



MEDIA RELEASE

TRANSIENT OCCUPANCY TAX UP 7.5% IN AUGUST

SANTA BARBARA, CA – September 14, 2012

Transient occupancy tax (TOT), the City's 12% bed tax, came in strong during August, growing 7.5% over the same month last year. August 2012 had one more weekend day than August 2011, contributing to the strong results. On average, August is the largest month for bed tax collections in Santa Barbara. August collections totaled just over \$1,825,600 this year.

The City's fiscal year runs from July 1 through June 30 each year, and August marks the end of only the second month of the year. TOT growth year-to-date is 5.4%, slightly below the 6.1% growth forecast contained in the adopted budget. The fiscal year 2013 TOT budget is \$14,489,200.

The Transient Occupancy Tax table can be viewed here:
www.santabarbaraca.gov/files/finance/transient-occupancy-tax.pdf

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City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2010	Change Prior Yr	FY 2011	Change Prior Yr	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr
July	\$ 1,393,219	-14.6%	\$ 1,571,324	12.8%	\$ 1,763,206	12.2%	\$ 1,820,520	3.3%
Aug	1,474,189	-19.0%	1,591,121	7.9%	1,697,686	6.7%	1,825,619	7.5%
Sept	1,106,152	-7.5%	1,154,834	4.4%	1,255,217	8.7%		
Oct	944,230	-10.0%	1,058,405	12.1%	1,126,506	6.4%		
Nov	672,636	-12.6%	752,641	11.9%	845,583	12.3%		
Dec	588,594	-1.8%	651,909	10.8%	709,979	8.9%		
Jan	685,633	0.8%	692,393	1.0%	774,725	11.9%		
Feb	683,280	6.2%	742,361	8.6%	831,055	11.9%		
Mar	823,759	8.4%	825,040	0.2%	950,142	15.2%		
April	957,350	2.9%	1,060,466	10.8%	1,128,073	6.4%		
May	1,001,965	6.0%	1,093,703	9.2%	1,168,811	6.9%		
June	1,133,124	12.1%	1,264,961	11.6%	1,410,718	11.5%		
FY Total	\$ 11,464,132	-4.8%	\$ 12,459,157	8.7%	\$ 13,661,699	9.7%	\$ 3,646,139	5.4%
Adopted Budget							\$ 14,489,200	6.1%

Includes only the 10% unrestricted TOT revenues. Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).

FY10 includes \$132,852 in new TOT from vacation rentals as part of the vacation rental audit program.