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Bri Snellgrove is helping to leading a campaign against the T.V. reality show "Party Down South" from filming at Pensacola Beach. A Facebook page, seen here, has collected and more than 9,000 signatures on a petition to stop the shows production. / Tony Giberson/tgiberson@pnj.com

A controversial reality TV show could pour hundreds of thousands of dollars into the Pensacola area over two months of filming eight young adults' summer of debauchery.

But the economic windfall isn't worth it, according to a growing chorus of local protesters. Ironically, the grassroots, social media-driven effort to give CMT's second season of "Party Down South" the boot is led by young adults in the show's target audience.

News that producers were coming to town to film the show's second season ignited a raging debate this week as thousands of people take to social media and even email to protest it. Late Thursday, W.A.

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"Buck" Lee, Santa Rosa Island Authority executive director, told the News Journal that producers were no longer planning to come to Pensacola Beach. It was not immediately clear whether the show was still shopping for locations around the greater Pensacola area.

Since launching Wednesday, more than 9,800 people have "liked" the Locals Against Party Down South Facebook page. The likes grow by hundreds per hour. Conversely, a Facebook page supporting the show cropped up Thursday but garnered only a fraction of likes.

More than 1,600 people have signed a petition, spun off from the Facebook protest, to be delivered to Gov. Rick Scott stating, "We the people of Pensacola do not want CMT's 'Party Down South' to take place in our town EVER. ... We're hoping we can be put on the map based on our support to keep our integrity, not selling it to a show that exploits eight people for \$500 an episode."

Make no mistake: Despite the rising tide of protests, there are businesses and individuals who were rolling out the welcome mat this week. The show's raunchy reputation aside, there's little doubt that local companies could profit from its filming here. Well-known Pensacola nonprofit Appetite 4 Life will feed terminally ill people with money earned from a catering deal with "Party Down South."

So why the ruckus? The series follows eight young Southerners during a summer of fun involving booze, bar fights and bed hopping. The premise is they're young adults who embrace Southern values.