

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: December 31, 2015



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





February 1, 2016

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 three months ending December 31, 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,

Bill Kinsaul  
Clerk of Court and Comptroller

# Clerk of Court & Comptroller

## Report for Month Ending

### December 31, 2015



Bay County  
Tourist Development Council

# Revenue Analysis Panama City Beach



## Revenue Analysis Panama City Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 1,043,959	\$ 968,831	\$ 75,128	7.75%
November	480,700	367,803	112,897	30.69%
December	354,738	342,313	12,425	3.63%
January			0	n/a
February			0	n/a
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 1,879,397</b>	<b>\$ 1,678,947</b>	<b>\$ 200,450</b>	<b>11.94%</b>

# Value of One Cent Panama City Beach

## Value of One Cent Panama City Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 207,360	\$ 192,508	\$ 14,852	7.72%
November	82,571	67,691	14,880	21.98%
December	62,182	79,959	(17,777)	-22.23%
January			0	n/a
February			0	n/a
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 352,113</b>	<b>\$ 340,158</b>	<b>\$ 11,955</b>	<b>3.51%</b>



# Revenue Analysis Panama City



## Revenue Analysis Panama City Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 94,571	\$ -	\$ 94,571	n/a
November	\$ 66,060	\$ -	\$ 66,060	n/a
December	\$ 62,080	\$ -	\$ 62,080	n/a
January			\$ -	n/a
February			\$ -	n/a
March			\$ -	n/a
April			\$ -	n/a
May			\$ -	n/a
June			\$ -	n/a
July			\$ -	n/a
August			\$ -	n/a
September			\$ -	n/a
<b>Total</b>	<b>\$ 222,711</b>	<b>\$ -</b>	<b>\$ 222,711</b>	<b>n/a</b>

# Value of One Cent Panama City

## Value of One Cent Panama City Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 17,619		\$ 17,619	n/a
November	13,438		13,438	n/a
December	12,283		12,283	n/a
January			0	n/a
February			0	n/a
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 43,340</b>	<b>\$ -</b>	<b>\$ 43,340</b>	<b>n/a</b>



# Revenue Analysis Mexico Beach



## Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 34,987	\$ 27,784	\$ 7,203	25.92%
November	17,261	13,611	3,650	26.82%
December	15,940	13,594	2,346	17.26%
January			0	n/a
February			0	n/a
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 68,188</b>	<b>\$ 54,989</b>	<b>\$ 13,199</b>	<b>24.00%</b>

# Value of One Cent Mexico Beach



## Value of One Cent Mexico Beach Fiscal Years Ending September 30, 2016 and 2015

Month	2015-2016	2014-2015	\$ Variance	% Variance
October	\$ 6,809	\$ 5,672	\$ 1,137	20.05%
November	3,399	2,443	956	39.13%
December	3,168	4,190	(1,022)	-24.39%
January			0	n/a
February			0	n/a
March			0	n/a
April			0	n/a
May			0	n/a
June			0	n/a
July			0	n/a
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 13,376</b>	<b>\$ 12,305</b>	<b>\$ 1,071</b>	<b>8.70%</b>



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

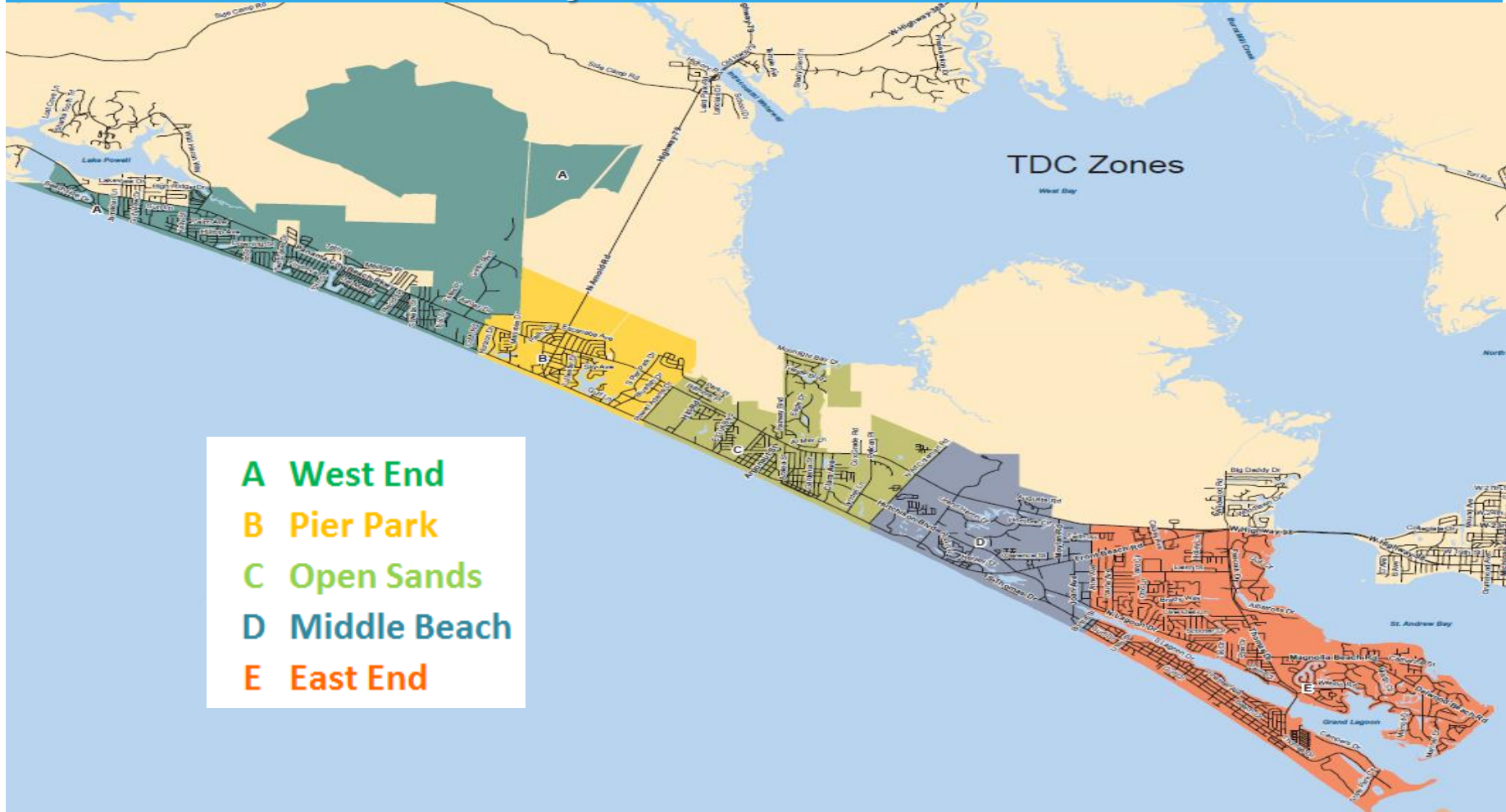
Month	Taxes	Penalties	Interest	Total Collections
Current period collections	310,294	1,883	2	312,179
Prior period collections	36,881	3,280	1,925	42,086
<b>Total collections</b>	<b>347,175</b>	<b>5,163</b>	<b>1,927</b>	<b>354,265</b>

