

## Lodging Tax Summary Report - October 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	\$ 65,511.10	13%
May	\$ 52,305.31	\$ 56,289.82	8%
June	\$ 66,770.82	\$ 74,170.58	11%
July	\$ 76,482.10	\$ 94,718.57	24%
August	\$ 85,231.12	\$ 96,571.64	13%
September	\$ 80,106.93	\$ 91,486.19	14%
October	\$ 80,089.23	\$ 84,875.70	6%
November	\$ 67,233.12		
December	\$ 52,733.13		
13th Month	\$ -		
<b>Total</b>	<b>\$ 746,134.95</b>	<b>715,086.21</b>	<b>14%</b>

REVENUE	2013 Audited	2014 YTD
Beginning Balance	\$ 942,402.25	\$ 988,607.59
Hotel Collections	\$ 746,134.95	\$ 715,086.21
Visitors Center Sales	\$ 58,263.02	\$ 46,750.73
Interest		\$ -
<b>Total Resources</b>	<b>\$ 1,746,800.22</b>	<b>\$ 1,750,444.53</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	\$ 5,458.70	98%	786	1001	27.35%
February	\$ 5,329.00	\$ 6,903.19	30%	1,262	1337	5.94%
March	* \$ 1,026.04	\$ 2,561.20	150%	862	863	0.12%
April	\$ 1,922.80	\$ 2,425.27	26%	1,138	1211	6.41%
May	\$ 3,433.30	\$ 4,967.40	45%	2,178	1967	-9.69%
June	\$ 2,997.95	\$ 4,586.51	53%	1,870	1987	6.26%
July	\$ 4,968.19	\$ 5,611.22	13%	2,257	2437	7.98%
August	\$ 6,979.75	\$ 3,817.55	-45%	2,264	2303	1.72%
September	\$ 5,854.38	\$ 5,593.09	-4%	1,566	1751	11.81%
October	\$ 4,627.04	\$ 4,826.60	4%	1,101	1449	31.61%
November	\$ 8,397.41			1,596		
December	\$ 9,976.19			817		
13th Month						
	<b>\$ 58,263.02</b>	<b>\$ 46,750.73</b>	<b>19%</b>	<b>17,697</b>	<b>16,306</b>	<b>6.69%</b>