

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: July 31, 2019



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

# Clerk of Court & Comptroller

## Report for Month Ending

July 31, 2019



Bay County  
Tourist Development Council

August 31, 2019

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the ten months ending July 31st, 2019. Reports included herein include the following:

1. The "Cash Collection 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 "Cash/Accrual Breakdown" represents the attribution of collected revenue. As collection is an ongoing process, numbers will change as earnings are applied to the period in which they were earned.
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 limitations 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" represent only one element in the calculation of the taxes owed.
4. Third party data obtained to provide enhanced statistical data, such as bedroom count, 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.

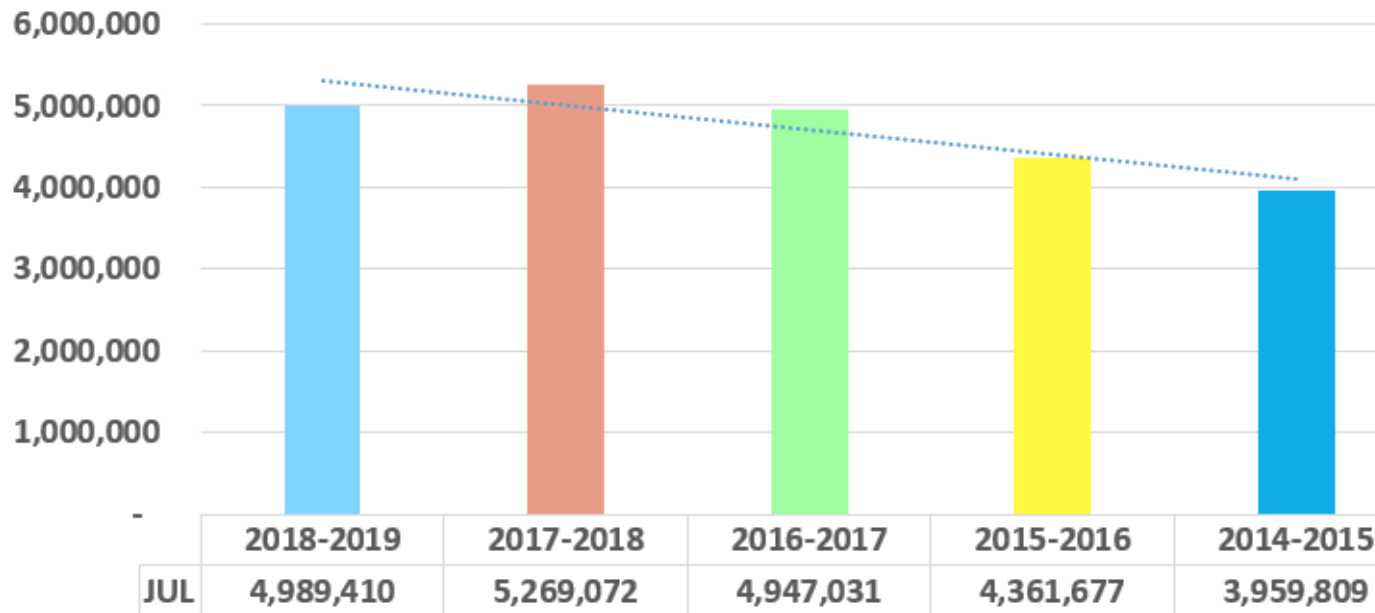
Sincerely,

  
Bill Kinsaul

Clerk of Court and Comptroller

# Cash Collection Analysis: Panama City Beach

For the month ending  
July 31, 2019

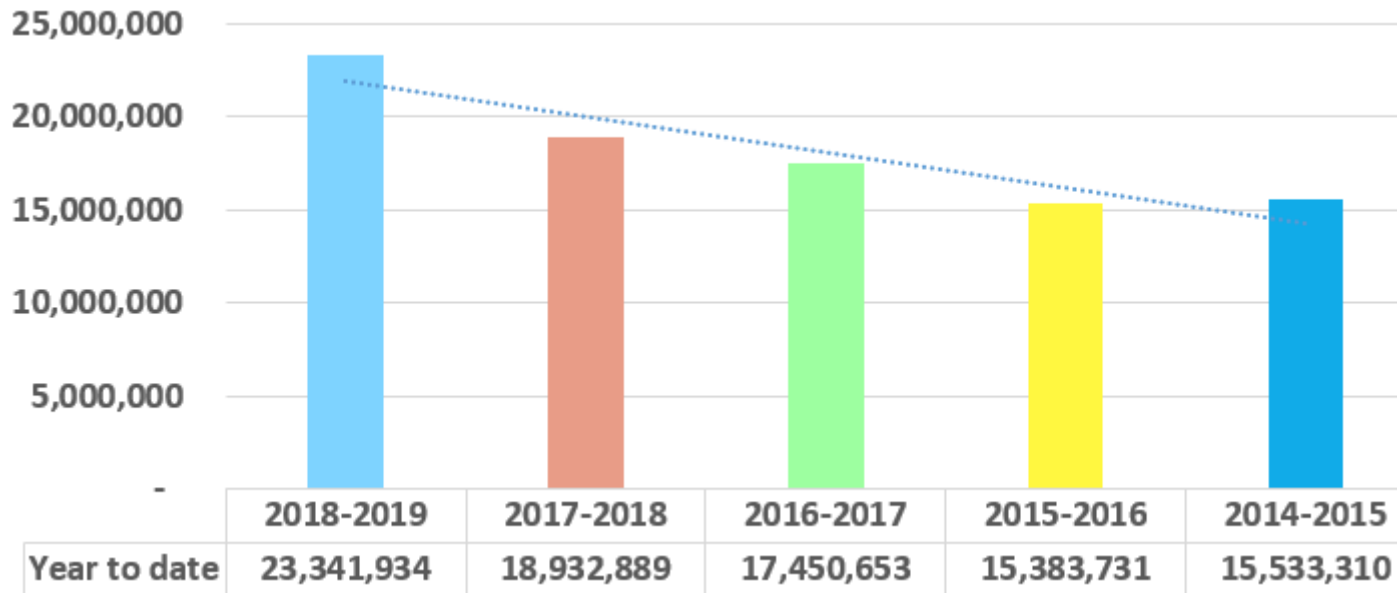


Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Cash Collection Analysis: Panama City Beach

Ten months ending  
July 31, 2019

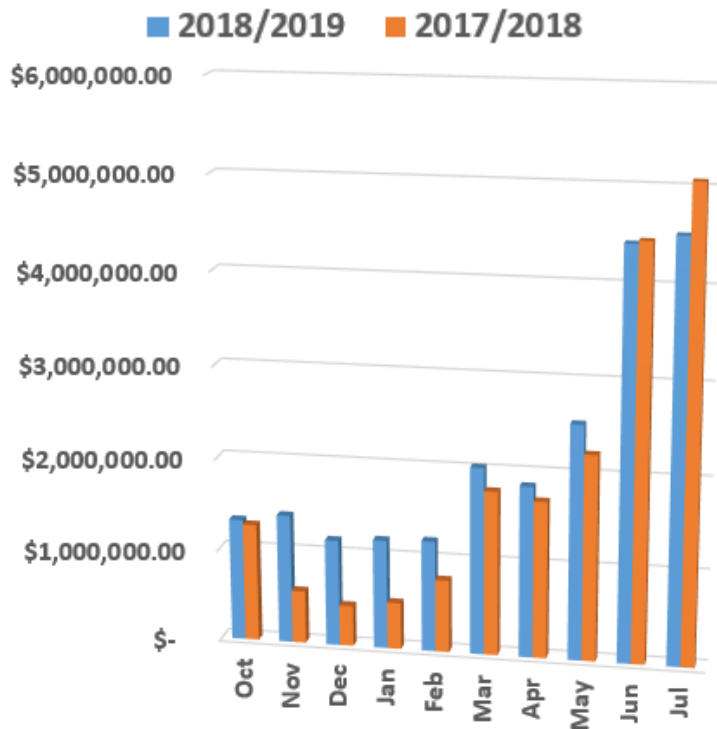


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# Accrual Attribution Data

## Panama City Beach



Accrual Attribution Data				
	2018/2019	2017/2018	Variance	Variance %
Oct	\$ 1,324,239.15	\$ 1,276,160.11	\$ 48,079.04	3.77%
Nov	\$ 1,398,948.46	\$ 572,709.42	\$ 826,239.04	144.27%
Dec	\$ 1,155,404.02	\$ 440,519.83	\$ 714,884.19	162.28%
Jan	\$ 1,187,014.35	\$ 506,011.28	\$ 681,003.07	134.58%
Feb	\$ 1,206,452.17	\$ 788,397.27	\$ 418,054.90	53.03%
Mar	\$ 2,032,534.26	\$ 1,785,501.27	\$ 247,032.99	13.84%
Apr	\$ 1,859,386.56	\$ 1,704,237.83	\$ 155,148.73	9.10%
May	\$ 2,545,715.66	\$ 2,230,898.70	\$ 314,816.96	14.11%
Jun	\$ 4,425,806.49	\$ 4,458,418.51	\$ (32,612.02)	-0.73%
Jul	\$ 4,526,706.08	\$ 5,068,654.19	\$ (541,948.11)	-10.69%
	\$ 12,709,694.63	\$ 9,304,435.71	\$ 3,405,258.92	

