

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: July 31, 2017



# Clerk of Court & Comptroller

## Report for Month Ending

July 31, 2017



Bay County  
Tourist Development Council

September 1, 2017

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the ten months ending July 31, 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 30, 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	662,056	66,313	10.02%
March	1,421,784	1,192,962	228,822	19.18%
April	1,625,317	1,437,883	187,434	13.04%
May	2,148,364	1,883,810	264,554	14.04%
June	3,855,439	3,491,567	363,872	10.42%
July	4,947,031	4,361,677	585,354	13.42%
August			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 17,450,651</b>	<b>\$ 15,383,729</b>	<b>\$ 2,066,922</b>	<b>13.44%</b>



# 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.



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

Month	2016-2017 As of 7/31/17	2015-2016 As of 7/31/16	\$ Variance	% Variance	2015-2016 FINAL 7/31/17
October	\$ 260,380	\$ 208,906	\$ 51,474	24.64%	\$ 209,152
November	97,543	84,780	12,763	15.05%	84,776
December	85,190	74,778	10,412	13.92%	86,415
January	93,273	88,224	5,049	5.72%	88,343
February	137,861	125,467	12,394	9.88%	125,651
March	271,047	241,608	29,439	12.18%	241,813
April	326,715	276,665	50,050	18.09%	276,833
May	418,339	365,682	52,657	14.40%	366,452
June	772,115	693,277	78,838	11.37%	695,899
July	967,841	864,593	103,248	11.94%	878,432
August			0	n/a	
September			0	n/a	
<b>Total</b>	<b>\$ 3,430,304</b>	<b>\$ 3,023,980</b>	<b>\$ 406,324</b>	<b>13.44%</b>	<b>\$ 3,053,766</b>

# Revenue Analysis Panama City

## Revenue Analysis Panama City Fiscal Years Ending September 30, 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			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 1,338,501</b>	<b>\$ 1,335,445</b>	<b>3,056</b>	<b>0.23%</b>



# 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 30, 2017 and 2016

Month	2016-2017		2015-2016		\$ Variance	% Variance	2015-2016		
	As of 7/31/17		As of 7/31/16				FINAL 7/31/17		
October	\$	22,369	\$	18,096	\$	4,273	23.61%	\$	18,096
November		14,751		13,438		1,313	9.77%		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)	-1.00%		31,361
April		29,857		30,477		(620)	-2.03%		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						0	n/a		
September						0	n/a		
<b>Total</b>	\$	<u>267,400</u>	\$	<u>265,359</u>	\$	<u>2,041</u>	<u>0.77%</u>	\$	<u>265,361</u>

# Revenue Analysis Mexico Beach

## Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 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			0	n/a
September			0	n/a
<b>Total</b>	<b>\$ 603,375</b>	<b>\$ 557,502</b>	<b>\$ 45,873</b>	<b>8.23%</b>



# 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.



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

Month	2016-2017 As of 7/31/17	2015-2016 As of 7/31/16	\$ Variance	% Variance	2015-2016 FINAL 7/31/17
October	\$ 8,756	\$ 6,903	\$ 1,853	26.84%	\$ 6,937
November	4,178	3,452	726	21.03%	3,478
December	3,803	4,453	(650)	-14.60%	4,611
January	4,790	4,223	567	13.43%	4,240
February	6,140	5,263	877	16.66%	5,283
March	11,072	9,736	1,336	13.72%	9,792
April	11,438	10,377	1,061	10.22%	10,418
May	13,670	12,666	1,004	7.93%	12,736
June	25,687	24,197	1,490	6.16%	24,378
July	29,642	26,564	3,078	11.59%	26,909
August			0	n/a	
September			0	n/a	
Total	\$ <u>119,176</u>	\$ <u>107,834</u>	\$ <u>11,342</u>	<u>10.52%</u>	\$ <u>108,782</u>



