

Lodging Tax Summary Report - March 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	\$ 57,559	16%
March	\$ 45,626	\$ 53,063	\$ 57,107	\$ 56,227	\$ 54,861	\$ 57,252	4%
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		
Total	\$ 746,135	\$ 840,273	\$ 858,469	\$ 869,066	\$ 879,603	\$ 168,167	11%

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	\$ 168,167	
Visitors Center Sales	\$ 84,418	\$ 80,721	\$ 65,626	\$ 29,958	
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ 7,239	\$ -	
Expenditures	\$ 996,438	\$ 1,333,922	\$ 997,488	\$ 374,017	
Total Resources	\$ 801,461	\$ 435,287	\$ 400,812	\$ 293,397	<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	\$ 97,874
Comm. Mktg.	\$ 464,800	\$ 471,044	\$ 545,034	\$ 496,622	\$ 427,542	\$ 207,889
Visitors Center	\$ 250,970	\$ 197,998	\$ 220,788	\$ 204,358	\$ 197,509	\$ 63,342
Prod Impr	\$ 139,400	\$ 47,482	\$ 179,600	\$ 148,759	\$ 17,800	\$ 4,912
Wayfinding	\$ 105,000	\$ 54,606	\$ 165,573	\$ 172,147	\$ 7,000	\$ -
Total	\$ 1,183,203	\$ 999,302	\$ 1,386,360	\$ 1,333,922	\$ 997,488	\$ 374,017

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	\$ 16,716	22%
March	\$ 1,250	\$ 2,561	\$ 3,119	\$ 3,041	\$ 3,006	\$ 4,415	47%
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		
Total	\$ 50,623	\$ 58,679	\$ 80,244	\$ 84,418	\$ 80,721	\$ 29,958	24%

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	1,895	-4%
March	862	863	1,017	1,002	521	916	76%
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		
Total	17,575	19,425	19,258	19,794	17,358	4,114	6%