

# MONTHLY TDT ANALYSIS

## Statistical and Graphical Reports for month ending: November 30, 2014



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





January 5, 2015

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 two months ending November, 2014. 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

November 30, 2014



Bay County  
Tourist Development Council

# Revenue Analysis Panama City Beach



## Revenue Analysis Panama City Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 968,998	\$ 785,184	\$ 183,814	23.41%
November	367,917	352,194	15,723	4.46%
December			0	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>\$ 1,336,915</b>	<b>\$ 1,137,378</b>	<b>\$ 199,537</b>	<b>17.54%</b>

# Value of One Cent Panama City Beach

## Value of One Cent Panama City Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 189,493	\$ 152,140	\$ 37,353	24.55%
November	65,332	65,311	21	0.03%
December			0	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>\$ 254,825</b>	<b>\$ 217,451</b>	<b>\$ 37,374</b>	<b>17.19%</b>



# Revenue Analysis Mexico Beach



**Bay County  
Tourist Development Council**

## Revenue Analysis Mexico Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 27,616	\$ 24,815	\$ 2,801	11.29%
November	13,497	11,331	2,166	19.12%
December			0	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>\$ 41,113</b>	<b>\$ 36,146</b>	<b>\$ 4,967</b>	<b>13.74%</b>

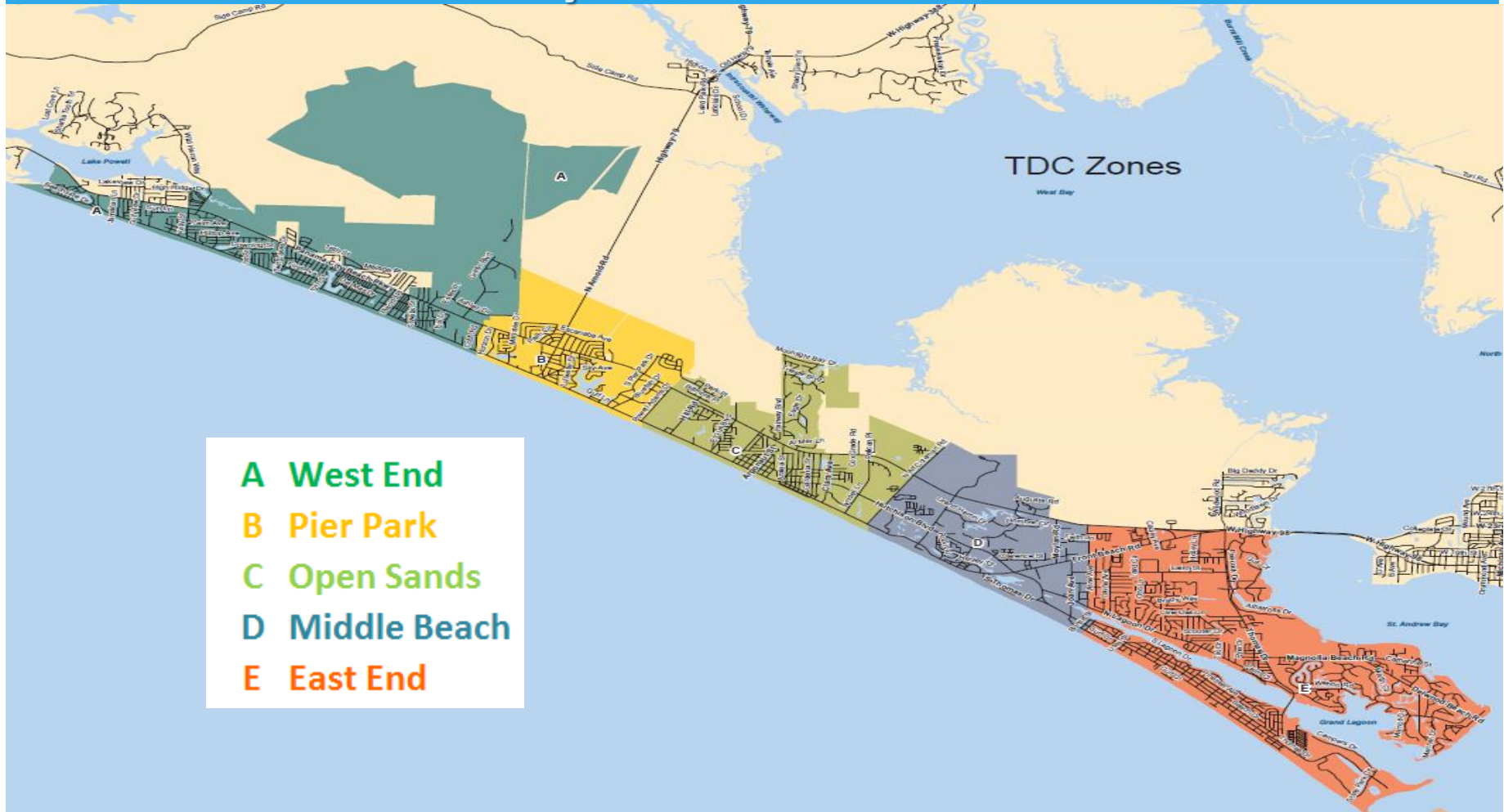
# Value of One Cent Mexico Beach

## Value of One Cent Mexico Beach Fiscal Years Ending September 30, 2015 and 2014

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 5,619	\$ 4,832	\$ 787	16.29%
November	2,354	2,300	54	2.35%
December			0	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>\$ 7,973</b>	<b>\$ 7,132</b>	<b>\$ 841</b>	<b>11.79%</b>