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

**For the month ending July 2017**

**For the month ending July 2016**

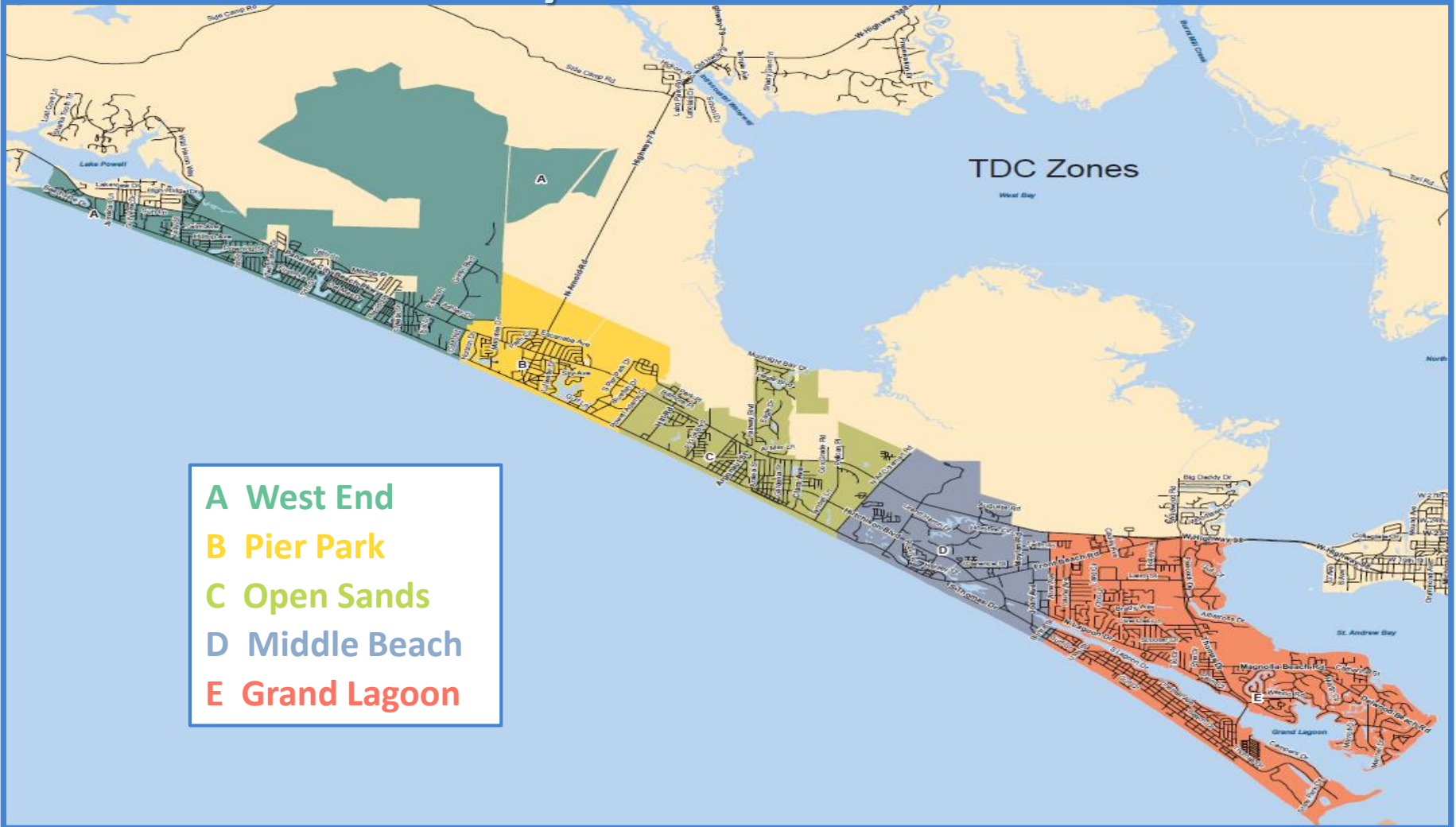
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	\$ 4,828,872	\$ 103,852	\$ 4,932,724	\$ 4,306,081	\$ 46,347	\$ 4,352,428
Penalties	3,641	5,039	8,680	3,302	5,471	8,773
Interest	29	5,598	5,627	31	445	476
<b>Total Collections</b>	<b>\$ 4,832,542</b>	<b>\$ 114,489</b>	<b>\$ 4,947,031</b>	<b>\$ 4,309,414</b>	<b>\$ 52,263</b>	<b>\$ 4,361,677</b>

**Fiscal year to date through July 2017**

**Fiscal year to date through July 2016**

	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	\$ 16,907,285	\$ 437,474	\$ 17,344,759	\$ 14,836,066	\$ 444,367	\$ 15,280,433
Penalties	31,517	53,253	84,770	29,084	58,265	87,349
Interest	180	20,942	21,122	123	15,824	15,947
<b>Total Collections</b>	<b>\$ 16,938,982</b>	<b>\$ 511,669</b>	<b>\$ 17,450,651</b>	<b>\$ 14,865,273</b>	<b>\$ 518,456</b>	<b>\$ 15,383,729</b>

