

MONTHLY TDT ANALYSIS

Statistical and Graphical Reports for month ending: December 31, 2014



Bay County
Tourist Development Council





February 2, 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 three months ending December, 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

December 31, 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	\$ 968,831	\$ 785,101	\$ 183,730	23.40%
November	367,803	352,110	15,693	4.46%
December	342,313	293,966	48,347	16.45%
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
Total	\$ 1,678,947	\$ 1,431,177	\$ 247,770	17.31%

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	\$ 191,109	\$ 152,123	\$ 38,986	25.63%
November	66,359	65,294	1,065	1.63%
December	62,321	62,544	(223)	-0.36%
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
Total	\$ 319,789	\$ 279,961	\$ 39,828	14.23%



Revenue Analysis Mexico Beach

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

Month	2015-2014	2013-2014	\$ Variance	% Variance
October	\$ 27,784	\$ 24,898	\$ 2,886	11.59%
November	13,611	11,414	2,197	19.25%
December	13,594	13,975	(381)	-2.73%
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
Total	\$ 54,989	\$ 50,287	\$ 4,702	9.35%



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	\$ 5,652	\$ 4,848	\$ 804	16.58%
November	2,443	2,317	126	5.44%
December	2,568	2,844	(276)	-9.70%
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
Total	\$ 10,663	\$ 10,009	\$ 654	6.53%



**Schedule of Collection Allocation
Panama City Beach
For the month ending December 2014**

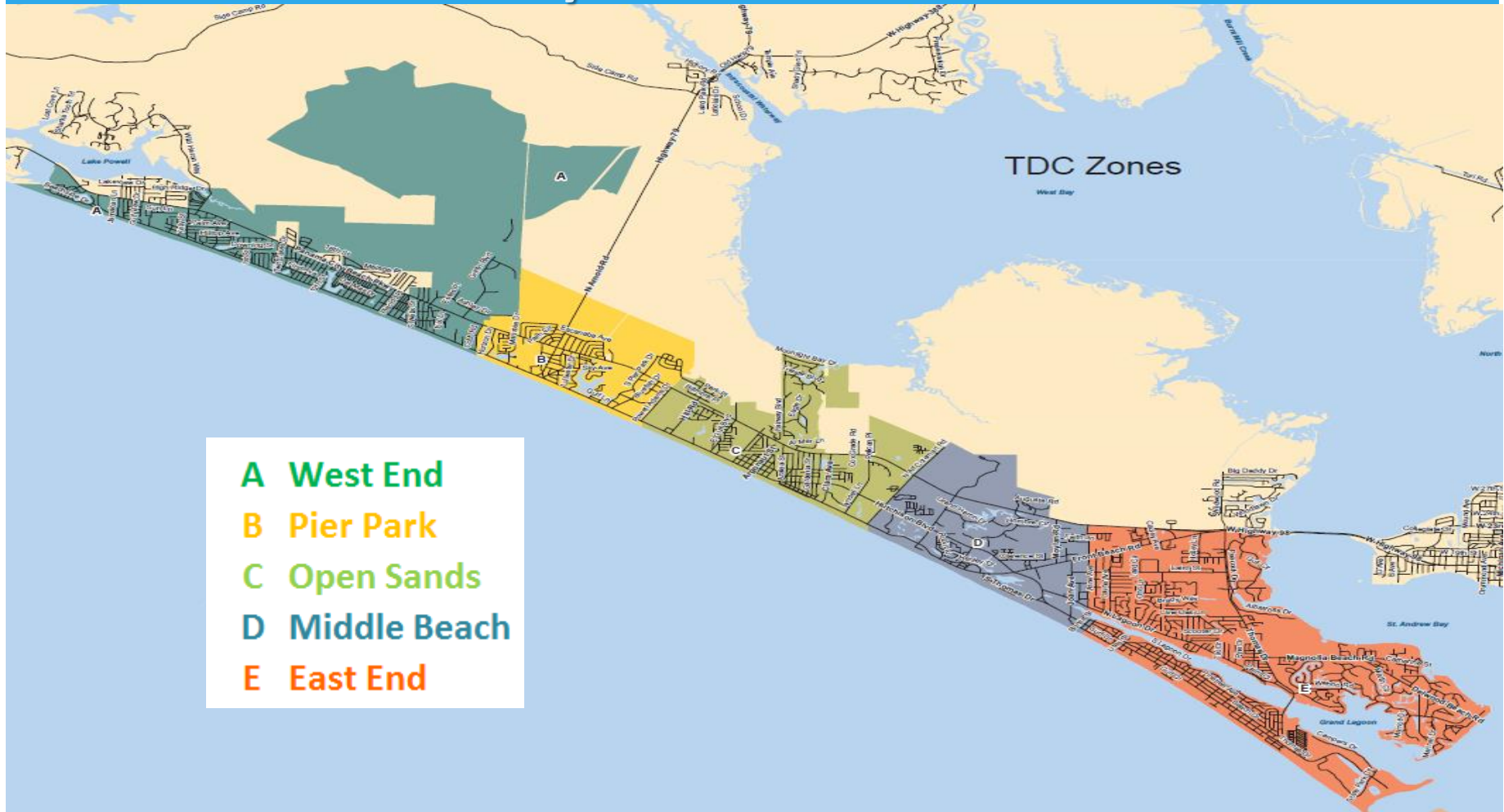
Month	Taxes	Penalties	Interest	Total Collections
Current period collections	309,967.00	2,289.00	5.00	312,261.00
Prior period collections	24,481.00	4,399.00	1,107.00	29,987.00
Total collections	334,448.00	6,688.00	1,112.00	342,248.00

