

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month and year ending: September 30, 2017



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

# Clerk of Court & Comptroller

## Report for Month Ending

September 30, 2017



Bay County  
Tourist Development Council

October 31, 2017

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the twelve months ending September 30, 2017. 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,

A handwritten signature in blue 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 30th, 2017 and 2016

Month	2016-2017	2015-2016	\$ Variance	% Variance
October	\$ 1,312,781	\$ 1,043,773	\$ 269,008	25.77%
November	523,191	480,391	42,800	8.91%
December	393,262	354,270	38,992	11.01%
January	495,113	475,340	19,773	4.16%
February	728,369	662,096	66,273	10.01%
March	1,421,784	1,193,002	228,782	19.18%
April	1,625,318	1,445,558	179,760	12.44%
May	2,148,364	1,876,055	272,309	14.51%
June	3,855,439	3,491,567	363,872	10.42%
July	4,947,031	4,361,677	585,354	13.42%
August	1,900,445	1,671,695	228,750	13.68%
September	<u>1,620,579</u>	<u>1,421,958</u>	<u>198,621</u>	<u>13.97%</u>
Total	\$ <u>20,971,676</u>	\$ <u>18,477,382</u>	\$ <u>2,494,294</u>	<u>13.50%</u>

# Value of One Cent Panama City Beach

Note: This report represents an accrual basis accounting of the value of one cent of collections within the month/year presented. These figures change over time due to past due collections.



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

## Value of One Cent Panama City Beach Fiscal Years Ending September 30th, 2017 and 2016

Month	2016-2017 As of 10/31/17	2015-2016 As of 10/31/16	\$ Variance	% Variance	2015-2016 FINAL 10/31/17
October	\$ 260,380	\$ 209,186	\$ 51,194	24.47%	\$ 209,152
November	97,543	84,790	12,753	15.04%	84,776
December	85,344	75,244	10,100	13.42%	86,563
January	93,273	88,234	5,039	5.71%	88,343
February	137,861	125,467	12,394	9.88%	125,651
March	271,139	241,683	29,456	12.19%	241,813
April	326,740	276,715	50,025	18.08%	276,833
May	418,499	366,127	52,372	14.30%	366,452
June	773,647	695,177	78,469	11.29%	695,899
July	971,834	875,699	96,134	10.98%	878,432
August	384,150	326,554	57,597	17.64%	328,163
September	311,918	272,556	39,362	14.44%	278,123
Total	\$ <u>4,132,329</u>	\$ <u>3,637,433</u>	\$ <u>494,896</u>	<u>13.61%</u>	\$ <u>3,660,200</u>

# Revenue Analysis Panama City



## Revenue Analysis Panama City Fiscal Years Ending September 30th, 2017 and 2016

Month	2016-2017	2015-2016	\$ Variance	% Variance
October	\$ 112,754	\$ 94,571	\$ 18,183	19.23%
November	73,327	66,060	7,267	11.00%
December	65,657	62,080	3,577	5.76%
January	70,339	78,155	(7,816)	-10.00%
February	85,637	92,804	(7,168)	-7.72%
March	155,229	159,731	(4,502)	-2.82%
April	149,230	153,227	(3,997)	-2.61%
May	159,517	152,286	7,231	4.75%
June	203,829	210,619	(6,790)	-3.22%
July	262,982	265,911	(2,929)	-1.10%
August	123,488	108,223	15,265	14.11%
September	113,733	99,494	14,239	14.31%
Total	\$ 1,575,722	\$ 1,543,162	\$ 32,560	2.11%

# Value of One Cent Panama City

Note: This report represents an accrual basis accounting of the value of one cent of collections within the month/year presented. These figures change over time due to past due collections.



## Value of One Cent Panama City Fiscal Years Ending September 30th, 2017 and 2016

Month	2016-2017 As of 10/31/17	2015-2016 As of 10/31/16	\$ Variance	% Variance	2015-2016 FINAL 10/31/17
October	\$ 22,369	\$ 18,096	\$ 4,273	23.61%	\$ 18,096
November	14,751	13,437	1,314	9.78%	13,438
December	13,059	12,676	383	3.02%	12,676
January	14,442	14,613	(171)	-1.17%	14,613
February	16,631	19,092	(2,461)	-12.89%	19,093
March	31,046	31,361	(315)	-1.01%	31,361
April	29,857	30,477	(620)	-2.04%	30,477
May	31,852	30,468	1,384	4.54%	30,469
June	40,797	41,991	(1,194)	-2.84%	41,991
July	52,596	53,147	(551)	-1.04%	53,147
August	24,698	21,634	3,064	14.16%	21,634
September	22,737	19,899	2,838	14.26%	19,965
Total	\$ 314,834	\$ 306,892	\$ 7,942	2.59%	\$ 306,960

# Revenue Analysis Mexico Beach



## Revenue Analysis Mexico Beach Fiscal Years Ending September 30th, 2017 and 2016

Month	2016-2017	2015-2016	\$ Variance	% Variance
October	\$ 42,994	\$ 35,158	\$ 7,836	22.29%
November	21,212	17,389	3,823	21.99%
December	19,481	16,033	3,448	21.51%
January	24,127	22,657	1,470	6.49%
February	33,783	25,982	7,801	30.02%
March	57,568	48,109	9,459	19.66%
April	57,673	60,444	(2,771)	-4.58%
May	68,364	66,428	1,936	2.91%
June	127,639	110,509	17,130	15.50%
July	150,535	154,794	(4,259)	-2.75%
August	54,047	48,838	5,210	10.67%
September	48,694	48,551	143	0.29%
Total	\$ 706,116	\$ 654,891	\$ 51,225	7.82%

# Value of One Cent Mexico Beach

Note: This report represents an accrual basis accounting of the value of one cent of collections within the month/year presented. These figures change over time due to past due collections.



**Bay County  
Tourist Development Council**

## Value of One Cent Mexico Beach Fiscal Years Ending Sept 30th, 2017 and 2016

Month	2016-2017 As of 10/31/17	2015-2016 As of 10/31/16	\$ Variance	% Variance	2015-2016 FINAL 10/31/17
October	\$ 8,754	\$ 6,903	\$ 1,851	26.81%	\$ 6,939
November	4,178	3,452	726	21.02%	3,474
December	3,897	4,453	(556)	-12.49%	4,609
January	4,787	4,223	564	13.36%	4,240
February	6,140	5,263	877	16.67%	5,283
March	11,072	9,736	1,336	13.72%	9,790
April	11,435	10,377	1,058	10.19%	10,415
May	13,667	12,666	1,001	7.90%	12,730
June	25,688	24,197	1,491	6.16%	24,375
July	29,809	26,686	3,123	11.70%	26,909
August	10,738	9,572	1,167	12.19%	9,644
September	9,583	9,580	3	0.03%	9,645
Total	\$ 139,748	\$ 127,108	\$ 12,640	9.94%	\$ 128,053



**Schedule of Collection Allocation**  
**Panama City Beach**  
For the month ending and fiscal year to date September 2017 and 2016

**For the month ending September 2017**

	Current period	Prior periods	Total
Taxes	\$ 1,558,795	\$ 54,157	\$ 1,612,952
Penalties	2,574	4,702	7,276
Interest	8	343	351
<b>Total Collections</b>	<b>\$ 1,561,377</b>	<b>\$ 59,202</b>	<b>\$ 1,620,579</b>

**Fiscal year to date through September 2017**

	Current period	Prior periods	Total
Taxes	\$ 20,304,547	\$ 546,083	\$ 20,850,630
Penalties	34,091	64,655	98,746
Interest	188	22,112	22,300
<b>Total Collections</b>	<b>\$ 20,338,826</b>	<b>\$ 632,850</b>	<b>\$ 20,971,676</b>