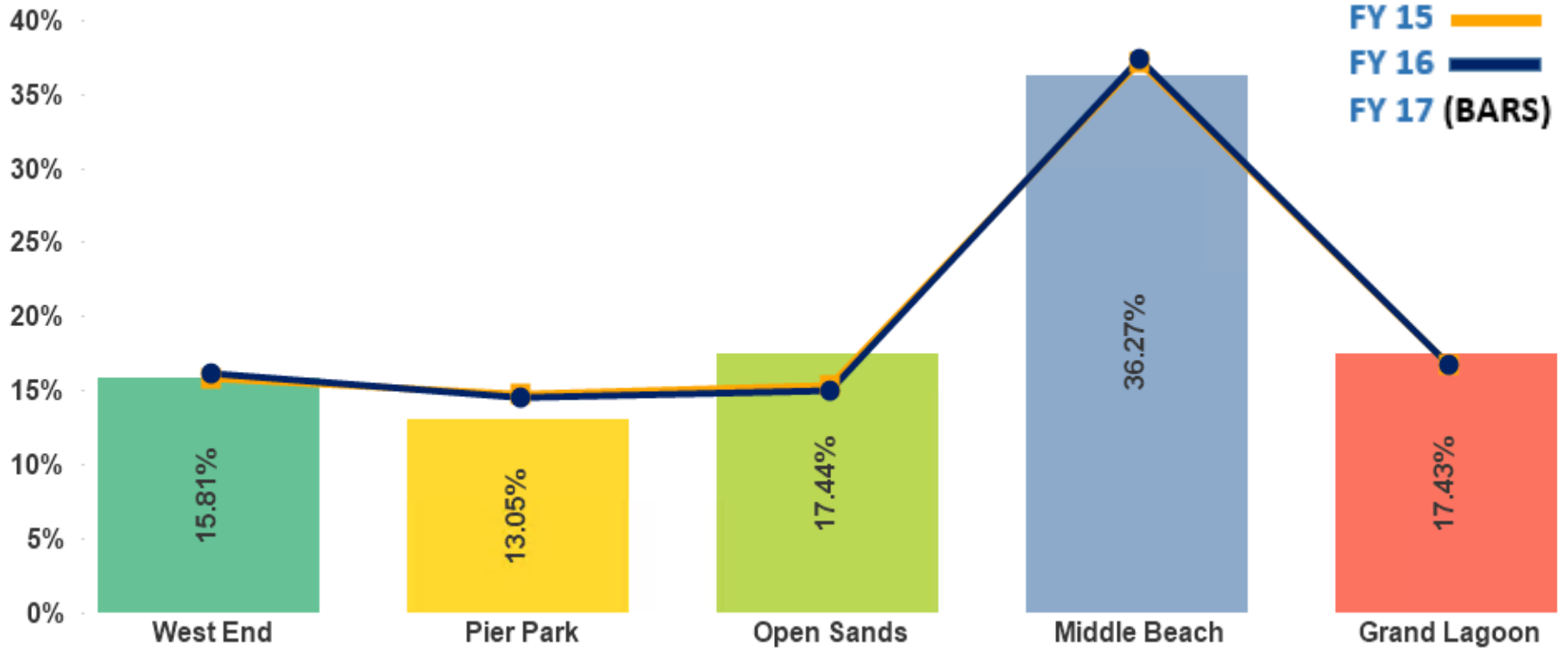
# Layout of TDC Zones



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

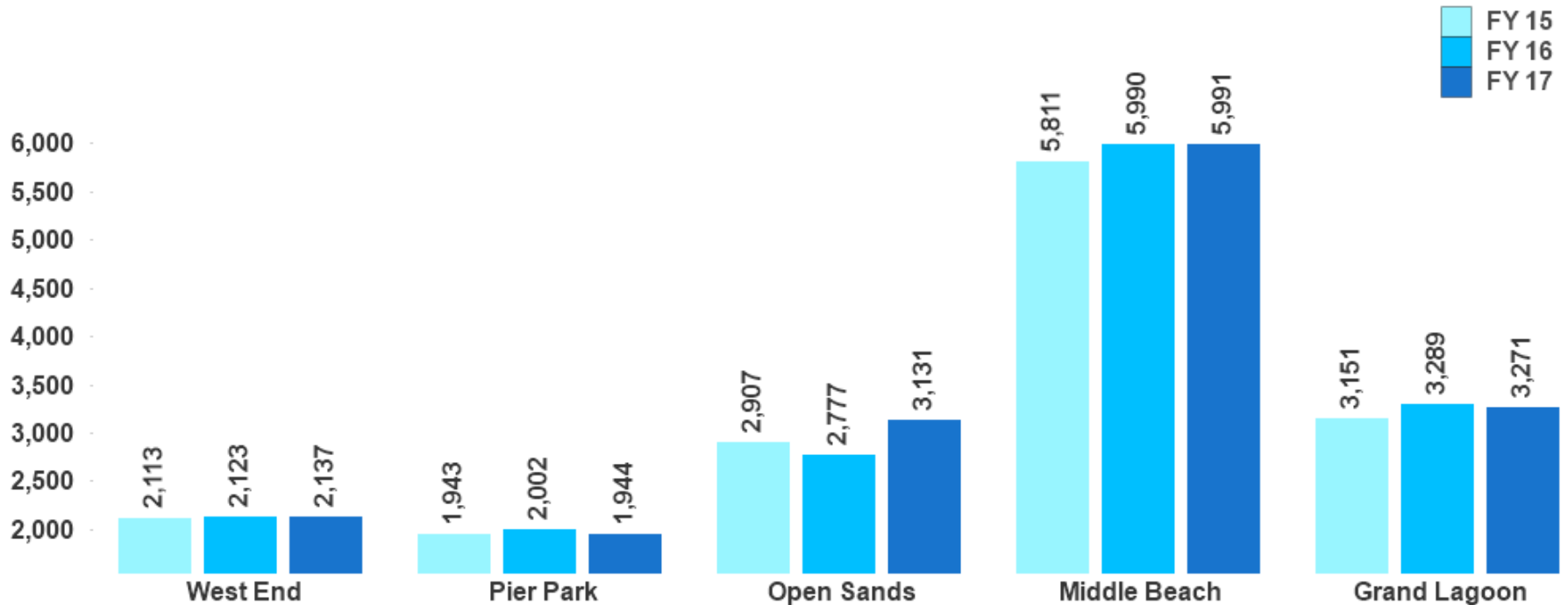
**BILL KINSAUL**  
**CLERK OF COURT & COMPTROLLER**  
BAY COUNTY

# % of Gross Receipts by Zones Three Year July Comparison



Jul	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon
FY15	15.89%	14.85%	15.35%	37.14%	16.78%
FY16	16.23%	14.60%	15.06%	37.38%	16.72%
FY17	15.81%	13.05%	17.44%	36.27%	17.43%