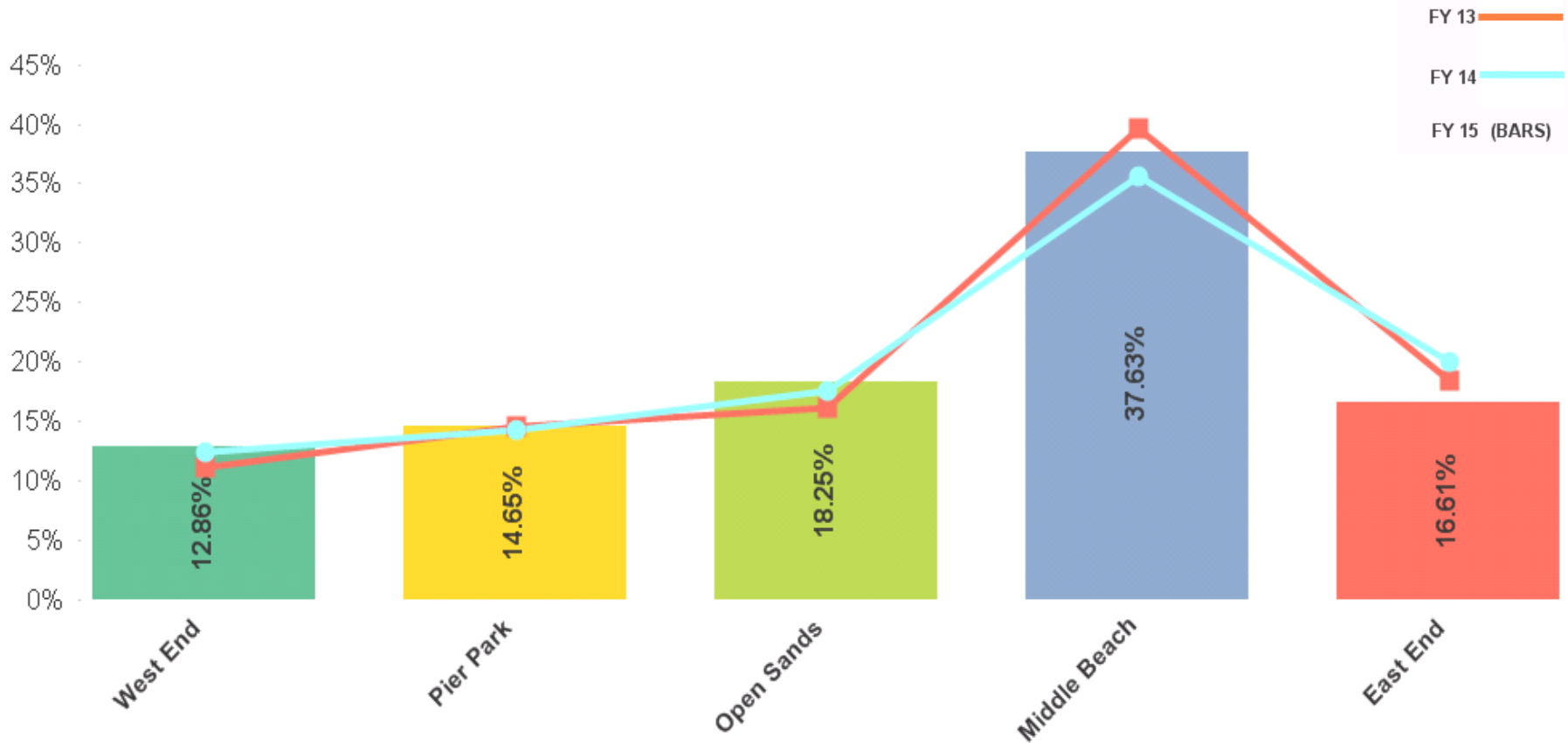
# Layout of TDC Zones



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

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

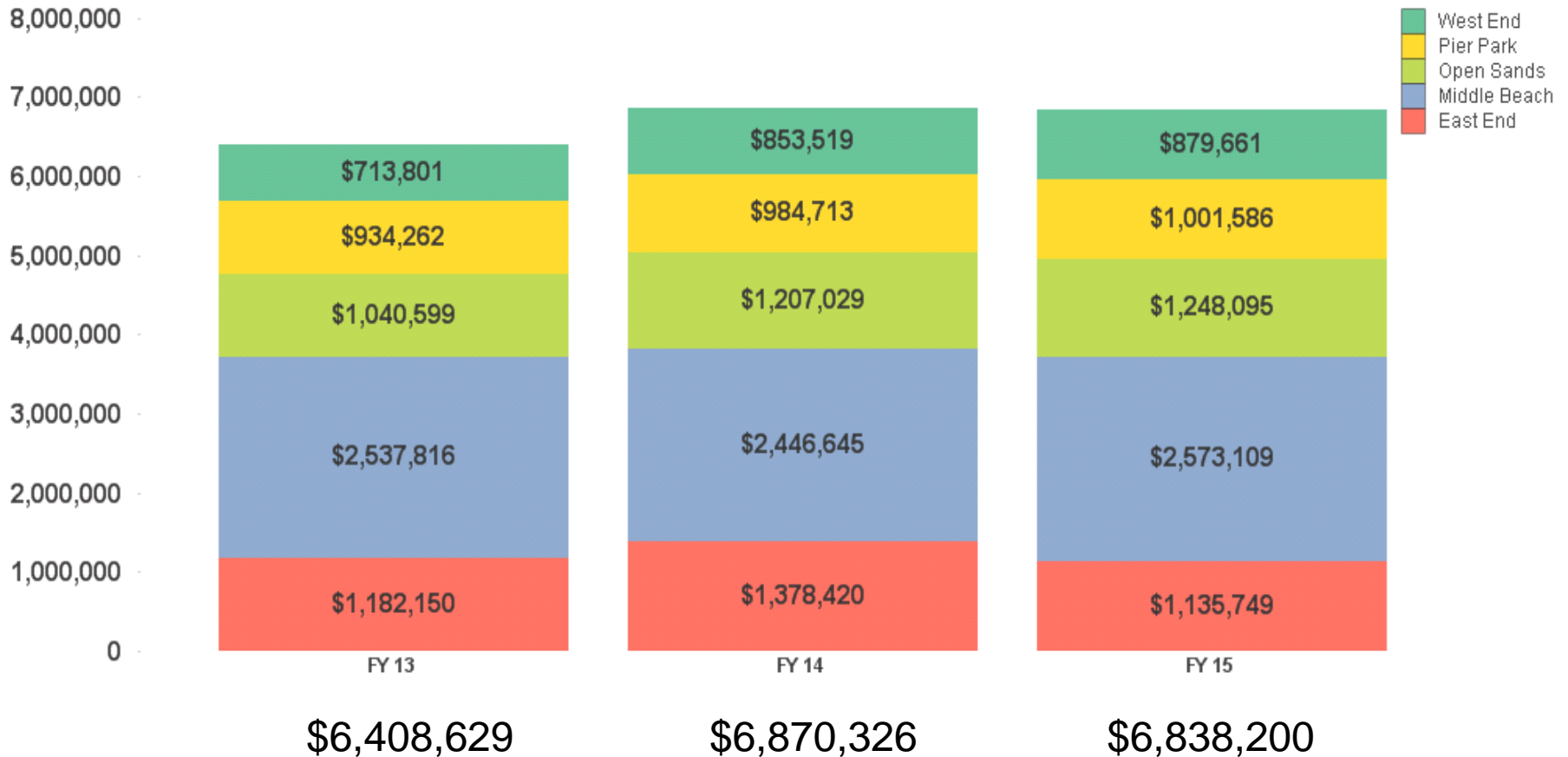
# % of Gross Receipts by Zones Three Year November Comparison



	West End	Pier Park	Open Sands	Middle Beach	East End
FY13	11.14%	14.58%	16.24%	39.60%	18.45%
FY14	12.42%	14.33%	17.57%	35.61%	20.06%
FY15	<b>12.86%</b>	<b>14.65%</b>	<b>18.25%</b>	<b>37.63%</b>	<b>16.61%</b>

