



## SANTA ROSA ISLAND AUTHORITY

### Executive Director's Report March 27, 2024

*\*This report is available online at:*

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

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## Administrative and Operational Issues

### Hurricane Preparedness

SRIA Hurricane Preparedness has begun. Staff has been working on the annual hurricane packet which is sent to Pensacola Beach leaseholders and includes critical information on floodplain management, hurricane preparedness, and hurricane shelters, and the very important re-entry decals are also included. Packets are scheduled to be mailed tomorrow, March 28.

### Community Rating System

On March 15, 2024, SRIA received the findings of FEMA's National Flood Insurance Program (NFIP) Community Rating System (CRS) field verification review. This comprehensive review is conducted every 3 years. I am pleased to share that Pensacola Beach has retained its Class 5 rating.

This rating is a testament to the SRIA's outstanding efforts in floodplain management and leading the community to be more disaster resilient. This Class 5 rating qualifies the Pensacola Beach community for a 25% discount on flood insurance premiums for most NFIP policies issued or renewed on or after October 1, 2024. By adhering to the CRS activities identified in its annual recertification documentation, the SRIA ensures that constituents will continue to have available discounts through the National Flood Insurance Program.

### Executive Director Search

The advertisement for the executive director position was released on March 12, and sixteen different entities ranging from local chambers of commerce to state and national professional associations have publicized the position brochure. The recruiter reports that seventeen (17) applications have been received to date. The closing date for applications is April 7 at 2:00 pm.

Additionally, the finalized schedule for recruitment activities was on tonight's agenda as Old Business Item #3. Staff will take the necessary steps to publish the special meetings, accordingly, as identified in the schedule.

## Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the February 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>
<b>October</b>	727,080.72	841,276.55	15.7%
<b>November</b>	673,535.08	675,537.46	0.30%
<b>December</b>	366,620.17	391,491.69	6.8%
<b>January</b>	302,100.89	305,587.15	1.15%
<b>February</b>	216,036.86	227,653.60	5.38%
<b>YTD Total</b>	2,285,373.72	2,441,546.45	6.8%

## Beach Projects Update

- **Dune Restoration Project** – (SRIA project.) The Notice to Proceed was issued on March 1. There is a 90-day grow period allowed for the contractor. Therefore, plantings will begin no later than the end of May, and the project must be substantially complete by June 30, 2024.
- **Baby Beach/Sharp Point nourishment and drainage improvements** – (SRIA project). This project is complete. BDI will provide an end-of-project report at an upcoming meeting.
- **Casino Beach Changing Rooms** – (Escambia County project.) Bids were opened on October 24, and the bid was awarded by the BOCC on December 7, 2023. The construction timeline is not yet available.
- **Gulf side fishing pier repairs** – (Escambia County project.) Work is on-going. The anticipated completion date is April 21<sup>st</sup> barring any weather delays.

## Upcoming Dates of Interest

- SRIA Office is closed, Friday, March 29, in observance of Good Friday.

Cinemas in the Sand 2024

Date: Friday, April 19  
Band: Jumanji  
Time: Starting at Sunset  
Location: Gulfside pavilion

