

<b>REVENUE</b>		<b>\$ 1,406,000.00</b>
<b>32101-000</b>	<b>Merchandise Licenses</b>	\$ 20,000.00
<b>32102-000</b>	<b>Liquor Licenses</b>	\$ 14,000.00
<b>32103-000</b>	<b>Gaming Licenses - County</b>	\$ 6,000.00
<b>32106-000</b>	<b>Cabaret Licenses</b>	\$ 2,000.00
<b>33400-000</b>	<b>State Grants</b>	\$ 22,000.00
<b>33504-000</b>	<b>Gaming License - State</b>	\$ 2,000.00
<b>33511-000</b>	<b>Room Tax</b>	\$315,000
	TRI	\$175,000
	VC	\$140,000
<b>33512-000</b>	<b>Tourism Tax</b>	\$ 500,000.00
<b>34113-000</b>	<b>Special Events</b>	\$ 308,800.00
	34113-000 Misc. (Apps, Vendor, Parades)	\$ 5,500.00
	34113-203 4th of July	\$ 5,000.00
	53060-204 Street Vibrations	\$ 2,000.00
	34113-205 Camel Races	\$ 150,000.00
	34113-207 Oyster Fry	\$ 50,000.00
	34113-208 Chili Cook-Off	\$ 40,000.00
	34113-209 Outhouse Races	\$ 15,000.00
	34113-216 Way It Was Rodeo	\$ -
	34113-225 Christmas on the Comstock	\$ 7,800.00
	34113-226 Father/Daughter	\$ 15,000.00
	34113-228 Devil Made Me Do It (Valentines)	\$ 10,000.00
	34113-230 Hot August Nights	\$ -
	34113-231 Halloween	\$ 8,500.00
<b>34700-000</b>	<b>CAP Ticket Sales (Gross)</b>	\$ 110,000.00
<b>36100-000</b>	<b>Interest Earnings</b>	\$ 1,500.00
<b>36203-000</b>	<b>Payments &amp; Royalties</b>	\$ 2,500.00
	Billboard lease @ \$293.00 per month (\$586/2)	\$ 1,900.00
	Penny Machine	\$ 350.00
	ATM Income	\$ 250.00
<b>36203-108</b>	<b>Rents/County Buildings/Gold Hill Depot</b>	\$ 2,500.00
<b>36203-114</b>	<b>Fairgrounds</b>	\$ 4,000.00
	Camels, Rodeo, Grand Prix, Bleacher rental	
<b>36400-000</b>	<b>Contributions/Donations Private</b>	\$ 5,000.00
	Restroom Donations	
<b>36500-000</b>	<b>Misc. - Other</b>	\$ 500.00
<b>36516-000</b>	<b>Bus License Penalties</b>	\$ 200.00
<b>36700-000</b>	<b>Merchandise Sales</b>	\$ 65,000.00
	Sales	\$ 65,000.00
<b>36700-166</b>	<b>Cemetery Gin Wholesale</b>	\$ 25,000.00
	Distribution Revenue	\$ 25,000.00