"On November 1, 2018, The Tourist Development Council met and approved an amendment to its Program of Work to allow tourist development tax collections in excess of FY 2018 levels for the period of October through February to be used for specified purposes to further tourism interests with the impacted communities. The specified purposes are: to pay the costs for public relations and advertising agency fees for the CVB's agencies of record to support Mexico Beach and Panama City; and to fund local match requirements for design, permitting, administrative, and sand search costs for a beach renourishment project for Mexico Beach."

Bay County Board of County Commissioners 11/06/2018



# Cash / Accrual Breakdown

# Panama City Beach

Attributed period	Collection Period											
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	
	Pre	\$ 1,415,925.93	\$ 122,667.31	\$ 42,573.09	\$ 11,126.69	\$ 7,097.89	\$ 24,077.77	\$ 6,253.66	\$ 5,728.72	\$ 10,701.23	\$ 15,467.61	\$ 1,661,619.90
	Oct	\$ 912,924.65	\$ 400,750.01	\$ 4,330.00	\$ 4,843.61	\$ 88.15	\$ 510.28	\$ 647.04	\$ 37.87	\$ 107.54	\$ -	\$ 1,324,239.15
	Nov	\$ 5,665.71	\$ 1,357,847.24	\$ 26,980.33	\$ 5,169.62	\$ 2,652.38	\$ 150.00	\$ 433.18	\$ -	\$ -	\$ 50.00	\$ 1,398,948.46
	Dec	\$ 2,522.55	\$ 11,717.69	\$ 1,085,771.49	\$ 22,881.37	\$ 6,835.04	\$ 3,609.52	\$ 1,458.99	\$ 5,746.10	\$ 7,596.81	\$ 7,264.46	\$ 1,155,404.02
	Jan	\$ 137.72	\$ 179.71	\$ 6,205.83	\$ 1,130,449.62	\$ 40,326.11	\$ 6,943.37	\$ 887.98	\$ 638.57	\$ 137.37	\$ 1,108.07	\$ 1,187,014.35
	Feb	\$ 79.22		\$ 394.52	\$ 9,082.30	\$ 1,171,137.13	\$ 19,272.31	\$ 2,547.28	\$ 1,321.46	\$ 1,877.84	\$ 740.11	\$ 1,206,452.17
	Mar			\$ 253.36	\$ 478.85	\$ 18,619.59	\$ 1,953,743.86	\$ 51,032.10	\$ 3,738.21	\$ 2,730.60	\$ 1,937.69	\$ 2,032,534.26
	Apr			\$ 50.00		\$ 800.28	\$ 8,833.09	\$ 1,671,131.57	\$ 24,301.01	\$ 152,647.08	\$ 1,623.53	\$ 1,859,386.56
May						\$ 112.08	\$ 23,946.86	\$ 2,222,037.60	\$ 134,665.53	\$ 164,953.59	\$ 2,545,715.66	
Jun							\$ 79.21	\$ 21,315.06	\$ 4,104,644.60	\$ 299,767.62	\$ 4,425,806.49	
Jul								\$ 1,784.59	\$ 45,978.99	\$ 4,478,942.50	\$ 4,526,706.08	
Aug									\$ 552.46	\$ 17,510.65	\$ 18,063.11	
Sep										\$ 43.87	\$ 43.87	
	\$ 2,337,255.78	\$ 1,893,161.96	\$ 1,166,558.62	\$ 1,184,032.06	\$ 1,247,556.57	\$ 2,017,252.28	\$ 1,758,417.87	\$ 2,286,649.19	\$ 4,461,640.05	\$ 4,989,409.70	\$ 23,341,934.08	

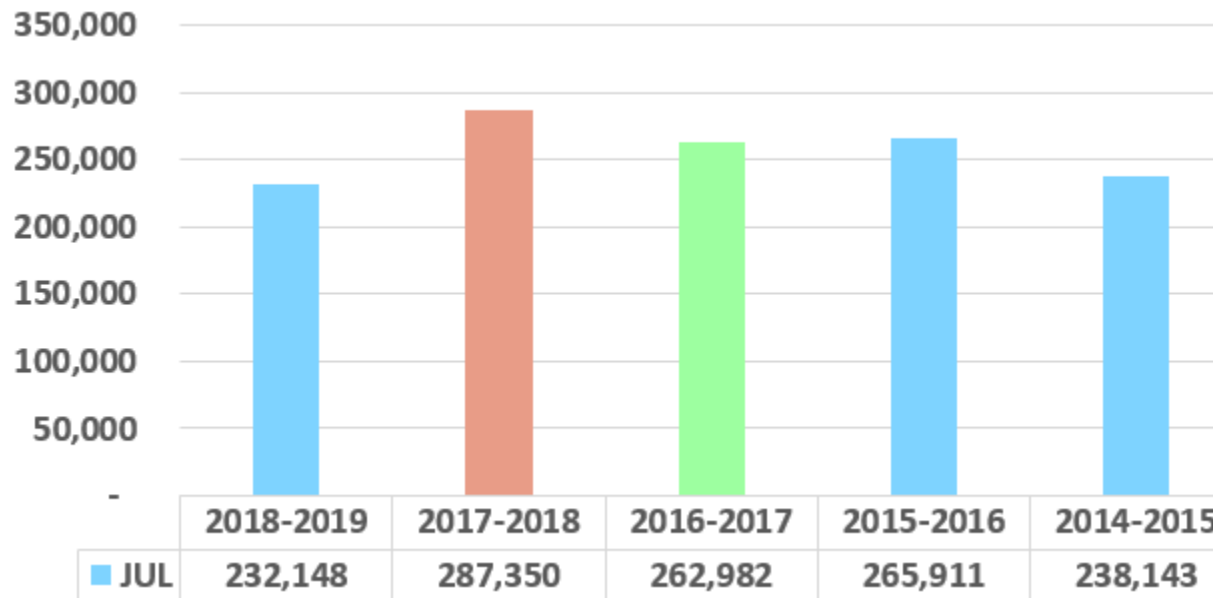
Note: This report delineates the attribution of collected revenue in a given reporting period.



