

# ESCAMBIA COUNTY Tourist Development Council

Quarterly Meeting – September 1, 2020  
3:00 p.m. - 5:00 p.m.  
BOCC Chambers

## **AGENDA**

1. Call to Order – Chairwoman Shirley Cronley
2. Public Comment – Chairwoman Shirley Cronley
3. a. Approval of June 2020 Tourist Development Council Meeting Minutes\* -  
Chairwoman Shirley Cronley  
  
b. Approval of August 2020 Tourist Development Council Meeting Minutes\* -  
Chairwoman Shirley Cronley
4. Status of Funds Available, TDC Collections and Receipts – Office of  
Management and Budget
5. New Business
  - a. Discussion of Escambia County bed tax expenditures with County  
Administrator Janice Gilley
  - b. Policies of the Tourist Development Council
  - c. Visit Pensacola Updates - Darien Schaefer, Visit Pensacola
  - d. Updates from Pensacola Sports, ACE, Naval Museum and UWF Historic Trust

\*Requires Council Vote



## **ESCAMBIA COUNTY**

### **Tourist Development Council Special Meeting**

August 10, 2020

Meeting Minutes

BCC Chambers, 221 Palafox Place

3:03 p.m. – 4:54 p.m.

#### TDC Members Present

Shirley Cronley, Chair

David Bear, Vice-Chair

Commissioner Robert Bender

Jim Reeves

Nan Harper

Ronnie Rivera

Tish Patel

#### TDC Members Absent

Councilwoman Sherri Myers

Councilman P.C. Wu, PhD

#### **Call to Order**

Chairwoman Shirley Cronley called the meeting to order at 3:03 p.m. The meeting was advertised in the Pensacola News Journal on Saturday, August 8, 2020.

#### **Public Comment**

Jason Nicholson with Innisfree Hotels addressed the council. Mr. Nicholson applauded the board and reminded them that role of this council is for economic development for tourism and that TDT is the purest form of economic development and most successful. Tourism is a competition and we are competing with our neighboring counties for tourists.

Ted Ent with Innisfree Hotels addressed the council. Covid is a challenge for everyone during this time. We are currently being outspent by our neighboring counties when it comes to marketing. We need to make sure we are doing everything that we can to let people know we are open for business.

Ajit Patel, hotel owner/operator, addressed the council to let them know that it is vitally important that we make sure our message is loud and people know we are open. Nan Harper, council member, stated that this committee is very focused on their responsibility to allocate funds adequately. She also recognizes the importance of bringing people from out of town to fill our beds and spend money locally. She wants to make sure there is enough of the fourth cent and pinpoint where our dollars go. We are conscious of bringing people in from drive markets.

Julian McQueen with Innisfree Hotels addressed the council. Stated that he is strongly against the 5<sup>th</sup> cent this until there is a plan and a budget. As of today, he has yet to see a plan or budget. Additionally,



Pensacola Beach is the most taxed beach out of our competitive set, sitting at 14%, overtaxed. Reminded them the county would take \$1.5 million out of TDC funds and put them into a bridge is not tourism/marketing. That is the express purpose of LOST. The TDC is a sub-committee of the county and to be very careful that the county is being responsible when spending fourth cent. Requested a plan and budget from council. Commissioner Bender asked McQueen where he got the \$1.5 million figure? Commissioner Bender stated that \$684k went towards the bridge when it came in at \$1.2 million shortfall. Commissioner Bender stated that without the bridge, there would not be a way to get to the hotels. McQueen wants everyone to hear his logic. A discussion continued and Commissioner Bender stated that he does recognize the importance of marketing.

Chairwoman Cronley thanked everyone.

### **New Business**

#### **1) Visit Pensacola Update – Darien Schaefer, CEO, Visit Pensacola**

Schaefer gave an update. All three agencies are aware of lowered receipts and Escambia County has written a second amendment to their appropriations agreement. This amendment calls for an additional \$1.5 million cut to the unified budget and is scheduled to be presented at the August 20, 2020 BOCC meeting. This is a 19.1% reduction from the supplemental budget back in April 2020. To accommodate reductions, Visit Pensacola reduced 5.5 staff positions and did not fill open positions, going from 16 full-time positions to 8.5 full-time positions, a 47% cut in personnel. Marketing/direct programming was cut by \$1.6 million. ACE has sacrificed the bulk of their budget, and Pensacola Sports reduced their budget by \$293k. We are waiting to hear from county about the CARES act funding and if eligible to receive to promote the area. If the 5th cent were to be implemented, Visit Pensacola would support the use of dollars for marketing. A chart was provided to council members that showed the Florida Statutory Authorized Uses of TDT Cents 1-5. Schaefer stated the 5th cent could be used to promote and advertise tourism in Florida and pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of publicly owned professional sports franchise facility. Our peer destinations have been fortunate enough to establish reserves and continue to market using those funds. Visit Pensacola does not have those reserves, hence the \$1.6 million cut to marketing program and have paused it twice. Based on projections from the county, budget will be down \$2 million for FY 21. Another consideration for fifth cent would be to build up a reserve. Schaefer asked the council if they had questions.

