

Lodging Tax Summary Report - February 2015

HOTEL COLLECTIONS	2011	2012	2013	2014	2015	% Change
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	\$ 55,385.28	1%
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		
Total	\$ 577,672.26	\$ 668,591.13	\$ 746,134.95	\$ 840,272.54	\$ 110,909.84	13%

REVENUE	2014 Audited	2015 YTD
Beginning Balance	\$ 982,490.00	\$ 1,029,094.70
Hotel Collections	\$ 840,272.54	\$ 110,909.84
Visitors Center Sales	\$ 58,678.87	\$ 17,459.71
Total Resources	\$ 1,881,441.41	\$ 1,157,464.25

EXPENSES	2014 Budgeted	2014 Actual	2015 Budgeted	2015 Actual YTD	
Visitor Services	\$ 202,890.00	\$ 189,580.61	\$ 176,150.00	\$ 35,742.76	
Community Marketing	\$ 348,000.00	\$ 357,685.69	\$ 495,000.00	\$ 153,141.83	
Visitors Center	\$ 142,680.00	\$ 161,250.73	\$ 179,050.00	\$ 32,348.47	
Product Improvement	\$ 50,000.00	\$ 43,829.68	\$ 50,000.00	\$ -	
Supplementals	-	\$ 100,000.00	\$ 315,000.00	\$ 75,000.00	RTA, USAPCC, Wayfinding*, fiber*
Total	\$ 743,570.00	\$ 852,346.71	\$ 1,215,200.00	\$ 296,233.06	(*to be rolled over March 2015)

VISITORS CENTER SALES	2012	2013	2014	2015	% Change
January		\$ 2,474.75	\$ 5,458.70	\$6,635.50	22%
February		\$ 5,286.66	\$ 6,803.19	\$10,824.21	59%
March		\$ 1,250.28	\$ 2,561.20		
April		\$ 2,044.83	\$ 2,425.27		
May		\$ 4,448.91	\$ 4,954.62		
June		\$ 4,000.47	\$ 4,586.51		
July	\$ 2,413.34	\$ 5,461.11	\$ 5,563.09		
August	\$ 1,890.15	\$ 7,371.06	\$ 3,777.55		
September	\$ 1,935.67	\$ 4,680.15	\$ 5,332.35		
October	\$ 1,273.60	\$ 3,442.63	\$ 3,976.60		
November	\$ 1,615.79	\$ 4,635.70	\$ 4,875.02		
December	\$ 7,465.37	\$ 5,526.19	\$ 8,364.77		
	\$ 16,593.92	\$ 50,622.74	\$ 58,678.87	\$ 17,459.71	42%

VISITOR COUNT	2011	2012	2013	2014	2015	% Change
January	277	270	786	1,001	1,127	13%
February	374	400	1,262	1,337	1,756	31%
March	316	387	862	863		
April	441	367	1,016	1,211		
May	478	776	2,178	1,967		
June	1,035	979	1,870	1,987		
July	1,152	1,017	2,257	2,437		
August	970	1,376	2,264	2,303		
September	757	1,352	1,566	1,751		
October	412	1,012	1,101	1,449		
November	239	1,113	1,596	2,106		
December	248	1,772	817	1,013		
	6,699	10,821	17,575	19,425	2,883	23%