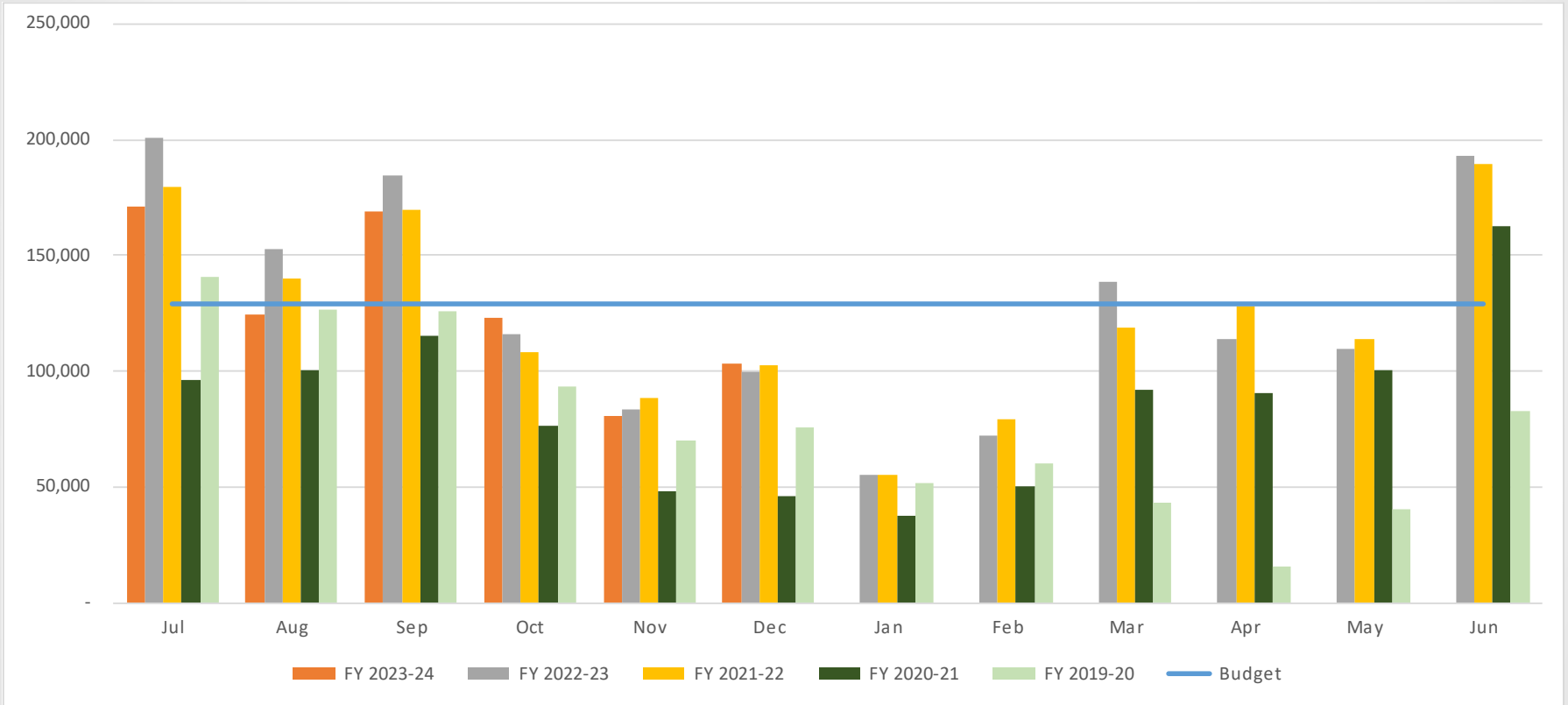
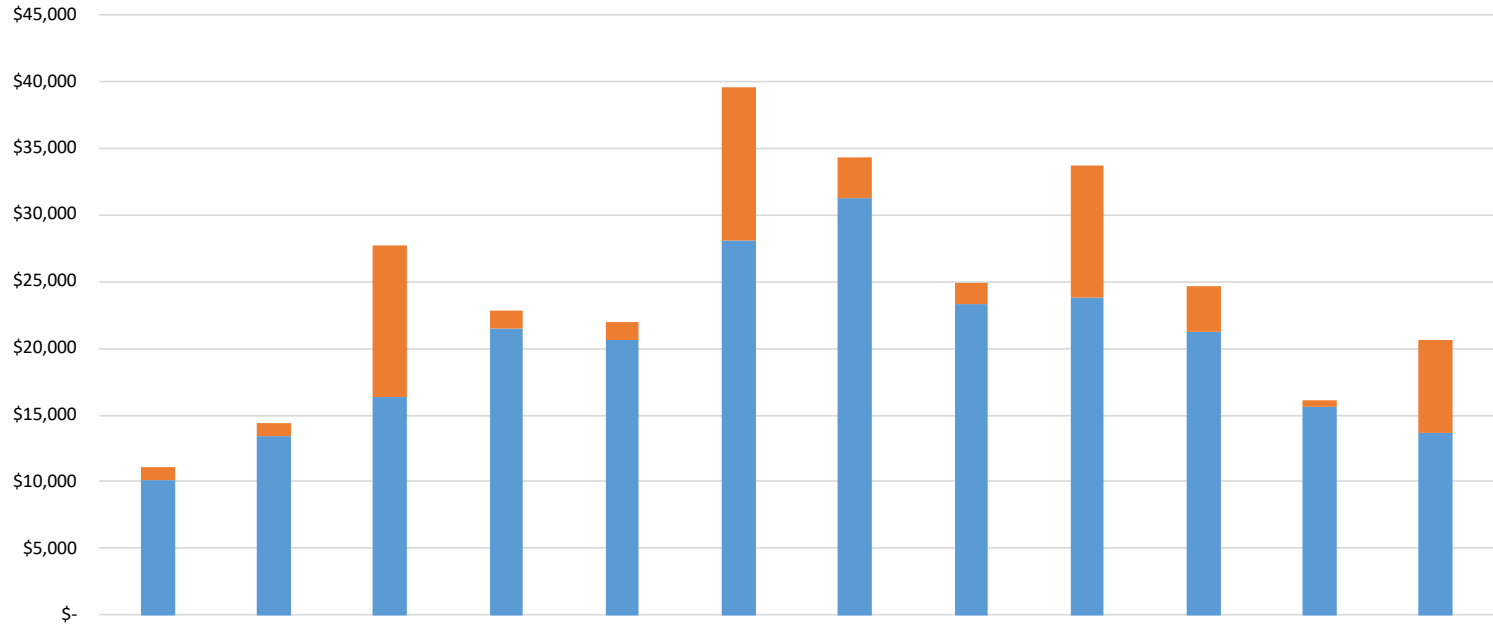


