

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Memorandum

To: James Grafstrom
From: Kelly Brill *KB*
Date: January 15, 2020
Subject: Treasurer's Report for October through December 2019

Revenue as of October 31, 2019 was \$248,566.19. Expenses were \$297,633.85. Occupancy collected was \$248,489.99 compared to \$316,842.82 collected in October 2018.

Revenue as of November 30, 2019 was \$247,427.45. Expenses were \$272,075.50. Occupancy collected was \$245,804.29 compared to \$329,046.12 collected in November 2018.

Revenue as of December 31, 2019 was \$273,016.91. Expenses were \$312,011.95. Occupancy collected was \$268,141.12 compared to \$252,857.12 collected in December 2018.

The balance in the BB&T checking account as of December 31, 2019 totaled \$341,830.01, and \$886.07 in a PNC savings account. The total funds in certificates of deposits (CDs) is \$762,374.69. The Board set a goal to maintain a 3-month contingency.

Current CD interest rates, maturity dates and balances are:

Select Bank & Trust	1.50%	11/2020	\$253,494.78
PNC Investments – Wells Fargo	2.50%	2/2020	34,047.60
NE Community Bank	2.45%	3/2020	51,086.70
Umpqua Bank	1.80%	6/2020	52,035.36
First National	2.55%	5/2020	121,280.10
First National	2.40%	1/2020	107,027.89
BB&T	2.00%	2/2020	143,402.26

/kb

Enclosures: Balance Sheet as of 12/31/19
Quarterly Report of Income & Expense by Month
Last Quarter Report compared to Previous Year Quarterly Report
FY Profit & Loss Budget vs. Actual Report
Room Occupancy Tax Collections
Room Occupancy FY Monthly breakdown
July 2019 FACVB Board Meeting Minutes

cc: FACVB Board Members

10:12 AM

Fayetteville Area Convention and Visitors Bureau, Inc.

Balance Sheet

01/16/20

As of December 31, 2019

Accrual Basis

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
100.00 · Petty Cash	300.00
110.00 · BB&T Checking	341,830.01
111.00 · PNC Cash	886.07
120.00 · CD-BB&T	143,402.26
121.00 · CD-Select Bank	253,494.78
123.00 · CD - PNC Investments	137,169.66
125.00 · CD-First National (prevYadkin)	228,307.99
Total Checking/Savings	1,105,390.77
Accounts Receivable	
141.00 · Accts. Receivable - Occupancy	513,945.41
142.00 · Accts. Receivable - Promotional	1,896.00
154.00 · Reimbursement	350.00
Total Accounts Receivable	516,191.41
Other Current Assets	
130.00 · Inventory Asset	10,744.24
140.00 · Prepaid Expenses	734.36
Total Other Current Assets	11,478.60
Total Current Assets	1,633,060.78
Fixed Assets	
160.00 · Furniture & Fixtures	29,321.38
170.00 · Equipment	
175.00 · Software	22,620.58
170.00 · Equipment - Other	294,346.66
Total 170.00 · Equipment	316,967.24
180.00 · Improvements	163,340.35
190.00 · Accumulated Deprec-Furniture	
195.00 · Accumulated Deprec-Equipment	-204,007.28
196.00 · Accumulated Deprec-Improvements	-48,120.54
197.00 · Accumulated Deprec-Software	-22,620.58
190.00 · Accumulated Deprec-Furniture - Other	-24,753.08
Total 190.00 · Accumulated Deprec-Furniture	-299,501.48
Total Fixed Assets	210,127.49
TOTAL ASSETS	1,843,188.27
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
210.00 · Accounts Payable	-9,000.00
Total Accounts Payable	-9,000.00
Other Current Liabilities	
240.00 · Accrued Vacation	62,229.81
Total Other Current Liabilities	62,229.81
Total Current Liabilities	53,229.81
Total Liabilities	53,229.81
Equity	
310.00 · Retained Earnings	1,833,519.87
Net Income	-43,561.41
Total Equity	1,789,958.46
TOTAL LIABILITIES & EQUITY	1,843,188.27

Fayetteville Area Convention and Visitors Bureau, Inc.
Income & Expense

01/16/20

	Oct 19	Nov 19	Dec 19	TOTAL
Ordinary Income/Expense				
Income				
500.00 · Occupancy	248,489.99	245,804.29	268,141.12	762,435.40
501.00 · Co-op Marketing	0.00	1,418.41	1,896.00	3,314.41
505.00 · Merchandise	76.20	204.75	166.90	447.85
508.00 · Interest-Certificate of D...	0.00	0.00	2,812.89	2,812.89
Total Income	248,566.19	247,427.45	273,016.91	769,010.55
Cost of Goods Sold				
599.00 · Cost of Goods Sold	103.32	66.92	593.97	764.21
Total COGS	103.32	66.92	593.97	764.21
Gross Profit	248,462.87	247,360.53	272,422.94	768,246.34
Expense				
600.00 · Benefits	10,677.10	7,807.82	7,956.86	26,441.78
620.00 · Building & Occupancy	8,307.30	8,047.61	20,946.62	37,301.53
650.00 · Compensation	60,782.62	56,321.33	62,641.44	179,745.39
700.00 · Consulting	364.16	21,856.63	687.47	22,908.26
750.00 · Education	1,299.00	340.00	676.02	2,315.02
800.00 · Employment Expenses	4,375.66	4,042.43	3,553.23	11,971.32
820.00 · Small Equipment	11,317.15	3,319.55	12,170.54	26,807.24
840.00 · Marketing	193,202.62	162,035.48	197,044.59	552,282.69
885.00 · Radio Equipment/FAVOR	580.96	583.53	585.03	1,749.52
900.00 · Operating Expenses	6,227.28	7,221.12	5,250.15	18,698.55
930.00 · Transportation	500.00	500.00	500.00	1,500.00
Total Expense	297,633.85	272,075.50	312,011.95	881,721.30
Net Ordinary Income	-49,170.98	-24,714.97	-39,589.01	-113,474.96
Net Income	-49,170.98	-24,714.97	-39,589.01	-113,474.96

