

# ANNUAL TDT ANALYSIS

## Statistical and Graphical Reports for fiscal year ending: September 30, 2015 Annual Totals



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



# Clerk of Court & Comptroller

## Report for year Ending

### September 30, 2015



**Bay County  
Tourist Development Council**

November 2, 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 year ending September 30, 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



**Bay County  
Tourist Development Council**

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

Month	2014-2015	2013-2014	\$ Variance	% Variance
October	\$ 968,831	\$ 785,101	\$ 183,730	23.40%
November	367,803	352,111	15,692	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	2,012,723	1,913,353	99,370	5.19%
April	1,532,731	1,305,295	227,436	17.42%
May	1,842,490	1,600,701	241,789	15.11%
June	3,379,275	3,171,472	207,803	6.55%
July	3,960,222	3,463,301	496,921	14.35%
August	1,745,766	1,871,812	(126,046)	-6.73%
September	1,323,646	1,045,971	277,675	26.55%
Total	\$ 18,605,830	\$ 16,773,171	\$ 1,832,659	10.93%

# Value of One Cent Panama City Beach

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

Month	2014-2015	2013-2014	\$ Variance	% Variance
October	\$ 192,509	\$ 152,408	\$ 40,101	26.31%
November	67,691	65,443	2,248	3.44%
December	78,634	71,263	7,371	10.34%
January	81,120	72,953	8,167	11.19%
February	124,120	101,075	23,045	22.80%
March	412,130	392,977	19,153	4.87%
April	292,913	246,094	46,819	19.02%
May	361,492	319,617	41,875	13.10%
June	663,254	629,338	33,916	5.39%
July	791,328	722,017	69,311	9.60%
August	343,520	343,298	222	0.06%
September	257,083	211,591	45,492	21.50%
Total	\$ 3,665,794	\$ 3,328,074	\$ 337,720	10.15%



**Bay County  
Tourist Development Council**

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

# Revenue Analysis Panama City



**Bay County  
Tourist Development Council**

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

Month	2014-2015	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	200,483.00	-	200,483.00	n/a
April	130,848.00	-	130,848.00	n/a
May	146,220.00	-	146,220.00	n/a
June	201,906.00	-	201,906.00	n/a
July	238,143.00	-	238,143.00	n/a
August	118,071.00	-	118,071.00	n/a
September	95,908.00	-	95,908.00	n/a
<b>Total</b>	<b>\$ 1,282,495</b>	<b>\$ -</b>	<b>\$ 1,282,495</b>	<b>n/a</b>

# Value of One Cent Panama City



**Bay County  
Tourist Development Council**

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

Month	2014-2015	2013-2014	\$ Variance	% Variance
October	\$ -	\$ -	\$ -	n/a
November	-	-	-	n/a
December	-	-	-	n/a
January	13,684.00	-	13,684.00	n/a
February	17,792.00	-	17,792.00	n/a
March	38,603.00	-	38,603.00	n/a
April	26,170.00	-	26,170.00	n/a
May	29,235.00	-	29,235.00	n/a
June	40,172.00	-	40,172.00	n/a
July	47,534.00	-	47,534.00	n/a
August	23,614.00	-	23,614.00	n/a
September	19,119.00	-	19,119.00	n/a
Total	\$ 255,923	\$ -	\$ 255,923	n/a

# Revenue Analysis Mexico Beach



**Bay County  
Tourist Development Council**

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

Month	2014-2015	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	44,946	41,306	3,640	8.81%
April	47,750	37,806	9,944	26.30%
May	68,791	52,162	16,629	31.88%
June	123,604	100,834	22,770	22.58%
July	117,794	107,370	10,424	9.71%
August	49,692	53,853	(4,161)	-7.73%
September	55,331	37,627	17,704	47.05%
Total	\$ 608,314	\$ 514,435	\$ 93,879	18.25%

# Value of One Cent Mexico Beach



**Bay County  
Tourist Development Council**

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

Month	2014-2015	2013-2014	\$ Variance	% Variance
October	\$ 5,672	\$ 4,848	\$ 824	17.00%
November	2,443	2,317	126	5.44%
December	4,190	4,070	120	2.95%
January	3,783	2,687	1,096	40.79%
February	5,010	3,943	1,067	27.06%
March	9,368	8,353	1,015	12.15%
April	9,720	7,394	2,326	31.46%
May	12,764	10,546	2,218	21.03%
June	22,654	19,976	2,678	13.41%
July	23,481	21,662	1,819	8.40%
August	9,953	10,591	(638)	-6.02%
September	8,851	7,213	1,638	22.71%
Total	\$ 117,889	\$ 103,600	\$ 14,289	13.79%

