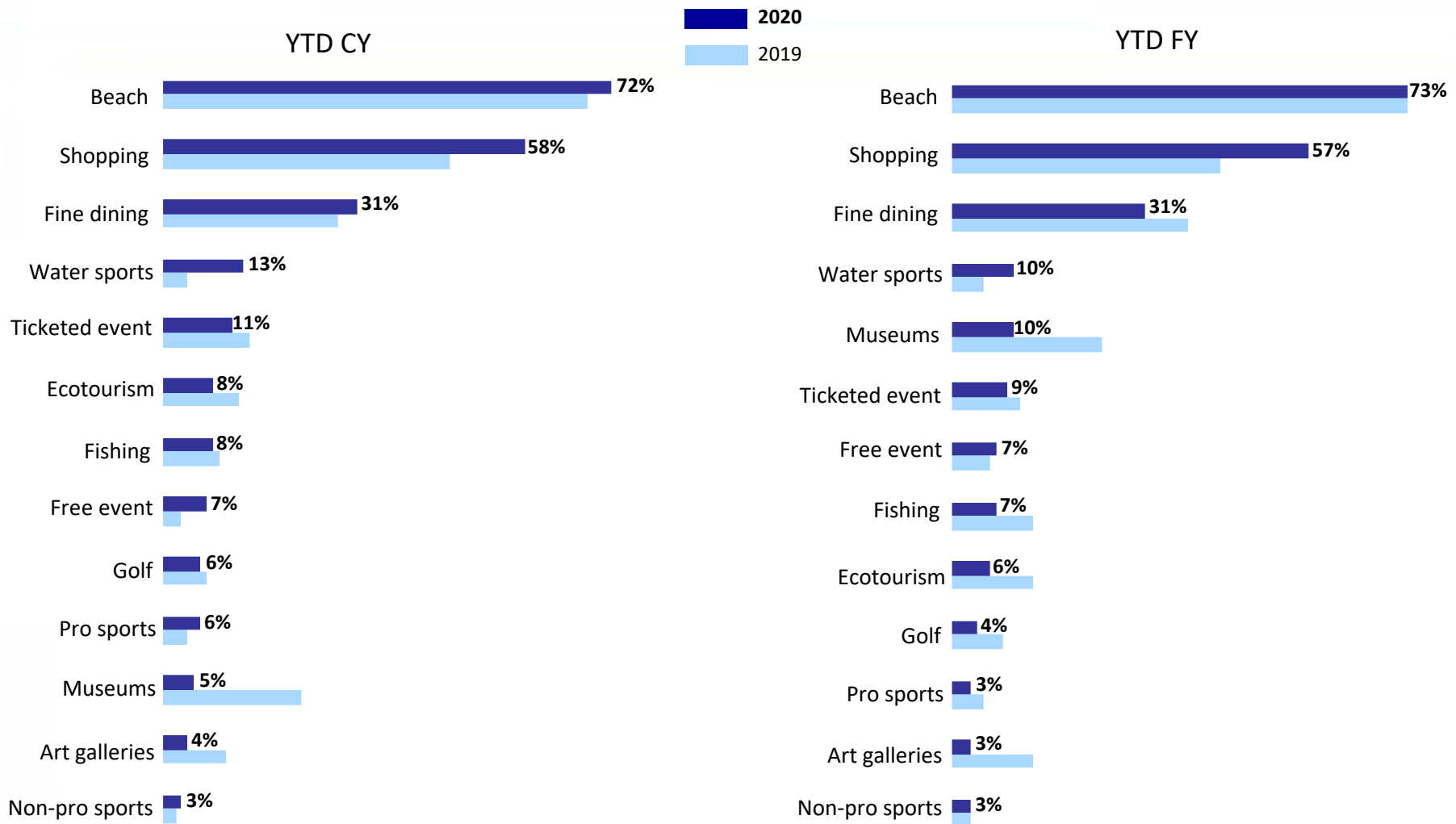
Average Booking Ahead of Arrival (Days)



Activities



Activities

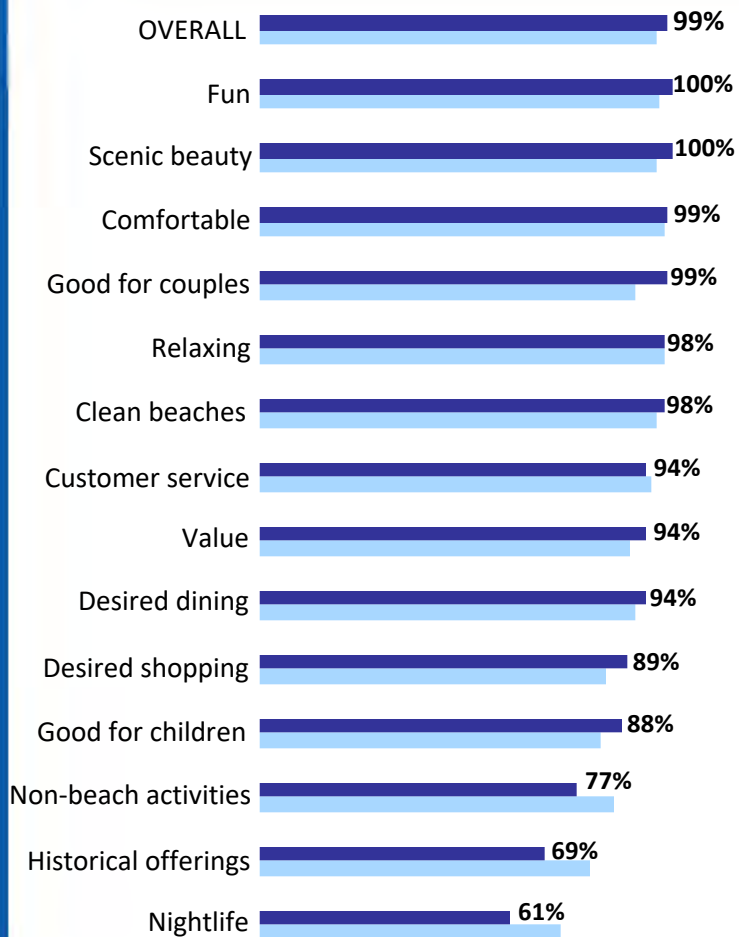


In Destination Experience

Customer service

March

2020
2019



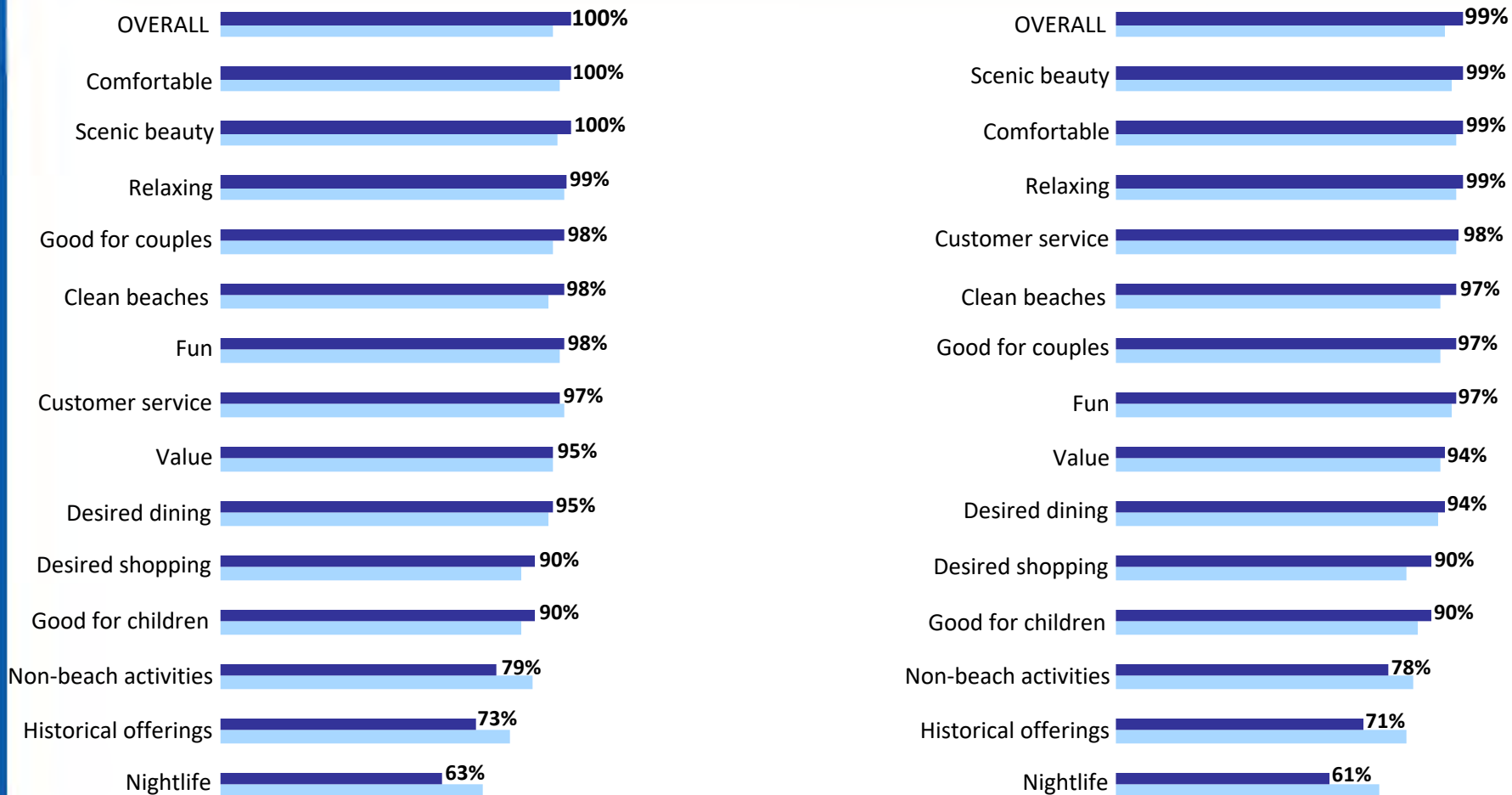
In Destination Experience

Customer service

YTD CY

2020
2019

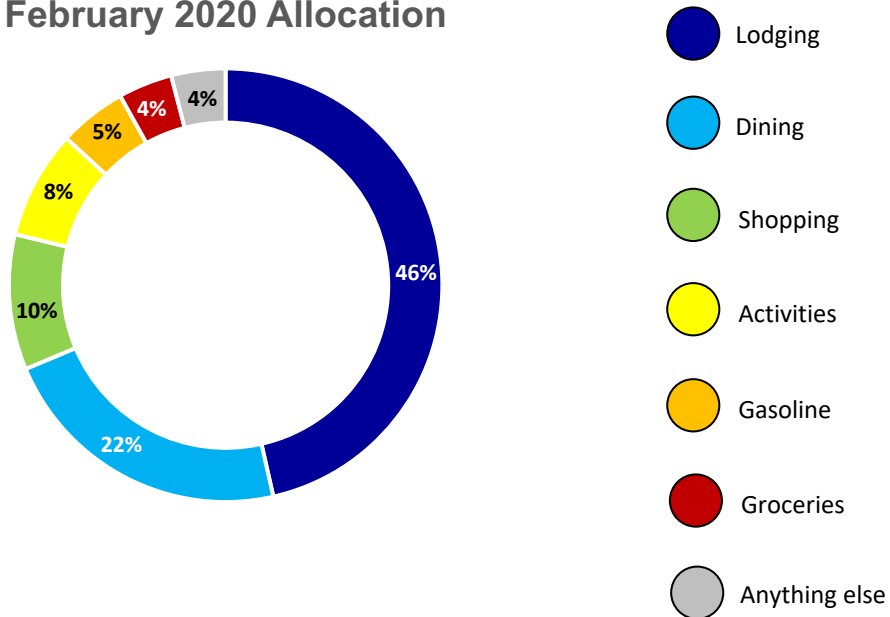
YTD FY



Visitor Spending

	<u>March 2019</u>	<u>March 2020</u>
Average per Party	\$1,114	\$1,040
Average per Day	\$168	\$164

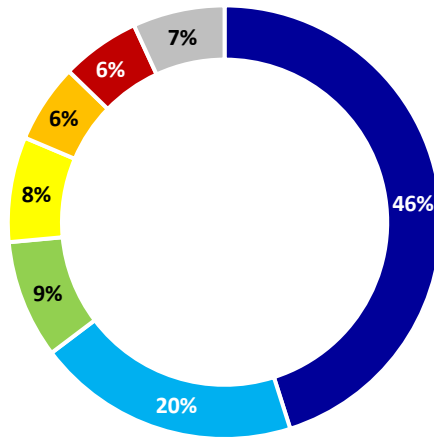
February 2020 Allocation



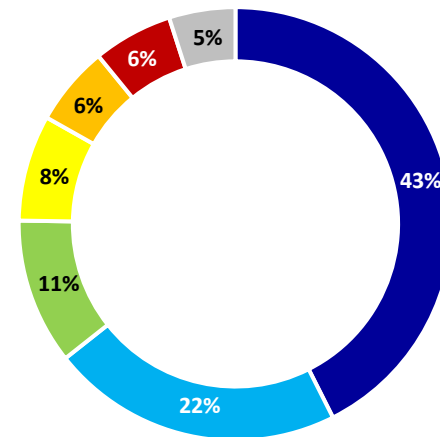
Visitor Spending

	<u>CY 2019</u>	<u>CY 2020</u>	<u>FY 2019</u>	<u>FY 2020</u>
Average per Party	\$1,570	\$1,101	\$1,494	\$1,086
Average per Day	\$175	\$135	\$203	\$166

