

## 2014 YEAR AT A GLANCE

### VISITOR HIGHLIGHTS

**Total Visitors for 2014 was 2,940**

- **July** was the highest number of Visitors that signed in, totaling 737 (25% of our yearly visitors)
- **1 to 5pm** was the most frequent time period Visitors arrived at the Center (53% arrived after 1pm)
- **Texas** visitors are the most frequent (19%), followed by **New Mexico** (out of town) (12%), **Colorado** (9%), **Oklahoma** (7%) and **Locals** (6%)

*A trend analysis cannot be performed with this data. However, within a few years we may trend the data to determine the best states we should advertise in; the months the Village may want to have events and time of day to have them. In addition, which days the Visitor Center should be open and the hours.*

### FINANCIAL HIGHLIGHTS

**Total sales for 2014 was \$2,627.84**

The Visitor Center best seller for 2014 was **Cookbooks at \$924.60** (94% of which were sold by Val Kutz).

The 2<sup>nd</sup> highest grossing item was our **t-shirts at \$508.70**, followed by **maps at \$408.51**.

The item least sold was **the National Parks PassPorts**, grossing merely **\$10.68**.

The **most commonly sold** item was **postcards at 61 sold** and brought in **\$29.49**.

- The rifle raffle brought in **\$3,011**.
- August held the highest sales (**\$774.29**)
- November held the lowest sales (**\$2.70**)

*A trend analysis cannot be performed with this data. However, within a few years we may trend the data to determine those products we should sell and not sell.*

### MEMBERSHIP DUES

**Membership dues total for 2014: \$4,010.00**

- 14 members continued to decline Membership.
- 6 memberships were discontinued due to closure of one nature or another.
- 5 members joined that were not members in previous years.
- 5 members rejoined who were members in previous years

### LODGERS TAX

**Total Lodgers Tax for 2014 was \$13,891.52**

- October was the highest dollar amount, comprising 3 missed months.
- The **highest** received for any one month was **July**
- We received **NO** reimbursement for **May**.
- Our **lowest** received in any one month was **January**.