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



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

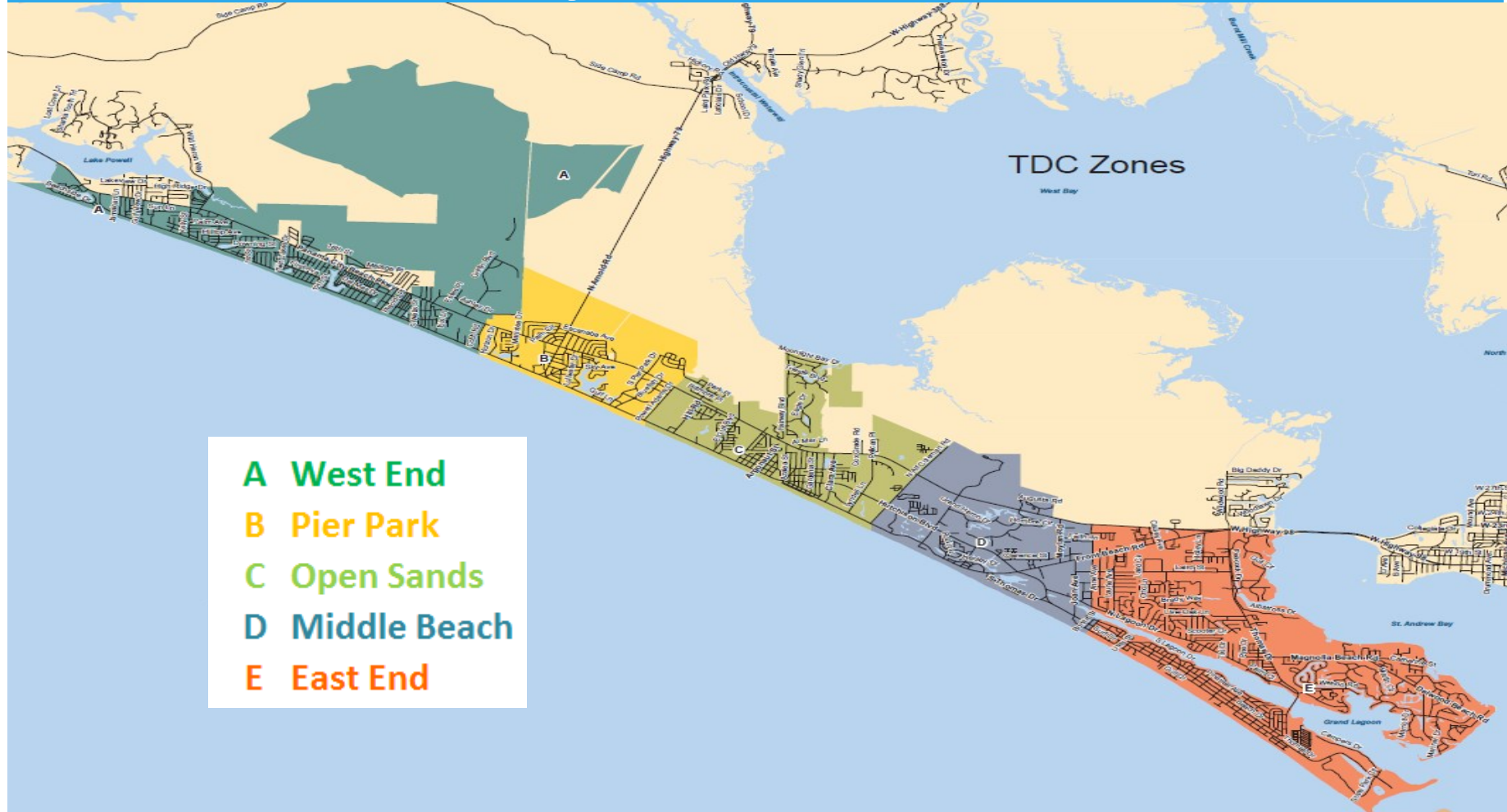
<b>Month</b>	<b>Taxes</b>	<b>Penalties</b>	<b>Interest</b>	<b>Total Collections</b>
Current period collections	1,270,639.00	4,131.00	10.00	1,274,780.00
Prior period collections	42,094.00	5,331.00	1,320.00	48,745.00
<b>Total collections</b>	<b>1,312,733.00</b>	<b>9,462.00</b>	<b>1,330.00</b>	<b>1,323,525.00</b>

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

<b>Month</b>	<b>Taxes</b>	<b>Penalties</b>	<b>Interest</b>	<b>Total Collections</b>
Current period collections	18,032,544.00	52,801.00	2,187.00	18,087,532.00
Prior period collections	450,676.00	55,234.00	13,408.00	519,318.00
<b>Total collections</b>	<b>18,483,220.00</b>	<b>108,035.00</b>	<b>15,595.00</b>	<b>18,606,850.00</b>



