



## SANTA ROSA ISLAND AUTHORITY

### Executive Director's Report October 25, 2023

*\*This report is available online at:*

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

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### **Administrative and Operational Issues**

#### Invasive Control

Rick O'Conner, the Escambia County Sea Grant Extension Agent, reports that the "Halloweed 2023" event had some scheduling issues and so removal activities will continue into November. The removal activities that have occurred were successful in removing the beach vitex at specific sites.

#### Technology Improvements Update

With the new Banking Services Agreement executed, staff have been working with Synovus Bank's Implementation Team to build the AR Biller, which will give leaseholders the option to pay their annual lease fees online by credit/debit card or check. The implementation team has created a live demonstration of the site and is working on the configuration requirements for the site.

Simultaneously, Synovus Bank's Merchant Services Team is working with staff to setup a Point-of-Sale System so that the Santa Rosa Island Authority will be able to take credit/debit cards, checks and cash payments at the front desk or at outside events on the beach. The Merchant Services Team is helping make sure SRIA is Payment Card Industry and Data Security Standard (PCI DSS) compliant before the system is fully enabled. The PCI DSS encompasses a set of requirements established to ensure credit card transactions are processed in a secure environment. Staff anticipates the credit card option will be available by the first of the year.

#### Beach-O-Ween

Beach-O-Ween was held at the Boardwalk on October 20 and was a huge success. Thirty-one (31) businesses/vendors participated in the festivities. A big thank you to the Infidels Motorcycle Club that volunteered to oversee the bounce-house activities.

### **Economic Impact of Pensacola Beach**

Tourist Development Tax Collections (Attachment #1 - the September 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>August</b>	1,812,603.23	1,788,713.39	-1.32%
<b>September</b>	907,473.53	931,227.56	2.62%
<b>YTD Total</b>	9,570,068.02	9,220,477.47	-3.7%

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

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

## Beach Projects Update

- **Dune Walkover 27C** – (SRIA project, paid for with Portofino Island Funds and bid through an Interlocal Agreement with Escambia County) Escambia County BCC awarded the bid on October 19. The pre-construction meeting was held today, and work will begin after November 1.
- **Baby Beach/Sharp Point nourishment and drainage improvements** – (SRIA project.) Advertised for bid on September 24 with bid opening scheduled for October 27.
- **Trolley Replacement** – (SRIA project.) The bid was released on October 2 with the bid opening scheduled for October 31.
- **Casino Beach Changing Rooms** – (Escambia County project.) Due to only receiving one bid, the BCC voted to rebid the project. Bid opening is scheduled for October 24.

- **Gulf side fishing pier repairs** – (Escambia County project.) The bid was opened on October 6, but yielded only one bid. The resulting bid was exceptionally high compared to the engineer's estimate. The bid, therefore, was readvertised on October 16, and the opening is scheduled for November 15. County staff is targeting the bid award for the December 7, BCC meeting.
- **Welcome to Pensacola Beach Sign (east side of the Island)** – Complete.

## **Upcoming Dates of Interest**

### Town Hall Meeting with Jeremy Johnson, SRIA's elected board member

Date: November 14, 2023

Time: 5:00 pm

Place: SRIA Board Room

### Bands on the Beach 2023 – October Schedule

Date: Tuesday, October 31 (Last performance of the season)

Band: Not Quite Fab



# 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:** October 3, 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 August 2023 returns received in the month of September 2023, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in September 2023 were \$1,954,469 compared to \$1,936,141 in September 2022. A comparison of September 2023 to September 2022 is a 1% increase.
- Year-to-date collections for FY2023 is \$21,571,132 compared to \$21,825,936 for FY2022.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2023	2022	% Change	2023	2022	% Change
1-4 Cents	\$ 1,563,576	\$ 1,548,913	1%	\$ 17,256,906	\$ 17,460,748	-1%
5th Cent	390,894	387,228	1%	4,314,226	4,365,187	-1%
<b>Total</b>	<b>\$ 1,954,469</b>	<b>\$ 1,936,141</b>	<b>1%</b>	<b>\$ 21,571,132</b>	<b>\$ 21,825,936</b>	<b>-1%</b>
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2023	2021	% Change	2023	2021	% Change
1-4 Cents	\$ 1,563,576	\$ 1,686,091	-7%	\$ 17,256,906	\$ 15,194,018	14%
5th Cent	390,894	421,523	-7%	4,314,226	2,464,968	75%
<b>Total</b>	<b>\$ 1,954,469</b>	<b>\$ 2,107,614</b>	<b>-7%</b>	<b>\$ 21,571,132</b>	<b>\$ 17,658,986</b>	<b>22%</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 September 30, 2023**

