



Administrative and Operational Issues/Initiatives

Visitors Guide

The 2022 Pensacola Beach Visitors Guide was released the week of May 16, 2022. The Visitors Guides are funded by SRIA and distributed through SRIA special events and promotions as well as the Visitors Information Center. Electronic versions are also available at www.visitpensacolabeach.com.

Staff Development

Promoting organizational, hurricane preparedness and response, staff were required to complete the basic Incident Command System (ICS) trainings, ICS 100 and ICS 700. As of May 16, 2022, all SRIA employees have completed the two courses. In addition to the two introductory courses, all Director-level team members have completed ICS 200, ICS 300, IS 800 and IS 2200 designed specifically for Division/Group supervisors or director-type positions.

Director of Development Services, Juan Lemos, attended the Association of State Floodplain Managers national conference May 15-19, in Orlando. Attendance afforded Mr. Lemos the opportunity to earn continuing education credits towards his Certified Floodplain Manager designation, meet with FEMA representatives, and network with other floodplain managers from around the country. It was a unique opportunity to have the national conference so close in proximity.

Assistant Manager of Administration, Kara Gauntt, graduated from the Leadership Pensacola (LeaP) program, class of 2022, on May 23. The program, which took 22 months to complete due to COVID interruptions, helps participants acquire an in-depth, balanced understanding of issues, problems and opportunities facing the greater-Pensacola area and gain the leadership skills necessary to resolve them. It creates a synergistic environment to enhance leadership skills, thereby providing a common ground for working together on community needs.

Staffing

The Administrative Clerk vacancy within the Department of Development Services was advertised on April 28, and applications were accepted through May 20. The response was good with 37

Items of Information

Bands on the Beach 2022 – June Schedule

Date: **Tuesday, June 7**

Band: **12Eleven**

Time: **7:00 – 9:00 pm**

Location: **Gulfside pavilion**

Date: **Tuesday, June 14**

Band: **Touch of Gray**

Date: **Tuesday, June 21**

Band: **Elvis Remembered**

Date: **Tuesday, June 28**

Band: **Mass Kunfuzion**



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: May 3, 2022

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 March 2022 returns received in the month of April 2022, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in April 2022 were \$1,788,724 compared to \$1,122,039 in April 2021. A four percent comparison of April 2022 to April 2021 is a 28% increase.
- Year-to-date collections for FY2022 is \$8,632,890 compared to \$5,334,146 for FY2021.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2021	% Change	2022	2021	% Change
1-4 Cents	\$ 1,430,979	\$ 1,122,039	28%	\$ 6,906,312	\$ 5,334,146	29%
5th Cent	357,745	-	100%	1,726,578	-	100%
Total	\$ 1,788,724	\$ 1,122,039	59%	\$ 8,632,890	\$ 5,334,146	62%
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2020	% Change	2022	2020	% Change
1-4 Cents	\$ 1,430,979	\$ 528,032	171%	\$ 6,906,312	\$ 4,390,129	57%
5th Cent	357,745	-	100%	1,726,578	-	100%
Total	\$ 1,788,724	\$ 528,032	239%	\$ 8,632,890	\$ 4,390,129	97%

*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 April 30, 2022**



Year-To-Date Collections

Geographic Area	Fiscal Year 2022 YTD Collected	Fiscal Year 2021 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 681,793.04	\$ 392,765.13	\$ 289,027.91	73.6%
Southeast Pensacola	1,346,503.37	988,503.30	358,000.07	36.2%
Southcentral & Southwest Pensacola	507,242.22	484,547.63	22,694.59	4.7%
Perdido Key Area	1,323,292.86	544,632.82	778,660.04	143.0%
Northeast Pensacola	600,517.10	454,230.15	146,286.95	32.2%
North Escambia & Northwest Pensacola	752,465.84	577,522.46	174,943.38	30.3%
Pensacola Beach Area	3,421,075.63	1,891,944.66	1,529,130.97	80.8%
Total	\$ 8,632,890.06	\$ 5,334,146.15	\$ 3,298,743.91	61.8%

