

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: African American Heritage Society</b>				
FY 2024-2025 Appropriation Amount: \$75,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Cultural tourism program designed to enhance the African American cultural tourism landscape of Pensacola and NW Florida</b>				
<b>African American Heritage Museum</b>				
Total Number of Visitors	60	625		
Total Number of out-of-town Visitors	34	40		
Average Length of stay for out-of-town visitors	2	2		
<b>Events sponsored/co-sponsored by AAHS</b>	1	3		
Name of Event : <b>Celebrating our Ancestors</b>				
Number of attendees at Event	300 approx			
Estimated Revenue generated by Event:	\$590.00			
<b>EVENT NOTE:</b>				
Name of Event: <b>The Six Triple Eight screening for Black History Month</b>				
Number of attendees at Event		25		
Estimated Revenue generated by Event		\$120.00		
Name of Event: <b>Reader's Ensemble Presentation at the 2nd Annual Books by the Bay Festival</b>				
Number of attendees at Event		230		
Estimated Revenue generated by Event		\$570.00		
Name of Event: <b>Que'Etic Justice - An Evening of Poetry and Music</b>				
Number of attendees at Event		210		
Estimated Revenue generated by Event		\$345.00		
<b>Agency Name: Center for Independent Living</b>				
FY 2024-2025 Appropriation Amount: \$30,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Provide pre-employment training services to youth with disabilities who are transitioning out of high school or post-secondary education</b>				
Number of Participants	6	7		
Number of youths with disabilities who were trained or prepared	6	7		
Number of youths who transitioned with independent life skills	0	0		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: Council on Aging</b>				
FY 2024-2025 Appropriation Amount: \$45,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Increase number of new participants who gain access to quality food by 5% and enhance quality of life and independence for aging adults</b>				
*Number of new participants	84	67		
*Senior Dining Site participants	686	646		
*Senior Dining Site meals served	28,034	27,168		
*Meals on Wheels participants	206	202		
*Meals on Wheels delivered	17,868	20,053		
*Case Management recipients	161	132		
*Case Management hours	574.75	638.25		
*Companionship recipients	54	60		
*Companionship hours	4,502.75	6,242.75		
*In-Home Respite recipients	34	41		
*In-Home Respite hours	7,525.25	10,470		
*Personal Care recipients	28	57		
*Personal Care hours	1,043.75	3,692.25		
*Homemaking recipients	32	71		
*Homemaking hours	575.5	2,711		
*Shopping Assistance recipients	23	45		
*Shopping Assistance hours	251	974		
*Adult Daycare recipients	43	41		
*Adult Daycare hours	1,209	1,150		
<b>**See Attached Report for Additional Information</b>		<b>**</b>		
<b>Agency Name: Ecomfort</b>				
FY 2024-2025 Appropriation Amount: \$5,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To help provide food for the hungry in Englewood and surrounding communities</b>				
How many Escambia Co residents served by food pantry	10,704	12,110		
How many Escambia Co residents served by soup kitchen	3,600	4,100		
How many pounds of meals purchased	3,200	3,800		
<b>Agency Name: Escambia Community Clinics d/b/a Community Health Northwest Florida</b>				
FY 2024-2025 Appropriation Amount: \$447,664.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Continue to be the Major Provider of Outpatient Primary and Preventive Health Care Services for Uninsured, Underinsured and Medically Needy of Escambia County</b>				
Number of Charitable/Self Pay/Slide Visits (Escambia County Residents ONLY)	5,750	11,517		
Expense per Charitable Visit	\$319.17	\$319.17		
Value of Care Provided through Charitable Support of Escambia County	\$1,835,227.50	\$3,675,880.89		
Total Number of (Unduplicated) Patients - Organization-Wide all counties/payers	23,422	34,534		
Total Number of Visits - Organization-wide all counties/payers	37,115	74,466		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: Escambia Community Human Relations Commission</b>				
FY 2024-2025 Appropriation Amount: \$125,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To Promote the Fair Treatment and Equal Opportunity for All Citizens of Escambia County</b>				
1. # of Employment Technical/Discrimination Complaints Received & Resolved	16	10		
2. # of Housing Technical/Discrimination Complaints Received and Resolved	23	60		
3. #of Calls Unrelated to Housing/Employment	11	23		
4. #of Community Relations Housing & Employment Information/Awareness Events Conducted/Participated	1	4		
5. #of Residents who participated in Housing/Employment Information/Awareness Events	31	109		
**See Attached Report for Additional Information		**		
<b>Agency Name: Friends of Downtown</b>				
FY 2024-2025 Appropriation Amount: \$30,000				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide a free family venue that encourages visitors during the Holiday Season</b>		**		
How many people enjoyed the venue?	20,000+	20,000+		
How many people who attended the venue stayed in area hotel/motels?	Info not available	Info not available		
How many nights did those people stay in area hotels/motels?	Info not available	Info not available		
On average, how much did each family spend while enjoying the venue?	Info not available	Info not available		
**See attached annual report for more information		**		
<b>Agency Name: Gulf Coast Kid's House</b>				
FY 2024-2025 Appropriation Amount: \$145,700.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Supplemental Child Abuse Investigations-Ensuring 98% FL Abuse Hotline Reports reviewed w/4 days to determine if Forensic Services are warranted</b>				
Ensure 90% written assessment reports be provided to involved entities w/10 business days	98%	99%		
Total Exams	130	148		
<b>Prevention</b>				
Provide training and ongoing consultation services	5	6		
Provide court testimony	13	6		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

