

2018 BUDGET  
FINAL APPROVED

**INCOME**

|                       |                       |
|-----------------------|-----------------------|
| TAX COLLECTION        | \$1,450,000.00        |
| AUD EVENT INCOME      | \$20,000.00           |
| AUD CONSESSION INCOME | \$15,000.00           |
| AUD OTHER INCOME      | \$9,000.00            |
| INTEREST INCOME       | \$3,700.00            |
| WEBSITE LINK INCOME   | \$4,600.00            |
| MISC INCOME           | \$2,500.00            |
| <b>TOTAL INCOME</b>   | <b>\$1,504,800.00</b> |

**EXPENSE MEDIA**

|                       |                     |
|-----------------------|---------------------|
| TELEVISION            | \$221,000.00        |
| RADIO                 | \$19,822.00         |
| INTERNET              | \$99,500.00         |
| PRINT                 | \$84,333.00         |
| OUTDOOR               | \$46,075.00         |
| AIRPORT               | \$10,800.00         |
| MARKETING SUPPORT     | \$30,000.00         |
| CHAMBER GUIDE POSTAGE | \$40,000.00         |
| MUSEUM CONTRACT       | \$7,200.00          |
| MEMBERSHIPS           | \$20,000.00         |
| CONTENGECY            | \$10,000.00         |
| WAYFINDING SIGNS      | \$11,000.00         |
| APP SPONSORSHIP       | \$19,500.00         |
| <b>TOTAL MEDIA</b>    | <b>\$619,230.00</b> |

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**EXPENSE: SPECIAL EVENT**

|                            |                     |
|----------------------------|---------------------|
| BLUES FESTIVAL             | \$10,000.00         |
| MAY FESTIVAL OF ARTS       | \$35,000.00         |
| BLUEGRASS FESTIVAL         | \$15,000.00         |
| OZARK FOLK FESTIVAL        | \$20,000.00         |
| JAZZ EUREKA                | \$15,000.00         |
| CHRISTMAS FESTIVAL         | \$10,000.00         |
| MUSIC IN THE PARK          | \$42,700.00         |
| FOOD AND WINE FESTIVAL     | \$10,000.00         |
| WEDDING SHOWS              | \$1,500.00          |
| FIREWORKS                  | \$4,000.00          |
| <b>TOTAL SPECIAL EVENT</b> | <b>\$163,200.00</b> |

**EXPENSE: GROUP/MEETING**

|                            |                    |
|----------------------------|--------------------|
| GROUP TRAVEL               | \$75,000.00        |
| PUBLIC RELATIONS           | \$5,000.00         |
| <b>TOTAL GROUP/MEETING</b> | <b>\$80,000.00</b> |

**EXPENSE: OFFICE**

|                  |              |
|------------------|--------------|
| RENT             | \$13,386.00  |
| INSURANCE        | \$1,000.00   |
| COPIER           | \$7,000.00   |
| UTILITIES        | \$2,000.00   |
| OFFICE SUPPLIES  | \$3,500.00   |
| SALARY/ BENEFITS | \$273,680.00 |
| POSTAGE          | \$1,500.00   |

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|                            |                       |
|----------------------------|-----------------------|
| CAPITAL EXPENDITURES       | \$8,000.00            |
| TELEPHONE                  | \$5,900.00            |
| CONTENGENCY                | \$2,000.00            |
| OFFICE MAINTENANCE         | \$3,500.00            |
| COMPUTER SOFTWARE/IT       | \$25,000.00           |
| EMAIL/WEB/URL HOSTING      | \$6,000.00            |
| <b>TOTAL OFFICE</b>        | <b>\$352,466.00</b>   |
| <b>EXPENSE: PRODUCTION</b> |                       |
| GRAPHIC                    | \$31,500.00           |
| VIDEO                      | \$58,000.00           |
| WEBSITE MAINTENANCE        | \$10,000.00           |
| HOLIDAY DECORATIONS        | \$20,000.00           |
| <b>TOTAL PRODUCTION</b>    | <b>\$119,500.00</b>   |
| <b>EXPENSE: AUD</b>        |                       |
| CONCESSIONS                | \$5,000.00            |
| CONTRACT LABOR             | \$3,000.00            |
| LICENSES                   | \$3,000.00            |
| AUD OPERATIONS             | \$75,000.00           |
| SALARY WAGES               | \$2,000.00            |
| TECH DIRECTOR              | \$40,000.00           |
| EVENTS COORDINATOR         | \$42,000.00           |
| <b>TOTAL AUD</b>           | <b>\$170,000.00</b>   |
| RESERVE FUNDING            | \$404.00              |
| <b>TOTAL EXPENSES</b>      | <b>\$1,504,800.00</b> |