Bands on the Beach 2024 – April schedule

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

Date: Tuesday, April 9  
Band: Karli Ryan

Date: Tuesday, April 16  
Band: Bay Bridge Band

Date: Tuesday, April 23  
Band: Mass Kunfuzion

Date: Tuesday, April 30  
Band: True Blue Band



# 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:** March 6, 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 January 2024 returns received in the month of February 2024, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in February 2024 were \$753,414 compared to \$810,990 in February 2023. A comparison of February 2024 to February 2023 is a 7% decrease.
- Year-to-date collections for FY2024 is \$5,854,710 compared to \$5,822,597 for FY2023.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2023	% Change	2024	2023	% Change
1-4 Cents	\$ 602,731	\$ 648,792	-7%	\$ 4,683,768	\$ 4,658,077	1%
5th Cent	150,683	162,198	-7%	1,170,942	1,164,519	1%
<b>Total</b>	<b>\$ 753,414</b>	<b>\$ 810,990</b>	<b>-7%</b>	<b>\$ 5,854,710</b>	<b>\$ 5,822,597</b>	<b>1%</b>
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2022	% Change	2024	2022	% Change
1-4 Cents	\$ 602,731	\$ 623,124	-3%	\$ 4,683,768	\$ 4,720,166	-1%
5th Cent	150,683	155,781	-3%	1,170,942	1,180,041	-1%
<b>Total</b>	<b>\$ 753,414</b>	<b>\$ 778,905</b>	<b>-3%</b>	<b>\$ 5,854,710</b>	<b>\$ 5,900,207</b>	<b>-1%</b>

\*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 February 29, 2024**

**Attachment #1  
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Year-To-Date Collections				
Geographic Area	Fiscal Year 2024 YTD Collected	Fiscal Year 2023 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 470,152.82	\$ 456,481.94	\$ 13,670.88	3.0%
Southeast Pensacola	839,276.80	859,873.97	(20,597.17)	-2.4%
Southcentral & Southwest Pensacola	304,046.96	328,175.49	(24,128.53)	-7.4%
Perdido Key Area	1,002,773.44	988,400.91	14,372.53	1.5%
Northeast Pensacola	345,069.52	400,605.15	(55,535.63)	-13.9%
North Escambia & Northwest Pensacola	451,844.07	503,685.58	(51,841.51)	-10.3%
Pensacola Beach Area	2,441,546.45	2,285,373.72	156,172.73	6.8%
<b>Total</b>	<b>\$ 5,854,710.06</b>	<b>\$ 5,822,596.76</b>	<b>\$ 32,113.30</b>	<b>0.6%</b>

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 February 29, 2024**

**Attachment #1**

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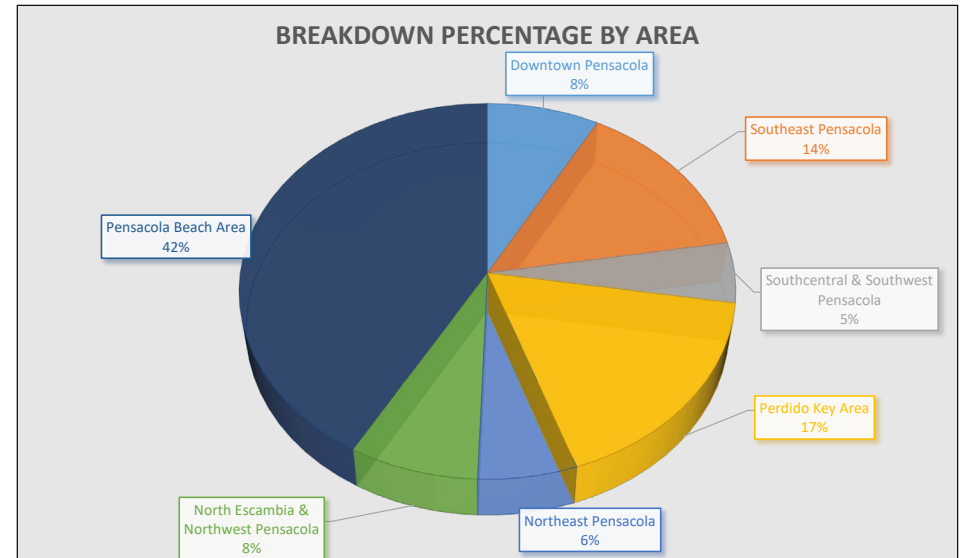
Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 470,152.82	8.0%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	-	-	-	-	-	-	-	839,276.80	14.3%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	-	-	-	-	-	-	-	304,046.96	5.2%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	-	-	-	-	-	-	-	1,002,773.44	17.1%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	-	-	-	-	-	-	-	345,069.52	5.9%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	-	-	-	-	-	-	-	451,844.07	7.7%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	-	-	-	-	-	-	-	2,441,546.45	41.7%
<b>Total</b>	<b>\$ 1,718,649.07</b>	<b>\$ 1,537,942.53</b>	<b>\$ 1,002,285.26</b>	<b>\$ 842,419.38</b>	<b>\$ 753,413.82</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,854,710.06</b>	<b>100.0%</b>

