



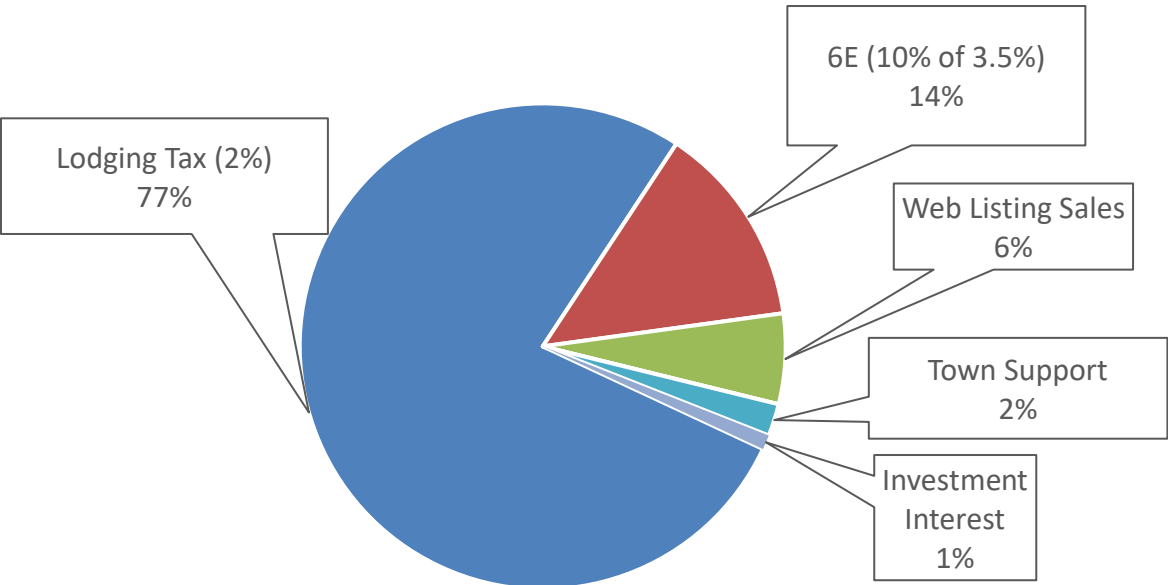
**2025**

**APPROVED**

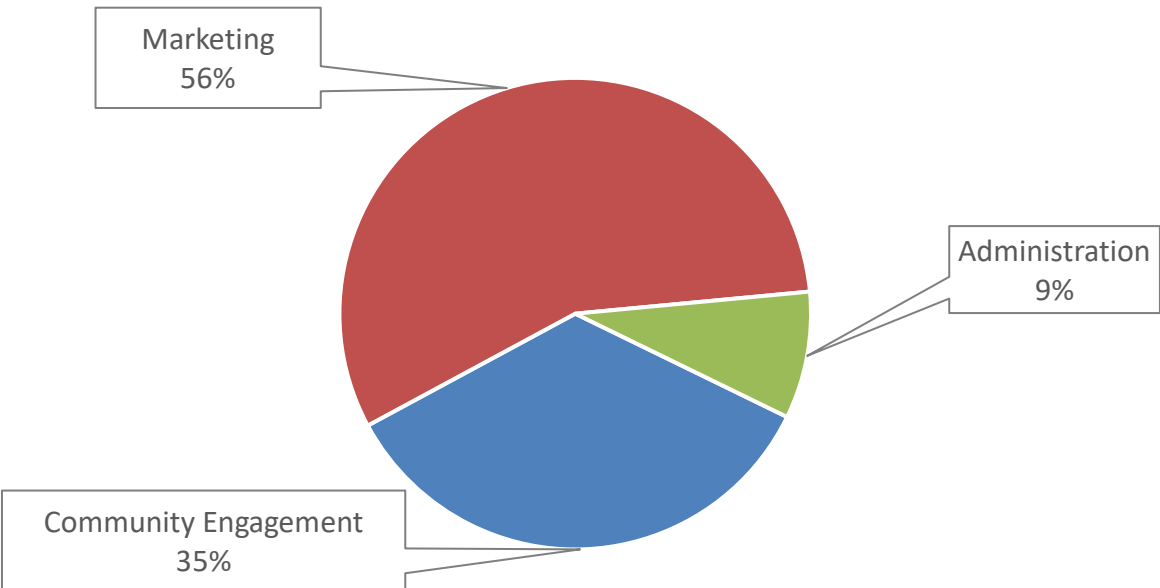
**BUDGET**

# 2025 Operating Budget

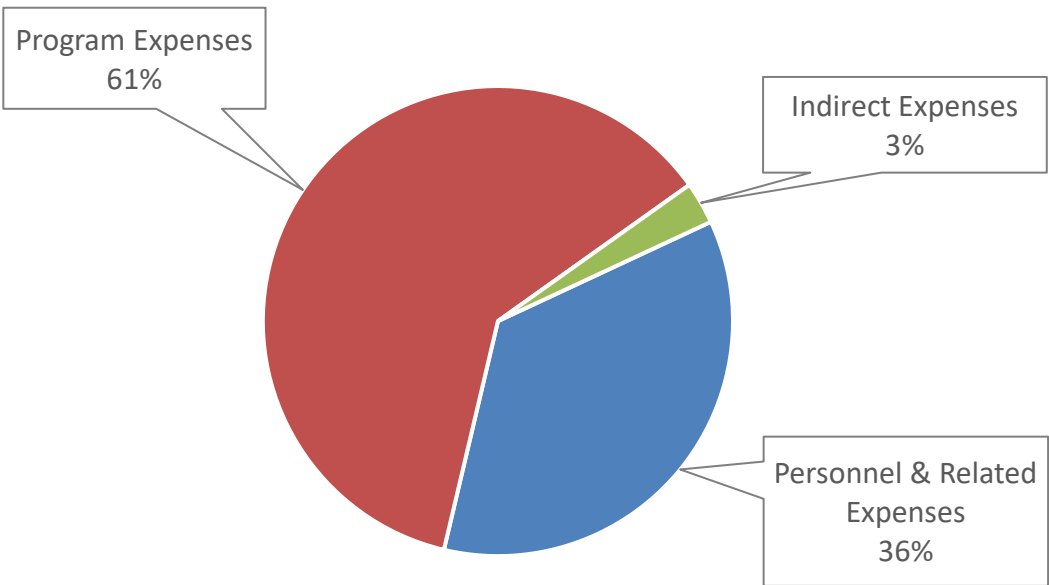
## Revenues by Category



## Expenses by Department



## Expenses by Type



# Visit Estes Park

## 2025 Budget of Revenue & Expense

	% of budget	2025 Budget	2024 Actual/Proj	2025 Budget vs. Actual/Projected Variance		2024 Budget
<b>Revenues</b>						
Lodging Tax (2%)	77.34%	3,600,722	3,584,398	16,324	0.46%	3,421,630
6E - 10% of 3.5%	13.53%	630,126	624,865	5,261	0.84%	598,785
Web Listing Sales	6.01%	280,000	281,570	(1,570)	-0.56%	275,000
Grants & Awards	0.00%	0	0	0	0.00%	0
Town Support	2.15%	100,000	100,000	0	0.00%	0
Investment Interest	0.97%	45,000	47,385	(2,385)	-5.03%	12,000
Miscellaneous	0.00%	0	0	0	0.00%	0
<b>Total Operating Revenues</b>	100.00%	4,655,849	4,638,219	17,630	0.38%	4,307,415
6E - Passthrough Portion		5,671,137	5,623,789	47,348	0.84%	5,389,067
<b>Total Revenues</b>		10,326,986	10,262,008	64,978	0.63%	9,983,482
<b>Expenses</b>						
<b>Personnel &amp; Related Expenses - \$1,659,224 - 35.6%</b>						
Wages	24.58%	1,144,388	1,014,474	129,913	12.81%	953,237
Taxes/PERA	4.29%	199,663	171,957	27,706	16.11%	166,018
Benefits	6.05%	281,452	197,671	83,781	42.38%	189,096
Employee Development	0.20%	9,400	12,768	(3,368)	-26.38%	8,400
Professional Development Training	0.52%	24,321	32,521	(8,200)	-25.21%	40,740
<b>Program Expenses - \$2,861,646 - 61.5%</b>						
Advertising	26.46%	1,231,895	999,584	232,311	23.24%	1,155,000
Creative & Production	1.10%	51,000	60,645	(9,645)	-15.90%	165,500
Media Buying, Planning & Optimization	3.44%	160,000	164,375	(4,375)	-2.66%	180,000
PR & Community Relations	2.81%	131,000	139,459	(8,459)	-6.07%	135,000
Digital Experience	4.10%	190,827	173,049	17,778	10.27%	231,100
