

MONTHLY TDT ANALYSIS

Statistical and Graphical Reports for month ending: September 30, 2014



Bay County
Tourist Development Council



**Clerk of Court &
Comptroller**

**Report for Month
Ending**

September 30, 2014



**Bay County
Tourist Development Council**

November 3, 2014

**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, 2014. 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

Revenue Analysis Panama City Beach Fiscal Years Ending September 30, 2014 and 2013

Month	2013-2014	2012-2013	\$ Variance	% Variance
October	\$ 785,184	\$ 675,654	\$ 109,530	16.21%
November	352,194	319,617	32,577	10.19%
December	293,998	351,169	(57,171)	-16.28%
January	390,029	361,645	28,384	7.85%
February	580,225	522,026	58,199	11.15%
March	1,913,476	2,133,953	(220,477)	-10.33%
April	1,305,434	1,143,303	162,131	14.18%
May	1,600,954	1,480,795	120,159	8.11%
June	3,171,751	2,956,806	214,945	7.27%
July	3,463,577	3,143,165	320,412	10.19%
August	1,871,889	1,522,920	348,969	22.91%
September	1,046,274	1,123,199	(76,925)	-6.85%
Total	\$ 16,774,985	\$ 15,734,252	\$ 1,040,733	6.61%



Value of One Cent Panama City Beach

Value of One Cent Panama City Beach Fiscal Years Ending September 30, 2014 and 2013

Month	2013-2014	2012-2013	\$ Variance	% Variance
October	\$ 152,100	\$ 130,834	\$ 21,266	16.25%
November	65,280	60,478	4,802	7.94%
December	60,937	64,779	(3,842)	-5.93%
January	72,933	65,752	7,181	10.92%
February	101,025	96,841	4,184	4.32%
March	392,778	428,978	(36,200)	-8.44%
April	245,977	226,788	19,189	8.46%
May	319,319	293,061	26,258	8.96%
June	629,031	577,042	51,989	9.01%
July	720,584	644,090	76,494	11.88%
August	339,147	308,483	30,664	9.94%
September	205,710	206,867	(1,157)	-0.56%
Total	\$ 3,304,821	\$ 3,103,993	\$ 200,828	6.47%



Revenue Analysis Mexico Beach



Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 2014 and 2013

Month	2013-2014	2012-2013	\$ Variance	% Variance
October	\$ 24,815	\$ 20,696	\$ 4,119	19.90%
November	11,331	13,256	(1,925)	-14.52%
December	13,944	10,566	3,378	31.97%
January	10,132	16,153	(6,021)	-37.27%
February	22,892	19,759	3,133	15.86%
March	41,184	39,975	1,209	3.02%
April	37,667	33,569	4,098	12.21%
May	51,909	41,519	10,390	25.02%
June	100,556	93,244	7,312	7.84%
July	107,090	90,897	16,193	17.81%
August	53,775	43,857	9,918	22.61%
September	37,324	31,398	5,926	18.87%
Total	\$ 512,619	\$ 454,889	\$ 57,730	12.69%

