

## Lodging Tax Summary Report - July 2015

HOTEL COLLECTIONS	2011	2012	2013	2014	2015	% Change
January	\$ 29,157.37	\$ 34,126.42	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	28%
February	\$ 36,756.31	\$ 32,118.23	\$ 42,180.71	\$ 54,906.76	\$ 55,385.28	1%
March	\$ 35,518.99	\$ 50,575.89	\$ 45,625.88	\$ 53,062.67	\$ 57,106.94	8%
April	\$ 39,773.43	\$ 47,687.32	\$ 58,195.19	\$ 65,511.10	\$ 64,445.95	-2%
May	\$ 33,264.33	\$ 44,906.11	\$ 52,305.31	\$ 56,289.82	\$ 63,526.92	13%
June	\$ 52,195.58	\$ 52,645.28	\$ 66,770.82	\$ 74,170.58	\$ 77,116.80	4%
July	\$ 68,505.05	\$ 89,201.42	\$ 76,482.10	\$ 94,718.57	\$ 97,254.00	3%
August	\$ 73,493.31	\$ 75,806.56	\$ 85,231.12	\$ 96,571.64		
September	\$ 69,447.42	\$ 79,379.57	\$ 80,106.93	\$ 91,486.19		
October	\$ 59,373.91	\$ 64,499.62	\$ 80,089.23	\$ 84,875.70		
November	\$ 45,502.02	\$ 54,699.79	\$ 67,233.12	\$ 69,567.13		
December	\$ 34,684.54	\$ 42,944.92	\$ 52,733.13	\$ 55,619.20		
<b>Total</b>	<b>\$ 577,672.26</b>	<b>\$ 668,591.13</b>	<b>\$ 746,134.95</b>	<b>\$ 840,272.54</b>	<b>\$ 470,360.45</b>	<b>6%</b>

REVENUE	2014 Audited	2015 YTD
Beginning Balance	\$ 982,490.00	\$ 1,029,094.70
Hotel Collections	\$ 840,272.54	\$ 470,360.45
Visitors Center Sales	\$ 58,678.87	\$ 43,286.20
<b>Total Resources</b>	<b>\$ 1,881,441.41</b>	<b>\$ 1,542,741.35</b>

EXPENSES	2014 Budgeted	2014 Actual	2015 Budgeted	2015 Actual YTD
Visitor Services	\$ 202,890.00	\$ 189,580.61	\$ 176,150.00	\$ 122,952.17
Community Marketing	\$ 348,000.00	\$ 357,685.69	\$ 495,000.00	\$ 423,654.36
Visitors Center	\$ 142,680.00	\$ 161,250.73	\$ 179,050.00	\$ 161,483.24
Product Improvement	\$ 50,000.00	\$ 43,829.68	\$ 50,000.00	\$ 45,430.00
Supplementals	-	\$ 100,000.00	\$ 215,000.00	\$ 134,125.20
<b>Total</b>	<b>\$ 743,570.00</b>	<b>\$ 852,346.71</b>	<b>\$ 1,115,200.00</b>	<b>\$ 887,644.97</b>

RTA, USAPCC, Wayfinding\*, fiber\*

VISITORS CENTER SALES	2012	2013	2014	2015	% Change
January		\$ 2,474.75	\$ 5,458.70	\$ 6,635.50	22%
February		\$ 5,286.66	\$ 6,803.19	\$ 10,824.21	59%
March		\$ 1,250.28	\$ 2,561.20	\$ 3,118.66	22%
April		\$ 2,044.83	\$ 2,425.27	\$ 4,081.13	68%
May		\$ 4,448.91	\$ 4,954.62	\$ 6,188.85	25%
June		\$ 4,000.47	\$ 4,586.51	\$ 5,532.12	21%
July	\$ 2,413.34	\$ 5,461.11	\$ 5,563.09	\$ 6,905.73	24%
August	\$ 1,890.15	\$ 7,371.06	\$ 3,777.55		
September	\$ 1,935.67	\$ 4,680.15	\$ 5,332.35		
October	\$ 1,273.60	\$ 3,442.63	\$ 3,976.60		
November	\$ 1,615.79	\$ 4,635.70	\$ 4,875.02		
December	\$ 7,465.37	\$ 5,526.19	\$ 8,364.77		
	\$ 16,593.92	\$ 50,622.74	\$ 58,678.87	\$ 43,286.20	34%

VISITOR COUNT	2011	2012	2013	2014	2015	% Change
January	277	270	786	1,001	1,127	13%
February	374	400	1,262	1,337	1,756	31%
March	316	387	862	863	1,017	18%
April	441	367	1,016	1,211	1,201	-1%
May	478	776	2,178	1,967	2,234	14%
June	1,035	979	1,870	1,987	1,804	-9%
July	1,152	1,017	2,257	2,437	2,186	-10%
August	970	1,376	2,264	2,303		
September	757	1,352	1,566	1,751		
October	412	1,012	1,101	1,449		
November	239	1,113	1,596	2,106		
December	248	1,772	817	1,013		
	6,699	10,821	17,575	19,425	11,325	5%