



SANTA ROSA ISLAND AUTHORITY

Executive Director's Report January 24, 2024

**This report is available online at:*

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

Administrative and Operational Issues

Snowbird Beach Bash

The Snowbird Beach Bash was held on January 18 and was a tremendous success. Over 100 guests signed-in and were able to learn about the wide variety of businesses and opportunities we have on the Beach from the participating vendors.

Spring Break Campaign

In preparation for the influx of spring break visitors, staff has begun work with E.W. Bullock on a promotional campaign to inform visitors of the rules and laws of Pensacola Beach.

As in year's past, the campaign will include collateral materials (refrigerator magnets and printed flyers) that will be distributed to the Pensacola Beach vacation rental companies and a robust public relations and advertising campaign. The target markets for the campaign are anticipated to be Florida, Tennessee, Georgia, Alabama, Mississippi, Texas, and Louisiana.

Economic Impact of Pensacola Beach

Tourist Development Tax Collections (Attachment #1 - the December 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 (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%
YTD Total	1,767,235.97	1,908,305.70	8.0%

Beach Projects Update

- **Dune Walkover 27C** – (SRIA project.) Complete.
- **Baby Beach/Sharp Point nourishment and drainage improvements** – (SRIA project.) Mobilization began today. The project is anticipated to be substantially complete in 100 days.
- **Dune Restoration Project** – (SRIA project.) The bid opening was held on December 15, 2023, the Board is taking final action on the bid award at tonight’s meeting. (Consent Agenda, C-Item #2.)
- **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 mid to late April.
- **Pensacola Beach Blvd/Ft. Pickens Rd Intersection project** – (Escambia County project.) Construction work on the Pensacola Beach Blvd/Ft. Pickens Rd intersection is scheduled to begin in February.

Upcoming Dates of Interest

- February 3, Double Bridge Run
- February 11, Krewe of Wrecks Mardi Gras Beach Parade
- February 16-18, St. Patrick's Day Party Event at Paddy O'Leary's
- February 17, Teen Challenge 5k & Half Marathon
- March 2 - Breeze to Gulf 5k



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: January 5, 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 November 2023 returns received in the month of December 2023, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in December 2023 were \$1,002,285 compared to \$988,803 in December 2022. A comparison of December 2023 to December 2022 is a 1% increase.
- Year-to-date collections for FY2024 is \$4,258,877 compared to \$4,151,171 for FY2023.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2023	% Change	2024	2023	% Change
1-4 Cents	\$ 801,828	\$ 791,042	1%	\$ 3,407,101	\$ 3,320,937	3%
5th Cent	200,457	197,761	1%	851,775	830,234	3%
Total	\$ 1,002,285	\$ 988,803	1%	\$ 4,258,877	\$ 4,151,171	3%
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2024	2022	% Change	2024	2022	% Change
1-4 Cents	\$ 801,828	\$ 813,513	-1%	\$ 3,407,101	\$ 3,362,686	1%
5th Cent	200,457	203,378	-1%	851,775	840,671	1%
Total	\$ 1,002,285	\$ 1,016,891	-1%	\$ 4,258,877	\$ 4,203,357	1%

*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 December 31, 2023**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2024 YTD Collected	Fiscal Year 2023 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 295,010.47	\$ 286,411.17	\$ 8,599.30	3.0%
Southeast Pensacola	543,953.78	561,415.52	(17,461.74)	-3.1%
Southcentral & Southwest Pensacola	194,795.37	198,861.60	(4,066.23)	-2.0%
Perdido Key Area	798,808.15	769,185.96	29,622.19	3.9%
Northeast Pensacola	225,259.00	251,682.23	(26,423.23)	-10.5%
North Escambia & Northwest Pensacola	292,744.39	316,378.47	(23,634.08)	-7.5%
Pensacola Beach Area	1,908,305.70	1,767,235.97	141,069.73	8.0%
Total	\$ 4,258,876.86	\$ 4,151,170.92	\$ 107,705.94	2.6%

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 2024
As of December 31, 2023



