

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month and year ending: September 30, 2016



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

# Clerk of Court & Comptroller

## Report for Month Ending

September 30, 2016



Bay County  
Tourist Development Council

November 1, 2016

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the month and year ending September 30, 2016. Reports included herein include the following:

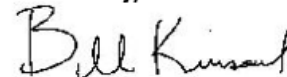
1. The "Revenue Analysis" report reflects actual dollars collected for the period and may include monies for past due taxes from previous reporting periods. This is typically the result of enforcement actions and/or payments against delinquent accounts.
2. The "Value of One Cent" report is formulated 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,

  
Bill Kinsaul

Clerk of Court and Comptroller

# 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	\$ 1,043,944	\$ 968,791	\$ 75,153	7.76%
November	480,520	367,763	112,757	30.66%
December	354,363	342,248	12,115	3.54%
January	475,427	445,974	29,453	6.60%
February	662,198	683,822	(21,624)	-3.16%
March	1,193,280	2,011,496	(818,216)	-40.68%
April	1,445,763	1,533,696	(87,933)	-5.73%
May	1,876,251	1,842,219	34,032	1.85%
June	3,491,951	3,379,126	112,825	3.34%
July	4,362,155	3,960,222	401,933	10.15%
August	1,671,868	1,745,766	(73,898)	-4.23%
September	1,422,161	1,323,524	98,637	7.45%
Total	\$ 18,479,881	\$ 18,604,647	\$ (124,766)	-0.67%

# 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	\$ 209,186	\$ 192,508	\$ 16,678	8.66%
November	84,790	67,691	17,099	25.26%
December	75,244	85,709	(10,465)	-12.21%
January	88,234	81,129	7,105	8.76%
February	125,467	124,120	1,347	1.09%
March	241,683	412,093	(170,410)	-41.35%
April	276,715	292,974	(16,259)	-5.55%
May	366,127	361,807	4,320	1.19%
June	695,177	665,874	29,303	4.40%
July	875,699	791,869	83,830	10.59%
August	326,554	347,246	(20,692)	-5.96%
September	272,556	264,386	8,170	3.09%
Total	\$ 3,637,432	\$ 3,687,406	(49,974)	-1.36%



# 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	\$ -	n/a	n/a
November	\$ 66,060	\$ -	n/a	n/a
December	\$ 62,080	\$ -	n/a	n/a
January	\$ 78,155	\$ 63,070	\$ 15,085	23.92%
February	\$ 92,804	\$ 87,846	\$ 4,958	5.64%
March	\$ 159,731	\$ 200,483	\$ (40,752)	-20.33%
April	\$ 153,227	\$ 130,848	\$ 22,379	17.10%
May	\$ 152,287	\$ 146,221	\$ 6,066	4.15%
June	\$ 210,619	\$ 201,906	\$ 8,713	4.32%
July	\$ 265,912	\$ 238,143	\$ 27,769	11.66%
August	\$ 108,223	\$ 118,071	(\$9,848)	-8.34%
September	\$ 99,494	\$ 95,908	\$ 3,586	3.74%
Total	\$ 1,543,163	\$ 1,282,496		n/a



# 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	\$ 18,096		n/a	n/a
November	13,438		n/a	n/a
December	12,676		n/a	n/a
January	14,613	13,684	929	6.79%
February	19,092	17,792	1,300	7.31%
March	31,361	38,603	(7,242)	-18.76%
April	30,477	26,170	4,307	16.46%
May	30,468	29,235	1,233	4.22%
June	41,991	40,172	1,819	4.53%
July	53,147	47,534	5,613	11.81%
August	21,634	23,614	(1,980)	-8.38%
September	19,899	20,153	(254)	-1.26%
Total	\$ 306,892	\$ 256,957		n/a



# 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	22,571	17,982	4,589	25.52%
February	25,880	27,414	(1,534)	-5.60%
March	47,831	44,946	2,885	6.42%
April	60,240	47,750	12,490	26.16%
May	66,232	68,791	(2,559)	-3.72%
June	110,124	123,604	(13,480)	-10.91%
July	154,316	117,794	36,522	31.00%
August	48,664	49,692	(1,028)	-2.07%
September	48,348	55,250	(6,902)	-12.49%
Total	\$ 652,394	\$ 608,212	\$ 44,182	7.26%

# 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	\$ 6,903	\$ 5,672	\$ 1,231	21.70%
November	3,452	2,443	1,009	41.30%
December	4,453	5,136	(683)	-13.30%
January	4,223	3,783	440	11.63%
February	5,263	5,010	253	5.05%
March	9,736	9,368	368	3.93%
April	10,377	9,720	657	6.76%
May	12,666	12,764	(98)	-0.77%
June	24,197	22,654	1,543	6.81%
July	26,686	23,481	3,205	13.65%
August	9,572	10,052	(480)	-4.78%
September	9,580	8,951	629	7.03%
Total	\$ 127,108	\$ 119,034	\$ 8,074	6.78%

