



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

2011 MAY -5 A 8:06  
CLERK OF THE CIRCUIT COURT  
ESCAMBIA COUNTY FLORIDA

**DATE:** May 5, 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 March 2011 returns received in the month of April 2011, as prepared by the Finance Department of the Clerk and Comptroller's Office.

Notable statistics include:

- March 2011 returns indicate an increase over the collections for March 2010 of 20%.
- Year-to-date collections (seven months) of \$2,464,790 equal 47.63% of the budgeted revenue for fiscal 2011.
- Year-to-date collections indicate an overall 15.81% increase over the same seven month time period in fiscal year 2010.
- Overall growth in taxable rental receipts over this time period last year is 14%.

PLS/nac

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 REPORTED IN FISCAL YEAR FORMAT  
 ESCAMBIA COUNTY FLORIDA  
 AS OF APRIL 30, 2011

Zip Code	Fiscal Year 2011	Fiscal Year 2010	Difference	% Change
	YTD Collected	YTD Collected		
32501	117,200	126,721	(9,521)	-8%
32502	131,478	95,655	35,823	37%
32503	10,505	10,199	306	3%
32504	450,441	372,011	78,430	21%
32505	126,082	113,611	12,471	11%
32506	96,578	93,728	2,849	3%
32507	289,302	315,348	(26,047)	-8%
32514	202,399	176,564	25,836	15%
32526	115,588	102,395	13,193	13%
32534	70,692	63,135	7,557	12%
32535	1,273	1,369	(96)	-7%
32561	853,231	657,224	196,007	30%
32562	-	-	-	0%
32577	20	265	(245)	0%
<b>Total</b>	<b>\$ 2,464,790</b>	<b>\$ 2,128,225</b>	<b>\$ 336,564</b>	<b>16%</b>

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 ESCAMBA COUNTY FLORIDA  
 FISCAL YEAR 2011  
 AS OF APRIL 30, 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%
<b>Total</b>	<b>\$ 117,200</b>	<b>5%</b>	<b>131,478</b>	<b>5%</b>	<b>\$ 10,505</b>	<b>0%</b>	<b>\$ 450,441</b>	<b>18%</b>	<b>\$ 126,082</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
10/10	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%
<b>Total</b>	<b>\$ 96,578</b>	<b>4%</b>	<b>\$ 289,302</b>	<b>12%</b>	<b>\$ 202,399</b>	<b>8%</b>	<b>\$ 115,588</b>	<b>5%</b>	<b>\$ 70,692</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		
10/10	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%
<b>Total</b>	<b>\$ 1,273</b>	<b>0%</b>	<b>\$ 853,231</b>	<b>35%</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 20</b>	<b>0%</b>	<b>2,464,790</b>	<b>100%</b>

FOUR PERCENT TOURIST DEVELOPMENT TAX COLLECTION DATA  
 ESCAMBIA 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								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		
10/09	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>

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

THREE (3%) 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	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	188,766	179,798	179,184	163,665	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	171,885	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
<b>TOTAL</b>		<b>1,113,173</b>	<b>1,203,578</b>	<b>1,206,245</b>	<b>1,279,449</b>	<b>1,440,085</b>	<b>1,572,609</b>	<b>1,736,664</b>	<b>1,582,857</b>	<b>1,648,744</b>	<b>1,553,005</b>	<b>1,596,169</b>	<b>1,848,592</b>