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
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in May 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 2022
As of April 30, 2022



Fiscal Year 2022														
Geographic Area	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Area Total	% of Total
Downtown Pensacola	\$ 109,726.38	\$ 101,832.25	\$ 88,280.14	\$ 83,723.53	\$ 72,535.02	\$ 78,540.41	\$ 147,155.32	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 681,793.04	7.9%
Southeast Pensacola	235,019.97	208,932.56	171,857.12	167,391.26	140,582.66	158,928.17	263,791.64	-	-	-	-	-	1,346,503.37	15.6%
Southcentral & Southwest Pensacola	94,572.88	72,061.82	66,683.43	60,312.09	64,847.76	62,993.77	85,770.48	-	-	-	-	-	507,242.22	5.9%
Perdido Key Area	296,558.06	276,015.54	131,460.21	103,538.39	123,232.78	129,899.03	262,588.85	-	-	-	-	-	1,323,292.86	15.3%
Northeast Pensacola	97,756.10	93,438.39	82,087.35	78,456.71	69,281.78	74,003.24	105,493.53	-	-	-	-	-	600,517.10	7.0%
North Escambia & Northwest Pensacola	145,136.82	121,629.68	94,107.28	90,055.17	75,800.94	88,271.11	137,464.84	-	-	-	-	-	752,465.84	8.7%
Pensacola Beach Area	717,495.54	616,289.75	382,415.95	334,468.10	232,623.71	351,323.03	786,459.55	-	-	-	-	-	3,421,075.63	39.6%
Total	\$ 1,696,265.75	\$ 1,490,199.99	\$ 1,016,891.48	\$ 917,945.25	\$ 778,904.64	\$ 943,958.74	\$ 1,788,724.21	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,632,890.06	100.0%

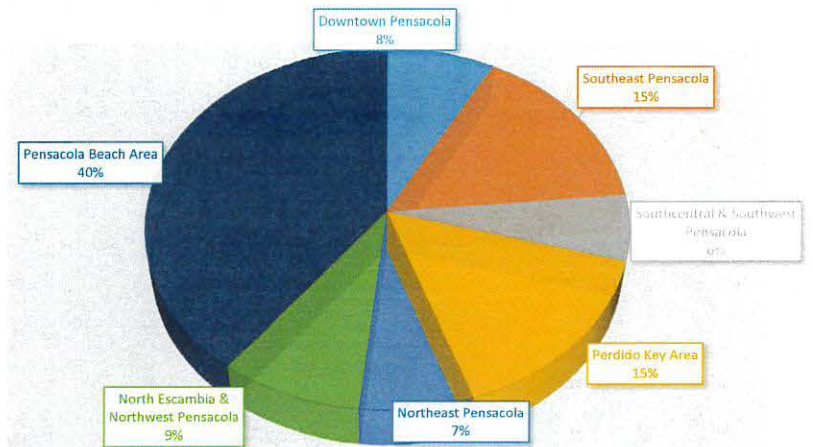
Fiscal Year 2021														
Geographic Area	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Area Total	% of Total
Downtown Pensacola	\$ 49,788.85	\$ 58,614.60	\$ 46,175.65	\$ 48,467.69	\$ 42,986.11	\$ 62,013.10	\$ 84,719.13	\$ 112,198.85	\$ 127,385.41	\$ 175,246.82	\$ 168,533.70	\$ 114,615.43	\$ 1,090,745.34	6.2%
Southeast Pensacola	149,360.52	192,187.20	132,932.25	116,433.25	113,855.32	115,333.28	168,401.48	250,787.22	287,675.16	361,696.51	416,584.02	292,146.85	2,597,393.06	14.7%
Southcentral & Southwest Pensacola	66,599.63	93,004.22	68,763.04	63,191.65	63,040.07	52,587.09	77,361.93	103,844.04	140,453.63	147,654.99	167,592.29	100,655.43	1,144,748.01	6.5%
Perdido Key Area	137,028.26	60,643.25	55,367.92	48,659.72	51,489.18	56,313.59	135,130.90	198,450.29	296,369.06	524,670.16	825,307.98	432,604.16	2,822,034.47	16.0%
Northeast Pensacola	72,416.43	77,637.13	68,228.91	57,351.75	60,068.82	55,325.61	63,201.50	116,768.07	117,664.64	135,354.08	156,745.27	114,564.81	1,095,327.02	6.2%
North Escambia & Northwest Pensacola	87,013.45	117,931.16	74,826.43	65,875.45	55,538.59	59,291.95	117,045.43	158,764.10	183,813.38	213,325.43	233,210.58	125,035.65	1,491,671.60	8.4%
Pensacola Beach Area	484,281.24	335,355.32	155,039.60	146,003.62	128,889.65	166,197.05	476,178.18	653,075.49	954,748.05	1,406,100.73	1,583,206.50	927,991.53	7,417,066.96	42.0%
Total	\$ 1,046,488.38	\$ 935,372.88	\$ 601,333.80	\$ 545,983.13	\$ 515,867.74	\$ 567,061.67	\$ 1,122,038.55	\$ 1,593,888.06	\$ 2,108,109.33	\$ 2,964,048.72	\$ 3,551,180.33	\$ 2,107,613.86	\$ 17,658,986.45	100.0%

