

Lodging Tax Summary Report - May 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	\$ 52,305.31	16%
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	\$ -	\$ -	
Total	\$ 668,591.13	\$ 237,488.50	13%

REVENUE	2012 Unaudited	2013 YTD
Beginning Balance	\$ 718,466.29	\$ 930,964.00
Hotel Collections	\$ 668,591.13	\$ 237,488.50
Visitors Center Sales	\$ 28,398.23	\$ 15,348.21
Interest	\$ -	\$ -
Total Resources	\$ 1,415,455.65	\$ 1,183,800.71

EXPENSES	2012 Unaudited	2013 Budgeted	2013 YTD	2013 Available
Visitor Services	\$ 99,432.59	\$ 115,000.00	\$ 54,255.67	\$ 60,744.33
Community Marketing	\$ 91,175.39	\$ 149,500.00	\$ 103,119.35	\$ 46,380.65
Visitors Center	\$ 127,509.82	\$ 130,000.00	\$ 39,210.44	\$ 90,789.56
Website	\$ 13,604.80	\$ 35,530.00	\$ 19,259.01	\$ 16,270.99
Events	\$ 102,538.62	\$ 208,000.00	\$ 121,520.82	\$ 86,479.18
Product Improvement	\$ 50,230.43	\$ 236,500.00	\$ 27,647.00	\$ 208,853.00
Conventions	\$ -	\$ 30,000.00	\$ 19,267.81	\$ 10,732.19
Total	\$ 484,491.65	\$ 904,530.00	\$ 384,280.10	\$ 520,249.90

Rollover \$5,530
Pro Cycling 100K
Wayfinding 186.5K

VISITORS CENTER SALES	2012	2013	% Change	Visitor Count
January	\$ 841.65	\$ 2,750.97	227%	786
February	\$ -	\$ 5,329.00	1407%	1,262
March	\$ 1,803.22	\$ 1,026.04	-43%	862
April	\$ 418.74	\$ 1,922.80	359%	1,138
May	\$ 598.98	\$ 4,319.40	621%	2,378
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			
Total	\$ 28,398.23	\$ 15,348.21	319%	6,426