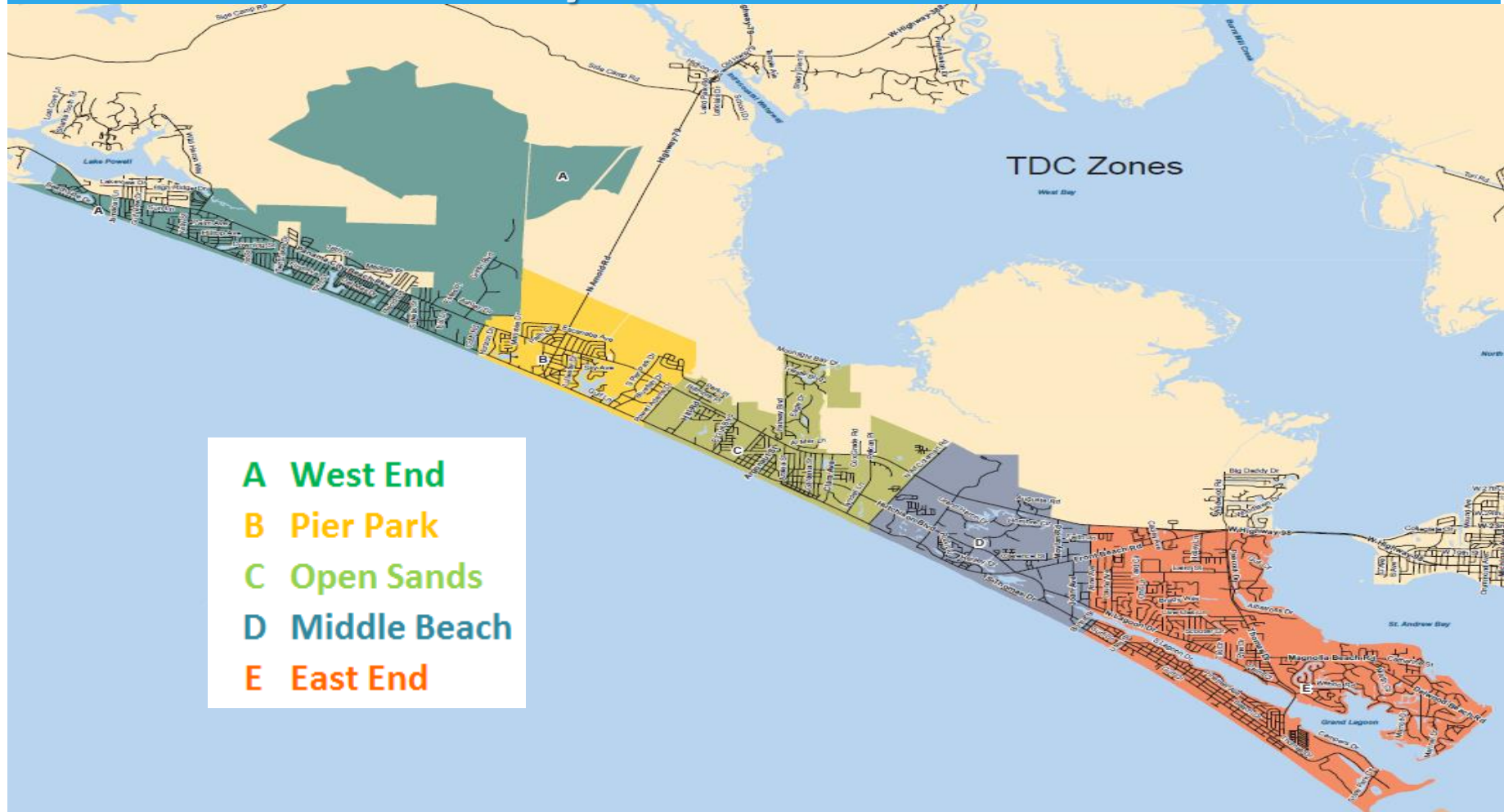


**Schedule of Collection Allocation**  
**Panama City Beach**  
**For the month ending and fiscal year to date September 2016 and 2015**

	For the month ending September 2016			For the month ending September 2015		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	1,359,289	53,687	1,412,976	1,279,006	33,726	1,312,732
Penalties	1,050	6,541	7,591	4,131	5,331	9,462
Interest	2	1,592	1,594	10	1,320	1,330
<b>Total Collections</b>	<b>1,360,341</b>	<b>61,820</b>	<b>1,422,161</b>	<b>1,283,147</b>	<b>40,377</b>	<b>1,323,524</b>
	Fiscal year to date through September 2016			Fiscal year to date through September 2015		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	17,852,995	505,417	18,358,412	18,086,772	394,246	18,481,018
Penalties	37,191	65,989	103,180	54,881	53,153	108,034
Interest	302	17,987	18,289	506	15,089	15,595
<b>Total Collections</b>	<b>17,890,488</b>	<b>589,393</b>	<b>18,479,881</b>	<b>18,142,159</b>	<b>462,488</b>	<b>18,604,647</b>



