



Executive Director's Report February 28, 2024

**This report is available online at:*

<https://www.sria-fla.com/executive-director>

Administrative and Operational Issues

Technology Improvements: New Website, Credit Cards, and Electronic Display in Lobby

When I joined SRIA, I committed to quality advancements in Administration, Communication, and Technology (A.C.T.). I'm pleased to announce dramatic improvements to SRIA's technology and communication efforts with tonight's unveiling of our redesigned website. The new website guarantees a more seamless and user-friendly experience and offers enhanced features and functionalities to provide more convenience and better serve the community.

The most notable new feature is the ability for leaseholders to make secure, online lease payments using credit cards or ACH. Another addition in the redesign is easily accessible audio recordings of SRIA meetings. This provides those unable to attend meetings with the ability to stay abreast of the Board's actions at their leisure. This new solution reflects SRIA's commitment to providing transparency and open communication with the public.

Also now more straightforward is the ability to navigate through documents, forms, agendas, and minutes. This, along with improved search capabilities and organized categories, enables users to locate essential information easier than ever.

Along with the website upgrades, a new electronic message board has been installed in our lobby to disseminate information on meetings and upcoming events. Last, but certainly not least, we are finalizing steps to accept credit card payments at the front desk and at Bands on the Beach for purchase of SRIA-branded items. This will further expand payment options and accommodate diverse preferences.

Rescue Tube Project

At the end of 2023, Rotary Club of Pensacola approached staff about collaborating on a water safety project for Pensacola Beach. The Rescue Tube Project was born as a result of those conversations, and the initiative seeks to provide additional support to beachgoers and first responders in times of need.

On March 8, SRIA staff along with Rotary volunteers and Escambia County Public Works will install rescue tube infrastructure (posts, signage, and rescue tubes) in five strategic locations along the Gulf.

Tubes will be placed at:

- Virtual Mile Marker #30
- Walkover #28B
- Walkover #25B
- Walkover #22B
- Walkover #21E

Escambia County lifeguard staff played an important role in this project by helping identify the installation locations and are supportive of the project. The rescue tubes will serve as supplemental safety equipment offering available assistance to individuals in distress while awaiting the arrival of professional help.

Spring Break Campaign: Update

The Tik Tok/Instagram spring break social media video and messaging was initiated on February 14th on Visit Pensacola Beach's FB and Instagram pages. Postings have continued once/twice a week since and will continue through mid-March. To see the social media campaign visit: <https://www.visitpensacolabeach.com/explore-paradise-on-pensacola-beach-this-spring-break-blog/>

Executive Director Search

The position brochure for advertisement is currently being finalized by SGR and is tentatively scheduled to be released on March 8. SGR is recommending that the ad run for 28 days putting the position closing date on April 9. A complete schedule of recruitment activities will be provided to the Board in the coming weeks.

Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the January 2024 report as prepared by Pam Childers, Escambia County Clerk of Circuit Court and Comptroller)

The Tourist Development Tax (TDT) is a tax rate applied to transient rental transactions. In Escambia County the rate is 5% on the total payment received for the rental or lease of living quarters and accommodations (i.e. apartment, condominium, hotel/motel, mobile home or RV park, single-family home, etc.) that are rented for a period of six months or less.

The tax proceeds are statutorily limited in terms of use. In general, proceeds may be used for capital construction of tourist-related facilities, tourist promotion, and beach and shoreline maintenance; however, the authorized uses vary according to the particular levy. The Tourist Development Council (TDC) reviews proposals for the expenditure of funds to determine whether the expenditure complies with the tourist development plan of the ordinance and makes recommendations to the Board of County Commissioners for use of the funds.

<u>Pensacola Beach Area (FY24)</u>	<u>Previous FY</u>	<u>Current FY</u>	<u>% change</u>
October	727,080.72	841,276.55	15.7%
November	673,535.08	675,537.46	0.30%
December	366,620.17	391,491.69	6.8%
January	302,100.89	305,587.15	1.15%
YTD Total	2,069,336.86	2,213,892.85	7.0%

Beach Projects Update

- **Baby Beach/Sharp Point nourishment and drainage improvements** – (SRIA project.) This project is nearing completion and should be completed by the first week of March.
- **Dune Restoration Project** – (SRIA project.) Contract documents are being routed and Notice to Proceed is expected to be issued by March 1.
- **Gulf side fishing pier repairs** – (Escambia County project.) Work is on-going. The anticipated completion date remains mid to late April.