**Schedule of Collection Allocation
Panama City Beach
Fiscal Year to date December 2014**

Month	Taxes	Penalties	Interest	Total Collections
Current period collections	1,569,785.00	7,850.00	34.00	1,577,669.00
Prior period collections	82,396.00	16,249.00	2,488.00	101,133.00
Total collections	1,652,181.00	24,099.00	2,522.00	1,678,802.00



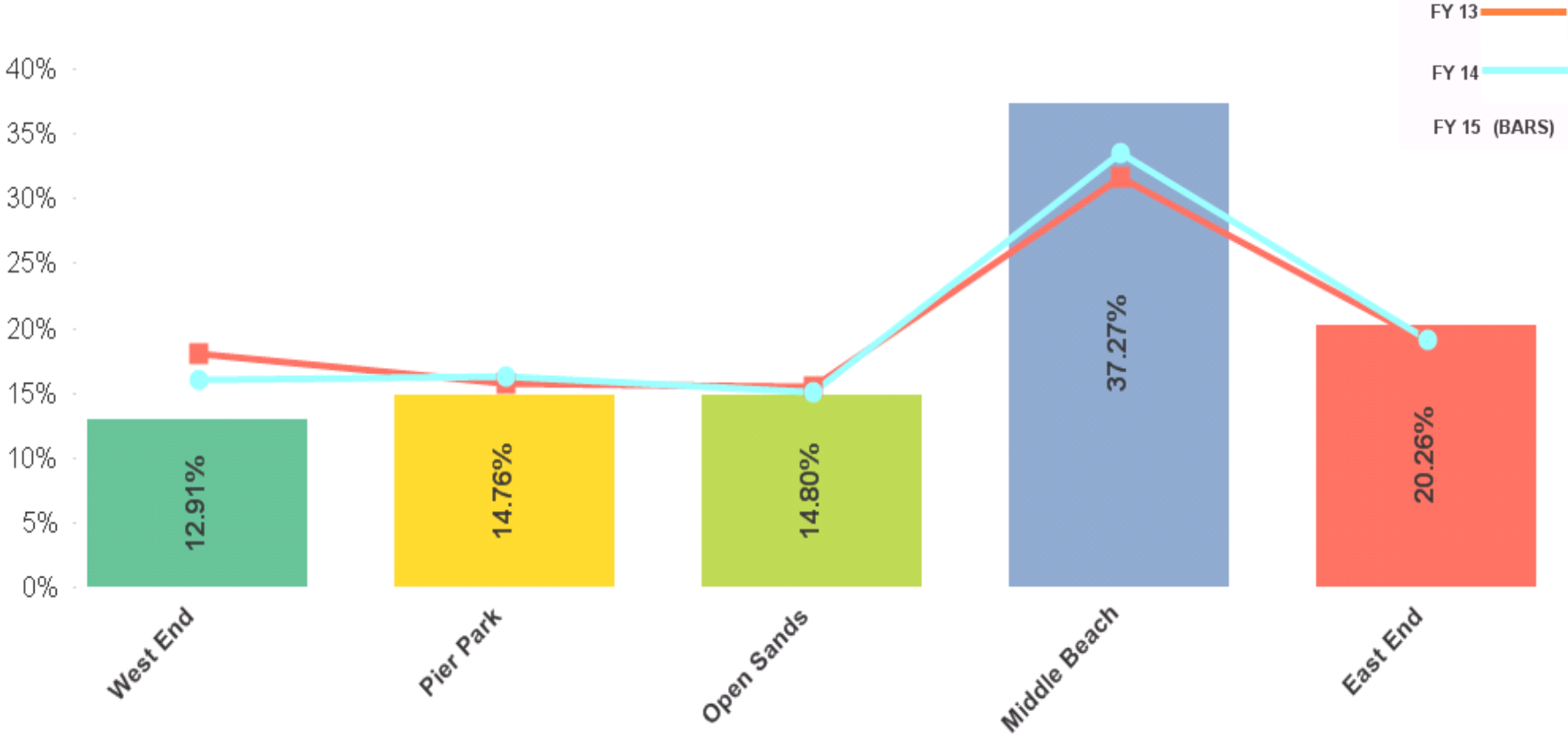
Layout of TDC Zones



Bay County
Tourist Development Council

BILL KINSAUL
CLERK OF COURT & COMPTROLLER
BAY COUNTY

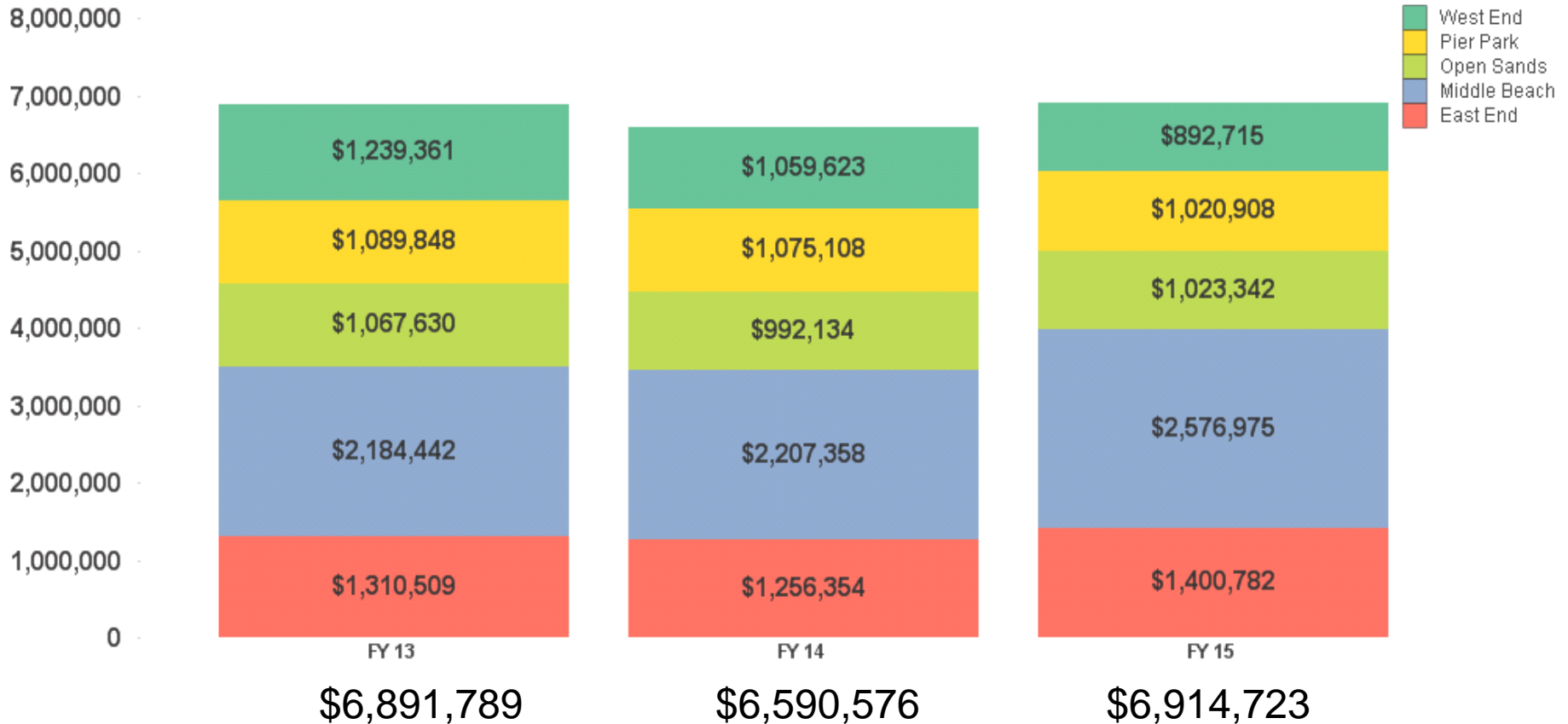
% of Gross Receipts by Zones Three Year December Comparison



Dec	West End	Pier Park	Open Sands	Middle Beach	East End
FY13	17.98%	15.81%	15.49%	31.70%	19.02%
FY14	16.08%	16.31%	15.05%	33.49%	19.06%
FY15	12.91%	14.76%	14.80%	37.27%	20.26%

