

EXPENSE TOTALS				\$1,744,100.00
51010-000	Salaries/Benefits:	10% Insurance Premium / 2% PERS		\$435,000.00
53010-000	Postage	Mailing visitor information (Certified Folder)		\$11,000.00
53011-000	Office/Operating Supplies	Basic Office & Janitorial Supplies		\$6,000.00
53012-000	Telephones	All Telephone lines, and Long Distance		\$4,500.00
53013-000	Travel Expense			\$3,000.00
		Trade Shows	\$3,000.00	
		Small Meeting Market Conference (SMMC)	\$0.00	
		(Lodging, Cab/Shuttle, Airfare, Parking)		
		Personal Meals (Does not include meetings)		
53014-000	Dues/Fees and Subscriptions			\$14,000.00
		Trade Mark Registration (3 trademarks expire FY 15/16 @ \$100)	\$400.00	
		RTT Meeting expenses	\$1,500.00	
		Misc.	\$300.00	
		Internet Hosting / Sky Fiber	\$11,000.00	
		County business & liquor license	\$800.00	
53016-000	Computer Equipment Maintenance			\$12,000.00
		IT / Software / Software Licenses / Mobil Ap & Website Updates		
		508 Compliant upgrade		
53022-000	Utilities			
	Visitor Center	Power	annual	\$3,200.00
		Water	annual	\$2,000.00
		Propane	annual	\$1,800.00
				\$0.00
53022-108	Gold Hill	Power		\$1,000.00
		Water		\$800.00
		Phone / Fire Alarm		\$600.00
		Pest Control		\$600.00
53022-114	Fairgrounds	Power		\$2,000.00
		Water		\$2,500.00
		Phone / Fire Alarm		\$0.00
		Pest Control		\$500.00
53027-000	Rents/Lease/Purchase			\$2,000.00
		Cannon Copy Machine		\$1,000.00
		Pitney Bowes Postage Machine		\$1,000.00
		Misc.		\$0.00
53027-114	Fairgrounds			\$36,000.00
		Lease payment	12 x \$3000	
XXX	Visitor Center			\$0.00
		Lease payment	12 x \$2500	
53029-000	Training			\$500.00
		Education		
		Succession & Planning		
53030-000	Auto Repairs/Maintenance			\$1,500.00
		1-Company Vehicle		
53031-000	Bank Charges (Visitor Center Sales-Credit Card Fees)			\$8,000.00
53033	Computer Equipment			\$4,000.00
53034	Computer Software			\$1,600.00
53039	Uniforms			\$2,500.00
53040-000	Gas & Diesel			\$1,000.00
		1-Company Vehicle		
53057-000	Visitor Center	Building/Repairs & Maintenance		\$3,000.00
		Boardwalk repairs	Window Cleaning/repairs etc.	
		Painting		
		Basic repairs		
		Maintenance, etc.		

