

Lodging Tax Summary Report - May 2017

HOTEL COLLECTIONS	2013	2014	2015	2016	2017	% Change
January	\$ 39,181	\$ 43,493	\$ 55,525	\$ 49,420	\$ 47,612	-4%
February	\$ 42,181	\$ 54,907	\$ 55,385	\$ 53,751	\$ 49,523	-8%
March	\$ 45,626	\$ 53,063	\$ 57,107	\$ 56,227	\$ 54,861	-2%
April	\$ 58,195	\$ 65,511	\$ 64,446	\$ 63,002	\$ 66,989	6%
May	\$ 52,305	\$ 56,290	\$ 62,968	\$ 68,859	\$ 62,267	-10%
June	\$ 66,771	\$ 74,171	\$ 77,117	\$ 77,403		
July	\$ 76,482	\$ 94,719	\$ 97,254	\$ 98,610		
August	\$ 85,231	\$ 96,572	\$ 96,705	\$ 102,796		
September	\$ 80,107	\$ 91,486	\$ 87,597	\$ 92,261		
October	\$ 80,089	\$ 84,876	\$ 85,438	\$ 83,426		
November	\$ 67,233	\$ 69,567	\$ 68,725	\$ 73,161		
December	\$ 52,733	\$ 55,619	\$ 50,202	\$ 50,151		
Total	\$ 746,135	\$ 840,273	\$ 858,469	\$ 869,066	\$ 281,252	-3%

REVENUE/RESOURCES	2016 Actual	2017 YTD	2017 Expected
Beginning Balance	\$ 762,913	\$ 801,461	\$ 801,461
Hotel Collections	\$ 869,066	\$ 281,252	\$ 839,144
Visitors Center Sales	\$ 84,418	\$ 34,087	\$ 55,572
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ -
Expenditures	\$ 996,438	\$ 675,951	\$ 1,236,360
Total Resources	\$ 801,461	\$ 448,274	\$ 459,817

EXPENSES	2015 Budgeted	2015 Actual	2016 Budgeted	2016 Actual	2017 Budgeted	2017 YTD Actual
Visitor Services	\$ 213,642	\$ 220,278	\$ 223,033	\$ 228,172	\$ 213,365	\$ 130,305
Community Marketing	\$ 562,488	\$ 491,056	\$ 464,800	\$ 471,044	\$ 520,034	\$ 266,194
Visitors Center	\$ 195,219	\$ 187,473	\$ 250,970	\$ 197,998	\$ 295,788	\$ 145,824
Product Improvement	\$ 28,851	\$ 20,251	\$ 139,400	\$ 47,482	\$ 41,600	\$ 5,095
Supplementals	\$ 215,000	\$ 181,272	\$ 105,000	\$ 54,606	\$ 165,573	\$ 128,533
Total	\$ 1,215,200	\$ 1,100,330	\$ 1,183,203	\$ 999,302	\$ 1,236,360	\$ 675,951

VISITORS CENTER SALES	2013	2014	2015	2016	2017	% Change
January	\$ 2,475	\$ 5,459	\$ 6,636	\$ 7,383	\$ 7,556	2%
February	\$ 5,287	\$ 6,803	\$ 10,824	\$ 11,841	\$ 13,666	15%
March	\$ 1,250	\$ 2,561	\$ 3,119	\$ 3,041	\$ 3,006	-1%
April	\$ 2,045	\$ 2,425	\$ 4,081	\$ 4,157	\$ 4,448	7%
May	\$ 4,449	\$ 4,955	\$ 6,189	\$ 4,027	\$ 5,411	34%
June	\$ 4,000	\$ 4,587	\$ 5,532	\$ 7,171		
July	\$ 5,461	\$ 5,563	\$ 6,906	\$ 9,081		
August	\$ 7,371	\$ 3,778	\$ 5,683	\$ 8,323		
September	\$ 4,680	\$ 5,332	\$ 6,034	\$ 6,369		
October	\$ 3,443	\$ 3,977	\$ 6,379	\$ 5,863		
November	\$ 4,636	\$ 4,875	\$ 6,175	\$ 6,130		
December	\$ 5,526	\$ 8,365	\$ 12,687	\$ 11,033		
Total	\$ 50,623	\$ 58,679	\$ 80,244	\$ 84,418	\$ 34,087	12%

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	855	-21%
May	2,178	1,967	2,234	1,279	1,441	13%
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	6,185	-1%