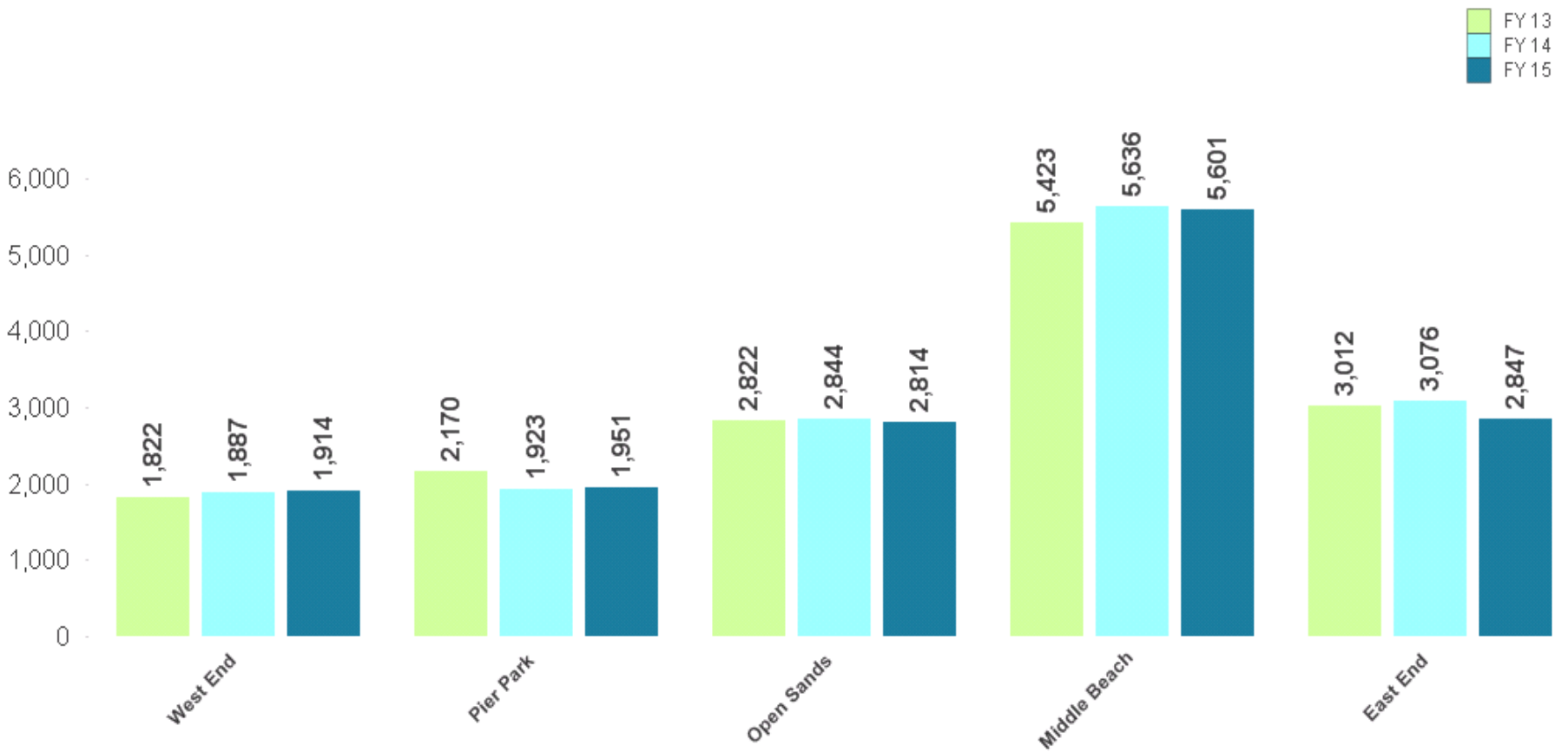


# Gross Rental Receipts Three Year November Comparison



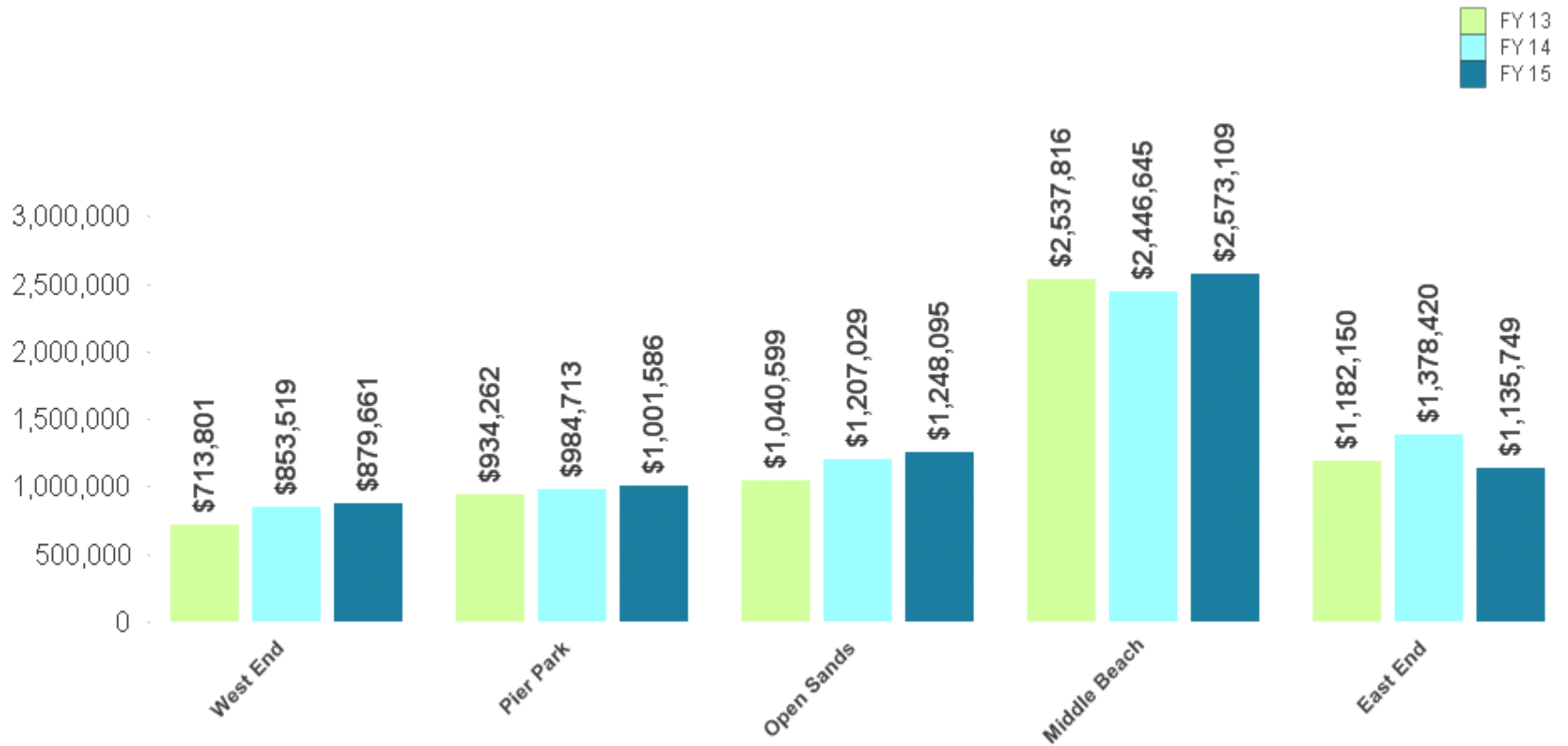
# Total Unit Count

## Three Year November Comparison