Agency Name: <i>Gulf Coast Minority Chamber of Commerce</i>				
FY 2024-2025 Appropriation Amount: \$75,000.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>Increase in registered businesses</b>		51		
*All Minority Business Classifications Registered	1,781	1,832		
*Certified Small Business	650	666		
*Women owned small businesses	326	336		
*Veterans owned small businesses	135	139		
*Minority Business Enterprise	432	448		
*Service-disabled Veterans owned small businesses	87	89		
*LGBT Owned	22	20		
*US DOT Certified DBE	113	118		
*African	* n/a	0		
*Hispanic	* n/a	0		
*Asian	* n/a	0		
*Native	16	16		
*Pacific	* n/a	0		
<b>County Contracts Issued/Minorities</b>				
*Minority	11	40		
*Women	1	11		
*Veteran	2	8		
*Service-Disabled Veterans	0	3		
*LGBT Owned	2	4		
*US DOT Certified DBE	2	11		
*African	0	0		
*Hispanic	0	0		
*Asian	0	0		
*Native	0	0		
<b>Other Metrics and ROI</b>				
*Memberships	130	132		
*Contacts (non members but receive communication)	1,060	1,458		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: Gulf Coast Veterans Advocacy Council, Inc.</b>				
FY 2024-2025 Appropriation Amount: \$11,875.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Relieve-Hardship of daily living for homeless Veterans and their families by providing assistance in connecting veterans with services</b>	2,033	1,870		
How many veterans directed to Veterans' Homeless Stand-down	n/a	n/a		
How many veterans directed to Veterans' Opioid Prevention Program	12	17		
How many veterans directed to Women's Veteran Programs	20	42		
How many veterans directed to Disabled Veterans' Program	802	737		
<b>Present Events for Veterans and their Families</b>				
Veterans Day Parade-Number of Veteran Attendees	2,822	n/a		
Homeless Veterans Stand Down	n/a	n/a		
<b>Provide support for Veteran Benefits/VA Health Care System Registration</b>				
Number of Veterans helped w/VA Registration	2,023	3,237		
<b>Agency Name: Heath and Hope Clinic</b>				
FY 2024-2025 Appropriation Amount: \$28,500.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Number of total patient visits	4,558	5,138		
Number of new patients enrolled for services	261	283		
Total of medical care provided	\$482,730	\$590,882		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: <i>Keep Pensacola Beautiful</i></b>				
FY 2024-2025 Appropriation Amount: \$182,403.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Provide and increase the number of adopt-a-spot program</i></b>				
Number of Adopt-a-Spot Locations	18	22		
Number of Adopt-A-Spot groups	4	4		
Number of Pounds of Litter removed by Adopt-A-Spot	1275	1,095		
<b><i>Work w/Escambia County to help with Rosedale Litter/Blighted Properties</i></b>				
Pounds of roadside litter removed	23,875	39,784		
CRA Cleanups	10	8		
Number of Tires Collected	395	325		
Number of Paint Cans/Household Chemicals collected	996	402		
<b><i>Reduce litter in Community with removal efforts/behavior change</i></b>				
Plastic Grocery Bags Recycled during bag swap events	0	100		
<b><i>Educate Community members on impact of litter in Escambia County</i></b>				
Number of educated individuals	0	0		
<b>Agency Name: <i>Lakeview Center</i></b>				
FY 2024-2025 Appropriation Amount: \$347,265.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Serve as a single point for adults in crisis under the Baker Act.</i></b>				
Clients will maintain or improve their FARS/CFARS score	87%	89%		
Completion of SAFE-T on clients admitted to treatment	90%	91%		
Reduction of wait times for adults to receive Baker Act Screenings, assessments, evaluations and triage, treatment, or stabilization	N/A	N/A		
<b><i>Support of Escambia County</i></b>				
Total Number of Patients evaluated and/or treated	1007	1034		
<b>Notes:</b> *Reduction of wait times for adults to receive Baker Act Screenings, assessments, evaluations and triage, treatment, or stabilization – Operations began April 22, 2024; FY2025 will be a baseline year for collection of data and reduction targets will be set in FY2026.				
<b>Performance Accountability Report Scores for quarter 1 FY25</b>		<b>Annual Goal</b>	<b>YTD Goal</b>	<b>YTD Actual</b>
Persons will maintain or improve their FARS/CFARS Scores		80%	80%	92%
SAFE-T will be administered on people admitted to treatment services.		90%	90%	95%