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

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

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
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	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

BREAKDOWN PERCENTAGE BY AREA



Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2022
As of April 30, 2022



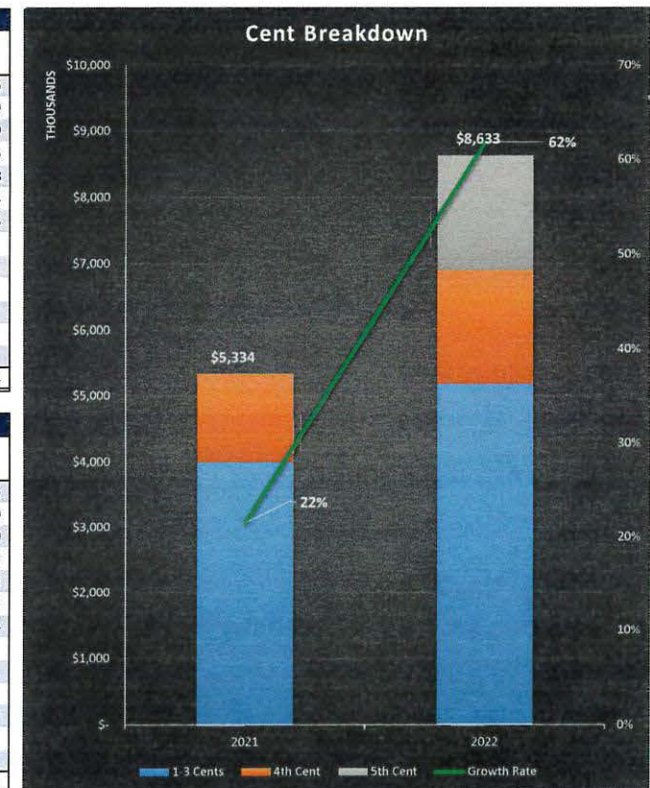
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ 398,299.58	\$ 385,209.35	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,965.81	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45
NOV	325,198.14	335,284.39	411,054.07	469,350.98	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99
DEC	254,898.32	236,608.16	284,252.75	305,743.25	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89
JAN	207,117.28	230,299.67	251,855.56	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15
FEB	205,954.29	233,878.79	247,492.44	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78
MAR	283,811.81	286,019.12	309,203.54	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24
APR	518,241.62	510,758.43	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
MAY	455,553.86	506,593.46	557,617.44	580,106.01	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	-
JUN	601,926.69	679,427.99	759,527.89	771,755.66	839,021.02	826,649.51	951,378.19	537,731.75	1,264,865.60	-
JUL	946,229.09	982,132.70	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	-
AUG	1,021,760.90	1,170,208.25	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	-
SEP	636,508.75	736,892.98	716,012.48	688,096.11	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	-
Total	\$ 5,855,500.32	\$ 6,293,313.27	\$ 6,872,753.32	\$ 7,466,177.56	\$ 7,949,384.12	\$ 8,521,784.17	\$ 9,251,757.10	\$ 7,344,327.75	\$ 11,395,513.79	\$ 5,179,734.04