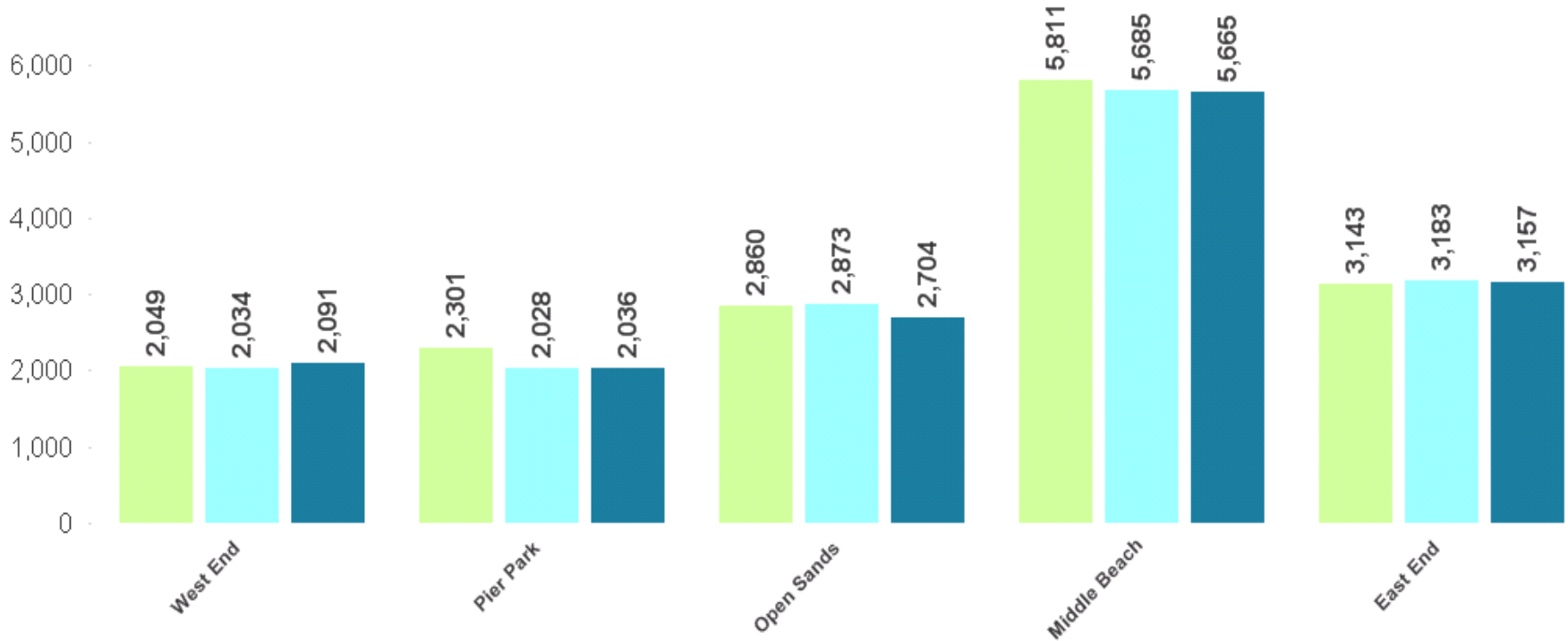


Gross Rental Receipts Three Year December Comparison



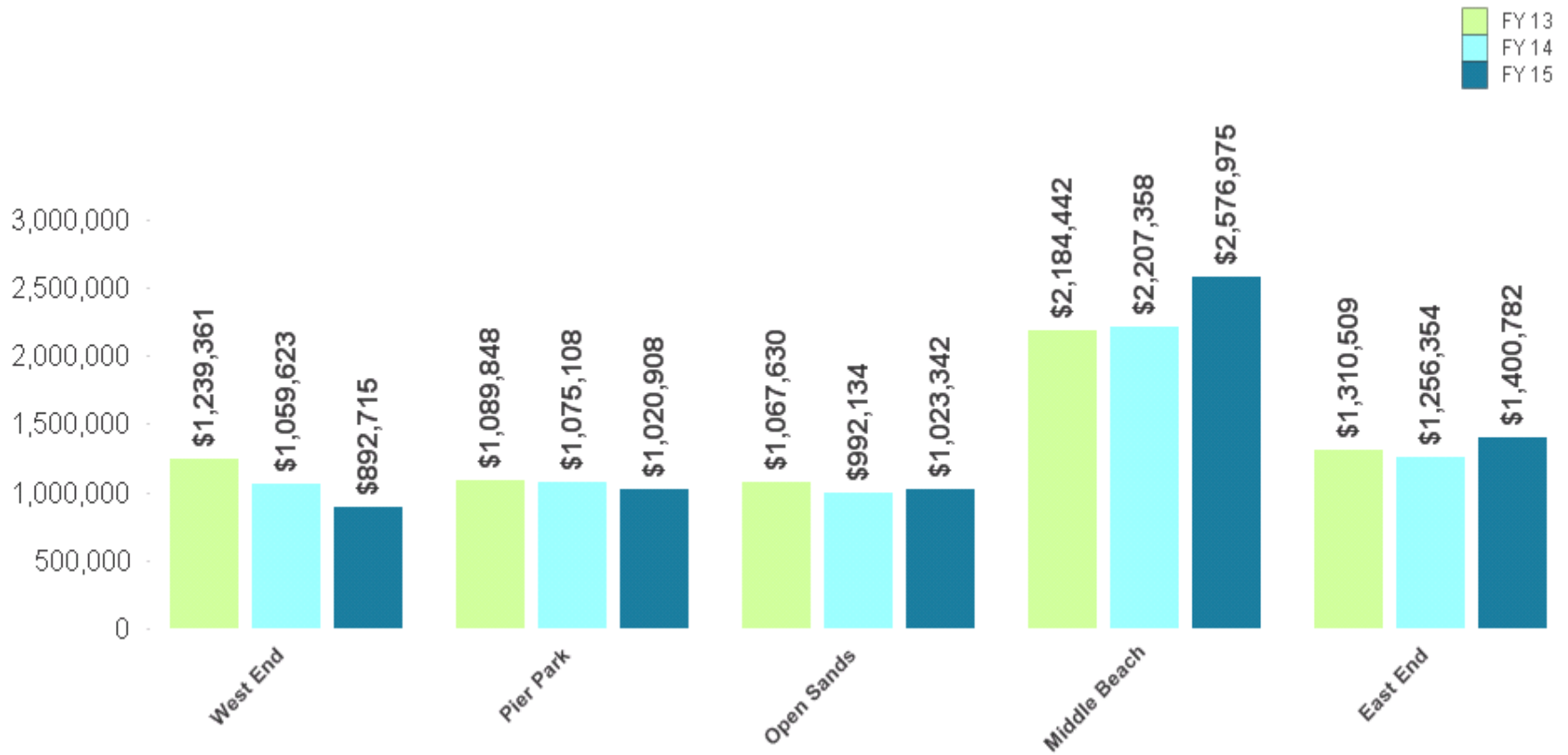
Total Unit Count Three Year December Comparison

