

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: July 31, 2016



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



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

**Clerk of Court &  
Comptroller**

**Report for Month  
Ending**

**July 31, 2016**



**Bay County  
Tourist Development Council**

September 1, 2016

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the month and ten months ending July 31, 2016. Reports included herein include the following:

1. 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.
2. 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.
3. Statistical and graphic data are presented in accordance with guidelines established by Florida Statute and are based on Gross Rental Receipts reported.

Please be advised that there is inherent limitation to these reports that include but are not limited to:

1. All information is unaudited.
2. Statistical and graphic reports are only for Panama City Beach as Mexico Beach and Panama City have limited property counts.
3. "Gross Receipts" represents only one element in the calculation of the taxes owed.
4. Third party data may be obtained to provide enhanced statistical data such as bedroom counts is outside these regulations.
5. All statistics are based upon tax returns that have been submitted and paid, even when there is no income to report. Statistics are subject to change due to subsequent collections and future enforcement action.
6. Unit counts for hotels, motels and miscellaneous properties are obtained from representatives of those properties.
7. Miscellaneous properties include campgrounds, apartments, duplex / multifamily 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

# Revenue Analysis Panama City Beach

## Revenue Analysis Panama City Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 1,043,944	\$ 968,791	\$ 75,153	7.76%
November	480,520	367,763	112,757	30.66%
December	354,363	342,248	12,115	3.54%
January	475,427	445,974	29,453	6.60%
February	662,198	683,822	(21,624)	-3.16%
March	1,193,280	2,011,496	(818,216)	-40.68%
April	1,445,763	1,533,696	(87,933)	-5.73%
May	1,876,251	1,842,219	34,032	1.85%
June	3,491,951	3,379,126	112,825	3.34%
July	4,362,155	3,960,222	401,933	10.15%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 15,385,852</b>	<b>\$ 15,535,357</b>	<b>\$ (149,505)</b>	<b>-0.96%</b>



# Value of One Cent Panama City Beach

## Value of One Cent Panama City Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 208,906	\$ 192,508	\$ 16,398	8.52%
November	84,780	67,691	17,089	25.25%
December	74,778	84,994	(10,216)	-12.02%
January	88,224	81,129	7,095	8.75%
February	125,467	124,120	1,347	1.09%
March	241,608	412,093	(170,485)	-41.37%
April	276,665	292,974	(16,309)	-5.57%
May	365,682	361,807	3,875	1.07%
June	693,277	665,174	28,103	4.22%
July	864,593	791,869	72,724	9.18%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 3,023,980</b>	<b>\$ 3,074,359</b>	<b>(50,379)</b>	<b>-1.64%</b>



# Revenue Analysis Panama City



## Revenue Analysis Panama City Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 94,571	\$ -	n/a	n/a
November	\$ 66,060	\$ -	n/a	n/a
December	\$ 62,080	\$ -	n/a	n/a
January	\$ 78,155	\$ 63,070	\$ 15,085	23.92%
February	\$ 92,804	\$ 87,846	\$ 4,958	5.64%
March	\$ 159,731	\$ 200,483	\$ (40,752)	-20.33%
April	\$ 153,227	\$ 130,848	\$ 22,379	17.10%
May	\$ 152,286	\$ 146,221	\$ 6,065	4.15%
June	\$ 210,619	\$ 201,906	\$ 8,713	4.32%
July	\$ 265,911	\$ 238,143	\$ 27,768	11.66%
August			\$ -	n/a
September			\$ -	n/a
<b>Total</b>	<b>\$ 1,335,444</b>	<b>\$ 1,068,517</b>		<b>n/a</b>

# Value of One Cent Panama City

## Value of One Cent Panama City Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 18,096		n/a	n/a
November	13,438		n/a	n/a
December	12,676		n/a	n/a
January	14,613	13,684	929	6.79%
February	19,092	17,792	1,300	7.31%
March	31,361	38,603	(7,242)	-18.76%
April	30,477	26,170	4,307	16.46%
May	30,468	29,235	1,233	4.22%
June	41,991	40,172	1,819	4.53%
July	53,147	47,534	5,613	11.81%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 265,359</b>	<b>\$ 213,190</b>		<b>n/a</b>



# Revenue Analysis Mexico Beach

## Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 34,987	\$ 27,784	\$ 7,203	25.92%
November	17,261	13,611	3,650	26.82%
December	15,940	13,594	2,346	17.26%
January	22,570	17,982	4,588	25.51%
February	25,880	27,414	(1,534)	-5.60%
March	47,830	44,946	2,884	6.42%
April	60,240	47,750	12,490	26.16%
May	66,232	68,791	(2,559)	-3.72%
June	110,124	123,604	(13,480)	-10.91%
July	154,316	117,794	36,522	31.00%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 555,380</b>	<b>\$ 503,270</b>	<b>\$ 52,110</b>	<b>10.35%</b>



# Value of One Cent Mexico Beach

## Value of One Cent Mexico Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 6,903	\$ 5,672	\$ 1,231	21.70%
November	3,452	2,443	1,009	41.30%
December	4,453	5,136	(683)	-13.30%
January	4,223	3,783	440	11.63%
February	5,263	5,010	253	5.05%
March	9,736	9,368	368	3.93%
April	10,377	9,720	657	6.76%
May	12,666	12,764	(98)	-0.77%
June	24,197	22,654	1,543	6.81%
July	26,564	23,481	3,083	13.13%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 107,834</b>	<b>\$ 100,031</b>	<b>\$ 7,803</b>	<b>7.80%</b>





