



ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2023-2024

Agency Name: Pensacola Navy Days				
FY 2023-2024 Appropriation Amount: \$100,000.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<i>To provide family-friendly events that encourages military visitors and their families to Pensacola during the Pensacola Navy Days</i>	N/A	Progress report attached.		
How many people attended the celebrations?				
How many people who attended the celebrations stayed in area hotel/motels?				
How many nights did those people stay in area hotels/motels?				
On average, how much did each family spend at the celebration?				
Agency Name: Santa Rosa Island Authority - Trolley Service				
FY 2023-2024 Appropriation Amount: \$250,000.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<i>Provide showcase experience, international exposure for Pensacola/Escambia County</i>				
Number of people who have ridden the trolley	N/A	N/A		
Number of families lodged in area hotel/motels taking advantage of the Trolley service	N/A	N/A		
Average length of stay in hotel/motel of family	N/A	N/A		
# of days trolleys were in service	N/A	N/A		
NOTE: The Pensacola Beach Trolley Service runs Memorial Day weekend through Labor Day weekend. For FY24, the dates of service will be May 24, 2024 - September 2, 2024.				

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Agency Name: United Way 211 (First Call for Help)				
FY 2023-2024 Appropriation Amount: \$20,982.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Maintain high level of customer satisfaction for individuals who contact 2-1-1 for assistance				
Calls received over 9 counties	5,084	10,185		
Calls received from Escambia County	3,982	8,305		
Number of Adults in need from calls received	5,286	10,809		
Number of Children in need from calls received	3,031	4,779		
Number of Seniors in need from calls received	908	1,880		
Number of Veterans in need from calls received	346	771		
2-1-1 Website visits	95,804	196,691		
Sources available through 2-1-1	1,791	1,748		
Total calls received by 2-1-1 NWFL combined	9,066	18,490		
Agency Name: Visit Pensacola				
FY 2023-2024 Appropriation Amount: \$14,892.919				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Number of visits	517,100	474,500		
Direct Spending	\$276,355,900	\$235,316,900		
TDT Collections	\$4,254,636	\$2,595,789		
Occupancy	49.9%	56.9%		
Average Daily Rate (ADR)	\$126.76	\$121.83		
Revenue per available room (RevPAR)	\$63.31	\$69.36		
Length of Stay	5.4	6.0		
Average Spend Per Party/Per Trip	\$1,339.00	\$1,500.00		
First-Time Visitors	22%	25%		
**Also attached: 2022-2023 Annual Report				

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2023-2024

Agency Name: <i>West Florida Historic Preservation, Inc.</i>				
FY 2023-2024 Appropriation Amount: \$250,000.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<i>Educate school children/families about Escambia County</i>				
Number of school children served	16,340	4,383		
<i>Attract/Share Art and History with Tourism Audience</i>				
Number of site visitors	73,869	29,713		
<i>Collect, Preserve, Interpret and Share Art and History of Escambia/NW FL</i>				
Number of volunteers	81	52		
Number of volunteer hours.	1,021	796		
Agency Name: <i>Wildlife Sanctuary of Northwest Florida</i>				
FY 2023-2024 Appropriation Amount: \$33,250.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<i>Provide a hospital setting to rehab/assist injured and orphaned wildlife</i>				
Number of Wildlife helped	352	513		
Number of Wildlife returned to the wild	48	53		
<i>Educate to foster public awareness, public safety, appreciation of wildlife</i>				
Residents reached through educational efforts	21,500	30,000		
Number of Volunteers	34	29		
Total Volunteer hours	1,426	1,262		
Number of Visitors to the Wildlife Sanctuary	930	1000		
Agency Name: <i>William Banks Enterprises</i>				
FY 2023-2024 Appropriation Amount: \$150,000				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<i>To provide a free family event that encourages visitors during the Mardi Gras Season</i>	N/A	Progress report attached.		
How many people attended the Mardi Gras celebrations?				
How many people who attended the celebrations stayed in area hotel/motels?				
How many nights did those people stay in area hotels/motels?				
On average, how much did each family spend at the celebration?				