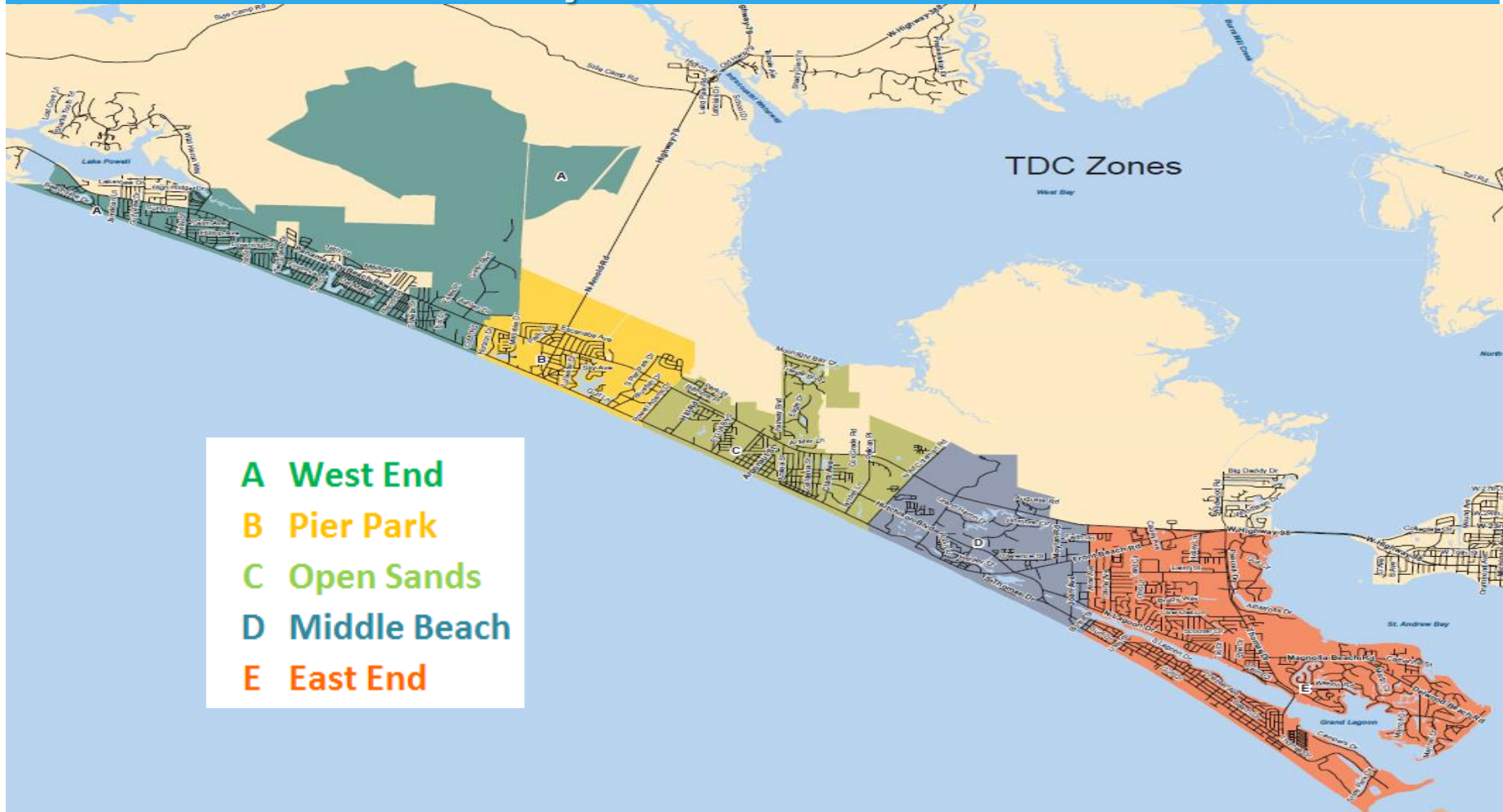
Value of One Cent Mexico Beach

Value of One Cent Mexico Beach Fiscal Years Ending September 30, 2014 and 2013

Month	2013-2014	2012-2013	\$ Variance	% Variance
October	\$ 4,832	\$ 4,091	\$ 741	18.11%
November	2,300	2,612	(312)	-11.94%
December	2,762	2,275	487	21.41%
January	2,671	3,129	(458)	-14.64%
February	3,927	3,997	(70)	-1.75%
March	8,328	7,841	487	6.21%
April	7,366	6,667	699	10.48%
May	10,496	8,277	2,219	26.81%
June	19,911	18,683	1,228	6.57%
July	21,597	18,345	3,252	17.73%
August	10,575	8,834	1,741	19.71%
September	7,106	5,970	1,136	19.03%
Total	\$ 101,871	\$ 90,721	\$ 11,150	12.29%