CY 2020 Allocation



FY 2020 Allocation

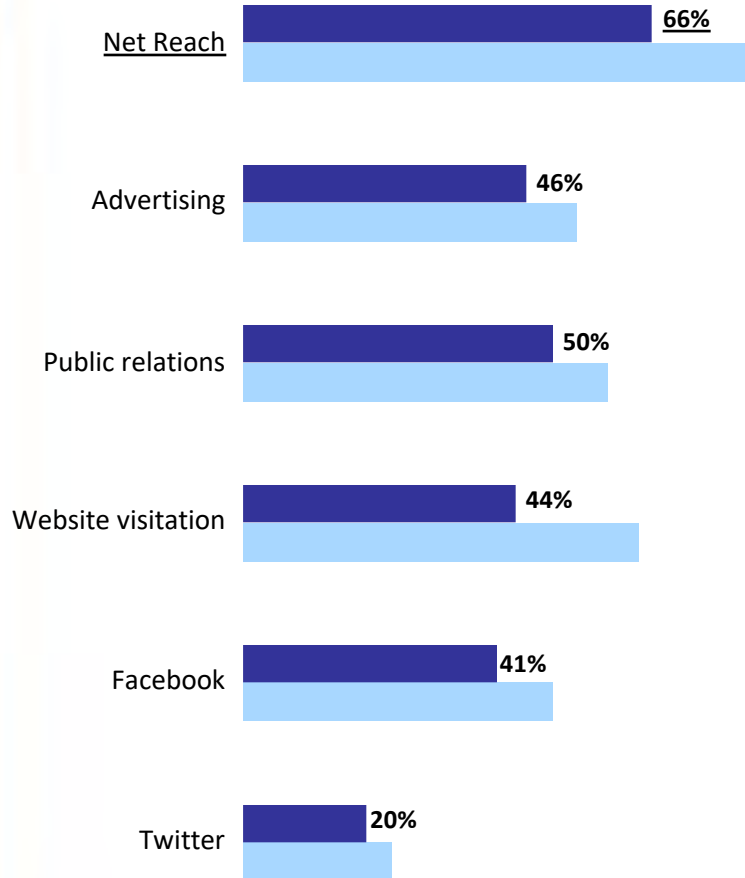


- Lodging
- Dining
- Shopping
- Activities
- Gasoline
- Groceries
- Anything else

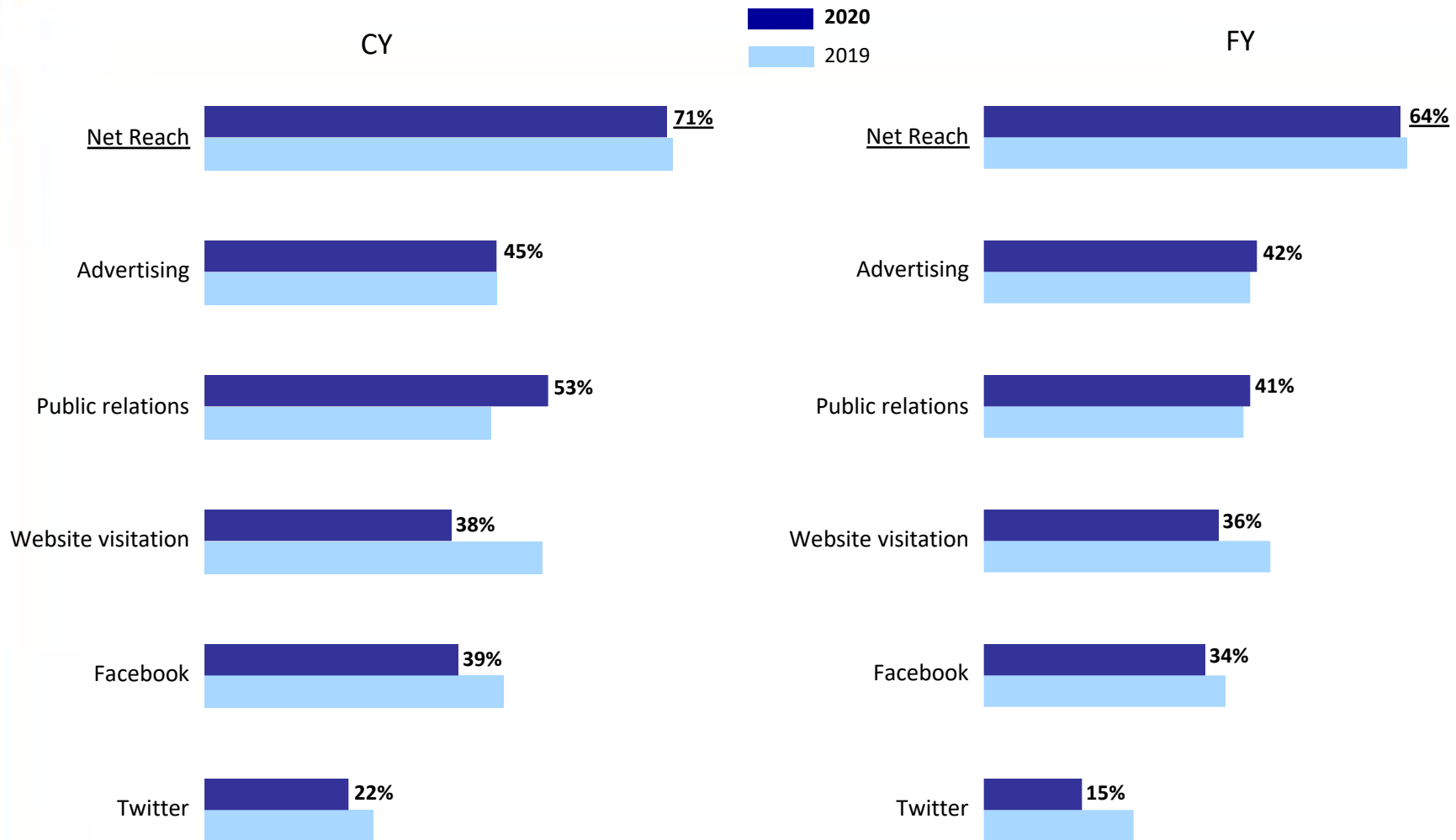
Past 12 Month Communications Recall

March

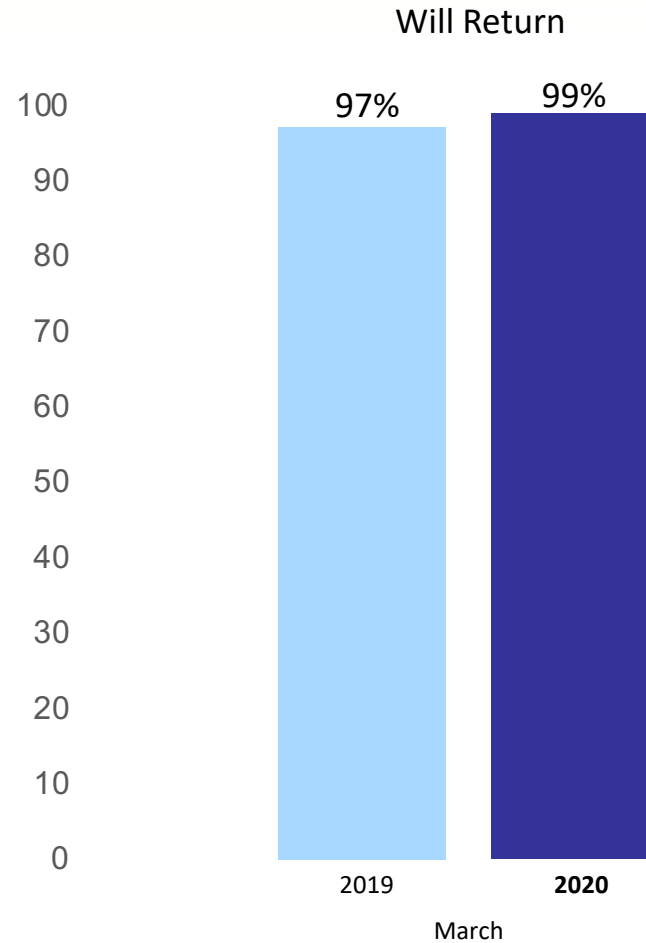
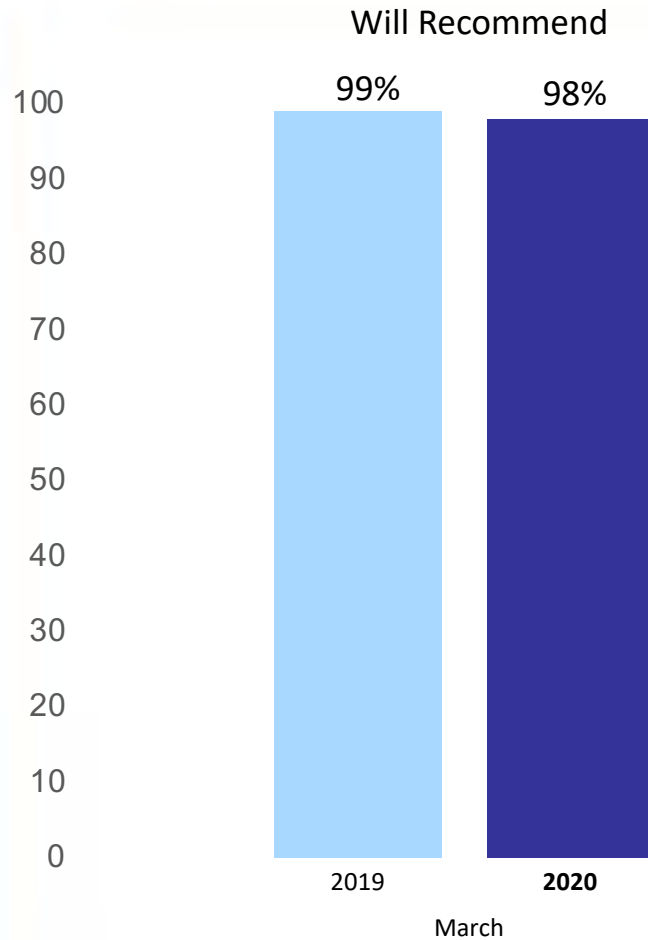
2020
2019