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

Month	Taxes	Penalties	Interest	Total Collections
Current period collections	1,733,022	4,065	30	1,737,117
Prior period collections	117,957	15,892	7,788	141,637
<b>Total collections</b>	<b>1,850,979</b>	<b>19,957</b>	<b>7,818</b>	<b>1,878,754</b>



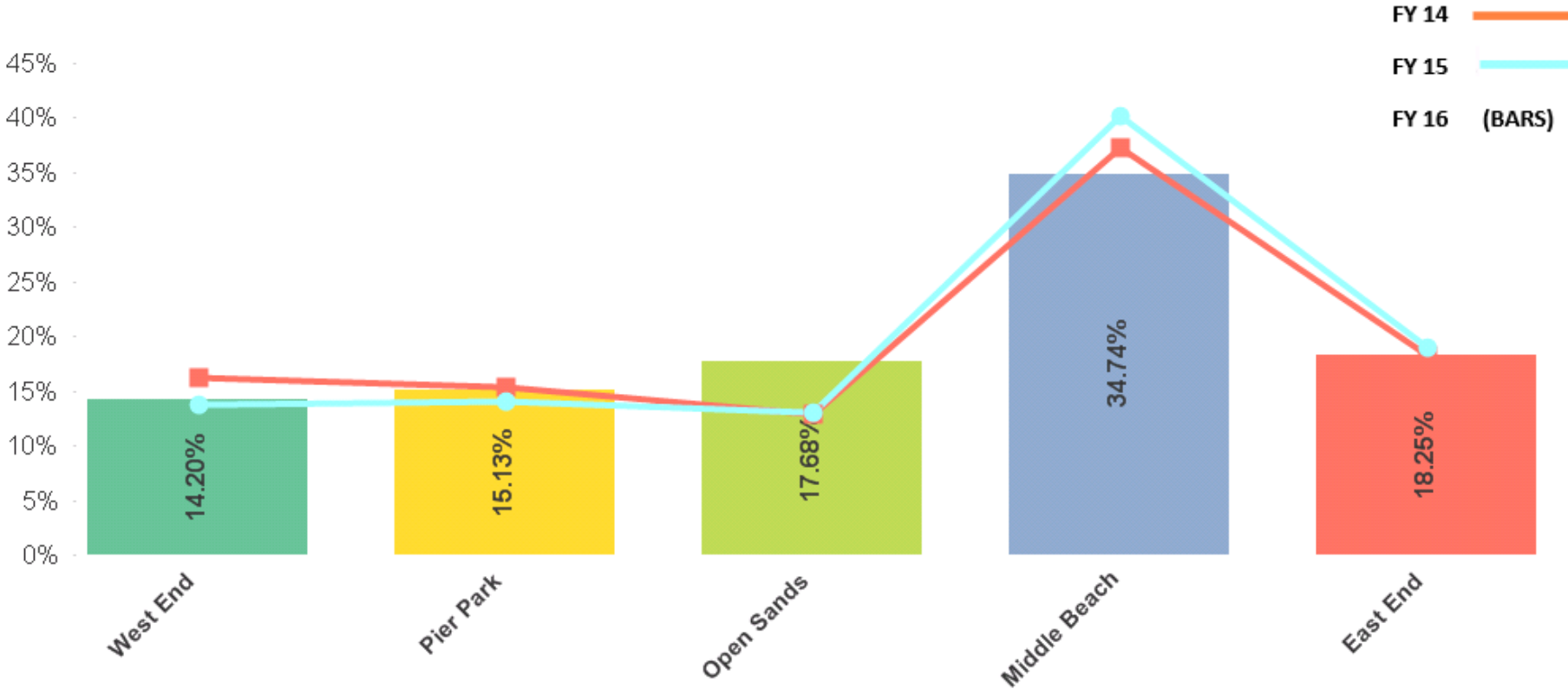
# Layout of TDC Zones



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

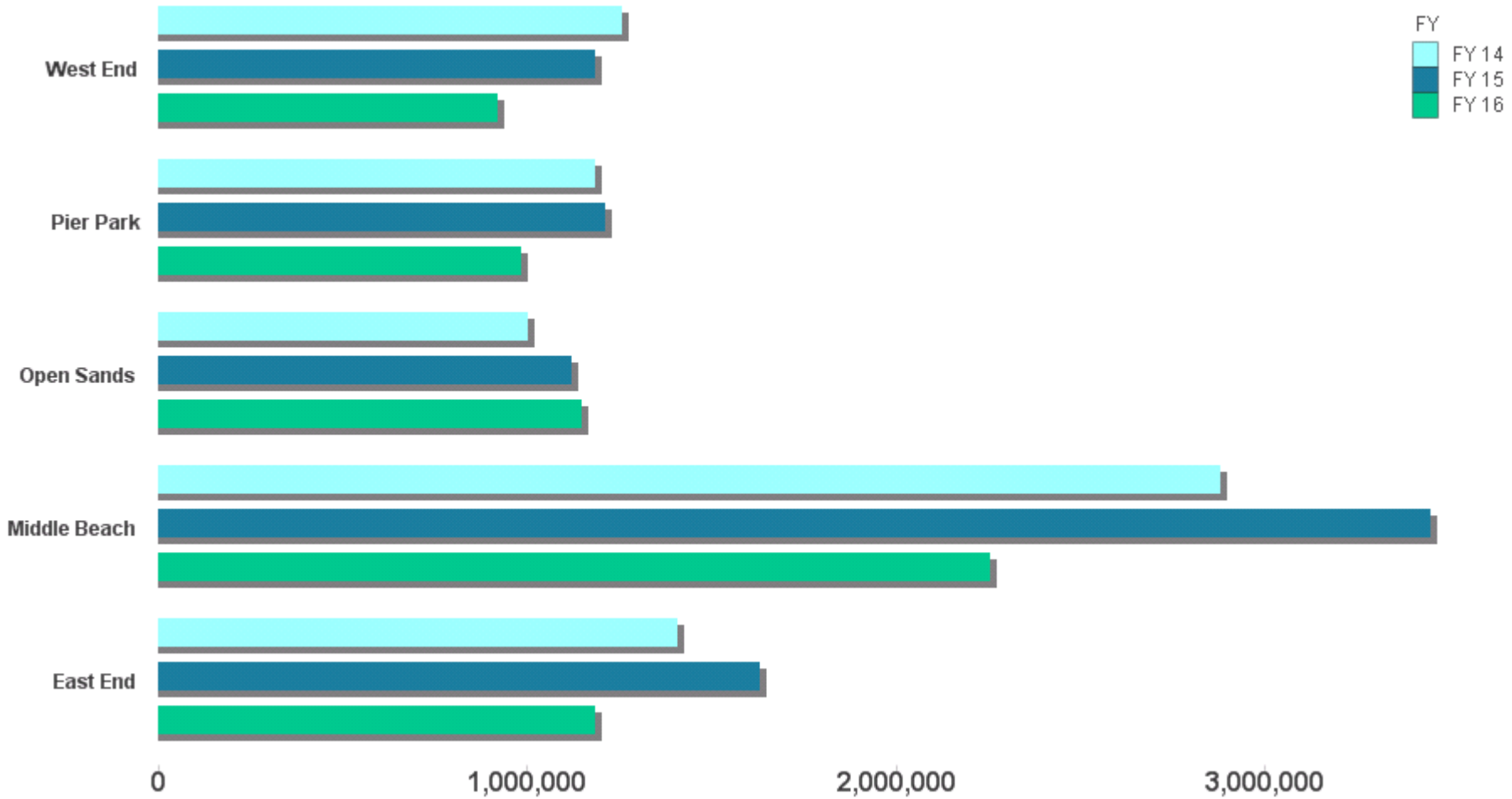
**BILL KINSAUL**  
**CLERK OF COURT & COMPTROLLER**  
**BAY COUNTY**