Upcoming Dates of Interest

Cinemas in the Sand 2024 Kick-Off

Date: Friday, March 15
 Band: Shrek
 Time: Starting at Sunset
 Location: Gulfside pavilion

Bands on the Beach 2024 Kick-Off

Date: Tuesday, April 2
 Band: The Victrolas
 Time: 7:00 – 9:00 pm
 Location: Gulfside pavilion



Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

MEMORANDUM



TO: Honorable Board of County Commissioners

DATE: February 2, 2024

SUBJECT: Tourist Development Tax (TDT) Collections

RECOMMENDATION:

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the December 2023 returns received in the month of January 2024, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in January 2024 were \$842,419 compared to \$860,436 in January 2023. A comparison of January 2024 to January 2023 is a 2% decrease.
- Year-to-date collections for FY2024 is \$5,101,296 compared to \$5,011,607 for FY2023.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2023	% Change	2024	2023	% Change
1-4 Cents	\$ 673,936	\$ 688,349	-2%	\$ 4,081,037	\$ 4,009,285	2%
5th Cent	168,484	172,087	-2%	1,020,259	1,002,321	2%
Total	\$ 842,419	\$ 860,436	-2%	\$ 5,101,296	\$ 5,011,607	2%
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2022	% Change	2024	2022	% Change
1-4 Cents	\$ 673,936	\$ 734,356	-8%	\$ 4,081,037	\$ 4,097,042	0%
5th Cent	168,484	183,589	-8%	1,020,259	1,024,260	0%
Total	\$ 842,419	\$ 917,945	-8%	\$ 5,101,296	\$ 5,121,302	0%

*Note: The Tourist Development Tax rate increased from four percent (4%) to five (5%) on 04/01/2021

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of January 31, 2024**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2024 YTD Collected	Fiscal Year 2023 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 389,950.76	\$ 366,491.94	\$ 23,458.82	6.4%
Southeast Pensacola	693,557.87	713,515.50	(19,957.63)	-2.8%
Southcentral & Southwest Pensacola	246,792.46	252,595.76	(5,803.30)	-2.3%
Perdido Key Area	896,104.40	867,883.36	28,221.04	3.3%
Northeast Pensacola	284,934.46	322,146.54	(37,212.08)	-11.6%
North Escambia & Northwest Pensacola	376,063.44	419,636.82	(43,573.38)	-10.4%
Pensacola Beach Area	2,213,892.85	2,069,336.86	144,555.99	7.0%
Total	\$ 5,101,296.24	\$ 5,011,606.78	\$ 89,689.46	1.8%

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2024
As of January 31, 2024

Attachment #1

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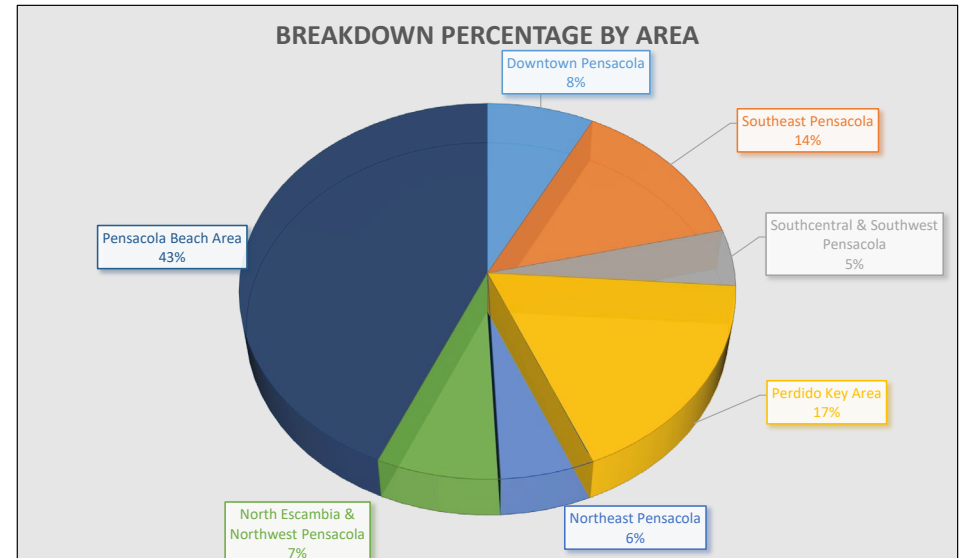
Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 389,950.76	7.6%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	-	-	-	-	-	-	-	-	693,557.87	13.6%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	-	-	-	-	-	-	-	-	246,792.46	4.8%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	-	-	-	-	-	-	-	-	896,104.40	17.6%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	-	-	-	-	-	-	-	-	284,934.46	5.6%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	-	-	-	-	-	-	-	-	376,063.44	7.4%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	-	-	-	-	-	-	-	-	2,213,892.85	43.4%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ 842,419.38	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,101,296.24	100.0%