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01/16/20
Accrual Basis

Fayetteville Area Convention and Visitors Bureau, Inc.
Profit & Loss Budget vs. Actual
July through December 2019

	Jul - Dec 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
500.00 · Occupancy	1,578,200.38	3,000,000.00	-1,421,799.62
501.00 · Co-op Marketing	32,994.16	7,000.00	25,994.16
505.00 · Merchandise	856.93	1,000.00	-143.07
508.00 · Interest-Certificate of De...	8,921.70	12,000.00	-3,078.30
Total Income	1,620,973.17	3,020,000.00	-1,399,026.83
Cost of Goods Sold			
599.00 · Cost of Goods Sold	1,248.33	2,000.00	-751.67
Total COGS	1,248.33	2,000.00	-751.67
Gross Profit	1,619,724.84	3,018,000.00	-1,398,275.16
Expense			
600.00 · Benefits	60,431.39	135,652.00	-75,220.61
620.00 · Building & Occupancy	79,104.00	136,696.00	-57,592.00
650.00 · Compensation	348,085.58	730,952.00	-382,866.42
700.00 · Consulting	35,422.07	70,500.00	-35,077.93
750.00 · Education	26,371.25	32,500.00	-6,128.75
800.00 · Employment Expenses	25,193.03	57,500.00	-32,306.97
820.00 · Small Equipment	43,501.84	93,000.00	-49,498.16
840.00 · Marketing	986,358.77	1,606,200.00	-619,841.23
885.00 · Radio Equipment/FAVOR	3,494.55	7,000.00	-3,505.45
900.00 · Operating Expenses	52,323.77	142,000.00	-89,676.23
930.00 · Transportation	3,000.00	6,000.00	-3,000.00
Total Expense	1,663,286.25	3,018,000.00	-1,354,713.75
Net Ordinary Income	-43,561.41	0.00	-43,561.41
Net Income	-43,561.41	0.00	-43,561.41

Fayetteville Area Convention and Visitors Bureau, Inc.
Income & Expense

01/16/20

	Oct - Dec 19	Oct - Dec 18
Ordinary Income/Expense		
Income		
500.00 · Occupancy	762,435.40	898,745.06
501.00 · Co-op Marketing	3,314.41	1,896.00
505.00 · Merchandise	447.85	470.55
508.00 · Interest-Certificate of Deposit	2,812.89	2,753.71
Total Income	769,010.55	903,865.32
Cost of Goods Sold		
599.00 · Cost of Goods Sold	764.21	29.61
Total COGS	764.21	29.61
Gross Profit	768,246.34	903,835.71
Expense		
600.00 · Benefits	26,441.78	24,626.85
620.00 · Building & Occupancy	37,301.53	28,224.91
650.00 · Compensation	179,745.39	178,564.94
700.00 · Consulting	22,908.26	21,607.03
750.00 · Education	2,315.02	3,298.00
800.00 · Employment Expenses	11,971.32	11,875.15
820.00 · Small Equipment	26,807.24	31,108.34
840.00 · Marketing	552,282.69	353,674.83
885.00 · Radio Equipment/FAVOR	1,749.52	1,744.60
900.00 · Operating Expenses	18,698.55	18,627.93
930.00 · Transportation	1,500.00	1,500.00
Total Expense	881,721.30	674,852.58
Net Ordinary Income	-113,474.96	228,983.13
Net Income	-113,474.96	228,983.13

ROOM OCCUPANCY TAX COLLECTIONS

Post Date	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
July	128,310.67	123,528.07	185,445.92	161,199.13	250,829.77	336,070.28	336,637.07	301,445.30	366,159.95	339,026.98
August	118,017.50	116,205.32	173,608.50	183,273.37	264,946.98	291,830.93	343,854.13	361,589.42	389,633.14	360,567.02
September	111,587.19	102,327.61	170,013.09	196,253.36	241,424.10	279,553.10	294,830.17	364,407.95	399,143.57	365,658.87
October	95,540.04	94,138.74	126,950.28	144,123.92	205,933.32	209,014.26	271,513.31	280,762.70	347,957.44	296,785.70
November	103,618.54	97,480.32	146,553.77	164,166.44	231,621.30	244,928.12	284,387.70	334,960.83	345,170.11	276,320.71
December	91,218.92	107,051.87	141,546.37	161,908.75	214,983.43	238,029.20	291,909.40	309,883.08	381,967.05	435,453.03
January	79,450.91	89,682.53	126,752.50	137,624.62	155,718.64	207,631.83	213,376.10	257,492.25	288,017.15	268,640.84
February	82,959.77	99,904.27	133,421.20	193,013.38	227,222.41	242,478.41	277,993.69	334,605.74	333,629.52	343,152.77
March	96,954.68	109,582.31	157,987.52	211,597.95	256,514.12	274,852.51	268,641.52	358,988.83	400,326.58	367,475.03
April	106,757.21	163,907.23	172,639.78	264,226.73	306,358.58	286,347.17	347,154.06	492,237.11	336,489.95	437,336.88
May	116,726.97	168,042.47	176,066.82	254,647.12	268,177.84	324,472.01	348,309.67	394,595.10	368,992.57	393,986.98
June	107,784.39	156,580.28	169,240.02	249,107.34	271,633.15	328,233.54	325,386.11	386,760.33	310,267.96	372,652.89
Totals	1,238,926.79	1,428,431.02	1,880,225.77	2,321,142.11	2,895,363.64	3,263,441.36	3,603,992.93	4,177,728.64	4,264,754.99	4,257,057.70

