

St. Tammany Parish Tourist and Convention Commission
Year Ending Dec. 31, 2026 Proposed Budget

	Year Ending 12/31/2025 <i>Original Budget</i>	Year Ending 12/31/2025 <i>Amended Budget</i> **	YE 12/31/2025 Actual as of 10/31/25	Year Ending 12/31/2025 <i>Projected Actuals</i>	% Change 12/31/2025 <i>Projected/Budget</i>	Year Ending 12/31/2026 <i>Proposed Budget</i>	% Change 12/31/2025 <i>Proposed/Projected</i>
REVENUES							
Hotel/Motel Tax Rev	2,000,000	2,000,000	1,654,113	2,000,000	0%	2,500,000	25%
STTC Fund - State Appropriation	690,500	690,500	575,430	690,500	0%	690,500	0%
LA DCRT CAP Program	10,000	10,000	-	10,000	0%	10,000	0%
Miscellaneous Income	-	60,000	55,286	60,000	0%	-	-100%
Interest Income - LAMP & Bank	150,000	175,000	167,547	175,000	0%	125,000	-29%
TOTAL PROJECTED REVENUES	2,850,500	2,935,500	2,452,376	2,935,500	0%	3,325,500	13%
EXPENDITURES							
A. Marketing / Promotion							
Advertising	650,000	650,000	484,823	650,000	0%	675,000	4%
Advertising - Website	115,000	115,000	83,165	115,000	0%	150,000	30%
Automobile Expense	13,000	8,000	4,047	6,000	-25%	25,000	317%
Brochures & Collateral Material	200,000	185,000	160,311	185,000	0%	200,000	8%
Creative Services & Public Relations	92,000	107,000	93,938	107,000	0%	116,000	8%
Dues & Subscriptions	85,000	80,000	78,151	80,000	0%	85,000	6%
International Marketing	65,000	75,000	69,166	75,000	0%	65,000	-13%
Personnel (83%)	853,250	853,250	733,697	853,250	0%	905,071	6%
Postage and Delivery	8,000	8,000	6,893	8,000	0%	8,000	0%
Research & Development	115,000	237,000	200,438	237,000	0%	265,000	12%
Special Promotions and Events	225,000	225,000	204,712	225,000	0%	465,000	107%
Telephone & Internet Services	22,000	25,000	20,683	25,000	0%	22,000	-12%
Training & Educational	30,000	50,000	46,794	50,000	0%	50,000	0%
Trade Shows and Meetings	40,000	40,000	31,521	40,000	0%	50,000	25%
Travel & Site Inspections	115,000	95,000	76,239	95,000	0%	115,000	21%
Uniforms	2,000	1,000	564	564	-44%	2,000	255%
A. Marketing / Promotion Total	2,630,251	2,754,250	2,295,142	2,751,815	0	3,198,071	16%
B. Administrative/Gen.Operation							
Automobile Expense	3,000	3,000	2,500	3,000	0%	3,000	0%
Equipment Rental	8,000	8,000	6,303	8,000	0%	8,000	0%
Insurance - General	70,000	60,000	44,795	60,000	0%	60,000	0%
Office Expense & Supplies	10,000	20,000	18,441	20,000	0%	15,000	-25%
Office Expense - Network, Computers, Software	30,000	30,000	23,928	30,000	0%	30,000	0%
Official Notice Publication	2,500	2,500	1,573	2,500	0%	2,500	0%
Personnel (17%)	177,250	177,250	150,275	177,250	0%	188,226	6%
Professional Fees	40,000	33,000	25,618	33,000	0%	35,000	6%
Rent	10,000	7,000	5,514	7,000	0%	8,000	14%
Repairs & Maintenance - All	40,000	50,000	46,407	50,000	0%	40,000	-20%
Utilities	15,000	15,000	10,969	15,000	0%	15,000	0%
B. Administrative/Gen.Operation Total	405,750	405,750	336,323	405,750	0%	404,726	0%
C. Capital Outlay/Storm Recovery Total							
	50,000	250,000	241,926	250,000	0%	50,000	-80%
TOTAL EXPENDITURES	3,086,001	3,410,000	2,873,390	3,407,565	0%	3,652,797	7%
SUMMARY OF FUND BALANCE							
Net change in fund balance	(235,501)	(474,500)	(421,014)	(472,065)		(327,297)	
Fund Balance, Beginning	5,187,459	5,187,459		5,187,459		4,715,394	
Fund Balance, Ending	4,951,958	4,712,959		4,715,394		4,388,097	