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: Legal Services of North Florida, Inc.</b>				
FY 2024-2025 Appropriation Amount: \$62,344.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Improve Housing Stability of families in Escambia County</b>				
Number of Cases	111	95		
Closed Cases	114	59		
<b>Improve Financial Stability of families in Escambia County by 60%</b>				
Number of Cases	57	124		
Closed Cases	71	77		
<b>Improve Safety and Health of families/households in Escambia County by 60%</b>				
Number of Cases	165	171		
Closed Cases	194	141		
<b>Agency Name: Naval Aviation Museum - Flight Academy</b>				
FY 2024-2025 Appropriation Amount: \$50,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Number of students from Escambia County	0	273		
Number of students from outside of Escambia County but within the U.S.	50	73		
Number of foreign students	0	0		
Number of families lodged in area hotel/motels while their student attends the Academy	32	5		
Average length of stay in hotel/motel of family	5 days	3 days, 2 nights		
<b>Agency Name: NW Florida Defense Coalition</b>				
FY 2025-2026 Appropriation Amount: \$100,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To formalize and organize federal advocacy efforts for the military missions in Escambia County to help ensure a continuing military presence and the resulting economic impact</b>				
Number of regular coordinated engagements with congressional/pentagon leadership to include County Officials	1	1		
Number of identified priority Federal budgetary "asks" for projects for MilCon, Appropriations, and/or Supplemental funding for local installations	3	3		
Number of regular engagements with local installations leadership to keep pulse on needs, challenges and opportunities	25+	25+		
Please Report any significant developments.				
<b>Notes: See attached reports for more information</b>				

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: NW Florida Legal Services</b>				
FY 2024-2025 Appropriation Amount: \$62,344.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>Assist families w/stabilization of house for 6 mos. w/Landlord-Tenant and Foreclosure Assistance</b>				
Number of families avoided eviction or foreclosure	5	8		
<b>Assist families w/stabilization of family finances</b>				
Number of families that avoided financial crisis	7	6		
<b>Assist families w/legal documents to stabilize their family</b>				
*Number of families who avoided crisis/State intervention	7	8		
<b>Agency Name: Pensacola Area Chamber of Commerce</b>				
FY 2024-2025 Appropriation Amount: \$96,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide a free family event that celebrates Independence Day and encourages visitors to visit</b>		**		
How many people attended the 4 <sup>th</sup> of July celebration?				
How many people who attended the 4 <sup>th</sup> of July celebration 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?				
<b>**See Progress Report Attached.</b>				
<b>Agency Name: Pensacola Beach Chamber of Commerce</b>				
FY 2024-2025 Appropriation Amount: \$87,750.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide free family events that encourage visitors for New Year's Eve and 4th of July to the Escambia County area</b>		**		
How many people attended the New Year's Eve celebration? (December 29-December 31)	54,000+	54,000+		
How many people who attended the celebrations stayed in area hotel/motels?	8,200+	8,200+		
How many nights did those people stay in area hotels/motels?	2-3 Nights	2-3 Nights		
On average, how much did each family spend at the celebration? *We are unable to obtain a specific "dollars per family" number. However, with 20,000+ in attendance this year, a conservative estimate of \$5-\$25 per person total dollars spent would equal \$100,000-\$500,000 dollars spent. Considering the celebratory occasion at \$50-\$200 per person \$1-4 million dollars spent on December 31, 2023 weekend.	Avg. \$56/person (\$1.5M-\$3M)	Avg. \$56/person (\$1.5M-\$3M)		
How many people attended the 4th of July celebration?				
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?				
Bob Sikes Toll Plaza Number of vehicles recorded				
<b>**See Progress Report Attached.</b>				



ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: <i>Pensacola Caring Hearts</i></b>				
FY 2024-2025 Appropriation Amount: \$12,350.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Reduce Food insecurities in Escambia County</i></b>				
Number of Mobile Pantry "stops" in Escambia County	1	3		
Number of Escambia County families receiving food from the Mobile Pantry	1,000	1,500		
Number of Escambia County families receiving food from the stationary Food Pantry	500	700		
Number of Escambia County families receiving transportation to/from Food Pantry and/or food distribution sites	25	35		
Number of Escambia County families receiving delivery of food from the Food Pantry or food distribution sites	5	20		
Approximate Escambia County grant dollar spent on food for Escambia County residents	\$1,030	\$2,350.00		
<b>Agency Name: <i>PEDC</i></b>				
FY 2024-2025 Appropriation Amount: \$600,000.00				
<b>Goals and Metrics Scorecard:</b>				
<b><i>Business development by increasing number of primary sector jobs:</i></b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Economic impact estimates	\$179,818,500	\$33,306,563		
Number of new jobs created	100	65		
Cost per job	1,500	2,307		
Incubator Companies (CO-LAB)	21	22		
Number of new businesses created	1	2		
Target Sector Projects:	31 Active Projects, representing 1,563 New Jobs; 925 Retained Jobs; \$62,288 Average Wages; and \$2,342,060,000 Capital Investment	29 Active Projects, representing 1,400 New Jobs; 945 Retained Jobs; \$59,191 Average Wages; and \$2,421,510,000 Capital Investment		
State/Federal funds received				

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: Pensacola Mardi Gras Foundation</b>				
FY 2024-2025 Appropriation Amount: \$250,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide a free family event that encourages visitors during the Mardi Gras Season</b>		No response from vendor		
How many people attended the Mardi Gras celebrations?	750 +/-			
How many people who attended the celebrations stayed in area hotel/motels?	0			
How many nights did those people stay in area hotels/motels?	0			
On average, how much did each family spend at the celebration?	\$0			
<b>Notes:</b> Hosted 2 City wide planning events with Mardi Gras Krewe and businesses catering to Krewe. All Local. First Season official public event does not happen until 2nd Quarter				
<b>Agency Name: Pensacola Navy Days</b>				
FY 2024-2025 Appropriation Amount: \$50,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide family-friendly events that encourages military visitors and their families to Pensacola during the Pensacola Navy Days</b>		**		
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?				
<b>**Notes:</b> See 1st and 2nd Quarter Progress Report Attached				
<b>Agency Name: Pensacola Sports</b>				
FY 2024-2025 Appropriation Amount: \$1,583,221.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Visitors	20,667	14,001		
Room Nights Generated	23,036	14,268		
Direct Impact Generated	\$17,232,573	\$9,199,360		
Agency Spending	\$345,785	\$407,936		
<b>Notes:</b> 37,304 room nights generated by sporting events that created a total direct economic impact of \$26,431,933. Using these figures and based on \$753,721 spend by Pensacola Sports in the 1st and 2nd Quarter the return to the community is \$35.07 per dollar spent.				
<b>Agency Name: Pensacon Pensacola</b>				
FY 2024-2025 Appropriation Amount: \$350,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b>To provide a family friendly event that encourages visitors to Pensacola and Escambia County</b>		**		
How many people attended the celebrations?		22,885 through the door		
How many tickets were sold?		8,765		
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?				
<b>Notes:</b> We are still in the progress of gathering our final numbers. We will provide updated information with the third quarter report and annual report.				

