

# FY21 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 (FY20 \$500,200)	\$500,200	\$300,000	60.0%	\$200,200	40.0%
<b>Income Total</b>		<b>\$300,000</b>		<b>\$200,200</b>	

## 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
<b>Travel- Trade and Promotion</b>					
Promotion- Cruise/Yacht	\$22,000	\$3,500	15.9%	\$18,500	84.1%
Promotion- Meetings & Conventions	\$32,550	\$2,000	6.1%	\$30,550	93.9%
Promotion- Tourism	\$30,000	\$3,000	10.0%	\$27,000	90.0%
<b>Travel Trade Costs Total</b>		<b>\$8,500</b>	<b>2.8%</b>	<b>\$76,050</b>	
<b>Media, Partnerships &amp; Co-op Marketing</b>					
Editorial/Sponsored Content/PR	\$10,000	\$1,000	10.0%	\$9,000	90.0%
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>\$7,500</b>	<b>2.5%</b>	<b>\$10,000</b>	

## Advertising

### Advertising-Digital

Digital Advertising	\$8,000	\$1,000	12.5%	\$7,000	87.5%
<b>Advertising-Digital Subtotal</b>	<b>\$8,000</b>	<b>\$1,000</b>		<b>\$7,000</b>	

### Advertising-Print

Ads, Co-op Listings, Narratives	\$3,700	\$0	0.0%	\$3,700	100.0%
<b>Advertising-Print Subtotal</b>	<b>\$3,700</b>	<b>\$0</b>		<b>\$3,700</b>	

### Advertising-Social Media

Paid Boosted Posts, Ads	\$10,000	\$0	0.0%	\$10,000	100.0%
Content Development	\$20,000	\$500	2.5%	\$19,500	97.5%
<b>Advertising-Social Media Subtotal</b>	<b>\$30,000</b>	<b>\$500</b>		<b>\$29,500</b>	

### Branded Collateral

Branded Collateral Pieces	\$7,000	\$500	7.1%	\$6,650	95.0%
Branded Content Development	\$2,000	\$0	0.0%	\$2,000	100.0%
Branded Infrastructure	\$1,000	\$0	0.0%	\$1,000	100.0%
<b>Printed Collateral Subtotal</b>	<b>\$10,000</b>	<b>\$500</b>		<b>\$9,650</b>	

### Sitka Visitor Guide

Printing	\$16,500	\$7,500	45.5%	\$9,000	54.5%
Online Hosting of Digital Magazine	\$1,750	\$1,000	57.1%	\$750	42.9%
Graphic Design/Content Development	\$20,000	\$1,000	5.0%	\$19,000	95.0%
Photo Usage	\$2,000	\$1,000	50.0%	\$1,000	50.0%
Shipping	\$15,000	\$12,000	80.0%	\$3,000	20.0%
<b>Sitka Visitor Guide Subtotal</b>	<b>\$55,250</b>	<b>\$22,500</b>		<b>\$32,750</b>	

<b>Advertising Costs Total</b>	<b>\$106,950</b>	<b>\$24,500</b>	<b>8.2%</b>	<b>\$82,600</b>	
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## Website

Website Development	\$11,000	\$0	0.0%	\$11,000	100.0%
Website Maintenance	\$9,000	\$3,100	34.4%	\$5,900	65.6%

<b>Website Costs Total</b>	<b>\$20,000</b>	<b>\$3,100</b>	<b>1.0%</b>	<b>\$16,900</b>	
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Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
<b>Tourism Business Training and Events</b>					
Tourism Business Training	\$1,000	\$500	50.0%	\$500	50.0%
Tourism Business Events	\$2,000	\$500	25.0%	\$1,500	75.0%
<b>Partner Training &amp; Event Costs Total</b>	<b>\$3,000</b>	<b>\$1,000</b>	<b>0.3%</b>	<b>\$2,000</b>	

<b>Operating Expenses</b>					
Accounting Services	\$4,000	\$4,000	100.0%	\$0	0.0%
Professional Services	\$5,000	\$1,000	20.0%	\$0	0.0%
Rent	\$25,200	\$25,200	100.0%	\$0	0.0%
Telephone/Internet	\$5,900	\$5,900	100.0%	\$0	0.0%
Insurance	\$3,800	\$3,800	100.0%	\$0	0.0%
Utilities	\$5,500	\$5,500	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>\$56,400</b>	<b>\$52,400</b>	<b>17.5%</b>	<b>\$0</b>	

<b>Administration</b>					
Salaries	\$183,000	\$183,000	100.0%	\$0	0.0%
AK Fellow (Meetings & Conventions)	\$7,650	\$0	0.0%	\$7,650	100.0%
Payroll Tax	\$15,000	\$15,000	100.0%	\$0	0.0%
Professional Development/Training	\$10,000	\$5,000	50.0%	\$5,000	50.0%
<b>Administration Costs Total</b>	<b>\$215,650</b>	<b>\$203,000</b>	<b>67.7%</b>	<b>\$12,650</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 Contract Profit (Loss)</b>	<b>\$0</b>	<b>\$0</b>