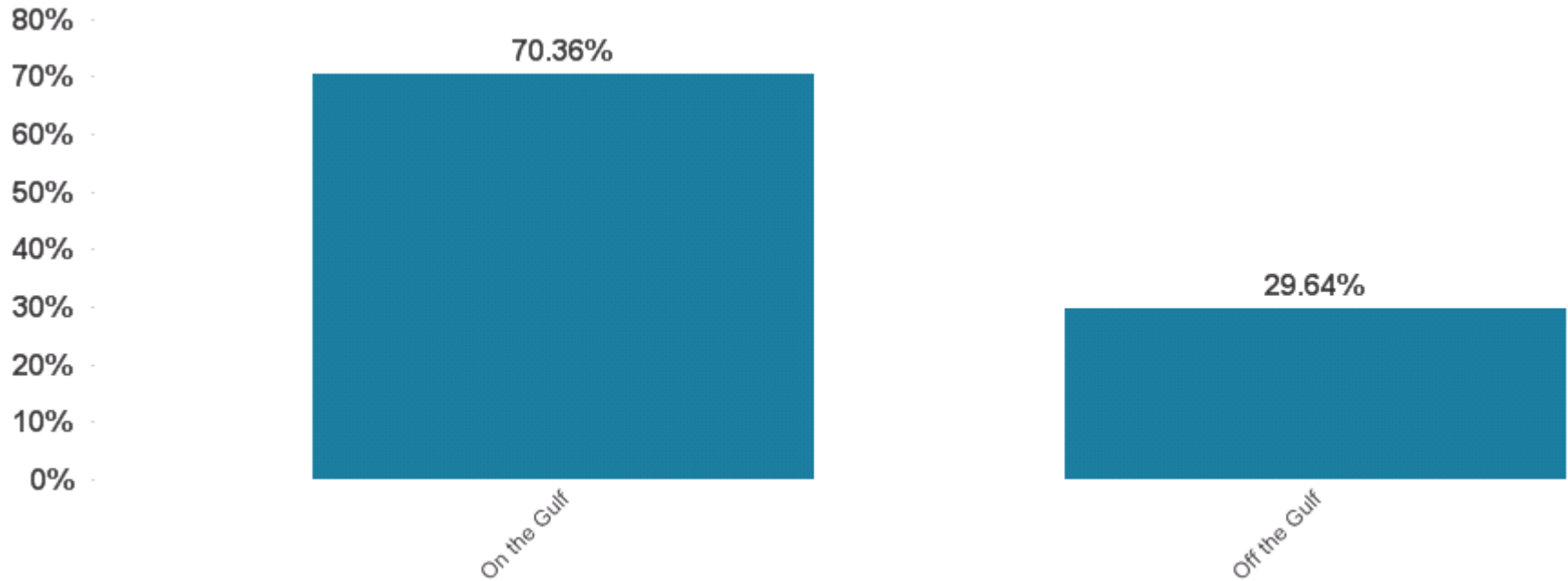


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	15,358	15,249	16,156	15,435	15,480	16,149	15,192	15,231	16,089	15,372	15,397	16,040
