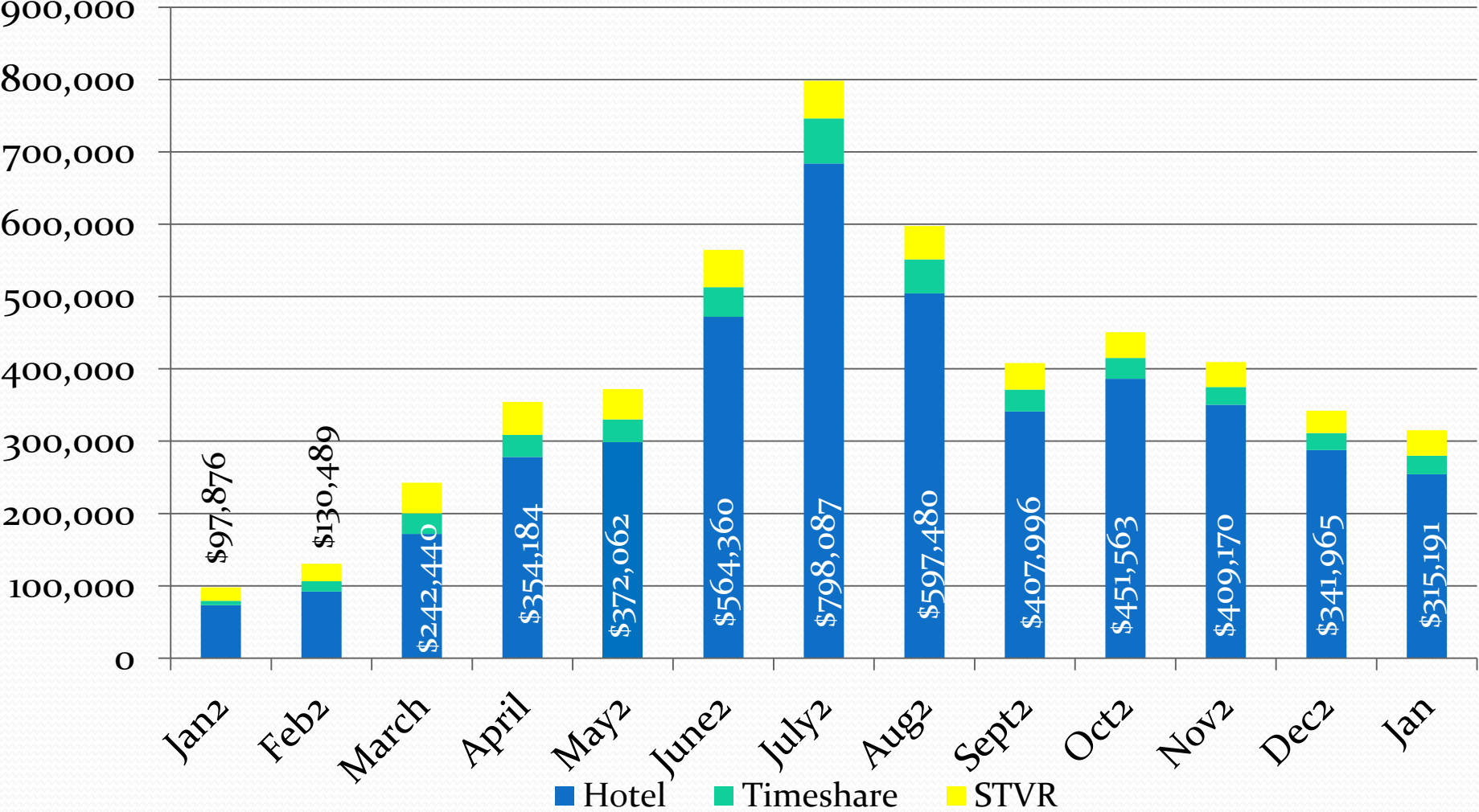


# Carlsbad Tourism Business Improvement District

## Financial Update

February 28, 2022

# CTBID Assessment Revenue



Month of hotel stay

Hotel Timeshare STVR

# 2021-22 Budget to Actual

	<b>Budget</b>	<b>Actual</b>	<b>Difference</b>
	<b>2021/22</b>	<b>2/28/2022</b>	
<b><u>Revenues:</u></b>			
<b>CTBID Assessment</b>	\$ 3,600,000	\$ 3,938,526	\$ 338,526
<b>Interest Earnings</b>	\$ -	\$ 11,340	\$ 11,340
<b>Total Estimated Revenues</b>	\$ 3,600,000	\$ 3,949,866	\$ 349,866
<b><u>Expenditures:</u></b>			
<b>2% Administrative Fee - City</b>	\$ 72,000	\$ 72,401	\$ 401
<b>CCVB Contract</b>	\$ 3,000,000	\$ 1,222,080	\$ 1,777,920
<b>Staff support</b>	\$ 50,000	\$ 10,996	\$ (39,004)
<b>Civitas Contract</b>	\$ 50,000		
<b>CTBID Grants</b>	\$ 100,000		\$ (100,000)
<b>Total Expenses</b>	\$ 3,272,000	\$ 1,305,477	\$ 1,639,317

## FYTD 2021 vs 2022

	Actual 2/28/2021	Actual 2/28/2022	\$ Difference	% Difference
<b>Revenues:</b>				
CTBID Assessment	\$ 740,216	\$ 3,938,526	\$ 3,198,310	432.1%
Interest Earnings	\$ (2,056)	\$ 11,340	\$ 13,396	-651.6%
<b>Total Estimated Revenues</b>	<b>\$ 738,160</b>	<b>\$ 3,949,866</b>	<b>\$ 3,211,706</b>	<b>435.1%</b>
<b>Expenditures:</b>				
2% Admin. Fee - City	\$ 10,689	\$ 72,401	\$ 61,712	577.3%
CCVB Contract	\$ 345,333	\$ 1,222,080	\$ 876,747	253.9%
Staff support	\$ 12,207	\$ 10,996	\$ (1,211)	-9.9%
Civitas Contract				
CTBID Grants		\$ -	\$ -	0.0%
<b>Total Expenses</b>	<b>\$ 368,229</b>	<b>\$ 1,305,477</b>	<b>\$ 937,248</b>	<b>254.5%</b>

# Financial Highlights

- Jan CTBID Revenue collections \$315,191
- Jan TOT Revenue \$1,635,552
- Jan Occupancy rate 50.3%
- Last 12 months CTBID rev is up 543% over the prior 12 month period
- Occupancy is up 17.5% over the previous year
