



## **MEDIA RELEASE**

### **Transient Occupancy Tax Up 12.4% in March**

**SANTA BARBARA, CA – April 30, 2013**

The City received \$1,067,518 in Transient Occupancy Tax (TOT) for the month of March 2013, a 12.4% increase over March 2012. This strong growth rate is particularly notable since it builds upon a strong March of 2012 when TOT collections were 15.2% higher than March of 2011.

Through the first nine months of the fiscal year, which ends in June 2013, the City has collected over \$10.6 million in TOT revenues, 6.5% ahead of last year through the same period. With three months of collections to go, revenues appear on track to meet the budgeted growth of 6.1%. The current adopted budget for TOT is \$14,489,200.

Additional information on transient occupancy tax results can be found here:

[http://www.santabarbaraca.gov/Files/Finance/Transient\\_Occupancy\\_Tax\\_March\\_2013.pdf](http://www.santabarbaraca.gov/Files/Finance/Transient_Occupancy_Tax_March_2013.pdf)

Previous Revenue News releases can be viewed here:

[http://www.santabarbaraca.gov/Government/Finance/General\\_Fund\\_Revenue\\_News](http://www.santabarbaraca.gov/Government/Finance/General_Fund_Revenue_News)

*Contact: Genie Wilson, Treasury Manager*

*Phone: (805) 564-5528*

*Email: [GWilson@SantaBarbaraCA.gov](mailto:GWilson@SantaBarbaraCA.gov)*

###

**City of Santa Barbara**  
**TRANSIENT OCCUPANCY TAXES**

Month	FY 2010	Change Prior Yr	FY 2011	Change Prior Yr	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr
July	\$ 1,393,219	-14.6%	\$ 1,571,324	12.8%	\$ 1,763,206	12.2%	\$ 1,820,520	3.3%
Aug	1,474,189	-19.0%	1,591,121	7.9%	1,697,686	6.7%	1,832,581	7.9%
Sept	1,106,152	-7.5%	1,154,834	4.4%	1,255,217	8.7%	1,379,110	9.9%
Oct	944,230	-10.0%	1,058,405	12.1%	1,126,506	6.4%	1,208,010	7.2%
Nov	672,636	-12.6%	752,641	11.9%	845,583	12.3%	895,132	5.9%
Dec	588,594	-1.8%	651,909	10.8%	709,979	8.9%	790,368	11.3%
Jan	685,633	0.8%	692,393	1.0%	774,725	11.9%	801,431	3.4%
Feb	683,280	6.2%	742,361	8.6%	831,055	11.9%	818,011	-1.6%
Mar	823,759	8.4%	825,040	0.2%	950,142	15.2%	1,067,518	12.4%
April	957,350	2.9%	1,060,466	10.8%	1,128,073	6.4%		
May	1,001,965	6.0%	1,093,703	9.2%	1,168,811	6.9%		
June	1,133,124	12.1%	1,264,961	11.6%	1,410,718	11.5%		
<b>FY Total</b>	<b>\$ 11,464,132</b>	<b>-4.8%</b>	<b>\$ 12,459,157</b>	<b>8.7%</b>	<b>\$ 13,661,699</b>	<b>9.7%</b>	<b>\$ 10,612,681</b>	<b>6.6%</b>
<b>Adopted Budget</b>							<b>\$ 14,489,200</b>	<b>6.1%</b>

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.