Post Date	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
July	438,741.88	452,412.78	624,476.43	427,020.30	518,865.05	505,350.40	492,196.17	576,022.66	566,571.83	616,007.39
August	419,571.62	465,383.36	439,494.51	414,776.56	527,058.29	534,264.16	533,898.37	550,605.02	598,512.32	612,953.38
September	459,343.97	466,681.51	482,850.23	471,180.83	523,095.44	516,935.54	514,505.96	541,513.38	575,608.96	597,417.65
October	333,249.36	394,789.27	418,322.30	356,451.38	407,271.39	435,374.91	464,514.13	531,233.18	705,399.23	553,224.46
November	489,368.28	401,853.68	386,482.23	374,983.95	455,358.89	469,961.70	659,624.68	494,055.36	732,570.21	547,245.19
December	379,815.62	405,611.47	395,337.12	400,740.02	423,483.46	395,669.19	591,618.98	440,999.52	562,947.21	369,027.53
January	288,429.36	330,666.46	341,070.02	365,101.42	392,873.44	378,797.23	473,784.04	384,417.65	449,227.19	
February** ^	331,584.11	386,879.53	339,719.32	394,994.84	448,133.93	415,211.71	485,476.58	448,570.60	516,052.05	
March	498,306.80	424,671.87	488,798.46	420,981.03	427,874.35	445,572.85	435,869.86	456,201.31	562,868.63	
April (4%)	483,269.03	486,917.52	449,316.86	477,590.01	497,083.53	524,947.03	558,849.05	608,128.64	674,723.67	
May	465,979.75	433,886.59	414,154.62	579,994.21	478,516.58	554,097.74	538,682.01	567,287.11	635,921.08	
June	456,086.59	409,425.98	433,857.67	441,628.81	533,301.36	463,313.26	504,653.66	545,946.50	664,959.83	
Totals	5,043,746.37	5,059,180.02	5,213,879.77	5,125,443.36	5,632,915.71	5,639,495.72	6,253,673.49	6,144,980.93	7,245,362.21	3,295,875.60

**Room Occupancy tax rate increased January 1, 2004 to 5%. Collection of taxes @ new rate were received during the month of Feb 04.

^ Room Occupancy tax rate increased January 1, 2005 to 6%. Collection of taxes @ new rate were received during the month of Feb 05.

****County offices were closed due to Hurricane Florence from 12:00 pm 9/12/18 until 9/19/18**

ROOM OCCUPANCY MONTHLY & YEAR TO DATE RECAP / FY 2019 - 2020

FY 2019 - 2020	Business I-95 Tax Paid by Reporting Properties	I-95 Tax Paid by Reporting Properties	Mall Tax Paid by Reporting Properties	Spring Lake Tax Paid by Reporting Properties	Misc Fayetteville Tax Paid by Reporting Properties	Misc Ft Bragg Tax Paid by Reporting Properties	TOTAL COLLECTIONS
July	\$2,306.03	\$55,157.05	\$172,376.18	\$52,468.68	\$33,720.06	\$21,498.72	\$337,526.72
Aug	\$2,981.01	\$55,931.30	\$160,950.29	\$48,715.77	\$35,068.40	\$17,815.84	\$321,462.61
Sept	\$3,261.69	\$56,758.41	\$166,465.83	\$48,555.04	\$38,071.04	\$23,322.64	\$336,434.65
Oct	\$2,717.67	\$37,344.23	\$159,880.43	\$42,224.97	\$32,402.91	\$27,720.24	\$302,290.45
Nov	\$3,275.64	\$36,551.22	\$147,265.42	\$37,738.27	\$31,430.20	\$21,841.31	\$278,102.06
Dec	\$1,198.55	\$32,632.71	\$71,992.54	\$37,398.17	\$6,817.40	\$20,494.39	\$170,533.76
Jan							\$0.00
Feb							\$0.00
Mar							\$0.00
Apr							\$0.00
May							\$0.00
June							\$0.00
Total Receipts	\$15,740.59	\$274,374.92	\$878,930.69	\$267,100.90	\$177,510.01	\$132,693.14	\$1,746,350.25

