
Tourist Development

Special Revenue Fund



Tourist Development Council Summary Fund

Tourist Development Council Fund - 125: FY 2009 - \$ 4,471,725
 FY 2010 - \$ 8,447,973

Description

To account for revenues and expenditures of the first two cents of the Tourist Development Tax for Panama City Beach in accordance with Chapter 125.010, Florida Statutes, and an additional two cents for further marketing and promotional services of which one cent is going strictly towards cooperative marketing with a low cost air carrier.

Major Services

The Tourist Development Council Fund is used for the following major functions:

- Tourism Administration
- Tourism Promotion (by contract with the Convention & Visitors Bureau)
- Product Improvement
- Transfer/Reserves/Miscellaneous

Major Revenue Sources @ 95% of Estimated Receipts		
Revenues	FY 2009 Budget Millions	FY 2010 Adopted Millions
Sales & Use Tax - Tourism	\$3.800	\$7.757
Miscellaneous Revenues	.043	.058
Fund Balance/Other Sources	<u>.628</u>	<u>.632</u>
Total	\$4.471	\$8.447

Appropriation Sources		
Expenditures	FY 2009 Budget Millions	FY 2010 Adopted Millions
Personal Services	\$.063	\$.064
Operating Expenses	3.859	7.854
Other Sources/Reserves	<u>.549</u>	<u>.529</u>
Total	\$4.471	\$8.447

Tourist Development Council Revenues & Expenditures

Revenues	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Taxes	4,209,204	4,000,000	8,165,856	104.15%
Miscellaneous Revenue	<u>75,818</u>	<u>45,500</u>	<u>65,168</u>	43.23%
Total Receipts	<u>4,285,022</u>	<u>4,045,500</u>	<u>8,231,024</u>	103.46%
95% of Estimated Receipts		3,843,225	7,819,473	103.46%
Intergovernmental Revenue	109,743	0	0	0.00%
Other Non-Revenues	<u>21,593</u>	<u>628,500</u>	<u>628,500</u>	0.00%
Total Revenues	\$4,416,358	\$4,471,725	\$8,447,973	88.92%

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
0265 Tourism Promotion	3,476,448	2,967,330	6,533,664	120.19%
0275 Tourism Administration	344,203	343,112	524,527	52.87%
0280 Product Improvement	609,492	661,283	900,346	36.15%
0980 Transfers/Reserves	<u>0</u>	<u>500,000</u>	<u>489,436</u>	(2.11%)
Total Expenditures	\$4,430,143	\$4,471,725	\$8,447,973	88.92%



Fund: Tourist Development Council - 125
Department: Tourist Development
Division: Tourism Administration - 0275

Mission Statement

Ensure proper administration of the tourist development tax that supports tourism promotion and product improvement. Continue to improve the appearance of the beaches within the special taxing districts, enhancing the visual image through beach trash pick-up programs and landscaping of public right-of-ways within the special taxing districts.

Summary of Services Provided

- The Tourist Development Council (TDC) administers the 3% tourist development tax, collected in a special taxing district on Panama City Beach, and Mexico Beach, with one cent of the Panama City Beach tax being designated to beach nourishment.
- The tax collected is used to advertise and market Panama City Beach and Mexico Beach as vacation destinations nationally and internationally in order to enhance the tourism industry, as well as the general public’s image of the area and attractions.

Focus Area: Evaluation of Operations Top to Bottom

Objectives

1. Enhance the visitor’s experience at Panama City Beach by working with local governments, private sector partners and local constituents on programs to provide a better visitor experience for travelers coming to Panama City Beach.
2. Effectively market Panama City Beach to increase visitation and build occupancy. Advertise in general consumer, family travel, travel trade publications, sports marketing publications, newspaper, radio, and television; attend consumer, travel trade, and sports marketing trade shows and conferences, and conduct public relations efforts.
3. Developing Panama City Beach into a year-round destination. Cultivate new markets and expand existing marketing by creating demand during off and shoulder seasons through special events, sports marketing, co-operative airline marketing and other programs.

