

Lodging Tax Summary Report - March 2017

HOTEL COLLECTIONS	2013	2014	2015	2016	2017	% Change
January	\$ 39,181.41	\$ 43,493.18	\$ 55,524.56	\$ 49,419.84	\$ 47,611.71	-4%
February	\$ 42,180.71	\$ 54,906.76	\$ 55,385.28	\$ 53,751.30	\$ 49,523.09	-8%
March	\$ 45,625.88	\$ 53,062.67	\$ 57,106.94	\$ 56,227.42	\$ 54,861.15	-2%
April	\$ 58,195.19	\$ 65,511.10	\$ 64,445.95	\$ 63,001.79		
May	\$ 52,305.31	\$ 56,289.82	\$ 62,968.08	\$ 68,858.61		
June	\$ 66,770.82	\$ 74,170.58	\$ 77,116.80	\$ 77,402.56		
July	\$ 76,482.10	\$ 94,718.57	\$ 97,254.00	\$ 98,609.89		
August	\$ 85,231.12	\$ 96,571.64	\$ 96,705.09	\$ 102,796.28		
September	\$ 80,106.93	\$ 91,486.19	\$ 87,597.35	\$ 92,261.18		
October	\$ 80,089.23	\$ 84,875.70	\$ 85,437.64	\$ 83,425.63		
November	\$ 67,233.12	\$ 69,567.13	\$ 68,725.15	\$ 73,160.77		
December	\$ 52,733.13	\$ 55,619.20	\$ 50,202.43	\$ 50,150.65		
Total	\$ 746,134.95	\$ 840,272.54	\$ 858,469.27	\$ 869,065.92	\$ 151,995.95	-5%

REVENUE/RESOURCES	2016 Actual	2017 YTD	2017 Expected
Beginning Balance	\$ 762,913.14	\$ 801,460.52	\$ 801,460.52
Hotel Collections	\$ 869,065.92	\$ 151,995.95	\$ 839,144.00
Visitors Center Sales	\$ 84,418.28	\$ 24,228.12	\$ 55,572.00
Adjustments/Misc	\$ 81,501.11	\$ 7,425.10	\$ -
Expenditures	\$ 996,437.93	\$ 405,766.61	\$ 1,236,360.00
Total Resources	\$ 801,460.52	\$ 579,343.08	\$ 459,816.52

EXPENSES	2015 Budgeted	2015 Actual	2016 Budgeted	2016 Actual	2017 Budgeted	2017 YTD Actual
Visitor Services	\$ 213,642.00	\$ 220,278.00	\$ 223,033.00	\$ 228,172.28	\$ 213,365.00	\$ 89,107.85
Community Marketing	\$ 562,488.00	\$ 491,056.37	\$ 464,800.00	\$ 471,043.91	\$ 520,034.00	\$ 141,525.61
Visitors Center	\$ 195,219.00	\$ 187,472.80	\$ 250,970.00	\$ 197,998.19	\$ 295,788.00	\$ 64,821.73
Product Improvement	\$ 28,851.00	\$ 20,250.57	\$ 139,400.00	\$ 47,481.89	\$ 41,600.00	\$ 1,550.00
Supplementals	\$ 215,000.00	\$ 181,271.93	\$ 105,000.00	\$ 54,605.69	\$ 165,573.00	\$ 108,761.42
Total	\$ 1,215,200.00	\$ 1,100,329.67	\$ 1,183,203.00	\$ 999,301.96	\$ 1,236,360.00	\$ 405,766.61

VISITORS CENTER SALES	2013	2014	2015	2016	2017	% Change
January	\$ 2,474.75	\$ 5,458.70	\$ 6,635.50	\$ 7,382.69	\$ 7,555.79	2%
February	\$ 5,286.66	\$ 6,803.19	\$ 10,824.21	\$ 11,840.70	\$ 13,666.18	15%
March	\$ 1,250.28	\$ 2,561.20	\$ 3,118.66	\$ 3,040.89	\$ 3,006.15	-1%
April	\$ 2,044.83	\$ 2,425.27	\$ 4,081.13	\$ 4,156.66		
May	\$ 4,448.91	\$ 4,954.62	\$ 6,188.85	\$ 4,027.15		
June	\$ 4,000.47	\$ 4,586.51	\$ 5,532.12	\$ 7,171.43		
July	\$ 5,461.11	\$ 5,563.09	\$ 6,905.73	\$ 9,080.71		
August	\$ 7,371.06	\$ 3,777.55	\$ 5,682.70	\$ 8,323.05		
September	\$ 4,680.15	\$ 5,332.35	\$ 6,034.01	\$ 6,369.09		
October	\$ 3,442.63	\$ 3,976.60	\$ 6,378.63	\$ 5,863.15		
November	\$ 4,635.70	\$ 4,875.02	\$ 6,175.19	\$ 6,130.02		
December	\$ 5,526.19	\$ 8,364.77	\$ 12,687.43	\$ 11,032.74		
Total	\$ 50,622.74	\$ 58,678.87	\$ 80,244.16	\$ 84,418.28	\$ 24,228.12	9%

VISITOR COUNT	2013	2014	2015	2016	2017	% Change
January	786	1,001	1,127	1,193	1,392	17%
February	1,262	1,337	1,756	1,680	1,976	18%
March	862	863	1,017	1,002	521	-48%
April	1,016	1,211	1,201	1,083		
May	2,178	1,967	2,234	1,279		
June	1,870	1,987	1,804	2,646		
July	2,257	2,437	2,186	2,370		
August	2,264	2,303	1,826	2,291		
September	1,566	1,751	1,853	2,055		
October	1,101	1,449	1,254	1,600		
November	1,596	2,106	1,900	1,261		
December	817	1,013	1,100	1,334		
Total	17,575	19,425	19,258	19,794	3,889	0%