



P: 850.434.2800 F: 850.432.4237

info@pensacolasports.org pensacolasports.org

101 West Main Street, Pensacola, Florida 32502

May 2, 2016

Mr. Stephan Hall
Budget Manager, Office of Management & Budget
Escambia County
223 S. Palafox Place
P.O. Box 1591
Pensacola, FL 32597-1591

RE: Agency Request Forms for FY2016/2017

Dear Mr. Hall:

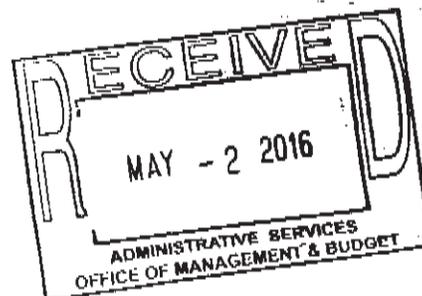
Enclosed are our completed Information forms for Outside Agencies. The funding request for FY2016/2017 is a percentage of the Visit Pensacola allocation of tourist development taxes (13% of their allocation) for the Sports Tourism efforts of Pensacola Sports. We will also submit a complete application for funding to the Escambia County Tourist Development Council as part of a unified budget with Visit Pensacola, Inc.

We have attached a copy of our most recent audit, tax return and a current W-9 as requested. Should you have any questions about any of the enclosed information, please call our office anytime at 434-2800.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Palmer", with a long horizontal line extending to the right.

Ray Palmer
Executive Director
Pensacola Sports





**Fiscal Year 2016-2017
ESCAMBIA COUNTY
AGENCY REQUEST FORM**

All agencies requesting funding from Escambia County must submit all of the following information and complete the attached form. Failure to submit all of the required information or to complete the form will remove your organization from consideration for funding. Please submit the requested information and this form to:

**Escambia County Board of County Commissioners
Office of Management & Budget
221 Palafox Place, Suite 440
Pensacola, Florida 32502**

Please submit:

- A copy of your organization's 2014 or 2015 tax return.
- A letter of determination from the IRS confirming your organization's federally tax exempt status.

Agency Name: **Pensacola Sports**

Agency Address: **101 W. Main Street
Pensacola FL 32502**

Program Name: **Sports Tourism**

Program Contact: **Ray Palmer**

Contact Email: **rpalmer@pensacolasports.org**

Contact Phone: **850-434-2800**

25-Word Description of Program:

Creating, bidding, supporting, managing and hosting of sporting events as well as providing event development and marketing support of sporting events that attract visitors from outside our area.

Amount Requested: **13% of Visit Pensacola allocation**

Amount Received Last Year, if applicable: **\$702,000**



Fiscal Year 2016 - 2017
ESCAMBIA COUNTY
AGENCY REQUEST FORM

BUDGET

Income

	Most Recently Completed Budget Yr	Current Budget Yr	Proposed Budget Yr *
Contributions from Private Sources			
Programmatic Income	\$ 15,436	\$ 39,861	\$ 15,000
County Funding	\$ 486,657	\$ 702,000	13% of Visit Pensacola allocation
City Funding			
State Funding	\$ 19,250	\$ 15,250	\$ 7,500
Federal Funding			
Memberships			
Investment Income			
Other Income	\$ 7,500	\$ 2,500	\$ 5,000
TOTAL INCOME	\$ 528,843	\$ 759,611	*

* Actual amount to be determined by Visit Pensacola allocation



Fiscal Year 2016 - 2017
ESCAMBIA COUNTY
AGENCY REQUEST FORM

Expenses

	Most Recently Completed Budget Yr	Current Budget Yr	Proposed Budget Yr *
Total Staffing			
Salaries and Wages	\$ 180,000	\$ 190,000	\$ 190,000
Employee Benefits			
Professional Services	\$ 9,000	\$ 9,000	\$ 9,000
Contractual Services		\$ 30,000	\$ 32,000
Travel Expenses	\$ 12,750	\$ 30,000	\$ 28,000
Rentals and Leases			
Communication	\$ 4,500	\$ 4,500	\$ 5,000
Postage and Freight			
Repair and Maintenance			
Printing and Binding			
Marketing and Promotion	\$ 51,199	\$ 74,875	\$ 75,000
Fuel			

* Actual amounts will be adjusted based on actual allocation received



Fiscal Year 2016 - 2017
ESCAMBIA COUNTY
AGENCY REQUEST FORM

Expenses (cont.)

	Most Recently Completed Budget Yr	Current Budget Yr	Proposed Budget Yr *
Supplies	\$ 2,800	\$ 5,625	\$ 8,000
Other Expenses	\$ 25,000	\$ 30,000	\$ 30,000
Capitalizable Assets			
Event Expenses	\$ 209,158	\$ 328,000	\$ 330,000
TOTAL EXPENSES	\$ 494,407	\$ 702,000	\$ 707,000
Net Income	\$ 34,436	\$ 57,611	*

* Actual amounts will be adjusted based on actual allocation received

2015

		sport	VISITORS	NIGHTS	TOTAL DIRECT ECONOMIC IMPACT
JANUARY	NIRSA Flag Football National Championships	flag football	1136	1228	\$ 845,323
	Classic Company Horse Shows	equestrian	2366	1271	\$ 2,015,593
	GPAC Winter Invitational	swimming	853	569	\$ 220,450
FEBRUARY	Pensacola Double Bridge Run	run	1498	899	\$ 482,086
MARCH	NCAA Baseball	baseball	300	441	\$ 213,750
	AL Jr. Rodeo	equestrian	198	165	\$ 80,482
	Blue Angel H.S. Tennis Invitational	tennis	218	145	\$ 76,100
	Wavefest Volleyball	volleyball	3404	1702	\$ 907,600
	Tate Aggie Classic	baseball	930	1329	\$ 600,000
	Soccer Shootout	soccer	1426	475	\$ 375,050
	Pensacola Open Wheelchair Tennis	tennis	140	306	\$ 191,750
APRIL	SPA Spring Nationals	softball	636	792	\$ 392,400
	US Finals Cheer	cheerleading	5188	570	\$ 1,277,800
	Gulf Coast Invitational Soccer	soccer	2727	1558	\$ 694,250
	Rock the Court	basketball	630	365	\$ 157,500
MAY	Big Wave Classic Soccer	soccer	828	207	\$ 248,000
	Pro Watercross Tour	jet ski	549	243	\$ 315,588
	SPA Southern NIT	softball	532	621	\$ 337,200
	Southeast Basketball Shootout (SYSA)	basketball	918	352	\$ 256,450
JUNE	Nations Drafted League All Star Series	baseball	272	453	\$ 202,820
	White Sands Basketball Camp	basketball	407	304	\$ 147,339
	Par Four Golf Tournament	golf	120	22	\$ 69,050
	Tom Lalor Swim Meet	swimming	1244	829	\$ 319,850
JULY	Nations Baseball Ultimate World Series	baseball	612	1122	\$ 553,710
	BEST Baseball 17U & 18U World Series	baseball	851	1418	\$ 683,222
	USODA Sailing Nationals	sailing	1134	2110	\$ 1,142,450
SEPTEMBER	Revolution Labor Day Soccer	soccer	368	245	\$ 126,034
	Publix Super Cup Girls & Boys (2 wknds)	soccer	1632	653	\$ 447,921
	Pensacola Gymnastics Invitational	gymnastics	206	52	\$ 124,390
	Gulf Coast Cross Country Stampede	running	1650	280	\$ 293,368
	Hoble Cat 16 Nationals	sailing	238	422	\$ 251,134
OCTOBER	Blue Angel Classic Soccer	soccer	1490	858	\$ 413,025
	SPA Winter Nationals Senior Softball	softball	802	872	\$ 446,284
NOVEMBER	FCSAA State Volleyball Championships	volleyball	234	272	\$ 159,216
	Pensacola Marathon	running	663	663	\$ 435,259
	Pensacola Futures Tennis	tennis	209	417	\$ 223,340
	GPAC Gravy Bowl Invitational	swimming	465	308	\$ 123,096
DECEMBER	NCAA Div II Soccer National Championships	soccer	1907	1591	\$ 1,203,068
	Jr. Ice Hockey Tournament	hockey	121	76	\$ 47,778
	Elite Show Jumping	equestrian	984	1039	\$ 738,270
TOTALS:			40086	27244	\$ 17,837,976



2015		VISITORS	ROOM NIGHTS	TOTAL DIRECT ECONOMIC IMPACT
OCTOBER	Blue Angel Classic Soccer	1490	858	\$ 413,025
	SPA Winter Nationals Senior Softball	802	872	\$ 446,284
NOVEMBER	FCSAA State Volleyball Championships	234	272	\$ 159,216
	Pensacola Marathon	663	663	\$ 435,259
	Pensacola Futures Tennis	209	417	\$ 223,340
	GPAC Gravy Bowl Invitational	465	308	\$ 123,096
DECEMBER	NCAA Div II Soccer National Championships	1907	1591	\$ 1,203,068
	Jr. Ice Hockey Tournament	121	76	\$ 47,778
	Elite Show Jumping	984	1039	\$ 738,270

TOTALS FOR FIRST QUARTER FY2016: 6875 6096 \$ 3,789,336

2016

JANUARY	NIRSA Flag Football National Championships	1197	1097	\$ 766,105
	Pensacola Beach Half Marathon/10K/5K	128	96	\$ 74,952
	Classic Company Horse Shows	2500	1031	\$ 2,198,176
	GPAC Winter Invitational Swim Meet	737	491	\$ 198,480
	Pounders Invitational Volleyball	827	365	\$ 196,559
	FAMU Rattler Invitational	92	106	\$ 58,134
FEBRUARY	Pensacola Double Bridge Run	1194	747	\$ 613,687
MARCH	SE Swimming Regionals	335	151	\$ 91,816
	Cox Diamond Invitational (NCAA baseball)	338	421	\$ 195,884
	Blue Angel H.S. Tennis Invitational	324	202	\$ 74,788
	Wavefest Volleyball	2593	1745	\$ 700,984
	Tate Aggie Classic baseball tournament	832	1387	\$ 548,160
	Perdido Soccer Shootout	2267	597	\$ 665,852
	Pensacola Open Wheelchair Tennis	115	252	\$ 148,983

TOTALS FOR SECOND QUARTER FY2016: 13479 8688 \$ 6,532,560

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) PENSACOLA SPORTS ASSOCIATION, INC	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see Instructions) ▶ _____	
	<input type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) 101 W. Main Street		Requester's name and address (optional)
City, state, and ZIP code Pensacola, Florida 32502		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)																																						
Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I Instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.																																						
Note: If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.	<table border="1" style="width: 100%; text-align: center;"> <tr><td colspan="9">Social security number</td></tr> <tr><td> </td><td> </td><td> </td><td>-</td><td> </td><td> </td><td>-</td><td> </td><td> </td></tr> </table> <table border="1" style="width: 100%; text-align: center;"> <tr><td colspan="9">Employer identification number</td></tr> <tr><td>6</td><td>9</td><td>-</td><td>0</td><td>7</td><td>6</td><td>7</td><td>9</td><td>5</td><td>3</td></tr> </table>	Social security number												-			-			Employer identification number									6	9	-	0	7	6	7	9	5	3
Social security number																																						
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Employer identification number																																						
6	9	-	0	7	6	7	9	5	3																													

Part II Certification	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and 3. I am a U.S. citizen or other U.S. person (defined below).	
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.	

Sign Here	Signature of U.S. person ▶ <i>Miriam Garbrough</i>	Date ▶ <i>4-6-2016</i>
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General Instructions
Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form
A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

Internal Revenue Service

Date: July 7, 2004

Pensacola Sports Association, Inc.
PO Box 12463
Pensacola, FL 32591

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Richard E. Owens 31-07974
Customer Service Representative

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

59-0767953

Dear Sir or Madam:

This is in response to your request of July 7, 2004, regarding your organization's tax-exempt status.

In July 1959 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(4) of the Internal Revenue Code.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, the organization had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not one described in section 170(c) of the Code, donors may not deduct contributions made to it. You should advise your organization's contributors to that effect.

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

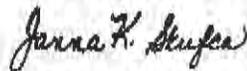
Pensacola Sports Association, Inc.
59-0767953

Section 6104 of the Internal Revenue Code requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. The law also requires organizations that received recognition of exemption on July 15, 1987, or later, to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. Organizations that received recognition of exemption before July 15, 1987, and had a copy of their exemption application on July 15, 1987, are also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. For additional information on disclosure requirements, please refer to Internal Revenue Bulletin 1999 - 17.

As this letter could help resolve any questions about your organization's exempt status, you should keep it with your organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public. Information about Form 990 and its instructions is at www.irs.gov/form990.

Open to Public Inspection

A For the 2014 calendar year, or tax year beginning 10/01/14, and ending 09/30/15

Header section containing organization name (Pensacola Sports Association, Inc.), EIN (59-0767953), address (101 West Main Street, Pensacola, FL 32502), and principal officer (Ray Palmer).

Summary

Summary table with columns for Revenue, Expenses, and Net Assets or Fund Balances. Rows include mission statement, revenue breakdown, fundraising expenses, and total assets.

Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Signature block containing signatures of the officer (Ray Palmer) and preparer (James D. Carlson), along with firm information for Carlson & Company, Chartered.

May the IRS discuss this return with the preparer shown above? (see instructions) [X] Yes [] No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III



1 Briefly describe the organization's mission:

See Schedule O

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ **487,785** including grants of \$) (Revenue \$ **486,708**)

Sports Marketing Activities - accomplished the goal of attracting other regional and national events to the Pensacola area which will benefit the entire community.

4b (Code:) (Expenses \$ **129,025** including grants of \$) (Revenue \$ **208,265**)

The Double Bridge Run brought many visitors to the area. Runners participated in a 15K or 5K run which started in downtown Pensacola and finished on Pensacola Beach.

4c (Code:) (Expenses \$ **309,538** including grants of \$) (Revenue \$ **346,776**)

Various events were held to promote local sporting events that brought players and spectators to the local area and created opportunities for local athletes to be recognized.

4d Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses **926,348**

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		X
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	X	
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	X	
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI	X	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		X
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX		X
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	X	
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, or IV, and Part V, line 1		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Yes No

1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	13		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0		
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c		X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	6		
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	2b		X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a			X
3b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b			
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a			X
4b	If "Yes," enter the name of the foreign country: ▶ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a			X
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b			X
5c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c			
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a			X
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b			
7	Organizations that may receive deductible contributions under section 170(c).				
7a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a			
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b			
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c			
7d	If "Yes," indicate the number of Forms 8282 filed during the year	7d			
7e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e			
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f			
7g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g			
7h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h			
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8			
9	Sponsoring organizations maintaining donor advised funds.				
9a	Did the sponsoring organization make any taxable distributions under section 4966?	9a			
9b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b			
10	Section 501(c)(7) organizations. Enter:				
10a	Initiation fees and capital contributions included on Part VIII, line 12	10a			
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b			
11	Section 501(c)(12) organizations. Enter:				
11a	Gross income from members or shareholders	11a			
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a			
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.				
13a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.	13a			
13b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b			
13c	Enter the amount of reserves on hand	13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a			X
14b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b			

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
	1a 39		
1b	Enter the number of voting members included in line 1a, above, who are independent		
	1b 37		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		X
11b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	X	
12b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	X	
13	Did the organization have a written whistleblower policy?		X
14	Did the organization have a written document retention and destruction policy?		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	The organization's CEO, Executive Director, or top management official	X	
15b	Other officers or key employees of the organization	X	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► **None**

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records: ►

Ray Palmer 101 West Main Street **FL 32501** **850-434-2800**
Pensacola

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
 - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
 - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
 - List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Bill Hamilton President	1.00 0.00	X		X				0	0	0
(2) Jackie Brown President Elect	1.00 0.00	X		X				0	0	0
(3) Jehan Clark VP-Membership	1.00 0.00	X		X				0	0	0
(4) Norm Ross VP-Sports Events	1.00 0.00	X		X				0	0	0
(5) Greg Thomas VP - Events	1.00 0.00	X		X				0	0	0
(6) Ted Gund VP - Finance	1.00 0.00	X		X				0	0	0
(7) Rory Cassidy VP of TDC Affairs	1.00 0.00	X		X				0	0	0
(8) John Panyko VP-Sports Marketing	1.00 0.00	X		X				0	0	0
(9) Jodie Webb Past President	1.00 0.00	X		X				0	0	0
(10) Doug Bates Director	1.00 0.00	X						0	0	0
(11) Bobby Behr Director	1.00 0.00	X						0	0	0

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) Chip Boes	1.00									
Director	0.00	X					0	0	0	
(13) Michael Burroughs	1.00									
Director	0.00	X					0	0	0	
(14) Michael Capps	1.00									
Director	0.00	X					0	0	0	
(15) Bruce Childers	1.00									
Director	0.00	X					0	0	0	
(16) Will Condon	1.00									
Director	0.00	X					0	0	0	
(17) Brian Cooper	1.00									
Director	0.00	X					0	0	0	
(18) Bill Creedon	1.00									
Director	0.00	X					0	0	0	
(19) Mark Taylor	1.00									
Director	0.00	X					0	0	0	
1b Sub-total										
c Total from continuation sheets to Part VII, Section A							90,000			
d Total (add lines 1b and 1c)							90,000			

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **0**

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) Mike Eddins	1.00									
Director	0.00	X					0	0	0	
(13) Buddy Hinote	1.00									
Director	0.00	X					0	0	0	
(14) Cam Johnson	1.00									
Director	0.00	X					0	0	0	
(15) Rick Johnson	1.00									
Director	0.00	X					0	0	0	
(16) Katie Kehoe	1.00									
Director	0.00	X					0	0	0	
(17) Rhea Kessler	1.00									
Director	0.00	X					0	0	0	
(18) Phil Kraus	1.00									
Director	0.00	X					0	0	0	
(19) Mike Layton	1.00									
Director	0.00	X					0	0	0	
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual		
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

