

## Lodging Tax Summary Report - April 2013

HOTEL COLLECTIONS	2012	2013	% Change
January	\$ 34,126.42	\$ 39,181.41	15%
February	\$ 32,118.23	\$ 42,180.71	31%
March	\$ 50,575.89	\$ 45,625.88	-10%
April	\$ 47,687.32	\$ 58,195.19	22%
May	\$ 44,906.11	\$ -	
June	\$ 52,645.28	\$ -	
July	\$ 89,201.42	\$ -	
August	\$ 75,806.56	\$ -	
September	\$ 79,379.57	\$ -	
October	\$ 64,499.62	\$ -	
November	\$ 54,699.79	\$ -	
December	\$ 42,944.92	\$ -	
13th Month	\$ -	\$ -	
<b>Total</b>	<b>\$ 668,591.13</b>	<b>\$ 185,183.19</b>	<b>13%</b>

REVENUE	2012 Unaudited	2013 YTD
Beginning Balance	\$ 718,466.29	\$ 930,964.00
Hotel Collections	\$ 668,591.13	\$ 185,183.19
Visitors Center Sales	\$ 28,398.23	\$ 10,503.81
Interest	\$ -	\$ -
<b>Total Resources</b>	<b>\$ 1,415,455.65</b>	<b>\$ 1,126,651.00</b>

EXPENSES	2012 Unaudited	2013 Budgeted	2013 YTD	2013 Available
Visitor Services	\$ 99,432.59	\$ 115,000.00	\$ 32,133.01	\$ 82,866.99
Community Marketing	\$ 91,175.39	\$ 247,000.00	\$ 82,763.02	\$ 164,236.98
Visitors Center	\$ 127,509.82	\$ 130,000.00	\$ 27,825.22	\$ 102,174.78
Website	\$ 13,604.80	\$ 30,000.00	\$ 15,285.00	\$ 14,715.00
Events	\$ 102,538.62	\$ 108,000.00	\$ 70,000.00	\$ 38,000.00
Product Improvement	\$ 50,230.43	\$ 236,500.00	\$ 5,894.80	\$ 230,605.20
Conventions	\$ -	\$ 30,000.00	\$ 12,833.85	\$ 17,166.15
<b>Total</b>	<b>\$ 484,491.65</b>	<b>\$ 896,500.00</b>	<b>\$ 246,734.90</b>	<b>\$ 649,765.10</b>

Pro Cycling 100K

Wayfinding 186.5K

VISITORS CENTER SALES	2012	2013	% Change	Visitor Count
January	\$ 841.65	\$ 2,750.97	227%	786
February	\$ -	\$ 4,964.00	1407%	1,262
March	\$ 1,803.22	\$ 1,026.04	-43%	862
April	\$ 418.74	\$ 1,762.80	321%	1,138
May	\$ 598.98			
June	\$ 285.60			
July	\$ 2,158.46			
August	\$ 1,897.16			
September	\$ 1,637.08			
October	\$ 1,871.90			
November	\$ 5,045.76			
December	\$ 11,839.68			
<b>Total</b>	<b>\$ 28,398.23</b>	<b>\$ 10,503.81</b>	<b>243%</b>	<b>4,048</b>