# % of Gross Receipts by Zones Three Year December Comparison

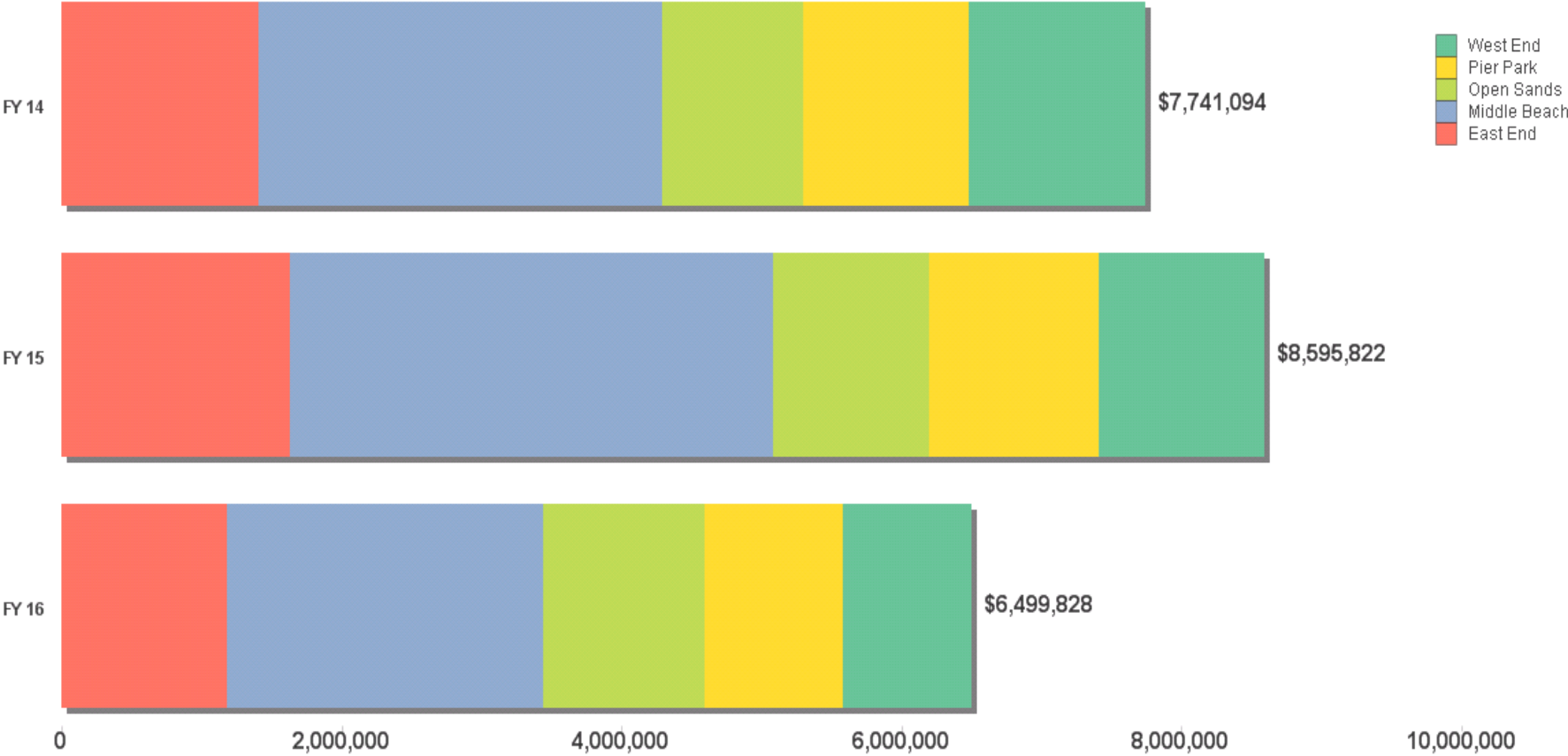


Dec	West End	Pier Park	Open Sands	Middle Beach	East End
FY14	16.28%	15.33%	12.96%	37.21%	18.21%
FY15	13.77%	14.10%	13.03%	40.13%	18.97%
FY16	<b>14.20%</b>	<b>15.13%</b>	<b>17.68%</b>	<b>34.74%</b>	<b>18.25%</b>