Yes	No

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) Richard McLeod	1.00									
Director	0.00	X					0	0	0	
(13) Wesley Pate	1.00									
Director	0.00	X					0	0	0	
(14) Jay Patel	1.00									
Director	0.00	X					0	0	0	
(15) Ron Pulley	1.00									
Director	0.00	X					0	0	0	
(16) Michael Rhodes	1.00									
Director	0.00	X					0	0	0	
(17) Ted Roy	1.00									
Director	0.00	X					0	0	0	
(18) Robbie Rushing	1.00									
Director	0.00	X					0	0	0	
(19) Dave Scott	1.00									
Director	0.00	X					0	0	0	
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual		
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Instatucional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) David Taylor	1.00									
Director	0.00	X					0	0	0	
(13) Jeff Vannoy	1.00									
Director	0.00	X					0	0	0	
(14) Monroe Watley	1.00									
Director	0.00	X					0	0	0	
(15) Finley Woodward	1.00									
Director	0.00	X					0	0	0	
(16) Ray Palmer	40.00									
Executive Director	0.00			X			90,000	0	0	
(17)										
(18)										
(19)										
1b Sub-total							90,000			
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual		
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts					
1a	Federated campaigns				
1b	Membership dues	26,200			
1c	Fundraising events				
1d	Related organizations				
1e	Government grants (contributions)				
1f	All other contributions, gifts, grants, and similar amounts not included above	268,033			
g	Noncash contributions included in lines 1a-1f: \$				
h	Total. Add lines 1a-1f	294,233			
Program Service Revenue					
2a	Program revenues	555,041	555,041		
b	Esambia Co tourist developmen	486,708	486,708		
c					
d					
e					
f	All other program service revenue				
g	Total. Add lines 2a-2f	1,041,749			
3	Investment income (including dividends, interest, and other similar amounts)	43,332	43,332		
4	Income from investment of tax-exempt bond proceeds				
5	Royalties				
6a	Gross rents	4,800			
b	Less: rental exps.				
c	Rental inc. or (loss)	4,800			
d	Net rental income or (loss)	4,800			4,800
7a	Gross amount from sales of assets other than inventory				
b	Less: cost or other basis & sales exps.				
c	Gain or (loss)				
d	Net gain or (loss)				
8a	Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18				
b	Less: direct expenses				
c	Net income or (loss) from fundraising events				
9a	Gross income from gaming activities. See Part IV, line 19				
b	Less: direct expenses				
c	Net income or (loss) from gaming activities				
10a	Gross sales of inventory, less returns and allowances				
b	Less: cost of goods sold				
c	Net income or (loss) from sales of inventory				
Miscellaneous Revenue					
11a					
b					
c					
d	All other revenue				
e	Total. Add lines 11a-11d				
12	Total revenue. See instructions.	1,384,114	1,085,081	0	4,800

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	90,000	72,000	18,000	
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	188,902	96,980	91,922	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits	35,630		35,630	
10 Payroll taxes	20,408	11,020	9,388	
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting	9,000	9,000		
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	13,500		13,500	
12 Advertising and promotion	53,425	33,260		20,165
13 Office expenses	15,218	5,406	9,812	
14 Information technology	2,624		2,624	
15 Royalties				
16 Occupancy	41,034	37,800	3,234	
17 Travel	36,546	30,949	5,597	
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	26,858	579	26,279	
23 Insurance	19,409		19,409	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a Tourist development hosti	190,791	190,791		
b Bridge Run	129,025	129,025		
c Marathon expenses	105,527	105,527		
d College Baseball event	62,048	62,048		
e All other expenses	141,963	141,963		
25 Total functional expenses. Add lines 1 through 24e	1,181,908	926,348	235,395	20,165
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest bearing	100	1	100
	2 Savings and temporary cash investments	64,652	2	187,491
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	52,040	4	70,115
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	15,163	9	11,996
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	498,098		
	b Less: accumulated depreciation	464,260		
	11 Investments—publicly traded securities	59,909	10c	33,838
	12 Investments—other securities. See Part IV, line 11	697,643	11	788,467
	13 Investments—program-related. See Part IV, line 11		12	
	14 Intangible assets		13	
	15 Other assets. See Part IV, line 11		14	
16 Total assets. Add lines 1 through 15 (must equal line 34)	889,507	15	1,092,007	
Liabilities	17 Accounts payable and accrued expenses	2,240	16	7,496
	18 Grants payable		17	
	19 Deferred revenue	119,848	18	116,455
	20 Tax-exempt bond liabilities		19	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D	24,248	20	103,606
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		21	
	23 Secured mortgages and notes payable to unrelated third parties		22	
	24 Unsecured notes and loans payable to unrelated third parties		23	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		24	
	26 Total liabilities. Add lines 17 through 25	146,336	25	227,557
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	743,171	26	864,450
	28 Temporarily restricted net assets		27	
	29 Permanently restricted net assets		28	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		29	
	31 Paid-in or capital surplus, or land, building, or equipment fund		30	
	32 Retained earnings, endowment, accumulated income, or other funds		31	
	33 Total net assets or fund balances	743,171	32	864,450
34 Total liabilities and net assets/fund balances	889,507	33	1,092,007	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,384,114
2	Total expenses (must equal Part IX, column (A), line 25)	2	1,181,908
3	Revenue less expenses. Subtract line 2 from line 1	3	202,206
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	743,171
5	Net unrealized gains (losses) on investments	5	-80,929
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	2
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	864,450

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

- 1** Accounting method used to prepare the Form 990: Cash Accrual Other
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant?
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- b** Were the organization's financial statements audited by an independent accountant?
If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
2a		X
2b	X	
2c	X	
3a		X
3b		

Schedule of Contributors

2014

▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.

▶ Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is at www.irs.gov/form990.

Name of the organization Pensacola Sports Association, Inc.	Employer identification number 59-0767953
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Organization type (check one):

- Filers of: Section:
- Form 990 or 990-EZ 501(c)(**4**) (enter number) organization
- 4947(a)(1) nonexempt charitable trust not treated as a private foundation
- 527 political organization
- Form 990-PF 501(c)(3) exempt private foundation
- 4947(a)(1) nonexempt charitable trust treated as a private foundation
- 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.
Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

- Special Rules**
- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33¹/₃ % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization

Pensacola Sports Association, Inc.

Employer identification number

59-0767953

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	Lewis Bear Co. 6120 Enterprise Drive Pensacola FL 32505	\$ 7,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	Escambia County Sheriff's Office P. O. Box 18770 Pensacola FL 32523-8770	\$ 7,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	Sacred Heart Health Systems 5151 North Ninth Avenue Pensacola FL 32504	\$ 12,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	PR Sports, Inc. dba Running Wild 3012 E. Cervantes Street Pensacola FL 32503	\$ 7,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5	Cox Communications 2205 LaVista Avenue Pensacola FL 32504	\$ 7,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
6	PSA Foundation P.O. Box 12463 Pensacola FL 32582	\$ 16,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization Pensacola Sports Association, Inc.	Employer identification number 59-0767953
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7	Publix 9786 West Beaver Street Jacksonville FL 32220	\$ 16,500	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
8	Subway Franchisee Advertising Fund 325 Bic Drive Milford CT 06461	\$ 25,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
9	Andrews Institute 1040 Gulf Breeze Pkwy Gulf Breeze FL 32561	\$ 6,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
10	Whataburger 300 Concord Plaza Drive San Antonio TX 78216	\$ 6,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
11	Florida Sports Foundation 2930 Kerry Forest Parkway Ste 101 Tallahassee FL 32309	\$ 12,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
12	Joe Zarzaur 11 Romana Street Pensacola FL 32502	\$ 7,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization
Pensacola Sports Association, Inc.

Employer identification number
59-0767953

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
13	Wilfred C. Becker Trust 3601 PGA Boulevard, Suite #102 Palm Beach Gardens FL 33410	\$ 91,074	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

For Organizations Exempt From Income Tax Under section 501(c) and section 527

2014

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

- ▶ **Complete if the organization is described below.**
- ▶ **Attach to Form 990 or Form 990-EZ.**
- ▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.**

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization

Pensacola Sports Association, Inc.

Employer identification number

59-0767953

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.

- 2 Political expenditures ▶ \$
- 3 Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$
- 4 Did the filing organization file Form 1120-POL for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
B Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures
 (The term "expenditures" means amounts paid or incurred.)

	(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)		
b Total lobbying expenditures to influence a legislative body (direct lobbying)		
c Total lobbying expenditures (add lines 1a and 1b)		
d Other exempt purpose expenditures		
e Total exempt purpose expenditures (add lines 1c and 1d)		
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.		
g Grassroots nontaxable amount (enter 25% of line 1f)		
h Subtract line 1g from line 1a. If zero or less, enter -0-		
i Subtract line 1f from line 1c. If zero or less, enter -0-		
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		

If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:
Not over \$500,000	20% of the amount on line 1e.
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.
Over \$17,000,000	\$1,000,000.

Yes No

4-Year Averaging Period Under section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part IV Supplemental Information (continued)

Area with horizontal dotted lines for supplemental information.

Supplemental Financial Statements

Complete if the organization answered "Yes" to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

2014

Open to Public Inspection

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization

Employer identification number

Pensacola Sports Association, Inc.

59-0767953

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors...?, 6 Did the organization inform all grantees...?

Part II Conservation Easements.

Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

Table with 2 columns: Description, Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization, 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution..., 3 Number of conservation easements modified..., 4 Number of states where property subject to conservation easement is located..., 5 Does the organization have a written policy..., 6 Staff and volunteer hours..., 7 Amount of expenses..., 8 Does each conservation easement..., 9 In Part XIII, describe how the organization reports...

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

Table with 2 columns: Description, Amount. Rows include: 1a If the organization elected, as permitted under SFAS 116..., 1b If the organization elected, as permitted under SFAS 116..., 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain...

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a** Board designated or quasi-endowment %
- b** Permanent endowment %
- c** Temporarily restricted endowment %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

	Yes	No
(i) unrelated organizations	3a(i)	
(ii) related organizations	3a(ii)	
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b	

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings		423,757	406,096	17,661
c Leasehold improvements				
d Equipment		74,341	58,164	16,177
e Other		0	0	
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				33,838

Part VII Investments—Other Securities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments—Program Related.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value	
(1) Federal income taxes		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶		

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	1,402,001
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a	-80,927	
b	Donated services and use of facilities	2b	98,814	
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e	17,887	
3	Subtract line 2e from line 1	3	1,384,114	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c		
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	1,384,114	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	1,280,720
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a	98,814	
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d	2e	98,814	
3	Subtract line 2e from line 1	3	1,181,906	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b	2	
c	Add lines 4a and 4b	4c	2	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	1,181,908	

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Part IV, Line 2b - Escrow Liability Arrangement Explanation

Part X Line 21 consists of escrow funds held for student scholarships awarded annually and as fiscal agent for Visit Pensacola, Inc.'s receipt of tourist development expense reimbursements from Escambia County.

Part XII, Line 4b - Expense Amounts Included on Return - Other

Book / Tax Depreciation Difference \$ 2

Part XIII Supplemental Information (continued)

Area with horizontal dotted lines for supplemental information.

SCHEDULE L
(Form 990 or 990-EZ)

Transactions With Interested Persons

OMB No. 1545-0047

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.

2014

▶ Attach to Form 990 or Form 990-EZ.

Open To Public Inspection

▶ Information about Schedule L (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

Name of the organization

Pensacola Sports Association, Inc.

Employer identification number

59-0767953

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and 501(c)(29) organizations only).

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b.

1	(a) Name of disqualified person	(b) Relationship between disqualified person and organization	(c) Description of transaction	(d) Corrected?	
				Yes	No
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 ▶ \$ _____

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ▶ \$ _____

Part II Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

1	(a) Name of interested person	(b) Relationship with organization	(c) Purpose of loan	(d) Loan to or from the org.?		(e) Original principal amount	(f) Balance due	(g) In default?		(h) Approved by board or committee?		(i) Written agreement?	
				To	From			Yes	No	Yes	No	Yes	No
				(1)									
(2)													
(3)													
(4)													
(5)													
(6)													
(7)													
(8)													
(9)													
(10)													
Total							▶ \$ _____						

Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

1	(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of assistance	(e) Purpose of assistance
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2014

**Open to Public
Inspection**

Employer identification number

Pensacola Sports Association, Inc.

59-0767953

Form 990 - Organization's Mission

To work with international, national, state and local governments and other public and private entities in the development, organization, bidding, advertising, promotion, encouragement, hosting and the operation of amateur and professional sports in Northwest Florida for the purpose of regional economic development (Sports Economic Development).

Form 990, Part VI, Line 11b - Organization's Process to Review Form 990

The Form 990 is reviewed by the Executive Director, accountant, and Vice President of Finance prior to filing.

Form 990, Part VI, Line 12c - Enforcement of Conflicts Policy

The conflict of interest policy is discussed with board members as part of the annual board member orientation. The Organization's bylaws include a conflict of interest policy related to any contracts or other transactions which requires disclosure by its Directors or any other corporation, firm, association or entity in which one or more of the Directors are Directors or officers or are financially interested.

Form 990, Part VI, Line 15a - Compensation Process for Top Official

The Executive Committee reviews and approves the compensation of the Executive Director.

Form 990, Part VI, Line 15b - Compensation Process for Officers

The Executive Committee reviews and approves compensation for all officers

Name of the organization

Employer identification number

Pensacola Sports Association, Inc.

59-0767953

and employees.

Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation

The Form 990, governing documents, and most recently issued audited financial statements are made available upon request during normal office hours.

Form 990, Part IX, Line 24e - Other Expenses

Description

Amount

High School All Stars

\$	43,907	\$	0	\$	0
----	--------	----	---	----	---

Awards Banquet

\$	25,113	\$	0	\$	0
----	--------	----	---	----	---

Futures Tennis

\$	24,978	\$	0	\$	0
----	--------	----	---	----	---

Senior Scholar

\$	21,813	\$	0	\$	0
----	--------	----	---	----	---

Bud Tennis

\$	12,261	\$	0	\$	0
----	--------	----	---	----	---

Other program expenses

\$	12,107	\$	0	\$	0
----	--------	----	---	----	---

Racquet Roundup

\$	1,784	\$	0	\$	0
----	-------	----	---	----	---

Form 990, Part XI, Line 9 - Reconciliation of Changes - Other

Book / Tax Depreciation Difference		\$	2
------------------------------------	--	----	---

Depreciation and Amortization
(Including Information on Listed Property)

▶ Attach to your tax return.

▶ Information about Form 4562 and its separate instructions is at www.irs.gov/form4562.

Name(s) shown on return

Pensacola Sports Association, Inc.

Identifying number
59-0767953

Business or activity to which this form relates

Indirect Depreciation

Part I Election To Expense Certain Property Under Section 179

Note: If you have any listed property, complete Part V before you complete Part I.

1	Maximum amount (see instructions)	1	500,000
2	Total cost of section 179 property placed in service (see instructions)	2	
3	Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,000,000
4	Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5	Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6	(a) Description of property	(b) Cost (business use only)	(c) Elected cost
7	Listed property. Enter the amount from line 29	7	
8	Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9	Tentative deduction. Enter the smaller of line 5 or line 8	9	
10	Carryover of disallowed deduction from line 13 of your 2013 Form 4562	10	
11	Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12	Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11	12	
13	Carryover of disallowed deduction to 2015. Add lines 9 and 10, less line 12	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)

14	Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	
15	Property subject to section 168(f)(1) election	15	
16	Other depreciation (including ACRS)	16	26,856

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

Section A

17	MACRS deductions for assets placed in service in tax years beginning before 2014	17	0
18	If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here		

Section B—Assets Placed in Service During 2014 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property			27.5 yrs.	MM	S/L	
			27.5 yrs.	MM	S/L	
i Nonresidential real property			39 yrs.	MM	S/L	
				MM	S/L	

Section C—Assets Placed in Service During 2014 Tax Year Using the Alternative Depreciation System

20a Class life					S/L	
b 12-year			12 yrs.		S/L	
c 40-year			40 yrs.	MM	S/L	

Part IV Summary (See instructions.)

21	Listed property. Enter amount from line 28	21	
22	Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations—see Instructions	22	26,856
23	For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

For Paperwork Reduction Act Notice, see separate instructions.