VIRGINIA CITY  
TOURISM COMMISSION  
BUDGET 2020-21

**230**  
**EXPENSES FUND**

53057-108	Gold Hill	All Maintenance		\$1,000.00
53057-114	Fairgrounds	Building/Repairs & Maintenance All Maintenance/Ground Work, etc.		\$10,000.00
53060-000	<b>Special Event Funding (Misc.)</b>			<b>\$21,000.00</b>
		Civil War Days	\$1,500.00	
		Misc. Special Events (local town events)	\$8,500.00	
		Parade Expenses (Stand Alone Parades/Toilets/Announcers)	\$4,500.00	
		C Street Banners 13 @ \$50.00 + Repairs	\$1,000.00	
		Grand Prix	\$2,500.00	
		Virginia & Truckee RR (Thomas Train/Candy Cane Train)	\$3,000.00	
53060-203		4th of July		\$24,000.00
53060-204		Street Vibrations (Sponsorship, Restrooms, Garbage)		\$10,000.00
53060-205		Camel Races		\$186,500.00
53060-207		Oyster Fry		\$57,500.00
53060-208		Chilli Cook-Off		\$48,000.00
53060-209		Outhouse Races		\$20,000.00
53060-216		Rodeo		\$75,000.00
53060-225		Christmas on the Comstock		\$20,000.00
53060-226		Father-Daughter Day		\$14,000.00
53060-228		Devil Made Me Do It (Valentines)		\$5,500.00
53060-230		Hot August Nights		\$32,000.00
53060-231		Halloween		\$0.00
53061-000	<b>Merchandise Expense (COGS)</b>			<b>\$65,000.00</b>
		Visitor Center merchandise		
53061-166	Cemetery Gin	Creative, bottles, product, boxes, Gin Wagon Hearse		\$3,500.00
53062-000	<b>Transportation</b>			<b>\$0.00</b>
53064-000	<b>Docent Program</b>			<b>\$7,000.00</b>
		Special docent appearance fees, gratuities, lunches, etc.		
		Father Christmas		
53065-000	<b>Entertainment; VIP's, etc.</b>			<b>\$1,000.00</b>
		Drinks		
		Meals		
53065-401	<b>FAM Tours</b>			<b>\$6,000.00</b>
		Lodging, Meals, Entertainment		
53066-000	<b>Trade Show Registration</b>			<b>\$1,800.00</b>
		Governor's Conference	\$800.00	
		Rural Roundup	\$1,000.00	
		Bay Area Travel Show	\$0.00	
		Collateral/Give-a ways	\$0.00	
53070-000	<b>Professional Services</b>			<b>\$109,000.00</b>
			\$0.00	
		RAD Strategies Inc.	\$45,000.00	
		RAD Strategies Inc. (Cemetery Gin)	\$6,000.00	
		Liquid Blue Events Retainer (12 mo. @ \$2285)	\$28,000.00	
		Antos Agency - Creative	\$15,000.00	
		Misc.	\$15,000.00	
		Professional Consultations, Retainers, & Contracted Services, etc.		
53073	<b>Website Design</b>			<b>\$2,000.00</b>
53090	Audit	Fees		\$10,000.00
53511	<b>State Room Tax Fee</b>			<b>\$1,700.00</b>

53602-000	<b>Print Advertising</b>			<b>\$36,500.00</b>
		Comstock Chronicle	\$1,400.00	
		Hotel Rack Card	\$1,000.00	
		RSCVA Getaway Planner	\$1,000.00	
		Reno Tahoe Guestbook	\$3,000.00	
		North Lake Guide	\$600.00	
		Airport Guide	\$8,000.00	
		TN Visitor Guide	\$5,000.00	
		VC map tear off pads	\$3,000.00	
		Nataqua News	\$1,500.00	
		Virginia City Visitor Guide	\$10,000.00	
		Event Rack Cards	\$2,000.00	
			\$0.00	
53604-000	<b>Television Advertising</b>			<b>\$47,000.00</b>
		General TV	\$21,000.00	
		Video Production	\$16,000.00	
		Theater Ads	\$10,000.00	
53606-000	<b>Radio Advertising</b>			<b>\$45,000.00</b>
		On-line Pandora	\$25,000.00	
		Hispanic	\$10,000.00	
		Regional - local	\$10,000.00	
53608-000	<b>Outdoor Advertising (Billboard)</b>			<b>\$65,500.00</b>
		Mound House (\$586 x 12-Reimbursement w/ partnership)	\$8,000.00	
		Board Re-Design and new Vinyl	\$1,000.00	
		North Virginia City Billboard	\$1,500.00	
		Old 395 Billboard	\$0.00	
		TRI	\$5,000.00	
		Digital / Airport	\$50,000.00	
53609-000	<b>On-Line Advertising</b>			<b>\$32,000.00</b>
		Social Media	\$12,000.00	
		Google Ad words	\$2,000.00	
		Newsletter	\$5,000.00	
		Cemetery Gin	\$3,000.00	
		Banner Ads	\$10,000.00	
54010-000	<b>CAPITAL OUTLAY</b>			<b>\$75,000.00</b>
		Town Christmas Lights	\$15,000.00	
		Trolley - Shuttle Purchase	\$30,000.00	
		Fairgrounds		
		Utility Vehicle	\$20,000.00	
		Black & Howell		
		Demo & Design	\$10,000.00	
56504-000	<b>Meeting Expenses</b>			<b>\$3,000.00</b>
		Food, Bev / Merchant's Mixer, etc.		
56600-000	<b>Insurance Premiums</b>			<b>\$8,000.00</b>
56700-000	<b>CAP Venue Reimbursement</b>			<b>\$140,000.00</b>
<b>TOTAL OPERATING / MARKETING EXPENSES:</b>				<b>\$1,744,100.00</b>