Research & Reporting	1.84%	85,750	76,360	9,390	12.30%	68,500
Collateral Material	0.37%	17,328	21,640	(4,312)	-19.92%	17,000
Promotional Materials	0.49%	23,000	6,728	16,272	241.87%	10,500
FAM/Site Visits	0.93%	43,500	16,152	27,348	169.31%	45,000
Tradeshows & Sales Missions	0.41%	19,054	6,329	12,725	201.06%	13,919
Special Promotions, Sponsorships & Events	17.26%	803,500	765,244	38,256	5.00%	602,500
Sustainability, Advocacy & Accessibility	0.12%	5,500	6,050	(550)	-9.09%	19,000
Travel - Overnight	1.22%	56,900	102,993	(46,093)	-44.75%	107,150
Event Hosting & Support	0.11%	5,000	2,500	2,500	100.00%	2,500
Local Meetings/Travel - non-overnight	0.19%	8,700	7,589	1,111	14.64%	12,000
Dues & Subscriptions	0.62%	28,692	32,745	(4,053)	-12.38%	39,322
<b>Indirect Expenses - \$134,979 - 2.9%</b>						
Telecommunications/Internet	0.25%	11,630	11,396	234	2.05%	11,270
Liability & General Insurance	0.20%	9,350	8,821	529	5.99%	8,000
Maintenance Contracts	0.94%	43,789	42,534	1,255	2.95%	43,828
Bank/Credit Card Fees	0.01%	430	413	17	4.05%	480
Professional Fees	0.55%	25,400	26,849	(1,449)	-5.40%	36,000
Rent/Utilities/Cleaning Fees	0.89%	41,380	41,280	100	0.24%	43,780
Office Expenses	0.06%	3,000	13,973	(10,973)	-78.53%	2,575
<b>Total Operational Expenses</b>	100.00%	4,655,849	4,156,100	499,749	12.02%	4,307,415
6E Passthrough		5,671,137	5,623,789	47,348	0.84%	5,389,067
<b>Net Revenues</b>	0.00%	0	482,119	(482,119)	-100.00%	0
<b>Less: Utilization of Reserves</b>						
Tourism Master Plan		65,000				
Dean Runyan - Economic Impact Study redo		9,000				
Strategic Plan		30,000				
SkiJor		93,000				
Relocation Costs		20,000				
Searchwide - contract balance plus reimbursables		40,000				
<b>Less: Capital Equipment Replacement</b>						
Laptop Computers (3)		6,000				
<b>Total Net Revenues</b>		(263,000)				