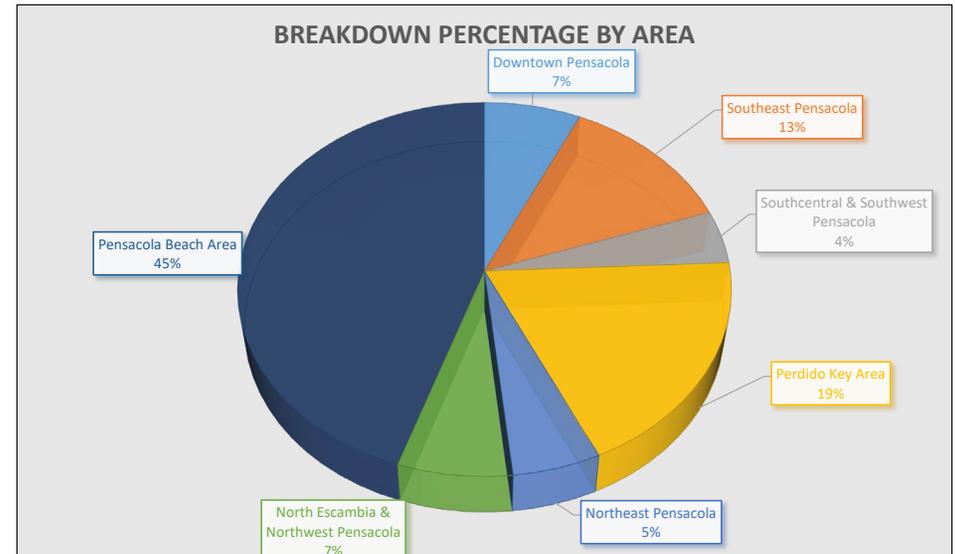
Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 295,010.47	6.9%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	-	-	-	-	-	-	-	-	-	543,953.78	12.8%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	-	-	-	-	-	-	-	-	-	194,795.37	4.6%
Perdido Key Area	351,016.81	317,232.57	130,558.77	-	-	-	-	-	-	-	-	-	798,808.15	18.8%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	-	-	-	-	-	-	-	-	-	225,259.00	5.3%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	-	-	-	-	-	-	-	-	-	292,744.39	6.9%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	-	-	-	-	-	-	-	-	-	1,908,305.70	44.8%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ -	\$ 4,258,876.86	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%

*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



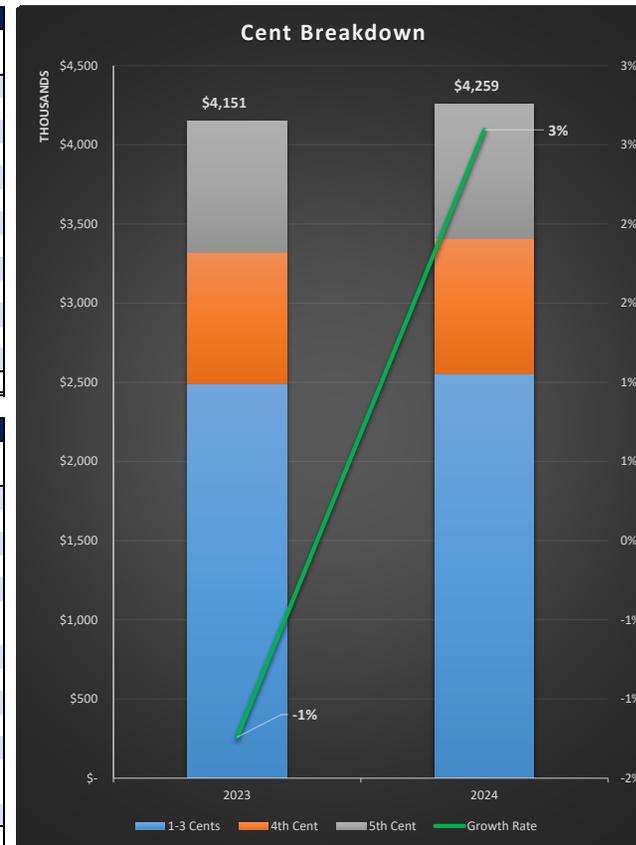
Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2024
As of December 31, 2023



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	-	
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	-	
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	-	
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	\$ 2,555,326.12	

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	-	
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	-	
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	-	
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	\$ 851,775.37	

