

STEP BACK IN TIME
Virginia City
NEVADA
EST. 1859

**FISCAL YEAR 2020-21
TENTATIVE BUDGET**



Statement

The Virginia City Tourism Commission's mission is to drive visitation to Storey County creating ambassadors for the Comstock.



OVERVIEW

- How'd we get here...
- Results are in...
- Projections...
- Questions...
- Approval...



FUNDING SOURCES

Total Revenues

- | | |
|--|-------------|
| ➤ 2009 | \$457,000 |
| • Visitor Center sales | |
| • Transient Lodging 10% | |
| • Local business license fees | |
| ➤ 2019 | \$1,567,000 |
| • Transient Lodging 10% | |
| • ¼ cent sales tax | |
| • Visitor Center, Cemetery Gin, Facility Rentals | |
| • Special Events | |

Note: annual balanced budget w/ \$500,000 ending fund balance



REVENUE

<u>ITEM:</u>	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	COMMENTS
Merchandise Licenses	\$21,000	\$12,713	\$21,000	\$15,000	\$15,000	
Liquor Licenses	\$12,500	\$8,470	\$13,000	\$10,000	\$10,000	
Gaming Licenses - County	\$7,500	\$2,940	\$7,000	\$3,500	\$4,000	
Cabaret Licenses	\$1,800	\$2,131	\$2,000	\$2,000	\$2,000	
State Grants	\$34,000	\$44,000	\$33,500	\$78,000	\$40,000	29K from previous year
Gaming Licenses - State	\$2,500	\$2,649	\$2,500	\$2,600	\$2,600	
Room Tax	\$275,000	\$307,500	\$350,000	\$325,000	\$325,000	RV Park - TRI
Tourism Tax	\$340,000	\$437,200	\$405,000	\$733,000	\$700,000	
Misc. Special Events	\$13,000	\$8,173	\$10,200	\$7,500	\$9,500	
4th of July	\$27,000	\$15,930	\$20,000	\$15,900	\$16,000	
Street Vibrations	\$4,000	\$1,765	\$4,000	\$2,500	\$4,000	
Camel Races	\$190,000	\$181,240	\$185,000	\$193,892	\$194,000	
Oyster Fry	\$47,000	\$56,000	\$48,000	\$48,000	\$60,000	
Chili Cook-Off	\$45,000	\$31,100	\$42,000	\$40,000	\$50,000	
Outhouse Races	\$15,000	\$9,439	\$15,000	\$15,500	\$15,000	
Way It Was Rodeo	\$50,000	\$50,800	\$65,000	\$33,100	\$40,000	
Christmas on the Comstock	\$12,000	\$8,600	\$15,000	\$8,500	\$12,000	
Father Daughter	\$9,000	\$16,000	\$13,000	\$15,000	\$15,000	
Valentines Day (Devil)	\$5,000	\$5,100	\$5,500	\$5,500	\$5,500	
Hot August Nights	\$0	\$6,000	\$0	\$5,000	\$5,000	
Halloween (NV 150)	\$0	\$0	\$0	\$0	\$0	
CAP Ticket Sales	\$210,000	\$141,100	\$170,000	\$170,000	\$160,000	
Interest Earning	\$600	\$1,400	\$600	\$1,300	\$1,500	
Payments & Royalties	\$4,300	\$2,000	\$4,000	\$3,500	\$4,000	
Gold Hill Depot	\$1,100	\$3,211	\$2,000	\$3,200	\$2,500	
Fairgrounds	\$7,000	\$1,100	\$8,000	\$6,500	\$7,000	
Contributions / Donations	\$4,500	\$6,300	\$5,000	\$6,300	\$6,000	
Misc.	\$500	\$400	\$500	\$500	\$500	
Business License Penalties	\$200	\$106	\$200	\$125	\$200	
Merchandise Sales	\$75,000	\$71,100	\$85,000	\$70,000	\$80,000	
Cemetery Gin	\$30,000	\$32,800	\$35,000	\$30,000	\$32,000	
TOTALS	\$1,444,500	\$1,467,267	\$1,567,000	\$1,850,917	\$1,818,300	