Performance Indicators	Actual 2008	Budget 2009	Adopted 2010
<i>Visitor satisfaction level (as measured in visitor surveys)</i>	86.7%	88.0%	90.0%
<i>Intent to return (as measured in visitor surveys)</i>	67.6%	70.0%	72.5%
<i>Value of one penny of the Tourist Development Tax</i>	\$2,153,094	\$2,153,094	\$2,217,700
<i>Annual visitation to Panama City Beach</i>	5.8 million	5.8 million	6.0 million
<i>Site visits to VisitPanamaCityBeach.com</i>	363,040	400,000	440,000
<i>Tourist development tax during non-summer seasons (one penny)</i>	\$1,296,814	\$1,296,814	\$1,350,000
<i>Convention & Visitors Bureau sanctioned sporting events during non-summer months</i>	40	44	50

2010 Key Action Steps

- Negotiate with low-cost carrier(s) serving the new Bay County International Airport on cooperative marketing programs.
- Develop creative materials for advertisements in various publications.
- Develop and implement programs and public awareness/marketing campaigns to enhance the visitor experience at Panama City Beach, including “Keep our Beaches Clean” and “Rip Current Awareness.”

Fund: Tourist Development Council - 125
Function: Economic Environment - 550
Acct/Dept: Tourism Administration - 0275

	FY 2008	FY 2009	FY 2010	
Expenditures	Actual	Budget	Adopted	% Change
Department - 0275				
Total Personnel Services	61,330	63,562	64,017	0.72%
Total Operating Expenses	249,539	248,285	430,510	73.39%
Total Capital Outlay	33,334	0	0	0%
Total Non-Operating Expenses	<u>0</u>	<u>31,265</u>	<u>30,000</u>	(4.05%)
Total Expenses	\$344,203	\$343,112	\$524,527	52.87%

Capital Outlay - Equipment	New / Replace	Unit Cost	Total Cost
None		Total Capital Outlay	\$0

Authorized Personnel	FY 2008	FY 2009	FY 2010
	Actual	Approved	Adopted
Executive Director	1	0	0
Office Manager	<u>1</u>	<u>1</u>	<u>1</u>
Total Personnel	2	1	1

Significant expenditure and staffing changes: None.



Did you know?

St. Andrews State Recreation Area on Panama City Beach has ranked as the #2 Beach in America by TripAdvisor.com.

Fund: Tourist Development Council - 125
Function: Economic Environment - 550
Acct/Dept: Tourism Promotion - 0265
 Production Improvement - 0280
 Transfers/Reserves/Misc - 0980

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Department - 0265				
Total Operating Expenses	<u>3,476,449</u>	<u>2,967,330</u>	<u>6,533,664</u>	120.19%
Total Expenses	\$3,476,449	\$2,967,330	\$6,533,664	120.19%

Tourism Promotion houses contracted services with the Convention & Visitors Bureau for advertising, promoting and marketing Panama City Beach.

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Department - 0280				
Total Operating Expenses	609,492	643,742	890,346	38.31%
Total Capital Outlay	0	0	0	0%
Total Non-Operating Expenses	<u>0</u>	<u>17,541</u>	<u>10,000</u>	(42.99%)
Total Expenses	\$609,492	\$661,283	\$900,346	36.15%

Product Improvement houses contracted services for consultation (inspections), beach clean up (trash service), landscape maintenance, etc.

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Department - 0980				
Total Non-Operating Expenses	<u>0</u>	<u>500,000</u>	<u>489,436</u>	(2.11%)
Total Expenses	\$0	\$500,000	\$489,436	(2.11%)

Mexico Beach



Mexico Beach Summary Fund

Mexico Beach TDC Fund - 126: FY 2009 - \$ 323,810
 FY 2010 - \$ 387,619

Description

To account for revenues and expenditures of the Tourist Development Tax for Mexico Beach in accordance with Chapter 125.010, Florida Statutes.

