

Lodging Tax Summary Report - January 2017

HOTEL COLLECTIONS	2013	2014	2015	2016	2017	% Change
January	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	\$ 49,419.84	\$ 47,611.71	-4%
February	\$ 42,180.71	\$ 54,906.76	\$ 55,385.28	\$ 53,751.30		
March	\$ 45,625.88	\$ 53,062.67	\$ 57,106.94	\$ 56,227.42		
April	\$ 58,195.19	\$ 65,511.10	\$ 64,445.95	\$ 63,001.79		
May	\$ 52,305.31	\$ 56,289.82	\$ 62,968.08	\$ 68,858.61		
June	\$ 66,770.82	\$ 74,170.58	\$ 77,116.80	\$ 77,402.56		
July	\$ 76,482.10	\$ 94,718.57	\$ 97,254.00	\$ 98,609.89		
August	\$ 85,231.12	\$ 96,571.64	\$ 96,705.09	\$ 102,796.28		
September	\$ 80,106.93	\$ 91,486.19	\$ 87,597.35	\$ 92,261.18		
October	\$ 80,089.23	\$ 84,875.70	\$ 85,437.64	\$ 83,425.63		
November	\$ 67,233.12	\$ 69,567.13	\$ 68,725.15	\$ 73,160.77		
December	\$ 52,733.13	\$ 55,619.20	\$ 50,202.43	\$ 50,150.65		
Total	\$ 746,134.95	\$ 840,272.54	\$ 858,469.27	\$ 869,065.92	\$ 47,611.71	-4%

REVENUE	2014 Audited	2015 Audited	2016 YTD	2016 Audited
Beginning Balance	\$ 982,486.00	\$ 993,477.00	\$ 838,369.00	\$ -
Hotel Collections	\$ 840,272.54	\$ 858,469.27	\$ 869,065.92	\$ -
Visitors Center Sales	\$ 58,678.87	\$ 80,244.16	\$ 84,418.28	\$ -
Total Resources	\$ 1,881,437.41	\$ 1,932,190.43	\$ 1,791,853.20	To Be Done April 2017

EXPENSES	2015 Budgeted	2015 Actual	2016 Budgeted	2016 Actual	2017 Budgeted	2017 YTD Actual
Visitor Services	\$ 213,642.00	\$ 220,278.00	\$ 223,033.00	\$ 228,172.28	\$ 213,365.00	
Community Marketing	\$ 562,488.00	\$ 491,056.37	\$ 464,800.00	\$ 471,043.91	\$ 520,034.00	
Visitors Center	\$ 195,219.00	\$ 187,472.80	\$ 250,970.00	\$ 197,998.19	\$ 295,788.00	
Product Improvement	\$ 28,851.00	\$ 20,250.57	\$ 139,400.00	\$ 47,481.89	\$ 41,600.00	
Supplementals	\$ 215,000.00	\$ 181,271.93	\$ 105,000.00	\$ 54,605.69	\$ -	
Total	\$ 1,215,200.00	\$ 1,100,329.67	\$ 1,183,203.00	\$ 999,301.96	\$ 1,070,787.00	\$ -

*2016 Final numbers to be adjusted when year-end closes

* Includes \$100k rollover for wayfinding

VISITORS CENTER SALES	2013	2014	2015	2016	2017	% Change
January	\$ 2,474.75	\$ 5,458.70	\$ 6,635.50	\$ 7,382.69	\$ 7,555.79	2%
February	\$ 5,286.66	\$ 6,803.19	\$ 10,824.21	\$ 11,840.70		
March	\$ 1,250.28	\$ 2,561.20	\$ 3,118.66	\$ 3,040.89		
April	\$ 2,044.83	\$ 2,425.27	\$ 4,081.13	\$ 4,156.66		
May	\$ 4,448.91	\$ 4,954.62	\$ 6,188.85	\$ 4,027.15		
June	\$ 4,000.47	\$ 4,586.51	\$ 5,532.12	\$ 7,171.43		
July	\$ 5,461.11	\$ 5,563.09	\$ 6,905.73	\$ 9,080.71		
August	\$ 7,371.06	\$ 3,777.55	\$ 5,682.70	\$ 8,323.05		
September	\$ 4,680.15	\$ 5,332.35	\$ 6,034.01	\$ 6,369.09		
October	\$ 3,442.63	\$ 3,976.60	\$ 6,378.63	\$ 5,863.15		
November	\$ 4,635.70	\$ 4,875.02	\$ 6,175.19	\$ 6,130.02		
December	\$ 5,526.19	\$ 8,364.77	\$ 12,687.43	\$ 11,032.74		
	\$ 50,622.74	\$ 58,678.87	\$ 80,244.16	\$ 84,418.28	\$ 7,555.79	2%

VISITOR COUNT	2013	2014	2015	2016	2017	% Change
January	786	1,001	1,127	1,193	1,392	17%
February	1,262	1,337	1,756	1,680		
March	862	863	1,017	1,002		
April	1,016	1,211	1,201	1,083		
May	2,178	1,967	2,234	1,279		
June	1,870	1,987	1,804	2,646		
July	2,257	2,437	2,186	2,370		
August	2,264	2,303	1,826	2,291		
September	1,566	1,751	1,853	2,055		
October	1,101	1,449	1,254	1,600		
November	1,596	2,106	1,900	1,261		
December	817	1,013	1,100	1,334		
	17,575	19,425	19,258	19,794	1,392	17%