SALARIES & BENEFITS

SALARIES & BENEFITS	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	COMMENTS
DENY DOTSON	\$0	\$0	\$0	\$0	\$0	
KATIE DEMUTH	\$0	\$0	\$0	\$0	\$0	
LEAH KRUSE	\$0	\$0	\$0	\$0	\$0	
LIZA MCILWEE	\$0	\$0	\$0	\$0	\$0	
JAMES WALTON	\$0	\$0	\$0	\$0	\$0	
NEW SEASONAL POSITION	\$0	\$0	\$0	\$0	\$0	
<u>TOTALS</u>	\$422,000	\$398,392	\$395,000	\$410,000	\$435,000	<i>Includes new position</i>



EXPENSES

Operational & Marketing Expenses

COMMENTS

<u>ITEM:</u>	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	
Postage	\$9,200	\$9,800	\$10,000	\$11,000	\$11,000	
Supplies	\$6,000	\$5,100	\$6,000	\$4,800	\$6,000	
Telephone	\$2,000	\$3,900	\$2,500	\$4,300	\$4,500	
Travel Expense	\$1,000	\$93	\$2,000	\$1,500	\$3,000	
Dues , Fees & Subscript	\$3,700	\$1,950	\$3,500	\$2,300	\$14,000	Sky Fiber
Computer Equip Maint	\$5,000	\$5,267	\$10,000	\$6,000	\$12,000	508 Website
Utilities: Visitor Center	\$7,000	\$5,536	\$7,500	\$6,100	\$7,000	
Gold Hill	\$3,000	\$2,665	\$3,500	\$2,700	\$3,000	
Fairgrounds	\$0	\$0	\$5,000	\$0	\$5,000	
Lease; Office Equip	\$1,500	\$1,626	\$1,500	\$1,600	\$2,000	
Fairgrounds	\$36,000	\$4,900	\$36,000	\$0	\$36,000	Fairgrounds Lease
Training	\$500	\$0	\$500	\$200	\$500	
Vehicle Repairs & Maint	\$1,000	\$278	\$1,000	\$500	\$1,500	
Bank Charge / Credit Card Fees	\$4,500	\$0	\$5,000	\$8,000	\$8,000	
Computer Equip	\$0	\$3,324	\$4,000	\$4,000	\$4,000	
Computer Software	\$0	\$3,000	\$0	\$0	\$1,600	Office 365
Uniforms	\$500	\$1,788	\$1,500	\$1,500	\$2,500	
Gas & Diesel	\$1,000	\$445	\$1,000	\$500	\$1,000	
Building Repairs & Maint	\$3,000	\$622	\$3,000	\$3,000	\$3,000	
Gold Hill Depot	\$500	\$1,826	\$1,000	\$1,500	\$1,000	
Fairgrounds	\$500	\$476	\$10,000	\$7,500	\$10,000	



EXPENSES

Operational & Marketing Expenses

COMMENTS

<u>ITEM:</u>	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>
Special Event Funding	\$16,000	\$23,700	\$20,000	\$20,000	\$21,000
4th of July	\$26,000	\$12,200	\$24,000	\$21,380	\$24,000
Street Vibrations	\$10,000	\$8,051	\$10,000	\$8,000	\$10,000
Camel Races	\$181,750	\$173,000	\$180,000	\$186,000	\$186,500
Oyster Fry	\$46,000	\$51,000	\$46,000	\$59,000	\$57,500
Chili Cook-Off	\$42,750	\$42,734	\$40,000	\$40,000	\$48,000
Outhouse Races	\$15,000	\$15,478	\$16,000	\$19,990	\$20,000
Way It Was Rodeo	\$70,000	\$84,900	\$89,000	\$86,857	\$75,000
Christmas on the Comstock	\$11,500	\$8,345	\$18,000	\$25,000	\$20,000
Father Daughter Day	\$9,000	\$15,000	\$13,000	\$14,000	\$14,000
Valentines Day (Devil)	\$4,000	\$4,700	\$5,000	\$5,200	\$5,500
Hot August Nights	\$30,000	\$32,000	\$32,000	\$30,400	\$32,000