# Cash Collection Analysis:

# Panama City

For the month ending  
July 31, 2019



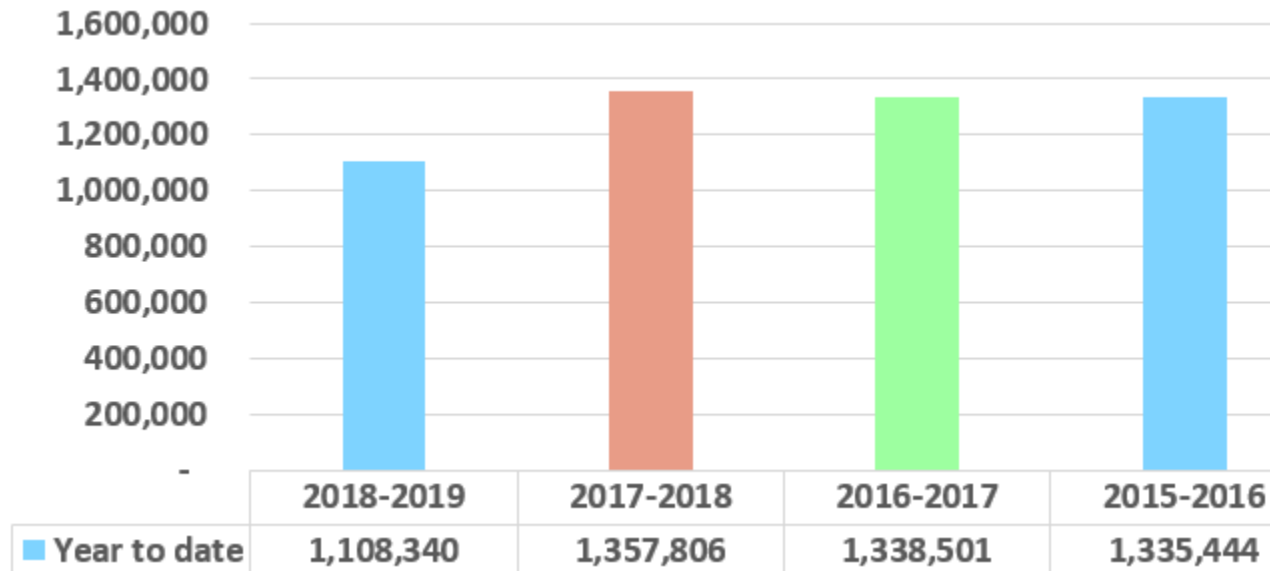
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# Cash Collection Analysis:

# Panama City

Ten months ending  
July 31, 2019



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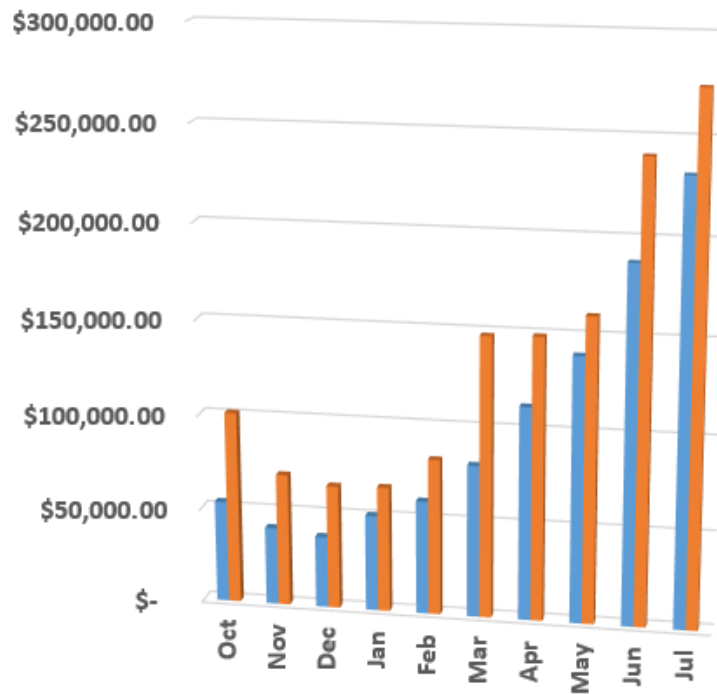




# Accrual Attribution Data

## Panama City

■ 2018/2019 ■ 2017/2018



Accrual Attribution Data				
	2018/2019	2017/2018	Variance	Variance %
Oct	\$ 53,465.19	\$ 101,261.73	\$ (47,796.54)	-47.20%
Nov	\$ 40,942.54	\$ 69,765.50	\$ (28,822.96)	-41.31%
Dec	\$ 37,691.14	\$ 65,257.41	\$ (27,566.27)	-42.24%
Jan	\$ 50,642.49	\$ 66,053.88	\$ (15,411.39)	-23.33%
Feb	\$ 59,891.56	\$ 82,266.95	\$ (22,375.39)	-27.20%
Mar	\$ 80,393.83	\$ 147,842.53	\$ (67,448.70)	-45.62%
Apr	\$ 112,406.97	\$ 148,755.72	\$ (36,348.75)	-24.44%
May	\$ 139,913.92	\$ 160,287.99	\$ (20,374.07)	-12.71%
Jun	\$ 187,808.86	\$ 240,405.16	\$ (52,596.30)	-21.88%
Jul	\$ 231,805.34	\$ 274,323.30	\$ (42,517.96)	-15.50%
	\$ 575,347.64	\$ 841,491.71	\$ (266,144.07)	

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Bay County Board of County Commissioners 11/06/2018



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

# Cash / Accrual Breakdown

# Panama City

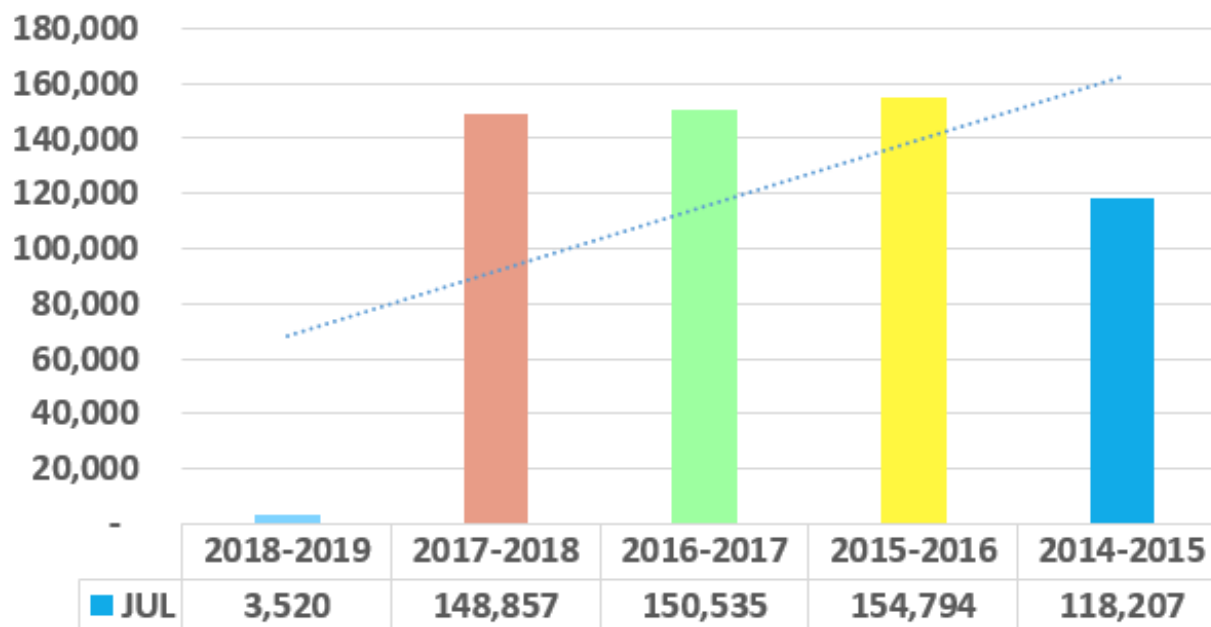
Attributed period	Collection Period											
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	
	Pre	\$ 82,074.95	\$ 18,289.19	\$ -	\$ 613.99	\$ 1,625.75	\$ -	\$ 10,438.69	\$ -	\$ -	\$ 335.90	\$ 113,378.47
	Oct	\$ 31,651.53	\$ 17,439.94	\$ 4,358.54	\$ 15.18	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 53,465.19
	Nov		\$ 40,742.54	\$ 100.00	\$ 100.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,942.54
	Dec			\$ 37,477.04	\$ -	\$ 50.00	\$ -	\$ -	\$ -	\$ -	\$ 164.10	\$ 37,691.14
	Jan				\$50,642.49	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,642.49
	Feb					\$58,225.30	\$ 1,666.26	\$ -	\$ -	\$ -	\$ -	\$ 59,891.56
	Mar					\$ 151.37	\$80,242.46	\$ -	\$ -	\$ -	\$ -	\$ 80,393.83
	Apr						\$ 454.74	\$111,902.23	\$ 50.00	\$ -	\$ -	\$ 112,406.97
May							\$ 868.48	\$138,921.11	\$ 124.33	\$ -	\$ 139,913.92	
Jun									\$187,808.86	\$ -	\$ 187,808.86	
Jul									\$ 156.97	\$231,648.37	\$ 231,805.34	
Aug										\$ -	\$ -	
Sep										\$ -	\$ -	
	\$113,726.48	\$ 76,471.67	\$ 41,935.58	\$51,371.66	\$60,052.42	\$82,363.46	\$123,209.40	\$138,971.11	\$188,090.16	\$232,148.37	\$ 1,108,340.31	

Note: This report delineates the attribution of collected revenue in a given reporting period.



