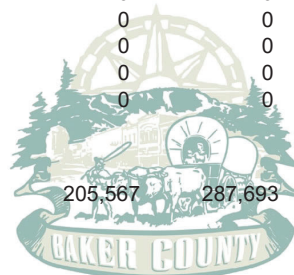


227 - BAKER CO TRT MARKETING

2024-2025 BUDGET

Created: 2024-06-18-13.45.53

| HISTORICAL DATA |           | ADOPTED          |         | ACCT | DESCRIPTION                | PROPOSED  | APPROVED  | ADOPTED   |
|-----------------|-----------|------------------|---------|------|----------------------------|-----------|-----------|-----------|
| 2021-2022       | 2022-2023 |                  |         |      |                            |           |           |           |
| Department: 100 |           | NON-DEPARTMENTAL |         |      |                            |           |           |           |
| 527694          | 845404    | 1200000          | 3010101 |      | BEGINNING FUND BALANCE     | 1564473   | 1564473   | 1564473   |
| 3721            | 28017     | 10000            | 3606101 |      | EARNED INTEREST            | 0         | 0         | 0         |
| 379738          | 578158    | 527730           | 3606307 |      | TRANSIENT LODGING TAX      | 663142    | 663142    | 663142    |
| 911,153         | 1,451,579 | 1,737,730        |         |      | Total Revenue              | 2,227,615 | 2,227,615 | 2,227,615 |
| 77340           | 90575     | 87575            | 5203201 |      | VISITOR SERVICES           | 92502     | 92502     | 92502     |
| 47940           | 56200     | 40000            | 5203202 |      | EVENT GRANTS               | 40000     | 40000     | 40000     |
| 10000           | 0         | 5000             | 5203203 |      | COOPERATIVE MKT BAKER CO   | 10000     | 10000     | 10000     |
| 24500           | 63564     | 69000            | 5203204 |      | MARKETING DIRECTOR CONT    | 70000     | 70000     | 70000     |
| 0               | 0         | 1000             | 5203206 |      | DESIGN PROD MERCH DESIGN   | 2000      | 2000      | 2000      |
| 0               | 900       | 4000             | 5203208 |      | NEWSPAPER OUT OF COUNTY    | 10000     | 10000     | 10000     |
| 0               | 0         | 5000             | 5203210 |      | MULTIMEDIA DIGITAL/RADIO   | 10000     | 10000     | 10000     |
| 470             | 9329      | 12000            | 5203211 |      | SOCIAL NETWORK/INTERNET    | 15000     | 15000     | 15000     |
| 437             | 2203      | 5000             | 5203212 |      | WEBSITE DEVELOPMENT        | 5000      | 5000      | 5000      |
| 1325            | 0         | 5000             | 5203213 |      | PUBLIC RELATIONS/MEDIA     | 5000      | 5000      | 5000      |
| 4000            | 0         | 2000             | 5203214 |      | OUTREACH YOUTH EVENT MKT   | 3500      | 3500      | 3500      |
| 0               | 420       | 6000             | 5203215 |      | TRAVEL BAKER CO MDISE      | 12000     | 12000     | 12000     |
| 0               | 440       | 10000            | 5203216 |      | TOURISM/TRAV TRD SHOW/CON  | 6000      | 6000      | 6000      |
| 4993            | 13550     | 15000            | 5203217 |      | BAKER CO VISITOR GUIDE     | 20000     | 20000     | 20000     |
| 0               | 7500      | 10000            | 5203219 |      | COOP MKT EOVA/HCSB         | 15000     | 15000     | 15000     |
| 5025            | 425       | 4000             | 5203222 |      | TOURISM ASSOC. MEMBERSHIP  | 1500      | 1500      | 1500      |
| 1950            | 36        | 2000             | 5203223 |      | PRINTING MISC EXP          | 4000      | 4000      | 4000      |
| 13145           | 15675     | 20000            | 5203227 |      | ADV TRAVEL PERIODICALS     | 32000     | 32000     | 32000     |
| 0               | 0         | 6000             | 5203229 |      | HOSP/SMALL BUS TRAINING    | 10000     | 10000     | 10000     |
| 0               | 4859      | 8000             | 5203230 |      | BROCHURE DISTRIBUTION      | 15000     | 15000     | 15000     |
| 5000            | 3271      | 6000             | 5203231 |      | WINTER EVENTS AND REC      | 6000      | 6000      | 6000      |
| 0               | 66        | 5000             | 5203232 |      | LEGAL EXPENSE              | 5000      | 5000      | 5000      |
| 0               | 1800      | 5000             | 5203233 |      | CO-OP ADVERTISING          | 0         | 0         | 0         |
| 0               | 2328      | 15000            | 5203234 |      | WAYFINDING                 | 51590     | 51590     | 51590     |
| 0               | 0         | 10000            | 5203235 |      | LOGO BRAND DEVELOP         | 10000     | 10000     | 10000     |
| 0               | 0         | 5000             | 5203237 |      | MOTORCYCLE/ATV             | 10000     | 10000     | 10000     |
| 0               | 0         | 5000             | 5203301 |      | AUDIT EXPENSE              | 10000     | 10000     | 10000     |
| 617             | 254       | 0                | 5205401 |      | REQ PUBLIC NOTICE          | 1000      | 1000      | 1000      |
| 488             | 525       | 3000             | 5205801 |      | IN COUNTY TRAVEL EXP       | 2000      | 2000      | 2000      |
| 0               | 2975      | 6000             | 5205805 |      | TRAINING/TRAVEL OUT OF CO  | 10000     | 10000     | 10000     |
| 0               | 0         | 4000             | 5205806 |      | TO ADVERTISING CHANNELS    | 5000      | 5000      | 5000      |
| 0               | 0         | 5000             | 5205807 |      | GROUP AND PACKAGE TRAVEL   | 5000      | 5000      | 5000      |
| 0               | 0         | 5000             | 5208001 |      | FALL HOLIDAY CAMPAIGN      | 6000      | 6000      | 6000      |
| 1500            | 3200      | 10000            | 5208003 |      | CYCLING SPECIFIC           | 10000     | 10000     | 10000     |
| 4050            | 1325      | 10000            | 5208004 |      | ARTS AND CULTURE           | 10000     | 10000     | 10000     |
| 0               | 2000      | 10000            | 5208005 |      | AG TOURISM/CULINARY        | 10000     | 10000     | 10000     |
| 0               | 0         | 3000             | 5208006 |      | INTERNATIONAL MARKETING    | 5000      | 5000      | 5000      |
| 2487            | 248       | 3000             | 5208007 |      | MISCELLANEOUS              | 3000      | 3000      | 3000      |
| 0               | 0         | 5000             | 5208008 |      | DIGITAL CONTENT            | 10000     | 10000     | 10000     |
| 0               | 0         | 4000             | 5208013 |      | SPECIAL PROJECTS ANNUAL    | 5000      | 5000      | 5000      |
| 0               | 1100      | 10000            | 5208016 |      | HERITAGE OR TRAIL MUSEUM   | 10000     | 10000     | 10000     |
| 300             | 2925      | 6925             | 5208017 |      | OUTDOOR ACTIVITY           | 10000     | 10000     | 10000     |
| 0               | 0         | 20000            | 5208020 |      | HERITAGE EVENT GRANT       | 20000     | 20000     | 20000     |
| 0               | 0         | 50000            | 5208021 |      | SPECIAL PROJECTS UNREPEAT  | 50000     | 50000     | 50000     |
| 0               | 0         | 5230             | 5208022 |      | CO-OP LODGING              | 6000      | 6000      | 6000      |
| 0               | 0         | 0                | 5208023 |      | SPORTING EVENTS PROMO      | 10000     | 10000     | 10000     |
| 0               | 0         | 0                | 5208024 |      | VISITOR SERVICES- HALFWAY  | 3000      | 3000      | 3000      |
| 0               | 0         | 0                | 5208025 |      | VISITOR SERVICES-DOWNTOWN  | 80000     | 80000     | 80000     |
| 0               | 0         | 0                | 5208026 |      | TOURISM RELATED FUND       | 900000    | 900000    | 900000    |
| 205,567         | 287,693   | 527,730          |         |      | Total Materials & Services | 1,642,092 | 1,642,092 | 1,642,092 |



