

Estes Park Local Marketing District 2025 Annual Budget								
	2023 Actual		2024 Budget		2024 Year End Actual Projected	2025 Budget		
Revenues								
District Lodging Tax	\$	9,469,579	\$	9,409,482	\$	9,833,053	\$	9,901,986
Non-Tax Revenue: Stakeholder Services	\$	271,632	\$	275,000	\$	381,570	\$	380,000
Subtotal Non-Tax Revenue	\$	271,632	\$	275,000	\$	381,570	\$	380,000
Town of Estes Park Marketing Investment	\$	-	\$	-	\$	-	\$	-
Larimer County Marketing Investment	\$	-	\$	-	\$	-	\$	-
Larimer County Payment in Lieu of Tax (PILT)	\$	-			\$	-		
Subtotal Alternative Funding Sources	\$	-	\$	-	\$	-	\$	-
Grants & Awards	\$	-	\$	-	\$	-	\$	-
Other Income	\$	29,236	\$	12,000	\$	47,385	\$	45,000
Total Revenues	\$	9,770,446	\$	9,696,482	\$	10,262,008	\$	10,326,986
Expenses								
Personnel Services	\$	1,298,141	\$	1,357,491	\$	1,429,391	\$	1,659,224
Marketing & Operations	\$	8,468,779	\$	8,338,991	\$	8,350,498	\$	8,667,762
Grants & Awards	\$	-	\$	-	\$	-	\$	-
Total Expenses	\$	9,766,921	\$	9,696,482	\$	9,779,889	\$	10,326,986
							\$	309,810
Excess (Deficiency) of Revenues Over Expenses	\$	3,526	\$	0	\$	482,119	\$	(0)
Other Financing Sources (Transfers In)	\$	-	\$	-	\$	-	\$	-
Other Financing Uses (Transfers Out)	\$	-	\$	-	\$	-	\$	-
Increase (Decrease) in Fund Balance	\$	3,526	\$	0	\$	482,119	\$	(0)
Beginning Fund Balance	\$	2,590,095	\$	2,593,621	\$	2,593,621	\$	3,075,740
Ending Fund Balance*	\$	2,593,621	\$	2,593,621	\$	3,075,740	\$	3,075,739
Restrictions								
Strategic Reserve	\$	1,200,000.00	\$	1,200,000.00	\$	1,200,000.00	\$	1,200,000.00
TABOR Reserve: 3% of Expenses	\$	293,008	\$	290,894	\$	293,397	\$	309,810
*Ending Fund Balance includes restricted funds								

Detailed Expense Items	2023 Actual	2024 Budget	2024 Year End Actual Projected	2025 Budget
Personnel Services	\$ 1,298,141	\$ 1,357,491	\$ 1,429,391	\$ 1,659,224
Marketing & Operations				
6E Passthrough	\$ 5,374,603	\$ 5,389,067	\$ 5,623,789	\$ 5,671,137
Leisure Advertising	\$ 1,508,266	\$ 1,155,000	\$ 999,584	\$ 1,231,895
Creative & Production	\$ 22,886	\$ 165,500	\$ 60,645	\$ 51,000
Media Buying, Planning & Optimization	\$ 185,949	\$ 180,000	\$ 164,375	\$ 160,000
PR, Community Relations and Advocacy	\$ 110,257	\$ 135,000	\$ 139,459	\$ 131,000
Digital Experience	\$ 197,055	\$ 231,100	\$ 173,049	\$ 190,827
Destination Development	\$ -	\$ -	\$ -	\$ -
Brand Identity Development	\$ 232,913	\$ -	\$ -	\$ -
Research & Reporting	\$ 113,444	\$ 68,500	\$ 76,360	\$ 85,750
Collateral Material	\$ 34,960	\$ 17,000	\$ 21,640	\$ 17,328
Promotional Materials	\$ 10,310	\$ 10,500	\$ 6,728	\$ 23,000
FAM/Site Visits	\$ 18,149	\$ 45,000	\$ 16,152	\$ 43,500
Tradeshows & Sales Missions	\$ 7,310	\$ 13,919	\$ 6,329	\$ 19,054
Special Promotions, Sponsorships & Events	\$ 378,934	\$ 602,500	\$ 765,244	\$ 803,500
Sustainability, Advocacy & Accessibility	\$ 15,250	\$ 19,000	\$ 6,050	\$ 5,500
Travel - Overnight	\$ 88,558	\$ 107,150	\$ 102,993	\$ 56,900
Event Hosting & Support	\$ 8,962	\$ 2,500	\$ 2,500	\$ 5,000
Local Meetings/Travel - non-overnight	\$ 8,943	\$ 12,000	\$ 7,589	\$ 8,700
Dues & Subscriptions	\$ 30,032	\$ 39,322	\$ 32,745	\$ 28,692
Telecommunications/Internet	\$ 10,988	\$ 11,270	\$ 11,396	\$ 11,630
Liability & General Insurance	\$ 7,287	\$ 8,000	\$ 8,821	\$ 9,350
Maintenance Contracts	\$ 20,310	\$ 43,828	\$ 42,534	\$ 43,789
Bank/Credit Card Charges	\$ 406	\$ 480	\$ 413	\$ 430
Professional Fees	\$ 31,261	\$ 36,000	\$ 26,849	\$ 25,400
Rent/Utilities/Cleaning Fees	\$ 43,267	\$ 43,780	\$ 41,280	\$ 41,380
Office Supplies	\$ 8,480	\$ 2,575	\$ 13,973	\$ 3,000
Total Marketing & Operations	\$ 8,468,779	\$ 8,338,991	\$ 8,350,498	\$ 8,667,762
Grants & Awards	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 9,766,921	\$ 9,696,482	\$ 9,779,889	\$ 10,326,986

Excludes Net Pension Expense Entries