# Cash Collection Analysis: Mexico Beach

For the month ending  
July 31, 2019

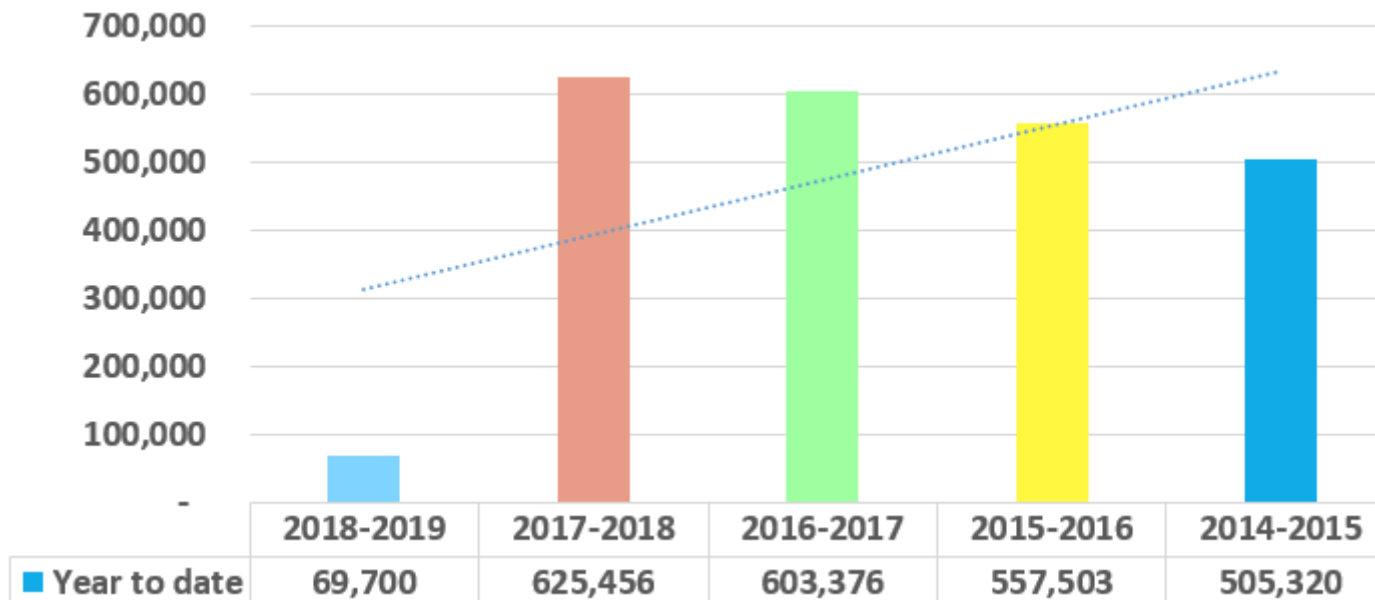


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# Cash Collection Analysis: Mexico Beach

Ten months ending  
July 31, 2019

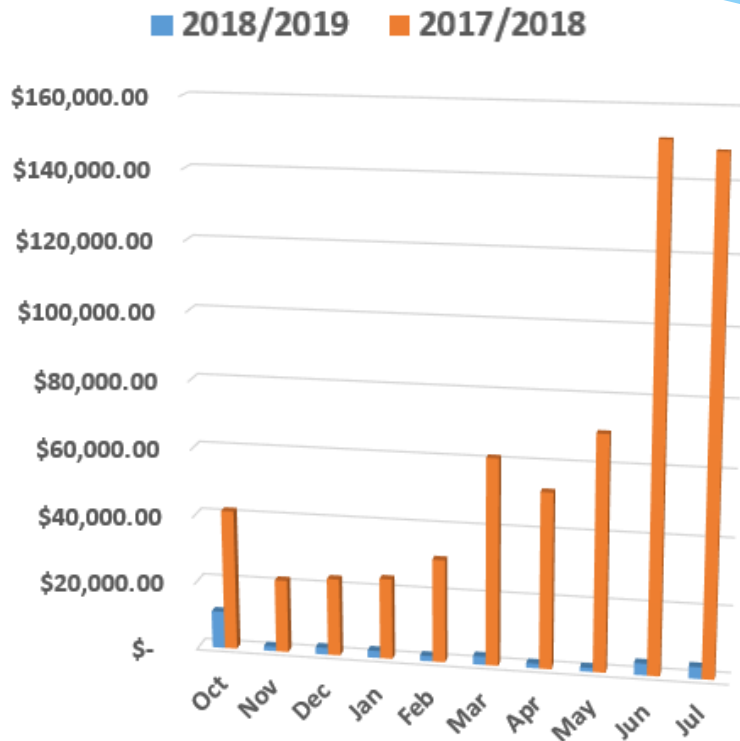


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# Accrual Attribution Data

## Mexico Beach



Accrual Attribution Data				
	2018/2019	2017/2018	Variance	Variance %
Oct	\$ 11,031.44	\$ 41,585.98	\$ (30,554.54)	-73.47%
Nov	\$ 1,344.97	\$ 21,633.86	\$ (20,288.89)	-93.78%
Dec	\$ 1,992.06	\$ 22,969.13	\$ (20,977.07)	-91.33%
Jan	\$ 2,094.25	\$ 23,933.97	\$ (21,839.72)	-91.25%
Feb	\$ 1,576.72	\$ 30,599.06	\$ (29,022.34)	-94.85%
Mar	\$ 2,463.93	\$ 61,315.36	\$ (58,851.43)	-95.98%
Apr	\$ 1,403.50	\$ 52,261.81	\$ (50,858.31)	-97.31%
May	\$ 1,209.83	\$ 69,901.63	\$ (68,691.80)	-98.27%
Jun	\$ 3,523.16	\$ 151,415.34	\$ (147,892.18)	-97.67%
Jul	\$ 3,520.15	\$ 148,599.25	\$ (145,079.10)	-97.63%
	\$ 26,639.86	\$ 324,200.80	\$ (301,084.10)	

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Bay County Board of County Commissioners 11/06/2018



