

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: February 28, 2019



**Clerk of Court &  
Comptroller**

**Report for Month  
Ending**

**February 28, 2019**



**Bay County  
Tourist Development Council**

March 29th, 2019

Tourist Development Council  
Bay County, Florida



**Council Members:**

Attached please find statistical and graphical reports for the five months ending February 28th, 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 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" 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.

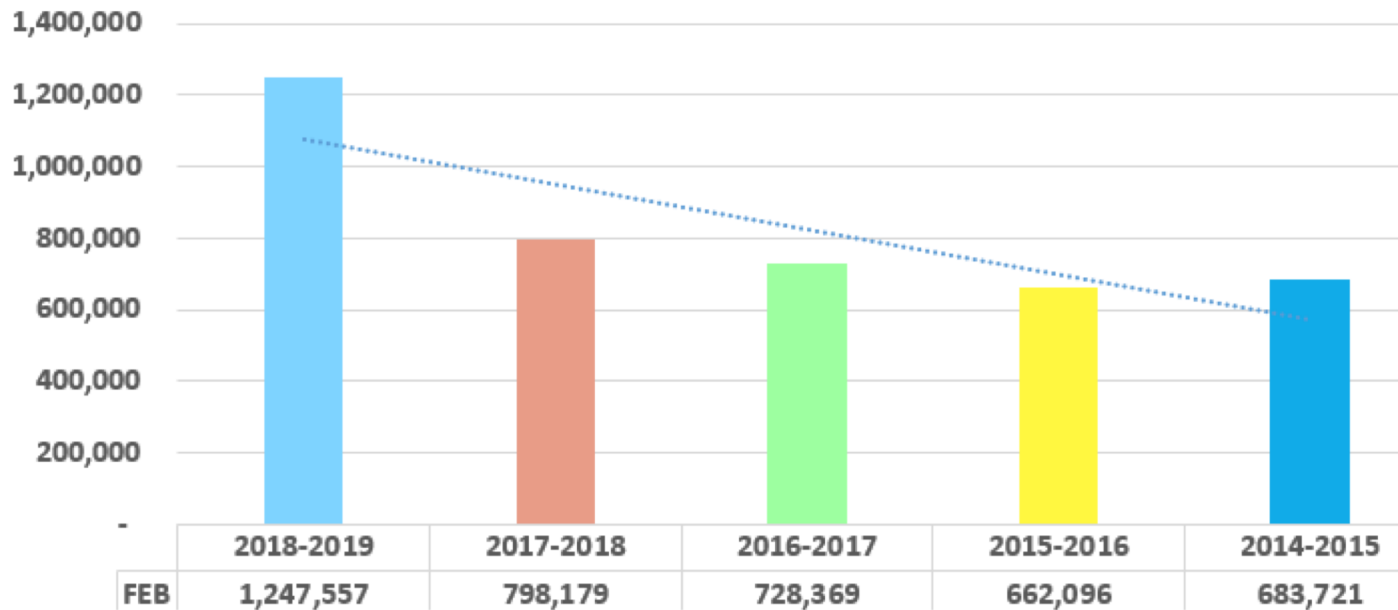
Sincerely,

A handwritten signature in black ink that reads "Bill Kinsaul".

Bill Kinsaul  
Clerk of Court and Comptroller

# Cash Collection Analysis: Panama City Beach

For the month ending  
February 28, 2019

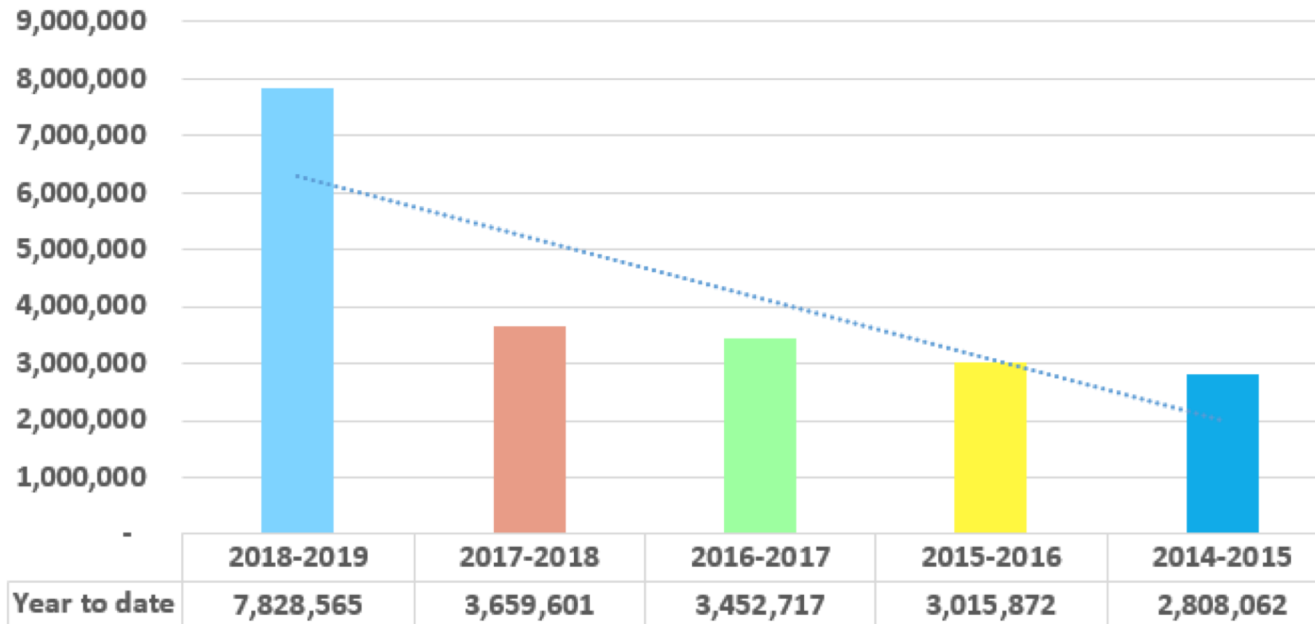


Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Cash Collection Analysis: Panama City Beach

Five months ending  
February 28, 2019

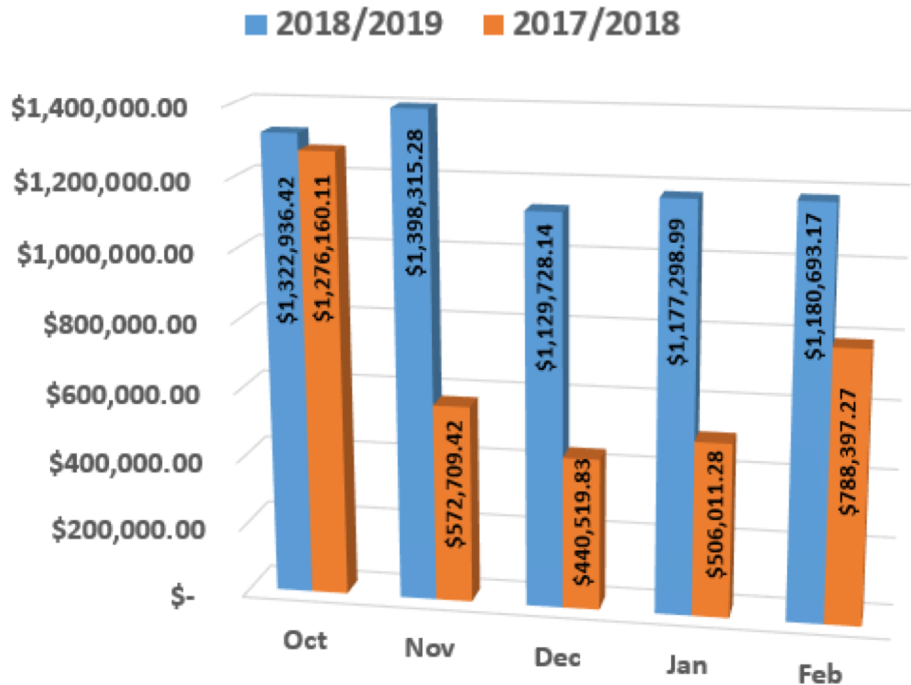


Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Accrual Attribution Data

## Panama City Beach



| Accrual Attribution Data |                 |                 |                 |            |
|--------------------------|-----------------|-----------------|-----------------|------------|
|                          | 2018/2019       | 2017/2018       | Variance        | Variance % |
| Oct                      | \$ 1,322,936.42 | \$ 1,276,160.11 | \$ 46,776.31    | 3.67%      |
| Nov                      | \$ 1,398,315.28 | \$ 572,709.42   | \$ 825,605.86   | 144.16%    |
| Dec                      | \$ 1,129,728.14 | \$ 440,519.83   | \$ 689,208.31   | 156.45%    |
| Jan                      | \$ 1,177,298.99 | \$ 506,011.28   | \$ 671,287.71   | 132.66%    |
| Feb                      | \$ 1,180,693.17 | \$ 788,397.27   | \$ 392,295.90   | 49.76%     |
|                          | \$ 6,208,972.00 | \$ 3,583,797.91 | \$ 2,625,174.09 |            |

