



## SANTA ROSA ISLAND AUTHORITY

### Executive Director's Report August 23, 2023

*\*This report is available online at:*

<https://sria-fla.com/home-8/a-meeting-information-3/>

---

### **Administrative and Operational Issues**

#### Skate Park Community Meeting

Skate Park advocates organized and held a community meeting on August 10 to discuss their desire for a skate park on Pensacola Beach. The meeting was well attended by both proponents and opponents.

Proponents expressed the desire to have a place for young and old skate enthusiasts on the beach and talked about the correlation between surfing and skating cultures. They see this as an issue and activity that has long been overlooked. Opponents expressed concerns over stormwater and drainage issues, parking, maintenance, noise, lighting, enforcement, and the removal of the green space that currently exists. Additionally, there were speakers that were more interested in the construction of pickleball courts over a skate park, if, in fact, additional impervious is constructed. It was also pointed out that skate park facilities exist nearby in Gulf Breeze.

While there was no consensus regarding the construction of a skate park, there was a general interest in reimagining Cowley Park and potentially having a master plan created for the space. For that to be most effective, having interest and buy-in from the Beach School will be of utmost importance. Advocates for the master plan intend to attend the next school board meeting to discuss the topic and will share with SRIA the results of that meeting.

After there is a better understanding of the school's interest and position, it may be suitable for SRIA to establish a citizens focus group to further explore the master plan option. It was also suggested at the meeting that the Portofino Island Fund could be used as the funding source for the creation of a master plan. Expenditure of those funds would be an item that would be brought back to the SRIA board for consideration.

Staff will keep the Board apprised of developments in the discussion.

#### Animal Welfare Officer Update

James Harlan, the new Animal Welfare Officer for the beach, completed his training and began reporting to the SRIA office on August 21. Animal Welfare Services has provided patrolling transportation for him, and SRIA will be responsible for his schedule.

## Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the August 02, 2023, 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 (FY23)</u>	<b>Previous FY</b>	<b>Current FY</b>	<b>% change*</b>
<b>October</b>	717,495.54	727,080.72**	1.33%
<b>November</b>	616,289.75	673,535.08	9.29%
<b>December</b>	382,415.95	366,620.17	-4.13%
<b>January</b>	334,468.10	302,100.89	-9.68%
<b>February</b>	232,623.71	216,036.86	-7.13%
<b>March</b>	351,323.03	362,205.67**	3.1%
<b>April</b>	786,459.55	722,162.16	-8.18%
<b>May</b>	803,327.56	778,377.06	-3.11%
<b>June</b>	1,185,740.98	1,026,091.07	-4.36%
<b>July</b>	6,849,991.26	6,500,536.52	-5.1%
<b>YTD Total</b>	12,260,135.43	11,674,746.20	-4.8%

\*This column has been updated with the correct percentages.

\*\*This figure was revised from the Clerk's previous report.

## Beach Projects Update

- **Bench replacement at Gulf side pavilion** – Complete. All new benches were installed on August 22.
- **Welcome to Pensacola Beach Sign (east side of the Island)** – In progress.

## Upcoming Dates of Interest

### Bands on the Beach 2023 – August/September Schedule

Date: Tuesday, August 29

Band: Jay Williams Band

Time: 7:00 – 9:00 pm

Location: Gulfside pavilion

Date: Tuesday, September 5

Band: John Hart & the Prince Brothers

Date: Tuesday, September 12

Band: Rust & Gold

Date: Tuesday, September 19

Band: Eklektik

Date: Tuesday, September 26

Band: Vinyl Revival

Cinemas in the Sand

Date: Friday, Sept. 1

Time: At sunset (approximately 8:00 pm)

Movie: The Greatest Showman

Location: Gulfside pavilion

Date: Friday, Sept. 15

Movie: Wall-E

Date: Friday, Sept. 29

Movie: Night at the Museum



# 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:** August 2, 2023

**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 June 2023 returns received in the month of July 2023, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in July 2023 were \$2,975,933 compared to \$3,116,222 in July 2022. A comparison of July 2023 to July 2022 is a 5% decrease.
- Year-to-date collections for FY2023 is \$15,775,810 compared to \$16,022,908 for FY2022.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2023	2022	% Change	2023	2022	% Change
1-4 Cents	\$ 2,380,746	\$ 2,492,978	-5%	\$ 12,620,648	\$ 12,818,327	-2%
5th Cent	595,187	623,244	-5%	3,155,162	3,204,582	-2%
<b>Total</b>	<b>\$ 2,975,933</b>	<b>\$ 3,116,222</b>	<b>-5%</b>	<b>\$ 15,775,810</b>	<b>\$ 16,022,908</b>	<b>-2%</b>
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2023	2021	% Change	2023	2021	% Change
1-4 Cents	\$ 2,380,746	\$ 2,371,239	0%	\$ 12,620,648	\$ 10,666,983	18%
5th Cent	595,187	592,810	0%	3,155,162	1,333,209	137%
<b>Total</b>	<b>\$ 2,975,933</b>	<b>\$ 2,964,049</b>	<b>0%</b>	<b>\$ 15,775,810</b>	<b>\$ 12,000,192</b>	<b>31%</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 July 31, 2023**