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

Agency Name: <b>PSC Kids College @ Century Center</b>				
FY 2024-2025 Appropriation Amount: \$15,000				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>To Provide School Aged Children between the ages of 6-12 an opportunity to participate in STEM, ART and Sports camps</b>	n/a	**See Progress Report attached. (The Kids College is a summer program).		
Number of Century Community Students (ages 6-12) served by summer program, demonstrated by registration and attendance				
Number of Century summer program participants exhibiting knowledge increases as demonstrated by pre-/post-assessments				
Number of Century summer program participant parents (without degrees) who meet with PSC staff and enroll in postsecondary workforce education programs for Fall 2025				
**See Progress Report attached. (The Kids College is a summer program).				
Agency Name: <b>Sail Pensacola</b>				
FY 2024-2025 Appropriation Amount: \$315,000.00				
Goals and Metrics Scorecard:	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>To provide a multi-day family friendly event that encourages visitors and sailing enthusiasts to Pensacola and Escambia County</b>				
How many people attended the event? (Competitors)		181		
Spectators – Race Village (Mar 1 & 2)		6,423		
Spectators – Pensacola Beach (Feb 24-Mar 2)		4,825		
How many people who attended the events stayed in area hotel/motels?		4,932		
How many nights did those people stay in area hotels/motels?		10,243		
On average, how much did each family spend at the event? *		1bd		
Film Festival: 1		350		
Demo days		25		
National Competitive Sailing events				
Board Races		131		
Boat Races		51		
Countries		18		
Yacht Clubs Represented		38		
Nautical Miles covered		42,128		
Daily Highlight videos		7		
Photos selected and edited		1,509		
Instagram stories		115		
Instagram posts		59		
Facebook Posts		40		
Total social and digital news mentions		713		
Pensacola hashtags		222		
Potential Reach (social and digital news media)		90M		
Social/Digital Advertising Value equivalency		\$630k		
TV: airtime		6.5 hr		
TV: online outlets		51		
TV: TV outlets		92		
TV: broadcasted countries		176		
TV Advertising Value equivalency		\$1.6M		
** See Attached Report for More Information		**		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: <i>United Way 211 (First Call for Help)</i></b>				
FY 2024-2025 Appropriation Amount: \$20,982.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Maintain high level of customer satisfaction for individuals who contact 2-1-1 for assistance</i></b>				
Calls received over 9 counties	6,065	11,932		
Calls received from Escambia County	4,521	9,134		
Number of Adults in need from calls received	5,950	11,504		
Number of Children in need from calls received	3,010	4,566		
Number of Seniors in need from calls received	921	2,084		
Number of Veterans in need from calls received	457	856		
2-1-1 Website visits	87,516	178,845		
Sources available through 2-1-1	1,716	1,666		
Total calls received by 2-1-1 NWFL combined	10,586	21,066		
<b>Agency Name: <i>Visit Pensacola (VP and ACE)</i></b>				
FY 2024-2025 Appropriation Amount: \$14,392,920.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Number of visits	516,800	464,800		
Direct Spending	\$273,320,700	\$234,186,100		
TDT Collections	\$4,244,228	\$2,664,845		
Occupancy	51.5%	55.5%		
Average Daily Rate (ADR)	\$129.01	\$122.30		
Revenue per available room (RevPAR)	\$66.43	\$67.82		
Length of Stay	5.1	5.6		
Average Spend Per Party/Per Trip	\$1,339.00	\$1,420.00		
First-Time Visitors	22%	23%		
<b>Agency Name: <i>West Florida Historic Preservation, Inc.</i></b>				
FY 2024-2025 Appropriation Amount: \$250,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Educate school children/families about Escambia County</i></b>				
Number of school children served	2,104	4,980		
<b><i>Attract/Share Art and History with Tourism Audience</i></b>				
Number of site visitors	34,754	22,505		
*Number of visitors to the site who stayed in area hotels/motels (started tracking 2/25)		1777*		
<b><i>Collect, Preserve, Interpret and Share Art and History of Escambia/NW FL</i></b>				
Number of volunteers	38	48		
Number of volunteer hours	330	505		

ESCAMBIA COUNTY COMMUNITY PARTNERS' GOALS AND METRICS REPORT 2024-2025

<b>Agency Name: <i>Wildlife Sanctuary of Northwest Florida</i></b>				
FY 2024-2025 Appropriation Amount: \$33,250.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>Provide a hospital setting to rehab/assist injured and orphaned wildlife</i></b>				
Number of Wildlife admits	426	533		
Number of Wildlife returned to the wild	67	41		
Number pf Wildlife pending	106	251		
<b><i>Educate to foster public awareness, public safety, appreciation of wildlife</i></b>				
Residents reached through educational efforts	45,545	50,000		
Number of Volunteers	33	43		
Total Volunteer hours	1,734	1,636		
Number of Visitors to the Wildlife Sanctuary	1,218	1,550		
<b>Agency Name: <i>William Banks Enterprises</i></b>				
FY 2024-2025 Appropriation Amount: \$250,000.00				
<b>Goals and Metrics Scorecard:</b>	<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
<b><i>To provide a free family event that encourages visitors and music lovers to visit Escambia County</i></b>	N/A	**		
How many people attended the Gulf Coast Jazz Festival?				
How many people who attended the celebrations stayed in area hotel/motels?				
What is the estimated Return on Investment?				
Total spent at Festival				
<b>**See Progress Report attached.</b>				