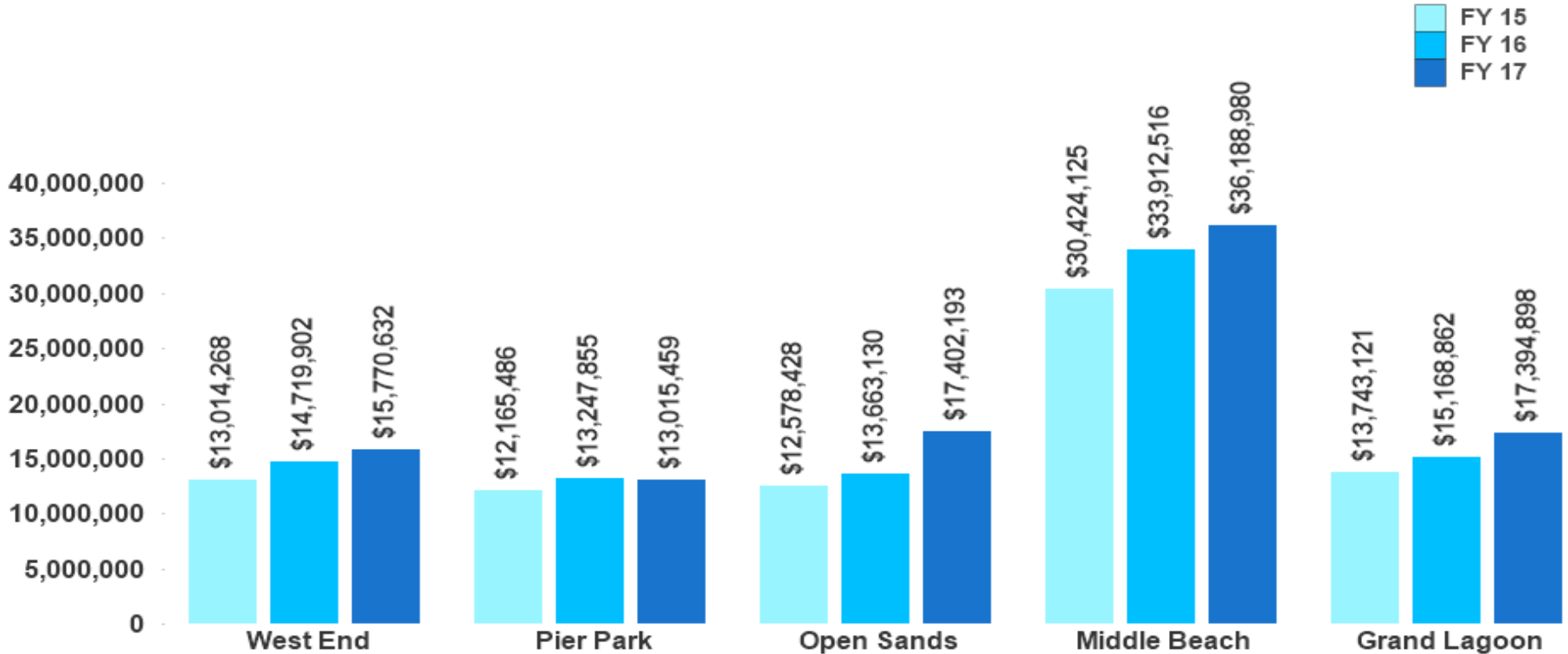
# Total Unit Count Three Year July Comparison



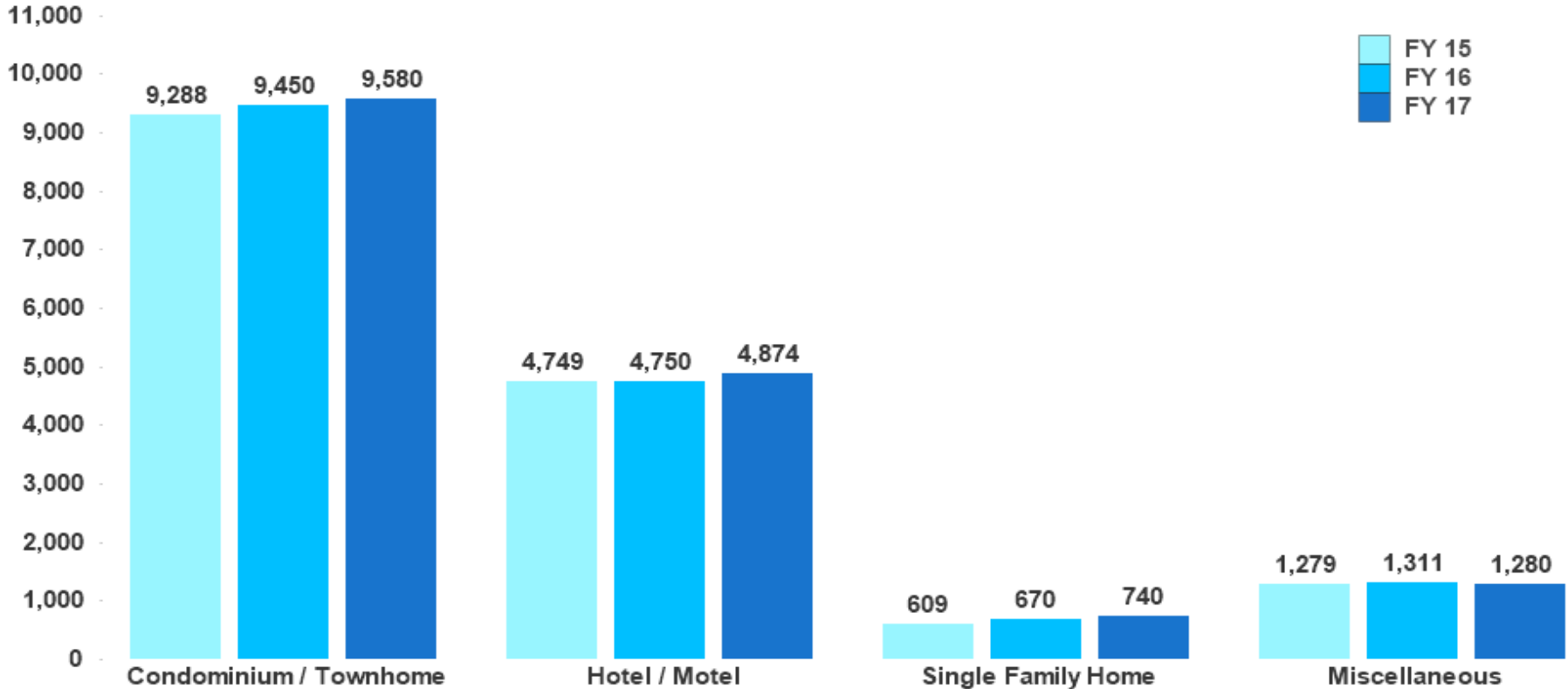
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 15	15,564	15,553	16,393	15,577	15,517	16,025	15,673	15,743	16,286	15,925	15,927	16,375
FY 16	15,965	15,766	16,103	15,657	15,660	16,200	15,813	16,069	16,334	16,181	16,135	16,420
FY 17	16,080	16,092	16,377	16,077	16,139	16,425	16,384	16,405	16,520	16,474		