Jim Reeves asked what the estimated dollar amount for FY 2021 will be. Schaefer replied that it is a moving figure but based on four percent it would be \$2.25 - \$2.5 million.

Ronnie Rivera asked if the 30% cut was across the board VP, ACE, and Pensacola Sports. Schaefer replied, yes.

Commissioner Bender wanted to clarify comment. Some of the supplemental should have been put towards the reserves and we share the blame for that not happening. Reserves are important and given the current climate, Commissioner Bender supports tourism and marketing for tourism and wants to make the marketing budget as whole as possible. Moving forward, we need to look at building the reserves with some of the 5th cent monies.



David Bear thanked Schaefer for his update and agreed that more dollars are needed for more marketing. According to the county's audit fiscal year ending September 30, 2019, there was \$5.3 in the tourism promotion fund. Collections have not been what were anticipated to the tune of approximately \$3 million short, but the same amount was cut from the unified budget, so that should balance out. By the end of this FY end should not we still have \$5.3 sitting in the fund? We are sitting on funds and we should be good stewards and use resources that we have available. Would like to have seen the county administrator at this meeting to ask what she intends to do with those funds and why she asked to cut \$3 million from the unified budget, when those funds are clearly available. Commissioner Bender was asked why the county is only cutting the unified budget.

Commissioner Bender said that the BOCC is also taking a 33% cut. Requested that Sharon Pitts, County Administrator Assistant, present at this meeting, talk about the \$5.3. He was not aware that there was that amount in the account. Pitts addressed the council stating that it was closer to \$3 million to include outstanding invoices from Visit Pensacola. Visit Pensacola does have an advance that will apply to its spend. The \$3 million should not reduce with another 1.5 months left of FY 2020. Rivera requested Pitts to find out exactly how much is in account today. Pitts went to go check and will report.

Schaefer clarified that Visit Pensacola has \$1 million of the advance that they are paying back. After that, the amount of cash that they will be requesting from the county will be under \$400k for the remainder of this fiscal year. Reeves also stated that he would like the amount available right now.

Mitesh Patel understands how the county feels that they need a savings fund. Monies were spent by the county that should have gone to Visit Pensacola to keep them from making cuts and does not see a need for fifth cent unless it was dedicated directly to marketing. If a savings fund is determined to be needed, a plan must be in place for spending.

Pitts returned to meeting to address the council. Pitts stated that as of today, there is \$3.8 million in the account. The anticipated collection for next two months is not available. A discussion continued about how to make the unified budget whole.

Chairwoman Cronley stated that on December 10, 2019, this body, referring to TDC, voted to recommend to the BOCC to raise bed tax to 5%. TDC sent their recommendation to implement the 5<sup>th</sup> cent and hold in a dedicated account until TDC had a plan. BOCC then requested a plan to spend 5<sup>th</sup> cent. Chairman Cronley stated that this body, referring to TDC, is here to determine a spending plan for the 5<sup>th</sup> cent and then opened it up for discussion.

Reeves made a motion that the TDC recommend to the board of county commissioners, that the 5th cent be implemented as soon as possible, and it be dedicated for the next two fiscal years, absolutely to tourism and promotion. Patel asked for a discussion before they make a motion. Chairwoman Cronley and Reeves stated that no, he cannot because there needs to be a second and then discussion. Chairwoman Cronley then asked for a second. The motion died for a lack of a second.



Discussion continued about the fifth cent and spending along with unified budget. Patel would be open to rescinding the vote in December regarding the fifth cent since there is no fourth cent spending plan. Discussion continued as they look over Florida Statutory Authorized Uses of TDT Cents 1-5.

Patel made a motion and seconded by Harper with discussion to rescind the motion made in December 2019. Bear brought up that this is not on agenda and cannot be voted on. Discussion continued about agenda items. Reeves called a question on the motion and not in favor of going backwards and requested a vote. Chairwoman Cronley allowed the motion to be voted on. The motion failed with Cronley, Bear, Bender, and Reeves voting against, Harper and Patel voting in favor, and Rivera abstained.

## **2) Discussion on 5<sup>th</sup> Cent Tax Spending Plan – Shirley Cronley, Chairwoman**

Chairwoman Cronley requested discussion on spending plan. Bear recommended that the fifth cent be levied and collected for the first eighteen (18) months and apply 100% directly to the unified budget for marketing. After the 18 months, have it collected and go into reserves until it reaches \$15 million. This will ensure we have a significant balance for any future catastrophe(s). Anything that would cause a reduction in collections greater than 20%. It could only be used for tourism marketing not infrastructure, etc. During the period of collecting the \$15 million, work on a planning process with industry and community. If the plan is not complete by then, we should sunset the fifth cent.