Federal Asset Report

Form 990, Page 1

Asset	Description	Date In Service	Cost	Bus Sec % 179B	Bonus	Basis for Depr	PerConv Meth	Prior	Current
Prior MACRS:									
7	Cougar Mountain Software	12/02/97	3,011			3,011	5 HY 200DB	3,011	0
			<u>3,011</u>			<u>3,011</u>		<u>3,011</u>	<u>0</u>
Other Depreciation:									
1	2-5 Ton A/C Condensing Units	6/07/07	8,055			8,055	15 MO S/L	3,938	537
2	Leasehold Improv / Building	8/01/96	423,757			423,757	20 MO S/L	384,908	21,187
3	Typewriter	7/02/87	795			795	5 MO S/L	795	0
4	Refinished 16 Chairs	8/07/96	1,200			1,200	5 MO S/L	1,200	0
5	Refinished BD Table	9/25/96	600			600	5 MO S/L	600	0
10	Correct Prior Year Note Computer Purchase	1/31/05	75			75	5 MO S/L	75	0
11	17 inch Monitor	7/11/05	203			203	5 MO S/L	203	0
12	File Cabinet	12/02/04	231			231	5 MO S/L	231	0
14	Drafting and Task Chairs	2/15/06	489			489	5 MO S/L	489	0
15	Telephone system	1/10/06	5,886			5,886	5 MO S/L	5,886	0
16	5 - 3 Drawer Lateral Files	2/15/06	1,760			1,760	5 MO S/L	1,760	0
17	Desk and Credenza	2/15/06	1,857			1,857	5 MO S/L	1,857	0
18	Double Pedestal Executive Desk L-Shaped	12/10/05	593			593	5 MO S/L	593	0
19	4 Double Pedestal Exec Desks	12/10/05	2,184			2,184	5 MO S/L	2,184	0
20	3 Credenzas with Doors	12/10/05	1,638			1,638	5 MO S/L	1,638	0
21	Credenza with 3 ft Lateral files	12/10/05	497			497	5 MO S/L	497	0
22	Double Pedestal Exec Desk 72 in	12/10/05	1,096			1,096	5 MO S/L	1,096	0
23	10 Mahogany Conference Chairs Wood & Vinyl	12/10/05	625			625	5 MO S/L	625	0
24	5 Blue Conference Chairs Wood & Vinyl	12/10/05	313			313	5 MO S/L	313	0
25	Blue Conference Chair- Wood & Fabric	12/10/05	81			81	5 MO S/L	81	0
26	4 Pink Conference Chirs Wood & Fabric	12/10/05	322			322	5 MO S/L	322	0
27	Task Chair with Arms	12/10/05	81			81	5 MO S/L	81	0
28	Tradition Button-tufted Reception Loveseat	12/10/05	213			213	5 MO S/L	213	0
29	Tradition Button-tufted Reception Chairs	12/10/05	300			300	5 MO S/L	300	0
30	Dell Computer - MI	7/31/08	690			690	5 MO S/L	690	0
31	2006 Big Tex 45LA-14Trailer 16VNX142662	10/1/08	1,250			1,250	5 MO S/L	1,250	0
32	24 Chairs for Board Room	3/19/09	667			667	5 MO S/L	667	0
33	4 Storage Racks	3/19/09	388			388	5 MO S/L	388	0
34	4 Storage Racks	4/20/09	281			281	5 MO S/L	281	0
35	2 Dell Vostro 220 Computers-GH/JC	4/30/09	1,503			1,503	5 MO S/L	1,503	0
36	Wireless Credit Card Machine	9/03/09	860			860	5 MO S/L	860	0
39	Digital Camcorder	10/04/03	575			575	5 MO S/L	575	0
41	Color Laser Printer	3/15/05	5,900			5,900	5 MO S/L	5,900	0
42	2 Racclocks, Stand, & Case	8/09/06	2,280			2,280	5 MO S/L	2,280	0
43	Folding Machine	5/03/06	538			538	5 MO S/L	538	0
45	Olympic E510 Camera w/ 8GB Sandisk	12/08/08	678			678	5 MO S/L	678	0
46	Dell computer Vostro 220 - SG	4/27/09	637			637	5 MO S/L	637	0
47	Sound Equipment	9/23/10	2,895			2,895	5 MO S/L	2,316	579
48	Optiplex 380 Computer - MY	10/04/10	795			795	5 MO S/L	636	159
49	Gas Grill	2/28/11	1,000			1,000	5 MO S/L	717	200
50	Optiplex 380 Computer - Jason	10/04/10	795			795	5 MO S/L	636	159
51	2008 Toyota Tundra	9/11/13	15,816			15,816	5 MO S/L	3,427	3,163
52	iPad (Ray)	4/29/14	633			633	5 MO S/L	53	126
53	iPad - Jason	8/06/14	508			508	5 MO S/L	17	102
54	iPad-Mykel	8/07/14	400			400	5 MO S/L	13	80
55	Dell 17 Inspiron	10/03/13	747			747	5 MO S/L	149	150
56	Optiplex 3020 computer - Jason	10/30/13	611			611	5 MO S/L	112	122
57	Inspiron 660 computer - Ray	10/30/13	472			472	5 MO S/L	87	94
58	Spray Rhino Liner for truck	10/31/13	532			532	5 MO S/L	98	106
59	Computer/monitor - BestBuy - MY	3/13/15	785			785	5 MO S/L	0	92
	Total Other Depreciation		<u>495,087</u>			<u>495,087</u>		<u>434,393</u>	<u>26,856</u>
	Total ACRS and Other Depreciation		<u>495,087</u>			<u>495,087</u>		<u>434,393</u>	<u>26,856</u>
	Grand Totals		498,098			498,098		437,404	26,856
	Less: Dispositions and Transfers		0			0		0	0
	Less: Start-up/Org Expense		0			0		0	0
	Net Grand Totals		<u>498,098</u>			<u>498,098</u>		<u>437,404</u>	<u>26,856</u>

For calendar year 2014, or tax year beginning **10/01/14**, ending **09/30/15**

Name

Taxpayer Identification Number

Pensacola Sports Association, Inc.**59-0767953**

		2013	2014	Differences
Revenue	1. Contributions, gifts, grants	1. 214,583	268,033	53,450
	2. Membership dues and assessments	2. 26,450	26,200	-250
	3. Government contributions and grants	3.		
	4. Program service revenue	4. 1,041,915	1,041,749	-166
	5. Investment income	5. 22,731	43,332	20,601
	6. Proceeds from tax exempt bonds	6.		
	7. Net gain or (loss) from sale of assets other than inventory	7.		
	8. Net income or (loss) from fundraising events	8.		
	9. Net income or (loss) from gaming	9.		
	10. Net gain or (loss) on sales of inventory	10.		
	11. Other revenue	11. 4,800	4,800	
	12. Total revenue. Add lines 1 through 11	12. 1,310,479	1,384,114	73,635
Expenses	13. Grants and similar amounts paid	13.		
	14. Benefits paid to or for members	14.		
	15. Compensation of officers, directors, trustees, etc.	15. 78,004	90,000	11,996
	16. Salaries, other compensation, and employee benefits	16. 267,637	244,940	-22,697
	17. Professional fundraising fees	17.		
	18. Other professional fees	18. 23,000	22,500	-500
	19. Occupancy, rent, utilities, and maintenance	19. 39,580	41,034	1,454
	20. Depreciation and Depletion	20. 27,082	26,858	-224
	21. Other expenses	21. 788,811	756,576	-32,235
	22. Total expenses. Add lines 13 through 21	22. 1,224,114	1,181,908	-42,206
	23. Excess or (Deficit). Subtract line 22 from line 12	23. 86,365	202,206	115,841
Other Information	24. Total exempt revenue	24. 1,310,479	1,384,114	73,635
	25. Total unrelated revenue	25.		
	26. Total excludable revenue	26. 1,069,446	1,089,881	20,435
	27. Total assets	27. 889,507	1,092,007	202,500
	28. Total liabilities	28. 146,336	227,557	81,221
	29. Retained earnings	29. 743,171	864,450	121,279
	30. Number of voting members of governing body	30. 40	39	
	31. Number of independent voting members of governing body	31. 39	37	
	32. Number of employees	32. 7	6	
	33. Number of volunteers	33. 100	100	

For calendar year 2014, or tax year beginning **10/01/14**, ending **09/30/15**

Name

Taxpayer Identification Number

Pensacola Sports Association, Inc.

59-0767953

		2013	2014	Differences	
Revenue	1. Gross profit/loss on business activities	1.			
	2. Capital gains/losses	2.			
	3. Income/loss from partnerships and S corporations	3.			
	4. Rental income (net of expense)	4.			
	5. Unrelated debt-financed income (net of expense)	5.			
	6. Interest, and other income from controlled organizations (net of expense)	6.			
	7. Investment income of specific organizations (net of expense)	7.			
	8. Exploited exempt activity income (net of expense)	8.			
	9. Advertising income (net of expense)	9.			
	10. Other income	10.			
	11. Total trade or business income. Combine lines 1 through 10	11.			
Expenses	12. Compensation of officers, directors, and trustees	12.			
	13. Other salaries and wages	13.			
	14. Repairs and maintenance	14.			
	15. Bad debts	15.			
	16. Interest	16.			
	17. Taxes and licenses	17.			
	18. Charitable contributions	18.			
	19. Depreciation and Depletion	19.			
	20. Contributions to deferred compensation plans	20.			
	21. Employee benefit programs	21.			
	22. Other deductions	22.			
	23. Total deductions. Add lines 12 through 22	23.			
	24. Taxable income before NOL. Subtract line 23 from 11	24.			
	25. Net operating loss deduction	25.			
	26. Specific deduction	26.	1,000		-1,000
	27. Unrelated business taxable income.	27.	-1,000		1,000
Tax & Credits	28. Income tax (corporate or trust)	28.			
	29. Proxy tax	29.			
	30. Alternative minimum tax	30.			
	31. Total taxes	31.			
	32. Other credits	32.			
	33. General business credit	33.			
	34. Credit for prior year minimum tax	34.			
	35. Total credits	35.			
	36. Net tax after credits	36.			
	37. Recapture taxes	37.			
38. Total Taxes	38.				
Due/Refund	39. Prior year overpayment and estimated tax payments	39.			
	40. Payment made with extension	40.			
	41. Backup withholding and foreign withholding	41.			
	42. Other payments	42.			
	43. Total payments	43.			
	44. Balance due/(Overpayment)	44.			
	45. Overpayment applied to next year	45.			
	46. Penalties	46.			
	47. Total due/(Refund)	47.			

Taxable Interest on InvestmentsDescription

	<u>Amount</u>	<u>Unrelated Business Code</u>	<u>Exclusion Code</u>	<u>Postal Code</u>	<u>Acquired after 6/30/75</u>	<u>US Obs (\$ or %)</u>
INTEREST INCOME-BANK ACCTS	\$ 2,674					
Total	\$ 2,674					

Taxable Dividends from SecuritiesDescription

	<u>Amount</u>	<u>Unrelated Business Code</u>	<u>Exclusion Code</u>	<u>Postal Code</u>	<u>Acquired after 6/30/75</u>	<u>US Obs (\$ or %)</u>
DIVIDEND/INTEREST- INVESTMENT	\$ 40,093					
Total	\$ 40,093					

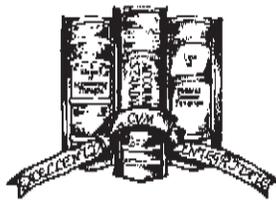
Federal Statements

Form 990, Part IX, Line 11g - Other Fees for Service (Non-employee)

	<u>Total Expenses</u>	<u>Program Service</u>	<u>Management & General</u>	<u>Fund Raising</u>
\$	13,500	\$	13,500	\$
\$	<u>13,500</u>	\$ <u>0</u>	\$ <u>13,500</u>	\$ <u>0</u>

Form 990, Part IX, Line 24e - All Other Expenses

	<u>Total Expenses</u>	<u>Program Service</u>	<u>Management & General</u>	<u>Fund Raising</u>
\$	43,907	\$	43,907	\$
	25,113		25,113	
	24,978		24,978	
	21,813		21,813	
	12,261		12,261	
	12,107		12,107	
	1,784		1,784	
\$	<u>141,963</u>	\$ <u>141,963</u>	\$ <u>0</u>	\$ <u>0</u>



Carlson & Company, Chartered
Certified Public Accountants

Pensacola Sports Association, Inc.

Pensacola, Florida

Audited Financial Statements

with

Supplementary Information

September 30, 2015

Pensacola Sports Association, Inc.

Pensacola, Florida

Audited Financial Statements

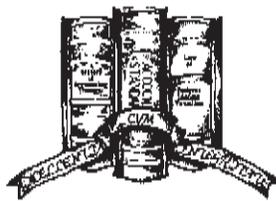
with

Supplementary Information

September 30, 2015

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Carlson & Company, Chartered
Certified Public Accountants

Independent Auditors' Report

To the Board of Directors
Pensacola Sports Association, Inc.
Pensacola, Florida

We have audited the accompanying financial statements of Pensacola Sports Association, Inc. (a nonprofit organization), which comprise the statement of financial position as of September 30, 2015, and the related statement of activities, statement of changes in net assets, and statement of cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditors' Responsibility

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

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

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

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Pensacola Sports Association, Inc., as of September 30, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

January 27, 2016

Carlson & Company

Pensacola Sports Association, Inc.
Statement of Financial Position
September 30, 2015

ASSETS	Administration & Other Projects	PSA Building Activities	Sports Marketing Activities	Total
Current assets:				
Cash and cash equivalents	\$ 86,204	\$ -	\$ 401	\$ 86,605
Cash - escrow	3,445	-	97,542	100,987
Accounts receivable	8,626	-	61,488	70,114
Prepaid expense	11,640	-	355	11,995
Intercompany due from/(to)	51,047	-	(51,047)	-
Total current assets	160,962	-	108,739	269,701
Other assets:				
Investments	788,467	-	-	788,467
Property and equipment:				
PSA building	-	423,757	-	423,757
Office equipment	44,490	-	13,502	57,992
Vehicles	16,348	-	-	16,348
Total property and equipment, at cost	60,838	423,757	13,502	498,097
Less accumulated depreciation	(44,660)	(406,096)	(13,502)	(464,258)
Property and equipment, net	16,178	17,661	-	33,839
Total assets	\$ 965,607	\$ 17,661	\$ 108,739	\$ 1,092,007
LIABILITIES AND NET ASSETS				
Current liabilities:				
Accounts payable	\$ 460	\$ -	\$ 7,036	\$ 7,496
Deferred revenue - event prepayments	116,455	-	-	116,455
Escrow liability	2,500	-	101,106	103,606
Total liabilities	119,415	-	108,142	227,557
Net assets:				
Unrestricted net assets	846,192	17,661	597	864,450
Total liabilities and net assets	\$ 965,607	\$ 17,661	\$ 108,739	\$ 1,092,007

The accompanying notes are an integral part of these financial statements.

Pensacola Sports Association, Inc.
Statement of Activities
For the Year Ended September 30, 2015

	Administration & Other Projects	PSA Building Activities	Sports Marketing Activities	Total
Change in unrestricted net assets:				
Revenues and support:				
Corporate sponsorships	\$ 265,705	\$ -	\$ -	\$ 265,705
Program revenues	555,041	-	-	555,041
Escambia Co. tourist development contract	-	-	486,708	486,708
In-kind donation	65,214	-	-	65,214
In-kind land lease	33,600	-	-	33,600
Membership dues	26,200	-	-	26,200
Miscellaneous	2,328	-	-	2,328
Interest and dividends	42,767	-	-	42,767
Rental revenue	4,800	-	-	4,800
Recognized loss on investments	(80,927)	-	-	(80,927)
Realized gain on investments	565	-	-	565
Total revenues	<u>915,293</u>	<u>-</u>	<u>486,708</u>	<u>1,402,001</u>
Expenses:				
Management and general expenses	229,281	-	-	229,281
Program related expenses	438,563	-	487,206	925,769
In-kind donations	65,214	-	-	65,214
In-kind land lease	33,600	-	-	33,600
Depreciation	5,091	21,188	579	26,858
Total expenses	<u>771,749</u>	<u>21,188</u>	<u>487,785</u>	<u>1,280,722</u>
Change in unrestricted net assets	<u>\$ 143,544</u>	<u>\$ (21,188)</u>	<u>\$ (1,077)</u>	<u>\$ 121,279</u>

The accompanying notes are an integral part of these financial statements.

Pensacola Sports Association, Inc.
Statement of Changes in Net Assets
For the Year Ended September 30, 2015

	<u>Administration & Other Projects</u>	<u>PSA Building Activities</u>	<u>Sports Marketing Activities</u>	<u>Total</u>
Net assets, beginning of year	\$ 702,648	\$ 38,849	\$ 1,674	\$ 743,171
Change in net assets	<u>143,544</u>	<u>(21,188)</u>	<u>(1,077)</u>	<u>121,279</u>
Net assets, end of year	<u>\$ 846,192</u>	<u>\$ 17,661</u>	<u>\$ 597</u>	<u>\$ 864,450</u>

The accompanying notes are an integral part of these financial statements.

Pensacola Sports Association, Inc.
Statement of Cash Flows
For the Year Ended September 30, 2015

	Administration & Other Projects	PSA Building Activities	Sports Marketing Activities	Total
Cash flow from operating activities:				
Change in net assets	\$ 143,544	\$ (21,188)	\$ (1,077)	\$ 121,279
Reconciliation of change in net assets to net cash provided by operating activities:				
Depreciation expense	5,091	21,188	579	26,858
Change in accounts receivable	(3,742)	-	(14,332)	(18,074)
Change in prepaid expenses	3,169	-	-	3,169
Change in accounts payable	(1,781)	-	7,036	5,255
Change in deferred revenue	(3,393)	-	-	(3,393)
Change in escrow liability	(8,550)	-	87,908	79,358
Interest & dividends from investments	(40,093)	-	-	(40,093)
Recognized loss on investments	80,927	-	-	80,927
Realized gain on investments	(565)	-	-	(565)
Cash provided (used) by operating activities	<u>174,607</u>	<u>-</u>	<u>80,114</u>	<u>254,721</u>
Cash flows from investing activities:				
Purchase of fixed assets	(785)	-	-	(785)
Addition to investment funds	(131,095)	-	-	(131,095)
Cash (used in) investing activities	<u>(131,880)</u>	<u>-</u>	<u>-</u>	<u>(131,880)</u>
Cash flows from financing activities:				
Change in intercompany loans	5,087	-	(5,087)	-
Cash provided (used) by financing activities	<u>5,087</u>	<u>-</u>	<u>(5,087)</u>	<u>-</u>
Net increase in cash	47,814	-	75,027	122,841
Cash at beginning of year	<u>41,835</u>	<u>-</u>	<u>22,916</u>	<u>64,751</u>
Cash at end of year	<u>\$ 89,649</u>	<u>\$ -</u>	<u>\$ 97,943</u>	<u>\$ 187,592</u>
Cash interest paid	\$ -	\$ -	\$ -	\$ -
Cash income taxes paid	\$ -	\$ -	\$ -	\$ -

The accompanying notes are an integral part of these financial statements.

