



EXECUTIVE ADMINISTRATION/LEGAL DIVISION
ACCOUNTING DIVISION
APPEALS DIVISION
ARCHIVES AND RECORDS
CENTURY DIVISION
CHILD SUPPORT
CLERK TO THE BOARD
COUNTY CIVIL
COUNTY CRIMINAL
COURT DIVISION
CIRCUIT CIVIL
CIRCUIT CRIMINAL
DOMESTIC RELATIONS
FAMILY LAW

ERNIE LEE MAGAHA
CLERK OF THE CIRCUIT COURT AND COMPTROLLER
ESCAMBIA COUNTY, FLORIDA

* AUDITOR * ACCOUNTANT * EX-OFFICIO CLERK TO THE BOARD * CUSTODIAN OF COUNTY FUNDS *

FINANCE
JURY MANAGEMENT
GUARDIANSHIP
HUMAN RESOURCES
JUVENILE DIVISION
MARRIAGE
MENTAL HEALTH
MANAGEMENT INFORMATION SYSTEMS
OFFICIAL RECORDS
ONE STOP
OPERATIONAL SERVICES
PROBATE DIVISION
TRAFFIC DIVISION
TREASURY

MEMORANDUM

TO: Honorable Board of County Commissioners

FROM: Ernie Lee Magaha
Clerk of the Circuit Court and Comptroller

By: *Patricia L. Sheldon*
Patricia L. Sheldon, CPA, CGFO, CPFO, CPFIM
Administrator for Financial Services
Clerk of the Circuit Court and Comptroller

DATE: August 2, 2011

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 2011 returns received in the month of July 2011, as prepared by the Finance Department of the Clerk and Comptroller's Office.

Notable statistics include:

- Returns for the month of June 2011 indicate an increase in collections over the month of June 2010 by almost 39%.
- We are 83% into fiscal year 2011 and have collected \$4,646,828 or 89.79% of the budgeted revenue for fiscal 2011.
- Year-to-date collections indicate a steady trend of 20% increase over the same ten month time period in fiscal year 2010.
- The collections to date for fiscal year 2011 are 21% higher than the collections for fiscal year 2009, before the oil spill. It appears that the County has not only recovered from the oil spill but has surpassed the trend in tourism growth that we were experiencing prior to the oil spill.

Please feel free to call me should you have any questions.

PLS/nac

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
 REPORTED IN FISCAL YEAR FORMAT
 ESCAMBIA COUNTY FLORIDA
 AS OF JULY 31, 2011

Zip Code	Fiscal Year 2011	Fiscal Year 2010	Difference	% Change
	YTD Collected	YTD Collected		
32501	158,894	218,588	(59,694)	-27%
32502	236,594	152,986	83,609	55%
32503	15,713	13,853	1,861	13%
32504	703,580	614,029	89,551	15%
32505	201,527	215,474	(13,948)	-6%
32506	160,501	158,192	2,309	1%
32507	659,580	593,214	66,366	11%
32514	318,742	301,280	17,463	6%
32526	175,937	168,221	7,716	5%
32534	105,747	104,044	1,703	2%
32535	1,945	2,225	(279)	-13%
32561	1,907,847	1,301,967	605,880	47%
32562	-	-	-	0%
32577	220	265	(45)	0%
Total	\$ 4,646,828	\$ 3,844,337	\$ 802,491	21%

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
 ESCAMBIA COUNTY FLORIDA
 FISCAL YEAR 2011
 AS OF JULY 31, 2011

Month of Collection	Zip Code									
	32501		32502		32503		32504		32505	
	Downtown Area	% OF Total	Other Downtown Area	% OF Total	Cordova Mall & South Area	% OF Total	Davis & Scenic Hwy South of I-10 including Airport Area	% OF Total	South of Michigan Av East of Mobile Hwy West of Pace Blvd	% OF Total
10/10	21,896	5%	17,684	4%	1,722	0%	70,447	16%	18,874	4%
11/10	23,789	6%	14,335	4%	1,948	1%	69,705	19%	18,057	5%
12/10	21,317	7%	15,137	5%	1,569	1%	57,187	19%	12,376	4%
01/11	17,711	7%	11,472	4%	743	0%	51,025	20%	13,312	5%
02/11	9,918	4%	19,443	8%	1,169	0%	57,730	23%	13,236	5%
03/11	9,794	3%	22,764	7%	1,248	0%	59,147	18%	23,956	7%
04/11	12,775	2%	30,643	6%	2,107	0%	85,200	16%	26,271	5%
05/11	12,961	2%	34,719	6%	1,969	0%	77,667	14%	24,272	4%
06/11	13,476	2%	36,680	5%	1,984	0%	85,383	13%	27,840	4%
07/11	15,257	2%	33,717	4%	1,256	0%	90,089	10%	23,333	2%
Total	\$ 158,894	3%	236,594	5%	\$ 15,713	0%	\$ 703,580	15%	\$ 201,527	4%