Past 12 Month Communications Recall

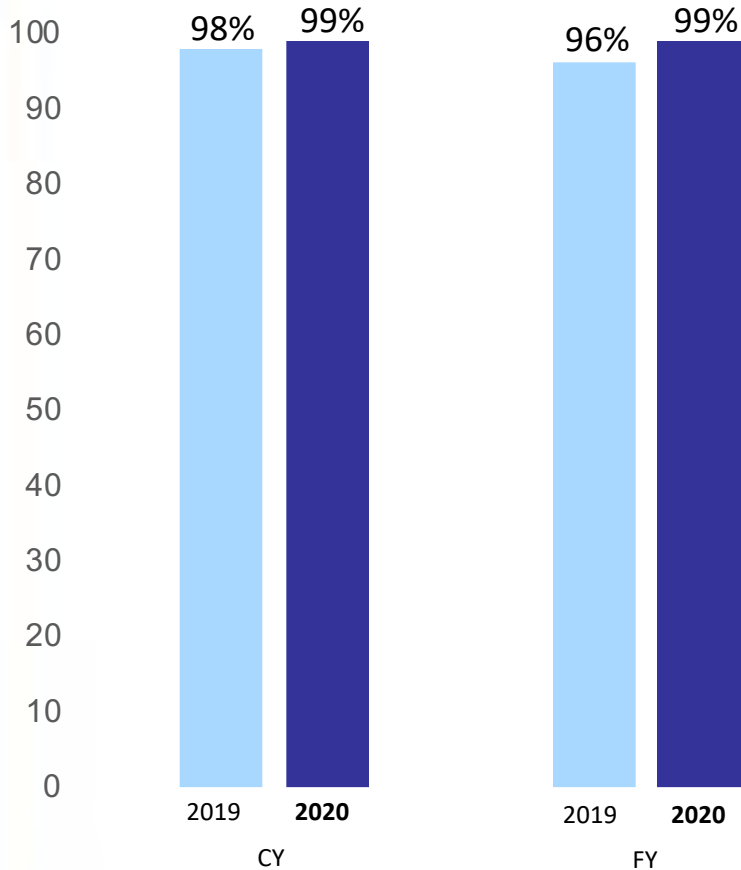


Recommendations and Returns

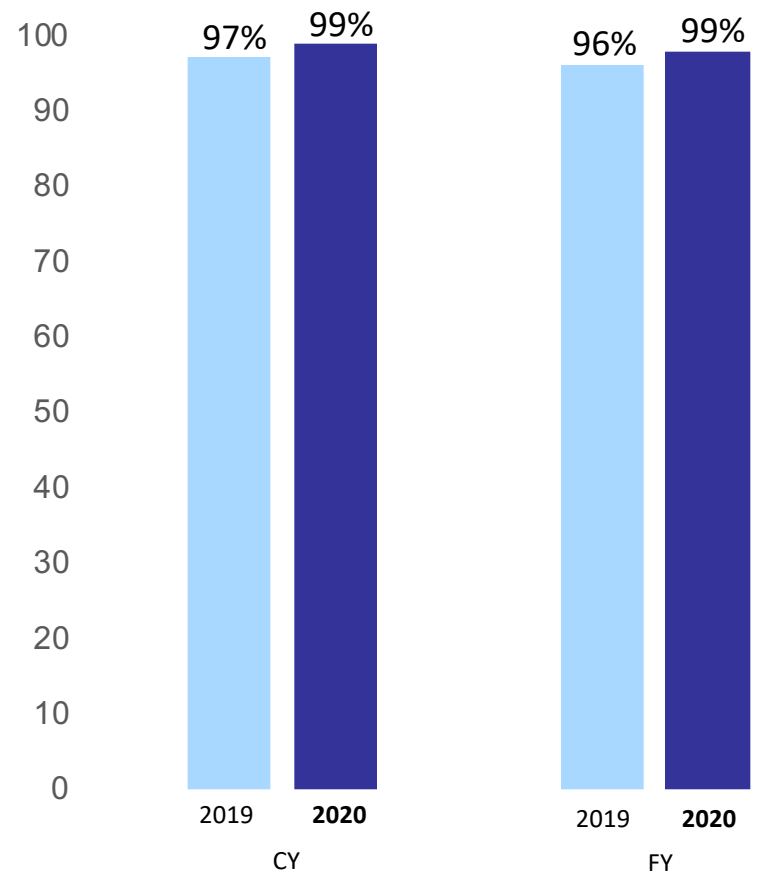


Recommendations and Returns

Will Recommend

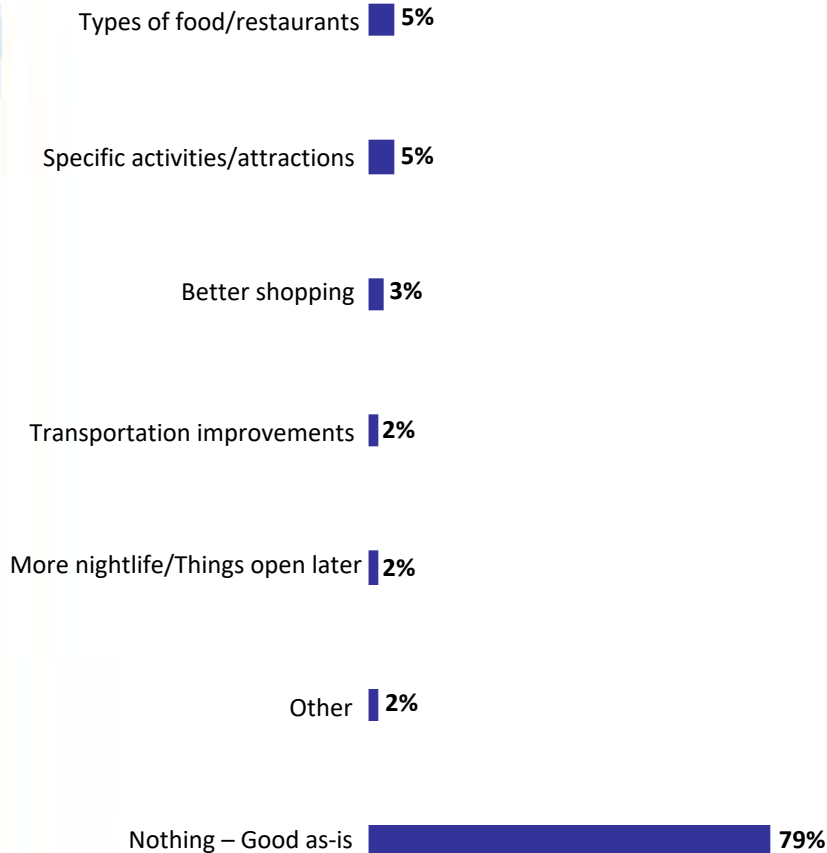


Will Return



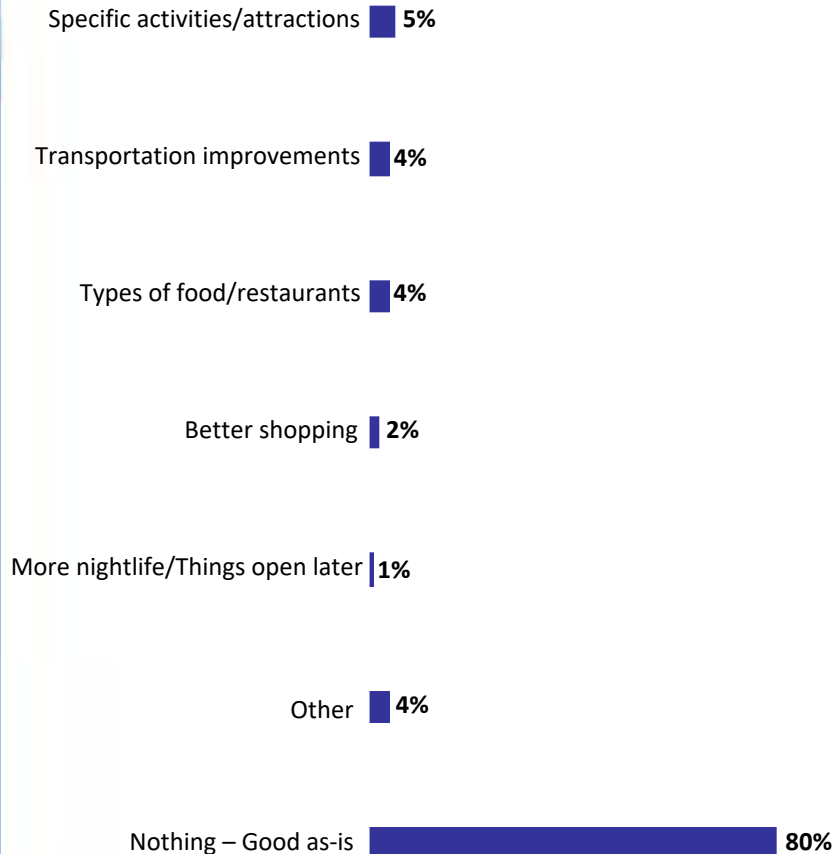
Would Improve Destination Experience

March 2020

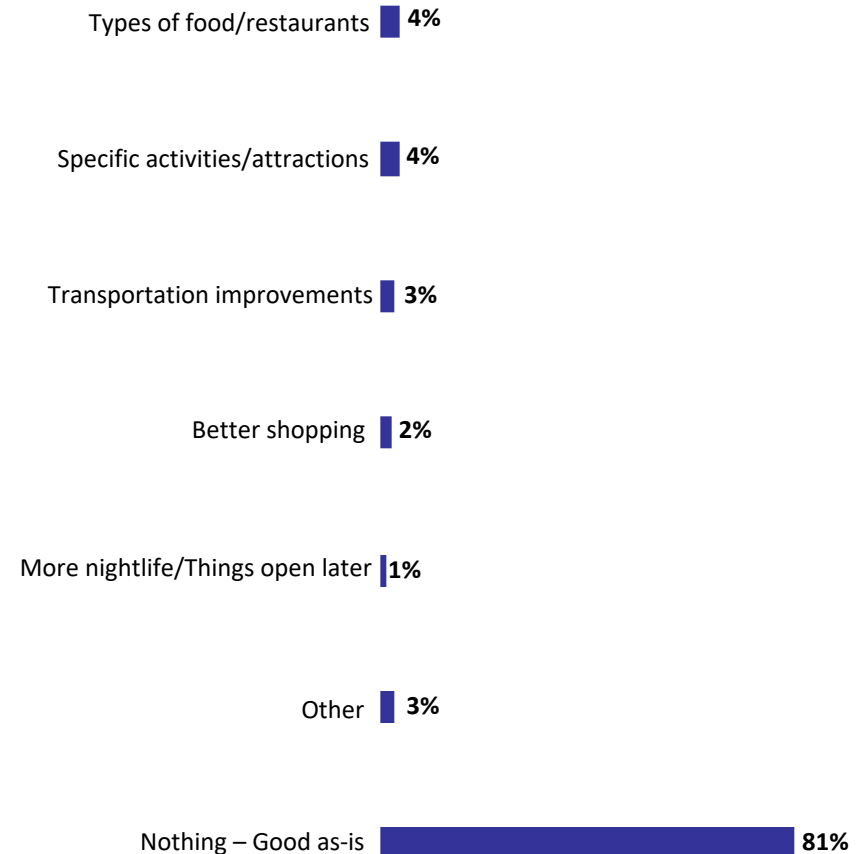


Would Improve Destination Experience

CY 2020



FY 2020



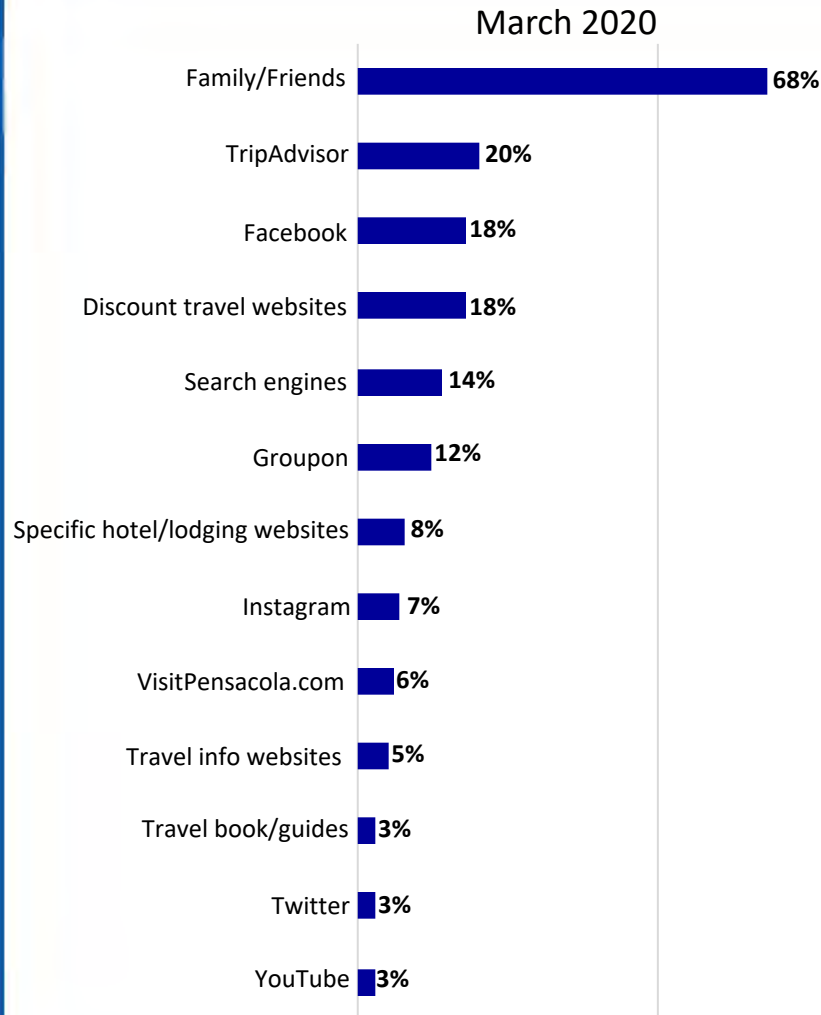
First asked October 2019

* YTD CY20: January – March 2020

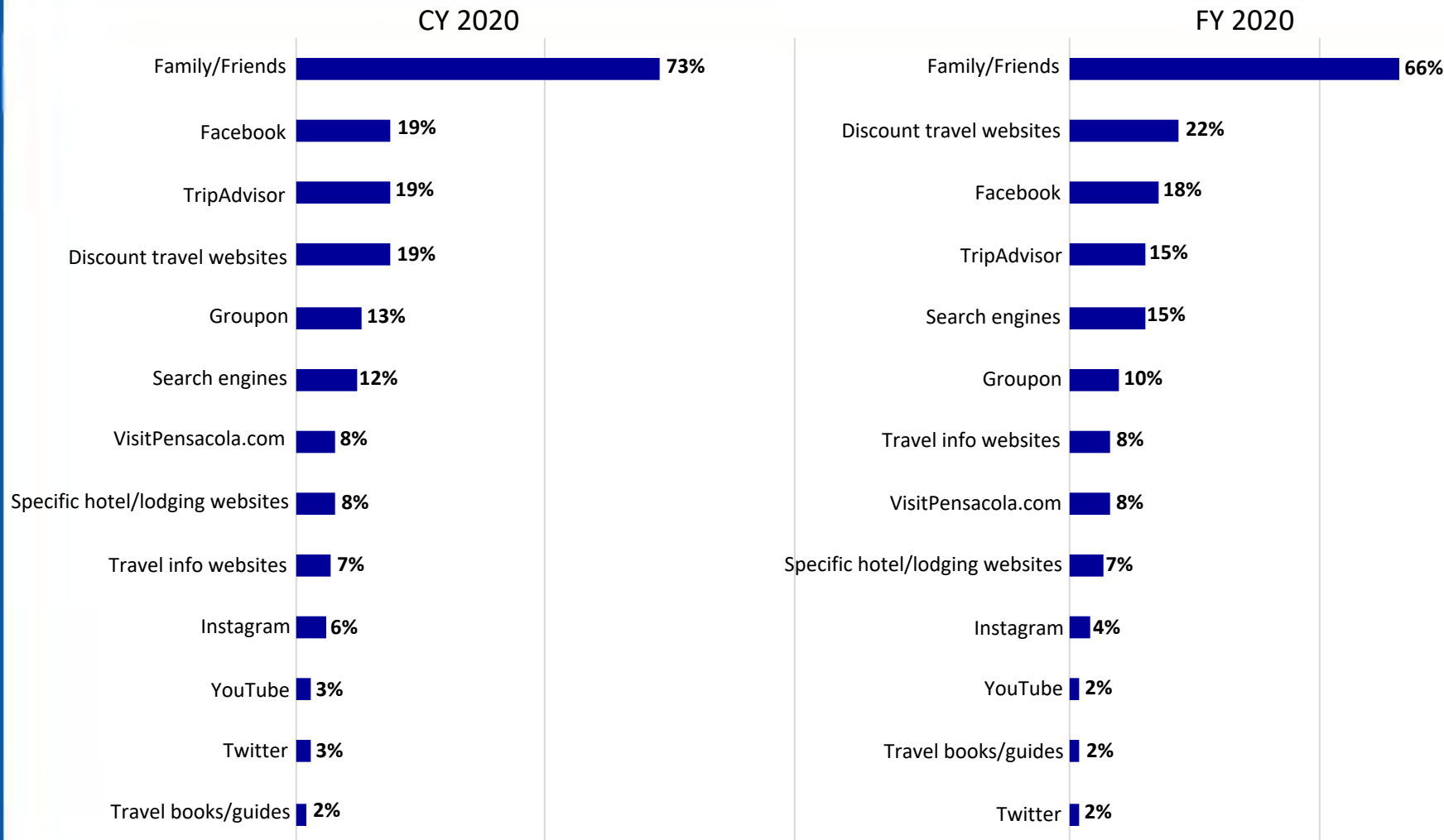
** YTD FY20: October 2019 – March 2020

Visit Pensacola Visitor Insights – March 2020

Travel Info Sources Consulted



Travel Info Sources Consulted



First asked November 2019

* YTD CY20: January – March 2020

** YTD FY20: October 2019 – March 2020

Visit Pensacola Visitor Insights – March 2020

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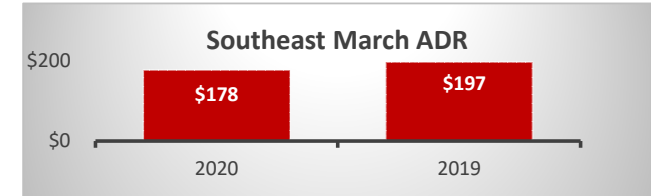
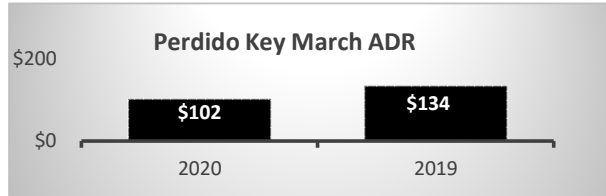
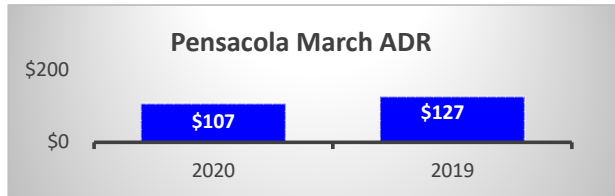
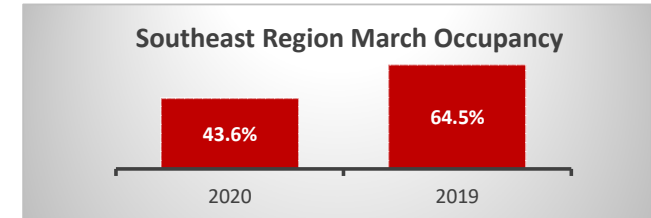
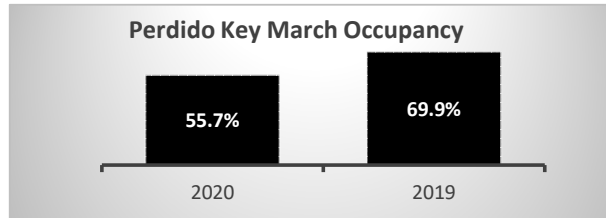
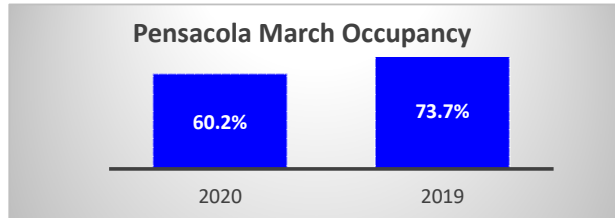


RESERVATIONS ACTIVITY REPORT

Executive Summary

Pensacola

Period: Bookings as of March 31, 2020



Pensacola			
March Performance	2020	2019	Year over Year % Diff
Paid Occupancy	60.2%	73.7%	-18.3%
ADR	\$107	\$127	-15.8%
RevPar	\$64	\$94	-31.2%

Perdido Key			
March Performance	2020	2019	Year over Year % Diff
Paid Occupancy	55.7%	69.9%	-20.4%
ADR	\$102	\$134	-23.9%
RevPar	\$57	\$94	-39.4%

Southeast Region Industry Wide			
March Performance	2020	2019	Year over Year % Diff
Paid Occupancy	43.6%	64.5%	-32.3%
ADR	\$178	\$197	-9.9%
RevPar	\$78	\$127	-39.0%

March Booking Pace	5.1%	17.5%	-71.1%
--------------------	------	-------	--------

March Booking Pace	-10.6%	-2.3%	-553.9%
--------------------	--------	-------	---------

March Booking Pace	-9.6%	10.2%	-194.1%
--------------------	-------	-------	---------

Next Month Performance (April)	2020	2019	Year over Year % Diff
Paid Occupancy	24.5%	45.5%	-46.1%

Next Month Performance (April)	2020	2019	Year over Year % Diff
Paid Occupancy	19.9%	43.7%	-54.5%

Next Month Performance (April)	2020	2019	Year over Year % Diff
Paid Occupancy	12.0%	54.2%	-77.9%

Prior 6 Months to Date (Oct '19 - Mar '20)	2020	2019	Year over Year % Diff
Paid Occupancy	51.9%	52.0%	-0.4%
ADR	\$103	\$110	-6.1%
RevPar	\$54	\$57	-6.5%

Prior 6 Months to Date (Oct '19 - Mar '20)	2020	2019	Year over Year % Diff
Paid Occupancy	54.4%	53.3%	2.0%
ADR	\$90	\$104	-13.5%
RevPar	\$49	\$56	-11.8%

Prior 6 Months to Date (Oct '19 - Mar '20)	2020	2019	Year over Year % Diff
Paid Occupancy	41.6%	44.4%	-6.2%
ADR	\$175	\$176	-0.3%
RevPar	\$73	\$78	-6.5%

Pensacola Production Notes

RAO PRODUCTION NOTES:

- March:
 - Pensacola Occupancy down -18.3% with an increase of 731 room nights available and a decrease in sold room nights this year of -2,431. Rates finalized down -15.8%, -\$20.13, resulting in a decrease in RevPAR of -31.2% or -\$29.28
- Historical 6 month:
 - Pensacola Occupancy down -0.4% with an increase of 1,300 room nights available, and an increase in room nights sold this year of 388. Rates finalized down -6.1%, resulting in a decrease in revenue of -\$512,032
- Future 6 months:
 - Pensacola Occupancy currently down -14.3% with an increase of 7,668 room nights available and a decrease of -2,130 room nights on the books. Rate currently up 0.1% versus same time last year, with a decrease in on the books revenue of -\$579,914
- Increment Pacing (Fill Analysis):
