

TOURISM FUND 230

TENTATIVE 2020-21 BUDGET

5/7/2020

	<u>2018-19</u>	<u>2018-19</u>	<u>2019-20</u>	<u>2019-20</u>	<u>2020-21</u>		
<u>ITEM:</u>	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>PROJECTED</u>	<u>BUDGET</u>	<u>COMMENTS</u>	
32101	Merchandise Licenses	\$21,000	\$12,713	\$21,000	\$11,000	\$8,500	
32102	Liquor Licenses	\$12,500	\$8,470	\$13,000	\$7,700	\$6,000	
32103	Gaming Licenses - County	\$7,500	\$2,940	\$7,000	\$5,500	\$4,000	
32106	Cabaret Licenses	\$1,800	\$2,131	\$2,000	\$1,200	\$800	
33400	State Grants	\$34,000	\$44,000	\$33,500	\$70,000	\$0	Program suspended
33504	Gaming Licenses - State	\$2,500	\$2,649	\$2,500	\$2,600	\$2,000	
33511	Room Tax	\$275,000	\$307,500	\$350,000	\$275,000	\$230,000	Possible new RV park
33512	Tourism Tax	\$340,000	\$437,200	\$405,000	\$628,000	\$475,000	
34113	Misc. Special Events	\$13,000	\$8,173	\$10,200	\$4,000	\$6,500	
34113-203	4th of July	\$27,000	\$15,930	\$20,000	\$15,900	\$1,000	
34113-204	Street Vibrations	\$4,000	\$1,765	\$4,000	\$2,500	\$3,000	
34113-205	Camel Races	\$190,000	\$181,240	\$185,000	\$193,892	\$165,000	
34113-207	Oyster Fry	\$47,000	\$56,000	\$48,000	\$1,000	\$42,000	
34113-208	Chili Cook-Off	\$45,000	\$31,100	\$42,000	\$0	\$70,000	Two events
34113-209	Outhouse Races	\$15,000	\$9,439	\$15,000	\$15,500	\$13,000	
34113-216	Way It Was Rodeo	\$50,000	\$50,800	\$65,000	\$33,100	\$5,000	
34113-225	Christmas on the Comstock	\$12,000	\$8,600	\$15,000	\$8,500	\$8,500	
34113-226	Father Daughter	\$9,000	\$16,000	\$13,000	\$15,000	\$15,000	
34113-228	Valentines Day (Devil)	\$5,000	\$5,100	\$5,500	\$5,500	\$5,500	
34113-230	Hot August Nights	\$0	\$6,000	\$0	\$5,000	\$0	
34113-231	Halloween (NV 150)	\$0	\$0	\$0	\$0	\$0	
34700	CAP Ticket Sales	\$210,000	\$141,100	\$170,000	\$160,000	\$135,000	
36100	Interest Earning	\$600	\$1,400	\$600	\$1,300	\$1,500	
36203	Payments & Royalties	\$4,300	\$2,000	\$4,000	\$3,500	\$4,000	
36203-108	Gold Hill Depot	\$1,100	\$3,211	\$2,000	\$3,200	\$2,500	
36203-114	Fairgrounds	\$7,000	\$1,100	\$8,000	\$6,500	\$4,000	
36400	Contributions / Donations	\$4,500	\$6,300	\$5,000	\$4,500	\$3,500	
365000-000	Misc.	\$500	\$400	\$500	\$500	\$500	
36516	Business License Penalties	\$200	\$106	\$200	\$125	\$200	
36700	Merchandise Sales	\$75,000	\$71,100	\$85,000	\$50,000	\$36,000	
36700-166	Cemetery Gin	\$30,000	\$32,800	\$35,000	\$30,000	\$22,000	
TOTALS	\$1,444,500	\$1,467,267	\$1,567,000	\$1,560,517	\$1,270,000		

