

EVANSTON LODGING TAX BOARD

AGENDA

January 15, 2024

1:00 pm – City Hall Conference Room

CALL TO ORDER:

ROLL CALL AND DECLARATION OF QUORUM:

APPROVE AGENDA:

APPROVE MINUTES FOR: **November 20, 2023**

FINANCIAL REPORT:

CORRESPONDENCE:

**NEW BUSINESS**

- Tamara Mercer – Uinta County Fair

**PUBLIC PARTICIPATION**

- 

**GRANT REQUESTS**

- 

**UNFINISHED BUSINESS**

- 

**BOARD OF DIRECTOR COMMENTS**

- 

**XO XTREME MARKETING GROUP PERSONNEL COMMENTS**

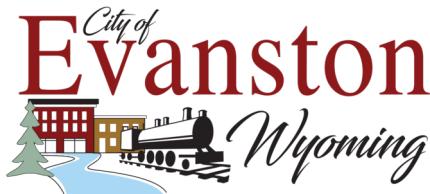
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**CHAMBER OF COMMERCE COMMENTS**

- 

**VOTE ON GRANT REQUEST**

-



## Evanston Lodging Tax Board

1200 Main Street □ Evanston, WY 82930

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### Minutes November 20, 2023

ROLL CALL AND DECLARATION OF QUORUM: Dan Wheeler, Rocco O'Neill, Lisa Sanborn, Toni Druce

APPROVE AGENDA: Lisa made a motion to approve the agenda. Rocco seconded the motion. Motion carries.

ACKNOWLEDGE MINUTES FOR October 16, 2023: Acknowledged by Saidi, seconded by Lisa. Acknowledgment carries.

FINANCIAL REPORT: Rocco made a motion to approve the financial reports for the Board. Lisa seconded the motion. Motion carried.

CORRESPONDENCE: No correspondence discussed.

NEW BUSINESS:

**Evanston Chamber Agreement:** Rocco received an email from Tammy. The board discussed terms to be drafted and Rocco will get with Mark Harris on the agreement.

**Website Management and Maintenance:** The grant application form on the website is up and running.

PUBLIC PARTICIPATION: None

GRANT REQUESTS: None

BOARD OF DIRECTOR COMMENTS: The Department of Tourism is wanting feedback on their toolkits. The board is unaware of what the toolkits are and where we access them. There is no feedback because the board has never seen them. Saidi said that the Hampton Inn received them, but she didn't see them as useful.

XO MARKETING UPDATE: Toni expressed that the demo display did well, it had 508 clicks. She stated that men are dominating the Facebook ads. Women took a slim margin on TikTok. DJ Evans (@mdjevans) is our influencer of choice.

CHAMBER OF COMMERCE COMMENTS: None

VOTER ON GRANT REQUESTS: N/A

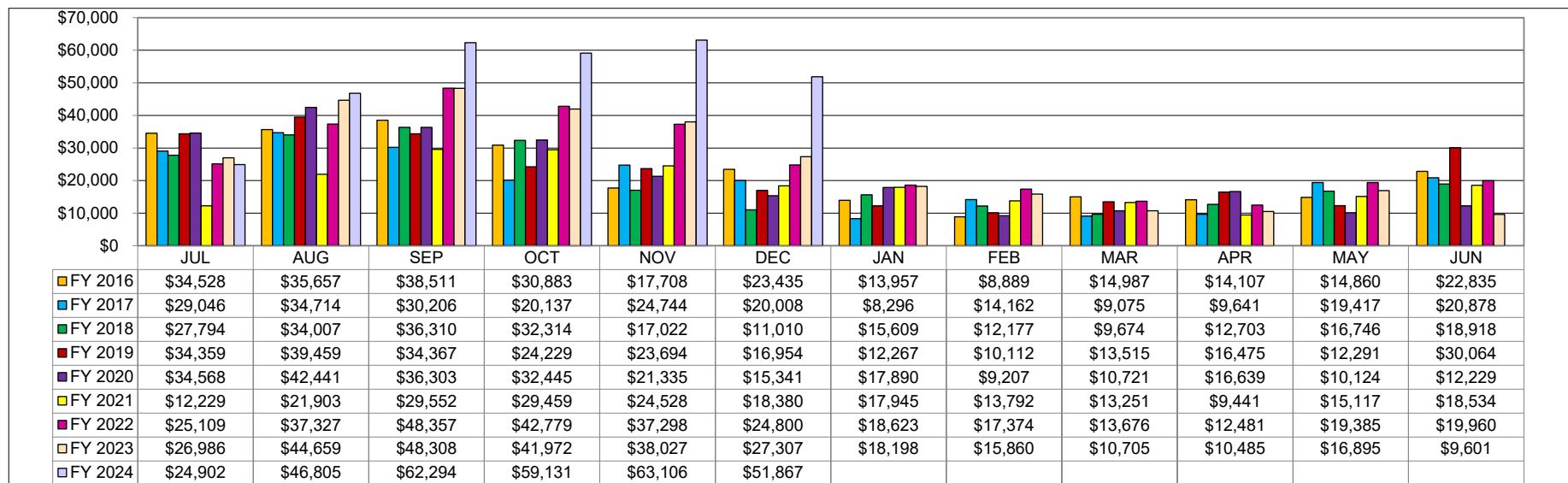
Being no further business, the meeting was adjourned at 2:09 pm.