 - Overall incremental fill for Pensacola is down -121.2%, with declines in bookings made this March for arrival in March through July. However, we did have an increase in bookings made this March for arrival in August, compared to bookings made in March of last year for August, which are up 340.6%

DOR PRODUCTION NOTES:

- March
 - Occupancy for March finished up 9.2% higher than last March, finishing as 70.1%.
 - All days from March 1st through March 22nd finished ahead of last year.
- March Events
 - St. Patrick's Day 3/17
- April
 - Occupancy is currently down -7.1 over this same time last year for April, with occupancy currently at 38.9%.
 - All days in April, except April 5th through 9th and April 27th-30th are currently pacing behind this same time last year
- April Events
 - Easter 4/12
- Future Months
 - May 9th-13th, and May 21st-26th are currently ahead of this time last year. Additionally, June 7th through 18th and June 25th through July 10th are also ahead at this time.

Date Created: Apr 16, 2020

Visit Pensacola

For the Month of March 2020



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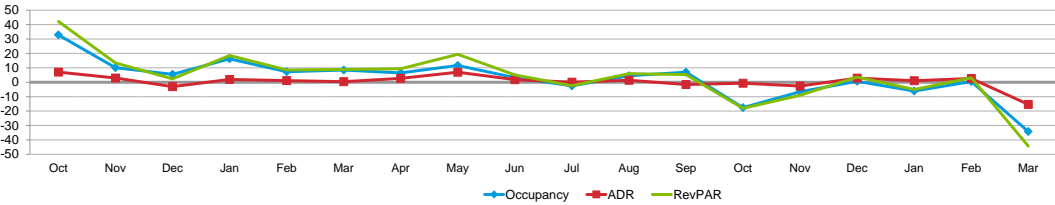
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Tab 2 - Trend Escambia Co + Zip 32561+

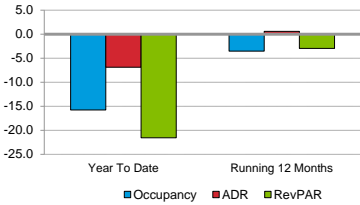
Visit Pensacola
For the Month of March 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018			2019												2020			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	77.8	61.0	52.4	53.8	62.5	77.8	72.9	76.4	84.1	82.0	71.0	67.1	64.1	57.0	52.7	50.5	62.8	51.2
	Last Year	58.6	55.4	49.6	46.3	58.2	71.7	68.4	68.5	81.4	84.1	67.9	62.7	77.8	61.0	52.4	53.8	62.5	77.8
Percent Change	32.8	10.1	5.5	16.3	7.3	8.4	6.5	11.6	3.2	-2.5	4.5	7.0	-17.5	-6.6	0.7	-6.1	0.5	-34.2	

Year To Date			
2018	2019	2020	
58.8	64.8	54.6	
64.8	58.8	64.8	
-9.3	10.3	-15.8	

Running 12 Months			
2018	2019	2020	
64.9	68.3	65.9	
67.2	64.9	68.3	
-3.5	5.2	-3.5	

ADR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	104.88	93.99	85.23	85.27	91.35	114.43	121.39	132.29	150.20	161.63	124.38	109.64	104.22	91.50	87.70	86.21	93.75	96.86
Last Year	97.96	91.27	87.88	83.61	90.32	113.98	118.22	123.66	147.49	161.47	122.72	111.39	104.88	93.99	85.23	85.27	91.35	114.43
Percent Change	7.1	3.0	-3.0	2.0	1.1	0.4	2.7	7.0	1.8	0.1	1.4	-1.6	-0.6	-2.6	2.9	1.1	2.6	-15.4

Year To Date			
2018	2019	2020	
98.45	99.19	92.37	
91.45	98.45	99.19	
7.7	0.8	-6.9	

Running 12 Months			
2018	2019	2020	
113.91	116.32	117.00	
109.03	113.91	116.32	
4.5	2.1	0.6	

RevPAR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	81.59	57.38	44.63	45.88	57.11	89.01	88.45	101.11	126.24	132.54	88.34	73.59	66.85	52.19	46.23	43.56	58.89	49.58
Last Year	57.38	50.61	43.60	38.69	52.61	81.76	80.88	84.67	120.11	135.76	83.37	69.86	81.59	57.38	44.63	45.88	57.11	89.01
Percent Change	42.2	13.4	2.4	18.6	8.6	8.9	9.4	19.4	5.1	-2.4	6.0	5.3	-18.1	-9.0	3.6	-5.0	3.1	-44.3

Year To Date			
2018	2019	2020	
57.86	64.29	50.43	
59.23	57.86	64.29	
-2.3	11.1	-21.6	

Running 12 Months			
2018	2019	2020	
73.93	79.41	77.06	
73.31	73.93	79.41	
0.9	7.4	-3.0	

Supply	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	235,228	227,640	235,228	235,445	214,788	237,801	230,100	238,018	230,370	238,049	240,715	235,560	243,412	235,560	243,412	222,096	245,892
	Last Year	234,360	226,800	237,646	237,646	214,648	237,646	229,980	237,646	229,920	237,584	237,584	229,920	235,228	227,640	235,228	235,445	214,788
Percent Change	0.4	0.4	-1.0	-0.9	0.1	0.1	0.1	0.2	0.2	0.2	1.3	2.5	3.5	3.5	3.5	3.4	3.4	3.4

Year To Date			
2018	2019	2020	
689,940	688,034	711,400	
674,112	689,940	688,034	
2.3	-0.3	3.4	

Running 12 Months			
2018	2019	2020	
2,777,482	2,788,764	2,846,596	
2,761,035	2,777,482	2,788,764	
0.6	0.4	2.1	