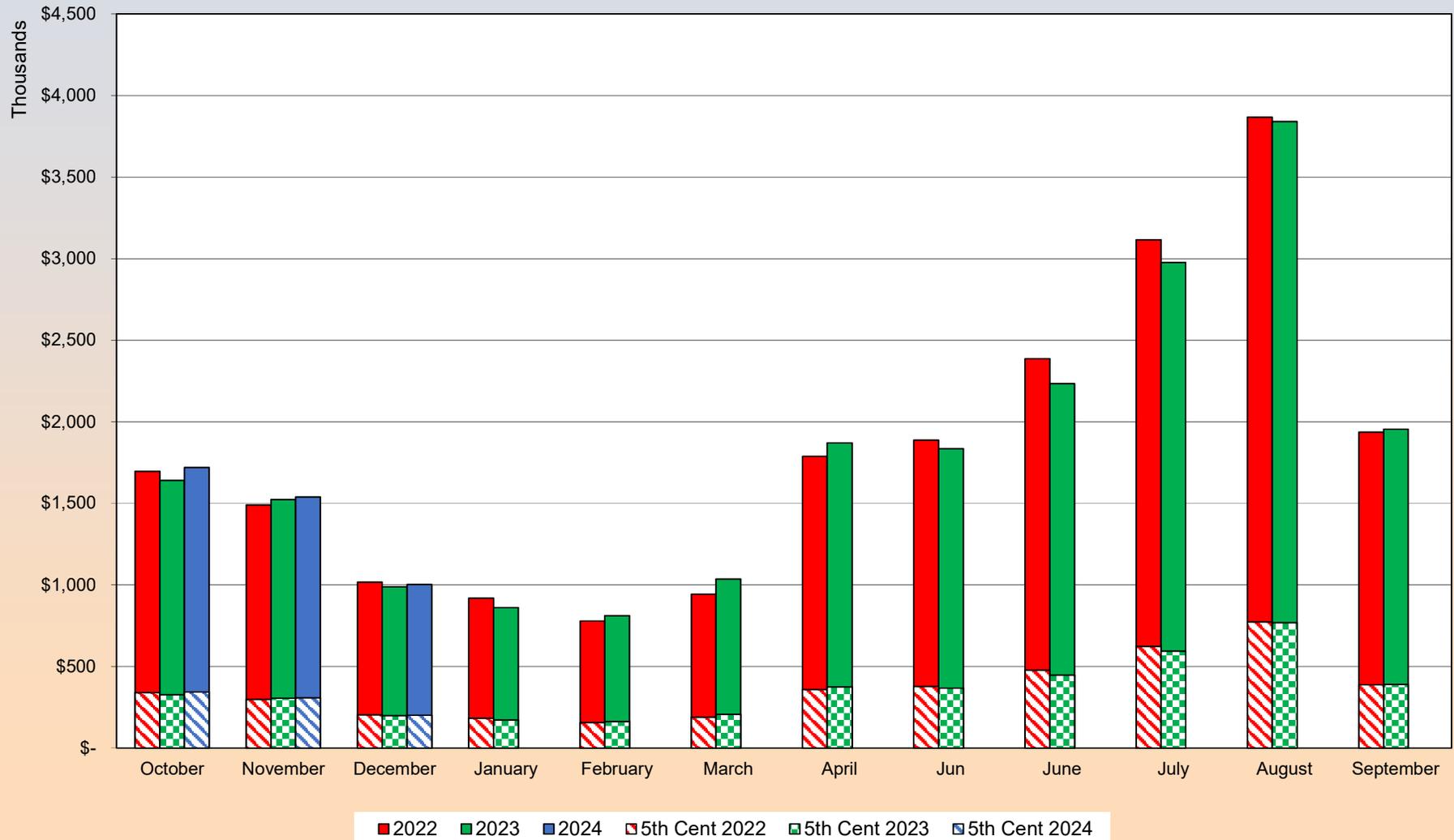
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2015 - 2024											
Month of Collection	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	
NOV	-	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	
DEC	-	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	
JAN	-	-	-	-	-	-	-	183,589.05	172,087.17	-	
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	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	\$ 851,775.37						