- Current Reserve balance = \$1,790,222
- Total number of hotel rooms 5,059

# Smith Travel Research Data

Visit Carlsbad

For the month of: January 2022

	Current Month - January 2022 vs January 2021					
	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
City of Carlsbad, CA+	50.3	32.8	154.83	92.53	77.93	30.32
San Diego County, CA	53.4	34.3	143.80	98.04	76.84	33.65
San Diego/La Jolla, CA	54.3	28.2	197.88	128.82	107.39	36.33
Sea World/Old Town/Airport, CA	51.1	27.7	135.63	103.86	69.35	28.73
Santa Barbara, CA+	53.4	32.9	226.45	133.50	121.02	43.95
Palm Springs, CA	56.2	28.9	200.50	119.62	112.69	34.59
Anaheim, CA	58.3	51.3	98.89	71.53	57.61	36.69
Santa Monica, CA+	51.1	17.7	318.02	207.00	162.62	36.61
City of Oceanside, CA+	51.0	45.4	121.40	83.25	61.95	37.79
City of Dana Point, CA+	29.9	16.8	337.49	254.24	100.87	42.74
City of Newport Beach, CA+	37.3	22.7	308.02	243.75	114.86	55.35
Huntington Beach, CA+	45.9	32.4	186.91	139.25	85.87	45.15

	Year to Date - January 2022 vs January 2021					
	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
City of Carlsbad, CA+	50.3	32.8	154.83	92.53	77.93	30.32
San Diego County, CA	53.4	34.3	143.80	98.04	76.84	33.65
San Diego/La Jolla, CA	54.3	28.2	197.88	128.82	107.39	36.33
Sea World/Old Town/Airport, CA	51.1	27.7	135.63	103.86	69.35	28.73
Santa Barbara, CA+	53.4	32.9	226.45	133.50	121.02	43.95
Palm Springs, CA	56.2	28.9	200.50	119.62	112.69	34.59
Anaheim, CA	58.3	51.3	98.89	71.53	57.61	36.69
Santa Monica, CA+	51.1	17.7	318.02	207.00	162.62	36.61
City of Oceanside, CA+	51.0	45.4	121.40	83.25	61.95	37.79
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City of Newport Beach, CA+	37.3	22.7	308.02	243.75	114.86	55.35
Huntington Beach, CA+	45.9	32.4	186.91	139.25	85.87	45.15