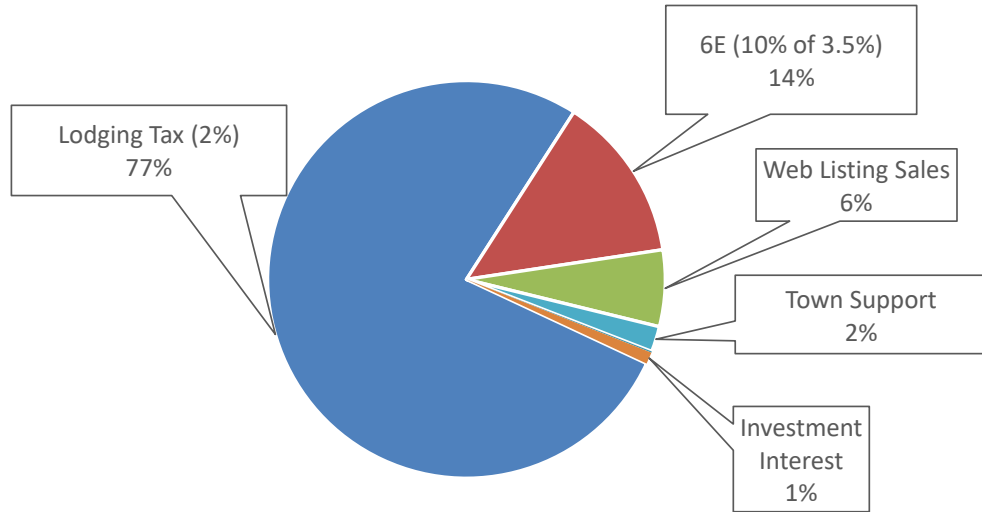




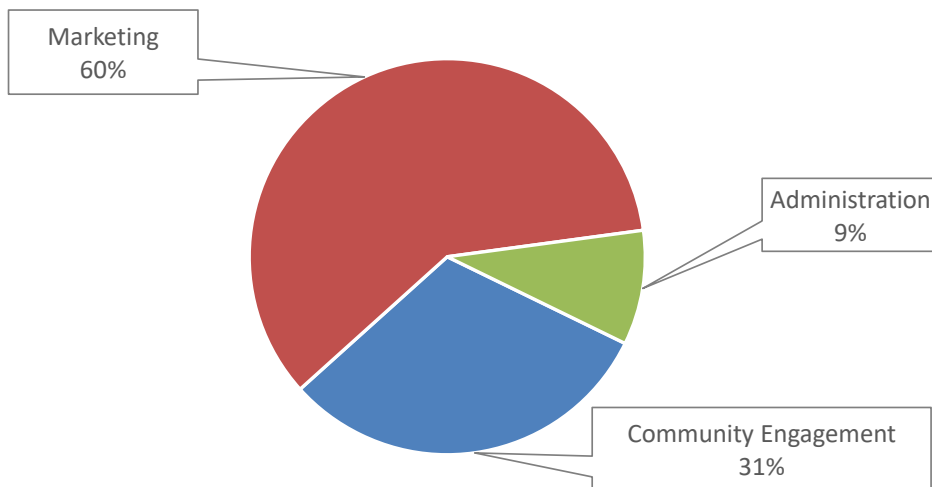
2026
APPROVED
BUDGET

2026 Proposed Budget of Revenue & Expense

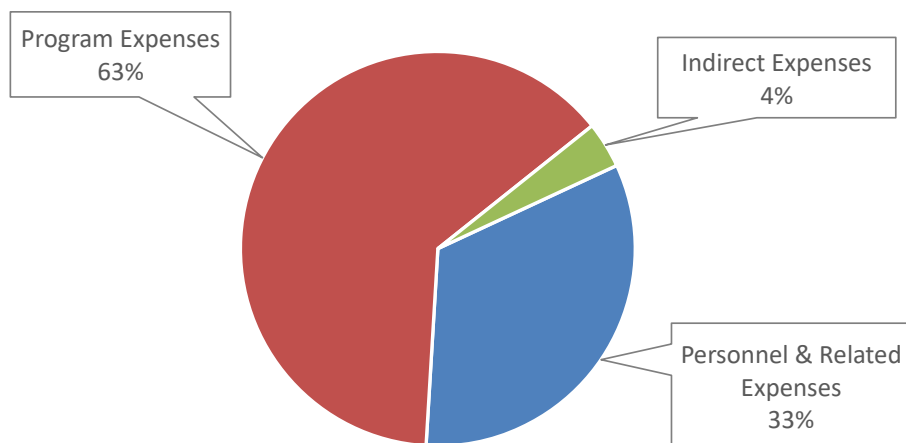
Revenues by Category Excluding 6E Pass-Through Funds