FY 2019 - 2020	Business I-95 Tax Paid by Non- Reporting Properties***	I-95 Tax Paid by Non- Reporting Properties***	Mall Tax Paid by Non- Reporting Properties***	Spring Lake Tax Paid by Non- Reporting Properties***	Misc Fayetteville Tax Paid by Non- Reporting Properties***	Misc Ft Bragg Tax Paid by Non- Reporting Properties***	TOTAL COLLECTIONS
July	\$14,355.21	\$92,828.66	\$133,884.28	\$0.00	\$37,412.52	\$0.00	\$278,480.67
Aug	\$16,937.47	\$90,866.53	\$133,688.90	\$0.00	\$43,909.46	\$6,088.41	\$291,490.77
Sept	\$15,366.25	\$77,849.97	\$121,414.11	\$1,457.66	\$44,895.01	\$0.00	\$260,983.00
Oct	\$16,013.00	\$70,963.35	\$115,020.87	\$0.00	\$48,936.79	\$0.00	\$250,934.01
Nov	\$15,734.40	\$69,047.39	\$132,791.36	\$0.00	\$22,146.15	\$0.00	\$239,719.30
Dec	\$11,058.70	\$35,207.77	\$130,081.15	\$0.00	\$22,146.15	\$0.00	\$198,493.77
Jan							\$0.00
Feb							\$0.00
Mar							\$0.00
Apr							\$0.00
May							\$0.00
June							\$0.00
Total Receipts	\$89,465.03	\$436,763.67	\$766,880.67	\$1,457.66	\$219,446.08	\$6,088.41	\$1,520,101.52

Net Occupancy*

1.5% CCCC

2.75% CVB

1.5% Arts Center

.25% Discret

* Net Occupancy - Occupancy Tax after collection fees deducted.

\$3,191,122.73

\$797,780.68

\$1,462,597.92

\$797,780.68

\$132,963.45

***Properties that do not provide Room Nights Sold info to the Tax Office or have less than 20 rooms available for lodging defines "Tax Paid by Non-Reporting Properties"

*Properties compiled in this report have more than 20 rooms & cater primarily to transient, overnight guests

MONTH TO DATE TOTALS																							
Occupancy Rate												Average Daily Rate											
Date	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	Occupancy Rate											
												Average Daily Rate											
July	66.54%	64.91%	66.32%	68.82%	66.69%	\$85.81	\$79.48	\$74.50	\$73.42	\$72.71	66.54%	64.91%	66.32%	68.82%	66.69%	\$85.81	\$79.48	\$74.50	\$73.42	\$72.71	66.54%	64.91%	66.32%
Aug	67.40%	66.86%	66.50%	70.51%	66.86%	\$82.86	\$79.53	\$76.42	\$73.06	\$73.79	67.03%	65.88%	66.41%	69.67%	64.37%	\$84.26	\$79.48	\$74.50	\$73.42	\$70.71	67.40%	66.86%	66.50%
Sep	61.53%	72.24%	64.58%	63.69%	60.14%	\$82.42	\$82.24	\$74.88	\$71.51	\$70.15	65.19%	67.95%	65.82%	67.75%	63.90%	\$83.68	\$80.45	\$75.29	\$72.72	\$71.02	61.53%	72.24%	64.58%
Oct	57.71%	75.59%	57.61%	79.74%	61.70%	\$82.37	\$81.67	\$73.80	\$78.73	\$71.98	63.38%	69.80%	63.69%	70.72%	63.68%	\$83.39	\$80.77	\$74.94	\$74.40	\$71.11	57.71%	75.59%	57.61%
Nov	24.27%	63.86%	58.39%	73.14%	54.85%	\$92.81	\$79.14	\$73.71	\$76.99	\$70.57	54.50%	68.63%	62.69%	71.20%	62.90%	\$84.34	\$80.47	\$74.72	\$74.92	\$71.07	24.27%	63.86%	58.39%
Dec		49.91%	54.35%	59.45%	48.35%		\$74.12	\$68.68	\$72.58	\$66.99		65.57%	61.40%	69.23%	61.61%	\$79.68	\$73.89	\$74.59	\$70.79				
Jan		54.85%	57.04%	63.39%	55.51%		\$79.47	\$74.41	\$71.08	\$70.55		63.92%	60.76%	63.39%	59.26%	\$79.65	\$73.96	\$71.08	\$70.71				
Feb		68.55%	62.02%	63.59%	63.04%		\$79.90	\$76.55	\$75.32	\$71.53		64.47%	57.20%	67.80%	59.71%	\$79.68	\$74.27	\$74.23	\$70.82				
Mar		69.95%	67.59%	69.21%	69.81%		\$90.69	\$80.11	\$73.56	\$73.43		65.10%	61.68%	67.95%	60.83%	\$81.03	\$75.00	\$74.16	\$71.15				
Apr		71.69%	66.88%	67.63%	71.53%		\$83.56	\$80.46	\$74.14	\$76.55		65.17%	62.22%	67.91%	61.84%	\$81.30	\$75.61	\$74.16	\$71.74				
May		75.00%	62.03%	62.67%	63.52%		\$96.83	\$78.95	\$72.10	\$72.40		66.51%	62.20%	67.41%	61.98%	\$82.78	\$75.93	\$73.97	\$71.80				
June		69.40%	66.80%	66.21%			\$86.42	\$79.70	\$74.99	\$71.86		66.73%	62.59%	67.74%	62.32%	\$83.07	\$76.27	\$74.06	\$71.80				
AVG	55.51%	66.90%	62.51%	67.78%	62.35%	\$85.25	\$82.75	\$76.01	\$73.95	\$71.88	63.41%	66.27%	62.75%	68.30%	62.20%	\$84.30	\$80.66	\$74.99	\$73.75	\$71.15			