# Gross Rental Receipts Three Year July Comparison

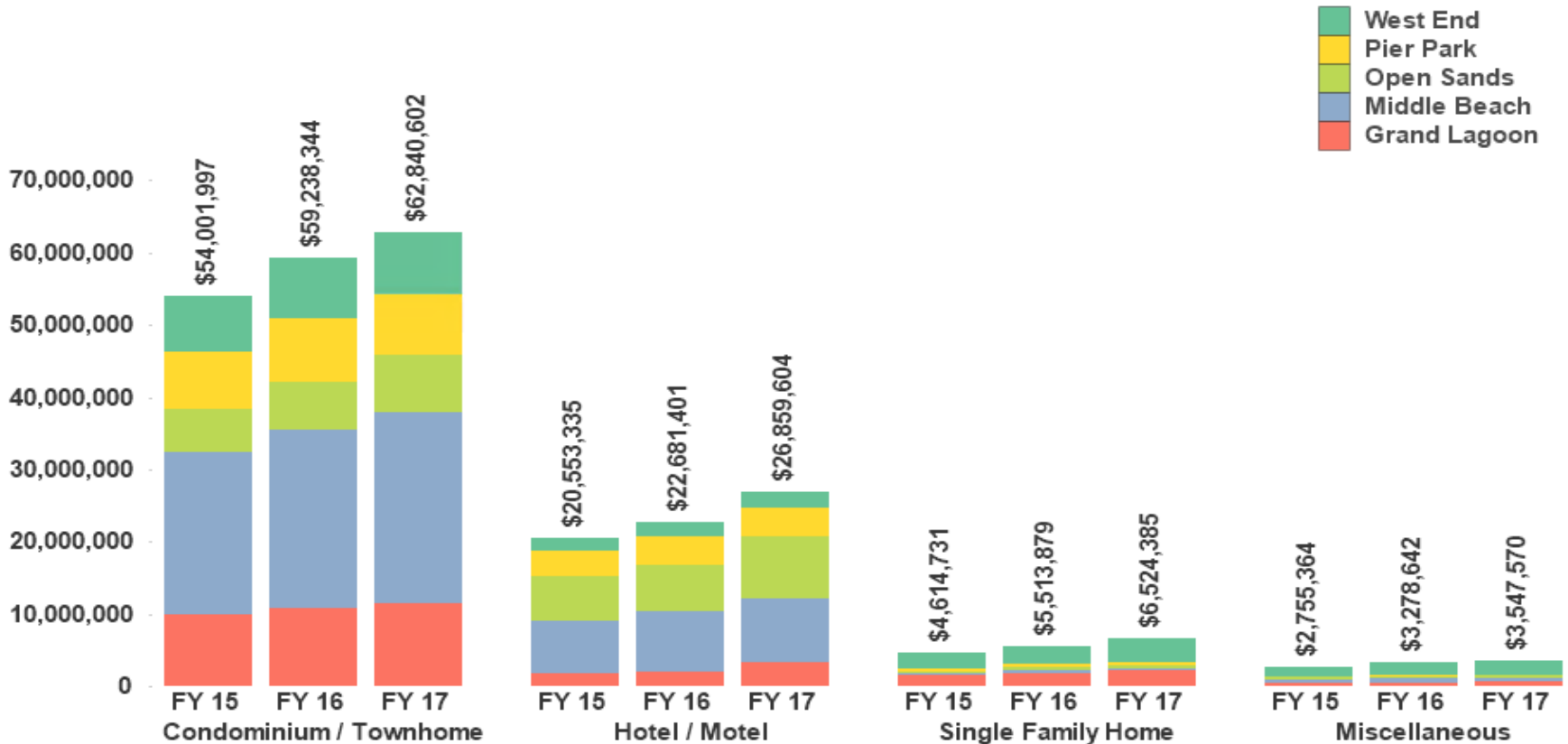


# Unit Count by Property Type Three Year July Comparison



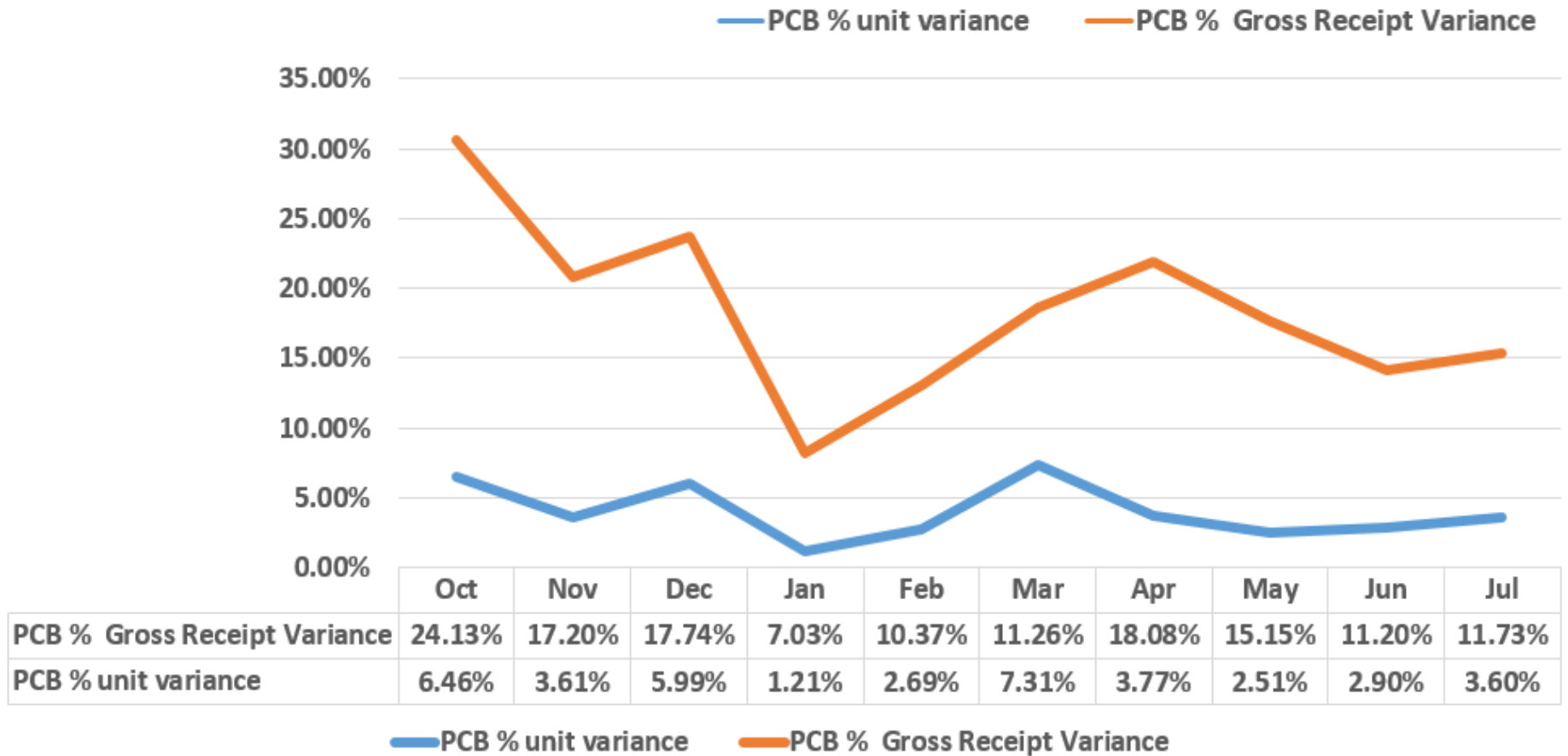