**For the month ending September 2016**

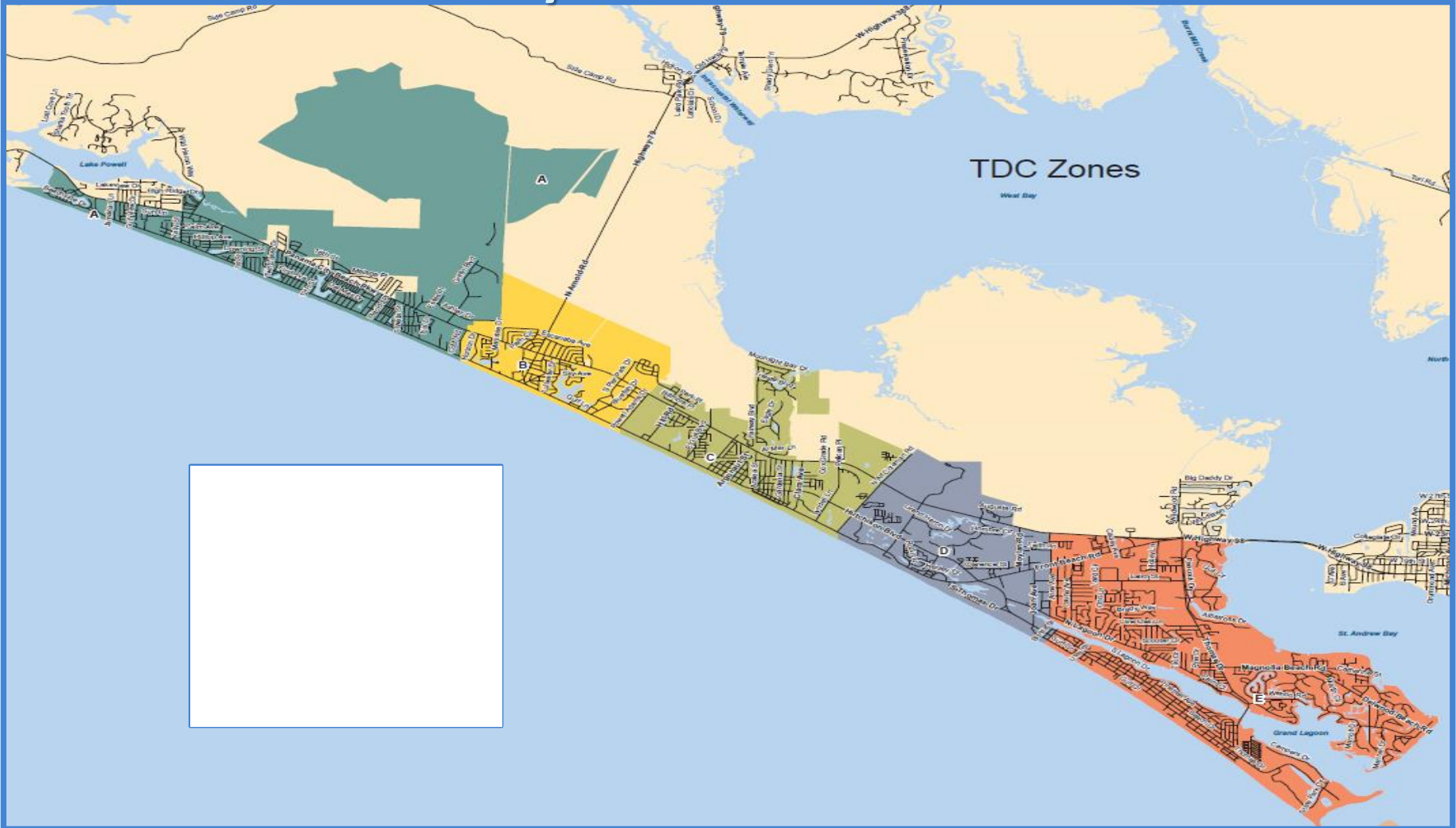
	Current period	Prior periods	Total
Taxes	\$ 1,359,565	\$ 53,208	\$ 1,412,773
Penalties	2,120	5,471	7,591
Interest	1,149	445	1,594
<b>Total Collections</b>	<b>\$ 1,362,834</b>	<b>\$ 59,124</b>	<b>\$ 1,421,958</b>

**Fiscal year to date through September 2016**

	Current period	Prior periods	Total
Taxes	\$ 17,804,116	\$ 551,798	\$ 18,355,914
Penalties	33,783	69,395	103,178
Interest	131	18,158	18,289
<b>Total Collections</b>	<b>\$ 17,838,030</b>	<b>\$ 639,351</b>	<b>\$ 18,477,381</b>



