



SANTA ROSA ISLAND AUTHORITY

Executive Director's Report September 28, 2022

Administrative and Operational Issues

Trolley Operations – End of Season Ridership Numbers

Trolley ridership saw a 19.6% decrease compared to last year. Most of that decrease was experienced in July. Factors in July's decrease included equipment failures as well as a reduction in the number of vehicles that SRIA requested for the Blue Angels show. Above normal traffic issues, post show, also prevented the units that were available from making more than one trip to the outer parking areas further reducing the number of riders.

SRIA and ECAT staff are already having conversations about how to return and further improve the ridership for the 2023 season.

Month	2022	2021
May*	3,785	3,169
June	27,496	32,146
July	33,787	50,882
August	25,318	27,718
September*	6,188	1,322
Totals	96,574	115,237

*May and September months are not full months as service runs from the Friday before Memorial Day (5 days in May) through Labor Day (5 days in September).

Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment 1 – September 6, 2022, 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</u>	Previous FY	Current FY	% change
October	484,281.24	717,495.54	48.15%
November	335,355.32	616,289.75	83.77%
December	155,039.60	382,415.95	146.65%
January	146,003.62	334,468.10	129%
February	128,889.65	232,623.71	80.4%
March	166,197.05	351,323.03**	111.38%**
April	476,178.18	786,459.55	65.1%
May	653,075.49	803,327.56	23%
June	954,748.05	1,185,740.98	24.1%
July	1,406,100.73	1,439,847.09	2.39%
August	1,583,206.50	1,812,603.23	14.489%
YTD Total	6,489,075.43	8,662,594.49	33.49%

*Note: The TDT rate increased from 4% to 5% on April 01, 2021.

**Clerical error discovered and corrected.

Beach Projects Update

- **Trolley stop bench refurbishment** – Complete.
- **Quietwater Beach pavilions** – Complete.
- **Gulf side pavilion repairs** – Stucco repairs, truss plate replacements, and painting. The pavilion will be officially closed for the project between October 23 and November 23. SRIA, however, has been working with Escambia County Facilities and the contractor to begin the project earlier. Work is now expected to begin as early as October 10. Between October 10 and October 24, the contractor will be required to have all work materials removed, and the site secured two hours prior to any scheduled event. This expedited schedule will allow for the work to be completed well before holidays and the year's end.
- **Park West restroom renovations** – Complete.
- **Park East restroom roof replacement** – Complete.

Items of Information

Bands on the Beach 2022 – October Schedule

Date: Tuesday, October 4

Band: Southern Breeze

Time: 7:00 – 9:00 pm

Location: Gulfside pavilion

Date: Tuesday, October 11

Band: String Farm

Date: Tuesday, October 18

Band: Dr. Breeze

Date: Tuesday, October 25

Band: Modern Eldorados

Cinemas in the Sand 2022 – Schedule

Date: Friday, September 30

Time: 6:30 pm to 8:30 pm

Movie: Luca

Date: Friday, October 7

Movie: Hotel Transylvania 3

Date: Friday, October 14

Movie: Hocus Pocus

Beach-O-Ween

Date: Friday, October 21

Time: 4:00 pm to 8:00 pm

Location: Pensacola Beach Boardwalk



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: September 6, 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 July 2022 returns received in the month of August 2022, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in August 2022 were \$3,866,886 compared to \$3,551,180 in August 2021. A comparison of August 2022 to August 2021 is a 9% increase.
- Year-to-date collections for FY2022 is \$19,889,794 compared to \$15,551,373 for FY2021.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2021	% Change	2022	2021	% Change
1-4 Cents	\$ 3,093,509	\$ 2,840,944	9%	\$ 15,911,835	\$ 13,507,927	18%
5th Cent	773,377	710,236	9%	3,977,959	2,043,445	95%
Total	\$ 3,866,886	\$ 3,551,180	9%	\$ 19,889,794	\$ 15,551,373	28%
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2020	% Change	2022	2020	% Change
1-4 Cents	\$ 3,093,509	\$ 1,837,272	68%	\$ 15,911,835	\$ 8,854,049	80%
5th Cent	773,377	-	100%	3,977,959	-	100%
Total	\$ 3,866,886	\$ 1,837,272	110%	\$ 19,889,794	\$ 8,854,049	125%

