

**March 19,
2026
Amended
Annual
Budget**

Income

4550 · Membership Dues	99,000.00
4020 · Transient Occupancy Tax	1,650,000.00
4000 · City of Avalon Rent Waiver	22,464.00
4200 · Advertising Income	
4250 · Groups	17,500.00
4210 · Visitor's Guide	195,000.00
4220 · Maps & Brochures	53,000.00
4230 · Website	3,500.00
4240 · Newsletters	4,200.00
4200 · Advertising Income - Other	1,300.00
Total 4200 · Advertising Income	274,500.00
4300 · Marketing Income	
4310 · Tradeshows	2,500.00
Total 4300 · Marketing Income	2,500.00
4400 · Program Service Revenue	
4450 · Film Permit Income	11,000.00
4400 · Program Service Revenue - Other	25,000.00
Total 4400 · Program Service Revenue	36,000.00
4900 · In Kind Donations	0.00
5500 · Fundraising Income	
5510 · Sales	139,000.00
5520 · Contributions	20,000.00
5500 · Fundraising Income - Other	0.00
Total 5500 · Fundraising Income	159,000.00
5800 · Special Events Income	1,750.00

Total Income 2,245,214.00

Cost of Goods Sold

5900 · Costs of Goods Sold	1,000.00
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Total COGS 1,000.00

Gross Profit 2,244,214.00

Expense

6000 · Advertising	
6010 · Broadcast Advertising	0.00
6020 · Internet Advertising	458,750.00
6030 · Print Advertising	200.00
6000 · Advertising - Other	50,000.00
Total 6000 · Advertising	508,950.00

6200 · Bank Service Charges	1,400.00
6210 · Credit Card Processing Fees	16,000.00
6250 · Business Licenses & Permits	1,200.00
6350 · Depreciation	3,800.00
6400 · Dues & Subscriptions	22,000.00
6550 · Event Supplies	3,500.00
6650 · Government Relations Expense	1,000.00
6700 · Insurance	
6710 · General Liability Insurance	6,000.00
6720 · Health Insurance	52,000.00
6730 · Workman's Compensation Insuranc	1,650.00
Total 6700 · Insurance	59,650.00
6800 · Marketing Expense	85,500.00
6900 · Meals & Entertainment	8,000.00
7000 · Meetings & Events	19,000.00
7050 · Miscellaneous Expense	100,000.00
7100 · Office Supplies	6,500.00
7200 · Payroll Expenses	
7210 · Salaries & Wages	670,000.00
7220 · Payroll Tax Expense	54,000.00
7230 · Employee Benefits	22,350.00
Total 7200 · Payroll Expenses	746,350.00
7350 · Printing & Reproduction	145,000.00
7370 · Equipment Maintenance	500.00
7380 · Equipment Rental	9,600.00
7400 · Professional Development	100.00
7460 · Postage & Freight	42,000.00
7500 · Professional Fees	
7510 · Accounting	19,000.00
7520 · Consulting	161,000.00
7500 · Professional Fees - Other	10,000.00
Total 7500 · Professional Fees	190,000.00
7535 · Uniforms	600.00
7600 · Rent Expense	45,300.00
7610 · Storage	11,000.00
7700 · Repairs & Maintenance	
7700 · Repairs & Maintenance - Other	1,000.00
7710 · Building Maintenance	4,000.00
Total 7700 · Repairs & Maintenance	5,000.00
7800 · Telephone	10,000.00
7900 · Travel Expense	
7910 · Conferences & Seminars	25,000.00
7920 · Lodging	20,000.00
7930 · Parking	700.00

7940 · Transportation	18,000.00
Total 7900 · Travel Expense	63,700.00
8000 · Utilities	3,800.00
8100 · Website Expense	
8110 · Website Design & Development	0.00
8120 · Website Hosting Expense	0.00
8130 · Website Maintenance	0.00
Total 8100 · Website Expense	105,000.00
8500 · Special Events	265,000.00
8510 · In Kind Special Event Expenses	2,500.00
Total Expense	2,481,950.00
	-237,736.00

Other Income

8600 · Payment Discounts	4,000.00
9000 · Other Income	
9000 · Other Income	100.00
9010 · Interest Income	4,000.00
9020 · Increase/(Decrease) in Assets	100.00
Total 9000 · Other Income	4,200.00
Total Other Income	8,200.00

Other Expense

9500 · Interest Expense	4,000.00
Total Other Expense	4,000.00
	4,200.00
	-233,536.00