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

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

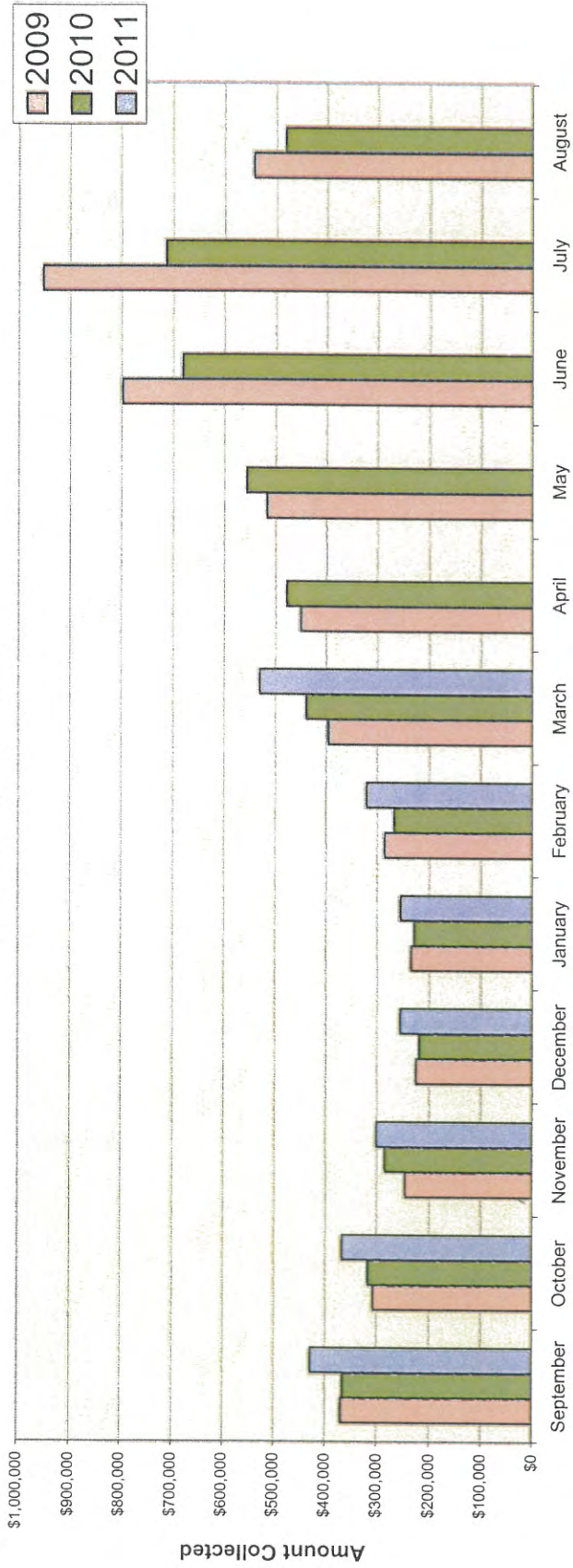
ADDITIONAL ONE (1%) PERCENT TOURIST TAX DOLLARS  
 COLLECTED 2000-2011

Month Of Collection	For The Month Of	2000-2011											
		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
	TOTAL	-	390,773	389,760	413,658	465,158	520,061	575,972	527,619	549,581	517,668	532,056	616,198

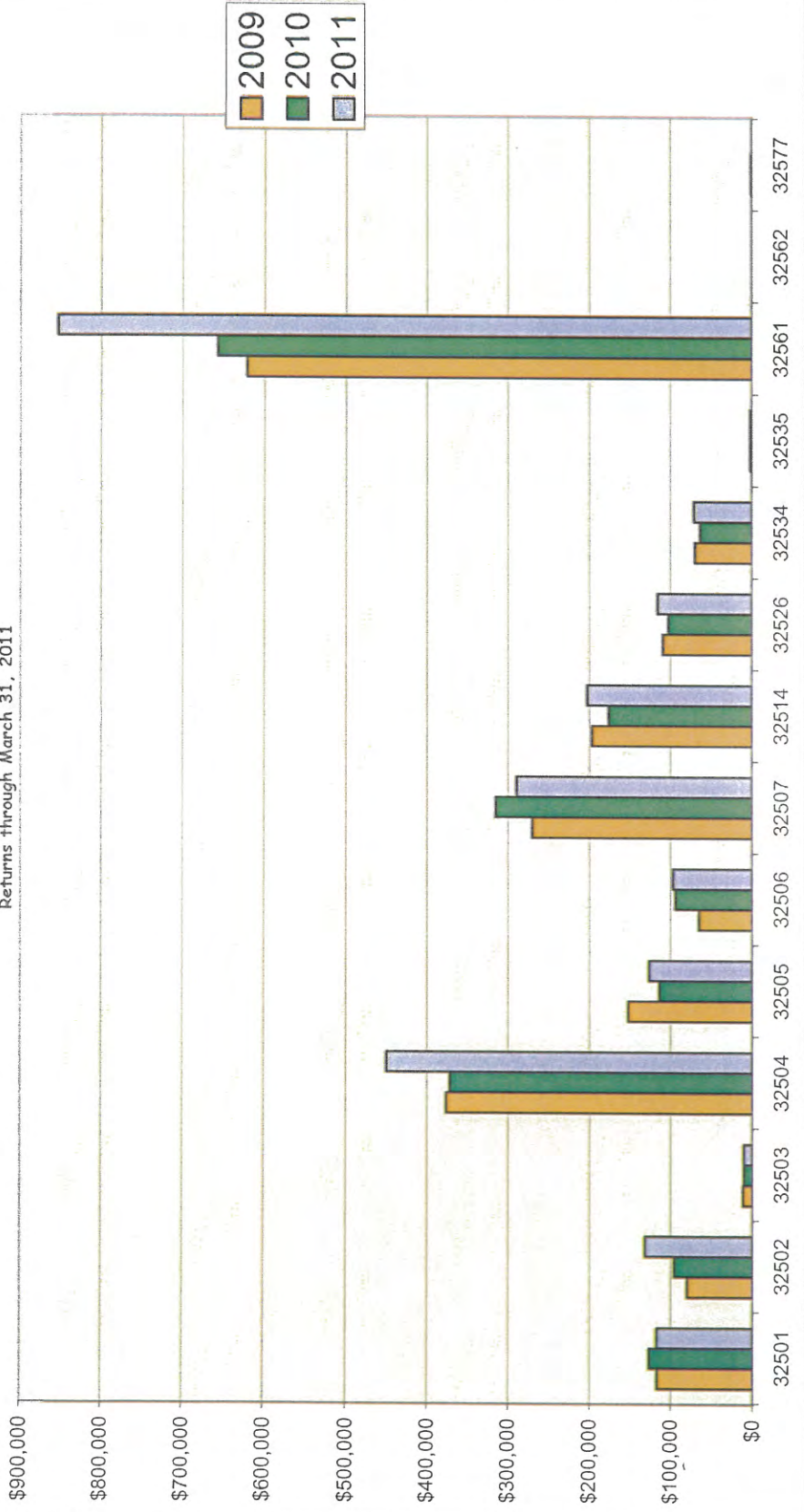
Source: Spreadsheet entitled "Revenue Calculations", line 5 for the current month.



Tourist Development Tax Collections  
 Fiscal Year 2011  
 Returns through March 31, 2011



Tourist Development Tax Collections  
 Comparison by Zip Code  
 Fiscal Year 2011  
 Returns through March 31, 2011





TOURIST DEVELOPMENT TAX  
3 YEAR TRENDLINE

Fiscal Year 2011  
Returns through March 31, 2011

