

# MONTHLY TDT ANALYSIS

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



# Clerk of Court & Comptroller

## Report for Month Ending

### March 31, 2017



Bay County  
Tourist Development Council

May 1, 2017

Tourist Development Council  
Bay County, Florida



Council Members:

Attached please find statistical and graphical reports for the six months ending March 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 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, 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	393,263	354,270	38,993	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			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>\$ 4,874,500</b>	<b>\$ 4,208,792</b>	<b>\$ 665,708</b>	<b>15.82%</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.



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

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

Month	2016-2017		2015-2016		\$ Variance	% Variance	2015-2016	
	As of 4/30/17	As of 4/30/16	As of 4/30/16	FINAL 4/30/17				
October	\$ 260,380	\$ 207,424	\$ 207,424	\$ 209,152	\$ 52,956	25.53%	\$ 209,152	
November	97,543	83,437	83,437	84,776	14,106	16.91%	84,776	
December	79,662	71,122	71,122	82,412	8,540	12.01%	82,412	
January	93,257	88,129	88,129	88,343	5,128	5.82%	88,343	
February	137,744	124,556	124,556	125,651	13,188	10.59%	125,651	
March	266,766	230,061	230,061	241,813	36,705	15.95%	241,813	
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>\$ 935,351</b>	<b>\$ 804,729</b>	<b>\$ 804,729</b>	<b>\$ 832,147</b>	<b>\$ 130,622</b>	<b>16.23%</b>	<b>\$ 832,147</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			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>\$ 562,943</b>	<b>\$ 553,402</b>	<b>\$ 9,541</b>	<b>1.72%</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 4/30/17	As of 4/30/16	As of 4/30/16	FINAL 4/30/17				
October	\$ 22,369	\$ 18,096	\$ 18,096	\$ 18,096	\$ 4,273	23.61%	\$ 18,096	\$ 18,096
November	14,751	13,438	13,438	13,438	1,313	9.77%	13,438	13,438
December	13,059	12,676	12,676	12,676	383	3.02%	12,676	12,676
January	14,442	14,613	14,613	14,613	(171)	-1.17%	14,613	14,613
February	16,631	19,092	19,092	19,092	(2,461)	-12.89%	19,092	19,092
March	31,046	31,284	31,284	31,361	(238)	-0.76%	31,361	31,361
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>\$ 112,298</b>	<b>\$ 109,199</b>	<b>\$ 109,199</b>	<b>\$ 109,277</b>	<b>\$ 3,099</b>	<b>2.84%</b>	<b>\$ 109,277</b>	<b>\$ 109,277</b>

# 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			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>\$ 199,164</b>	<b>\$ 165,328</b>	<b>\$ 33,837</b>	<b>20.47%</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

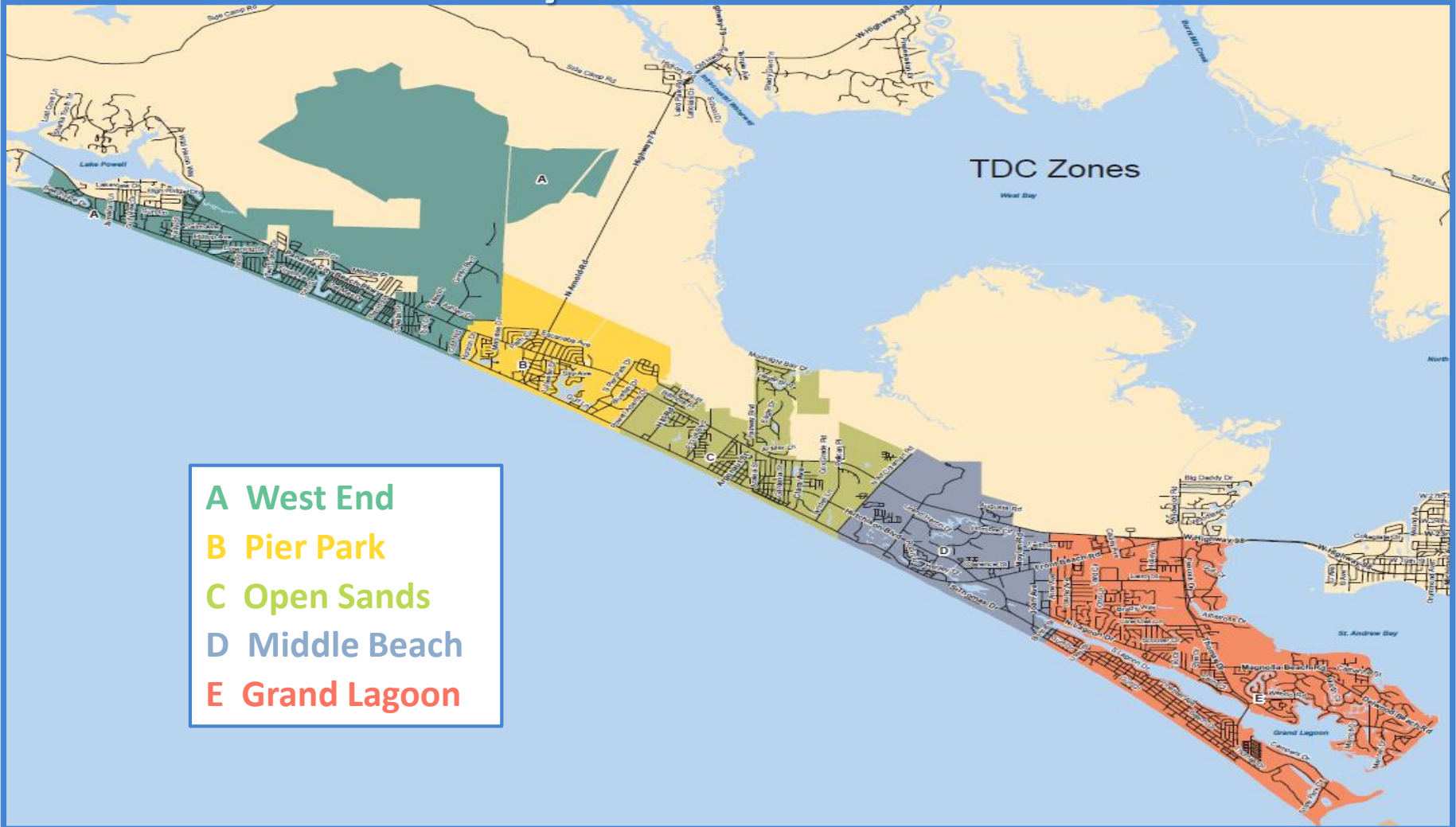
Month	2016-2017		2015-2016		\$ Variance	% Variance	2015-2016	
	As of 4/30/17	As of 4/30/16	As of 4/30/16	FINAL 4/30/17				
October	\$ 8,756	\$ 6,888	\$ 6,888	\$ 6,888	\$ 1,868	27.12%	\$ 6,937	
November	4,178	3,448	3,448	3,448	730	21.16%	3,478	
December	3,803	3,249	3,249	3,249	554	17.06%	4,611	
January	4,790	4,196	4,196	4,196	594	14.15%	4,240	
February	6,140	5,080	5,080	5,080	1,060	20.87%	5,283	
March	11,014	9,325	9,325	9,325	1,689	18.12%	9,792	
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>\$ 38,681</b>	<b>\$ 32,186</b>	<b>\$ 32,186</b>	<b>\$ 32,186</b>	<b>\$ 6,495</b>	<b>20.18%</b>	<b>\$ 34,341</b>	