"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

## Collection Period

|     | <u>Oct</u>      | <u>Nov</u>      | <u>Dec</u>      | <u>Jan</u>      | <u>Feb</u>     |                |
|-----|-----------------|-----------------|-----------------|-----------------|----------------|----------------|
| Pre | \$ 1,415,925.93 | \$ 122,667.31   | \$ 42,573.09    | \$ 11,126.69    | \$ 7,097.89    | \$1,599,390.91 |
| Oct | \$ 912,924.65   | \$ 400,750.01   | \$ 4,330.00     | \$ 4,843.61     | \$ 88.15       | \$1,322,936.42 |
| Nov | \$ 5,665.71     | \$ 1,357,847.24 | \$ 26,980.33    | \$ 5,169.62     | \$ 2,652.38    | \$1,398,315.28 |
| Dec | \$ 2,522.55     | \$ 11,717.69    | \$ 1,085,771.49 | \$ 22,881.37    | \$ 6,835.04    | \$1,129,728.14 |
| Jan | \$ 137.72       | \$ 179.71       | \$ 6,205.83     | \$ 1,130,449.62 | \$ 40,326.11   | \$1,177,298.99 |
| Feb | \$ 79.22        |                 | \$ 394.52       | \$ 9,082.30     | \$1,171,137.13 | \$1,180,693.17 |
| Mar |                 |                 | \$ 253.36       | \$ 478.85       | \$ 18,619.59   | \$ 19,351.80   |
| Apr |                 |                 | \$ 50.00        |                 | \$ 800.28      | \$ 850.28      |
| May |                 |                 |                 |                 |                | \$ -           |
| Jun |                 |                 |                 |                 |                | \$ -           |
| Jul |                 |                 |                 |                 |                | \$ -           |
| Aug |                 |                 |                 |                 |                | \$ -           |
| Sep |                 |                 |                 |                 |                | \$ -           |
|     | \$ 2,337,255.78 | \$ 1,893,161.96 | \$ 1,166,558.62 | \$ 1,184,032.06 | \$1,247,556.57 | \$7,828,564.99 |

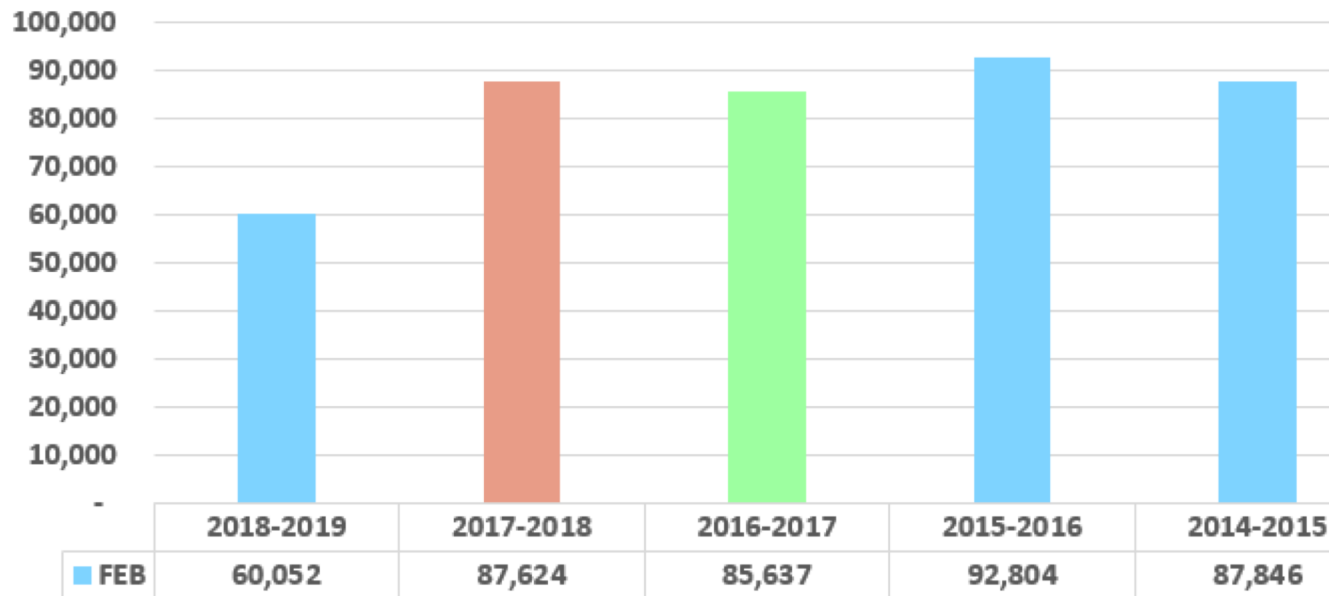
Attributed period

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

# Cash Collection Analysis:

# Panama City

For the month ending  
February 28, 2019



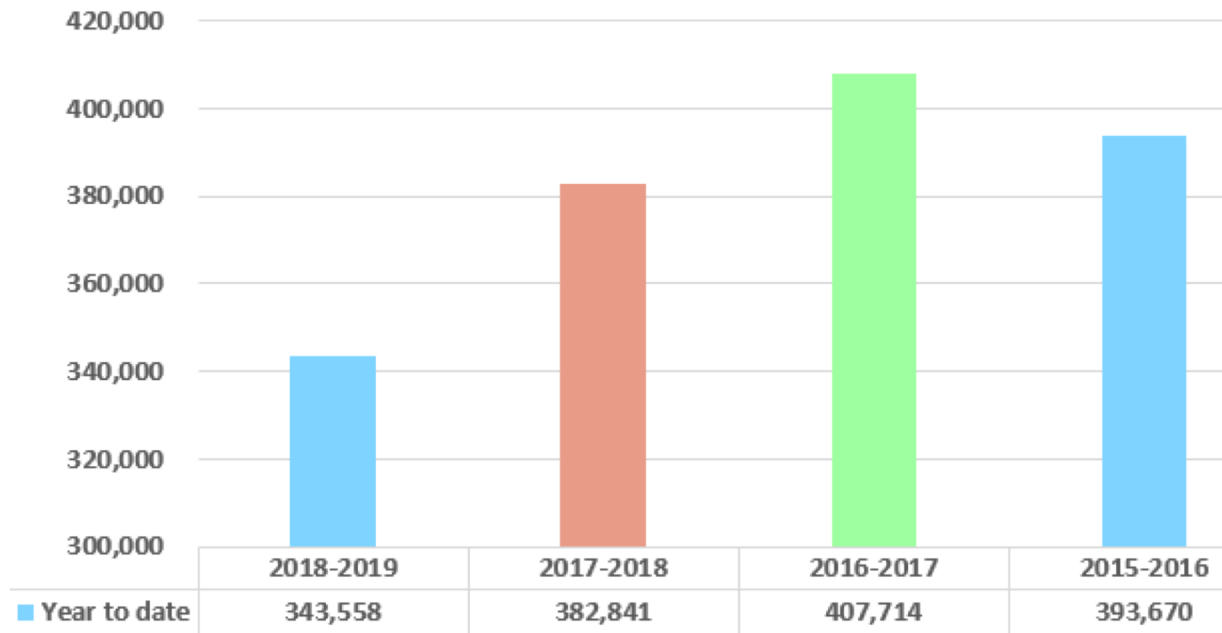
Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Cash Collection Analysis:

# Panama City

Five months ending  
February 28, 2019



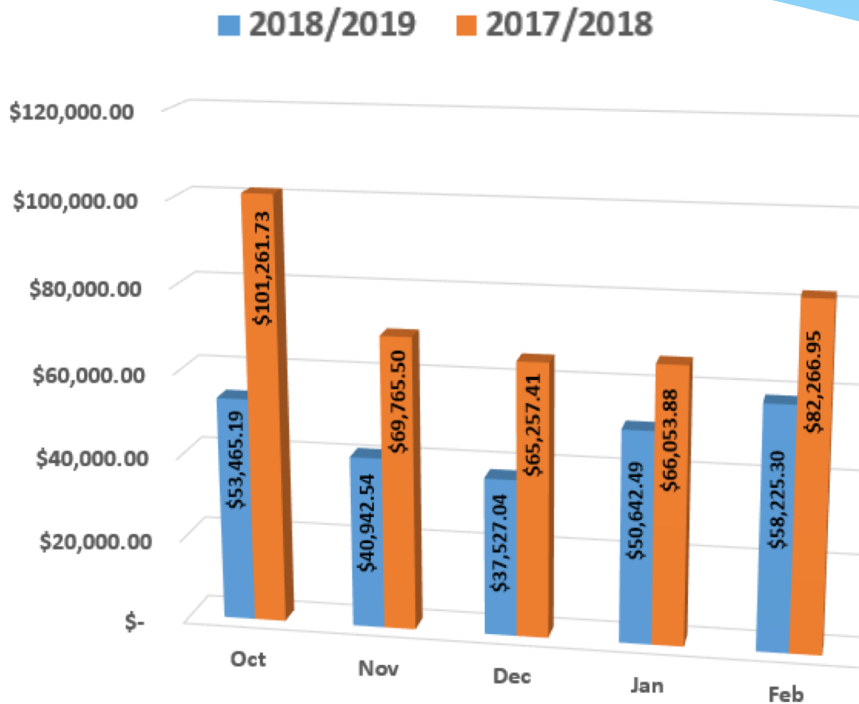
Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).





# Accrual Attribution Data

## Panama City



| 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                      | \$ 37,527.04  | \$ 65,257.41  | \$ (27,730.37)  | -42.49%    |
| Jan                      | \$ 50,642.49  | \$ 66,053.88  | \$ (15,411.39)  | -23.33%    |
| Feb                      | \$ 58,225.30  | \$ 82,266.95  | \$ (24,041.65)  | -29.22%    |
|                          | \$ 182,577.26 | \$ 384,605.47 | \$ (119,761.26) |            |

"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

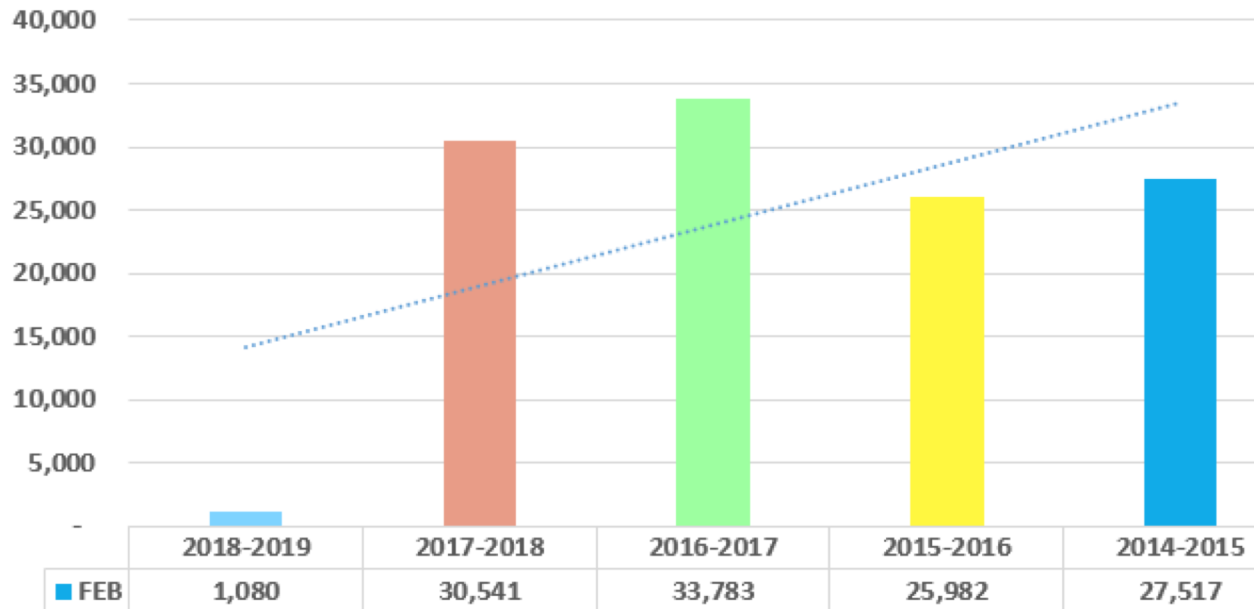
|                   |     | Collection Period |              |              |             |             |               |
|-------------------|-----|-------------------|--------------|--------------|-------------|-------------|---------------|
|                   |     | Oct               | Nov          | Dec          | Jan         | Feb         |               |
| Attributed period | Pre | \$ 82,074.95      | \$ 18,289.19 | \$ -         | \$ 613.99   | \$ 1,625.75 | \$ 102,603.88 |
|                   | 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    | \$ 37,527.04  |
|                   | Jan |                   |              |              | \$50,642.49 |             | \$ 50,642.49  |
|                   | Feb |                   |              |              |             | \$58,225.30 | \$ 58,225.30  |
|                   | Mar |                   |              |              |             | \$ 151.37   | \$ 151.37     |
|                   | Apr |                   |              |              |             |             | \$ -          |
|                   | May |                   |              |              |             |             | \$ -          |
|                   | Jun |                   |              |              |             |             | \$ -          |
|                   | Jul |                   |              |              |             |             | \$ -          |
|                   | Aug |                   |              |              |             |             | \$ -          |
|                   | Sep |                   |              |              |             |             | \$ -          |
|                   |     | \$ 113,726.48     | \$ 76,471.67 | \$ 41,935.58 | \$51,371.66 | \$60,052.42 | \$ 343,557.81 |

