



Spring Break Analysis

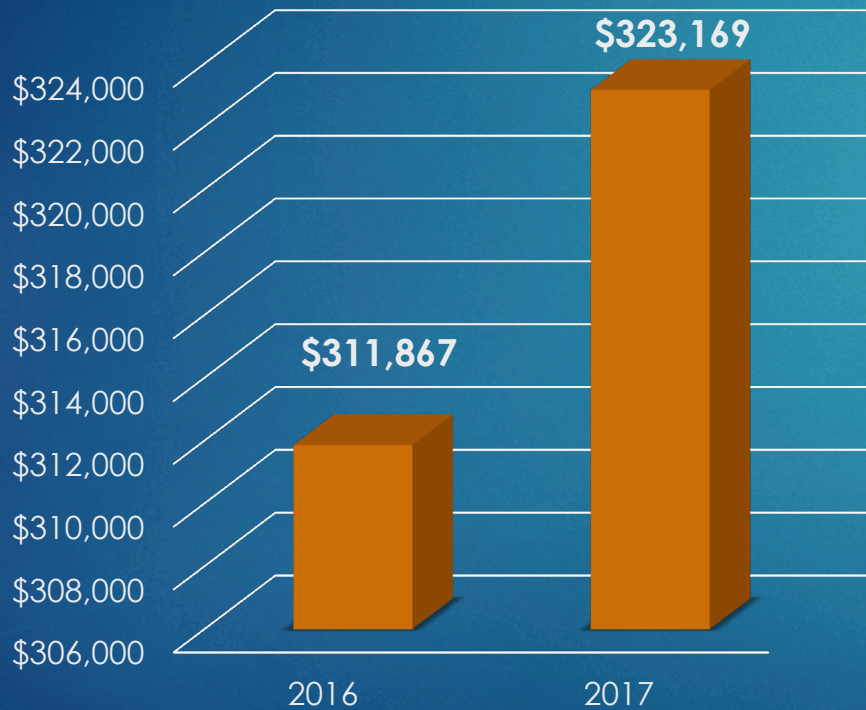
MARCH 2017

Summary & Assumptions

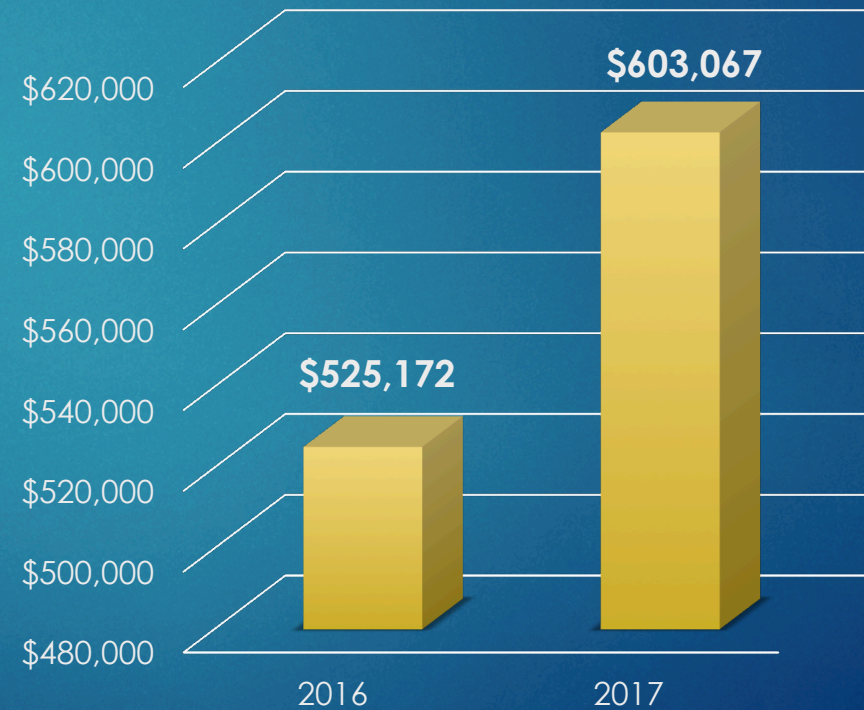
- ▶ Analysis of March 2017: assumption that all the economic impact is related to Spring Break
- ▶ Comparison March 2016-March 2017: last year both Spring Break and Holy Week (Semana Santa) fell in March
- ▶ Analysis of major economic indicators: Sales Tax, HOT and Mixed Beverage Tax
- ▶ Statement of revenues and expenditures: comparison with February to measure additional revenues and expenditures