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

	For the month ending March 2017			For the month ending March 2016		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	1,330,574	77,136	1,407,710	1,147,579	36,226	1,183,805
Penalties	1,897	6,333	8,230	3,493	4,591	8,084
Interest	8	5,836	5,844	10	1,063	1,073
<b>Total Collections</b>	<b>1,332,479</b>	<b>89,305</b>	<b>1,421,784</b>	<b>1,151,082</b>	<b>41,880</b>	<b>1,192,962</b>
	Fiscal year to date through March 2017			Fiscal year to date through March 2016		
	Current period	Prior periods	Total	Current period	Prior periods	Total
Taxes	4,587,192	225,776	4,812,968	3,942,588	213,339	4,155,927
Penalties	17,847	31,036	48,883	13,333	27,691	41,024
Interest	82	12,567	12,649	36	11,805	11,841
<b>Total Collections</b>	<b>4,605,121</b>	<b>269,379</b>	<b>4,874,500</b>	<b>3,955,957</b>	<b>252,835</b>	<b>4,208,792</b>

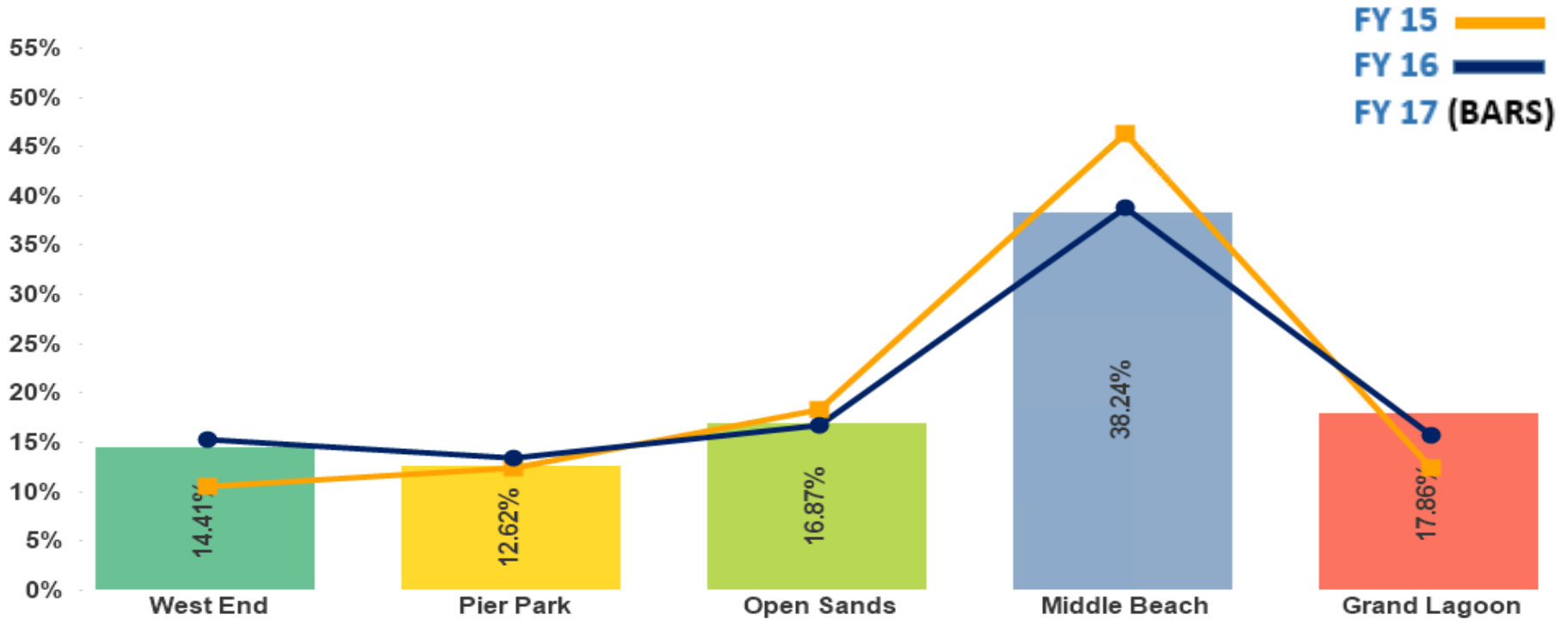
# Layout of TDC Zones



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

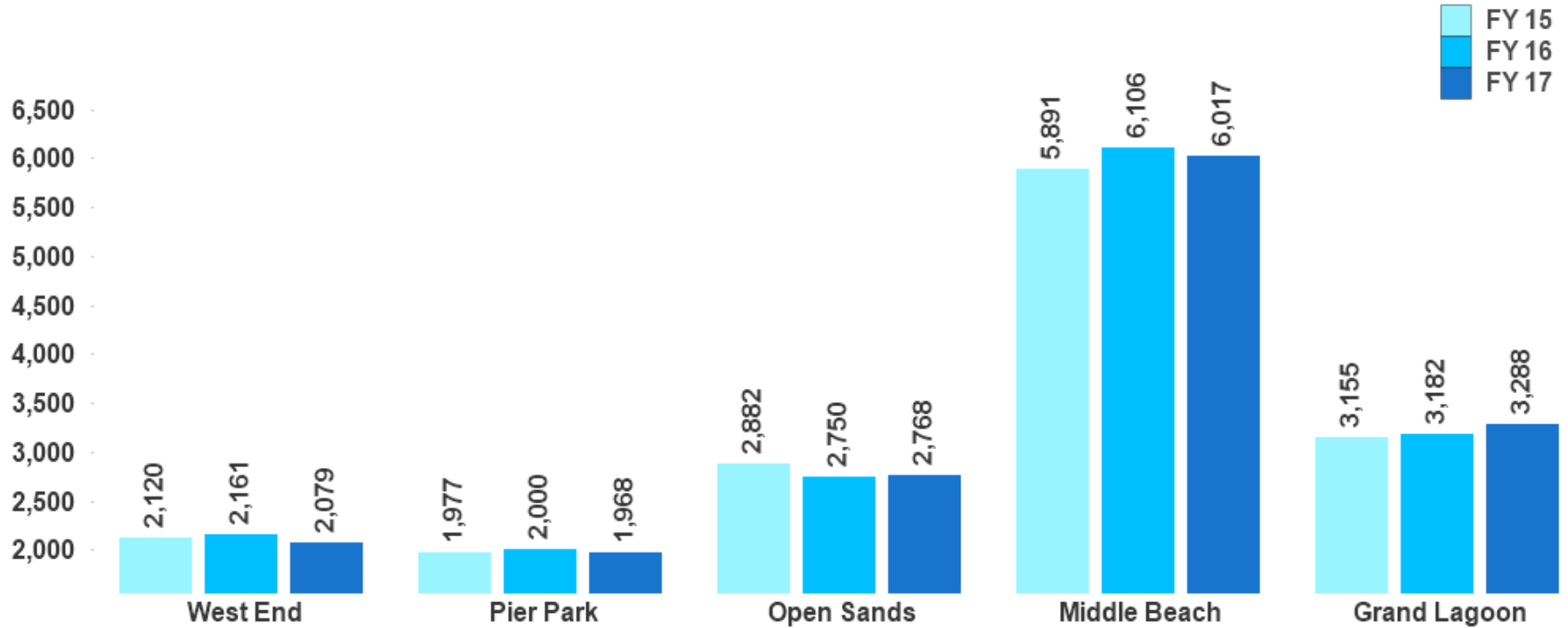
**BILL KINSAUL**  
**CLERK OF COURT & COMPTROLLER**  
BAY COUNTY