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



# Cash Collection Analysis: Mexico Beach

For the month ending  
February 28, 2019

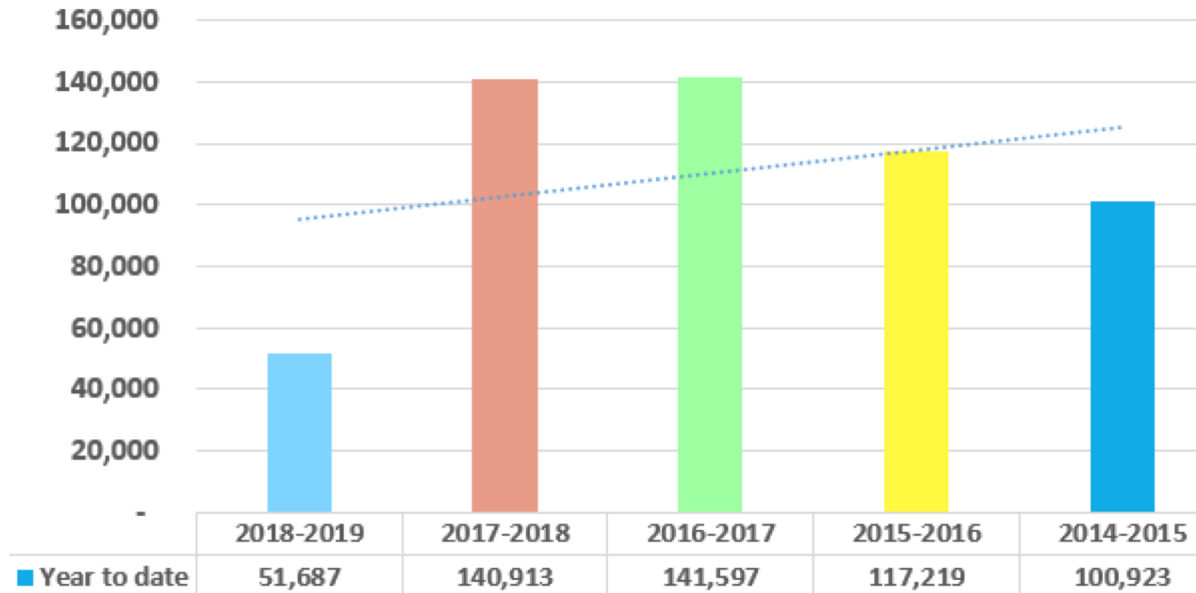


Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Cash Collection Analysis: Mexico Beach

Five months ending  
February 28, 2019

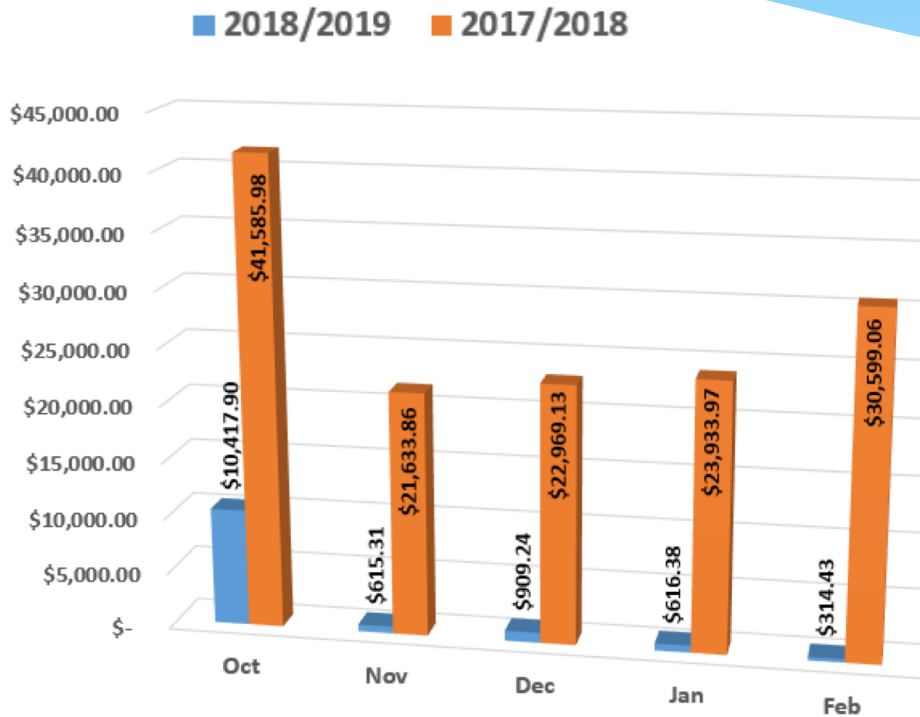


Note: This report represents collections on a cash basis. The collection period is indicative of all cash receipts generated in the following month (i.e. December period collections are generated January 1st through January 31st).



# Accrual Attribution Data

## Mexico Beach



| Accrual Attribution Data |              |               |                 |            |
|--------------------------|--------------|---------------|-----------------|------------|
|                          | 2018/2019    | 2017/2018     | Variance        | Variance % |
| Oct                      | \$ 10,417.90 | \$ 41,585.98  | \$ (31,168.08)  | -74.95%    |
| Nov                      | \$ 615.31    | \$ 21,633.86  | \$ (21,018.55)  | -97.16%    |
| Dec                      | \$ 909.24    | \$ 22,969.13  | \$ (22,059.89)  | -96.04%    |
| Jan                      | \$ 616.38    | \$ 23,933.97  | \$ (23,317.59)  | -97.42%    |
| Feb                      | \$ 314.43    | \$ 30,599.06  | \$ (30,284.63)  | -98.97%    |
|                          | \$ 12,558.83 | \$ 140,722.00 | \$ (127,848.74) |            |

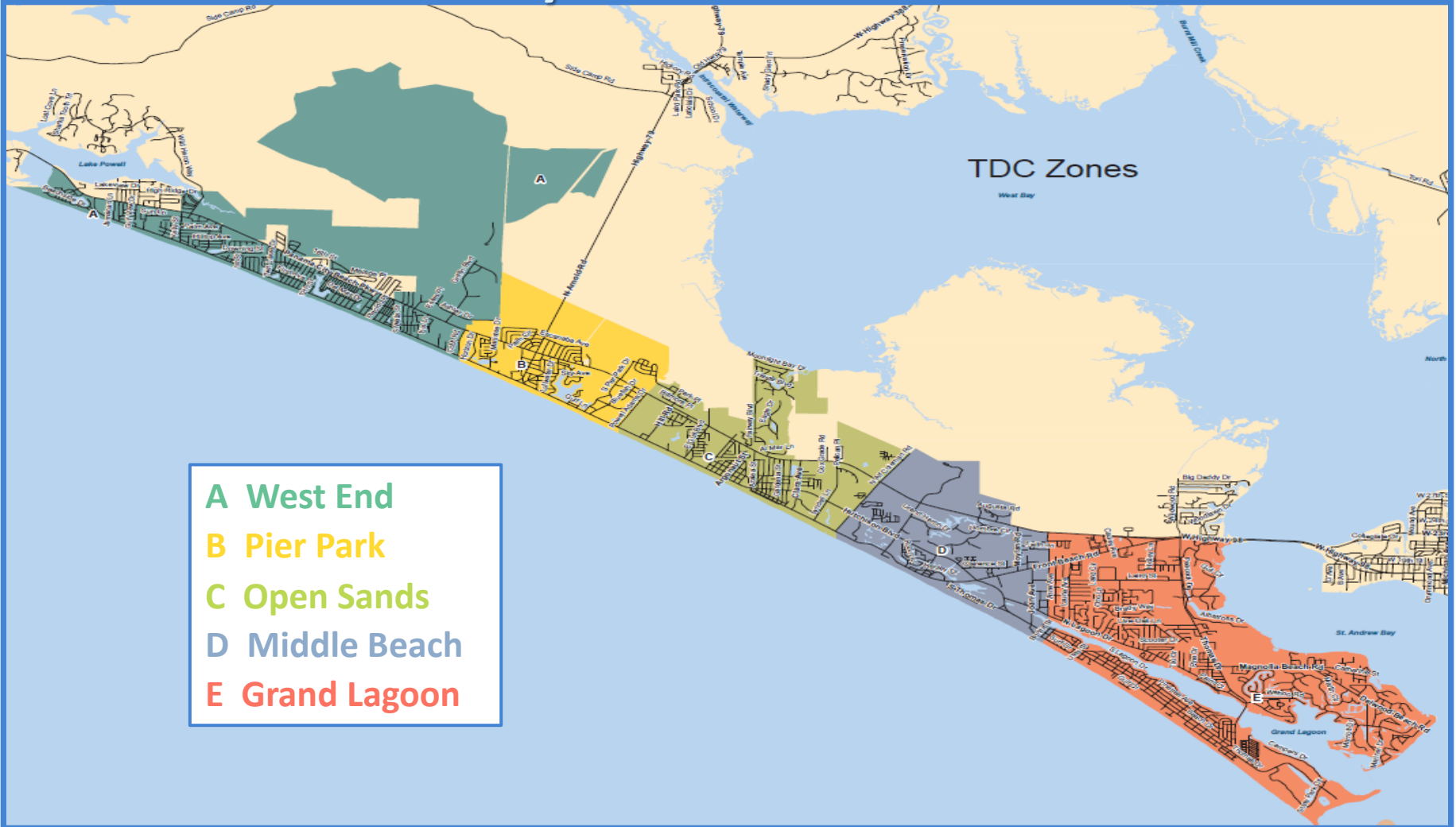
"On November 1, 2018, The Tourist Development Council met and approved an amendment to its Program of Work to allow tourist development tax collections in excess of FY 2018 levels for the period of October through February to be used for specified purposes to further tourism interests with the impacted 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