A discussion continued with Commissioner Bender and Rivera. The concern is once it leaves TDC hands, there will not be control on where it will be spent. Chairwoman Cronley stated that It will be the desire of this board to know where the money is being spent when it is taken from TDT collections by coming to TDC to inform them. The implementation of fifth cent would not take place before January 2021. Two hearings would have to take place first.

Rivera asked if there should be a plan for the 4<sup>th</sup> cent first before discussing plan for 5<sup>th</sup> cent. Chairman Cronley would like to discuss this at the September 1, 2020 meeting and have the county administrator present.

## **3) Recommendation on 5<sup>th</sup> Cent Tax Spending Plan**

Reeves made a motion that we recommend to the county commission that the 5<sup>th</sup> cent be implemented and for the next two fiscal years all the money goes to promotion/advertising and the unified budget. Chairwoman Cronley asked for a second. Bear offered an amendment to the motion stating after the two years of funding the unified budget, that the money goes into a reserve. Reeves amended his motion.

The amended motion made by Reeves is to recommend to the county commission that the 5<sup>th</sup> cent be implemented and for the next two fiscal years all the money goes to promotion/advertising and the unified budget and that after the first two years, the 5<sup>th</sup> cent is spent on what this (TDC) board recommends to the county commission. Bear seconded the motion. Chairwoman Cronley requested a vote. The motion passed with Cronley, Bear, Bender, and Reeves voting in favor, Harper and Patel voting against, and Rivera abstained.



#### 4) Other Business

Chairwoman Cronley would like to have the county administrator, Pam Childers, and finance at next meeting to discuss 1-4 cents and solicit questions prior to the meeting. Reeves was asked to talk to county administrator on behalf of the TDC. Chairwoman Cronley will set up the meeting.

Pitts addressed the TDC with numbers in the Tourism Promotion Fund is currently at \$3.8 million (cash at hand). Cash now but there is still spending for other programs that are not Visit Pensacola. A discussion continued. Reserves are at \$1.1 million cumulative.

Reeves made a motion to recommend to the board of county commissioners that they allocate up to \$1 million from reserves to Visit Pensacola marketing efforts. The motion was seconded by Bear. Rivera requested a discussion. Discussion continued between board and Schaefer. Pitts recommended that another possible solution would be to adjust the amendment from \$1.5 to \$1 million, as long as there were available reserves. Visit Pensacola wants to spend the money responsibly. Commissioner Bender will help Schaefer with presenting this motion next week. ACE has suspended programming and does not need funding for rest of this fiscal year. Visit Pensacola can spend it on their usual activities. Pensacola Sports can work with Visit Pensacola if they need additional dollars for marketing any of their events. Visit Pensacola would spend money on marketing.

Chairwoman Cronley requested a vote. The motion passed unanimously.

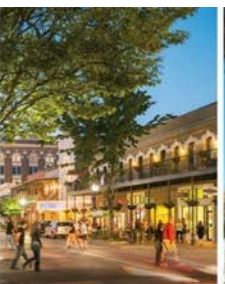
Commissioner Bender recommends that the agenda and TDC meetings fall under the county and would like to move responsibility back to the county.

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

Respectfully submitted,

*Leslie R. White, Destination Services and Events Manager, Visit Pensacola*





800.874.1234  
fax: 850.432.8211

1401 E. Gregory St.  
Pensacola, FL 32502

[www.VisitPensacola.com](http://www.VisitPensacola.com)

#### FY20 JULY TAKEAWAYS:

JULY 2020 as compared to July 2019 is an improvement albeit still at a loss, FY19=(\$186K), FY20=(\$73K). FY19 had more expenses with large outstanding checks. FY20 revenue and expenses are effected by COVID-19. VPI only expenses are lower by \$956K in FY20. This is due to COVID-19 and having to reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers. All invoices are current for Showcase, cleared the bank and have been billed to the County. The year to date loss is from annual contracts paid in FY19 seen on the balance sheet, and expenses monthly as per accounting practices.

#### MAJOR HIGHLIGHTS:

The budgets have been adjusted for the lower supplemental (total of \$900K to VPI loss), canceled programs and events. PSA relinquished their rollover funds from FY19 of \$223K, and ACE gave \$150K from their supplemental to VPI to help offset VPI's loss. There is to be another cut of \$1.5M which will be reflected in the next meeting financials. The BOCC will be voting on this cut or a portion of on 08.20.2020.

FY20 YTD Membership number is at 186 members. This is a decrease of only 4 memberships from FY19 YTD. The level of memberships are lower (lower investment levels) overall. Delinquent invoices are being collected.

PSA has been fully advance their \$500K with backup provided and billed to the County. FY19 YTD PSA had \$681K in expenses, as compared to FY20 YTD of \$503K. This effects the TDT revenue and total expenses when comparing year over year. This decrease is the result of COVID-19

FY20 YTD ACE has been fully advanced their \$400K with backup provided and billed to the County. FY19 YTD ACE had \$775K in expenses, as compared to FY20 YTD of \$400K. This effects our TDT revenue and total expenses when comparing year over year. This decrease is the result of COVID-19.