FY 13
FY 14
FY 15

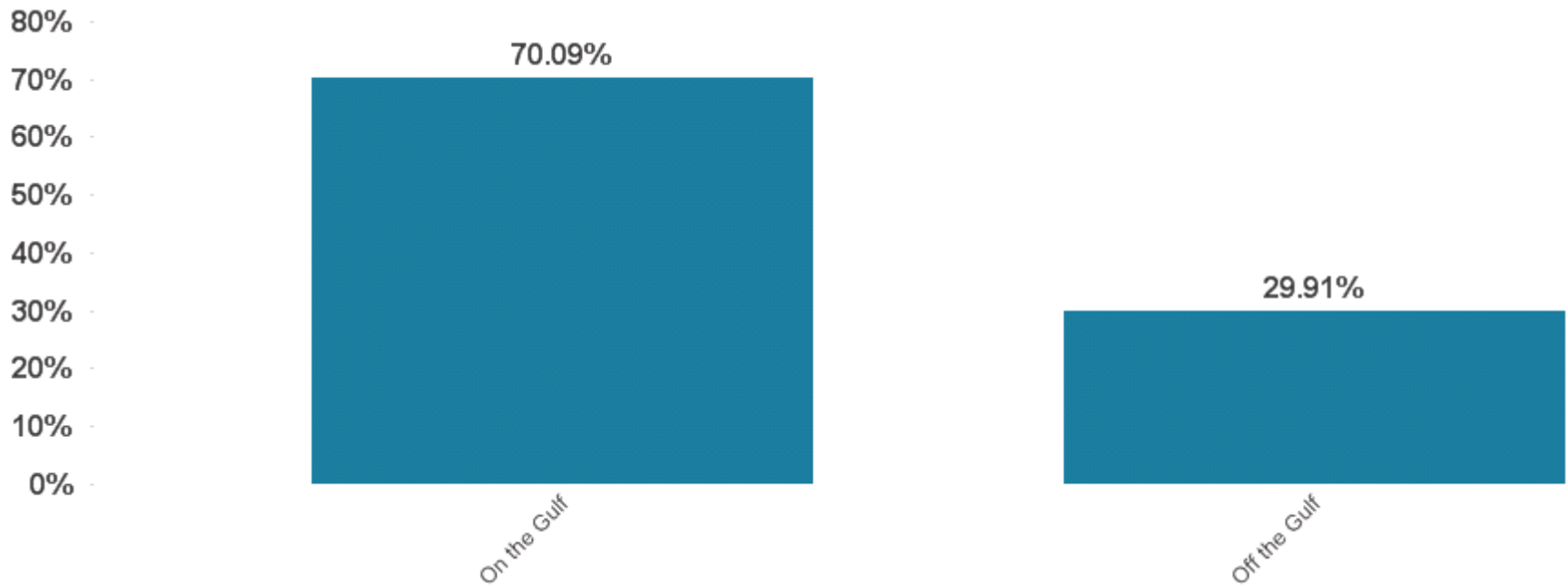


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	15,358	15,249	16,164	15,435	15,480	16,149	15,192	15,231	16,089	15,372	15,397	16,040
FY 14	15,374	15,366	15,803	15,291	15,321	16,020	15,442	15,492	16,193	15,597	15,438	16,140
FY 15	15,377	15,388	15,653									

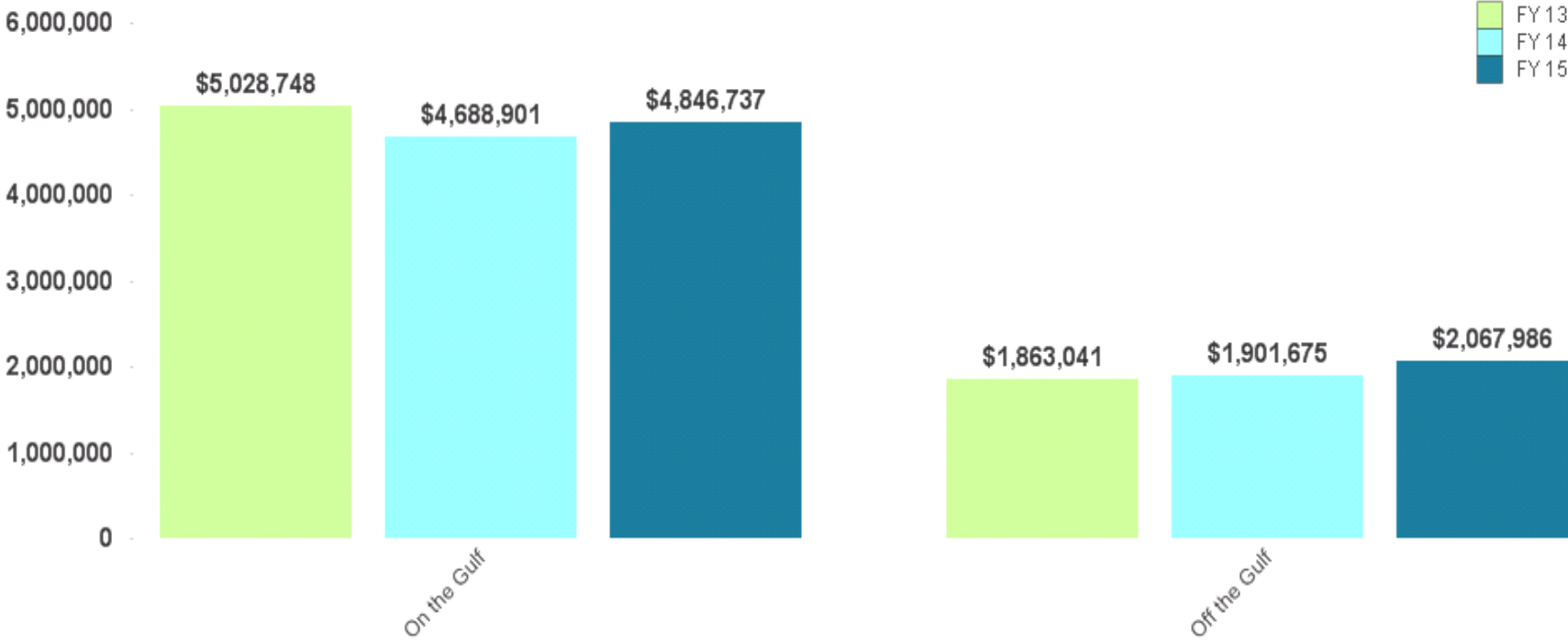
Gross Rental Receipts Three Year December Comparison



