

MONTHLY TDT ANALYSIS

Statistical and Graphical Reports for month ending: May 31, 2016



Bay County
Tourist Development Council



**Clerk of Court &
Comptroller**

**Report for Month
Ending**

May 31, 2016



**Bay County
Tourist Development Council**

July 1, 2016

Tourist Development Council
Bay County, Florida

Council Members:



Attached please find statistical and graphical reports for the month and nine months ending June 30, 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 are 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,

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 | 662,157 | 683,822 | (21,665) | -3.17% |
| March | 1,193,240 | 2,011,496 | (818,256) | -40.68% |
| April | 1,445,943 | 1,532,651 | (86,708) | -5.66% |
| May | 1,876,251 | 1,842,356 | 33,895 | 1.84% |
| June | | | 0 | n/a |
| July | | | 0 | n/a |
| August | | | 0 | n/a |
| September | | | 0 | n/a |
| Total | \$ 7,531,845 | \$ 8,195,101 | \$ (663,256) | -8.09% |



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 | 73,405 | 84,572 | (11,167) | -13.20% |
| January | 88,224 | 81,129 | 7,095 | 8.75% |
| February | 125,449 | 124,120 | 1,329 | 1.07% |
| March | 240,225 | 412,093 | (171,868) | -41.71% |
| April | 276,526 | 292,974 | (16,448) | -5.61% |
| May | 355,959 | 361,807 | (5,848) | -1.62% |
| June | | | 0 | n/a |
| July | | | 0 | n/a |
| August | | | 0 | n/a |
| September | | | 0 | n/a |
| Total | \$ 1,453,474 | \$ 1,616,894 | \$ (163,420) | -10.11% |



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 | | | \$ - | n/a |
| July | | | \$ - | n/a |
| August | | | \$ - | n/a |
| September | | | \$ - | n/a |
| Total | \$ 858,914 | \$ 628,468 | | n/a |



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 | 30,457 | 29,235 | 1,222 | 4.18% |
| June | | | 0 | n/a |
| July | | | 0 | n/a |
| August | | | 0 | n/a |
| September | | | 0 | n/a |
| Total | \$ 170,210 | \$ 125,484 | | n/a |



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 | 22,651 | 17,982 | 4,669 | 25.96% |
| February | 25,880 | 27,435 | (1,555) | -5.67% |
| March | 47,830 | 44,946 | 2,884 | 6.42% |
| April | 60,059 | 47,750 | 12,309 | 25.78% |
| May | 66,232 | 68,653 | (2,421) | -3.53% |
| June | | | 0 | n/a |
| July | | | 0 | n/a |
| August | | | 0 | n/a |
| September | | | 0 | n/a |
| Total | \$ 290,840 | \$ 261,755 | \$ 29,085 | 11.11% |



Value of One Cent Mexico Beach



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

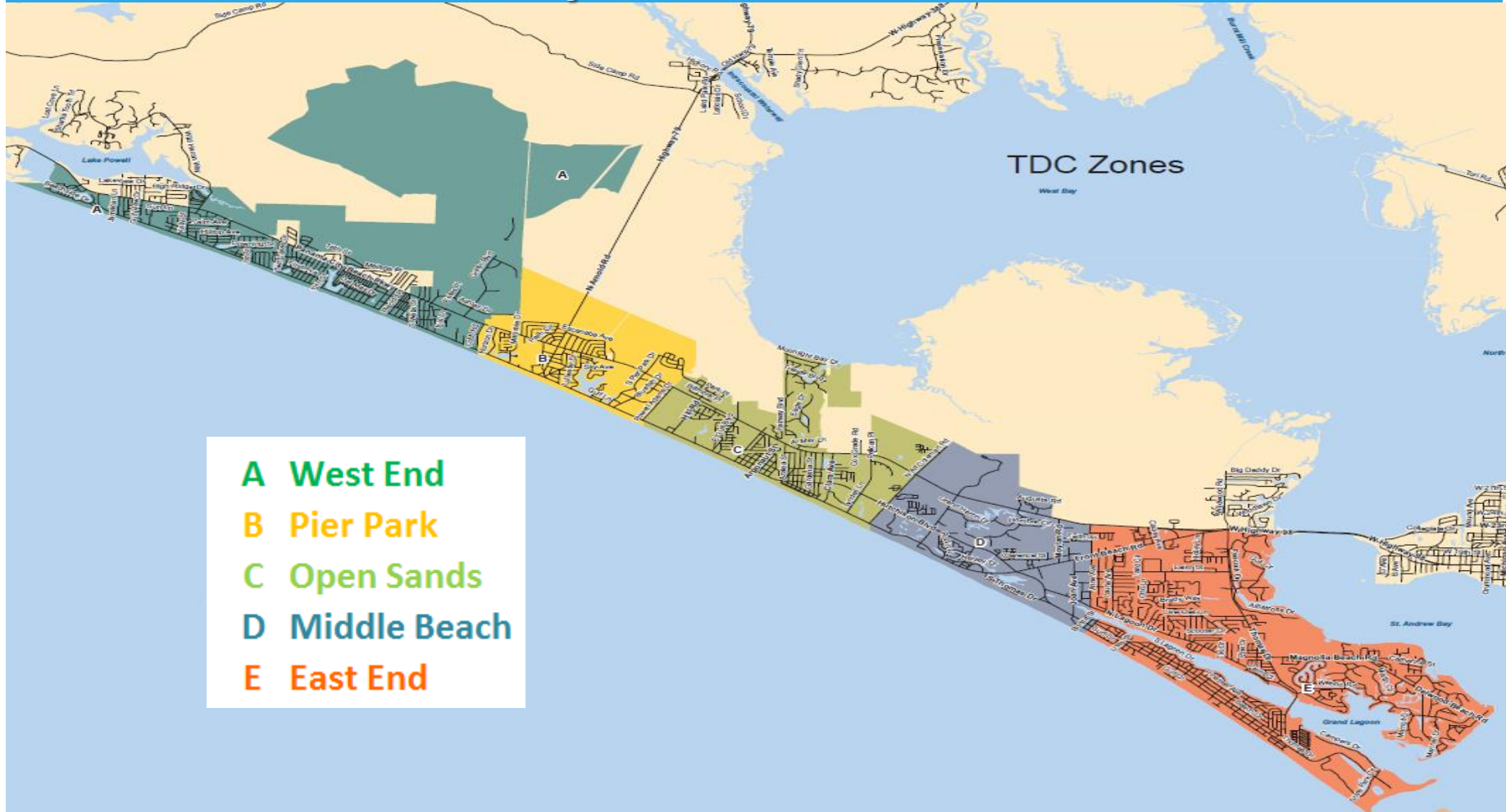
| Month | 2015-2016 | 2014-2015 | \$ Variance | % Variance |
|--------------|------------------|------------------|-----------------|--------------|
| October | \$ 6,903 | \$ 5,672 | \$ 1,231 | 21.70% |
| November | 3,452 | 2,443 | 1,009 | 41.30% |
| December | 3,705 | 4,681 | (976) | -20.85% |
| January | 4,196 | 3,783 | 413 | 10.92% |
| February | 5,080 | 5,010 | 70 | 1.40% |
| March | 9,516 | 9,368 | 148 | 1.58% |
| April | 10,319 | 9,720 | 599 | 6.16% |
| May | 12,527 | 12,764 | (237) | -1.86% |
| June | | | 0 | n/a |
| July | | | 0 | n/a |
| August | | | 0 | n/a |
| September | | | 0 | n/a |
| Total | \$ 55,698 | \$ 53,441 | \$ 2,257 | 4.22% |