Expenses by Department



Expenses by Type



Visit Estes Park

2026 Proposed Budget of Revenue & Expense

Detailed Line Items

Revenues	% of Revenues	Amount
Lodging Tax (2%)	34.8%	3,718,377
6E (10% of 3.5%)	6.1%	650,716
Web Listing Sales	2.8%	300,000
Town Holiday Support	0.9%	100,000
Tourism Summit	0.0%	5,000
Investment Interest	0.4%	45,000
Total Operating Revenues	45.1%	4,819,093
6E Passthrough Portion	54.9%	5,856,445
Total Revenues	100.0%	10,675,538
Expenses		
Employee Related		
Wages	23.4%	1,126,907
Taxes/PERA	4.2%	200,716
Benefits	4.0%	191,553
Employee/Board Development	0.5%	24,400
Professional Development Training	0.8%	36,154
Program Expenses		
Leisure Advertising	25.6%	1,234,089
Creative & Production	1.6%	76,500
Media Buying, Planning & Optimization	3.3%	160,000
PR & Community Relations	2.8%	133,000
Digital Experience	5.6%	270,953
Research & Reporting	2.6%	124,150
Collateral Material	0.4%	20,000
Promotional Materials	0.5%	23,000
FAM/Site Visits	1.0%	49,000
Tradeshows & Sales Missions	1.1%	53,694
Special Projects, Sponsorships & Events	15.4%	740,400
Sustainability, Advocacy & Accessibility	0.2%	11,500
Travel - Overnight	1.9%	92,700
Event Hosting & Support	0.1%	6,000
Local Meetings/Travel - non-overnight	0.3%	13,500
Dues & Subscriptions	0.9%	44,600
Indirect Expenses		
Telecommunications/Internet	0.2%	10,720
Liability & General Insurance	0.2%	9,350
Maintenance Contracts	1.2%	57,525
Bank/Credit Card Fees	0.0%	430
Professional Fees	0.8%	37,880
Rent/Utilities/Cleaning Fees	1.4%	67,380
Office Expenses	0.1%	2,992
Total Operational Expenses	100.0%	4,819,093
6E Passthrough		5,856,445
 Net Revenues	 0.0%	 0
Less: Utilization of Reserves		
SkiJor		93,000
Resident Sentiment Surveys		25,000
Less: Capital Equipment Replacement		
Laptop Computers (2)		4,000
Total Net Revenues		(122,000)

Visit Estes Park

Proposed 2026 Proposed Budget of Revenue & Expense

	2026 vs. 2025			
	2026	2025 Budget	Budget Variance	
Revenues				
Lodging Tax (2%)	3,718,377	3,600,722	117,655	3.27%
6E (10% of 3.5%)	650,716	630,126	20,590	3.27%
Web Listing Sales	300,000	280,000	20,000	7.14%
Town Holiday Support	100,000	100,000	0	0.00%
Tourism Summit	5,000	0	5,000	0.00%
Investment Interest	45,000	45,000	0	0.00%
Total Operating Revenues	4,819,093	4,655,849	163,245	3.51%
6E Passthrough Portion	5,856,445	5,671,137	185,307	3.27%
Total Operating Revenues	10,675,538	10,326,986	348,552	3.38%
Expenses				
Personnel & Related Expenses	1,579,730	1,659,224	(79,493)	-4.79%
Program Expenses	3,053,086	2,861,646	191,440	6.69%
Indirect Expenses	186,277	134,979	51,298	38.00%
Total Operational Expenses	4,819,093	4,655,849	163,245	3.51%
6E Passthrough	5,856,445	5,671,137	185,307	3.27%
Net Revenues	0	0	0	
Less: Utilization of Reserves				
SkiJor	93,000			
Resident Sentiment Surveys	25,000			
Less: Capital Equipment Replacement				
Laptop Computers (2)	4,000			
Total Net Revenues	(122,000)			