

Visit THE NORTH SHORE

PROPOSED AMENDED BUDGET YEAR ENDING DECEMBER 31, 2024

	YTD Jan - Oct 2024	ADOPTED BUDGET	PROPOSED AMENDED BUDGET		
		Orginal Budget	Proposed Change	Total Budget	Change %
REVENUE					
Hotel/Motel Tax Rev	1,673,046	1,800,000	100,000	1,900,000	6%
STTC Fund - State Appropriation	688,180	464,875	135,125	600,000	29%
LA DCRT CAP Program	-	10,000	-	10,000	0%
LA Tourism Revival Monies	310,891	300,000	10,000	310,000	3%
Misc. Income	28,433	-	30,000	30,000	N/A
Interest Income - LAMP & Bank	226,761	150,000	100,000	250,000	67%
Gross Revenue	2,927,311	2,724,875	375,125	3,100,000	14%
EXPENDITURES					
A. Marketing / Promotion					
Advertising	502,299	650,000	-	650,000	0%
Advertising - Website	164,741	161,000	5,000	166,000	3%
Automobile Expense	8,578	13,000	-	13,000	0%
Brochures & Collateral Material	168,348	225,000	-	225,000	0%
Creative Services & Public Relations	162,055	165,000	-	165,000	0%
Dues & Subscriptions	65,445	85,000	(10,000)	75,000	-12%
International Marketing	67,197	52,000	18,000	70,000	35%
Personnel (75%)	662,310	823,176	-	823,176	0%
Postage and Delivery	9,011	8,000	-	8,000	0%
Research & Development	99,950	135,000	-	135,000	0%
Special Promotions and Events	143,747	225,000	(18,000)	207,000	-8%
Telephone & Internet Services	17,921	22,000	-	22,000	0%
Training & Educational	34,702	30,000	5,000	35,000	17%
Trade Shows & Other Meetings	31,219	40,000	-	40,000	0%
Travel & Site Inspections	80,414	115,000	-	115,000	0%
Uniforms	1,616	2,000	-	2,000	0%
A. Marketing / Promotion Total	2,219,554	2,751,176	-	2,751,176	0%
B. Administrative/Gen.Operations					
Automobile Expense	2,500	4,500	-	4,500	0%
Equipment Rental	6,096	8,000	-	8,000	0%
Insurance - General	47,235	75,000	-	75,000	0%
Office Expense & Supplies	7,019	10,000	-	10,000	0%
Office Expense - Network, Computers, Etc.	26,877	27,000	-	27,000	0%
Official Notice Publication	2,173	2,500	-	2,500	0%
Personnel (25%)	220,770	260,359	-	260,359	0%
Professional Fees	40,667	50,000	-	50,000	0%
Rent	21,597	6,000	19,000	25,000	271%
Repairs & Maintenance - All	36,030	45,000	-	45,000	0%
Utilities	11,596	15,000	-	15,000	0%
B. Admin/Gen. Operation Total	422,559	503,359	19,000	522,359	4%
C. Capital Outlay Total					
	266,894	350,000	275,000	625,000	79%
TOTAL PROJECTED EXPENDITURES	2,909,007	3,604,535	294,000	3,898,535	8%
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES			81,125	(798,535)	
ACTUAL GEN FUND BALANCE - BEGINNING OF YEAR : Jan 1, 2024				5,228,145	
ESTIMATED FUND BALANCE - END OF YEAR: Dec 31, 2024				4,429,610	