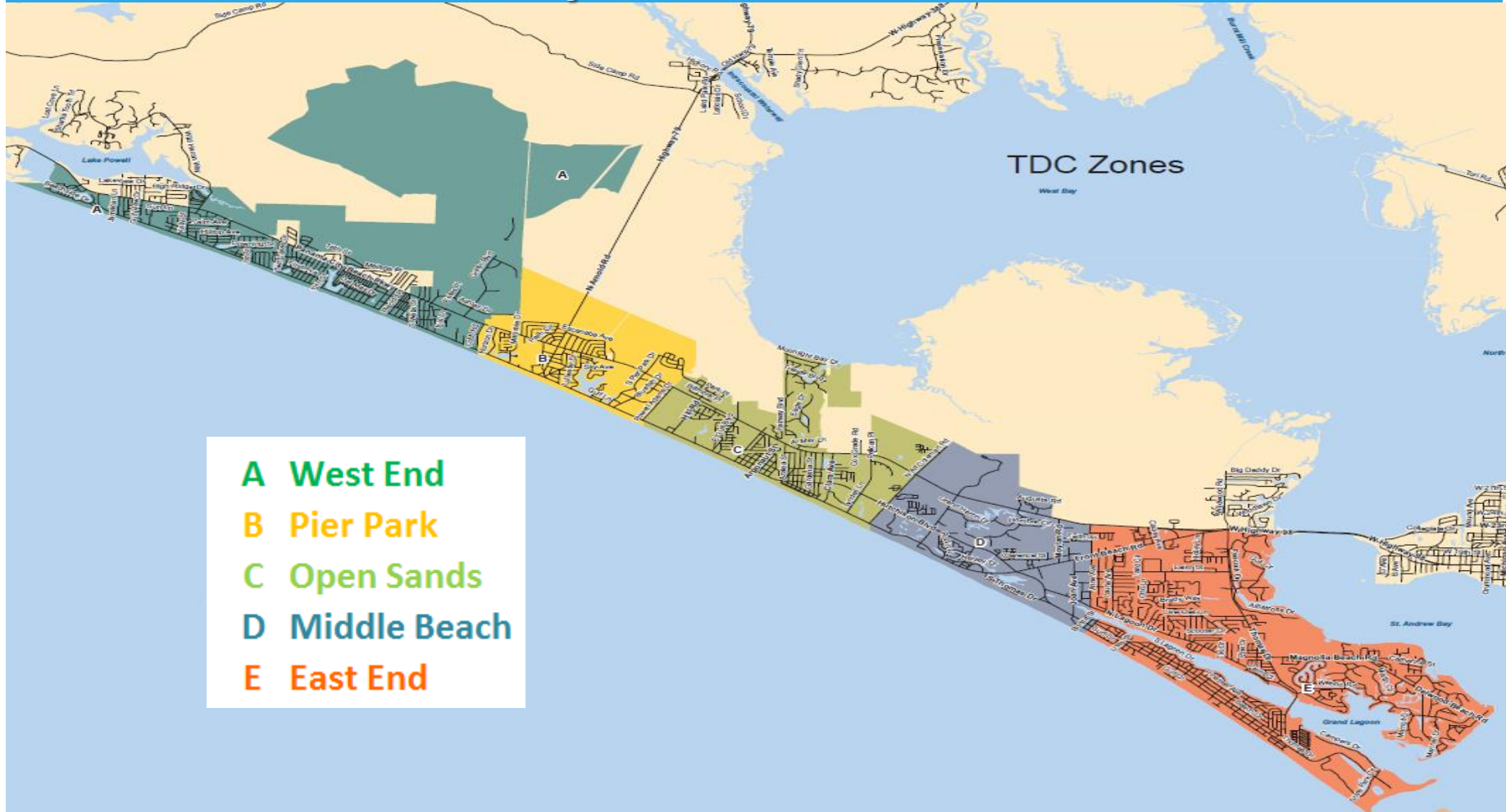
**Schedule of Collection Allocation**  
**Panama City Beach**  
For the month ending and fiscal year to date July 2015 and 2016

	For the month ending July 2016			For the month ending July 2015		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	4,309,641	43,264	4,352,905	3,916,833	34,358	3,951,191
Penalties	3,610	5,163	8,773	3,617	3,963	7,580
Interest	36	441	477	26	1,425	1,451
<b>Total Collections</b>	<b>4,313,287</b>	<b>48,868</b>	<b>4,362,155</b>	<b>3,920,476</b>	<b>39,746</b>	<b>3,960,222</b>

	Fiscal year to date through July 2016			Fiscal year to date through July 2015		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	14,846,610	435,944	15,282,554	15,092,046	338,469	15,430,515
Penalties	29,771	57,580	87,351	46,617	45,658	92,275
Interest	165	15,782	15,947	437	12,130	12,567
<b>Total Collections</b>	<b>14,876,546</b>	<b>509,306</b>	<b>15,385,852</b>	<b>15,139,100</b>	<b>396,257</b>	<b>15,535,357</b>