Attachment #1  
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Year-To-Date Collections				
Geographic Area	Fiscal Year 2023 YTD Collected	Fiscal Year 2022 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,430,289.75	\$ 1,401,034.55	\$ 29,255.20	2.1%
Southeast Pensacola	2,668,026.62	2,756,828.96	(88,802.34)	-3.2%
Southcentral & Southwest Pensacola	1,021,518.02	1,054,837.65	(33,319.63)	-3.2%
Perdido Key Area	4,562,158.06	4,299,912.50	262,245.56	6.1%
Northeast Pensacola	1,128,359.79	1,180,670.62	(52,310.83)	-4.4%
North Escambia & Northwest Pensacola	1,540,302.60	1,562,583.29	(22,280.69)	-1.4%
Pensacola Beach Area	9,220,477.47	9,570,068.02	(349,590.55)	-3.7%
<b>Total</b>	<b>\$ 21,571,132.31</b>	<b>\$ 21,825,935.58</b>	<b>\$ (254,803.27)</b>	<b>-1.2%</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 September 30, 2023**

Attachment #1  
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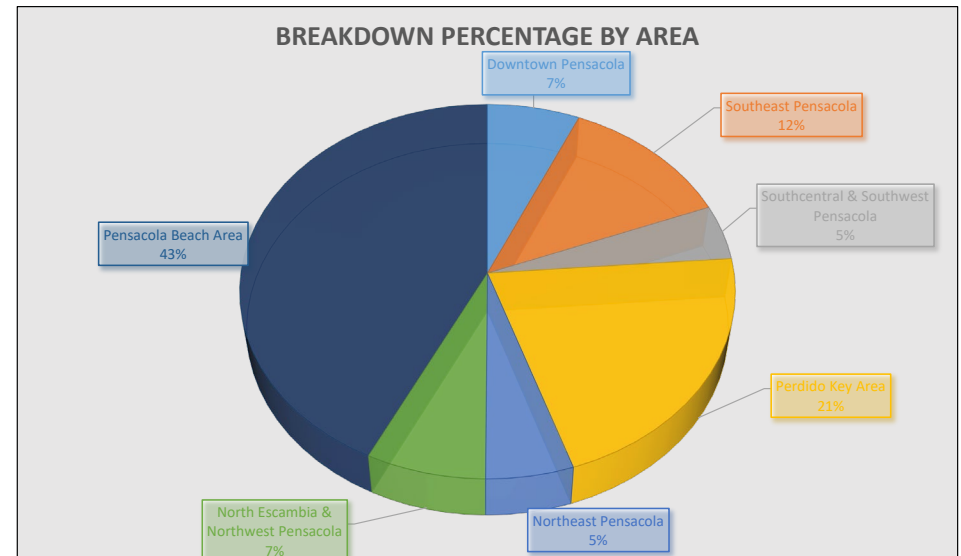
Fiscal Year 2023														
Geographic Area	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Area Total	% of Total
Downtown Pensacola	\$ 100,466.86	\$ 97,438.16	\$ 88,506.15	\$ 80,080.77	\$ 89,990.00	\$ 101,723.97	\$ 139,655.36	\$ 124,355.57	\$ 139,916.30	\$ 167,087.95	\$ 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%
<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>\$ 3,840,853.22</b>	<b>\$ 1,954,469.48</b>	<b>\$ 21,571,132.31</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>

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**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2023**  
**As of September 30, 2023**



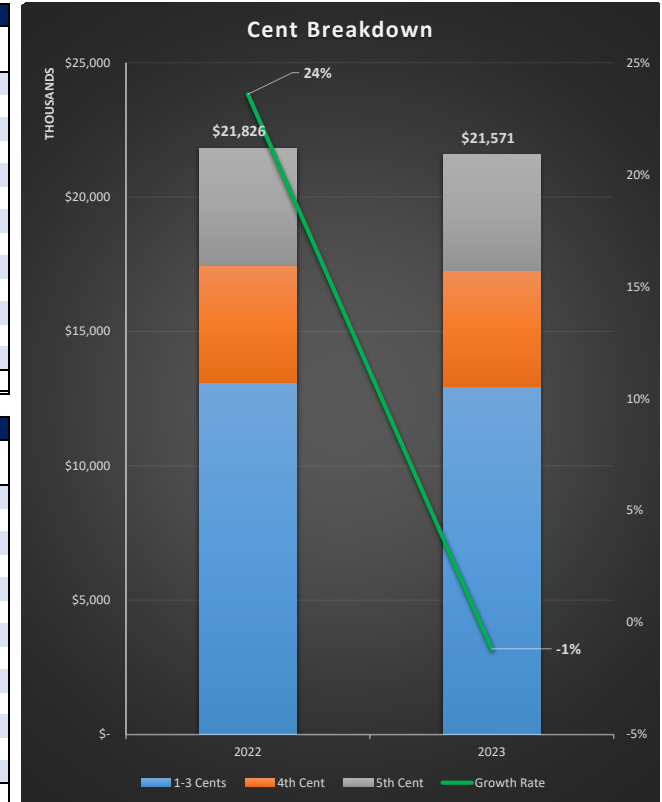
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2014 - 2023										
Month of Collection	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
OCT	\$ 385,209.35	\$ 442,267.77	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21
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	2,304,511.93
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	1,172,681.69
<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>\$ 12,942,679.39</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	768,170.64
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	390,893.90
<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>\$ 4,314,226.46</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	768,170.64
SEP	-	-	-	-	-	-	-	421,522.77	387,228.30	390,893.90
<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>\$ 4,314,226.46</b>