FY20 VPI has \$553K lower in TDT revenue than in FY19 same time period, with \$955K lower in TDT expenses in FY20 than FY19. This decrease is due the reduction in the supplemental, the effects of COVID-19, reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers.

<b>A</b>	VP MTD TDT INCOME is from billing all outstanding checks to the County
<b>B</b>	VP MTD PRIVATE INCOME is from following up on outstanding invoices (7) and new memberships (1) pro rated to 09.30.2020
<b>8</b>	VP MONTH TO DATE NET INCOME is from recognize the income from previous months' expenses as billed to the County

<b>A</b>	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$401K (We recognize income as billed to the County)
<b>B</b>	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$4K
<b>C</b>	VISIT PENSACOLA ONLY Month to date total Revenue = \$406K
	VISIT PENSACOLA ONLY Month to date expense:
<b>D</b>	Direct Programming Totaled \$294K
<b>E</b>	Operations totaled \$20K
<b>F</b>	Personnel total \$88K
<b>G</b>	VISIT PENSACOLA ONLY Month to Date total Expense = \$402K
<b>H</b>	<b>VISIT PENSACOLA Only Month to Date Net Income (loss) = \$3K</b>

<b>1</b>	UNIFIED Year to Date TDT revenue totaled \$5,172K
<b>2</b>	UNIFIED Year To Date Private revenue totaled \$120K
<b>3</b>	UNIFIED Year to date total Revenue = \$5,292K
	UNIFIED Year to date expense:
<b>4</b>	Direct Programming Totaled \$3,760K
<b>5</b>	Operations totaled \$345K
<b>6</b>	Personnel total \$1,260K
<b>7</b>	UNIFIED Year to Date total Expense = \$5,365K
<b>8</b>	<b>UNIFIED Year to Date Net Income (loss) = (\$73K)</b>

#### County Submissions

<b>*</b>	The County is current with our submissions. Last month submission had one denial, with the expense being pulled from the submission. We have paid back \$1.4M of the \$2M advance.
----------	--



## VISIT PENSACOLA BALANCE SHEET

	<u>Jul 31, 20</u>	NOTES
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
1025 - EFT TDT #4196	766,820.52	Restricted Electronic funds from Cty
1010 - TDT Op #2290	49,218.92	Restricted TDT Operating account
1030 - Partner#2177	273,827.60	Unrestricted funds Operating account
1035 - Reserves #3955	737,983.27	Unrestricted funds Interest bearing account
1050 - Petty Cash	115.00	Petty Cash only at Pcola VIC
<b>Total Checking/Savings</b>	<u>1,827,965.31</u>	
<b>Accounts Receivable</b>		
1200 - Accounts Receivable		
1200-98 - ACE Advance	0.02	ACE Remaining on Advance
1200-2 - Advertising Receivable	57,600.00	selling of FY21 Insider Guide ads
1200-4 - Tourism Receivables	38,638.29	June & July Submissions
1200-5 - Membership Receivable	80.00	FY19 Accrued, will probably be written off in last month
<b>Total 1200 - Accounts Receivable</b>	<u>96,318.31</u>	
<b>Total Accounts Receivable</b>	<u>96,318.31</u>	
<b>Other Current Assets</b>		
1500 - Gift Cards	1,150.00	From Partners to be used for guests/FAMS etc. Paid in FY19, expensing in FY20. Arrivalist, DMO Partnership, Adara, Reef Scapes, STR, US Travel, CrowdRiff, Destination International, Destination Florida, Sterling Valley, Sprout Social, Fla. Restaurant & Lodging, Monsido, Simpleview (Apps)
1405 - Prepaid Misc.	65,382.28	Flood, Wind, Property, D&O
1410 - Prepaid Insurance	12,658.56	month end counts and adjustments, phasing out inventory and consignment
1999 - Merchandise Inventory	783.58	Balance on account at Post Office and Pitney Bowes
1400 - Prepaid Postage	2,414.45	
<b>Total Other Current Assets</b>	<u>82,388.87</u>	
<b>Total Current Assets</b>	<u>2,006,672.49</u>	
<b>Fixed Assets</b>		
1350 - Equipment		
1361 - iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 - Acc Depr - Equipment	-3,692.58	
1359 - Apple laptop	1,449.00	fully depreciated
1352 - Flag & Flagpole	683.00	fully depreciated
1351 - Laminator & case	409.00	fully depreciated
<b>Total 1350 - Equipment</b>	<u>4,606.33</u>	
<b>Total Fixed Assets</b>	<u>4,606.33</u>	
<b>TOTAL ASSETS</b>	<u><b>2,011,278.82</b></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2100 - Accounts Payable	172,878.67	PSA and Showcase
<b>Total Accounts Payable</b>	<u>172,878.67</u>	
<b>Credit Cards</b>		
2000 - Visit Pensacola P-Card	5,709.72	Current month Pcards TDT
2002 - Regions Membership PCard	33.50	Current month Pcards Membership
<b>Total Credit Cards</b>	<u>5,743.22</u>	
<b>Other Current Liabilities</b>		
2700 - Unearned Revenue	717,245.40	Advance from County, applied \$1.4M to advance YTD. Unearned Insider Guide Ad sales for FY21. \$63K
2999 - Salaries payable	34,840.63	FY19 accrual of PTO owed
25500 - Sales Tax Payable	15.00	Sales tax owed for current month paid mid following month
<b>Total Other Current Liabilities</b>	<u>752,101.03</u>	
<b>Total Current Liabilities</b>	<u>930,722.92</u>	
<b>Total Liabilities</b>	<u>930,722.92</u>	
<b>Equity</b>		
32000 - Unrestricted Net Assets	1,153,919.65	FY14 to FY19 Net Income
Net Income	-73,363.75	Current month net income -loss
<b>Total Equity</b>	<u>1,080,555.90</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>2,011,278.82</b></u>	



