



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 & COMPTROLLER**  
**ESCAMBIA COUNTY, FLORIDA**

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

FINANCE  
 JURY ASSEMBLY  
 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:** May 10, 2010

**SUBJECT:** Tourist Development Tax (TDT) Collections

**RECOMMENDATION:**

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax Collections Data for Fiscal 2010. This report includes the March 2010 returns received in the month of April 2010, as prepared by the Finance Department of the Clerk's & Comptroller's Office. The seven months revenue collected for the fiscal year reflects 41% of the budgeted revenue for fiscal 2010.

PLS/nac

2010 MAY 10 P 12:11  
 CLERK OF THE BOARD OF COUNTY COMMISSIONERS  
 ESCAMBIA COUNTY, FL.

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 REPORTED IN FISCAL YEAR FORMAT  
 ESCAMBIA COUNTY FLORIDA  
 AS OF APRIL 30, 2010

Zip Code	Fiscal Year 2010	Fiscal Year 2009	Difference	% Change
	YTD Collected	YTD Collected		
32501	126,721	116,908	9,813	8%
32502	95,655	79,878	15,777	20%
32503	10,199	11,403	(1,204)	-11%
32504	372,011	376,664	(4,653)	-1%
32505	113,611	152,384	(38,773)	-25%
32506	93,728	64,907	28,821	44%
32507	315,348	270,448	44,900	17%
32514	176,564	196,838	(20,274)	-10%
32526	102,395	108,996	(6,601)	-6%
32534	63,135	69,401	(6,266)	-9%
32535	1,369	1,312	58	4%
32561	657,224	621,035	36,188	6%
32562	-	-	-	0%
32577	265	500	(235)	-47%
<b>Total</b>	<b>\$ 2,128,225</b>	<b>\$ 2,070,674</b>	<b>\$ 57,552</b>	<b>3%</b>

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 ESCAMBA COUNTY FLORIDA  
 FISCAL YEAR 2010  
 AS OF APRIL 30, 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%
<b>Total</b>	<b>\$ 126,721</b>	<b>6%</b>	<b>95,655</b>	<b>4%</b>	<b>\$ 10,199</b>	<b>0%</b>	<b>\$ 372,011</b>	<b>17%</b>	<b>\$ 113,611</b>	<b>5%</b>

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%
<b>Total</b>	<b>\$ 93,728</b>	<b>4%</b>	<b>\$ 315,348</b>	<b>15%</b>	<b>\$ 176,564</b>	<b>8%</b>	<b>\$ 102,395</b>	<b>5%</b>	<b>\$ 63,135</b>	<b>3%</b>

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%
<b>Total</b>	<b>\$ 1,369</b>	<b>0%</b>	<b>\$ 657,224</b>	<b>31%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 265</b>	<b>0%</b>	<b>2,128,225</b>	<b>100%</b>

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 ESCAMBIA COUNTY FLORIDA  
 FISCAL YEAR 2009  
 AS OF APRIL 30, 2009

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
10/08	20,590	6%	11,372	3%	1,363	0%	52,515	14%	24,441	7%
11/08	16,571	5%	12,584	4%	1,867	1%	54,431	18%	18,213	6%
12/08	16,437	7%	10,823	4%	1,568	1%	50,475	20%	18,280	7%
01/09	12,948	6%	9,171	4%	882	0%	51,865	23%	14,971	7%
02/09	12,553	5%	10,335	4%	1,813	1%	49,358	21%	33,338	14%
03/09	15,857	6%	12,955	5%	1,324	0%	52,768	18%	17,915	6%
04/09	21,952	6%	12,637	3%	2,585	1%	65,252	16%	25,226	6%
<b>Total</b>	<b>\$ 116,908</b>	<b>6%</b>	<b>\$ 79,878</b>	<b>4%</b>	<b>\$ 11,403</b>	<b>1%</b>	<b>\$ 376,664</b>	<b>18%</b>	<b>\$ 152,384</b>	<b>7%</b>