Fiscal Year 2023														
Geographic Area	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Area Total	% of Total
Downtown Pensacola	\$ 100,466.86	\$ 97,438.16	\$ 88,506.15	\$ 80,080.77	\$ 89,990.00	\$ 101,723.97	\$ 139,655.36	\$ 124,355.57	\$ 139,916.30	\$ 167,087.95	\$ 183,970.01	\$ 117,098.65	\$ 1,430,289.75	6.6%
Southeast Pensacola	205,282.18	184,764.42	171,368.92	152,099.98	146,358.47	181,109.30	268,986.53	233,919.13	260,645.63	296,448.43	345,128.09	221,915.54	2,668,026.62	12.4%
Southcentral & Southwest Pensacola	73,937.98	65,166.51	59,757.11	53,734.16	75,579.73	67,430.32	104,206.07	85,769.60	100,163.97	123,083.56	131,934.92	80,754.09	1,021,518.02	4.7%
Perdido Key Area	323,242.23	312,731.95	133,211.78	98,697.40	120,517.55	156,467.44	356,098.21	362,368.72	448,728.60	768,328.03	1,081,690.62	400,075.53	4,562,158.06	21.1%
Northeast Pensacola	88,469.38	86,519.92	76,692.93	70,464.31	78,458.61	79,982.48	106,933.70	100,194.45	107,509.86	119,994.32	120,550.95	92,588.88	1,128,359.79	5.2%
North Escambia & Northwest Pensacola	120,741.00	102,991.61	92,645.86	103,258.35	84,048.76	86,726.46	173,367.10	150,967.62	151,217.52	174,663.85	188,865.24	110,809.23	1,540,302.60	7.1%
Pensacola Beach Area	727,080.72	673,535.08	366,620.17	302,100.89	216,036.86	362,205.67	722,162.16	778,377.06	1,026,091.07	1,326,326.84	1,788,713.39	931,227.56	9,220,477.47	42.7%
Total	\$ 1,639,220.35	\$ 1,523,147.65	\$ 988,802.92	\$ 860,435.86	\$ 810,989.98	\$ 1,035,645.64	\$ 1,871,409.13	\$ 1,835,952.15	\$ 2,234,272.95	\$ 2,975,932.98	\$ 3,840,853.22	\$ 1,954,469.48	\$ 21,571,132.31	100.0%

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations

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Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2024
As of January 31, 2024