	<u>2018-19</u>	<u>2018-19</u>	<u>2019-20</u>	<u>2019-20</u>	<u>2020-21</u>	
<u>SALARIES & BENEFITS</u>	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>PROJECTED</u>	<u>BUDGET</u>	<u>COMMENTS</u>
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	
SEASONAL	\$0	\$0	\$0	\$0	\$0	
TOTALS	\$422,000	\$398,392	\$395,000	\$410,000	\$415,000	Health Care & Wages

	<u>2018-19</u>	<u>2018-19</u>	<u>2019-20</u>	<u>2019-20</u>	<u>2020-21</u>		
<u>OPERATIONAL & MARKETING EXPENSE:</u>	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>PROJECTED</u>	<u>BUDGET</u>	<u>COMMENTS</u>	
<u>ITEM:</u>							
53010	Postage	\$9,200	\$9,800	\$10,000	\$11,000	\$11,000	
53011	Supplies	\$6,000	\$5,100	\$6,000	\$4,800	\$4,000	
53012	Telephone	\$2,000	\$3,900	\$2,500	\$4,300	\$4,500	
53013	Travel Expense	\$1,000	\$93	\$2,000	\$1,500	\$1,500	
53014	Dues , Fees & Subscript	\$3,700	\$1,950	\$3,500	\$2,300	\$2,000	Sky Fiber postponed
53016	Computer Equip Maint	\$5,000	\$5,267	\$10,000	\$6,000	\$7,000	
53022	Utilities: Visitor Center	\$7,000	\$5,536	\$7,500	\$8,000	\$8,000	
53022-108	Gold Hill	\$3,000	\$2,665	\$3,500	\$2,700	\$3,000	
53022-114	Fairgrounds	\$0	\$0	\$5,000	\$0	\$1,000	
53027	Lease; Office Equip	\$1,500	\$1,626	\$1,500	\$1,600	\$2,000	
53027-114	Fairgrounds	\$36,000	\$4,900	\$36,000	\$0	\$0	
53029	Training	\$500	\$0	\$500	\$200	\$500	
53030	Vehicle Repairs & Maint	\$1,000	\$278	\$1,000	\$500	\$500	
53031	Bank Charge / Credit Card Fees	\$4,500	\$0	\$5,000	\$6,500	\$5,500	
53033	Computer Equip	\$0	\$3,324	\$4,000	\$4,000	\$2,500	
53030-000	Computer Software	\$0	\$3,000	\$0	\$0	\$0	
53039	Uniforms	\$500	\$1,788	\$1,500	\$1,500	\$1,000	
53040	Gas & Diesel	\$1,000	\$445	\$1,000	\$500	\$500	
53057	Building Repairs & Maint	\$3,000	\$622	\$3,000	\$3,000	\$2,500	
53057-108	Gold Hill Depot	\$500	\$1,826	\$1,000	\$1,500	\$1,000	
53057-114	Fairgrounds	\$500	\$476	\$10,000	\$3,500	\$1,000	
53060	Special Event Funding	\$16,000	\$23,700	\$20,000	\$6,600	\$45,000	Welcome back event
53060-203	4th of July	\$26,000	\$12,200	\$24,000	\$21,380	\$20,000	
53060-204	Street Vibrations	\$10,000	\$8,051	\$10,000	\$8,000	\$10,000	
53060-205	Camel Races	\$181,750	\$173,000	\$180,000	\$186,000	\$140,000	
53060-207	Oyster Fry	\$46,000	\$51,000	\$46,000	\$35,000	\$35,000	
53060-208	Chili Cook-Off	\$42,750	\$42,734	\$40,000	\$1,000	\$55,000	Two events
53060-209	Outhouse Races	\$15,000	\$15,478	\$16,000	\$19,990	\$15,500	
34113-216	Fiesta Del Charro	\$70,000	\$84,900	\$89,000	\$86,857	\$12,500	No rodeo
53060-225	Christmas on the Comstock	\$11,500	\$8,345	\$18,000	\$25,000	\$20,000	
53060-226	Father Daughter Day	\$9,000	\$15,000	\$13,000	\$14,000	\$10,000	