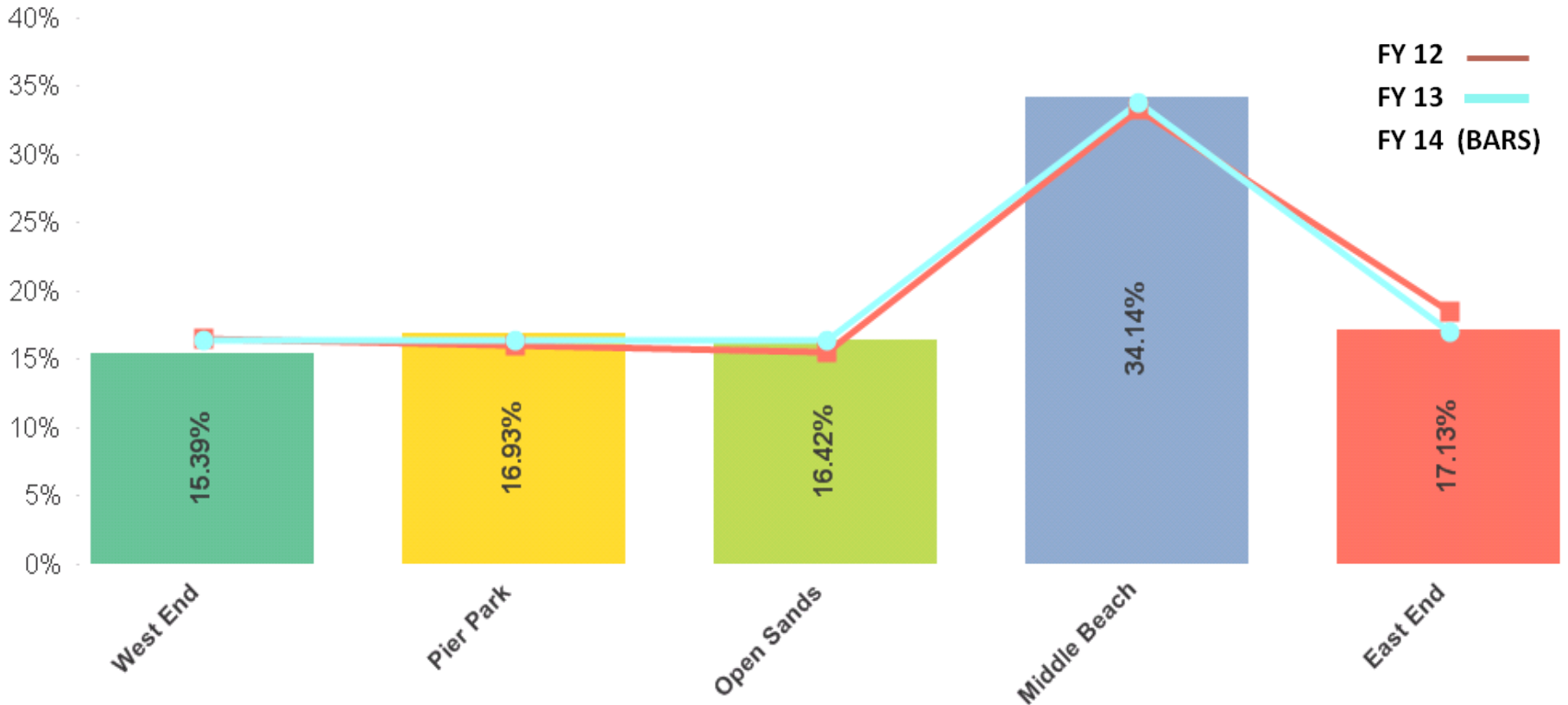
Layout of TDC Zones



Bay County
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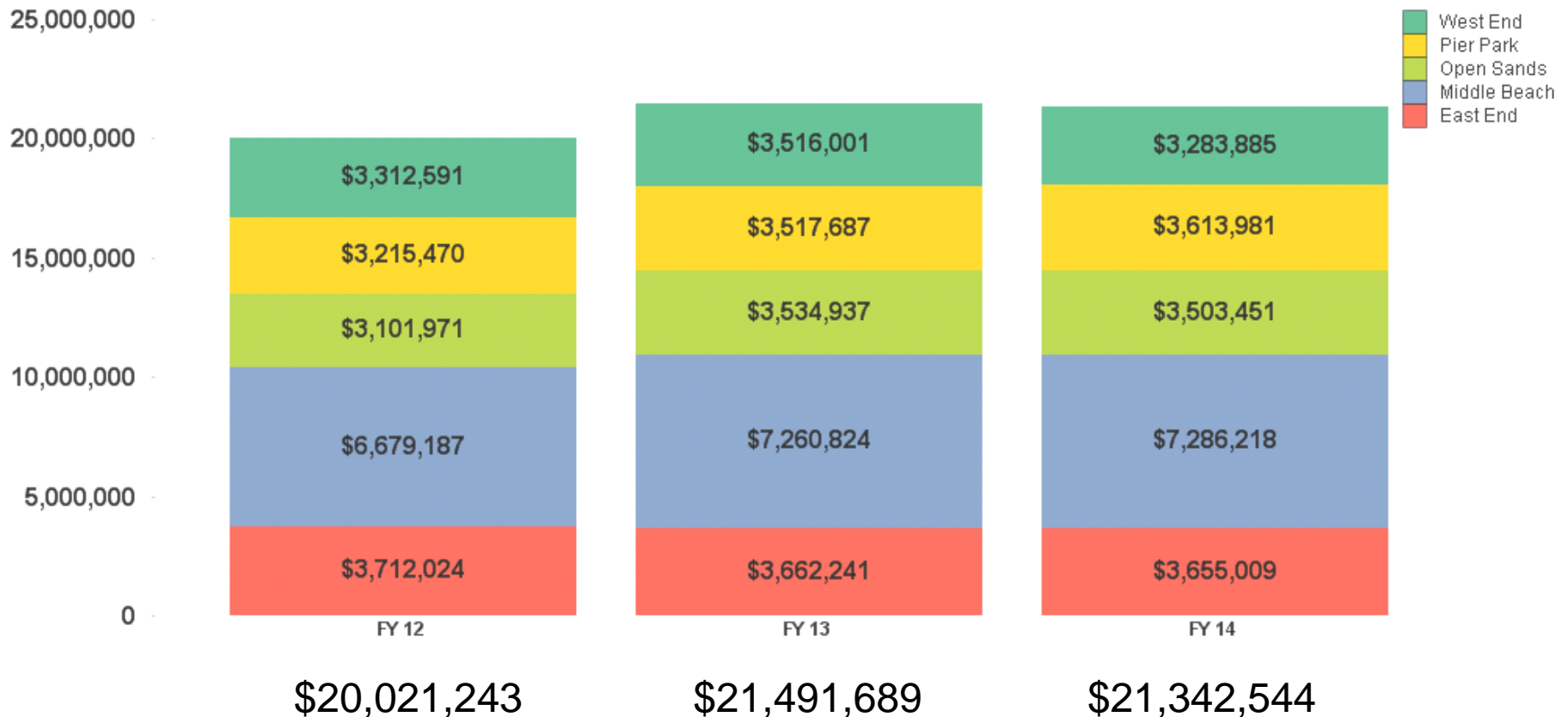
BILL KINSAUL
CLERK OF COURT & COMPTROLLER
BAY COUNTY