# Gross Rental Receipts Three Year December Comparison

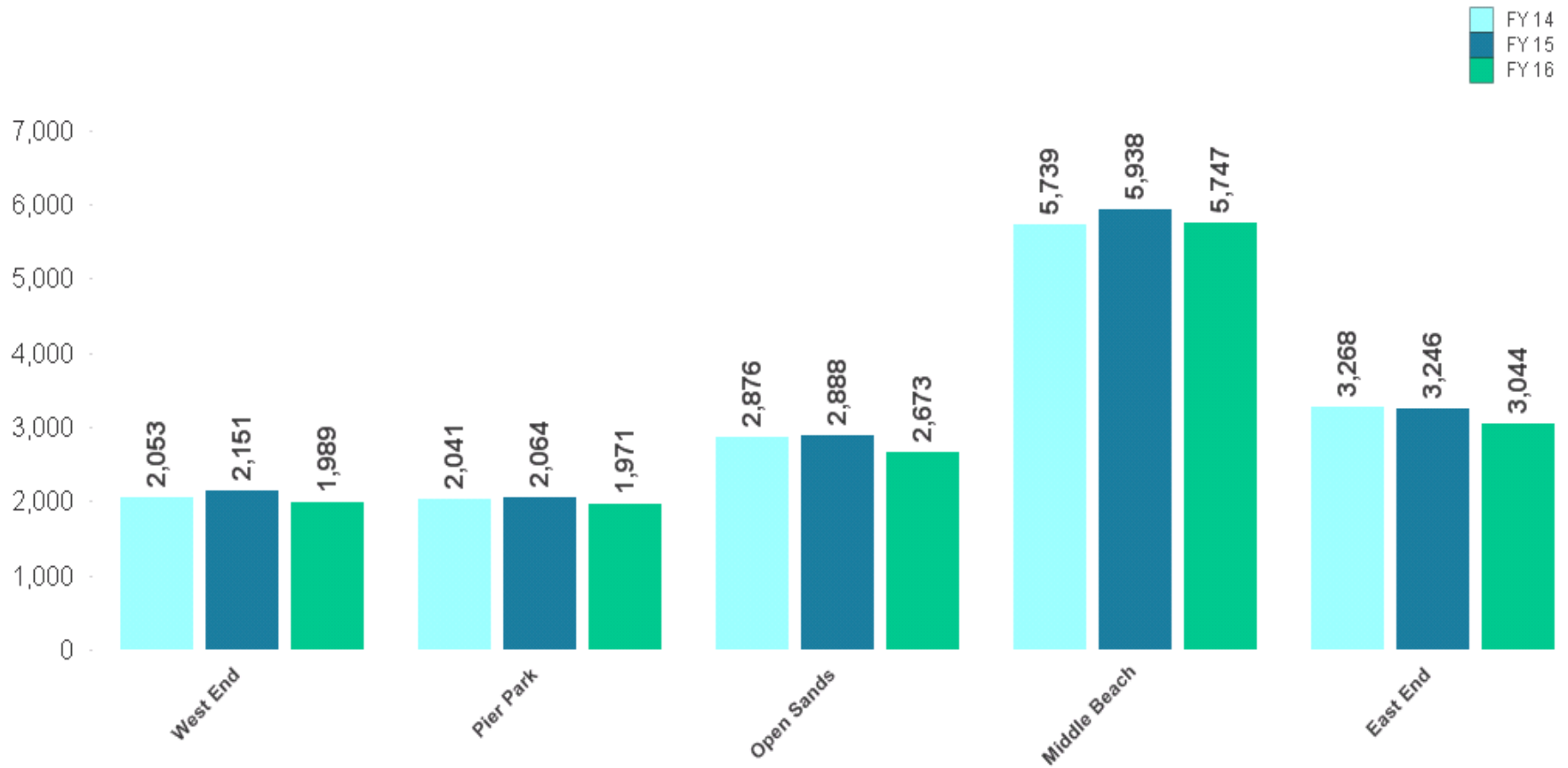


# Gross Rental Receipts Three Year December Comparison



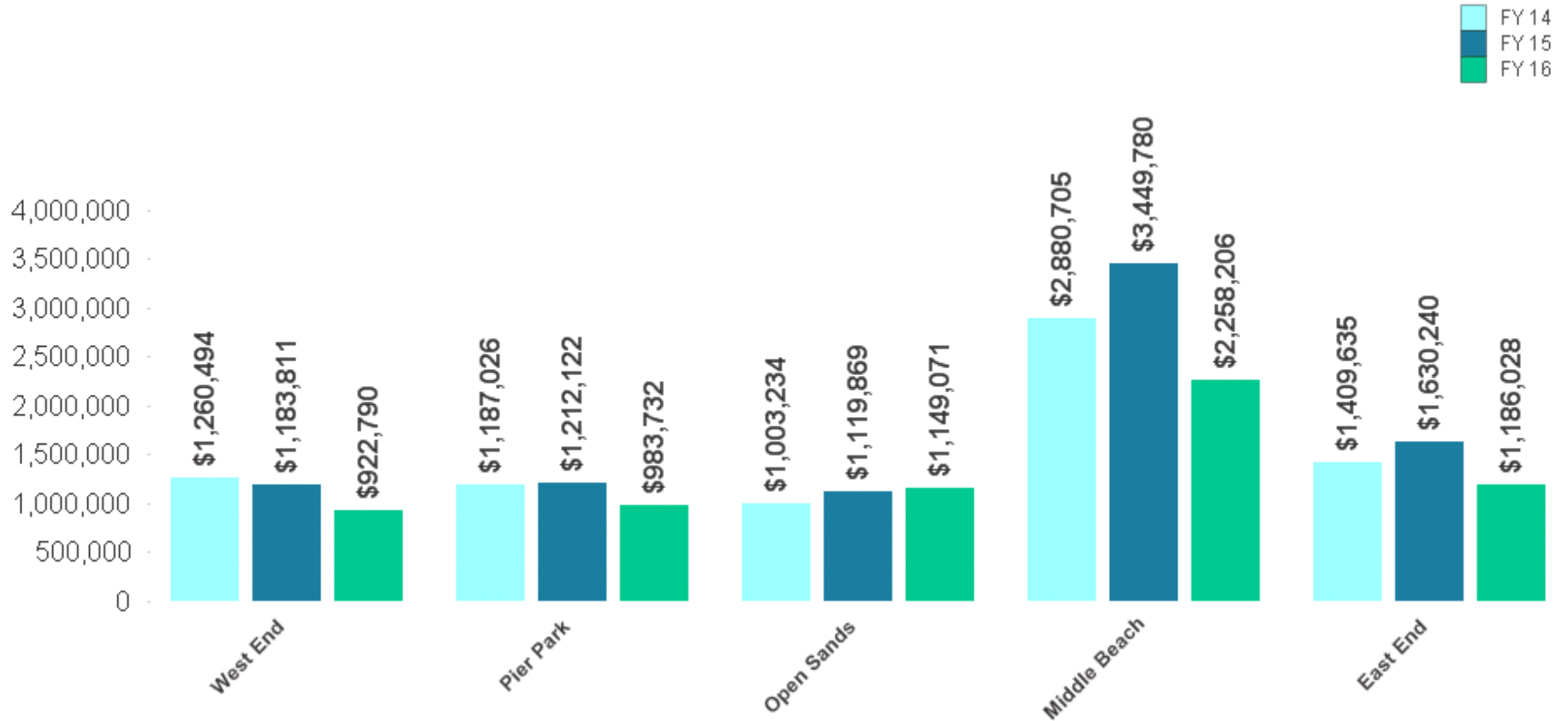
# Total Unit Count

## Three Year December Comparison

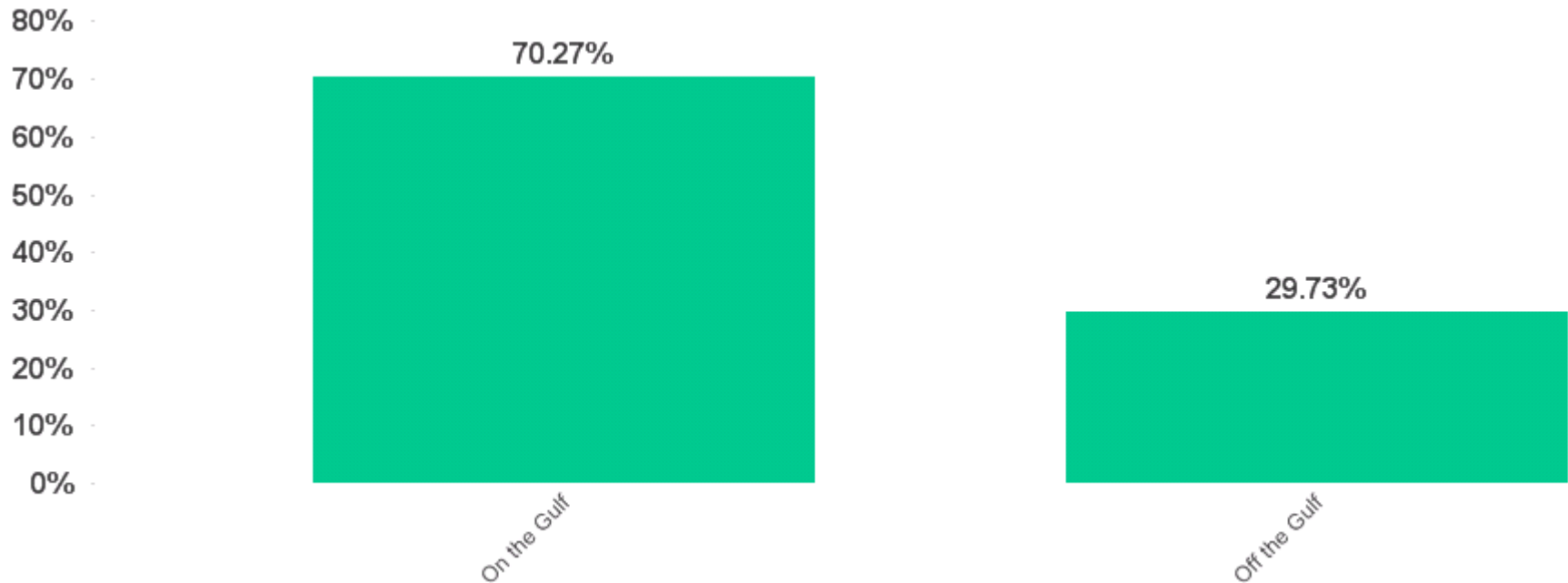


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	15,446	15,438	15,977	15,363	15,396	16,101	15,516	15,571	16,272	15,677	15,666	16,226
FY 15	15,578	15,567	16,287	15,591	15,530	16,038	15,686	15,756	16,293	15,914	15,935	16,353
FY 16	15,885	15,589	15,424									