# % of Gross Receipts by Zones Three Year March Comparison



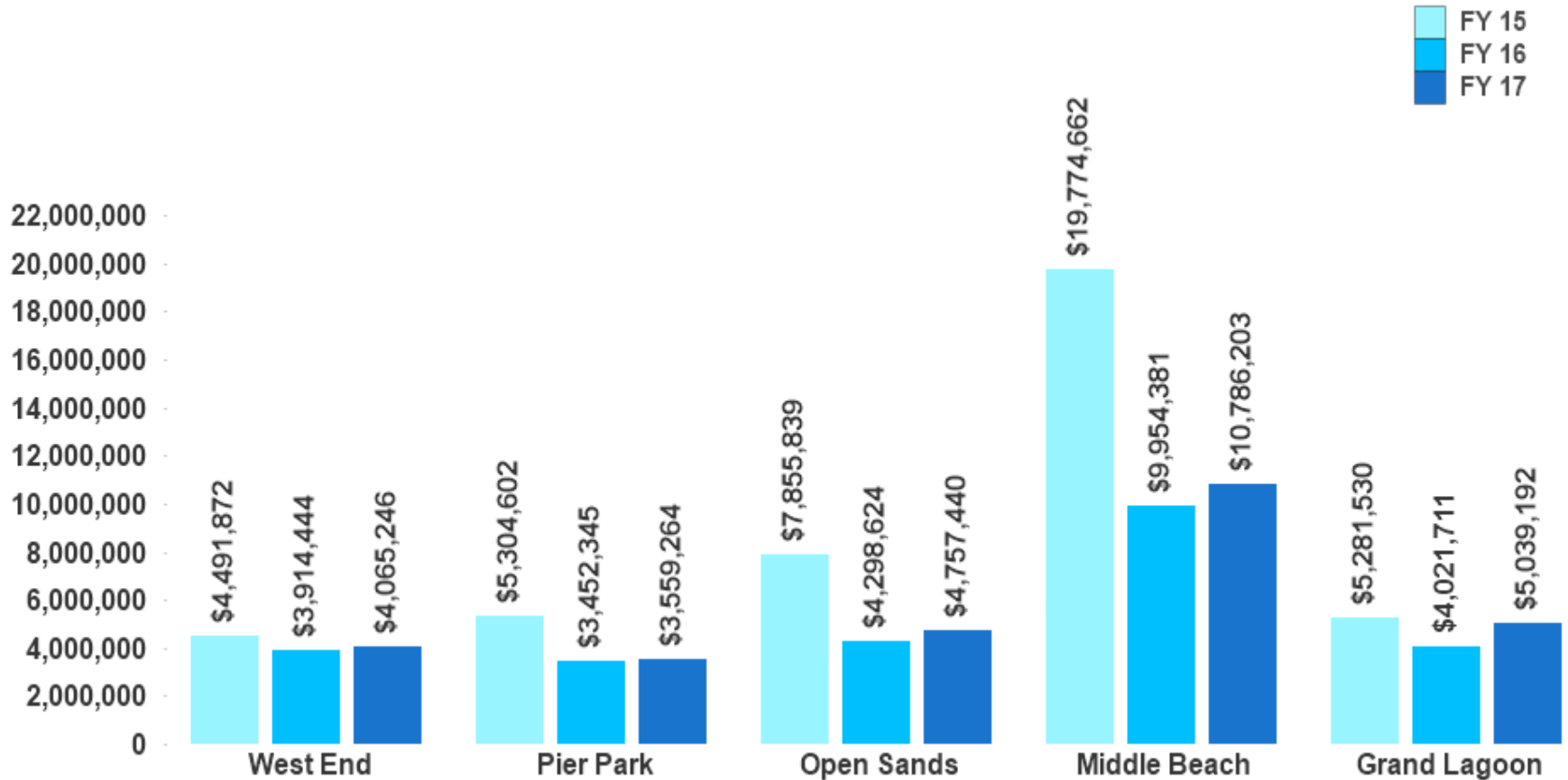
Mar	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon
FY15	10.52%	12.42%	18.39%	46.30%	12.37%
FY16	15.27%	13.46%	16.76%	38.82%	15.68%
FY17	14.41%	12.62%	16.87%	38.24%	17.86%

