

2021-2022 Budget (P) MC/Group/Sports Marketing, Leisure and Communications/Spec Outdoor Rec ial Projects CTA Welcome Center Administration 2021-2022 Budget 2020-2021 Budget

REVENUE									
Lodging Tax						1566335	\$ 1,566,335	\$ 1,257,178	
CTA Income				1000			\$ 1,000	\$ -	
CARES Funding							\$ 577,423	\$ 509,351	
Interest						600	\$ 600	\$ -	
Proud to Host the Best	25000						\$ 25,000.00	\$ -	
<b>Total Revenue</b>	<b>25000</b>			<b>1000</b>		<b>1566935</b>	<b>\$ 2,170,358.48</b>	<b>\$ 1,766,528.29</b>	

EXPENSE

OFFICE / ADMINISTRATIVE

Telephone/Internet	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00		\$ 900.00	\$ 4,500.00	\$ 4,500.00
Copier/Copier Supplies	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 1,200.00	\$ 6,000.00	\$ 7,000.00
Office Supplies	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ -	\$ 800.00	\$ 4,000.00	\$ 5,000.00
Subscriptions	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00	\$ 30,042.89
Printing						\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Vehicle Expense	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 600.00	\$ 1,500.00
Equipment/Furniture	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00		\$ 1,300.00	\$ 6,500.00	\$ 1,000.00
Professional/Insurance	\$ 6,666.67	\$ 6,666.67	\$ 6,666.67	\$ 6,666.67	\$ 6,666.67	\$ 6,666.65	\$ 40,000.00	\$ 47,000.00
Rent/Maintenance	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00		\$ 12,000.00	\$ 60,000.00	\$ 55,000.00
Utilities/Services	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00		\$ 400.00	\$ 2,000.00	\$ 4,500.00
Bank Charges	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,500.00	\$ 1,400.00
Renewal Fees	\$ -	\$ -	\$ -	\$ 8,000.00	\$ -	\$ -	\$ 8,000.00	\$ 9,000.00
Information Distribution	\$ 5,833.33	\$ 5,833.33	\$ 5,833.33	\$ 5,833.33	\$ 5,833.33	\$ 5,833.35	\$ 35,000.00	\$ 11,500.00
<b>TOTAL</b>	<b>\$ 39,450.00</b>	<b>\$ 39,450.00</b>	<b>\$ 39,450.00</b>	<b>\$ 47,450.00</b>	<b>\$ 22,850.00</b>	<b>\$ 40,450.00</b>	<b>\$ 229,100.00</b>	<b>\$ 179,442.89</b>

EMPLOYEE BENEFITS

Gross Wages/Taxes/Benefits	\$ 80,329.32	\$ 136,051.00	\$ 80,686.61	\$ 26,220.48	\$ 28,521.42	\$ 176,006.65	\$ 527,815.48	\$ 469,602.81
Staff Training/Education	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 10,000.00	\$ 25,000.00
<b>TOTAL</b>	<b>\$ 82,829.32</b>	<b>\$ 138,551.00</b>	<b>\$ 80,686.61</b>	<b>\$ 26,220.48</b>	<b>\$ 28,521.42</b>	<b>\$ 181,006.65</b>	<b>\$ 537,815.48</b>	<b>\$ 494,602.81</b>