# Cash / Accrual Breakdown

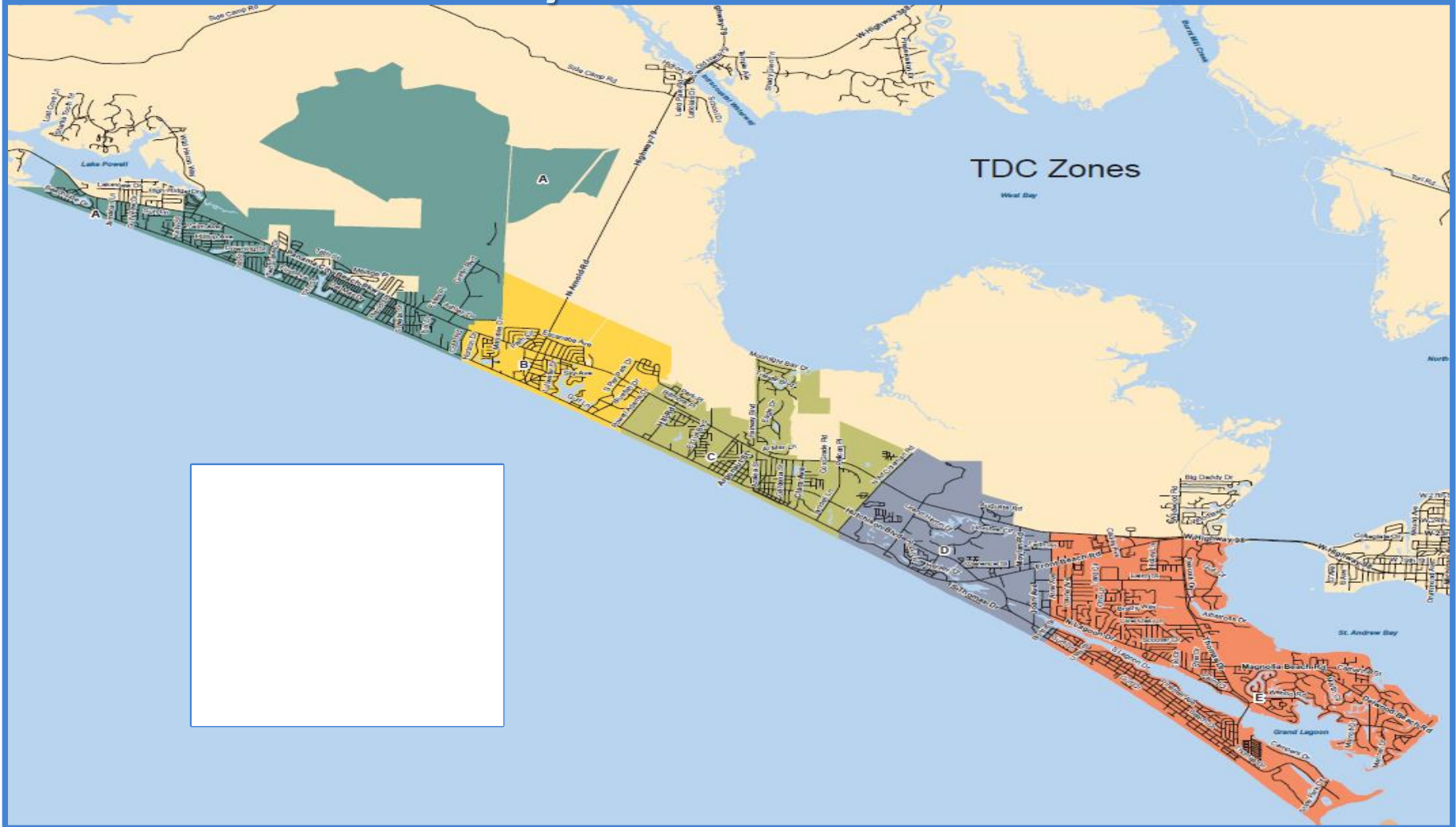
# Mexico Beach

Attributed period	Collection Period											
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	
	Pre	\$ 12,604.28	\$ 24,922.15	\$ 184.72	\$ 387.60	\$ 715.12	\$ 726.16	\$ -	\$ -	\$ -	\$ -	\$ 39,540.03
	Oct	\$ 2,810.09	\$ 7,607.81	\$ -	\$ -	\$ -	\$ 613.54	\$ -	\$ -	\$ -	\$ -	\$ 11,031.44
	Nov	\$ 41.44	\$ 150.00	\$ 423.87	\$ -	\$ -	\$ 729.66	\$ -	\$ -	\$ -	\$ -	\$ 1,344.97
	Dec			\$ 421.51	\$ 487.73	\$ -	\$ 1,082.82	\$ -	\$ -	\$ -	\$ -	\$ 1,992.06
	Jan				\$ 566.38	\$ 50.00	\$ 1,477.87	\$ -	\$ -	\$ -	\$ -	\$ 2,094.25
	Feb					\$ 314.43	\$ 1,262.29	\$ -	\$ -	\$ -	\$ -	\$ 1,576.72
	Mar						\$ 2,413.93	\$ 50.00	\$ -	\$ -	\$ -	\$ 2,463.93
	Apr							\$ 920.30	\$ 50.00	\$ 433.20	\$ -	\$ 1,403.50
	May								\$ 1,172.04	\$ 37.79	\$ -	\$ 1,209.83
	Jun									\$ 3,523.16	\$ -	\$ 3,523.16
	Jul										\$ 3,520.15	\$ 3,520.15
Aug											\$ -	
Sep											\$ -	
	\$ 15,455.81	\$ 32,679.96	\$ 1,030.10	\$ 1,441.71	\$ 1,079.55	\$ 8,306.27	\$ 970.30	\$ 1,222.04	\$ 3,994.15	\$ 3,520.15	\$ 69,700.04	

Note: This report delineates the attribution of collected revenue in a given reporting period.