## EXPENSE TOTALS

**\$1,703,000.00**

51010-000	Salaries/Benefits:	10% Insurance Premium / 2% PERS		\$443,000.00
53010-000	Postage	Mailing visitor information (Certified Folder)		\$10,000.00
53011-000	Office/Operating Supplies	Basic Office & Janitorial Supplies		\$4,000.00
53012-000	Telephones	All Telephone lines, and Long Distance		\$3,500.00
53013-000	Travel Expense			\$1,000.00
		Trade Shows	\$1,000.00	
		Small Meeting Market Conference (SMMC)	\$0.00	
		(Lodging, Cab/Shuttle, Airfare, Parking)		
		Personal Meals (Does not include meetings)		
53014-000	Dues/Fees and Subscriptions			\$2,000.00
		Trade Mark Registration (3 trademarks expire FY 15/16 @ \$100)	\$0.00	
		RTT Meeting expenses	\$1,200.00	
		Misc.	\$0.00	
		Internet Hosting / Sky Fiber	\$0.00	
		County business & liquor license	\$800.00	
53016-000	Computer Equipment Maintenance			\$5,000.00
		IT / Software / Software Licenses / Mobil Ap & Website Updates		
53022-000	Utilities			
	Visitor Center	Power	annual	\$3,500.00
		Water	annual	\$2,000.00
		Propane	annual	\$2,500.00
				\$0.00
53022-108	Gold Hill	Power		\$700.00
		Water		\$500.00
		Phone / Fire Alarm		\$800.00
53022-114	Fairgrounds	Power		\$0.00
		Water		\$250.00
		Phone / Fire Alarm		\$0.00
		Pest Control		\$0.00
53027-000	Rents/Lease/Purchase			\$1,000.00
		Cannon Copy Machine	\$1,000.00	
		Pitney Bowes Postage Machine	\$0.00	
		Misc.	\$0.00	
53029-000	Training			\$500.00
		Education		
		Succession & Planning		
53030-000	Auto Repairs/Maintenance			\$500.00
		1-Company Vehicle		
53031-000	Bank Charges (Visitor Center Sales-Credit Card Fees)			\$5,000.00
53033	Computer Equipment			\$2,500.00
53034	Computer Software			\$2,000.00
53039	Uniforms			\$1,500.00
53040-000	Gas & Diesel			\$500.00
		1-Company Vehicle		
53057-000	Visitor Center	Building/Repairs & Maintenance		\$3,500.00
		Boardwalk repairs	Window Cleaning/repairs etc.	
		Painting		
		Basic repairs		
		Maintenance, etc.		

VIRGINIA CITY  
TOURISM COMMISSION  
BUDGET 2021-22

**230**  
**EXPENSES FUND**

53057-108	Gold Hill	All Maintenance		\$1,500.00
53057-114	Fairgrounds	Building/Repairs & Maintenance All Maintenance/Ground Work, etc.		\$1,000.00
53060-000	<b>Special Event Funding (Misc.)</b>			<b>\$18,500.00</b>
		Civil War Days	\$1,000.00	
		Misc. Special Events (local town events)	\$7,000.00	
		Parade Expenses (Stand Alone Parades/Toilets/Announcers)	\$2,000.00	
		C Street Banners 13 @ \$50.00 + Repairs	\$1,000.00	
		Grand Prix	\$5,000.00	
		Virginia & Truckee RR (Thomas Train/Candy Cane Train)	\$2,500.00	
53060-203		4th of July		\$18,000.00
53060-204		Street Vibrations (Sponsorship, Restrooms, Garbage)		\$10,000.00
53060-205		Camel Races		\$147,000.00
53060-207		Oyster Fry		\$48,000.00
53060-208		Chili Cook-Off		\$38,000.00
53060-209		Outhouse Races		\$15,000.00
53060-216		Rodeo		\$0.00
53060-225		Christmas on the Comstock		\$24,000.00
53060-226		Father-Daughter Day		\$15,000.00
53060-228		Devil Made Me Do It (Valentines)		\$6,000.00
53060-230		Hot August Nights		\$31,000.00
53060-231		Halloween		\$5,000.00
53061-000	<b>Merchandise Expense (COGS)</b>			<b>\$40,000.00</b>
		Visitor Center merchandise		
53061-166	Cemetery Gin	Creative, bottles, product, boxes, Gin Wagon Hearse		\$40,000.00
53062-000	<b>Transportation</b>			<b>\$0.00</b>
53064-000	<b>Docent Program</b>			<b>\$3,000.00</b>
		Special docent appearance fees, gratuities, lunches, etc.		
		Father Christmas		
53065-000	<b>Entertainment; VIP's, etc.</b>			<b>\$500.00</b>
		Drinks		
		Meals		
53065-401	<b>FAM Tours</b>			<b>\$4,000.00</b>
		Lodging, Meals, Entertainment		
53066-000	<b>Trade Show Registration</b>			<b>\$500.00</b>
		Governor's Conference	\$500.00	
		Rural Roundup	\$0.00	
		Bay Area Travel Show	\$0.00	
		Collateral/Give-a ways	\$0.00	
53070-000	<b>Professional Services</b>			<b>\$94,000.00</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.	\$0.00	
		Professional Consultations, Retainers, & Contracted Services, etc.	\$0.00	
53073	<b>Website Design</b>			<b>\$5,000.00</b>
53090	Audit	Fees		\$10,000.00
53511	<b>State Room Tax Fee</b>			<b>\$1,000.00</b>