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ 132,766.53	\$ 128,403.12	\$ 147,422.59	\$ 179,922.03	\$ 193,635.08	\$ 212,944.11	\$ 211,655.27	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15
NOV	108,399.38	111,761.46	137,018.02	156,450.33	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00
DEC	84,966.11	78,869.39	94,750.92	101,914.42	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30
JAN	69,039.09	76,766.56	83,951.85	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05
FEB	68,651.43	77,959.60	82,497.48	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93
MAR	94,603.94	95,339.71	103,067.85	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75
APR	172,747.21	170,252.81	183,564.18	208,857.41	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84
MAY	151,851.29	168,864.49	185,872.48	193,368.67	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	-
JUN	200,642.23	226,476.00	253,175.96	257,251.89	279,673.67	275,549.84	317,126.06	179,243.92	421,621.87	-
JUL	315,409.70	327,377.57	353,070.29	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	-
AUG	340,586.97	390,069.42	427,855.33	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	-
SEP	212,169.58	245,630.99	238,670.83	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	-
Total	\$ 1,951,833.44	\$ 2,097,771.09	\$ 2,290,917.77	\$ 2,488,725.85	\$ 2,649,794.71	\$ 2,840,594.72	\$ 3,083,919.03	\$ 2,448,109.25	\$ 3,798,504.60	\$ 1,726,578.01

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15
NOV	-	-	-	-	-	-	-	-	-	298,040.00
DEC	-	-	-	-	-	-	-	-	-	203,378.30
JAN	-	-	-	-	-	-	-	-	-	183,589.05
FEB	-	-	-	-	-	-	-	-	-	155,780.93
MAR	-	-	-	-	-	-	-	-	-	188,791.75
APR	-	-	-	-	-	-	-	-	-	357,744.84
MAY	-	-	-	-	-	-	-	-	318,777.61	-
JUN	-	-	-	-	-	-	-	-	421,621.87	-
JUL	-	-	-	-	-	-	-	-	592,809.74	-
AUG	-	-	-	-	-	-	-	-	710,236.07	-
SEP	-	-	-	-	-	-	-	-	421,522.77	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 1,726,578.01