Month of Collection	Zip Code									
	32506		32507		32514		32526		32534	
	Lillian Hwy & Highway 98 Area	% OF Total	Bayou Chico to Perdido Key South of Sorrento Area	% OF Total	Palafox & Scenic Hwy North of I-10 Area	% OF Total	Mobile Hwy North of Michigan Avenue Area	% OF Total	I-10 & Pensacola Blvd North Area	% OF Total
10/10	11,393	3%	60,796	14%	30,769	7%	16,363	4%	9,402	2%
11/10	11,703	3%	41,428	11%	29,710	8%	11,481	3%	9,788	3%
12/10	14,069	5%	30,736	10%	24,728	8%	20,226	7%	7,346	2%
01/11	10,477	4%	28,256	11%	25,345	10%	16,739	7%	9,937	4%
02/11	14,348	6%	26,609	10%	25,237	10%	14,356	6%	9,025	4%
03/11	15,671	5%	33,293	10%	30,339	9%	15,549	5%	11,994	4%
04/11	18,916	4%	68,184	13%	36,272	7%	20,874	4%	13,202	2%
05/11	20,086	4%	70,097	13%	37,541	7%	18,498	3%	11,374	2%
06/11	23,015	3%	91,993	14%	37,466	6%	12,526	2%	11,664	2%
07/11	20,822	2%	208,188	22%	41,336	4%	29,326	3%	12,017	1%
Total	\$ 160,501	3%	\$ 659,580	14%	\$ 318,742	7%	\$ 175,937	4%	\$ 105,747	2%

Month of Collection	Zip Code								Total Month	% OF Total
	32535		32561		32562		32577			
	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total		
10/10	220	0%	169,567	40%	-	0%	-	0%	429,133	100%
11/10	257	0%	136,086	37%	-	0%	-	0%	368,286	100%
12/10	234	0%	97,021	32%	-	0%	-	0%	301,946	100%
01/11	67	0%	71,643	28%	-	0%	-	0%	256,727	100%
02/11	124	0%	65,154	25%	-	0%	-	0%	256,349	100%
03/11	128	0%	98,212	30%	-	0%	-	0%	322,095	100%
04/11	242	0%	215,548	41%	-	0%	20	0%	530,253	100%
05/11	260	0%	247,533	44%	-	0%	-	0%	556,977	100%
06/11	272	0%	337,654	50%	-	0%	100	0%	680,051	100%
07/11	140	0%	469,430	50%	-	0%	100	0%	945,010	100%
Total	\$ 1,945	0%	\$ 1,907,847	41%	\$ -	0%	\$ 220	0%	4,646,828	100%

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA
 ESCAMBIA COUNTY FLORIDA
 FISCAL YEAR 2010
 AS OF JULY 31, 2010

Month of Collection	Zip Code									
	32501		32502		32503		32504		32505	
	Downtown Area	% OF Total	Other Downtown Area	% OF Total	Cordova Mall & South Area	% OF Total	Davis & Scenic Hwy South of I-10 including Airport Area	% OF Total	South of Michigan Av East of Mobile Hwy West of Pace Blvd	% OF Total
10/09	17,655	5%	14,969	4%	1,605	0%	53,726	15%	15,593	4%
11/09	20,158	6%	15,208	5%	1,880	1%	53,405	17%	15,676	5%
12/09	16,093	6%	11,676	4%	1,489	1%	50,296	18%	13,741	5%
01/10	15,639	7%	9,469	4%	842	0%	48,563	22%	14,523	7%
02/10	16,362	7%	13,327	6%	1,326	1%	47,487	21%	13,530	6%
03/10	18,278	7%	12,677	5%	1,137	0%	51,045	19%	19,099	7%
04/10	22,537	5%	18,328	4%	1,920	0%	67,489	15%	21,447	5%
05/10	24,812	5%	18,903	4%	1,463	0%	71,693	15%	25,382	5%
06/10	32,764	6%	18,956	3%	1,911	0%	78,366	14%	32,570	6%
07/10	34,290	5%	19,473	3%	280	0%	91,958	13%	43,912	6%
Total	\$ 218,588	6%	\$ 152,986	4%	\$ 13,853	0%	\$ 614,029	16%	\$ 215,474	6%