# Total Unit Count Three Year March Comparison

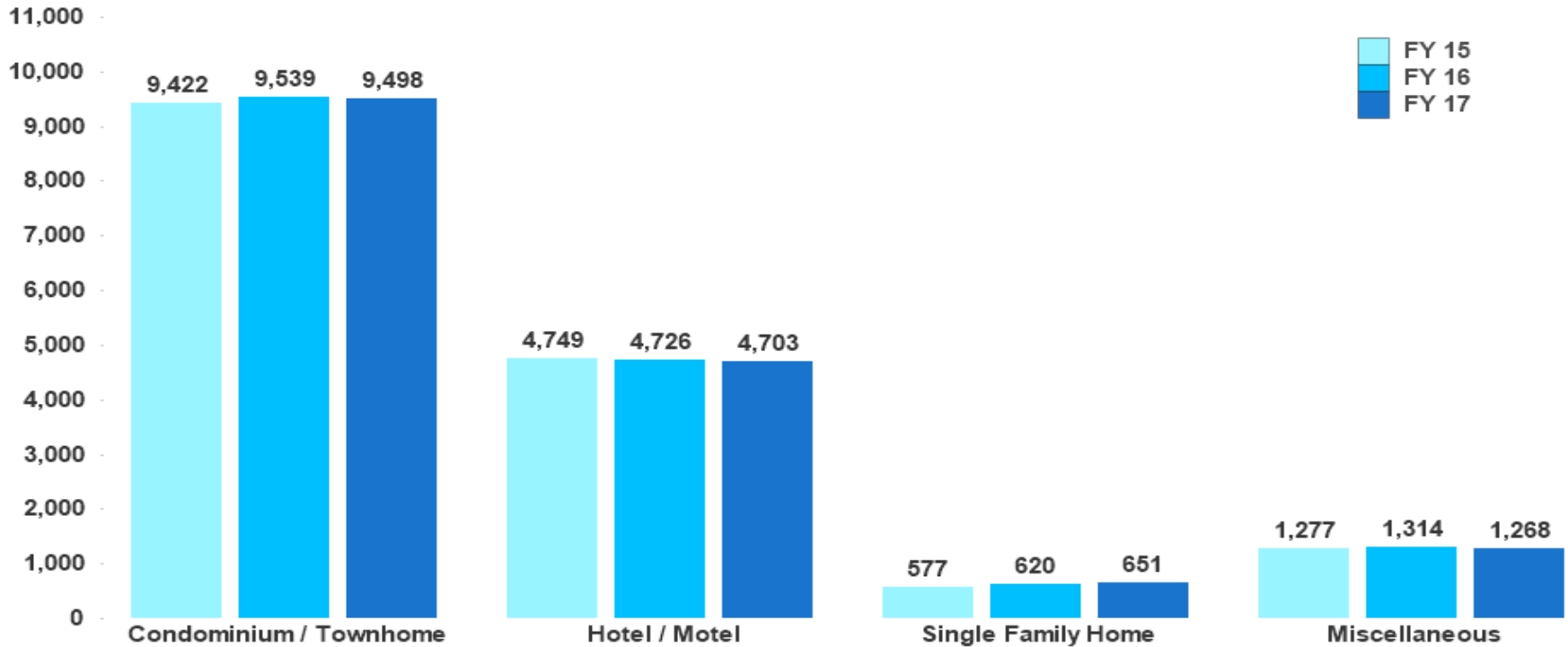


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 15	15,564	15,553	16,371	15,577	15,517	16,025	15,673	15,743	16,286	15,925	15,927	16,375
FY 16	15,965	15,766	16,086	15,657	15,659	16,199	15,812	16,068	16,333	16,180	16,133	16,418
FY 17	16,077	16,088	16,310	16,072	16,118	16,120						