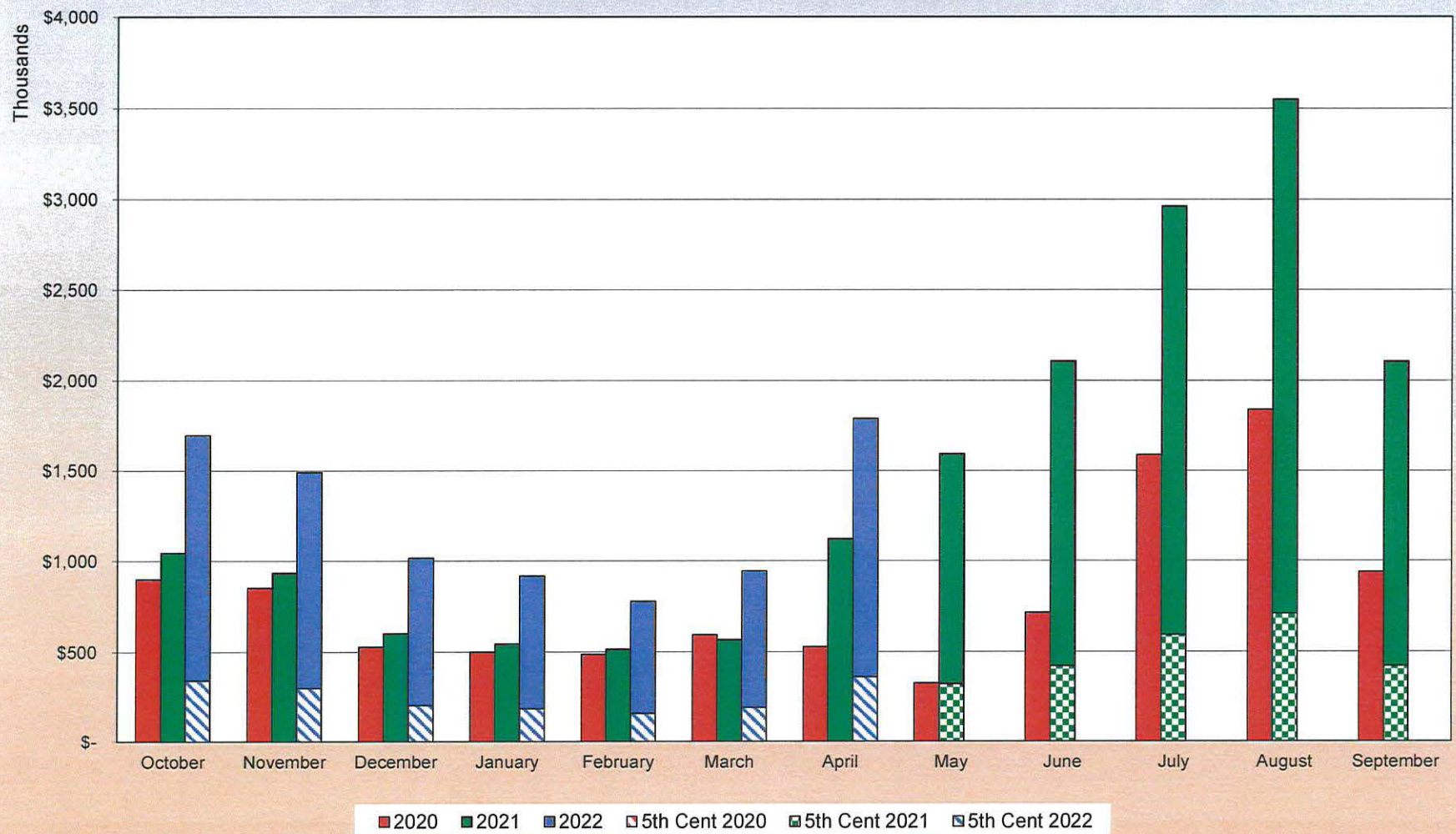
*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in May 2021 collections)