|                   |     | Collection Period |              |             |             |             |              |
|-------------------|-----|-------------------|--------------|-------------|-------------|-------------|--------------|
|                   |     | Oct               | Nov          | Dec         | Jan         | Feb         |              |
| Attributed period | Pre | \$ 12,604.28      | \$ 24,922.15 | \$ 184.72   | \$ 387.60   | \$ 715.12   | \$ 38,813.87 |
|                   | Oct | \$ 2,810.09       | \$ 7,607.81  | \$ -        | \$ -        |             | \$ 10,417.90 |
|                   | Nov | \$ 41.44          | \$ 150.00    | \$ 423.87   | \$ -        |             | \$ 615.31    |
|                   | Dec |                   |              | \$ 421.51   | \$ 487.73   |             | \$ 909.24    |
|                   | Jan |                   |              |             | \$ 566.38   | \$ 50.00    | \$ 616.38    |
|                   | Feb |                   |              |             |             | \$ 314.43   | \$ 314.43    |
|                   | Mar |                   |              |             |             |             | \$ -         |
|                   | Apr |                   |              |             |             |             | \$ -         |
|                   | May |                   |              |             |             |             | \$ -         |
|                   | Jun |                   |              |             |             |             | \$ -         |
|                   | Jul |                   |              |             |             |             | \$ -         |
|                   | Aug |                   |              |             |             |             | \$ -         |
|                   | Sep |                   |              |             |             |             | \$ -         |
|                   |     | \$ 15,455.81      | \$ 32,679.96 | \$ 1,030.10 | \$ 1,441.71 | \$ 1,079.55 | \$ 51,687.13 |

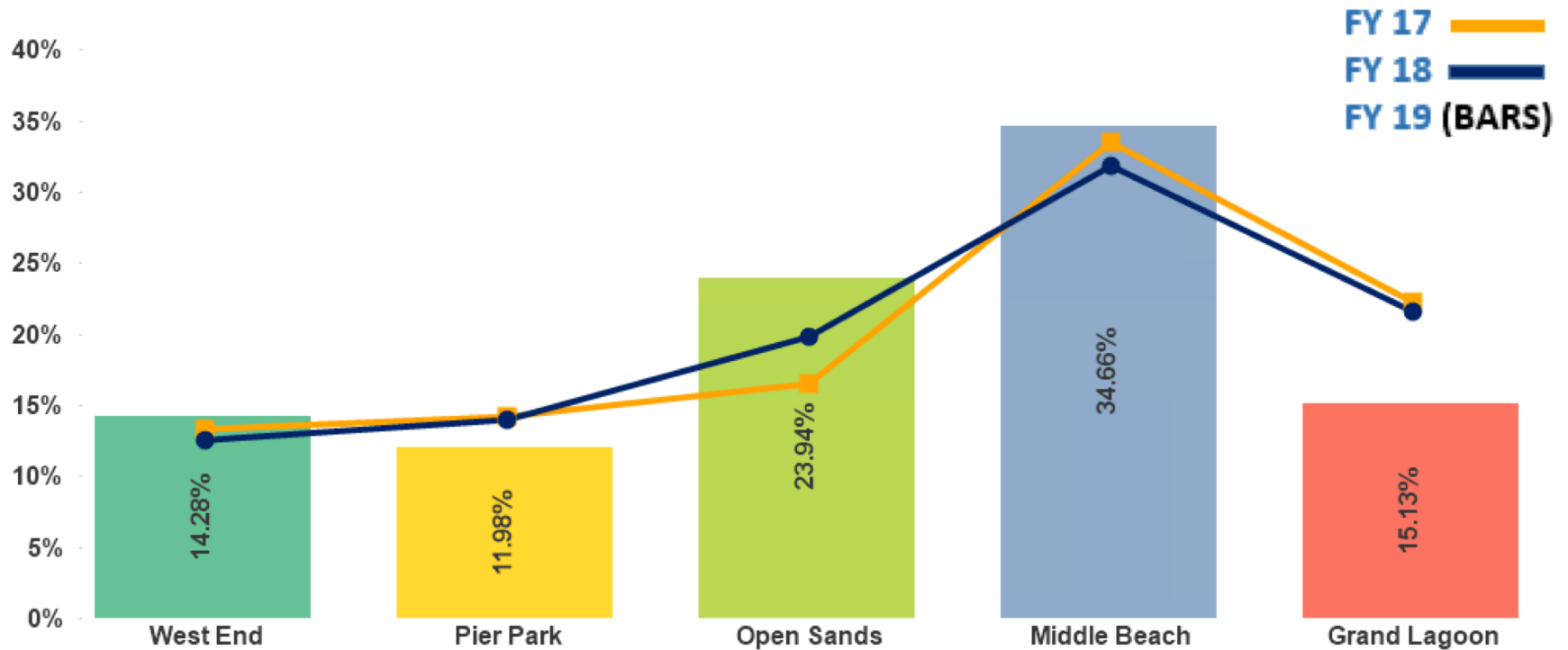
Note: This report delineates the attribution of collected revenue in a given reporting period.

# Layout of TDC Zones



- A West End**
- B Pier Park**
- C Open Sands**
- D Middle Beach**
- E Grand Lagoon**

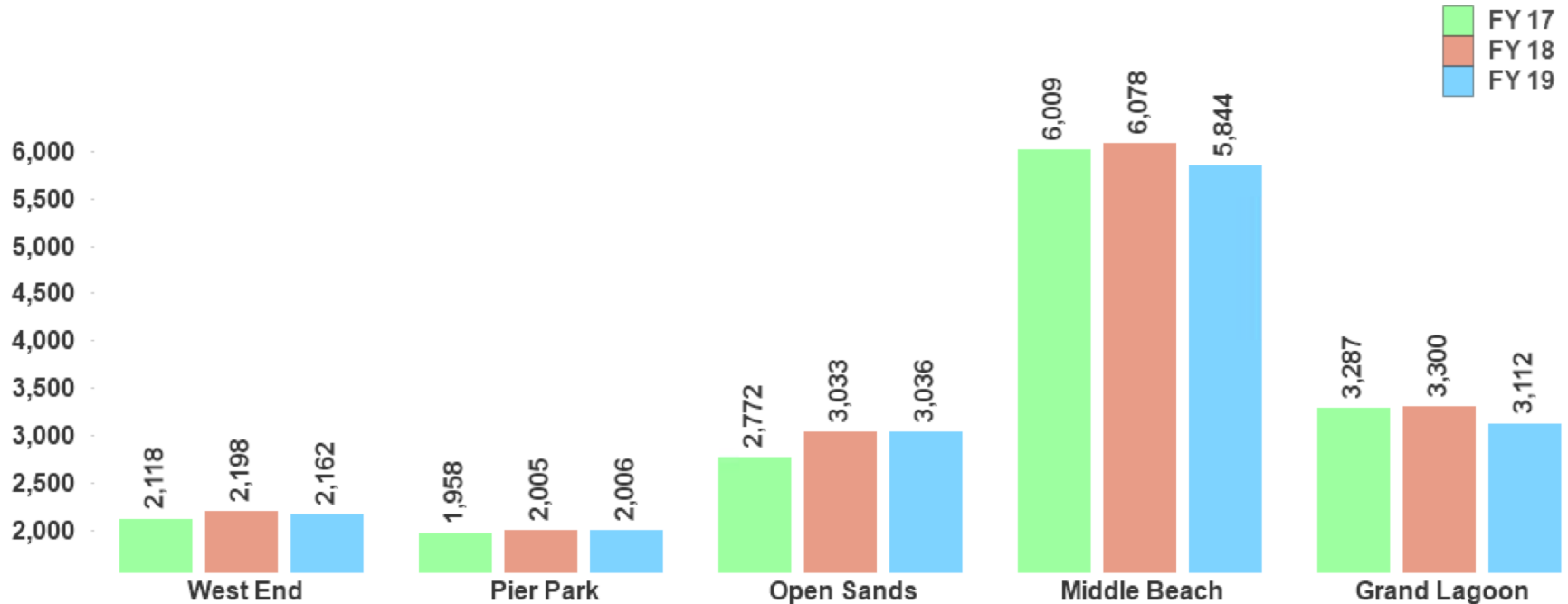
# Annual % of Gross Receipts by Zones Three Year February Comparison