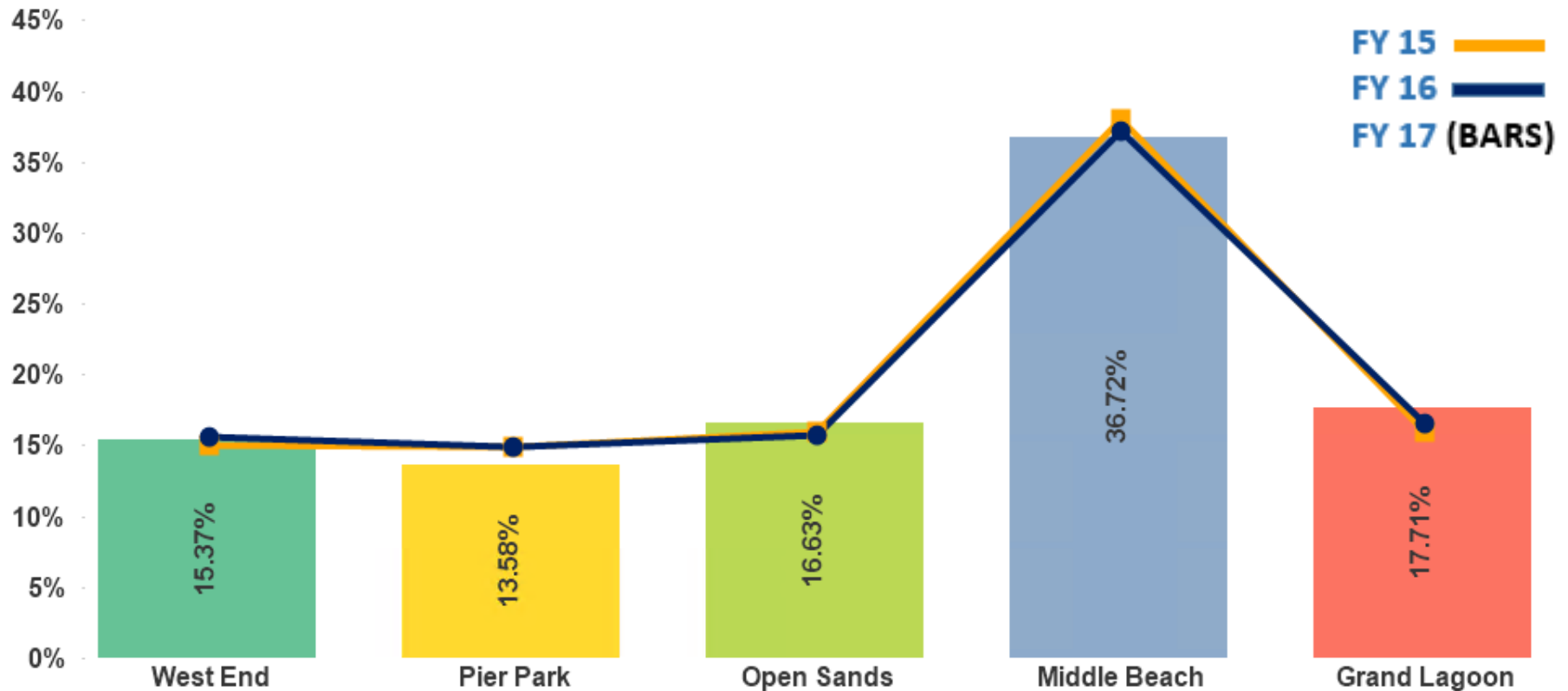
# Layout of TDC Zones



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

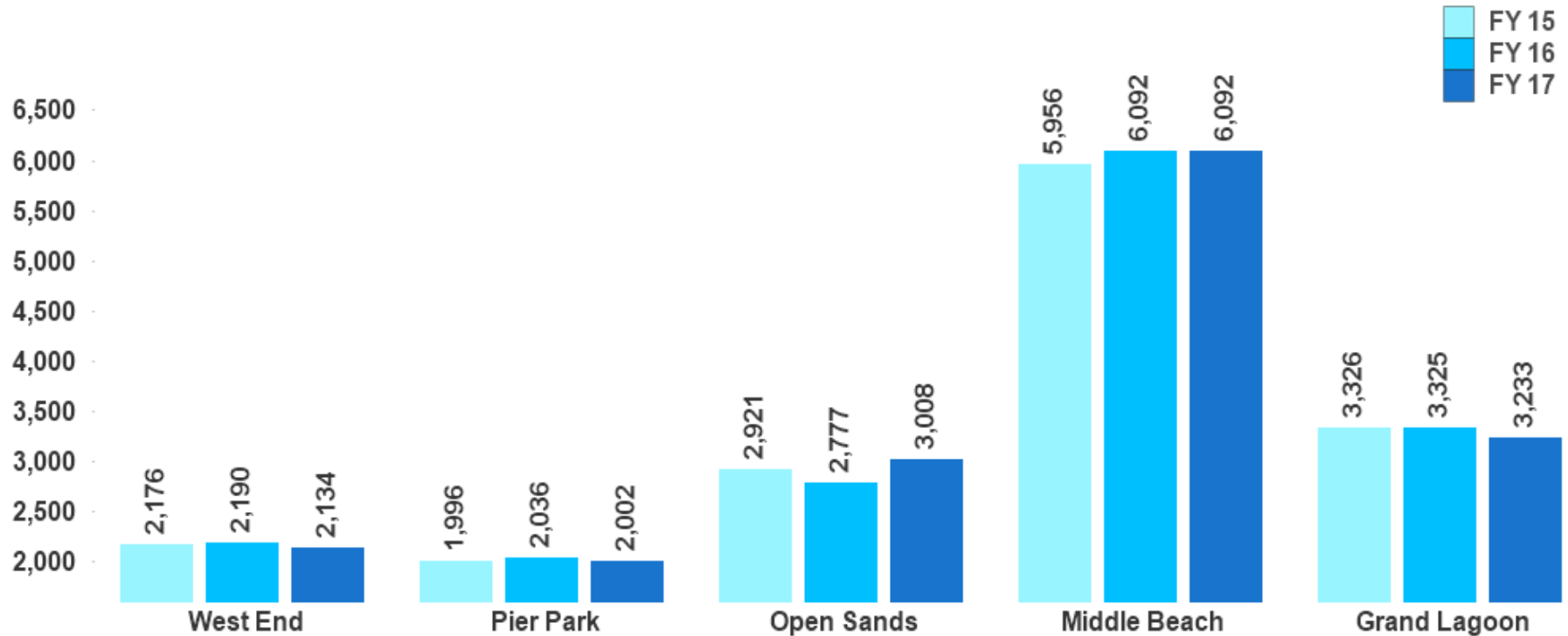
 **BILL KINSAUL**  
**CLERK OF COURT & COMPTROLLER**  
BAY COUNTY

# Annual % of Gross Receipts by Zones Three Year Comparison



Sep	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon
FY15	15.03%	14.90%	15.98%	38.03%	16.06%
FY16	15.62%	14.88%	15.74%	37.20%	16.57%
FY17	15.37%	13.58%	16.63%	36.72%	17.71%

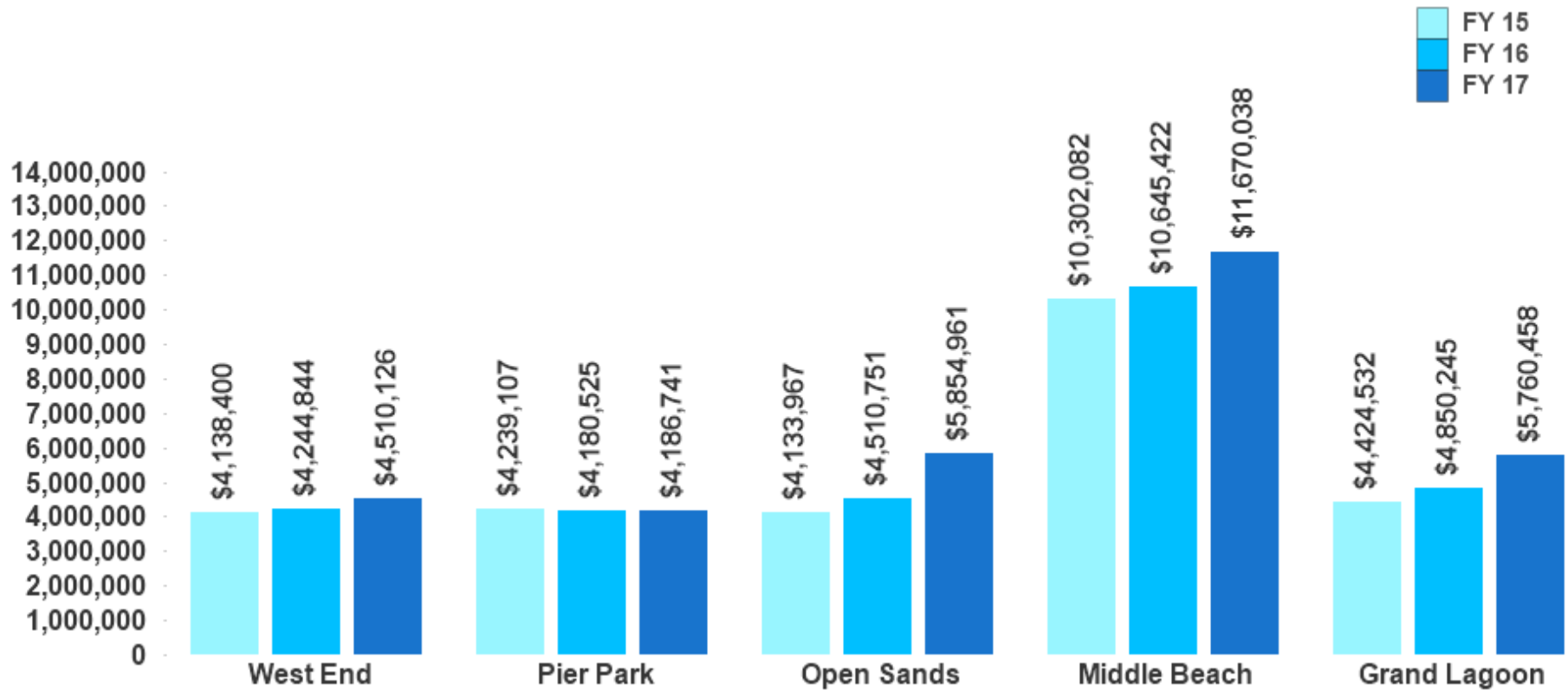
# Total Unit Count Three Year September Comparison