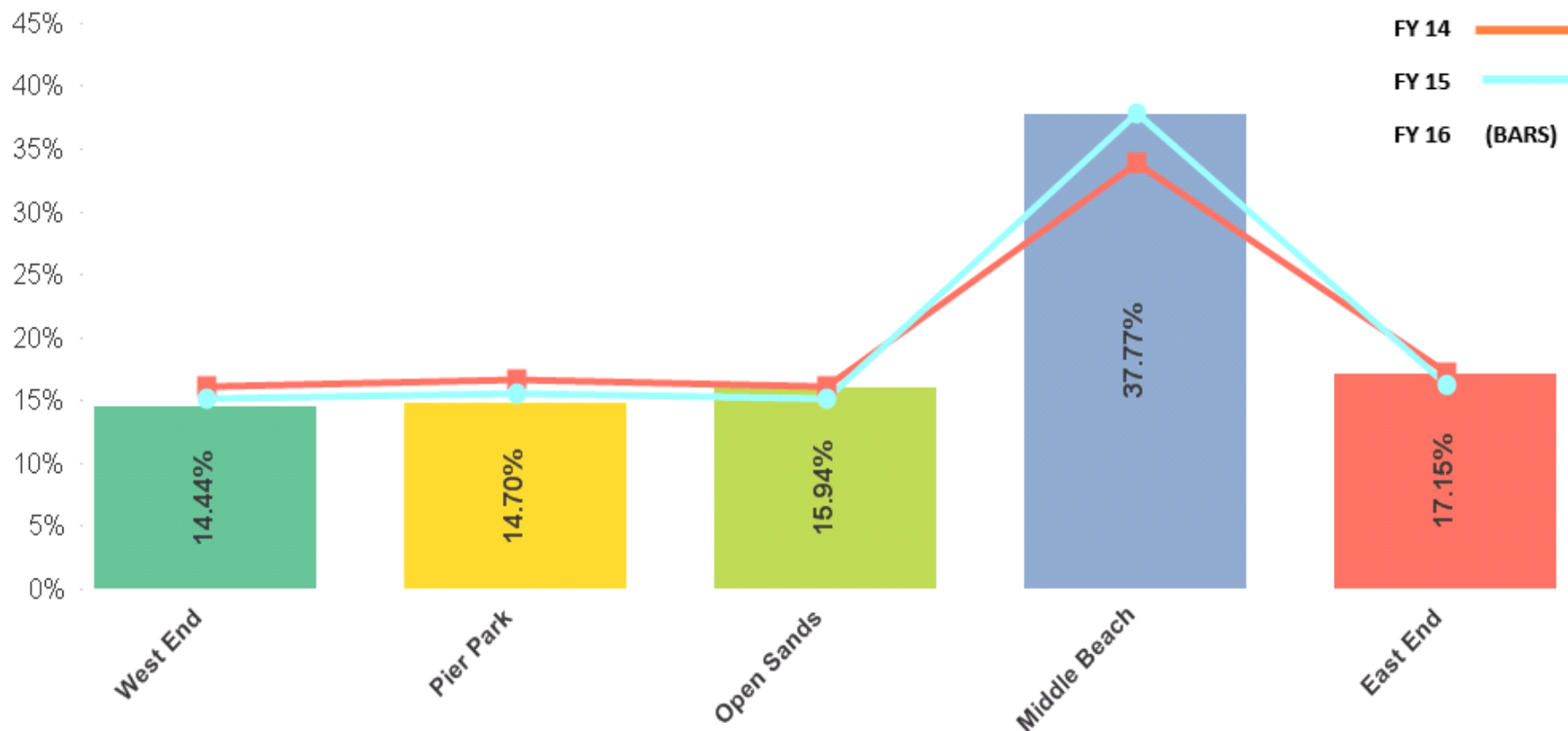
# Layout of TDC Zones



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

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

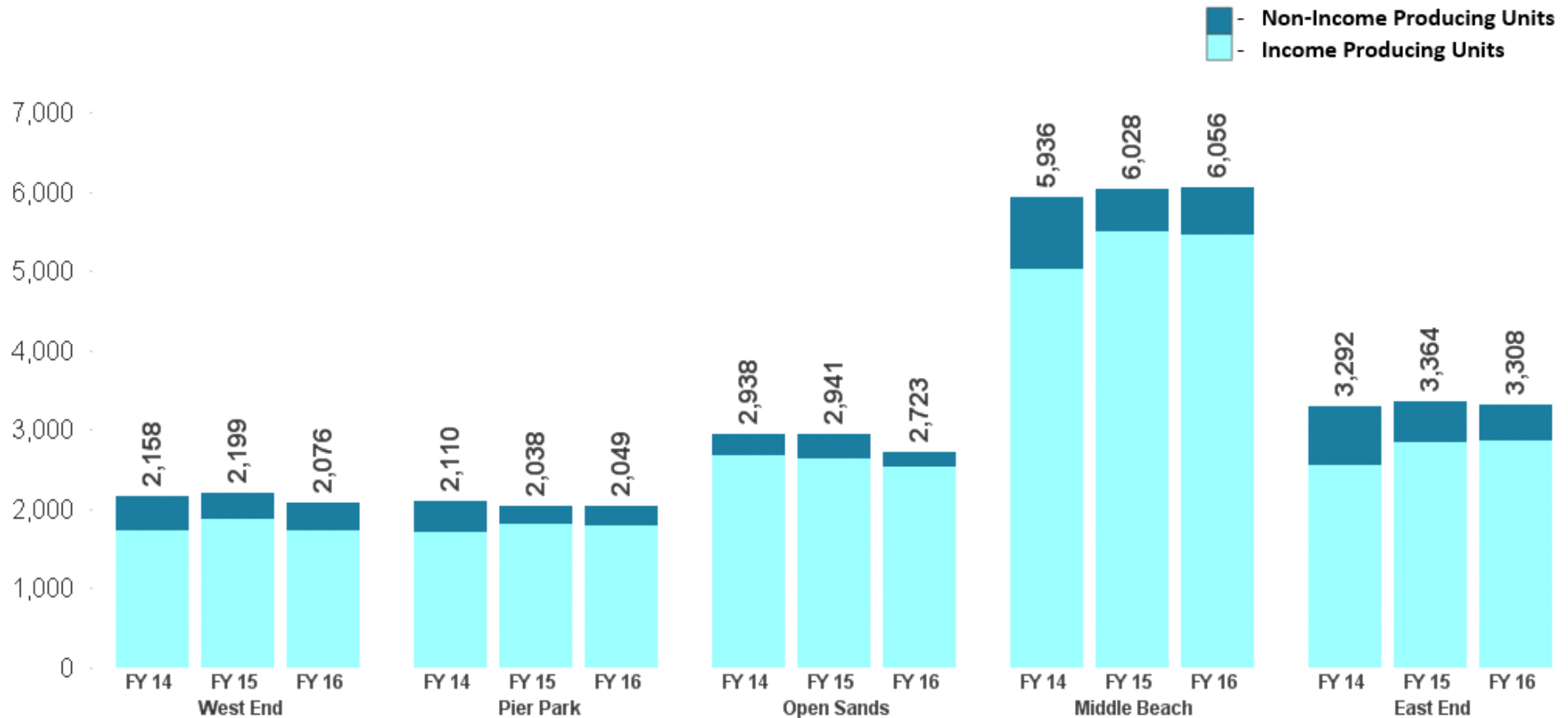
# % of Gross Receipts by Zones Three Year September Comparison



Sep	West End	Pier Park	Open Sands	Middle Beach	East End
FY14	16.13%	16.66%	16.14%	33.88%	17.18%
FY15	15.20%	15.57%	15.18%	37.81%	16.25%
FY16	14.44%	14.70%	15.94%	37.77%	17.15%