| Feb  | West End | Pier Park | Open Sands | Middle Beach | Grand Lagoon |
|------|----------|-----------|------------|--------------|--------------|
| FY17 | 13.33%   | 14.22%    | 16.58%     | 33.57%       | 22.30%       |
| FY18 | 12.56%   | 13.98%    | 19.91%     | 31.93%       | 21.61%       |
| FY19 | 14.28%   | 11.98%    | 23.94%     | 34.66%       | 15.13%       |

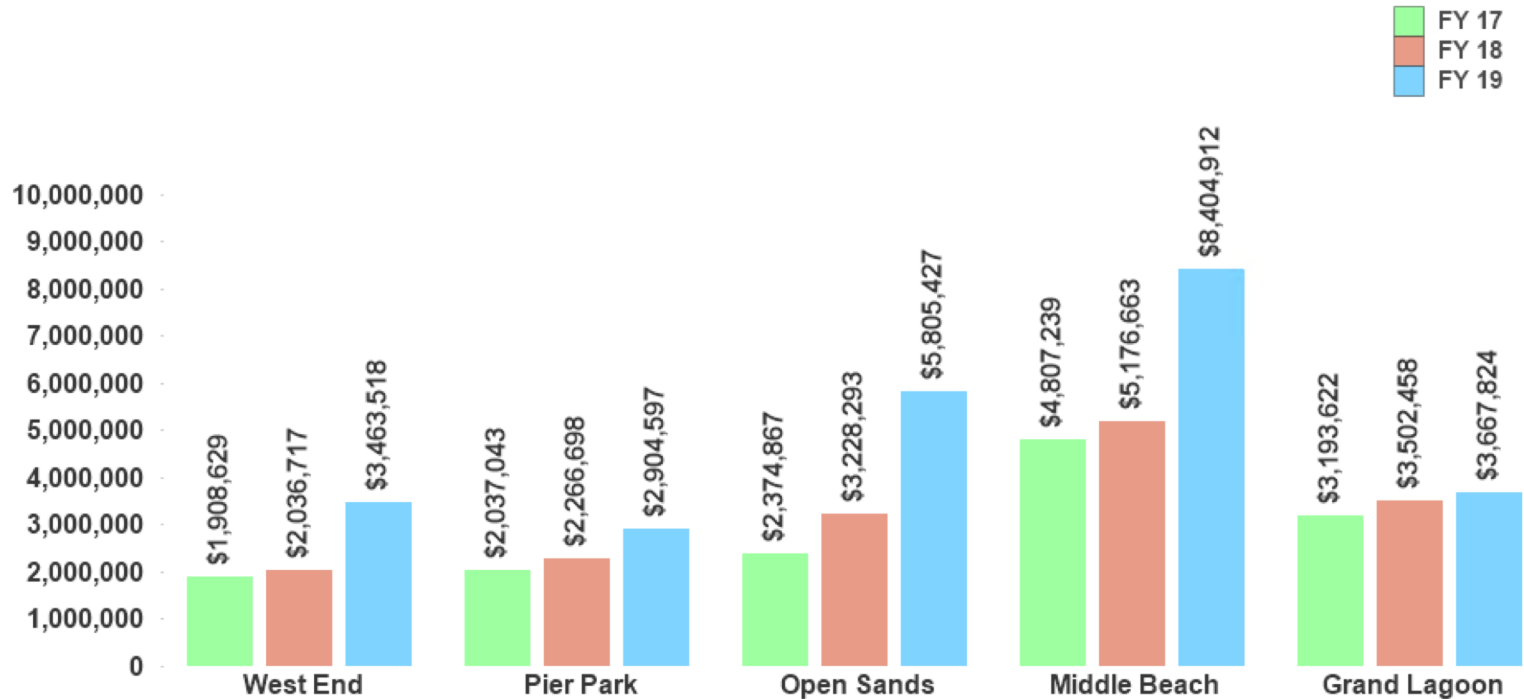


# Total Unit Count Three Year February Comparison



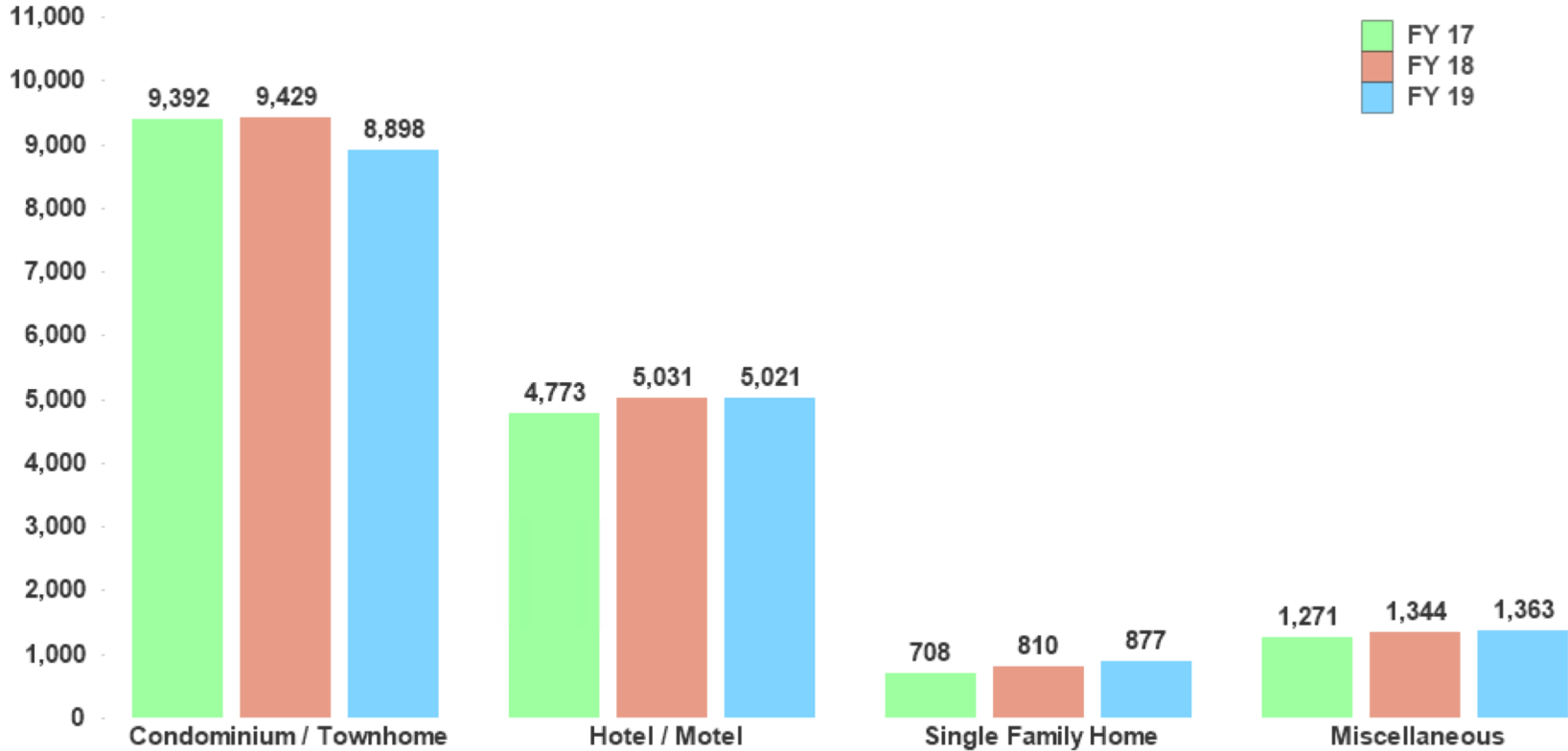
|       | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| FY 17 | 16,091 | 16,097 | 16,420 | 16,082 | 16,144 | 16,462 | 16,394 | 16,440 | 16,629 | 16,688 | 16,710 | 16,837 |
| FY 18 | 16,616 | 16,595 | 16,822 | 16,706 | 16,614 | 16,884 | 16,621 | 16,761 | 17,033 | 16,902 | 16,901 | 17,014 |
| FY 19 | 16,865 | 16,873 | 17,020 | 16,775 | 16,160 |        |        |        |        |        |        |        |