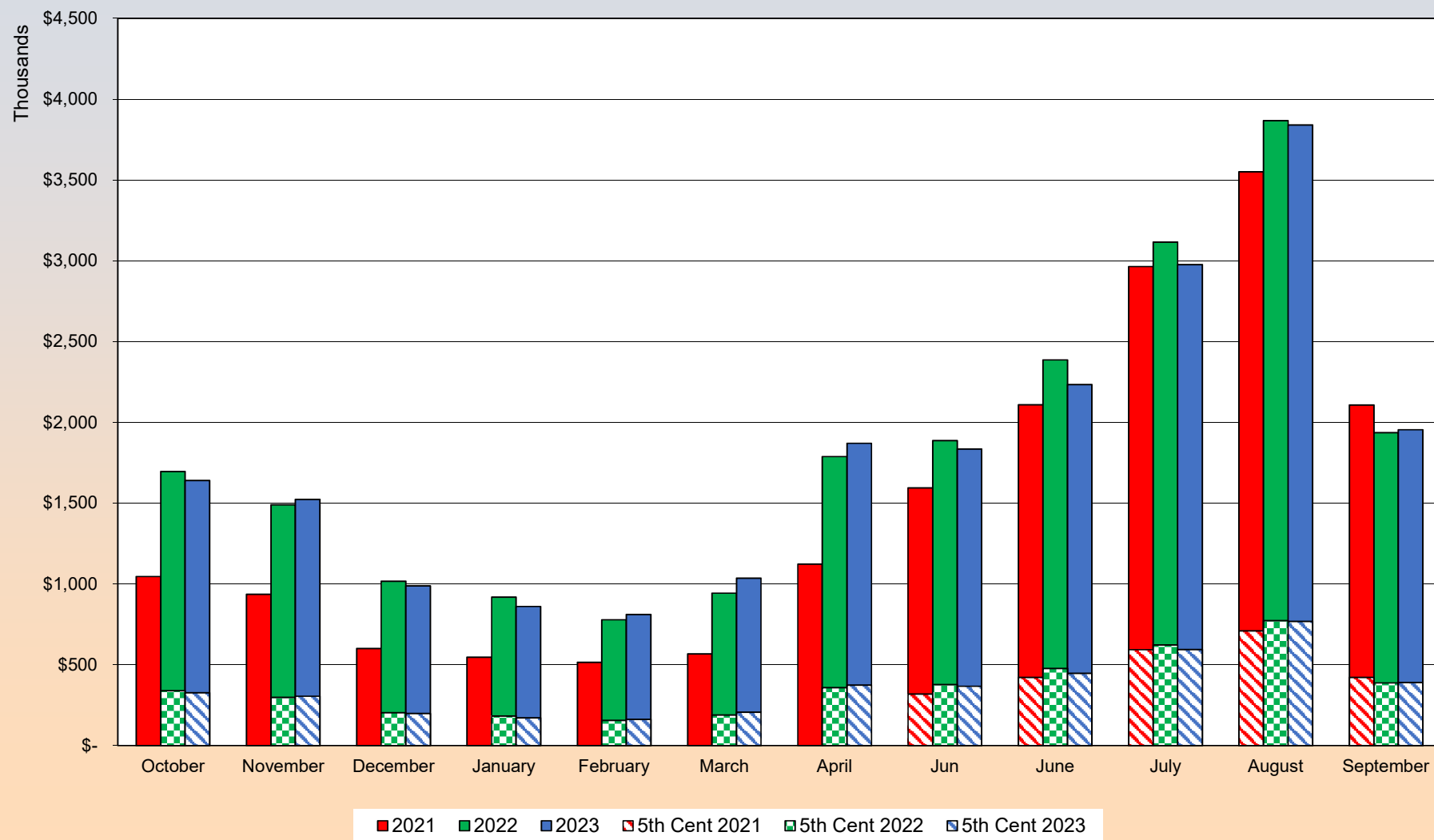
\*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

