

Lodging Tax Summary Report - March 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	53,062.67	16%
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	151,462.61	19%

REVENUE	2013 Audited	2014 YTD
Beginning Balance	\$ 942,402.25	\$ 988,607.59
Hotel Collections	\$ 746,134.95	\$ 151,462.61
Visitors Center Sales	\$ 58,263.02	\$ 14,458.88
Interest		\$ -
Total Resources	\$ 1,746,800.22	\$ 1,154,529.08

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	\$ 5,257.97	91%	786	1,001	27.35%
February	\$ 5,329.00	\$ 6,903.19	30%	1,262	1,337	5.94%
March *	\$ 1,026.04	\$ 2,297.72	124%	862	863	0.12%
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						
	\$ 58,263.02	\$ 14,458.88	50%	17,897	3,201	11%