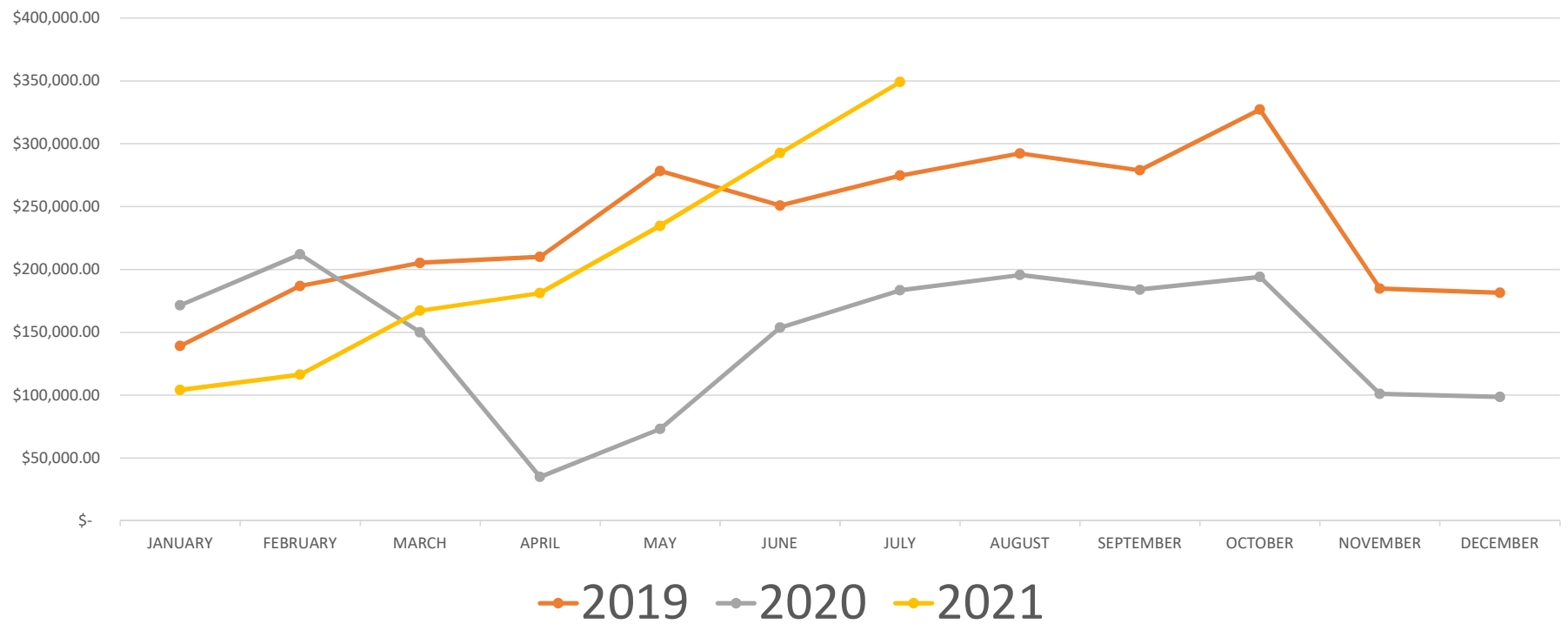




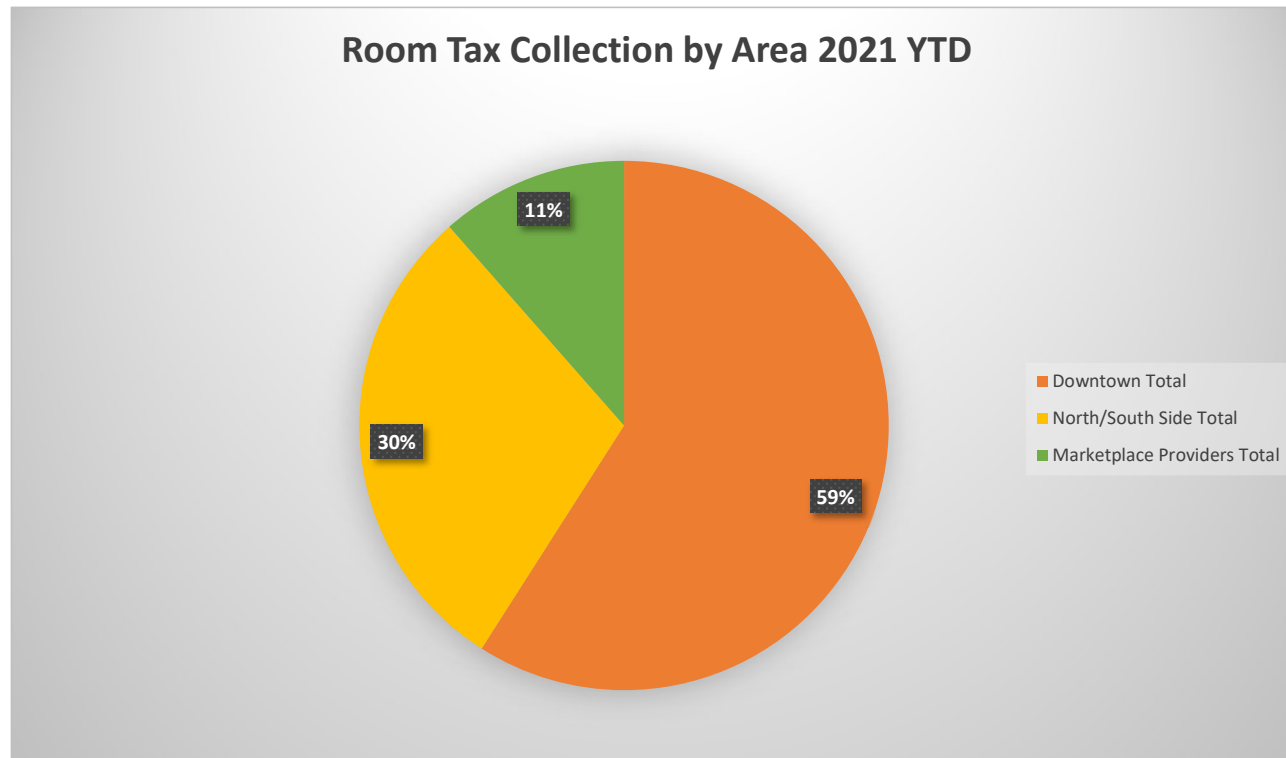
La Crosse City Room Tax Statistics

Reporting period ending July 2021

Room Tax Collection by Month

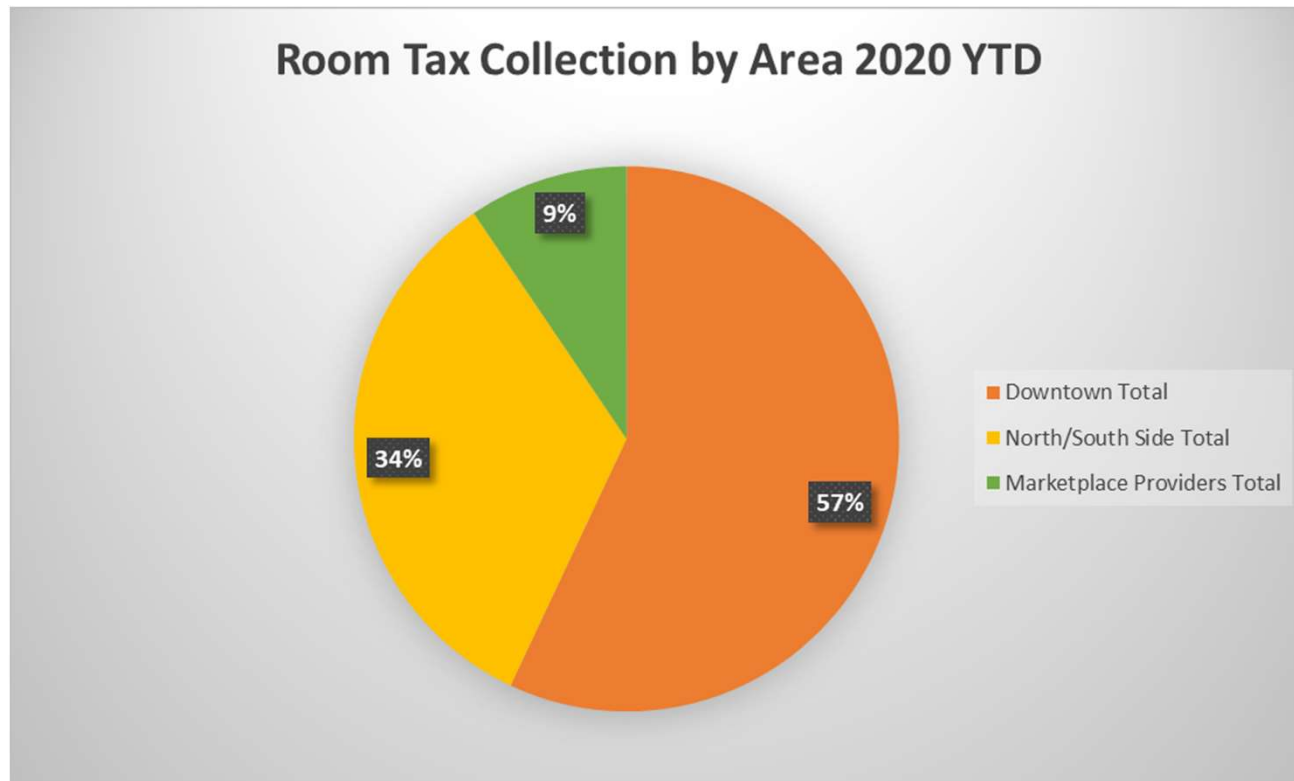


Collection By Area 2021 Year to Date



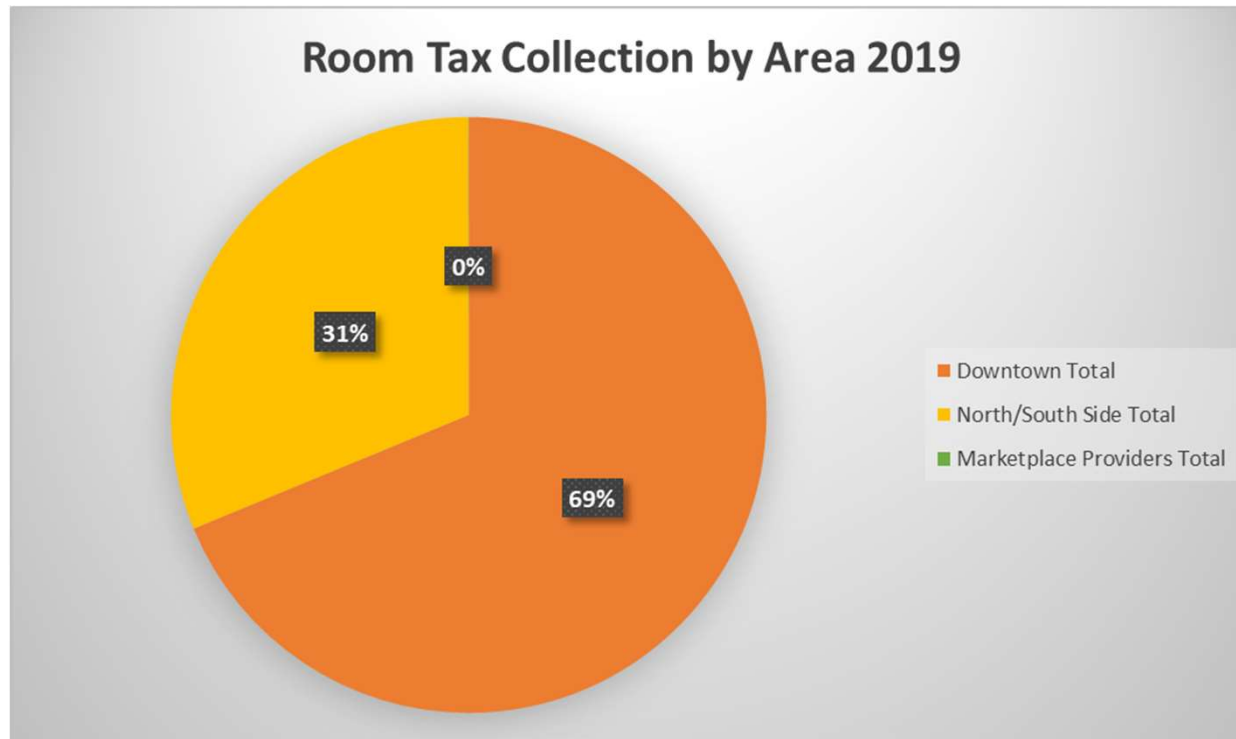
- Total room tax collected year to date:
\$1,444,538.96
- A **48% INCREASE** from this time last year.

Collection By Area 2020



- Marketplace Providers began making larger payments. These providers do not breakdown which hotels, motels, and/or B&B it represents.
- Total room tax collected:
\$1,592,868.08
- A **43% DECREASE** over 2019.

Collection By Area 2019



- October 2019 – 1.5 % room tax rate increase went into effect
- Marketplace providers began payments at the end of the year.
- Total room tax collected:
\$2,809,040.66
- A **5% INCREASE** over 2018.