Source: MAIN

# 227 - BAKER CO TRT MARKETING 2024-2025 BUDGET

Created: 2024-06-18-13.45.53

| HISTORICAL DATA |           |           | ACCT    | DESCRIPTION            | PROPOSED  | APPROVED  | ADOPTED   |
|-----------------|-----------|-----------|---------|------------------------|-----------|-----------|-----------|
| 2021-2022       | 2022-2023 | ADOPTED   |         |                        |           |           |           |
| 0               | 0         | 1,210,000 |         | CONTINGENCY            | 185,523   | 185,523   | 185,523   |
| 0               | 0         | 0         | 5908001 | UNAPPR ENDING FUND BAL | 400000    | 400000    | 400000    |
| 0               | 0         | 0         |         | UNAPPR ENDING FUND BAL | 400,000   | 400,000   | 400,000   |
| 205,567         | 287,693   | 1,737,730 | 100     | TOTAL EXPENSE          | 2,227,615 | 2,227,615 | 2,227,615 |

## 227 FUND SUMMARY

| 2021-2022     | 2022-2023      | ADOPTED        |                        | PROPOSED       | APPROVED       | ADOPTED        |
|---------------|----------------|----------------|------------------------|----------------|----------------|----------------|
| <b>911153</b> | <b>1451579</b> | <b>1737730</b> |                        | <b>2227615</b> | <b>2227615</b> | <b>2227615</b> |
| 0             | 0              | 0              | TOTAL REVENUE          | 0              | 0              | 0              |
| 205567        | 287693         | 527730         | TOTAL PERSONNEL        | 1642092        | 1642092        | 1642092        |
| 0             | 0              | 0              | TOTAL MATERIALS & SERV | 0              | 0              | 0              |
| 0             | 0              | 0              | TOTAL CAPITAL          | 0              | 0              | 0              |
| 0             | 0              | 0              | TOTAL TRANSFERS        | 0              | 0              | 0              |
| 0             | 0              | 1210000        | TOTAL CONTINGENCY      | 185523         | 185523         | 185523         |
| 0             | 0              | 0              | TOTAL OTHER EXPEND     | 0              | 0              | 0              |
| 0             | 0              | 0              | TOTAL DEBT SERVICE     | 0              | 0              | 0              |
| 0             | 0              | 0              | TOTAL UNAPPR END BAL   | 400000         | 400000         | 400000         |
| 205567        | 287693         | 1737730        | TOTAL EXPENSES         | 2227615        | 2227615        | 2227615        |

