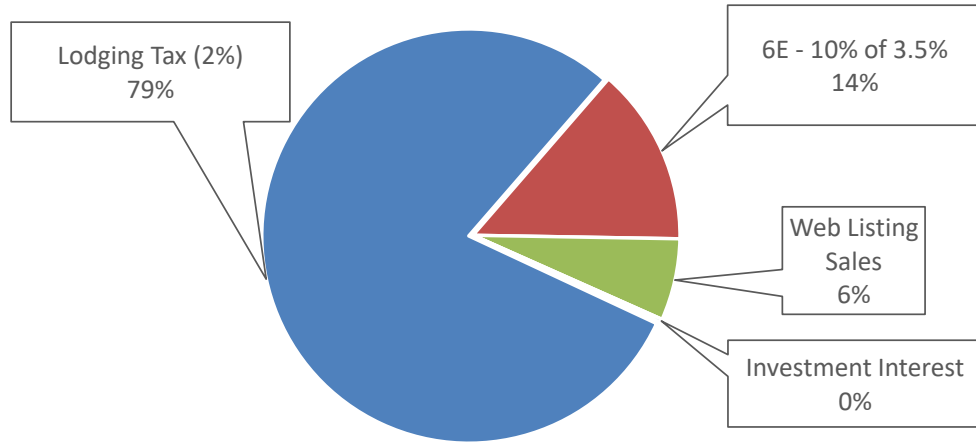




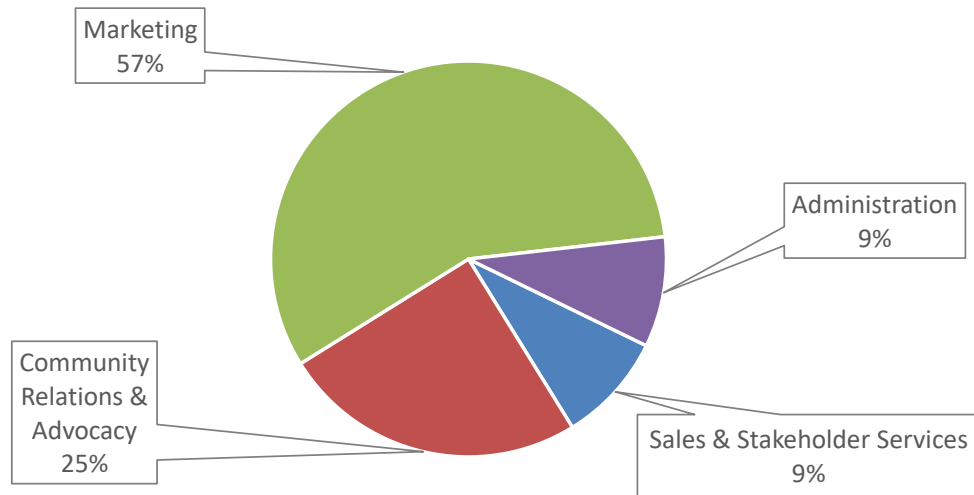
**2024**  
**APPROVED**  
**BUDGET**

# 2024 Budget (Excluding 6E Pass-Through Funds)

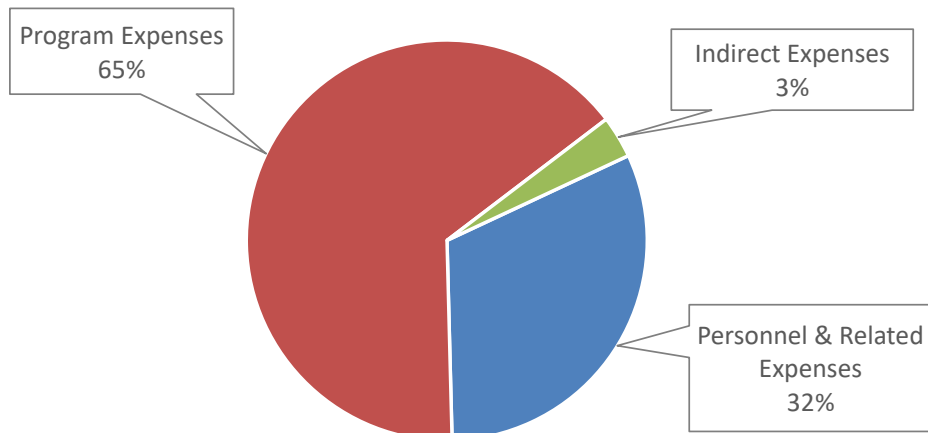
## Revenues by Category



## Expenses by Department



## Expenses by Type



**Visit Estes Park**  
**2024 Budget of Revenue & Expense**  
**Detailed Line Items**

	% of budget	2024 Budget	2023 Budget	2023 Actual/Proj	2024 Budget vs. Actual Variance		2024 vs. 2023 Budget Variance	
<b>Revenues</b>								
Lodging Tax (2%)	35.29%	3,421,630	3,415,432	3,521,319	(99,689)	-2.83%	6,198	0.18%
6E - 10% of 3.5%	6.18%	598,785	597,701	602,939	(4,154)	-0.69%	1,085	0.18%
6E - Passthrough Portion	55.58%	5,389,067	5,379,305	5,426,453	(37,385)	-0.69%	9,762	0.18%
Web Listing Sales	2.84%	275,000	225,000	290,221	(15,221)	-5.24%	50,000	22.22%
Grants & Awards	0.00%	0	0	0	0	0.00%	0	0.00%
Investment Interest	0.12%	12,000	600	16,655	(4,655)	-27.95%	11,400	1900.00%
Miscellaneous	0.00%	0	0	750	(750)	-100.00%	0	0.00%
<b>Total Operating Revenues</b>	<b>100.00%</b>	<b>9,696,482</b>	<b>9,618,038</b>	<b>9,858,336</b>	<b>(161,854)</b>	<b>-1.64%</b>	<b>78,444</b>	<b>0.82%</b>
<b>Expenses</b>								
<b>Personnel &amp; Related Expenses - \$1,357,491 - 14.0%</b>								
Wages	9.83%	953,237	990,959	929,805	23,432	2.52%	(37,721)	-3.81%
Taxes/PERA	1.71%	166,018	173,398	59,795	106,223	177.65%	(7,380)	-4.26%
Benefits	1.95%	189,096	158,366	258,310	(69,214)	-26.80%	30,729	19.40%
Employee Development	0.09%	8,400	7,200	7,457	943	12.65%	1,200	16.67%
Professional Development Training	0.42%	40,740	29,365	32,186	8,554	26.58%	11,375	38.74%
<b>Program Expenses - \$8,193,058 - 84.5%</b>								
LTE Passthrough	55.58%	5,389,067	5,379,305	5,426,453	(37,385)	-0.69%	9,762	0.18%
Advertising	11.91%	1,155,000	1,500,000	1,448,075	(293,075)	-20.24%	(345,000)	-23.00%
Creative & Production	1.71%	165,500	250,000	56,773	108,727	191.51%	(84,500)	-33.80%
Media Buying, Planning & Optimization	1.86%	180,000	180,000	178,824	1,176	0.66%	0	0.00%