SALES

Promotional Items	\$ 2,600.00	\$ 2,500.00	\$ 3,000.00	\$ 1,000.00	\$ -	\$ -	\$ 9,100.00	\$ 6,100.00
Printing	\$ 2,000.00	\$ 3,600.00		\$ 2,000.00	\$ -	\$ -	\$ 7,600.00	\$ 8,600.00
Tradeshaw Registration	\$ 9,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,600.00	\$ 7,200.00
Staff Travel	\$ 10,000.00	\$ 2,500.00			\$ -	\$ 7,500.00	\$ 20,000.00	\$ 17,000.00
Board/Partner Travel	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 6,500.00	\$ 2,275.00
Business Development	\$ 15,000.00	\$ -			\$ -	\$ -	\$ 15,000.00	\$ 2,500.00
Business Retention	\$ 15,000.00		\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 20,000.00
FAM Tours/Site Visits	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 2,500.00
Research/Planning	\$ -	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 40,000.00	\$ 15,000.00
Public Relations	\$ 7,850.00	\$ 7,850.00	\$ 7,850.00	\$ 7,850.00	\$ 7,850.00	\$ 7,850.00	\$ 47,100.00	\$ 50,000.00
Event Expense	\$ 10,000.00		\$ 5,000.00	\$ 1,000.00	\$ -	\$ -	\$ 16,000.00	\$ 36,000.00
Memberships	\$ 2,000.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 5,500.00	\$ 9,000.00	\$ 8,100.00
Legislative/Issue	\$ -						\$ -	\$ 2,000.00
Sponsorships	\$ 8,400.00	\$ -	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 28,400.00	\$ 6,900.00
<b>TOTAL</b>	<b>\$ 98,950.00</b>	<b>\$ 36,450.00</b>	<b>\$ 37,350.00</b>	<b>\$ 11,850.00</b>	<b>\$ 7,850.00</b>	<b>\$ 45,850.00</b>	<b>\$ 238,300.00</b>	<b>\$ 184,175.00</b>

ADVERTISING / MARKETING

Banners/Displays/Signs	\$ 1,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 2,500.00
Print Advertisements	\$ 15,000.00	\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 30,000.00
Billboards/Out of Home	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 10,000.00
Broadcast Media		\$ 3,420.00	\$ -	\$ -	\$ -	\$ -	\$ 3,420.00	\$ -
Digital/Social Marketing	\$ 5,000.00	\$ 110,000.00	\$ -	\$ -	\$ -	\$ -	\$ 115,000.00	\$ 83,757.00
Content Production	\$ 11,000.00	\$ 76,100.00	\$ 11,500.00	\$ -	\$ -	\$ -	\$ 98,600.00	\$ 35,000.00
Website	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 62,700.00	\$ 62,700.00
2021 Visitor Guide	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 48,000.00	\$ 60,000.00
<b>TOTAL</b>	<b>\$ 50,450.00</b>	<b>\$ 251,970.00</b>	<b>\$ 29,950.00</b>	<b>\$ 18,450.00</b>	<b>\$ 18,450.00</b>	<b>\$ 18,450.00</b>	<b>\$ 387,720.00</b>	<b>\$ 283,957.00</b>

Grants and Sponsorships

Grant Funds			\$ 200,000.00				\$ 200,000.00	\$ 115,000.00
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\$ 271,679.32 \$ 466,421.00 \$ 387,436.61 \$ 103,970.48 \$ 77,671.42 \$ 285,756.65

CARES GRANT

Furniture and Equipment							\$ 10,725.29	\$ -
Information Distribution							\$ 1,893.14	\$ 10,000.00
Printing							\$ 11,362.04	\$ 5,000.00
Promotional Items							\$ 15,014.18	\$ -
Business Development							\$ 7,385.00	\$ 50,000.00
Business Retention							\$ -	\$ -
Research/Planning							\$ 11,530.00	\$ 10,000.00
Public Relations							\$ 52,257.42	\$ 50,000.00
Event Expense							\$ 1,826.00	\$ 15,000.00
Professional/Insurance							\$ 35,000.00	\$ 10,000.00
Sponsorships							\$ 17,500.00	\$ 50,000.00
Print Advertisements							\$ 20,000.00	\$ 50,000.00

Banners/Displays/Signs								\$ -	\$ -
Billboards/Out of Home								\$ -	\$ 50,000.00
Broadcast Media								\$ -	\$ -
Digital/Social Marketing								\$ 159,589.00	\$ 50,000.00
Content Production								\$ 18,530.34	\$ 71,581.00
Special Projects								\$ 215,168.82	\$ -
Grants and Sponsorships								\$ -	\$ -
FAM Tours/Site Visits								\$ -	\$ -
								\$ 577,781.23	\$ 421,581.00
<b>Total by Area</b>	\$ 271,679.32	\$ 466,421.00	\$ 387,436.61	\$ 103,970.48	\$ 77,671.42	\$ 285,756.65	\$ 2,170,716.71	\$ 1,678,758.70	