*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 August 31, 2022**

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Year-To-Date Collections				
Geographic Area	Fiscal Year 2022 YTD Collected	Fiscal Year 2021 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,297,172.61	\$ 976,129.91	\$ 321,042.70	32.9%
Southeast Pensacola	2,537,706.89	2,305,246.21	232,460.68	10.1%
Southcentral & Southwest Pensacola	972,841.05	1,044,092.58	(71,251.53)	-6.8%
Perdido Key Area	3,883,033.23	2,389,430.31	1,493,602.92	62.5%
Northeast Pensacola	1,085,058.87	980,762.21	104,296.66	10.6%
North Escambia & Northwest Pensacola	1,451,386.95	1,366,635.95	84,751.00	6.2%
Pensacola Beach Area	8,662,594.49	6,489,075.43	2,173,519.06	33.5%
Total	\$ 19,889,794.09	\$ 15,551,372.59	\$ 4,338,421.50	27.9%

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 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 August 31, 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	\$ 140,730.05	\$ 125,505.74	\$ 162,383.66	\$ 186,760.12	\$ -	\$ 1,297,172.61	6.5%
Southeast Pensacola	235,019.97	208,932.56	171,857.12	167,391.26	140,582.66	158,928.17	263,791.64	277,707.40	277,082.89	276,318.74	360,094.48	-	2,537,706.89	12.8%
Southcentral & Southwest Pensacola	94,572.88	72,061.82	66,683.43	60,312.09	64,847.76	62,993.77	85,770.48	113,628.59	101,820.42	119,198.87	130,950.96	-	972,841.05	4.9%
Perdido Key Area	296,558.06	276,015.54	131,460.21	103,538.39	123,232.78	129,899.03	262,588.85	283,304.80	425,069.44	816,608.66	1,034,757.47	-	3,883,033.23	19.5%
Northeast Pensacola	97,756.10	93,438.39	82,087.35	78,456.71	69,281.78	74,003.24	105,493.53	99,254.89	123,092.87	125,550.36	136,643.66	-	1,085,058.87	5.5%
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	169,222.94	148,307.43	176,314.76	205,075.97	-	1,451,386.95	7.3%
Pensacola Beach Area	717,495.54	616,289.75	382,415.95	334,468.10	232,623.71	351,323.03	786,459.55	803,327.56	1,185,740.98	1,439,847.09	1,812,603.23	-	8,662,594.49	43.6%
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	\$ 1,887,176.24	\$ 2,386,619.77	\$ 3,116,222.14	\$ 3,866,885.89	\$ -	\$ 19,889,794.09	100.0%

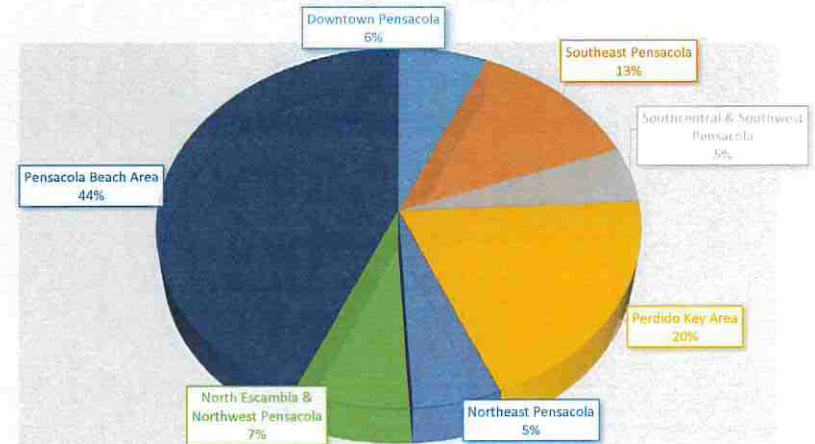
Fiscal Year 2021

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

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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 August 31, 2022**