% of Gross Receipts by Zones Three Year September Comparison

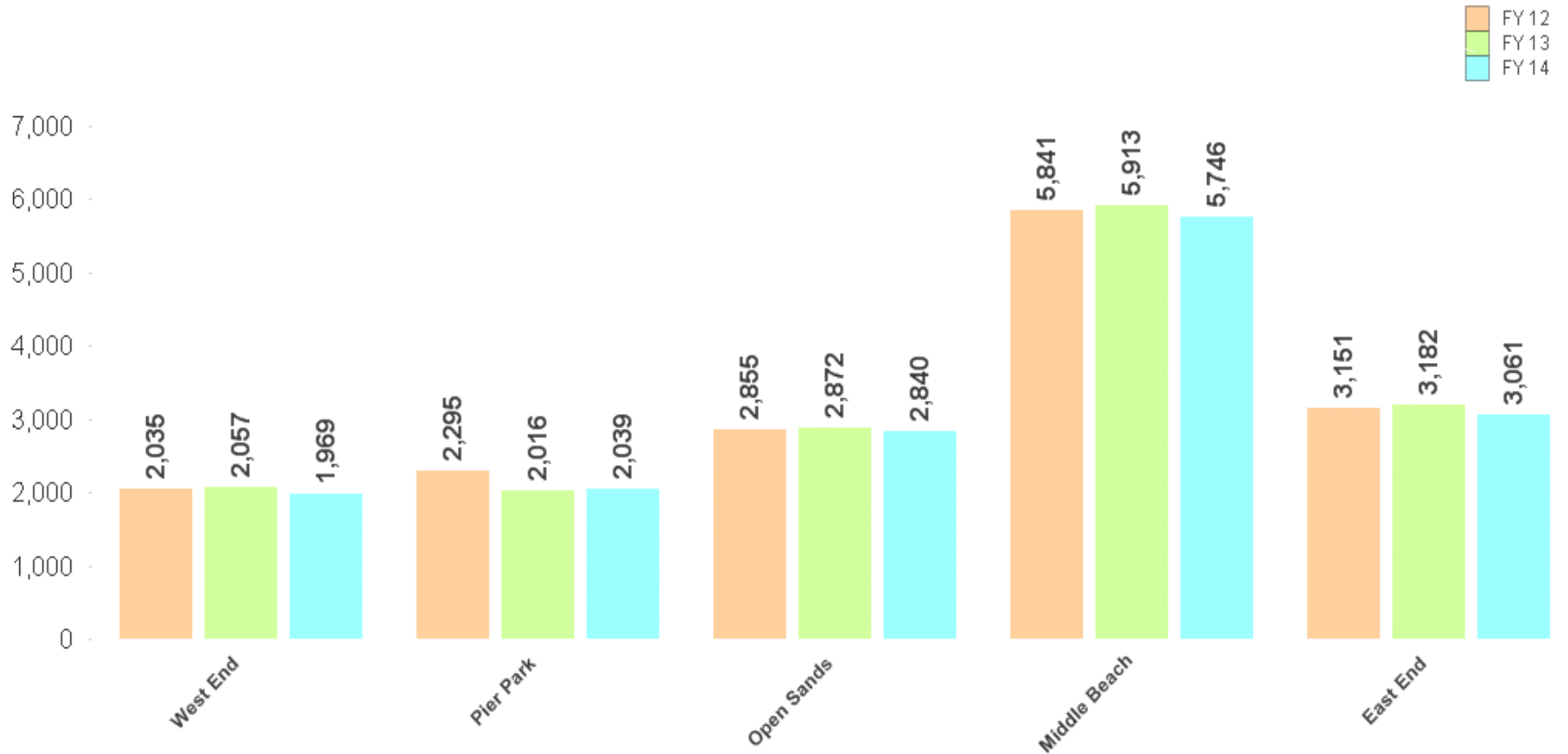


	West End	Pier Park	Open Sands	Middle Beach	East End
FY12	16.55%	16.06%	15.49%	33.36%	18.54%
FY13	16.36%	16.37%	16.45%	33.78%	17.04%
FY14	15.39%	16.93%	16.42%	34.14%	17.13%

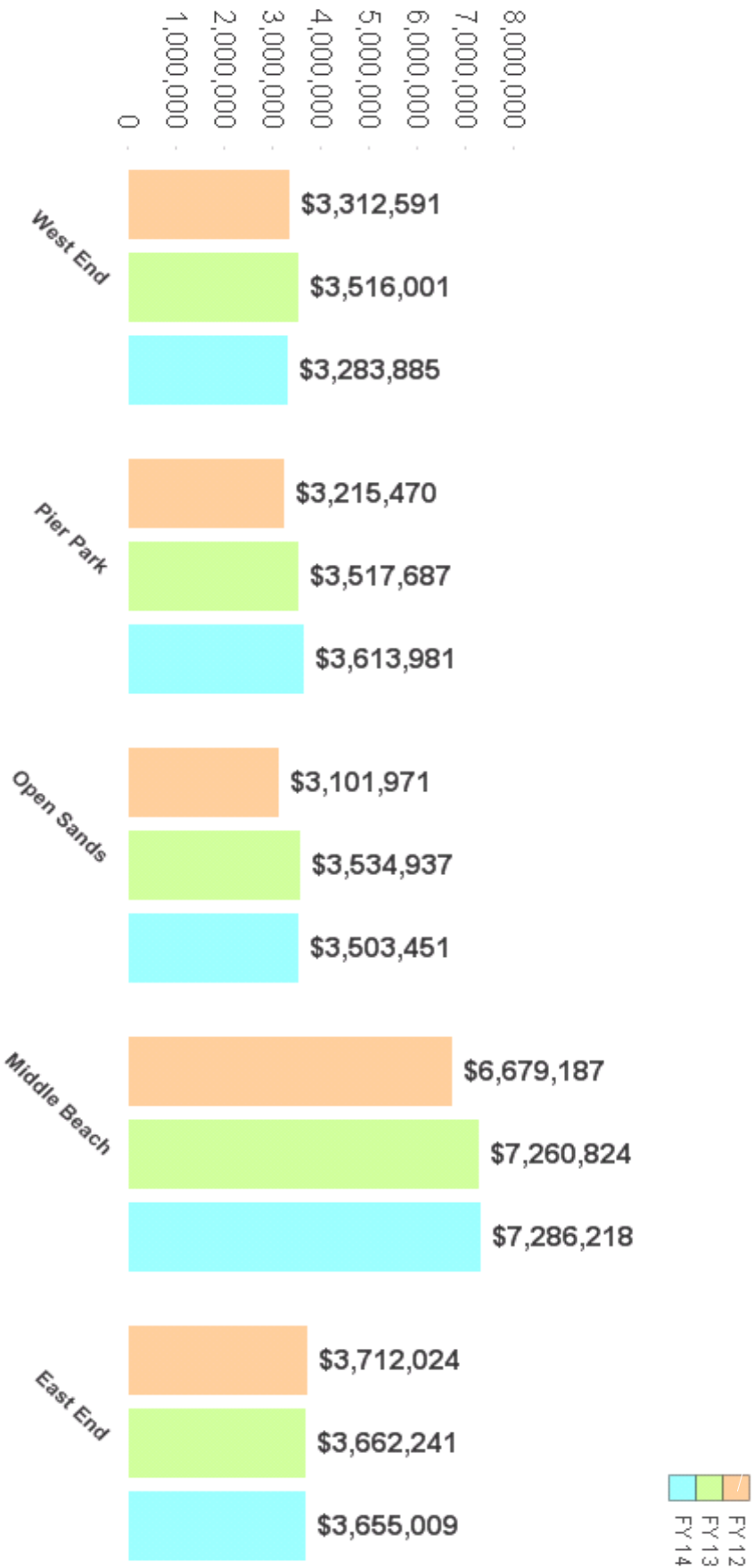
Gross Rental Receipts Three Year September Comparison