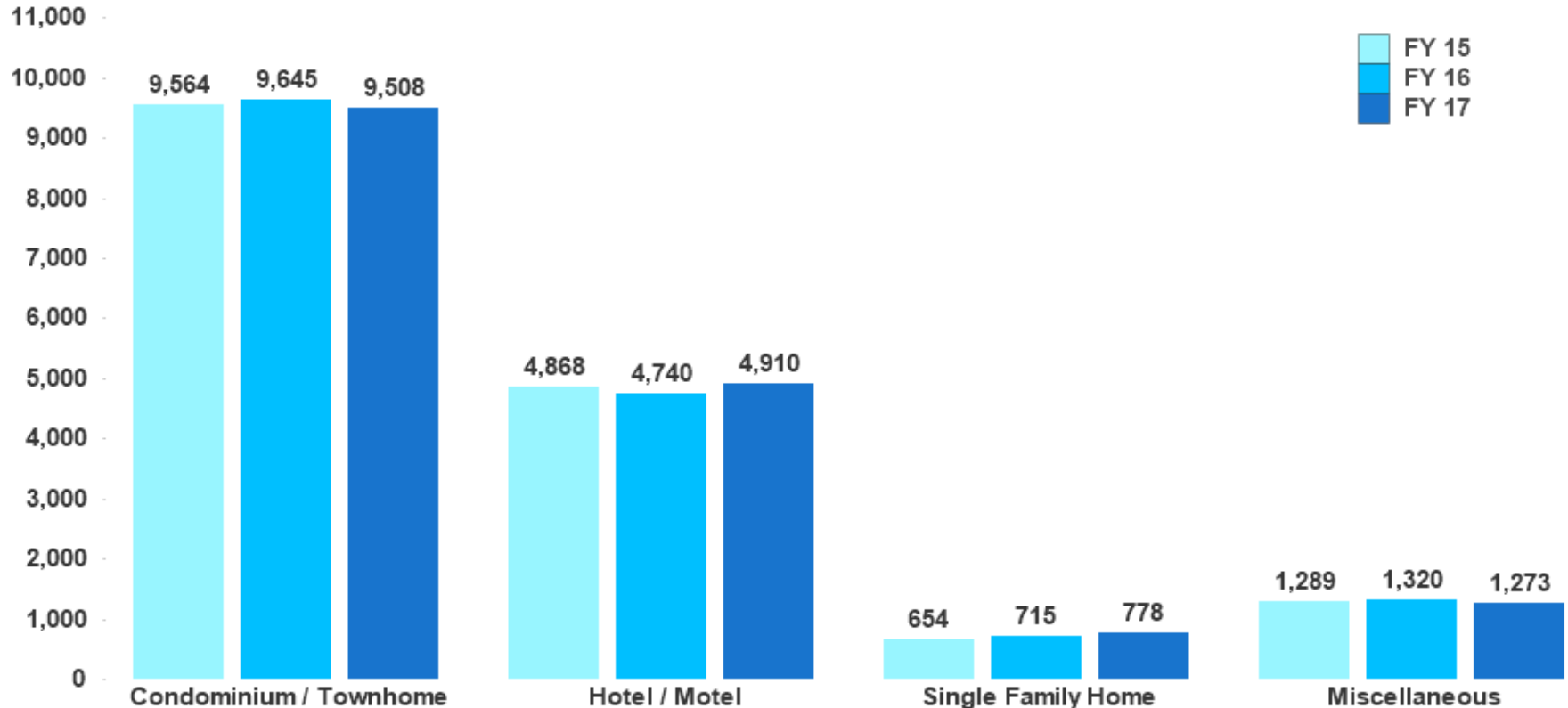
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 15	15,564	15,553	16,394	15,577	15,517	16,025	15,673	15,743	16,286	15,925	15,927	16,375
FY 16	15,965	15,766	16,104	15,657	15,660	16,200	15,813	16,069	16,334	16,181	16,135	16,420
FY 17	16,080	16,092	16,380	16,077	16,139	16,457	16,386	16,430	16,564	16,599	16,434	16,469



# Gross Rental Receipts Three Year September Comparison

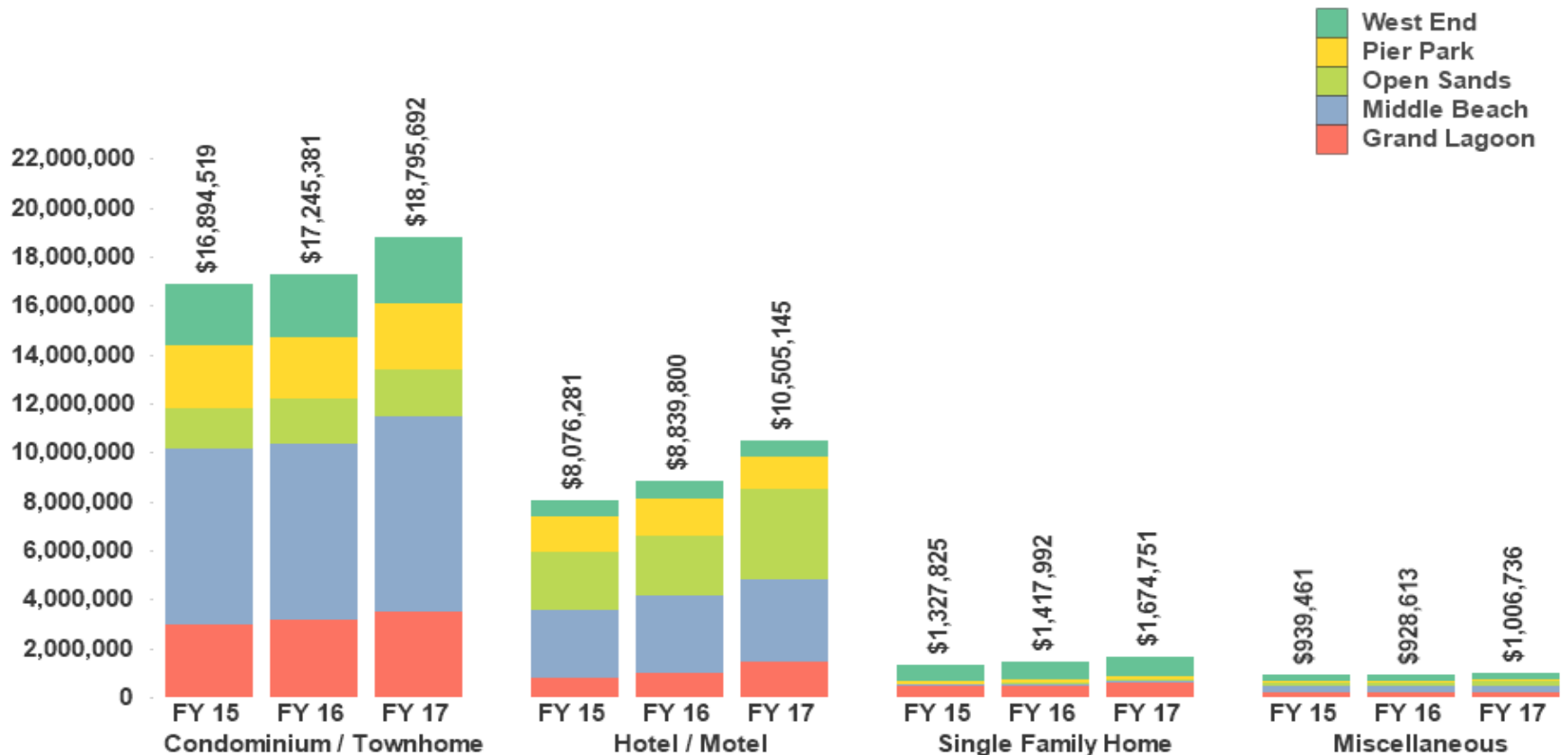


# Unit Count by Property Type Three Year September Comparison



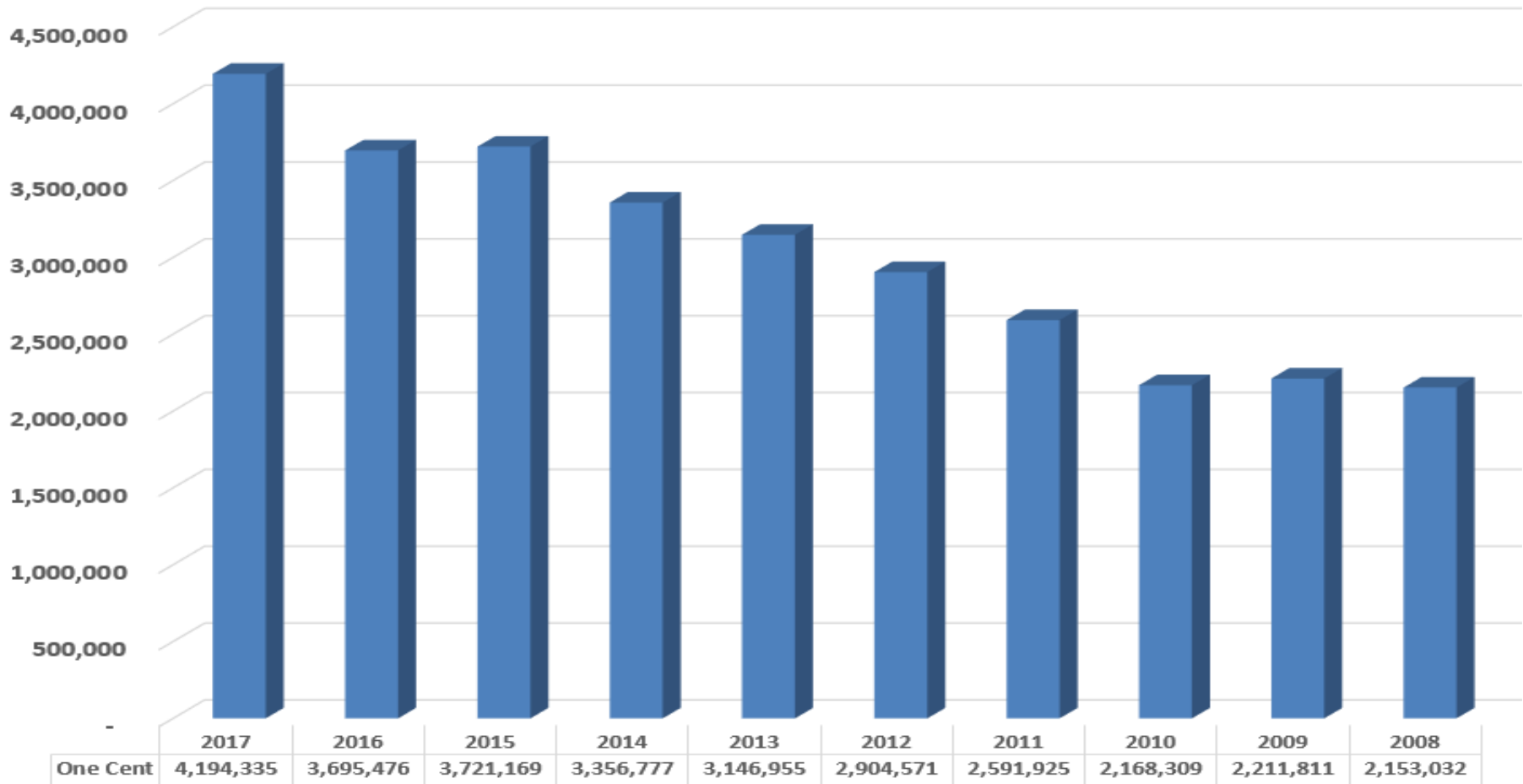
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year September Comparison