I-95

MALL AREA

SPRING LAKE

MISC FAYETTEVILLE

MISC FORT BRAGG

MONTH TO DATE TOTALS

# of Properties Reporting Room Nights Sold												# of Properties Reporting Room Nights Sold											
Date	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	# of Properties Reporting Room Nights Sold											
July	3 of 18	4 of 18	5 of 17	4 of 16	5 of 16	14 of 23	15 of 23	13 of 21	14 of 21	12 of 20	6 of 6*	7 of 7	5 of 7	4 of 6	5 of 6	8 of 11*	9 of 10	7 of 10	7 of 10	7 of 10	3 of 3*	4 of 5	4 of 5
Aug	4 of 18	4 of 18	5 of 17	4 of 16	4 of 16	14 of 23	15 of 23	13 of 21	14 of 21	14 of 20	6 of 6*	7 of 7	6 of 7	4 of 6	5 of 6	8 of 11*	8 of 10	7 of 10	7 of 10	7 of 10	3 of 3*	4 of 5	4 of 5
Sep	3 of 18	3 of 18	5 of 17	4 of 16	5 of 16	14 of 23	15 of 23	12 of 21	13 of 21	14 of 20	6 of 6*	7 of 7	6 of 7	4 of 6	5 of 6	8 of 11*	9 of 10	7 of 10	7 of 10	7 of 10	3 of 3*	4 of 5	4 of 5
Oct	3 of 19	4 of 18	5 of 17	4 of 16	5 of 16	13 of 23	14 of 23	13 of 21	14 of 21	15 of 21	6 of 6*	7 of 7	6 of 7	5 of 6	5 of 6	8 of 11*	9 of 10	7 of 10	6 of 10	7 of 10	3 of 3*	4 of 5	4 of 5
Nov	2 of 11	4 of 18	4 of 17	4 of 16	5 of 16	6 of 16	15 of 23	13 of 21	14 of 21	15 of 21	5 of 5*	6 of 6*	6 of 7	4 of 6	5 of 6	4 of 5*	8 of 10	6 of 10	6 of 10	6 of 10	2 of 2*	4 of 5	4 of 5
Dec		5 of 19	4 of 18	4 of 16	5 of 16		13 of 23	14 of 21	14 of 21	15 of 21		6 of 6*	6 of 7	5 of 7	5 of 6		9 of 10	7 of 10	7 of 10	7 of 10		4 of 5	4 of 5
Jan		5 of 18	4 of 18	4 of 16	4 of 16		14 of 23	14 of 21	14 of 21	15 of 21		6 of 6*	6 of 7	5 of 7	5 of 6		9 of 10	7 of 10	7 of 10	7 of 10		4 of 5	4 of 5
Feb		4 of 18	2 of 18	3 of 16	4 of 16		14 of 23	14 of 21	14 of 21	15 of 21		6 of 6*	6 of 7	5 of 7	4 of 6		9 of 10	8 of 10	7 of 10	7 of 10		5 of 5	4 of 5
Mar		4 of 18	3 of 18	3 of 16	4 of 16		14 of 23	15 of 22	12 of 21	15 of 21		6 of 6*	6 of 7	6 of 7	4 of 6		8 of 10	8 of 10	7 of 10	6 of 10		5 of 5	4 of 5
Apr		4 of 18	4 of 18	5 of 16	4 of 16		14 of 23	15 of 22	14 of 21	15 of 21		6 of 6*	6 of 7	6 of 7	5 of 6		7 of 10	9 of 10	7 of 10	7 of 10		5 of 5	4 of 5
May		3 of 18	3 of 18	4 of 16	4 of 16		14 of 23	15 of 22	14 of 21	14 of 21		6 of 6*	7 of 7	6 of 7	4 of 6		8 of 10	9 of 10	7 of 10	7 of 10		5 of 5	4 of 5
June		3 of 18	4 of 18	4 of 16	4 of 16		14 of 23	15 of 23	13 of 21	15 of 21		6 of 6*	7 of 7	6 of 7	4 of 6		7 of 10	8 of 10	7 of 10	7 of 10		3 of 3*	4 of 5

*Starline Motel removed from Spring Lake as it was destroyed by Hurricane Florence

*** 1 property was added to I-95 off w/ Dec 2018 room occupancy returns filed

*** 1 property was removed from I-95 off w/ Jan 2019 room occupancy returns filed / has less than 20 rooms

*** 1 property was added to I-95 off w/ Mar 2018 room occupancy returns filed

*** 1 property was removed from Business I-95 off w/ June 2018 room occupancy returns filed / has less than 20 rooms

*** 1 property was added to I-95 off w/ June 2018 room occupancy returns filed

*** 1 property was added to I-95 off w/ June 2018 room occupancy returns filed

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*** 1 property was added to I-95 off w/ June 2018 room occupancy returns filed

*** 1 property was added to I-95 off w/ June 2018 room occupancy returns filed

*Properties compiled in this report have more than 20 rooms & cater primarily to transient, overnight guests