Total Unit Count Three Year September Comparison



Gross Rental Receipts Three Year September Comparison



FY12
FY13
FY14

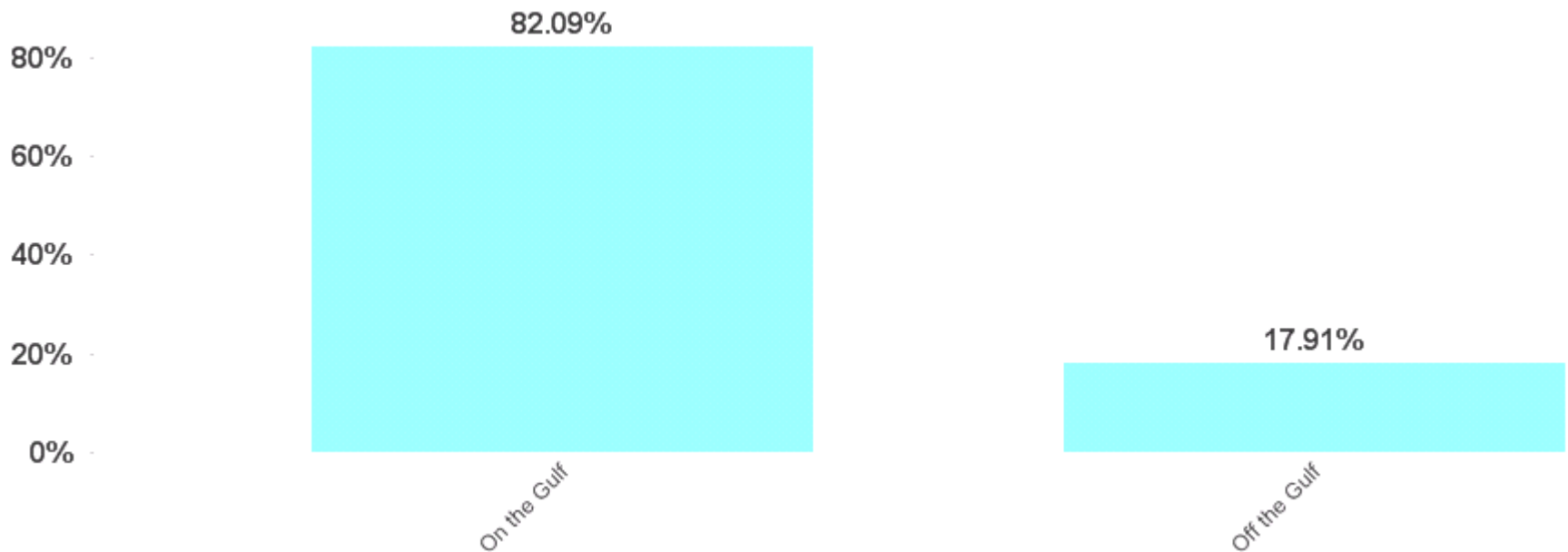


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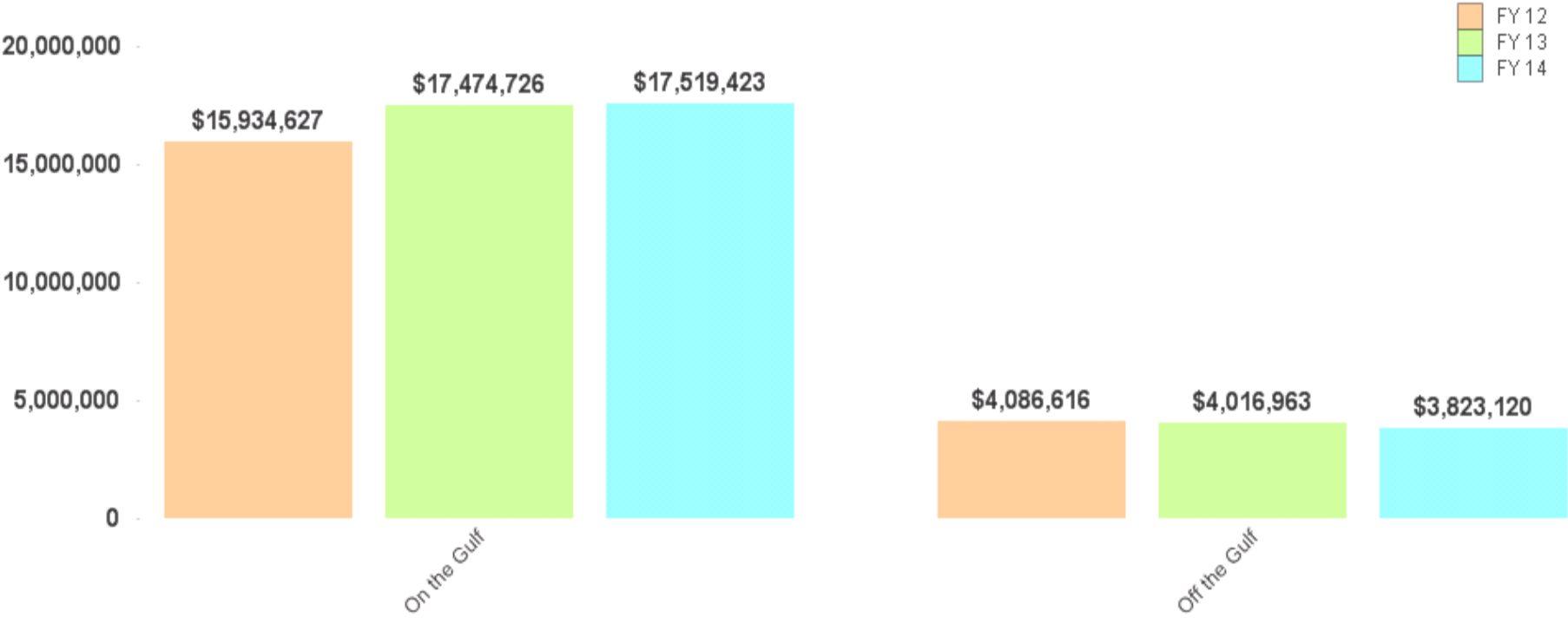