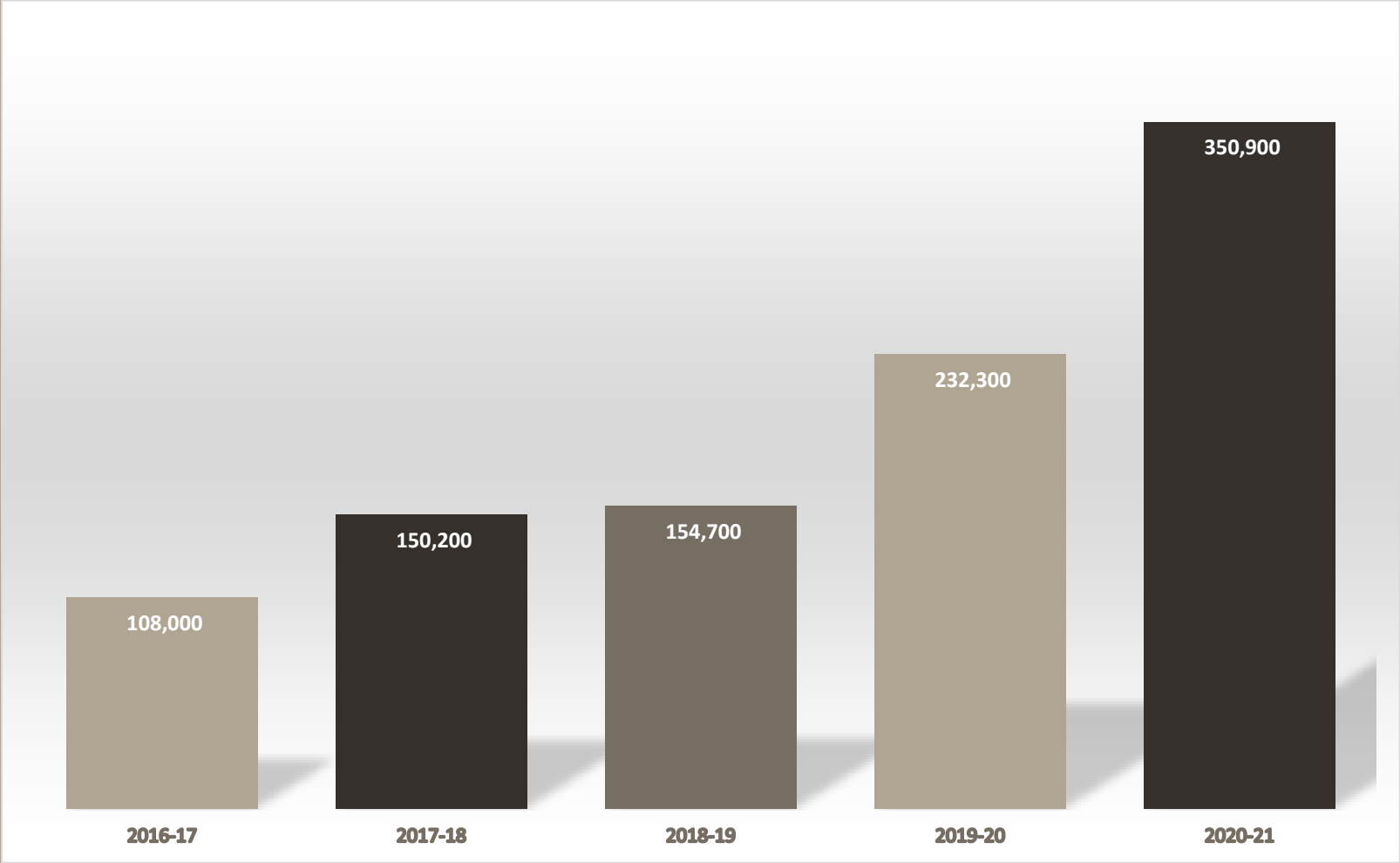
EXPENSES

Operational & Marketing Expenses

COMMENTS

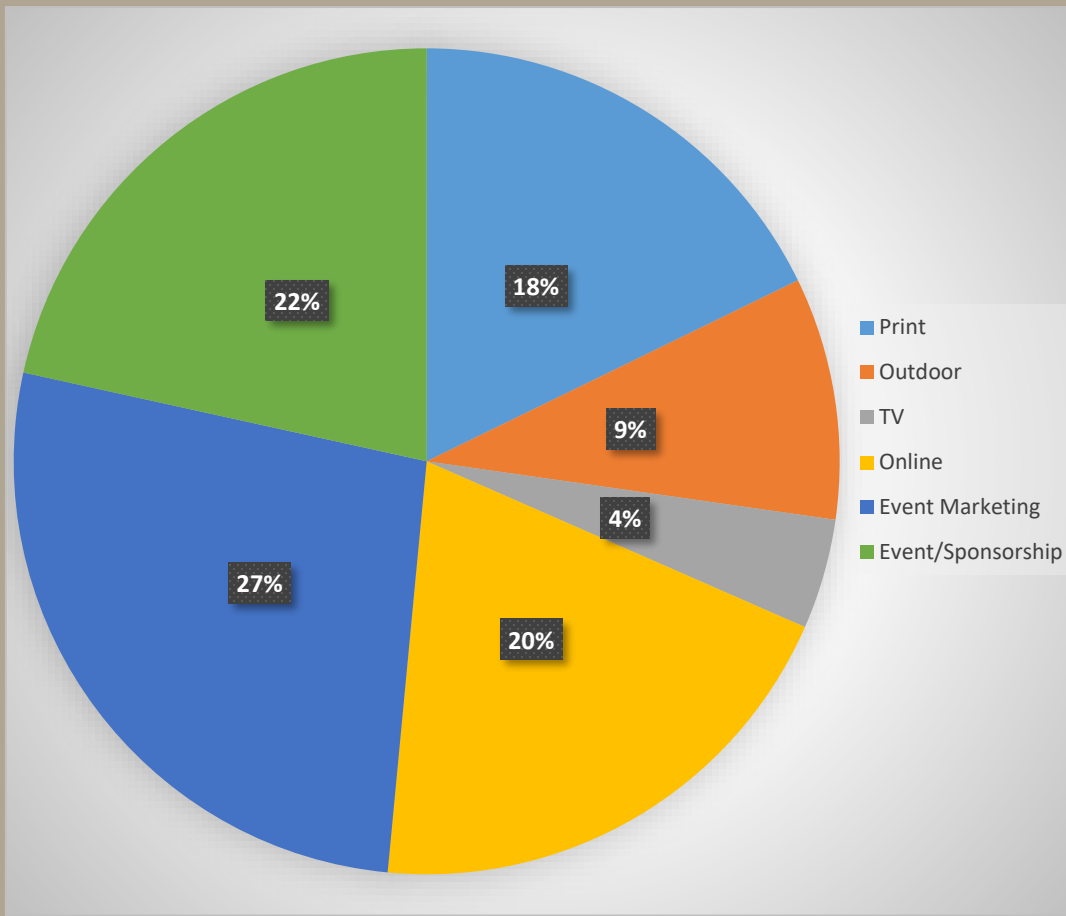
<u>ITEM:</u>	<u>2018-19 BUDGET</u>	<u>2018-19 ACTUAL</u>	<u>2019-20 BUDGET</u>	<u>2019-20 PROJECTED</u>	<u>2020-21 BUDGET</u>	
Merchandise Expense (COGS)	\$50,000	\$55,500	\$65,000	\$56,000	\$65,000	
Cemetery Gin	\$7,000	\$60,370	\$7,500	\$0	\$3,500	Unbudgeted production (300 cases)
Transportation	\$0	\$0	\$0	\$0	\$0	
Docent Program	\$3,500	\$1,558	\$7,000	\$2,500	\$7,000	
Entertainment	\$1,500	\$300	\$1,300	\$400	\$1,000	
FAM Tours - Hospitality	\$4,000	\$1,500	\$6,000	\$4,000	\$6,000	
Trade Show Expenses	\$1,000	\$337	\$1,000	\$500	\$1,800	
Professional Services & Fees	\$87,700	\$102,698	\$94,000	\$94,000	\$109,000	Creative Retainer
Website Design	\$0	\$0	\$0	\$2,000	\$2,000	
Audit /	\$0	\$10,000	\$10,000	\$10,000	\$10,000	