Demand	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	182,990	138,970	123,170	126,679	134,285	184,976	167,662	181,909	193,626	195,217	170,976	158,103	156,145	134,357	128,300	122,997	139,521
	Last Year	137,264	125,754	117,904	109,961	125,024	170,471	157,350	162,715	187,235	199,745	161,409	144,199	182,990	138,970	123,170	126,679	184,976
Percent Change	33.3	10.5	4.5	15.2	7.4	8.5	6.6	11.8	3.4	-2.3	5.9	9.6	-14.7	-3.3	4.2	-2.9	3.9	-32.0

Year To Date			
2018	2019	2020	
405,456	445,940	388,389	
436,620	405,456	445,940	
-7.1	10.0	-12.9	

Running 12 Months			
2018	2019	2020	
1,802,709	1,903,723	1,874,684	
1,856,493	1,802,709	1,903,723	
-2.9	5.6	-1.5	

Revenue	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	19,191,404	13,061,435	10,498,370	10,801,613	12,266,399	21,166,404	20,352,069	24,064,815	29,083,059	31,552,051	21,265,711	17,334,164	16,272,742	12,293,645	11,252,064	10,603,181	13,079,524
	Last Year	13,446,832	11,477,388	10,360,873	9,194,177	11,292,662	19,430,369	18,601,832	20,121,111	27,614,928	32,253,299	19,807,799	16,062,795	19,191,404	13,061,435	10,498,370	10,801,613	12,266,399
Percent Change	42.7	13.8	1.3	17.5	8.6	8.9	9.4	19.6	5.3	-2.2	7.4	7.9	-15.2	-5.9	7.2	-1.8	6.6	-42.4

Year To Date			
2018	2019	2020	
39,917,209	44,234,417	35,874,688	
39,928,296	39,917,209	44,234,417	
0.0	10.8	-18.9	

Running 12 Months			
2018	2019	2020	
205,347,074	221,447,389	219,345,008	
202,406,518	205,347,074	221,447,389	
1.5	7.8	-0.9	

Census %	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Census Props	80	80	80	80	81	81	81	81	81	82	83	83	83	83	83	84	84
	Census Rooms	7588	7588	7588	7595	7671	7671	7670	7678	7679	7765	7852	7852	7852	7852	7852	7932	7932
% Rooms Participants	75.3	75.3	75.3	74.4	73.5	74.5	74.5	74.6	74.4	74.4	74.7	75.0	75.0	75.0	75.0	75.0	75.3	75.3

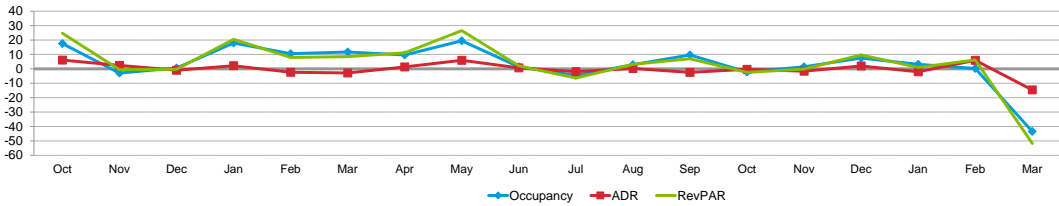
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Tab 4 - Trend Beach+

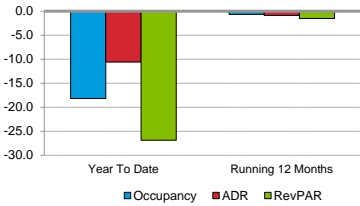
Visit Pensacola
For the Month of March 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	79.5	59.9	51.5	47.8	64.9	80.3	80.5	84.8	90.3	87.3	83.1	82.1	77.8	60.8	55.4	49.3	45.4
	Last Year	67.6	61.7	51.2	40.5	58.7	71.9	73.4	71.0	89.0	91.4	80.7	74.9	79.5	59.9	51.5	47.8	80.3
Percent Change		17.5	-2.9	0.6	17.9	10.5	11.7	9.7	19.5	1.4	-4.5	2.9	9.6	-2.2	1.4	7.5	3.1	-43.4

ADR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	159.02	129.59	116.91	113.57	120.99	185.68	194.48	218.61	271.64	294.99	209.65	174.44	158.56	119.26	111.28	128.17	158.49
	Last Year	149.90	126.56	118.02	111.16	123.92	191.18	191.93	206.43	269.80	300.91	209.15	178.77	159.02	129.59	116.91	113.57	185.68
Percent Change		6.1	2.4	-0.9	2.2	-2.4	-2.9	1.3	5.9	0.7	-2.0	0.2	-2.4	-0.3	-1.6	2.0	-2.0	-14.6

RevPAR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	126.41	77.65	60.25	54.29	78.55	149.15	156.57	185.44	245.22	257.62	174.21	143.27	123.31	77.51	66.05	54.84	72.03
	Last Year	101.40	78.11	60.44	45.07	72.78	137.46	140.90	146.57	240.26	275.10	168.89	133.92	126.41	77.65	60.25	54.29	149.15
Percent Change		24.7	-0.6	-0.3	20.5	7.9	8.5	11.1	26.5	2.1	-6.4	3.1	7.0	-2.5	-0.2	9.6	1.0	-51.7

Supply	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	45,353	43,890	45,353	45,570	43,288	47,926	46,380	48,174	46,650	48,205	48,205	46,650	48,205	48,205	48,205	43,540	48,205
	Last Year	47,740	46,200	47,740	47,740	43,120	47,740	46,200	47,740	46,170	47,709	47,709	46,170	45,353	43,890	45,353	45,570	47,926
Percent Change		-5.0	-5.0	-5.0	-4.5	0.4	0.4	0.4	0.9	1.0	1.0	1.0	1.0	6.3	6.3	6.3	5.8	0.6

Demand	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	36,054	26,298	23,372	21,783	28,103	38,496	37,338	40,865	42,113	42,098	40,055	38,316	37,489	28,352	26,698	23,758	21,906
	Last Year	32,294	28,514	24,448	19,355	25,326	34,326	33,917	33,896	41,114	43,617	38,524	34,587	36,054	26,298	23,372	21,783	38,496
Percent Change		11.6	-7.8	-4.4	12.5	11.0	12.1	10.1	20.6	2.4	-3.5	4.0	10.8	4.0	7.8	14.2	9.1	-43.1

Revenue	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	5,733,161	3,407,910	2,732,418	2,473,939	3,400,065	7,147,932	7,261,594	8,933,332	11,439,633	12,418,458	8,397,562	6,683,733	5,944,305	3,615,862	3,183,893	2,643,729	3,631,028
	Last Year	4,840,783	3,608,748	2,885,453	2,151,500	3,138,313	6,562,560	6,509,712	6,997,035	11,092,759	13,124,983	8,057,423	6,183,249	5,733,161	3,407,910	2,732,418	2,473,939	7,147,932
Percent Change		18.4	-5.6	-5.3	15.0	8.3	8.9	11.6	27.7	3.1	-5.4	4.2	8.1	3.7	6.1	16.5	6.9	-51.4

Census %	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Census Props	8	8	8	8	9	9	9	9	9	9	9	9	9	9	9	9	9
	Census Rooms	1463	1463	1463	1470	1546	1546	1546	1554	1555	1555	1555	1555	1555	1555	1555	1555	1555
% Rooms Participants		79.5	79.5	79.5	79.6	75.7	80.6	80.6	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7

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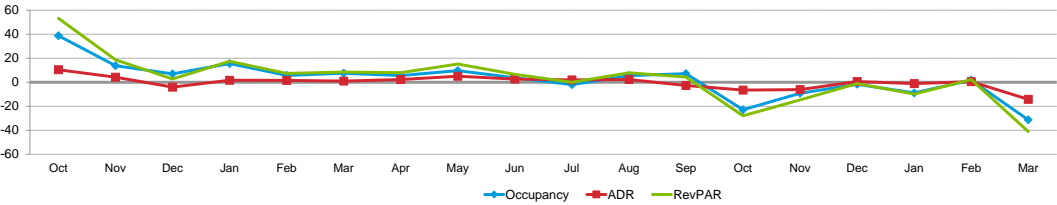
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Tab 6 - Trend Inland+

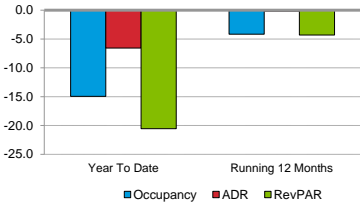
Visit Pensacola
For the Month of March 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	77.1	60.2	51.3	54.2	60.5	76.2	69.8	73.4	81.6	79.9	67.5	62.9	59.4	54.7	50.5	49.4	61.6	52.4
Last Year	55.6	52.9	47.9	46.9	57.2	70.9	66.1	66.9	78.7	81.5	64.0	58.7	77.1	60.2	51.3	54.2	60.5	76.2
Percent Change	38.8	13.8	7.0	15.6	5.7	7.5	5.7	9.7	3.8	-1.9	5.5	7.2	-22.9	-9.1	-1.6	-8.9	1.8	-31.3

ADR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	89.66	83.34	75.41	77.70	81.31	93.51	98.04	105.06	114.25	123.05	95.94	86.03	83.85	78.22	75.86	76.83	81.67	80.24
Last Year	81.21	79.92	78.58	76.46	80.03	92.61	95.90	100.05	111.28	120.63	93.85	88.35	89.66	83.34	75.41	77.70	81.31	93.51
Percent Change	10.4	4.3	-4.0	1.6	1.6	1.0	2.2	5.0	2.7	2.0	2.2	-2.6	-6.5	-6.1	0.6	-1.1	0.4	-14.2

RevPAR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	69.12	50.15	38.69	42.09	49.18	71.28	68.43	77.13	93.28	98.32	64.77	54.15	49.83	42.76	38.28	37.93	50.30	42.02
Last Year	45.11	42.25	37.66	35.84	45.80	65.68	63.35	66.96	87.54	98.30	60.03	51.89	69.12	50.15	38.69	42.09	49.18	71.28
Percent Change	53.2	18.7	2.7	17.4	7.4	8.5	8.0	15.2	6.6	0.0	7.9	4.4	-27.9	-14.7	-1.0	-9.9	2.3	-41.0

Supply	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	178,033	172,290	178,033	178,033	160,804	178,033	172,260	178,002	172,260	178,002	178,002	172,260	178,002	172,260	178,002	178,002	160,776	178,002
Last Year	178,064	172,320	178,064	178,064	160,832	178,064	172,320	178,064	172,290	178,033	178,033	172,290	178,033	172,290	178,033	178,033	160,804	178,033
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	137,238	103,669	91,344	96,450	97,266	135,701	120,224	130,678	140,648	142,229	120,164	108,419	105,779	94,179	89,833	87,867	99,015	93,231
Last Year	98,916	91,090	85,350	83,472	92,044	126,297	113,833	119,166	135,540	145,077	113,873	101,178	137,238	103,669	91,344	96,450	97,266	135,701
Percent Change	38.7	13.8	7.0	15.5	5.7	7.4	5.6	9.7	3.8	-2.0	5.5	7.2	-22.9	-9.2	-1.7	-8.9	1.8	-31.3

Revenue	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	12,305,377	8,639,574	6,887,999	7,494,062	7,908,702	12,689,806	11,787,069	13,729,386	16,069,130	17,501,319	11,529,054	9,327,254	8,869,582	7,366,370	6,814,609	6,751,035	8,086,595	7,480,390
Last Year	8,033,320	7,279,688	6,706,393	6,381,956	7,366,107	11,695,901	10,916,087	11,922,918	15,082,846	17,500,080	10,686,810	8,939,426	12,305,377	8,639,574	6,887,999	7,494,062	7,908,702	12,689,806
Percent Change	53.2	18.7	2.7	17.4	7.4	8.5	8.0	15.2	6.5	0.0	7.9	4.3	-27.9	-14.7	-1.1	-9.9	2.2	-41.1

Census %	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68
Census Rooms	5743	5743	5743	5743	5743	5743	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742
% Rooms Participants	72.6	72.6	72.6	71.4	71.2	71.2	71.2	71.2	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1

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Tab 8 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: March 2020

	Current Month - March 2020 vs March 2019												Year to Date - March 2020 vs March 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	42.4	77.3	115.03	124.99	48.80	96.64	-45.1	-8.0	-49.5	-49.5	0.0	-45.1	53.3	64.1	114.70	117.99	61.18	75.64	-16.8	-2.8	-19.1	-19.1	0.0	-16.8	8	5	698	612
Airport+	56.1	84.2	92.57	101.36	51.91	85.33	-33.4	-8.7	-39.2	-36.2	4.9	-30.1	60.8	73.6	91.47	93.95	55.58	69.19	-17.5	-2.6	-19.7	-15.7	4.9	-13.4	19	16	1833	1675
Pine Forest+	52.3	66.4	61.28	71.91	32.08	47.73	-21.1	-14.8	-32.8	-32.8	-0.1	-21.2	49.2	52.8	59.41	64.56	29.24	34.09	-6.8	-8.0	-14.2	-14.3	-0.1	-6.9	16	5	1249	474
Westside/Perdido+	48.0	74.2	84.13	92.69	40.37	68.81	-35.4	-9.2	-41.3	-32.6	14.8	-25.8	51.7	63.0	78.83	82.09	40.72	51.68	-18.0	-4.0	-21.2	-11.5	12.4	-7.8	18	14	1293	1068
PNS Beach+	46.6	80.7	147.17	174.86	68.52	141.05	-42.3	-15.8	-51.4	-51.2	0.5	-42.0	52.9	64.1	124.97	140.22	66.13	89.88	-17.4	-10.9	-26.4	-25.0	1.9	-15.8	13	10	1849	1461
UWF+	59.5	79.9	75.04	86.25	44.68	68.88	-25.4	-13.0	-35.1	-35.1	0.0	-25.4	57.7	68.2	75.02	78.34	43.27	53.47	-15.5	-4.2	-19.1	-19.1	0.0	-15.5	10	6	1010	680