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BAY COUNTY

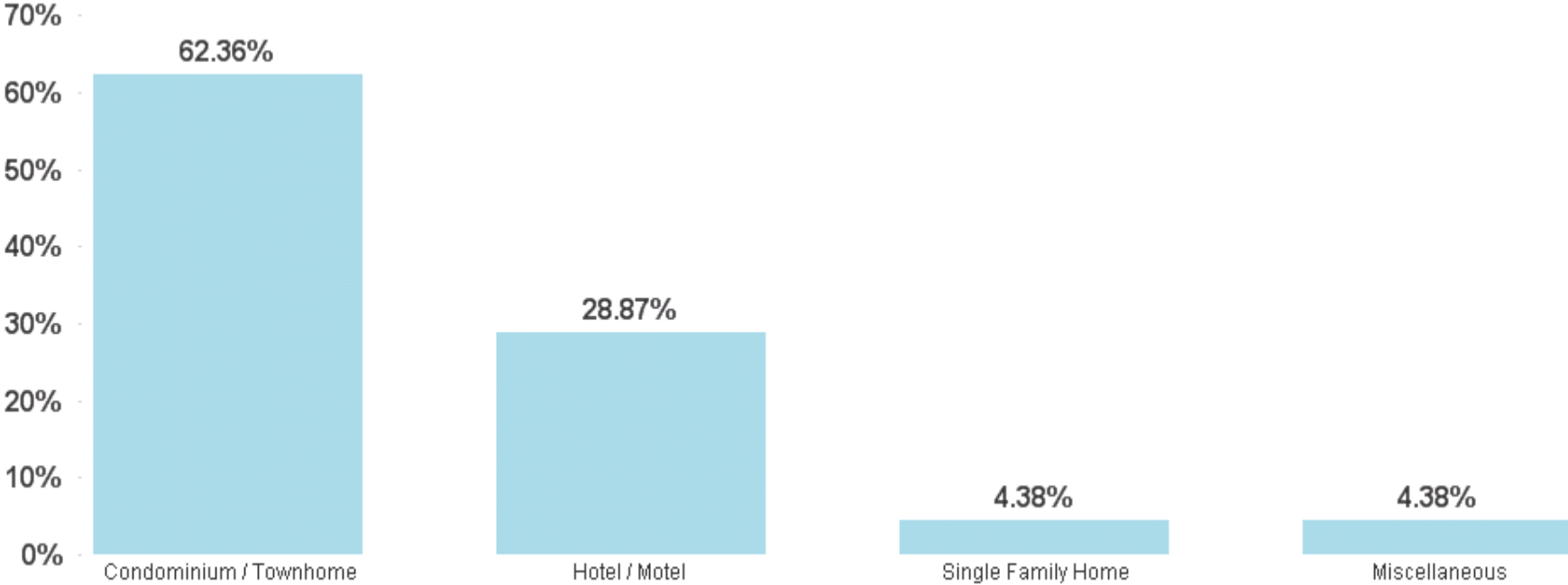
Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf August 31, 2014



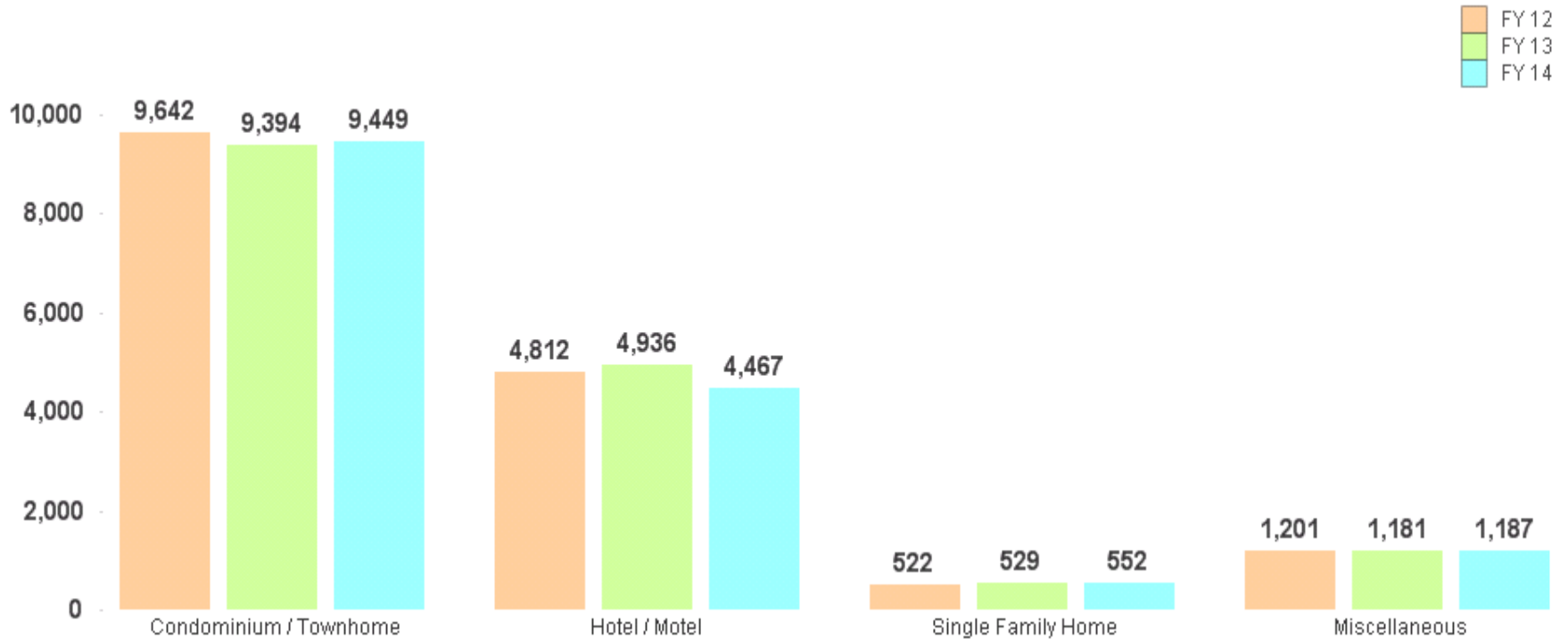
Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf September 30, 2014



