

Lodging Tax Summary Report - September 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	\$ 77,091	0%
July	\$ 76,482	\$ 94,719	\$ 97,254	\$ 98,610	\$ 95,177	-3%
August	\$ 85,231	\$ 96,572	\$ 96,705	\$ 102,796	\$ 98,753	-4%
September	\$ 80,107	\$ 91,486	\$ 87,597	\$ 92,261	\$ 106,073	15%
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	\$ 658,347	-1%

REVENUE/RESOURCES	2016 Actual	2017 YTD	2017 Expected
Beginning Balance	\$ 762,913	\$ 801,461	\$ 801,461
Hotel Collections	\$ 869,066	\$ 658,347	\$ 839,144
Visitors Center Sales	\$ 84,418	\$ 60,875	\$ 55,572
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ -
Expenditures	\$ 996,438	\$ 971,007	\$ 1,236,360
Total Resources	\$ 801,461	\$ 557,101	\$ 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	\$ 240,064
Community Marketing	\$ 562,488	\$ 491,056	\$ 464,800	\$ 471,044	\$ 532,034	\$ 425,434
Visitors Center	\$ 195,219	\$ 187,473	\$ 250,970	\$ 197,998	\$ 295,788	\$ 158,741
Product Improvement	\$ 28,851	\$ 20,251	\$ 139,400 *	\$ 47,482	\$ 29,600	\$ 15,051
Wayfinding, Winter Wonderlights	\$ 215,000	\$ 181,272	\$ 105,000	\$ 54,606	\$ 315,573	\$ 131,717
Total	\$ 1,215,200	\$ 1,100,330	\$ 1,183,203 *	\$ 999,302	\$ 1,386,360	\$ 971,007

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	\$ 6,838	-5%
July	\$ 5,461	\$ 5,563	\$ 6,906	\$ 9,081	\$ 7,650	-16%
August	\$ 7,371	\$ 3,778	\$ 5,683	\$ 8,323	\$ 6,563	-21%
September	\$ 4,680	\$ 5,332	\$ 6,034	\$ 6,369	\$ 5,737	-10%
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	\$ 60,875	-1%

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	1,778	-33%
July	2,257	2,437	2,186	2,370	2,124	-10%
August	2,264	2,303	1,826	2,291	1,776	-22%
September	1,566	1,751	1,853	2,055	1,555	-24%
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	13,418	-14%