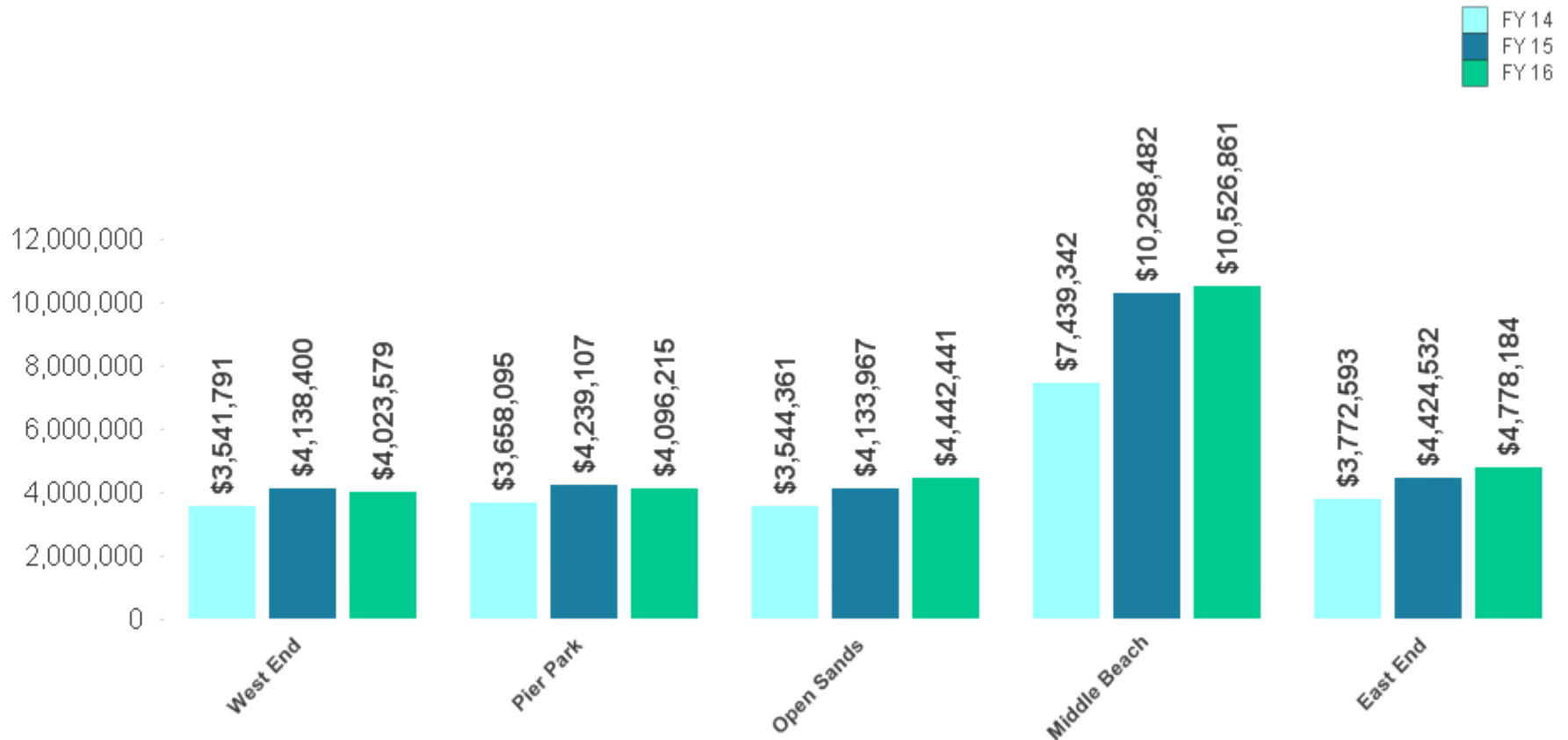


# Total Unit Count Three Year September Comparison

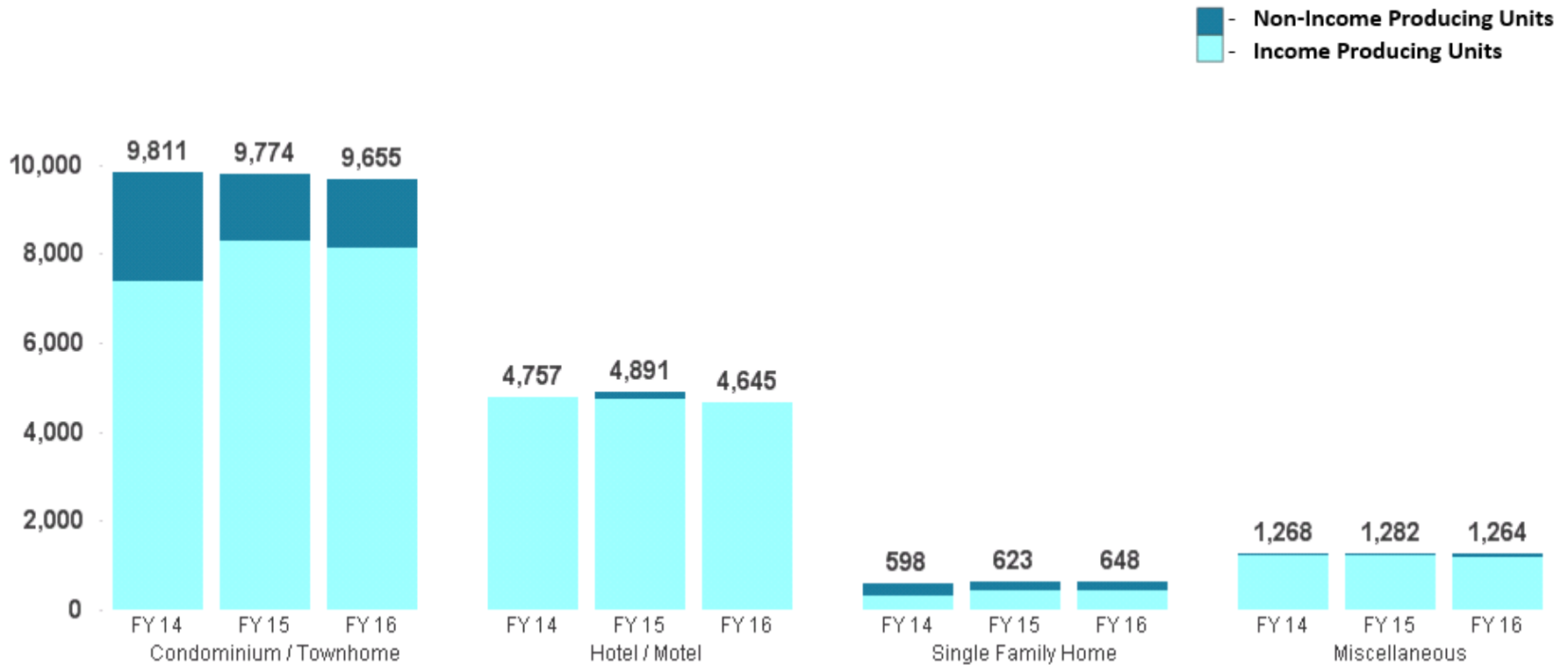


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	15,447	15,439	16,005	15,363	15,396	16,101	15,516	15,571	16,272	15,677	15,666	16,227
FY 15	15,580	15,569	16,339	15,593	15,533	16,041	15,689	15,759	16,300	15,937	15,942	16,388
FY 16	15,979	15,780	16,047	15,659	15,662	16,198	15,813	16,062	16,319	16,134	16,067	16,055