Pensacola Sports Association, Inc.
Notes to the Financial Statements
September 30, 2015

NOTE 1 - SCOPE AND PURPOSE

The Pensacola Sports Association, Inc. (the Association), is a not-for-profit corporation organized under the laws of the State of Florida. The Association's purpose is to promote regional economic development through the organization of amateur and professional sports events in Northwest Florida.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Financial Statement Presentation

The Association presents its financial statements in a fund accounting format. The Association's building activities are shown separate from the sports marketing and regular operating activities.

The Association considers any donor imposed restrictions on revenues received and reports its financial position and activities in three classes of net assets: (1) unrestricted net assets, (2) temporarily restricted net assets, and (3) permanently restricted net assets. If there is no restriction, it is unrestricted. If the donor restriction will be satisfied with the passage of time, or a specified event, the contribution is temporarily restricted until the restriction is met, then it is moved to unrestricted. If the donor restriction will never expire, it is permanently restricted. The Association had only unrestricted net assets at year end.

Cash Equivalents

For purposes of the statement of cash flows, cash consists of cash on hand, cash in operating, sports marketing, and scholarship escrow bank accounts.

Accounts Receivable

Accounts receivable represents amounts due for grant reimbursements, sponsorships, and amounts due from parking sublease. Accounts receivable are stated at the amount expected to be collected from outstanding balances. Based on past experience, no provision for uncollectible accounts is considered necessary.

Property and Equipment

Property and equipment are recorded at the cost of acquisition for purchased items. Donated assets are recorded at the estimated fair market value. Depreciation is calculated using the straight-line method based on the estimated useful lives of the individual assets. Principal ranges of estimated useful lives are:

Building and improvements	20 years
Furniture, fixtures and equipment	5 - 10 years

Expenditures for additions and major renewals are capitalized. Expenditures for maintenance and repair are expensed.

Pensacola Sports Association, Inc.
Notes to the Financial Statements
September 30, 2015
(Continued)

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Revenue Recognition

All revenues are recognized on the accrual basis of accounting. The main sources of revenue are program revenues for sponsored events, tourist development funds from Escambia County, corporate sponsorships, and membership dues. The Association also receives substantial in-kind donations for advertising, land usage, and refreshments at sponsored events.

Expense Allocation

Expenses which are directly related to the various programs or supporting services are charged directly against the related program or service and are shown as program related expenses. Operating expenses include those expenses not directly identifiable to a specific program or event.

Use of Estimates

The preparation of financial statements under generally accepted accounting principles requires the use of estimates. This will affect the reported amounts of assets, liabilities, disclosures, and contingent items at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results may vary from these estimates and the variances may be material.

Donated Materials and Services

Donated materials and services are reflected in the financial statements at the fair value of the services rendered. The contributions of services are recognized if the services received create or enhance assets, require specialized skills that are provided by individuals possessing those skills, are objectively measurable, and would typically need to be purchased if not provided by donation.

The Association also benefits from non-skilled services donated by volunteers. However, the value of these donated non-skilled services is not included in these financial statements since no objective basis is available to measure the value of these services.

Income Taxes

The Association qualifies as an organization exempt from income tax under Section 501(c) (4) of the Internal Revenue Code according to Internal Revenue Service determination letters dated July 27, 1959; December 1, 1969; July 26, 1974; and December 17, 1979. Under present regulations the Association does not have any unrelated business income and is not subject to income tax. The Association is required to file an annual information return, Form 990, with the Internal Revenue Service. All filings are up to date.

Subsequent Events

The Association has evaluated subsequent events for potential recognition and/or disclosure in the September 30, 2015 financial statements through January 27, 2016, the date the financial statements were available to be issued.

Pensacola Sports Association, Inc.
Notes to the Financial Statements
September 30, 2015
(Continued)

NOTE 3 – FAIR VALUES OF FINANCIAL INSTRUMENTS

Generally accepted accounting principles require not-for-profit corporations to report investments at fair market value. Fair value is defined as the exchange price that would be received for an asset, or paid to transfer a liability (an exit price), in the principal or most advantageous market for the item in an orderly transaction between market participants on the measurement date. A fair value hierarchy has been established which requires an organization to maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value.

A fair value hierarchy prioritizes the inputs uses to measure fair market value. The three levels of the fair value hierarchy are as follows:

- Level 1 – Observable inputs that reflect quoted prices (unadjusted) for identical assets or liabilities in active markets.
- Level 2 – Include other inputs that are directly or indirectly observable in the market-place.
- Level 3 – Unobservable inputs which are supported by little or no market activity.

The fair value of the Association’s investments have been determined based on quoted market price of identical assets (Level 1). The cost and fair market value of the investments held by the Association as of September 30, 2015, were:

	<u>Cost</u>	<u>Fair Value</u>
Accrued interest on bonds/CDs	\$ 1,502	\$ 1,502
Money funds	242,562	242,562
Exchange traded & closed end funds	45,962	38,719
Preferred stocks	20,645	21,848
Fixed rate capital securities	7,791	8,883
Government securities	8,011	9,141
Mutual funds	321,039	290,721
Trak advisory service	89,684	83,734
Corporate bonds	84,261	91,357
Subtotal	<u>821,457</u>	<u>788,467</u>
Unrealized (loss) on investments	(32,990)	-
Total Investments	<u>\$ 788,467</u>	<u>\$ 788,467</u>

NOTE 4 – CONCENTRATION OF SUPPORT

The Association receives a significant portion of its revenue from sports marketing grants from Escambia County, Florida. Non-renewal of these grants would impact the activities of the Association. The Escambia County grant money is generated from the Tourist Development Commission bed tax. Future funding is highly dependent on tourism.

Pensacola Sports Association, Inc.
Notes to the Financial Statements
September 30, 2015
(Continued)

NOTE 5 – ESCAMBIA COUNTY GRANT CONTRACT REQUIREMENT

Escambia County requires the Association to maintain a separate bank account to deposit all county funds received and to keep a separate accounting of county funds. The Association has maintained a separate account in response to this requirement. This account is included in the cash and cash equivalents section of the statement of financial position in the sports marketing activities fund column.

NOTE 6 – RELATED PARTY TRANSACTIONS

During the fiscal year, the Association purchased promotional items from a company owned by a current board member. These transactions were put forth for competitive bids before being authorized. Purchases of \$11,985 were made from this vendor during the fiscal year.

The Association purchases insurance coverage from a company owned by a current board member. Competitive bids were considered, and in the opinion of management the coverage obtained was the most favorable to the Association. During the fiscal year, the Association paid the insurance agency \$15,042.

NOTE 7 – OPERATING LEASE OBLIGATION

The Association acquired a copy machine through an operating lease arrangement. Monthly payments are \$325 per month. The minimum non-cancelable commitments under the lease arrangement are:

Year ended September 30, 2016	3,900
Year ended September 30, 2017	3,900
Year ended September 30, 2018	3,250

NOTE 8 – OTHER LEASE OBLIGATIONS

The Association has a lease with the City of Pensacola Community Redevelopment Agency for the land on which the building and parking lot are located. The Association has a sub-lease agreement with the Pensacola Association of Realtors for some of the parking spaces. If the Pensacola Association of Realtors defaulted on the sub-lease agreement, the Association would be responsible for the entire amount of \$6,386 annually according to their lease agreement with the City of Pensacola.

Pensacola Sports Association, Inc.
Notes to the Financial Statements
September 30, 2015
(Continued)

NOTE 9 – CONCENTRATION OF CREDIT RISK

The Association maintains cash balances at banks and a brokerage house. Bank deposits are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. As of September 30, 2015, cash deposits at the bank did not exceed this amount.

Brokerage accounts are insured by the Securities Investors Protection Corporation (SIPC) up to \$500,000. SIPC coverage only protects the Association against broker error or fraud, not a loss of the underlying investment.

NOTE 10 – FISCAL AGENT FOR TOURISM DEVELOPMENT FUNDS

The Association has agreed to act as fiscal agent for Visit Pensacola, Inc., and the Perdido Area Chamber of Commerce, Inc., in order for these organizations to receive tourist development expense reimbursements from the Escambia County tourist development fund. The expense reimbursements under this agreement are not considered transactions of the Association and are not included in revenues and expenses for the fiscal year. The assets held by the Association at year end under this agreement are shown as current assets in the Sports Marketing Activities column as cash escrow and accounts receivable with an offsetting escrow liability in the current liability section.



Carlson & Company, Chartered
Certified Public Accountants

Independent Auditors' Report
On Unaudited Supplementary Information

To the Board of Directors
Pensacola Sports Association, Inc.
Pensacola, Florida

Our audit of the financial statements of Pensacola Sports Association, Inc. (the Association), as of and for the year ended September 30, 2015, was made for the purpose of formulating an opinion on the basic financial statements taken as a whole. The additional information presented in the unaudited supplemental schedule of expenses on the following page is not a required part of the basic financial statements of Pensacola Sports Association, Inc. It has been taken primarily from accounting and other records of the Association, and is presented solely for purposes of additional analysis. This information has not been subjected to tests and other auditing procedures applied in the audit of the basic financial statements, and, accordingly, we do not express an opinion or any other form of assurance on the additional information.

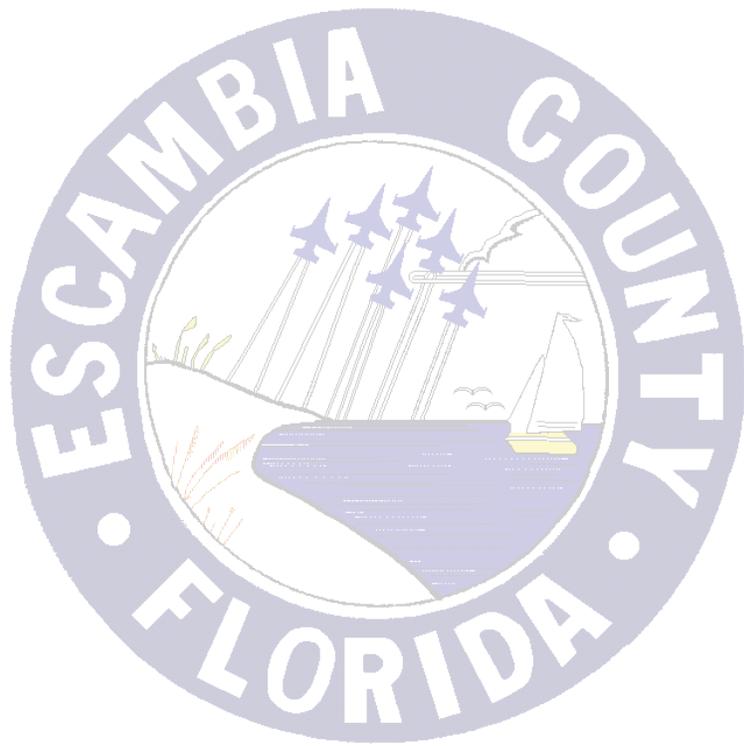
Carlson & Company

January 27, 2016

Pensacola Sports Association, Inc.
Unaudited Supplemental Schedule of Expenses
For the Year Ended September 30, 2015

	Administration Management and General	Sports Marketing Program Related Activities
	<u> </u>	<u> </u>
Accounting and audit	\$ -	\$ 9,000
Advertising	-	33,260
Computer upgrades and supplies	2,624	-
Contract labor	13,500	-
Employee benefits	35,630	-
Fundraising and member promotion	20,165	-
Insurance	19,409	-
Miscellaneous	12,933	-
Occupancy expenses	15,303	12,800
Office expenses	9,810	5,406
Payroll and payroll tax expense	119,310	180,000
Tourist development hosting and bids	-	190,791
Travel expenses	5,597	30,949
Overhead allocation	<u>(25,000)</u>	<u>25,000</u>
 Total	 <u>\$ 229,281</u>	 <u>\$ 487,206</u>

See Independent Auditors' Report on Unaudited Supplementary Information.





Fiscal Year 2016-2017 ESCAMBIA COUNTY AGENCY REQUEST FORM

All agencies requesting funding from Escambia County must submit all of the following information and complete the attached form. Failure to submit all of the required information or to complete the form will remove your organization from consideration for funding. Please submit the requested information and this form to:

**Escambia County Board of County Commissioners
Office of Management & Budget
221 Palafox Place, Suite 440
Pensacola, Florida 32502**

Please submit:

- A copy of your organization's 2014 or 2015 tax return.
- A letter of determination from the IRS confirming your organization's federally tax exempt status.

Agency Name: Visit Pensacola, Inc.

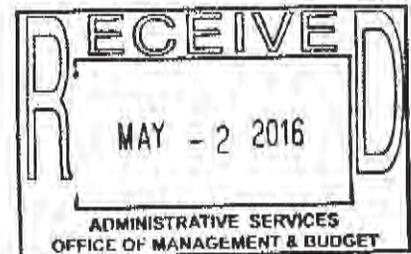
Agency Address: 1401 E. Gregory Street
Pensacola, FL 32502

Program Name: Visit Pensacola Unified Tourism Budget

Program Contact: Steve Hayes

Contact Email: shayes@visitpensacola.com

Contact Phone: 850-435-8703



25-Word Description of Program:

Visit Pensacola serves as the lead organization for building tourism as an economic engine in Escambia County. We create and implement programs of work to increase visitation and spending by the visitors on the local economy.

Amount Requested: 62% of total collections & would include funding for ACE and Pensacola Sports. In addition we are requesting 75% of any excess collections at the end of the fiscal year.

Amount Received Last Year, if applicable: 4,480,232.93



Fiscal Year 2016-2017 ESCAMBIA COUNTY AGENCY REQUEST FORM

Briefly discuss how last year's funds were used. If no funds were received last year, please mark N/A.

Visit Pensacola is Escambia County's designated Destination Marketing Organization, promoting the Pensacola Bay Area as a world-class destination to travelers nationally and internationally. The investment in Visit Pensacola by Escambia County allowed us to take a multi-faceted and unified approach to build awareness of the Pensacola Bay Area's unique and diverse offerings for the traveling public. This layered approach included Advertising, Direct Sales, Public Relations, Promotions, Research and servicing the visitor (info centers). The dollars were also used to develop a 5-year strategic plan which provides a road map for increasing the economic impact of tourism to the community. In FY 2016 76% of funds went to direct programming; 17.6% of funds went to personnel; 6.5% to operations.

Briefly discuss how the funding you are currently requesting will be used.

Visit Pensacola is the umbrella organization that positions Escambia County as a dynamic option for travelers. To gain the desired positioning, Visit Pensacola brings together a wide variety of interests, including political, civic, business and visitor industry representatives and provides a leadership role in unifying assets within the destination to market as one. Visit Pensacola is requesting funds to support the sales/marketing efforts to attract leisure travelers, book business meetings, as well as leisure groups for weddings, reunions and act as an outlet to provide information to potential and in-market visitors. In addition these funds will be used to start implementing action items that have come out of the 5-year strategic plan. Our request is part of a greater request as a unified budget that includes Pensacola Sports, Arts, Culture and Entertainment (ACE) as well as information centers in Pensacola Beach and Perdido Key. Estimated breakdown of expenses: 73% will go towards direct programming; 7% to operations, and 20% to personnel.

If Escambia County funding can only fund a portion of your request, how will you offset the difference?

TDT dollars are the primary revenue stream for tourism promotion and if we did not receive our full request we would re-evaluate all areas of our business to determine what areas will need to be cut or reduced. While we generate private revenue through various other means (memberships, cooperative advertising and direct sales programs) it is not enough to make up any loss of TDT revenue.



Fiscal Year 2016-2017 ESCAMBIA COUNTY AGENCY REQUEST FORM

If the funding you are applying for can be used as a match for other funding, please provide the details below and include the amount and match ratio:

As a partner with Visit Florida (state's tourism marketing agency) and Brand USA (United States tourism marketing agency) we can partner with them on qualified marketing programs. Typically these programs require a 1:1 match and are specific to a program specific to that entity. Past programs have included medical tourism & air service development.

Please list the primary goal(s) that this program is targeting. Maximum of three.

For example, "reduce homelessness in Escambia County"

The primary goals of tourism promotion are (1) Increase the economic impact of visitors to our community; (2) As a destination management organization collaborate with local entities (business and governmental) for the development of tourism and quality of life for community residents; (3) Foster a collective collaboration among organizations, governmental entities and community members.

Please list the performance measure(s) by which your organization will measure the success of your program. Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months utilizing County funding."

(1) Number of visitors to our community and direct spending associated with those visitors; (2) Specific metrics related to the visitor industry including: TDT collections, lodging occupancy/ADR; number of room nights associated with specific activities. We currently track 30 different metrics in our monthly reports; (3) Specific action items related to our 5-year strategic plan (Destination 2020).

Please list the baseline statistics for the performance measure(s). Maximum of three.

For example, "number of families successfully transitioned into permanent housing and stabilized for 6 months in previous fiscal year."

1) In calendar year 2015 over 1.68 million visitors spent at least one day in Escambia County, which generated over \$849 million in direct spending.

2) Key metrics that we measure and their change vs. 2014 include: TDT collections are up 9%; Occupancy is up 2%; ADR is up 6%; Length of Stay is up 8%; Average spend per Overnight Party is up 40%. On a monthly basis we track 30 different metrics and report to our board, industry and community.

3) See attached Strategic Plan document for tactical items



Fiscal Year 2016-2017 ESCAMBIA COUNTY AGENCY REQUEST FORM

BUDGET

Please fill out the requested information in its entirety for the program for which you are requesting funding. It is not necessary to fill out information for the agency as a whole; only for the program for which funding is requested. If this is a new program you are not required to complete the information for the previous budget year.