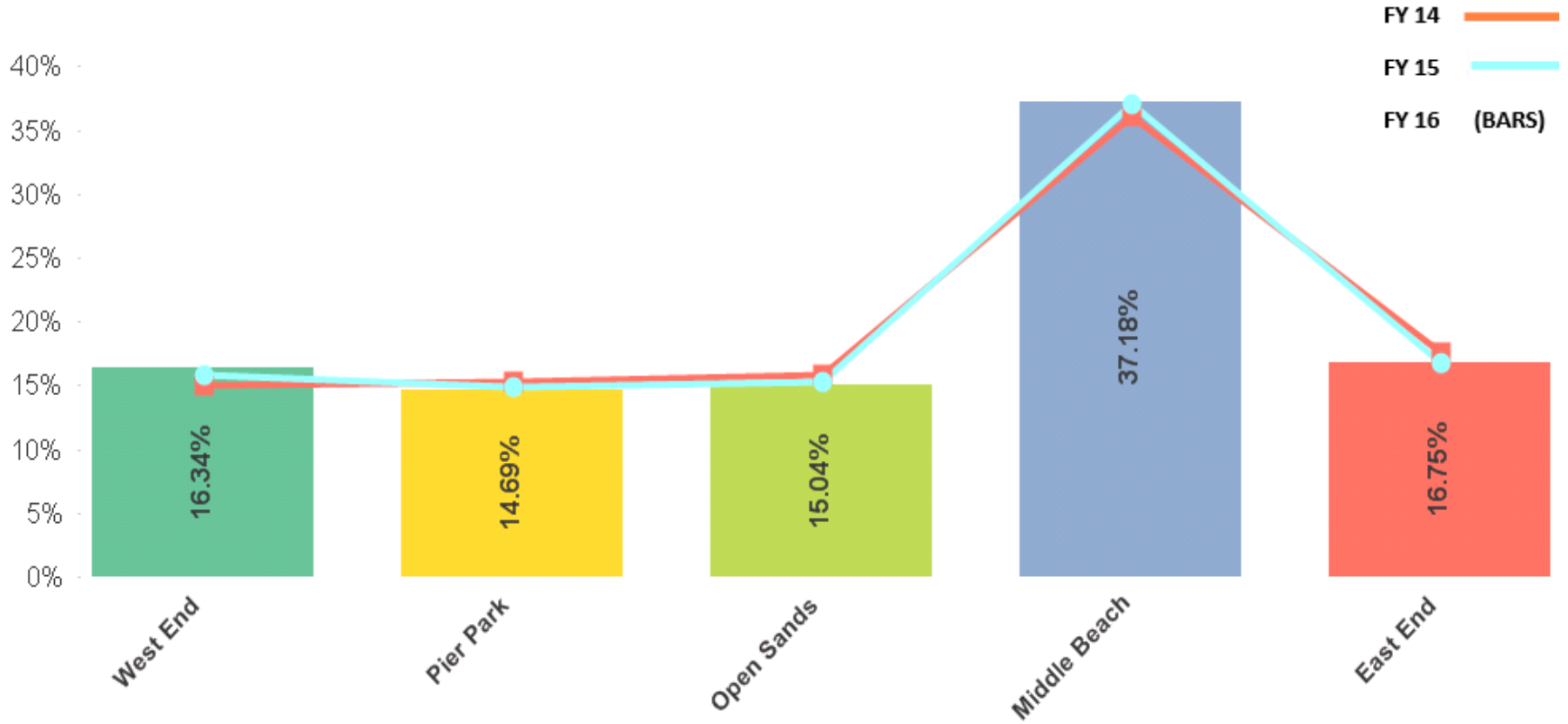
# Layout of TDC Zones



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

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

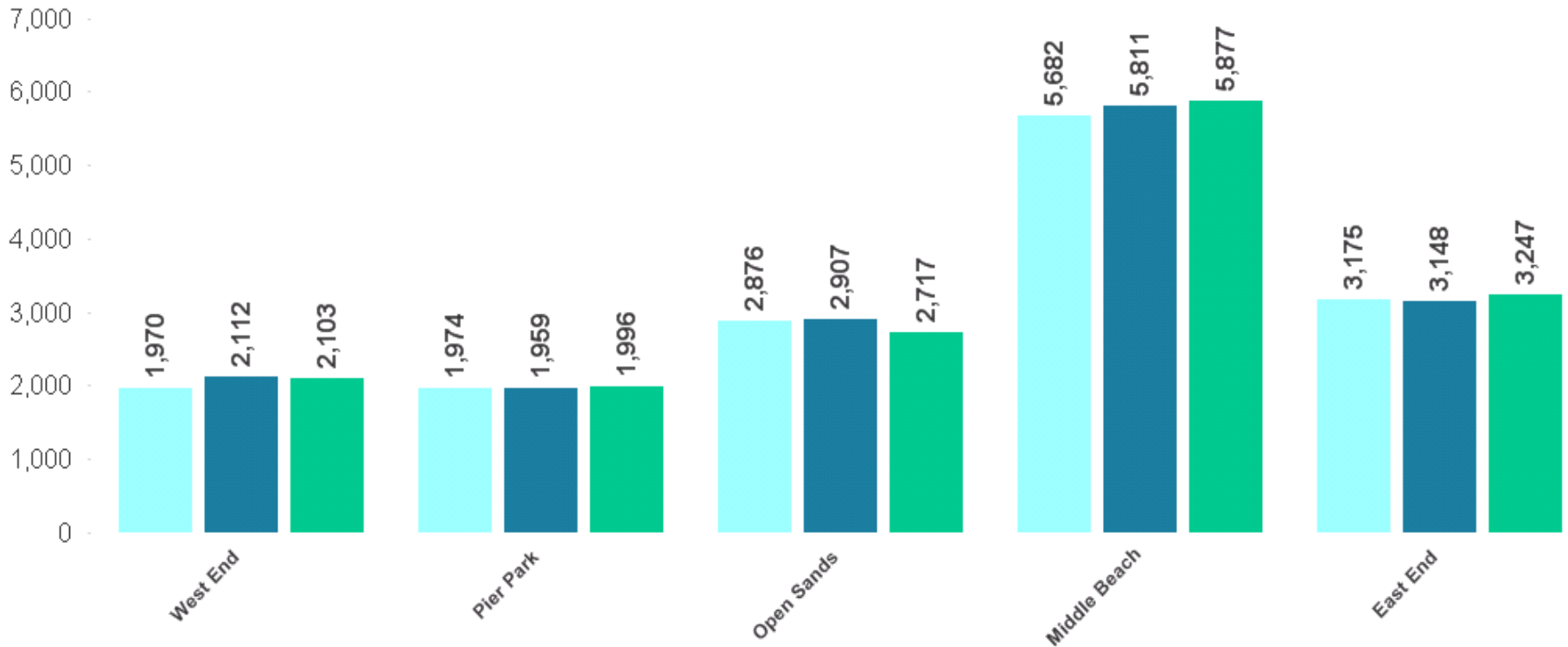
# % of Gross Receipts by Zones Three Year July Comparison