# Gross Rental Receipts Three Year December Comparison

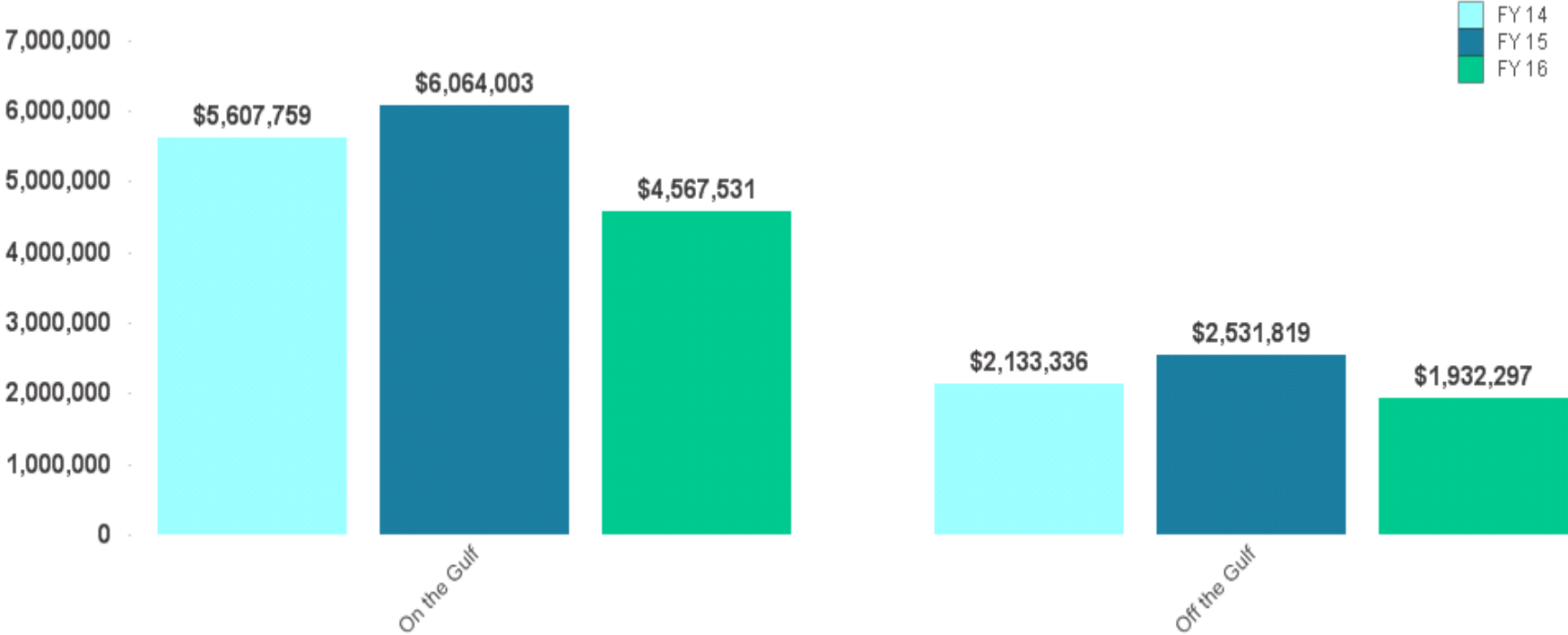


# Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf December 31, 2015

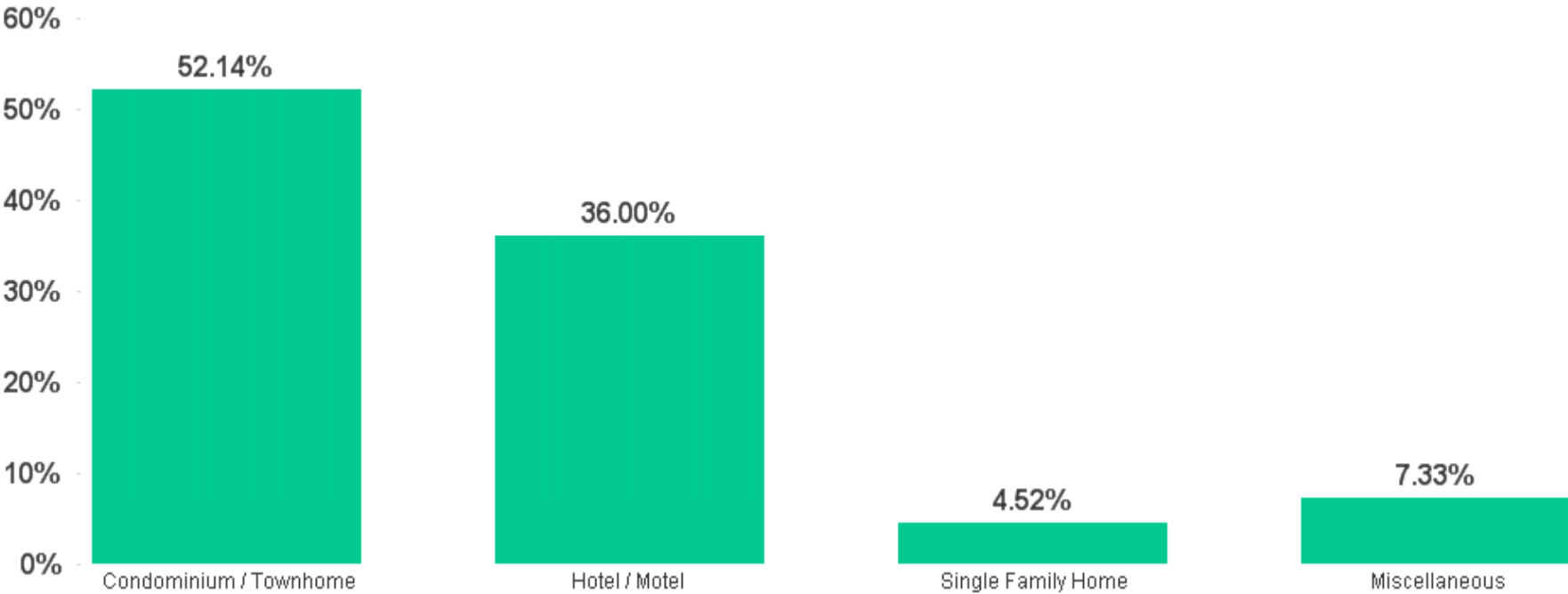




# Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf December 31, 2015

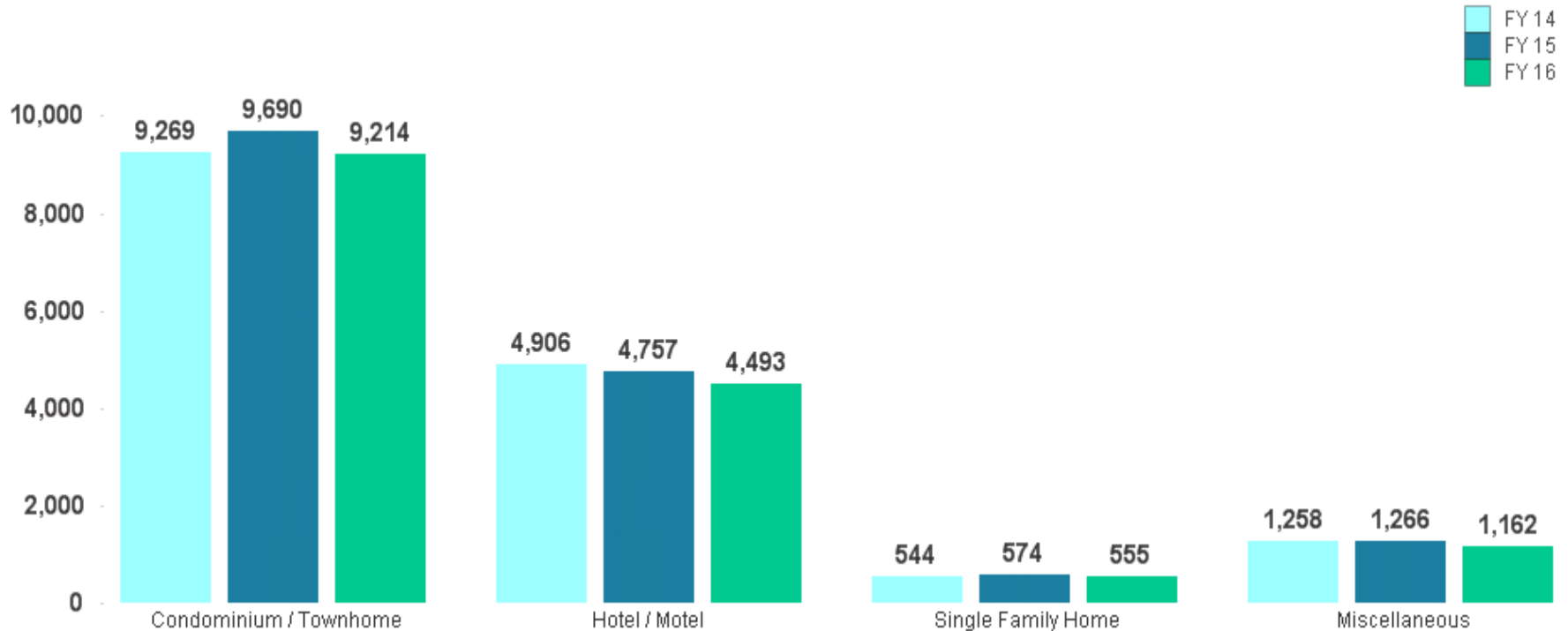