Income

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Contributions from Private Sources			
Programmatic Income	141,351.94	115,000.00	115,000.00
County Funding	4,480,232.93	5,482,622.62	4,080,019.00
City Funding	0.00	0.00	0.00
State Funding	0.00	0.00	0.00
Federal Funding	0.00	0.00	0.00
Memberships	96,809.78	105,000.00	120,000.00
Investment Income	0.00		
Other Income	255,226.58	113,500.00	113,500.00
Total Income	4,973,621.23	5,816,122.68	4,428,519.00



Fiscal Year 2016-2017 ESCAMBIA COUNTY AGENCY REQUEST FORM

Expenses

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Total Staffing	12.00	13.00	15.00
Salaries and Wages	571,867.80	748,596.53	700,000.00
Employee Benefits	127,268.09	127,700.00	120,000.00
Professional Services	41,829.03	33,000.00	24,000.00
Contractual Services	151,000.00	165,000.00	150,000.00
Travel Expenses	63,964.79	63,000.00	65,000.00
Rentals and Leases	10.00	10.00	10.00
Communication	12,474.93	16,000.00	11,000.00
Postage and Freight	46,922.74	70,000.00	90,000.00
Repair and Maintenance	129,721.50	101,000.00	75,000.00
Printing and Binding	97,393.14	185,000.00	180,000.00
Marketing and Promotion	3,461,678.78	4,014,000.00	2,923,509.00
Fuel	0.00	0.00	0.00



**Fiscal Year 2016-2017
ESCAMBIA COUNTY
AGENCY REQUEST FORM**

Expenses (cont.)

	Most Recently Completed Budget Year	Current Budget Year	Proposed Budget Year
Supplies	97,790.72	97,775.00	85,000.00
Capitalizable Assets		63,376.08	5,000.00
Total Expenses	4,801,921.52	5,674,457.61	4,428,519.00
Net Income	171,699.71	131,665.07	0

Please explain any capitalizable asset contained in your request.

With 2 additional staff we will need to provide necessary office equipment (desk, phone, computers)

May 31, 2016

Mr. Stephan Hall
Budget Manager, Office of Management and Budget
Escambia County
223 S. Palafox Place
Pensacola, FL 32502

Dear Stephan:

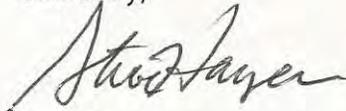
As requested here is a recap of performance metrics that was provided by Visit Pensacola for monies received for Fiscal Year 2015/2016. We indicated in our request form that there were three performances areas that we thought were measure our success:

- 1) Number of Visitors & Related Spending: In calendar year 2015 we had 1.68 million visitors who spent at least one day in Escambia County (-7% to CY 2014). These visitors generated \$849 million in direct spending (+26% to CY 2014)
- 2) Specific metrics related to the tourism industry: Tourist Development Tax collections were up 9% to over \$9.4 million; Occupancy in lodging properties was up 2% to 64%; Average Daily Rate (ADR) in lodging properties was up 6% to \$118 per night
- 3) Destination 2020, development of tactics for implementation in FY 2016 and beyond. I've included the document provided to our stakeholders and partners.

I have also attached our monthly metrics report provided to our board and stakeholders. This covers specific data from October 1, 2015 to March 31, 2016.

If you have any questions regarding any of our measures please don't hesitate to give me a call at 850-435-8703.

Sincerely,



Steve Hayes
President





By The Numbers - Escambia

Metrics	CY 2014	CY 2015	% Change
TDT Collections	\$8.6m	\$9.4m	▲ 9%
Occupancy	63%	64%	▲ 2%
Avg. Daily Rate	\$112	\$118	▲ 6%
Length of Overnight Stay	7.9	8.5	▲ 8%
Average Total Spend	\$1,457	\$2,035	▲ 40%
Average Spend Per Day	\$155	\$172	▲ 10%
Estimated Unique Visitors	1.80m	1.68m	▼ 7%
Estimated Direct Spending	\$674m	\$849m	▲ 26%

Lodging Metrics	2016	2015	% Change	FY '16 YTD	FY '15 YTD	% Change
Tourism Development Tax Collections	\$ 489,970	\$ 412,271	18.8%	\$ 2,999,489	\$ 2,594,834	15.6%
Hotel Average Daily Rate	\$ 104.46	\$ 100.17	4.3%	\$ 90.42	\$ 87.66	3.1%
Hotel Average Daily Occ	72.1%	68.6%	5.1%	61.9%	57.3%	8.0%
Hotel RevPar	\$ 75.27	\$ 68.72	9.5%	\$ 55.95	\$ 50.37	11.1%
VIC Metrics						
VIC Walk-ins	4,953	4,995	-0.8%	23,010	24,613	-6.5%
Visitation Inquiries	16,551	17,106	-3.2%	46,054	31,649	45.5%
First Time Visitors to Pensacola	293	343	-14.6%	1,340	1,689	-20.7%
Sales Metrics						
Number of Bookings/Assists	39	59	-33.9%	133	153	-13.1%
Number of Room Nights	6,126	9,552	-35.9%	18,829	24,177	-22.1%
Sales Leads Issued	14	38	-63.2%	72	103	-28.8%
Lead Room Nights	4,117	13,130	-68.6%	15,526	28,069	-40.3%
Attendees	4,212	7,383	-43.0%	12,424	16,512	-3.8%
Interactive/Web Metrics						
Web Unique Visitors	110,185	106,922	3.1%	516,541	481,186	7.3%
Partner Listing Page Views	107,177	115,207	-7.0%	419,138	461,553	-9.2%
Visitor Guide Sign Up	1,193	1,685	-29.2%	5,037	6,703	-24.9%
E-Newsletter Sign Up	493	2,099	-76.5%	1,953	5,799	-66.3%
# of Lodging Searches (BookDirect)	3,716	13,726	-72.9%	19,767	44,262	-55.3%
Lodging Referrals (BookDirect)	16	9,129	-99.8%	6,328	28,937	-78.1%
Bounce Rate	48.9%	48.7%	0.4%	52.7%	51.0%	3.3%
Time on Site (minutes)	0:02:33	0:02:24	6.2%	0:02:24	0:02:53	-16.6%
Enewsletter subscribers	59,579	48,777	22.1%	57,658	274,485	-79.0%
Enewsletter click thru	1%	19%	-95.0%	1%	15%	-94.2%
Marketing/Communications Metrics						
Ad Equivalency	\$ 1,994,120	\$ 379,467	425.5%	\$ 12,788,779	\$ 1,039,449	1130.3%
Story Placements	26	53	-50.9%	409	327	25.1%
Media Visits/Fams	1	1	0.0%	9	7	28.6%
Media Assists	36	24	50.0%	134	108	24.1%
Media Missions (Desk-Side Visit Trips)	1	1	0.0%	2	2	0.0%
Press Releases Issued	10	4	150.0%	42	33	27.3%
Blog Posts	6	2	200.0%	17	22	-22.7%
Facebook Likes	1,682	1,233	36.4%	6,371	4,448	43.2%
Facebook Shares	3,005	2,690	11.7%	9,406	9,087	3.5%
Facebook Comments	869	1,231	-29.4%	12,786	5,710	123.9%
Twitter Followers	32,691	755	4229.9%	66,995	4,020	1566.5%

02
20

Visit Pensacola
Tactical Plan 2015 - 16

- Asset & Product Development
- Infrastructure & Community Development
- Community Collaboration, Connection & Partnerships



Destination 2020 is a community initiative led by Visit Pensacola, Inc. to engage community members from Pensacola, Pensacola Beach and Perdido Key in identifying opportunities to enhance our community and assets in a way that positions us as a great place to live and visit.

About Visit Pensacola, Inc.
Visit Pensacola, Inc. is a destination management organization (DMO) dedicated to positioning the Escambia County Communities as a world-class travel destination.

**REAL. RELAXED.
SIMPLE**





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TACTICAL PLAN 2015-16

As part of the on-going Destination2020 planning process, community members were invited to participate in a series of tactical planning workshops.

Work groups explored each of the strategic areas of focus defined in the Destination 2020 plan which included: Product Development, Infrastructure, Collaboration and Partnership. Each group was tasked with producing recommended tactics and action plans for 2015-16. The tactics were prioritized through a community survey and vetted by the Visit Pensacola Board of Directors, the Destination 2020 Planning Team and Visit Pensacola President, Steve Hayes.

The tactics were assigned to one of three categories: **Own, Collaborate, Advocate** or **Hold until 2016-17 planning**. This categorization defines the role Visit Pensacola will play in each area.

- **Own:** Visit Pensacola will be responsible for making this tactic happen by supplying necessary human and financial resources.
- **Collaborate:** Visit Pensacola is not responsible for making things happen, but should work jointly with others who own this project. Visit Pensacola partnerships can range from contribution of ideas to the contribution of human and financial resources.
- **Advocate:** Visit Pensacola will help move this forward by publicly supporting or recommending this action.
- **Hold until 2016-17 planning**

01

Asset & Product Development

02

Infrastructure & Community Development

03

Community Collaboration, Connection & Partnerships

01

Asset & Product Development

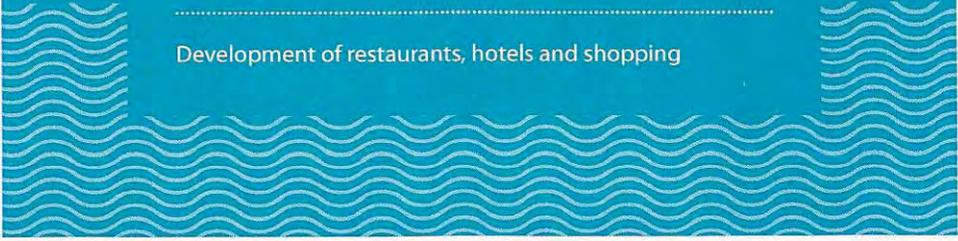
GOAL. Develop destination assets that attract visitors while contributing to the quality of life of community residents.

OBJECTIVES

Create public gathering spaces that increase marketability of our communities.

Develop additional niche experiences

Development of restaurants, hotels and shopping



Community Priorities & Categorizations

RANK	TACTIC	CATEGORY
1	Develop educational tourism via cultural, heritage, historic and agricultural experiences and attractions	COLLABORATE
2	Further development of eco-tourism experiences and attractions	COLLABORATE
3	Promote special interest tourism via development of sporting events, festivals and music	HOLD UNTIL 2016-17 PLANNING
4	Protecting and preserving our natural environment	ADVOCATE
5	Build a new convention, conference or multi-use indoor public center	COLLABORATE
6	Greater development and utilization of public spaces for events and festivals	COLLABORATE
7	Development of products/experience that are harmonious with the community and environment	HOLD UNTIL 2016-17 PLANNING
8	Develop additional experiences that address diverse groups (gen x, family, elders, etc.)	HOLD UNTIL 2016-17 PLANNING
9	Grow Downtown Pensacola and Palafox District	COLLABORATE
10	More tours that highlight community assets	HOLD UNTIL 2016-17 PLANNING
11	Attract large scale world class events	HOLD UNTIL 2016-17 PLANNING
12	Increased diversity of restaurant, food and culinary products	COLLABORATE
13	Build the music scene	ADVOCATE
14	More hotels/lodging	HOLD UNTIL 2016-17 PLANNING
15	Improve first impressions of our community via airport experience	COLLABORATE




COLLABORATE.

(Tactics are listed in order of priorities)

- **Develop educational tourism via cultural, heritage, historic and agricultural experiences and attractions**

Year 1 action items:

- Explore potential for year-round historic trolley tour and small bus transportation
- Work with the UWF Historic Trust to expand hours and opportunities for growing the cultural, heritage and historic tourism segment

- **Further development of eco-tourism experiences and attractions**

Year 1 action items:

- Expand idea of Pensacola Beach eco-trail to other areas
- Consolidate all "tours" on a Visit Pensacola app for phones, tablets, etc.

- **Build a new convention, conference or multi-use indoor public center**

Year 1 action items:

- Conduct market and feasibility study
- Identify target markets
- Study to determine if the Bay Center is adaptable for other uses



- **Greater development and utilization of public spaces for events and festivals**

Year 1 action items:

- Form a committee to develop a plan
 - » Define “public space”
 - » Compile list of venues in the area and indicate what type of events are already being held (venue examples: Seville Square, Maritime Park, etc)
 - Music
 - Meetings
 - Work with city, community and neighborhoods department to see what they are working on

- **Grow downtown Pensacola and the Palafox District as a vibrant, yet quaint urban core**

Year 1 action items:

- Inventory and survey needs for wayfinding (signage, online, in DIB), throughout the Pensacola Bay area
- Inventory and survey needs for wayfinding at main points of entry into the communities

COLLABORATE.

(CONTINUED)

- **Increased diversity of restaurant, food and culinary products**

Year 1 Action Items

- Inventory current restaurants: determine which are locally owned
- Survey what people want regarding cuisine: type of food, experience, etc.
- Share our findings with local businesses

- **Improve first impressions of our community via airport experience**

Year 1 action items:

- Collaborate with state and local government to unify the look of wayfinding to/from the airport
- Add local art and culture exhibits in airport
- Provide information about attractions in Pensacola, Pensacola Beach, and Perdido Key in the terminal

ADVOCATE.

(Tactics are listed in order of priorities)

- **Protecting and preserving our natural environment**

Year 1 action items:

- Educational awareness campaigns (through social media and in lodging)

- **Build the music scene**

Year 1 Action items:

- Online app of local venues and music events
 - » Survey users' interests
 - » Create measurable results

02

Infrastructure & Community Development

GOAL. Collaborate with governmental entities and others to improve infrastructure and natural assets essential for the development of tourism and quality of life for community residents.

OBJECTIVES

Advocate for construction that supports access and connectivity

Advocate for development that is harmonious with the community and the environment

Create connections and accessibility through expanded modes of transportation

Community Priorities & Categorizations

RANK	TACTIC	CATEGORY
1	Economic development: jobs, improved wages, attract new businesses	COLLABORATE
2	Greater community collaboration and connectivity between groups associated with tourism and community development.	OWN
3	Walkable/bikeable communities	COLLABORATE
4	Development that is harmonious with the community and environment: zoning, regulations, etc.	COLLABORATE
5	Development of downtown waterfront as walkable boardwalk area	COLLABORATE
6	Improved community curb appeal/beautification	COLLABORATE
7	Expanded mass transit options: public and private sources (bus, trolley, ferry, taxi, Uber, etc.)	ADVOCATE
8	Transportation connectivity between communities (Pensacola, Pensacola Beach and Perdido Key)	ADVOCATE
9	Improved access through air travel: flights and connections	HOLD UNTIL 2016-17 PLANNING
10	Environmental stewardship: policies regulation, attitudes, etc.	ADVOCATE
11	Road and highway development to improve access to different areas of the community	ADVOCATE
12	Improved signage/wayfinding	COLLABORATE
13	Increased accessibility for handicapped throughout our communities	ADVOCATE




OWN.

(Tactics are listed in order of priorities)

- **Advocate for our viewpoint** *(added during tactical session)*

Year 1 action items:

- Appoint advocate(s) to attend all meetings relating to infrastructure and community development to represent our viewpoint

- **Greater community collaboration and connectivity between groups associated with tourism and community**

Year 1 action items:

- Re-engage and restructure the Hospitality Round Table
- Implement hospitality orientation and training days presented by Visit Pensacola

COLLABORATE.

(Tactics are listed in order of priorities)

- **Economic development: jobs, improved wages, attract new businesses**

Year 1 action items:

- Improve employee workforce through tourism training (wage enhancement)
- Tell the story of successes
- Share impact studies relating to tourism's impact on economic development

- **Walkable/bikeable communities**

Year 1 action items:

- Identify the walkable and bikeable areas we currently have and indicate where improvement is needed

- **Development that is harmonious with the community and environment: zoning, regulations, etc.**

Year 1 action items:

- Advocate from Visit Pensacola Board to sit on zoning and planning board




COLLABORATE.

(CONTINUED)

- **Development of downtown waterfront as a walkable boardwalk area**

Year 1 action items:

- Study what is needed

- **Improved community curb appeal/beautification**

Year 1 action items:

- Develop beautification awards to recognize commercial and residential excellence

- **Improved signage and wayfinding**

Year 1 action items:

- Unified visual appearance of signage and landmarks
- Building on current projects addressing this need (Leadership Pensacola)
- Fun and playful signs that get attention




ADVOCATE.

(Tactics are listed in order of priorities)

- **Expanded mass transit options: public and private sources (bus, trolley, ferry, taxi etc)**

Year 1 action items:

Explore and research the following ideas:

- Park n ride (map current lots available)
- Expand private shuttle
- Mass transit service from ECAT
 - » Attach to app
 - » Incentives
- Rent-a-bike services
- Increase ECAT stops and frequency (extend to NAS; advertise extension)
- Ferry system shuttle/trolley
- Recruit businesses that provide multiple-size buses
 - » Options for lease (start communication)

- **Transportation connectivity between communities (Pensacola, Pensacola Beach and Perdido Key)**

Year 1 action items

- More and improved signage

ADVOCATE.

(CONTINUED)

- **Environmental stewardship: policies regulation, attitudes, etc.**

Year 1 action items:

- Community education and visitor education through Visit Pensacola

- **Road and highway development to improve access to different areas of the community**

Year 1 action items:

- More descriptive signage on I10 exits to Pensacola
- Pelican storyboards/Pelican landmarks (or some creative way to direct people)

- **Increased accessibility for handicapped throughout our communities**

Year 1 action items:

- Survey the body of citizens that would use the access: What do they want/need?



03

Community Collaboration, Connection & Partnerships

GOAL. Foster a collective community esprit de corps among organizations, government entities and community members.

