



MEDIA RELEASE

Tax Results for the City of Santa Barbara

SANTA BARBARA, CA – January 12, 2021

The City of Santa Barbara collected \$1.0 million in transient occupancy taxes (TOT) for November 2020. TOT revenues in November 2020 were 21.8% below November last year. The COVID-19 pandemic and the related response has affected the local travel industry. Despite a steady recovery since April 2020, lodging operators have experienced a difficult travel environment, as the most recent surge and State advisories against leisure travel have further depressed demand for accommodations. Staff expect this reduction in demand to continue at least until the spring months.

The City has collected \$6.8 million through five months of the City's fiscal year, which runs from July 1 through June 30. The City's adopted TOT budget is \$17.2 million.

The Transient Occupancy Tax table can be viewed [here](#).

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**City of Santa Barbara
TRANSIENT OCCUPANCY TAXES**

Month	FY 2018	Change Prior Yr	FY 2019	Change Prior Yr	FY 2020	Change Prior Yr	FY 2021	Change Prior Yr
July	2,354,422	-0.9%	2,316,027	-1.6%	2,381,418	2.8%	1,204,225	-49.4%
Aug	2,159,286	-5.6%	2,335,035	8.1%	2,384,603	2.1%	1,584,163	-33.6%
Sept	1,857,428	0.3%	1,853,443	-0.2%	1,951,287	5.3%	1,533,272	-21.4%
Oct	1,725,595	2.6%	1,631,960	-5.4%	1,764,645	8.1%	1,484,034	-15.9%
Nov	1,262,533	-2.6%	1,359,034	7.6%	1,329,716	-2.2%	1,039,474	-21.8%
Dec	843,310	-28.0%	1,182,077	40.2%	1,110,317	-6.1%		
Jan	1,260,956	19.3%	1,025,791	-18.6%	1,089,658	6.2%		
Feb	1,159,605	5.6%	1,140,570	-1.6%	1,249,145	9.5%		
Mar	1,386,577	0.2%	1,438,484	3.7%	576,220	-59.9%		
April	1,495,401	-10.5%	1,657,646	10.8%	111,676	-93.3%		
May	1,599,365	2.7%	1,667,354	4.3%	339,979	-79.6%		
June	1,770,343	-2.7%	1,910,090	7.9%	851,335	-55.4%		
FY Total	18,874,822	-1.9%	19,517,511	3.4%	15,140,000	-22.4%	6,845,168	-30.2%
Adopted Budget							17,241,134	13.9%

Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).