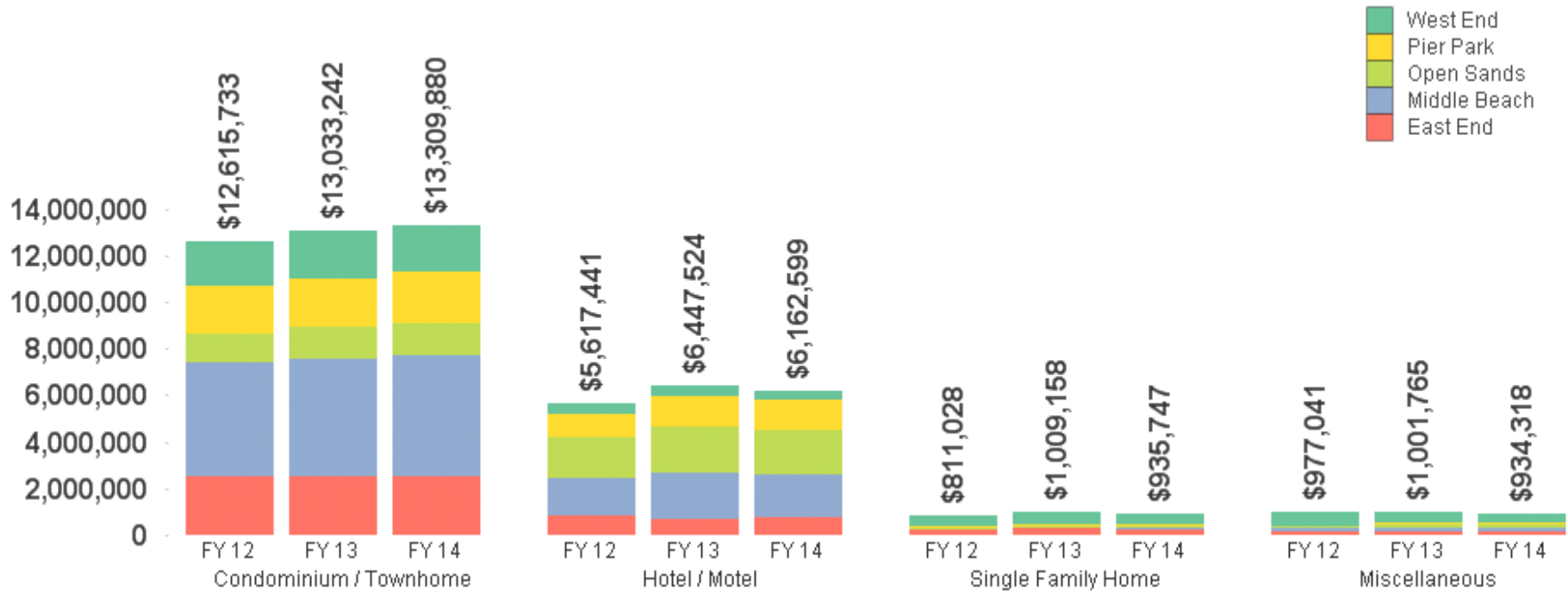
Percentage Allocation Gross Rental Receipts by Property Type September 30, 2014



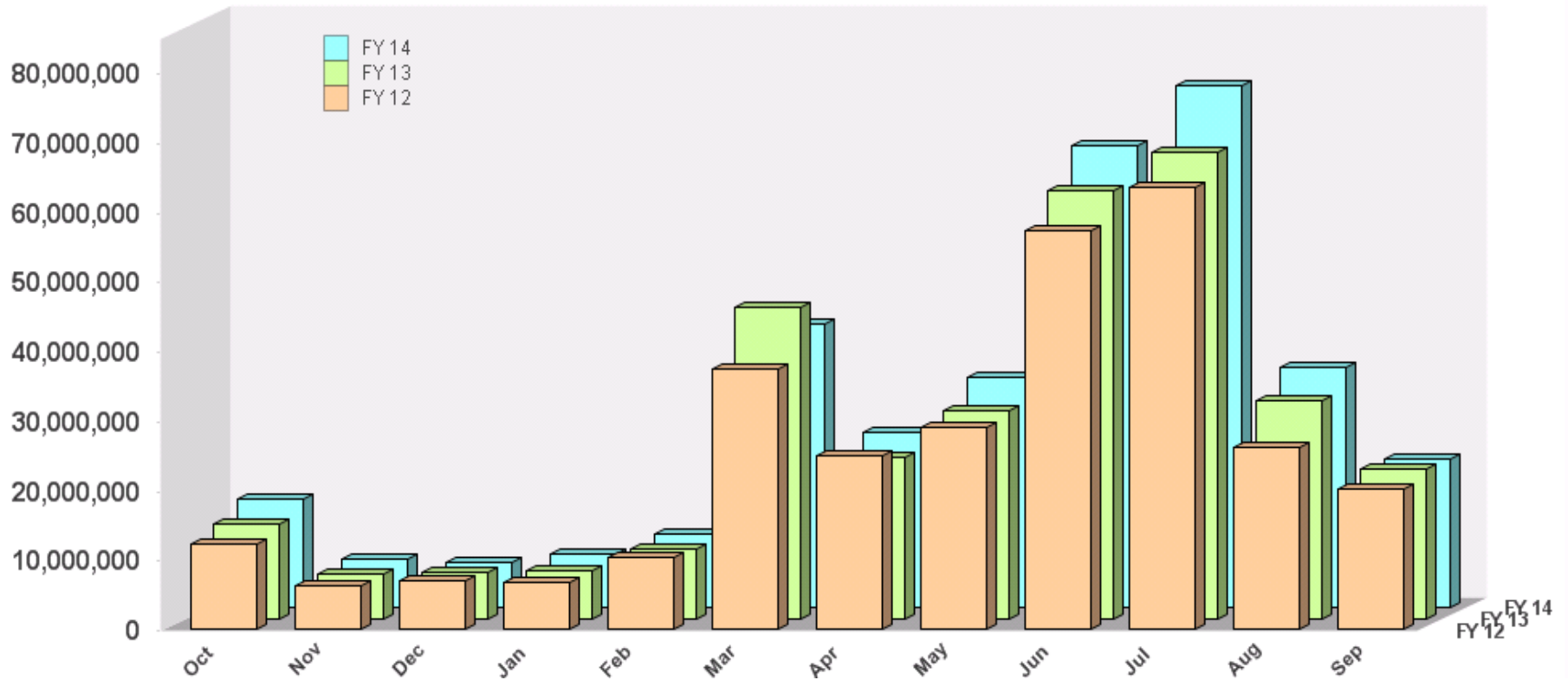
Unit Count by Property Type Three Year September Comparison