Month of Collection	Zip Code									
	32506		32507		32514		32526		32534	
	Lillian Hwy & Highway 98 Area	% OF Total	Bayou Chico to Perdido Key South of Sorrento Area	% OF Total	Palafox & Scenic Hwy North of I-10 Area	% OF Total	Mobile Hwy North of Michigan Avenue Area	% OF Total	I-10 & Pensacola Blvd North Area	% OF Total
10/09	12,677	3%	57,614	16%	26,218	7%	13,660	4%	9,501	3%
11/09	11,139	4%	38,627	12%	27,585	9%	14,655	5%	10,619	3%
12/09	14,028	5%	60,090	21%	23,450	8%	14,850	5%	8,245	3%
01/10	8,852	4%	22,098	10%	21,769	10%	14,883	7%	8,156	4%
02/10	15,368	7%	26,919	12%	19,706	9%	12,274	5%	7,408	3%
03/10	13,900	5%	38,350	14%	23,530	9%	12,117	5%	7,888	3%
04/10	17,763	4%	71,651	16%	34,306	8%	19,957	5%	11,319	3%
05/10	19,322	4%	71,450	15%	37,153	8%	18,977	4%	10,866	2%
06/10	21,334	4%	84,573	15%	41,658	7%	20,478	4%	12,729	2%
07/10	23,808	3%	121,842	18%	45,905	7%	26,371	4%	17,313	3%
Total	\$ 158,192	4%	\$ 593,214	15%	\$ 301,280	8%	\$ 168,221	4%	\$ 104,044	3%

Month of Collection	Zip Code									
	32535		32561		32562		32577		Total Month	% OF Total
	Century (Other) Area	% OF Total	Pensacola Beach Area	% OF Total	Other	% OF Total	Molino Area	% OF Total		
10/09	240	0%	143,076	39%	-	0%	-	0%	366,536	100%
11/09	224	0%	108,720	34%	-	0%	-	0%	317,897	100%
12/09	258	0%	71,750	25%	-	0%	-	0%	285,967	100%
01/10	113	0%	54,497	25%	-	0%	265	0%	219,667	100%
02/10	82	0%	55,390	24%	-	0%	-	0%	229,179	100%
03/10	200	0%	70,410	26%	-	0%	-	0%	268,630	100%
04/10	252	0%	153,381	35%	-	0%	-	0%	440,348	100%
05/10	324	0%	178,149	37%	-	0%	-	0%	478,494	100%
06/10	242	0%	210,799	38%	-	0%	-	0%	556,381	100%
07/10	289	0%	255,796	38%	-	0%	-	0%	681,237	100%
Total	\$ 2,225	0%	\$ 1,301,967	34%	\$ -	0%	\$ 265	0%	\$ 3,844,337	100%

Tourist Development Tax Collection Data
 Reported in Fiscal Year Format
 Escambia County Florida

THREE (3%) PERCENT TOURIST TAX DOLLARS COLLECTED 2000-2011													
Month Of	For The	2000*	2001*	2002*	2003*	2004*	2005*	2006*	2007*	2008*	2009*	2010*	2011*
Collection	Month Of												
OCT	SEP	200,762	211,900	184,219	193,564	224,446	248,504	302,728	245,125	288,077	277,444	274,902	321,850
NOV	OCT	151,712	164,993	152,568	190,161	211,517	232,619	262,261	224,646	238,591	231,361	238,423	276,214
DEC	NOV	138,641	150,482	148,279	156,742	182,428	214,278	229,491	212,939	206,205	185,367	214,475	226,459
JAN	DEC	106,778	116,281	123,532	129,124	143,891	208,669	198,766	179,798	163,665	169,734	164,750	192,546
FEB	JAN	122,200	138,645	137,875	150,788	142,928	201,031	205,121	179,184	180,694	176,773	171,886	192,262
MAR	FEB	155,537	167,608	178,986	180,228	221,737	205,903	225,806	212,686	227,362	215,131	201,473	241,571
APR	MAR	237,545	253,669	280,786	278,843	313,139	261,605	312,491	328,479	344,151	297,195	330,261	397,690
MAY	APR	256,211	244,146	244,453	293,130	338,856	259,188	288,754	315,555	303,720	338,268	358,871	417,733
JUN	MAY	280,677	283,357	304,798	323,467	346,125	295,677	343,616	387,614	474,863	387,513	417,285	510,038
JUL	JUN	382,820	389,570	416,289	461,018	502,598	332,603	426,840	590,236	605,739	598,667	510,928	708,757
TOTAL		2,032,881	2,120,651	2,171,784	2,357,064	2,627,664	2,460,078	2,795,874	2,876,262	3,033,066	2,877,453	2,883,253	3,485,121

Source: Spreadsheet entitled "Revenue Calculations", line 6 for the current month.