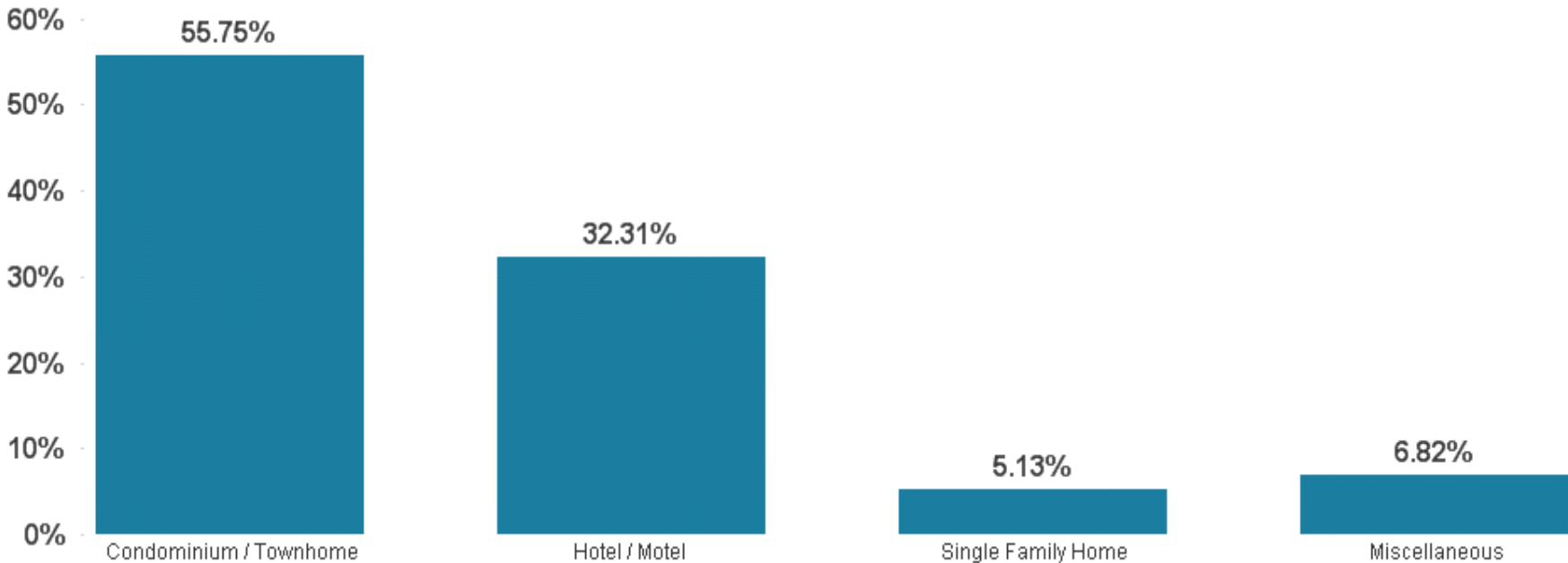
Percentage of Gross Rental Receipts Grouped by On the Gulf / Off the Gulf December 31, 2014



Three Year Comparison Gross Rental Receipts Grouped by On the Gulf / Off the Gulf December 31, 2014



