

ANNUAL TDT ANALYSIS

Introduction to Statistical and Graphical Reports

Fiscal Years Ending
September 30, 2010, 2011, 2012



Bay County
Tourist Development Council



Clerk of Court & Comptroller

Report for Year Ending

September 30, 2012



**Bay County
Tourist Development Council**



Tourist Development Tax, Bay County, Florida

November 1, 2012

Tourist Development Council
Bay County, Florida

Council Members:

Attached please find the monthly "Value of One Cent" report and the "Revenue Analysis" reports for the year ending September 30, 2012. 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

Value of One Cent Report

<u>Month</u>	<u>FY 2012</u>	<u>FY 2011</u>	<u>\$ Variance</u>	<u>% Variance</u>
October	113,600.31	99,728.75	13,871.56	13.91%
November	58,266.45	55,485.13	2,781.32	5.01%
December	56,887.47	55,692.85	1,194.62	2.15%
January	64,018.32	58,082.39	5,935.93	10.22%
February	96,073.85	89,738.33	6,335.52	7.06%
March	357,329.75	299,962.95	57,366.80	19.12%
April	244,815.30	229,790.99	15,024.31	6.54%
May	279,535.13	215,739.59	63,795.54	29.57%
June	540,335.95	456,848.03	83,487.92	18.27%
July	602,716.06	586,750.36	15,965.70	2.72%
August	250,705.71	217,163.05	33,542.66	15.45%
September	184,895.77	190,621.05	(5,725.28)	-3.00%
Total	2,849,180.07	2,555,603.47	293,576.60	11.49%



