

## Lodging Tax Summary Report - July 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	\$ 89,313	16%
July	\$ 76,482	\$ 94,719	\$ 97,254	\$ 98,610	\$ 95,177	\$ 104,752	10%
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>\$ 502,031</b>	<b>11%</b>

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	\$ 502,031
Visitors Center Sales	\$ 84,418	\$ 80,721	\$ 65,626	\$ 55,648
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ 7,239	\$ -
Expenditures	\$ 996,438	\$ 1,333,922	\$ 997,488	\$ 678,320
<b>Total Resources</b>	<b>\$ 801,461</b>	<b>\$ 435,287</b>	<b>\$ 503,364</b>	<b>\$ 348,647</b>

EXPENSES	2016 Budgeted	2016 Actual	2017 Budgeted	2017 Actual	2018 Budgeted	2018 Actual
Visitor Services	\$ 223,033	\$ 228,172	\$ 275,365	\$ 312,036	\$ 353,837	\$ 235,404
Comm. Mktg.	\$ 464,800	\$ 471,044	\$ 545,034	\$ 496,622	\$ 526,842	\$ 296,242
Visitors Center	\$ 250,970	\$ 197,998	\$ 220,788	\$ 204,358	\$ 207,509	\$ 124,500
Prod Impr	\$ 139,400	\$ 47,482	\$ 179,600	\$ 148,759	\$ 22,300	\$ 22,173
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>\$ 1,117,488</b>	<b>\$ 678,320</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	\$ 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	\$ 7,523	10%
July	\$ 5,461	\$ 5,563	\$ 6,906	\$ 9,081	\$ 7,650	\$ 7,537	-1%
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>\$ 55,648</b>	<b>15%</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	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	1,819	2%
July	2,257	2,437	2,186	2,370	2,124	2,125	0%
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>10,709</b>	<b>6%</b>