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Tab 9 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola
For the month of: March 2020

	Current Month - March 2020 vs March 2019												Year to Date - March 2020 vs March 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	47.2	72.5	125.77	161.09	59.31	116.72	-34.9	-21.9	-49.2	-39.8	18.4	-22.9	51.4	70.3	113.82	142.75	58.51	100.38	-26.9	-20.3	-41.7	-31.0	18.3	-13.5	86	36	8376	4012
Baldwin County, AL	40.8	72.2	109.68	132.31	44.77	95.53	-43.5	-17.1	-53.1	-51.7	3.0	-41.8	46.9	54.7	98.01	109.86	45.92	60.10	-14.4	-10.8	-23.6	-21.3	3.0	-11.8	62	50	6319	5039
Okaloosa County, FL	41.9	71.2	120.62	143.26	50.55	102.01	-41.2	-15.8	-50.4	-49.8	1.3	-40.4	46.4	61.8	99.93	111.67	46.41	69.02	-24.9	-10.5	-32.8	-31.9	1.3	-23.9	79	50	7616	5011
Walton County, FL	30.4	57.6	145.72	167.59	44.23	96.50	-47.3	-13.1	-54.2	-52.5	3.6	-45.4	37.7	49.4	116.11	131.96	43.79	65.20	-23.7	-12.0	-32.8	-30.4	3.6	-20.9	26	18	3560	3205
St Johns County, FL	44.4	82.2	153.33	172.53	68.04	141.80	-46.0	-11.1	-52.0	-52.0	-0.0	-46.0	59.4	70.7	141.83	150.02	84.26	106.14	-16.0	-5.5	-20.6	-20.4	0.3	-15.8	84	50	6279	4937
Sarasota County, FL	49.2	86.6	189.35	204.98	93.25	177.55	-43.1	-7.6	-47.5	-45.6	3.5	-41.1	69.9	78.3	179.73	180.68	125.60	141.42	-10.7	-0.5	-11.2	-8.0	3.5	-7.6	82	47	6425	5276

A blank row indicates insufficient data.

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VISIT PENSACOLA BOARD MEETING

April 29, 2020

Marketing & Communications



850.434.1234
800.874.1234



fax:
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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Visit Pensacola Announces New President/CEO Darien Schaefer



Including: Ellen Show, Southern Living and Men's Journal



Including: CBS News



Highlight: Explore These Fair-Priced Eateries Around Pensacola



Film Permit Requests: Mozell Films

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



723 TOTAL SOCIAL CONVERSIONS

Total Engagement: 1,847 Replies, retweets and likes +135 followers, engaged 46 unique people, 264,577 impressions



4,301 TOTAL SOCIAL CONVERSIONS

838 New Page Likes

111k Engaged Users with the potential of 5.9 million total impressions (all generated from likes, shares and comments on posts)



591 TOTAL SOCIAL CONVERSIONS

Engaged 6,541 people, 634 pins



14 NEW SUBSCRIBERS • 858 TOTAL SUBSCRIBERS

- Pensacola Stories VIII: Amy Hicks, Flora-Bama
- All-Electronic Toll on Bob Sikes Bridge
- Pensacola in 30 Seconds
- Welcome to the sunshine state Sun Belt Conference
- Experience Pensacola
- We'll Save a Place
- Virtual Tour of TT Wentworth Jr., Florida State Museum



E-MARKETING CONSUMER eNEWS



ASSET REQUESTS

- Somi Choi - Image used for an IDgroup proposal

856 new sign-ups **115.4%** conversion rate
30.3% open rate **3.0%** click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Announces New President/CEO
- Weekly COVID-19 Updates to partners/stakeholders x 5
- Grant Release
- COVID-19 Release
- Visit Pensacola Announces 2020 Grant Recipients

MEDIA ASSISTS

- CBS News
- Worldwide Luxury Vacations
- USAE News
- Pensacola News Journal – CEO announcement

MEDIA ASSISTS, cont.

- Pensacola News Journal – TDC funding amid COVID-19
- Walton Sun
- Florida Travel
- PBS Documentary series
- The New York Times
- Santa Rosa Island Authority
- NewsRadio 1620, expert panel
- Cat Country on air interview
- Sarasota Herald-Tribune
- Daytona Beach News-Journal
- WUWF
- North Escambia
- Pensacola News Journal – COVID-19
- B2B story for travel agents
- Conde Nast Travel

MEDIA ASSISTS, cont.

- Destin Log
- Trips to Discover
- Courier Journal
- Southern Living
- USA Today
- Windy City Times
- Patch.com
- Destinations Florida – Quicktrip Submission
- Washington Post
- WEAR3
- AAA Midwest Traveler
- Escambia County Media Relations
- City of Pensacola
- American Magic
- Pensacola Sports
- Cox Diamond Invitational

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Pensacola to Host 2021-25 Sun Belt Basketball Championships



115 stories

Highlights:

- Visit Pensacola to receive \$200,000 in emergency funding amid concerns coronavirus will harm tourism
- Visit Pensacola taps Darien Schaefer after first choice drops out



5 Accolades

Highlights:

- Southern Living: The South's Best Scenic Drives
- Gulf Islands National Seashore is in Top 10 Most Visited National Park Service Sites in U.S.

VisitPensacola.com

MARCH ONLINE REPORT

Summary

■ Website engagement

- Website visits are down 41%%
- Unique website visitors down 39%
- Mobile Traffic down 40%

Due to COVID-19 we have seen a large decrease in website activity.

A large portion of the decrease comes from pausing our paid advertising. Organic search is down 42%, which means people aren't searching for Pensacola related information at this time.

We've also seen the behavior of website visitors shift with our webcams now being our top pages within the website.

To better serve our visitors, we have made adjustments to our website to provide the information people are seeking by building out pages to enhance visitor experiences such as the Take Out, Help Out and Virtual Pensacola pages.

■ Acquisition

- Top converting channels:
 - Organic Traffic / 121%
 - Paid Search / 108%
 - Referral / 120%
 - Email / 115%

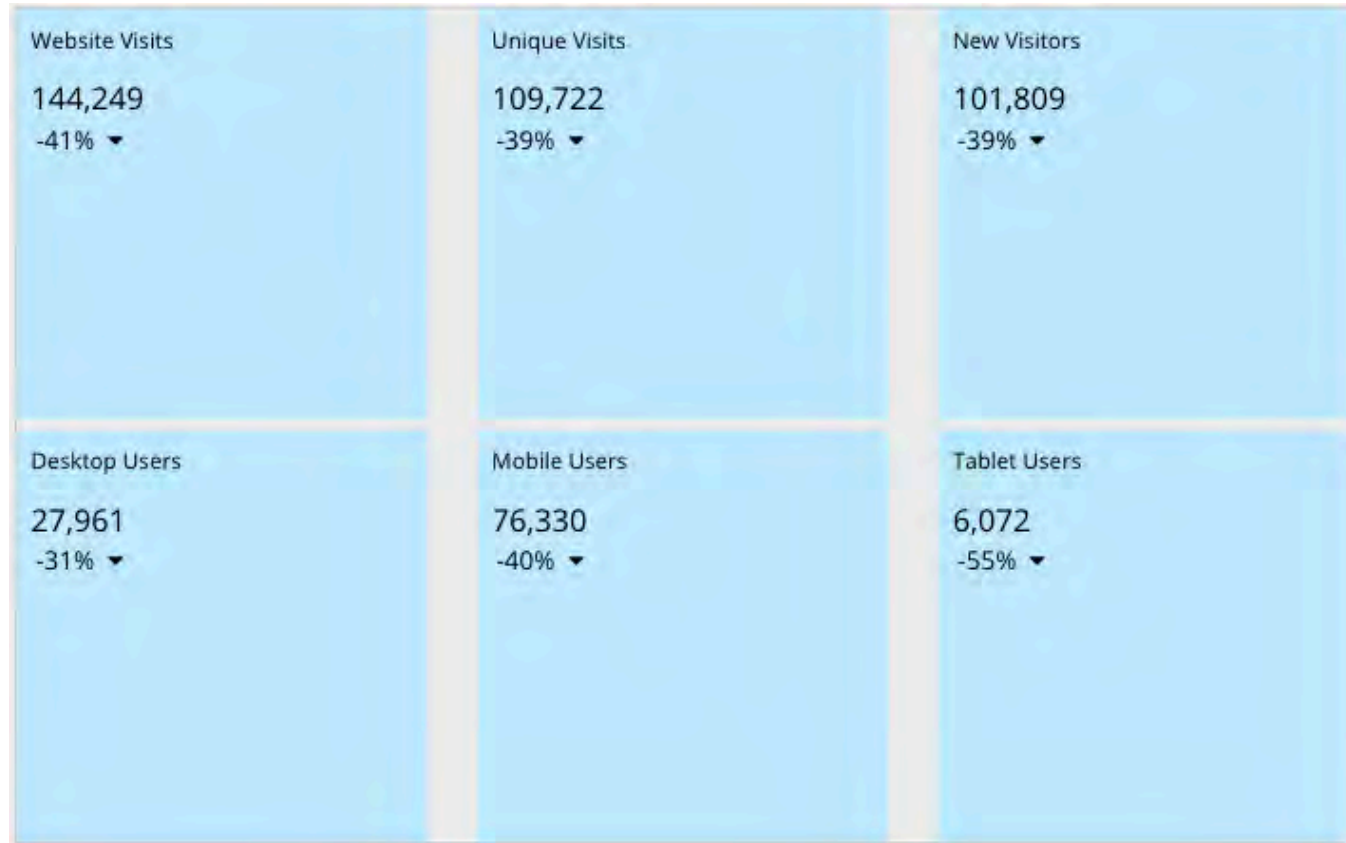
■ Email Engagement

- Unique Open Rate 30%
- Unique CTR 3.0%
- Conversion Rate 115%

■ Social Media

- Social Media traffic resulted in 6,690 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook (4,301Conversions), Disqus (829), Twitter (723), Pinterest (591), Instagram (82), Instagram Stories (151)
- Top landing pages/sections from social: Webcam, Pensacola to go, Blog – Fair priced eateries, Home, Beach Eats

Audience



Audience - Demographics



Audience

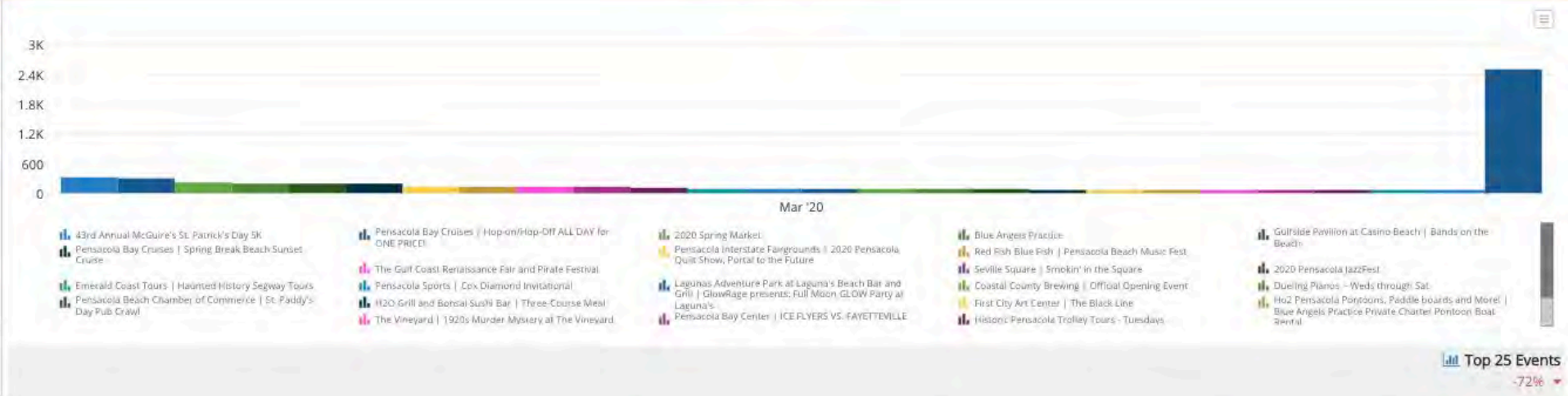
Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	21,944	18,393	46.0%	2.6	112.8%
Atlanta GA	10,719	9,652	55.7%	2.1	89.8%
New Orleans LA	7,774	6,500	53.1%	2.2	96.7%
Dallas-Ft. Worth TX	6,270	5,764	58.2%	2.1	78.2%
Houston TX	4,800	4,395	58.2%	2.0	79.9%
Orlando-Daytona Beach-Melbourne FL	4,283	3,969	64.4%	1.8	64.6%
Nashville TN	3,164	2,907	55.5%	2.3	93.2%
Chicago IL	3,057	2,664	55.8%	2.3	95.9%
Tampa-St. Petersburg (Sarasota) FL	2,784	2,634	67.9%	1.7	53.1%
Birmingham (Ann and Tusc) AL	2,429	2,237	58.0%	2.1	83.5%

