

Lodging Tax Summary Report - January 2014

| HOTEL COLLECTIONS | 2013 | 2014 | % Change |
|-------------------|----------------------|------------------|------------|
| January | \$ 39,181.41 | 43,493.18 | 11% |
| February | \$ 42,180.71 | | |
| March | \$ 45,625.88 | | |
| April | \$ 58,195.19 | | |
| May | \$ 52,305.31 | | |
| June | \$ 66,770.82 | | |
| July | \$ 76,482.10 | | |
| August | \$ 85,231.12 | | |
| September | \$ 80,106.93 | | |
| October | \$ 80,089.23 | | |
| November | \$ 67,233.12 | | |
| December | \$ 52,733.13 | | |
| 13th Month | \$ - | | |
| Total | \$ 746,134.95 | 43,493.18 | 11% |

| REVENUE | 2013 Audited | 2014 YTD |
|------------------------|------------------------|------------------------|
| Beginning Balance | \$ 942,402.25 | \$ 988,607.59 |
| Hotel Collections | \$ 746,134.95 | \$ 43,493.18 |
| Visitors Center Sales | \$ 58,263.02 | \$ 5,257.97 |
| Interest | | \$ - |
| Total Resources | \$ 1,746,800.22 | \$ 1,037,358.74 |

| EXPENSES | 2013 Actuals | 2014 Budgeted |
|---------------------|----------------------|---|
| Visitor Services | \$ 126,633.03 | \$ 202,890.00 |
| Community Marketing | \$ 182,625.37 | \$ 348,000.00 * 50K for additional Event monies |
| Visitors Center | \$ 130,044.56 | \$ 105,000.00 |
| Product Improvement | \$ 70,350.58 | \$ 50,000.00 Does not include roll over of Wayfinding |
| Website | \$ 38,414.01 | * rolled into CM |
| Events | \$ 182,048.04 | *rolled into CM |
| Conventions | \$ 28,077.04 | *rolled into CM |
| Total | \$ 758,192.63 | \$ 705,890.00 |

| VISITORS CENTER SALES | 2013 | 2014 | % Change | Visitor Count 2013 | Visitor Count 2014 | % Change |
|-----------------------|--------------|-------------|----------|--------------------|--------------------|---------------|
| January | \$ 2,750.97 | 5257.97 | 91% | 786 | 1001 | 27.35% |
| February | \$ 5,329.00 | | #REF! | 1,262 | | |
| March * | \$ 1,026.04 | | #REF! | 862 | | |
| April | \$ 1,922.80 | | #REF! | 1,138 | | |
| May | \$ 3,433.30 | | #REF! | 2,378 | | |
| June | \$ 2,997.95 | | #REF! | 1,870 | | |
| July | \$ 4,968.19 | | #REF! | 2,257 | | |
| August | \$ 6,979.75 | | #REF! | 2,264 | | |
| September | \$5,854.38 | | #REF! | 1,566 | | |
| October | \$ 4,627.04 | | #REF! | 1,101 | | |
| November | \$ 8,397.41 | | #REF! | 1,596 | | |
| December | \$ 9,976.19 | | #REF! | 817 | | |
| 13th Month | \$ 58,263.02 | \$ 5,257.97 | 91% | <u>17,897</u> | <u>1001</u> | <u>27.35%</u> |