## **LODGING TAX REVENUE WORKSHEET**

71-312-4000

Budget \$325000.00

### ***accrual basis***



**City of Evanston**  
**Evanston Lodging Tax Board**  
**Revenue and Expenditure Report**  
**12/31/2023**

**Revenue**

71-312-4000	LODGING TAX	\$ 51,867.05
71-351-3000	LODGING TAX INTEREST	\$ -
	<b>TOTAL FUND REVENUE</b>	<b>\$ 51,867.05</b>

**Expenses**

71-446-9100	GENERAL EXPENSES (BD)	\$ -
71-446-9200	MARKETING & PROMOTING	\$ -
71-446-9210	Marketing Contract	\$ 34,233.32
71-446-9220	Sponsored Events	\$ -
71-446-9230	Other Marketing	\$ -
71-446-9240	Misc Marketing & Promo/Website	\$ 500.00
71-446-9300	MATCHING FUND/GRANTS	\$ -
71-446-9310	Event Marketing Grants	\$ -
71-446-9320	Event Startup Grants	\$ -
71-446-9400	CONTRACT SERVICES	<i>December</i> \$ -
71-446-9500	STAFF	<i>Chamber 1st Qtr</i> \$ -
		<b>TOTAL FUND EXPENSES</b> \$ 34,733.32

**NET REVENUE (LOSS) OVER EXPENDITURES FOR THE MONTH**

**\$ 17,133.73**

**Balance Sheet Summary**

**Assets**

71-1008000	FD - EQUITY IN POOLED CASH	\$ 617,941.37
71-1130000	PEAKS INVESTMENT - LT	\$ 470,017.32
	<b>TOTAL ASSETS</b>	<b>\$ 1,087,958.69</b>

**Liability & Equity**

71-2900000	FUND BALANCE - BEGINNING OF YE	\$ 947,912.81
	Revenue over expenditures YTD	\$ 157,179.61
	<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,105,092.42</b>

CITY OF EVANSTON  
COMBINED CASH INVESTMENT  
DECEMBER 31, 2023

COMBINED CASH ACCOUNTS

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\_\_\_\_\_  
\_\_\_\_\_

CASH ALLOCATION RECONCILIATION

71 ALLOCATION TO LODGING TAX FUND	617,941.37
TOTAL ALLOCATIONS TO OTHER FUNDS	617,941.37
ZERO PROOF IF ALLOCATIONS BALANCE	617,941.37

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CITY OF EVANSTON  
BALANCE SHEET  
DECEMBER 31, 2023

LODGING TAX FUND

ASSETS

71-1008000	FD - EQUITY IN POOLED CASH	617,941.37
71-1130000	PEAKS INVESTMENT - LT	470,017.32
 TOTAL ASSETS		 1,087,958.69

LIABILITIES AND EQUITY

FUND EQUITY

UNAPPROPRIATED FUND BALANCE:		
71-2900000	FUND BALANCE - BEGINNING OF YE	947,912.81
	REVENUE OVER EXPENDITURES - YTD	157,179.61
 BALANCE - CURRENT DATE		 1,105,092.42
 TOTAL FUND EQUITY		 1,105,092.42
 TOTAL LIABILITIES AND EQUITY		 1,105,092.42

CITY OF EVANSTON  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 6 MONTHS ENDING DECEMBER 31, 2023

LODGING TAX FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<b>LOCAL SALES &amp; USE TAX</b>					
71-312-4000 LODGING TAX	51,867.05	308,105.14	325,000.00	16,894.86	94.8
TOTAL LOCAL SALES & USE TAX	51,867.05	308,105.14	325,000.00	16,894.86	94.8
<b>INTEREST EARNINGS</b>					
71-351-3000 LODGING TAX INTEREST	.00	8.66	3,500.00	3,491.34	.3
TOTAL INTEREST EARNINGS	.00	8.66	3,500.00	3,491.34	.3
<b>TOTAL FUND REVENUE</b>	<b>51,867.05</b>	<b>308,113.80</b>	<b>328,500.00</b>	<b>20,386.20</b>	<b>93.8</b>

CITY OF EVANSTON  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 6 MONTHS ENDING DECEMBER 31, 2023

LODGING TAX FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<b>LODGING TAX EXPENDITURES</b>					
71-446-9100 GENERAL EXPENSES (BD)	.00	89.98	5,000.00	4,910.02	1.8
71-446-9210 MARKETING CONTRACT	34,233.32	102,699.96	205,400.00	102,700.04	50.0
71-446-9220 SPONSORED EVENTS	.00	.00	25,000.00	25,000.00	.0
71-446-9230 OTHER MARKETING	.00	494.25	30,000.00	29,505.75	1.7
71-446-9240 MISC MARKETING & PROMO/WEBSITE	500.00	41,150.00	40,000.00	( 1,150.00)	102.9
71-446-9310 EVENT MARKETING GRANTS	.00	.00	31,375.00	31,375.00	.0
71-446-9320 EVENT STARTUP GRANTS	.00	.00	6,000.00	6,000.00	.0
71-446-9400 CONTRACT SERVICES	.00	6,500.00	.00	( 6,500.00)	.0
<b>TOTAL LODGING TAX EXPENDITURES</b>	<b>34,733.32</b>	<b>150,934.19</b>	<b>342,775.00</b>	<b>191,840.81</b>	<b>44.0</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>34,733.32</b>	<b>150,934.19</b>	<b>342,775.00</b>	<b>191,840.81</b>	<b>44.0</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>17,133.73</b>	<b>157,179.61</b>	<b>( 14,275.00)</b>	<b>( 171,454.61)</b>	<b>1101.1</b>