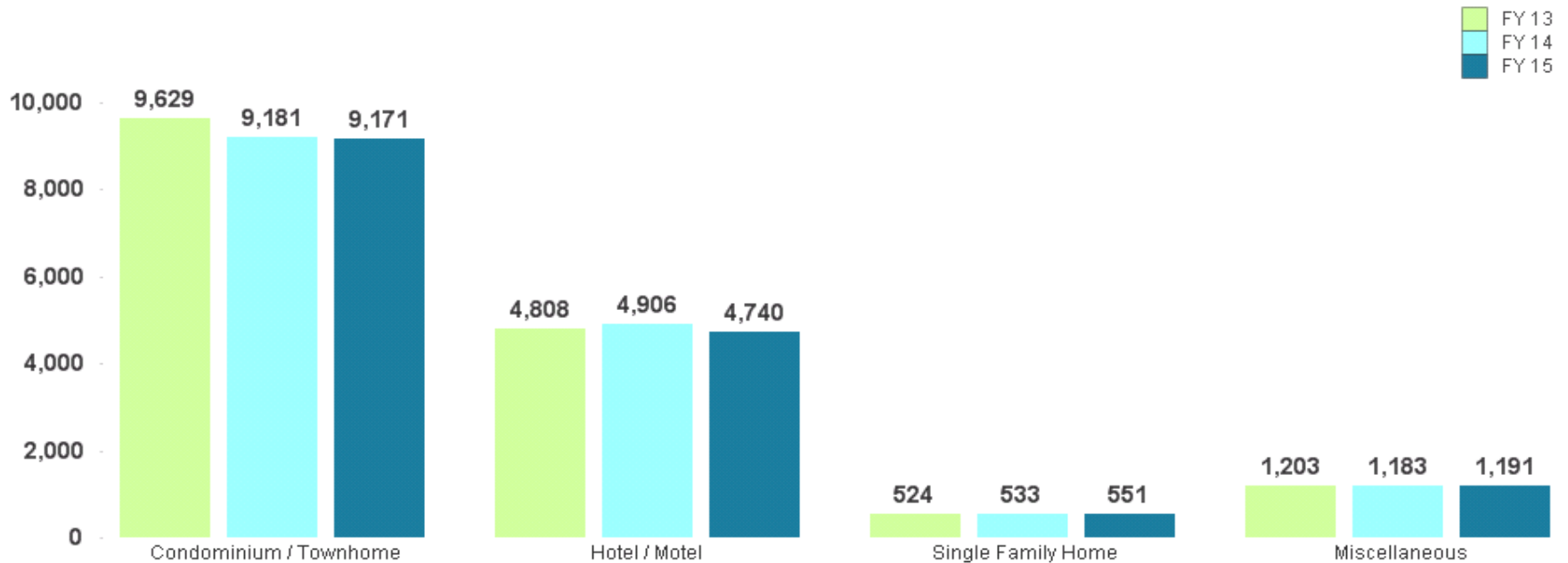
Percentage Allocation Gross Rental Receipts by Property Type December 31, 2014