# Gross Rental Receipts Three Year February Comparison



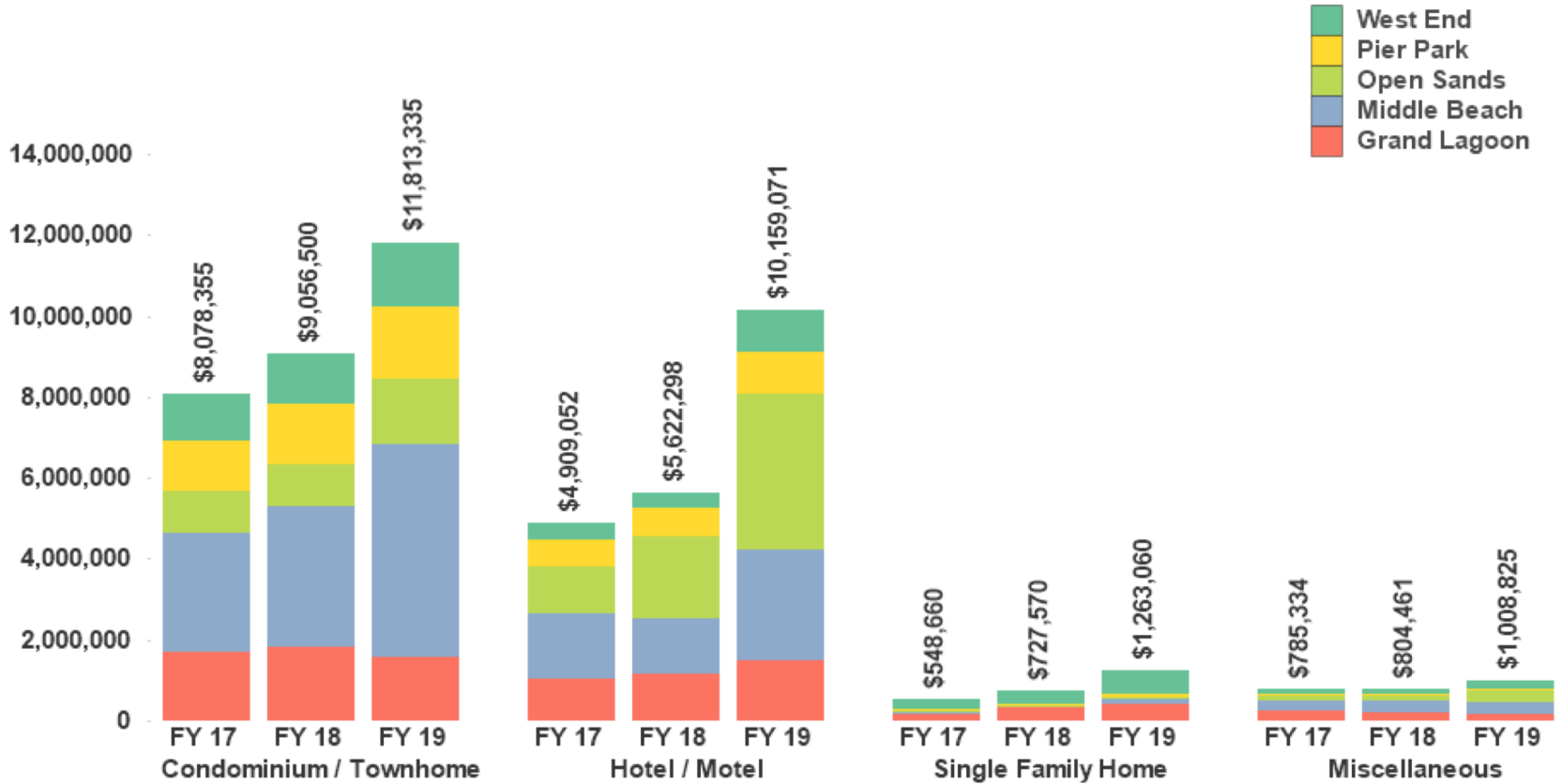
\*Rounded to nearest whole dollar per each element

# Unit Count by Property Type Three Year February Comparison



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

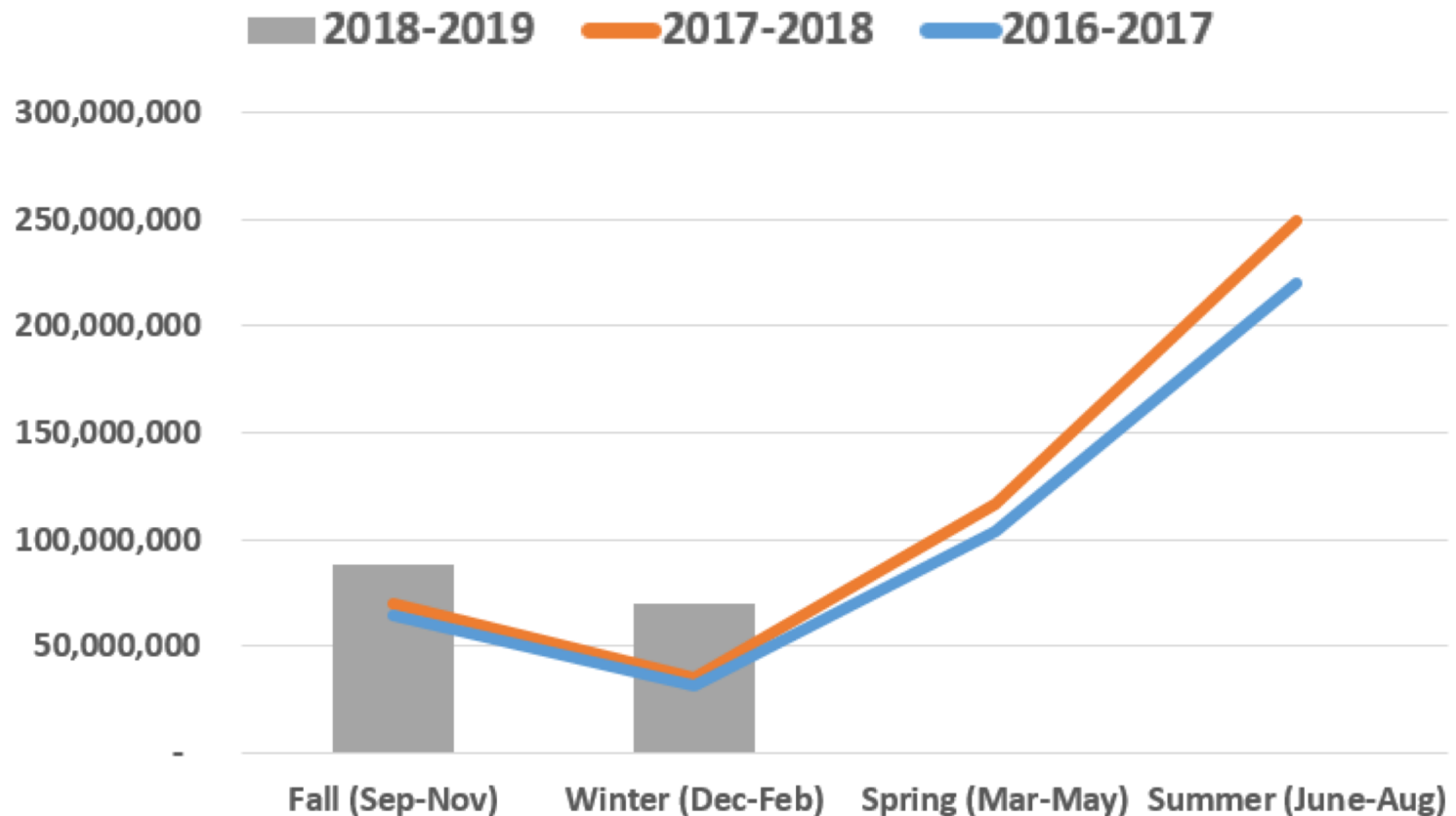
# Gross Receipts by Property Type Three Year February Comparison