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
10/08	14,372	4%	66,766	18%	29,372	8%	14,035	4%	10,241	3%
11/08	9,377	3%	36,273	12%	31,245	10%	18,861	6%	11,805	4%
12/08	8,150	3%	22,998	9%	28,439	12%	10,346	4%	9,925	4%
01/09	6,977	3%	20,743	9%	21,696	10%	19,598	9%	10,167	4%
02/09	4,546	2%	24,549	10%	28,158	12%	9,920	4%	7,881	3%
03/09	12,430	4%	36,550	13%	26,862	9%	18,742	7%	8,646	3%
04/09	9,055	2%	62,569	16%	31,066	8%	17,494	4%	10,736	3%
<b>Total</b>	<b>\$ 64,907</b>	<b>3%</b>	<b>\$ 270,448</b>	<b>13%</b>	<b>\$ 196,838</b>	<b>10%</b>	<b>\$ 108,996</b>	<b>5%</b>	<b>\$ 69,401</b>	<b>3%</b>

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		
10/08	159	0%	124,530	34%	-	0%	168	0%	369,926	100%
11/08	286	0%	96,952	31%	-	0%	17	0%	308,482	100%
12/08	189	0%	69,480	28%	-	0%	45	0%	247,156	100%
01/09	128	0%	57,125	25%	-	0%	39	0%	226,312	100%
02/09	150	0%	52,995	22%	-	0%	101	0%	235,697	100%
03/09	156	0%	82,574	29%	-	0%	64	0%	286,841	100%
04/09	243	0%	137,380	35%	-	0%	67	0%	396,260	100%
<b>Total</b>	<b>\$ 1,312</b>	<b>0%</b>	<b>\$ 621,035</b>	<b>30%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 500</b>	<b>0%</b>	<b>\$ 2,070,674</b>	<b>100%</b>

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

**THREE (3%) PERCENT TOURIST TAX DOLLARS**  
**COLLECTED 2000-2010**

Month Of Collection	For The Month Of	THREE (3%) PERCENT TOURIST TAX DOLLARS COLLECTED 2000-2010										
		2000*	2001*	2002*	2003*	2004*	2005*	2006*	2007*	2008*	2009*	2010*
OCT	SEP	200,762	211,900	184,219	193,564	224,446	248,504	302,728	245,125	288,077	277,444	274,902
NOV	OCT	151,712	164,993	152,568	190,161	211,517	232,619	262,261	224,646	238,591	231,361	238,423
DEC	NOV	138,641	150,482	148,279	156,742	182,428	214,278	229,491	212,939	206,205	185,367	214,475
JAN	DEC	106,778	116,281	123,532	129,124	143,891	208,669	198,766	179,798	163,665	169,734	164,750
FEB	JAN	122,200	138,645	137,875	150,788	142,928	201,031	205,121	179,184	180,694	176,773	171,885
MAR	FEB	155,537	167,608	178,986	180,228	221,737	205,903	225,806	212,686	227,362	215,131	201,473
APR	MAR	237,545	253,669	280,786	278,843	313,139	261,605	312,491	328,479	344,151	297,195	330,261
TOTAL		1,113,173	1,203,578	1,206,245	1,279,449	1,440,085	1,572,609	1,736,664	1,582,857	1,648,744	1,553,005	1,596,169