FY 14	15,374	15,366	15,789	15,291	15,321	16,019	15,442	15,492	16,192	15,597	15,437	16,134
FY 15	15,240	15,127										

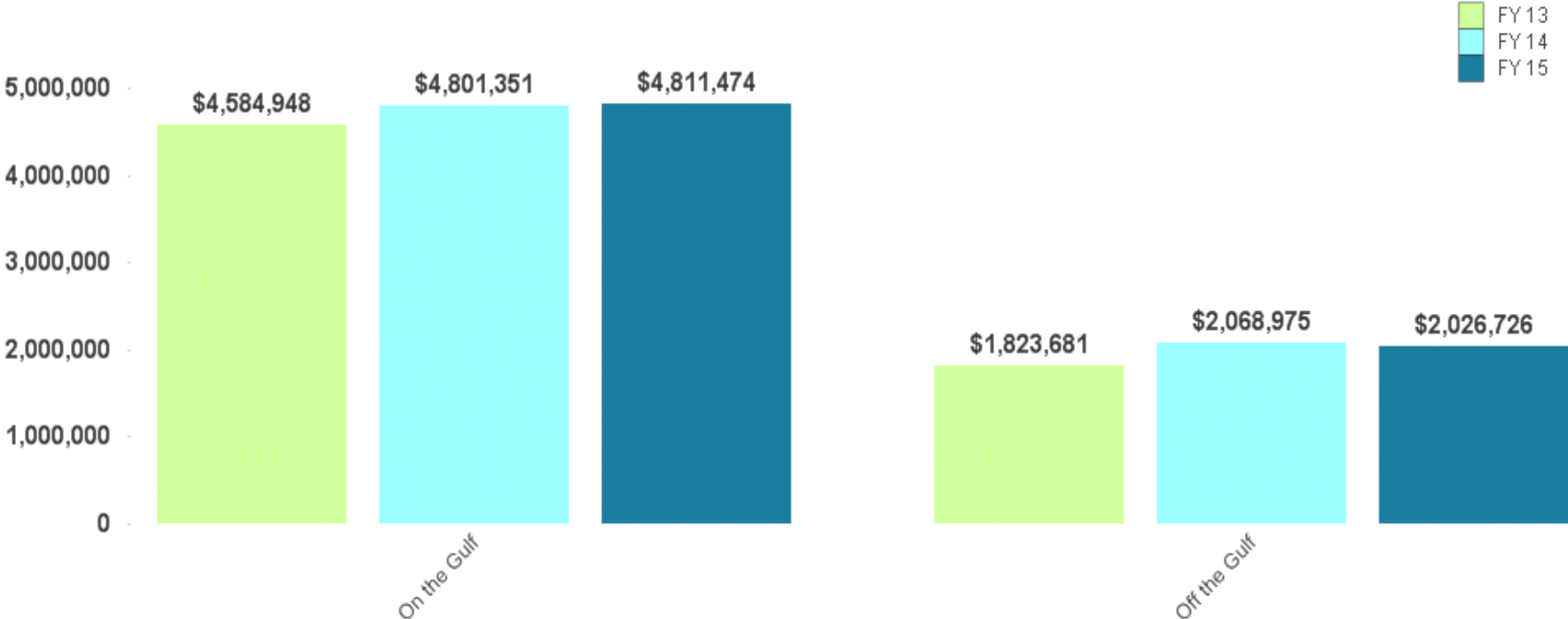
# Gross Rental Receipts Three Year November Comparison



