

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: February 28, 2015



**Bay County**  
**Tourist Development Council**



# Clerk of Court & Comptroller

## Report for Month Ending

### February 28, 2015



**Bay County  
Tourist Development Council**

April 1, 2015

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find the monthly "Revenue Analysis" reports and the "Value of One Cent" reports for the five months ending February 28, 2015. The data in each report is summarized by month and discloses both the dollar and percentage variance from the prior year.

Please be advised that these reports have inherent limitations, such as:

- 1) All information is unaudited.
- 2) The "Revenue Analysis" report reflects actual dollars collected for the period and may include monies for past due taxes from previous reporting periods. This is typically the result of enforcement actions and/or payments against delinquent accounts.
- 3) The "Value of One Cent" report is formulated on a modified accrual basis, thus tax revenue is reported when earned and paid in the reporting period. Enforcement action collections for prior years are posted on an annualized basis in December, therefore, the December reporting period may be misleading.

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Bill Kinsaul".

Bill Kinsaul  
Clerk of Court and Comptroller

# Revenue Analysis Panama City Beach



## Revenue Analysis Panama City Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 968,831	\$ 785,101	\$ 183,730	23.40%
November	367,803	352,110	15,693	4.46%
December	342,313	293,966	48,347	16.45%
January	446,108	389,946	56,162	14.40%
February	683,922	580,142	103,780	17.89%
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 2,808,977</b>	<b>\$ 2,401,265</b>	<b>\$ 407,712</b>	<b>16.98%</b>

**Value  
of  
One  
Cent  
Panama  
City  
Beach**

**Value of One Cent  
Panama City Beach  
Fiscal Years Ending September 30, 2015 and 2014**

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 192,491	\$ 152,178	\$ 40,313	26.49%
November	67,680	65,324	2,356	3.61%
December	68,032	65,140	2,892	4.44%
January	81,026	72,916	8,110	11.12%
February	121,612	101,023	20,589	20.38%
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 530,841</b>	<b>\$ 456,581</b>	<b>\$ 74,260</b>	<b>16.26%</b>



# Revenue Analysis Panama City



## Revenue Analysis Panama City Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ -	\$ -	\$ -	n/a
November	-	-	-	n/a
December	-	-	-	n/a
January	63,070.00	-	63,070.00	n/a
February	87,846.00	-	87,846.00	n/a
March	-	-	-	n/a
April	-	-	-	n/a
May	-	-	-	n/a
June	-	-	-	n/a
July	-	-	-	n/a
August	-	-	-	n/a
September	-	-	-	n/a
<b>Total</b>	<b>\$ 150,916</b>	<b>\$ -</b>	<b>\$ 150,916</b>	<b>n/a</b>

# Value of One Cent Panama City

## Value of One Cent Panama City Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ -	\$ -	\$ -	n/a
November	-	-	-	n/a
December	-	-	-	n/a
January	13,330.00	-	13,330.00	n/a
February	16,725.00	-	16,725.00	n/a
March	-	-	-	n/a
April	-	-	-	n/a
May	-	-	-	n/a
June	-	-	-	n/a
July	-	-	-	n/a
August	-	-	-	n/a
September	-	-	-	n/a
<b>Total</b>	<b>\$ 30,055</b>	<b>\$ -</b>	<b>\$ 30,055</b>	<b>n/a</b>



# Revenue Analysis Mexico Beach



## Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 27,784	\$ 24,898	\$ 2,886	11.59%
November	13,611	11,414	2,197	19.25%
December	13,594	13,975	(381)	-2.73%
January	17,982	13,354	4,628	34.66%
February	27,435	19,836	7,599	38.31%
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 100,406</b>	<b>\$ 83,477</b>	<b>\$ 16,929</b>	<b>20.28%</b>

# Value of One Cent Mexico Beach

## Value of One Cent Mexico Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 5,652	\$ 4,848	\$ 804	16.58%
November	2,443	2,317	126	5.44%
December	2,669	2,844	(175)	-6.15%
January	3,782	2,687	1,095	40.75%
February	4,975	3,943	1,032	26.17%
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 19,521</b>	<b>\$ 16,639</b>	<b>\$ 2,882</b>	<b>17.32%</b>