Major Services

The Mexico Beach - TDC Fund consists of the following major function:

- Mexico Beach TDC

Major Revenue Sources @ 95% of Estimated Receipts		
Revenues	FY 2009 Budget Millions	FY 2010 Adopted Millions
Sales & Use Tax - Tourism	\$.190	\$.285
Miscellaneous Revenues	.0005	.0005
Fund Balance/Other Sources	<u>.133</u>	<u>.102</u>
Total	\$.324	\$.387

Appropriation Sources		
Expenditures	FY 2009 Budget Millions	FY 2010 Adopted Millions
Personnel Services	\$.065	\$.071
Operating Expenses	.158	.216
Other Sources/Reserves	<u>.101</u>	<u>.100</u>
Total	\$.324	\$.387

Mexico Beach Revenues & Expenditures

Revenues	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Taxes	196,206	200,000	300,505	50.25%
Miscellaneous Revenue	<u>4,847</u>	<u>4,011</u>	<u>2,252</u>	(43.86%)
Total Receipts	<u>201,053</u>	<u>204,011</u>	<u>302,757</u>	48.40%
95% of Estimated Receipts		193,810	287,619	48.40%
Other Non-Revenues	<u>941</u>	<u>130,000</u>	<u>100,000</u>	(23.08%)
Total Revenues	\$201,994	\$323,810	\$387,619	19.71%

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
0286 Mexico Beach - TDC	<u>214,222</u>	<u>323,810</u>	<u>387,619</u>	19.71%
Total Expenditures	\$214,222	\$323,810	\$387,619	19.71%

Fund: Mexico Beach TDC - 126
Function: Economic Environment - 550
Acct/Dept: Mexico Beach - TDC - 0286

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Department - 0286				
Total Personnel Services	57,081	64,731	71,432	10.35%
Total Operating Expenses	157,141	157,898	216,128	36.88%
Total Non-Operating Expenses	<u>0</u>	<u>101,181</u>	<u>100,059</u>	(1.11%)
Total Expenses	\$214,222	\$323,810	\$387,619	19.71%

The Community Development Council (CDC) administers the 3% Tourist Development Tax collected in a special taxing district on Mexico Beach. The tax collected is used to advertise and market these beaches as vacation destinations nationally and internationally in order to enhance the tourism industry.

Authorized Personnel	FY 2008 Actual	FY 2009 Approved	FY 2010 Adopted
Marketing Manager	<u>1</u>	<u>1</u>	<u>1</u>
Total Personnel	1	1	1

Beach Nourishment Summary Fund

Beach Nourishment TDC Fund - 127: FY 2009 - \$ 14,193,585
 FY 2010 - \$ 16,086,830

Description

To account for revenues and expenditures of the third (3rd) cent of the Tourist Development Tax for Panama City Beach in accordance with Chapter 125.010, Florida Statutes, used for beach nourishment.

Major Services

The Beach Nourishment - TDC Fund consists of the following major function:

- Beach Nourishment - TDC

Major Revenue Sources @ 95% of Estimated Receipts		
Revenues	FY 2009 Budget Millions	FY 2010 Adopted Millions
Sales & Use Tax - Tourism	\$1.900	\$1.883
Miscellaneous Revenues	.393	.203
Fund Balance/Other Sources	<u>11.900</u>	<u>14.000</u>
Total	\$14.193	\$16.086

Appropriation Sources		
Expenditures	FY 2009 Budget Millions	FY 2010 Adopted Millions
Operating Expenses	\$.962	\$.704
Other Sources/Reserves	<u>13.231</u>	<u>15.382</u>
Total	\$14.193	\$16.086



