



## **Administrative and Operational Issues/Initiatives**

Remembering former SRIA Leader, Karl Winston Boyles, Jr. – Karl Winston Boyles, Jr., passed away on April 14. Mr. Boyles served on the SRIA Board from November 20, 1990-July 29, 2002. During those twelve years, he served four years as Chairman and seven years as Vice-Chairman. In memory of his years of service and leadership, the SRIA has made a memorial donation to the Pensacola Five Flags Rotary of which he was a founding member. The SRIA family extends our condolences to the family and friends of Mr. Boyles.

Remembering former SRIA employee Zachary "Zack" Butler – Zack Butler passed away this past Sunday, April 24. Mr. Butler joined the Santa Rosa Island Authority's Public Safety Department as a lifeguard in June 2005. In 2008, he began serving as the Program Coordinator for the Pensacola Beach Junior Lifeguard Program and continued to do so until his passing. Mr. Butler also taught adaptive physical education and physical education during his 15 years as an educator in Santa Rosa County. The SRIA family extends our condolences to the family and friends of Mr. Butler.

### Staffing

After spending time evaluating the SRIA staffing needs and existing vacancies, it has become apparent that the Administrative Clerk vacancy within the Department of Development Services is the priority. To that regard, the position will be advertised beginning April 28 with the hope of having a new employee onboarded by June 1, 2022. This position was contemplated in the FY22 Budget, so funding is available. The position will bring much needed relief to the existing staff of two that review all plans and permit applications for Pensacola Beach.

### 5G Update

SRIA staff recently learned that FP&L (through NextEra Energy) is modifying its position on co-location of 5G infrastructure on their poles. Previously, no co-locations were allowed, further limiting the options available to the SRIA and other local jurisdictions when reviewing 5G permit applications. While the specifics of the co-location program have yet to be finalized, staff seized the opportunity to convene meetings with FP&L and AT&T to discuss the permitting of any future 5G applications. Staff is encouraged that this will be a viable option for future permit applications.

Blue Angels Pensacola Beach Airshow

Planning is well underway for the Blue Angels Pensacola Beach Airshow. The winter meeting was held on April 12 with all coordinating agencies participating. Additionally, learning from the November show on how to garner sponsorships, SRIA staff has successfully secured Step One Automotive as the sponsor for the Friday night reception. The Board will be kept apprised as planning continues.

**Economic Impact of Pensacola Beach**

Tourist Development Tax Collections (Attachment 1 – April 7, 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>	<b>Previous FY</b>	<b>Current FY</b>	<b>% change</b>
<b>October</b>	484,281.24	717,495.54	48.15%
<b>November</b>	335,355.32	616,289.75	83.77%
<b>December</b>	155,039.60	382,415.95	146.65%
<b>January</b>	146,003.62	334,468.10	129%
<b>February</b>	128,889.65	232,623.71	80.4%
<b>March</b>	166,197.05	324,582.87	95.3%
<b>YTD Total</b>	1,415,766.48	2,607,875.92	84.2%

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

**Beach Projects Update**

- **Park West pavilion repairs, roof replacements, and replacement of platform and steps to the restroom** – Work is progressing as expected and should be completed within the next two weeks. Funding provided by TDT dollars.
- **Beach Ball Water Tower** – Work is progressing as expected. The full structure has received the white paint and the beach ball colors and Pensacola Beach logo are being done now. Funding provided by TDT dollars.