# Gross Rental Receipts Three Year March Comparison

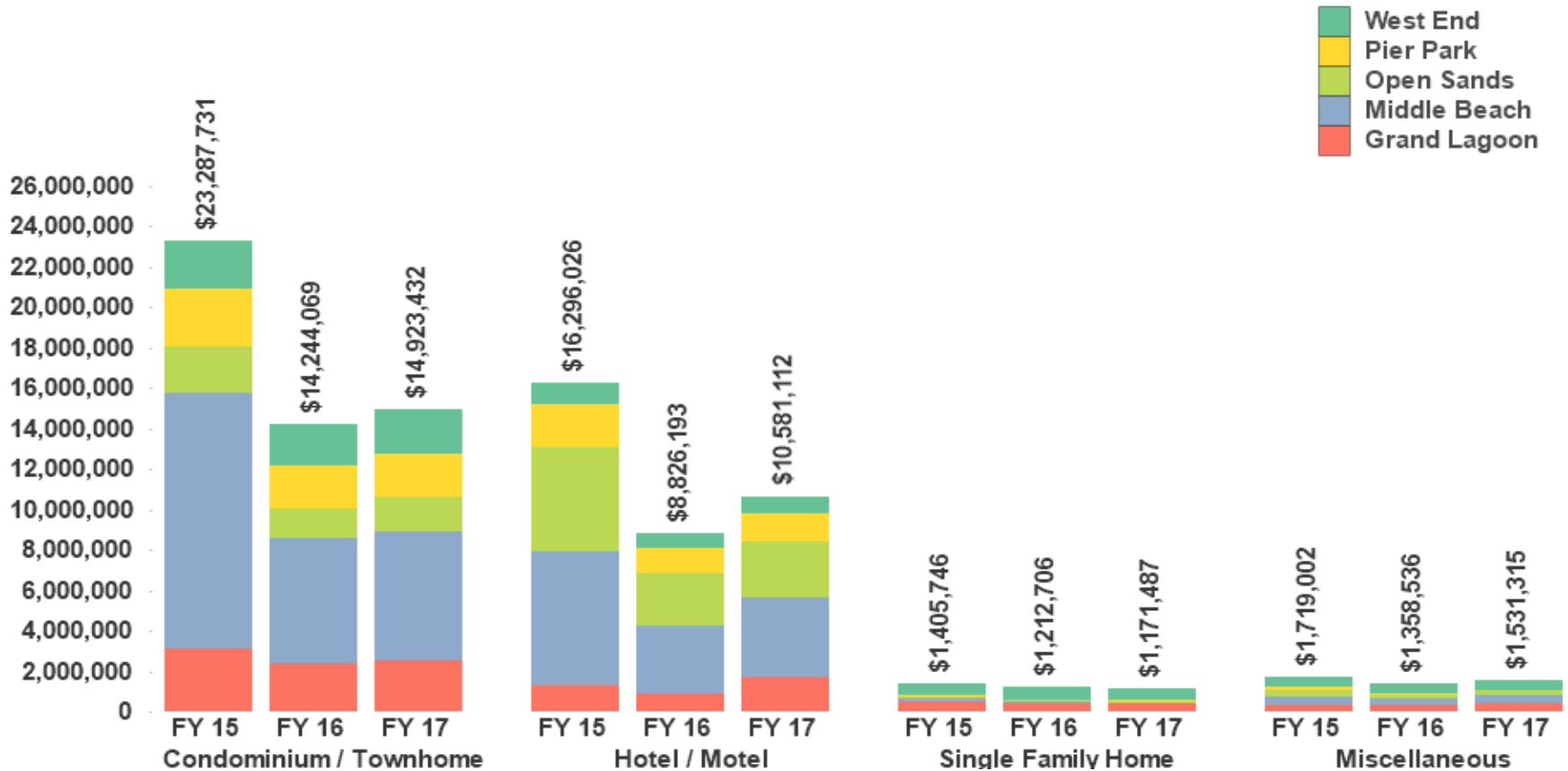


# Unit Count by Property Type Three Year March Comparison



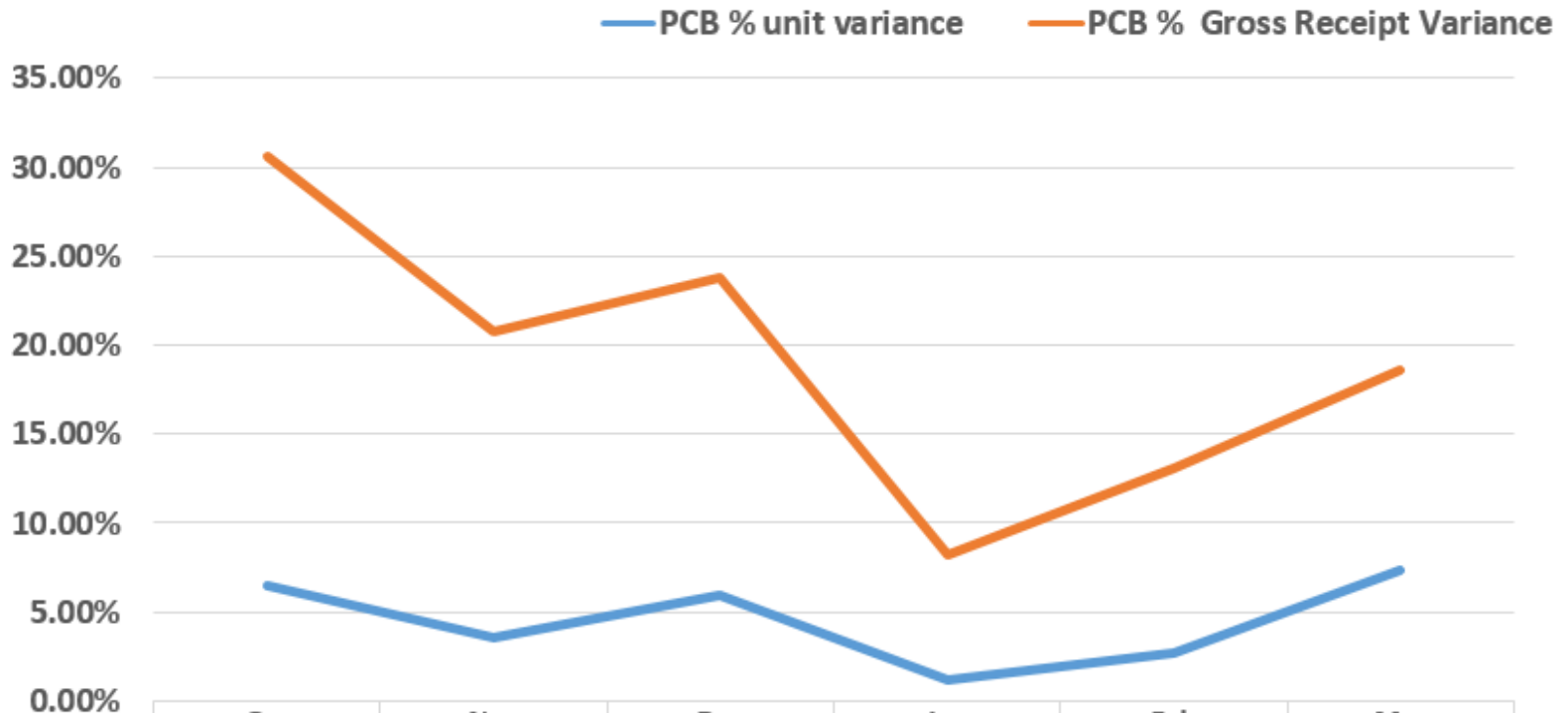
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Gross Receipts by Property Type Three Year March Comparison