State Room Tax Fee	\$1,700	\$1,065	\$1,700	\$1,700	\$1,700	
Print Advertising	\$22,200	\$25,657	\$30,000	\$30,000	\$36,500	Town maps
TV Advertising	\$11,000	\$11,400	\$21,000	\$21,000	\$47,000	Theater Ads
Radio Advertising	\$0	\$0	\$25,000	\$26,000	\$45,000	Pandora / Hispanic
Billboard Advertising	\$10,300	\$10,900	\$18,000	\$15,000	\$65,500	Reno - Airport
Online Advertising	\$30,000	\$16,000	\$38,000	\$34,000	\$32,000	
Meeting Expense	\$2,500	\$2,115	\$10,000	\$10,000	\$3,000	Rural RoundUp Conference
Insurance Premium	\$7,600	\$7,022	\$8,000	\$8,000	\$8,000	
CAP Venue Reimbursement	\$200,000	\$133,882	\$145,000	\$150,000	\$140,000	
Capital Projects	\$10,000	\$5,858	\$25,000	\$24,000	\$75,000	Trolley, UTV
Computer Equipment	\$0	\$1,055	\$0	\$0	\$0	
SUBTOTAL	\$997,900	\$970,921	\$1,121,000	\$1,071,927	\$1,309,100	

