

City Advertising and Promotion Commission Approved 2024 Budget December 21, 2023

**APPROVED
BUDGET**

INCOME FROM OPERATIONS

		2024
Food & Beverage Collection	4010	1,100,000
Lodging Collection	4011	1,100,000
Aud Income Ticket Sales: Non-Internet (formerly: Event Ticket Sales-In House)	4022	1,000
Aud Income Ticket Sales: Internet	4023	55,000
Aud Income: Concession	4021	52,000
Aud Income: Rental Fees	4020	20,000
Interest Income-Banking	4030	70,000
Misc Income	4040	2,000

TOTAL INCOME

2,400,000

EXPENSE: MEDIA

Guides & Postage	5003	5,000
Museum Contract	5008	7,200
Media Buys	5026	10,000
Printed Materials	5015	5,000
Radio	5018	5,000
Marketing Support-Qtr 1	5067	25,000
Marketing Support-Qtr 2	5067	25,000
Marketing Support-Qtr 3	5067	25,000
Marketing Support-Qtr 4	5067	25,000
Influencer Visits	5087	7,500

TOTAL MEDIA

139,700

EXPENSE: PRODUCTION

Website Maintenance. Madden Media	5005	44,440
Graphic Production. (in-house)	5009	5,000
Video Production (in-house)	5010	7,500
Madden Media Creative, Production, Media Purchases	5004	1,007,500
Social/Web	5020	15,000

TOTAL PRODUCTION

1,079,440

EXPENSE: SPECIAL EVENTS

Festival of the Arts	5035	30,000
Music in the Park	5051	50,000
Folk Festival	5030	35,000
Fireworks	5075	7,500
Holiday Events	5043	30,000

TOTAL SPECIAL EVENTS

152,500

EXPENSE: Tourism Outreach

Tourism Outreach	5089	10,000
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EXPENSE: AUDITORIUM

AUD Technical Director Services	5057	52,000
AUD Licenses	6045	5,000
AUD Front Hse Mgr-Salary and Benefits	6057	20,000
AUD Concession	6097	25,000
AUD Operations & Maint	6098	40,000
AUD Equipment Maint & Upgrades (Ron)	6032	35,000
AUD Ticketing Service Fee	6089	5,000
AUD Director - Event Advertising & Promotional Materials	6086	35,000

AUD Director - Talent Deposit	6079	25,000
AUD Event Rider	6078	7,500
AUD Security	6077	15,000
AUD Ushers	6076	25,000
AUD Parking & Permits	6074	8,000
AUD Contract Labor-General In House	6056	5,000
AUD Contract Labor-Event	6043	10,000
AUD Renovation (formerly: AUD Capital Expenditures)	5056	75,000
TOTAL AUDITORIUM		-
		335,500

EXPENSE: OFFICE

Office Equipment	5002	15,000
Office Postage	5002	500
Memberships, Dues & Subscriptions (Rename)	6000	15,000
Promotional Materials	6040	5,000
Admin Salary & Benefits	6050	257,000
Group Sales		50,000
Office Supplies	6083	5,000
Director: Conference & Travel	6088	10,000
Computer Software Upgrades (Rename)	6084	3,000
IT & Security (formerly: Email/Web/URL/Hosting)	6085	15,000
Utilities	6093	30,000
Telephone/Internet	6094	15,000
Copier/Printing	6095	7,000
Office Contingency	6099	5,360
Professional Services	6052	8,000
TOTAL OFFICE		776,360
		2,210,000

TOTAL EXPENSES

Total Income	2,400,000
Total Expenses	<u>-2,210,000</u>
Surplus	190,000

