TO: THE CHIEF FINANCIAL OFFICER

SUBJECT: HOTEL TAX COLLECTIONS THROUGH FEBRUARY 28, 2025

- Collections Up \$4,311,437 or 34.89% Through February vs Prior Year
- Collections are Above Projection by \$1,884,886 or 12.8% Through February

HOTEL TAX COLLECTIONS

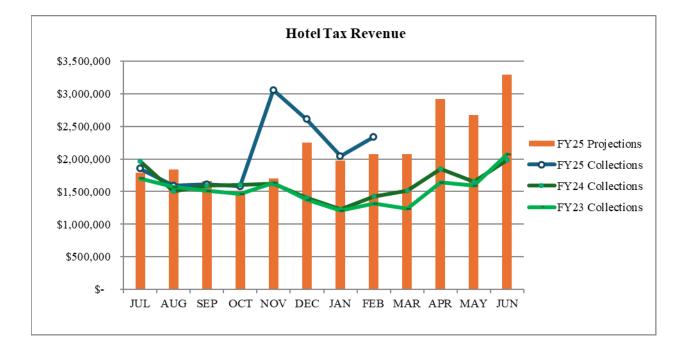
Hotel taxes are collected by local hotels and remitted to the City the following month. This report summarizes hotel tax collections for February of fiscal year 2025 and is limited exclusively to hotel tax. Any sales tax collected by hotels is reported separately in the monthly sales and use tax City Manager report.

The distribution of collections from the City's 9.25% hotel tax is shown below and is set by ordinance:

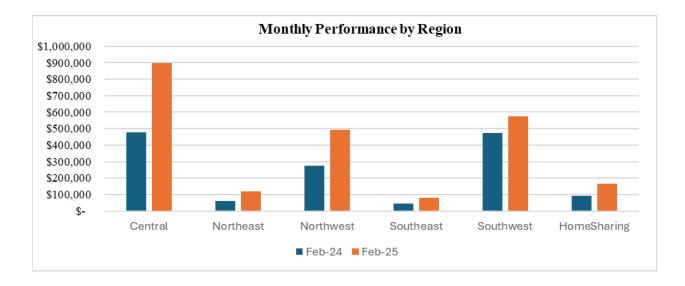
- CVB 52.02%
- Fairgrounds 35.15%
- Sponsorship 10.8%
- Convention Center 2.03%

The following table represents year-to-date revenue collections and annual projections for each of these purposes:

FISCAL YEAR-TO-DATE COMPARISON				
	Projection	Revenue	Over/Under Projection	% Over/Under Projection
Convention and Tourism	\$6,626,171	\$7,632,828	\$1,006,657	
State Fairgrounds	\$6,513,669	\$7,143,991	\$630,323	
Event Sponsorship	\$1,480,390	\$1,686,735	\$206,345	
Convention Center	\$162,172	\$203,734	\$41,562	
Total	\$14,782,402	\$16,667,288	\$1,884,886	12.8%



Hotel collections for February showed a notable increase compared to the previous year, while adjusting for the new tax rate increase. The Central, Northwest, and Southwest regions remain the primary drivers of this growth, with other areas performing slightly above projections for fiscal year 2025.



Respectfully submitted,

Mitchel Massie, CPFIM Assistant City Treasurer