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%
<b>Total</b>	<b>\$ 1,639,220.35</b>	<b>\$ 1,523,147.65</b>	<b>\$ 988,802.92</b>	<b>\$ 860,435.86</b>	<b>\$ 810,989.98</b>	<b>\$ 1,035,645.64</b>	<b>\$ 1,871,409.13</b>	<b>\$ 1,835,952.15</b>	<b>\$ 2,234,272.95</b>	<b>\$ 2,975,932.98</b>	<b>\$ 3,840,853.22</b>	<b>\$ 1,954,469.48</b>	<b>\$ 21,571,132.31</b>	<b>100.0%</b>

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**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2024**  
**As of February 29, 2024**

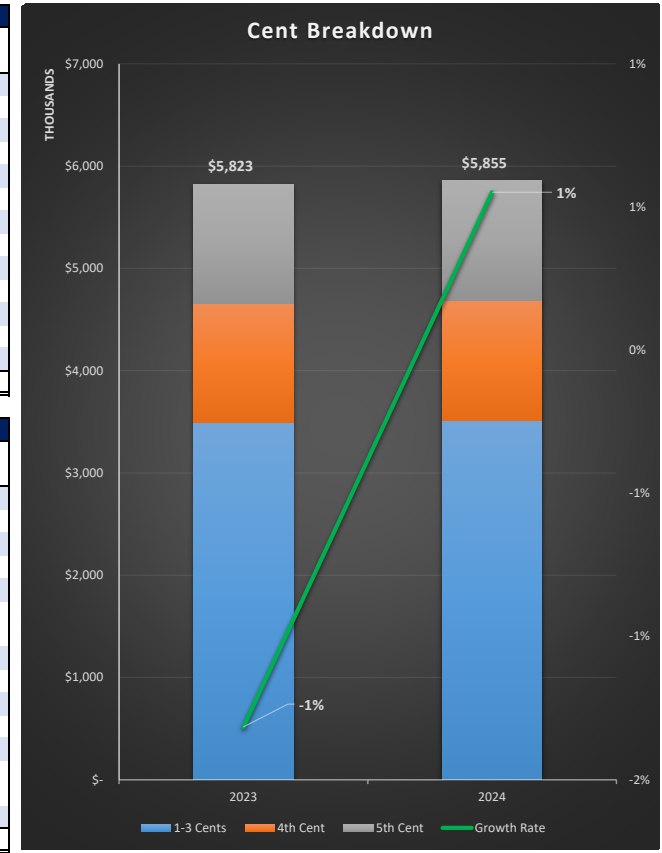
**Attachment #1**

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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	452,048.29
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	-
<b>Total</b>	<b>\$ 6,872,753.32</b>	<b>\$ 7,466,177.56</b>	<b>\$ 7,949,384.12</b>	<b>\$ 8,521,866.08</b>	<b>\$ 9,251,771.35</b>	<b>\$ 7,344,327.75</b>	<b>\$ 11,395,513.79</b>	<b>\$ 13,095,561.35</b>	<b>\$ 12,942,679.39</b>	<b>\$ 3,512,826.04</b>

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	150,682.76
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	-
<b>Total</b>	<b>\$ 2,290,917.77</b>	<b>\$ 2,488,725.85</b>	<b>\$ 2,649,794.71</b>	<b>\$ 2,840,622.03</b>	<b>\$ 3,083,923.78</b>	<b>\$ 2,448,109.25</b>	<b>\$ 3,798,504.60</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 1,170,942.01</b>