OBJECTIVES

Two objectives defined during the strategic planning process did not have tactics and action items. These items were identified during the tactical planning workshops.

1 Create structures and processes to improve communications between groups, residents and government officials.

2 Work together across silos to ensure highest and best use of funding in order to grow the number and quality of visitors to our area.



OBJECTIVE 1

Create structure and processes to improve communications between groups, residents and governmental officials

** The following tactics were developed during the tactical planning workshop so were not part of the Community Priority Survey.*

OWN.

- **Adjust the Hospitality Round Table**

Year 1 action items:

- Expand to include more individuals
- Expand terms to 2 years
- Create a strategic plan to increase effectiveness
- Develop this as an open forum for collaboration

- **Develop frontline toolkit for tourism partners**

Year 1 action items:

- Explore best practices
- Engage industry partners in implementing the program
- Create Visit Pensacola "Secret Service Team": A secret shopping program that reviews businesses and creates rankings, awards and recognition that is communicated to the marketplace

- **Create a social presence for stakeholders**

Year 1 action items:

- Curate information to more effectively tell the story of tourism partners

- **Use VisitPensacola.org as a portal for information**

OBJECTIVE 2

Work together across silos to ensure highest and best use of funding in order to grow the number and quality of visitors to our community

** The following tactics were developed during the tactical planning workshop so were not part of the Community Priority Survey.*

OWN.

- **Finalize information Hub**

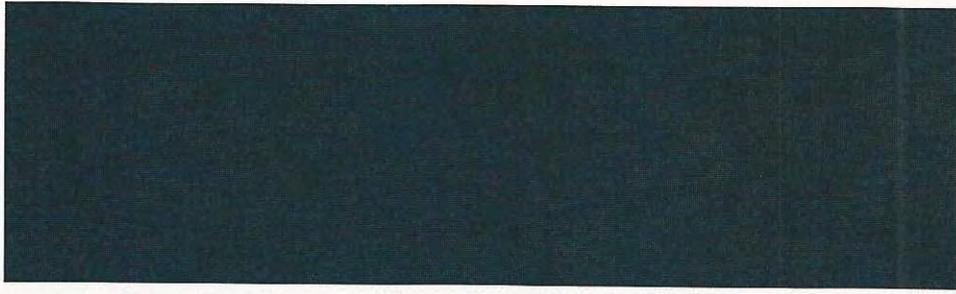
Year 1 action items:

- Streamline the information funnel and process for applying for funding. Finalize process and ensure it is user-friendly. Educate people about process, inside and outside of the community.
- Expand interactive social media to increase communication and information sharing related to funding opportunities.

- **Expand Visit Pensacola staff to include vetting of proposals and development of ideas and opportunities**

Year 1 action items

- Alignment of funding
 - » Create committee structure
 - » Create single application process
 - » Education of Community
 - What money is available?
 - What is the application process?
 - What additional services are available? (PR, advertising, promotions)
 - » Accountability:
 - Develop follow-up metrics
 - Create hub for evaluation
 - Engage Haas Center to assist with economic impact measures



COLLABORATE.

- **Stakeholder cross-marketing and cooperation**

Year 1 action items:

- Convince the stakeholders to engage/help each other on all levels.

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Pensacola, FL 32502**

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email

VisitPensacola.com

website



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 14 2015**

VISIT PENSACOLA INC
1401 E GREGORY ST
PENSACOLA, FL 32502

Employer Identification Number:
46-3684826
DLN:
17053058354005
Contact Person: **BRYAN C WOESTE** ID# 31660
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
September 30
Form 990 Required:
Yes
Effective Date of Exemption:
August 26, 2013
Contribution Deductibility:
No
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(6) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-NC" in the search bar to view Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), which describes your recordkeeping, reporting, and disclosure requirements.

Contributions to you are not deductible by donors under section 170(c)(2) of the Code.

Sincerely,



Director, Exempt Organizations

VISIT PENSACOLA, INC.
FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014



**VISIT PENSACOLA, INC.
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SEPTEMBER 30, 2015 AND 2014**

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INDEPENDENT AUDITORS' REPORT

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

Report on the Financial Statements

We have audited the accompanying financial statements of Visit Pensacola, Inc., [a 501(c)(6) nonprofit corporation], (hereinafter referred to as "VPI"), which comprise the statements of financial position as of September 30, 2015 and 2014, and the related statements of activities and cash flows for the year ended September 30, 2015 and for the nine month period ended September 30, 2014, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditors' Responsibility

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

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

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

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of VPI as of September 30, 2015 and 2014, and the changes in its net assets and its cash flows for the year then ended and nine month period then ended, respectively, in accordance with accounting principles generally accepted in the United States of America.

Other Matters

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses on page 11 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Warren Averett, LLC

Pensacola, Florida
February 3, 2016

**VISIT PENSACOLA, INC.
STATEMENT OF FINANCIAL POSITION
SEPTEMBER 20, 2015 AND 2014**

ASSETS		
	2015	2014
CURRENT ASSETS		
Cash and cash equivalents	\$ 11,803	\$ -
Accounts receivable, net of allowance for doubtful accounts of \$2,205 and \$1,467, respectively	667,216	675,338
Inventories	3,848	4,029
Prepaid expenses	41,928	24,300
Total current assets	724,795	703,667
NONCURRENT ASSETS		
Property and equipment, net	1,409	14,279
Total noncurrent assets	1,409	14,279
TOTAL ASSETS	\$ 726,204	\$ 717,946
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Cash deficit	\$ -	\$ 197,073
Accounts payable	306,103	322,673
Accrued payroll and expenses	89,826	36,851
Unearned revenue	22,435	25,207
Total current liabilities	418,364	581,804
NET ASSETS		
Unrestricted net assets	307,840	136,142
Total net assets	307,840	136,142
TOTAL LIABILITIES AND NET ASSETS	\$ 726,204	\$ 717,946

VISIT PENSACOLA, INC.
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED SEPTEMBER 20, 2015 AND
FOR THE NINE MONTH PERIOD ENDED SEPTEMBER 2014

	2015	2014
REVENUES		
Tourism development revenue	\$ 4,480,233	\$ 3,851,864
Partnership and membership income	107,537	40,195
Advertising income	121,510	46,000
In-kind income	100,874	82,826
Grant income	150,033	38,638
Merchandise sales	9,115	7,617
Miscellaneous income	4,319	3,871
Total revenues	4,973,621	4,071,011
 OPERATING EXPENSES		
Program expenses		
Tourism development	4,606,137	3,688,909
Supporting expenses		
Management and general	184,629	245,960
Total operating expenses	4,790,766	3,934,869
 NON-OPERATING EXPENSES		
Loss on disposal of assets	11,157	-
 CHANGE IN NET ASSETS	171,698	136,142
 NET ASSETS, BEGINNING OF PERIOD	136,142	-
 NET ASSETS, END OF PERIOD	\$ 307,840	\$ 136,142

VISIT PENSACOLA, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED SEPTEMBER 30, 2015 AND
FOR THE NINE MONTH PERIOD ENDED SEPTEMBER 30, 2014

	<u>2015</u>	<u>2014</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 171,698	\$ 136,142
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Loss on disposal of assets	11,157	-
Bad debt expense	7,527	8,350
Depreciation	1,713	286
Donated equipment	-	(14,565)
Decrease (increase) in		
Accounts receivable	595	(683,688)
Inventories	181	(4,029)
Prepaid expenses	(17,628)	(24,300)
Increase (decrease) in		
Accounts payable	(16,570)	307,435
Accrued payroll and expenses	52,975	52,089
Unearned revenue	(2,772)	25,207
Net cash provided by (used in) operating activities	<u>208,876</u>	<u>(197,073)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Changes in cash deficit	<u>(197,073)</u>	<u>197,073</u>
NET INCREASE IN CASH AND CASH EQUIVALENTS	11,803	-
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	<u>-</u>	<u>-</u>
CASH AND CASH EQUIVALENTS AT END OF PERIOD	<u>\$ 11,803</u>	<u>\$ -</u>

**VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014**

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES AND DESCRIPTION OF BUSINESS

Description of Business

Visit Pensacola, Inc. ("VPI") was formed August 26, 2013 as a Florida not-for-profit corporation to promote the common business interests of Escambia County, Florida's tourism industry, and to unify the private sector, visitor, tourism, meeting, and convention interests of the various incorporated and unincorporated areas of Escambia County, in order to speak with a collective, focused voice of authority on issues that affect the tourism industry.

The primary source of revenue is a portion of the local option tourist development tax imposed and collected on short term lodging by the Escambia County Board of County Commissioners ("the County") which is passed through the Pensacola Sports Association (PSA) and provided to VPI on a reimbursement basis as VPI incurs expenditures in carrying out its mission. January 1, 2014, was the effective date VPI commenced operations under the agreement with the County and PSA.

The Pensacola Chamber of Commerce ("the Chamber") was the previous administrator of the local option tourist development tax for the County and, effective January 1, 2014, under a Memorandum of Understanding with the Chamber, various assets, liabilities, and contractual commitments of the Chamber related to certain tourism related activities were transferred to VPI.

Basis of Accounting

The financial statements of VPI are prepared under the accrual basis of accounting, in accordance with accounting principles generally accepted in the United States of America (GAAP). Revenues are recognized when earned and expenses are recognized when incurred.

Basis of Presentation

VPI reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Unrestricted net assets represent revenues and expenses related to the operation and management of VPI's primary programs and supporting services. If funds are raised and set aside by the Board for future use, these are considered unrestricted. Temporarily restricted contributions that are expended for their restricted purpose in the same reporting period as received may be recorded as unrestricted.

Temporarily restricted net assets represent resources available for use, but expendable only for the purposes specifically stated by the donor. As of September 30, 2015 and 2014, VPI held no temporarily restricted net assets.

Permanently restricted net assets are assets subject to donor-imposed stipulations that they be maintained permanently by VPI. Generally, the donors of these assets permit VPI to use all or part of the income earned on any related investments for general or specific purposes. As of September 30, 2015 and 2014, VPI held no permanently restricted net assets.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014

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

Use of Estimates

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

Cash and Cash Equivalents

For purposes of the statement of cash flows, if applicable, VPI considers highly liquid debt instruments purchased with an original maturity of three months or less to be cash equivalents.

Restricted Cash

VPI's fiscal agent, PSA, requires VPI to maintain a separate bank account to account for all funds received from the fiscal agent and to make all disbursements of funds received from the fiscal agent from the aforementioned account.

Accounts Receivable

Accounts receivable are reported at unpaid balances, less an allowance for doubtful accounts. Management evaluates the status of unpaid accounts and adjusts the allowance as necessary through a provision for bad debt expense.

Inventories

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

Property and Equipment

VPI capitalizes all expenditures in excess of \$1,000 for property and equipment at cost. Repairs and maintenance expenses are expensed as incurred. Donated assets are recorded at fair value on the date of the gift. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. Furniture, fixtures and equipment are depreciated over 5-7 years.

Unearned Revenue

Unearned revenue includes partnership and membership dues which were received in advance and will be recognized over the life of the membership of the partner of VPI.

Compensated Absences

The liability for compensated absences of \$40,315 and \$5,372 as of September 30, 2015 and 2014, respectively, is included in accrued payroll and expenses. This represents amounts owed to employees under VPI's paid time off policy.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014

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

Donated Assets

Donated equipment and other noncash donations are valued at estimated fair value at the date of donation.

VPI uses certain equipment for its activities which was acquired and paid for by Escambia County. Title vests with the County and such assets are not recorded as assets of VPI. The County does not charge VPI for the use of the equipment. The value of the use of these assets is determined to be \$9,823 for the year ended September 30, 2015. This amount is recorded as in-kind contribution and related information technology expense in the statements of activities. The value of the use of these assets is deemed immaterial for the nine month period ended September 30, 2014 and no corresponding amount has been recorded in the accompanying financial statements.

Donated Facilities

VPI occupies space at the Visitor Information Center under a lease agreement with the Chamber for \$10 annually. The annual lease automatically renews, unless otherwise terminated pursuant to the agreement. VPI has estimated the fair value of the lease for the year ended September 30, 2015 and nine month period ended September 30, 2014 to be \$90,451 and \$67,836, respectively. This amount is recorded as in-kind income and related rental expense in the statements of activities.

Functional Allocation of Expenses

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

Advertising

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

Income Taxes

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

Reclassifications

Certain amounts in the 2014 financial statements have been reclassified to conform to the 2015 financial statement presentation.

Events Occurring After Reporting Date

VPI has evaluated events and transactions that occurred between September 30, 2015, and February 3, 2016, which is the date that financial statements were available to be issued, for possible recognition or disclosure in the financial statements.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014

2. ACCOUNTS RECEIVABLE

Accounts receivable at September 30, 2015 and 2014 consisted of the following:

	<u>2015</u>	<u>2014</u>
Tourism receivable from PSA	\$ 431,412	\$ 621,633
Grant receivable	188,671	38,638
Partnership dues	15,726	9,981
Advertising receivable	26,250	4,100
Other	7,362	2,453
	<u>669,421</u>	<u>676,805</u>
Less allowances	(2,205)	(1,467)
Net accounts receivable	<u>\$ 667,216</u>	<u>\$ 675,338</u>

3. PROPERTY AND EQUIPMENT

Property and equipment at September 30, 2015 and 2014 consisted of the following:

	<u>2015</u>	<u>2014</u>
Furniture and fixtures	\$ -	\$ 5,315
Equipment	3,150	9,250
	<u>3,150</u>	<u>14,565</u>
Less accumulated depreciation	(1,741)	(286)
Net property and equipment	<u>\$ 1,409</u>	<u>\$ 14,279</u>

4. CONCENTRATIONS OF RISK

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

VPI maintains cash balances at two financial institutions, which, at times, may exceed federally insured limits. The balances held with each financial institution are insured by the Federal Deposit Insurance Corporation up to \$250,000. At September 30, 2015, VPI's cash balances before outstanding checks exceeded federally insured limits by \$233,685. At September 30 2014, VPI's cash balances were fully insured. Furthermore, VPI has not experienced any losses in such accounts and believes it is not exposed to any significant risk.

VISIT PENSACOLA, INC.
NOTES TO THE FINANCIAL STATEMENTS
SEPTEMBER 30, 2015 AND 2014

5. RELATED PARTY TRANSACTIONS

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

6. RETIREMENT PLAN

VPI adopted a 401(k) plan for the benefit of its employees. All employees are eligible to participant if they have completed one year of service and are at least 21 years of age. The plan provides for a safe harbor matching employer contribution equal to 100% of salary deferrals that do not exceed 4% of compensation for each payroll period. For the year ended September 30, 2015 and for the nine month period ended September 30, 2014, the matching contributions totaled \$7,488 and \$2,456, respectively.

SUPPLEMENTARY INFORMATION

VISIT PENSACOLA, INC.
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED SEPTEMBER 30, 2015
WITH COMPARATIVE TOTALS
FOR THE NINE MONTH PERIOD ENDED SEPTEMBER 30, 2014

	Program Services	Supporting Services		
	Management and		2015	2014
	Tourism	General	Total	Total
Bank and credit card fees	\$ -	\$ 909	\$ 909	\$ 554
Marketing research	661,394	-	661,394	305,294
Advertising	1,532,712	-	1,532,712	1,181,043
Public relations	204,220	-	204,220	386,600
Production	591,595	-	591,595	617,712
Festivals and events	251,187	-	251,187	240,582
Promotions	57,288	-	57,288	68,486
Brochures and collateral	100,661	-	100,661	102,467
Agency fees	150,000	-	150,000	127,406
Registration	35,830	-	35,830	52,877
Dues and subscriptions	23,971	-	23,971	21,955
Travel, meals and entertainment	63,683	282	63,965	48,801
Partnership expense	9,822	-	9,822	2,246
Equipment and building repair	35,400	1,863	37,263	22,125
Information technology	98,178	4,344	102,522	53,792
Insurance	9,914	3,389	13,303	16,716
Professional services	-	41,829	41,829	5,812
Office supplies	60,162	10,477	70,639	90,483
Rent	85,937	4,524	90,461	67,846
Utilities	34,773	1,870	36,643	30,723
Personnel expense	599,410	103,504	702,914	482,431
Miscellaneous expense	-	1,872	1,872	282
Sales tax	-	526	526	-
Bad debt expense	-	7,527	7,527	8,350
Depreciation	-	1,713	1,713	286
TOTAL OPERATING EXPENSES	\$4,606,137	\$ 184,629	\$4,790,766	\$3,934,869

FOR TAX YEAR 2013

VISIT PENSACOLA INC

Jason R Loeffler CPA PA

1906 West Garden Street

Pensacola, FL 32502

(850) 525-5663

Jason R Loeffler CPA PA

1906 West Garden Street
Pensacola, FL 32502

Phone: (850)525-5663 | Fax: (850)470-0298

May 22, 2015

Visit Pensacola Inc
1401 East Gregory St
Pensacola, FL 32502

Subject: Preparation of 2013 Tax Returns

Visit Pensacola Inc:

Thank you for choosing Jason R Loeffler CPA PA to assist with the 2013 taxes for Visit Pensacola Inc. This letter confirms the terms of the engagement and outlines the nature and extent of the services we will provide.

We will prepare the 2013 federal and state income tax returns for Visit Pensacola Inc. We will depend on management to provide the information we need to prepare complete and accurate returns. We may ask management to clarify some items but will not audit or otherwise verify the data submitted.

We will perform accounting services only as needed to prepare the tax returns. Our work will not include procedures to find defalcations or other irregularities. Accordingly, our engagement should not be relied upon to disclose errors, fraud, or other illegal acts, though it may be necessary for management to clarify some of the information submitted. We will, of course, inform management of any material errors, fraud, or other illegal acts we discover.