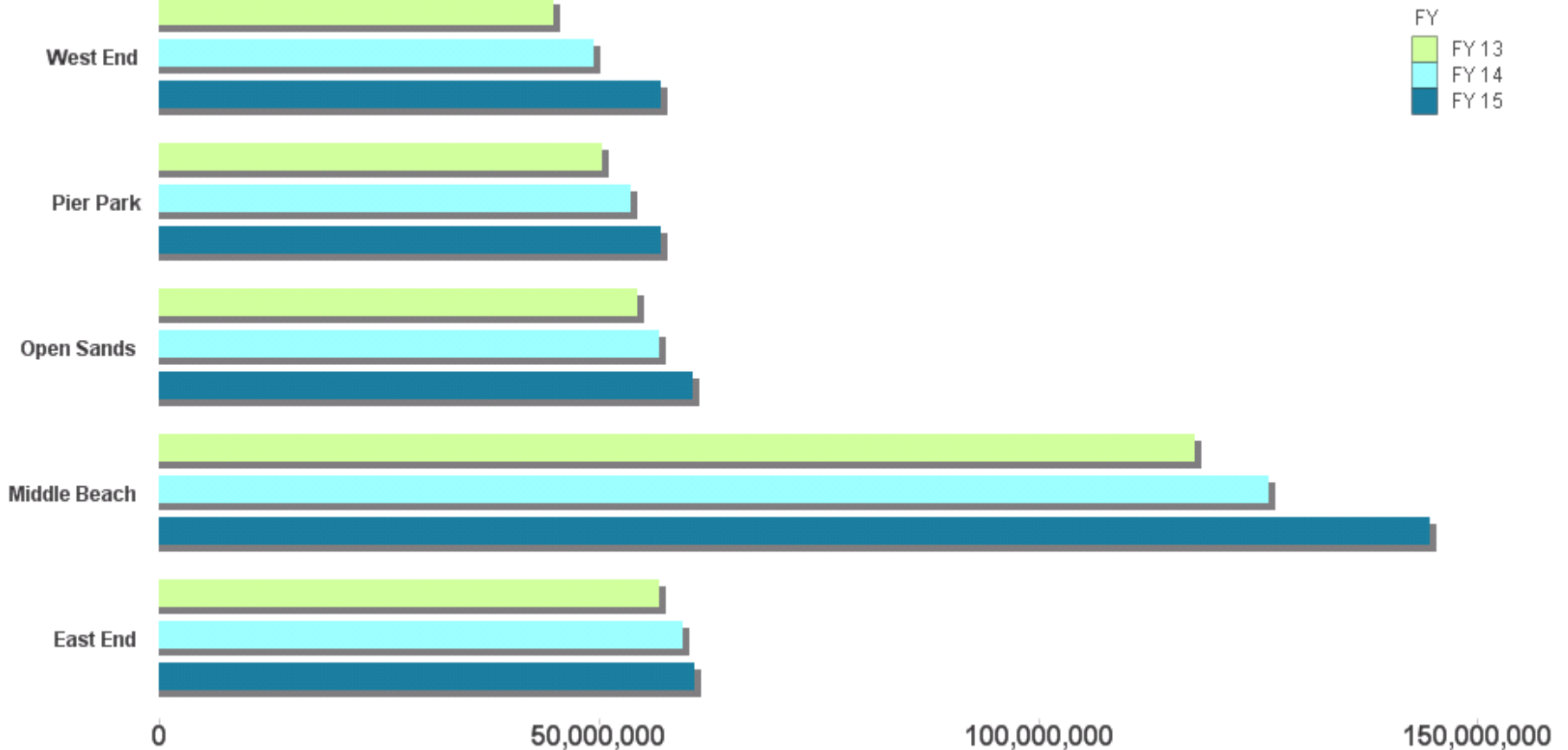
# Layout of TDC Zones



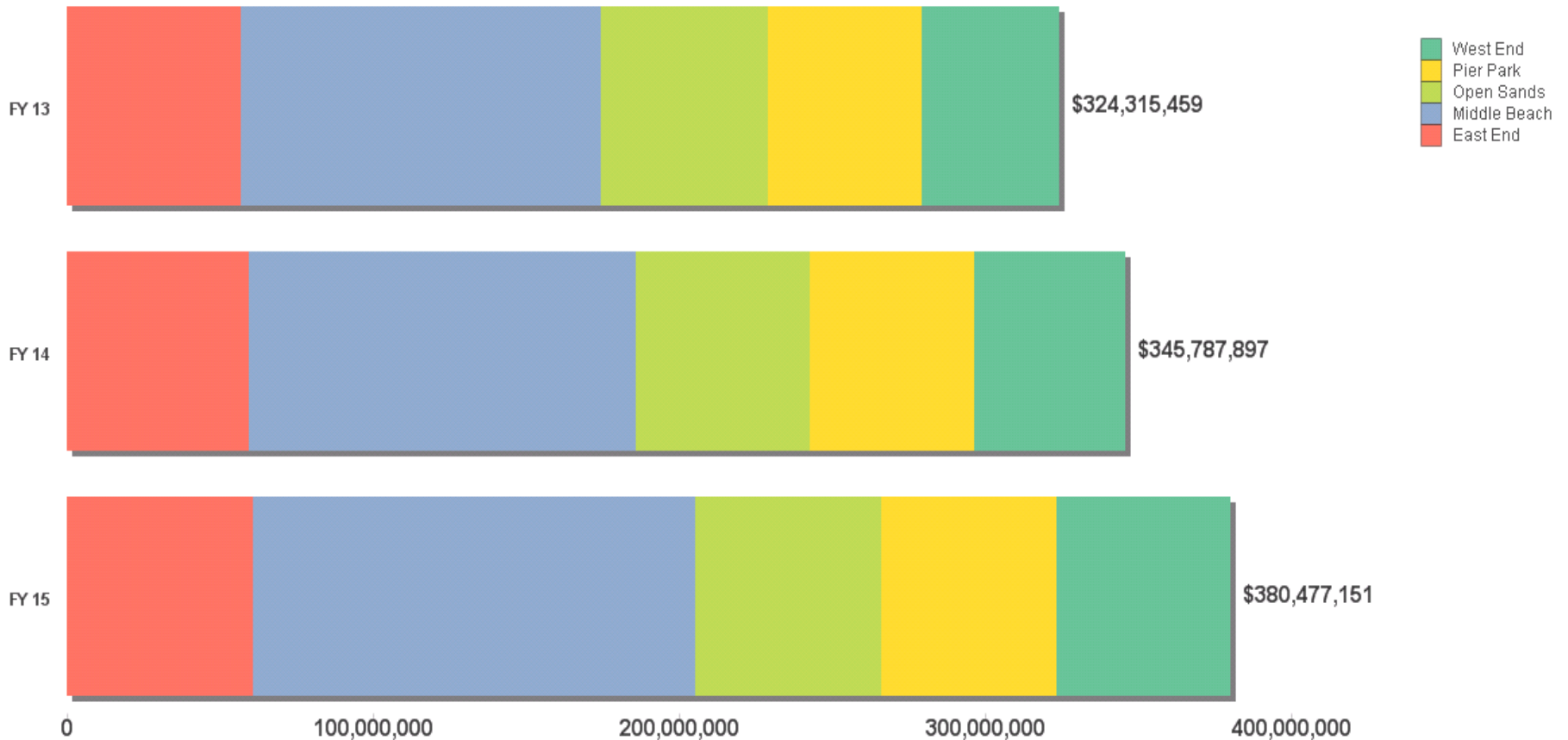
**Bay County**  
**Tourist Development Council**