Annual Marketing Allocation 2016 to current

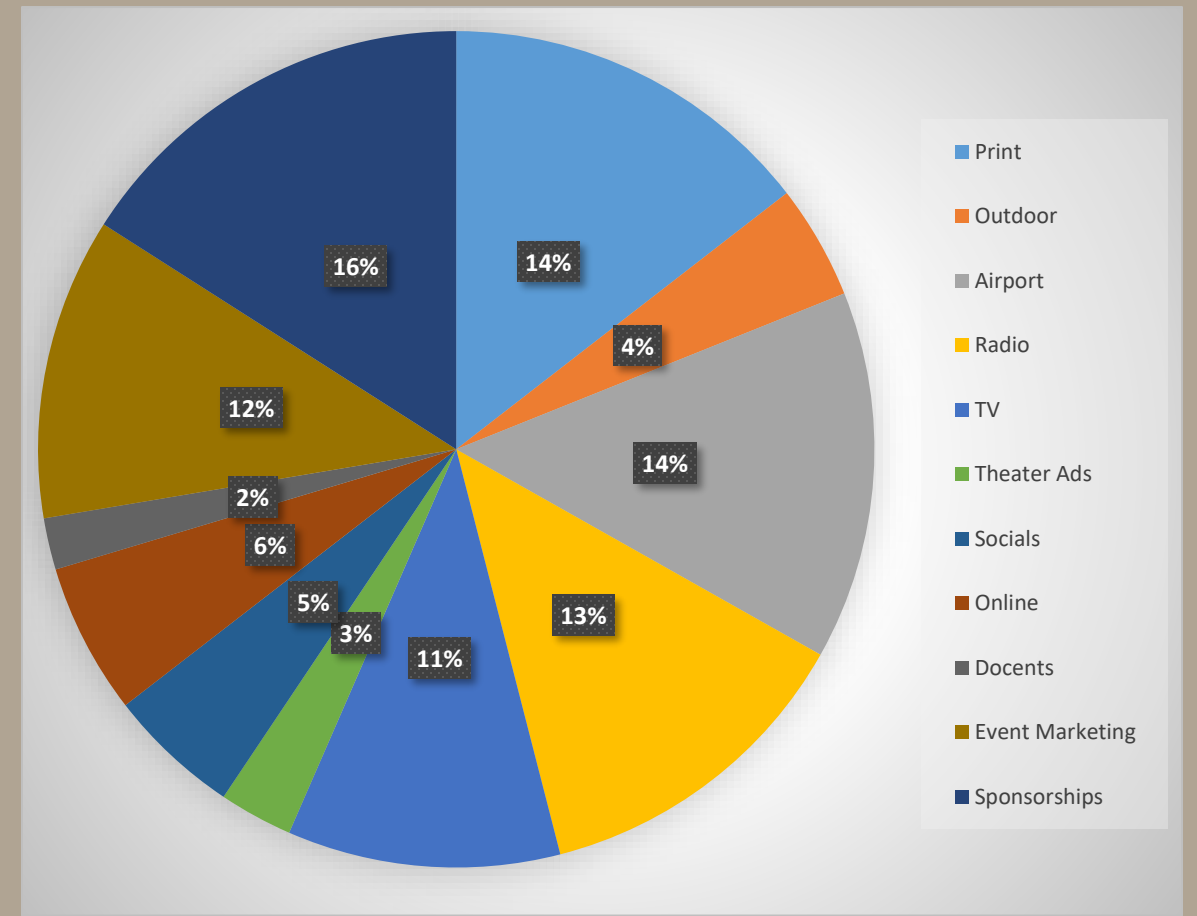


Marketing Spend by Type

2016-17 Allocation



2020-21 Allocation



TOTALS

	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	COMMENTS
REVENUE TOTALS	\$1,444,500	\$1,467,267	\$1,567,000	\$1,850,917	\$1,818,300	
EMPLOYEE TOTALS	\$422,000	\$398,392	\$395,000	\$410,000	\$435,000	
OPERATING & MARKETING TOTALS	\$997,900	\$970,921	\$1,121,000	\$1,071,927	\$1,309,100	
TOTAL EXPENSES	\$1,419,900	\$1,369,313	\$1,516,000	\$1,481,927	\$1,744,100	
REVENUE VS. EXPENSE	\$24,600	\$97,954	\$51,000	\$368,990	\$74,200	
INVENTORY ADJUSTMENT		\$114,400		\$86,000		<i>Cem. Gin + Visitor Center inventory</i>
ENDING FUND BALANCE		\$453,900 6/30/19		\$822,890 6/30/20		



PROJECTIONS

		COMMENTS
PROJECTED BEGINNING FUND BALANCE 7/1/2020	\$822,890	
PROJECTED FY 2020-21 REVENUES	\$1,818,300	
PROJECTED FY 2020-21 OPERATING EXPENSES	\$1,744,100	
FY 2020-21 OPERATING DIFFERENCE	\$74,200	
<i>INVENTORY ADJUSTMENT</i>	\$58,000	<i>Cem. Gin + Visitor Center inventory</i>
