

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

-

CHAMBER OF COMMERCE COMMENTS

-

VOTE ON GRANT REQUEST

-



Evanston Lodging Tax Board

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Telephone (307) 783-6300

www.visitevanston.com

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 (Imdjevans) is our influencer of choice.

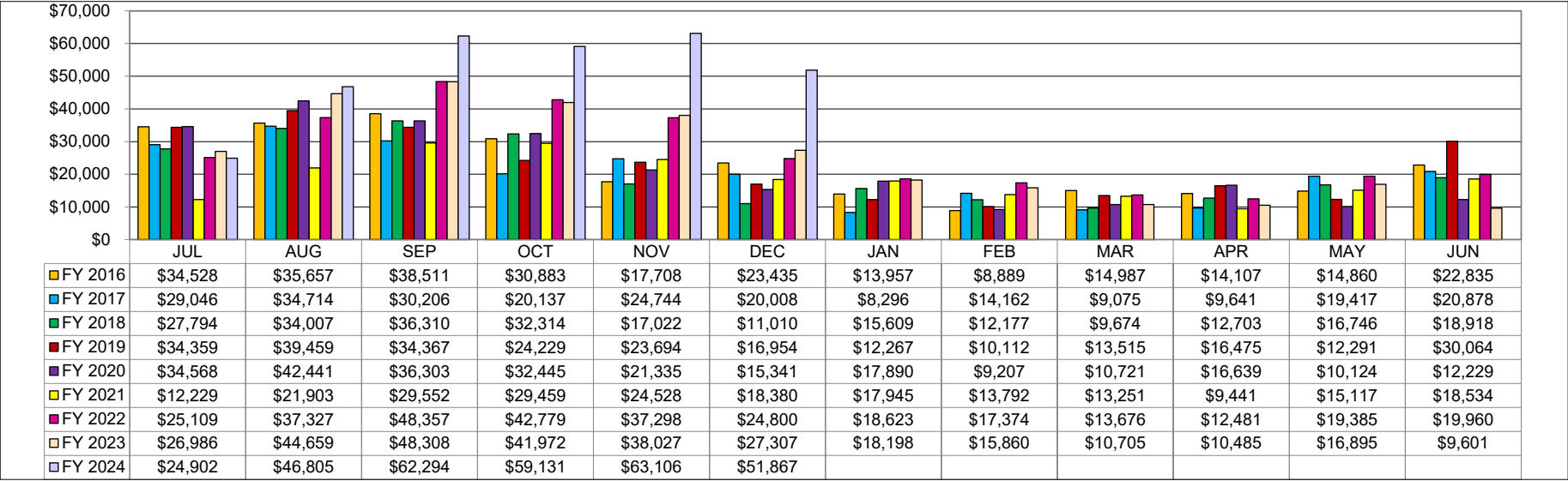
CHAMBER OF COMMERCE COMMENTS: None

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

Month Received	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	For Sales in	Y-T-D FY 2017	Y-T-D FY 2018	Y-T-D FY 2019	Y-T-D FY 2020	Y-T-D FY 2021	Y-T-D FY 2022	Y-T-D FY 2023	Y-T-D	Y-T-D \$ Diff	Y-T-D % Diff
JUL	\$29,046	\$27,794	\$34,359	\$34,568	\$12,229	\$25,109	\$26,986	\$24,902	May	\$29,046	\$27,794	\$34,359	\$34,568	\$12,229	\$25,109	\$26,986	\$24,902	(\$2,085)	-7.7%
AUG	\$34,714	\$34,007	\$39,459	\$42,441	\$21,903	\$37,327	\$44,659	\$46,805	Jun	\$63,760	\$61,801	\$73,818	\$77,009	\$34,132	\$62,437	\$71,646	\$71,707	\$60.79	0.1%
SEP	\$30,206	\$36,310	\$34,367	\$36,303	\$29,552	\$48,357	\$48,308	\$62,294	July	\$93,966	\$98,111	\$108,185	\$113,312	\$63,683	\$110,793	\$119,954	\$134,001	\$14,047.43	11.7%
OCT	\$20,137	\$32,314	\$24,229	\$32,445	\$29,459	\$42,779	\$41,972	\$59,131	Aug	\$114,103	\$130,425	\$132,414	\$145,757	\$93,142	\$153,572	\$161,925	\$193,132	\$31,206.95	19.3%
NOV	\$24,744	\$17,022	\$23,694	\$21,335	\$24,528	\$37,298	\$38,027	\$63,106	Sept	\$138,847	\$147,447	\$156,108	\$167,092	\$117,670	\$190,869	\$199,952	\$256,238	\$56,285.90	28.1%
DEC	\$20,008	\$11,010	\$16,954	\$15,341	\$18,380	\$24,800	\$27,307	\$51,867	Oct	\$158,856	\$158,456	\$173,062	\$182,433	\$136,050	\$215,670	\$227,259	\$308,105	\$80,845.99	35.6%
JAN	\$8,296	\$15,609	\$12,267	\$17,890	\$17,945	\$18,623	\$18,198		Nov	\$167,151	\$174,065	\$185,330	\$200,323	\$153,996	\$234,293	\$245,457	\$0		-100.0%
FEB	\$14,162	\$12,177	\$10,112	\$9,207	\$13,792	\$17,374	\$15,860		Dec	\$181,314	\$186,242	\$195,441	\$209,530	\$167,788	\$251,666	\$261,317	\$0		-100.0%
MAR	\$9,075	\$9,674	\$13,515	\$10,721	\$13,251	\$13,676	\$10,705		Jan	\$190,389	\$195,916	\$208,956	\$220,251	\$181,039	\$265,342	\$272,022	\$0		-100.0%
