

Lodging Tax Summary Report - August 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	\$ 105,295	7%
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	\$ 607,326	10%

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	\$ 607,326
Visitors Center Sales	\$ 84,418	\$ 80,721	\$ 65,626	\$ 66,822
Adjustments/Misc	\$ 81,501	\$ 7,425	\$ 7,239	\$ -
Expenditures	\$ 996,438	\$ 1,333,922	\$ 997,488	\$ 739,412
Total Resources	\$ 801,461	\$ 435,287	\$ 503,364	\$ 404,023

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	\$ 255,397
Comm. Mktg.	\$ 464,800	\$ 471,044	\$ 545,034	\$ 496,622	\$ 526,842	\$ 319,107
Visitors Center	\$ 250,970	\$ 197,998	\$ 220,788	\$ 204,358	\$ 207,509	\$ 142,735
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	\$ -
Total	\$ 1,183,203	\$ 999,302	\$ 1,386,360	\$ 1,333,922	\$ 1,117,488	\$ 739,412

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	\$ 11,174	72%
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	\$ 66,822	21%

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	1,940	9%
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	12,649	7%