

ROOM OCCUPANCY MONTHLY & YEAR TO DATE RECAP / FY 2021 - 2022

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

Collection Month	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
Jul-21	\$41,733.84	\$1,180,498.52	\$3,032,500.11	\$785,691.68	\$703,382.73	\$567,284.24	\$6,311,091.12
Aug-21	\$42,828.52	\$1,408,333.21	\$3,377,166.91	\$734,846.83	\$720,222.12	\$605,758.06	\$6,889,155.65
Sep-21	\$43,450.27	\$1,218,575.18	\$3,192,119.16	\$853,820.49	\$653,873.40	\$699,902.30	\$6,661,740.80
Oct-21	\$42,384.10	\$907,395.45	\$2,485,391.05	\$761,863.61	\$593,564.60	\$576,620.57	\$5,367,219.38
Nov-21	\$33,603.42	\$1,102,956.77	\$3,055,164.89	\$850,741.05	\$645,368.44	\$599,456.26	\$6,287,290.83
Dec-21	\$33,774.97	\$1,071,811.39	\$2,645,531.12	\$655,076.52	\$581,070.72	\$437,617.89	\$5,424,882.61
Jan-22							\$0.00
Feb-22							\$0.00
Mar-22							\$0.00
Apr-22							\$0.00
May-22							\$0.00
Jun-22							\$0.00
Totals	\$237,775.12	\$6,889,570.52	\$17,787,873.24	\$4,642,040.18	\$3,897,482.01	\$3,486,639.32	\$36,941,380.39

Collection Month	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
Jul-21	1380	18840	41610	13740	14190	9240	99000
Aug-21	1426	17081	43834	11563	14663	9548	98115
Sep-21	1426	17081	42129	14198	13733	9548	98115
Oct-21	1380	12900	36060	13740	13290	9240	86610
Nov-21	651	17081	45849	14198	17329	9548	104656
Dec-21	630	18930	40770	13740	16770	9240	100080
Jan-22							0
Feb-22							0
Mar-22							0
Apr-22							0
May-22							0
Jun-22							0
Totals	6893	101913	250252	81179	89975	56364	586576

Collection Month	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
Jul-21	895	11537	32569	8988	10367	6188	70544
Aug-21	885	14428	33768	8572	10208	6690	74551
Sep-21	883	11980	33123	9890	9187	8121	73184
Oct-21	832	9273	26395	9253	8381	6772	60906
Nov-21	630	10886	31586	9847	8918	7141	69008
Dec-21	617	10607	28689	8165	8427	5279	61784
Jan-22							0
Feb-22							0
Mar-22							0
Apr-22							0
May-22							0
Jun-22							0
Totals	4742	68711	186130	54715	55488	40191	409977

ROOM OCCUPANCY MONTHLY & YEAR TO DATE RECAP / FY 2021 - 2022

Collection 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
Jul-21	2 of 11	5 of 18	12 of 23	4 of 6	7 of 11	2 of 3	32 of 72
Aug-21	2 of 11	6 of 18	13 of 23	4 of 6	7 of 11	2 of 3	34 of 72
Sep-21	2 of 11	6 of 18	13 of 23	5 of 6	7 of 11	2 of 3	35 of 72
Oct-21	2 of 11	5 of 18	11 of 23	5 of 6	6 of 11	2 of 3	31 of 72
Nov-21	1 of 10	6 of 18	13 of 23	5 of 6	7 of 11	2 of 3	34 of 71
Dec-21	1 of 10	6 of 18	13 of 23	5 of 6	7 of 11	2 of 3	34 of 71
Jan-22							
Feb-22							
Mar-22							
Apr-22							
May-22							
Jun-22							

*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

**I-95 - New property opened Oct 2019

*2 properties that had been reporting merged to 1 property as of 1/1/2021

MTD TOTAL SALES REPORTED	MTD TOTAL ROOMS AVAILABLE	MTD TOTAL ROOM NIGHTS SOLD
\$5,424,882.61	100080	61784
MTD Total Room Nights Sold divided by MTD Total Rooms Available = OCCUPANCY RATE		61.73%
MTD Total Sales Reported divided by MTD Total Room Nights Sold = ADR		\$87.80

YTD TOTAL SALES REPORTED	YTD TOTAL ROOMS AVAILABLE	YTD TOTAL ROOM NIGHTS SOLD
\$36,941,380.39	586576	409977
YTD Total Room Nights Sold divided by YTD Total Rooms Available = OCCUPANCY RATE		69.89%
YTD Total Sales Reported divided by YTD Total Room Nights Sold = ADR		\$90.11

