



SANTA ROSA ISLAND AUTHORITY

Executive Director's Report April 24, 2024

**This report is available online at:*

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

Administrative and Operational Issues

Executive Director Search

On April 16th, the Administrative Committee met in a special meeting to select semifinalists for the Executive Director position. There were 38 applicants in all, with one withdrawing prior to the special meeting. Fourteen (14) semifinalists were selected from the twenty-four that were presented by the recruiter.

Since that time, two semifinalists have withdrawn leaving twelve (12) for consideration. At the special Board meeting that will be held on May 1st at 3:30 pm, the Board will be tasked with selecting 3-5 finalists that will participate in public interviews and presentations at a special Board meeting on May 22nd. As with all SRIA Board meetings, this meeting will be open to the public.

Invasive Removal Project

As included in Rick O'Connor's report at the February 28th Board meeting, the next step in continuing the efforts of invasive removal on the Island is to work with the private leaseholders where vitex has been identified on their property. A joint SRIA/IFAS letter was sent to affected leaseholders on April 5th offering assistance on how to manage invasive species on Pensacola Beach, and specifically remove Beach vitex on private leasehold property.

Additionally, a "Weed Wrangle" occurred on April 13 to address vitex removal at public locations. Twenty-four (24) volunteers from GBHS National Honor Society - and one from Cantonment - helped remove beach vitex in the public area between Sugar Bowl and Portofino. Some of the students also rode bicycles searching for cogongrass and were able to find it at six locations. Cogongrass is best treated in the fall, so Mr. O'Connor will treat the public areas and educate private leaseholders at that time.

Auditor Selection Committee

The Board-appointed Auditor Selection Committee met on April 15th to determine the criteria to be used in the upcoming Request for Proposals (RFP) for the ranking and selection of auditing services firms. Minutes of the meeting can be found on SRIA's website. The next meeting of the

Committee has been set for May 13th at 10:00 am. The purpose of the meeting will be for the review and approval of the draft RFP and to establish the timeline for selection.

Pensacola Beach Airshow

Planning is well underway for the Blue Angels Pensacola Beach Airshow, July 10-13, 2024. The winter meeting was held on April 2 with coordinating agencies participating. Additionally, SRIA staff has successfully secured Step One Automotive and Pen Air again this year as sponsors.

Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the March 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%
February	216,036.86	227,653.60	5.38%
March	362,205.67	334,934.45	-7.53%
YTD Total	2,647,579.39	2,776,480.90	4.9%

Beach Projects Update

- **Dune Enhancement Project** – (SRIA project) – Due to unanticipated issues with potential impacts to bird nesting areas, the contractor has agreed to postpone this project until the first part of September at no cost to SRIA. Once the work begins, it is expected to take two weeks to complete the scope of work (installation of plantings, limited sand fencing, and post and rope).

- **Morgan Park** – (SRIA project) – A spring replanting occurred on April 19th with assistance from SRIA staff (Courtney Fell) and Beth Bolles, UF IFAS Extension Escambia County. Also, many thanks to the Krew of Wrecks for its donation towards the purchase of plants.
- **Lafitte Cove Dredging** – (Escambia County project) – Dredging for Lafitte Cove began on April 4 and is still on-going. The anticipated completion is early May.
- **Gulf side fishing pier repairs** – (Escambia County project.) Work is on-going. The anticipated completion date is now April 29th due to weather days that have been added to the end of the contract.

Upcoming Dates of Interest

Cinemas in the Sand 2024

Date: Friday, May 17
Band: The Parent Trap
Time: Starting at Sunset
Location: Gulfside pavilion

Bands on the Beach 2024

Date: Tuesday, April 30
Band: True Blue Band
Time: 7:00 – 9:00 pm
Location: Gulfside pavilion