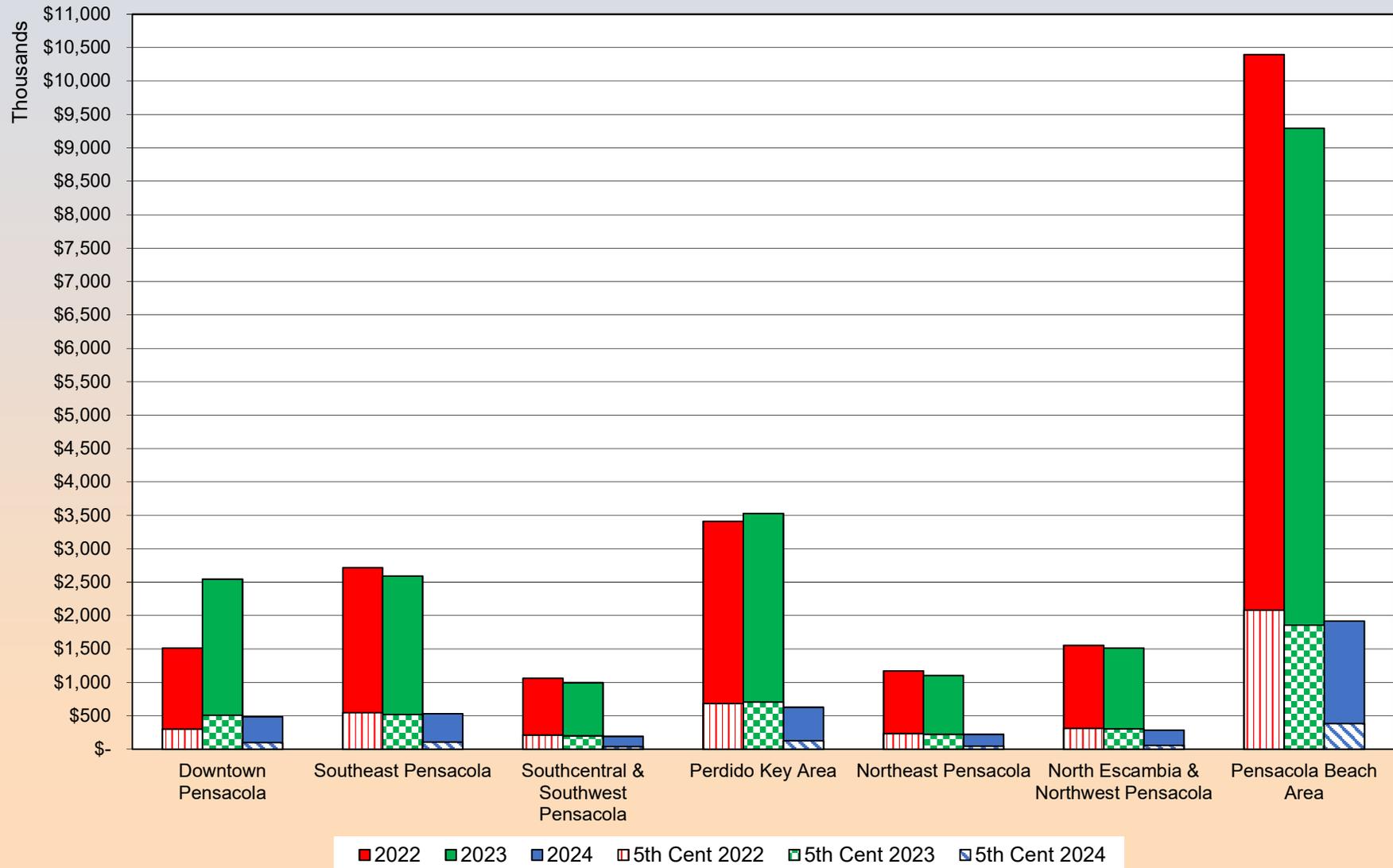
Current Year vs Prior Year				
Month of Collection	2024	2023	Variance	% Change
OCT	\$ 1,718,649.07	\$ 1,639,220.35	\$ 79,428.72	4.8%
NOV	1,537,942.53	1,523,147.65	14,794.88	1.0%
DEC	1,002,285.26	988,802.92	13,482.34	1.4%
JAN	-	860,435.86	(860,435.86)	Pending
FEB	-	810,989.98	(810,989.98)	Pending
MAR	-	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
Total	\$ 4,258,876.86	\$ 21,571,132.31	\$ (17,312,255.45)	-80.3%

*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 November 2023 (Collected in December 2023)**



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



Tourist Development Tax Collections 3-Year Trend Returns through November 2023 (Collected in December 2023)