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

# Annual Gross Rental Receipts Three Year Comparison

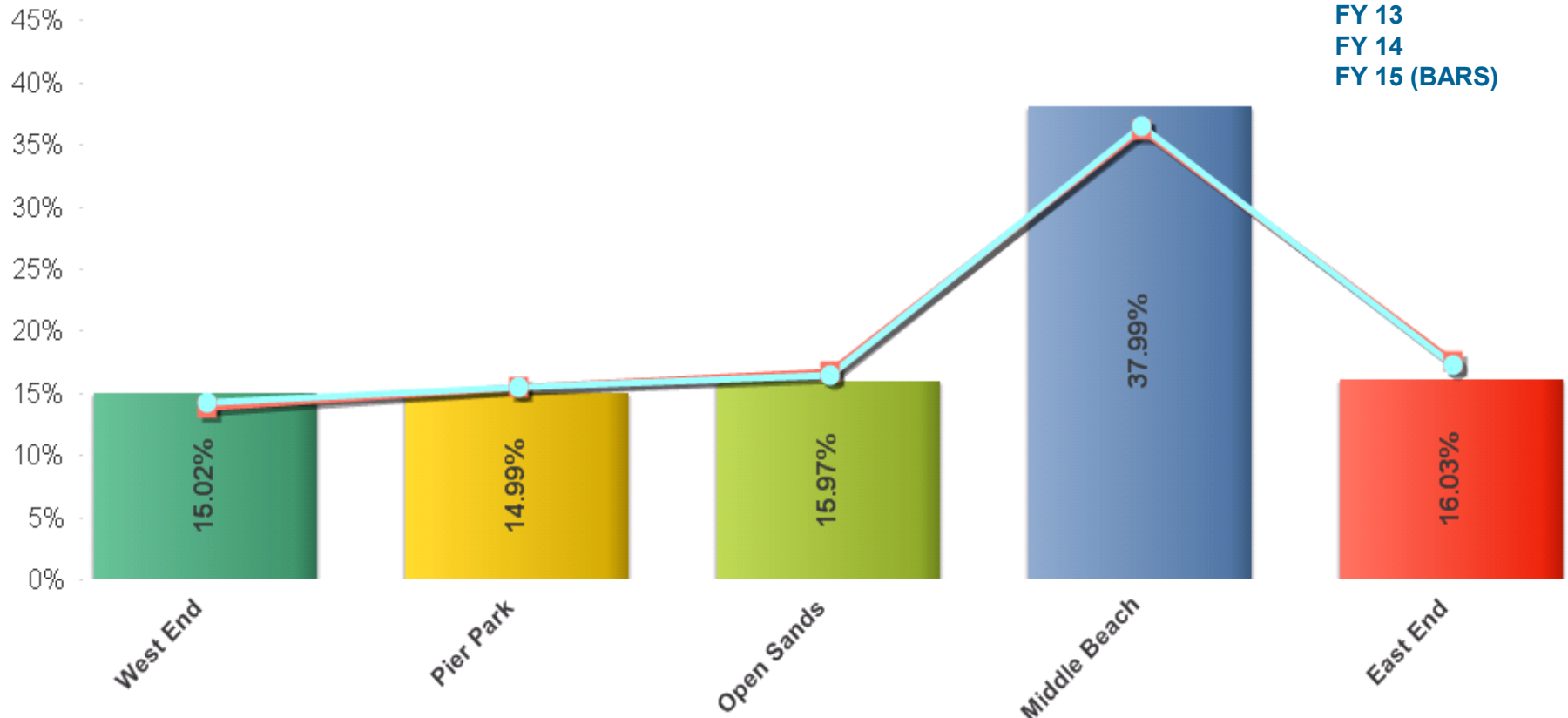


# Annual Gross Rental Receipts Three Year Comparison



\*Rounded

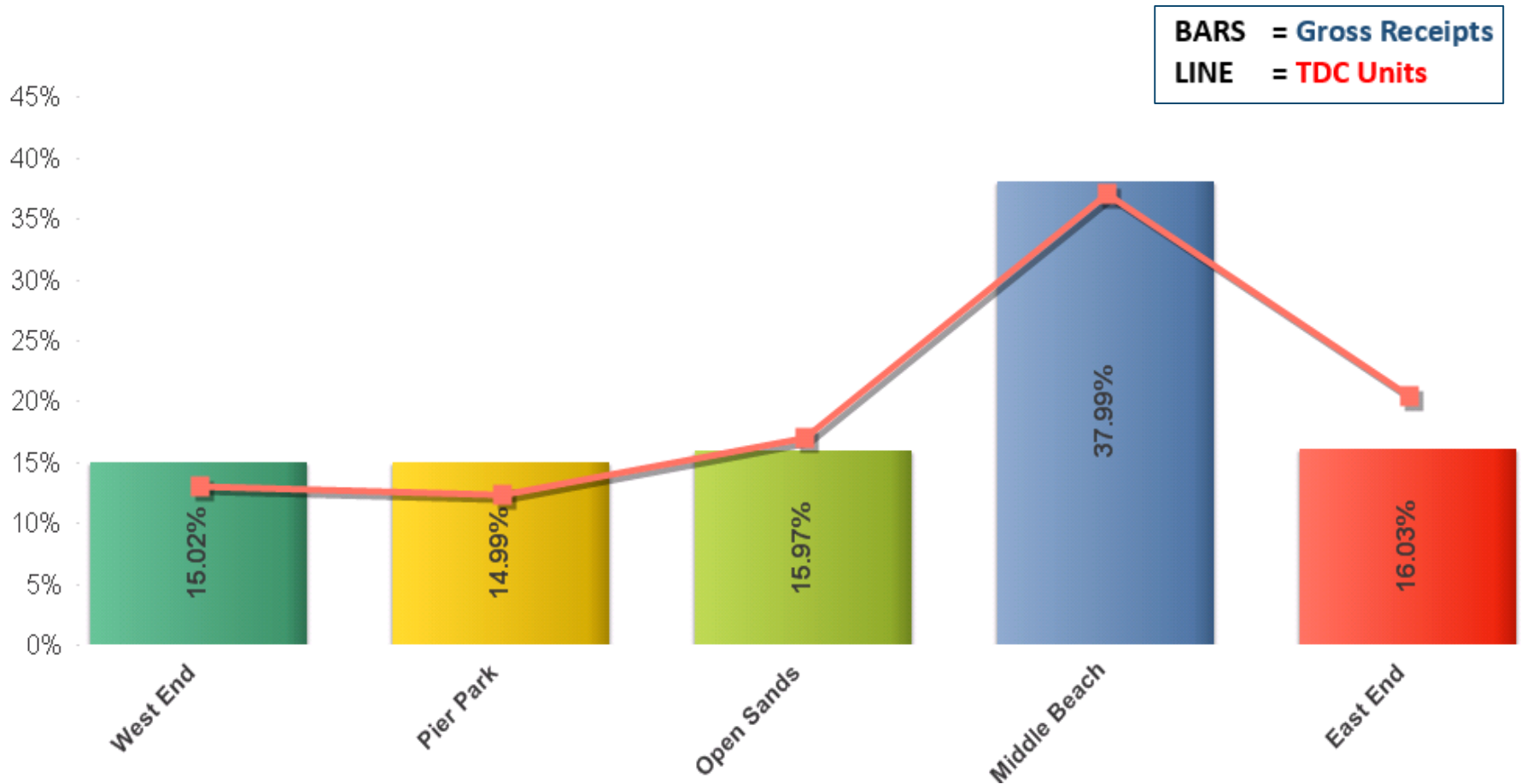
# % of Annual Gross Receipts by Zones Three Year Comparison