The law imposes penalties when taxpayers underestimate their tax liability. Please call us if there are any concerns about such penalties.

Should we encounter instances of unclear tax law, or of potential conflicts in the interpretation of the law, we will outline the reasonable courses of action and the risks and consequences of each. We will ultimately adopt, on the behalf of Visit Pensacola Inc, the alternative selected by management.

Our fee will be based on the time required at standard billing rates plus out-of-pocket expenses. Invoices are due and payable upon presentation. To the extent permitted by state law, an interest charge may be added to all accounts not paid within thirty (30) days.

We will return the original records to management at the end of this engagement. These records, along with all supporting documents, canceled checks, etc., should be securely stored, as these items may later be needed to prove accuracy and completeness of a return. We will retain copies of the records and our work papers for the engagement for seven years, after which these documents will be destroyed.

Our engagement to prepare the 2013 tax returns will conclude with the delivery of the completed returns to management (if paper-filing) or with the tax matters partner's signature and our subsequent submittal of the tax return (if e-filing). If management has not selected to e-file the returns with our office, management will be solely responsible to file the returns with the appropriate taxing authorities. The tax matters partner should review all tax-return documents carefully before signing them.

To affirm that this letter correctly summarizes the arrangements for this work, please sign the enclosed copy of this letter in the space indicated and return it to us in the envelope provided.

We appreciate your confidence in us. Please call if you have questions.

Sincerely,



Jason Loeffler CPA
Jason R Loeffler CPA PA

Accepted By:

Officer

COPY

Date

Jason R Loeffler CPA PA

1906 West Garden Street
Pensacola, FL 32502

Phone: (850)525-5663 | Fax: (850)470-0298

May 22, 2015

Visit Pensacola Inc
1401 East Gregory St
Pensacola, FL 32502

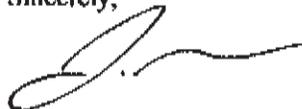
Visit Pensacola Inc:

Enclosed is the 2013 federal return for a tax-exempt organization, prepared for Visit Pensacola Inc from the information provided. This return will be e-filed with the IRS once we receive a signed Form 8879-EO, IRS e-file Signature Authorization for an Exempt Organization.

The organization's federal return reflects neither a refund nor a balance due.

Thank you for the opportunity to be of service. For further assistance with your tax needs, please contact this office at (850)525-5663.

Sincerely,



Jason Loeffler CPA
Jason R Loeffler CPA PA

Jason R Loeffler CPA PA

1906 West Garden Street
Pensacola, FL 32502

Phone: (850)525-5663 | Fax: (850)470-0298

May 22, 2015

Visit Pensacola Inc
1401 East Gregory St
Pensacola, FL 32502

We value you as our client, and your privacy is important to us. Please read our privacy policy below.

We collect nonpublic personal information about you from various sources, including the following:

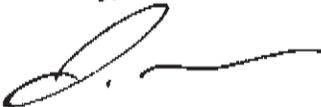
- * Information we receive from interviews regarding your tax situation;
- * Information we receive on applications, organizers, or by other means, such as your name, address, telephone number, social security number, dependents, income, and other tax-related data; and
- * Information from tax-related documents you provide that are required to process tax returns, such as Forms W-2, 1099R, 1099-INT and 1099-DIV, and stock transactions, etc.

We do not disclose any nonpublic personal information about our clients or former clients to anyone, except as requested by our clients or as required by law.

We restrict access to nonpublic personal information concerning you, except to employees who need access to such information in order to provide products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

If you have any questions about our privacy policy, please contact us.

Sincerely,



Jason Loeffler CPA
Jason R Loeffler CPA PA

Return of Organization Exempt From Income Tax

2013

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter Social Security numbers on this form as it may be made public.
Information about Form 990 and its instructions is at www.irs.gov/form990.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2013 calendar year, or tax year beginning **09-19, 2013**, and ending **09-30, 2014**

B Check if applicable:
 Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

C Name of organization **Visit Pensacola Inc**
 Doing Business As
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
1401 East Gregory St
 City or town, state or province, country, and ZIP or foreign postal code
Pensacola, FL 32502

D Employer identification no. **46-3684826**

E Telephone number **(850) 434-7626**

F Name and address of principal officer: **Ajit Patel**
Same as C above

G Gross receipts \$ **4,003,175**

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list (see instructions)
H(c) Group exemption number

I Tax-exempt status: 501(c)(3) 501(c)(6) (insert no.) 4947(a)(1) or 527

J Website: **www.Visitpensacola.com**

K Form of organization: Corporation Trust Association Other

L Year of formation: **2013** **M** State of legal domicile: **FL**

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: To promote the common business interests of Escambia County, Florida's tourism industry, and to unify the private sector, visitor, tourism, meeting and convention interests of the various incorporated and unincorporated areas of Escambia County.		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 75% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	11
	4 Number of independent voting members of the governing body (Part VI, line 7b)	4	11
	5 Total number of individuals employed in calendar year 2013 (Part V, line 2b)	5	16
	6 Total number of volunteers (estimate if necessary)	6	
	7a Total unrelated business revenue from Part VIII, column (C), line 1	7a	0
b Net unrelated business taxable income from Form 990-T, line 34	7b	0	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)		4,003,175
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		0
	11 Other revenue (Part VIII, column (A), lines 5, 8d, 8c, 9a, 9c, and 9e)		0
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		4,003,175
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		0
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		482,431
	16a Professional fundraising fees (Part IX, column (A), line 11e)		0
	b Total fundraising expenses (Part IX, column (D), line 25)	0	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		3,384,602
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		3,867,033	
19 Revenue less expenses. Subtract line 18 from line 12		136,142	
Net Assets or Fund Balances	20 Total assets (Part X, line 20)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 20)		717,946
	22 Net assets or fund balances. Subtract line 21 from line 20		581,804
			136,142

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Ajit Patel
Signature of officer **05-10-2015**
Date

Ajit Patel, Treasurer
Type or print name and title

Paid Preparer Use Only

Print/type preparer's name **Jason Loeffler CPA** Preparer's signature *[Signature]* Date **05-22-2015** Check if self-employed PTIN **P01290836**

Firm's name **Jason R. Loeffler CPA PA** Firm's EIN

Firm's address **1906 West Garden Street Pensacola FL 32502** Phone no. **850-525-5663**

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

For Paperwork Reduction Act Notice, see the separate instructions. Form **990** (2013)

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

To promote the common business interests of Escambia County, Florida's tourism industry, and to unify the private sector, visitor, tourism, meeting and convention interests of the various incorporated and unincorporated areas of Escambia County.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

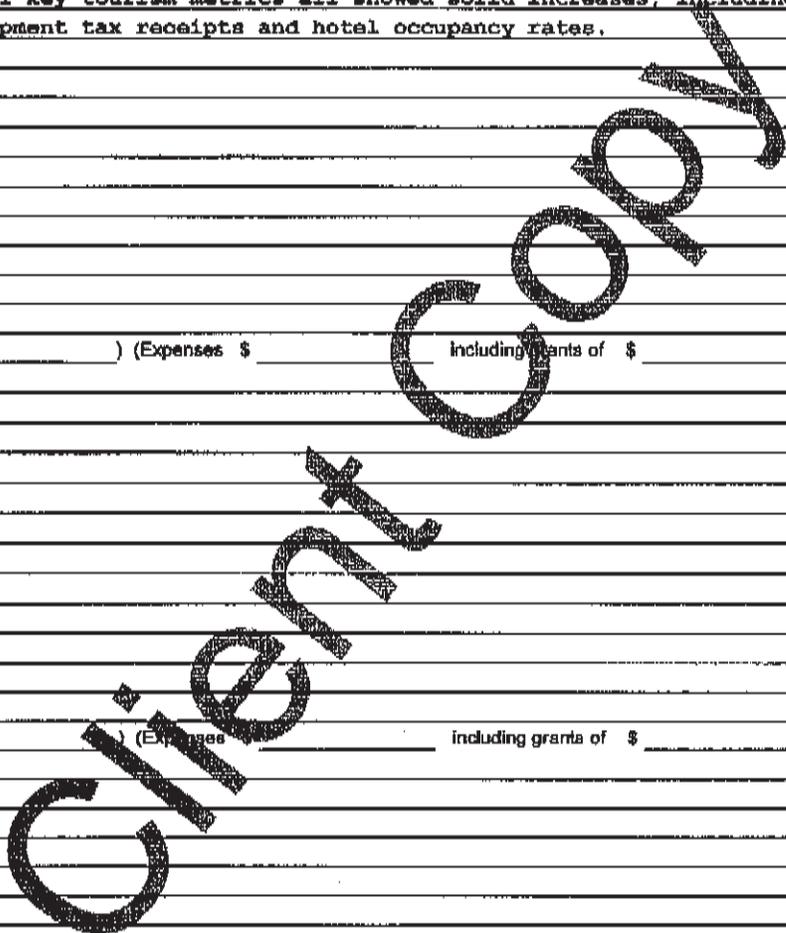
4a (Code:) (Expenses \$ 3,625,128 including grants of \$) (Revenue \$) Several key tourism metrics all showed solid increases, including but not limited to tourist development tax receipts and hotel occupancy rates.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses including grants of \$) (Revenue \$)

4d Other program services. (Describe in Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 3,625,128



Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		X
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?		X
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 16? If "Yes," complete Schedule D, Part VI	X	
b Did the organization report an amount for investments - other than art collections - in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		X
c Did the organization report an amount for investments - program related - in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		X
d Did the organization report an amount for other assets in Part X, line 14 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX		X
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under Reg. 1.481-4 (ASC 740)? If "Yes," complete Schedule D, Part X		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to 12a, then completing Schedule D, Parts XI and XII is optional		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a Did the organization maintain employees, agents, or outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for any foreign individuals? If "Yes," complete Schedule F, Parts III and IV		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes" complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question number, Question text, Yes, No. Rows include questions 21 through 38 regarding grants, compensation, tax-exempt bonds, excess benefit transactions, and related party transactions.

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Table with columns for question number, question text, sub-column (e.g., 1a, 1b), and Yes/No columns. Contains questions 1a through 14b regarding IRS filings and tax compliance.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in the Part VI



Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year; 1b Enter the number of voting members included in line 1a, above, who are independent; 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?; 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?; 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?; 5 Did the organization become aware during the year of a significant diversion of the organization's assets?; 6 Did the organization have members or stockholders?; 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?; 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?; 8 Did the organization contemporaneously document the meetings held or written actions of the governing body during the year by the following: a The governing body? b Each committee with authority to act on behalf of the governing body?; 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates?; 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?; 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?; 11b Describe in Schedule O the process, if any, used by the organization to review this Form 990.; 12a Did the organization have a written conflict of interest policy? If "No," go to line 13; 12b Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?; 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done.; 13 Did the organization have a written whistleblower policy?; 14 Did the organization have a written document retention and destruction policy?; 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? a The organization's CEO, Executive Director, or top management official; b Other officers or key employees of the organization; If "Yes" to line 15a or to 15b, describe the process in Schedule O (see instructions).; 16a Did the organization invest its contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?; 16b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: Steve Hayes (850) 434-7626, 1401 East Gregory St, Pensacola, FL 32502

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Collier Merrill Director	1.00	X					0	0	0	
(2) Lt. Gen. Duane Thiessen Director	1.00	X					0	0	0	
(3) Robin Reshard Chairman	1.00	X		X			0	0	0	
(4) Tosh Belsinger Vice-chairman	1.00	X		X			0	0	0	
(5) Ajit Patel Treasurer	1.00	X		X			0	0	0	
(6) Richard Lamar Secretary	1.00	X		X			0	0	0	
(7) Dr. Brendan Kelly Director	1.00	X					0	0	0	
(8) J.T. Young Director	1.00	X					0	0	0	
(9) Monica Sherman Director	1.00	X					0	0	0	
(10) John Panyk Director	1.00	X					0	0	0	
(11) Jason Nicholson Director	1.00	X					0	0	0	
(12) Steve Hayes President	40.00			X			121,200	0	0	
(13)										
(14)										

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(15) -----										
(16) -----										
(17) -----										
(18) -----										
(19) -----										
(20) -----										
(21) -----										
(22) -----										
(23) -----										
(24) -----										
(25) -----										
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							121,200	0	0	

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2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization	2				
3 Did the organization list any for officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	<table border="1"> <tr><th>Yes</th><th>No</th></tr> <tr><td style="text-align: center;">3</td><td style="text-align: center;">X</td></tr> </table>	Yes	No	3	X
Yes	No				
3	X				
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	<table border="1"> <tr><th>Yes</th><th>No</th></tr> <tr><td style="text-align: center;">4</td><td style="text-align: center;">X</td></tr> </table>	Yes	No	4	X
Yes	No				
4	X				
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person	<table border="1"> <tr><th>Yes</th><th>No</th></tr> <tr><td style="text-align: center;">5</td><td style="text-align: center;">X</td></tr> </table>	Yes	No	5	X
Yes	No				
5	X				

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization		

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns				
	b	Membership dues	40,195			
	c	Fundraising events				
	d	Related organizations				
	e	Government grants (contributions)	38,638			
	f	All other contributions, gifts, grants, and similar amounts not included above	3,924,342			
	g	Noncash contributions included in lines 1a-1f: \$	14,565			
	h	Total. Add lines 1a-1f		4,003,175		
Program Service Revenue	2a					
	b					
	c					
	d					
	e					
	f	All other program service revenue				
	g	Total. Add lines 2a-2f				
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)				
	4	Income from investment of tax-exempt bond proceeds				
	5	Royalties				
	6a	Gross rents				
	b	Less: rental expenses				
	c	Rental income or (loss)				
	d	Net rental income or (loss)				
	7a	Gross amount from sales of assets other than inventory				
	b	Less: cost or other basis and sales expenses				
	c	Gain or (loss)				
	d	Net gain or (loss)				
	8a	Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18				
	b	Less: direct expenses				
	c	Net income or (loss) from fundraising events				
	9a	Gross income from gaming activities. See Part IV, line 19				
	b	Less: direct expenses				
	c	Net income or (loss) from gaming activities				
	10a	Gross sales of inventory, less returns and allowances				
	b	Less: cost of goods sold				
	c	Net income or (loss) from sales of inventory				
11a	Miscellaneous Revenue					
b						
c						
d	All other revenue					
e	Total. Add lines 11a-11d					
12	Total revenue. See instructions		4,003,175	0	0	0

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21				
2 Grants and other assistance to individuals in the United States. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	121,200	121,200		
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	318,207	186,799	131,408	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes	43,024	30,717	12,907	
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	5,812		5,812	
12 Advertising and promotion	2,596,890	2,576,828	20,062	
13 Office expenses	90,483	69,850	20,633	
14 Information technology				
15 Royalties				
16 Occupancy	10	10		
17 Travel	48,801	47,774	1,027	
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	52,877	52,877		
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	286	286		
23 Insurance	16,716	6,478	8,238	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a Marketing	305,294	305,294		
b Agency fees	127,406	127,406		
c Repairs and maintenance	75,917	56,938	18,979	
d Utilities	30,723	23,042	7,681	
e All other expenses	33,387	18,229	15,158	
25 Total functional expenses. Add lines 1 through 24e	3,867,033	3,625,128	241,905	0
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 956-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year	(B) End of year
Assets	1 Cash - non-interest-bearing	1	
	2 Savings and temporary cash investments	2	
	3 Pledges and grants receivable, net	3	
	4 Accounts receivable, net	4	675,338
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L	5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(2)(B), and contributing employers and sponsoring organizations of section 501(c)(29) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L	6	
	7 Notes and loans receivable, net	7	
	8 Inventories for sale or use	8	4,029
	9 Prepaid expenses and deferred charges	9	24,300
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a	14,565
	b Less: accumulated depreciation	10b	286
	10c	10c	14,279
	11 Investments - publicly traded securities	11	
	12 Investments - other securities. See Part IV, line 11	12	
	13 Investments - program-related. See Part IV, line 11	13	
	14 Intangible assets	14	
15 Other assets. See Part IV, line 11	15		
16 Total assets. Add lines 1 through 15 (must equal line 34)	0	16	717,946
Liabilities	17 Accounts payable and accrued expenses	17	359,524
	18 Grants payable	18	
	19 Deferred revenue	19	25,207
	20 Tax-exempt bond liabilities	20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D	21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part III of Schedule L	22	
	23 Secured mortgages and notes payable to unrelated third parties	23	
	24 Unsecured notes and loans payable to unrelated third parties	24	
	25 Other liabilities (including federal income tax payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	25	
	26 Total liabilities. Add lines 17 through 25	0	26
Net Assets of Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
	27 Unrestricted net assets	27	136,142
	28 Temporarily restricted net assets	28	
	29 Permanently restricted net assets	29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.		
	30 Capital stock or trust principal, or current funds	30	
	31 Paid-in capital, surplus, or land, building, or equipment fund	31	
	32 Retained earnings, endowment, accumulated income, or other funds	32	
33 Total net assets or fund balances	0	33	136,142
34 Total liabilities and net assets/fund balances	0	34	717,946

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	4,003,175
2	Total expenses (must equal Part IX, column (A), line 25)	2	3,867,033
3	Revenue less expenses. Subtract line 2 from line 1	3	136,142
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	136,142

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

- 1 Accounting method used to prepare the Form 990: Cash Accrual Other
 If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a Were the organization's financial statements compiled or reviewed by an independent accountant? Yes No
 If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- b Were the organization's financial statements audited by an independent accountant? Yes No
 If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? Yes No
 If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? Yes No
- b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits

	Yes	No
2a	X	
2b	X	
2c	X	
3a		X
3b		

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SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

2013

Department of the Treasury
Internal Revenue Service

▶ Attach to Form 990 or Form 990-EZ.