PROJECTED ENDING FUND BALANCE 6/30/2020	\$897,090	





REVENUE

<i>ITEM:</i>	<u>2018-19</u>	<u>2018-19</u>	<u>2019-20</u>	<u>2019-20</u>	<u>2020-21</u>	COMMENTS
	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>PROJECTED</u>	<u>BUDGET</u>	
County Support	xxx	\$105,000	\$0	\$50,000	\$70,000	
State Grants	\$11,000	\$17,000	\$15,000	\$21,500	\$15,000	Add 508 Compliant
Endowment Grants	\$0	\$0	\$25,000	\$0	\$15,000	EL Cord, NV Arts Council
Special Events	\$36,000	\$79,801	\$43,000	\$25,000	\$30,000	
<i>Winter Performance</i>	N/A	N/A	\$25,000	\$9,200	\$15,000	
<i>Spring Performance</i>	N/A	N/A	\$15,000	\$20,000	\$15,000	
Weddings	\$50,000	\$11,609	\$33,000	\$36,000	\$30,000	12 weddings
CAP Ticket Sales	\$20,000	\$6,750	\$8,000	\$8,700	\$9,000	
Payments & Royalties	\$25,000	\$22,200	\$25,000	\$25,000	\$25,000	
Contributions / Donations	\$2,500	\$170	\$5,000	\$3,000	\$4,000	Add restroom donation bins, membership program
Misc.	\$0	\$0	\$100	\$0	\$100	
Merchandise Sales	\$2,000	\$15	\$2,000	\$2,000	\$3,000	
TOTALS	\$146,500	\$242,545	\$196,100	\$200,400	\$231,100	

