

Lodging Tax Summary Report - October 2016

HOTEL COLLECTIONS	2012	2013	2014	2015	2016	% Change
January	\$ 34,126.42	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	\$ 49,419.84	-11%
February	\$ 32,118.23	\$ 42,180.71	\$ 54,906.76	\$ 55,385.28	\$ 53,751.30	-3%
March	\$ 50,575.89	\$ 45,625.88	\$ 53,062.67	\$ 57,106.94	\$ 56,227.42	-2%
April	\$ 47,687.32	\$ 58,195.19	\$ 65,511.10	\$ 64,445.95	\$ 63,001.79	-2%
May	\$ 44,906.11	\$ 52,305.31	\$ 56,289.82	\$ 62,968.08	\$ 68,858.61	9%
June	\$ 52,645.28	\$ 66,770.82	\$ 74,170.58	\$ 77,116.80	\$ 77,402.56	0%
July	\$ 89,201.42	\$ 76,482.10	\$ 94,718.57	\$ 97,254.00	\$ 98,609.89	1%
August	\$ 75,806.56	\$ 85,231.12	\$ 96,571.64	\$ 96,705.09	\$ 102,796.28	6%
September	\$ 79,379.57	\$ 80,106.93	\$ 91,486.19	\$ 87,597.35	\$ 92,261.18	5%
October	\$ 64,499.62	\$ 80,089.23	\$ 84,875.70	\$ 85,437.64	\$ 83,425.63 *	-2%
November	\$ 54,699.79	\$ 67,233.12	\$ 69,567.13	\$ 68,725.15		
December	\$ 42,944.92	\$ 52,733.13	\$ 55,619.20	\$ 50,202.43		
Total	\$ 668,591.13	\$ 746,134.95	\$ 840,272.54	\$ 858,469.27	\$ 745,754.50	1%

** Collections do not reflect My Place (will be shown on next report) - \$1,577.61 (Sept) and \$2,380.41 (Oct)*

REVENUE	2014 Audited	2015 Audited	2016 YTD
Beginning Balance	\$ 982,486.00	\$ 993,477.00	\$ 838,369.00
Hotel Collections	\$ 840,272.54	\$ 858,469.27	\$ 745,754.50
Visitors Center Sales	\$ 58,678.87	\$ 80,244.16	\$ 67,255.52
Total Resources	\$ 1,881,437.41	\$ 1,932,190.43	\$ 1,651,379.02

EXPENSES	2014 Budgeted	2014 Actual	2015 Budgeted	2015 Actual	2016 Budgeted	2016 YTD Actual
Visitor Services	\$ 202,890.00	\$ 189,580.61	\$ 213,642.00	\$ 220,278.00	\$ 223,033.00	\$ 202,645.88
Community Marketing	\$ 348,000.00	\$ 357,685.69	\$ 562,488.00	\$ 491,056.37	\$ 464,800.00	\$ 450,965.72
Visitors Center	\$ 142,680.00	\$ 161,250.73	\$ 195,219.00	\$ 187,472.80	\$ 250,970.00	\$ 166,104.41
Product Improvement	\$ 50,000.00	\$ 43,829.68	\$ 28,851.00	\$ 20,250.57	\$ 139,400.00 *	\$ 22,222.29
Supplementals		\$ 100,000.00	\$ 215,000.00	\$ 181,271.93	\$ 105,000.00	\$ 50,000.00
Total	\$ 743,570.00	\$ 852,346.71	\$ 1,215,200.00	\$ 1,100,329.67	\$ 1,183,203.00 *	\$ 891,938.30

** Includes \$100k rollover for wayfinding*

VISITORS CENTER SALES	2012	2013	2014	2015	2016	% Change
January		\$ 2,474.75	\$ 5,458.70	\$ 6,635.50	\$ 7,382.69	11%
February		\$ 5,286.66	\$ 6,803.19	\$ 10,824.21	\$ 11,840.70	9%
March		\$ 1,250.28	\$ 2,561.20	\$ 3,118.66	\$ 3,040.89	-2%
April		\$ 2,044.83	\$ 2,425.27	\$ 4,081.13	\$ 4,156.66	2%
May		\$ 4,448.91	\$ 4,954.62	\$ 6,188.85	\$ 4,027.15	-35%
June		\$ 4,000.47	\$ 4,586.51	\$ 5,532.12	\$ 7,171.43	30%
July	\$ 2,413.34	\$ 5,461.11	\$ 5,563.09	\$ 6,905.73	\$ 9,080.71	31%
August	\$ 1,890.15	\$ 7,371.06	\$ 3,777.55	\$ 5,682.70	\$ 8,323.05	46%
September	\$ 1,935.67	\$ 4,680.15	\$ 5,332.35	\$ 6,034.01	\$ 6,369.09	6%
October	\$ 1,273.60	\$ 3,442.63	\$ 3,976.60	\$ 6,378.63	\$ 5,863.15	-8%
November	\$ 1,615.79	\$ 4,635.70	\$ 4,875.02	\$ 6,175.19		
December	\$ 7,465.37	\$ 5,526.19	\$ 8,364.77	\$ 12,687.43		
	\$ 16,593.92	\$ 50,622.74	\$ 58,678.87	\$ 80,244.16	\$ 67,255.52	10%

VISITOR COUNT	2012	2013	2014	2015	2016	% Change
January	270	786	1,001	1,127	1,193	6%
February	400	1,262	1,337	1,756	1,680	-4%
March	387	862	863	1,017	1,002	-1%
April	367	1,016	1,211	1,201	1,083	-10%
May	776	2,178	1,967	2,234	1,279	-43%
June	979	1,870	1,987	1,804	2,646	47%
July	1,017	2,257	2,437	2,186	2,370	8%
August	1,376	2,264	2,303	1,826	2,291	25%
September	1,352	1,566	1,751	1,853	2,055	11%
October	1,012	1,101	1,449	1,254	1,600	28%
November	1,113	1,596	2,106	1,900		
December	1,772	817	1,013	1,100		
	10,821	17,575	19,425	19,258	17,199	6%