Engagement



Top Events

Top 25 Events



Email Engagement



Email Website Activity

Users	New Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate
1,084	776	1,742	46.4%	2.7	115.4%

Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:32	▼ 15.8%
Pages	2.4	▲ 5.4%
Bounce Rate	53.0%	▲ 8.1%
Email Sign Up Completions	856	▲ 53.1%
Insider Guide Signups Completions	792	▼ 55.2%

Acquisition by Channel

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	54,778	73,655	45.2%	2.7	121.0	121.8%
Paid Social	15,901	18,132	81.9%	1.4	28.8	38.7%
Direct	10,000	15,199	53.9%	2.2	91.4	93.2%
Display	9,746	10,590	82.5%	1.4	16.8	28.6%
Paid Search	7,027	8,576	51.6%	2.6	94.4	108.0%
Social	5,834	6,838	47.4%	2.1	55.4	88.1%
Native	4,932	5,451	18.5%	2.0	15.1	91.1%
Referral	2,917	4,030	48.1%	3.0	173.6	120.8%
Email	1,084	1,742	46.4%	2.6	171.4	115.4%
(Other)	30	36	50.0%	1.8	70.7	91.7%

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	50,658	46,339	67,779	45.8%	2.7	117.6	119.1%
facebook / paid_social	15,901	14,246	18,132	81.9%	1.4	28.8	38.7%
(direct) / (none)	10,000	9,450	15,199	53.9%	2.2	91.4	93.2%
google / cpc	6,431	6,049	7,922	52.5%	2.5	88.6	104.7%
stack_adapt / native	4,821	4,602	5,319	17.3%	2.0	13.8	91.9%
m.facebook.com / referral	3,853	3,027	4,301	52.5%	1.9	36.0	75.8%
stack_adapt / display	3,104	3,018	3,331	89.9%	1.2	11.2	14.2%
bing / organic	2,300	1,997	3,298	35.1%	3.7	178.1	162.5%
stack_adapt / preroll	1,886	1,697	1,954	83.8%	1.2	9.9	20.0%
yahoo / organic	1,429	1,293	1,864	41.1%	2.9	146.5	140.6%

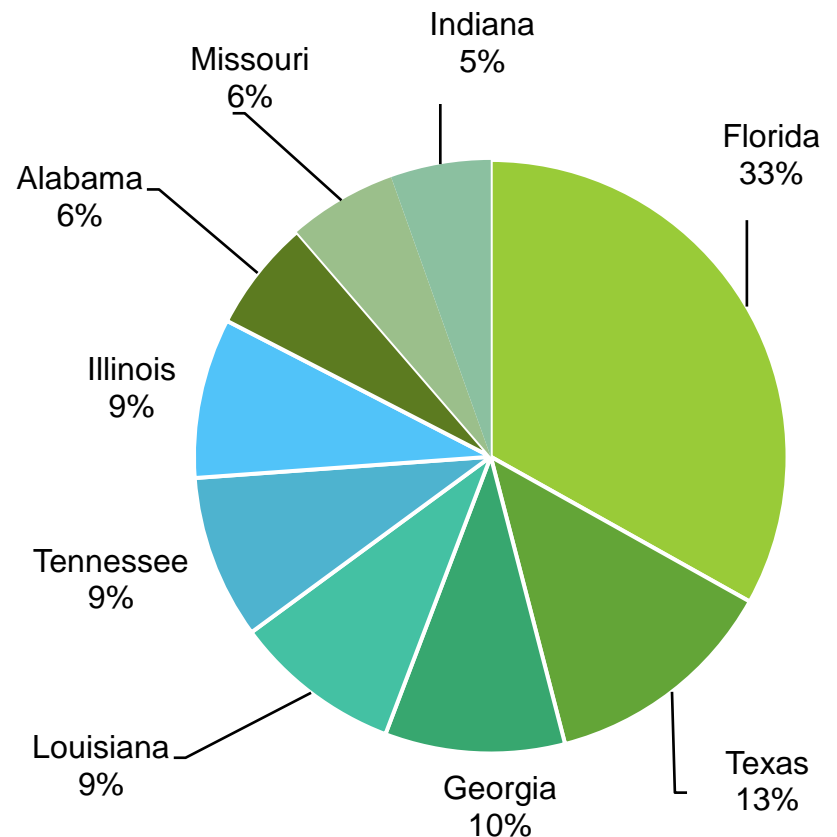
Top Pages

1. Webcams
2. Home page
3. Experience (campaign landing)
4. Events
5. Things to do
6. Corvid-19 Press release
7. Things to do > Pensacola Beach
8. Plan your trip > free
9. Things to do > Family fun
10. Attractions

Engagement (E-Book) *March 2020*

Measurement	Value
Unique Visits	774
Unique Page Views	21,900
Avg. Time (min.)	6.9
Total Clicks	14
PDF Download	43

Top States – E-Book



Social Engagement

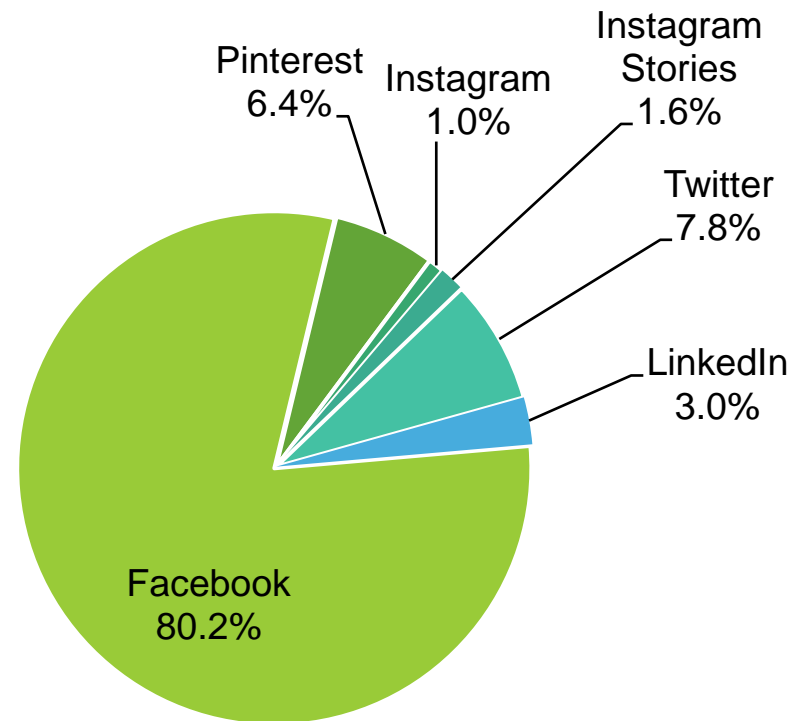
of Sessions via Social Referral: 6,838

Contributed Social Conversions: **6,690**

Top Social Content

- Beach Web Cams
- Pensacola to-go
- Blog – Fair priced eats
- Visitpensacola.com
- Restaurant/beach eats

Social referrals to VisitPensacola.com

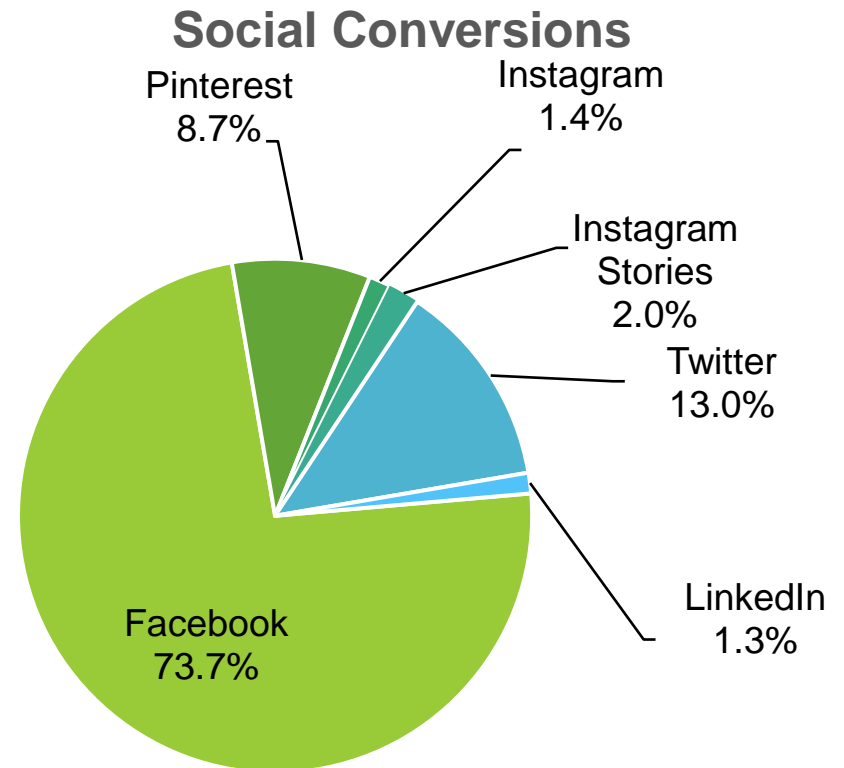


Social Conversions

Top converting social channels

Conversions

- Facebook / 4,301
- Pinterest / 591
- Instagram / 82
- Instagram Stories / 151
- Twitter / 723
- LinkedIn / 65

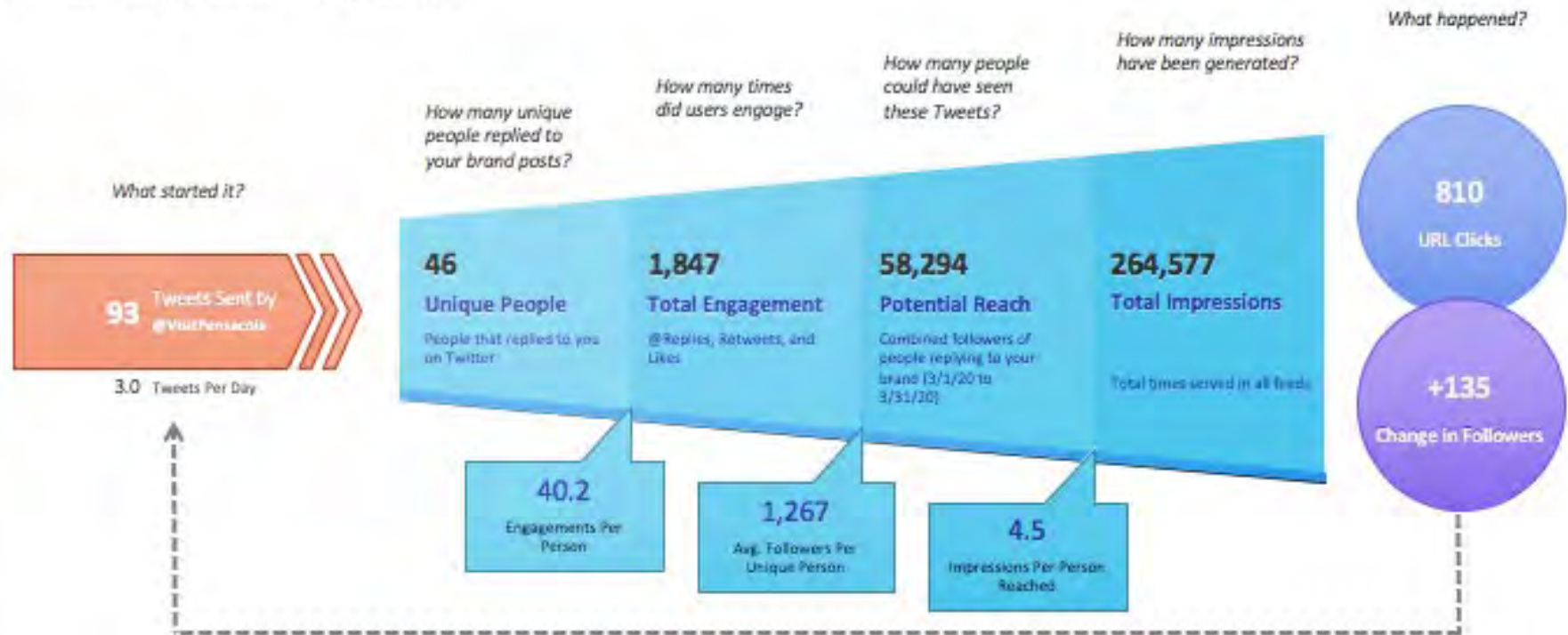


Instagram Report

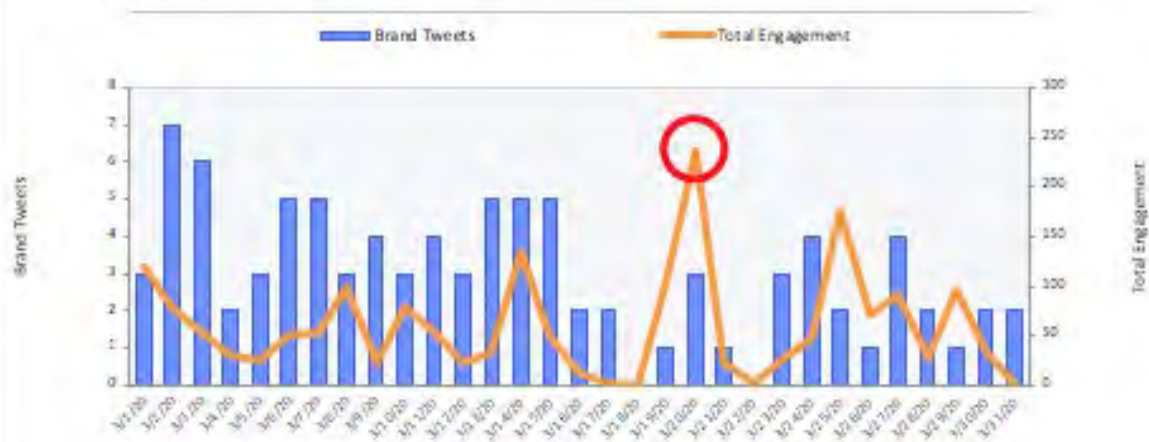


Twitter

Twitter Engagement Megaphone



Brand Tweets and Engagement



ENGAGEMENT BREAKDOWN

1,847
Total Engagement

54 Replies
280 Retweets
1,513 Likes

ENGAGEMENT PEAK

3/20/20

294% more engagement than the daily average from this report period.