BUSINESS I-95

I-95

MALL AREA

Date	Occupancy Rate					Average Daily Rate					Occupancy Rate					Average Daily Rate					Occupancy Rate					Average Daily Rate				
	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016
July	47.01%	34.01%	30.24%	47.95%	24.83%	\$39.80	\$65.89	\$46.63	\$39.35	\$35.52	73.21%	72.69%	57.61%	72.75%	67.77%	\$103.13	\$90.52	\$66.26	\$69.35	\$66.04	73.62%	72.32%	76.35%	72.86%	75.44%	\$85.00	\$83.85	\$81.09	\$78.95	\$79.30
Aug	49.00%	28.89%	27.62%	45.60%	31.32%	\$42.16	\$63.82	\$52.66	\$40.08	\$35.60	54.57%	74.79%	55.69%	69.22%	65.41%	\$97.27	\$90.31	\$75.03	\$66.65	\$62.83	71.20%	75.63%	74.97%	71.87%	72.78%	\$84.30	\$86.13	\$83.60	\$79.37	\$81.96
Sep	64.25%	42.88%	29.90%	45.17%	34.63%	\$28.01	\$76.38	\$56.74	\$40.25	\$36.65	37.45%	69.33%	59.70%	64.79%	59.07%	\$103.17	\$98.95	\$76.35	\$65.55	\$65.83	71.14%	80.95%	74.23%	67.17%	65.20%	\$85.25	\$86.13	\$84.79	\$75.44	\$77.13
Oct	53.76%	37.23%	21.31%	48.52%	35.48%	\$37.67	\$65.58	\$55.59	\$43.09	\$35.66	33.62%	80.00%	41.67%	82.66%	60.89%	\$93.97	\$86.48	\$64.02	\$73.29	\$65.58	70.90%	85.76%	70.86%	83.23%	66.72%	\$85.92	\$86.12	\$77.22	\$84.24	\$77.28
Nov	8.65%	36.01%	31.18%	52.47%	28.33%	\$48.72	\$65.07	\$51.94	\$41.28	\$42.23	15.83%	77.68%	54.60%	81.66%	59.97%	\$104.21	\$66.03	\$61.83	\$71.26	\$64.49	28.83%	72.49%	64.15%	77.70%	60.92%	\$98.24	\$83.37	\$73.70	\$83.93	\$75.54
Dec		29.72%	28.83%	50.97%	35.04%	\$63.94	\$63.94	\$51.36	\$41.14	\$32.83		59.38%	55.85%	72.60%	57.28%	\$85.95	\$77.52	\$62.48	\$62.62			59.21%	56.21%	65.32%	55.42%	\$98.24	\$77.78	\$69.31	\$79.99	\$72.41
Jan		23.92%	22.55%	45.56%	32.06%	\$67.25	\$67.25	\$54.20	\$40.22	\$32.20		54.34%	63.35%	62.77%	63.52%	\$86.67	\$78.98	\$67.39	\$64.87			65.78%	60.84%	66.16%	61.80%	\$82.51	\$78.81	\$80.62	\$75.97	
Feb		29.87%	31.42%	50.93%	36.61%	\$68.33	\$68.33	\$46.36	\$41.14	\$34.96		70.57%	63.68%	55.27%	69.73%	\$90.86	\$75.07	\$65.25	\$65.98			74.78%	67.47%	69.76%	72.00%	\$85.22	\$82.43	\$80.90	\$77.01	
Mar		36.39%	34.81%	50.60%	35.95%	\$76.69	\$76.69	\$63.72	\$41.81	\$37.81		74.30%	63.08%	63.40%	75.97%	\$92.24	\$80.05	\$66.48	\$68.96			74.99%	71.66%	77.45%	74.34%	\$106.98	\$86.81	\$78.85	\$80.28	
Apr		33.47%	33.38%	25.37%	31.52%	\$61.13	\$61.13	\$55.39	\$37.97	\$37.27		80.10%	80.77%	63.49%	81.02%	\$100.20	\$87.76	\$68.45	\$73.93			76.97%	74.63%	76.89%	77.32%	\$84.66	\$85.63	\$79.92	\$83.87	
May		34.44%	31.75%	32.76%	46.03%	\$63.15	\$63.15	\$57.53	\$37.27	\$37.27		79.60%	65.89%	53.28%	68.00%	\$103.59	\$77.44	\$65.31	\$68.97			77.76%	73.39%	73.44%	71.25%	\$113.00	\$80.74	\$75.88	\$75.04	
June		38.13%	35.51%	33.13%	48.44%	\$54.28	\$54.28	\$65.15	\$55.30	\$38.21		51.88%	71.70%	69.91%	71.05%	\$148.33	\$88.02	\$65.35	\$68.94			78.61%	75.30%	81.52%	72.57%	\$82.18	\$82.97	\$78.86	\$76.62	
YTD	44.53%	33.75%	29.88%	44.09%	35.02%	\$39.31	\$67.63	\$55.70	\$44.72	\$36.41	42.94%	70.38%	62.13%	67.15%	66.14%	\$100.35	\$97.51	\$77.36	\$67.23	\$66.59	63.54%	74.60%	70.01%	73.83%	68.98%	\$87.74	\$87.95	\$80.59	\$79.75	\$77.78