**Schedule of Collection Allocation  
Panama City Beach  
For the month ending February 2015**

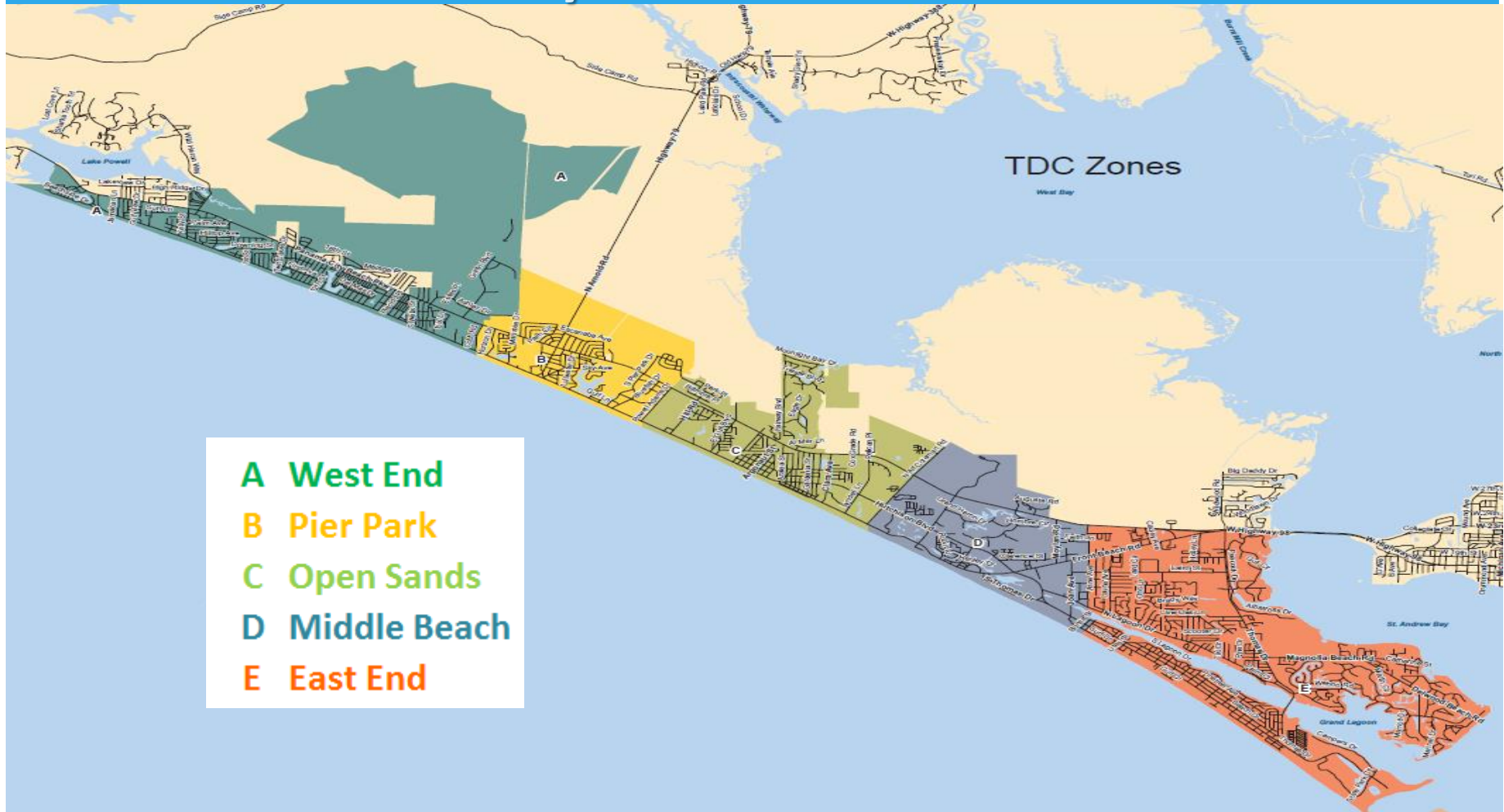
<b>Month</b>	<b>Taxes</b>	<b>Penalties</b>	<b>Interest</b>	<b>Total Collections</b>
<b>Current period collections</b>	<b>615,760.03</b>	<b>2,491.00</b>	<b>13.00</b>	<b>618,264.03</b>
<b>Prior period collections</b>	<b>56,220.00</b>	<b>7,636.00</b>	<b>1,702.00</b>	<b>65,558.00</b>
<b>Total collections</b>	<b>671,980.03</b>	<b>10,127.00</b>	<b>1,715.00</b>	<b>683,822.03</b>

**Schedule of Collection Allocation  
Panama City Beach  
Fiscal Year to date January 2015**

<b>Month</b>	<b>Taxes</b>	<b>Penalties</b>	<b>Interest</b>	<b>Total Collections</b>
<b>Current period collections</b>	<b>2,185,545.03</b>	<b>10,341.00</b>	<b>47.00</b>	<b>2,195,933.03</b>
<b>Prior period collections</b>	<b>138,616.00</b>	<b>23,885.00</b>	<b>4,190.00</b>	<b>166,691.00</b>
<b>Total collections</b>	<b>2,324,161.03</b>	<b>34,226.00</b>	<b>4,237.00</b>	<b>2,362,624.03</b>