- **Pensacola Beach Sign** – The bid was opened on April 25. One bid was received, and it is being reviewed now to ensure it meets all of the requirements of the bid. The bid award is expected to go to the Board of County Commissioners at the May 19<sup>th</sup> meeting. The project timeline anticipates completion in November 2022.
- **Quietwater Beach pavilions and restroom** – The Quietwater Beach restroom received interior renovations last year, and exterior painting was completed the week of April 18. Once the pavilion work is completed at Park West, the contractor will move to Quietwater Beach to begin work on those pavilions. Funding for the pavilions provided by TDT dollars.
- **Gulfside pavilion repairs and roof replacement** – Work is progressing as expected and should be completed in May. Funding provided by TDT dollars.
- **Bike lane delineators on the bridge** – Project complete. Due to on-going maintenance and safety issues associated with the previously installed vertical delineators, it was determined that new approach was necessary. The identified solution was to install two rows of Reflective Pavement Markers (RPM's) to separate the vehicle lane from the bicycle lane. Installation of the RPM's, along with restriping, was completed this week.
- **Eco Trail Signage** - Project complete. In 2021, SRIA staff with considerable volunteer assistance from Ms. Lila Cox, began work to expand the topics and species included throughout the Island's Eco Trail. In all, fourteen new unique panels were created. Installation of those panels was completed this week. The trail now consists of thirty-eight distinct panels in twenty-eight kiosks along the beach.

## Items of Information

### Bands on the Beach 2022 – May Schedule

Date: Tuesday, May 3  
Band: The Astronauts  
Time: 7:00 – 9:00 pm  
Location: Gulfside pavilion

Date: Tuesday, May 10  
Band: True Blue Band

Date: Tuesday, May 17  
Band: Cristi Dees BAD JUJU

Date: Tuesday, May 24  
Band: Bay Bridge Band

Date: Tuesday, May 31  
Band: On the Rox



# 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 7, 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 February 2022 returns received in the month of March 2022, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in March 2022 were \$943,959 compared to \$567,062 in March 2021. A four percent comparison of March 2022 to March 2021 is a 33% increase.
- Year-to-date collections for FY2022 is \$6,844,166 compared to \$4,212,108 for FY2021.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2021	% Change	2022	2021	% Change
1-4 Cents	\$ 755,167	\$ 567,062	33%	\$ 5,475,333	\$ 4,212,108	30%
5th Cent	188,792	-	100%	1,368,833	-	100%
<b>Total</b>	<b>\$ 943,959</b>	<b>\$ 567,062</b>	<b>66%</b>	<b>\$ 6,844,166</b>	<b>\$ 4,212,108</b>	<b>62%</b>
Current Year vs Benchmark Year						
Cent	Monthly Comparison			YTD Comparison		
	2022	2020	% Change	2022	2020	% Change
1-4 Cents	\$ 755,167	\$ 594,650	27%	\$ 5,475,333	\$ 3,862,097	42%
5th Cent	188,792	-	100%	1,368,833	-	100%
<b>Total</b>	<b>\$ 943,959</b>	<b>\$ 594,650</b>	<b>59%</b>	<b>\$ 6,844,166</b>	<b>\$ 3,862,097</b>	<b>77%</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 March 31, 2022**



Year-To-Date Collections				
Geographic Area	Fiscal Year	Fiscal Year	Difference	% Change
	2022 YTD Collected	2021 YTD Collected		
Downtown Pensacola	\$ 534,514.00	\$ 308,046.00	\$ 226,468.00	73.5%
Southeast Pensacola	1,082,711.73	820,101.82	262,609.91	32.0%
Southcentral & Southwest Pensacola	421,471.74	407,185.70	14,286.04	3.5%
Perdido Key Area	1,087,567.88	409,501.92	678,065.96	165.6%
Northeast Pensacola	495,023.57	391,028.65	103,994.92	26.6%
North Escambia & Northwest Pensacola	615,001.00	460,477.03	154,523.97	33.6%
Pensacola Beach Area	2,607,875.92	1,415,766.48	1,192,109.44	84.2%
<b>Total</b>	<b>\$ 6,844,165.85</b>	<b>\$ 4,212,107.60</b>	<b>\$ 2,632,058.25</b>	<b>62.5%</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
	32526	Bellview Area & South of I-10
North Escambia & Northwest Pensacola	32533	Cantonment Area
	32534	Ensley Area
	32535	Century 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 March 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	\$ 78,416.69	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 534,514.00	7.8%
Southeast Pensacola	235,019.97	208,932.56	171,857.12	167,391.26	140,582.66	158,928.17	-	-	-	-	-	-	1,082,711.73	15.8%
Southcentral & Southwest Pensacola	94,572.88	72,061.82	66,683.43	60,312.09	64,847.76	62,993.77	-	-	-	-	-	-	421,471.74	6.2%
Perdido Key Area	296,558.06	276,015.54	131,460.21	103,538.39	123,232.78	156,762.90	-	-	-	-	-	-	1,087,567.88	15.9%
Northeast Pensacola	97,756.10	93,438.39	82,087.35	78,456.71	69,281.78	74,003.24	-	-	-	-	-	-	495,023.57	7.2%
North Escambia & Northwest Pensacola	145,136.82	121,629.68	94,107.28	90,055.17	75,800.94	88,271.11	-	-	-	-	-	-	615,001.00	9.0%
Pensacola Beach Area	717,495.54	616,289.75	382,415.95	334,468.10	232,623.71	324,582.87	-	-	-	-	-	-	2,607,875.92	38.1%
<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>\$ -</b>	<b>\$ 6,844,165.85</b>	<b>100.0%</b>					