**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

	Jul 20	Oct '19 - Jul 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4500 · Grant Income	0.00	0.00	0.00	0.00	#DIV/0!	
4640 · Event Income	200.00	13,235.00	20,000.00	6,765.00	34%	HRT and Annual Luncheon
4000 · Tourism Development Tax-T	441,070.09	5,171,985.24	6,449,534.00	1,277,548.76	20%	As billed to County
4050 · TDT Supplemental	0.00	0.00	1,400,000.00	1,400,000.00	100%	
4100 · Membership Dues	4,000.00	92,068.78	100,000.00	7,931.22	8%	Membership Dues 10.01.19-9.30.20
4150 · Advertising Income						
4155 · Partner Co-Ops	0.00	5,400.00				
4150 · Advertising Income - Other	0.00	5,517.25	0.00			Visitor Guide ad sales will not occur this year
Total 4150 · Advertising Income	0.00	10,917.25	0.00	-10,917.25	#DIV/0!	
4300 · Consignment Sales	0.00	1,922.03	1,922.00	-0.03	0%	phased out
4400 · Gifts in Kind - Goods	0.00	1,100.00	167,000.00	165,900.00	99%	Gift cards from Partners
4600 · Misc. Income	257.19	800.45	600.00	-200.45	-33%	
Total Income	445,527.28	5,292,028.75	8,139,056.00	2,847,027.25	35%	
Gross Profit	445,527.28	5,292,028.75	8,139,056.00	2,847,027.25		
Expense						
1 · Direct Programming						
5090 · Marketing Research	50,098.33	338,830.37	454,172.00	115,341.63	25%	
5100 · Advertising/Media	15,975.00	106,019.10	110,825.00	4,805.90	4%	VPI took over social media posts from Showcase.
5110 · Public Relations	1,835.99	34,664.29	62,618.00	27,953.71	45%	
5120 · Advertising Production	0.00	20,304.84	24,305.00	4,000.16	16%	annual meeting video utilizing Simpleview more than budgeted
5130 · Internet Site Production	24,483.53	163,479.97	243,451.00	79,971.03	33%	Granted to date \$366,593 Budget remaining is for Summerfest. This was canceled. Other expenses are for New Beginnings and DIB
5140 · Festivals & Events Grantec	600.00	311,427.95	334,803.00	23,375.05	7%	New Year's Eve fireworks. Sertoma has cancelled their event will be used to offset overage on other DP GLs
5141 · Festivals & Event Local Su	19,250.00	100,346.35	169,872.00	69,525.65	41%	Granted to date \$13,500
5142 · Festival & Event Mini Gran	0.00	11,298.77	13,500.00	2,201.23	16%	
5150 · Consumer Promotions	1,500.00	15,540.29	16,540.00	999.71	6%	
5160 · Sales Promotions	0.00	65,774.12	72,750.00	6,975.88	10%	
5170 · Brochures and Collateral	0.00	5,740.31	12,015.00	6,274.69	52%	
5180 · Film Promotions	0.00	223.50	500.00	276.50	55%	
5190 · Showcase	170,205.42	1,857,312.60	2,937,000.00	1,079,687.40	37%	Invoices are current
5210 · Regional Partnership	11,920.00	26,195.00	14,275.00	-11,920.00	-84%	Annual Operating and Membership dues for NWFL Coalition Counsel. Will pull from other DP GL
5215 · Tourism Development Proj	0.00	17,899.50	17,899.50	0.00	0%	managing Pensacola.com
5220 · Registration	-2,700.00	30,675.83	37,421.00	6,745.17	18%	refunds from canceled shows
5230 · Dues and Subscriptions	1,170.83	25,747.51	24,577.00	-1,170.51	-5%	Will pull from other DP GL. UWF Historic Trust not budgeted. DMAO more than budgeted
5400 · Business Travel & Entertainment						
5400-1 · Disallowed Travel Expe	0.00	928.18	2,000.00	1,071.82	54%	
5400 · Business Travel & Entert	0.00	21,416.37	28,782.00	7,365.63	26%	
Total 5400 · Business Travel & Er	0.00	22,344.55	30,782.00	8,437.45	27%	
5540 · Grant Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5500 · Visitor Awareness Educati	-124.00	28,907.15	52,900.00	23,992.85	45%	HRT luncheons, United Way Day of Caring, VIC events, credit for apps from Simpleview
7000 · PSA Sporting Events	9,409.35	177,589.67	453,840.00	276,250.33	61%	
7400 · ACE - DP	0.00	399,999.98	973,944.00	573,944.02	59%	
Total 1 · Direct Programming	303,624.45	3,760,321.65	6,057,989.50	2,297,667.85	38%	
2 · Operating Costs						
5520 · Committee Expenses	190.22	9,577.99	11,254.00	1,676.01	15%	
5450 · Auto/ Local Travel	506.20	5,216.86	7,817.00	2,600.14	33%	
5600 · Building Maintenance & Re	1,883.72	77,416.49	99,034.00	21,617.51	22%	
5610 · Computer&IT Maintenance	4,581.84	33,705.24	36,329.00	2,623.76	7%	
5630 · Insurance Building & Conti	1,555.14	15,291.63	15,000.00	-291.63	-2%	insurance for rental units.
5640 · D & O and Liability Insuran	451.96	5,871.40	6,000.00	128.60	2%	Insurance increase
5650 · Audit	0.00	14,000.00	14,000.00	0.00	0%	insurance increase
5660 · Legal Services	2,442.00	14,555.00	19,613.00	5,058.00	26%	
5670 · CPA/ Financial Services	680.00	4,530.00	4,875.49	345.49	7%	
5690 · Depreciation Expense	0.00	0.00	100.00	100.00	100%	
5700 · Postage	1,214.59	26,676.69	35,150.00	8,473.31	24%	
5710 · Supplies Coffee/Sodas	94.30	4,423.72	6,351.00	1,927.28	30%	
5720 · Office Supplies	673.07	10,410.54	17,820.00	7,409.46	42%	
5730 · Storage and Delivery	436.04	10,066.45	10,939.00	872.55	8%	
5750 · Rent	0.00	10.00	10.00	0.00	0%	
5760 · Telephone Service	1,011.07	9,961.65	11,690.29	1,728.64	15%	
5770 · Utilities	2,588.13	27,717.80	33,506.00	5,788.20	17%	
5780 · Copier	750.31	6,913.28	8,500.00	1,586.72	19%	
5790 · Capital Expenditures	0.00	6,746.09	17,671.37	10,925.28	62%	laptops, iPad for staff
5900 · Miscellaneous Expenses	208.84	535.90	600.00	64.10	11%	holiday inn expense, offset by income
5920 · Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%	
6000 · Consignment Sales Expen	0.00	1,250.80	1,496.00	245.20	16%	
6001 · Bank Service Charge	40.00	520.30	640.00	119.70	19%	
6010 · Credit Card Processing Fe	237.31	3,250.46	4,416.00	1,165.54	26%	
6500 · Taxes	15.00	1,182.48	2,915.00	1,732.52	59%	
6940 · In Kind Expense	0.00	0.00	167,000.00	167,000.00	100%	
7001 · PSA Operations	4,008.65	55,396.47	67,067.00	11,670.53	17%	
Total 2 · Operating Costs	23,568.39	345,227.24	601,294.15	256,066.91	43%	

