

Proposed 2024 Budget

	YE 12/31/23 Original Budget	YE 12/31/23 Amended Budget	YE 12/31/23 Actual at (09/30/23)	YE 12/31/23 Projected Actuals	% Change YE 12/31/23 Projected/ Budgeted	YE 12/31/24 Proposed Budget	% Change YE 12/31/24 Proposed/ Projected
REVENUES							
Hotel Occ. Tax	\$1,800,000	\$1,800,000	\$1,520,062	\$1,800,000	0%	\$1,800,000	0%
State Appropriation	\$700,000	\$700,000	\$583,013	\$700,000	0%	\$464,875	-34%
LA Tourism Revival \$	\$600,000	\$600,000	\$683,968	\$700,000	17%	\$300,000	-57%
LA DCRT- CMP \$	\$20,000	\$20,000	\$0	\$10,000	-50%	\$10,000	0%
Miscellaneous Income	\$0	\$0	\$16,928	\$17,000	N/A	\$0	-100%
Interest Income	\$75,000	\$75,000	\$190,016	\$250,000	233%	\$150,000	-40%
TOTAL REVENUES	\$3,195,000	\$3,195,000	\$2,993,987	\$3,477,000	9%	\$2,724,875	-22%
EXPENDITURES							
A. Marketing/Promotion							
Advertising	\$565,000	\$565,000	\$474,239	\$565,000	0%	\$650,000	15%
Website	\$120,000	\$120,000	\$107,778	\$120,000	0%	\$161,000	34%
Automobile Expense	\$13,000	\$13,000	\$9,459	\$13,000	0%	\$13,000	0%
Brochures & Collateral	\$275,000	\$275,000	\$186,203	\$215,000	-22%	\$225,000	5%
Creative Services & PR	\$117,000	\$117,000	\$86,006	\$105,000	-10%	\$165,000	57%
Dues & Subscriptions	\$85,000	\$85,000	\$68,446	\$75,000	-12%	\$85,000	13%
International Marketing	\$50,000	\$50,000	\$59,172	\$60,000	20%	\$52,000	-13%
Personnel	\$771,262	\$771,262	\$582,499	\$771,262	0%	\$823,176	7%
Postage & Delivery	\$12,000	\$12,000	\$2,783	\$6,000	-50%	\$8,000	33%
Research & Develop.	\$200,000	\$200,000	\$120,346	\$135,000	-33%	\$135,000	0%
Special Promotions	\$255,000	\$255,000	\$235,760	\$255,000	0%	\$225,000	-12%
Telephone & Internet	\$20,000	\$20,000	\$14,212	\$20,000	0%	\$22,000	10%
Training & Educational	\$35,000	\$35,000	\$36,809	\$38,000	9%	\$30,000	-21%
Trade Shows & Meetings	\$42,000	\$42,000	\$15,864	\$25,000	-40%	\$40,000	60%
Travel & Site Inspections	\$100,000	\$100,000	\$99,986	\$120,000	20%	\$115,000	-4%
Uniforms	\$150	\$150	\$543	\$750	400%	\$2,000	167%
A. Mktg/Promotion Total	\$2,660,412	\$2,660,412	\$2,100,115	\$2,524,012	-5%	\$2,751,176	9%

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B. Administrative							
Automobile Expense	\$4,500	\$4,500	\$2,250	\$3,000	-33%	\$4,500	50%
Equipment Rental	\$8,000	\$8,000	\$5,819	\$8,000	0%	\$8,000	0%
Insurance – General	\$73,000	\$73,000	\$42,985	\$65,000	-11%	\$75,000	15%
Office Exp – Supplies	\$10,000	\$10,000	\$6,290	\$10,000	0%	\$10,000	0%
Office Exp – IT	\$20,000	\$20,000	\$24,208	\$27,000	35%	\$27,000	0%
Notice Publication	\$2,500	\$2,500	\$2,077	\$2,500	0%	\$2,500	0%
Personnel	\$250,723	\$250,723	\$194,166	\$250,723	0%	\$260,359	4%
Professional Fees	\$35,000	\$35,000	\$38,389	\$55,000	57%	\$50,000	-9%
Rent	\$7,000	\$7,000	\$4,176	\$6,000	-14%	\$6,000	0%
Repairs & Maintenance	\$45,000	\$45,000	\$26,092	\$40,000	-11%	\$45,000	13%
Utilities	\$13,000	\$13,000	\$10,845	\$15,000	15%	\$15,000	0%
B. Administrative Total	\$468,723	\$468,723	\$357,297	\$482,223	3%	\$503,359	4%
C. Capital Outlay Total	\$50,000	\$350,000	\$2,139	\$10,000	-97%	\$350,000	3400%
TOTAL EXPENDITURES	\$3,179,135	\$3,479,135	\$2,459,551	\$3,016,235	-13%	\$3,604,535	20%
SUMMARY OF FUND BALANCE							
NET CHANGE	\$15,865	\$-284,135	\$534,436	\$460,765		\$-879,660	
BEG. BALANCE	\$4,668,353	\$4,668,353		\$4,668,353		\$5,129,118	
END BALANCE	\$4,684,218	\$4,384,218		\$5,129,118		\$4,249,458	