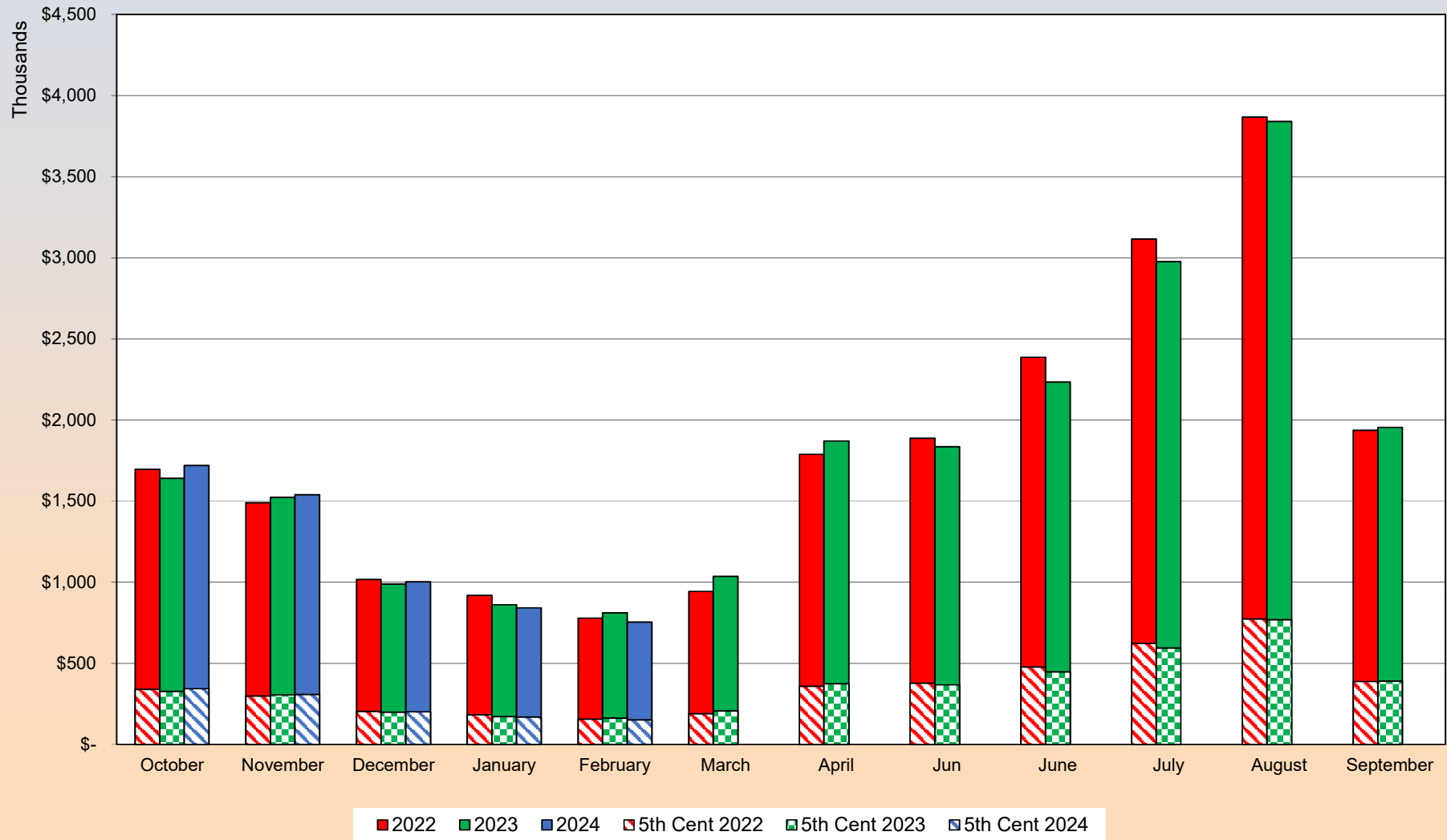
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81
NOV	-	-	-	-	-	-	-	298,040.00	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	150,682.76
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	-
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 4,365,187.12</b>	<b>\$ 4,314,226.46</b>	<b>\$ 1,170,942.01</b>

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	753,413.82	810,989.98	(57,576.16)	-7.1%
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
<b>Total</b>	<b>\$ 5,854,710.06</b>	<b>\$ 21,571,132.31</b>	<b>\$ (15,716,422.25)</b>	<b>-72.9%</b>