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



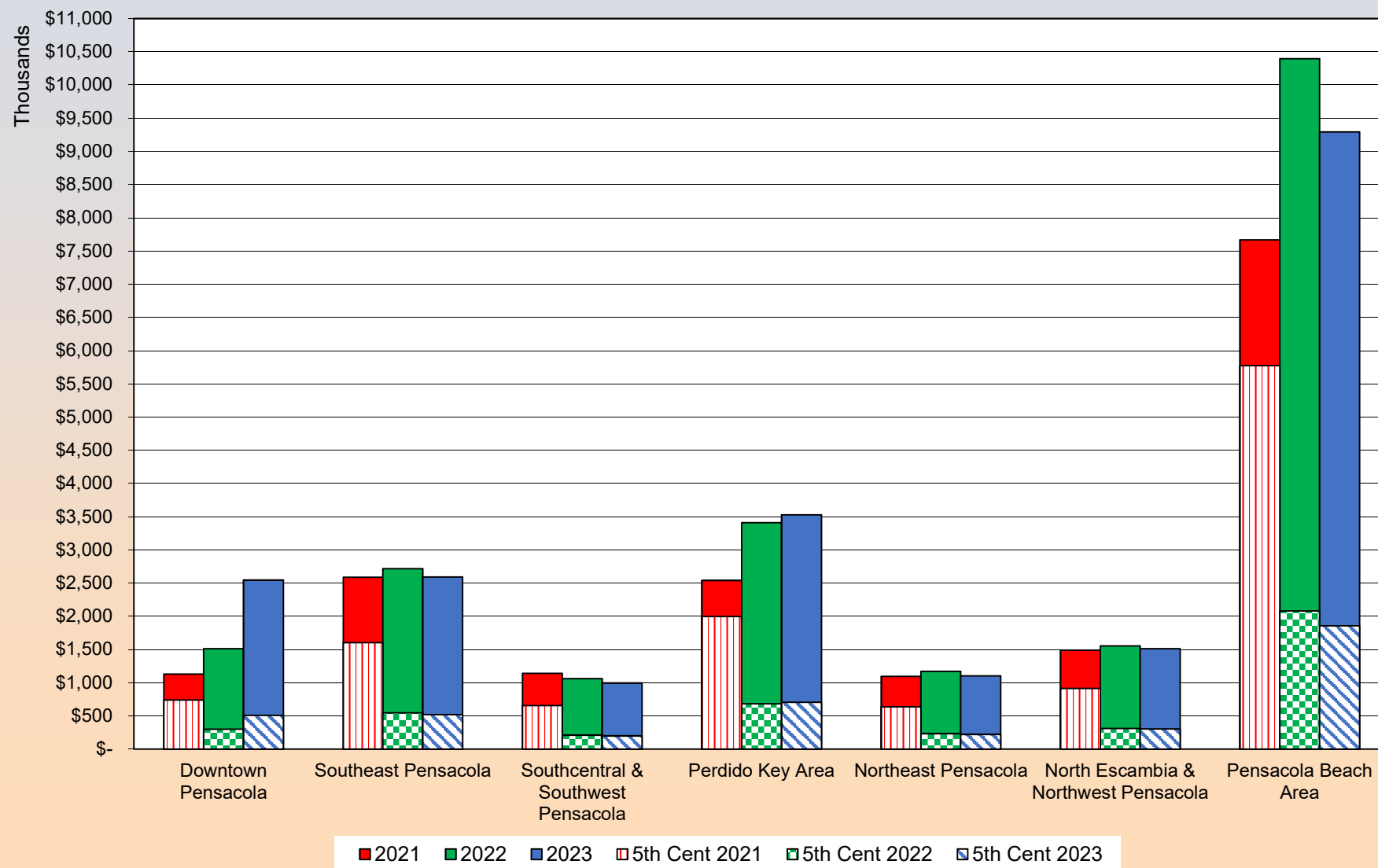
Current Year vs Prior Year				
Month of Collection	2023	2022	Variance	% Change
OCT	\$ 1,639,220.35	\$ 1,696,265.75	\$ (57,045.40)	-3.4%
NOV	1,523,147.65	1,490,199.99	32,947.66	2.2%
DEC	988,802.92	1,016,891.48	(28,088.56)	-2.8%
JAN	860,435.86	917,945.25	(57,509.39)	-6.3%
FEB	810,989.98	778,904.64	32,085.34	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	3,840,853.22	3,866,885.89	(26,032.67)	-0.7%
SEP	1,954,469.48	1,936,141.49	18,327.99	0.9%
<b>Total</b>	<b>\$ 21,571,132.31</b>	<b>\$ 21,825,935.59</b>	<b>\$ (254,803.28)</b>	<b>-1.2%</b>

### Tourist Development Tax Collections 3-Year Comparison by Month Returns through August 2023 (Collected in September 2023)





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



# **Tourist Development Tax Collections** **3-Year Trend** **Returns through August 2023 (Collected in September 2023)**

