

## Lodging Tax Summary Report - December 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	\$ 69,567.13	3%
December	\$ 52,733.13	\$ 55,619.20	5%
13th Month	\$ -		
<b>Total</b>	<b>\$ 746,134.95</b>	<b>840,272.54</b>	<b>13%</b>

REVENUE	2013 Audited	2014 YTD
Beginning Balance	\$ 942,402.25	\$ 988,607.59
Hotel Collections	\$ 746,134.95	\$ 840,272.54
Visitors Center Sales	\$ 58,263.02	\$ 62,240.57
Interest		\$ -
<b>Total Resources</b>	<b>\$ 1,746,800.22</b>	<b>\$ 1,891,120.70</b>

EXPENSES	2013 Actuals	2014 Budgeted
Visitor Services	\$ 126,633.03	\$ 202,890.00
Community Marketing	\$ 182,625.37	\$ 348,000.00
Visitors Center	\$ 130,044.56	\$ 105,000.00
Product Improvement	\$ 70,350.58	\$ 50,000.00
Supplementals	\$ -	\$ 185,000.00
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>\$ 890,890.00</b>

Does not include roll over of Wayfinding  
Winter and Oktoberfest events, fiber, website, fam trips, Estes Park marketing, RTA

VISITORS CENTER SALES	2013	2014	% Change	Visitor Count 2013	Visitor Count 2014	% Change
January	\$ 2,750.97	\$5,458.70	98%	786	1001	27.4%
February	\$ 5,329.00	\$6,903.19	30%	1,262	1337	5.9%
March	* \$ 1,026.04	\$2,561.20	150%	862	863	0.1%
April	\$ 1,922.80	\$2,425.27	26%	1,138	1211	6.4%
May	\$ 3,433.30	\$4,967.40	45%	2,178	1967	-9.7%
June	\$ 2,997.95	\$4,586.51	53%	1,870	1987	6.3%
July	\$ 4,968.19	\$5,611.22	13%	2,257	2437	8.0%
August	\$ 6,979.75	\$3,817.55	-45%	2,264	2303	1.7%
September	\$ 5,854.38	\$5,593.09	-4%	1,566	1751	11.8%
October	\$ 4,627.04	\$4,826.60	4%	1,101	1449	31.6%
November	\$ 8,397.41	\$7,125.07	-15%	1,596	2106	32.0%
December	\$ 9,976.19	\$ 8,364.77	-16%	817	1013	24.0%
13th Month						
	<b>\$ 58,263.02</b>	<b>\$ 62,240.57</b>	<b>7%</b>	<b>17,697</b>	<b>19,425</b>	<b>9.8%</b>