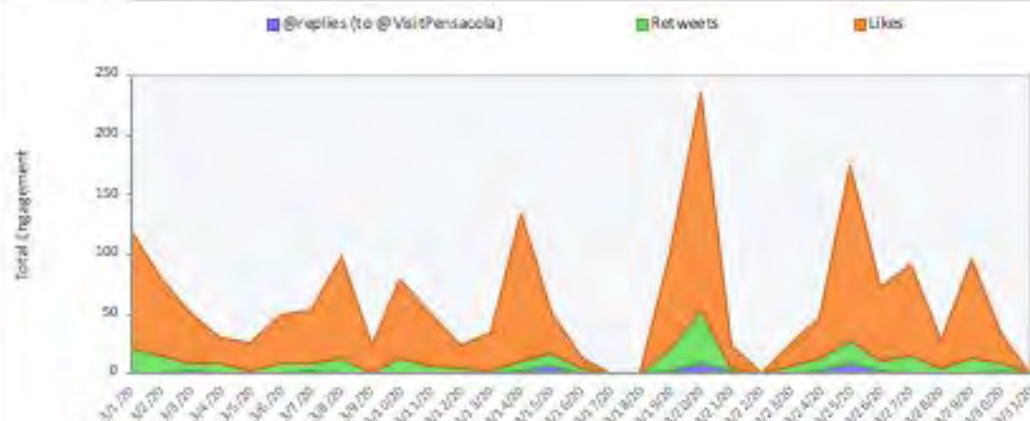
This peak appears to be overwhelmingly produced by brand-driven activity, with RTs, Replies & Likes accounting for 100% of your total engagement, and @mentions accounting for 0%.

MOST ENGAGING TWEET FROM REPORT PERIOD

"In times of uncertainty, there is comfort in knowing that the Pensacola community is strong and that we will get through this hardship together..."

170 engagements (50.9% of the total)

Engagement Breakdown



Facebook

Facebook Engagement Megaphone: Visit Pensacola



*Numbers will differ from Facebook Insights. The sum of daily Reach is provided for directional purposes. Facebook only provides this metric as a 1, 7 or 28 day trailing figure.

Posts and % Audience Engaging Over Time



ENGAGEMENT OVERVIEW

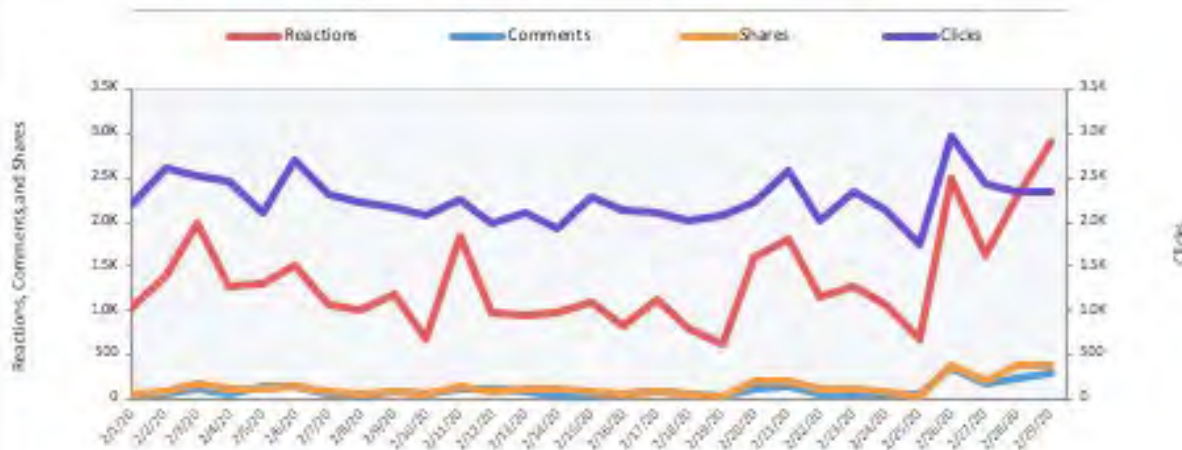
2.26% % Audience Engaging

101k Engaged Users

4.5M Total Reach

150 Brand Posts

Reactions, Comments, Shares, and Clicks



INTERACTIONS BY TYPE

39k Reactions
258.1 per post

3,048 Comments
20.3 per post

4,045 Shares
27.0 per post

65k Clicks
436.6 per post

YouTube

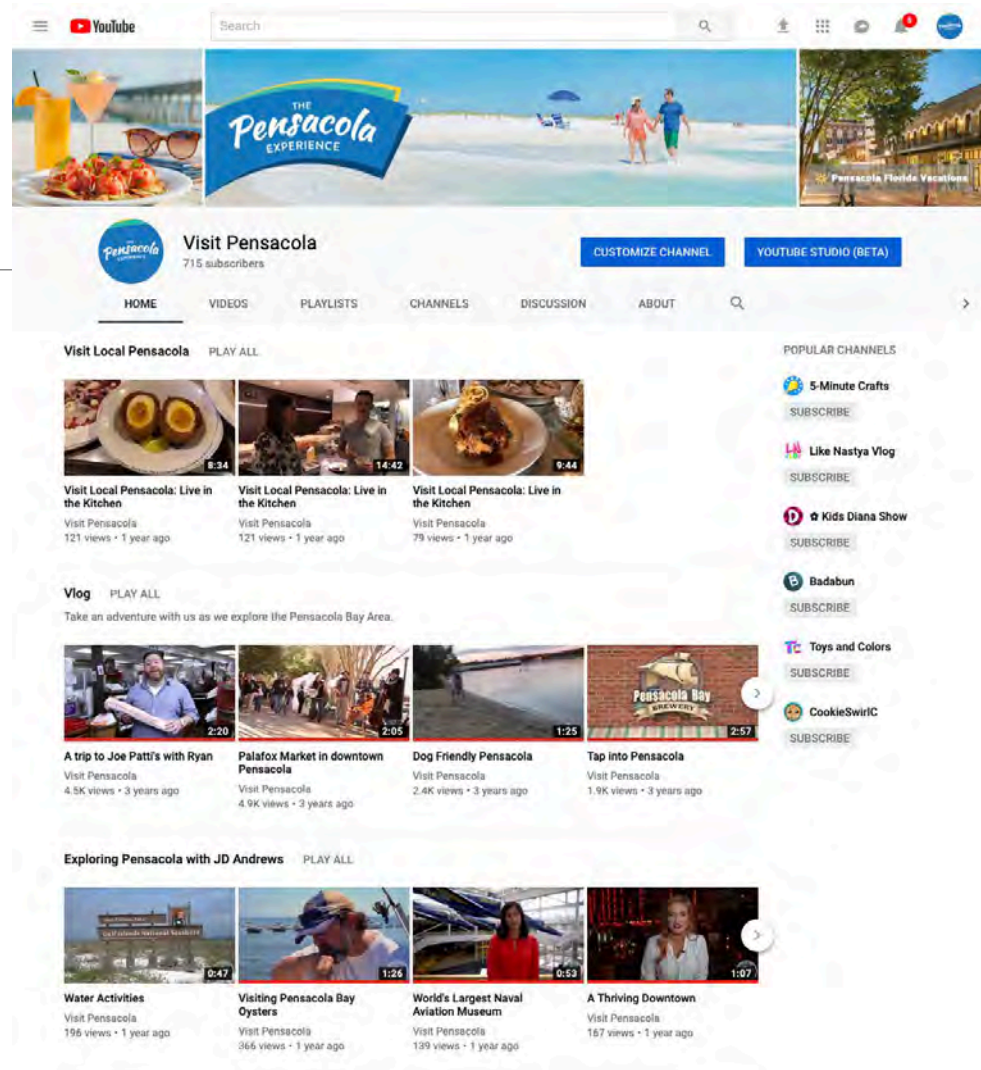
Subscribers: 858

New Subscribers 13

Views: 5.5k

Top viewed content:

- We'll Save a Place
- The Mullet Toss
- 5 Reasons To Visit
- 3-Minute Ziplining
- Experience Pensacola



VISIT PENSACOLA BOARD MEETING

April 29, 2020

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



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Pensacola, FL 32502



VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Sales Leads: 5
 Group Assists: 6
 Partner Referrals: 19
 Service Requests: 1
 Room Night Leads: 3,210
 YTD Leads: 28
 YTD Lead Room Nights: 11,473
 YTD Bookings: 10
 YTD Room Nights Booked: 1,630
 YTD Partner Referrals: 100

Group Leads

- Itine-Rari L'America Dentro
- Transportation Section Meeting
- Small Market Meetings Summit 2021 or 2022
- USA Weightlifting American Open Finals
- USA Weightlifting 2020 American Open

Bookings

- The Tennessee Travelers

Canceled Meetings

- Navy Federal Executive Development Conference
- Soileau/Lucky Wedding
- Vietnam Veterans of America 2020
- Florida Skills USA

Service Highlights

- UWW Tripoli Commissioning Meeting 3/9/2020
- SkillsUSA Florida State Championships 4/18-23/2020
- National Travel & Tourism Week 5/3-9/2020

Sales Update:

In place of leads and bookings, March brought cancellations, postponements and temporary on-holds for planners. Checking in with partners became the primary daily routine, followed by engaging with travel agents/professionals and meeting planners, in a sense, fanning the coals, and for the first time in weeks we're noticing some sparks.

Meeting planners are engaging with the sales team to discuss future events, and travel agents are starting to create itineraries and travel packages for domestic travel. When social distancing is lifted there will be an increase in domestic travel vs international which will be great for Pensacola, being that we're such a big drive market.

IPW was supposed to be held in Las Vegas at the end of May and are will announce the status of the event, in April.

Help Out. Take Out

A curated, searchable list of restaurants and bars in Escambia County offering to-go options. Yes, we need to distance socially, but you can still support our vibrant dining scene AND its dedicated employees. Give them your business to help them save theirs. Let's help out with take out, Pensacola. www.visitpensacola.com/pensacola-to-go/

Update your Business Info

During these unprecedented times, our goal is to continue providing the most up to date information to our partners and working with our partners to do the same for us via the CRM. In the last month we have added 45 new partners and their updates to the system. Partners are encouraged to update their listings with their menus (take-out/delivery), operating hours, YouTube videos, contacts, specials and anything that the Visit Pensacola can assist in sharing to our audiences.

Upcoming EVENTS

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

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

April Meetings:

Finance Committee: April 28, 1:00 p.m.

Board of Directors Meeting: April 29, 3:00 p.m.

Visitor Information Centers:

Number of daily Visitors: **2,816**

Direct assists: **1,480**

Phone assists: **493**

Group Packages assembled: **80**

Guest sign in states: **OH, FL, MI, MN, IL**

International Sign ins: Canada, Denmark

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



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
DJ Country Tours	Winter Sun and Fun	3/4/2020	LW	36	105	\$13,500.00	Assist
2020 Weddings	Mills Wedding	3/5/2020	LW	75	75	\$21,375.00	Assist
TOTAL:				<u>111</u>	<u>180</u>	<u>\$34,875.00</u>	



Lost/Cancelled Meetings/Groups

Account Name	Reason	Arrival Date	Attendees	Requested Peak Rooms	Requested Room Nights	Direct Spending
2020 Smokin in the Square BBQ Cookoff /citywide event	Health Concerns - COVID-19	3/21/2020	80	80	240	\$13,500.00
VA 72 Blue Hawks	Health Concerns - COVID-19	3/27/2020	30	15	53	\$26,250.00
2020 American Society of Mechanical Engineers Board Meeting	Health Concerns - COVID-19	4/14/2020	30	25	75	\$21,375.00
2020 SkillsUSA Florida State Championships	Health Concerns - COVID-19	4/23/2020	2,500	700	2,130	\$1,750,000.00
Navy Federal Executive Development Conference (rescheduling)	Health Concerns - COVID-19	4/24/2020	200	80	270	\$14,100.00
Soileau-Lucky Wedding	Health Concerns - COVID-19	4/27/2020	115	20	100	\$75,625.00
Vietnam Veterans of America 2020	Health Concerns - COVID-19	5/3/2020	100	50	165	\$87,500.00
TOTAL:			3,055	<u>970</u>	<u>3,033</u>	<u>\$1,988,350.00</u>