Jul	West End	Pier Park	Open Sands	Middle Beach	East End
FY14	15.08%	15.29%	15.91%	36.16%	17.55%
FY15	15.89%	14.85%	15.36%	37.15%	16.76%
FY16	<b>16.34%</b>	<b>14.69%</b>	<b>15.04%</b>	<b>37.18%</b>	<b>16.75%</b>

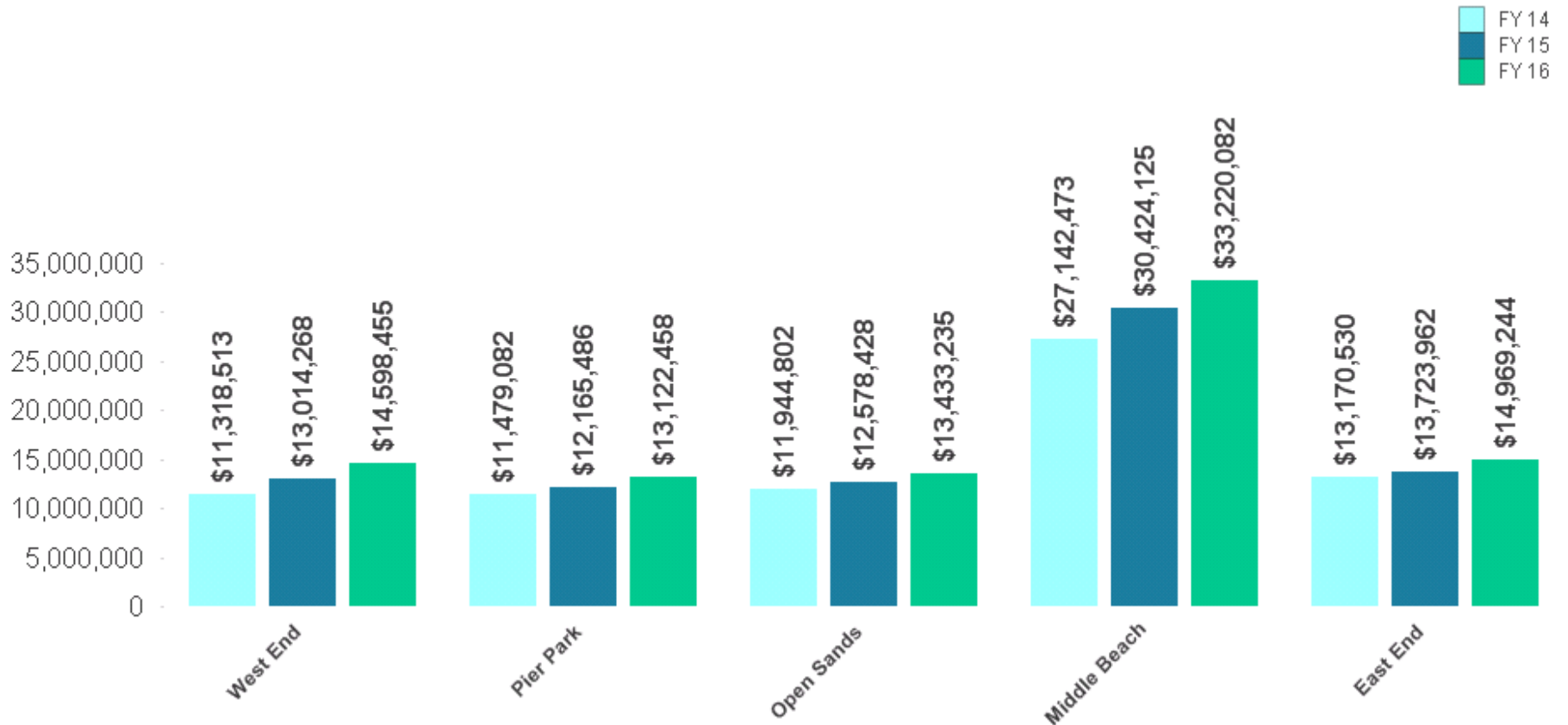
# Total Unit Count Three Year July Comparison