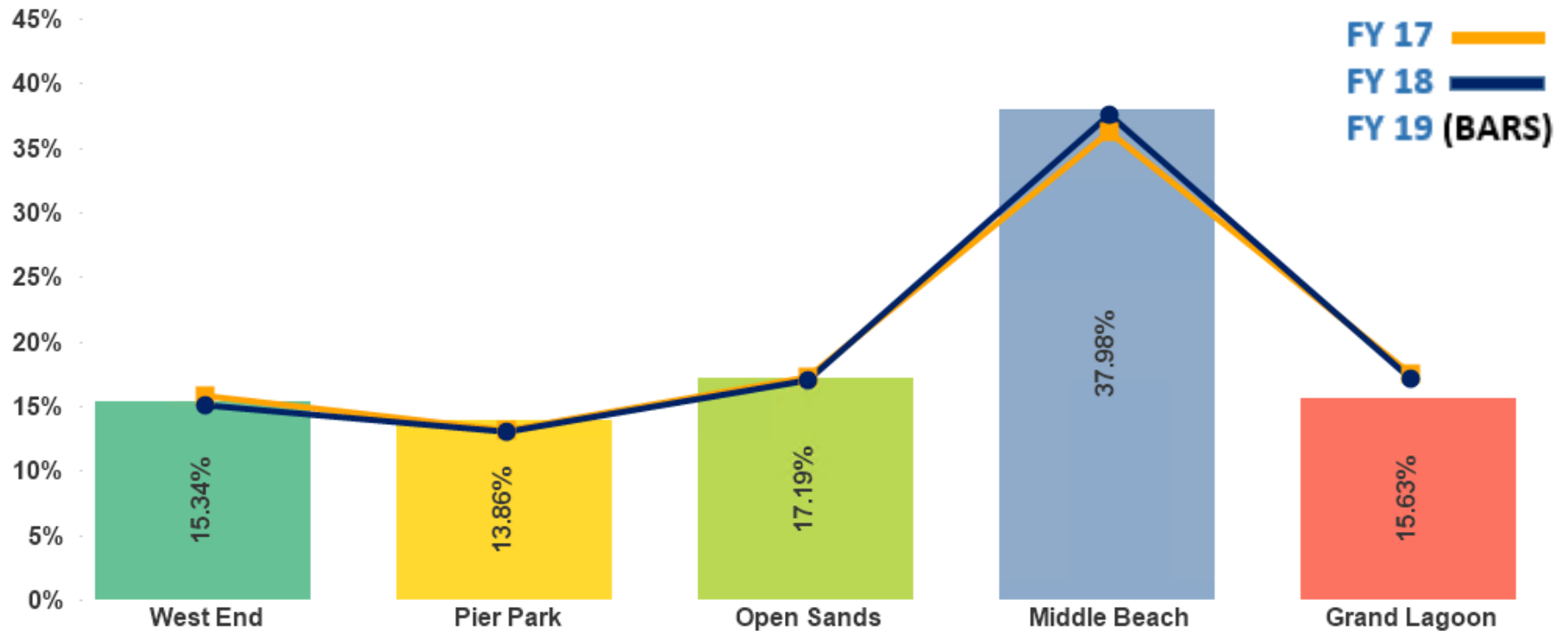
# Layout of TDC Zones



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

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

# Annual % of Gross Receipts by Zones Three Year July Comparison

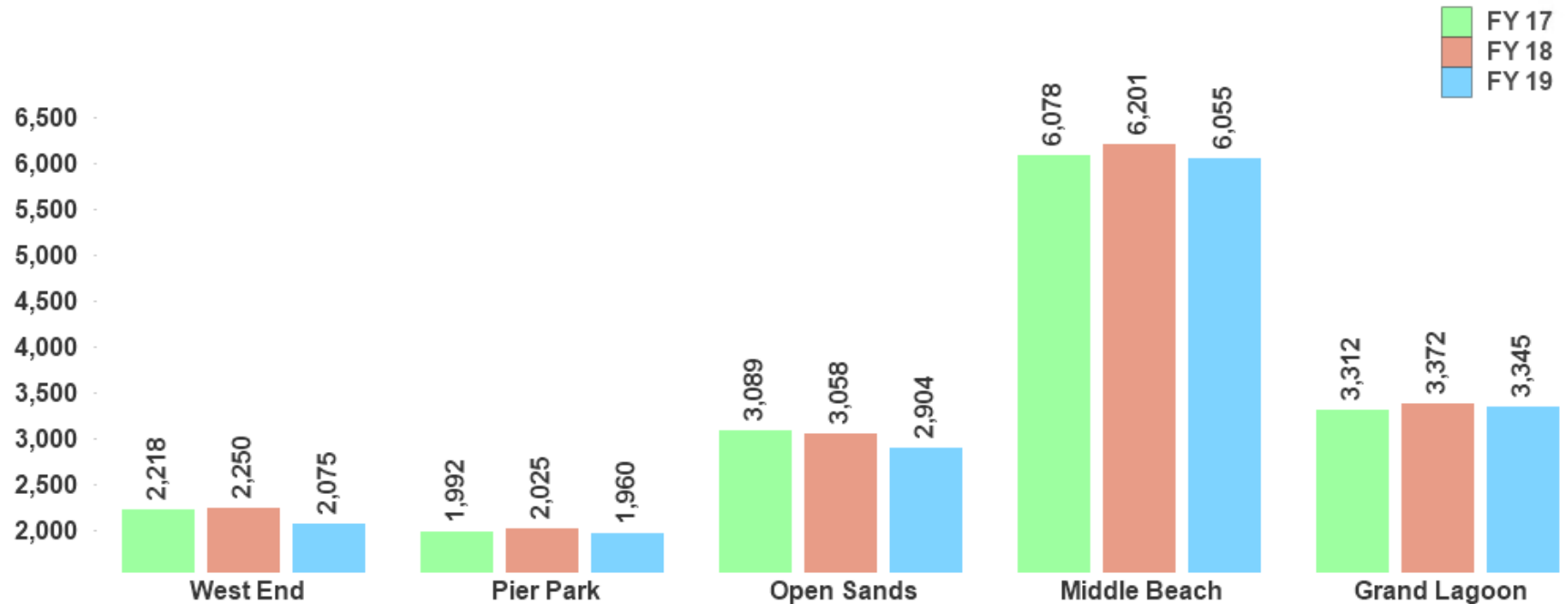


Jul	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon
FY17	15.83%	13.15%	17.29%	36.23%	17.50%
FY18	15.15%	13.07%	17.04%	37.56%	17.18%
FY19	15.34%	13.86%	17.19%	37.98%	15.63%



