## **Lodging Tax Summary Report - August 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  | Ś  | 44,906.11   | \$                                     | 52,305.31  | 16%   |                            |   |                                       |
| June   | \$   | 52,645.28   | \$                                     | 66,770.82  | 27%   |                            |   |                                       |
| July   | ς ς  | 89,201.42   | \$                                     | 76,482.10  | -14%  |                            |   |                                       |
| August   | \$   | 75,806.56   | \$                                     | 85,231.12  | 12%   |                            |   |                                       |
| September  | ċ  | 79,379.57   |  | 80,106.93  | 1%  |                            |   |                                       |
| •  | ب<br>ب   |   | \$<br>¢                                | 80,100.93  | 170   |                            |   |                                       |
| October  | \$   | 64,499.62   | \$                                     | -  |   |                            |   |                                       |
| November   | \$   | 54,699.79   | \$                                     | -  |   |                            |   |                                       |
| December   | \$<br>,  | 42,944.92   | \$                                     | -  |   |                            |   |                                       |
| 13th Month   | \$   | 5,054.87  | \$                                     | -  |   |                            |   |                                       |
| Total  | \$   | 673,646.00  | \$                                     | 546,079.47   | 7.8%  |                            |   |                                       |
| REVENUE  | 2  | 2012 Audited  |  | 2013 YTD   |   |                            |   |                                       |
| Beginning Balance  | \$   | 718,466.29  | \$                                     | 942,401.71   | 1   |                            |   |                                       |
| Hotel Collections  | \$   | 673,646.00  | \$                                     | 546,079.47   |   |                            |   |                                       |
| Visitors Center Sales  | \$   | 35,872.00   | \$                                     | 35,262.38  |   |                            |   |                                       |
| Interest   | \$   | 9,119.00  | \$                                     | -  |   |                            |   |                                       |
| Total Resources  | \$   | 1,437,103.29  | \$                                     | 1,523,743.56   |   |                            |   |                                       |
|  |  |   |  |  |   |                            |   | -                                     |
| EXPENSES   | :  | 2012 Audited  | 2                                      | 013 Budgeted   | 2013 YTD  | 20                         | 13 Available  |                                       |
|  |  |   |  |  |   |                            |   |                                       |
| Visitor Services   | \$   | 105,441.68  | \$                                     | 115,000.00   | \$ 94,257.08  | \$                         | 20,742.92   |                                       |
| Visitor Services Community Marketing   | \$<br>\$   | 105,441.68<br>93,675.39   | \$<br>\$                               | 115,000.00<br>167,500.00   | \$ 94,257.08<br>\$ 138,548.37   | \$<br>\$                   | 20,742.92<br>28,951.63  |                                       |
|  | \$<br>\$<br>\$   |   |  | •  | •   | -                          |   |                                       |
| <b>Community Marketing</b>   | \$<br>\$<br>\$   | 93,675.39   | \$                                     | 167,500.00   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01  | \$                         | 28,951.63   |                                       |
| Community Marketing Visitors Center  | \$<br>\$<br>\$<br>\$                                     | 93,675.39<br>129,210.66   | \$<br>\$                               | 167,500.00<br>130,000.00   | \$ 138,548.37<br>\$ 103,750.47  | \$                         | 28,951.63<br>26,249.53<br>60.99   | Pro Cycling 100K                      |
| Community Marketing<br>Visitors Center<br>Website  | \$ \$  | 93,675.39<br>129,210.66<br>13,604.80  | \$<br>\$<br>\$                         | 167,500.00<br>130,000.00<br>35,530.00  | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01  | \$<br>\$<br>\$             | 28,951.63<br>26,249.53<br>60.99<br>53,409.22  | Pro Cycling 100K<br>Wayfinding 186.5K |
| Community Marketing Visitors Center Website Events   | \$<br>\$<br>\$<br>\$<br>\$                               | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62  | \$<br>\$<br>\$<br>\$<br>\$             | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00  | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78   | \$<br>\$<br>\$             | 28,951.63<br>26,249.53<br>60.99<br>53,409.22  |                                       |
| Community Marketing Visitors Center Website Events Product Improvement   | \$<br>\$<br>\$<br>\$                                     | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62  | \$<br>\$<br>\$<br>\$                   | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00  | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20   | \$<br>\$<br>\$<br>\$       | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80  |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions   | \$<br>\$<br>\$<br>\$<br>\$                               | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43   | \$<br>\$<br>\$<br>\$<br>\$             | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19   | \$<br>\$<br>\$<br>\$<br>\$ | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81  |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions   | \$ \$ \$ \$ \$ <b>\$</b>                                 | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58  | \$ \$ \$ \$ <b>\$</b>                  | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br>\$ 585,201.10  | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b>   |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total   | \$<br>\$<br>\$<br>\$<br>\$                               | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58  | \$<br>\$<br>\$<br><b>\$</b>            | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b>  | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br>\$ 585,201.10  | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b>   |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES  | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$                         | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58  | \$ \$ \$ \$ \$ <b>\$</b> \$ \$         | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b>  | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br>\$ 585,201.10  | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b>   |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February   | \$<br>\$<br>\$<br>\$<br>*                                | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58  | \$ \$ \$ \$ \$ \$ \$ \$ \$             | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change 227%   | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862  |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$                         | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58<br>2012<br>841.65  | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$       | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br>\$ 585,201.10  | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262   |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br><b>494,701.58</b><br><b>2012</b><br>841.65<br>-<br>1,803.22   | \$ \$ \$ \$ \$ \$ \$ \$ \$             | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>**Change  227%  1407%  -43%                                | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138                                     |                                       |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58<br>2012<br>841.65<br>-<br>1,803.22<br>418.74   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$       | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80   | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>**Change  227%  1407%  -43%  359%                          | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138                                     | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br><b>494,701.58</b><br><b>2012</b><br>841.65<br>-<br>1,803.22<br>418.74<br>598.98   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30                                     | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%                   | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378                            | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June  | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58<br>2012<br>841.65<br>-<br>1,803.22<br>418.74<br>598.98<br>285.60   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95                         | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%             | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br>319,328.90<br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870                          | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June July                                   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br><br>494,701.58<br>2012<br>841.65<br><br>1,803.22<br>418.74<br>598.98<br>285.60<br>2,158.46   | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95<br>4,968.19             | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%  130%       | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870<br>2,257          | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June July August                            | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br><br><b>494,701.58</b><br><b>2012</b><br>841.65<br><br>1,803.22<br>418.74<br>598.98<br>285.60<br>2,158.46<br>1,897.16                         | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95<br>4,968.19<br>6,979.75 | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%  130%  268% | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870<br>2,257<br>2,264 | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June July August September                  | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58<br>2012<br>841.65<br>-<br>1,803.22<br>418.74<br>598.98<br>285.60<br>2,158.46<br>1,897.16<br>1,637.08                         | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95<br>4,968.19<br>6,979.75 | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%  130%  268% | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870<br>2,257<br>2,264 | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June July August September October          | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br><br><b>494,701.58</b><br><b>2012</b><br>841.65<br><br>1,803.22<br>418.74<br>598.98<br>285.60<br>2,158.46<br>1,897.16<br>1,637.08<br>1,871.90 | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95<br>4,968.19<br>6,979.75 | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%  130%  268% | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870<br>2,257<br>2,264 | Wayfinding 186.5K                     |
| Community Marketing Visitors Center Website Events Product Improvement Conventions Total  VISITORS CENTER SALES January February March April May June July August September October November | \$\$\$\$<br>\$\$\$\$<br>*                                | 93,675.39<br>129,210.66<br>13,604.80<br>102,538.62<br>50,230.43<br>-<br>494,701.58<br>2012<br>841.65<br>-<br>1,803.22<br>418.74<br>598.98<br>285.60<br>2,158.46<br>1,897.16<br>1,637.08<br>1,871.90<br>5,045.76 | \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ | 167,500.00<br>130,000.00<br>35,530.00<br>208,000.00<br>218,500.00<br>30,000.00<br><b>904,530.00</b><br><b>2013</b><br>2,750.97<br>5,329.00<br>1,026.04<br>1,922.80<br>3,433.30<br>2,997.95<br>4,968.19<br>6,979.75 | \$ 138,548.37<br>\$ 103,750.47<br>\$ 35,469.01<br>\$ 154,590.78<br>\$ 33,147.20<br>\$ 25,438.19<br><b>\$ 585,201.10</b><br>** Change  227%  1407%  -43%  359%  473%  950%  130%  268% | \$ \$ \$ \$ \$ <b>\$</b>   | 28,951.63<br>26,249.53<br>60.99<br>53,409.22<br>185,352.80<br>4,561.81<br><b>319,328.90</b><br>isitor Count<br>786<br>1,262<br>862<br>1,138<br>2,378<br>1,870<br>2,257<br>2,264 | Wayfinding 186.5K                     |

\$

35,262.38

35,872.00

266%

14,383