**Attachment #1  
Page 2 of 6**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2023 YTD Collected	Fiscal Year 2022 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,129,221.09	\$ 1,110,412.49	\$ 18,808.60	1.7%
Southeast Pensacola	2,100,982.99	2,177,612.41	(76,629.42)	-3.5%
Southcentral & Southwest Pensacola	808,829.01	841,890.10	(33,061.09)	-3.9%
Perdido Key Area	3,080,391.91	2,848,275.76	232,116.15	8.1%
Northeast Pensacola	915,219.96	948,415.21	(33,195.25)	-3.5%
North Escambia & Northwest Pensacola	1,240,628.13	1,246,310.97	(5,682.84)	-0.5%
Pensacola Beach Area	6,500,536.52	6,849,991.26	(349,454.74)	-5.1%
<b>Total</b>	<b>\$ 15,775,809.61</b>	<b>\$ 16,022,908.21</b>	<b>\$ (247,098.60)</b>	<b>-1.5%</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
Pensacola Beach Area	32577	Molino 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 2023**  
**As of July 31, 2023**

**Attachment #1**

**Page 3 of 6**



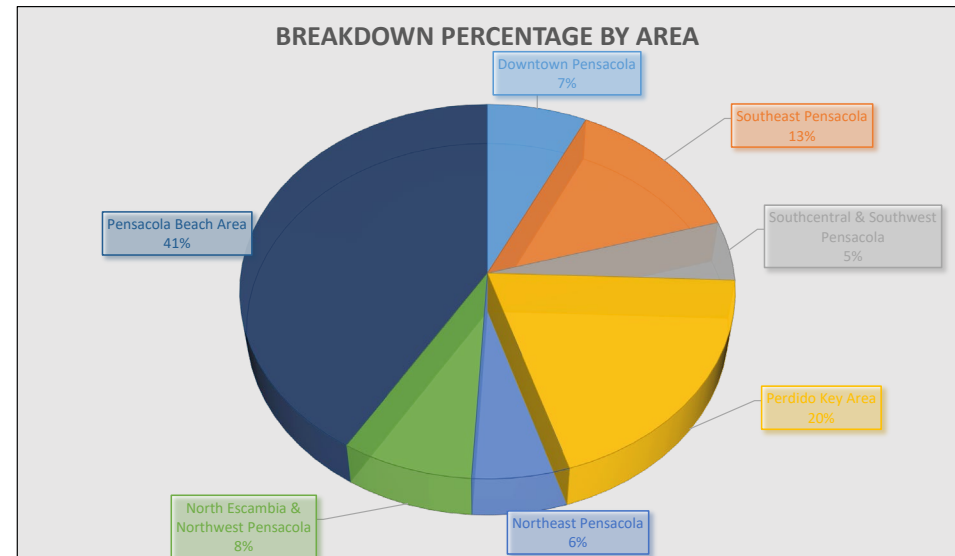
Fiscal Year 2023														
Geographic Area	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Area Total	% of Total
Downtown Pensacola	\$ 100,466.86	\$ 97,438.16	\$ 88,506.15	\$ 80,080.77	\$ 89,990.00	\$ 101,723.97	\$ 139,655.36	\$ 124,355.57	\$ 139,916.30	\$ 167,087.95	\$ -	\$ -	\$ 1,129,221.09	7.2%
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	-	-	2,100,982.99	13.3%
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	-	-	808,829.01	5.1%
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	-	-	3,080,391.91	19.5%
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	-	-	915,219.96	5.8%
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	-	-	1,240,628.13	7.9%
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	-	-	6,500,536.52	41.2%
<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>\$ -</b>	<b>\$ -</b>	<b>\$ 15,775,809.61</b>	<b>100.0%</b>