Date: Tuesday, May 7
Band: Jordan Chase

Date: Tuesday, May 14
Band: Modern Eldorados

Date: Tuesday, May 21
Band: Smoke Stak Band

Date: Tuesday, May 28
Band: Disco Kiss

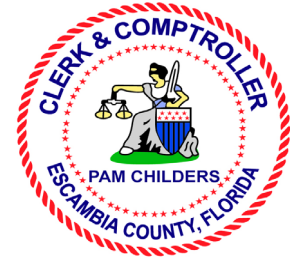


Pam Childers

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: April 4, 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 February 2024 returns received in the month of March 2024, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in March 2024 were \$976,368 compared to \$1,035,646 in March 2023. A comparison of March 2024 to March 2023 is a 6% decrease.
- Year-to-date collections for FY2024 is \$6,831,078 compared to \$6,858,242 for FY2023.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2023	% Change	2024	2023	% Change
1-4 Cents	\$ 781,094	\$ 828,517	-6%	\$ 5,464,862	\$ 5,486,594	0%
5th Cent	195,274	207,129	-6%	1,366,216	1,371,648	0%
Total	\$ 976,368	\$ 1,035,646	-6%	\$ 6,831,078	\$ 6,858,242	0%
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2022	% Change	2024	2022	% Change
1-4 Cents	\$ 781,094	\$ 755,167	3%	\$ 5,464,862	\$ 5,475,333	0%
5th Cent	195,274	188,792	3%	1,366,216	1,368,833	0%
Total	\$ 976,368	\$ 943,959	3%	\$ 6,831,078	\$ 6,844,166	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 March 31, 2024**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2024 YTD Collected	Fiscal Year 2023 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 577,652.70	\$ 558,205.91	\$ 19,446.79	3.5%
Southeast Pensacola	1,015,450.80	1,040,983.27	(25,532.47)	-2.5%
Southcentral & Southwest Pensacola	362,213.17	395,605.81	(33,392.64)	-8.4%
Perdido Key Area	1,148,408.35	1,144,868.35	3,540.00	0.3%
Northeast Pensacola	410,972.87	480,587.63	(69,614.76)	-14.5%
North Escambia & Northwest Pensacola	539,899.02	590,412.04	(50,513.02)	-8.6%
Pensacola Beach Area	2,776,480.90	2,647,579.39	128,901.51	4.9%
Total	\$ 6,831,077.81	\$ 6,858,242.40	\$ (27,164.59)	-0.4%

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 March 31, 2024

Attachment #1

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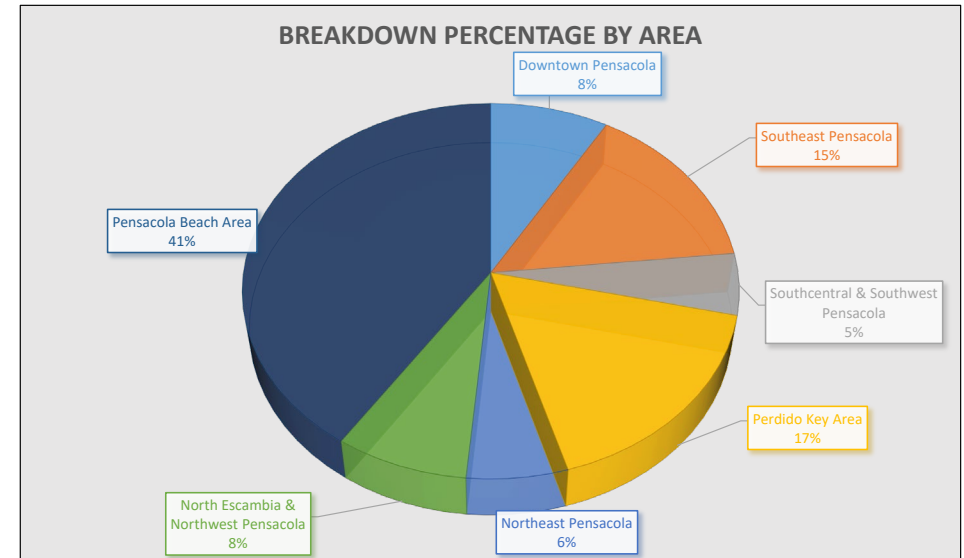
Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ 107,499.88	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 577,652.70	8.5%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	176,174.00	-	-	-	-	-	-	1,015,450.80	14.9%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	58,166.21	-	-	-	-	-	-	362,213.17	5.3%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	145,634.91	-	-	-	-	-	-	1,148,408.35	16.8%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	65,903.35	-	-	-	-	-	-	410,972.87	6.0%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	88,054.95	-	-	-	-	-	-	539,899.02	7.9%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	334,934.45	-	-	-	-	-	-	2,776,480.90	40.6%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ 842,419.38	\$ 753,413.82	\$ 976,367.75	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,831,077.81	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%