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Accrual Basis

Fayetteville Area Convention and Visitors Bureau, Inc.
Balance Sheet
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
100.00 · Petty Cash	300.00
110.00 · BB&T Checking	778,790.07
111.00 · PNC Cash	50.87
121.00 · CD-Select Bank	258,413.77
125.00 · CD-First National (prevYadkin)	236,051.17
126.00 · CD - United CD	286,924.27
Total Checking/Savings	1,560,530.16
Accounts Receivable	
141.00 · Accts. Receivable - Occupancy	567,913.27
142.00 · Accts. Receivable - Promotional	318.51
154.00 · Reimbursement	1,071.50
Total Accounts Receivable	569,303.28
Other Current Assets	
130.00 · Inventory Asset	14,084.37
Total Other Current Assets	14,084.37
Total Current Assets	2,143,917.80
Fixed Assets	
160.00 · Furniture & Fixtures	50,611.29
170.00 · Equipment	
175.00 · Software	1,405.93
170.00 · Equipment - Other	150,565.91
Total 170.00 · Equipment	151,971.84
180.00 · Improvements	163,340.35
190.00 · Accumulated Deprec-Furniture	
195.00 · Accumulated Deprec-Equipment	-115,347.55
196.00 · Accumulated Deprec-Improvements	-56,136.90
197.00 · Accumulated Deprec-Software	-1,405.93
190.00 · Accumulated Deprec-Furniture - Other	-26,239.88
Total 190.00 · Accumulated Deprec-Furniture	-199,130.26
Total Fixed Assets	168,793.22
TOTAL ASSETS	2,310,711.02
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
210.00 · Accounts Payable	-2,428.00
Total Accounts Payable	-2,428.00
Other Current Liabilities	
240.00 · Accrued Vacation	5,435.63
245.00 · Accrued Salaries	1,026.32
Total Other Current Liabilities	6,461.95
Total Current Liabilities	4,033.95
Total Liabilities	4,033.95
Equity	
310.00 · Retained Earnings	1,689,898.07
Net Income	616,779.00
Total Equity	2,306,677.07
TOTAL LIABILITIES & EQUITY	2,310,711.02

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Accrual Basis

Fayetteville Area Convention and Visitors Bureau, Inc.
Profit & Loss Budget vs. Actual
July through December 2021

	Jul - Dec 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
500.00 · Occupancy	1,891,971.69	3,250,000.00	-1,358,028.31
501.00 · Co-op Marketing	561.00	5,500.00	-4,939.00
505.00 · Merchandise	1,761.42	2,000.00	-238.58
508.00 · Interest-Certificate of Deposit	3,677.77	8,000.00	-4,422.23
Total Income	1,898,121.88	3,265,500.00	-1,367,378.12
Cost of Goods Sold			
599.00 · Cost of Goods Sold	1,686.36	1,000.00	686.36
Total COGS	1,686.36	1,000.00	686.36
Gross Profit	1,896,435.52	3,264,500.00	-1,368,064.48
Expense			
600.00 · Benefits	46,347.10	109,500.00	-63,152.90
620.00 · Building & Occupancy	51,741.30	123,196.00	-71,454.70
650.00 · Compensation	290,165.79	723,000.00	-432,834.21
700.00 · Consulting - Research/Legal/...	87,311.58	132,000.00	-44,688.42
750.00 · Education & Memberships	32,678.88	69,000.00	-36,321.12
800.00 · Employment Expenses	23,675.46	57,000.00	-33,324.54
820.00 · Computers & Equipment	88,513.89	163,000.00	-74,486.11
821.03 · Website maintenance	2,035.54	60,000.00	-57,964.46
840.00 · Marketing			
841.00 · Visitor's Guide/Publications	5,231.74	12,000.00	-6,768.26
842.00 · Advertising/Creative/Brandl...	496,275.82	1,411,804.00	-915,528.18
844.00 · Conferences/Meetings	4,043.20	14,000.00	-9,956.80
845.00 · Convention Sales & Tourism	23,696.52	74,000.00	-50,303.48
846.00 · Convention Services	19,979.00	60,000.00	-40,021.00
847.00 · Travel--Local	3,559.64	3,000.00	559.64
848.00 · Travel--not local	20,088.56	53,000.00	-32,911.44
849.00 · Photography	2,171.50	25,000.00	-22,828.50
850.00 · Promotional Merchandise	4,488.26	11,000.00	-6,511.74
851.00 · Video/Production	0.00	2,000.00	-2,000.00
852.00 · Local Partnerships	28,423.57	31,000.00	-2,576.43
856.00 · Wayfinding Signage - Grant...	0.00	2,500.00	-2,500.00
862.00 · Spring Lake Branding	0.00	25,000.00	-25,000.00
Total 840.00 · Marketing	607,957.81	1,724,304.00	-1,116,346.19
900.00 · Operating Expenses	49,229.17	103,500.00	-54,270.83
Total Expense	1,279,656.52	3,264,500.00	-1,984,843.48
Net Ordinary Income	616,779.00	0.00	616,779.00
Net Income	616,779.00	0.00	616,779.00