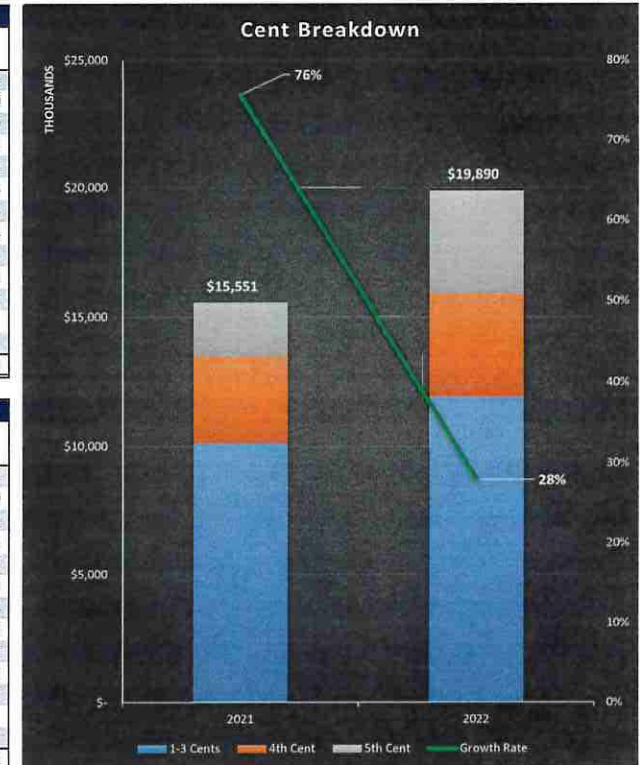
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ 398,299.58	\$ 385,209.35	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,965.81	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45
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	1,132,305.74
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	1,431,971.86
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	1,869,733.28
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	2,320,131.53
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	\$ 11,933,876.46

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	377,435.25
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	477,323.95
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	623,244.43
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	773,377.18
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	\$ 3,977,958.82

