Kentucky Lake Convention & Visitors Bureau
2018-2019 Fiscal Year Budget

Income

- Rack Service: $24,000
- Co-op Advertising: $1,000
- Interest: $250
- Matching Funds: $45,500
- Room Tax: $360,000
- Travel Guide Ads: $28,000
- Reimbursements: $2,250

**Total Income**: $461,000

Expenses

- Line of Credit: $22,500

**Total Line of Credit**: $22,500

Administration

- Building: $39,900
- Audit/Legal: $750
- Service Charge: $36
- Insurance: $9,550
- Office Supplies: $2,000
- Staff Travel/Meetings: $18,000

**Total Administration**: $71,236

Advertising

- Media: $36,000
- Photography: $10,000
- Printing: $12,000
- Web Development: $14,000

**Total Advertising**: $72,000
Advertising Support
Conference/Meetings $6,389
Event Marketing $67,000
Sponsorships $2,500
Labor $9,250
Memberships $5,000
Postage $6,000
Shipping $4,000
Telephone $4,000

Total Advertising Support $104,139

Payroll/Taxes
Gross Salaries $121,925
Health Insurance $9,000
Retirement $28,700
Unemployment/SS/Medicare $27,000
Local Taxes $4,500

Total Payroll/Taxes $191,125

Income

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary/Benefits</td>
<td>$159,625</td>
<td>34.6%</td>
</tr>
<tr>
<td>Payroll/Taxes</td>
<td>$31,500</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

Expenses
Line of Credit $22,500 (4.9%)
Administration $71,236 (15.5%)
Advertising $72,000 (15.6%)
Adv. Support $104,139 (22.6%)
Marshall County, KY
2017 Tourism Economic Fact Sheet

2017 Tourist Activity in Marshall County
- Generated $100,373,667 in direct tourist spending
- Generated $157,787,405 in total tourist spending
- Produced $34,781,842 in worker income
- Created $2,125,018 in local tax revenues
- Created $14,394,279 in state tax revenue
- Supported 2,747 jobs
- 2017 tourist spending increased by 4.7% over 2016

Source: [1], [2]

On an Average Day in 2017
Visitors to Marshall County:
- Spent $274,996
- Generated $45,258 in combined state & local tax revenues
- Created $5,822 in local tax revenues
- Created $39,436 in state tax revenues
- Generated $95,293 in worker paychecks

Source: [1], [2]

Five-Year Trend of Tourist Spending in Marshall County

Source: [1]

2017 Tourism Tax Relief on Households
As a result of taxes generated by tourist spending in Marshall County...
In 2017, each of the 12,602 Marshall County households paid $1,311
less in local and state taxes. In other words, if tourism did not exist,
each household would have paid $1,311 more in state and local taxes in
2017 to replace the taxes generated by tourist spending.

Source: [1], [2], [3]

Sources:
[2] Additional analysis by the Office of Research, Kentucky Department of Travel & Tourism.