TO: THE CHIEF FINANCIAL OFFICER

## SUBJECT: HOTEL TAX COLLECTIONS THROUGH OCTOBER 31, 2025

- Collections Up \$5,825,290 or 87.85% Through October vs Prior Year
- Collections are Above Projection by \$2,380,838 or 23.6% Through October

## **HOTEL TAX COLLECTIONS**

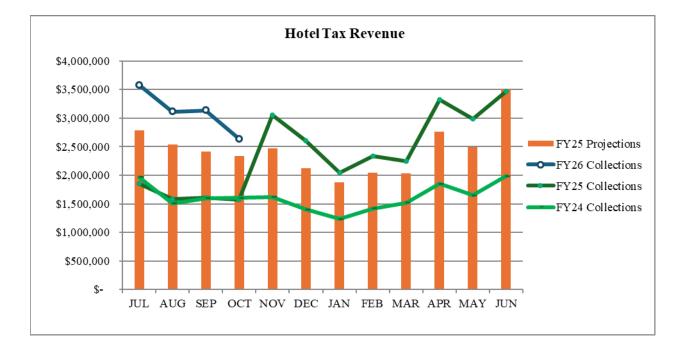
Hotel taxes are collected by local hotels and remitted to the City the following month. This report summarizes hotel tax collections for October of fiscal year 2026 and is limited exclusively to hotel tax. Any sales tax collected by hotels is reported separately in the monthly sales and use tax City Manager report.

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

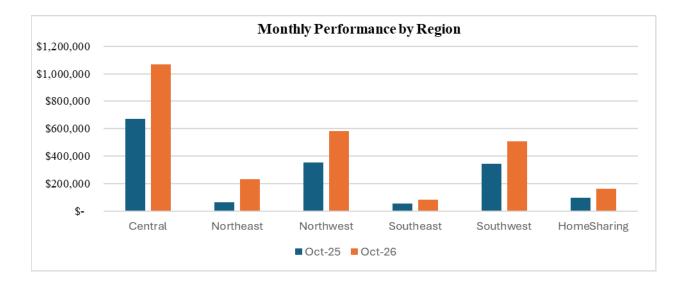
- CVB 52.02%
- Fairgrounds 35.15%
- Sponsorship 10.8%
- Convention Center 2.03%

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

FISCAL YEAR-TO-DATE COMPARISON				
	<b>Projection</b>	<u>Revenue</u>	Over/Under Projection	% Over/Under Projection
Convention and Tourism	\$5,241,318	\$6,481,075	\$1,239,758	
State Fairgrounds	\$3,541,567	\$4,377,186	\$835,619	
Event Sponsorship	\$1,088,163	\$1,345,293	\$257,131	
<b>Convention Center</b>	\$204,534	\$252,865	\$48,331	
Total	\$10,075,582	\$12,456,420	\$2,380,838	23.6%



Hotel collections for October continued to demonstrate steady growth compared to the previous year, while adjusting for the new tax rate increase in October 2024. The Central, Northwest, and Southwest regions are the primary drivers of this growth, with other areas continue to perform above projections for fiscal year 2026.



Respectfully submitted,

Mitchel Massie, CPFIM Assistant City Treasurer