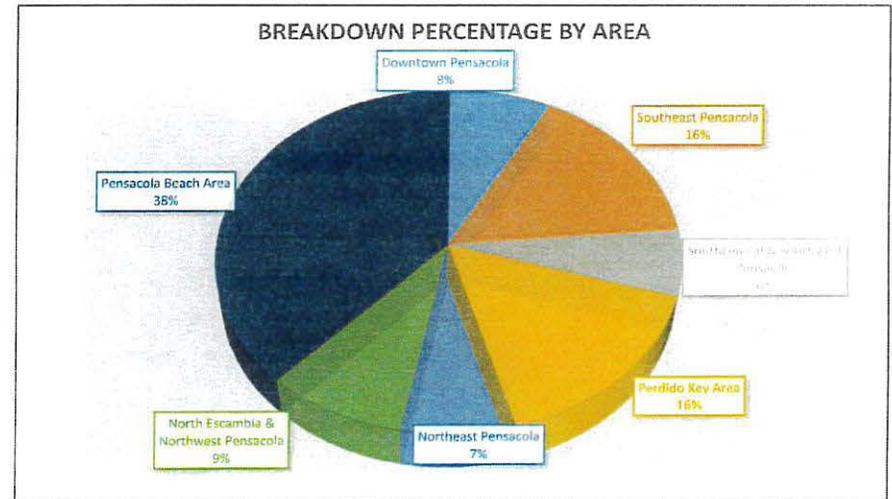
**Fiscal Year 2021**

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%
<b>Total</b>	<b>\$ 1,046,488.38</b>	<b>\$ 935,372.88</b>	<b>\$ 601,333.80</b>	<b>\$ 545,983.13</b>	<b>\$ 515,867.74</b>	<b>\$ 567,061.67</b>	<b>\$ 1,122,038.55</b>	<b>\$ 1,593,888.06</b>	<b>\$ 2,108,109.33</b>	<b>\$ 2,964,048.72</b>	<b>\$ 3,551,180.33</b>	<b>\$ 2,107,613.86</b>	<b>\$ 17,658,986.45</b>	<b>100.0%</b>

\*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

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
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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
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	32534	Ensley Area
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Pensacola Beach Area	32561	Pensacola Beach Area