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

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

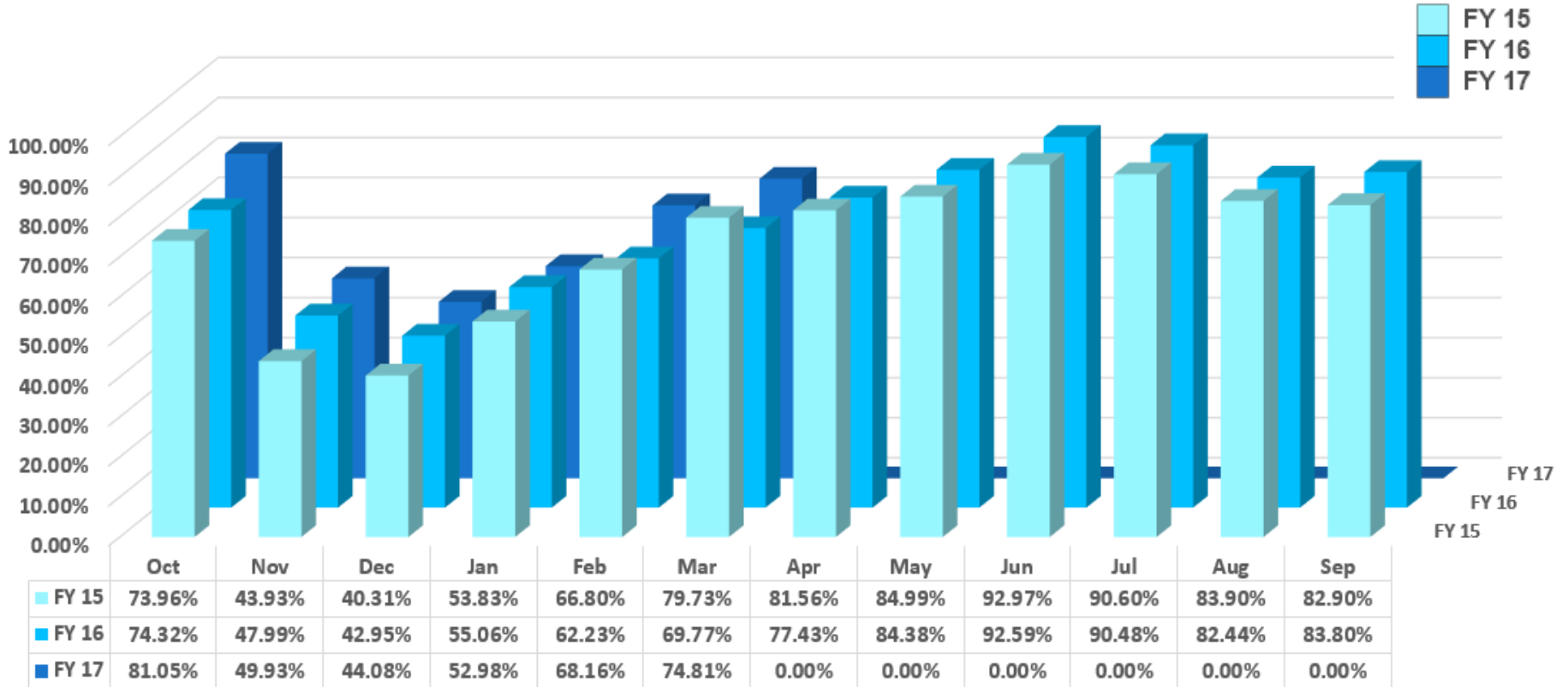


	Oct	Nov	Dec	Jan	Feb	Mar
PCB % Gross Receipt Variance	24.13%	17.20%	17.74%	7.03%	10.37%	11.26%
PCB % unit variance	6.46%	3.61%	5.99%	1.21%	2.69%	7.31%