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

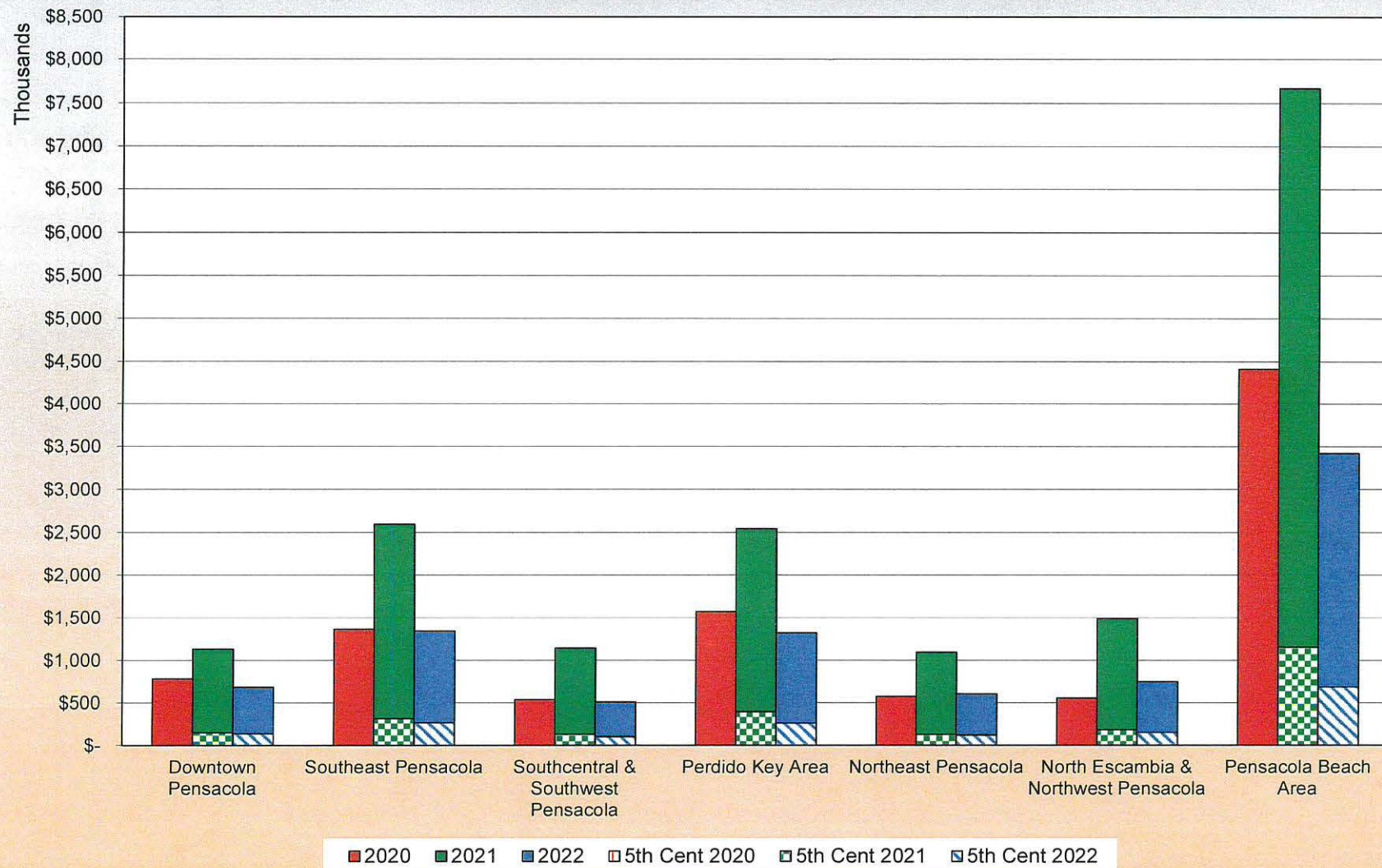


Current Year vs Prior Year				
Month of Collection	2022	2021	Variance	% Change
OCT	\$ 1,696,265.75	\$ 1,046,488.38	\$ 649,777.37	62.1%
NOV	1,490,199.99	935,372.88	554,827.11	59.3%
DEC	1,016,891.48	601,333.80	415,557.68	69.1%
JAN	917,945.25	545,983.13	371,962.12	68.1%
FEB	778,904.64	515,867.74	263,036.90	51.0%
MAR	943,958.74	567,061.67	376,897.07	66.5%
APR	1,788,724.21	1,122,038.55	666,685.66	59.4%
MAY	-	1,593,888.06	(1,593,888.06)	Pending
JUN	-	2,108,109.33	(2,108,109.33)	Pending
JUL	-	2,964,048.72	(2,964,048.72)	Pending
AUG	-	3,551,180.33	(3,551,180.33)	Pending
SEP	-	2,107,613.86	(2,107,613.86)	Pending
Total	\$ 8,632,890.06	\$ 17,658,986.45	\$ (9,026,096.39)	-51.1%

Tourist Development Tax Collections
3-Year Comparison by Month
Returns through March 2022 (Collected in April 2022)



Tourist Development Tax Collections
3-Year Comparison of Total Collections by Geographic Area
Returns through March 2022 (Collected in April 2022)



Tourist Development Tax Collections
3-Year Trend
Returns through March 2022 (Collected in April 2022)