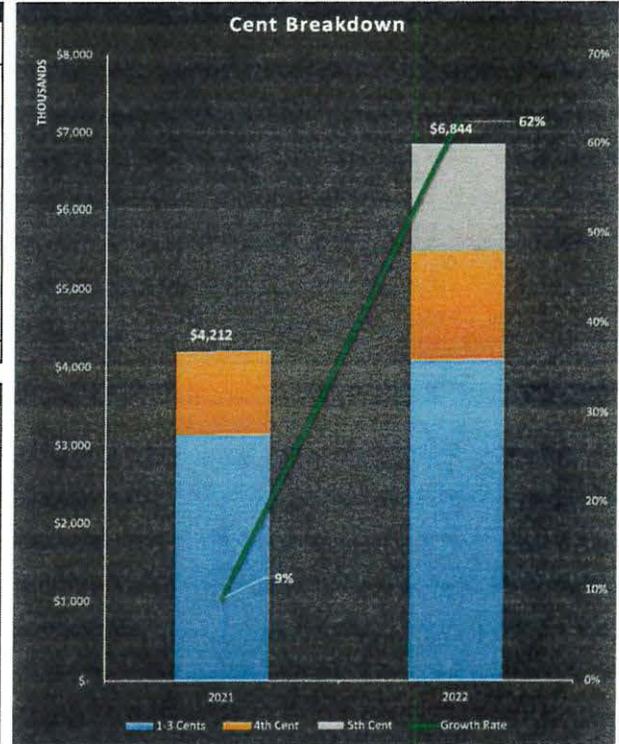
**Five Percent Tourist Development Tax Collection Data By Percent**  
**Escambia County, Florida**  
**Fiscal Year 2022**  
**As of March 31, 2022**



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	-
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	-
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	-
JUL	946,229.09	982,132.70	1,059,210.86	1,109,041.17	1,109,688.85	1,278,311.55	1,440,622.57	1,190,777.81	1,778,429.23	-
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	-
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	-
<b>Total</b>	<b>\$ 5,855,500.32</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>\$ 8,521,784.17</b>	<b>\$ 9,251,757.10</b>	<b>\$ 7,344,327.75</b>	<b>\$ 11,395,513.79</b>	<b>\$ 4,106,499.51</b>

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	-
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	-
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	-
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	-
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	-
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	-
<b>Total</b>	<b>\$ 1,951,833.44</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>\$ 2,840,594.72</b>	<b>\$ 3,083,919.03</b>	<b>\$ 2,448,109.25</b>	<b>\$ 3,798,504.60</b>	<b>\$ 1,368,833.17</b>