Sales Tax Analysis

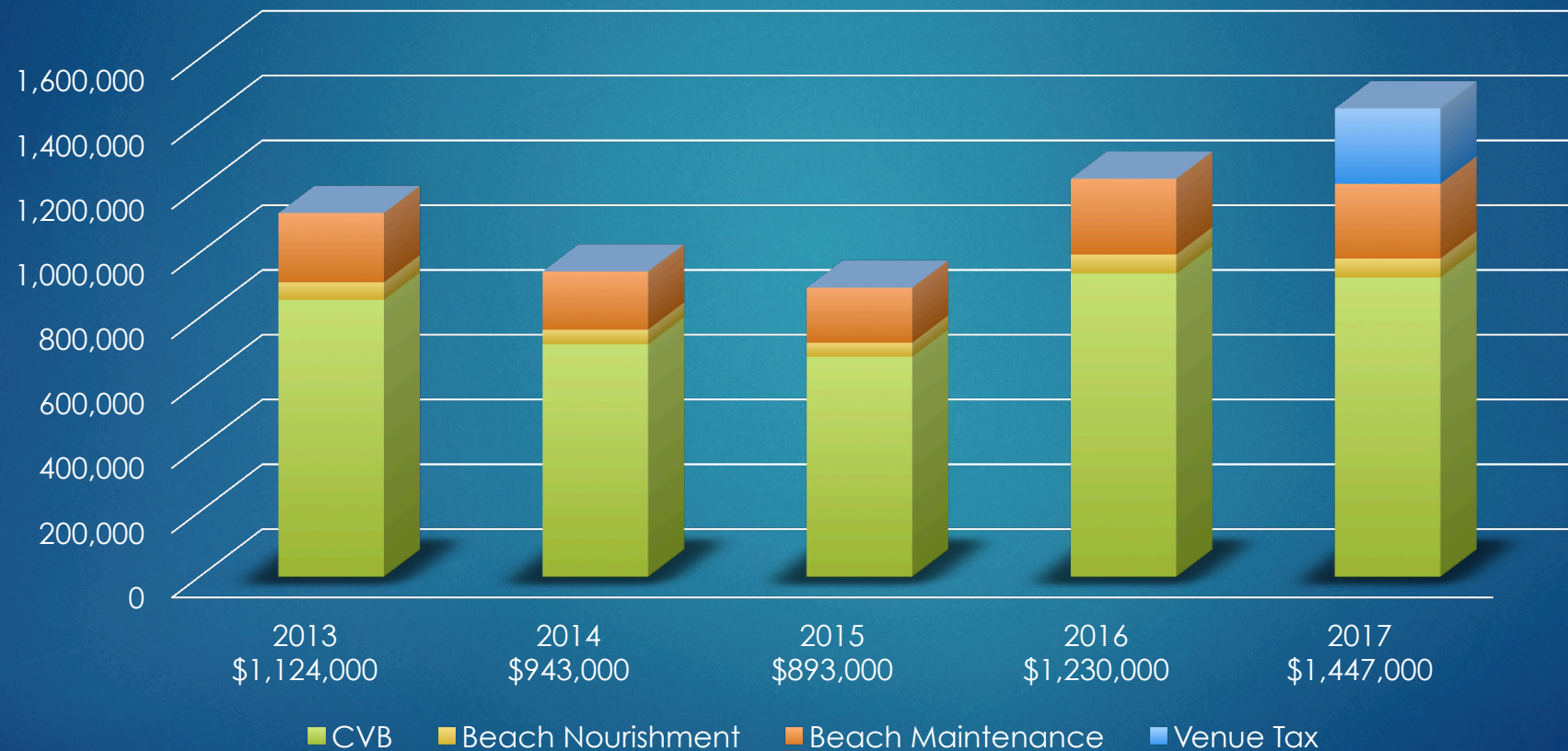
March Sales Tax: 3.62% Increase



March & April Sales Tax: 14.83% Increase

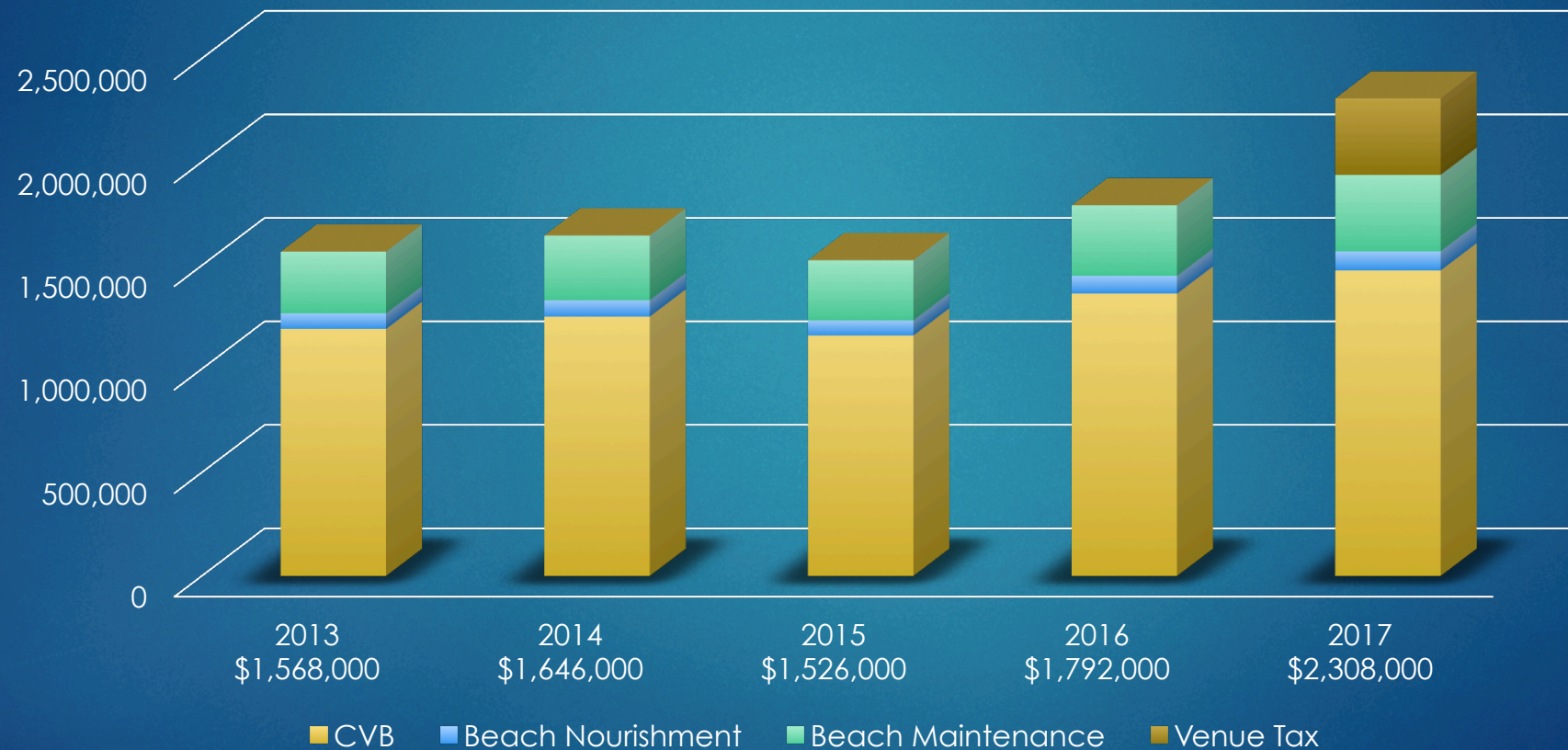


March Local/State Occupancy Tax Last Five Years



Venue Tax March 2017: \$232,000

March & April Local/State Occupancy Tax Last Five Years



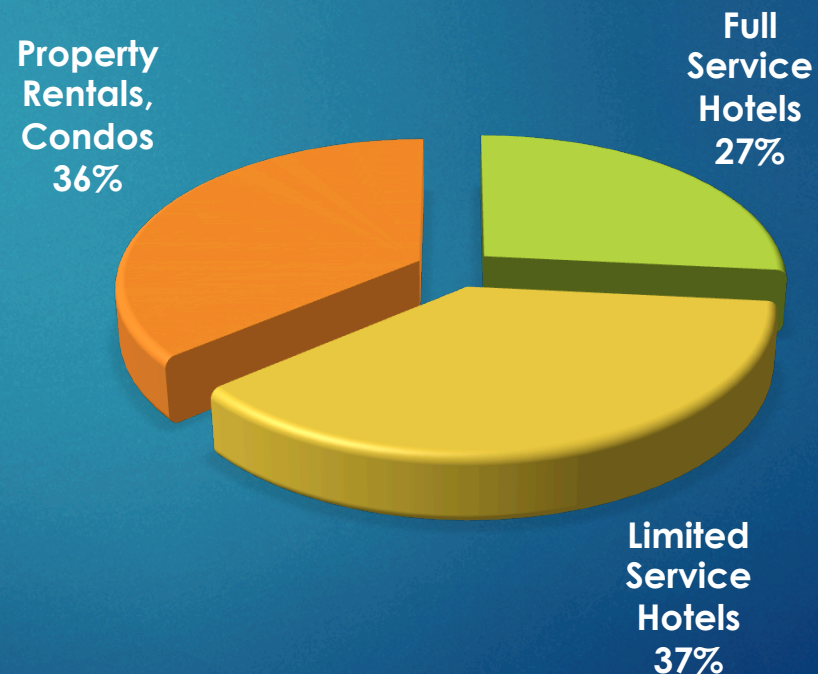
Venue Tax March & April: \$370,000

Local/State Occupancy Tax- March 2017

Allocation by Fund

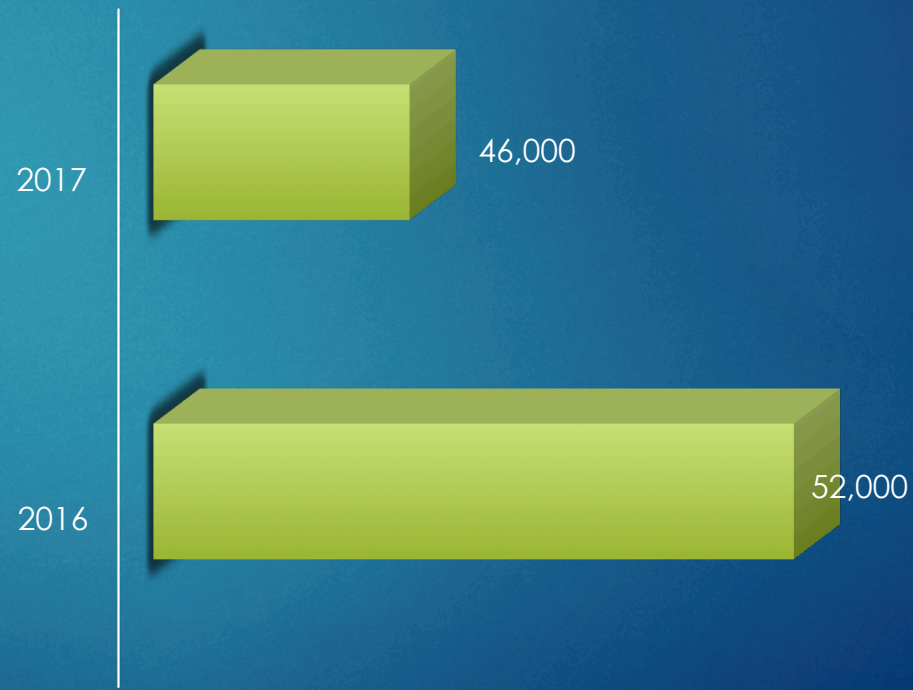
- Convention Centre: \$925,000
- Beach Nourishment: \$58,000
- Beach Maintenance: \$232,000
- Venue Tax: \$232,000

Breakdown by Industry Segment - \$11.6 Million Taxable Sales



Mixed Beverage Tax – March 2017

- ▶ Tax Reported to the State of Texas: \$2.8 Million (Mixed Beverage Sales)
- ▶ Estimated Sales & Mix Beverage Tax to be remitted to the City: \$46,000