# Gross Rental Receipts Three Year September Comparison

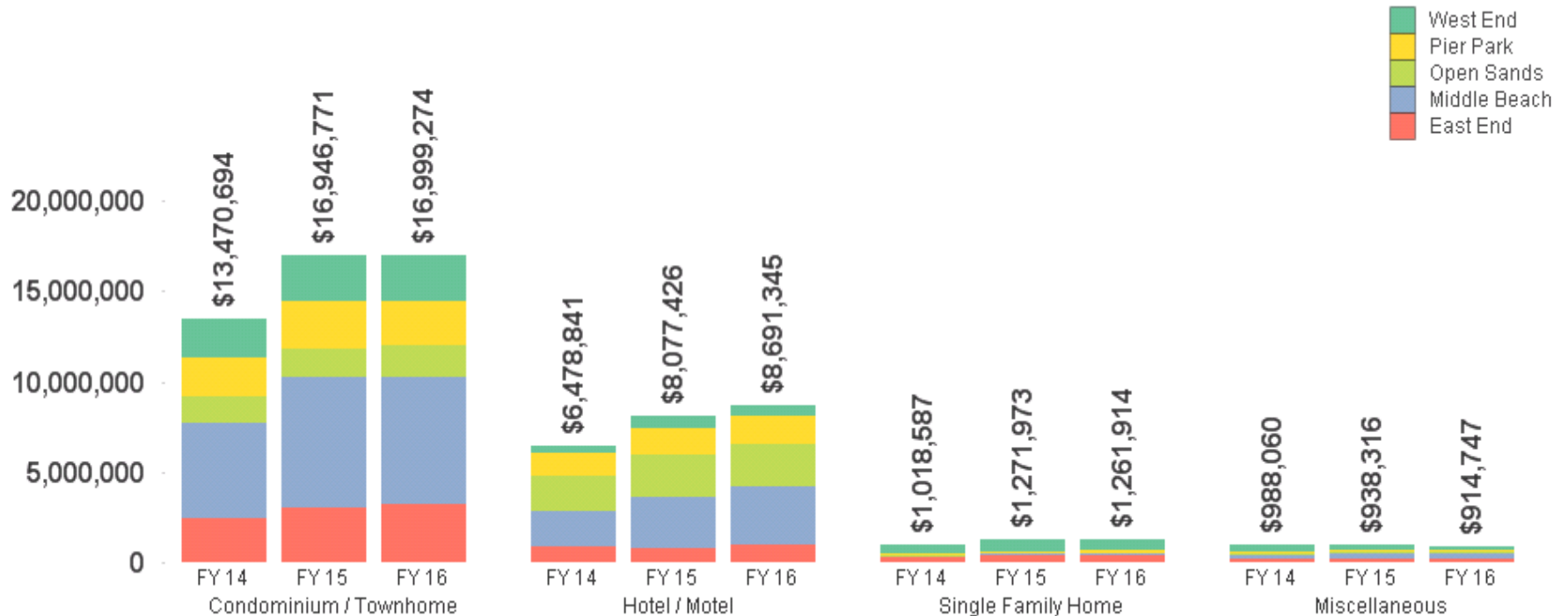


# Unit Count by Property Type Three Year September Comparison



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

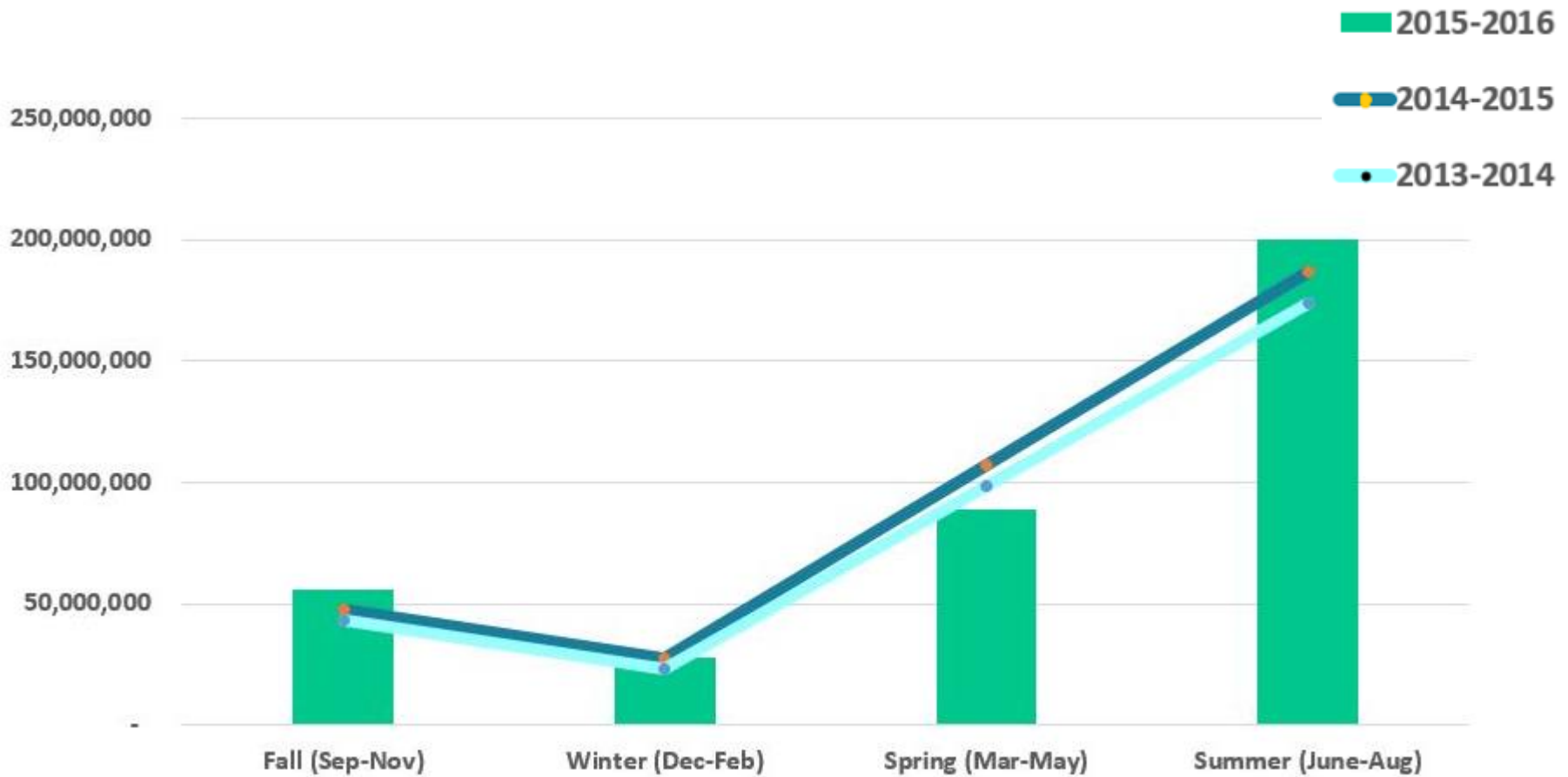
# Gross Receipts by Property Type Three Year September Comparison



