Lodging Tax Summary Report - April 2014

HOTEL COLLECTIONS		2013		2014	% Change			
lanuary	\$	39,181.41		43,493.18	11%			
ebruary	\$	42,180.71		54,906.76	30%			
March	\$	45,625.88		53,062.67	16%			
April	\$	58,195.19		65,511.10	13%			
Мау	\$	52,305.31						
lune	\$	66,770.82						
luly	\$	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		216,973.71	<u>18%</u>	2		
REVENUE	2	2013 Audited		2014 YTD	1			
Beginning Balance	\$	942,402.25	\$	988,607.59				
Hotel Collections	\$	746,134.95	\$	216,973.71				
Visitors Center Sales	\$	58,263.02	\$	16,884.15				
Interest			\$	-				
Total Resources	\$	1,746,800.22	\$	1,222,465.45	-			
EXPENSES		2013 Actuals	2	014 Budgeted				
Visitor Services	\$	126,633.03	\$	202,890.00	-			
Community Marketing	\$	182,625.37	\$	348,000.00	* 50K for add	tional Event monies		
Visitors Center	\$	130,044.56	\$	105,000.00				
Product Improvement	\$	70,350.58	\$	50,000.00	Does not include	e roll over of Wayfinding		
Website	\$	38,414.01	* I	rolled into CM				
Events	\$	182,048.04	*r	olled into CM				
Conventions	\$	28,077.04	*r	olled into CM				
Total	\$	758,192.63	\$	705,890.00	-			
VISITORS CENTER SALES		2013		2014	% Change	Visitor Count 2013	Visitor Count 2014	% Change
lanuary	Ś	2,750,97	Ś	5.257.97	91%	786	1.001	27.35

January \$ 2,750.97 \$ 5,257.97 91% 786 1,001 February \$ 5,329.00 \$ 6,903.19 30% 1,262 1,337 March * \$ 1,026.04 \$ 2,297.72 124% 862 863 April \$ 1,922.80 \$ 2,425.27 26% 1,016 1,211 May \$ 3,433.30 2,378 1,016 1,211 June \$ 2,997.95 1,870 2,257 August \$ 6,979.75 2,264 2,264 September \$ 5,854.38 1,566 1,506 October \$ 4,627.04 1,101 1,596 December \$ 9,976.19 817 1,596 December \$ 9,976.19 817	VISITORS CENTER SALES		2013	2014	% Change	Visitor Count 2013	Visitor Count 2014	% Change
March * \$ 1,026.04 \$ 2,297.72 124% 862 863 April \$ 1,922.80 \$ 2,425.27 26% 1,016 1,211 May \$ 3,433.30 2,378 2,378 June \$ 2,997.95 1,870 2,257 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	January		\$ 2,750.97	\$ 5,257.97	91%	786	1,001	27.35%
April \$ 1,020.04 \$ 2,257.72 12478 802 803 April \$ 1,922.80 \$ 2,425.27 26% 1,016 1,211 May \$ 3,433.30 2,378 2,378 1,870 June \$ 2,997.95 1,870 2,257 July \$ 4,968.19 2,257 2,64 September \$ 5,854.38 1,566 October \$ 4,627.04 1,101 November \$ 8,397.41 1,596 Jath Month 817	February		\$ 5,329.00	\$ 6,903.19	30%	1,262	1,337	5.94%
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	March	*	\$ 1,026.04	\$ 2,297.72	124%	862	863	0.12%
June\$2,997.951,870July\$4,968.192,257August\$6,979.752,264September\$5,854.381,566October\$4,627.041,101November\$8,397.411,596December\$9,976.1981713th Month	April		\$ 1,922.80	\$ 2,425.27	26%	1,016	1,211	19.19%
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	May		\$ 3,433.30			2,378		
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	June		\$ 2,997.95			1,870		
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	July		\$ 4,968.19			2,257		
October \$ 4,627.04 1,101 November \$ 8,397.41 1,596 December \$ 9,976.19 817 13th Month	August		\$ 6,979.75			2,264		
November \$ 8,397.41 1,596 December \$ 9,976.19 817 13th Month	September		\$ 5,854.38			1,566		
December \$ 9,976.19 817 13th Month	October		\$ 4,627.04			1,101		
13th Month	November		\$ 8,397.41			1,596		
	December		\$ 9,976.19			817		
\$ 58.263.02 \$ 16.884.15 68% 17.775 4.412	13th Month							
			\$ 58,263.02	\$ 16,884.15	68%	17,775	4,412	13%