

Lodging Tax Summary Report - January 2016

HOTEL COLLECTIONS	2012	2013	2014	2015	2016	% Change
January	\$ 34,126.42	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	\$ 49,419.84	-11%
February	\$ 32,118.23	\$ 42,180.71	\$ 54,906.76	\$ 55,385.28		
March	\$ 50,575.89	\$ 45,625.88	\$ 53,062.67	\$ 57,106.94		
April	\$ 47,687.32	\$ 58,195.19	\$ 65,511.10	\$ 64,445.95		
May	\$ 44,906.11	\$ 52,305.31	\$ 56,289.82	\$ 62,968.08		
June	\$ 52,645.28	\$ 66,770.82	\$ 74,170.58	\$ 77,116.80		
July	\$ 89,201.42	\$ 76,482.10	\$ 94,718.57	\$ 97,254.00		
August	\$ 75,806.56	\$ 85,231.12	\$ 96,571.64	\$ 96,705.09		
September	\$ 79,379.57	\$ 80,106.93	\$ 91,486.19	\$ 87,597.35		
October	\$ 64,499.62	\$ 80,089.23	\$ 84,875.70	\$ 85,437.64		
November	\$ 54,699.79	\$ 67,233.12	\$ 69,567.13	\$ 68,725.15		
December	\$ 42,944.92	\$ 52,733.13	\$ 55,619.20	\$ 50,202.43		
Total	\$ 668,591.13	\$ 746,134.95	\$ 840,272.54	\$ 858,469.27	\$ 49,419.84	-11%

REVENUE	2014 Audited	2015	2016 YTD
Beginning Balance	\$ 982,490.00	\$ 1,029,094.70	\$ 867,478.46
Hotel Collections	\$ 840,272.54	\$ 858,469.27	\$ 49,419.84
Visitors Center Sales	\$ 58,678.87	\$ 80,244.16	\$ 7,382.69
Total Resources	\$ 1,881,441.41	\$ 1,967,808.13	\$ 924,280.99

EXPENSES	2014 Budgeted	2014 Actual	2015 Budgeted	2015 Actual	2016 Budgeted	2016 YTD Actual
Visitor Services	\$ 202,890.00	\$ 189,580.61	\$ 213,642.00	\$ 220,278.00	\$ 185,633.00	\$ 22,376.90
Community Marketing	\$ 348,000.00	\$ 357,685.69	\$ 562,488.00	\$ 491,056.37	\$ 495,000.00	\$ 131,855.10
Visitors Center	\$ 142,680.00	\$ 161,250.73	\$ 195,219.00	\$ 187,472.80	\$ 209,890.00	\$ 15,993.87
Product Improvement	\$ 50,000.00	\$ 43,829.68	\$ 28,851.00	\$ 20,250.57	\$ 50,000.00	\$ -
Supplementals	-	\$ 100,000.00	\$ 215,000.00	\$ 181,271.93	\$ -	\$ -
Total	\$ 743,570.00	\$ 852,346.71	\$ 1,215,200.00	\$ 1,100,329.67	\$ 940,523.00	\$ 170,225.87

VISITORS CENTER SALES	2012	2013	2014	2015	2016	% Change
January		\$ 2,474.75	\$ 5,458.70	\$ 6,635.50	\$ 7,382.69	11%
February		\$ 5,286.66	\$ 6,803.19	\$ 10,824.21		
March		\$ 1,250.28	\$ 2,561.20	\$ 3,118.66		
April		\$ 2,044.83	\$ 2,425.27	\$ 4,081.13		
May		\$ 4,448.91	\$ 4,954.62	\$ 6,188.85		
June		\$ 4,000.47	\$ 4,586.51	\$ 5,532.12		
July	\$ 2,413.34	\$ 5,461.11	\$ 5,563.09	\$ 6,905.73		
August	\$ 1,890.15	\$ 7,371.06	\$ 3,777.55	\$ 5,682.70		
September	\$ 1,935.67	\$ 4,680.15	\$ 5,332.35	\$ 6,034.01		
October	\$ 1,273.60	\$ 3,442.63	\$ 3,976.60	\$ 6,378.63		
November	\$ 1,615.79	\$ 4,635.70	\$ 4,875.02	\$ 6,175.19		
December	\$ 7,465.37	\$ 5,526.19	\$ 8,364.77	\$ 12,687.43		
	\$ 16,593.92	\$ 50,622.74	\$ 58,678.87	\$ 80,244.16	\$ 7,382.69	11%

VISITOR COUNT	2012	2013	2014	2015	2016	% Change
January	270	786	1,001	1,127	1,193	6%
February	400	1,262	1,337	1,756		
March	387	862	863	1,017		
April	367	1,016	1,211	1,201		
May	776	2,178	1,967	2,234		
June	979	1,870	1,987	1,804		
July	1,017	2,257	2,437	2,186		
August	1,376	2,264	2,303	1,826		
September	1,352	1,566	1,751	1,853		
October	1,012	1,101	1,449	1,254		
November	1,113	1,596	2,106	1,900		
December	1,772	817	1,013	1,100		
	10,821	17,575	19,425	19,258	1,193	6%