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



## Seasonal Gross Receipts Three Year Comparison



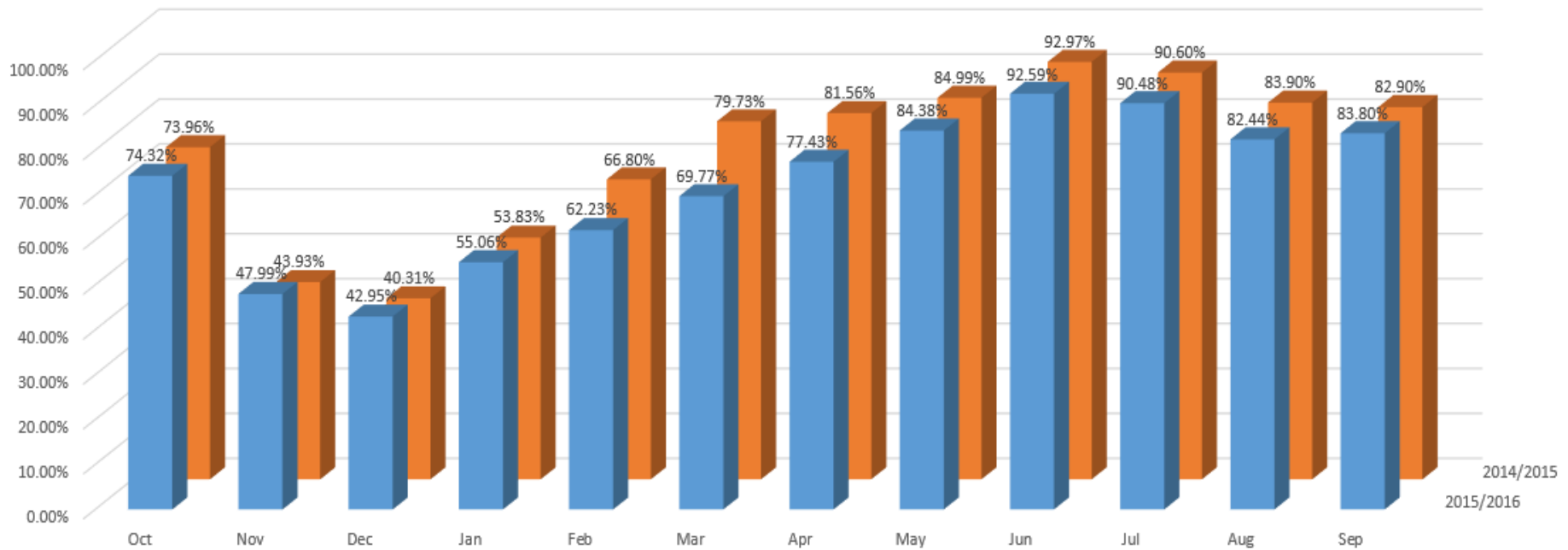


# Seasonal Gross Receipts Three Year Comparison

Seasonal Gross Rental Receipts



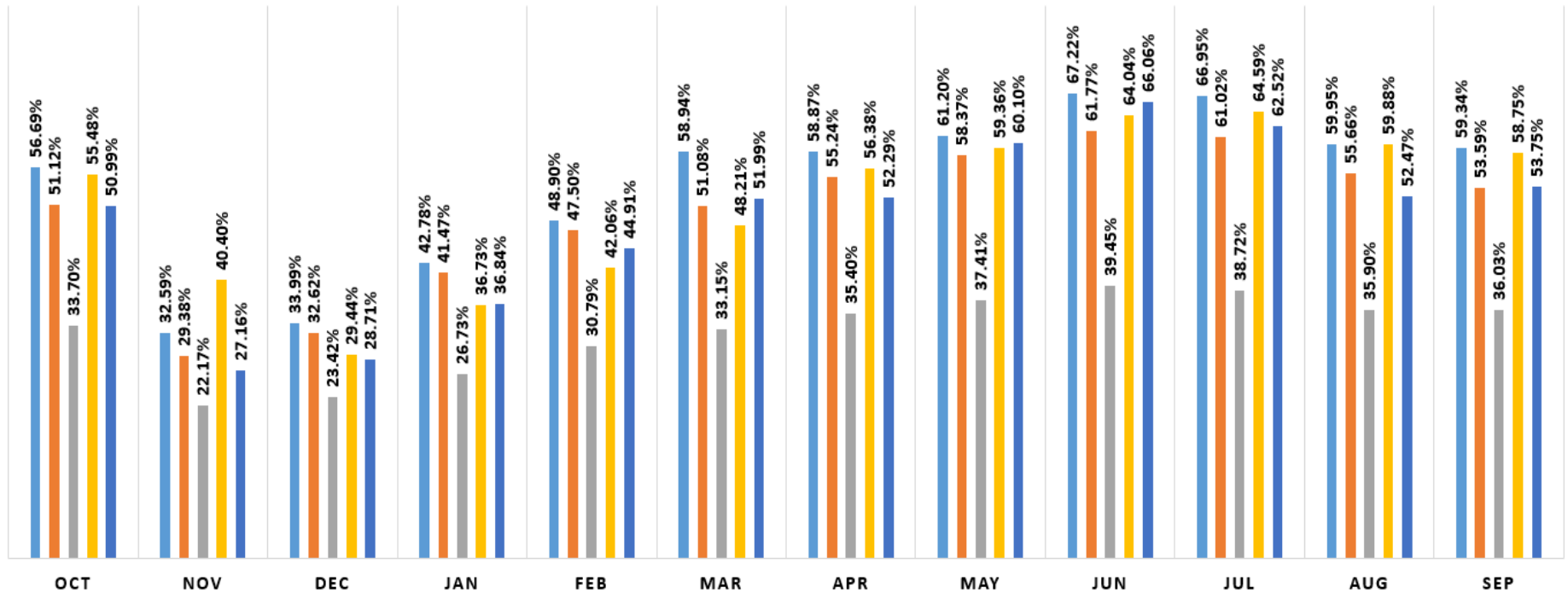
# Percentage of Condos Rented vs Inventory by Month



This chart shows the percentage of condos that had rental income vs. Inventory by month

