



## **MEDIA RELEASE**

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

**SANTA BARBARA, CA – April 28, 2021**

The City of Santa Barbara collected \$1,262,304 in transient occupancy taxes (TOT) for March 2021. TOT revenues in March 2021 were 119% above March collections last year—which was the first month of the COVID-19 pandemic and the related response. By way of comparison, compared to March 2019, March 2021 revenues were lower by 12%.

The local travel industry is beginning to see increases in demand for rooms relative to recent months that is likely to continue throughout the spring into the summer months as the State has lifted travel advisories and as access to vaccinations has become more available. However, TOT revenues have still not recovered to typical pre-pandemic levels, as there is still public concern with potential new strains of the virus, efficacy of the vaccines and the impacts to the economy.

The City has collected \$9.6 million through the first nine 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. TOT is projected to end the fiscal year at approximately \$14.5 million, which is 16% below budget.

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%	386,290	-65.2%
Jan	1,260,956	19.3%	1,025,791	-18.6%	1,089,658	6.2%	347,458	-68.1%
Feb	1,159,605	5.6%	1,140,570	-1.6%	1,249,145	9.5%	758,227	-39.3%
Mar	1,386,577	0.2%	1,438,484	3.7%	576,220	-59.9%	1,262,304	119.1%
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>9,599,447</b>	<b>-30.6%</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).