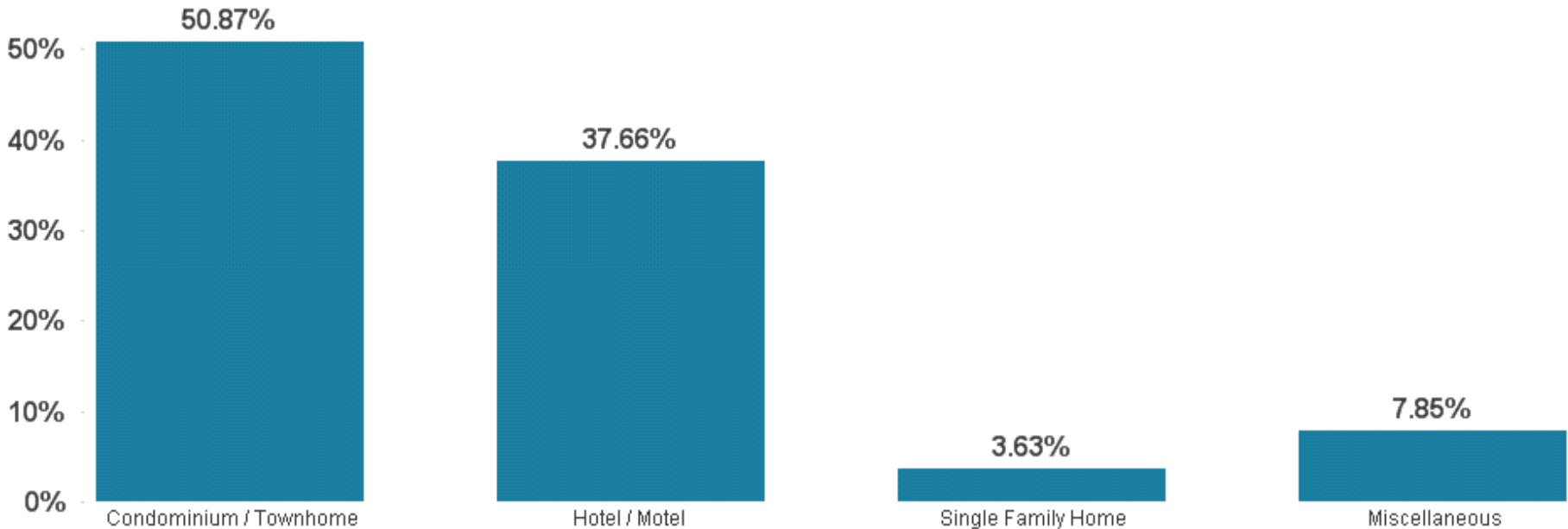
# Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf November 30, 2014



# Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf November 30, 2014

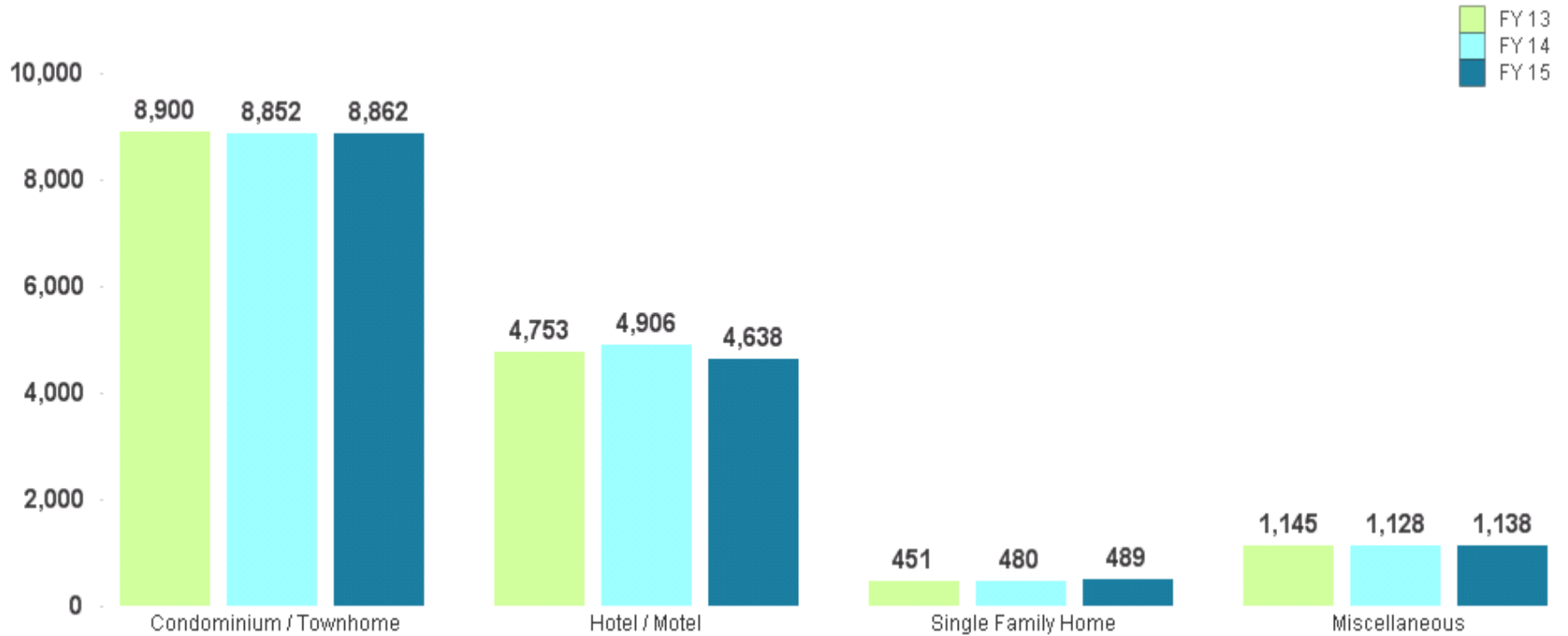


# Percentage Allocation Gross Rental Receipts by Property Type November 30, 2014

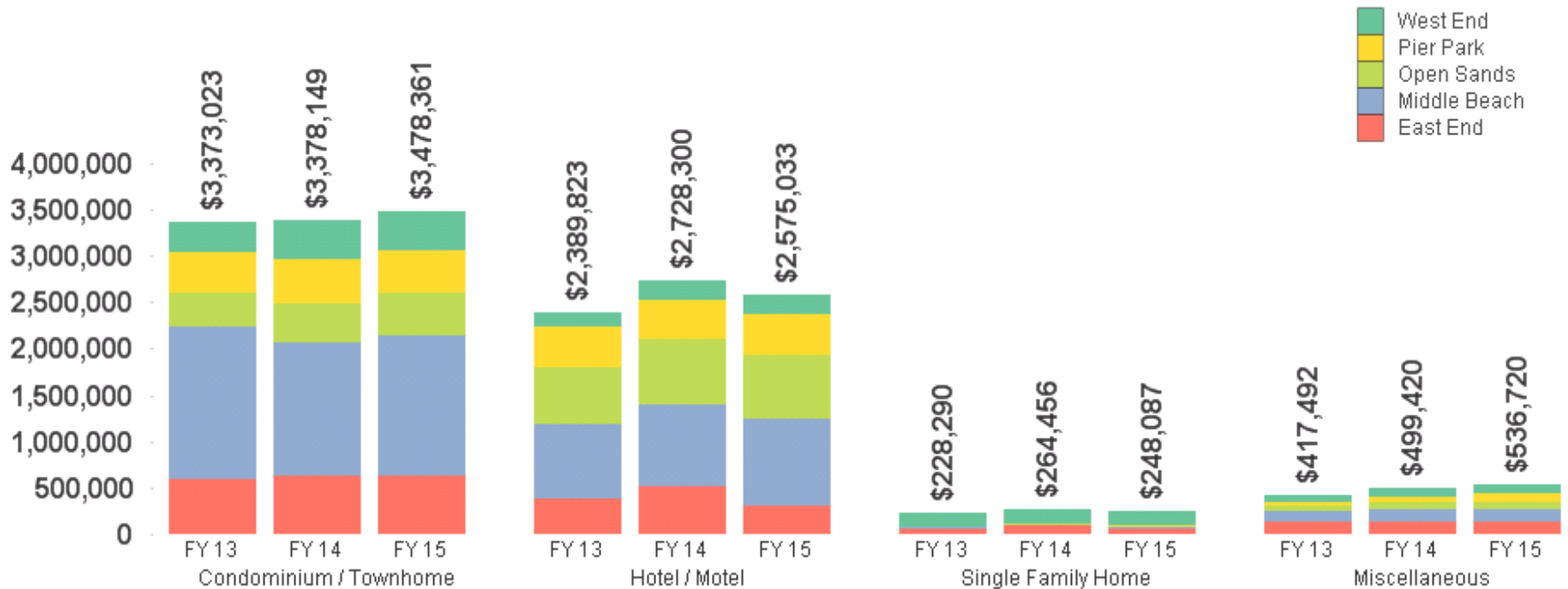


Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

# Unit Count by Property Type Three Year November Comparison

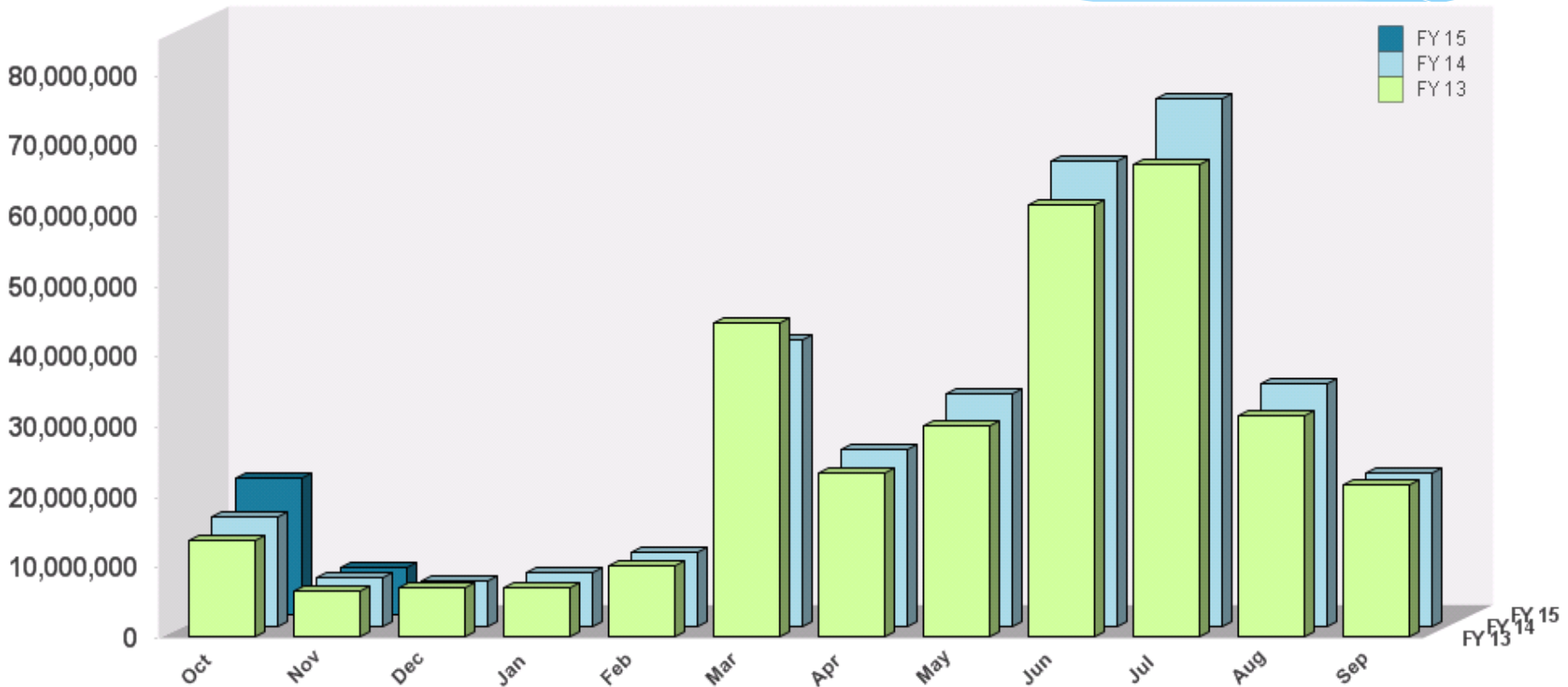


# Gross Receipts by Property Type Three Year November Comparison





# Year to Date Monthly Gross Receipts Comparison



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	\$13,599,149	\$6,408,629	\$6,844,496	\$7,066,694	\$10,122,208	\$44,741,045	\$23,304,367	\$30,080,510	\$61,512,140	\$67,102,819	\$31,397,621	\$21,491,689
FY 14	\$15,666,822	\$6,870,326	\$6,507,017	\$7,636,135	\$10,472,981	\$40,841,364	\$25,278,094	\$33,125,679	\$66,378,754	\$75,024,726	\$34,571,321	\$21,902,886
FY 15	\$19,404,063	\$6,838,200										

December 2014-September 2015 To Be Determined

# MONTHLY TDT DATA DETAIL

## **Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: November 30, 2014**



**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:

November 30, 2014



Bay County  
Tourist Development Council

January 5, 2015

Tourist Development Council  
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending November 30, 2014. 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 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,