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

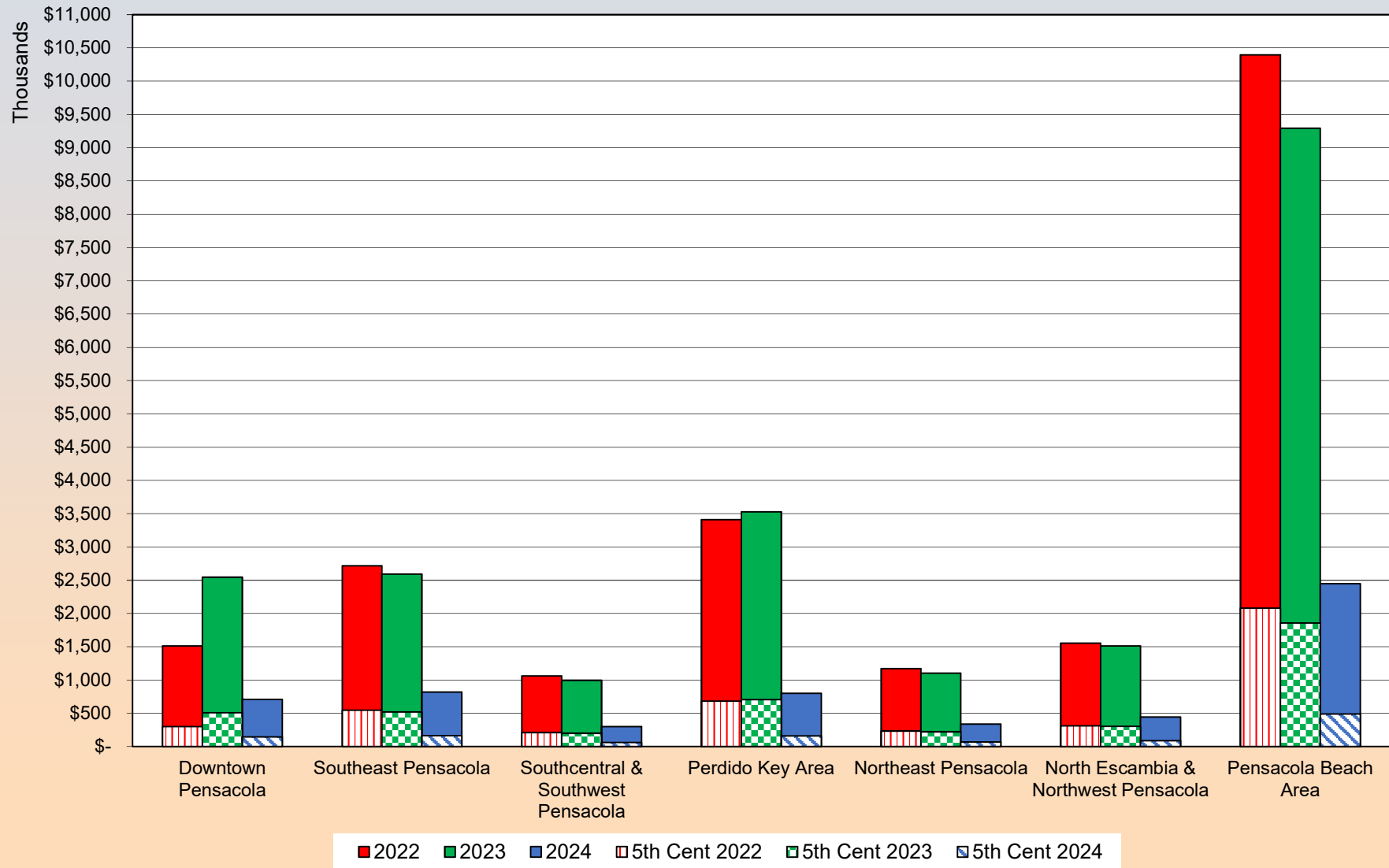
\*\*Effective August 1st, 2021, collections reflected by managed property locations

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





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



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