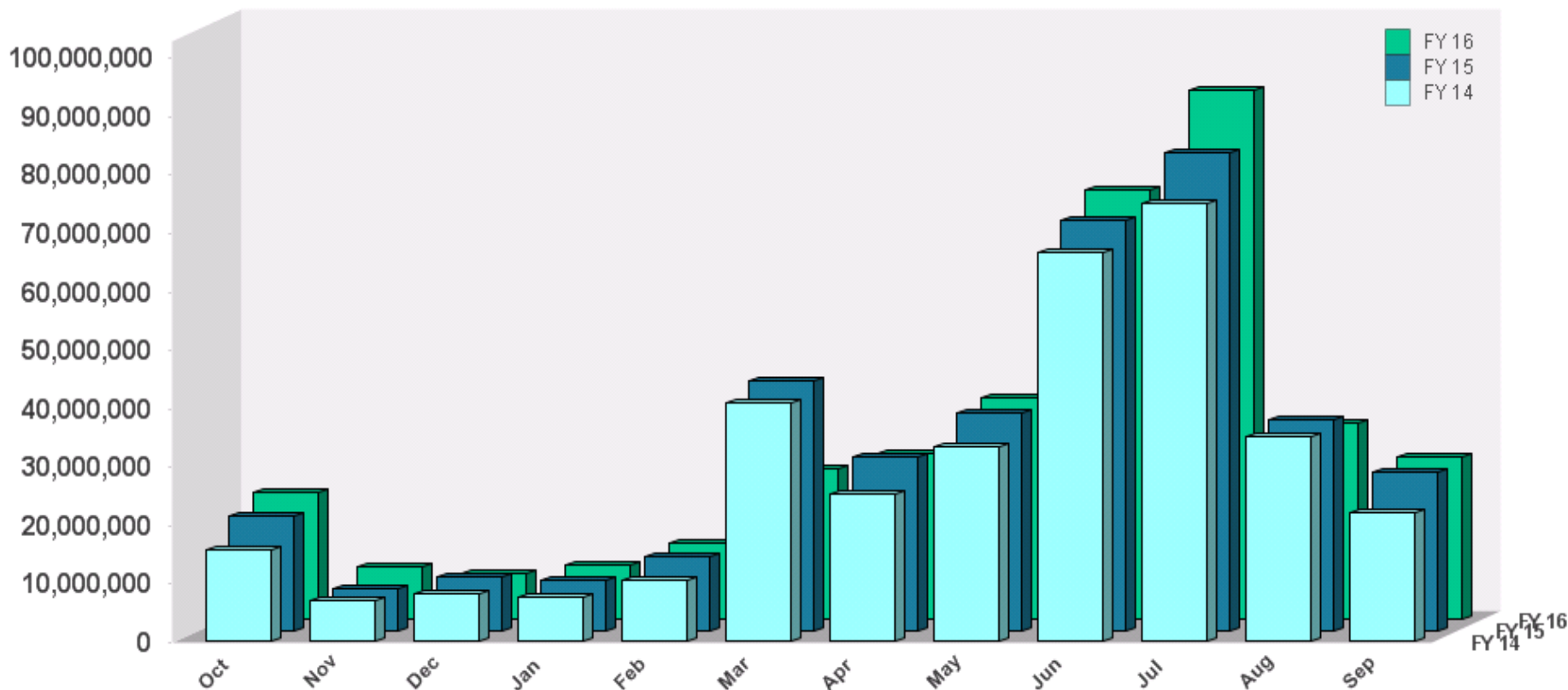
# Occupancy Percentage by Zone Monthly for Year Ending September 30, 2016 Unit Reporting vs Inventory

■ West End ■ Pier Park ■ Open Sands ■ Middle Beach ■ East End



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

# Year to Date Monthly Gross Receipts Comparison



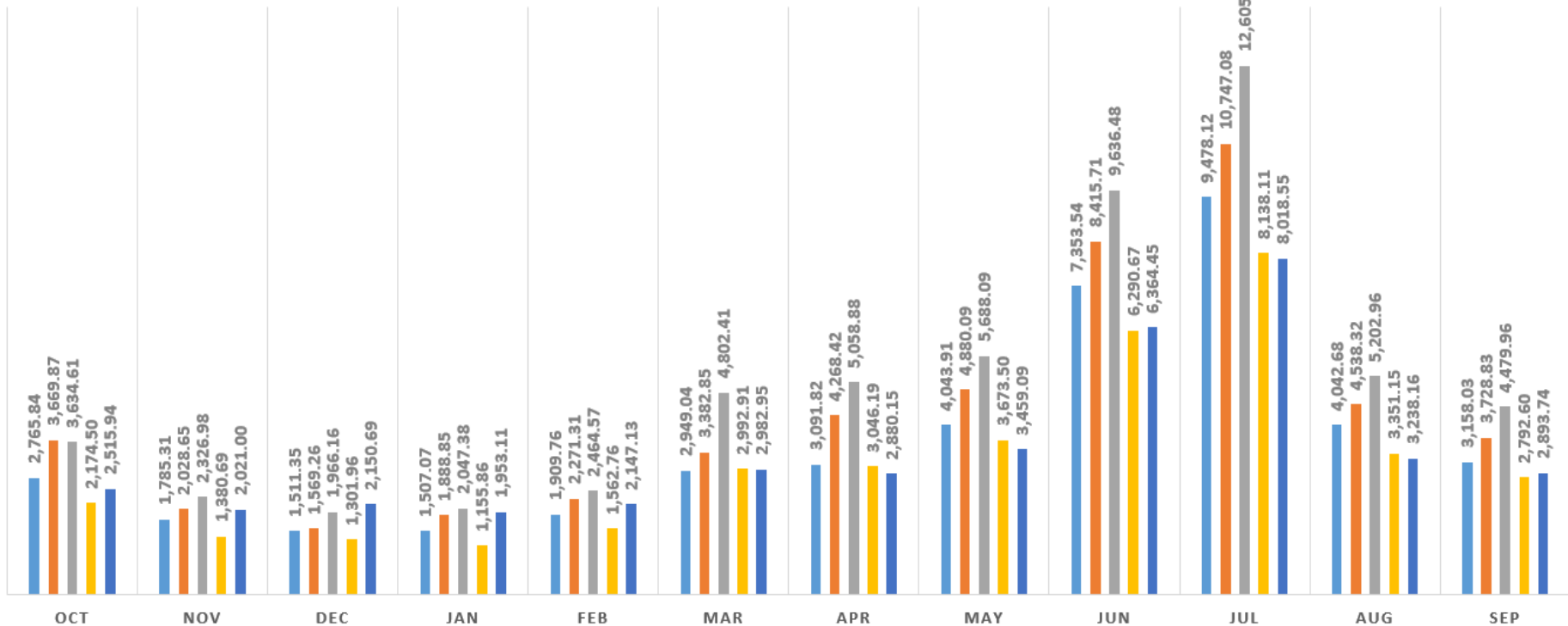
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 14	\$15,669,322	\$6,874,326	\$7,999,842	\$7,636,135	\$10,474,381	\$40,852,614	\$25,283,941	\$33,133,666	\$66,412,219	\$75,055,400	\$34,942,671	\$21,956,182
FY 15	\$19,727,537	\$7,101,034	\$9,126,159	\$8,621,630	\$12,805,965	\$42,708,504	\$29,823,055	\$37,332,340	\$70,186,724	\$81,906,268	\$36,071,294	\$27,234,487
FY 16	\$21,672,318	\$8,845,539	\$7,802,276	\$9,287,628	\$12,903,290	\$25,620,730	\$28,263,423	\$37,876,715	\$73,469,043	\$90,404,961	\$33,468,528	\$27,867,280