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BAY COUNTY

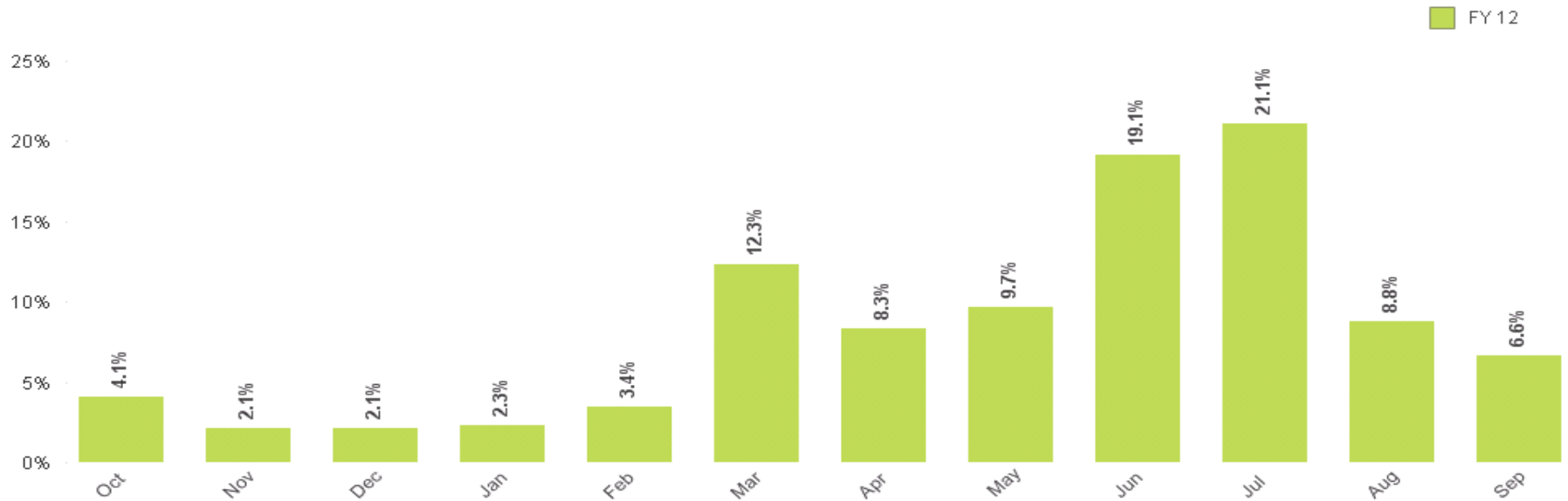
Tax Revenue Analysis

<u>Month</u>	<u>FY 2012</u>	<u>FY 2011</u>	<u>\$ Variance</u>	<u>% Variance</u>
October	588,482.07	521,212.98	67,269.09	12.91%
November	326,139.07	284,476.90	41,662.17	14.65%
December	275,003.67	247,691.08	27,312.59	11.03%
January	368,845.24	306,539.24	62,306.00	20.33%
February	519,119.98	482,998.25	36,121.73	7.48%
March	1,768,015.26	1,481,975.14	286,040.12	19.30%
April	1,269,403.39	1,216,460.09	52,943.30	4.35%
May	1,407,587.21	1,126,804.48	280,782.73	24.92%
June	2,735,365.41	2,282,581.92	452,783.49	19.84%
July	3,007,148.42	2,960,838.09	46,310.33	1.56%
August	1,253,350.77	1,085,270.01	168,080.76	15.49%
September	999,168.09	926,960.35	72,207.74	7.79%
Total	14,517,628.58	12,923,808.53	1,593,820.05	12.33%



