

Lodging Tax Summary Report - November 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	\$ 66,770.82	27%
July	\$ 89,201.42	\$ 76,482.10	-14%
August	\$ 75,806.56	\$ 85,231.12	12%
September	\$ 79,379.57	\$ 80,106.93	1%
October	\$ 64,499.62	\$ 80,089.23	24%
November	\$ 54,699.79	\$ 67,233.12	23%
December	\$ 42,944.92	\$ -	
13th Month	\$ 5,054.87	\$ -	
Total	\$ 673,646.00	\$ 693,401.82	21%

REVENUE	2012 Audited	2013 YTD
Beginning Balance	\$ 718,466.29	\$ 942,401.71
Hotel Collections	\$ 673,646.00	\$ 693,401.82
Visitors Center Sales	\$ 35,872.00	\$ 48,286.83
Interest	\$ 9,119.00	\$ -
Total Resources	\$ 1,437,103.29	\$ 1,684,090.36

EXPENSES	2012 Audited	2013 Budgeted	2013 YTD	2013 Available
Visitor Services	\$ 105,441.68	\$ 115,000.00	\$ 79,051.23	\$ 35,948.77
Community Marketing	\$ 93,675.39	\$ 167,500.00	\$ 136,475.87	\$ 31,024.13
Visitors Center	\$ 129,210.66	\$ 130,000.00	\$ 94,054.81	\$ 35,945.19
Website	\$ 13,604.80	\$ 35,530.00	\$ 29,856.51	\$ 5,673.49
Events	\$ 102,538.62	\$ 208,000.00	\$ 149,696.86	\$ 58,303.14
Product Improvement	\$ 50,230.43	\$ 218,500.00	\$ 32,978.77	\$ 185,521.23
Conventions	\$ -	\$ 30,000.00	\$ 25,438.19	\$ 4,561.81
Total	\$ 494,701.58	\$ 904,530.00	\$ 547,552.24	\$ 356,977.76

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	\$ 3,433.30	473%	2,378
June	\$ 285.60	\$ 2,997.95	950%	1,870
July	\$ 2,158.46	\$ 4,968.19	130%	2,257
August	\$ 1,897.16	\$ 6,979.75	268%	2,264
September	\$ 1,637.08	\$ 5,854.38	258%	1,566
October	\$ 1,871.90	\$ 4,627.04	147%	1,101
November	\$ 5,045.76	\$ 8,397.41	66%	1,596
December	\$ 11,839.68			
13th Month	\$ 7,473.77			
	\$ 35,872.00	\$ 48,286.83	192%	17,080

770+ Summer Kickoff

*2012 Feb/Mar combined