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Jul 20	Oct '19 - Jul 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
<b>3 - Personnel Costs</b>						
5800 - Salaries	70,505.06	760,925.61	906,080.00	145,154.39	16%	
5810 - Commissions	815.90	9,330.47	20,000.00	10,669.53	53%	
5830 - Auto	461.54	6,065.95	6,000.00	-65.95	-1%	overlap in President position
5840 - 401K Contribution Match	2,055.70	19,155.93	22,293.00	3,137.07	14%	
5850 - Employee Insurance	6,844.22	49,923.32	56,174.00	6,250.68	11%	
5870 - Drug Testing	26.00	401.00	425.00	24.00	6%	
5880 - Payroll Expense	7,643.66	143,505.22	177,100.35	33,595.13	19%	includes expense for SearchWide Global
5890 - Staff Education	0.00	849.00	4,758.00	3,909.00	82%	
7002 - PSA Personnel	26,546.97	269,687.11	317,532.00	47,844.89	15%	
<b>Total 3 - Personnel Costs</b>	<b>114,899.05</b>	<b>1,259,843.61</b>	<b>1,510,362.35</b>	<b>250,518.74</b>	<b>17%</b>	
<b>Total Expense</b>	<b>442,091.89</b>	<b>5,365,392.50</b>	<b>8,169,646.00</b>	<b>2,804,253.50</b>	<b>34%</b>	
<b>Net Ordinary Income</b>	<b>3,435.39</b>	<b>-73,363.75</b>	<b>-30,590.00</b>	<b>42,773.75</b>		
<b>Net Income</b>	<b>3,435.39</b>	<b>-73,363.75</b>	<b>-30,590.00</b>	<b>42,773.75</b>		