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

| | For the month ending May 2016 | | | For the month ending May 2015 | | |
|--------------------------|--------------------------------------|----------------|------------------|--------------------------------------|----------------|------------------|
| | Current period | Prior periods | Total | Current period | Prior periods | Total |
| Taxes | 1,799,493 | 58,731 | 1,858,224 | 1,812,661 | 21,365 | 1,834,026 |
| Penalties | 8,797 | 8,295 | 17,092 | 5,080 | 2,725 | 7,805 |
| Interest | 64 | 871 | 935 | 82 | 443 | 525 |
| Total Collections | 1,808,354 | 67,897 | 1,876,251 | 1,817,823 | 24,533 | 1,842,356 |
| | Fiscal year to date through May 2016 | | | Fiscal year to date through May 2015 | | |
| | Current period | Prior periods | Total | Current period | Prior periods | Total |
| Taxes | 7,112,952 | 334,292 | 7,447,244 | 7,874,734 | 238,404 | 8,113,138 |
| Penalties | 24,909 | 44,651 | 69,560 | 37,871 | 34,742 | 72,613 |
| Interest | 121 | 14,820 | 14,941 | 394 | 8,956 | 9,350 |
| Total Collections | 7,137,982 | 393,763 | 7,531,745 | 7,912,999 | 282,102 | 8,195,101 |