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

Attachment #1

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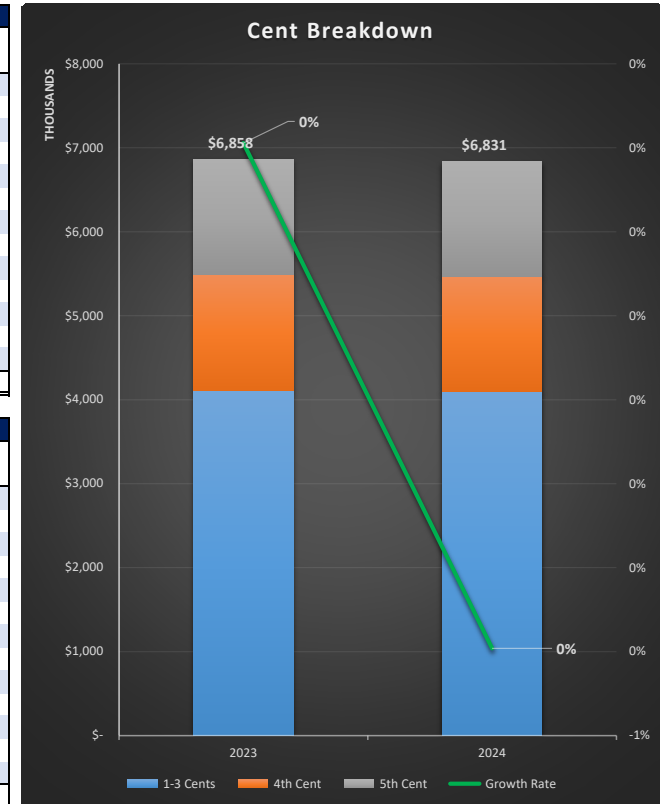
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44
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	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	585,820.65
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	\$ 4,098,646.69

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	195,273.55
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	\$ 1,366,215.56

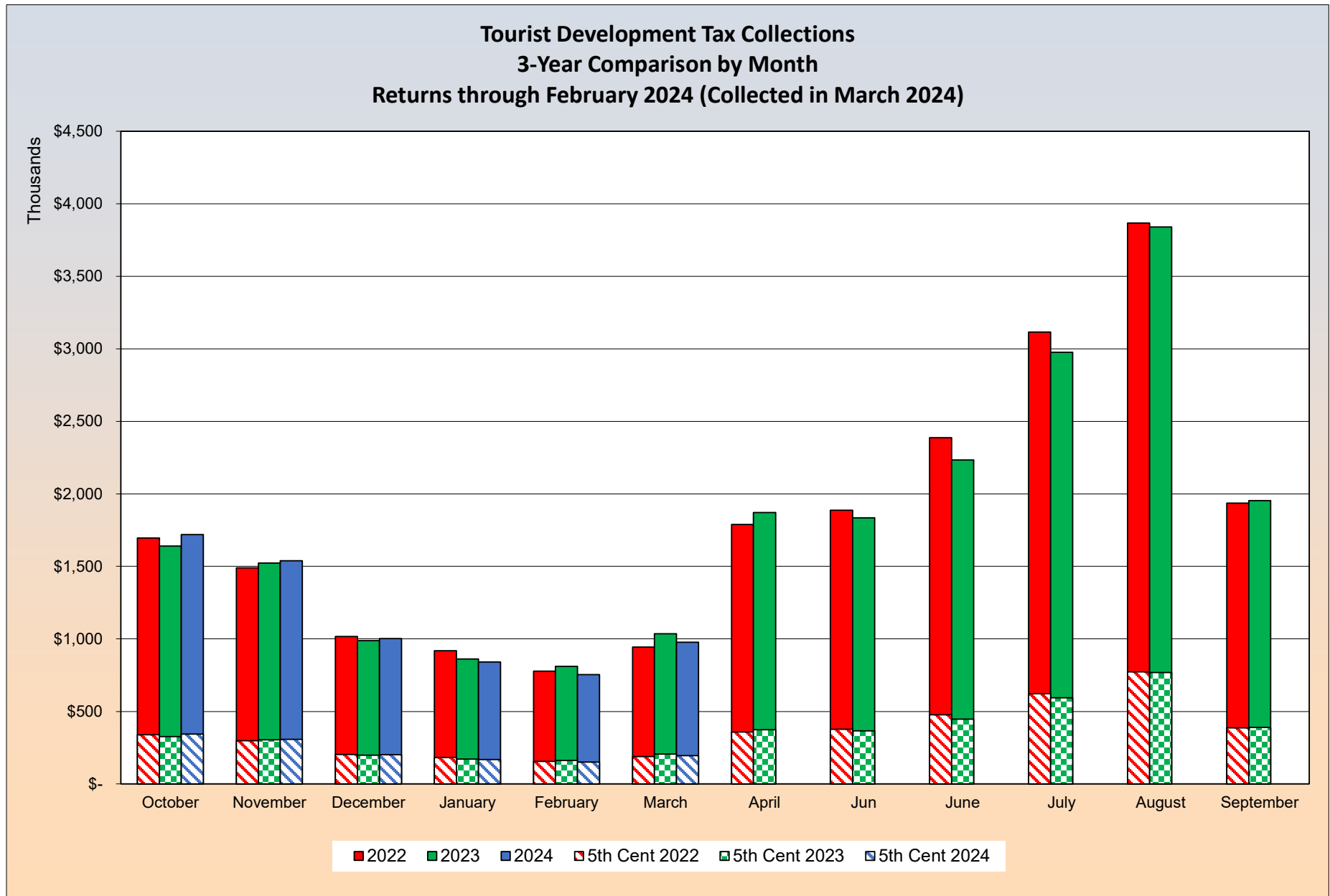
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2015 - 2024										
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81
NOV	-	-	-	-	-	-	-	298,040.00	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	195,273.55
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	\$ 1,366,215.56