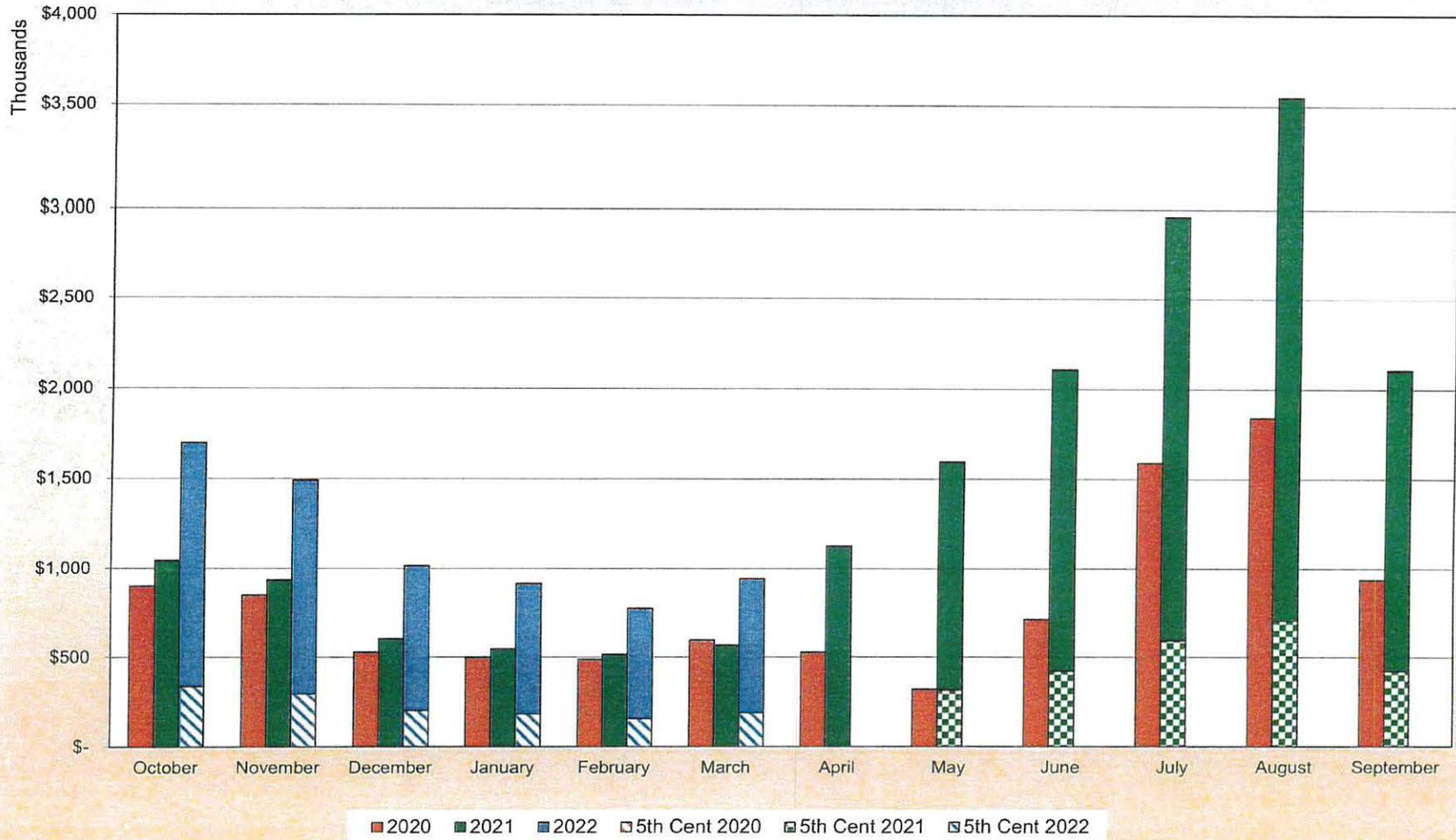
Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2013 - 2022										
Month of Collection	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15
NOV	-	-	-	-	-	-	-	-	-	298,040.00
DEC	-	-	-	-	-	-	-	-	-	203,378.30
JAN	-	-	-	-	-	-	-	-	-	183,589.05
FEB	-	-	-	-	-	-	-	-	-	155,780.93
MAR	-	-	-	-	-	-	-	-	-	188,791.75
APR	-	-	-	-	-	-	-	-	-	-
MAY	-	-	-	-	-	-	-	-	318,777.61	-
JUN	-	-	-	-	-	-	-	-	421,621.87	-
JUL	-	-	-	-	-	-	-	-	592,809.74	-
AUG	-	-	-	-	-	-	-	-	710,236.07	-
SEP	-	-	-	-	-	-	-	-	421,522.77	-
<b>Total</b>	<b>\$ -</b>	<b>\$ 2,464,968.06</b>	<b>\$ 1,368,833.17</b>							