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year July Comparison



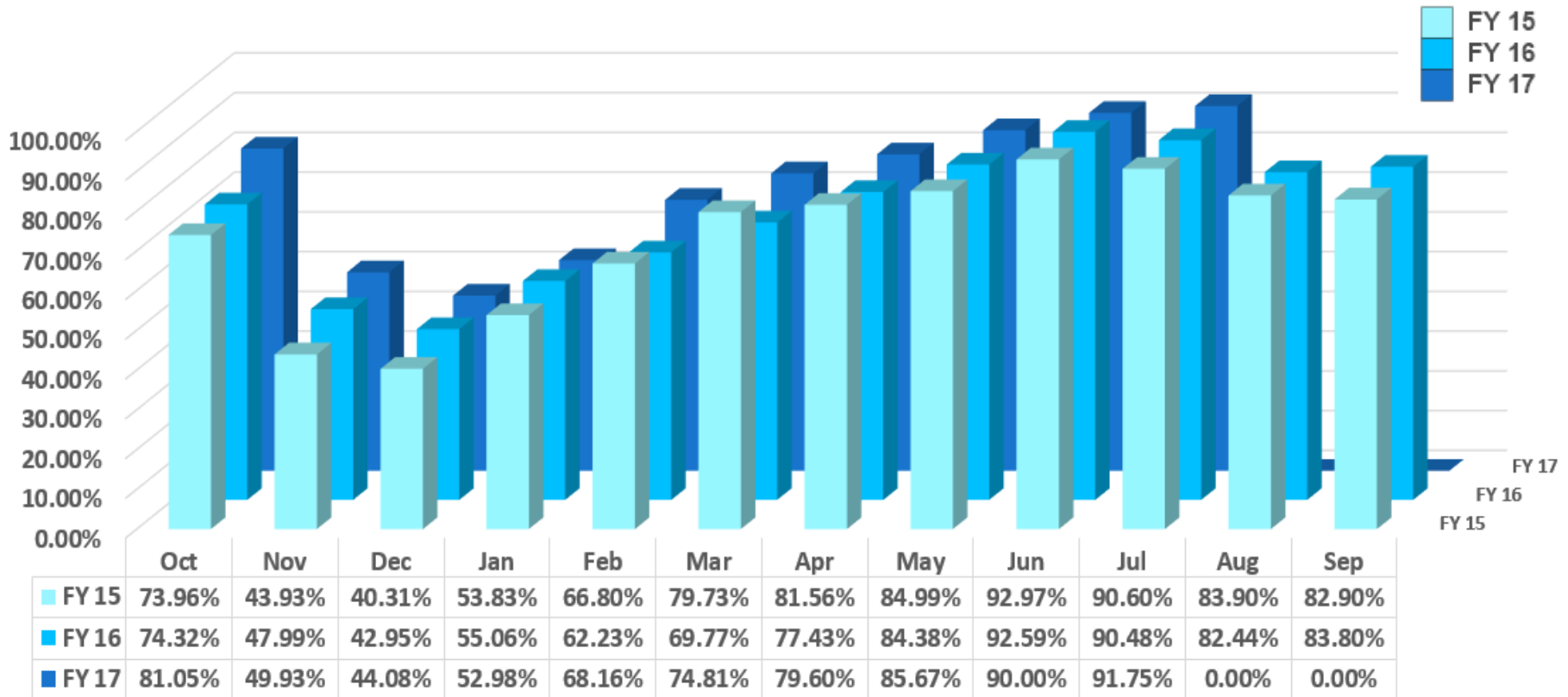
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Panama City Beach 2016-2017 Percentage Variance Gross Receipts vs Income Producing Units