Percentage of Annual Gross Rental Receipts by Month

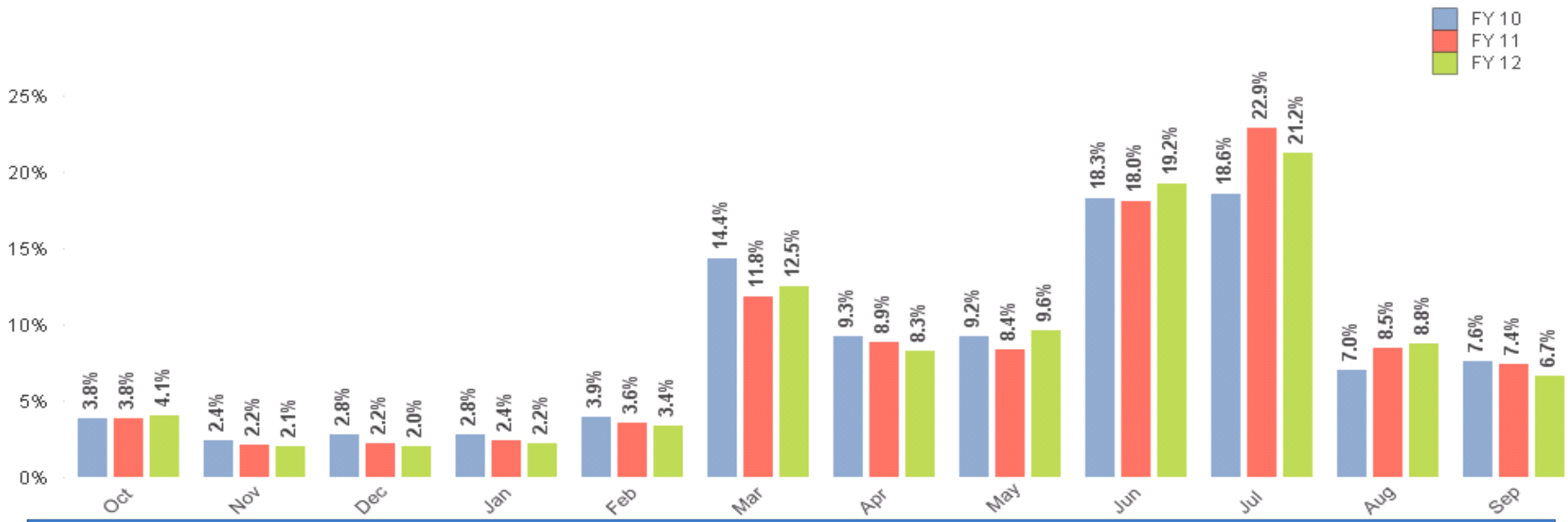
2012



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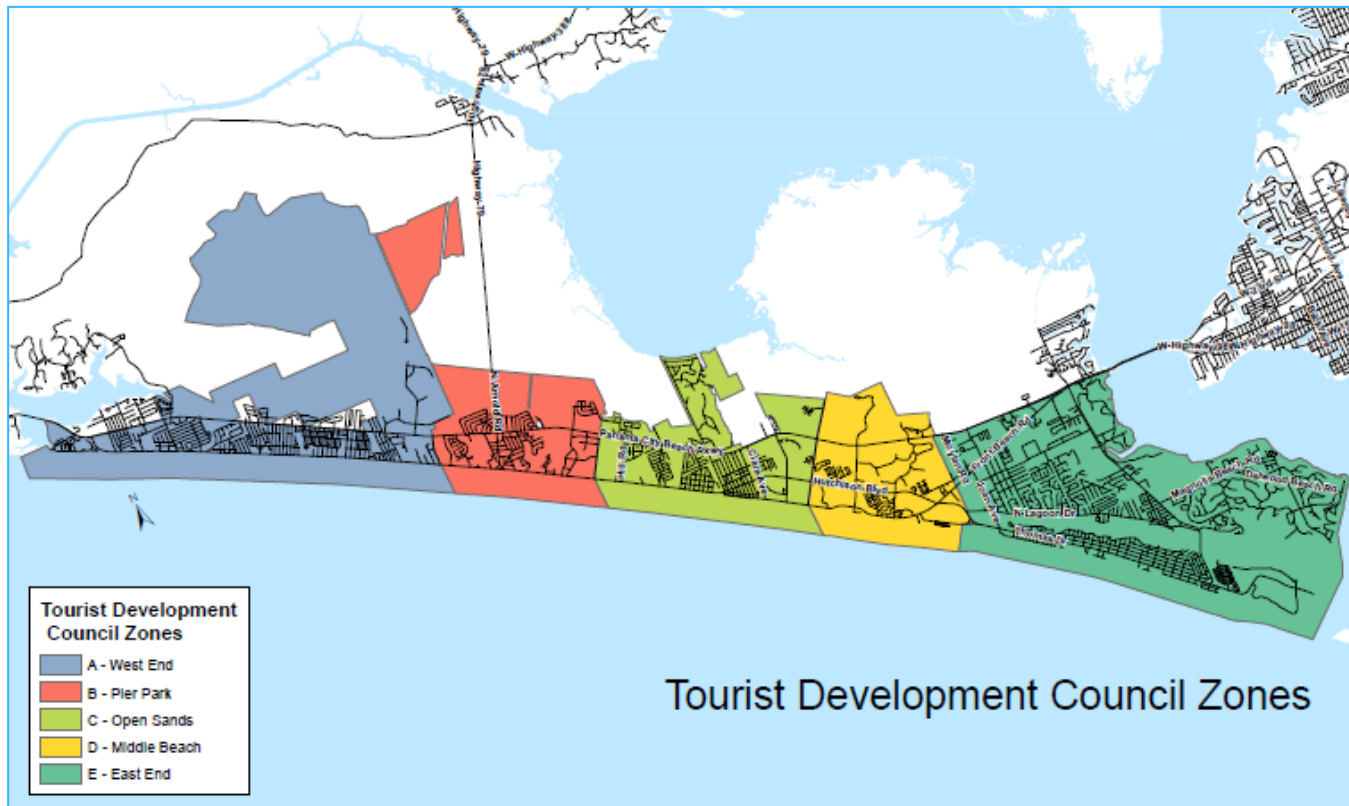
Percentage of Annual Gross Rental Receipts by Month Three Year Comparison