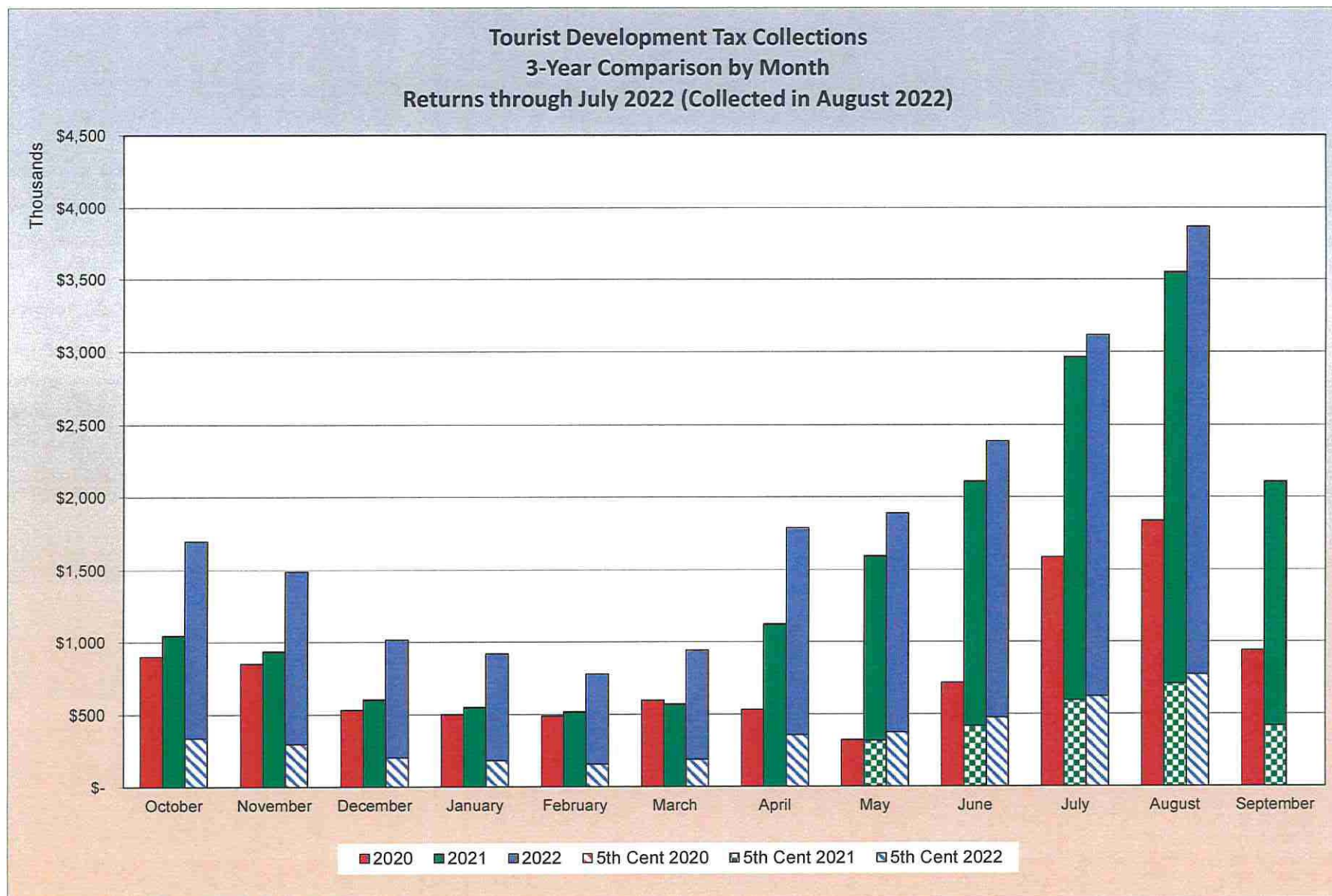
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15
NOV	-	-	-	-	-	-	-	-	-	298,040.00
DEC	-	-	-	-	-	-	-	-	-	203,378.30
JAN	-	-	-	-	-	-	-	-	-	183,589.05
FEB	-	-	-	-	-	-	-	-	-	155,780.93
MAR	-	-	-	-	-	-	-	-	-	188,791.75
APR	-	-	-	-	-	-	-	-	-	357,744.84
MAY	-	-	-	-	-	-	-	-	318,777.61	377,435.25
JUN	-	-	-	-	-	-	-	-	421,621.87	477,323.95
JUL	-	-	-	-	-	-	-	-	592,809.74	623,244.43
AUG	-	-	-	-	-	-	-	-	710,236.07	773,377.18
SEP	-	-	-	-	-	-	-	-	421,522.77	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 3,977,958.82