53602-000	<b>Print Advertising</b>		\$28,000.00
		Comstock Chronicle	\$500.00
		Hotel Rack Card	\$0.00
		RSCVA Getaway Planner	\$1,000.00
		Reno Tahoe Guestbook	\$3,000.00
		North Lake Guide	\$1,000.00
		Airport Guide	\$5,000.00
		TN Visitor Guide	\$1,500.00
		VC map tear off pads	\$6,000.00
		Nataqua News	\$0.00
		Virginia City Visitor Guide	\$10,000.00
		Event Rack Cards	\$0.00
			\$0.00
53604-000	<b>Television Advertising</b>		\$15,000.00
		General TV	\$10,000.00
		Video Production	\$5,000.00
		Theater Ads	\$0.00
53606-000	<b>Radio Advertising</b>		\$20,000.00
		On-line Pandora	\$10,000.00
		Hispanic	\$10,000.00
		Regional - local	\$0.00
53608-000	<b>Outdoor Advertising (Billboard)</b>		\$85,000.00
		Mound House (\$586 x 12-Reimbursement w/ partnership)	\$8,000.00
		Board Re-Design and new Vinyl	\$2,000.00
		North Virginia City Billboard	\$2,000.00
		TRI	\$0.00
		Digital / Airport	\$73,000.00
53609-000	<b>On-Line Advertising</b>		\$38,000.00
		Social Media	\$11,000.00
		Search/ Branding/ Retargeting	\$20,000.00
		Newsletter	\$5,000.00
		Cemetery Gin	\$2,000.00
54010-000	<b>CAPITAL OUTLAY</b>		\$326,000.00
		Town Christmas Lights	\$10,000.00
		Trolley - Shuttle Purchase	\$0.00
		Fairgrounds	
		Utility Vehicle	\$0.00
		Black & Howell	
		Demo & Design	\$316,000.00
56504-000	<b>Meeting Expenses</b>		\$10,000.00
		Food, Bev / Merchant's Mixer / Rural Roundup, etc.	
56600-000	<b>Insurance Premiums</b>		\$9,000.00
56700-000	<b>CAP Venue Reimbursement</b>		\$100,000.00
56500-000	<b>Misc.</b>		\$250.00
<b>TOTAL OPERATING / MARKETING EXPENSES:</b>			<b>\$1,703,000.00</b>

TENTATIVE

Total Requested Grants	\$0.00	\$22,000.00	\$0.00
Total Match	\$0.00	\$22,000.00	\$0.00

				Budget		Awarded
<b>Believe Again - Christmas</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$4,000.00</b>	
				<b>Match</b>	<b>\$4,000.00</b>	
MATCH	\$2,500.00	Online		<b>Total Spend</b>	\$0.00	<b>\$8,000.00</b>
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<b>Hispanic Marketing</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$4,000.00</b>	
				<b>Match</b>	<b>\$4,000.00</b>	
MATCH	\$1,000.00	Socials		<b>Total Spend</b>	\$0.00	<b>\$8,000.00</b>
	\$3,000.00	Online				
	<u>\$4,000.00</u>					
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<b>Digital Marketing Campaign</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$5,000.00</b>	
				<b>Match</b>	<b>\$5,000.00</b>	
MATCH	\$14,500.00			<b>Total Spend</b>	\$0.00	<b>\$10,000.00</b>
	Google AdWords, Branding Campaign, Pandora, Socials					
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<b>PR / Social Support</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$5,000.00</b>	
				<b>Match</b>	<b>\$5,000.00</b>	
MATCH	\$10,000.00	Professional Services		<b>Total Spend</b>	\$0.00	<b>\$10,000.00</b>
	\$2,000.00	Online				
	<u>\$12,000.00</u>					
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<b>PRINT</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$2,000.00</b>	
				<b>Match</b>	<b>\$2,000.00</b>	
MATCH	\$2,000.00	Brochures, NV Mag, Where		<b>Total Spend</b>	\$0.00	<b>\$4,000.00</b>
	\$3,000.00	Postage (Certified)				
	<u>\$5,000.00</u>					
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<b>508 Compliance</b>	<b>Marketing 1st Cycle</b>			<b>Requesting</b>	<b>\$2,000.00</b>	
				<b>Match</b>	<b>\$2,000.00</b>	
MATCH	\$2,000.00	Udpate Website		<b>Total Spend</b>	\$0.00	<b>\$4,000.00</b>