

2020 Budget
Passed and Approved 11/13/19

INCOME				
TAX COLLECTION			\$1,500,000	
AUD EVENT INCOME			\$35,000	
AUD CONSESSION INCOME			\$20,000	
AUD OTHER INCOME			\$20,000	
INTEREST INCOME			\$12,400	
WEBSITE LINK INCOME			\$4,600	
MISC INCOME			\$500	
TOTAL INCOME			\$1,592,500	
EXPENSE: MEDIA				
TELEVISION			\$200,000	
RADIO			\$25,000	
INTERNET			\$250,000	
PRINT			\$75,000	
OUTDOOR			\$52,000	
AIRPORT			\$11,000	
MARKETING SUPPORT			\$30,000	
GUIDE			\$25,000	
MUSEUM CONTRACT			\$7,200	
CONTENGENCY			\$10,164	
TOTAL MEDIA			\$685,364	43%
EXPENSE: SPECIAL EVENT				
CHRISTMAS DECORATING			\$20,000	
EVENT PROGRAMMING			\$225,000	
EVENTS COORDINATOR			\$42,000	
TOTAL SPECIAL EVENT			\$287,000	18%
EXPENSE: GROUP/SALES				
GROUP TRAVEL			\$75,000	
TOTAL GROUP/SALES			\$75,000	5%
EXPENSE: OFFICE				
RENT			\$13,836	
INSURANCE			\$1,000	
COPIER			\$6,000	
UTILITIES			\$2,000	
OFFICE SUPPLIES			\$3,500	
SALARY/ BENEFITS			\$285,000	
POSTAGE			\$1,500	
CAPITAL EXPENDITURES			\$2,500	

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TELEPHONE/INTERNET		\$4,800	
CONTINGENCY		\$5,000	
OFFICE MAINTENANCE		\$2,000	
COMPUTER SOFTWARE/IT		\$12,000	
EMAIL/WEB/URL HOSTING		\$5,000	
PUBLIC RELATIONS		\$5,000	
MEMBERSHIPS		\$20,000	
TOTAL OFFICE		\$369,136	23%
EXPENSE: PRODUCTION			
GRAPHIC PRODUCTION		\$42,000	
VIDEO PRODUCTION		\$2,000	
WEBSITE MAINTENANCE		\$5,000	
TOTAL PRODUCTION		\$49,000	3%
EXPENSE: AUD			
CONCESSIONS		\$10,000	
CONTRACT LABOR		\$15,000	
LICENSES		\$3,000	
AUD OPERATIONS		\$40,000	
SALARY/WAGES		\$15,000	
TECHNICAL DIRECTOR		\$44,000	
TOTAL AUD		\$127,000	8%
TOTAL EXPENSES		\$1,592,500	