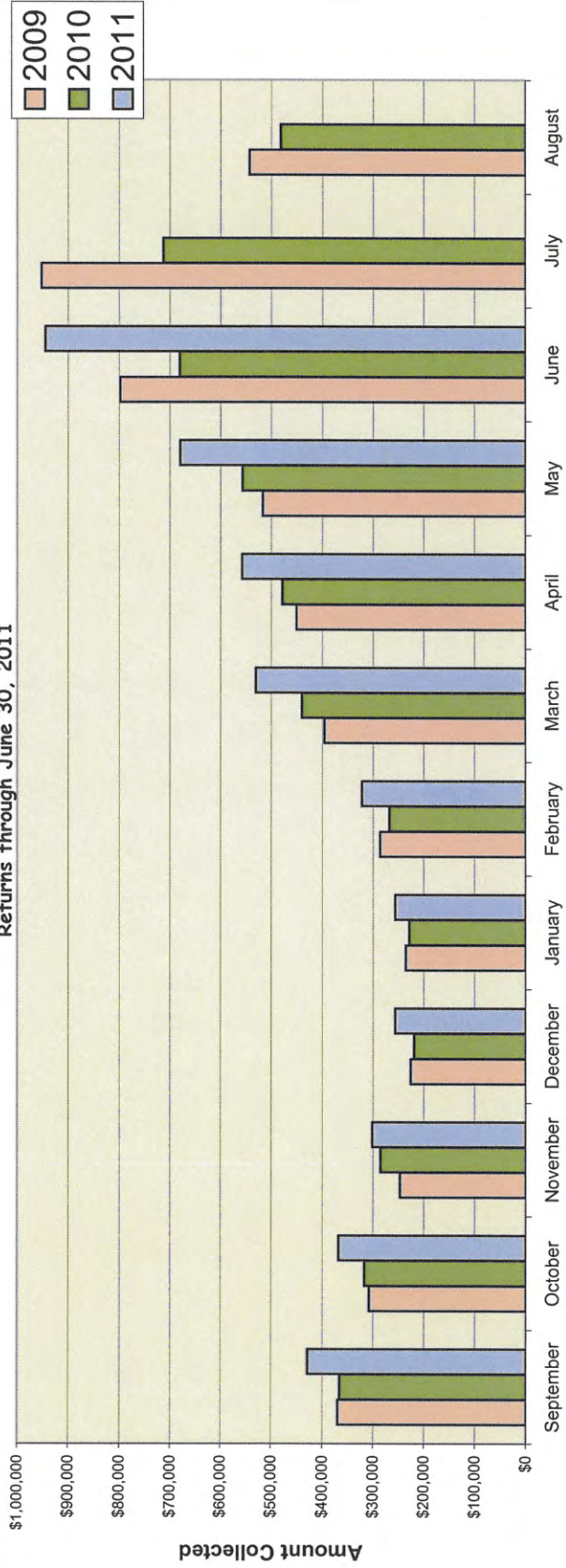
TOURIST DEVELOPMENT TAX COLLECTION DATA
 REPORTED IN FISCAL YEAR FORMAT
 ESCAMBIA COUNTY, FLORIDA