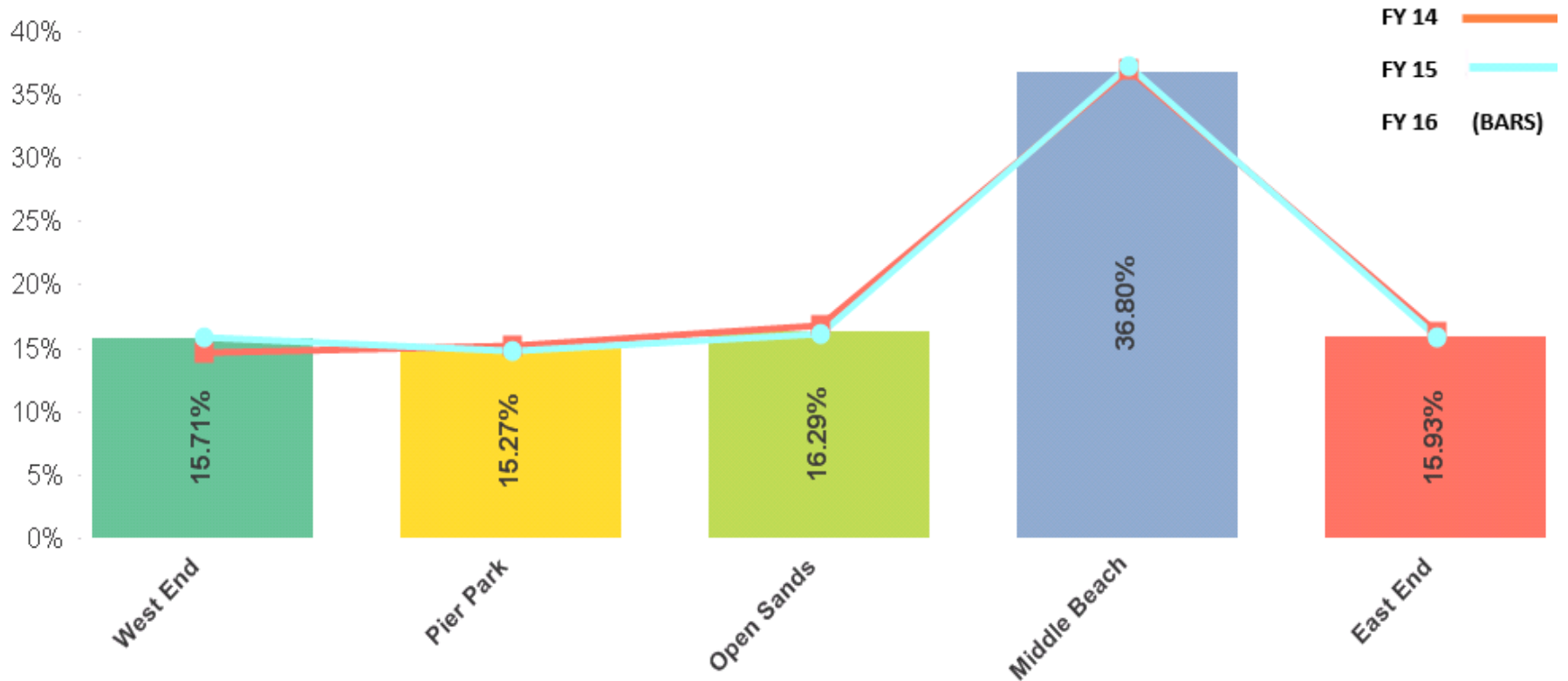
Layout of TDC Zones



Bay County
Tourist Development Council

BILL KINSAUL
CLERK OF COURT & COMPTROLLER
BAY COUNTY

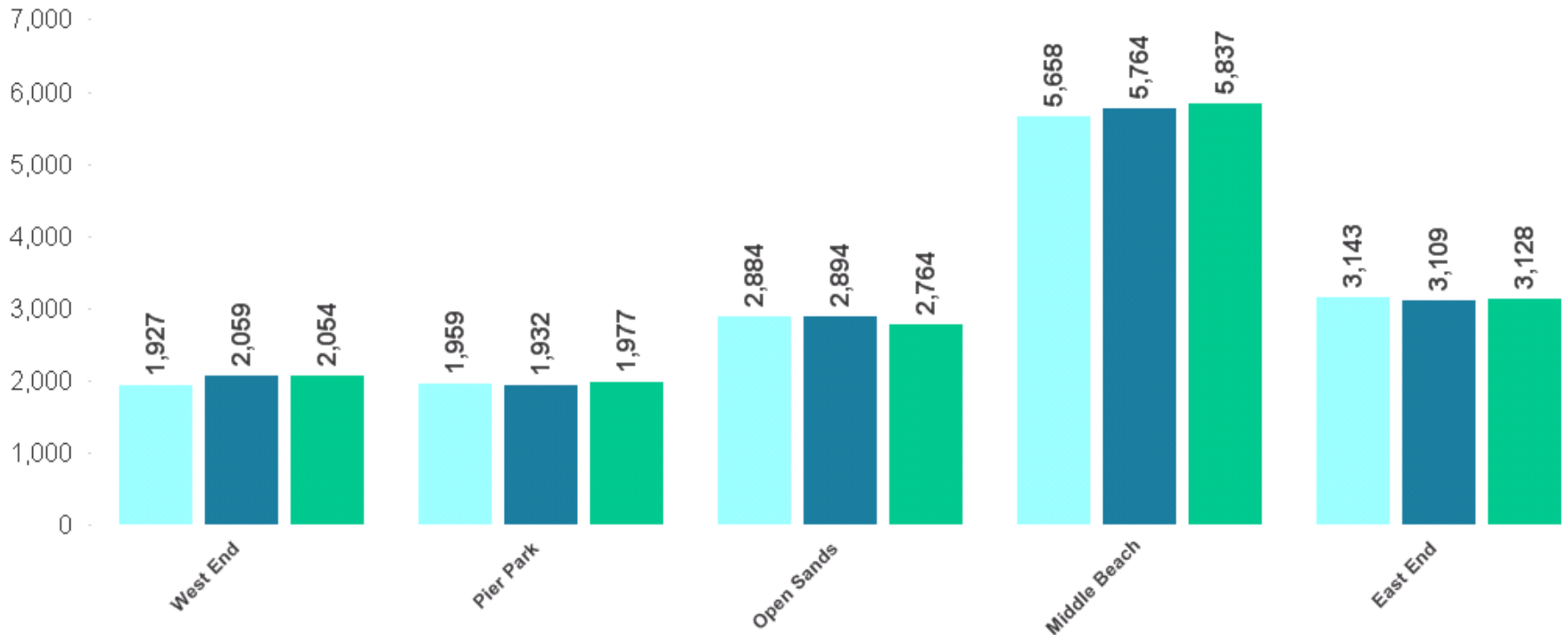
% of Gross Receipts by Zones Three Year May Comparison



| May | West End | Pier Park | Open Sands | Middle Beach | East End |
|------|---------------|---------------|---------------|---------------|---------------|
| FY14 | 14.67% | 15.18% | 16.80% | 37.01% | 16.35% |
| FY15 | 15.92% | 14.77% | 16.18% | 37.25% | 15.88% |
| FY16 | 15.71% | 15.27% | 16.29% | 36.80% | 15.93% |

