



MEDIA RELEASE

Transient Occupancy Tax Down in November

SANTA BARBARA, CA – December 23, 2015

The City of Santa Barbara collected over \$1.1 million in Transient Occupancy Taxes (TOT) in the month of November, representing a decrease of 4.0% compared to the same month last year. This is the largest decline since November 2010. A 1.4% decline in occupancy rates, as well as November 2015 having one less weekend night than November 2014, contributed to this decrease in TOT revenues. The closure of a well-established motel in the City in March 2015 also continues to have an impact on TOT revenues in the current fiscal year. In addition, November 2015 TOT revenues are building upon two consecutive years of double-digit growth in the month of November.

The City has collected approximately \$9.0 million in TOT revenues for the first five months of this fiscal year. The budget for Fiscal Year 2016, which runs from July 1 through June 30, is \$19,707,100.

The Transient Occupancy Tax table can be viewed here.

Previous Revenue News releases can be viewed here:

http://www.santabarbaraca.gov/gov/depts/finance/budget/revenue_news.asp

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City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2013	Change Prior Yr	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr	FY 2016	Change Prior Yr
July	\$ 1,820,520	3.3%	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%
Aug	1,832,581	7.9%	2,069,170	12.9%	2,325,106	12.4%	2,288,678	-1.6%
Sept	1,379,110	9.9%	1,510,334	9.5%	1,626,983	7.7%	1,706,348	4.9%
Oct	1,208,010	7.2%	1,283,718	6.3%	1,617,359	26.0%	1,612,613	-0.3%
Nov	895,132	5.9%	1,036,437	15.8%	1,212,104	16.9%	1,163,148	-4.0%
Dec	790,368	11.3%	930,596	17.7%	1,051,107	12.9%		
Jan	801,431	3.4%	1,004,235	25.3%	1,167,590	16.3%		
Feb	827,924	-0.4%	1,051,136	27.0%	1,121,952	6.7%		
Mar	1,058,332	11.4%	1,236,237	16.8%	1,363,521	10.3%		
April	1,182,635	4.8%	1,459,691	23.4%	1,506,982	3.2%		
May	1,327,776	13.6%	1,515,832	14.2%	1,603,265	5.8%		
June	1,552,103	10.0%	1,674,511	7.9%	1,795,755	7.2%		
FY Total	\$ 14,675,922	7.4%	16,821,995	14.6%	\$ 18,557,506	10.3%	\$ 9,062,703	1.3%
Adopted Budget							\$ 19,707,100	6.2%