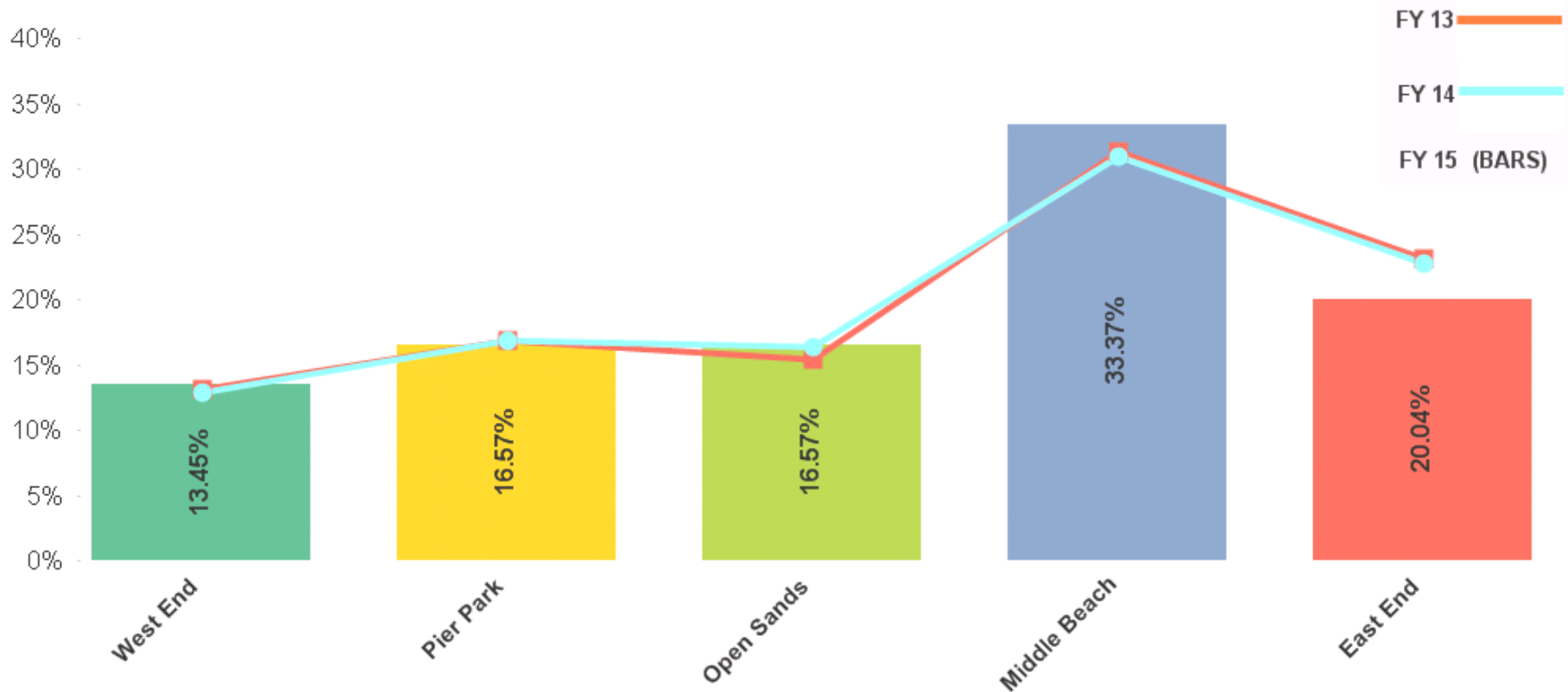
# Layout of TDC Zones



**Bay County**  
**Tourist Development Council**

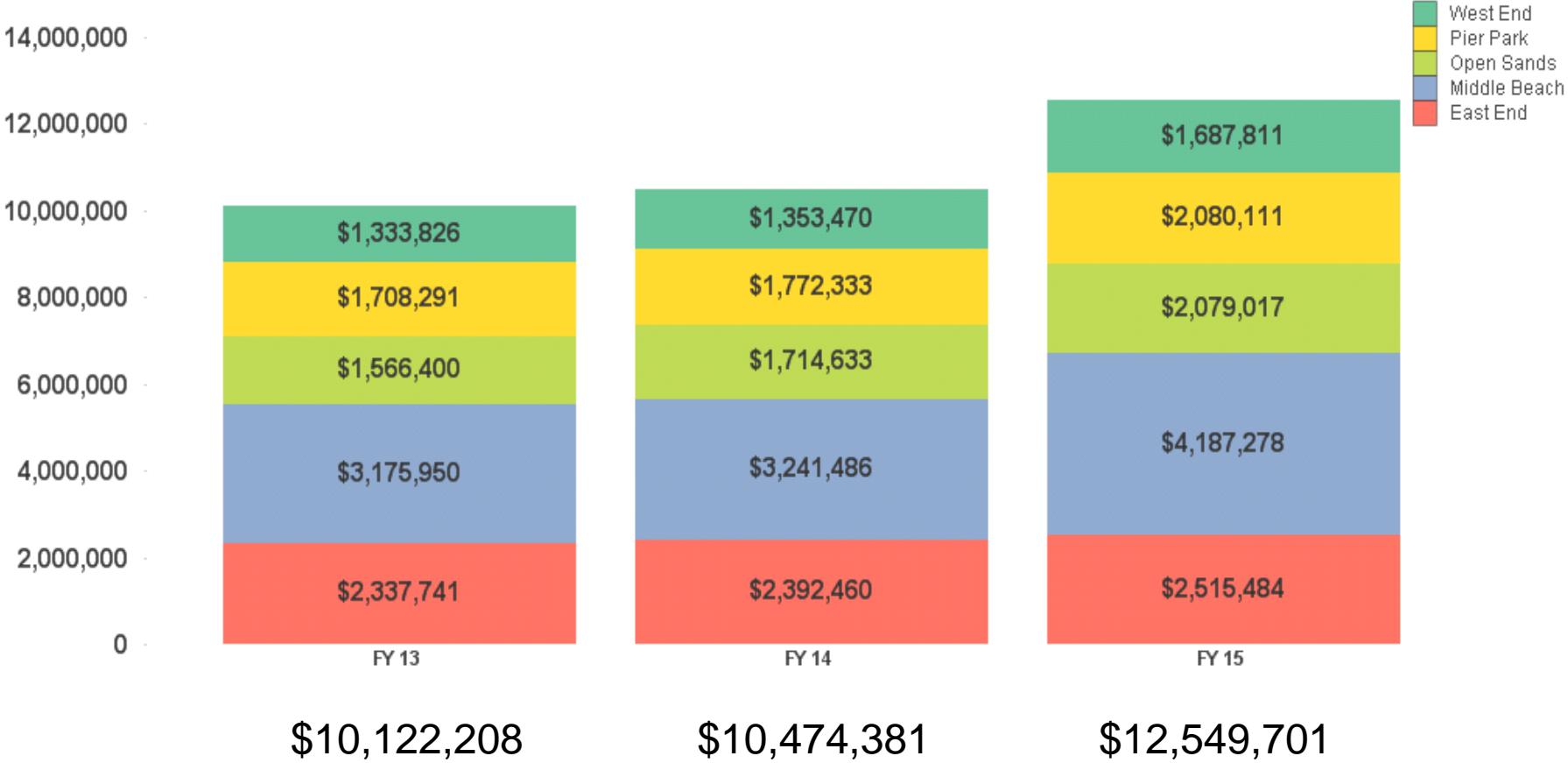
**BILL KINSAUL**  
**CLERK OF COURT & COMPTROLLER**  
**BAY COUNTY**