## OUTREACH



**Highlight:** Pensacola Beach Chamber – Sea Turtle Red Flashlight Filters Available to the Public



**Including:** UpRoxx: Best Whiskeys for Chill 4th of July Weekend



**Including:** Conde Nast Traveler - 7 Black History Museums Across the U.S. Worth Visiting



**Highlight:** 10 Things You Must Do on a Trip to Pensacola



- Crisp Video Group
- Catalina Content
- Yellow Orchid Productions

## SOCIAL MEDIA

8,034 sessions via social referral • 5,765 total social conversions



### 521 total Social conversions

Total Engagement: 10,488 Replies, retweets and likes + 48 new followers, 216k Impressions



### 3,878 TOTAL SOCIAL CONVERSIONS

#### 352 New Page Likes

79,465 Engaged Users with the potential of 1.3 million total impressions (all generated from likes, shares and comments on posts)



### 693 TOTAL SOCIAL CONVERSIONS

Engaged 19,298 people, 1,813 pins

## E-MARKETING CONSUMER eNEWS

612 new sign-ups

126% conversion rate

51% open rate

8% click throughs





## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

#### PRESS RELEASES

- Pensacola Beach Airshow Canceled
- Pensacola Beach Fireworks Canceled
- Pensacola Beach Chamber – Sea Turtle Red Flashlight Filters Available to the Public

#### MEDIA ASSISTS

- UK Podcast – Not Just Travel, Pensacola Culinary with the Grand Marlin
- UK Podcast – Not Just Travel, Florida Beach Destination panel discussion
- NewsRadio Expert Panel - Pep Talk
- La Cucina Italiana feature
- SpaceX Infographic/social feature
- Florida West – imagery for Cyber Coast Florida
- PNS Airport
- Visit Florida media pitch submission

#### MEDIA ASSISTS

- Southern Boating
- Visit Florida PR Submissions
  - Self-guided tours
  - Public Art Trails
  - Virtual experiences
  - Florida state and national parks
  - Iconic Florida Recipes
- HARO (Help A Reporter Out) Pitches
  - Chris Elliott – Socially Distant Activities – Forbes
  - Outstanding / Unusual Nature Destinations – British
  - Best Hidden US Vacation Destination
  - 15 destinations that could feel like your canceled vacation abroad
  - Best places to travel with your dog
  - Florida Travel that is safe – Daily Mom
  - Veteran's Memorial Park: Pensacola, FL – City parks with quirky attractions or unique style

#### MEDIA ASSISTS

- UWF Hospitality Research Committee
- WEAR3
- Pensacola News Journal
- Taste of the South Magazine
- UpRox.com
- Pensacola Chamber of Commerce – Mask Up video
- Destination Florida – Quicktrip Submission
- Visit Florida PR Lead – Black Owned Businesses
- Quina House Museum
- AAA
- Andrews Institute Presentation
- Rotary NWFL Presentation
- UWF Community Spotlight on Visit Pensacola
- Giant Noise PR social media submission
- Travelocity – Outdoor and Adventure

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



### STORIES MENTIONING PENSACOLA

#### Highlights:

- History Making NASA SpaceX Astronauts Returning from International Space Station



#### 210 stories

##### Highlights:

- 17 Top Beach Camping Spots in the U.S.
- What is a Bushwacker? The Best Milkshake Cocktail Ever



#### Accolades

##### Highlights:

- The Best Beaches You Can Drive To in the Continental U.S., According to Trip Advisor
- America's Most Beautiful Roads

**July Activity Report Overview**

Bookings/Assists: 5	YTD: 68
Room Nights Booked: 139	YTD: 13,730
Sales Leads: 4	YTD: 52
Lead Room Nights: 9,090	YTD: 31,510
Partner Referrals: 224	YTD: 2,902

**Group Leads**

- Holiday Senior Tour
- LA Monroe Women's Basketball @ Sun Belt Tournament
- USS Downes DE/FF-1070
- 2021 Sun Belt Conference Basketball Championship

**Group Assists**

- Cox Wedding
- Locker Weeding
- Maizon Wedding
- Rashadi Travel Vacation 2020

**Partner News**

Insider Guide ads are now available until October 1, 2020. First Rights of Refusals are due Aug 15th for existing partner ads. 2021 Insider Guides will have 8 more pages of ads available to our partners, based on a first come first serve basis. Print and release date January of 2021. For the month of July: Insider Guide Ad Sales are at \$67,600.00. DTN Gross Revenue at \$533.36 and EDN Gross Revenue at \$166.67.

Renewal Memberships start September 1, 2020 for fiscal year 2021.