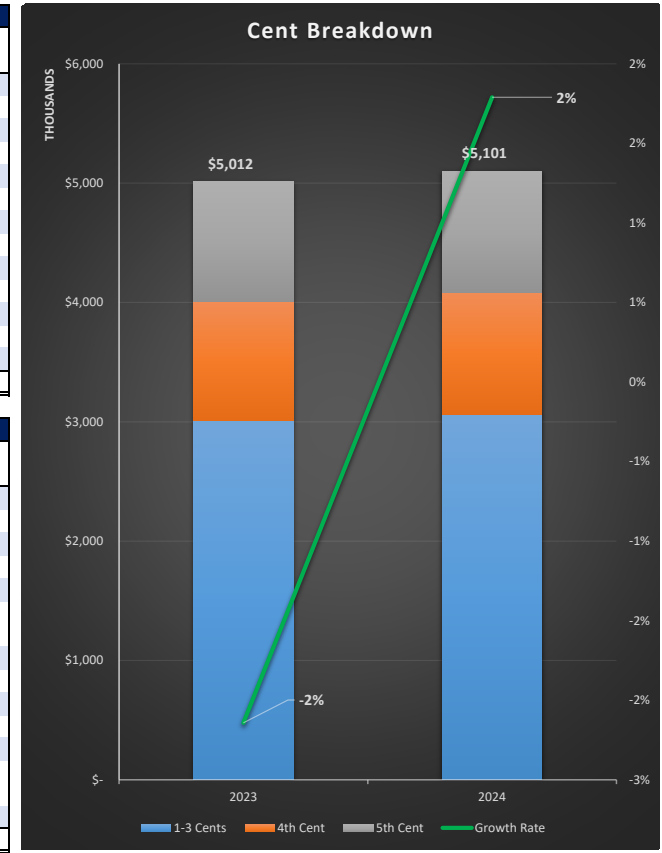
Attachment #1

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Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44
NOV	411,054.07	469,350.98	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52
DEC	284,252.75	305,743.25	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16
JAN	251,855.56	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63
FEB	247,492.44	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	-
MAR	309,203.54	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	-
APR	550,692.54	626,572.22	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	-
MAY	557,617.44	580,106.01	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	-
JUN	759,527.89	771,755.66	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	-
JUL	1,059,210.86	1,109,041.17	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	-
AUG	1,283,565.99	1,440,990.57	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	-
SEP	716,012.48	688,096.11	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	-
Total	\$ 6,872,753.32	\$ 7,466,177.56	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 3,060,777.74

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ 147,422.59	\$ 179,922.03	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81
NOV	137,018.02	156,450.33	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51
DEC	94,750.92	101,914.42	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05
JAN	83,951.85	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88
FEB	82,497.48	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	-
MAR	103,067.85	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	-
APR	183,564.18	208,857.41	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	-
MAY	185,872.48	193,368.67	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	-
JUN	253,175.96	257,251.89	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	-
JUL	353,070.29	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	-
AUG	427,855.33	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	-
SEP	238,670.83	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	-
Total	\$ 2,290,917.77	\$ 2,488,725.85	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 1,020,259.25