# % of Gross Receipts by Zones Three Year February Comparison



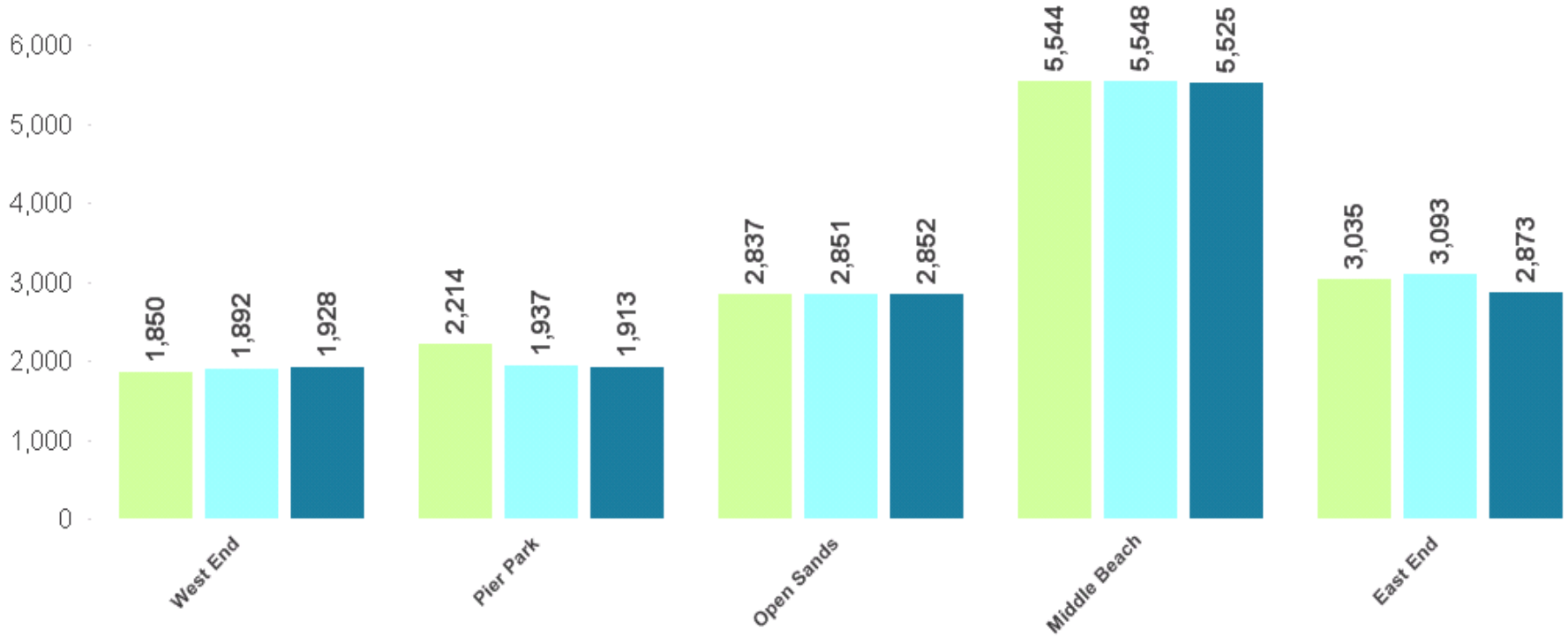
Feb	West End	Pier Park	Open Sands	Middle Beach	East End
FY13	13.18%	16.88%	15.47%	31.38%	23.10%
FY14	12.92%	16.92%	16.37%	30.95%	22.84%
FY15	<b>13.45%</b>	<b>16.57%</b>	<b>16.57%</b>	<b>33.37%</b>	<b>20.04%</b>

# Gross Rental Receipts Three Year February Comparison



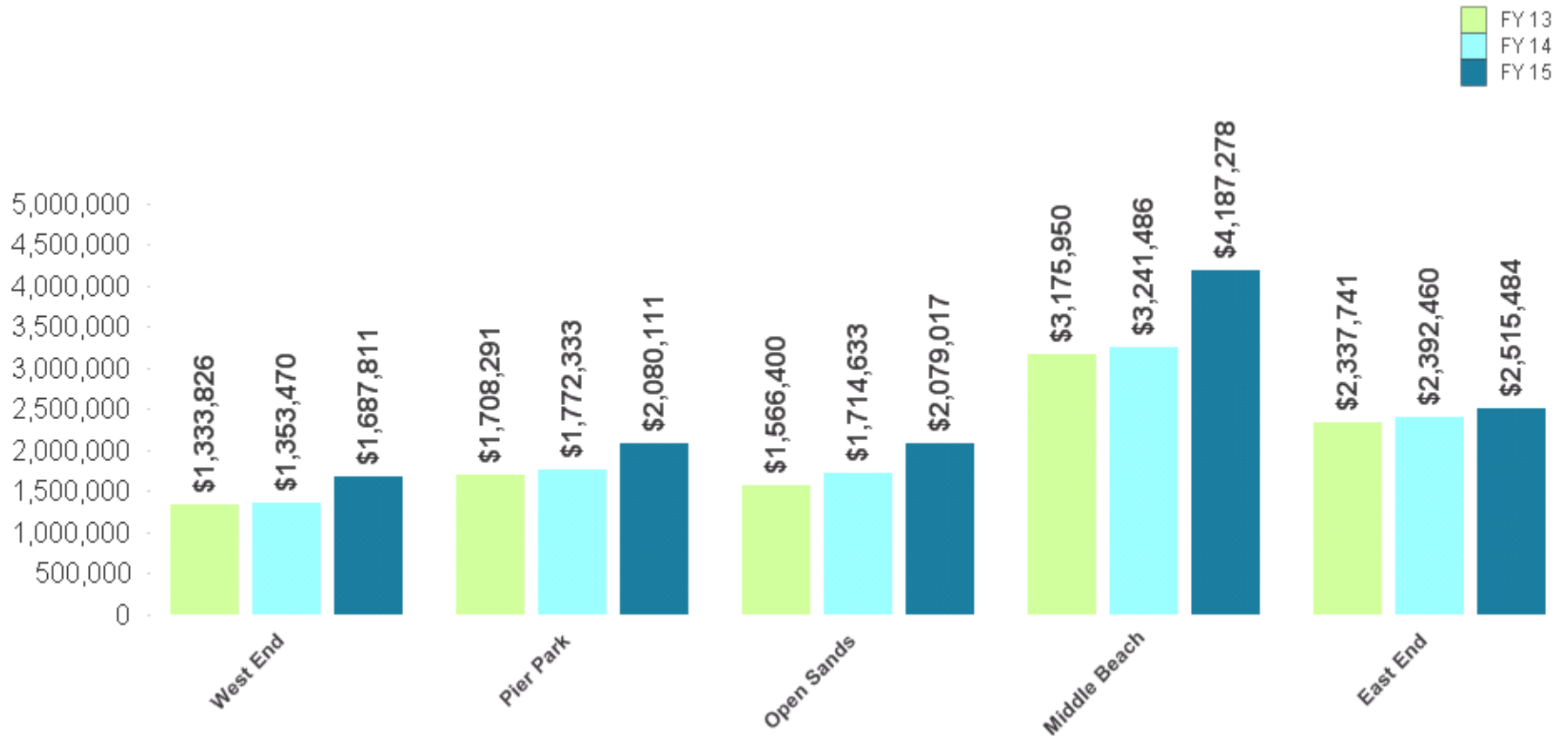
# Total Unit Count Three Year February Comparison

