

FY20 Visit Sitka Comprehensive Budget

Category	Total Budget Required for Program	Base Contract Revenue	% of Budget	Supplemental Budget Revenue	% of Budget
Contract Revenue Income					
City Contract FY20	\$500,200	\$300,000	60.0%	\$200,200	40.0%
Income Total		\$300,000		\$200,200	
ESTIMATED CVS CONTRACT GRAND TOTAL		\$300,000		\$200,200	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Travel- Trade and Promotion					
Promotion- Cruise/Yacht	\$12,000	\$3,500	29.2%	\$8,500	70.8%
Promotion- Meetings & Conventions	\$20,000	\$4,000	20.0%	\$16,000	80.0%
Promotion- Tourism	\$15,000	\$3,000	20.0%	\$12,000	80.0%
Travel Trade Costs Total		\$10,500	3.5%	\$36,500	
Media, Partnerships & Co-op Marketing					
Editorial/Sponsored Content/PR	\$15,000	\$2,000	13.3%	\$13,000	86.7%
Dues & Partnerships	\$2,500	\$1,500	60.0%	\$1,000	40.0%
SATC Membership	\$5,000	\$5,000	100.0%	\$0	0.0%
Media and Co-op Costs Total		\$8,500	2.8%	\$14,000	
Advertising					
Advertising-Digital					
Digital Ads	\$10,000	\$1,000	10.0%	\$9,000	90.0%
Visitor Lead Programs	\$3,000	\$0	0.0%	\$3,000	100.0%
Google AdWords	\$5,000	\$1,000	20.0%	\$4,000	80.0%
Advertising-Digital Subtotal	\$18,000	\$2,000		\$16,000	
Advertising-Print					
Ads placed in Magazines	\$2,500	\$0	0.0%	\$2,500	100.0%
Co-op Listing and Narrative	\$1,200	\$0	0.0%	\$1,200	100.0%
Advertising-Print Subtotal	\$3,700	\$0		\$3,700	
Advertising-Social Media					
Paid Boosted Posts	\$7,500	\$500	6.7%	\$7,000	93.3%
Ads	\$7,500	\$0	0.0%	\$7,500	100.0%
Special Events	\$7,500	\$0	0.0%	\$7,500	100.0%
Content Development	\$20,000	\$500	2.5%	\$19,500	97.5%
Advertising-Social Media Subtotal	\$42,500	\$1,000		\$41,500	
Branded Collateral					
Branded Collateral Pieces	\$15,000	\$1,000	6.7%	\$14,000	93.3%
Branded Content Development	\$20,000	\$0	0.0%	\$20,000	100.0%
Branded Infrastructure	\$5,350	\$0	0.0%	\$5,350	100.0%
Printed Collateral Subtotal	\$15,000	\$1,000		\$39,350	
Sitka Visitor Guide					
Printing	\$10,000	\$7,500	75.0%	\$2,500	25.0%
Online Hosting of Digital Magazine	\$1,750	\$1,000	57.1%	\$750	42.9%
Graphic Design/Content Development	\$8,000	\$1,000	12.5%	\$7,000	87.5%
Photo Usage	\$2,000	\$1,000	50.0%	\$1,000	50.0%
Sales Commission	\$5,000	\$4,000	80.0%	\$1,000	20.0%
Shipping	\$5,000	\$5,000	100.0%	\$0	0.0%
Sitka Visitor Guide Subtotal	\$31,750	\$19,500		\$12,250	
Advertising Costs Total	\$110,950	\$23,500	7.8%	\$112,800	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Website					
Website Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Website Maintenance	\$9,000	\$3,100	34.4%	\$5,900	65.6%
Website Costs Total	\$19,000	\$3,100	1.0%	\$15,900	
Tourism Business Training and Events					
Tourism Business Training	\$1,000	\$500	50.0%	\$500	50.0%
Tourism Business Events	\$1,000	\$500	50.0%	\$500	50.0%
Partner Training & Event Costs Total	\$2,000	\$1,000	0.3%	\$1,000	
Special Projects					
Fellows Contract	\$20,000	\$0	0.0%	\$20,000	100.0%
Special Projects Costs Total	\$20,000	\$0	0.0%	\$20,000	
Operating Expenses					
Accounting Services	\$5,000	\$5,000	100.0%	\$0	0.0%
Professional Services	\$1,000	\$1,000	100.0%	\$0	0.0%
Rent	\$25,200	\$25,200	100.0%	\$0	0.0%
Telephone/Internet	\$6,900	\$6,900	100.0%	\$0	0.0%
Insurance	\$3,300	\$3,300	100.0%	\$0	0.0%
Utilities	\$6,000	\$6,000	100.0%	\$0	0.0%
Office Technology	\$3,500	\$3,500	100.0%	\$0	0.0%
Office Supplies	\$3,500	\$3,500	100.0%	\$0	0.0%
Operating Costs Total	\$54,400	\$54,400	18.1%	\$0	
Administration					
Salaries	\$180,000	\$180,000	100.0%	\$0	0.0%
Payroll Tax	\$14,000	\$14,000	100.0%	\$0	0.0%
Professional Development/Training	\$5,000	\$5,000	100.0%	\$0	0.0%
Administration Costs Total	\$199,000	\$199,000	66.3%	\$0	
ESTIMATED EXPENSE GRAND TOTAL		\$300,000		\$200,200	
ESTIMATED CVS CONTRACT REVENUE TOTAL		\$300,000		\$200,200	
ESTIMATED VISIT SITKA EXPENSE TOTAL		\$300,000		\$200,200	
ESTIMATED VISIT SITKA Profit (Loss)		\$0		\$0	