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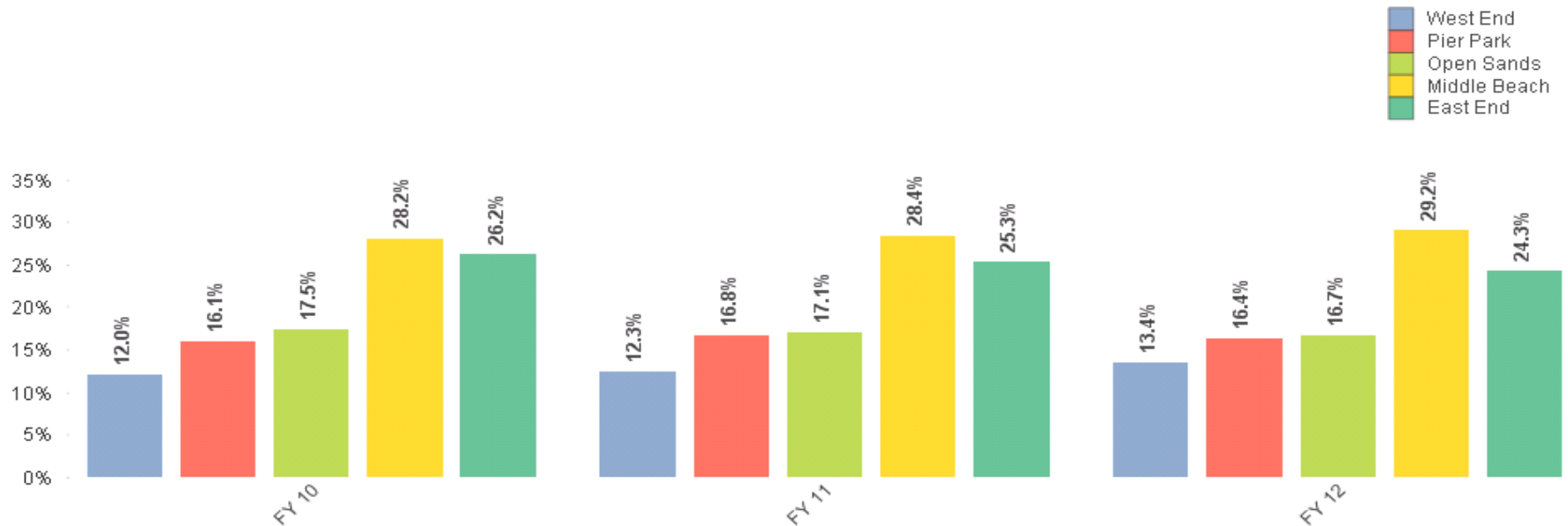
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Layout of TDC Zones