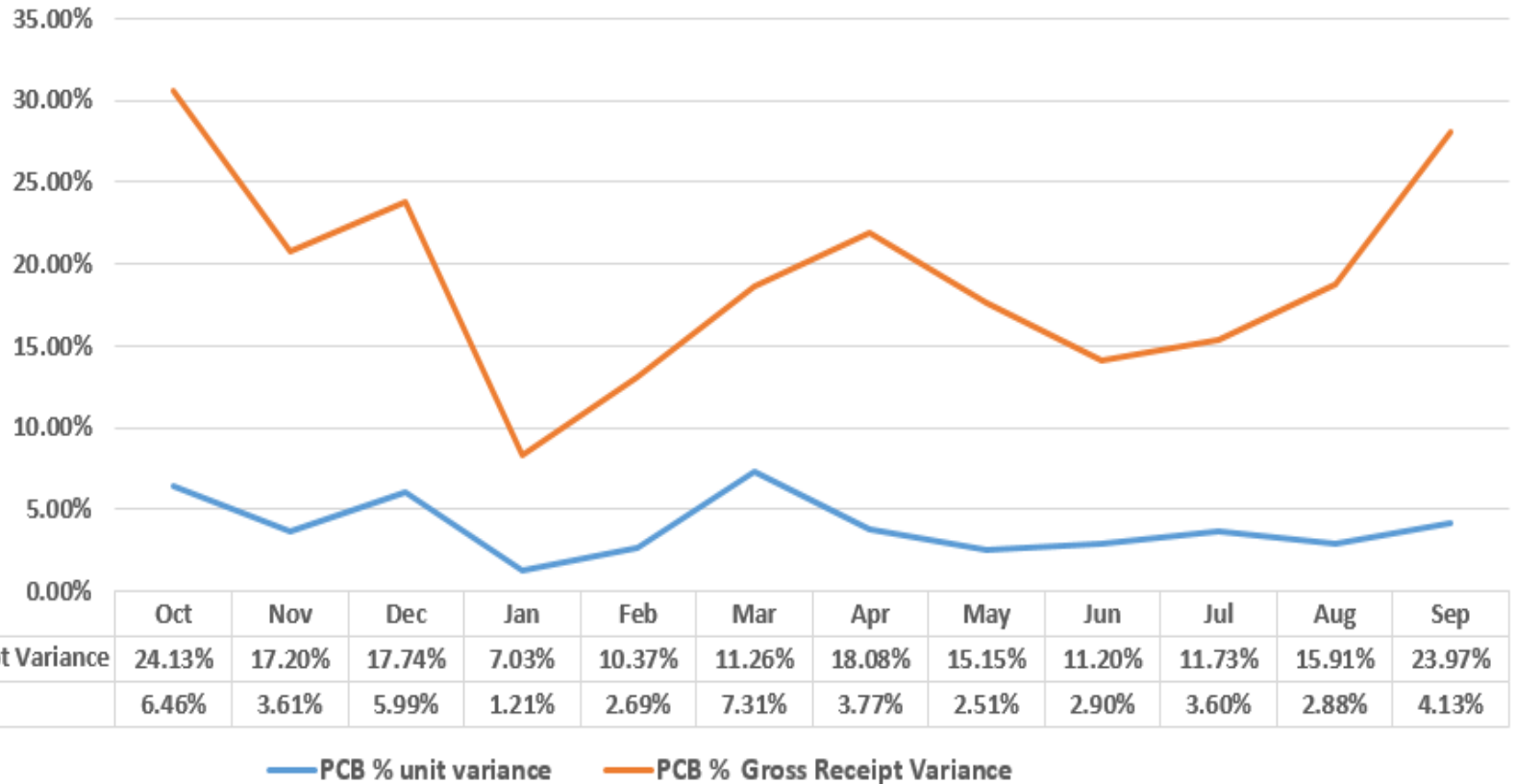
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# One Cent Collections 10 Year Trend