SPRING LAKE

MISCELLANEOUS FAYETTEVILLE

MISCELLANEOUS FORT BRAGG

		Occupancy Rate					Average Daily Rate					Occupancy Rate					Average Daily Rate					Occupancy Rate					Average Daily Rate				
Date	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	2019 - 2020	2018 - 2019	2017 - 2018	2016 - 2017	2015 - 2016	
July	46.32%	50.33%	52.21%	58.99%	53.31%	\$108.73	\$89.88	\$92.08	\$82.16	\$78.59	57.39%	58.53%	66.53%	63.94%	60.63%	\$63.79	\$53.05	\$50.84	\$51.99	\$52.86	83.23%	64.40%	64.31%	68.03%	68.03%	\$85.27	\$80.23	\$75.46	\$79.58	\$77.17	
Aug	56.53%	51.13%	49.99%	65.21%	56.55%	\$88.80	\$88.27	\$88.35	\$80.18	59.67%	59.96%	67.67%	64.94%	64.27%	\$63.52	\$54.07	\$51.51	\$51.27	\$50.45	85.58%	66.50%	75.23%	81.30%	69.50%	\$84.51	\$80.65	\$74.86	\$79.19	\$77.54		
Sept	50.05%	63.65%	51.63%	54.72%	45.45%	\$90.14	\$95.23	\$78.99	\$79.70	57.52%	56.01%	68.03%	64.89%	59.89%	\$61.12	\$55.90	\$49.79	\$52.01	\$48.21	73.92%	67.72%	62.35%	64.06%	64.78%	\$85.19	\$78.17	\$74.61	\$83.23	\$71.61		
Oct	44.06%	66.35%	45.18%	75.35%	49.27%	\$88.56	\$92.66	\$88.89	\$84.95	\$80.20	50.95%	67.63%	54.62%	73.65%	\$62.54	\$53.26	\$46.46	\$61.43	\$52.05	82.36%	69.83%	60.34%	79.69%	66.27%	\$86.00	\$79.98	\$92.69	\$78.78	\$78.71		
Nov	40.55%	51.51%	46.19%	62.23%	40.32%	\$98.56	\$88.95	\$85.63	\$82.81	\$76.00	10.74%	58.00%	68.29%	75.12%	60.43%	\$50.82	\$53.78	\$54.11	\$60.06	\$52.39	38.74%	51.51%	52.44%	59.91%	48.92%	\$86.17	\$81.81	\$80.31	\$79.93	\$79.58	
Dec		32.35%	33.26%	44.35%	34.20%	\$81.91	\$77.72	\$78.96	\$69.25			55.00%	58.09%	73.76%	52.34%	\$51.77	\$50.79	\$56.32	\$46.96			30.44%	34.48%	29.22%	31.37%	\$82.84	\$78.98	\$82.10	\$83.06		
Jan		46.53%	38.15%	48.81%	37.61%	\$88.55	\$92.38	\$86.95	\$71.84			55.25%	58.00%	67.28%	48.23%	\$53.87	\$48.89	\$57.05	\$48.69			40.95%	63.26%	61.11%	54.90%	\$88.02	\$80.29	\$50.36	\$79.55		
Feb		56.69%	52.47%	46.78%	43.74%	\$90.36	\$90.60	\$86.89	\$78.71			61.99%	61.84%	66.78%	60.97%	\$53.52	\$53.25	\$56.77	\$51.79			75.33%	60.87%	64.07%	53.69%	\$77.29	\$80.80	\$79.12	\$78.59		
Mar		61.48%	59.83%	49.87%	45.30%	\$90.83	\$90.99	\$86.55	\$79.42			59.65%	61.47%	66.56%	79.59%	\$55.82	\$57.28	\$56.53	\$51.40			75.71%	72.29%	76.02%	67.41%	\$81.06	\$77.13	\$76.32	\$77.38		
Apr		60.06%	59.14%	55.07%	55.25%	\$89.39	\$92.81	\$85.61	\$80.00			64.22%	56.89%	66.37%	69.01%	\$62.23	\$56.02	\$52.75	\$53.92			74.30%	59.42%	63.80%	74.28%	\$82.44	\$76.17	\$75.86	\$77.16		
May		59.09%	40.73%	45.77%	47.15%	\$90.74	\$108.82	\$85.70	\$76.66			62.96%	54.28%	60.95%	57.01%	\$62.94	\$57.15	\$54.41	\$50.40			69.44%	60.30%	60.33%	56.11%	\$82.29	\$79.13	\$74.72	\$92.28		
June		61.83%	52.09%	63.13%	56.93%	\$90.69	\$88.83	\$89.20	\$79.42			55.74%	57.58%	60.84%	62.54%	\$66.06	\$56.97	\$58.74	\$52.67			84.25%	68.09%	75.25%	54.54%	\$83.05	\$79.92	\$75.48	\$78.43		
YTD	47.50%	55.08%	48.41%	55.86%	47.09%	\$94.96	\$89.79	\$89.67	\$84.04	\$77.13	46.95%	60.58%	60.85%	66.84%	59.89%	\$60.36	\$56.36	\$52.76	\$55.94	\$50.98	72.77%	64.03%	61.12%	65.23%	59.15%	\$85.43	\$81.49	\$79.20	\$76.22	\$79.26	

DUE TO NEW SOFTWARE SYSTEM ALL ROOM OCCUPANCY MONIES RECEIVED WERE NOT DEPOSITED IN DECEMBER 2019 / This report only includes room occupancy tax information posted/deposited in December 2019

ROOM OCCUPANCY MONTHLY & YEAR TO DATE RECAP / FY 2019 - 2020

This report is using "Gross Receipts Sales prior to Exemptions and/or 90 day sales being subtracted"

