



MEDIA RELEASE

Santa Barbara TOT Increases 3.9% in October

SANTA BARBARA, CA – November 28, 2017

The City of Santa Barbara collected over \$1.7 million in Transient Occupancy Tax (TOT) for the month of October 2017, which represents a 3.9% increase compared to October 2016. TOT collected from hotels increased 9.2% from the prior October, which was offset by a 74% decline in short-term rentals, as anticipated. The opening of a new hotel likely contributed to the strong hotel growth this month. Since short-term rentals constitute a relatively small portion of overall TOT, the large decline in this sector does not have a corresponding impact on overall TOT growth. This decline in TOT from vacation rentals is the result of the City's efforts, beginning in fiscal year 2017, to enforce existing zoning ordinances prohibiting vacation rentals in certain zoning districts. The growth in hotel receipts and decline in short-term rental operations is consistent with the City's budgeted estimates for fiscal year 2018.

The City has collected approximately \$8 million in TOT revenue in the first four months of the fiscal year, which runs from July 1 through June 30. The adopted TOT budget for fiscal year 2018 is \$19,262,400.

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 2015	Change Prior Yr	FY 2016	Change Prior Yr	FY 2017	Change Prior Yr	FY 2018	Change Prior Yr
July	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%	\$ 2,371,563	3.5%	\$ 2,331,941	-1.7%
Aug	2,325,106	12.4%	2,288,678	-1.6%	2,275,393	-0.6%	2,137,986	-6.0%
Sept	1,626,983	7.7%	1,706,348	4.9%	1,850,883	8.5%	1,836,521	-0.8%
Oct	1,617,359	26.0%	1,612,613	-0.3%	1,661,481	3.0%	1,725,540	3.9%
Nov	1,212,104	16.9%	1,175,203	-3.0%	1,276,377	8.6%		
Dec	1,051,107	12.9%	1,046,610	-0.4%	1,153,040	10.2%		
Jan	1,167,590	16.3%	1,036,795	-11.2%	1,033,427	-0.3%		
Feb	1,121,952	6.7%	1,225,255	9.2%	1,097,496	-10.4%		
Mar	1,363,521	10.3%	1,410,521	3.4%	1,372,570	-2.7%		
April	1,506,982	3.2%	1,475,767	-2.1%	1,625,652	10.2%		
May	1,603,265	5.8%	1,505,940	-6.1%	1,531,247	1.7%		
June	1,795,755	7.2%	1,786,501	-0.5%	1,799,317	0.7%		
FY Total	\$ 18,557,506	10.3%	\$ 18,562,146	0.0%	\$ 19,048,447	2.6%	\$ 8,031,988	-1.6%
Adopted Budget							19,262,400	1.1%