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

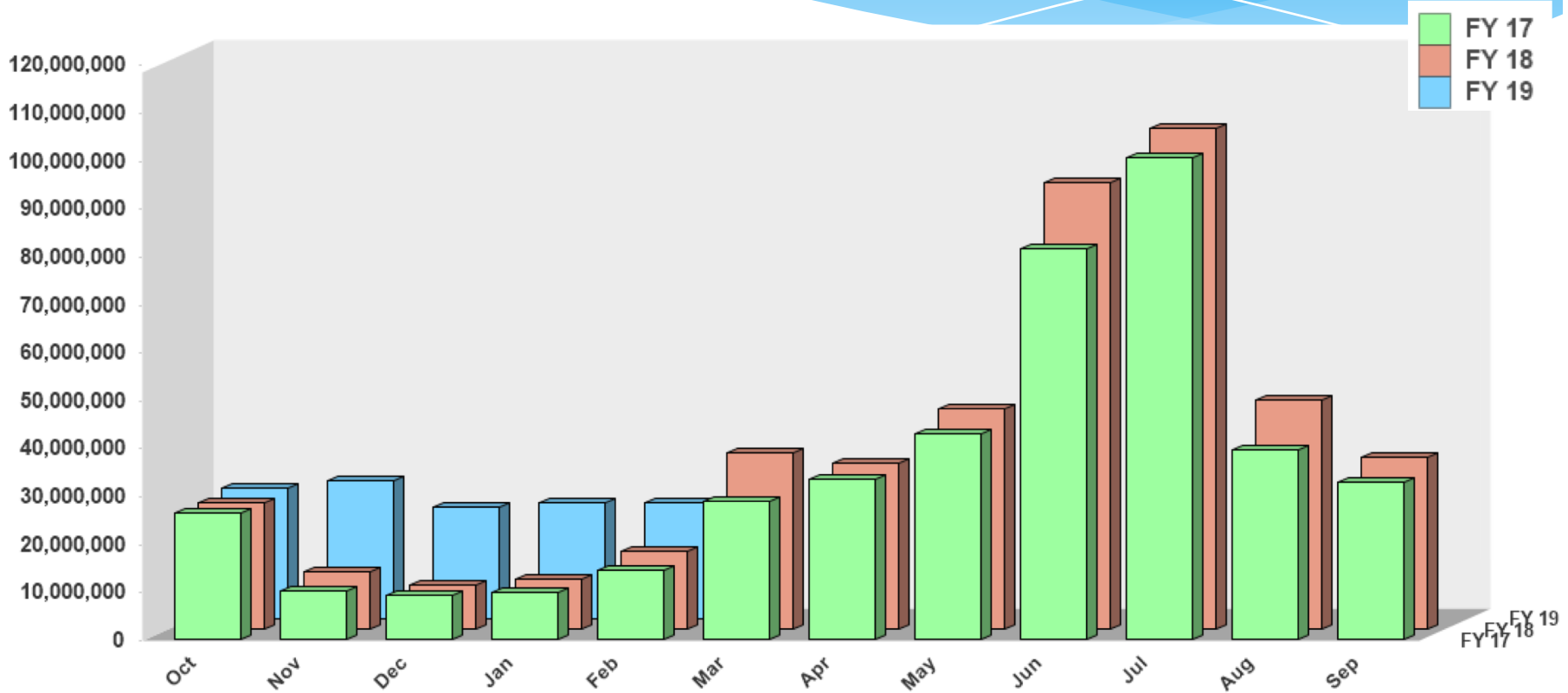
**\*Rounded to nearest whole dollar per each element**

# Seasonal Gross Receipts Three Year Comparison



# Year to Date Monthly Gross Receipts 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 | \$9,131,955  | \$9,865,719  | \$14,321,400 | \$28,666,048 | \$33,329,202 | \$43,037,246 | \$81,349,653 | \$100,458,789 | \$39,579,971 | \$32,677,105 |
| FY 18 | \$26,218,386 | \$11,986,212 | \$9,218,282  | \$10,509,137 | \$16,210,829 | \$36,850,493 | \$34,630,746 | \$45,890,267 | \$93,058,671 | \$104,424,192 | \$47,926,980 | \$35,906,658 |
| FY 19 | \$27,418,288 | \$28,838,632 | \$23,252,813 | \$24,113,833 | \$24,244,292 |              |              |              |              |               |              |              |

\*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: February 28, 2019**



## Reporting Units grouped by Condominium / Townhome property type for month ending February 28, 2019

| BedRoomGroup | West End | Pier Park | Open Sands | Middle Beach | Grand Lagoon | Total |
|--------------|----------|-----------|------------|--------------|--------------|-------|
| 1 Bedroom    | 359      | 520       | 552        | 1,497        | 382          | 3,310 |
| 2 Bedroom    | 649      | 535       | 386        | 1,468        | 880          | 3,918 |
| 3+ Bedrooms  | 193      | 201       | 171        | 819          | 286          | 1,670 |
| Total        | 1,201    | 1,256     | 1,109      | 3,784        | 1,548        | 8,898 |



# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending February 28, 2019

| BedRoomGroup | West End    | Pier Park   | Open Sands  | Middle Beach | Grand Lagoon | Total        |
|--------------|-------------|-------------|-------------|--------------|--------------|--------------|
| 1 Bedroom    | \$450,634   | \$662,190   | \$716,512   | \$1,554,671  | \$261,664    | \$3,645,672  |
| 2 Bedroom    | \$810,581   | \$763,173   | \$516,286   | \$2,044,629  | \$936,245    | \$5,070,915  |
| 3+ Bedrooms  | \$319,539   | \$346,633   | \$384,588   | \$1,653,427  | \$392,562    | \$3,096,749  |
| Total        | \$1,580,755 | \$1,771,996 | \$1,617,387 | \$5,252,727  | \$1,590,471  | \$11,813,335 |



## Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending February 28, 2019

|                             |                     |
|-----------------------------|---------------------|
| Hotel/Motel Units:          | <b>5,021</b>        |
| Hotel/Motel Gross Receipts: | <b>\$10,159,071</b> |

|                               |                    |
|-------------------------------|--------------------|
| Single Family Units:          | <b>877</b>         |
| Single Family Gross Receipts: | <b>\$1,263,060</b> |

|                               |                    |
|-------------------------------|--------------------|
| Miscellaneous Units:          | <b>1,363</b>       |
| Miscellaneous Gross Receipts: | <b>\$1,008,825</b> |

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

# Supporting Data and Service Contributors



Robert Snaidman



Support Staff



Bay County

**Geographic Information Systems**

Jennifer Morgan / Chris Mathers



**QlikView**



**GeoQlik**