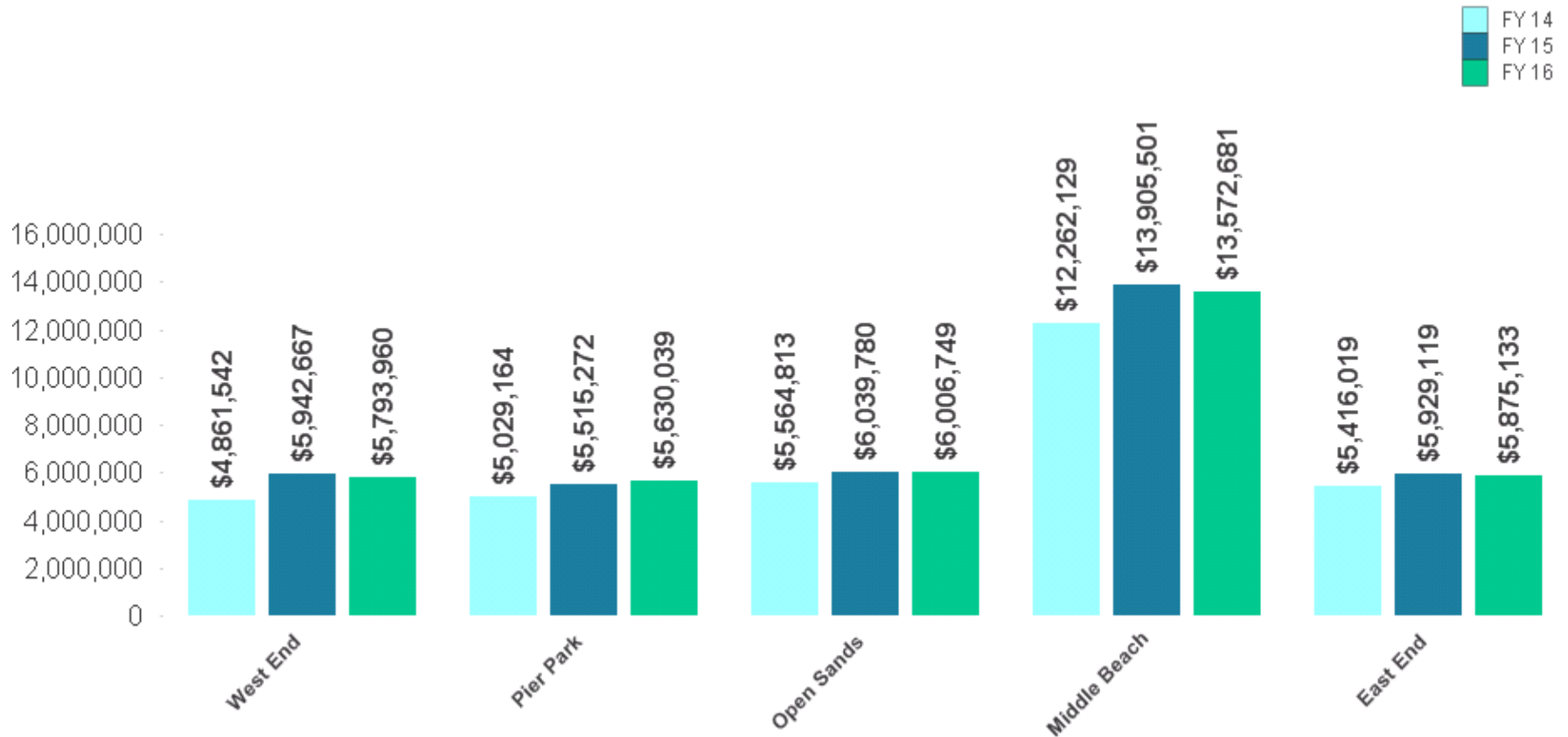
Total Unit Count Three Year May Comparison

FY 14
FY 15
FY 16

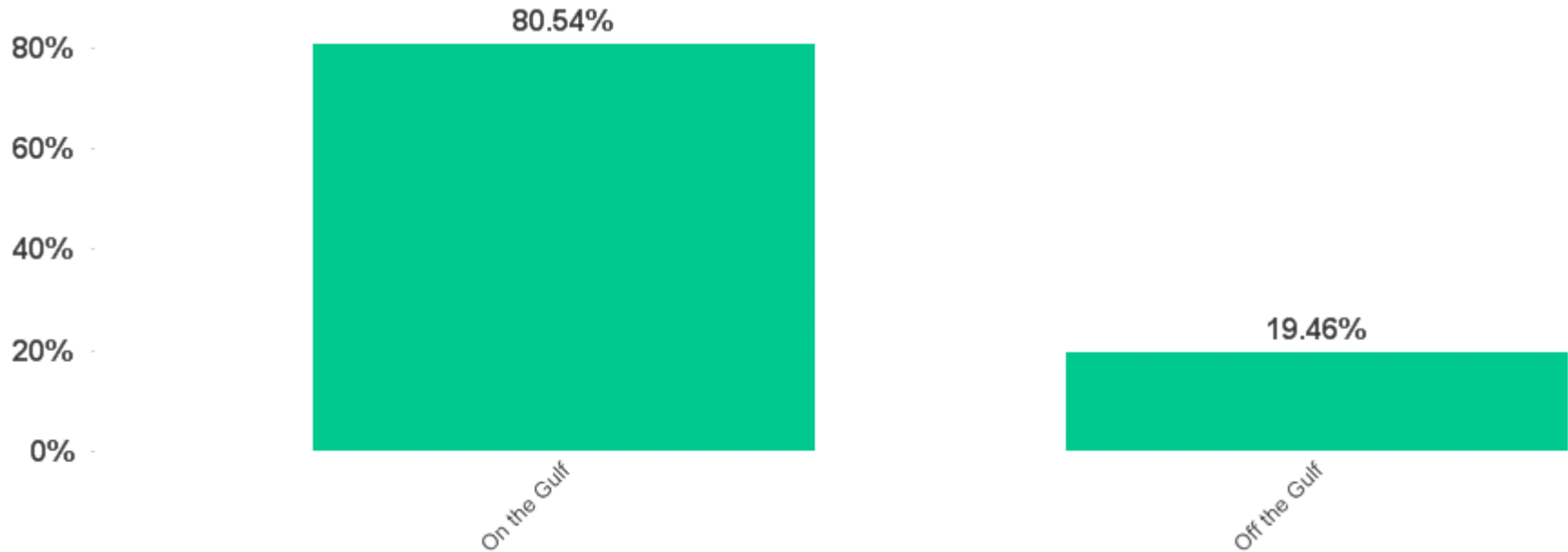


| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| FY 14 | 15,447 | 15,439 | 15,996 | 15,363 | 15,396 | 16,101 | 15,516 | 15,571 | 16,272 | 15,677 | 15,666 | 16,227 |
| FY 15 | 15,579 | 15,568 | 16,321 | 15,592 | 15,532 | 16,040 | 15,688 | 15,758 | 16,298 | 15,936 | 15,941 | 16,386 |
| FY 16 | 15,977 | 15,778 | 16,025 | 15,657 | 15,659 | 16,112 | 15,785 | 15,760 | | | | |