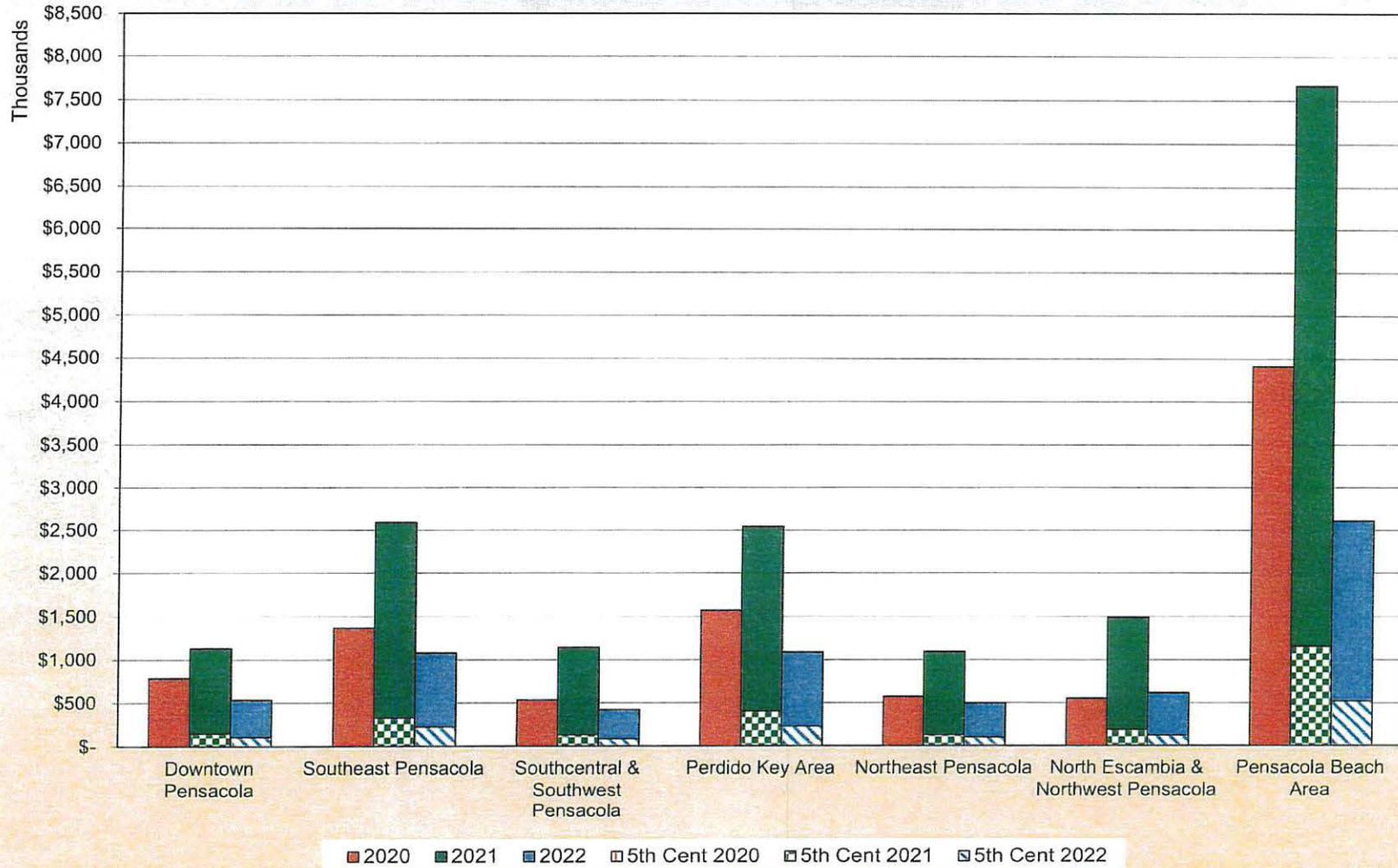
Current Year vs Prior Year				
Month of Collection	2022	2021	Variance	% Change
OCT	\$ 1,696,265.75	\$ 1,046,488.38	\$ 649,777.37	62.1%
NOV	1,490,199.99	935,372.88	554,827.11	59.3%
DEC	1,016,891.48	601,333.80	415,557.68	69.1%
JAN	917,945.25	545,983.13	371,962.12	68.1%
FEB	778,904.64	515,867.74	263,036.90	51.0%
MAR	943,958.74	567,061.67	376,897.07	66.5%
APR	-	1,122,038.55	(1,122,038.55)	Pending
MAY	-	1,593,888.06	(1,593,888.06)	Pending
JUN	-	2,108,109.33	(2,108,109.33)	Pending
JUL	-	2,964,048.72	(2,964,048.72)	Pending
AUG	-	3,551,180.33	(3,551,180.33)	Pending
SEP	-	2,107,613.86	(2,107,613.86)	Pending
<b>Total</b>	<b>\$ 6,844,165.85</b>	<b>\$ 17,658,986.45</b>	<b>\$ (10,814,820.60)</b>	<b>-61.2%</b>

\*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

**Tourist Development Tax Collections  
3-Year Comparison by Month  
Returns through February 2022 (Collected in March 2022)**



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



**Tourist Development Tax Collections  
3-Year Trend  
Returns through February 2022 (Collected in March 2022)**