Sep	West End	Pier Park	Open Sands	Middle Beach	East End
FY13	13.85%	15.53%	16.78%	36.31%	17.53%
FY14	14.29%	15.53%	16.45%	36.50%	17.24%
FY15	15.02%	14.99%	15.97%	37.99%	16.03%

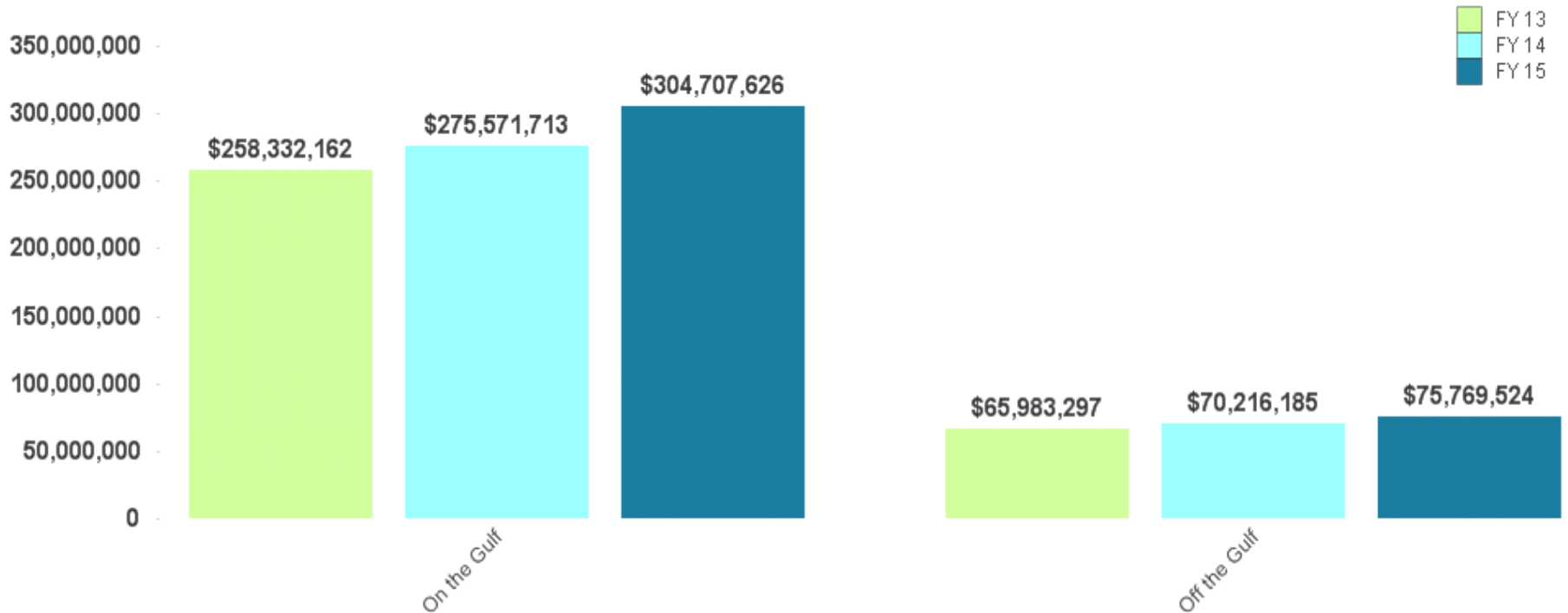


# % Annual Gross Receipts comparison to % Unit Count, FY 15

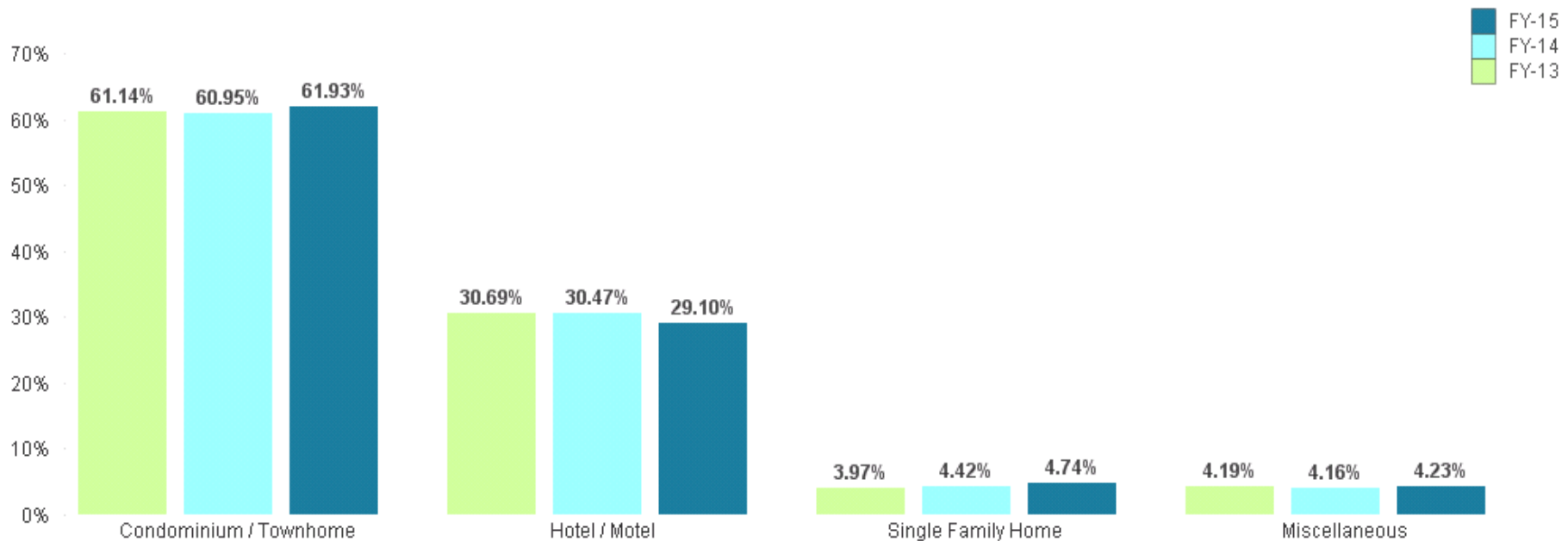




# Three Year Annual Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf



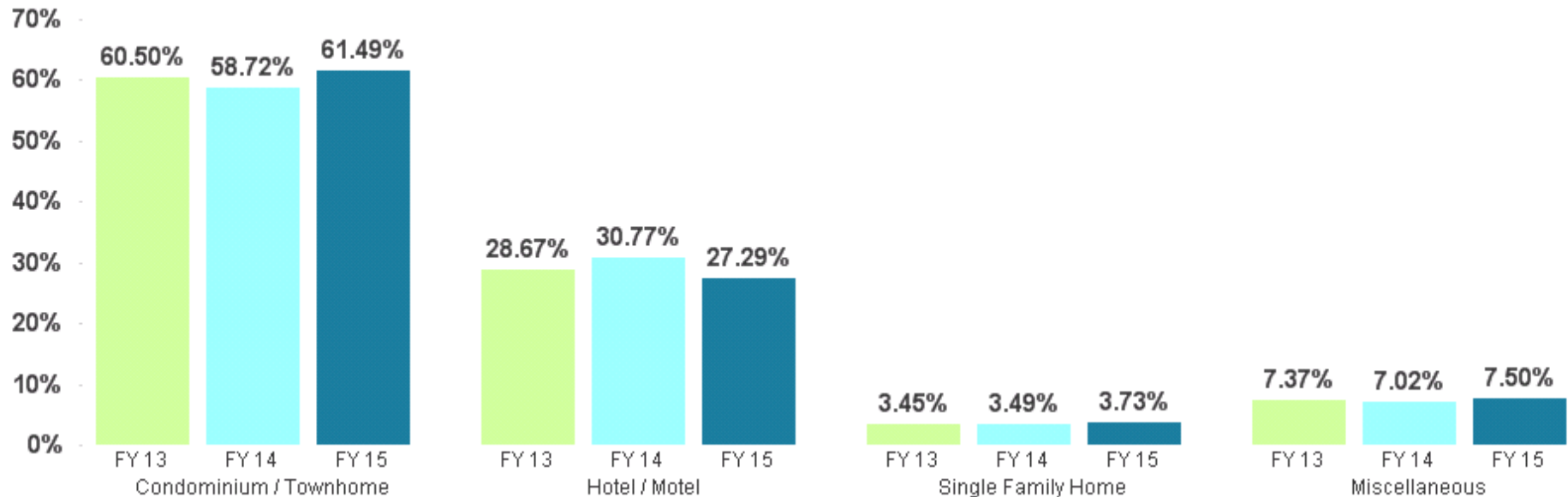
# Three Year Percentage Allocation Gross Rental Receipts by Property Type