TOT Revenue by Fiscal Year



TBID Revenue Trend by Hotel/STVR



	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
STVR	972	1,016	11,294	1,308	1,339	11,459	2,977	1,550	10,002	3,435	506	6,883
Hotels	\$10,125	\$13,380	\$16,377	\$21,474	\$20,630	\$28,063	\$31,287	\$23,341	\$23,762	\$21,248	\$15,573	\$13,721
Total	11,097	14,396	27,671	22,782	21,969	39,522	34,264	24,891	33,764	24,683	16,080	20,604

Hotels STVR Total



Fund 240-TBID Financials

FY 2023-24

Year-to-Date (YTD) Estimated Actuals through January

(January - 58% of Year)	Budget FY 2023-24	YTD January	% of Budget	Fav/(Unfav) Variance	Comments
Revenue					
TBID Assessments	309,000	154,286	49.9%	(154,714)	Assessments for July - December
Other Revenue	750	11,581	1544.1%	10,831	Interest
Total Revenue	309,750	165,867	53.5%	(143,883)	
Expenditures:					
Advertising	242,500	128,505	53.0%	113,995	Co-op Ads, Verdin charges July - January
Contractual Services	7,500	2,919	38.9%	4,581	Supplies/Domains, STR code compliance
Administrative Costs	45,000	26,250	58.3%	18,750	July - January City Admin
Memberships & Subscriptions	500	-	0.0%	500	Central Coast Tourism Council
Public Relations	30,000	-	0.0%	30,000	Event Sponsorships & AG Merchandise
Total Expenditures	325,500	157,674	48.4%	167,826	
Change in Fund Balance	(15,750)	8,193		23,943	
Beginning Fund Balance		436,489			
Ending Fund Balance		444,682			