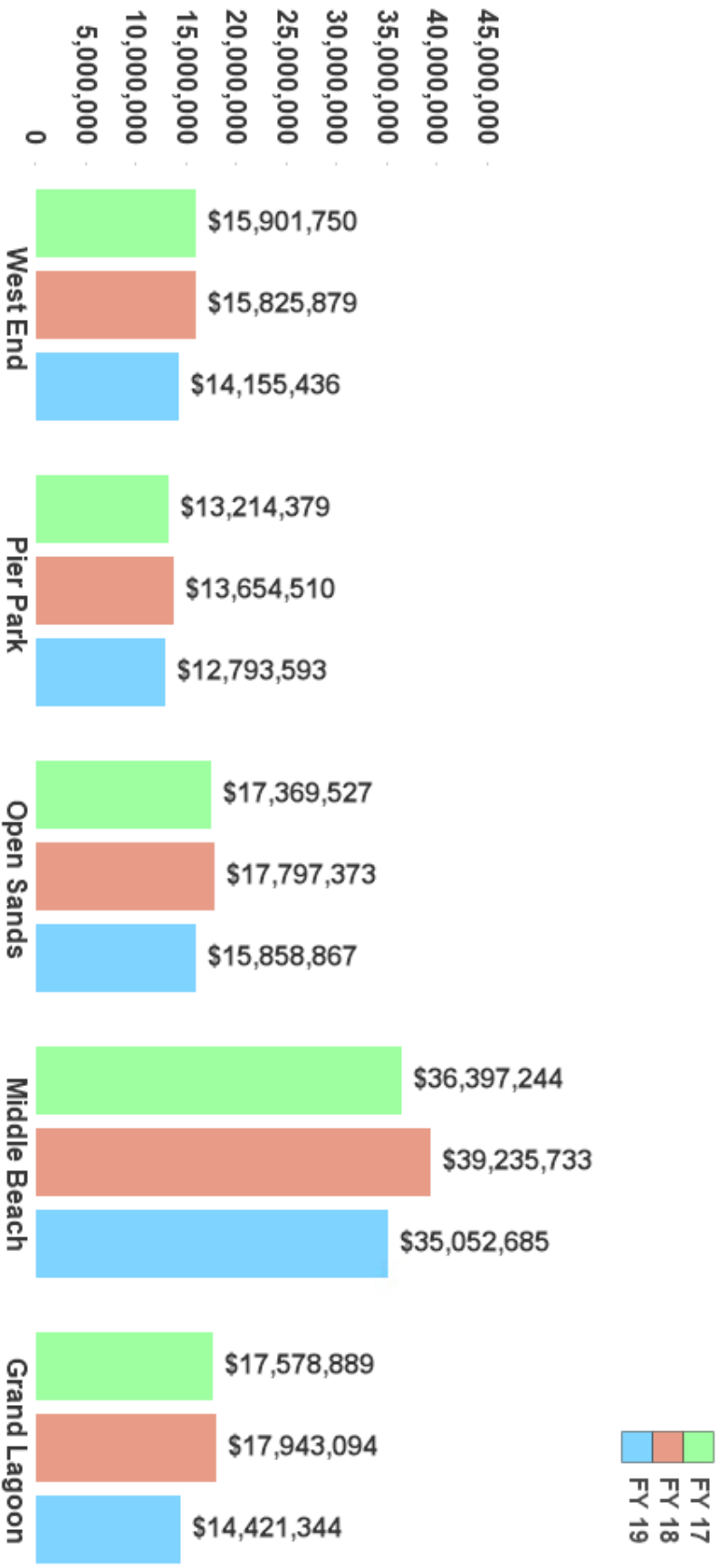


# Total Unit Count Three Year July Comparison



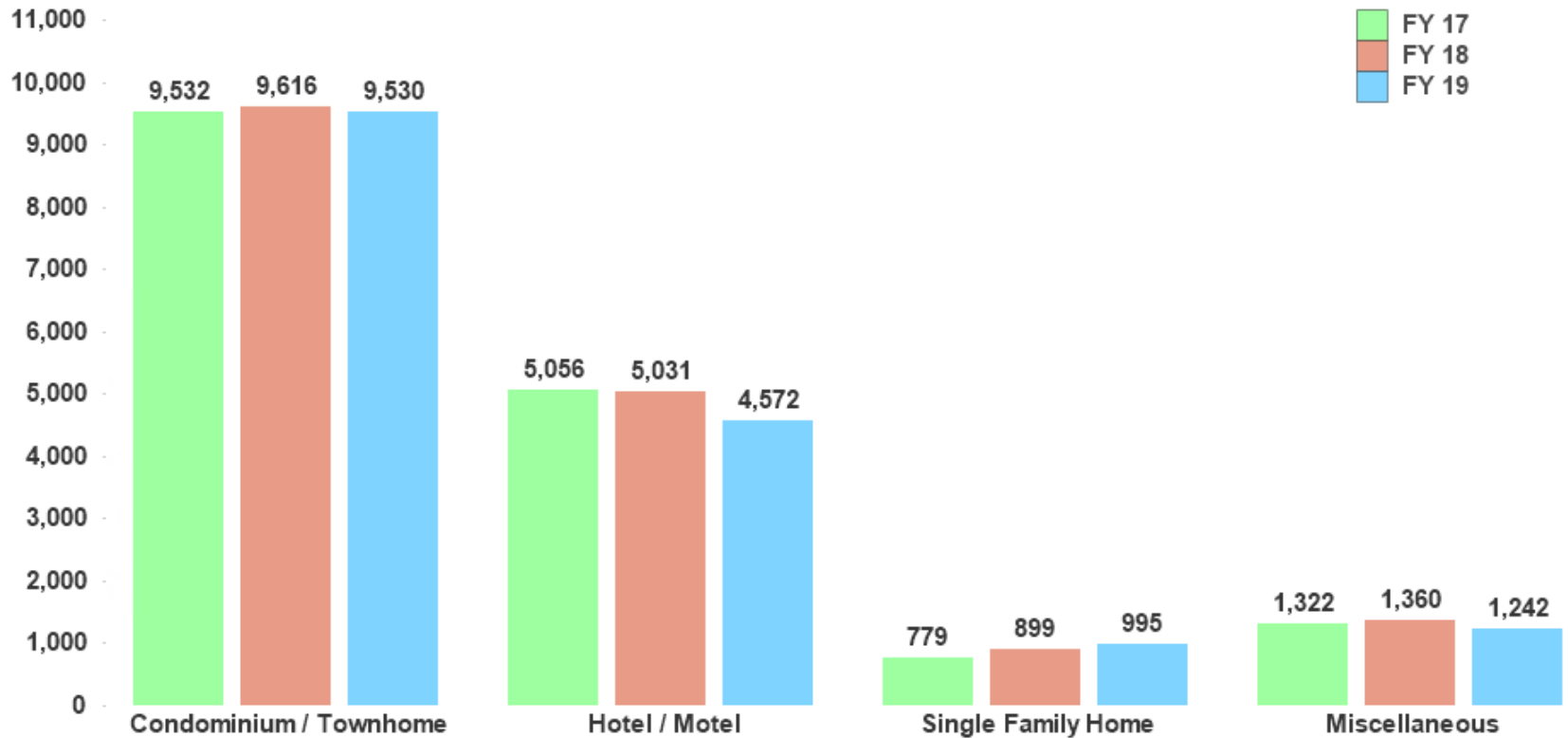
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 17	16,091	16,097	16,429	16,082	16,144	16,462	16,394	16,440	16,629	16,689	16,710	16,838
FY 18	16,617	16,596	16,837	16,707	16,614	16,889	16,622	16,781	17,037	16,906	16,910	17,038
FY 19	16,886	16,893	17,058	16,879	16,660	17,092	16,955	17,078	17,446	16,339		

# Gross Rental Receipts Three Year July Comparison



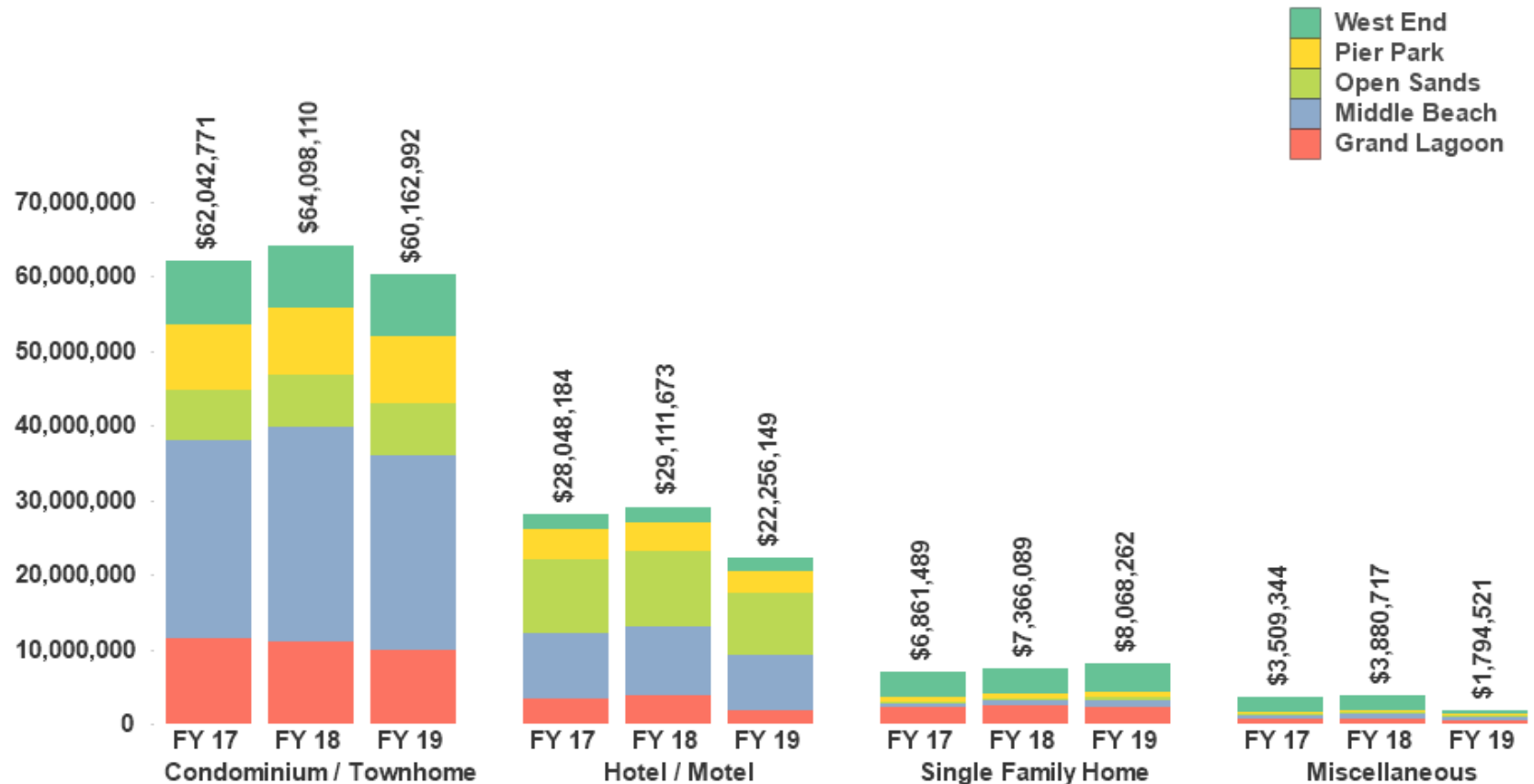
\*Rounded to nearest whole dollar per each element

