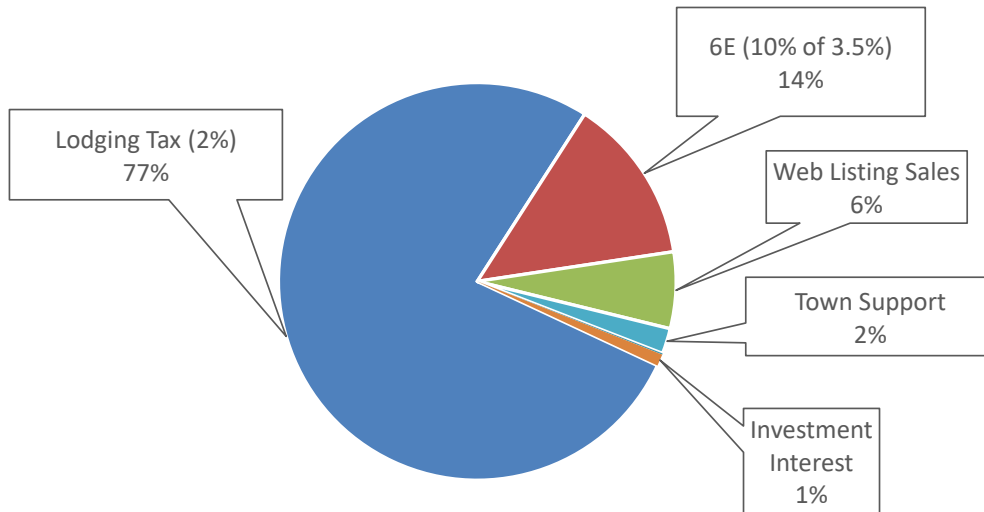


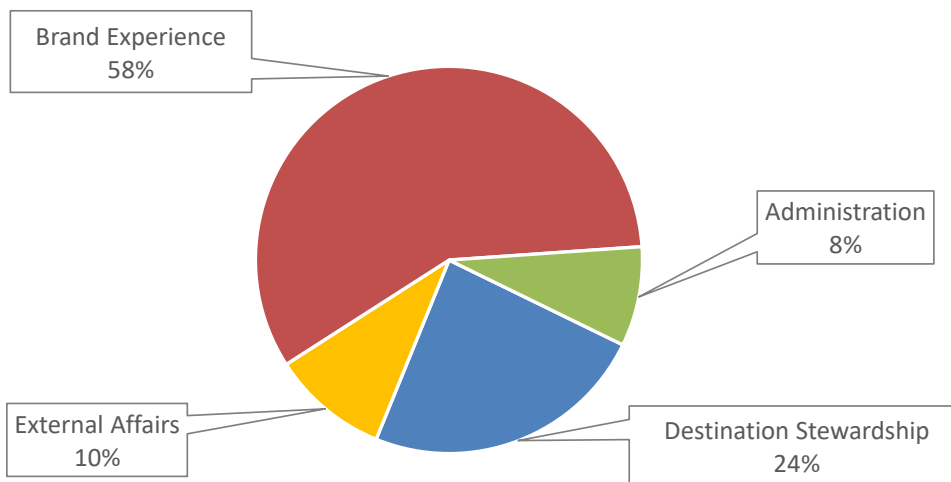


**2026**  
**APPROVED**  
**BUDGET**

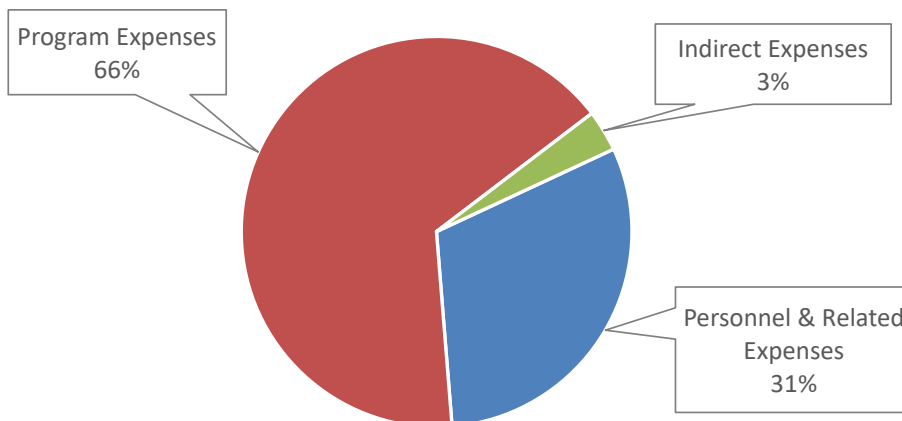
### Revenues by Category Excluding 6E Pass-Through Funds