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

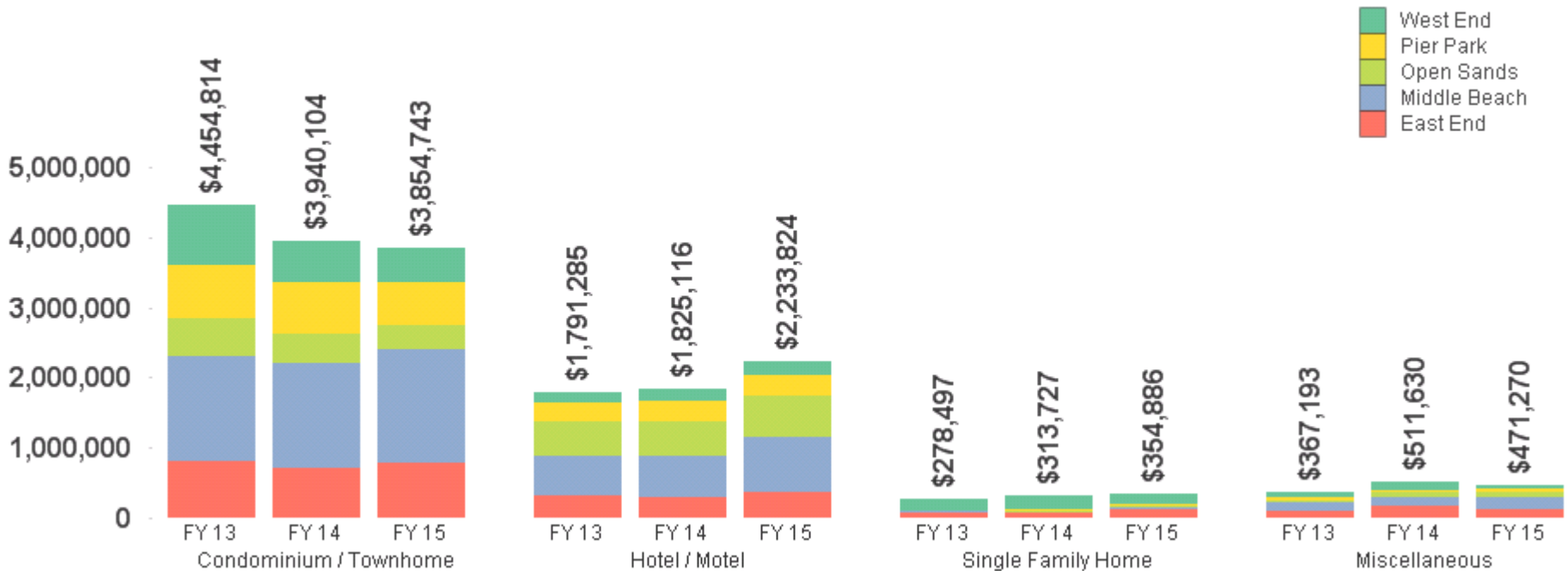


Unit Count by Property Type Three Year December Comparison



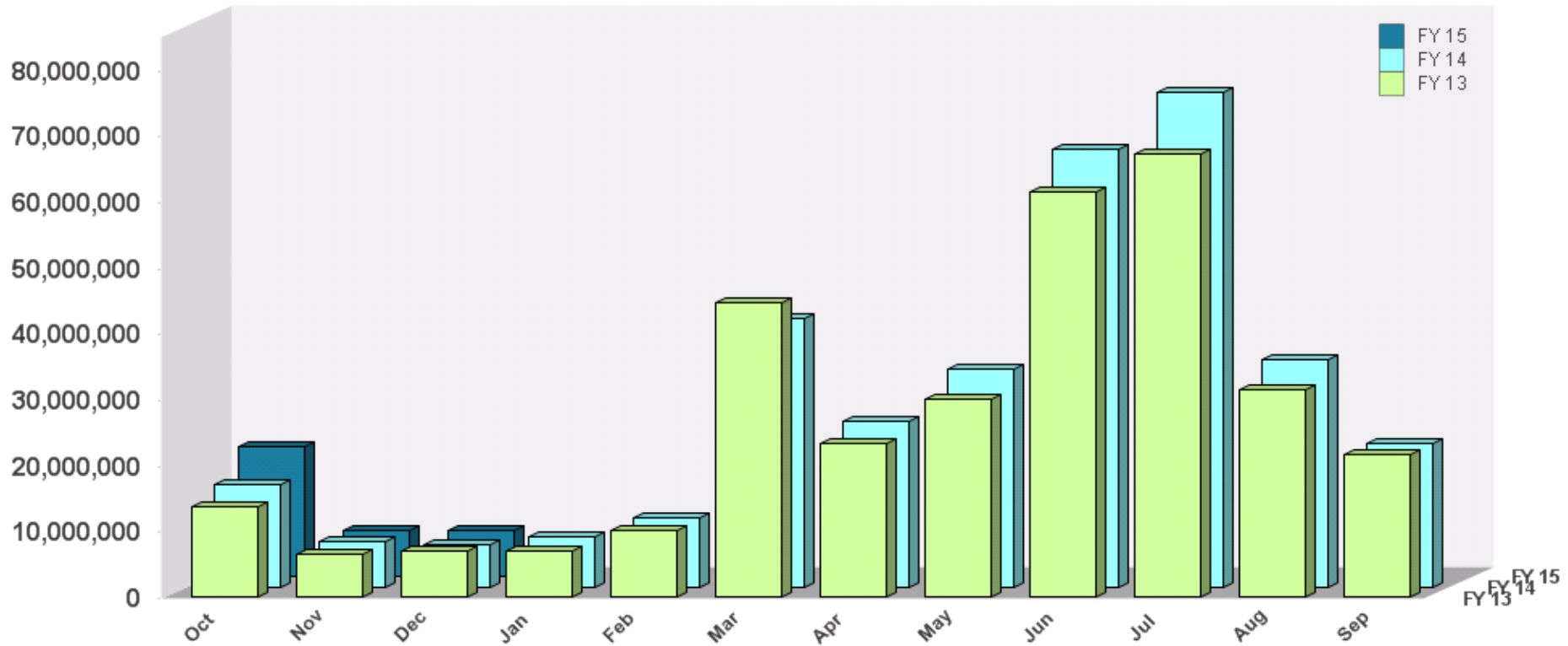
Miscellaneous Includes: Campgrounds, Apartments, Duplex / Multi-family and Timeshare properties.

Gross Receipts by Property Type Three Year December Comparison



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

Year to Date Monthly Gross Receipts Comparison



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FY 13	\$13,594,345	\$6,408,629	\$6,891,789	\$7,066,694	\$10,122,208	\$44,726,754	\$23,304,367	\$30,076,845	\$61,508,791	\$67,102,819	\$31,397,621	\$21,491,689
FY 14	\$15,666,822	\$6,870,326	\$6,590,576	\$7,636,135	\$10,472,981	\$40,841,364	\$25,278,774	\$33,125,679	\$66,382,604	\$75,024,726	\$34,574,846	\$21,934,543
FY 15	\$19,569,053	\$6,957,207	\$6,914,723									

January 2015-September 2015 To Be Determined

MONTHLY TDT DATA DETAIL

Tourist Tax Data and Statistics Report for Panama City Beach Area for month ending: December 31, 2014



**Bay County
Tourist Development Council**



Clerk of Court & Comptroller

Tourist Tax Data and Statistics Report for month ending:

December 31, 2014



**Bay County
Tourist Development Council**