FY 14  
FY 15  
FY 16

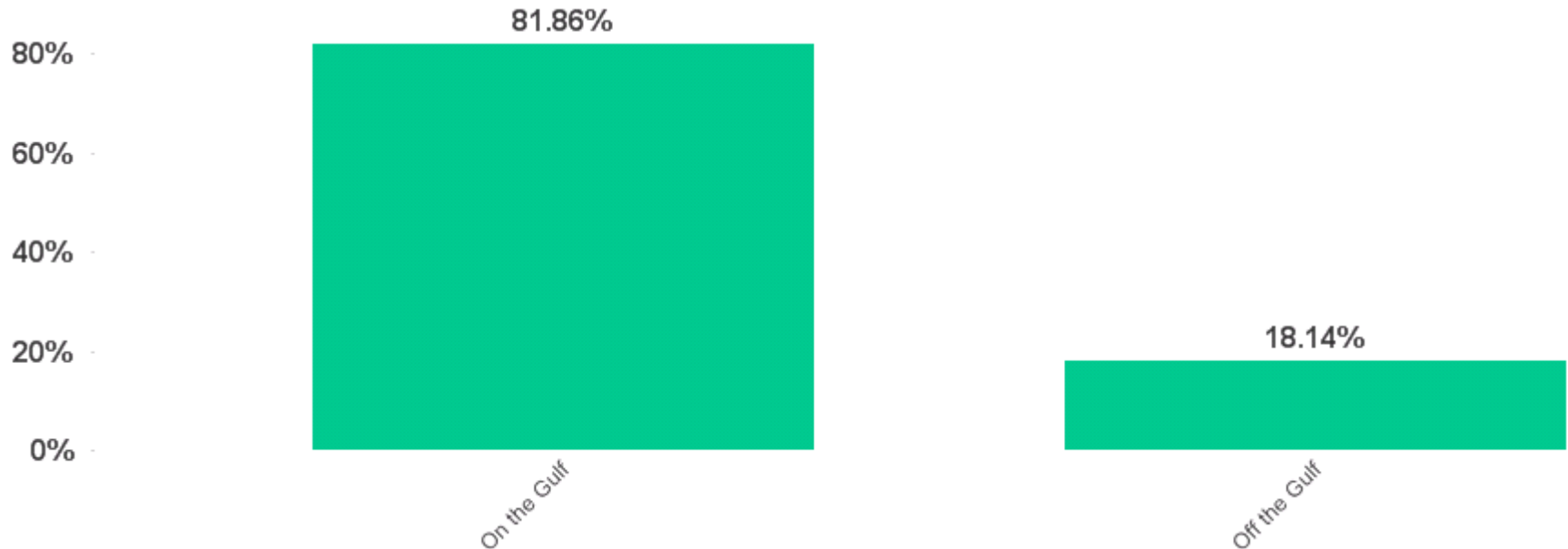


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	15,447	15,439	16,003	15,363	15,396	16,101	15,516	15,571	16,272	15,677	15,666	16,227
FY 15	15,580	15,569	16,335	15,593	15,533	16,041	15,689	15,759	16,300	15,937	15,942	16,388
FY 16	15,978	15,779	16,043	15,659	15,662	16,196	15,811	16,041	16,286	15,940		

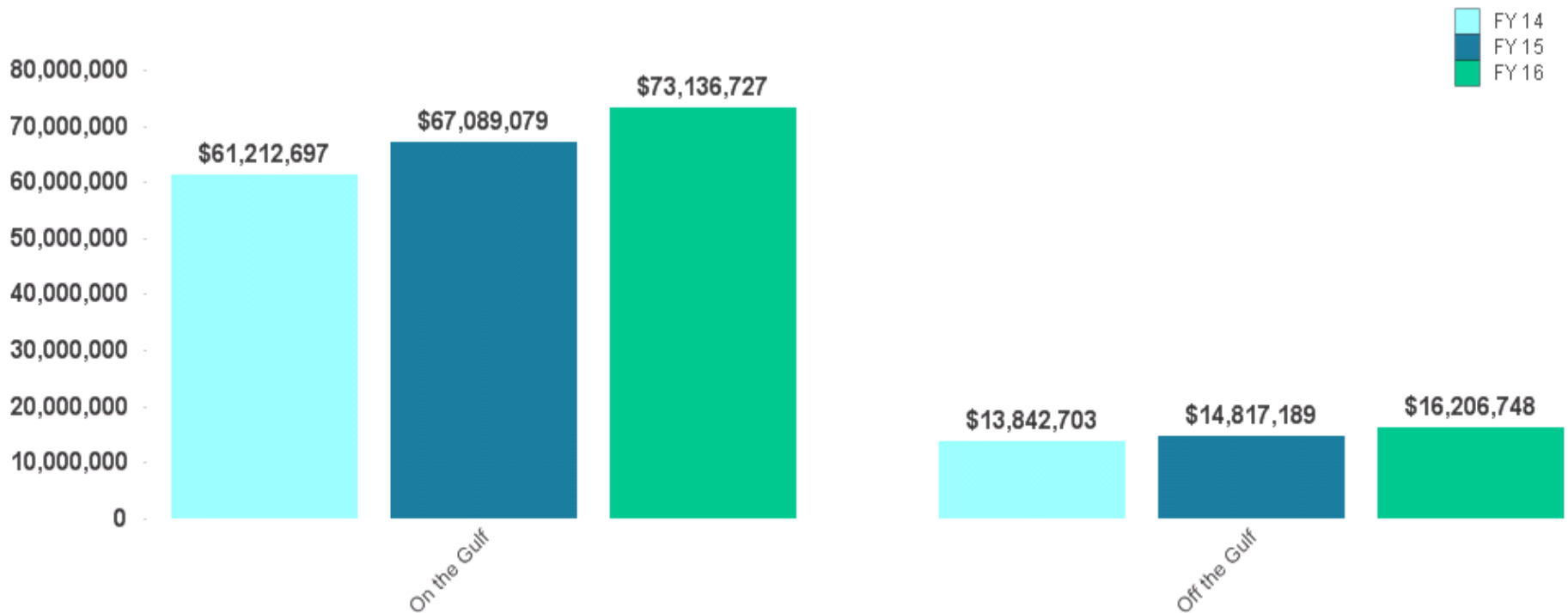
# Gross Rental Receipts Three Year July Comparison



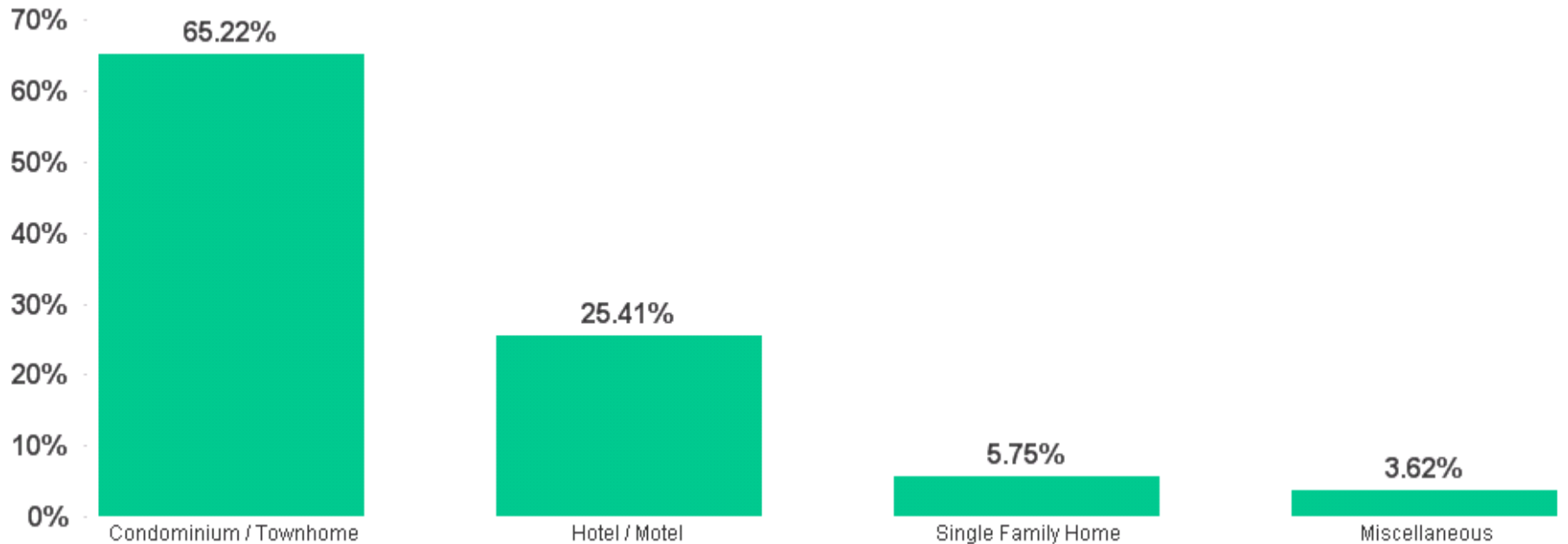
# Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf July 31, 2016



# Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf July 31, 2016



# Percentage Allocation Gross Rental Receipts by Property Type July 31, 2016

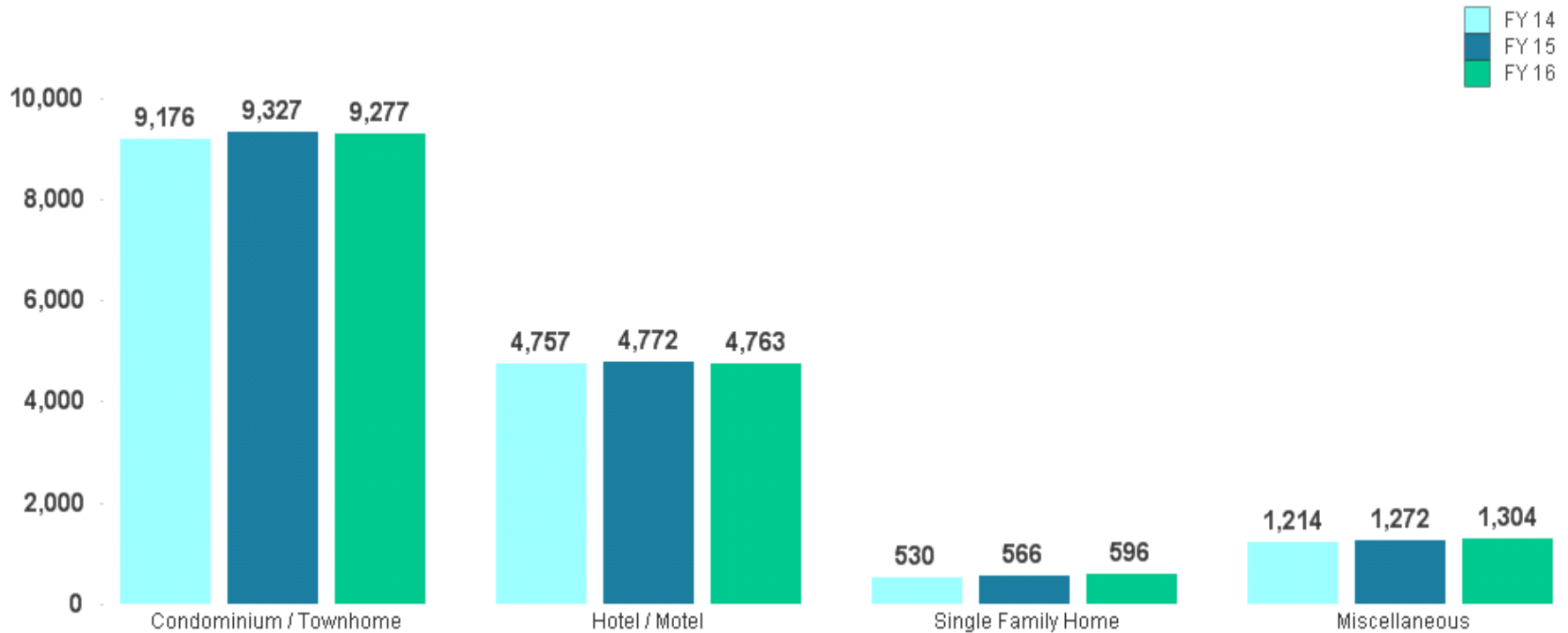


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.