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

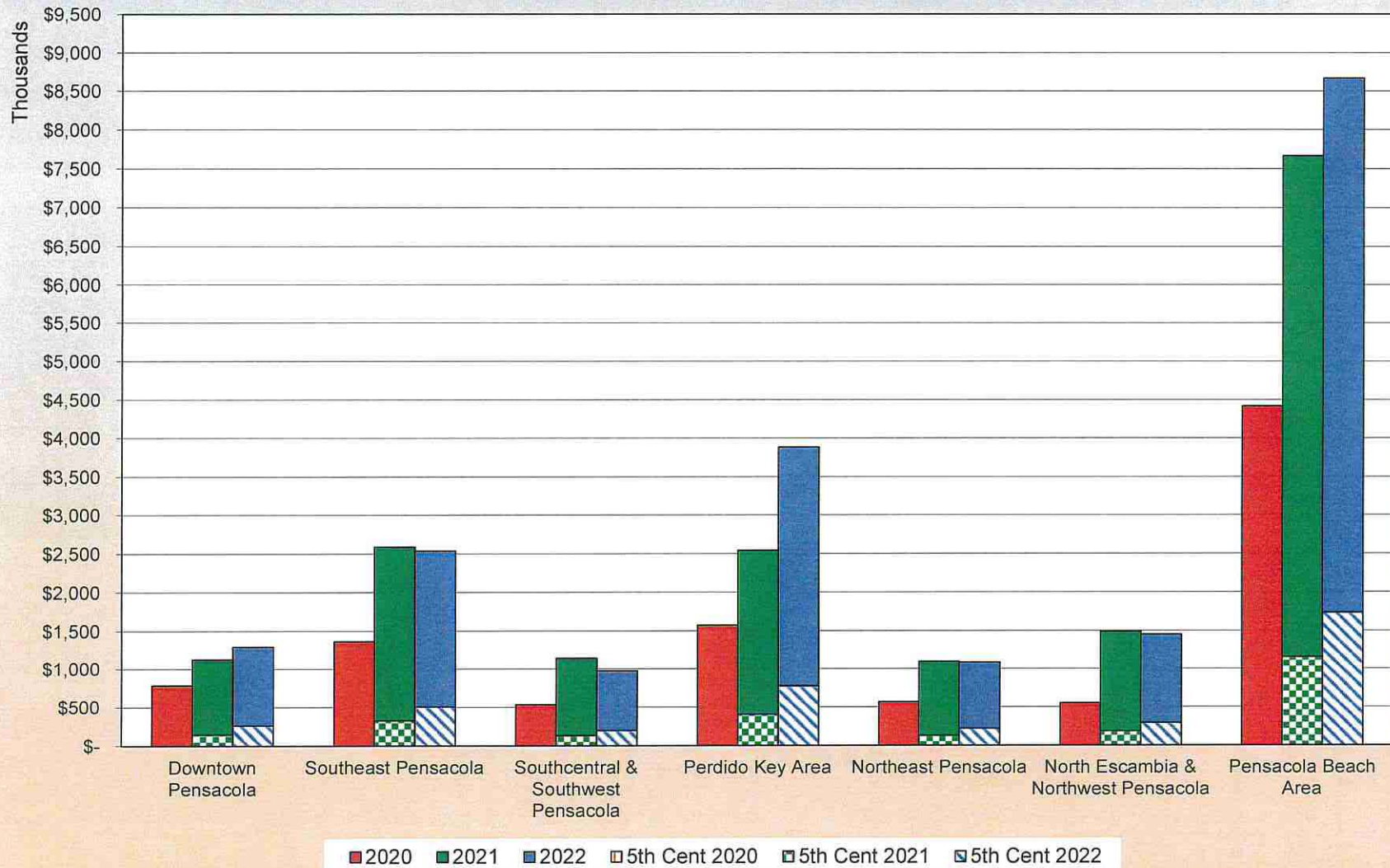
**Effective August 1st, 2021, collections reflected by managed property locations



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	1,887,176.24	1,593,888.06	293,288.18	18.4%
JUN	2,386,619.77	2,108,109.33	278,510.44	13.2%
JUL	3,116,222.14	2,964,048.72	152,173.42	5.1%
AUG	3,866,885.89	3,551,180.33	315,705.56	8.9%
SEP	-	2,107,613.86	(2,107,613.86)	Pending
Total	\$ 19,889,794.10	\$ 17,658,986.45	\$ 2,230,807.65	12.6%



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



Tourist Development Tax Collections
3-Year Trend
Returns through July 2022 (Collected in August 2022)

