

Lodging Tax Summary Report - May 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	\$ 68,594	2%
May	\$ 52,305	\$ 56,290	\$ 62,968	\$ 68,859	\$ 62,267	\$ 71,204	14%
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	\$ 307,966	9%

REVENUE/RESOURCES	2016 Actual	2017 Actual	2018 Budgeted	2018 YTD
Beginning Balance	\$ 762,913	\$ 801,461	\$ 560,729	\$ 469,288
Hotel Collections	\$ 869,066	\$ 879,603	\$ 867,258	\$ 307,966
Visitors Center Sales	\$ 84,418	\$ 80,721	\$ 65,626	\$ 40,589
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ 7,239	\$ -
Expenditures	\$ 996,438	\$ 1,333,922	\$ 997,488	\$ 504,373
Total Resources	\$ 801,461	\$ 435,287	\$ 503,364	\$ 313,470

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	\$ 154,769
Comm. Mktg.	\$ 464,800	\$ 471,044	\$ 545,034	\$ 496,622	\$ 427,542	\$ 255,144
Visitors Center	\$ 250,970	\$ 197,998	\$ 220,788	\$ 204,358	\$ 197,509	\$ 87,962
Prod Impr	\$ 139,400	\$ 47,482	\$ 179,600	\$ 148,759	\$ 17,800	\$ 6,499
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	\$ 504,373

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	\$ 4,167	-6%
May	\$ 4,449	\$ 4,955	\$ 6,189	\$ 4,027	\$ 5,411	\$ 6,464	19%
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	\$ 40,589	19%

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	1,090	27%
May	2,178	1,967	2,234	1,279	1,441	1,561	8%
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	6,765	9%