2027 Tourism Budget

3-Year Snapshot Comparison

Revenue Accounts	2024 Actual	2025 Actual	2026 Actual
250-414135-000 Room Tax Fund Contr.	$ 34,705.02	$ 34,216.05	$ 13,010.61
250-424218-000 State; Grant	$ 0.00	$ 0.00	$ 0.00
250-484810-000 Misc. Revenues	$ 0.00	$ 0.00	$ 0.00
250-484820-000 Interest Income	$ 229.34	$ 101.11	$ 70.10
250-484830-000 Kayak Rentals	$ 0.00	$ 128.95	$ 25.00
250-494990-000 Carryover P.Y. Funds	$ 0.00	$ 0.00	$ 20,000.00
TOTAL REVENUES	$ 34,934.36	$ 34,446.11	$ 33,105.71

Expense Accounts	2024 Actual	2025 Actual	2026 Actual
250-511000-249 Materials & Services	$ 9,962.50	$ 500.00	$ 2,000.00
250-511000-310 Web/Media	$ 1,671.21	$ 1,634.42	$ 1,154.91
250-511000-313 Marketing/Advertising	$ 6,927.99	$ 6,009.22	$ 2,076.00
250-511000-345 Special Events	$ 229.34	$ 10,000.00	$ 9,128.66*
250-568000-610 Contr. to Gen. Fund	$ 13,567.16	$ 15,936.08	TBD
TOTAL EXPENSES	$ 32,358.20	$ 34,079.72	$ 14,359.57

Balance Account	2024 Actual	2025 Actual	2026 Actual
250-342000 Tourism Fund Balance	$ 62,999.29	$ 63,365.68	$ 61,421.31

2027 Proposed Budget

Revenue Accounts	2026 Budget	2026 Actual	2027 Budget
250-414135-000 Room Tax Fund Contr.	$ 33,000.00	$ 13,010.61	$ 35,000.00
250-424218-000 State; Grant	$ 0.00	$ 0.00	$ 0.00
250-484810-000 Misc. Revenues	$ 0.00	$ 0.00	$ 0.00
250-484820-000 Interest Income	$ 75.00	$ 70.10	$ 75.00
250-484830-000 Kayak Rentals	$ 1,000.00	$ 25.00	$ 100.00
250-494990-000 Carryover P.Y. Funds	$ 20,000.00	$ 20,000.00	$ 20,000.00
TOTAL REVENUES	$ 54,075.00	$ 33,105.71	$ 55,175.00

Expense Accounts	2026 Budget	2026 Actual	2027 Budget
250-511000-249 Materials & Services	$ 20,325.00	$ 20,000.00	$ 20,000.00
• Digital Signage	$ 20,000.00	N/A	$ 20,000.00^
• TGVG Articles+Ads	$2,000.00	$2,000.00	$ 0.00
• Tourism Entity	N/A	N/A	TBD
250-511000-310 Web/Media	$ 2,000.00	$ 1,154.91	$ 1,000.00
• Website	$ 1,500.00	$ 699.42	$ 500.00
• Web Domains	$ 500.00	$ 455.49	$ 500.00
250-511000-313 Marketing/Advertising	$ 6,000.00	$ 3,146.00	$ 3,000.00
• Columbia Cty. Guide		$535.00	$ 0.00
• Dodge Cty. Guide		$535.00	$ 0.00
• Google Ads		$2,076.00	$ 3,000.00
• TVGV Ads		N/A	$ 0.00
250-511000-345 Special Events	$ 10,000.00*	$ 9,128.66*	$ 15,000.00*
• 4th of July Event Cont.	N/A	N/A	$ 5,000.00
• Event Grants			$ 5,000.00
• Venue Grants			$ 3,000.00
• Marketing Grants			$ 2,000.00
250-568000-610 Contr. to Gen. Fund	$ 15,750.00	TBD	$16,175.00
TOTAL EXPENSES	$ 54,075.00	$ 14,359.57	$ 54,075.00

^carryover and use if needed, *pending final reporting

NOTES:

- The Proposed Budget should be aimed at saving for the contribution towards a Tourism Entity as dictated by State Statute.
- The Room Tax Grants should be split between 3 separate grants: Events, Venues, and Marketing. This may require tweaking our tourism grant program.
- City website is going to be consolidated into a single media General Fund budget that serves all City departments.
- Digital Signage will be dependent on the Public Spaces Committee.
- Possible 4th of July Contribution line item hosted in the Tourism Budget. Tourism could contribute in addition to the General Fund contribution. If it's determined that the City Finance Department creates a line item in the General Fund, then this item would be removed.
- Additions to consider:
    - Partnership in beautification / event efforts by other City boards, committees, and commissions
    - Diversifying digital marketing