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

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

**July New Partners**

Bonsai at the Hilton  
Pensacola Beach Sunshine Weddings  
Saltwater Seduction

**Upcoming Meetings and Events**

Nominating Committee Meeting

August 12, 2020 / 3:30 pm

Lee House Boutique Hotel

Hospitality Roundtable Experience

August 19, 2020 / 11:00 am

Pensacola Bay Cruises

Speaker: Dan Brown, National Park Service

VP Finance Committee Meeting

August 25, 2020 / 1:00 pm

VP Conference Room & Zoom

VP Board of Directors Meeting

August 26, 2020 / 3:00 pm

Skopelos at New World & Zoom

Hospitality Roundtable Luncheon

September 15, 2020 / 11:30 am

Pensacola International Airport

Topic: Airport Update

**Visitor Information Centers:**

Both visitor centers reopened to the public on June 22, 2020. We welcomed a new tourism ambassador, Kendra Perkins.

Hours at both centers changed. **Pensacola** location is open M-F, 9-5pm with 1 ambassador on duty. Weekends, 9-4 pm with 2 ambassadors on duty. **Perdido Key** location is open daily, 7 days a week, 9-4 pm with 2 ambassadors on duty.

<b>Pensacola Visitor Center</b>	<u>June</u>	<u>July</u>
Personal Assists	27	1,040
Phone Assists	349	520
Visitors	445	1,451
Non-Visitors	75	377
FY 2020 Total Visitors		18,857
FY 2020 Total Non-Visitors		293

**Perdido Key Visitor Center**

Personal Assists	33	130
Phone Assists	27	93
Visitors	234	810
Non-Visitors	130	119
FY 2020 Total Visitors		10,699
FY 2020 Total Non-Visitors		1,008





### June Activity Report Overview

Bookings/Assists: <b>3</b>	YTD: <b>63</b>
Room Nights Booked: <b>8</b>	YTD: <b>13,591</b>
Sales Leads: <b>6</b>	YTD: <b>48</b>
Lead Room Nights: <b>209</b>	YTD: <b>22,420</b>
Partner Referrals: <b>107</b>	YTD: <b>2,678</b>

### Sales Highlights

The lessening of travel restrictions in May had a positive effect on the meetings industry. Visit Pensacola received four RFP's with meeting dates between February and April 2021, totaling 1,190 room nights and an economic impact of \$329,600 in revenue. Pensacola is also being considered for hosting the Florida Association of State Troopers – July 2020 Board of Directors meeting. The host city will be selected by June 15.

### Group Lead(s)

- n/a

### Leads/Bookings and Date Changes

- 2020 IAPSC Annual Board Meeting
  - *New Dates February 21-24, 2021*
- Environmental Pest Service Incentive Group
  - *New Dates April 30 – May 1, 2021*
- Coastal Carolina University Women's Basketball @ Sun Belt Tournament
  - *New Dates 3/3/2021-3/9/2021*
- 2021 ProAg Adjuster School
  - *New Dates March 8-11, 2021*

### Canceled Meeting(s) and Event(s)

- USS Tripoli Commissioning canceled due to Covid -19 (*date was 6/23/210-6/27/20*)
- USS St. Louis Commissioning canceled due to Covid-19 (*date was August 2020*)

### Services Highlights

- USCG Cutter Homeport Change DILEGENCE and RELIANCE Committee Meeting (LW) ~ *Families starting to arrive ahead of cutters.*
- Insider Guides & Multi-Cultural Guides ~ delivered to partners (accommodations)

### Partner Updates

- New Partner(s):
  - Downtown Improvement Board**
  - First City Arts Center**
  - Grizzly Axes**
  - Reel Easy**
- Continued "Partner" outreach to encourage our partners to update their listing with current operating hours, menus, specials, sales, and deals (to include July 4<sup>th</sup> & Blue Angels' Air Show). This directly helps with Visit Pensacola to help/assist in sharing it with our audience.

### Upcoming Events and Meetings

- Hospitality Roundtable Luncheon (HRT)
  - July 21, 2020 / 11:30 am
  - Skopelos at New World
  - Speaker: Darien Schaefer
- Finance Committee Meeting
  - July 28, 2020 / 1:00 pm
  - VIC Conference Room & Zoom

### Visitor Information Centers

Due to COVID-19 on Monday March 23, 2020 the Visitor Centers' doors in Pensacola and Perdido Key were closed to public access. The Visit Pensacola team operated as a "virtual office" with communication handled via phone, email, and updating/utilizing the CRM.

Visit Pensacola staff returned to work in the office on Monday, June 1, 2020.

On June 22, 2020, both visitor centers were opened to the public.

June Phone Assists thru 6/22/2020: 86  
 Are beaches open? 13%  
 Are restaurants open? 3%  
 Condo/Vacation Rental Inquiry: 3%  
 Future Visit: 17%  
 Visitor Guide Request: 7%  
 Other: 57%