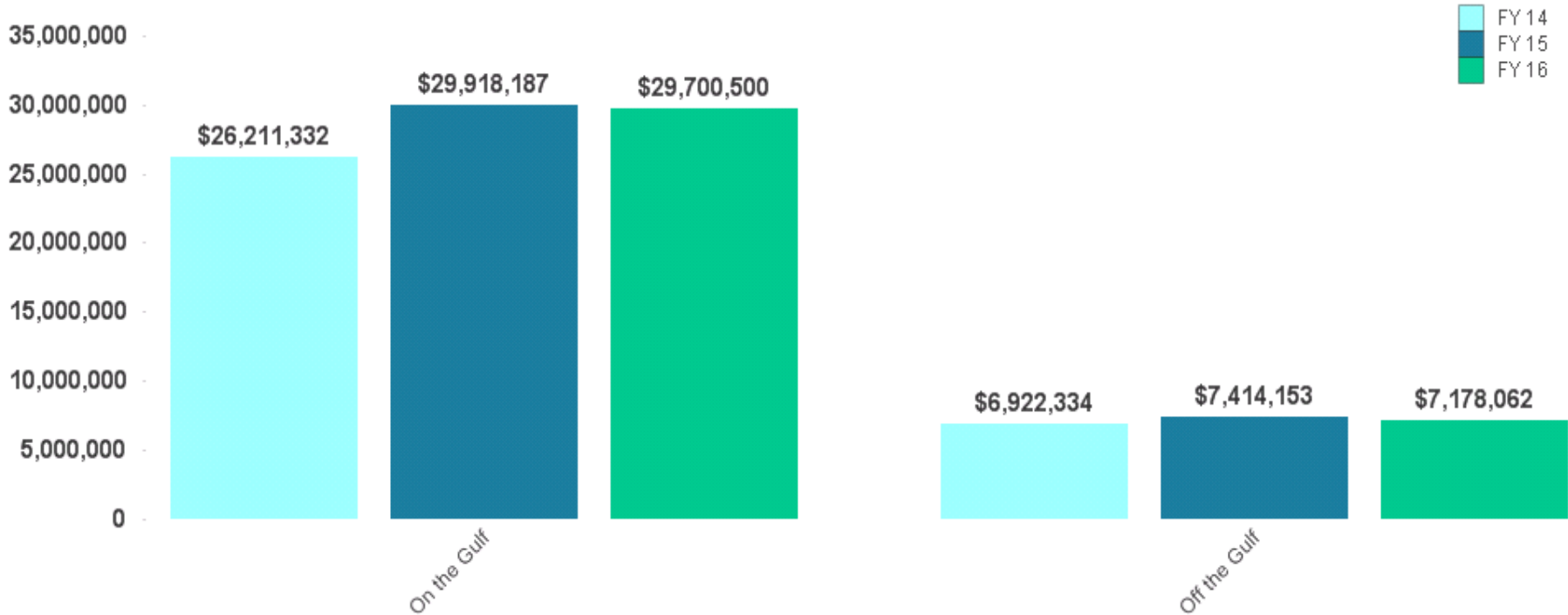
Gross Rental Receipts Three Year May Comparison



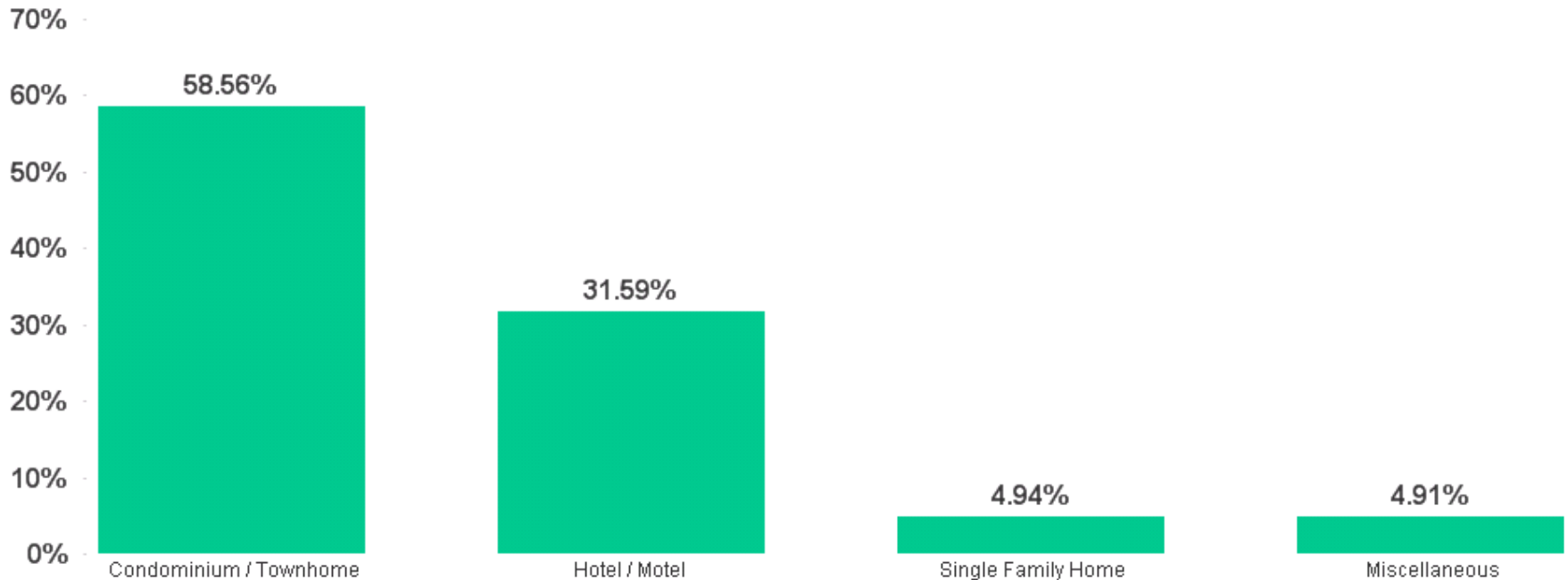
Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf May 31, 2016



