

FY19 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 FY19	\$466,144	\$300,000	64.4%	\$166,144	35.6%
Income Total		\$300,000		\$166,144	
ESTIMATED CVS CONTRACT GRAND TOTAL		\$300,000		\$166,144	

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	\$10,000	\$3,500	35.0%	\$6,500	65.0%
Promotion- Meetings & Conventions	\$19,000	\$5,000	26.3%	\$14,000	73.7%
Promotion- Tourism	\$10,000	\$4,000	40.0%	\$6,000	60.0%
Travel Trade Costs Total		\$12,500	4.2%	\$26,500	
Media, Partnerships & Co-op Marketing					
Editorial/Sponsored Content/PR	\$18,000	\$2,000	11.1%	\$16,000	88.9%
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%	\$17,000	

Advertising					
Advertising-Digital					
Digital Ads	\$20,000	\$1,000	5.0%	\$19,000	95.0%
Visitor Lead Programs	\$3,000	\$0	0.0%	\$3,000	100.0%
Google AdWords	\$5,000	\$600	12.0%	\$4,400	88.0%
Advertising-Digital Subtotal	\$28,000	\$1,600		\$26,400	
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	\$10,000	\$500	5.0%	\$9,500	95.0%
Ads	\$10,000	\$0	0.0%	\$10,000	100.0%
Special Events	\$10,000	\$0	0.0%	\$10,000	100.0%
Content Development	\$15,000	\$500	3.3%	\$14,500	96.7%
Advertising-Social Media Subtotal	\$45,000	\$1,000		\$44,000	
Branded Collateral					
Branded Collateral Pieces	\$5,000	\$2,500	50.0%	\$2,500	50.0%
Branded Content Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Branded Infrastructure	\$4,500	\$0	0.0%	\$4,500	100.0%
Printed Collateral Subtotal	\$5,000	\$2,500		\$17,000	
Sitka Visitor Guide					
Printing	\$10,000	\$5,000	50.0%	\$5,000	50.0%
Online Hosting of Digital Magazine	\$2,044	\$1,000	48.9%	\$1,044	51.1%
Graphic Design/Content Development	\$8,000	\$2,000	25.0%	\$6,000	75.0%
Photo Usage	\$1,000	\$1,000	100.0%	\$0	0.0%
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	\$31,044	\$18,000		\$13,044	
Advertising Costs Total	\$112,744	\$23,100	7.7%	\$104,144	

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	\$1,500	16.7%	\$7,500	83.3%
Website Costs Total	\$19,000	\$1,500	0.5%	\$17,500	
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%
Training & Event Costs Total	\$2,000	\$1,000	0.3%	\$1,000	
Special Projects					
Special Projects Costs Total	\$0	\$0	0.0%	\$0	
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		\$166,144	
ESTIMATED CVS CONTRACT REVENUE TOTAL		\$300,000		\$166,144	
ESTIMATED VISIT SITKA EXPENSE TOTAL		\$300,000		\$166,144	
ESTIMATED VISIT SITKA Profit (Loss)		\$0		\$0	