Beach Nourishment Revenues & Expenditures

Revenues	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Sales & Use Tax - Tourism	2,092,289	2,000,000	1,982,168	(0.89%)
Miscellaneous Revenue	<u>353,190</u>	<u>414,300</u>	<u>214,495</u>	(48.23%)
Total Receipts	<u>2,445,479</u>	<u>2,414,300</u>	<u>2,196,663</u>	(9.01%)
95% of Estimated Receipts		2,293,585	2,086,830	(9.01%)
Intergovernmental Revenue	92,997	0	0	00.0%
Miscellaneous Revenue	91,987	0	0	0.00%
Other Non-Revenues	<u>0</u>	<u>11,900,000</u>	<u>14,000,000</u>	17.65%
Total Revenues	\$2,630,463	\$14,193,585	\$16,086,830	13.34%

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
0291 Beach Nourishment - TDC	<u>620,811</u>	<u>14,193,585</u>	<u>16,086,830</u>	13.34%
Total Expenditures	\$620,811	\$14,193,585	\$16,086,830	13.34%



Fund: Tourist Development Council - 127
Department: Tourist Development
Division: Beach Nourishment - TDC - 0291

Mission Statement

Ensure proper administration of the third cent Tourist Development Tax that supports beach nourishment and related activities. Continue to comply with State of Florida and Federal permit conditions issued for the nourishment project completed in March 2008; finalize offshore borrow areas for future renourishment projects, and initiate permitting and engineering/design for future renourishment projects.

Summary of Services Provided

- The Tourist Development Council (TDC) administers the 3% Tourist Development Tax, collected in a special taxing district on Panama City Beach and Mexico Beach, with one cent (the “third cent”) of the Panama City Beach tax (Fund 127) being designated to beach nourishment construction, planning, and monitoring.

Focus Area: Transportation Concurrency/Growth Management

Objectives

1. Continue to comply with State of Florida and Federal permit conditions regarding sea turtle nesting monitoring. Perform sea turtle nesting monitoring, and daily survey for turtle crawls/nests between May 1 and September 1.
2. Continue to comply with State of Florida and Federal permit conditions regarding tilling and scarp leveling prior to and during sea turtle nesting season. Till the beach along the entire project area prior to sea turtle and bird nesting season.
3. Level scarps (vertical drops in the beach near the waterline caused by high water/erosion events) in the beach along the entire project area prior to sea turtle and bird nesting season, as well as possible areas during sea turtle nesting season.
4. Continue to comply with State of Florida and Federal permit conditions regarding required monitoring and finalize the offshore borrow areas, as well as finalize the offshore borrow areas for future renourishment projects.

Performance Indicators	Actual 2008	Actual 2009	Adopted 2010
<i>Number of sea turtle nests</i>	11	22	20
<i>Number of false crawls</i>	7	20	10
<i>Till the beach prior to sea turtle nesting season</i>	1	1	1
<i>Level the scarps along the beach</i>	1	3	4
<i>Beach and borrow area monitoring</i>	1	1	1
<i>Finalize sand search</i>	1	1	1

2010 Key Action Steps

- Conduct daily surveys for turtle tracks between May 1 and September 1.
- Relocate sea turtle nests, if necessary; and monitor hatching emergence (June 1-October 31).
- Submit documentation at the end of the sea turtle nesting season to County, TDC, state, and federal agencies.
- Prior to sea turtle nesting season (March 1), till the entire beach from the dune to the water line in order to loosen the sand, and level scarps along the entire beach in order to allow sea turtles to crawl up the beach.
- Finalize the sand search for offshore borrow areas, to include design and permitting, for future nourishments.
- Initiate the permitting and engineering/design for future renourishment projects.

Fund: Tourist Development Council - 127
Function: Economic Environment - 550
Acct/Dept: Beach Nourishment - TDC - 0291

Expenditures	FY 2008 Actual	FY 2009 Budget	FY 2010 Adopted	% Change
Department - 0291				
Total Operating Expenses	575,660	962,168	704,012	(26.83%)
Total Capital Outlay	45,151	0	0	0%
Total Non-Operating Expenses	0	13,231,417	15,382,818	16.26%
Total Expenses	\$620,811	\$14,193,585	\$16,086,830	13.34%

Significant expenditure and staffing changes: None



INTENTIONALLY LEFT BLANK FOR YOUR NOTES