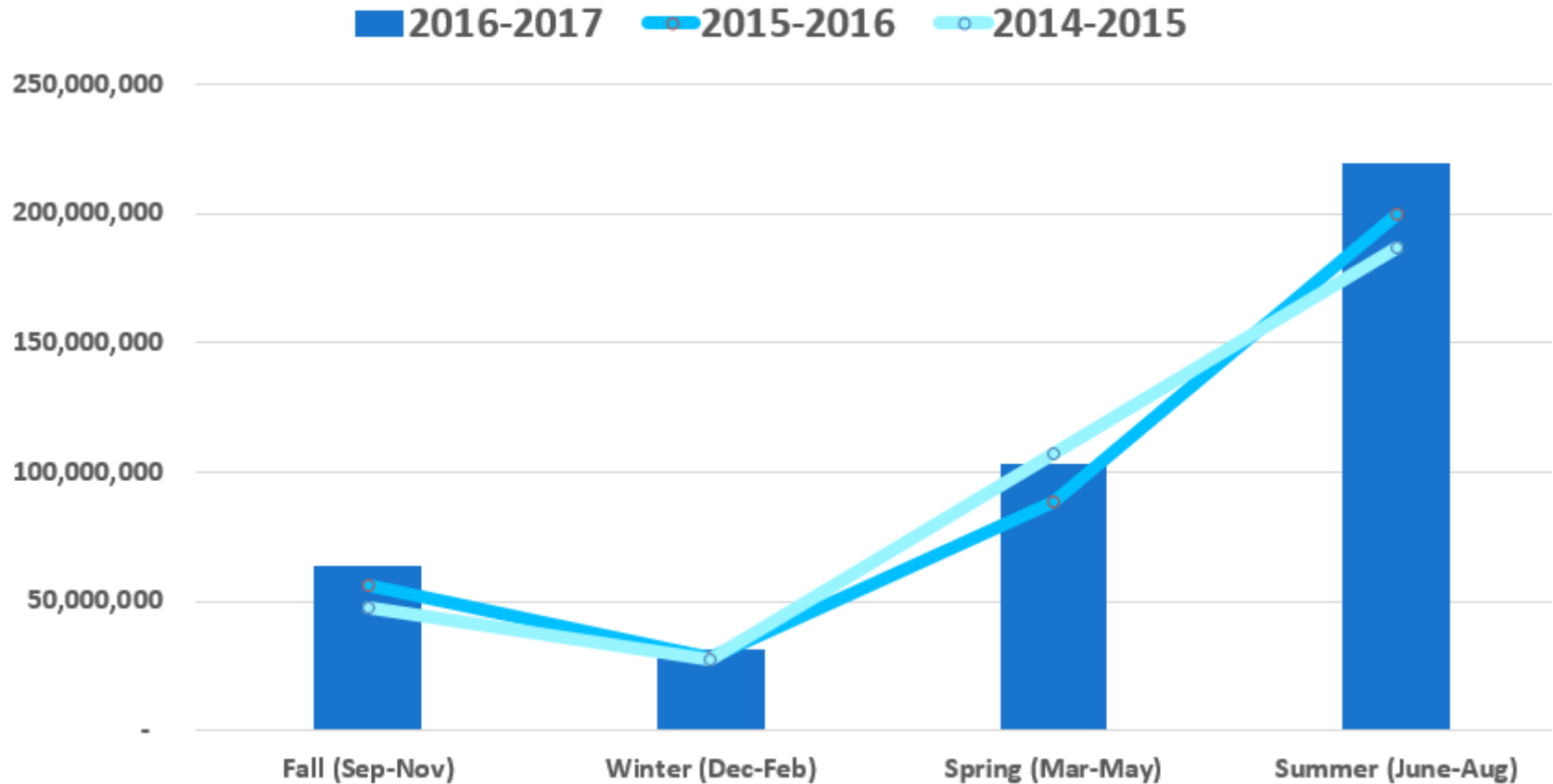




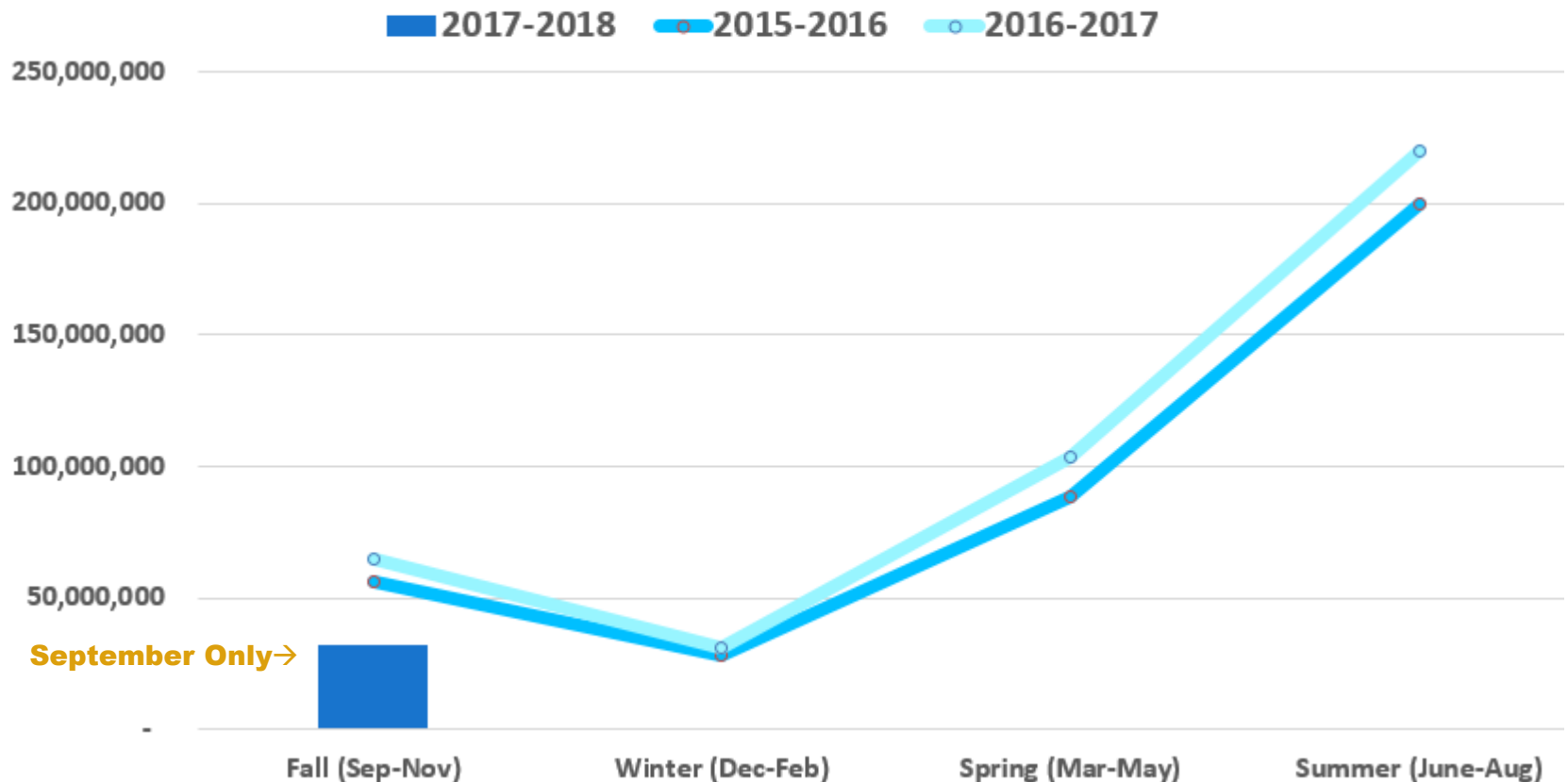
# 2016-1017 Percent Variance Gross Receipts vs Income Producing Units



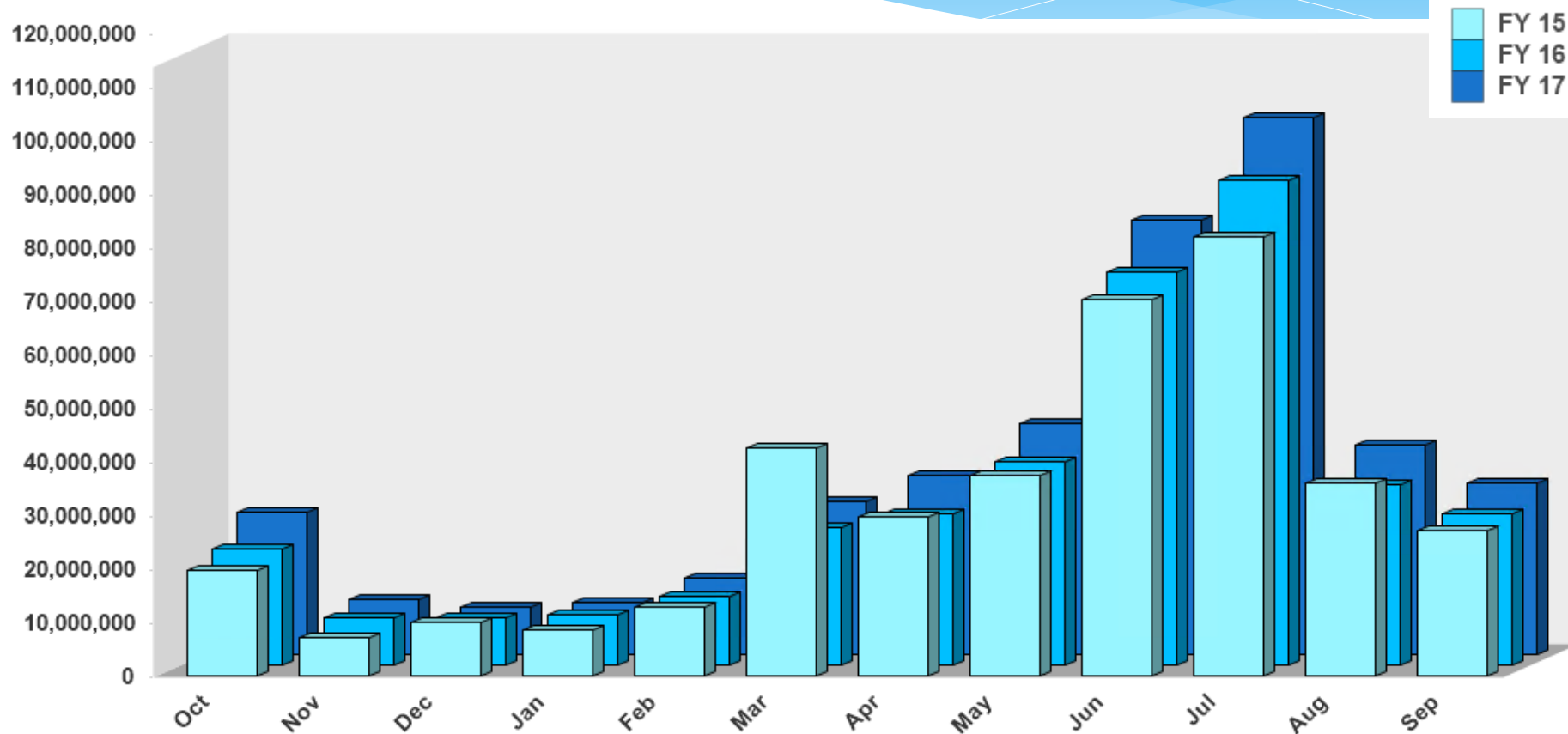
# Seasonal Gross Receipts Three Year Comparison



