MEDIA RELEASE

TRANSIENT OCCUPANCY TAX POSTS STRONG FINISH TO FISCAL YEAR 2012

SANTA BARBARA, CA – July 19, 2012

The City of Santa Barbara collected more than $1.4 million in Transient Occupancy Taxes in June, resulting in 11% growth over the same month last year. Visitor travel remained healthy last month, helped by the sunny weather and clear skies. Additionally, June 2012 had two more weekend days than the previous June, also contributing to the strong growth.

June marks the final month in the city's fiscal year, which runs from July 1 through June 30. TOT finished the year at $13.66 million, the highest collections in any fiscal year to date and growth of 9.6% for the year.

The Transient Occupancy Tax table can be viewed here:
www.santabarbaraca.gov/files/finance/transient-occupancy-tax.pdf

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City of Santa Barbara

TRANSIENT OCCUPANCY TAXES

Month	FY 2009	Change Prior Year	FY 2010	Change Prior Year	FY 2011	Change Prior Year	FY 2012	Change Prior Year
July	$ 1,631,965	1.2%	$ 1,393,219	-14.6%	$ 1,571,324	12.8%	$ 1,763,206	12.2%
Aug	1,820,811	10.6%	1,474,189	-19.0%	1,591,121	7.9%	1,697,686	6.7%
Sept	1,196,294	-1.8%	1,106,152	-7.5%	1,154,834	4.4%	1,255,217	8.7%
Oct	1,049,515	-2.4%	944,230	-10.0%	1,058,405	12.1%	1,126,506	6.4%
Nov	770,009	-11.6%	672,636	-12.6%	752,641	11.9%	845,583	12.3%
Dec	599,323	-10.4%	588,594	-1.8%	651,909	10.8%	709,979	8.9%
Jan	680,474	-1.6%	685,633	0.8%	692,393	1.0%	774,725	11.9%
Feb	643,342	-20.7%	683,280	6.2%	742,361	8.6%	831,055	11.9%
Mar	760,032	-24.0%	823,759	8.4%	825,040	0.2%	950,142	15.2%
April	930,516	-2.9%	957,350	2.9%	1,060,466	10.8%	1,128,073	6.4%
May	944,898	-15.5%	1,001,965	6.0%	1,093,703	9.2%	1,168,811	6.9%
June	1,010,973	-19.9%	1,133,124	12.1%	1,264,961	11.6%	1,404,314	11.0%
FY Total	**$ 12,038,153**	**-6.9%**	**$ 11,464,132**	**-4.8%**	**$ 12,459,157**	**8.7%**	**$ 13,655,295**	**9.6%**
Amended Budget							**$ 13,018,252**	**4.5%**

Includes only the 10% unrestricted TOT revenues. Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).

FY10 includes $132,852 in new TOT from vacation rentals as part of the vacation rental audit program.