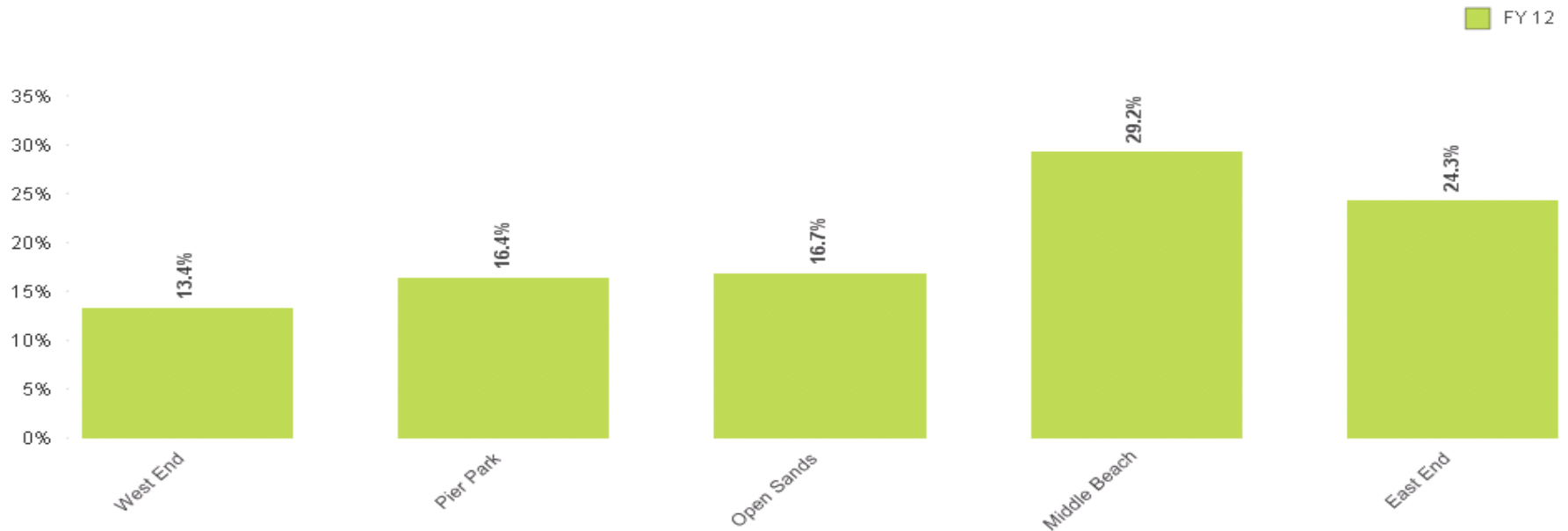


- 1 West End North
- 2 West End
- 3 West End Coast
- 4 Pier Park North
- 5 Pier Park
- 6 Pier Park Coast
- 7 Open Sands North
- 8 Open Sands
- 9 Open Sands Coast
- 10 Middle Beach North
- 11 Middle Beach
- 12 Middle Beach Coast
- 13 Grand Lagoon
- 14 Thomas Dr

Gross Rental Receipts by Zones Three Year Comparison



Percentage of Annual Gross Rental Receipts by Zones West to East 2012



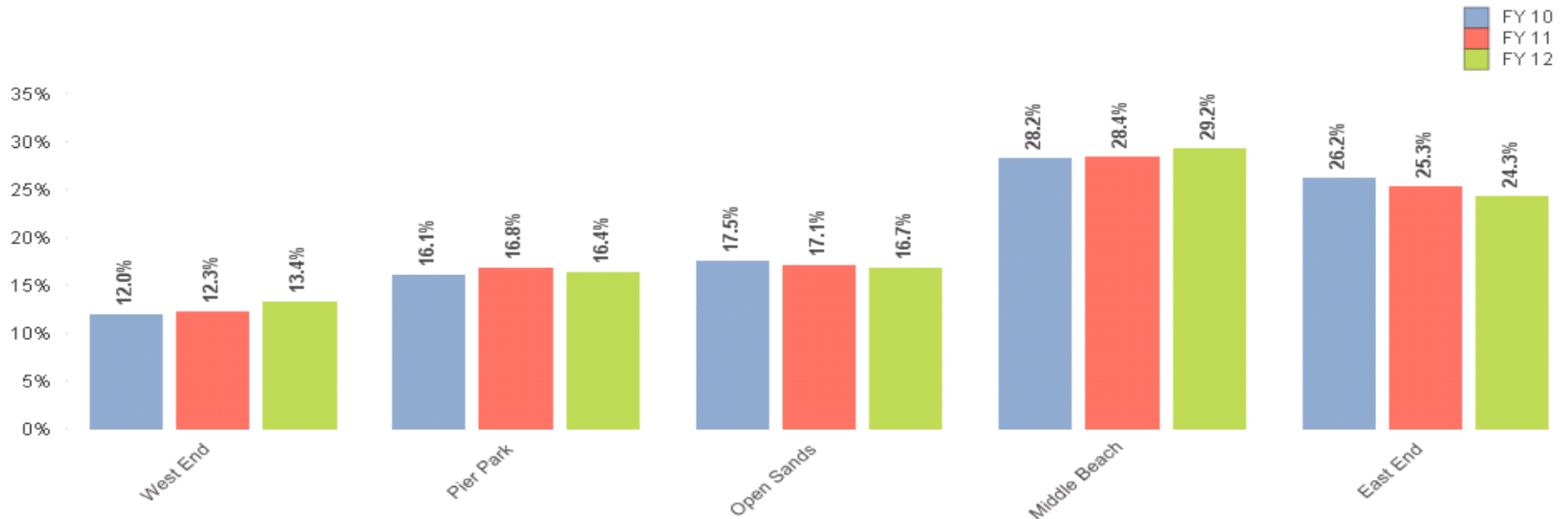
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Percentage of Annual Gross Rental Receipts by Zones