# Percentage Allocation Gross Rental Receipts by Property Type December 31, 2015



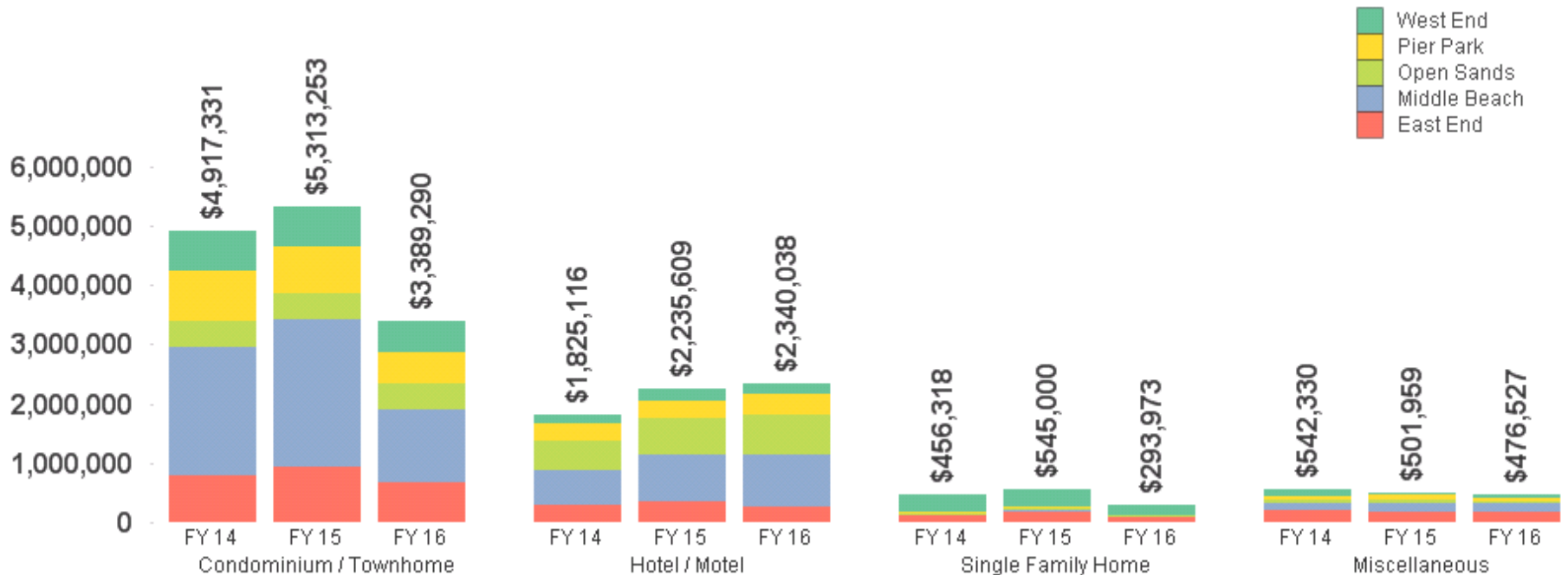
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Unit Count by Property Type Three Year December Comparison



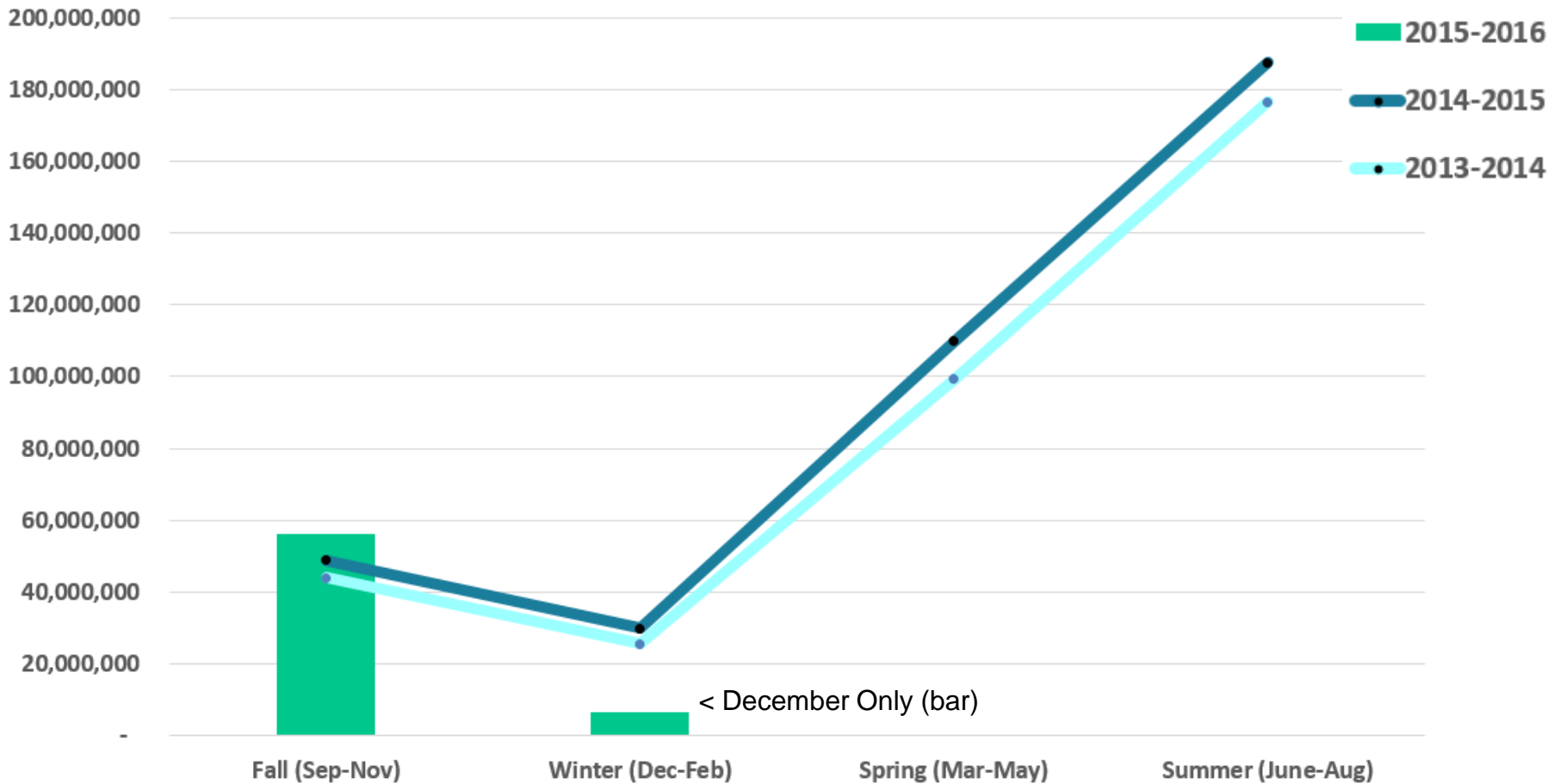
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year December Comparison