TOURISM FUND 230

TENTATIVE 2020-21 BUDGET

5/7/2020

53060-228	Valentines Day (Devil)	\$4,000	\$4,700	\$5,000	\$5,200	\$3,500	
53060-230	Hot August Nights	\$30,000	\$32,000	\$32,000	\$30,400	\$31,000	
53061	Merchandise Expense (COGS)	\$50,000	\$55,500	\$65,000	\$35,000	\$25,000	
53061-166	Cemetery Gin	\$7,000	\$60,370	\$7,500	\$1,000	\$2,500	
53062	Transportation	\$0	\$0	\$0	\$0	\$0	
53064	Docent Program	\$3,500	\$1,558	\$7,000	\$4,000	\$4,000	
53065	Entertainment	\$1,500	\$300	\$1,300	\$400	\$500	
53065-401	FAM Tours - Hospitality	\$4,000	\$1,500	\$6,000	\$1,500	\$4,000	
53066	Trade Show Expenses	\$1,000	\$337	\$1,000	\$500	\$1,000	
53070	Professional Services & Fees	\$87,700	\$102,698	\$94,000	\$94,000	\$99,000	
53073	Website Design	\$0	\$0	\$0	\$2,000	\$1,000	
53090	Audit /	\$0	\$10,000	\$10,000	\$10,000	\$10,000	
53511	State Room Tax Fee	\$1,700	\$1,065	\$1,700	\$1,700	\$1,000	
53602	Print Advertising	\$22,200	\$25,657	\$30,000	\$30,000	\$28,000	Town maps
53604	TV Advertising	\$11,000	\$11,400	\$21,000	\$5,000	\$44,500	Itinerary - CAP videos
53606	Radio Advertising	\$0	\$0	\$25,000	\$26,000	\$29,000	On-line / Hispanic / Local
53608	Billboard Advertising	\$10,300	\$10,900	\$18,000	\$15,000	\$60,000	Reno - drive market - Airport?
53609	Online Advertising	\$30,000	\$16,000	\$38,000	\$34,000	\$40,000	
56504	Meeting Expense	\$2,500	\$2,115	\$10,000	\$4,000	\$10,000	Rural RoundUp Conference
56600	Insurance Premium	\$7,600	\$7,022	\$8,000	\$8,000	\$8,000	
56700	CAP Venue Reimbursement	\$200,000	\$133,882	\$145,000	\$144,000	\$121,000	
64010	Capital Projects	\$10,000	\$5,858	\$25,000	\$20,000	\$10,000	Christmas & Black & Howell
64160	Computer Equipment	\$0	\$1,055	\$0	\$0	\$0	
	SUBTOTAL	\$997,900	\$970,921	\$1,121,000	\$938,927	\$955,000	
	EXPENSE TOTAL	\$1,419,900	\$1,369,313	\$1,516,000	\$1,348,927	\$1,370,000	
	REVENUE VS. EXPENSE	\$24,600	\$97,954	\$51,000	\$211,590	(\$100,000)	
	INVENTORY ADJUSTMENT		\$114,400		\$86,000		Cem. Gin + Visitor Center inventory
	ENDING FUND BALANCE		\$453,900		\$665,490		
			6/30/19		6/30/20		

		<i>COMMENTS</i>	
PROJECTED BEGINNING FUND BALANCE 7/1/19			\$665,490
PROJECTED FY 2019-20 REVENUES			\$1,270,000
PROJECTED FY 2019-20 OPERATING EXPENSES			\$1,370,000
FY 2019-20 OPERATING DIFFERENCE			-\$100,000 100% additional marketing
<i>INVENTORY ADJUSTMENT</i>			\$58,000 Cem. Gin + Visitor Center inventory
PROJECTED ENDING FUND BALANCE 6/30/19			\$565,490