

## Lodging Tax Summary Report - January 2018

HOTEL COLLECTIONS	2013	2014	2015	2016	2017	2018	% Change
January	\$ 39,181	\$ 43,493	\$ 55,525	\$ 49,420	\$ 47,612	\$ 53,356	12%
February	\$ 42,181	\$ 54,907	\$ 55,385	\$ 53,751	\$ 49,523		
March	\$ 45,626	\$ 53,063	\$ 57,107	\$ 56,227	\$ 54,861		
April	\$ 58,195	\$ 65,511	\$ 64,446	\$ 63,002	\$ 66,989		
May	\$ 52,305	\$ 56,290	\$ 62,968	\$ 68,859	\$ 62,267		
June	\$ 66,771	\$ 74,171	\$ 77,117	\$ 77,403	\$ 77,091		
July	\$ 76,482	\$ 94,719	\$ 97,254	\$ 98,610	\$ 95,177		
August	\$ 85,231	\$ 96,572	\$ 96,705	\$ 102,796	\$ 98,296		
September	\$ 80,107	\$ 91,486	\$ 87,597	\$ 92,261	\$ 106,073		
October	\$ 80,089	\$ 84,876	\$ 85,438	\$ 83,426	\$ 87,196		
November	\$ 67,233	\$ 69,567	\$ 68,725	\$ 73,161	\$ 73,567		
December	\$ 52,733	\$ 55,619	\$ 50,202	\$ 50,151	\$ 60,951		
<b>Total</b>	<b>\$ 746,135</b>	<b>\$ 840,273</b>	<b>\$ 858,469</b>	<b>\$ 869,066</b>	<b>\$ 879,603</b>	<b>\$ 53,356</b>	<b>12%</b>

REVENUE/RESOURCES	2016 Actual	2017 Actual	2018 Budgeted	2018 YTD	
Beginning Balance	\$ 762,913	\$ 801,461	\$ 458,177	\$ 469,288	
Hotel Collections	\$ 869,066	\$ 879,603	\$ 867,258	\$ 53,356	
Visitors Center Sales	\$ 84,418	\$ 80,721	\$ 65,626	\$ 8,827	
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ 7,239	\$ -	
Expenditures	\$ 996,438	\$ 1,333,922	\$ 997,488	\$ 136,844	
<b>Total Resources</b>	<b>\$ 801,461</b>	<b>\$ 435,287</b>	<b>\$ 400,812</b>	<b>\$ 394,627</b>	<i>*Does not yet include the \$100k grant reimbursement</i>

EXPENSES	2016 Budgeted	2016 Actual	2017 Budgeted	2017 Actual	2018 Budgeted	2018 Actual
Visitor Services	\$ 223,033	\$ 228,172	\$ 275,365	\$ 312,036	\$ 347,637	\$ 35,838
Comm. Mktg.	\$ 464,800	\$ 471,044	\$ 545,034	\$ 496,622	\$ 427,542	\$ 80,128
Visitors Center	\$ 250,970	\$ 197,998	\$ 220,788	\$ 204,358	\$ 197,509	\$ 19,945
Prod Impr	\$ 139,400	\$ 47,482	\$ 179,600	\$ 148,759	\$ 17,800	\$ 933
Wayfinding	\$ 105,000	\$ 54,606	\$ 165,573	\$ 172,147	\$ 7,000	\$ -
<b>Total</b>	<b>\$ 1,183,203</b>	<b>\$ 999,302</b>	<b>\$ 1,386,360</b>	<b>\$ 1,333,922</b>	<b>\$ 997,488</b>	<b>\$ 136,844</b>

VC SALES	2013	2014	2015	2016	2017	2018	% Change
January	\$ 2,475	\$ 5,459	\$ 6,636	\$ 7,383	\$ 7,556	\$ 8,827	17%
February	\$ 5,287	\$ 6,803	\$ 10,824	\$ 11,841	\$ 13,666		
March	\$ 1,250	\$ 2,561	\$ 3,119	\$ 3,041	\$ 3,006		
April	\$ 2,045	\$ 2,425	\$ 4,081	\$ 4,157	\$ 4,448		
May	\$ 4,449	\$ 4,955	\$ 6,189	\$ 4,027	\$ 5,411		
June	\$ 4,000	\$ 4,587	\$ 5,532	\$ 7,171	\$ 6,838		
July	\$ 5,461	\$ 5,563	\$ 6,906	\$ 9,081	\$ 7,650		
August	\$ 7,371	\$ 3,778	\$ 5,683	\$ 8,323	\$ 6,513		
September	\$ 4,680	\$ 5,332	\$ 6,034	\$ 6,369	\$ 5,582		
October	\$ 3,443	\$ 3,977	\$ 6,379	\$ 5,863	\$ 5,102		
November	\$ 4,636	\$ 4,875	\$ 6,175	\$ 6,130	\$ 6,934		
December	\$ 5,526	\$ 8,365	\$ 12,687	\$ 11,033	\$ 8,014		
<b>Total</b>	<b>\$ 50,623</b>	<b>\$ 58,679</b>	<b>\$ 80,244</b>	<b>\$ 84,418</b>	<b>\$ 80,721</b>	<b>\$ 8,827</b>	<b>17%</b>

VISITOR COUNT	2013	2014	2015	2016	2017	2018	% Change
January	786	1,001	1,127	1,193	1,392	1,303	-6%
February	1,262	1,337	1,756	1,680	1,976		
March	862	863	1,017	1,002	521		
April	1,016	1,211	1,201	1,083	855		
May	2,178	1,967	2,234	1,279	1,441		
June	1,870	1,987	1,804	2,646	1,778		
July	2,257	2,437	2,186	2,370	2,124		
August	2,264	2,303	1,826	2,291	1,776		
September	1,566	1,751	1,853	2,055	1,555		
October	1,101	1,449	1,254	1,600	1,318		
November	1,596	2,106	1,900	1,261	1,557		
December	817	1,013	1,100	1,334	1,065		
<b>Total</b>	<b>17,575</b>	<b>19,425</b>	<b>19,258</b>	<b>19,794</b>	<b>17,358</b>	<b>1,303</b>	<b>-6%</b>