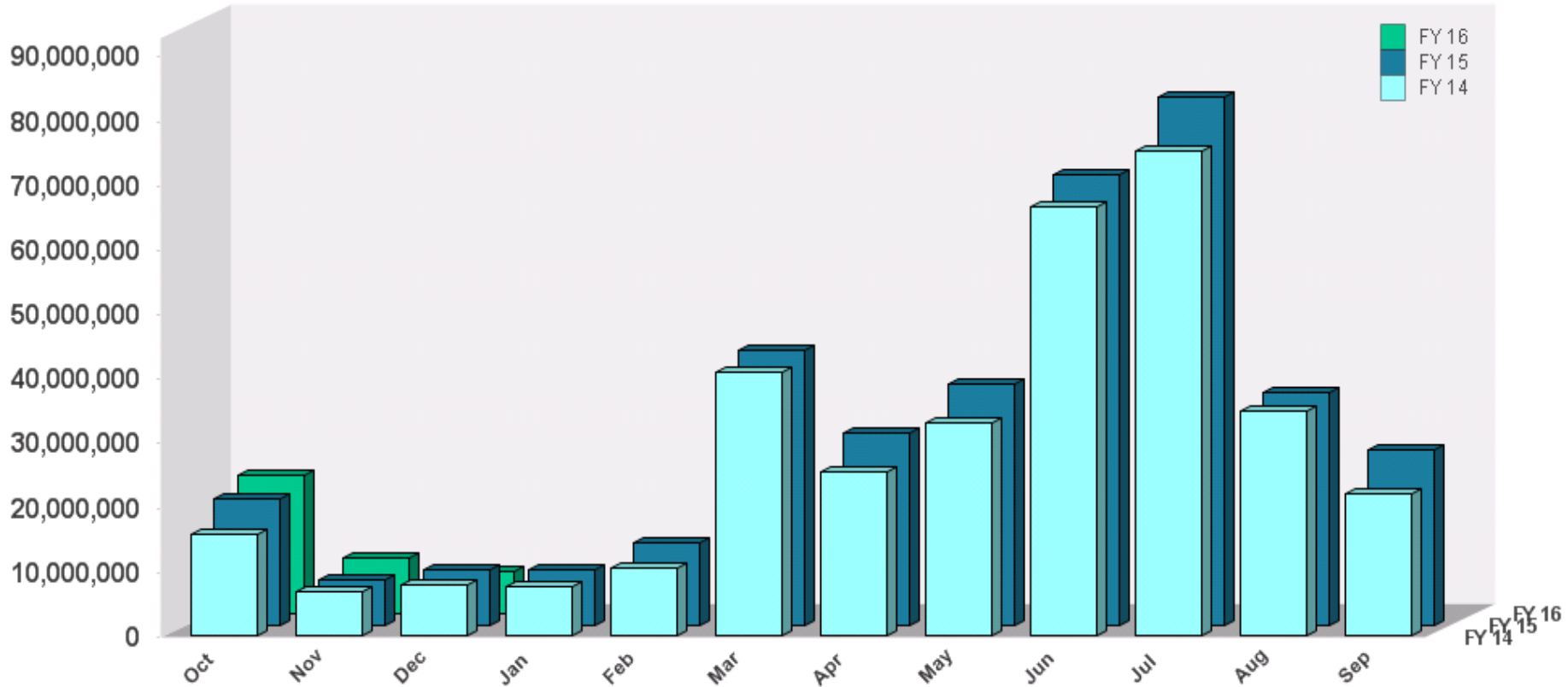


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Seasonal Gross Receipts Three Year Comparison



# Year to Date Monthly Gross Receipts Comparison



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	\$15,668,322	\$6,873,326	\$7,741,094	\$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	\$8,595,822	\$8,621,630	\$12,805,075	\$42,706,632	\$29,821,584	\$37,330,328	\$69,931,038	\$81,864,377	\$36,062,593	\$27,189,134
FY 16	\$21,480,973	\$8,594,093	\$6,499,828									

January 2016 – September 2016 To Be Determined

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: December 31, 2015**



**Bay County  
Tourist Development Council**



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

# Clerk of Court & Comptroller

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

### December 31, 2015

February 1, 2016

Tourist Development Council  
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending December 31, 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,

Bill Kinsaul  
Clerk of Court and Comptroller



Bay County  
Tourist Development Council



# Reporting Units grouped by Condominium / Townhome property type for month ending December 31, 2015

<b>BedRoomGroup</b>	West End	Pier Park	Open Sands	Middle Beach	East End	<b>Total</b>
1 Bedroom	356	512	564	1,485	452	<b>3,369</b>
2 Bedroom	679	518	383	1,556	1,002	<b>4,138</b>
3+ Bedrooms	220	193	157	787	350	<b>1,707</b>
<b>Total</b>	<b>1,255</b>	<b>1,223</b>	<b>1,104</b>	<b>3,828</b>	<b>1,804</b>	<b>9,214</b>



# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending December 31, 2015

<b>BedRoomGroup</b>	West End	Pier Park	Open Sands	Middle Beach	East End	<b>Total</b>
1 Bedroom	\$129,759	\$192,757	\$196,199	\$356,349	\$152,302	<b>\$1,027,367</b>
2 Bedroom	\$276,099	\$228,250	\$133,415	\$521,622	\$355,659	<b>\$1,515,046</b>
3+ Bedrooms	\$112,609	\$123,200	\$98,069	\$356,674	\$156,325	<b>\$846,877</b>
<b>Total</b>	<b>\$518,468</b>	<b>\$544,207</b>	<b>\$427,684</b>	<b>\$1,234,645</b>	<b>\$664,286</b>	<b>\$3,389,290</b>



# Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending December 31, 2015

Hotel/Motel Units:	<b>4,493</b>
Hotel/Motel Gross Receipts:	<b>\$2,340,038</b>

Single Family Units:	<b>555</b>
Single Family Gross Receipts:	<b>\$293,973</b>

Miscellaneous Units:	<b>1,162</b>
Miscellaneous Gross Receipts:	<b>\$476,527</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

