

<b>HAMILTON COUNTY TOURISM, INC. 2025 Budget</b>			
<b>INCOME</b>	<b>2024 Revised</b>	<b>2025</b>	
Transfer Net from Commission	\$ 7,700,000.00	\$9,900,000.00	29%
Revenue-Interest Income	\$ 40,000.00	\$60,000.00	50%
Revenue Grants	\$ 105,000.00	\$550,000.00	424%
Revenue-InKind	\$ 30,000.00	\$45,000.00	50%
Revenue-Contract			
Revenue-HCEDC	\$ 725,495.00	\$762,980.00	5%
<b>Total Income</b>	<b>\$ 8,600,495.00</b>	<b>\$11,317,980.00</b>	32%
<b>Add in ARPA for Planning Purposes</b>	\$ 642,133.65		-100%
	<b>\$ 9,242,628.65</b>	<b>\$11,317,980.00</b>	22%
<b>EXPENSES</b>	<b>2024 Revised</b>	<b>2025</b>	
Marketing (all categories)	\$ 2,450,000.00	\$ 2,526,000.00	3%
Visitor Experience	\$ 115,000.00	\$ 150,000.00	30%
Economic Development	\$ 725,495.00	\$ 762,980.00	5%
Sales Promotion	\$ 326,800.00	\$ 400,000.00	22%
Sports	\$ 442,800.00	\$ 1,175,000.00	165%
Destination Development	\$ 2,141,000.00	\$ 2,274,000.00	6%
Hardware/Software	\$ 10,000.00	\$ 12,500.00	25%
Web/Internet	\$ 4,000.00	\$ 7,500.00	88%
SaaS Support	\$ 75,000.00	\$ 85,000.00	13%
Depreciation	\$ 125,000.00	\$ 115,000.00	-8%
Dues and Subscriptions	\$ 40,000.00	\$ 50,000.00	25%
Benefits	\$ 422,500.00	\$ 505,500.00	20%
Equipment, Rent, Repair, Maint	\$ 35,000.00	\$ 40,000.00	14%
Furniture and Equipment	\$ 2,000.00	\$ 2,500.00	25%
Insurance/Liability Auto/Office	\$ 45,000.00	\$ 50,000.00	11%
Office Expense/Supplies	\$ 5,000.00	\$ 7,500.00	50%
Postage	\$ 8,500.00	\$ 1,500.00	-82%
Printing (Office Related)	\$ 2,000.00	\$ 2,500.00	25%
Professional Fees	\$ 173,000.00	\$ 210,000.00	21%
Salaries-Admin/Mkt.	\$ 1,711,000.00	\$ 2,070,500.00	21%
Property Taxes Ham Cty	\$ 2,000.00	\$ 2,000.00	0%
Employer Taxes	\$ 130,900.00	\$ 158,400.00	21%
Unemployment Tax	\$ 4,000.00	\$ 4,000.00	0%
Telephone	\$ 25,000.00	\$ 53,800.00	115%
Professional Development	\$ 100,000.00	\$ 110,000.00	10%
Meals and Entertainment	\$ 10,000.00	\$ 10,000.00	0%
Mileage and Parking	\$ 4,000.00	\$ 6,000.00	50%
Vehicle/Lease/Gas/Maint	\$ 7,500.00	\$ 7,500.00	0%
Utilities, Office Rent	\$ 100,000.00	\$ 100,000.00	0%
<b>Total Expenses</b>	<b>\$ 9,242,495.00</b>	<b>\$ 10,899,680.00</b>	18%
<b>Net Income</b>	<b>\$ 133.65</b>	<b>\$ 418,300.00</b>	