

## SECTION 2

### POPULATION ESTIMATES AND PROJECTIONS

#### 1. RESIDENT POPULATION

Panama City Beach experienced an 89% growth between 1980 and 1990 for an annual average of 6.5% per year. At that time the City was experiencing a growth rate of approximately 12% per year. At present, although the area has been substantially developed, there is still room for further growth in all development categories.

From 1970 to 1980, Panama City Beach was growing at the rate of 80.3 new residents per year. From 1980 to 1990, Panama City Beach grew at an average of 190.3 new residents per year. However, based upon statistics from the University of Florida, it is evident that most of the growth during the 1980's was between 1980 and 1985, when Panama City Beach averaged 245 new residents per year. After 1985, growth decreased to an average of 135 new residents per year. From 1990 to 2000, Panama City Beach grew by 3,620 residents for an annual average of 362 new residents.

From 2000 to 2007 the City grew at an average rate of 7.4% per year which consisted of 569 new residents per year or 3,980 total new residents. Of the 3,980 new residents most of the growth occurred between 2003 and 2007, during this time the City experienced an average growth rate of 10.21% or 3,731 new residents.

Future land use and housing elements project the amount of land, by land use category that will be required to accommodate future growth in Panama City Beach. The 2000 Census reports that the residential population of Panama City Beach was 7,671 in 2000 and the Bureau of Economic and Business Research at the University of Florida has estimated a 2010 population of 13,777 people. Based upon a linear projection of the growth rate over the eight year period from 2000 to 2007 (7.4% growth rate), Panama City Beach can be expected to have approximately 20,500 in 2015, and 25,500 residents in 2020.

**TABLE 1**  
**PERMANENT RESIDENT POPULATION AND PROJECTIONS**

<u>YEAR</u>	<u>PERMANENT RESIDENTS</u>
1990	4,051
1995	4,633
2000	7,671
2005	8,972
2006	10,005
2007	11,651
2008	13,453
2010	13,777
2015	20,500*
2020	25,500*

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SOURCE: U.S. Census Data, 2000; University of Florida (BEBR) 3/05, 4/05, 4/06, 4/07, 4/08, and the City of Panama City Beach Building & Planning Department, based on an estimated annual growth rate of 6.3%. Projections are indicated by \*.

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For the unincorporated areas of the service area, an estimate of the 2006 population was made using water billing data. Water bills inside the city limits totaled 5,932 in September, 2006 representing 59.3% of the total population of the city. Water bills outside of the city limits totaled 11,856 for the same time period. Using the same ratio of water bills to population, as indicated in the city limits, results in an estimated unincorporated population of 19,993 in the service area. Combined, the total population of the beach service area is estimated to be 29,998 for 2006. It is expected that the City's portion of the total population will continue to grow as new development is annexed into the city. Therefore, the current population distribution (67% unincorporated and 33% city) is projected to be closer to a 65/35 distribution by 2010; 61/39 by 2015 and 58/42 by 2020. Table 2 represents the projected unincorporated populations through 2020.

**TABLE 2**  
**PERMANENT RESIDENT POPULATION**  
**PROJECTIONS FOR THE SERVICE AREA**

<u>YEAR</u>	<u>City Pop.</u>	<u>Unincorporated Population</u>	<u>Total Residents</u>
2000	7,671	18,595	26,266
2005	8,972	19,294	28,194
2006	10,005	19,993	29,998
2010	13,777	20,554	34,331
2015	20,500*	21,811*	42,311*
2020	25,500*	24,879*	50,379*

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SOURCE: U.S. Census Data, 2000; University of Florida (BEBR) 4/05, 4/06, and 4/07, 4/08, and the City of Panama City Beach Building & Planning Department. Projections are indicated by \*.

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## 2. SEASONAL POPULATION

Panama City Beach's economy is dominated by fluctuating numbers of visitors. These visitors require most of the same services and facilities as permanent residents of Panama City Beach. Although there is a possibility that visitors come to Panama City for reasons other than its Gulf Coast beaches, Panama City Beach is the major attraction to many visitors who greatly outnumber permanent residents. According to the Panama City Beach Chamber of Commerce 15% of all Florida Visitors traveled to Bay County in 2006. Table 3 below indicates an estimate of the tourist activity in Bay County for 2009. The estimate is derived by taking the midpoint of the “low” and “medium” estimates of tourist population. The “high” estimate was not used because current traffic counts on the main tourist thoroughfare (Front Beach Road) are approximately 10% less than they were in the 1990s.

