

**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 **\$461,000**

Expenses **\$461,000**

Line of Credit	\$22,500 (4.9%)
Administration	\$71,236 (15.5%)
Advertising	\$72,000 (15.6%)
Adv. Support	\$104,139 (22.6%)
Payroll/Taxes	
Salary/Benefits	\$159,625 (34.6%)
Taxes	\$31,500 (6.8%)

Marshall County, KY

2017 Tourism Economic Fact Sheet

2017 Tourist Activity in Marshall County

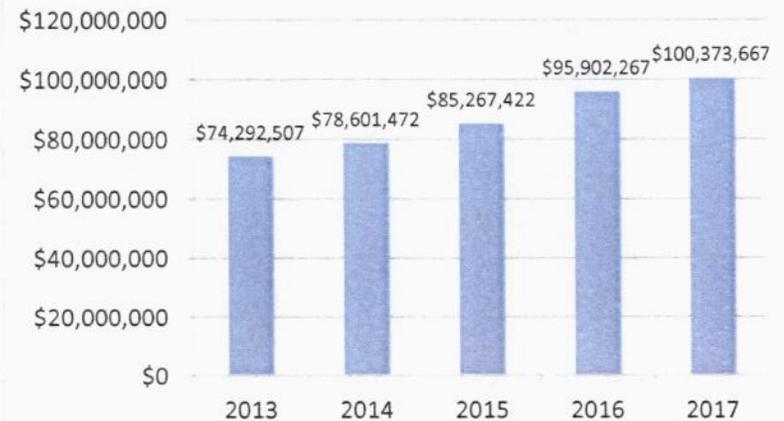
- Generated **\$100,373,667** in direct tourist spending
 - Generated **\$157,787,405** in total tourist spending
 - Produced **\$34,781,842** in worker income
 - Created **\$2,125,018** in local tax revenues
 - Created **\$14,394,279** in state tax revenue
 - Supported **2,747** jobs
 - 2017 tourist 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:

[1] "Economic Impact of Kentucky's Travel and Tourism Industry." (2013-2017) Prepared for the Kentucky Tourism, Arts and Heritage Cabinet by Certec, Inc., Versailles, KY.

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

[3] U.S. Census Bureau, 2015; www.census.gov