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

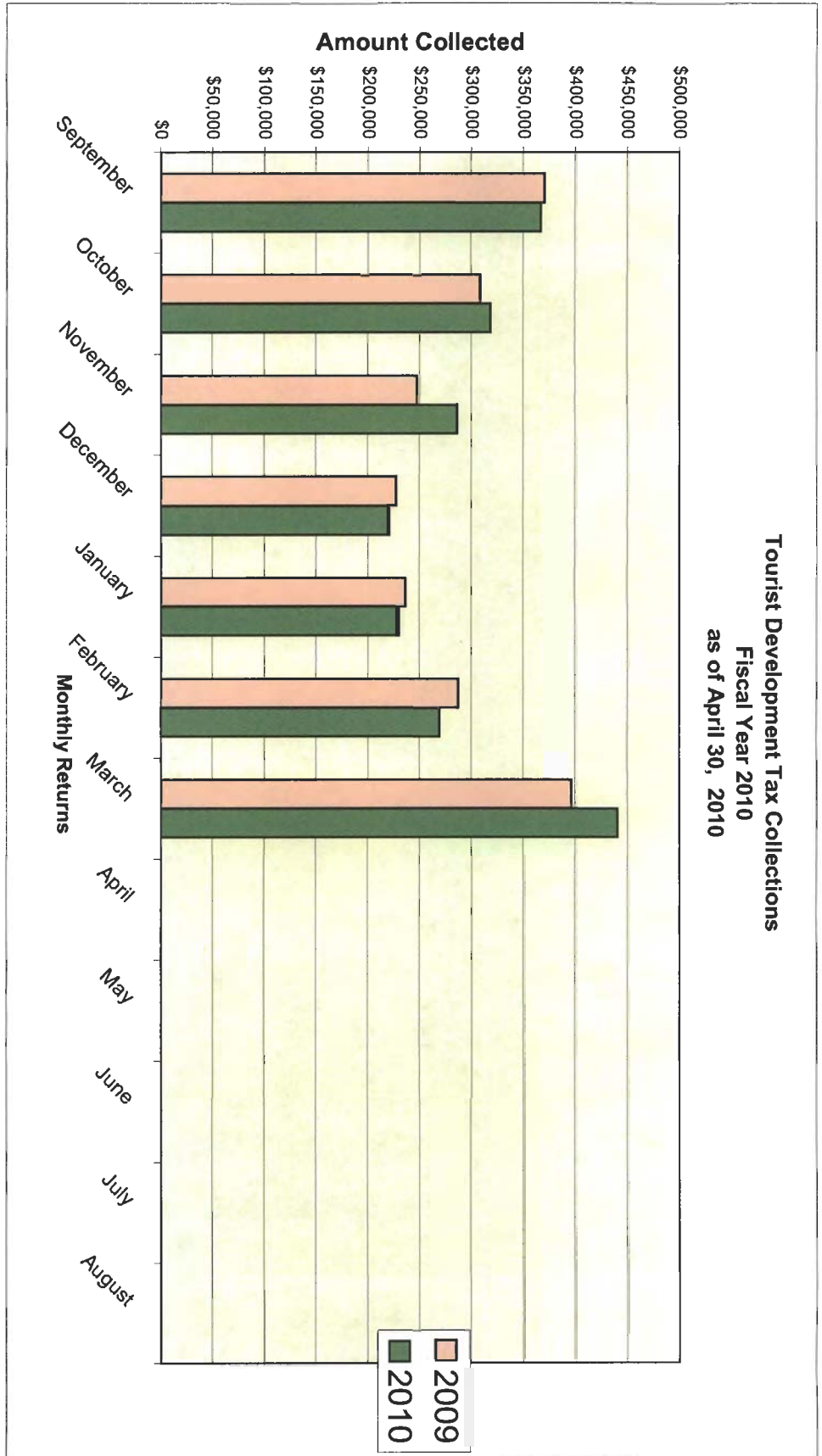
TOURIST DEVELOPMENT TAX COLLECTION DATA  
 REPORTED IN FISCAL YEAR FORMAT  
 ESCAMBIA COUNTY, FLORIDA