APR	\$9,641	\$12,703	\$16,475	\$16,639	\$9,441	\$12,481	\$10,485		Feb	\$200,030	\$208,619	\$225,431	\$236,890	\$190,480	\$277,823	\$282,508	\$0		-100.0%
MAY	\$19,417	\$16,746	\$12,291	\$10,124	\$15,117	\$19,385	\$16,895		Mar	\$219,447	\$225,366	\$237,722	\$247,014	\$205,597	\$297,208	\$299,403	\$0		-100.0%
JUN	\$20,878	\$18,918	\$30,064	\$12,229	\$18,534	\$19,960	\$9,601		Apr	\$240,325	\$244,284	\$267,786	\$259,243	\$224,131	\$317,169	\$309,004	\$0		-100.0%
TOTAL	\$240,325	\$244,284	\$267,786	\$259,243	\$224,131	\$317,169	\$309,004	\$308,105											



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	\$	-	
TOTAL FUND REVENUE				\$ 51,867.05

Expenses

71-446-9100	GENERAL EXPENSES (BD)		\$	-	
71-446-9200	MARKETING & PROMOTING		\$	-	
71-446-9210	Marketing Contract	December	\$	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	Chamber 1st Qtr	\$	-	
71-446-9500	STAFF		\$	-	
TOTAL FUND EXPENSES					\$ 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	
TOTAL ASSETS				\$ 1,087,958.69

Liability & Equity

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

CITY OF EVANSTON
COMBINED CASH INVESTMENT
DECEMBER 31, 2023

COMBINED CASH ACCOUNTS

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

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
	<u>LOCAL SALES & USE TAX</u>					
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
	<u>INTEREST EARNINGS</u>					
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
	TOTAL FUND REVENUE	51,867.05	308,113.80	328,500.00	20,386.20	93.8

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
<u>LODGING TAX EXPENDITURES</u>					
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/WEBSIT	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
TOTAL LODGING TAX EXPENDITURES	<u>34,733.32</u>	<u>150,934.19</u>	<u>342,775.00</u>	<u>191,840.81</u>	<u>44.0</u>
TOTAL FUND EXPENDITURES	<u>34,733.32</u>	<u>150,934.19</u>	<u>342,775.00</u>	<u>191,840.81</u>	<u>44.0</u>
NET REVENUE OVER EXPENDITURES	<u>17,133.73</u>	<u>157,179.61</u>	<u>(14,275.00)</u>	<u>(171,454.61)</u>	<u>1101.1</u>