Three Year Comparison

West to East



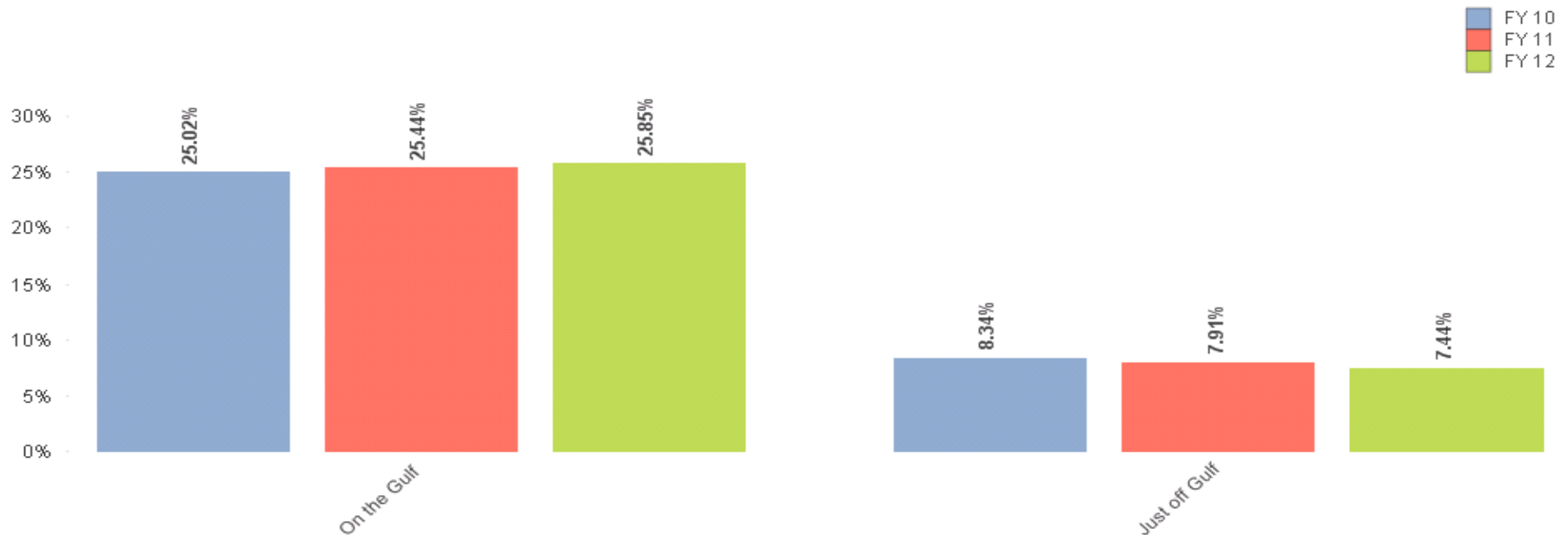
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Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf 2012