PR & Community Relations	1.39%	135,000	135,000	114,428	20,572	17.98%	0	0.00%
Digital Experience	2.38%	231,100	230,500	187,516	43,584	23.24%	600	0.26%
Brand Identity Development	0.00%	0	350,000	134,698	(134,698)	-100.00%	(350,000)	-100.00%
Research & Reporting	0.71%	68,500	105,000	101,425	(32,925)	-32.46%	(36,500)	-34.76%
Collateral Material	0.18%	17,000	37,650	17,760	(760)	-4.28%	(20,650)	-54.85%
Promotional Materials	0.11%	10,500	20,000	8,036	2,464	30.67%	(9,500)	-47.50%
FAM/Site Visits	0.46%	45,000	30,000	24,392	20,608	84.48%	15,000	50.00%
Tradeshows & Sales Missions	0.14%	13,919	15,060	8,414	5,505	65.43%	(1,141)	-7.58%
Special Promotions, Sponsorships & Events	6.21%	602,500	280,450	306,328	296,173	96.68%	322,050	114.83%
Sustainability, Advocacy & Accessibility	0.20%	19,000	0	0	19,000	0.00%	0	0.00%
Travel - Overnight	1.11%	107,150	107,550	84,825	22,325	26.32%	(400)	-0.37%
Event Hosting & Support	0.03%	2,500	2,500	11,462	(8,962)	-78.19%	0	0.00%
Local Meetings/Travel - non-overnight	0.12%	12,000	14,100	11,416	584	5.12%	(2,100)	-14.89%
Dues & Subscriptions	0.41%	39,322	58,200	40,134	(812)	-2.02%	(18,878)	-32.44%
<b>Indirect Expenses - \$145,933 - 1.5%</b>								
Telecommunications/Internet	0.12%	11,270	11,930	11,363	(93)	-0.82%	(660)	-5.53%
Liability & General Insurance	0.08%	8,000	7,828	7,287	713	9.78%	172	2.20%
Maintenance Contracts	0.45%	43,828	43,820	40,079	3,749	9.35%	8	0.02%
Bank/Credit Card Fees	0.00%	480	480	418	62	14.92%	0	0.00%
Professional Fees	0.37%	36,000	43,200	36,428	(428)	-1.17%	(7,200)	-16.67%
Rent/Utilities/Cleaning Fees	0.45%	43,780	42,576	43,280	500	1.15%	1,204	2.83%
Office Expenses	0.03%	2,575	3,600	6,564	(3,989)	-60.77%	(1,025)	-28.47%
<b>Total Operational Expenses</b>	<b>100.00%</b>	<b>9,696,482</b>	<b>10,208,038</b>	<b>9,593,930</b>	<b>102,552</b>	<b>1.07%</b>	<b>(511,556)</b>	<b>-5.01%</b>
<b>Net Revenues from Operations</b>	<b>0.00%</b>	<b>0</b>	<b>(590,000)</b>	<b>264,406</b>	<b>(264,406)</b>	<b>-100.00%</b>	<b>590,000</b>	<b>-100.00%</b>