Month of Sales	Business I-95 Sales Reported	I-95 Sales Reported	Mall Sales Reported	Spring Lake Sales Reported	Misc Fayetteville Sales Reported	Misc Ft Bragg Sales Reported	TOTAL SALES REPORTED
July	\$55,683.58	\$973,694.42	\$3,126,845.56	\$811,929.44	\$683,148.95	\$677,664.82	\$6,328,966.77
Aug	\$60,831.98	\$982,374.55	\$3,083,506.68	\$809,272.72	\$707,264.01	\$1,134,438.75	\$6,777,688.69
Sept	\$51,294.60	\$622,403.98	\$2,935,860.29	\$703,793.66	\$618,304.23	\$984,752.16	\$5,916,408.92
Oct	\$60,594.10	\$609,186.94	\$2,712,109.39	\$628,971.15	\$594,720.26	\$676,269.94	\$5,281,851.78
Nov	\$19,975.75	\$543,878.60	\$1,220,282.03	\$623,303.05	\$128,431.91	\$506,765.47	\$3,042,636.81
Dec							\$0.00
Jan							\$0.00
Feb							\$0.00
Mar							\$0.00
Apr							\$0.00
May							\$0.00
June							\$0.00
Totals	\$248,380.01	\$3,731,538.49	\$13,078,603.95	\$3,577,270.02	\$2,731,869.36	\$3,979,891.14	\$27,347,552.97

Month of Sales	Business I-95 Rooms Available	I-95 Rooms Available	Mall Rooms Available	Spring Lake Rooms Available	Misc Fayetteville Rooms Available	Misc Ft Bragg Rooms Available	TOTAL ROOMS AVAILABLE
July	2976	12896	49972	16120	18662	9548	110174
Aug	2945	18507	49972	16120	18662	15686	121892
Sept	2850	16110	48409	15600	18060	15638	116667
Oct	2976	19282	44516	16120	18662	9548	111104
Nov	4740	32970	43080	15600	23520	15180	135090
Dec							0
Jan							0
Feb							0
Mar							0
Apr							0
May							0
June							0
Totals	16487	99765	235949	79560	97566	65600	594927

Month of Sales	Business I-95 Room Nights Sold	I-95 Room Nights Sold	Mall Room Nights Sold	Spring Lake Room Nights Sold	Misc Fayetteville Room Nights Sold	Misc Ft Bragg Room Nights Sold	TOTAL ROOM NIGHTS SOLD
July	1399	9441	36788	7468	10710	7947	73753
Aug	1443	10099	36578	9113	11135	13424	81792
Sept	1831	6033	34440	7808	10116	11560	71788
Oct	1600	6483	31564	7102	9509	7864	64122
Nov	410	5219	12422	6324	2527	5881	32783
Dec							0
Jan							0
Feb							0
Mar							0
Apr							0
May							0
June							0
Totals	6683	37275	151792	37815	43997	46676	324238

DUE TO NEW SOFTWARE SYSTEM ALL ROOM OCCUPANCY MONIES RECEIVED WERE NOT DEPOSITED IN DECEMBER 2019

This report only includes room occupancy tax information posted in December 2019

Month	Business I-95 # of Reporting Properties	I-95 # of Reporting Properties	Mall # of Reporting Properties	Spring Lake # of Reporting Properties	Misc Fayetteville # of Reporting Properties	Misc Ft Bragg # of Reporting Properties	TOTAL # OF REPORTING PROPERTIES
July	3 of 11	3 of 18	14 of 23	6 of 6*	8 of 11~	3 of 3^	37 of 72
Aug	3 of 11	4 of 18	14 of 23	6 of 6*	8 of 11~	3 of 3^	38 of 72
Sept	3 of 11	3 of 18	14 of 23	6 of 6*	8 of 11~	3 of 3^	37 of 72
Oct	3 of 11	3 of 18	13 of 23	6 of 6*	8 of 11~	2 of 3^	35 of 72
Nov	1 of 8	2 of 11	6 of 16	5 of 5*	4 of 5~	2 of 2^	20 of 47
Dec							
Jan							
Feb							
Mar							
Apr							
May							
June							

*Removed Starlite Motel as it was destroyed by Hurricane Florence

Misc Ft Bragg - ^2 Properties were closed as of June 2019

Misc Fayetteville - ~New property opened July 2019

MTD TOTAL SALES REPORTED	MTD TOTAL ROOMS AVAILABLE	MTD TOTAL ROOM NIGHTS SOLD
\$3,042,636.81	135090	32783
MTD Total Room Nights Sold divided by MTD Total Rooms Available = OCCUPANCY RATE		24.27%
MTD Total Sales Reported divided by MTD Total Room Nights Sold = ADR		\$92.81

YTD TOTAL SALES REPORTED	YTD TOTAL ROOMS AVAILABLE	YTD TOTAL ROOM NIGHTS SOLD
\$27,347,552.97	594927	324238
YTD Total Room Nights Sold divided by YTD Total Rooms Available = OCCUPANCY RATE		54.50%
YTD Total Sales Reported divided by YTD Total Room Nights Sold = ADR		\$84.34

DUE TO NEW SOFTWARE SYSTEM ALL ROOM OCCUPANCY MONIES RECEIVED WERE NOT DEPOSITED IN DECEMBER 2019

This report only includes room occupancy tax information posted in December 2019