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

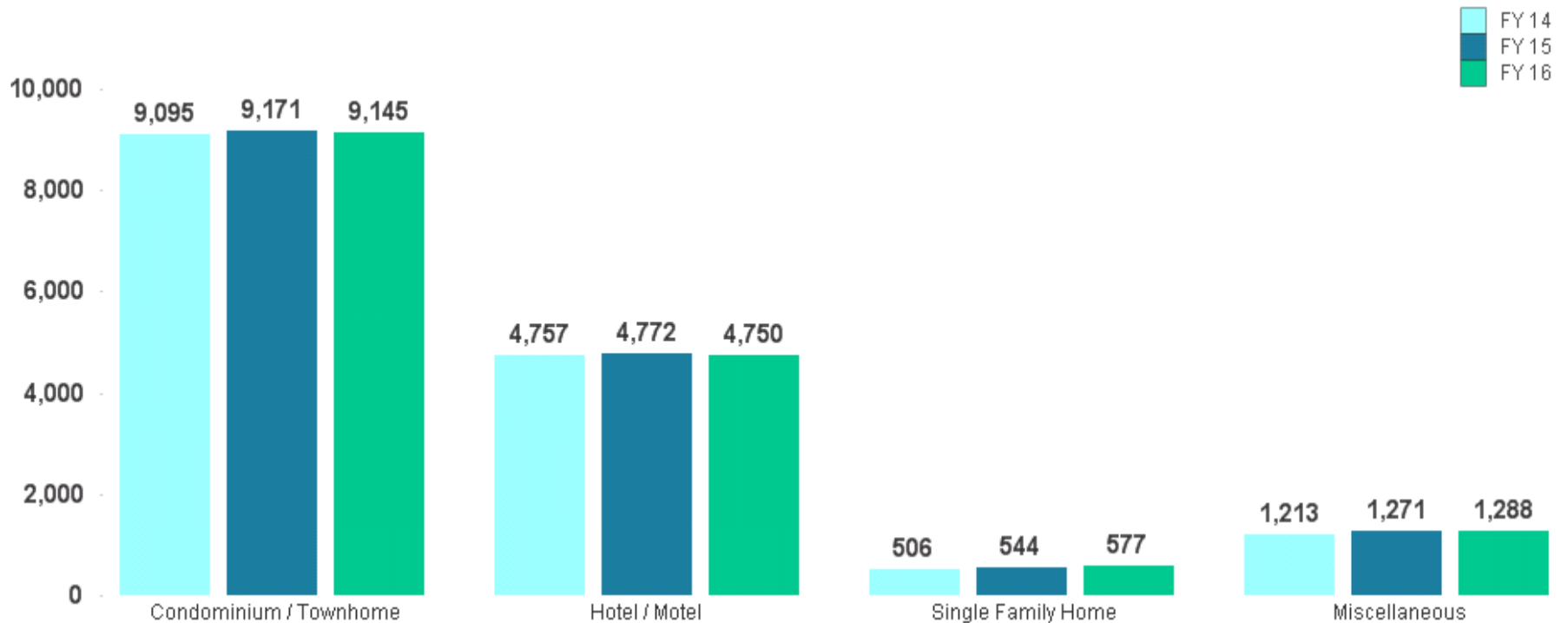


Percentage Allocation Gross Rental Receipts by Property Type May 31, 2016



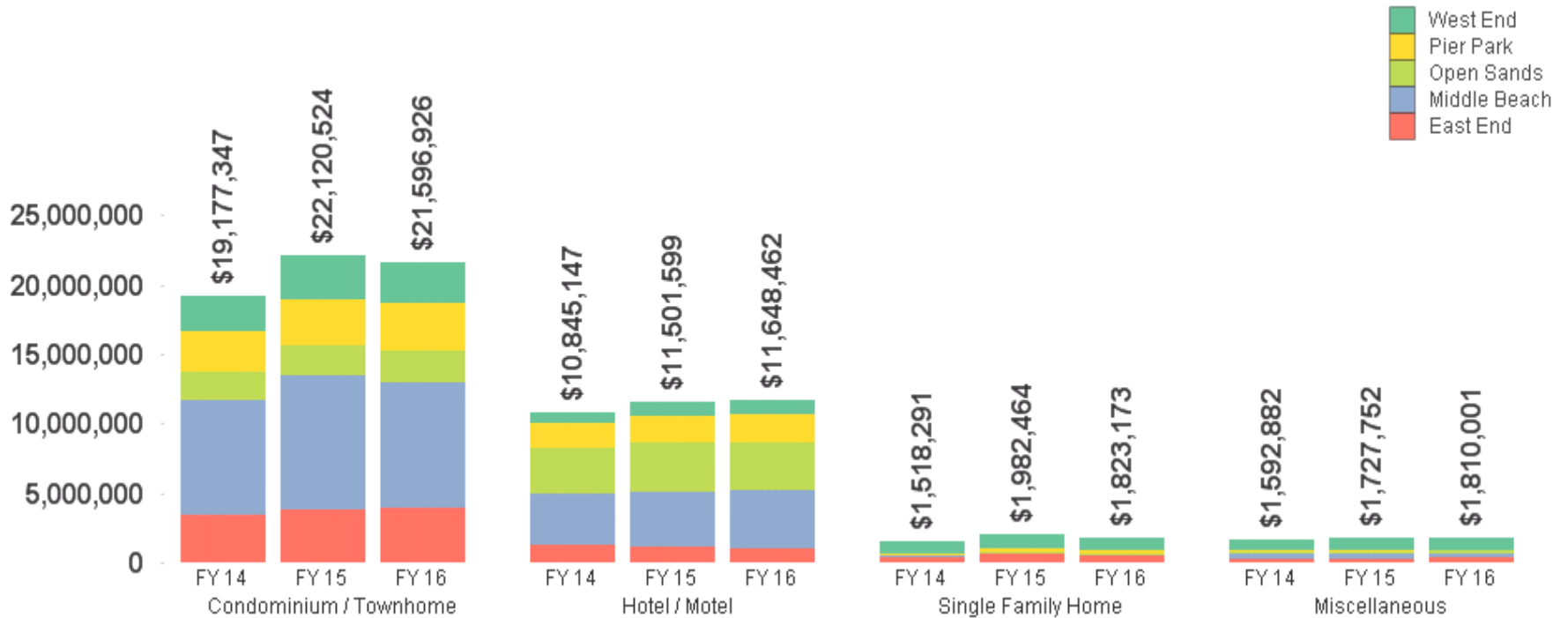