# Seasonal Gross Receipts Three Year Comparison



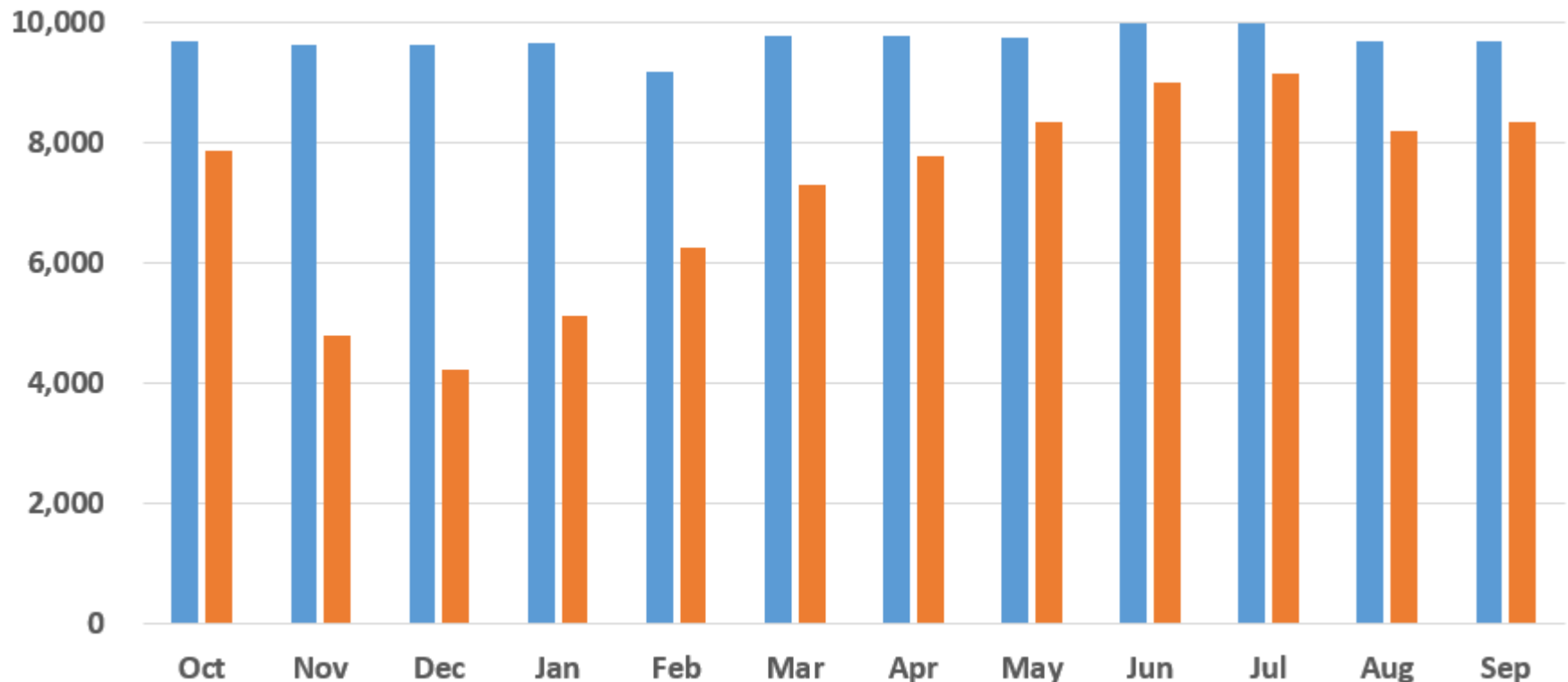
Fiscal Year Ending September 30, 2017



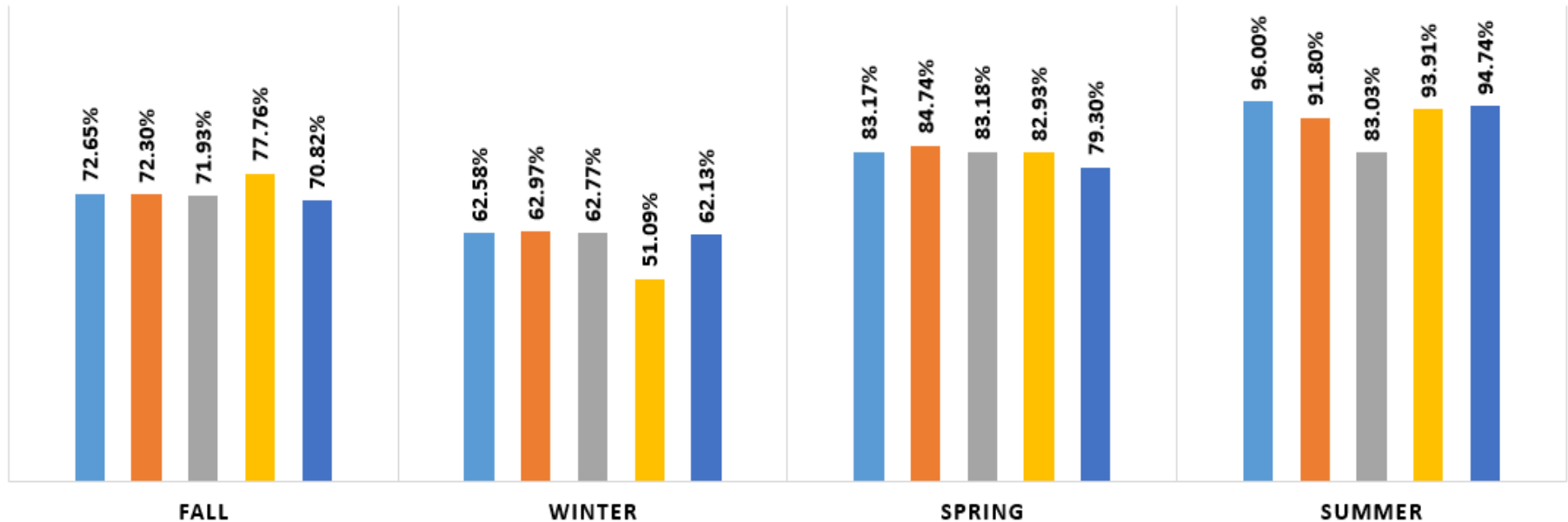
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 15	\$19,727,537	\$7,101,034	\$9,961,568	\$8,621,630	\$12,805,965	\$42,708,504	\$29,823,055	\$37,332,340	\$70,189,724	\$81,925,428	\$36,071,294	\$27,238,087
FY 16	\$21,672,668	\$8,845,539	\$8,910,786	\$9,300,318	\$12,924,836	\$25,641,505	\$28,283,630	\$37,920,718	\$73,568,246	\$90,712,266	\$33,643,984	\$28,431,787
FY 17	\$26,567,172	\$10,152,717	\$8,819,120	\$9,857,154	\$14,317,953	\$28,663,302	\$33,326,627	\$43,034,473	\$81,291,246	\$100,252,667	\$39,041,349	\$31,982,323