FY 13  
FY 14  
FY 15

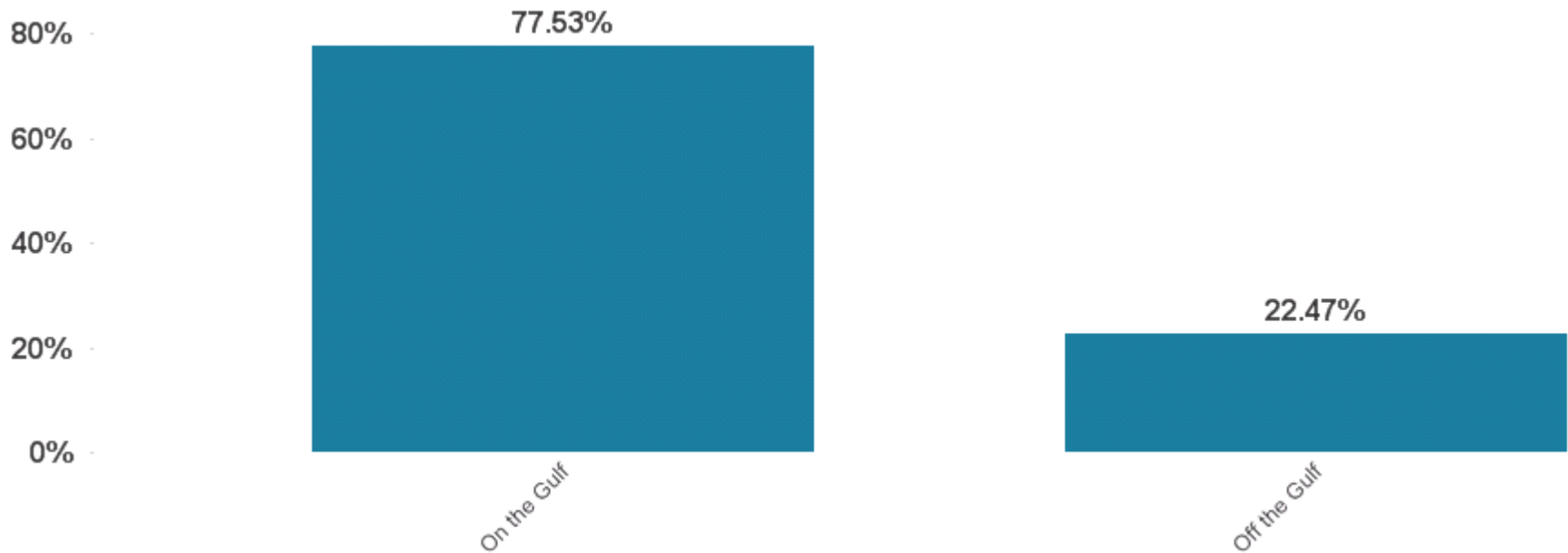


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	15,358	15,249	16,170	15,435	15,480	16,149	15,192	15,231	16,089	15,372	15,397	16,040
FY 14	15,374	15,366	15,810	15,291	15,321	16,020	15,442	15,493	16,194	15,599	15,586	16,143
FY 15	15,495	15,483	16,106	15,495	15,091							

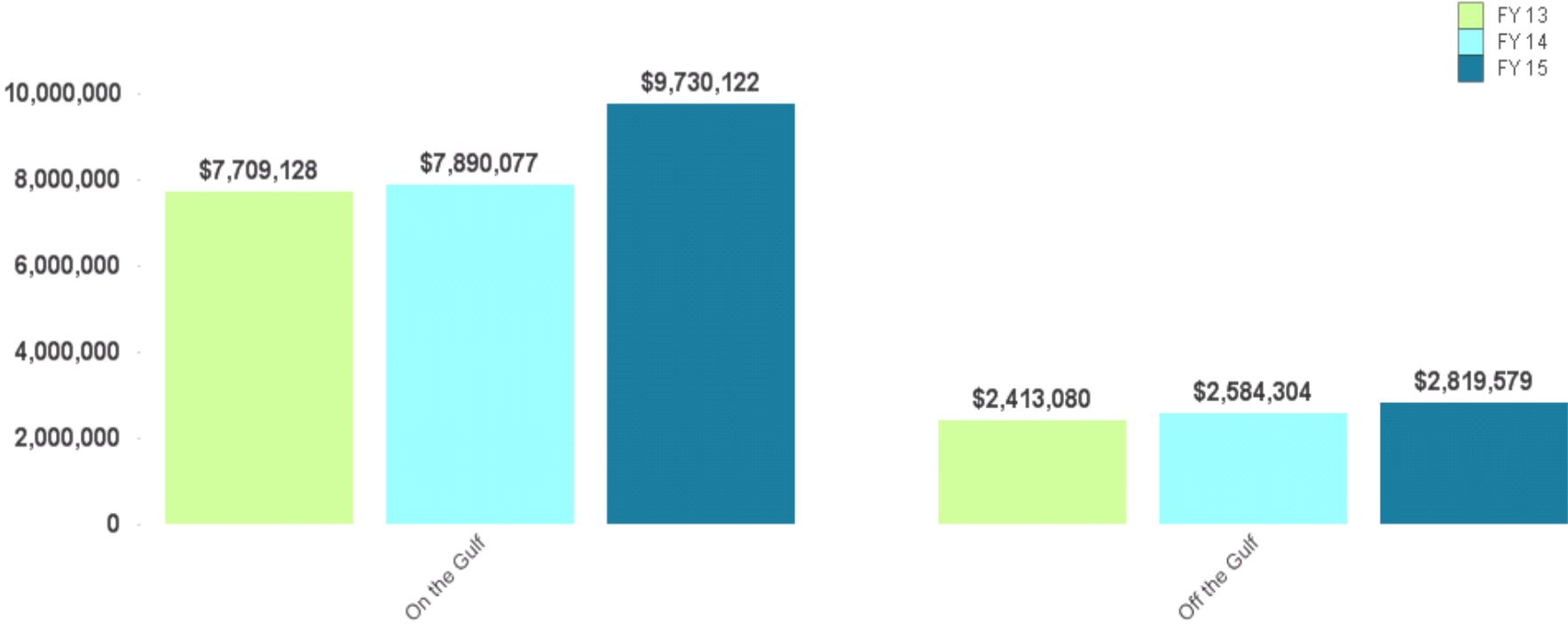
# Gross Rental Receipts Three Year February Comparison



# Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf February 28, 2015

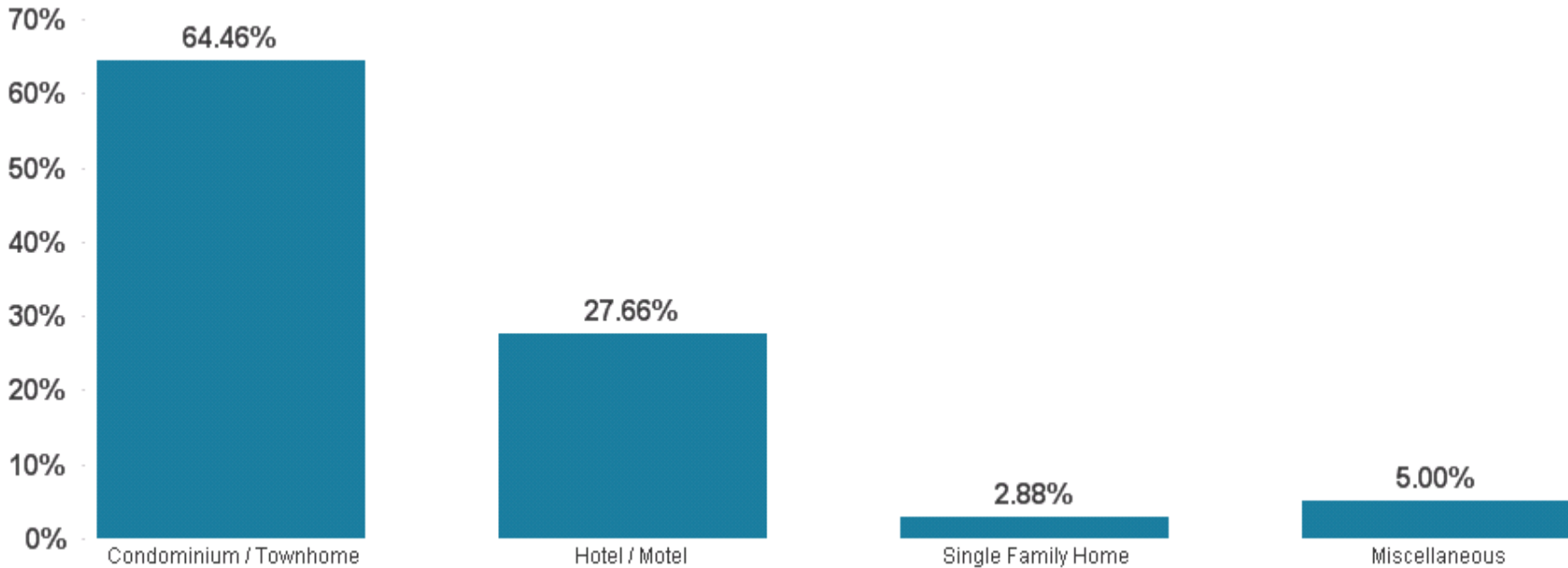


# Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf February 28, 2015





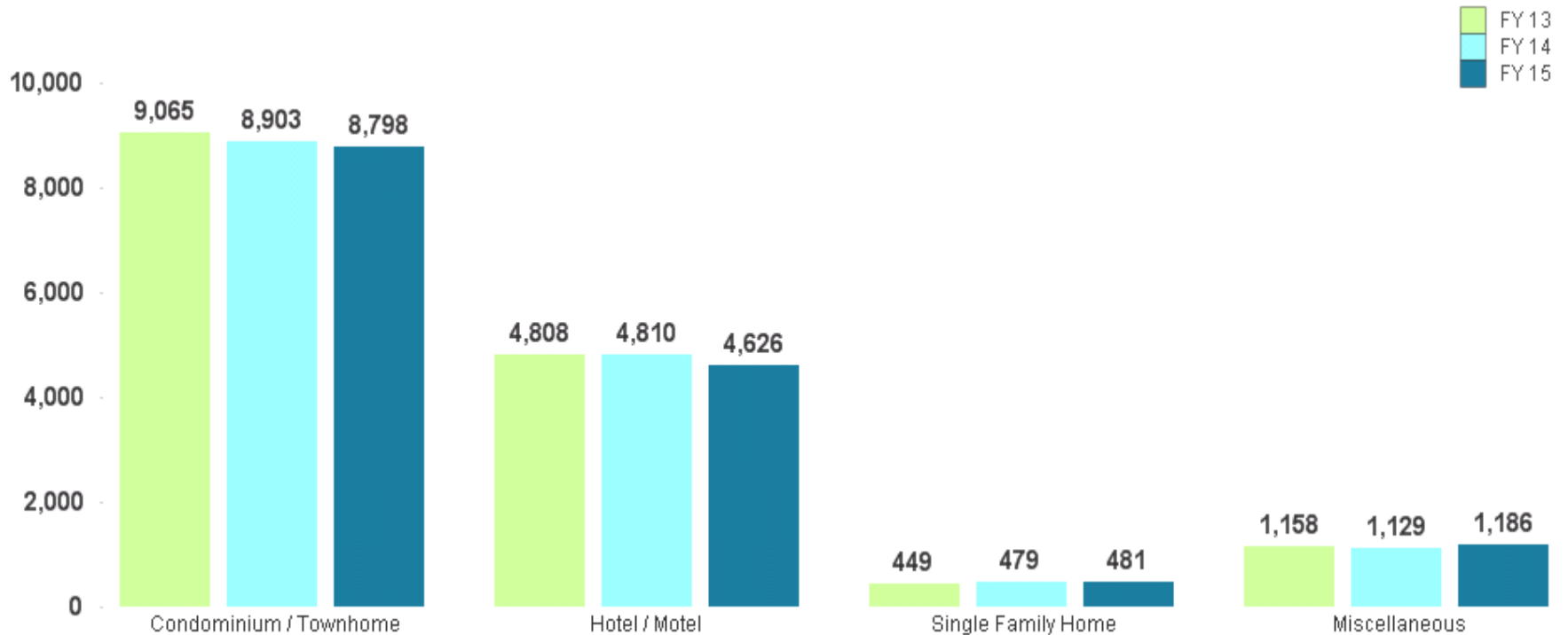
# Percentage Allocation Gross Rental Receipts by Property Type February 28, 2015



Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

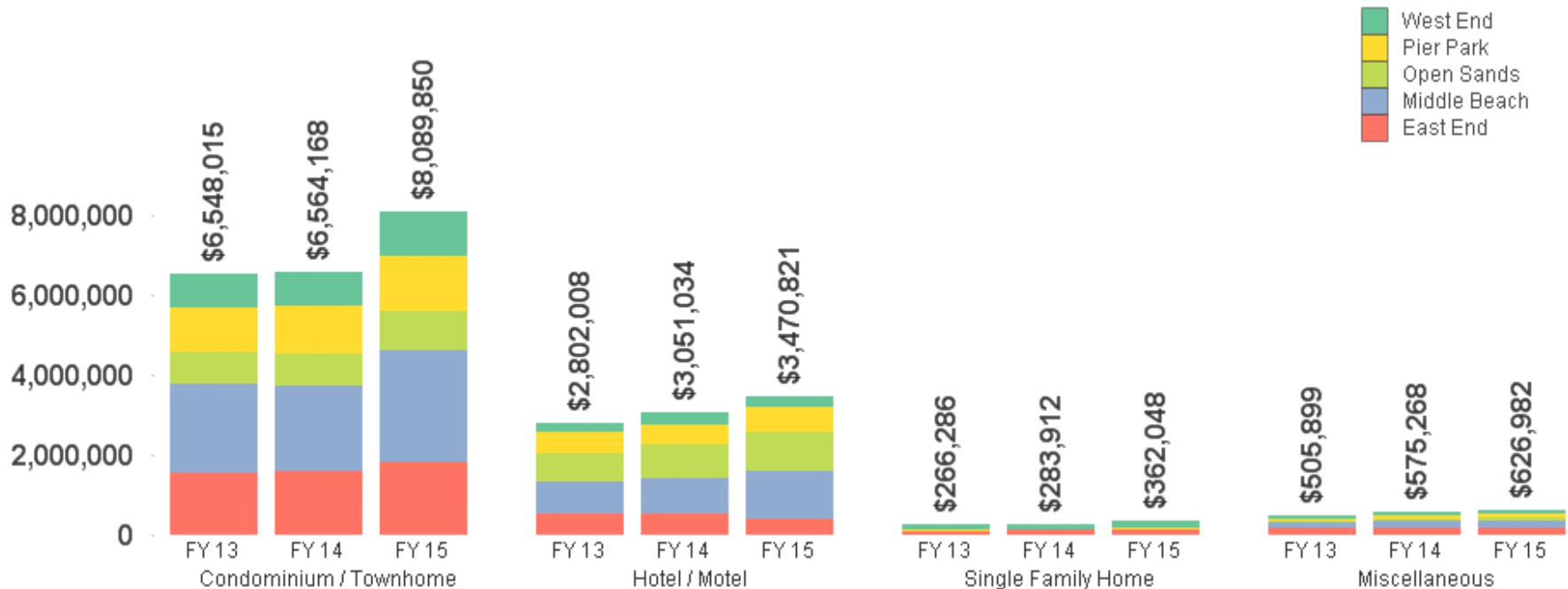


# Unit Count by Property Type Three Year February Comparison



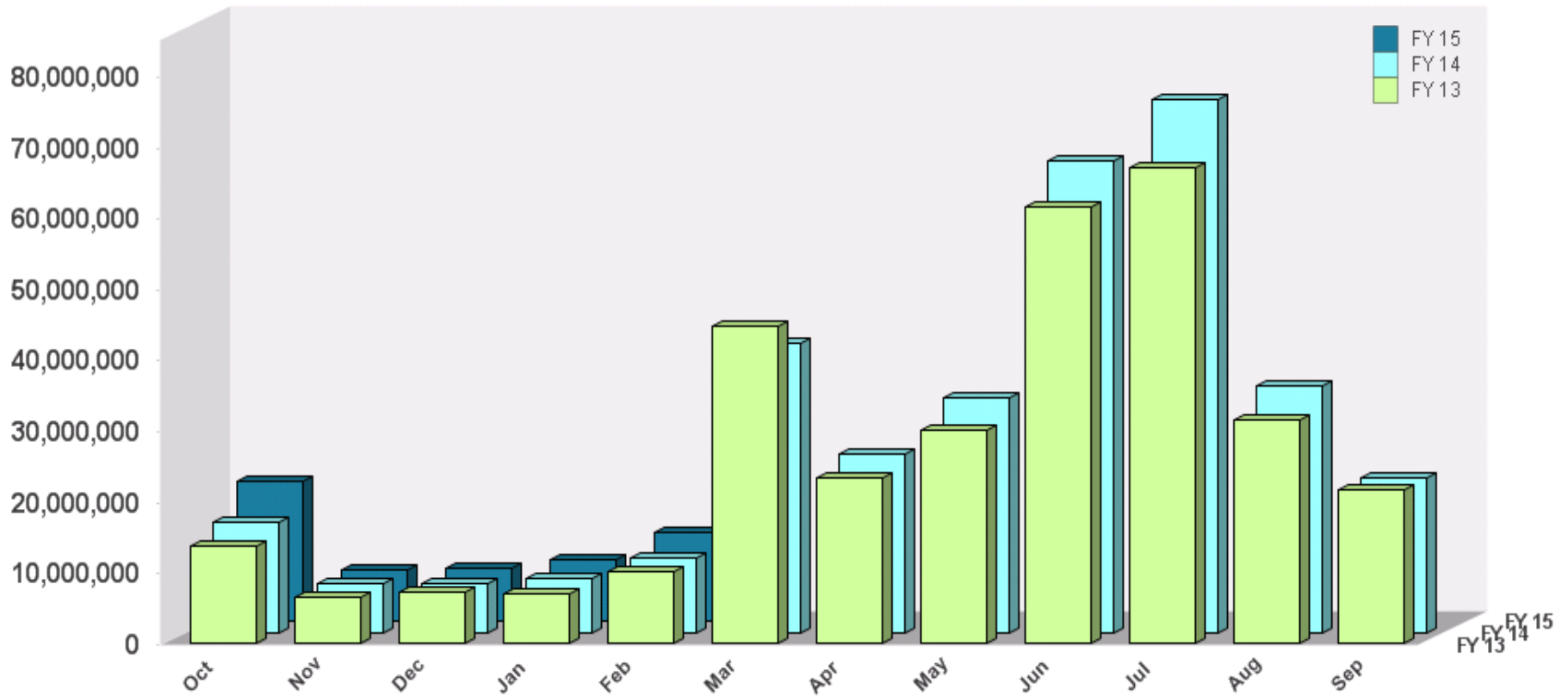
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year February Comparison



Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Year to Date Monthly Gross Receipts Comparison



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	\$13,594,345	\$6,408,629	\$7,087,860	\$7,066,694	\$10,122,208	\$44,726,754	\$23,304,367	\$30,076,845	\$61,508,791	\$67,103,914	\$31,397,621	\$21,494,239
FY 14	\$15,668,322	\$6,873,326	\$6,849,329	\$7,636,135	\$10,474,381	\$40,844,064	\$25,280,174	\$33,130,029	\$66,405,427	\$75,043,881	\$34,937,148	\$21,945,000
FY 15	\$19,721,450	\$7,101,034	\$7,413,902	\$8,615,776	\$12,549,701							

March 2015-September 2015 To Be Determined

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: February 28, 2015**



**Bay County  
Tourist Development Council**

 **BILL KINSAUL  
CLERK OF COURT  
& COMPTROLLER**  
BAY COUNTY

# Clerk of Court & Comptroller

## Tourist Tax Data and Statistics Report for month ending:

### February 28, 2015



**Bay County**  
**Tourist Development Council**

April 1, 2015

Tourist Development Council  
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending February 28, 2015. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Please be advised of the following which affect the data grouping and reporting:

- 1) All information is unaudited.
- 2) This report excludes Mexico Beach due to limited property counts.
- 3) "Gross Receipts" represents only one of the elements used in the calculation of the final tax.
- 4) The geographical definition of current zones may be modified for compliance in future reporting.
- 5) Recent modifications to data reporting regulations apply to data that is generated by our tax collection process and related systems. Third party data which may be obtained by us to provide enhanced statistics are outside such regulation. Some third party data, such as bedroom count, is included in these statistics.