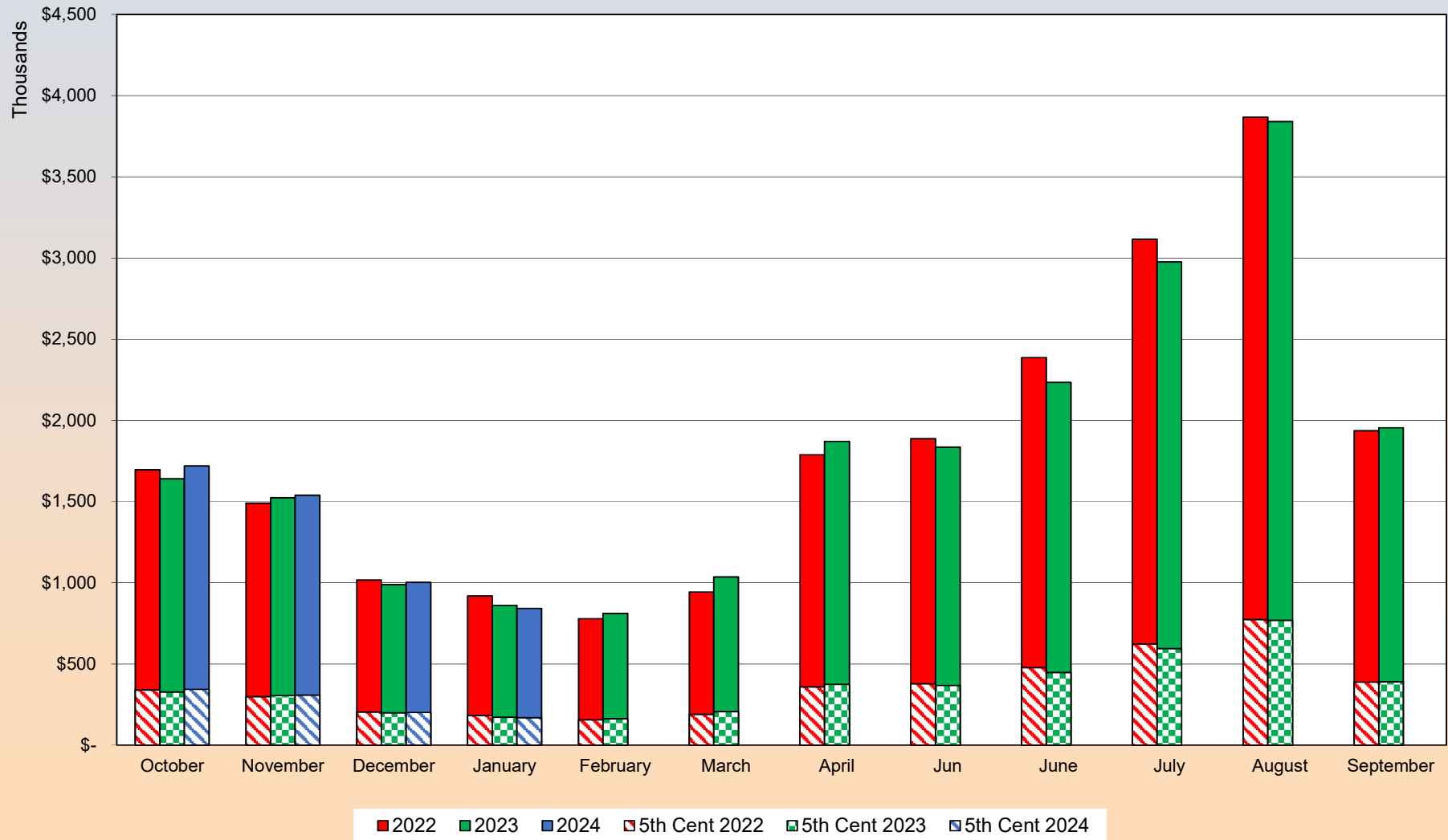
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81
NOV	-	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51
DEC	-	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05
JAN	-	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88
FEB	-	-	-	-	-	-	-	155,780.93	162,198.00	-
MAR	-	-	-	-	-	-	-	188,791.75	207,129.13	-
APR	-	-	-	-	-	-	-	357,744.84	374,281.83	-
MAY	-	-	-	-	-	-	318,777.61	377,435.25	367,190.43	-
JUN	-	-	-	-	-	-	421,621.87	477,323.95	446,854.59	-
JUL	-	-	-	-	-	-	592,809.74	623,244.43	595,186.60	-
AUG	-	-	-	-	-	-	710,236.07	773,377.18	768,170.64	-
SEP	-	-	-	-	-	-	421,522.77	387,228.30	390,893.90	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 1,020,259.25

Current Year vs Prior Year				
Month of Collection	2024	2023	Variance	% Change
OCT	\$ 1,718,649.07	\$ 1,639,220.35	\$ 79,428.72	4.8%
NOV	1,537,942.53	1,523,147.65	14,794.88	1.0%
DEC	1,002,285.26	988,802.92	13,482.34	1.4%
JAN	842,419.38	860,435.86	(18,016.48)	-2.1%
FEB	-	810,989.98	(810,989.98)	Pending
MAR	-	1,035,645.64	(1,035,645.64)	Pending
APR	-	1,871,409.13	(1,871,409.13)	Pending
MAY	-	1,835,952.15	(1,835,952.15)	Pending
JUN	-	2,234,272.95	(2,234,272.95)	Pending
JUL	-	2,975,932.98	(2,975,932.98)	Pending
AUG	-	3,840,853.22	(3,840,853.22)	Pending
SEP	-	1,954,469.48	(1,954,469.48)	Pending
Total	\$ 5,101,296.24	\$ 21,571,132.31	\$ (16,469,836.07)	-76.4%