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	\$ 103,861.94	\$ 1,401,034.55	6.4%
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	219,122.07	2,756,828.96	12.6%
Southcentral & Southwest Pensacola	94,572.88	72,061.82	66,683.43	60,312.09	64,847.76	62,993.77	85,770.48	113,628.59	101,820.42	119,198.87	130,950.96	81,996.59	1,054,837.65	4.8%
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	416,879.27	4,299,912.50	19.7%
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	95,611.74	1,180,670.62	5.4%
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	111,196.34	1,562,583.29	7.2%
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	907,473.53	9,570,068.02	43.8%
<b>Total</b>	<b>\$ 1,696,265.75</b>	<b>\$ 1,490,199.99</b>	<b>\$ 1,016,891.48</b>	<b>\$ 917,945.25</b>	<b>\$ 778,904.64</b>	<b>\$ 943,958.74</b>	<b>\$ 1,788,724.21</b>	<b>\$ 1,887,176.24</b>	<b>\$ 2,386,619.77</b>	<b>\$ 3,116,222.14</b>	<b>\$ 3,866,885.89</b>	<b>\$ 1,936,141.49</b>	<b>\$ 21,825,935.58</b>	<b>100.0%</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

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



**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2023**  
**As of July 31, 2023**

**Attachment #1**

**Page 4 of 6**



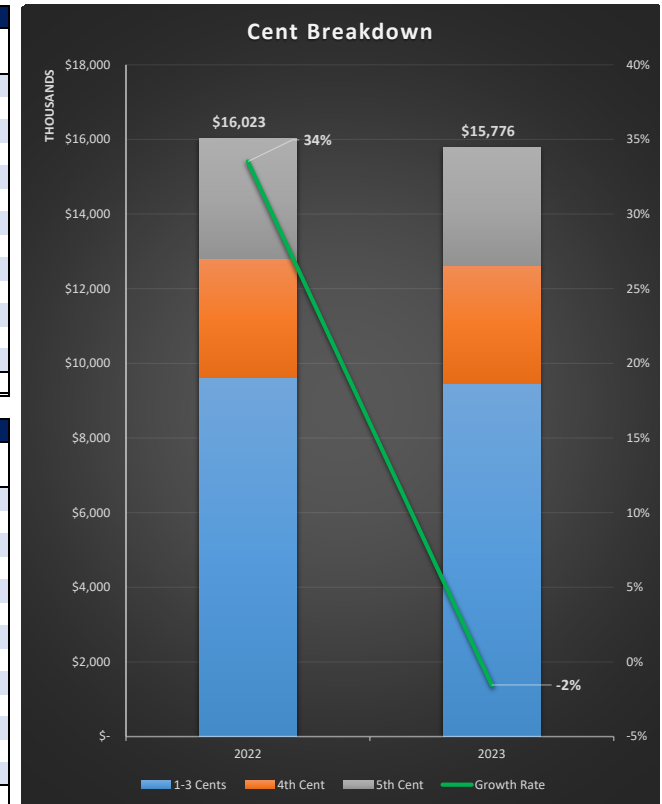
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2014 - 2023										
Month of Collection	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OCT	\$ 385,209.35	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21
NOV	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	913,888.59
DEC	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	593,281.75
JAN	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	516,261.52
FEB	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	486,593.99
MAR	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	621,387.38
APR	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	1,122,845.48
MAY	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	1,101,571.29
JUN	679,427.99	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	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	1,785,559.79
AUG	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	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	1,161,684.89	-
<b>Total</b>	<b>\$ 6,293,313.27</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>\$ 9,465,485.77</b>

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2014 - 2023										
Month of Collection	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OCT	\$ 128,403.12	\$ 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
NOV	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	304,629.53
DEC	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	197,760.58
JAN	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	172,087.17
FEB	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	162,198.00
MAR	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	207,129.13
APR	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	374,281.83
MAY	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	367,190.43
JUN	226,476.00	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	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	595,186.60
AUG	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	245,630.99	238,670.83	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	-
<b>Total</b>	<b>\$ 2,097,771.09</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>\$ 3,155,161.92</b>

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2014 - 2023										
Month of Collection	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07
NOV	-	-	-	-	-	-	-	-	298,040.00	304,629.53
DEC	-	-	-	-	-	-	-	-	203,378.30	197,760.58
JAN	-	-	-	-	-	-	-	-	183,589.05	172,087.17
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	-
SEP	-	-	-	-	-	-	-	421,522.77	387,228.30	-
<b>Total</b>	<b>\$ -</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>\$ 3,155,161.92</b>