# Unit Count by Property Type Three Year July Comparison



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

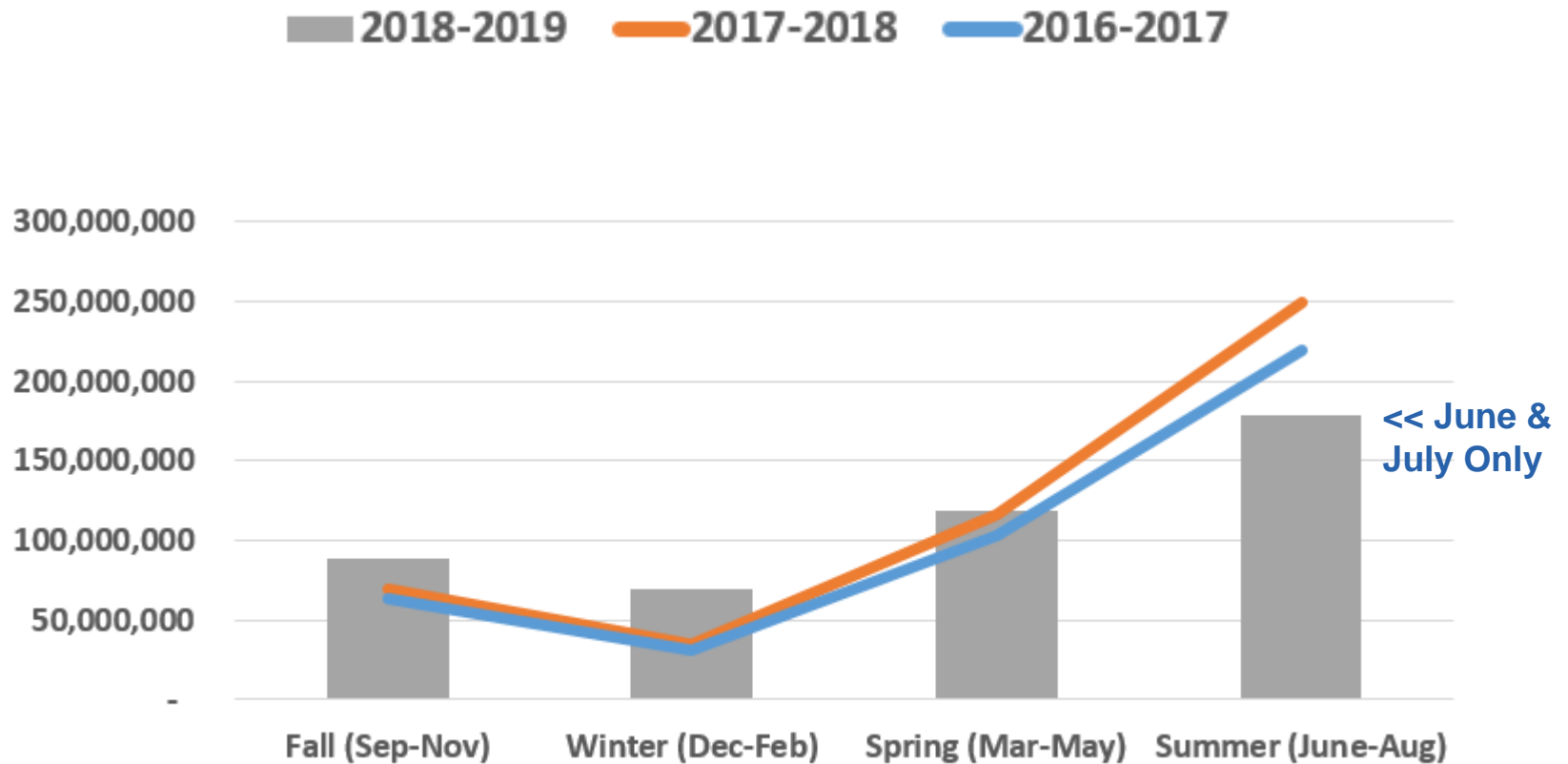
# Gross Receipts by Property Type Three Year July Comparison



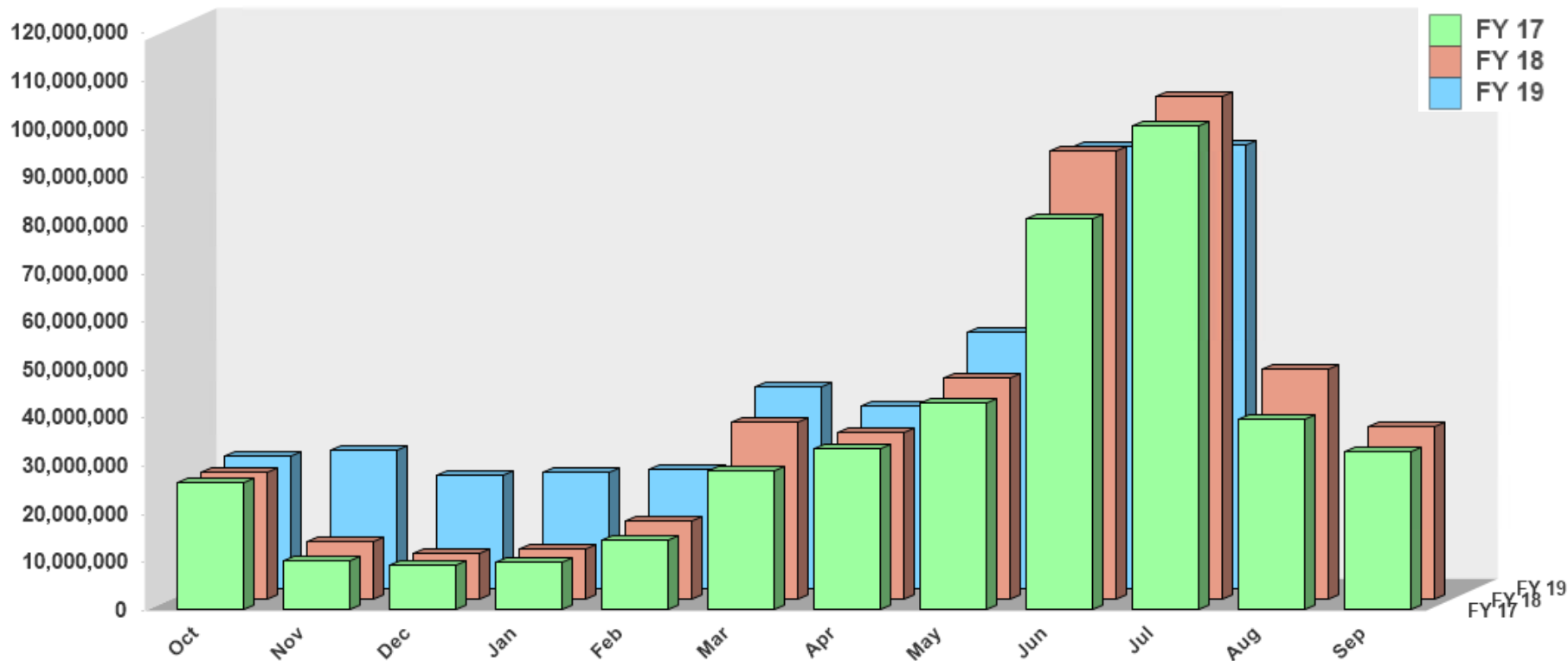
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

**\*Rounded to nearest whole dollar per each element**

## Seasonal Gross Receipts Three Year Comparison



*Fiscal Year Ending September 30, 2019*



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 17	\$26,356,965	\$10,153,063	\$9,342,476	\$9,865,719	\$14,321,400	\$28,666,048	\$33,329,202	\$43,037,246	\$81,349,653	\$100,461,789	\$39,579,971	\$32,680,105
FY 18	\$26,219,386	\$11,989,212	\$9,457,825	\$10,512,137	\$16,210,829	\$36,856,593	\$34,630,746	\$46,088,014	\$93,075,180	\$104,456,589	\$47,936,467	\$35,939,618
FY 19	\$27,445,607	\$28,845,459	\$23,728,068	\$24,271,775	\$24,811,083	\$42,109,035	\$37,969,746	\$53,302,527	\$91,886,216	\$92,281,925		

*\*Rounded to nearest whole dollar per each element*

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: July 31, 2019**



### Reporting Units grouped by Condominium / Townhome property type for month ending June 30, 2019

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	368	538	563	1,613	434	3,516
2 Bedroom	667	551	390	1,589	998	4,195
3+ Bedrooms	204	206	175	899	335	1,819
Total	1,239	1,295	1,128	4,101	1,767	9,530



**Reporting Gross Receipts grouped by  
Condominium / Townhome property type  
for month ending June 30, 2019**

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	\$1,917,265	\$2,984,759	\$2,444,599	\$7,233,363	\$1,692,214	\$16,272,200
2 Bedroom	\$4,287,465	\$4,019,031	\$2,486,198	\$9,998,860	\$5,542,480	\$26,334,034
3+ Bedrooms	\$2,026,036	\$2,068,491	\$1,902,165	\$8,873,418	\$2,686,648	\$17,556,758
Total	\$8,230,766	\$9,072,281	\$6,832,963	\$26,105,640	\$9,921,342	\$60,162,992

## Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending June 30, 2019

Hotel/Motel Units:	<b>4,572</b>
Hotel/Motel Gross Receipts:	<b>\$22,256,149</b>

Single Family Units:	<b>995</b>
Single Family Gross Receipts:	<b>\$8,068,262</b>

Miscellaneous Units:	<b>1,242</b>
Miscellaneous Gross Receipts:	<b>\$1,794,521</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**