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

Unit Count by Property Type Three Year May Comparison



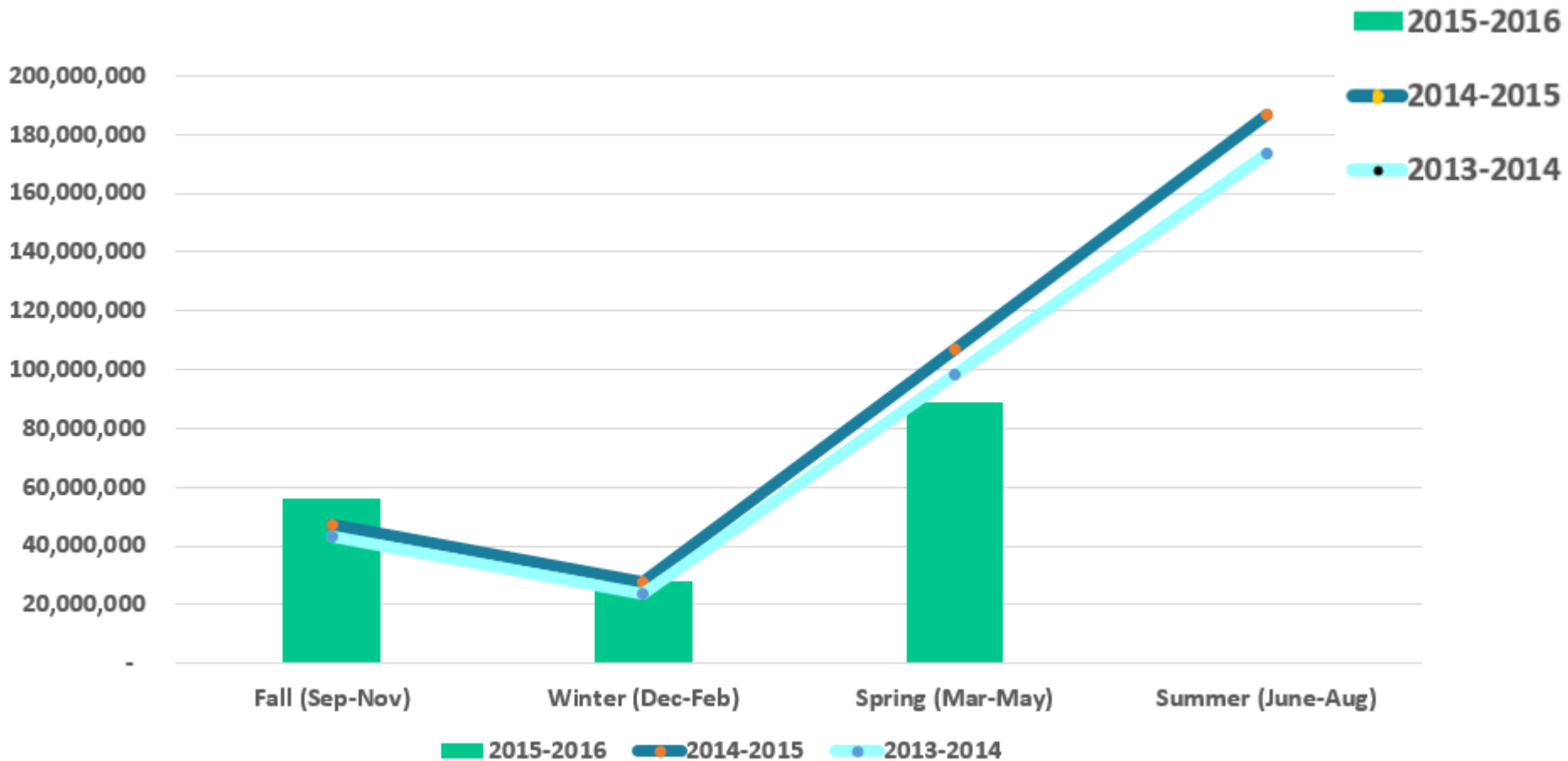
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