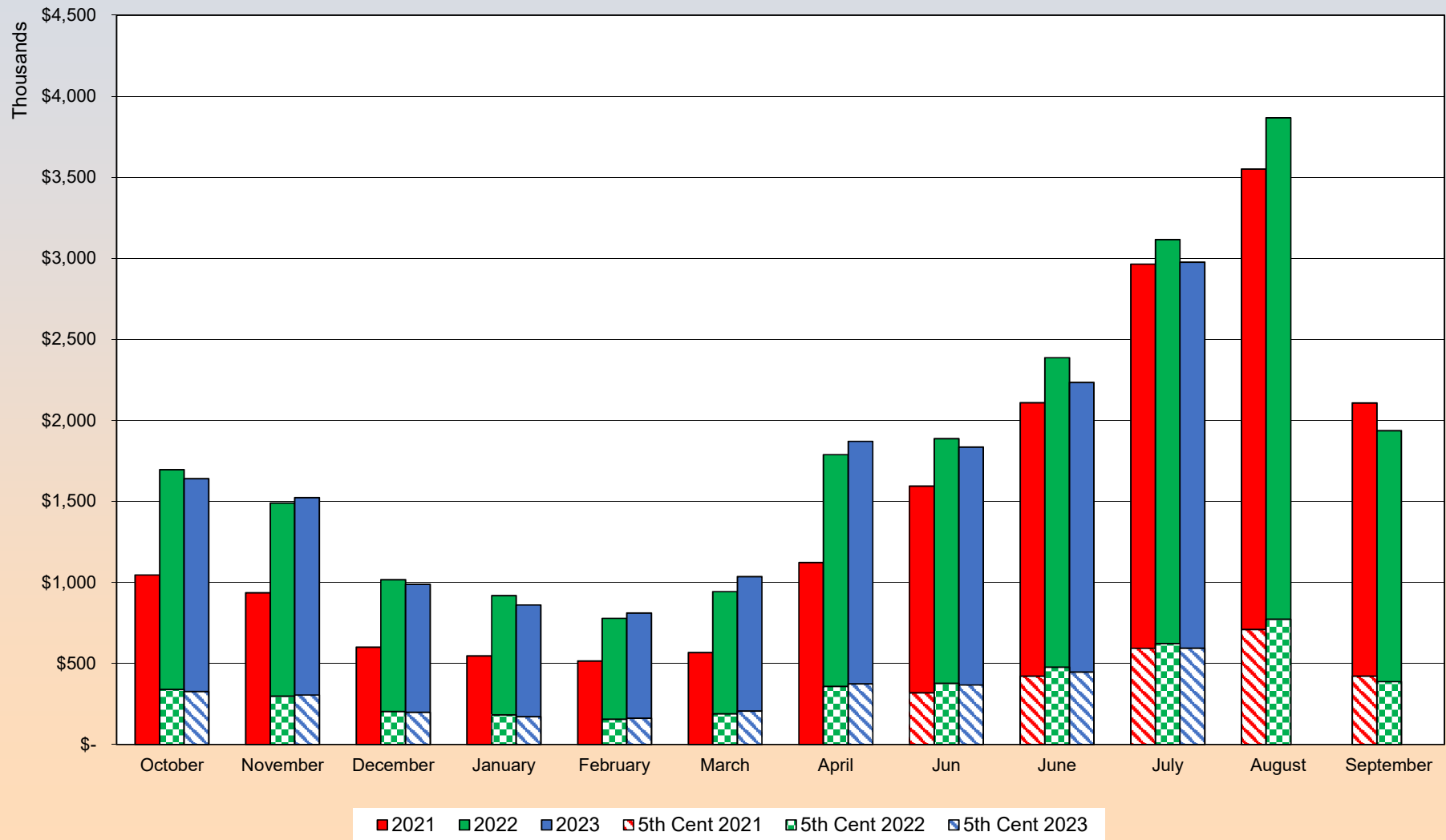
\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

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



Current Year vs Prior Year				
Month of Collection	2023	2022	Variance	% Change
OCT	\$ 1,639,220.35	\$ 1,696,265.75	\$ (57,045.40)	-3.4%
NOV	1,523,147.65	1,490,199.99	32,947.66	2.2%
DEC	988,802.92	1,016,891.48	(28,088.56)	-2.8%
JAN	860,435.86	917,945.25	(57,509.39)	-6.3%
FEB	810,989.98	778,904.64	32,085.34	4.1%
MAR	1,035,645.64	943,958.74	91,686.90	9.7%
APR	1,871,409.13	1,788,724.21	82,684.92	4.6%
MAY	1,835,952.15	1,887,176.24	(51,224.09)	-2.7%
JUN	2,234,272.95	2,386,619.77	(152,346.82)	-6.4%
JUL	2,975,932.98	3,116,222.14	(140,289.16)	-4.5%
AUG	-	3,866,885.89	(3,866,885.89)	Pending
SEP	-	1,936,141.49	(1,936,141.49)	Pending
<b>Total</b>	<b>\$ 15,775,809.61</b>	<b>\$ 21,825,935.59</b>	<b>\$ (6,050,125.98)</b>	<b>-27.7%</b>

**Tourist Development Tax Collections  
3-Year Comparison by Month  
Returns through June 2023 (Collected in July 2023)**





### Tourist Development Tax Collections 3-Year Comparison of Total Collections by Geographic Area Returns through June 2023 (Collected in July 2023)