— PCB % unit variance — PCB % Gross Receipt Variance

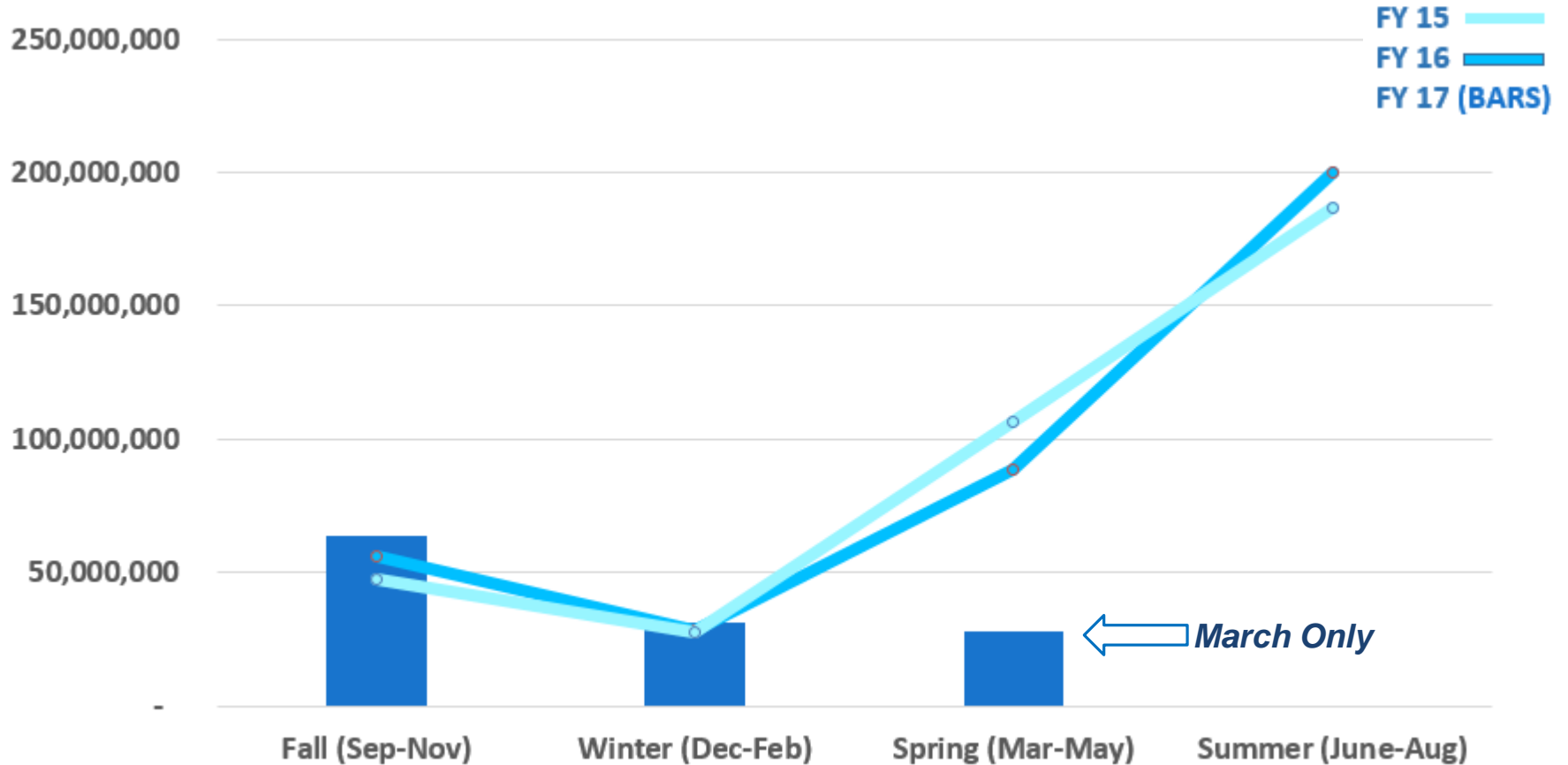


# Percentage of Condos Rented vs Inventory by Month

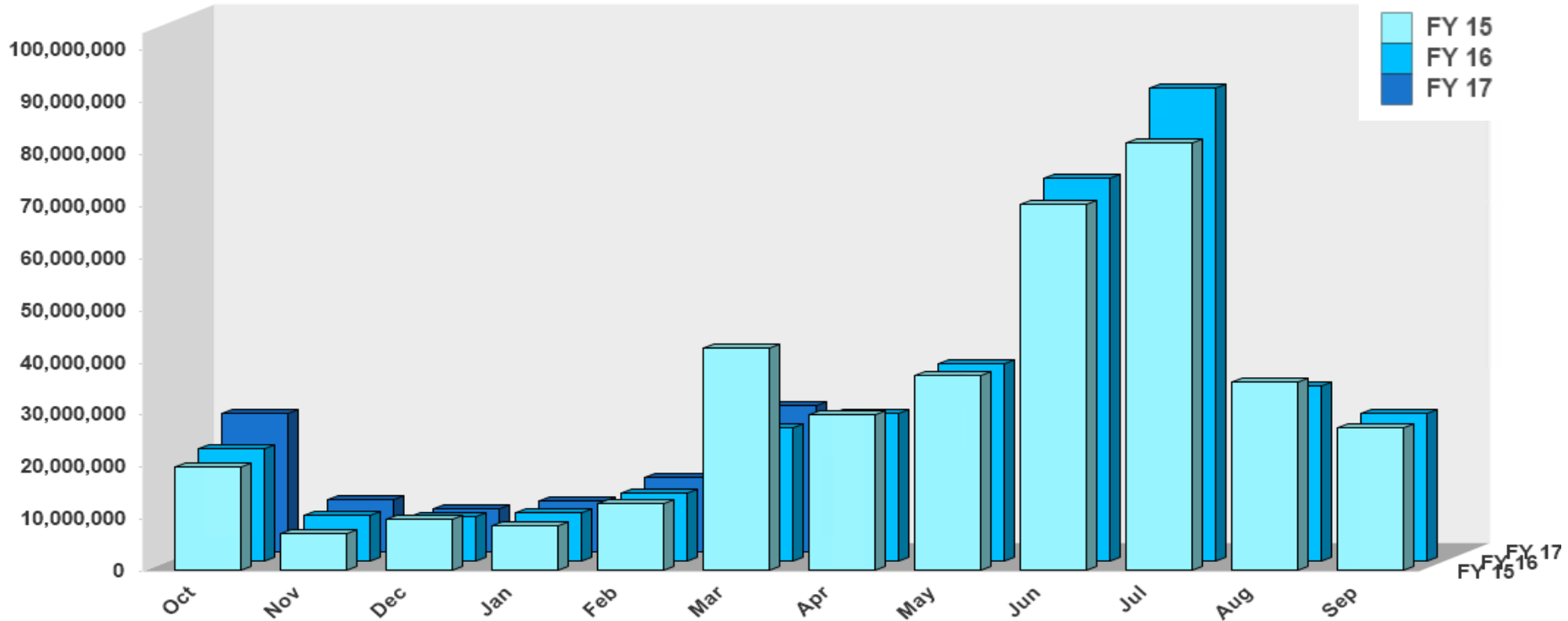


This chart shows the percentage of condos that had rental income vs. Inventory by month

# 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	\$9,691,368	\$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	\$8,540,266	\$9,300,318	\$12,923,640	\$25,641,505	\$28,280,599	\$37,916,317	\$73,562,465	\$90,704,954	\$33,641,515	\$28,429,264
FY 17	\$26,566,598	\$10,147,433	\$8,284,252	\$9,857,154	\$14,305,713	\$28,207,346						

# MONTHLY TDT DATA DETAIL

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



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

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	366	530	577	1,559	454	3,486
2 Bedroom	677	509	396	1,649	1,018	4,249
3+ Bedrooms	222	188	160	845	348	1,763
Total	1,265	1,227	1,133	4,053	1,820	9,498



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

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	Grand Lagoon	Total
1 Bedroom	\$614,785	\$831,766	\$709,363	\$1,919,896	\$579,183	\$4,654,993
2 Bedroom	\$1,084,385	\$882,054	\$570,221	\$2,455,537	\$1,291,332	\$6,283,528
3+ Bedrooms	\$470,488	\$419,780	\$396,815	\$2,018,831	\$678,996	\$3,984,911
Total	\$2,169,658	\$2,133,600	\$1,676,399	\$6,394,264	\$2,549,511	\$14,923,432



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

Hotel/Motel Units:	<b>4,703</b>
Hotel/Motel Gross Receipts:	<b>\$10,581,112</b>

Single Family Units:	<b>651</b>
Single Family Gross Receipts:	<b>\$1,171,487</b>

Miscellaneous Units:	<b>1,268</b>
Miscellaneous Gross Receipts:	<b>\$1,531,315</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**