# Income by Zone

## Monthly for Year Ending September 30, 2016

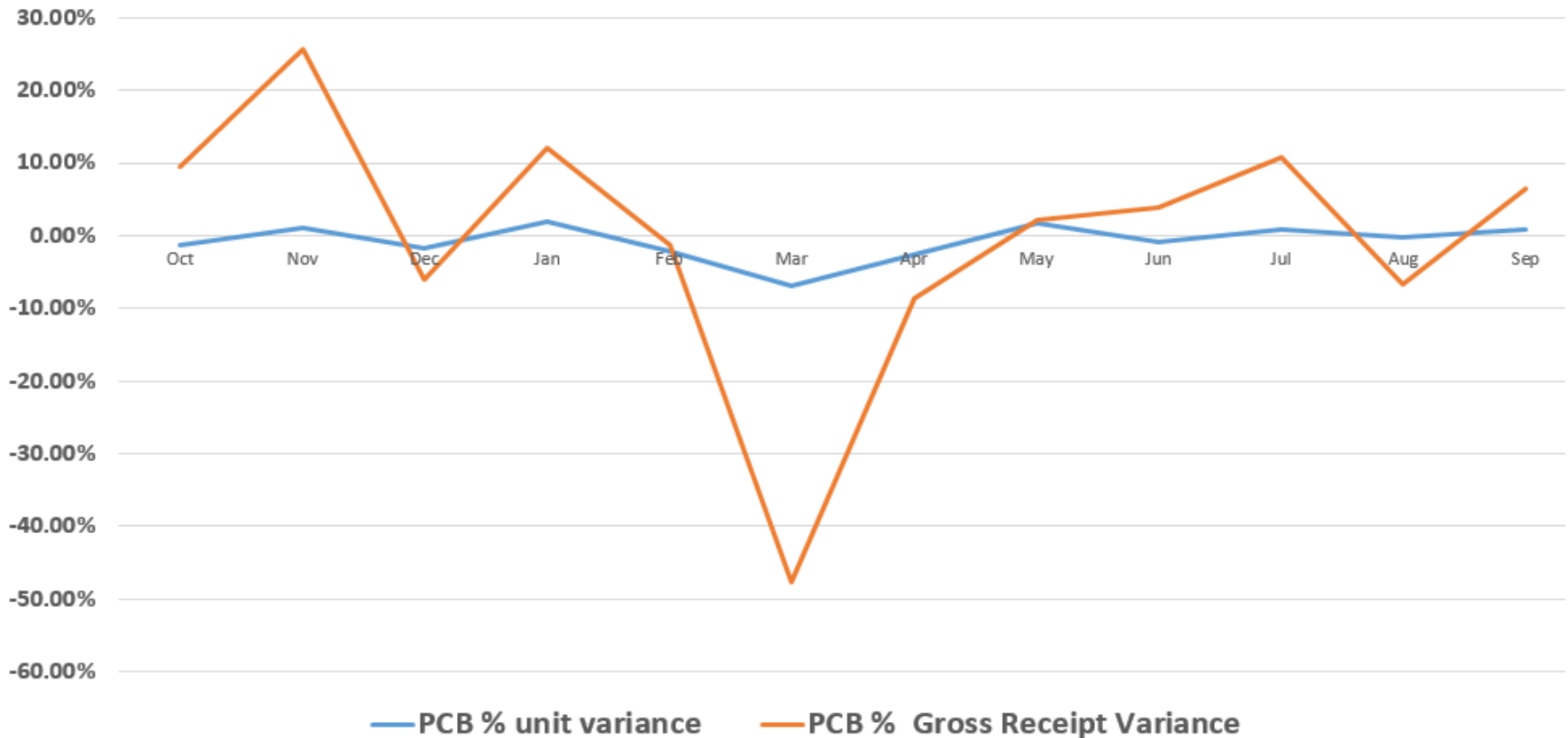
### Unit Reporting vs Inventory

■ West End ■ Pier Park ■ Open Sands ■ Middle Beach ■ East End



This chart shows the income per unit by zone and is based on total income divided by income producing units

Panama City Beach 2015-2016 Percent Variance Gross Receipts vs Income Producing Units



# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: September 30, 2016**



**Reporting Units grouped by  
Condominium / Townhome property type  
for month ending September 30, 2016**

<b>BedRoomGroup</b>	<b>West End</b>	<b>Pier Park</b>	<b>Open Sands</b>	<b>Middle Beach</b>	<b>East End</b>	<b>Total</b>
1 Bedroom	367	540	573	1,571	460	<b>3,511</b>
2 Bedroom	678	519	391	1,628	1,009	<b>4,225</b>
3+ Bedrooms	228	195	163	840	342	<b>1,768</b>
<b>Total</b>	<b>1,273</b>	<b>1,254</b>	<b>1,127</b>	<b>4,039</b>	<b>1,811</b>	<b>9,504</b>



# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending September 30, 2016

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$687,103	\$888,678	\$827,511	\$2,100,784	\$703,877	\$5,207,954
2 Bedroom	\$1,274,508	\$1,057,979	\$590,039	\$2,695,955	\$1,623,733	\$7,242,215
3+ Bedrooms	\$562,486	\$492,641	\$400,327	\$2,247,601	\$846,050	\$4,549,106
Total	\$2,524,098	\$2,439,299	\$1,817,878	\$7,044,340	\$3,173,660	\$16,999,274

## Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending September 30, 2016

Hotel/Motel Units:	<b>4,645</b>
Hotel/Motel Gross Receipts:	<b>\$8,691,345</b>

Single Family Units:	<b>642</b>
Single Family Gross Receipts:	<b>\$1,261,914</b>

Miscellaneous Units:	<b>1,264</b>
Miscellaneous Gross Receipts:	<b>\$914,747</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**

