

## Lodging Tax Summary Report - February 2014

HOTEL COLLECTIONS	2013	2014	% Change
January	\$ 39,181.41	43,493.18	11%
February	\$ 42,180.71	54,906.76	30%
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	\$ -		
<b>Total</b>	<b>\$ 746,134.95</b>	<b>98,399.94</b>	<b>20%</b>

REVENUE	2013 Audited	2014 YTD
Beginning Balance	\$ 942,402.25	\$ 988,607.59
Hotel Collections	\$ 746,134.95	\$ 98,399.94
Visitors Center Sales	\$ 58,263.02	\$ 12,161.16
Interest		\$ -
<b>Total Resources</b>	<b>\$ 1,746,800.22</b>	<b>\$ 1,099,168.69</b>

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
<b>Total</b>	<b>\$ 758,192.63</b>	<b>\$ 705,890.00</b>

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	6903.19	30%	1,262	1337	5.94%
March *	\$ 1,026.04			862		
April	\$ 1,922.80			1,138		
May	\$ 3,433.30			2,378		
June	\$ 2,997.95			1,870		
July	\$ 4,968.19			2,257		
August	\$ 6,979.75			2,264		
September	\$5,854.38			1,566		
October	\$ 4,627.04			1,101		
November	\$ 8,397.41			1,596		
December	\$ 9,976.19			817		
13th Month						
	<b>\$ 58,263.02</b>	<b>\$ 12,161.16</b>	<b>50%</b>	<b>17,897</b>	<b>2338</b>	<b>14.00%</b>