

Visit THE NORTH SHORE

PROPOSED AMENDED BUDGET YEAR ENDING DECEMBER 31, 2025

	ADOPTED BUDGET		PROPOSED AMENDED BUDGET		
	YTD	Orginal	Proposed	Total	Change
	Jan-Oct 2025	Budget	Change	Budget	%
REVENUE					
Hotel/Motel Tax Rev	1,643,073	2,000,000	-	2,000,000	0%
STTC Fund - State Appropriation	575,430	690,500	-	690,500	0%
LA DCRT CAP Program	-	10,000	-	10,000	0%
Misc. Income	55,286	-	60,000	60,000	N/A
Interest Income - LAMP & Bank	167,547	150,000	25,000	175,000	17%
Gross Revenue	2,441,336	2,850,500	85,000	2,935,500	3%
EXPENDITURES					
A. Marketing / Promotion					
Advertising	484,823	650,000	-	650,000	0%
Advertising - Website	83,165	115,000	-	115,000	0%
Automobile Expense	4,047	13,000	(5,000)	8,000	-38%
Brochures & Collateral Material	160,311	200,000	(15,000)	185,000	-8%
Creative Services & Public Relations	93,938	92,000	15,000	107,000	16%
Dues & Subscriptions	78,151	85,000	(5,000)	80,000	-6%
International Marketing	69,166	65,000	10,000	75,000	15%
Personnel (83%)	715,629	853,250	-	853,250	0%
Postage and Delivery	6,893	8,000	-	8,000	0%
Research & Development	200,438	115,000	122,000	237,000	106%
Special Promotions and Events	204,712	225,000	-	225,000	0%
Telephone & Internet Services	19,315	22,000	3,000	25,000	14%
Training & Educational	46,794	30,000	20,000	50,000	67%
Trade Shows & Other Meetings	31,521	40,000	-	40,000	0%
Travel & Site Inspections	76,239	115,000	(20,000)	95,000	-17%
Uniforms	564	2,000	(1,000)	1,000	-50%
A. Marketing / Promotion Total	2,275,706	2,630,250	124,000	2,754,250	5%
B. Administrative/Gen.Operations					
Automobile Expense	2,500	3,000	-	3,000	0%
Equipment Rental	6,303	8,000	-	8,000	0%
Insurance - General	44,795	70,000	(10,000)	60,000	-14%
Office Expense & Supplies	18,441	10,000	10,000	20,000	100%
Office Expense - Network, Computers, Etc.	23,648	30,000	-	30,000	0%
Official Notice Publication	1,573	2,500	-	2,500	0%
Personnel (17%)	146,575	177,250	-	177,250	0%
Professional Fees	25,618	40,000	(7,000)	33,000	-18%
Rent	5,514	10,000	(3,000)	7,000	-30%
Repairs & Maintenance - All	46,407	40,000	10,000	50,000	25%
Utilities	10,969	15,000	-	15,000	0%
B. Admin/Gen.Operation Total	332,343	405,750	-	405,750	0%
C. Capital Outlay Total	241,926	50,000	200,000	250,000	400%
TOTAL PROJECTED EXPENDITURES	2,849,975	3,086,000	324,000	3,410,000	10%
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES			(239,000)	(474,500)	
ACTUAL GEN FUND BALANCE - BEGINNING OF YEAR : Jan 1, 2025				5,187,459	
ESTIMATED FUND BALANCE - END OF YEAR: Dec 31, 2025				4,712,959	