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



# Three Year Percentage Allocation Unit Count by Property Type

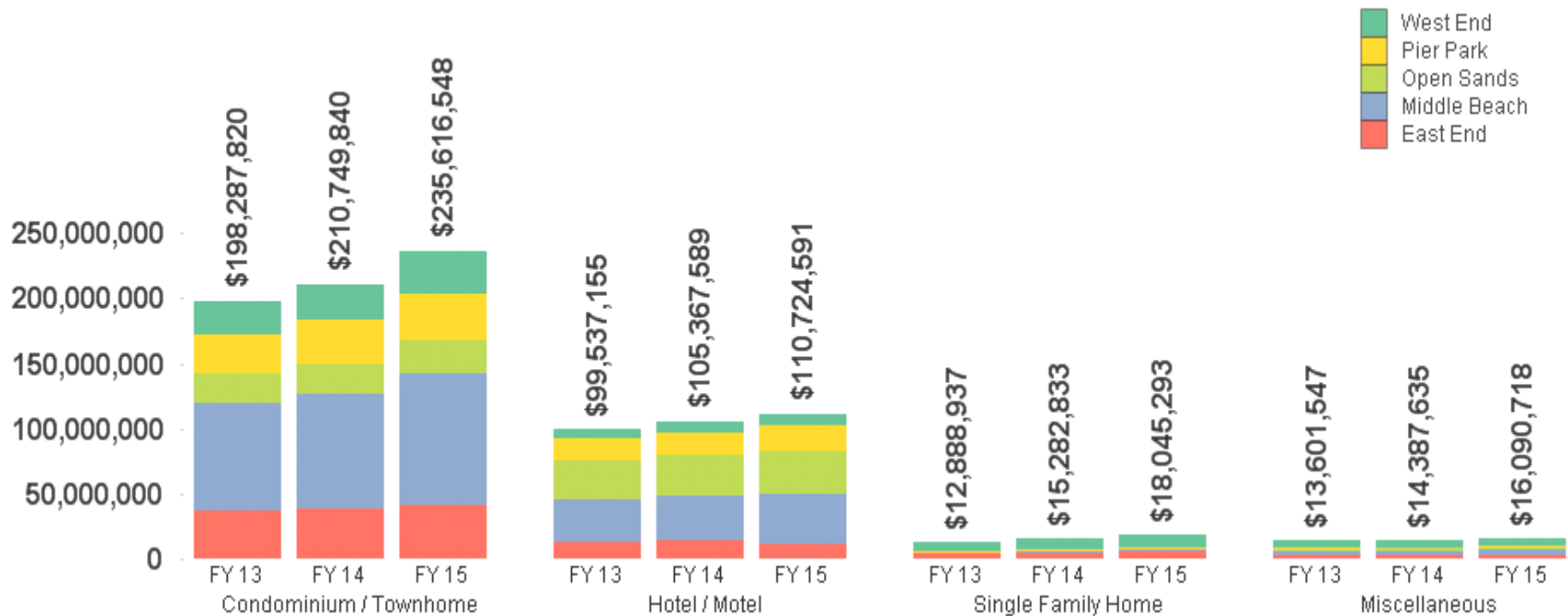


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

Note: Percentages rounded up

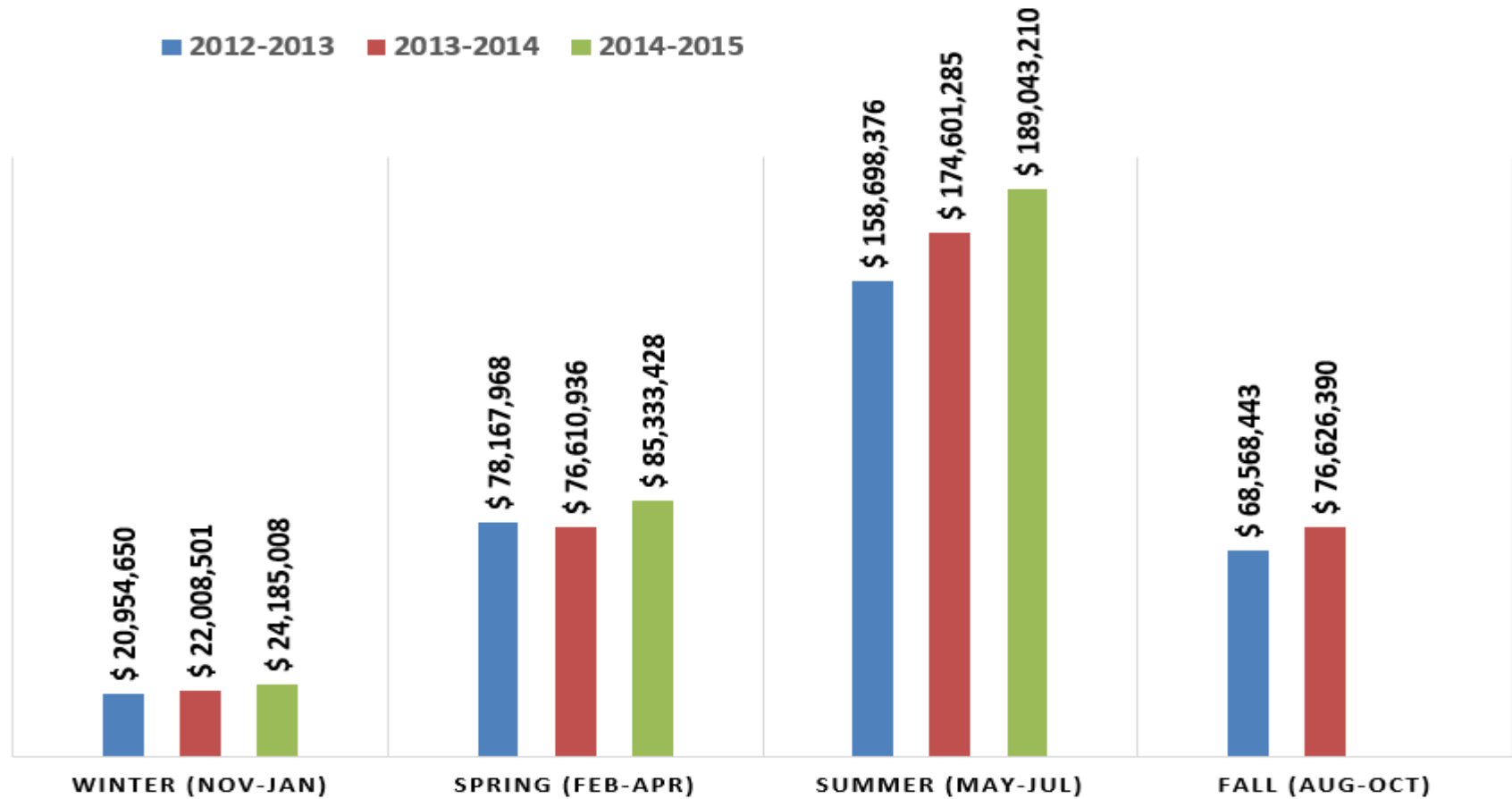
# Annual Gross Receipts by Property Type