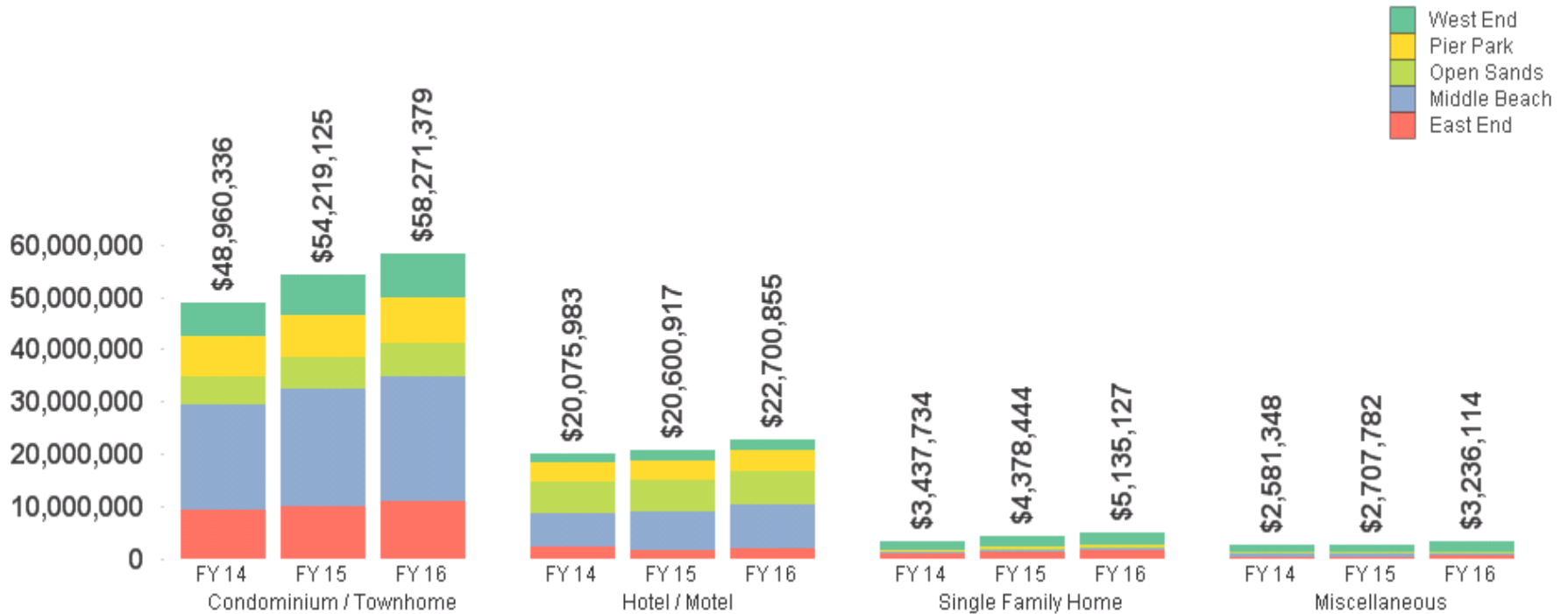


# Unit Count by Property Type Three Year July Comparison



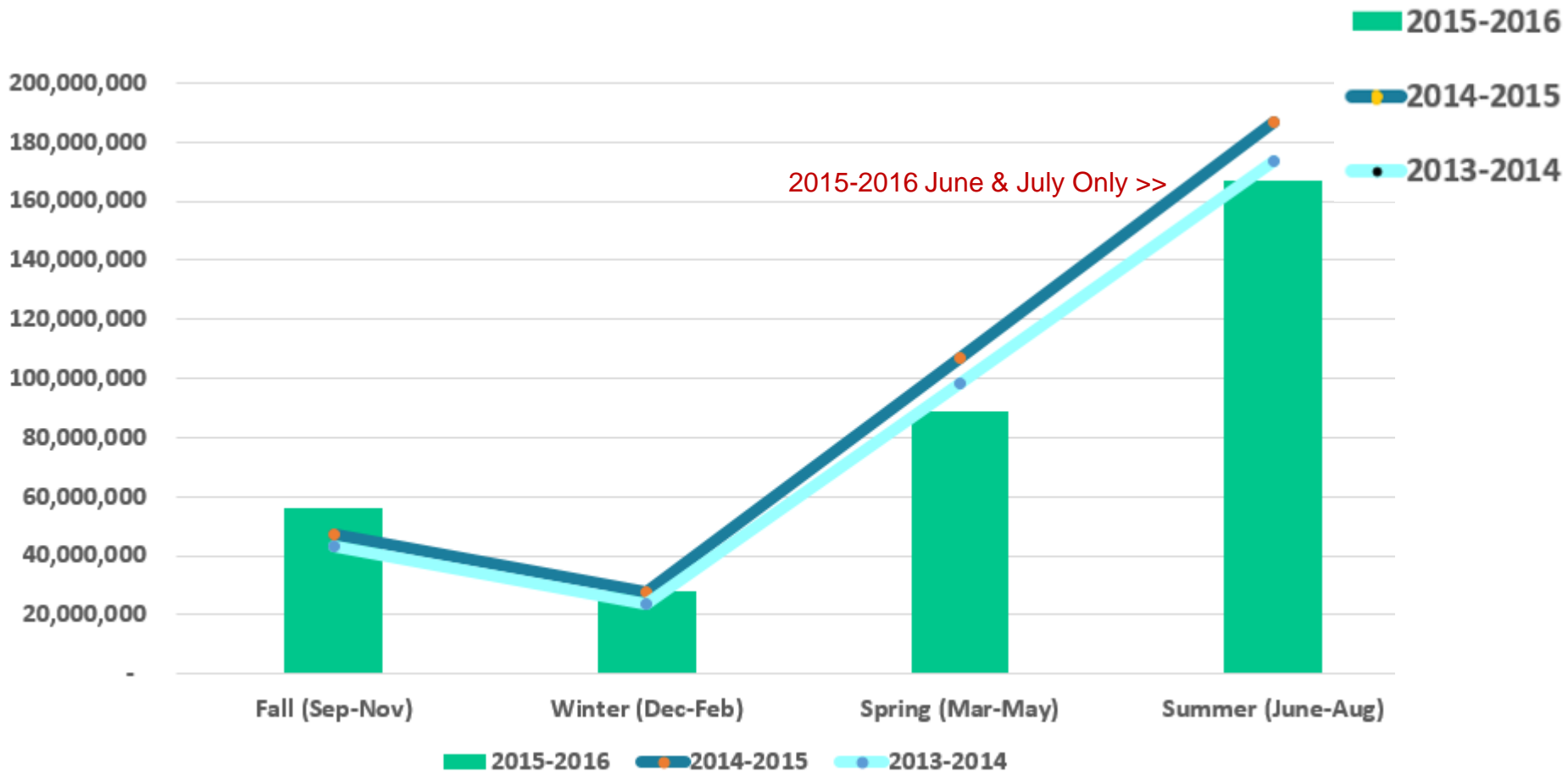
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year July Comparison