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

Bill Kinsaul  
Clerk of Court and Comptroller

# Reporting Units grouped by Condominium / Townhome property type for month ending November 30, 2014

<b>BedRoomGroup</b>	West End	Pier Park	Open Sands	Middle Beach	East End	<b>Total</b>
1 Bedroom	349	516	520	1,428	449	<b>3,262</b>
2 Bedroom	613	488	372	1,472	936	<b>3,881</b>
3+ Bedrooms	217	201	162	773	366	<b>1,719</b>
<b>Total</b>	<b>1,179</b>	<b>1,205</b>	<b>1,054</b>	<b>3,673</b>	<b>1,751</b>	<b>8,862</b>



# Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending November 30, 2014

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$127,212	\$174,714	\$174,561	\$449,769	\$131,868	\$1,058,125
2 Bedroom	\$180,739	\$187,485	\$135,168	\$473,846	\$286,795	\$1,264,032
3+ Bedrooms	\$114,961	\$100,838	\$141,120	\$586,775	\$212,510	\$1,156,204
<b>Total</b>	<b>\$422,912</b>	<b>\$463,037</b>	<b>\$450,848</b>	<b>\$1,510,390</b>	<b>\$631,173</b>	<b>\$3,478,361</b>



# Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending November 30, 2014

Hotel/Motel Units:	<b>4,638</b>
Hotel/Motel Gross Receipts:	<b>\$2,575,033</b>

Single Family Units:	<b>489</b>
Single Family Gross Receipts:	<b>\$248,087</b>

Miscellaneous Units:	<b>1,138</b>
Miscellaneous Gross Receipts:	<b>\$536,720</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**