- 6) All statistics are based on tax returns submitted and paid, even when there was no income to report. Statistics are subject to change due to subsequent collections and future enforcement action.
- 7) Unit count for Hotels, Motels and Campgrounds are manually obtained and documented based on feedback from representatives of those properties.
- 8) Miscellaneous property type includes Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Bill Kinsaul".

**Bill Kinsaul**  
Clerk of Court and Comptroller

# Reporting Units grouped by Condominium / Townhome property type for month ending February 28, 2015

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	340	481	552	1,406	425	3,204
2 Bedroom	610	493	370	1,430	1,015	3,918
3+ Bedrooms	220	192	152	761	351	1,676
<b>Total</b>	<b>1,170</b>	<b>1,166</b>	<b>1,074</b>	<b>3,597</b>	<b>1,791</b>	<b>8,798</b>



# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending February 28, 2015

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$305,211	\$498,223	\$422,503	\$842,936	\$381,389	\$2,450,263
2 Bedroom	\$603,732	\$574,312	\$380,836	\$1,232,398	\$1,017,631	\$3,808,909
3+ Bedrooms	\$219,261	\$275,470	\$175,641	\$740,002	\$420,304	\$1,830,678
<b>Total</b>	<b>\$1,128,205</b>	<b>\$1,348,005</b>	<b>\$978,980</b>	<b>\$2,815,336</b>	<b>\$1,819,324</b>	<b>\$8,089,850</b>





# Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending February 28, 2015

Hotel/Motel Units:	<b>4,626</b>
Hotel/Motel Gross Receipts:	<b>\$3,470,821</b>

Single Family Units:	<b>481</b>
Single Family Gross Receipts:	<b>\$362,048</b>

Miscellaneous Units:	<b>1,186</b>
Miscellaneous Gross Receipts:	<b>\$626,982</b>

Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Supporting Data and Service Contributors

Dan Sowell, CFA  
Bay County Property Appraiser

Robert Snaidman



Support Staff



Bay County

Geographic Information Systems

Jennifer Morgan / Chris Mathers



QlikView



GeoQlik