# Active Units vs Income for Year Ending September 30, 2017

■ Active Units ■ Income Units

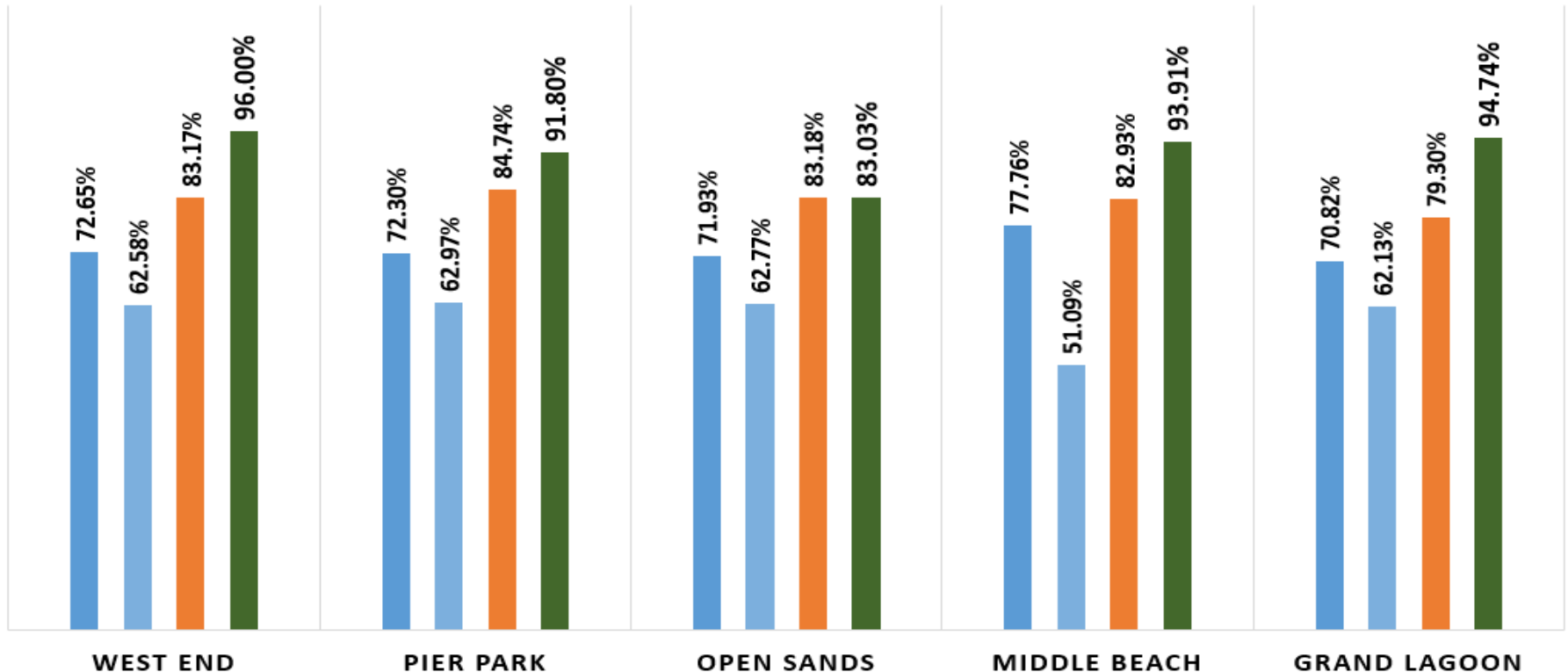


■ West End ■ Pier Park ■ Open Sands ■ Middle Beach ■ Grand Lagoon



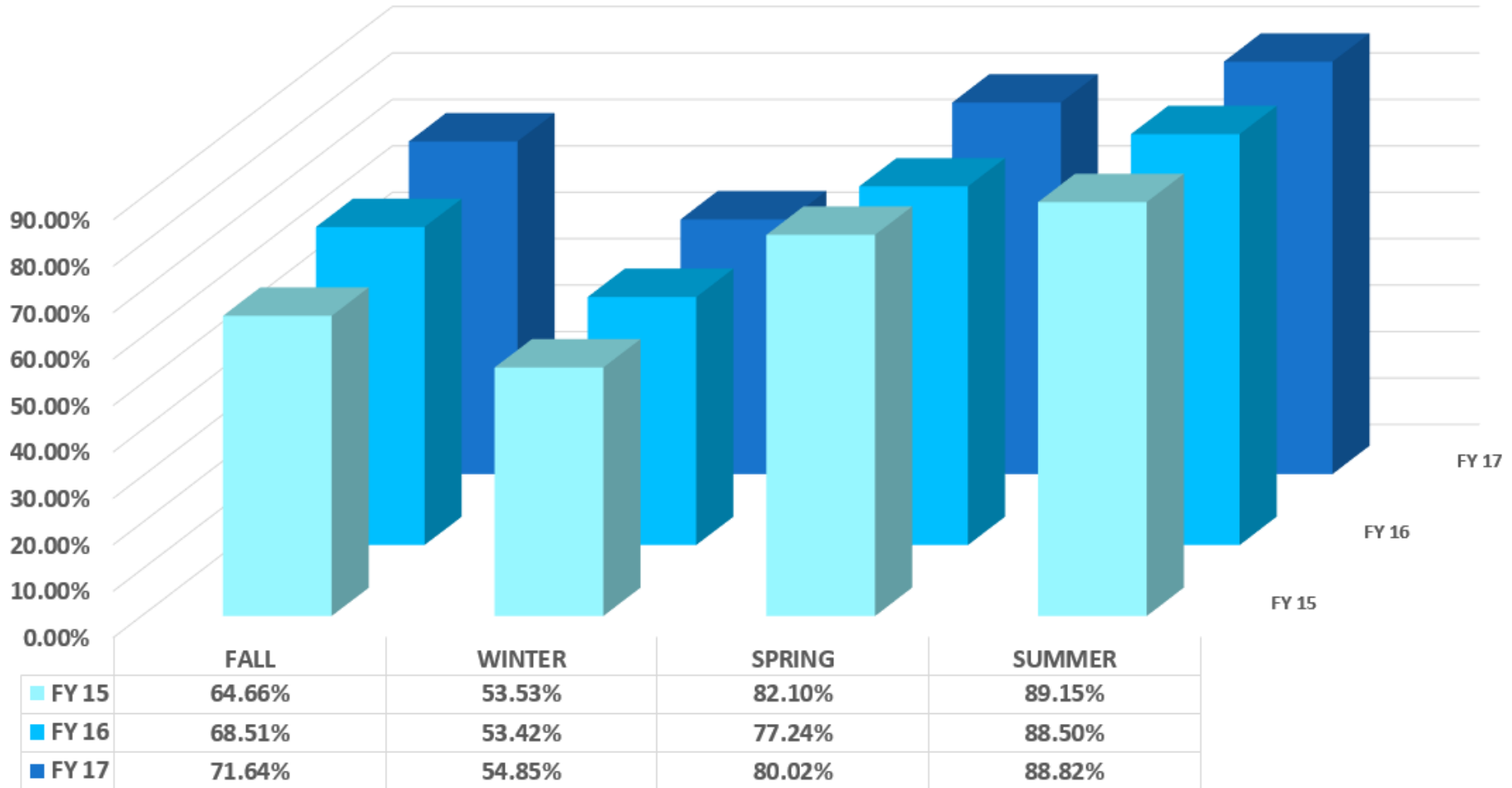
This chart compares total units reporting income vs inventory all property types by Zone

■ Fall ■ Winter ■ Spring ■ Summer



This chart compares total units reporting income vs inventory all property types by zone

# Percentage of Condominium Rented vs Inventory by Quarter for Year Ending September 30, 2017





# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: September 30, 2017**



**Reporting Units grouped by  
Condominium / Townhome property type  
for month ending September 30, 2017**

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	368	539	551	1,607	451	3,516
2 Bedroom	697	513	378	1,629	984	4,201
3+ Bedrooms	221	197	160	867	346	1,791
Total	1,286	1,249	1,089	4,103	1,781	9,508

# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending September 30, 2017

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	\$646,571	\$943,479	\$761,433	\$2,274,340	\$715,323	\$5,341,147
2 Bedroom	\$1,392,428	\$1,111,406	\$685,469	\$2,922,511	\$1,826,570	\$7,938,384
3+ Bedrooms	\$674,215	\$633,224	\$445,243	\$2,793,067	\$970,412	\$5,516,161
Total	\$2,713,214	\$2,688,110	\$1,892,146	\$7,989,918	\$3,512,305	\$18,795,692



## Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending September 30, 2017

Hotel/Motel Units:	<b>4,910</b>
Hotel/Motel Gross Receipts:	<b>\$10,505,145</b>

Single Family Units:	<b>778</b>
Single Family Gross Receipts:	<b>\$1,674,751</b>

Miscellaneous Units:	<b>1,273</b>
Miscellaneous Gross Receipts:	<b>\$1,006,736</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**