### Expenses by Department



### Expenses by Type



# Visit Estes Park 2026 Budget of Revenue & Expense Detailed Line Items

<b>Revenues</b>	<b>% of Revenues</b>	<b>Amount</b>
Lodging Tax (2%)	34.4%	3,718,377
6E (10% of 3.5%)	6.0%	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
<b>Total Current Year Revenues</b>	<b>44.63%</b>	<b>4,819,093</b>
Allocation of Reserves	1.13%	122,000
<b>Total Operating Revenues</b>	<b>45.76%</b>	<b>4,941,093</b>
6E Passthrough Portion	54.24%	5,856,445
<b>Total Revenues, including allocation</b>	<b>100.00%</b>	<b>10,797,538</b>
<b>Expenses</b>		
<b>Personnel &amp; Related Expenses - \$1,512,740 - 30.6%</b>		
Wages	22.1%	1,090,261
Taxes/PERA	4.0%	197,064
Benefits	3.5%	173,606
Employee/Board Development	0.5%	24,400
Professional Development Training	0.6%	27,409
Employment Agreement	0.2%	10,000
<b>Program Expenses - \$3,249,711 - 65.8%</b>		
Leisure Advertising	25.0%	1,234,089
Creative & Production	1.8%	86,500
Media Buying, Planning & Optimization	3.2%	160,000
PR & Community Relations	2.7%	133,000
Digital Experience	5.5%	270,953
Research & Reporting	4.0%	198,650
Collateral Material	0.4%	20,000
Promotional Materials	0.5%	23,000
FAM/Site Visits	1.0%	49,000
Tradeshows & Sales Missions	1.1%	55,694
Special Projects, Sponsorships & Events	17.0%	840,900
Sustainability, Advocacy & Accessibility	0.6%	31,750
Travel - Overnight	1.7%	82,725
Event Hosting & Support	0.1%	6,000
Local Meetings/Travel - non-overnight	0.3%	12,840
Dues & Subscriptions	0.9%	44,610
<b>Indirect Expenses - \$168,643 - 3.4%</b>		
Telecommunications/Internet	0.2%	9,810
Liability & General Insurance	0.2%	9,350
Maintenance Contracts	1.2%	57,801
Bank/Credit Card Fees	0.0%	430
Professional Fees	0.8%	37,880
Rent/Utilities/Cleaning Fees	0.9%	46,380
Office Expenses	0.1%	6,992
<b>Total Operational Expenses</b>	<b>100.0%</b>	<b>4,941,094</b>
6E Passthrough		5,856,445
 <b>Net Revenues</b>	 <b>0.0%</b>	 <b>0</b>

# Visit Estes Park 2026 Budget of Revenue & Expense

	2026 vs. 2025			
	2026	2025 Budget	Budget Variance	
<b>Revenues</b>				
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%
<b>Total Current Year Revenues</b>	4,819,093	4,655,849	163,245	3.51%
Allocation of Reserves	122,000	0	122,000	0.00%
<b>Total Operating Revenues</b>	4,941,093	4,655,849	285,245	6.13%
6E Passthrough Portion	5,856,445	5,671,137	185,307	3.27%
<b>Total Revenues, including allocation</b>	10,797,538	10,326,986	470,552	4.56%
<b>Expenses</b>				
Personnel & Related Expenses	1,522,740	1,659,224	(136,484)	-8.23%
Program Expenses	3,249,711	2,861,646	388,065	13.56%
Indirect Expenses	168,643	134,979	33,664	24.94%
<b>Total Operational Expenses</b>	4,941,094	4,655,849	285,245	6.13%
6E Passthrough	5,856,445	5,671,137	185,307	3.27%
<b>Net Revenues</b>	0	0	0	0.00%
<b>Allocation of Reserves Items</b>				
SkiJor	93,000			
Wayfinder	25,000			
Capital Equipment Replacement - laptops	4,000			