

Lodging Tax Summary Report - January 2015

HOTEL COLLECTIONS	2011	2012	2013	2014	2015	% Change (from 2014)
January	\$ 29,157.37	\$ 34,126.42	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	28%
February	\$ 36,756.31	\$ 32,118.23	\$ 42,180.71	\$ 54,906.76		
March	\$ 35,518.99	\$ 50,575.89	\$ 45,625.88	\$ 53,062.67		
April	\$ 39,773.43	\$ 47,687.32	\$ 58,195.19	\$ 65,511.10		
May	\$ 33,264.33	\$ 44,906.11	\$ 52,305.31	\$ 56,289.82		
June	\$ 52,195.58	\$ 52,645.28	\$ 66,770.82	\$ 74,170.58		
July	\$ 68,505.05	\$ 89,201.42	\$ 76,482.10	\$ 94,718.57		
August	\$ 73,493.31	\$ 75,806.56	\$ 85,231.12	\$ 96,571.64		
September	\$ 69,447.42	\$ 79,379.57	\$ 80,106.93	\$ 91,486.19		
October	\$ 59,373.91	\$ 64,499.62	\$ 80,089.23	\$ 84,875.70		
November	\$ 45,502.02	\$ 54,699.79	\$ 67,233.12	\$ 69,567.13		
December	\$ 34,684.54	\$ 42,944.92	\$ 52,733.13	\$ 55,619.20		
13th Month	\$ -	\$ -	\$ -	\$ -		
Total	\$ 577,672.26	\$ 668,591.13	\$ 746,134.95	\$ 840,272.54	\$ 55,524.56	28%

REVENUE	2014 Audited	2015 YTD
Beginning Balance	\$ 982,490.00	\$ 986,241.00
Hotel Collections	\$ 840,272.54	\$ 55,524.56
Visitors Center Sales	\$ 58,678.87	\$ 6,635.50
Total Resources	\$ 1,881,441.41	\$ 1,048,401.06

EXPENSES	2014 Actuals	2015 Budgeted	
Visitor Services	\$ 189,580.61	\$ 175,150.00	
Community Marketing	\$ 457,685.69	\$ 495,000.00	Includes website, events, conventions, marketing and advertising
Visitors Center	\$ 134,359.08	\$ 179,050.00	
Product Improvement	\$ 113,575.03	\$ 50,000.00	
Supplementals	\$ -	\$ 315,000.00	RTA, USAPCC, Wayfinding and fiber (to be rolled over March 2015)
Total	\$ 895,200.41	\$ 1,214,200.00	

VISITORS CENTER	2014 Sales	2015 Sales	% Change	Visitor Count 2014	Visitor Count 2015	% Change
January	\$ 5,458.70	\$6,635.50	22%	1,001	1,127	13%
February	\$ 6,803.19			1,337		
March	* \$ 2,561.20			863		
April	\$ 2,425.27			1,211		
May	\$ 4,954.62			1,967		
June	\$ 4,586.51			1,987		
July	\$ 5,563.09			2,437		
August	\$ 3,777.55			2,303		
September	\$ 5,332.35			1,751		
October	\$ 3,976.60			1,449		
November	\$ 4,875.02			2,106		
December	\$ 8,364.77			1,013		
13th Month	\$ -					
	\$ 58,678.87	\$ 6,635.50	22%	19,425	1,127	13%