Gross Receipts by Property Type Three Year September Comparison

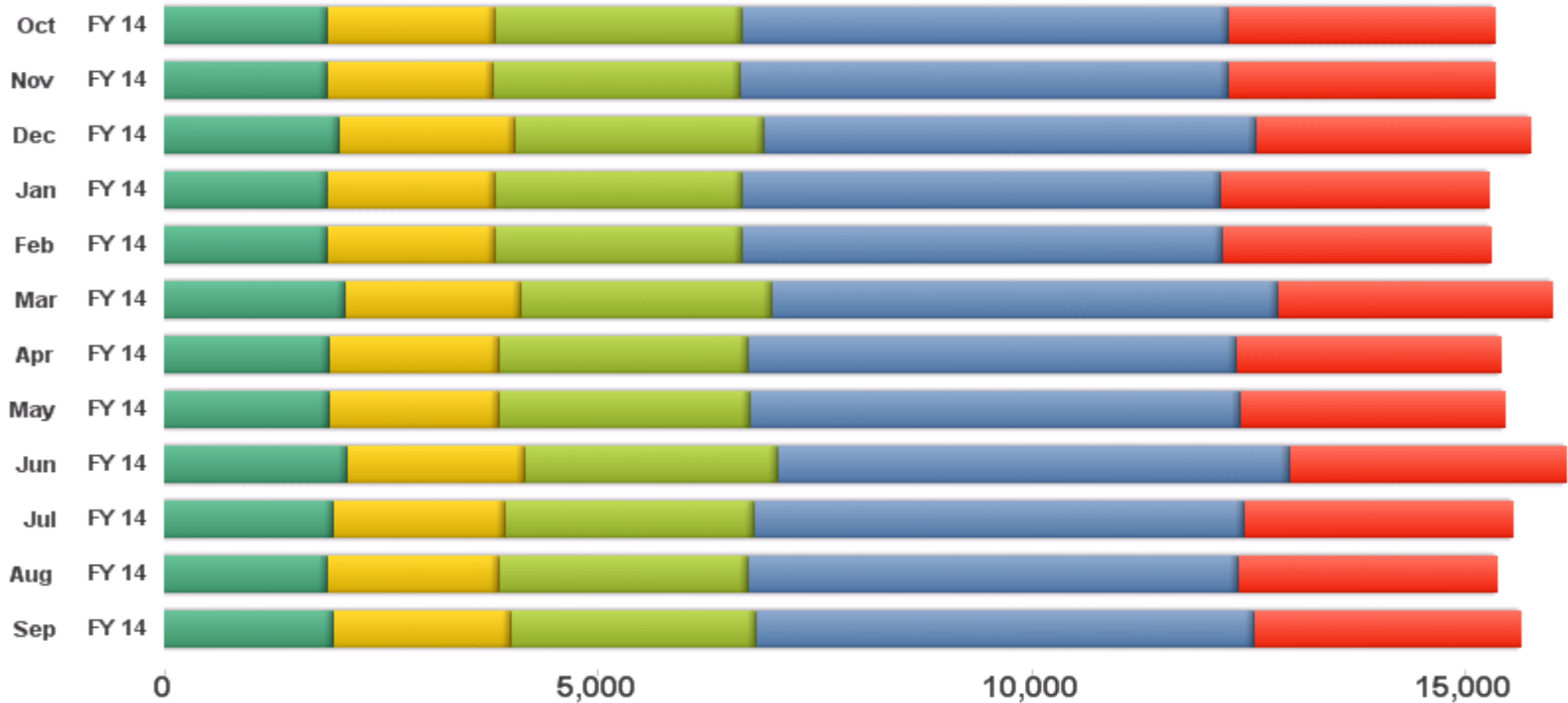


Year to Date Monthly Gross Receipts Comparison



FY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 12	12,325,786	6,211,479	7,060,441	6,798,441	10,214,185	37,288,365	25,007,450	29,023,437	57,372,588	63,499,753	26,203,754	20,021,243
FY 13	13,599,149	6,408,629	6,802,552	7,066,694	10,122,208	44,741,045	23,304,367	30,080,510	61,512,140	67,102,819	31,383,271	21,491,689
FY 14	15,666,822	6,870,326	6,436,383	7,636,135	10,472,981	40,841,364	25,278,094	33,125,060	66,375,615	74,910,597	34,514,260	21,342,544

Year to Date Reporting Unit Count Zone Comparison



FY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 12	15,167	15,081	16,038	15,098	15,037	16,025	15,173	15,351	16,049	15,352	15,359	16,177
FY 13	15,358	15,249	16,152	15,435	15,480	16,149	15,192	15,231	16,089	15,372	15,396	16,040
FY 14	15,374	15,366	15,785	15,291	15,321	16,019	15,442	15,491	16,189	15,563	15,400	15,655

MONTHLY TDT DATA DETAIL

Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: September 30, 2014



**Bay County
Tourist Development Council**



Clerk of Court & Comptroller

Tourist Tax Data and Statistics Report for month ending:

September 30, 2014



Bay County
Tourist Development Council

November 3, 2014

Tourist Development Council
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending September 30, 2014. 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 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, 2014

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	362	560	576	1,494	478	3,470
2 Bedroom	630	521	382	1,596	1,073	4,202
3+ Bedrooms	206	208	162	807	394	1,777
Total	1,198	1,289	1,120	3,897	1,945	9,449



Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending September 30, 2014

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$480,296	\$885,717	\$613,927	\$1,526,671	\$575,957	\$4,082,568
2 Bedroom	\$1,047,344	\$877,596	\$455,940	\$1,981,974	\$1,277,892	\$5,640,745
3+ Bedrooms	\$491,928	\$397,431	\$313,201	\$1,713,965	\$670,041	\$3,586,567
Total	\$2,019,568	\$2,160,744	\$1,383,069	\$5,222,610	\$2,523,889	\$13,309,880



Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending September 30, 2014

Hotel/Motel Units:	4,467
Hotel/Motel Gross Receipts:	\$6,162,599

Single Family Units:	552
Single Family Gross Receipts:	\$935,747

Miscellaneous Units:	1,187
Miscellaneous Gross Receipts:	\$934,318

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

Supporting Data and Service Contributors

Dan Sowell, CFA
Bay County Property Appraiser

Robert Snaidman

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BAY COUNTY

Support Staff



Bay County

Geographic Information Systems

Jennifer Morgan / Chris Mathers

QlikView



GeoQlik