**TABLE 3**  
**TOURIST ACTIVITY IN BAY COUNTY**

Low Estimate	3,400,000
Medium Estimate	5,100,000
High Estimate	7,600,000

Total Estimated Tourist Population in 2009: 4,300,000

**TABLE 4**  
**MONTHLY BREAKDOWN OF VISITORS**  
**TO BAY COUNTY - 1998**

<u>MONTH</u>	<u>PERCENTAGE OF ANNUAL VISITOR ACTIVITY</u>
January	3 percent
February	4 percent
March	11 percent
April	10 percent
May	9 percent
June	17 percent
July	22 percent
August	9 percent
September	6 percent
October	4 percent
November	3 percent
December	2 percent

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SOURCE: City of Panama City Beach.

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The Panama City Beach Chamber of Commerce estimates that Panama City Beach was host to 4,043,216 annual overnight visitors in 1998, and that Bay County was host to 7,500,000 visitors in all of 1998 which was an increase of 190,000 over the visitors in 1996. However, in 2007 it is estimated that total visitors to Bay County has declined to 4,300,000. As Bay County becomes more of a year-round destination, the annual seasonal population will probably continue to increase, but a more even distribution may occur on a per month basis. With July accounting for approximately 22% of the total tourist population, it is estimated that approximately 23,800 tourists are present each day during July. July 4<sup>th</sup> estimates often range between 80,000 – 100,000 tourists present. Again, as the distribution of seasonal population evens out, the peak daily population may change. Using the above assumptions, Table 5 projects the seasonal population of Bay County as a whole on a peak day in any year.

**TABLE 5**  
**BAY COUNTY SEASONAL POPULATION INCREASE**

	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>
RES. POPULATION	161,721	171,755	181,193	191,989
ANNUAL SEASONAL POPULATION	4,300,000	4,300,000	4,500,000	5,000,000
PEAK DAILY SEASONAL POPULATION	30,516	30,516	31,935	35,483
TOTAL PEAK DAILY POPULATION	192,237	202,271	213,128	227,473

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SOURCE: U.S. Census, 2000, Panama City Beach Chamber of Commerce, West Florida Regional Planning Council, University of Florida (BEER), 3/05, City of Panama City Beach Building and Planning Department.

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The Bay County Chamber of Commerce, the Panama City Beach Chamber of Commerce, and the various cities provided information on the distribution of hotel and motel rooms. For planning purposes, it has been assumed that the distribution of visitors to the County reflects the distribution of these rooms. Accordingly, the additional peak daily population contributed to each of the jurisdictions in Bay County can be estimated as shown in the next table. This table does not include the numbers of houses, condominiums, apartments, and townhouses available for occupation on a weekly or monthly basis.

**TABLE 6**  
**DISTRIBUTION OF SEASONAL DAILY POPULATION**

**SEASONAL POPULATION**

<u>JURISDICTION</u>	<u>% OF IDENTIFIED ROOMS</u>	<u>2007 thru 2010</u>
Bay County	27.62 percent	11,300
Callaway	0.20 percent	80
Cedar Grove	0.04 percent	20
Lynn Haven	0.50 percent	200
Mexico Beach	0.86 percent	350
Panama City	4.40 percent	1,800
Panama City Beach	66.00 percent	27,000
Parker	0.39 percent	160
Springfield	0.00 percent	0
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Total		40,910

SOURCE: Panama City Beach Chamber of Commerce; Bay County Chamber of Commerce, City of Panama City Beach Building and Planning Department.

Table 7 below is a summary of the projected peak daily seasonal population of Panama City Beach during the planning period. Figures below are based upon the assumption that sixty-six (66) percent of all tourists visiting Bay County stay within the City limits.

**TABLE 7**  
**PROJECTED PEAK SEASONAL DAILY POPULATION**

**PANAMA CITY BEACH CITY LIMITS**

<u>YEAR</u>	<u>DAILY POPULATION</u>
2007	31,791
2010	34,140
2015	40,078
2020	46,419

SOURCE: Panama City Beach Chamber of Commerce; Bay County Chamber of Commerce, City of Panama City Beach Building and Planning Department.