**ADDITIONAL ONE (1%) PERCENT TOURIST TAX DOLLARS  
 COLLECTED 2000-2010**

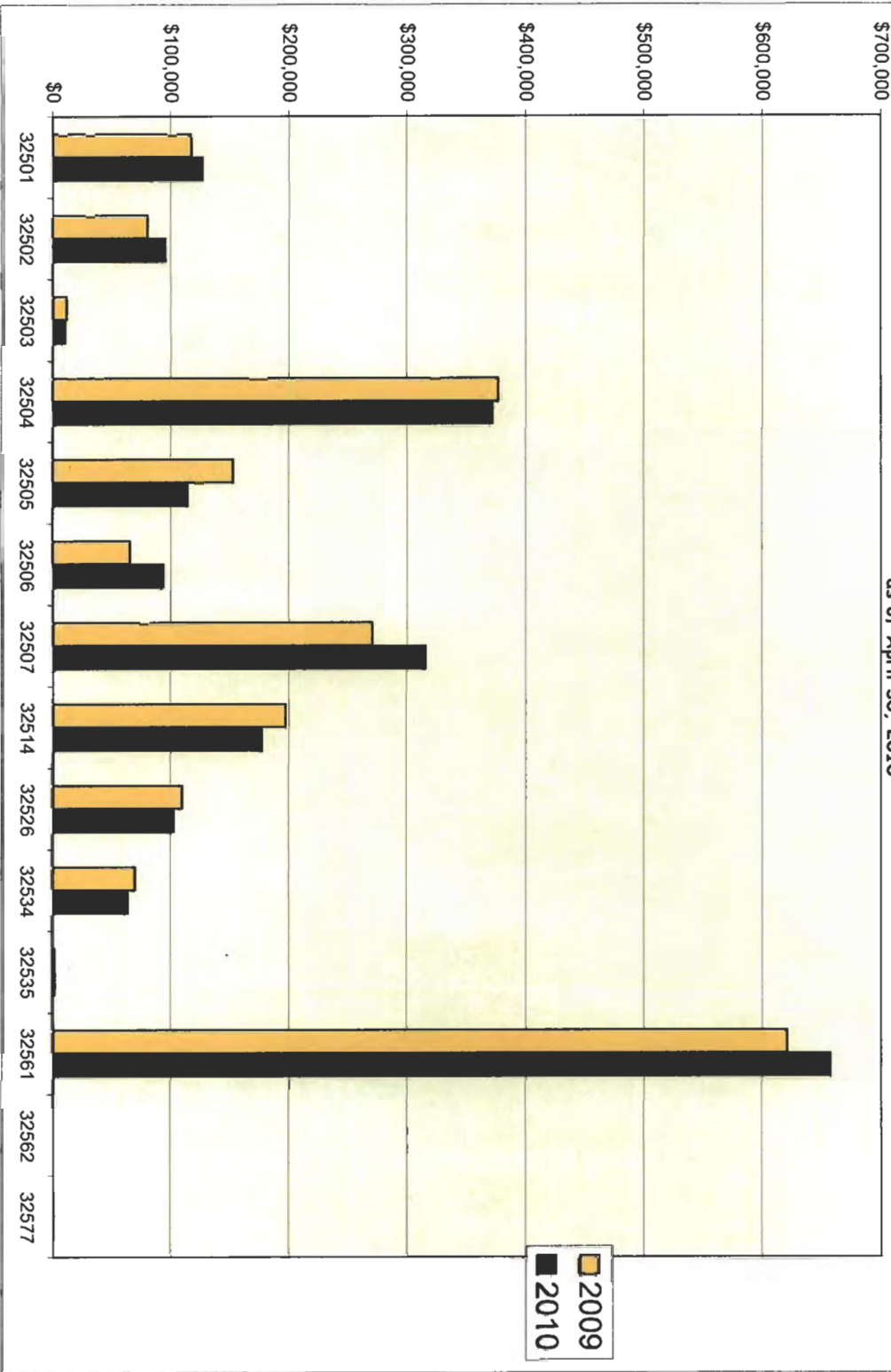
Month Of Collection	For The Month Of	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
OCT	SEP	-	68,206	59,037	61,683	72,025	80,772	100,760	81,708	96,026	92,482	91,634
NOV	OCT	-	53,748	49,602	61,914	68,243	77,125	87,266	74,882	79,530	77,120	79,474
DEC	NOV	-	49,252	48,368	51,137	59,544	71,106	76,287	70,980	68,735	61,789	71,492
JAN	DEC	-	37,986	40,269	41,904	46,802	69,486	65,960	59,933	54,555	56,578	54,917
FEB	JAN	-	45,200	44,495	48,987	46,458	66,731	67,836	59,728	60,231	58,924	57,295
MAR	FEB	-	54,344	57,773	58,194	71,404	68,324	74,453	70,895	75,787	71,710	67,158
APR	MAR	-	82,037	90,216	89,840	100,682	86,518	103,411	109,493	114,717	99,065	110,087
	<b>TOTAL</b>	<b>-</b>	<b>390,773</b>	<b>389,760</b>	<b>413,658</b>	<b>465,158</b>	<b>520,061</b>	<b>575,972</b>	<b>527,619</b>	<b>549,581</b>	<b>517,668</b>	<b>532,056</b>

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

**Tourist Development Tax Collections**  
**Fiscal Year 2010**  
**as of April 30, 2010**



Tourist Development Tax Collections  
 Comparison by Zip Code  
 Fiscal Year 2010  
 as of April 30, 2010





**TOURIST DEVELOPMENT TAX  
2 YEAR TRENDLINE  
Fiscal Year 2010  
as of April 30, 2010**

