

24/25

Total

REVENUE			
Board Approved Reserves			
City Contract	\$1,041,950.00		
Cooperative Advertising			
Interest Income			
Other Income			
<b>Total Revenue</b>	<b>\$1,041,950.00</b>		
EXPENSES			
<b>Client Development</b>			
Sales & Client Development	\$ 15,000.00		
Donations/Sponsorships	\$ 5,000.00		
Promotional Giveaway Tradeshow Items	\$ 8,000.00		
<b>Total Client Development</b>	<b>\$ 28,000.00</b>	<b>2.69%</b>	
<b>Dues, Memberships, Subscriptions</b>			
Texas Hospitality & Lodging Association	\$ 450.00		
Destinations International	\$ 2,060.00		
D.I. Economic Impact Calculator	\$ 2,900.00		
Texas Assn. of Convention & Visitors Bureaus	\$ 1,300.00		
Texas Travel Industry Association	\$ 2,000.00		
US Travel	\$ 1,100.00		
Misc.	\$ 1,000.00		
Bastrop Chamber	\$ 440.00		
Heart of Bastrop Chamber	\$ 150.00		
Bastrop Opera House	\$ 250.00		
Bastrop Museum and Visitor Center	\$ 250.00		
Lost Pines Art Center	\$ 75.00		
<b>Total Dues, Memberships, Subscriptions</b>	<b>\$ 11,975.00</b>	<b>1.15%</b>	
<b>Local Meetings/Transportation</b>			
Board Meetings	\$ 5,000.00		
Mileage/Parking	\$ 3,500.00		
Staff Events	\$ 4,000.00		
<b>Total Local Meetings/Transportation</b>	<b>\$ 12,500.00</b>	<b>1.20%</b>	
<b>Marketing</b>			
Advertising/PR/MKTG/SV	\$ 587,919.33		
	\$ 587,919.33	<b>56.42%</b>	
<b>Office Expenses</b>			
Copier/Printing Lease	\$ 3,000.00		
Office Supplies	\$ 5,000.00		
Janitorial	\$ 5,000.00		
Postage/Freight - Visitor Guides	\$ 5,000.00		
Printing	\$ 3,000.00		
Rent, utilities, payroll processing, IT support	\$ 16,971.40		
Cell Phone Allowances	\$ 2,500.00		
<b>Total Office Expenses</b>	<b>\$ 40,471.40</b>	<b>3.88%</b>	
<b>Information Technology</b>			
Computer Equipment / Hardware	\$ 10,000.00		
<b>Total Information Technology</b>	<b>\$ 10,000.00</b>	<b>0.96%</b>	
<b>Personnel Costs</b>			
Wages/Salaries	\$ 160,000.00		
Longevity	\$ 575.00		
Social Security	\$ 12,300.00		
Worker's Compensation Insurance	\$ 660.00		
Health Insurance	\$ 23,200.00		
Life Insurance	\$ 1,000.00		
Payroll Taxes	\$ 9,920.00		
Retirement Contribution	\$ 17,600.00		
Incentives/Bonuses	\$ 10,000.00		
<b>Total Personnel Costs</b>	<b>\$ 235,255.00</b>	<b>22.58%</b>	
<b>Professional Development</b>			
CDME Certification - Ashton	\$ 2,000.00		
TTA College - Ashton & Stephanie	\$ 2,750.00		
TACVB - Ashton	\$ 3,500.00		
Out of Town Mileage/Parking	\$ 2,250.00		
Hotels	\$ 3,500.00		
Per Diem Food etc	\$ 2,000.00		
Other out of town transportation	\$ 1,000.00		
<b>Total Professional Development</b>	<b>\$ 17,000.00</b>	<b>1.63%</b>	
<b>Operational Costs</b>			
Audit Fees	\$ 9,000.00		
Bank Fees/Bill.com/PO Box	\$ 1,500.00		
Dep/Amort - Mobile phone, ipads, laptop	\$ 2,839.27		
Financial Services	\$ 51,000.00		
Legal Fees	\$ 10,000.00		
HR	\$ 15,000.00		
Insurance, General Liability, D&O	\$ 7,490.00		
Miscellaneous	\$ 2,000.00		
<b>Total Operational Costs</b>	<b>\$ 98,829.27</b>	<b>9.49%</b>	
<b>TOTAL EXPENSES</b>	<b>\$1,041,950.00</b>	<b>100.00%</b>	