## Three Year Comparison

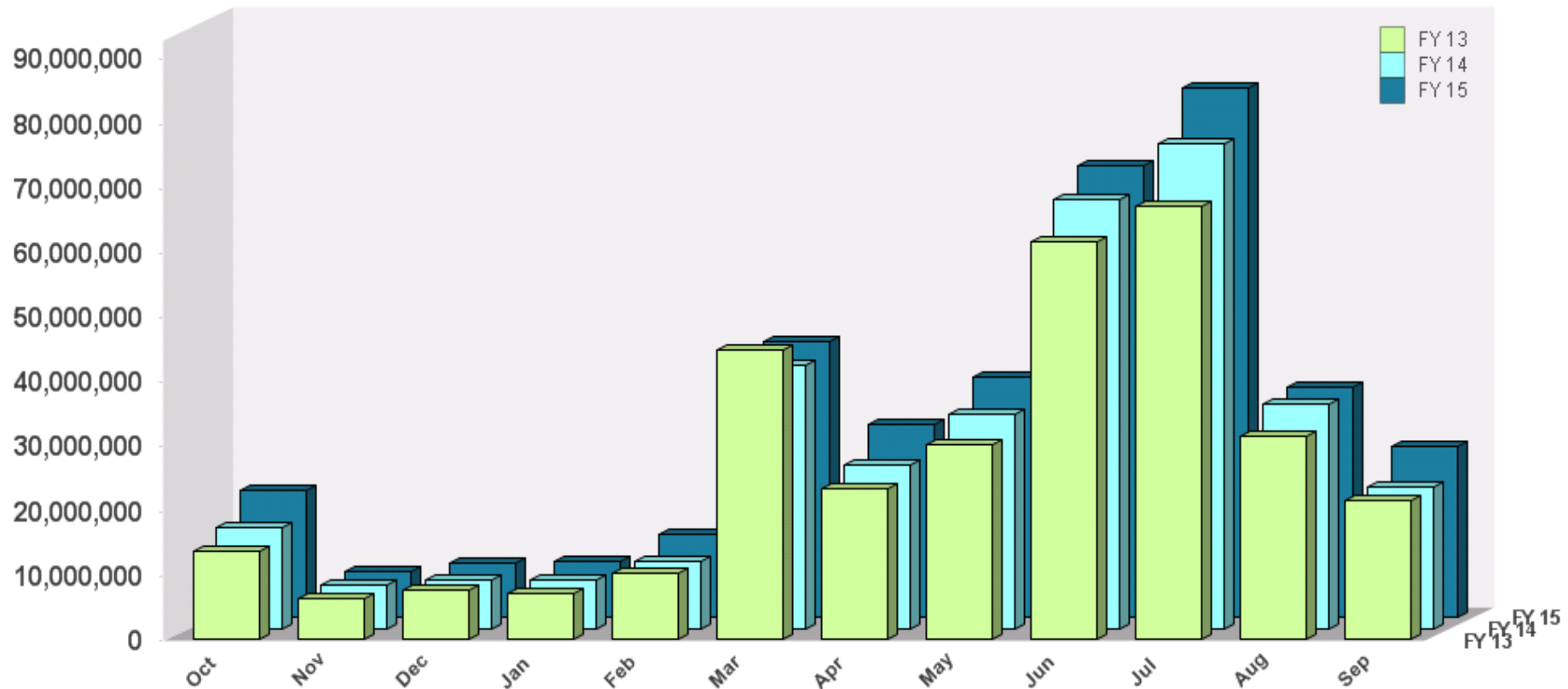


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Seasonal Gross Receipts Three Year Comparison



# Three Year Annual Gross Receipts Comparison by Month



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	\$13,594,345	\$6,408,629	\$7,479,327	\$7,066,694	\$10,122,208	\$44,741,393	\$23,304,367	\$30,076,845	\$61,517,617	\$67,103,914	\$31,397,621	\$21,502,500
FY 14	\$15,668,322	\$6,873,326	\$7,499,040	\$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	\$8,463,244	\$8,620,730	\$12,805,075	\$42,707,627	\$29,820,726	\$37,299,697	\$69,907,640	\$81,835,873	\$35,696,065	\$26,491,904

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: September 30, 2015**



**Bay County  
Tourist Development Council**



# Clerk of Court & Comptroller

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

September 30, 2015



**Bay County  
Tourist Development Council**

November 1, 2015

Tourist Development Council  
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending September 30, 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 and Panama City 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 September 30, 2015

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	366	522	552	1,531	455	3,426
2 Bedroom	697	521	389	1,617	1,030	4,254
3+ Bedrooms	230	198	156	809	374	1,767
Total	1,293	1,241	1,097	3,957	1,859	9,447



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

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$614,126	\$989,644	\$632,855	\$2,138,870	\$667,771	\$5,043,266
2 Bedroom	\$1,291,343	\$1,030,719	\$557,656	\$2,566,517	\$1,507,586	\$6,953,822
3+ Bedrooms	\$586,693	\$521,863	\$388,813	\$2,268,643	\$792,765	\$4,558,777
Total	\$2,492,162	\$2,542,227	\$1,579,324	\$6,974,030	\$2,967,231	\$16,554,974





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

Hotel/Motel Units:	<b>4,745</b>
Hotel/Motel Gross Receipts:	<b>\$7,785,387</b>

Single Family Units:	<b>579</b>
Single Family Gross Receipts:	<b>\$1,214,052</b>

Miscellaneous Units:	<b>1,277</b>
Miscellaneous Gross Receipts:	<b>\$937,491</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**