Open to Public Inspection

Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Name of the organization

Employer identification number

Visit Pensacola Inc

46-3684826

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 a Type I b Type II c Type III-functionally integrated d Type III-Non-functionally integrated
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 (i) A person who directly or indirectly controls either alone or together with persons described in (ii) and (iii) below, the governing body of the supporting organization? Yes No
 (ii) A family member of a person described in (i) above? Yes No
 (iii) A 35% controlled entity of a person described in (i) or (ii) above? Yes No
- h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of monetary support
			Yes	No	Yes	No	Yes	No	
(A)									
(B)									
(C)									
(D)									
(E)									
Total									

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2013

EEA

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")					136,746	136,746
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf					3,951,864	3,951,864
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3					3,988,610	3,988,610
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4						3,988,610

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
7 Amounts from line 4					3,988,610	3,988,610
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
11 Total support. Add lines 7 through 10						3,988,610
12 Gross receipts from related activities, etc. (see instructions)					12	

13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f))	14	100.00	%
15 Public support percentage from 2011 Schedule A, Part II, line 14	15		%
16a 33 1/3% support test - 2013. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization			<input checked="" type="checkbox"/>
b 33 1/3% support test - 2012. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
17a 10%-facts-and-circumstances test - 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
b 10%-facts-and-circumstances test - 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions			<input type="checkbox"/>

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or bus. under sec 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried						
12 Other income. Do not include gain or loss from the sale of capital assets. (Explain in Part IV.)						
13 Total support. Add lines 9, 10c, 11, and 12.						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

15 Public support percentage for 2013 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2012 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2013 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2012 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2013. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2012. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

**SCHEDULE D
(Form 990)**

Supplemental Financial Statements

OMB No. 1545-0047

2013

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
▶ Attach to Form 990.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization

Visit Pensacola Inc

Employer identification number

46-3684826

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		<input type="checkbox"/> Yes <input type="checkbox"/> No

Part II Conservation Easements

Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of a historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/08, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, as applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(I) Revenues included in Form 990, Part VIII, line 1	▶ \$
(II) Assets included in Form 990, Part X	▶ \$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1	▶ \$
b Assets included in Form 990, Part X	▶ \$

For Paperwork Reduction Act Notice, see the instructions for Form 990.

Schedule D (Form 990) 2013

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange programs
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

- 2a Did the organization include an amount on Form 990, Part X, line 21? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment _____ %
 - b Permanent endowment _____ %
 - c Temporarily restricted endowment _____ %
- The percentages in lines 2a, 2b, and 2c should equal 100%.
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|--|--------|----|
| (i) unrelated organizations | 3a(i) | |
| (ii) related organizations | 3a(ii) | |
| b If "Yes" to 3a(i), are the related organizations listed as required on Schedule R? | 3b | |
- 4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment	14,565		286	14,279
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				14,279

Part VII Investments - Other Securities

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.)		

Part VIII Investments - Program Related

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.)		

Part IX Other Assets

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.)	

Part X Other Liabilities

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 20.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) Cash Deficit	197,073
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

SCHEDULE O
(Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

Open to Public
Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization

Visit Pensacola Inc

Employer identification number

46-3684826

01. Form 990 governing body review (Part VI, line 11)

Form 990 is made available for review upon request by any governing body member or
officer.

02. Conflict of interest policy compliance (Part VI, line 12c)

The Conflict of Interest policy is covered in the employee handbook under "Business Ethics
and Conduct". All employees have signed a document acknowledging that they have read and
understand the policies covered. A specific conflict of interest policy related to board
members is currently being developed for implementation.

03. CEO, executive director, top management comp (Part VI, line 15a)

The oversight/compensation committee is responsible for the review and recommendation on
the President's annual compensation. The committee has a variety of industry data
including comparable positions, geographic location, cost of living and overall
performance to assist in making their final recommendations.

04. Governing documents, etc, available to public (Part VI, line 19)

The Organization's governing documents, conflict of interest policy, 990, and financial
statements are made available to members and non-members upon request.

Client Copy

Depreciation and Amortization (Including Information on Listed Property)

Department of the Treasury Internal Revenue Service (99)

See separate instructions. Attach to your tax return.

Name(s) shown on return

Business or activity to which this form relates

Identifying number

Visit Pensacola Inc

FORM 990 - 1

46-3684826

Part I Election To Expense Certain Property Under Section 179

Note: If you have any listed property, complete Part V before you complete Part I.

Table with 5 columns: Line number, Description, and numerical values for lines 1 through 13.

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)

Table with 2 columns: Line number and Description for lines 14, 15, and 16.

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

Section A

Table with 2 columns: Line number and Description for lines 17 and 18.

Section B - Assets Placed in Service During 2013 Tax Year Using the General Depreciation System

Table with 7 columns: Classification of property, Months placed in service, Basis for depreciation, Recovery period, Convention, Method, and Depreciation deduction.

Section C - Assets Placed in Service During 2013 Tax Year Using the Alternative Depreciation System

Table with 5 columns: Class life, and numerical values for lines 20a, b, and c.

Part IV Summary (See instructions.)

Table with 2 columns: Line number and Description for lines 21, 22, and 23.

For Paperwork Reduction Act Notice, see separate instructions.

Form **8879-EO**

IRS e-file Signature Authorization for an Exempt Organization

OMB No. 1545-1878

For calendar year 2013, or fiscal year beginning 09-19-2013, and ending 09-30-2014

▶ Do not send to the IRS. Keep for your records.

2013

Department of the Treasury
Internal Revenue Service

▶ Information about Form 8879-EO and its instructions is at www.irs.gov/form8879eo.

Name of exempt organization

Employer identification number

Visit Pensacola Inc

46-3684826

Name and title of officer

Ajit Patel, Treasurer

Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than 1 line in Part I.

1a Form 990 check here	<input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>4,003,175</u>
2a Form 990-EZ check here	<input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	
3a Form 1120-POL check here	<input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here	<input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a Form 8868 check here	<input type="checkbox"/>	b Balance Due (Form 8868, Part I, line 3c or Part II, line 8c)	5b	

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2013 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmission or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgment of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return and the financial institution to debit the entry to this account. To receive a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment/settlement date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to provide confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

I authorize Jason R Loeffler CPA PA to enter my PIN 1111 as my signature
ERO firm name Enter five numbers, but do not enter all zeros

on the organization's tax year 2013 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2013 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature

Date ▶ 05-10-2015

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your abbreviated electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

508484 41974
do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2013 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature

Date ▶ 05-22-2015

**ERO Must Retain This Form - See Instructions
Do Not Submit This Form To the IRS Unless Requested To Do So**

For Paperwork Reduction Act Notice, see instructions.

Form 8879-EO (2013)

EEA

Name(s) as shown on return

Visit Pensacola Inc

FEIN

46-3684826

Description

Professional Services

Amount

\$ 5,812

Total:

\$ 5,812

Client Copy

Destination 2020 is a community initiative led by Visit Pensacola, Inc. to engage community members from Pensacola, Escambia County, Beach and Perdido Key in identifying opportunities to enhance our community and assets in a way that positions us as a great place to live and visit.

About Visit Pensacola, Inc.

Visit Pensacola, Inc. is a destination management organization (DMO) dedicated to positioning the Escambia County Communities as a world-class travel destination.



TACTICAL PLAN 2015-16

As part of the on-going Destination 2020 planning process, community members were invited to participate in a series of tactical planning workshops.

Work groups explored each of the strategic areas of focus defined in the Destination 2020 plan which included: Product Development, Infrastructure, Collaboration and Partnership. Each group was tasked with producing recommended tactics and action plans for 2015-16. The tactics were prioritized through a community survey and vetted by the Visit Pensacola Board of Directors, the Destination 2020 Planning Team and Visit Pensacola President, Steve Hayes.



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The tactics were assigned to one of three categories: **Own, Collaborate, Advocate or Hold until 2016-17 planning.** This categorization defines the core visit Persacola will play in each area.

- **Own:** Visit Persacola will be responsible for making this tactic happen by utilizing necessary human and financial resources.
- **Collaborate:** Visit Persacola is not responsible for making things happen, but should work jointly with others who own this project. Visit Persacola partners can receive their contribution of ideas to discuss but not of human and financial resources.
- **Advocate:** Visit Persacola will inspire this tactic by subtly supporting the recommencing this action.
- **Hold until 2016-17 planning**

01

Asset & Product Development

02

Infrastructure & Community Development

03

Community Collaboration, Connection & Partnerships

01

Asset & Product Development

GOAL: Develop destination assets that attract visitors while contributing to the quality of life of community residents.

OBJECTIVES

Create public gathering spaces that increase marketability of our communities.

Develop additional niche experiences

Development of restaurants, hotels and shopping

Community Priorities & Categorizations

RANK	TACTIC	CATEGORY
1	Develop educational tourism via cultural, heritage, historic and agricultural experiences and attractions	COLLABORATE
2	Further development of eco-tourism experiences and attractions	COLLABORATE
3	Prioritize special interests: tourism via development of sporting events, festivals and music	COLLABORATE
4	Protecting and preserving our natural environment	ADVOCATE
5	Build a new convention, conference or multi-use indoor public center	COLLABORATE
6	Greater development and utilization of public spaces for events and festivals	COLLABORATE
7	Development of product experiences that are harmonious with the community and environment	COLLABORATE
8	Develop authentic experiences that address diverse groups (gen x, family, elders, etc)	COLLABORATE
9	Grow Downtown Pensacola and Palafox District	COLLABORATE
10	More tours that highlight community assets	COLLABORATE
11	Attract large scale world class events	COLLABORATE
12	Increased diversity of restaurant, food and culinary products	COLLABORATE
13	Build the music scene	ADVOCATE
14	More hotel selection	COLLABORATE
15	Improve first impressions of our community via airport experience	COLLABORATE

COLLABORATE.

(Tactics are listed in order of priorities)

- **Develop educational tourism via cultural, heritage, historic and agricultural experiences and attractions**

Year 1 action items:

- Explore potential for year-round historic trolley tour and small bus transportation
- Work with the UHF Historic Trust to expand hours and opportunities for growing the cultural, heritage and historic tourism segment

- **Further development of eco-tourism experiences and attractions**

Year 1 action items:

- Expand idea of Pensacola Beach eco-trail to other areas
- Consolidate all "tours" on a Visit Pensacola app for phones, tablets, etc.

- **Build a new convention, conference or multi-use indoor public center**

Year 1 action items:

- Conduct market and feasibility study
- Identify target markets
- Study to determine if the Bay Center is adaptable for other uses

COLLABORATE.

(CONTINUED)

- **Greater development and utilization of public spaces for events and festivals**
 - Year 1 action items:*
 - Form a committee to develop a plan
 - » Define "public space"
 - » Compile list of venues in the area and indicate what type of events are already being held (venue examples: Seville Square, Maritime Park, etc)
 - Music
 - Meetings
 - Work with city, community and neighborhoods department to see what they are working on
- **Increased diversity of restaurant, food and culinary products**
 - Year 1 Action Items*
 - Inventory current restaurants: determine which are locally owned
 - Survey what people want regarding cuisines: type of food, experience, etc.
 - Share our findings with local businesses
- **Improve first impressions of our community via airport experience**
 - Year 1 action items:*
 - Collaborate with state and local government to unify the look of wayfinding to/from the airport
 - Add local art and culture exhibits in airport
 - Provide information about attractions in Pensacola, Pensacola Beach, and Perdido Key in the terminal
- **Grow downtown Pensacola and the Palafox District as a vibrant, yet quaint urban core**
 - Year 1 action items:*
 - Inventory and survey needs for wayfinding (signage, online, in DIB), throughout the Pensacola Bay area
 - Inventory and survey needs for wayfinding at main points of entry into the communities

ADVOCATE.

(Tactics are listed in order of priorities)

- **Protecting and preserving our natural environment**

Year 1 action items:

- Educational awareness campaigns (through social media and in lodging)

- **Build the music scene**

Year 1 Action items:

- Online app of local venues and music events
 - × Survey users' interests
 - × Create measurable results

02

Infrastructure & Community Development

GOAL. Collaborate with governmental entities and others to improve infrastructure and natural assets essential for the development of tourism and quality of life for community residents.

OBJECTIVES

Advocate for construction that supports access and connectivity

Advocate for development that is harmonious with the community and the environment

Create connections and accessibility through expanded modes of transportation

Community Priorities & Categorizations

RANK	TACTIC	CATEGORY
1	Economic development: jobs, improved wages, attract new businesses	COLLABORATE
2	Greater community collaboration and connectivity between groups associated with tourism and community development.	OWN
3	Walkable/bikeable communities	COLLABORATE
4	Development that is harmonious with the community and environment: zoning, regulations, etc.	COLLABORATE
5	Development of downtown waterfront as walkable boardwalk area	COLLABORATE
6	Improved community curb appeal/beautification	COLLABORATE
7	Expanded mass transit options: public and private sources (bus, trolley, ferry, taxi, Uber, etc.)	ADVOCATE
8	Transportation connectivity between communities (Pensacola, Pensacola Beach and Perdido Key)	ADVOCATE
9	Improved access through air travel, flights and connections	ADVOCATE 402.9.9472 202.9.75.5000NC
10	Environmental stewardship: policies regulation, attitudes, etc.	ADVOCATE
11	Road and highway development to improve access to different areas of the community	ADVOCATE
12	Improved signage/wayfinding	COLLABORATE
13	Increased accessibility for handicapped throughout our communities	ADVOCATE

OWN.

(Tactics are listed in order of priorities)

- **Advocate for our viewpoint** (added during tactical session)
- Year 1 action items:
- Appoint advocate(s) to attend all meetings relating to infrastructure and community development to represent our viewpoint
- **Greater community collaboration and connectivity between groups associated with tourism and community**
- Year 1 action items:
- Re-engage and restructure the Hospitality Round Table
 - Implement hospitality orientation and training days presented by Visit Pensacola

COLLABORATE.

(Tactics are listed in order of priorities)

• Economic development, jobs, improved wages, attract new businesses

Year 1 action items:

- Improve employee workforce through tourism training (wage enhancement)
- Tell the story of successes
- Share impact studies relating to tourism's impact on economic development

• Walkable/bikeable communities

Year 1 action items:

- Identify the walkable and bikeable areas we currently have and indicate where improvement is needed

• Development that is harmonious with the community and environment zoning, regulations, etc.

Year 1 action items:

- Advocate from Visit Pensacola Board to sit on zoning and planning board

COLLABORATE.

(CONTINUED)

• Development of downtown waterfront as a walkable boardwalk area

Year 1 action items:

- Study what is needed

• Improved community curb appeal/beautification

Year 1 action items:

- Develop beautification awards to recognize commercial and residential excellence

• Improved signage and wayfinding

Year 1 action items:

- Unified visual appearance of signage and landmarks
- Building on current projects addressing this need (Leadership Pensacola)
- Fun and playful signs that get attention

ADVOCATE.

(Tactics are listed in order of priorities)

- **Expanded mass transit options: public and private sources (bus, trolley, ferry, taxi etc)**

Year 1 action items:

Explore and research the following ideas:

- Park n ride (map current lots available)
- Expand private shuttle
- Mass transit service from ECAT
 - Attach to app
 - Incentives
- Rent-a-bike services
- Increase ECAT stops and frequency (extend to NAS; advertise extension)
- Ferry system shuttle/trolley
- Recruit businesses that provide multiple-size buses
 - Options for lease (start communication)

- **Transportation connectivity between communities (Pensacola, Pensacola Beach and Perdido Key)**

Year 1 action items

- More and improved signage

ADVOCATE.

(CONTINUED)

- **Environmental stewardship: policies regulation, attitudes, etc.**

Year 1 action items:

- Community education and visitor education through Visit Pensacola

- **Road and highway development to improve access to different areas of the community**

Year 1 action items:

- More descriptive signage on I10 exits to Pensacola
- Pelican storyboards/Pelican landmarks (or some creative way to direct people)

- **Increased accessibility for handicapped throughout our communities**

Year 1 action items:

- Survey the body of citizens that would use the access: What do they want/need?

OBJECTIVE 1

* The following tactics were developed during the tactical planning workshop so were not part of the Community Priority Survey.

OWN.

• Adjust the Hospitality Round Table

Year 1 action items:

- Expand to include more individuals
- Expand terms to 2 years
- Create a strategic plan to increase effectiveness
- Develop this as an open forum for collaboration

• Develop frontline toolkit for tourism partners

Year 1 action items:

- Explore best practices
- Engage industry partners in implementing the program
- Create Visit Pensacola "Secret Service Team": A secret shopping program that reviews businesses and creates rankings, awards and recognition that is communicated to the marketplace

• Create a social presence for stakeholders

Year 1 action items:

- Curate information to more effectively tell the story of tourism partners

• Use VisitPensacola.org as a portal for information

OBJECTIVE 2

* The following tactics were developed during the tactical planning workshop so were not part of the Community Priority Survey.

OWN.

• Finalize information Hub

Year 1 action items:

- Streamline the information funnel and process for applying for funding. Finalize process and ensure it is user-friendly. Educate people about process, inside and outside of the community.
- Expand interactive social media to increase communication and information sharing related to funding opportunities.

• Expand Visit Pensacola staff to include vetting of proposals and development of ideas and opportunities

Year 1 action items:

- Alignment of funding
 - Create committee structure
 - Create single application process
 - Education of Community
 - What money is available?
 - What is the application process?
 - What additional services are available? (PR, advertising, promotions)
 - Accountability:
 - Develop follow-up metrics
 - Create hub for evaluation
 - Engage Haas Center to assist with economic impact measures

COLLABORATE.

Stakeholder cross-marketing and cooperation

Year 1 action items:

- Convince the stakeholders to engage/help each other on all levels.

850.434.1234

850.434.1234

800.874.1234

850.432.8211

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