

Lodging Tax Summary Report - February 2019

HOTEL COLLECTIONS	2014	2015	2016	2017	2018	2019	% Change
January	\$ 43,493	\$ 55,525	\$ 49,420	\$ 47,612	\$ 53,356	\$ 53,556	0%
February	\$ 54,907	\$ 55,385	\$ 53,751	\$ 49,523	\$ 57,559	\$ 60,850	6%
March	\$ 53,063	\$ 57,107	\$ 56,227	\$ 54,861	\$ 57,252		
April	\$ 65,511	\$ 64,446	\$ 63,002	\$ 66,989	\$ 68,594		
May	\$ 56,290	\$ 62,968	\$ 68,859	\$ 62,267	\$ 71,204		
June	\$ 74,171	\$ 77,117	\$ 77,403	\$ 77,091	\$ 89,313		
July	\$ 94,719	\$ 97,254	\$ 98,610	\$ 95,177	\$ 104,752		
August	\$ 96,572	\$ 96,705	\$ 102,796	\$ 98,296	\$ 105,295		
September	\$ 91,486	\$ 87,597	\$ 92,261	\$ 106,073	\$ 102,455		
October	\$ 84,876	\$ 85,438	\$ 83,426	\$ 87,196	\$ 94,087		
November	\$ 69,567	\$ 68,725	\$ 73,161	\$ 73,567	\$ 74,307		
December	\$ 55,619	\$ 50,202	\$ 50,151	\$ 60,951	\$ 59,775		
	\$ 840,273	\$ 858,469	\$ 869,066	\$ 879,603	\$ 937,950	\$ 114,406	3%

EXPENSES	2014	2015	2016	2017	2018	2019 Budgeted	2019 YTD
Visitor Services	\$ 189,581	\$ 220,278	\$ 228,172	\$ 312,036	\$ 377,388	\$ 371,484	\$ 66,474
Comm. Mktg.	\$ 357,686	\$ 491,056	\$ 471,044	\$ 496,622	\$ 507,053	\$ 379,966	\$ 118,048
Visitors Center	\$ 161,251	\$ 187,473	\$ 197,998	\$ 204,358	\$ 204,184	\$ 218,574	\$ 52,083
Prod Impr/Wayfinding	\$ 143,830	\$ 201,523	\$ 102,088	\$ 320,906	\$ 27,891	\$ 27,500	\$ 15,842
	\$ 852,347	\$ 1,100,329	\$ 999,302	\$ 1,333,922	\$ 1,116,517	\$ 997,524	\$ 252,447

VC SALES	2014	2015	2016	2017	2018	2019	% Change
January	\$ 5,459	\$ 6,636	\$ 7,383	\$ 7,556	\$ 8,827	\$ 16,375	86%
February	\$ 6,803	\$ 10,824	\$ 11,841	\$ 13,666	\$ 16,716	\$ 26,900	61%
March	\$ 2,561	\$ 3,119	\$ 3,041	\$ 3,006	\$ 4,415		
April	\$ 2,425	\$ 4,081	\$ 4,157	\$ 4,448	\$ 4,167		
May	\$ 4,955	\$ 6,189	\$ 4,027	\$ 5,411	\$ 6,464		
June	\$ 4,587	\$ 5,532	\$ 7,171	\$ 6,838	\$ 7,523		
July	\$ 5,563	\$ 6,906	\$ 9,081	\$ 7,650	\$ 7,537		
August	\$ 3,778	\$ 5,683	\$ 8,323	\$ 6,513	\$ 11,174		
September	\$ 5,332	\$ 6,034	\$ 6,369	\$ 5,582	\$ 6,276		
October	\$ 3,977	\$ 6,379	\$ 5,863	\$ 5,102	\$ 5,181		
November	\$ 4,875	\$ 6,175	\$ 6,130	\$ 6,934	\$ 5,593		
December	\$ 8,365	\$ 12,687	\$ 11,033	\$ 8,014	\$ 10,448		
	\$ 58,679	\$ 80,244	\$ 84,418	\$ 80,721	\$ 94,320	\$ 43,275	69%

VISITOR COUNT	2014	2015	2016	2017	2018	2019	% Change
January	1,001	1,127	1,193	1,392	1,303	1,818	40%
February	1,337	1,756	1,680	1,976	1,895	2,243	18%
March	863	1,017	1,002	521	916		
April	1,211	1,201	1,083	855	1,090		
May	1,967	2,234	1,279	1,441	1,561		
June	1,987	1,804	2,646	1,778	1,819		
July	2,437	2,186	2,370	2,124	2,125		
August	2,303	1,826	2,291	1,776	1,940		
September	1,751	1,853	2,055	1,555	1,657		
October	1,449	1,254	1,600	1,318	1,388		
November	2,106	1,900	1,261	1,557	1,597		
December	1,013	1,100	1,334	1,065	1,862		
	19,425	19,258	19,794	17,358	19,153	4,061	27%

2019 SUMMARY/RESOURCES/COMMENTS

Beginning Balance	\$ 545,188 *	<i>*The beginning balance may change after the 2018 audit is complete in April.</i>
Hotel Collections	\$ 114,406	
Visitors Center Sales	\$ 43,275	
Adjustments/Misc	\$ -	
Expenditures	\$ 252,447	
Total Resources	\$ 450,423	