February 2, 2015

Tourist Development Council
Bay County, Florida



Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending December 31, 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 December 31, 2014

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	372	553	447	1,445	484	3,301
2 Bedroom	679	521	348	1,517	1,063	4,128
3+ Bedrooms	228	209	146	771	388	1,742
Total	1,279	1,283	941	3,733	1,935	9,171



Reporting Gross Receipts grouped by Condominium / Townhome property type for month ending December 31, 2014

BedRoomGroup	West End	Pier Park	Open Sands	Middle Beach	East End	Total
1 Bedroom	\$119,316	\$235,207	\$129,899	\$401,872	\$182,819	\$1,069,113
2 Bedroom	\$273,790	\$254,370	\$128,538	\$677,061	\$406,269	\$1,740,028
3+ Bedrooms	\$110,719	\$128,034	\$74,460	\$539,237	\$193,151	\$1,045,601
Total	\$503,825	\$617,611	\$332,897	\$1,618,170	\$782,240	\$3,854,743



Reporting Units and Gross Receipts for Hotel/Motel, Single Family and Miscellaneous property types for month ending December 31, 2014

Hotel/Motel Units:	4,740
Hotel/Motel Gross Receipts:	\$2,233,824

Single Family Units:	551
Single Family Gross Receipts:	\$354,886

Miscellaneous Units:	1,191
Miscellaneous Gross Receipts:	\$471,270

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