Spring Break – March 2017



Description	City's Tax	Gross Sales
Sales Tax	\$323,000	\$16.1 Million
Occupancy Tax (CVB+ Venue Tax + Beach Nourishment/ Maintenance)	\$1,447,000	\$11.6 Million
Mixed Beverage Tax	\$46,000	\$2.8 Million
Total	\$1,816,000	\$30.5 Million

Statement of Revenues & Expenditures – Comparison with February

- ▶ Why compare March with February?
- ▶ Conservative approach from revenue as well as expenditure perspective
- ▶ February is not one of the three lowest revenue months for Sales Tax and HOT (Revenues associated with Spring Break won't be overstated)
- ▶ February has the lowest OT and temp cost after October and November.

March 2017 Statement of Revenues & Expenditures – Summary

Additional Revenues	• \$1,227,000
Additional Operating Expenditures	• \$363,700
Excess of Revenues over Operating Exp.	• \$863,300
Advertising and Promotion	• \$279,000
Excess of Revenues after Advertising and Promotion	• \$584,300

March 2017 Statement of Revenues & Expenditures - Breakdown

Add. Rev/Exp	General Fund	CVB	Beach Maint.	Beach Nourish.	Venue Tax Fund	EDC	Total
Sales Tax	94,900	-	-	-	-	31,600	126,500
HOT	-	617,000	162,000	39,000	162,000	-	980,000
Other Rev	120,500	-	-	-	-	-	120,500
Total Rev.	215,400	617,000	162,000	39,000	162,000	31,600	1,227,000
Payroll	(93,400)	(118,100)	(76,300)	-	-	-	(287,800)
Other Exp	(17,800)	(200)	(57,900)	-	-	-	(75,900)
Total Exp.	(111,200)	(118,300)	(134,200)	-	-	-	(363,700)
Net Operating	\$104,200	\$498,700	\$27,800	\$39,000	\$162,000	\$31,600	\$863,300
Advertising	-	(279,000)	-	-	-	-	(279,000)
Net after Adv.	\$104,200	\$219,700	\$27,800	\$39,000	\$162,000	\$31,600	\$584,300