Gross Receipts by Property Type Three Year May Comparison

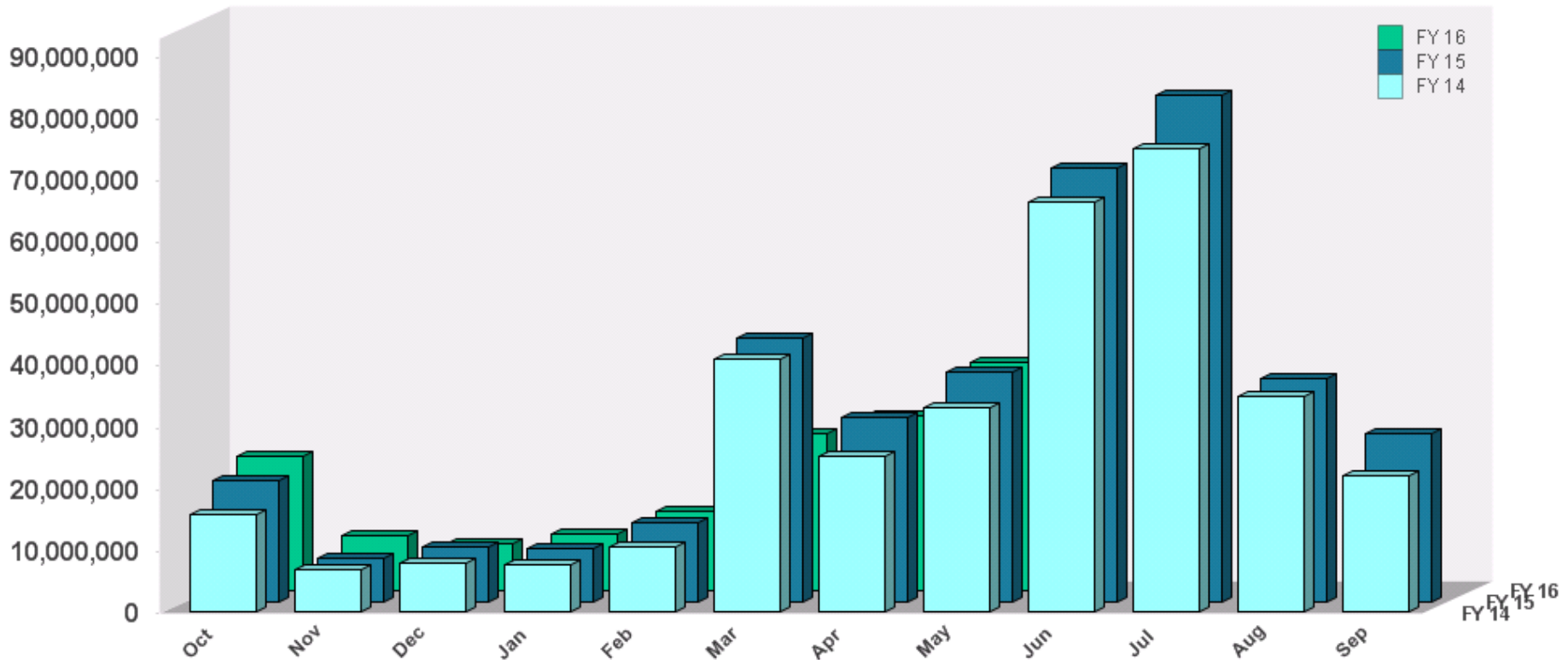


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

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 | \$7,935,092 | \$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 | \$9,028,918 | \$8,621,630 | \$12,805,965 | \$42,708,504 | \$29,823,055 | \$37,332,340 | \$70,179,624 | \$81,906,268 | \$36,071,294 | \$27,229,587 |
| FY 16 | \$21,644,318 | \$8,844,539 | \$7,615,485 | \$9,286,628 | \$12,901,490 | \$25,475,770 | \$28,237,132 | \$36,878,562 | | | | |

June 2016 – September 2016 To Be Determined

MONTHLY TDT DATA DETAIL

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



**Bay County
Tourist Development Council**

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

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

| BedRoomGroup | West End | Pier Park | Open Sands | Middle Beach | East End | Total |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 1 Bedroom | 344 | 518 | 580 | 1,487 | 442 | 3,371 |
| 2 Bedroom | 631 | 507 | 387 | 1,504 | 1,008 | 4,037 |
| 3+ Bedrooms | 221 | 195 | 167 | 810 | 344 | 1,737 |
| Total | 1,196 | 1,220 | 1,134 | 3,801 | 1,794 | 9,145 |



Panama City Beach

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

| BedRoomGroup | West End | Pier Park | Open Sands | Middle Beach | East End | Total |
|--------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| 1 Bedroom | \$806,034 | \$1,223,123 | \$976,367 | \$2,731,593 | \$844,303 | \$6,581,421 |
| 2 Bedroom | \$1,465,103 | \$1,341,359 | \$788,454 | \$3,411,508 | \$2,065,296 | \$9,071,721 |
| 3+ Bedrooms | \$697,225 | \$763,537 | \$523,946 | \$2,907,440 | \$1,051,636 | \$5,943,785 |
| Total | \$2,968,362 | \$3,328,020 | \$2,288,768 | \$9,050,542 | \$3,961,235 | \$21,596,926 |



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

| | |
|-----------------------------|---------------------|
| Hotel/Motel Units: | 4,750 |
| Hotel/Motel Gross Receipts: | \$11,648,462 |

| | |
|-------------------------------|--------------------|
| Single Family Units: | 577 |
| Single Family Gross Receipts: | \$1,823,173 |

| | |
|-------------------------------|--------------------|
| Miscellaneous Units: | 1,288 |
| Miscellaneous Gross Receipts: | \$1,810,001 |

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