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

01/18/22

	Jul - Dec 21	Jul - Dec 20
Ordinary Income/Expense		
Income		
500.00 · Occupancy	1,891,971.69	1,366,328.15
501.00 · Co-op Marketing	561.00	4,390.44
503.00 · Grants	0.00	20,750.00
505.00 · Merchandise	1,761.42	1,405.38
507.00 · Misc. Income	250.00	0.00
508.00 · Interest-Certificate of Deposit	3,577.77	6,264.89
Total Income	1,898,121.88	1,399,138.86
Cost of Goods Sold		
599.00 · Cost of Goods Sold	1,686.36	1,149.78
Total COGS	1,686.36	1,149.78
Gross Profit	1,896,435.52	1,397,989.08
Expense		
600.00 · Benefits	46,347.10	58,355.62
620.00 · Building & Occupancy	51,741.30	67,928.60
650.00 · Compensation	290,165.79	360,065.32
700.00 · Consulting - Research/Legal/...	87,311.58	49,035.50
750.00 · Education & Memberships	32,678.88	29,184.68
800.00 · Employment Expenses	23,675.46	26,888.03
820.00 · Computers & Equipment	88,513.89	33,089.30
821.03 · Website maintenance	2,035.54	1,039.27
840.00 · Marketing		
841.00 · Visitor's Guide/Publications	5,231.74	0.00
842.00 · Advertising/Creative/Branding	496,275.82	712,501.67
844.00 · Conferences/Meetings	4,043.20	50.00
845.00 · Convention Sales & Tourism	23,696.52	12,139.64
846.00 · Convention Services	19,979.00	55,500.00
847.00 · Travel--Local	3,559.64	4,128.85
848.00 · Travel--not local	20,088.56	10.24
849.00 · Photography	2,171.50	0.00
850.00 · Promotional Merchandise	4,488.26	2,849.67
851.00 · Video/Production	0.00	14,429.88
852.00 · Local Partnerships	28,423.57	4,802.01
853.00 · Sports/Golf	0.00	9,084.85
862.00 · Spring Lake Branding	0.00	23,084.29
867.00 · Grant - VisitNC Recovery C...	0.00	20,750.00
Total 840.00 · Marketing	607,957.81	859,329.10
900.00 · Operating Expenses	49,229.17	45,261.93
930.00 · Transportation	0.00	3,000.00
Total Expense	1,279,656.52	1,533,177.35
Net Ordinary Income	616,779.00	-135,188.27
Net Income	616,779.00	-135,188.27

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

01/19/22

	Oct 21	Nov 21	Dec 21	TOTAL
Ordinary Income/Expense				
Income				
500.00 · Occupancy	276,572.70	302,027.98	265,885.29	844,485.97
501.00 · Co-op Marketing	0.00	187.00	0.00	187.00
505.00 · Merchandise	243.68	299.74	500.28	1,043.70
508.00 · Interest-Certificate of Deposit	0.00	0.00	1,077.33	1,077.33
Total Income	276,816.38	302,514.72	267,462.90	846,794.00
Cost of Goods Sold				
599.00 · Cost of Goods Sold	212.17	455.57	447.32	1,115.06
Total COGS	212.17	455.57	447.32	1,115.06
Gross Profit	276,604.21	302,059.15	267,015.58	845,678.94
Expense				
600.00 · Benefits	8,402.09	7,544.45	6,918.00	22,864.54
620.00 · Building & Occupancy	8,913.89	8,750.58	6,987.60	24,652.07
650.00 · Compensation	53,876.54	47,012.59	55,055.63	155,744.76
700.00 · Consulting - Research/Leg...	365.97	31,252.01	13,474.28	45,092.26
750.00 · Education & Memberships	1,064.00	100.00	8,749.58	9,913.58
800.00 · Employment Expenses	3,874.91	3,886.73	4,460.49	12,222.13
820.00 · Computers & Equipment	5,811.57	2,830.82	16,341.90	24,984.09
821.03 · Website maintenance	250.19	242.60	250.00	742.79
840.00 · Marketing				
841.00 · Visitor's Guide/Publications	1,352.28	0.00	0.00	1,352.28
842.00 · Advertising/Creative/Bran...	113,290.28	28,121.31	28,569.22	169,980.81
844.00 · Conferences/Meetings	1,334.41	425.80	0.00	1,760.21
845.00 · Convention Sales & Touri...	67.15	-237.74	7,240.00	7,069.41
846.00 · Convention Services	3,000.00	47.23	5,000.00	8,047.23
847.00 · Travel--Local	167.36	478.52	2,658.14	3,304.02
848.00 · Travel--not local	3,902.71	2,033.15	8.26	5,944.12
850.00 · Promotional Merchandise	3,074.89	1,413.37	0.00	4,488.26
852.00 · Local Partnerships	2,650.00	9.59	9,588.98	12,248.57
Total 840.00 · Marketing	128,839.06	32,291.23	53,064.60	214,194.91
900.00 · Operating Expenses	6,991.54	9,081.79	10,889.78	26,963.11
Total Expense	218,189.78	142,992.60	176,191.86	537,374.24
Net Ordinary Income	58,414.43	159,066.55	90,823.72	308,304.70
Net Income	58,414.43	159,066.55	90,823.72	308,304.70