

St. Tammany Parish Tourist and Convention Commission
Year Ending Dec. 31, 2025 Proposed Budget

	<i>Year Ending 12/31/2024 Original Budget</i>	<i>Year Ending 12/31/2024 Amended Budget</i>	<i>YE 12/31/2024 Actual as of 10/30/24</i>	<i>Year Ending 12/31/2024 Projected Actuals</i>	<i>% Change 12/31/2024 Projected/Budget</i>	<i>Year Ending 12/31/2025 Proposed Budget</i>	<i>% Change 12/31/2025 Proposed/Projected</i>
REVENUES							
Hotel/Motel Tax Rev	1,800,000	1,900,000	1,673,046	1,973,046	4%	2,000,000	1%
STTC Fund - State Appropriation	464,875	600,000	688,180	700,000	17%	690,500	-1%
LA DCRT CAP Program	10,000	10,000	-	10,000	0%	10,000	0%
LA Tourism Revival Monies	300,000	310,000	310,891	310,900	0%	-	-100%
Miscellaneous Income	-	30,000	28,433	30,000	0%	-	-100%
Interest Income - LAMP & Bank	150,000	250,000	226,761	250,000	0%	150,000	-40%
TOTAL PROJECTED REVENUES	2,724,875	3,100,000	2,927,311	3,273,946	6%	2,850,500	-13%
EXPENDITURES							
A. Marketing / Promotion							
Advertising	650,000	650,000	502,299	650,000	0%	650,000	0%
Advertising - Website	161,000	166,000	164,741	170,241	3%	115,000	-32%
Automobile Expense	13,000	13,000	8,578	13,000	0%	13,000	0%
Brochures & Collateral Material	225,000	225,000	168,348	225,000	0%	200,000	-11%
Creative Services & Public Relations	165,000	165,000	162,055	167,055	1%	92,000	-45%
Dues & Subscriptions	85,000	75,000	65,445	85,000	13%	85,000	0%
International Marketing	52,000	70,000	67,197	75,000	7%	65,000	-13%
Personnel (76% in 2024 83% in 2025)	823,176	823,176	662,310	823,173	0%	853,250	4%
Postage and Delivery	8,000	8,000	9,011	9,000	13%	8,000	-11%
Research & Development	135,000	135,000	99,950	135,000	0%	115,000	-15%
Special Promotions and Events	225,000	207,000	143,747	200,000	-3%	225,000	13%
Telephone & Internet Services	22,000	22,000	17,921	22,000	0%	22,000	0%
Training & Educational	30,000	35,000	34,702	38,000	9%	30,000	-21%
Trade Shows and Meetings	40,000	40,000	31,219	40,000	0%	40,000	0%
Travel & Site Inspections	115,000	115,000	80,414	100,000	-13%	115,000	15%
Uniforms	2,000	2,000	1,616	2,000	0%	2,000	0%
A. Marketing / Promotion Total	2,751,176	2,751,176	2,219,554	2,754,469	0%	2,630,250	-5%
B. Administrative/Gen.Operation							
Automobile Expense	4,500	4,500	2,500	3,000	-33%	3,000	0%
Equipment Rental	8,000	8,000	6,096	7,500	-6%	8,000	7%
Insurance - General	75,000	75,000	47,235	60,000	-20%	70,000	17%
Office Expense & Supplies	10,000	10,000	7,019	10,000	0%	10,000	0%
Office Expense - Network, Computers, Electro	27,000	27,000	26,877	30,000	11%	30,000	0%
Official Notice Publication	2,500	2,500	2,173	2,500	0%	2,500	0%
Personnel (24% in 2024, 17% in 2025)	260,359	260,359	220,770	260,359	0%	177,250	-32%
Professional Fees	50,000	50,000	40,667	50,000	0%	40,000	-20%
Rent	6,000	25,000	21,597	24,000	-4%	10,000	-58%
Repairs & Maintenance - All	45,000	45,000	36,030	40,000	-11%	40,000	0%
Utilities	15,000	15,000	11,596	15,000	0%	15,000	0%
B. Administrative/Gen.Operation Total	503,359	522,359	422,559	502,359	-4%	405,750	-19%
C. Capital Outlay/Storm Recovery Total							
	350,000	625,000	266,894	625,000	0%	50,000	-92%
TOTAL EXPENDITURES	3,604,535	3,898,535	2,909,007	3,881,828	0%	3,086,000	-21%
SUMMARY OF FUND BALANCE							
Net change in fund balance	(879,660)	(798,535)	18,305	(607,882)		(235,500)	
Fund Balance, Beginning	5,228,145	5,228,145		5,228,145		4,620,263	
Fund Balance, Ending	4,348,485	4,429,610		4,620,263		4,384,763	