

# FY20 Visit Sitka Comprehensive Budget

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

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
<b>Travel- Trade and Promotion</b>					
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%
<b>Travel Trade Costs Total</b>		<b>\$10,500</b>	<b>3.5%</b>	<b>\$36,500</b>	
<b>Media, Partnerships &amp; Co-op Marketing</b>					
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%
<b>Media and Co-op Costs Total</b>		<b>\$8,500</b>	<b>2.8%</b>	<b>\$14,000</b>	
<b>Advertising</b>					
<b>Advertising-Digital</b>					
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%
<b>Advertising-Digital Subtotal</b>	<b>\$18,000</b>	<b>\$2,000</b>		<b>\$16,000</b>	
<b>Advertising-Print</b>					
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%
<b>Advertising-Print Subtotal</b>	<b>\$3,700</b>	<b>\$0</b>		<b>\$3,700</b>	
<b>Advertising-Social Media</b>					
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%
<b>Advertising-Social Media Subtotal</b>	<b>\$42,500</b>	<b>\$1,000</b>		<b>\$41,500</b>	
<b>Branded Collateral</b>					
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%
<b>Printed Collateral Subtotal</b>	<b>\$15,000</b>	<b>\$1,000</b>		<b>\$39,350</b>	
<b>Sitka Visitor Guide</b>					
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%
<b>Sitka Visitor Guide Subtotal</b>	<b>\$31,750</b>	<b>\$19,500</b>		<b>\$12,250</b>	
<b>Advertising Costs Total</b>	<b>\$110,950</b>	<b>\$23,500</b>	<b>7.8%</b>	<b>\$112,800</b>	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
<b>Website</b>					
Website Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Website Maintenance	\$9,000	\$3,100	34.4%	\$5,900	65.6%
<b>Website Costs Total</b>	<b>\$19,000</b>	<b>\$3,100</b>	<b>1.0%</b>	<b>\$15,900</b>	
<b>Tourism Business Training and Events</b>					
Tourism Business Training	\$1,000	\$500	50.0%	\$500	50.0%
Tourism Business Events	\$1,000	\$500	50.0%	\$500	50.0%
<b>Partner Training &amp; Event Costs Total</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>0.3%</b>	<b>\$1,000</b>	
<b>Special Projects</b>					
Fellows Contract	\$20,000	\$0	0.0%	\$20,000	100.0%
<b>Special Projects Costs Total</b>	<b>\$20,000</b>	<b>\$0</b>	<b>0.0%</b>	<b>\$20,000</b>	
<b>Operating Expenses</b>					
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%
<b>Operating Costs Total</b>	<b>\$54,400</b>	<b>\$54,400</b>	<b>18.1%</b>	<b>\$0</b>	
<b>Administration</b>					
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%
<b>Administration Costs Total</b>	<b>\$199,000</b>	<b>\$199,000</b>	<b>66.3%</b>	<b>\$0</b>	
<b>ESTIMATED EXPENSE GRAND TOTAL</b>		<b>\$300,000</b>		<b>\$200,200</b>	
ESTIMATED CVS CONTRACT REVENUE TOTAL		\$300,000		\$200,200	
ESTIMATED VISIT SITKA EXPENSE TOTAL		\$300,000		\$200,200	
<b>ESTIMATED VISIT SITKA Profit (Loss)</b>		<b>\$0</b>		<b>\$0</b>	