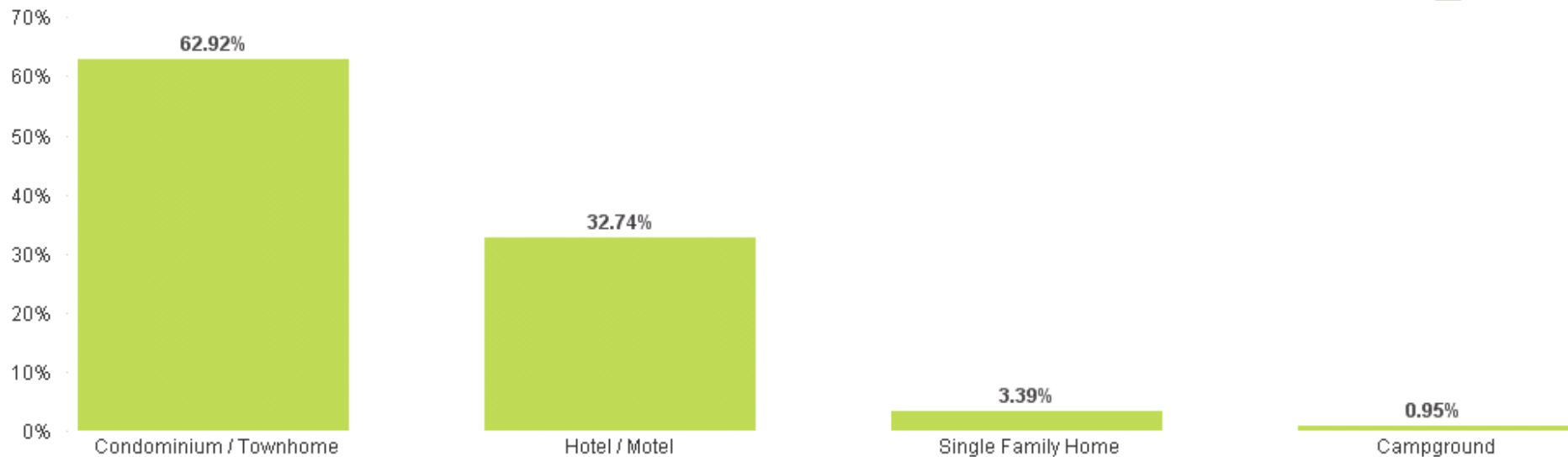


Percentage of Gross Rental Receipts Three Year Comparison Grouped by On the Gulf / Off the Gulf



Percentage Allocation Gross Rental Receipts Grouped by Property Type 2012

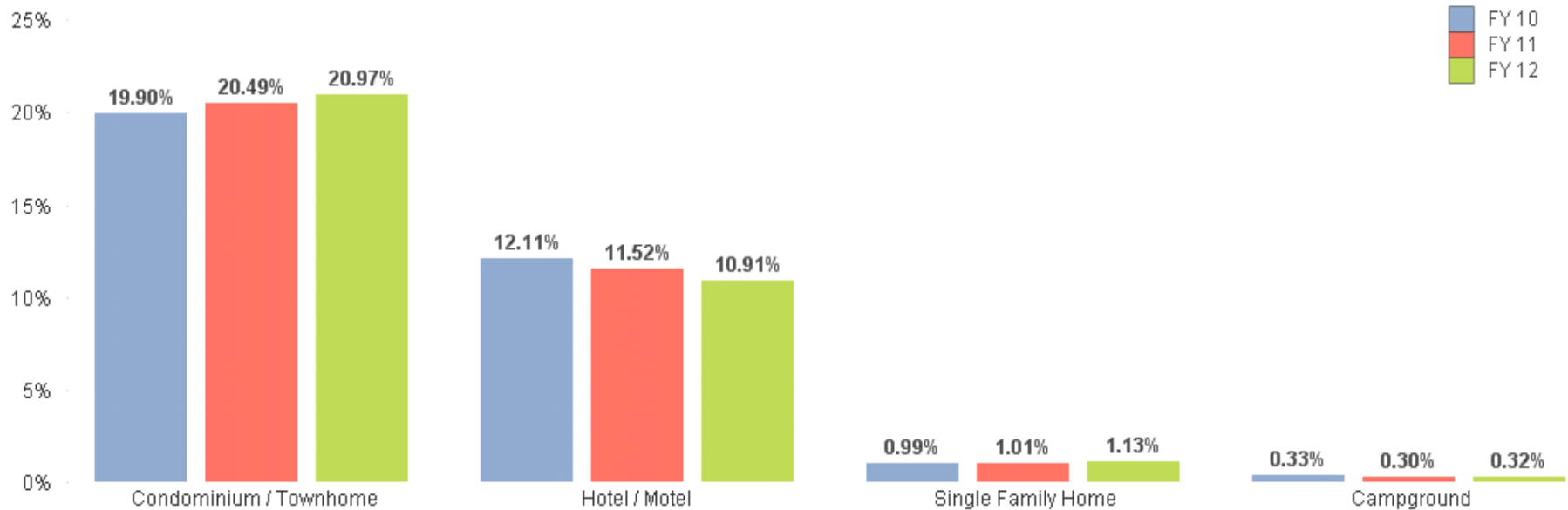
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Percentage Allocation Gross Rental Receipts Three Year Comparison Grouped by Property Type



Supporting Data and Service Contributors

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Bay County

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GeoQlik