EXPENSES

SALARIES & BENEFITS	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	COMMENTS
WHITNEY BRUNSON	\$0	\$0	\$0	\$0	\$0	
JENNIFER HUNT	\$0	\$0	\$0	\$0	\$0	
TOM HEQUET	\$0	\$0	\$0	\$0	\$0	
<u>TOTALS</u>	\$192,010	\$86,571	\$140,700	\$100,000	\$110,000	Health Care & Wages

OPERATIONAL & MARKETING EXPENSE:

						COMMENTS
Postage	\$200	\$0	\$100	\$100	\$200	
Office Supplies	\$0	\$638		\$600	\$400	From Operating Supplies
Telephone	\$1,200	\$0	\$600	\$2,400	\$3,000	
Travel Expense	\$300	\$0	\$500	\$0	\$500	
Dues , Fees & Subscript	\$1,500	\$3,389	\$2,000	\$3,500	\$6,400	
Equip Maintenance	\$900	\$4,285	\$2,500	\$2,000	\$2,000	
Utilities	\$18,000	\$19,400	\$18,000	\$19,000	\$19,000	
Operating Supplies	\$2,000	\$50	\$2,000	\$2,500	\$1,000	
Rents and Leases	\$1,000	\$0	\$250	\$1,500	\$500	
Computer Equipment	\$2,500	\$1,907	\$1,000	\$2,000	\$2,000	New Computer 19-20, replace laptop and copier 20-21
Uniforms	\$0	\$0	\$500	\$150	\$200	
Laundry	\$0	\$13	\$100	\$50	\$200	More events
Building Repairs & Maint	\$500	\$6,382	\$3,000	\$2,000	\$5,000	

EXPENSES

OPERATIONAL & MARKETING EXPENSE:

COMMENTS

	<u>2018-19</u> <u>BUDGET</u>	<u>2018-19</u> <u>ACTUAL</u>	<u>2019-20</u> <u>BUDGET</u>	<u>2019-20</u> <u>PROJECTED</u>	<u>2020-21</u> <u>BUDGET</u>	
Special Event Funding	\$3,000	\$43,300	\$20,000	\$15,000	\$25,000	
<i>Winter Performance</i>	\$0	\$0	\$12,000	\$8,000	\$12,000	
<i>Spring Performance</i>	\$0	\$0	\$12,000	\$14,000	\$12,000	
<i>Weddings</i>	\$0	\$4,250	\$0	\$500	\$1,000	
Merchandise Expense (COGS)	\$1,000	\$0	\$500	\$500	\$1,000	
Entertainment		\$1,859			\$0	
Trade Show Expenses	\$2,850	\$65	\$750	\$0	\$2,000	<i>Host Bridal Fair at Piper's</i>
Professional Services & Fees	\$9,500	\$2,000	\$12,000	\$7,000	\$8,000	
Print Advertising	\$4,750	\$1,789	\$2,000	\$1,000	\$2,500	
Radio Advertising	\$0	\$2,970	\$0	\$0	\$2,000	
On-Line Advertising	\$4,600	\$9,380	\$5,500	\$4,000	\$7,000	
Meetings				\$100	\$200	
Insurance Premium	\$1,400	\$6,791	\$2,000	\$8,000	\$8,000	<i>\$1924 Quarterly Payment</i>
 SUBTOTAL	 \$55,200	 \$108,467	 \$97,300	 \$93,900	 \$121,100	
 EXPENSE TOTAL	 \$247,210	 \$195,038	 \$238,000	 \$193,900	 \$231,100	
 REVENUE VS. EXPENSE	 -\$100,710.00	 \$47,507.44	 -\$41,900.00	 \$6,500.00	 \$0.00	

STEP BACK IN TIME

Virginia City

NEVADA

EST. 1859

Deny Dotson

Executive Director