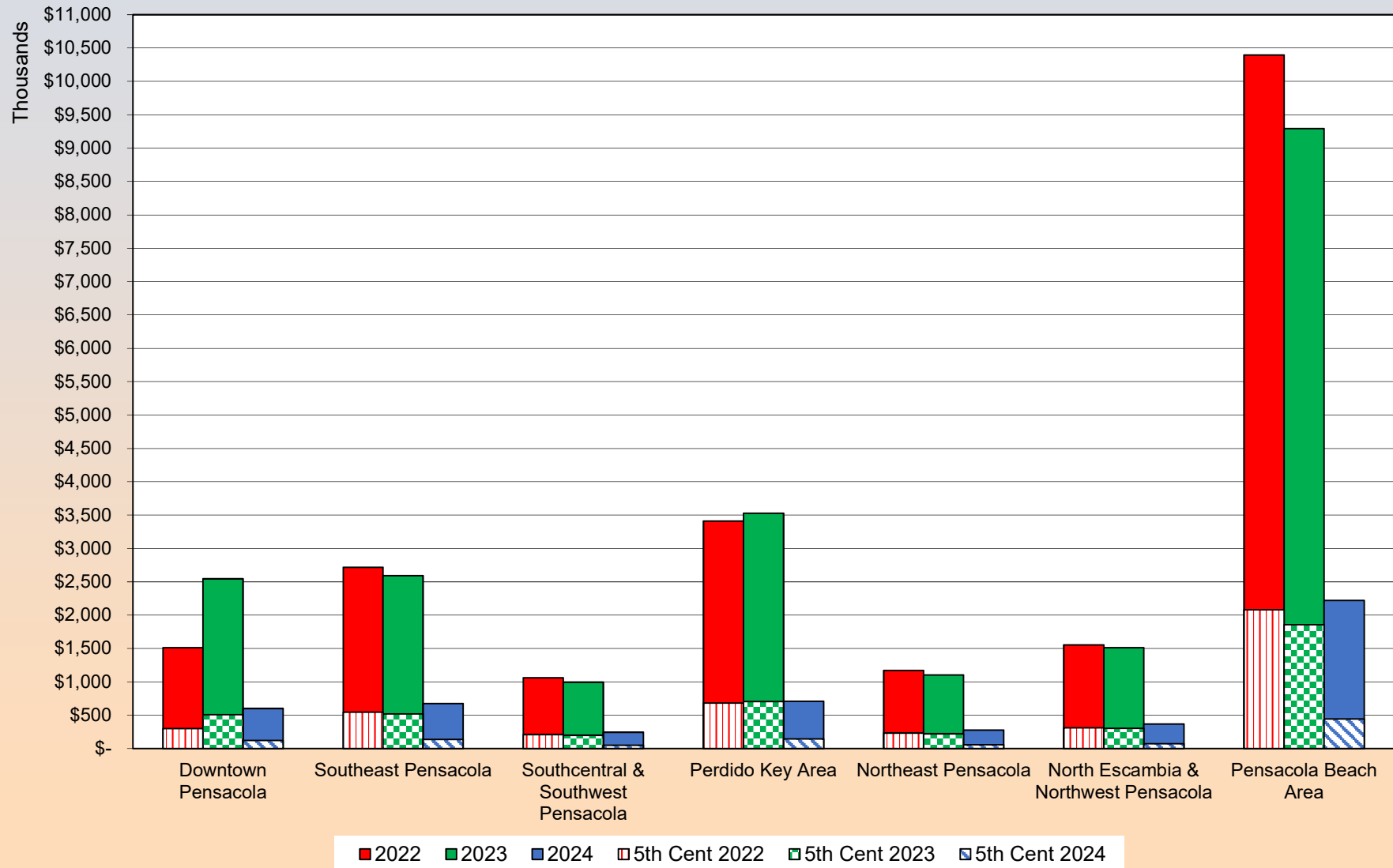
*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations

Tourist Development Tax Collections
3-Year Comparison by Month
Returns through December 2023 (Collected in January 2024)



Tourist Development Tax Collections 3-Year Comparison of Total Collections by Geographic Area Returns through December 2023 (Collected in January 2024)



Tourist Development Tax Collections
3-Year Trend
Returns through December 2023 (Collected in January 2024)

