

Fiscal Year Budget 2021/2022-Simplified

	Line Item	Budget	Actuals	Amendments	
<b>Income</b>					
	Rollover estimate	\$ 100,000.00			
	Room Tax estimate	\$ 300,000.00			
	Other Income - (Rack service, ad sales, TMIP, Rental, penalties & interest)	\$ 45,000.00			
	<b>Total Revenue</b>	<b>\$ 445,000.00</b>			
<b>Expense</b>					
	PPP line of credit	\$ 25,000.00			
	Building - (Mortgage, taxes, cleaning, supplies, repairs, utilities)	\$ 58,500.00			
	Administrative - (Insurance, cell phone, office supplies, equipment needs, book-keeping, subscriptions, local meetings, Automobile)	\$ 19,000.00			
	Advertising - (local, state co-op, online/digital, print, video, lead generation, billboard)	\$ 69,500.00			
	Advertising Support - (sponsorships, public relations, memberships, web development, strategic projects, photo/video content, travel shows/conferences, publications, postage/shipping)	\$ 138,000.00			
	Payroll - (gross salaries, health ins. reimbursement, with-holdings, retirement, UI)	\$ 100,000.00			
	Reserve Fund	\$ 25,000.00			
	<b>Total Expense</b>	<b>\$ 445,000.00</b>			
	Administrative				19.6%
	Advertising				46.6%
	Payroll				22.4%
	Reserve Fund				5.6%
	PPP liability				5.6%