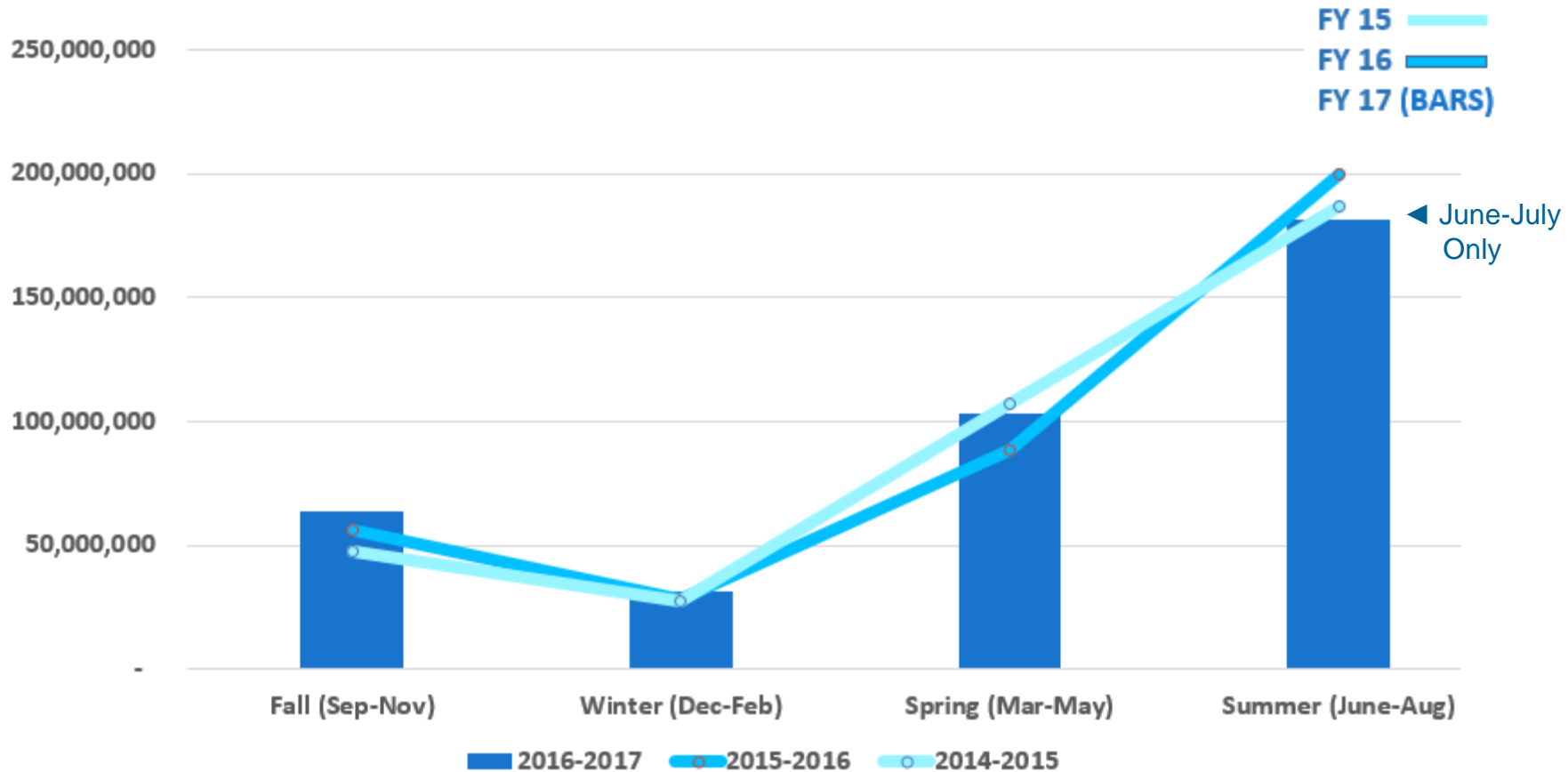


# Percentage of Condos Rented vs Inventory by Month

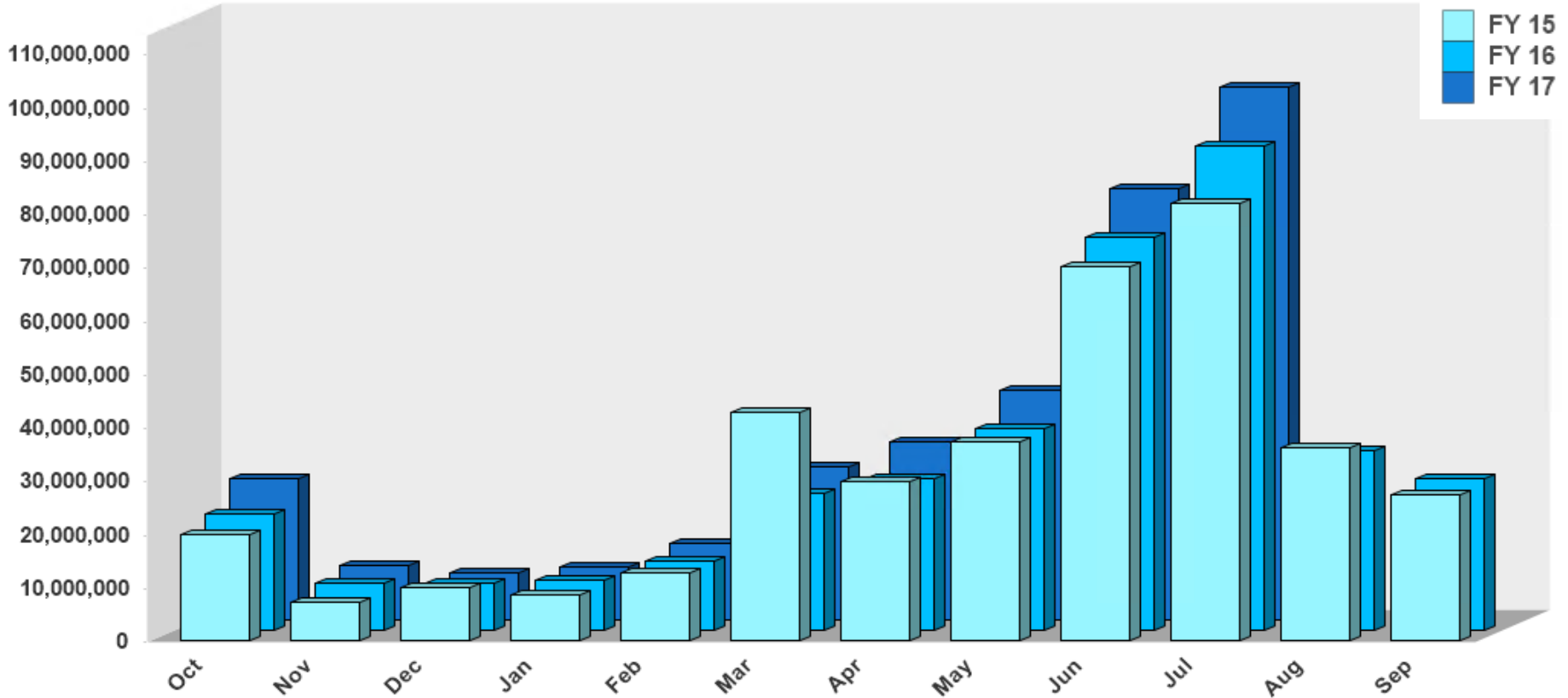


This chart shows the percentage of condos that had rental income vs. Inventory by month

# 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	\$9,950,874	\$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	\$8,895,910	\$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	\$8,805,119	\$9,857,154	\$14,317,953	\$28,623,783	\$33,324,087	\$43,002,451	\$80,919,779	\$99,772,161		

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: July 31, 2017**



**Reporting Units grouped by  
Condominium / Townhome property type  
for month ending July 31, 2017**

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	355	514	588	1,567	430	3,454
2 Bedroom	660	492	398	1,593	980	4,123
3+ Bedrooms	222	187	403	849	342	2,003
Total	1,237	1,193	1,389	4,009	1,752	9,580



**Reporting Gross Receipts grouped by  
Condominium / Townhome property type  
for month ending July 31, 2017**

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	\$1,919,685	\$2,840,309	\$2,537,235	\$7,383,687	\$1,943,569	\$16,624,486
2 Bedroom	\$4,299,477	\$3,669,437	\$2,578,167	\$9,934,744	\$6,131,851	\$26,613,676
3+ Bedrooms	\$2,373,731	\$1,968,859	\$2,808,275	\$9,150,761	\$3,300,814	\$19,602,440
Total	\$8,592,894	\$8,478,606	\$7,923,677	\$26,469,192	\$11,376,233	\$62,840,602



## Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending July 31, 2017

Hotel/Motel Units:	<b>4,874</b>
Hotel/Motel Gross Receipts:	<b>\$26,859,604</b>

Single Family Units:	<b>740</b>
Single Family Gross Receipts:	<b>\$6,524,385</b>

Miscellaneous Units:	<b>1,280</b>
Miscellaneous Gross Receipts:	<b>\$3,547,570</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

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

Support Staff



Bay County

**Geographic Information Systems**

Jennifer Morgan / Chris Mathers



**QlikView**



**GeoQlik**