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

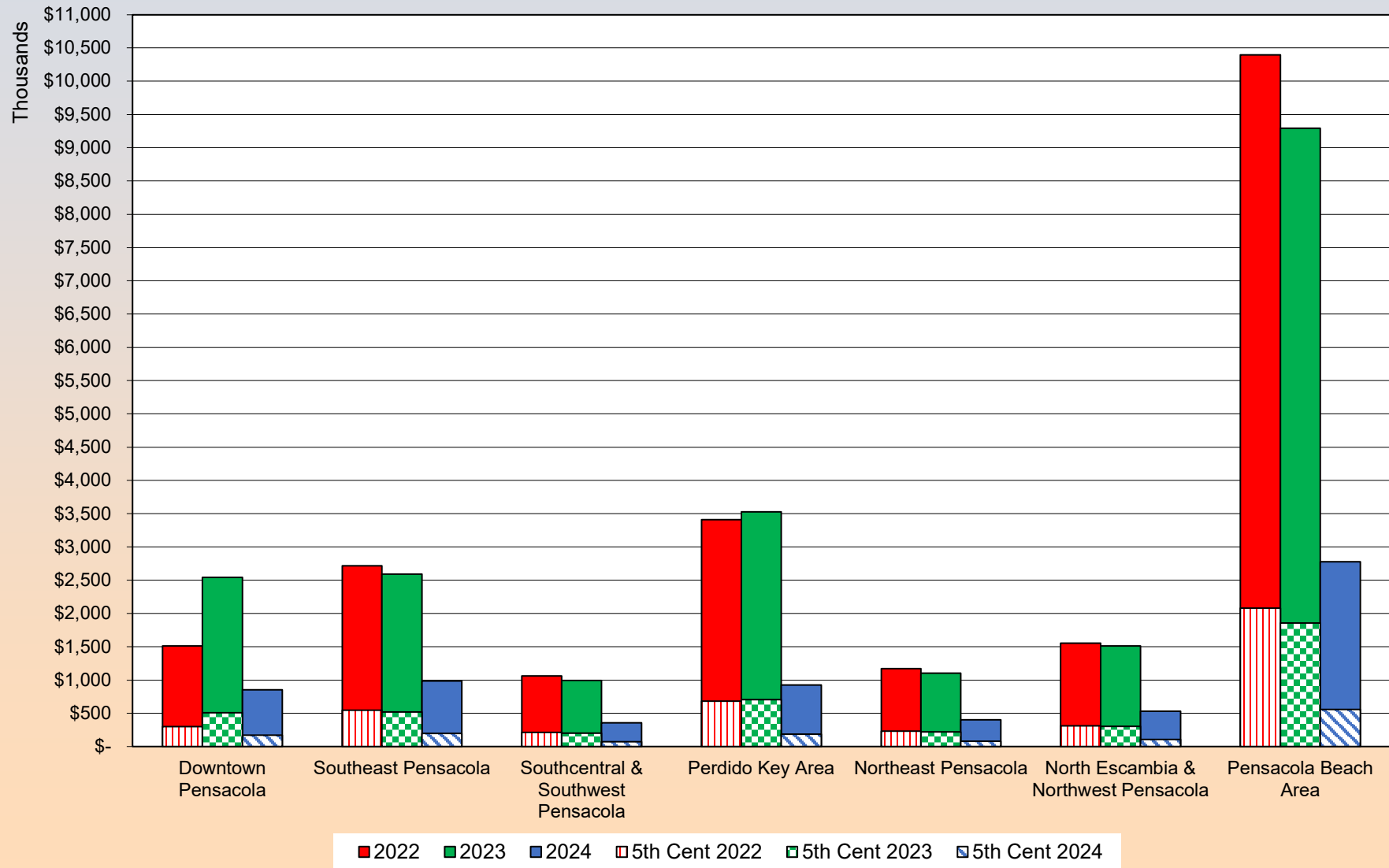
**Effective August 1st, 2021, collections reflected by managed property locations



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	976,367.75	1,035,645.64	(59,277.89)	-5.7%
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	\$ 6,831,077.81	\$ 21,571,132.31	\$ (14,740,054.50)	-68.3%



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



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

