



## **MEDIA RELEASE**

### **Tax Results for the City of Santa Barbara**

**SANTA BARBARA, CA – January 27, 2021**

The City of Santa Barbara collected \$385,130 in transient occupancy taxes (TOT) for December 2020. TOT revenues in December 2020 were 65% below December last year. The COVID-19 pandemic and the related response continues to affect the local travel industry. Despite a steady recovery since April 2020, when revenues reached a 93.3% decline, lodging operators faced additional challenges, as the most recent surge combined with 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 when a rise in hotel occupancy is anticipated to occur.

The City has collected \$7.2 million through the first six 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%	385,130	-65.3%
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%		
<b>FY Total</b>	<b>18,874,822</b>	<b>-1.9%</b>	<b>19,517,511</b>	<b>3.4%</b>	<b>15,140,000</b>	<b>-22.4%</b>	<b>7,230,298</b>	<b>-33.8%</b>
<b>Adopted Budget</b>							<b>17,241,134</b>	<b>13.9%</b>

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