**ADDITIONAL ONE (1%) PERCENT TOURIST TAX DOLLARS
 COLLECTED 2000-2011**

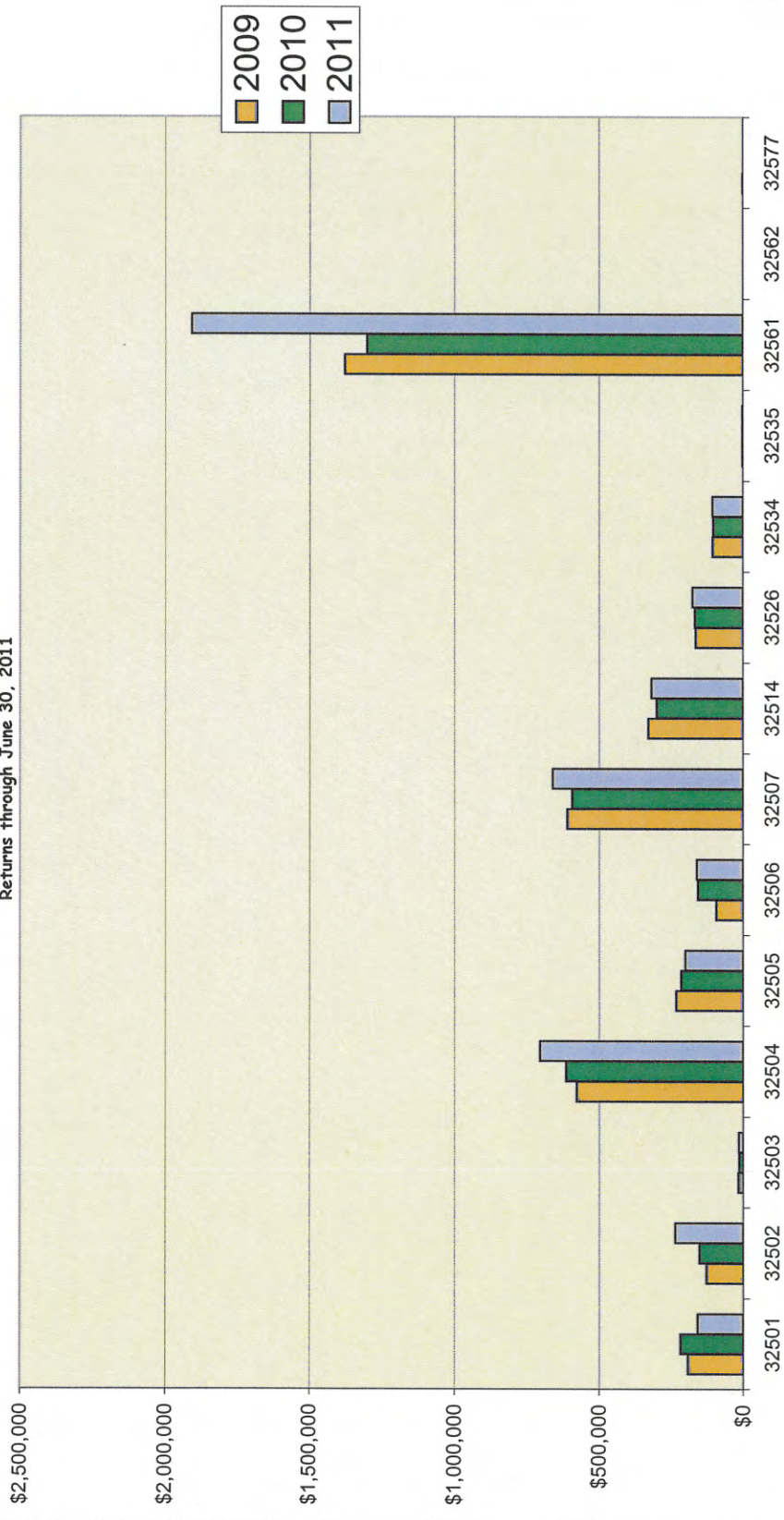
Month Of Collection	For The Month Of	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
OCT	SEP	-	68,206	59,037	61,683	72,025	80,772	100,760	81,708	96,026	92,482	91,634	107,283
NOV	OCT	-	53,748	49,602	61,914	68,243	77,125	87,266	74,882	79,530	77,120	79,474	92,072
DEC	NOV	-	49,252	48,368	51,137	59,544	71,106	76,287	70,980	68,735	61,789	71,492	75,487
JAN	DEC	-	37,986	40,269	41,904	46,802	69,486	65,960	59,933	54,555	56,578	54,917	64,182
FEB	JAN	-	45,200	44,495	48,987	46,458	66,731	67,836	59,728	60,231	58,924	57,295	64,087
MAR	FEB	-	54,344	57,773	58,194	71,404	68,324	74,453	70,895	75,787	71,710	67,158	80,524
APR	MAR	-	82,037	90,216	89,840	100,682	86,518	103,411	109,493	114,717	99,065	110,087	132,563
MAY	APR	-	78,406	78,129	93,398	107,864	85,729	94,971	105,165	101,240	112,756	119,624	139,244
JUN	MAY	-	90,851	97,276	104,959	115,334	96,938	113,025	129,205	158,288	129,171	139,095	170,013
JUL	JUN	-	126,853	138,763	153,673	167,533	107,972	142,210	196,745	201,913	199,556	170,309	236,252
	TOTAL	-	686,883	703,928	765,688	855,888	810,700	926,179	958,764	1,011,022	959,151	961,084	1,161,707

Source: Spreadsheet entitled "Revenue Calculations", line 5 for the current month.

Tourist Development Tax Collections
 Fiscal Year 2011
 Returns through June 30, 2011



Tourist Development Tax Collections
 Comparison by Zip Code
 Fiscal Year 2011
 Returns through June 30, 2011



**TOURIST DEVELOPMENT TAX
3 YEAR TRENDLINE**
Fiscal Year 2011
Returns through June 30, 2011