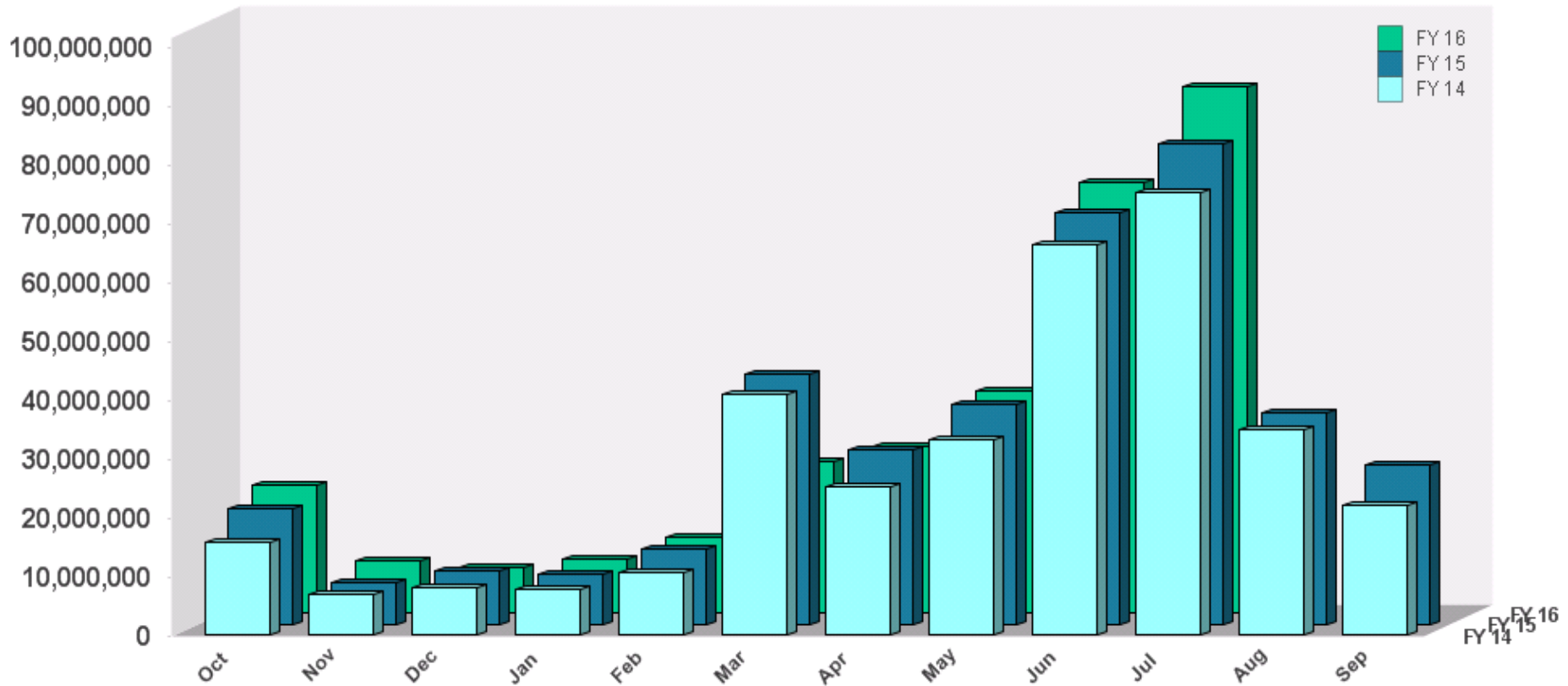


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Seasonal Gross Receipts Three Year Comparison



Fiscal Year Ending September 30, 2016



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	\$15,669,322	\$6,874,326	\$7,952,613	\$7,636,135	\$10,474,381	\$40,852,614	\$25,283,941	\$33,133,666	\$66,412,219	\$75,055,400	\$34,942,671	\$21,956,182
FY 15	\$19,727,537	\$7,101,034	\$9,068,462	\$8,621,630	\$12,805,965	\$42,708,504	\$29,823,055	\$37,332,340	\$70,186,724	\$81,906,268	\$36,071,294	\$27,234,487
FY 16	\$21,644,318	\$8,844,539	\$7,757,564	\$9,287,628	\$12,903,290	\$25,613,253	\$28,258,370	\$37,830,883	\$73,279,028	\$89,343,475		

August 2016 – September 2016 To Be Determined

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: July 31, 2016**



**Bay County  
Tourist Development Council**

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

## Panama City Beach

# Reporting Units grouped by Condominium / Townhome property type for month ending July 31, 2016

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	351	526	539	1,527	446	3,389
2 Bedroom	650	514	382	1,568	1,024	4,138
3+ Bedrooms	232	194	159	823	342	1,750
<b>Total</b>	<b>1,233</b>	<b>1,234</b>	<b>1,080</b>	<b>3,918</b>	<b>1,812</b>	<b>9,277</b>



## Panama City Beach

# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending July 31, 2016

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$1,843,884	\$2,902,279	\$2,346,151	\$6,764,572	\$1,904,053	\$15,760,938
2 Bedroom	\$4,094,196	\$3,704,613	\$2,435,485	\$9,623,110	\$5,847,051	\$25,704,456
3+ Bedrooms	\$2,437,785	\$1,974,563	\$1,604,724	\$7,649,457	\$3,139,457	\$16,805,985
<b>Total</b>	<b>\$8,375,865</b>	<b>\$8,581,455</b>	<b>\$6,386,361</b>	<b>\$24,037,138</b>	<b>\$10,890,561</b>	<b>\$58,271,379</b>



# Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending July 31, 2016

Hotel/Motel Units:	<b>4,763</b>
Hotel/Motel Gross Receipts:	<b>\$22,700,855</b>

Single Family Units:	<b>596</b>
Single Family Gross Receipts:	<b>\$5,135,127</b>

Miscellaneous Units:	<b>1,304</b>
Miscellaneous Gross Receipts:	<b>\$3,236,114</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

