

2025 Proposed Tourism Budget Adjustments

REVENUES

Account	Description	2024 Budget	2024 YTD	2025 Prop.	2025 Adj.
250-414135-000	Contr. Room Tax	\$ 38,500.00	\$ 4,757.14	\$ 35,900.00	\$ 31,500.00
250-484810-000	Misc. Revenues	\$ 0.00	\$ 0.00	\$ 350.00	\$ 350.00
250-424218-000	WI State Travel Grant	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
250-484820-000	Interest Earned	\$ 100.00	\$ 140.83	\$ 100.00	\$ 100.00
250-484830-000	Kayak Rental Income	N/A	N/A	\$ 1,000.00	\$ 1,000.00
250-494990-000	Transfer Surplus	\$ 0.00	\$ 0.00	\$ 30,000.00	\$ 9,253.92
Tourism Fund Revenues		\$ 38,600.00	\$ 4,897.97	\$ 67,350.00	\$ 42,203.92

Red = decrease, Blue = increase, Black = no adjustments

Adjusted 2025 Budget total: \$42,203.92

Treasurer's note: It is recommended to utilize a combination of materials & services line item and the marketing / media line item for digital signage and/or kiosk. Additionally, due to personnel costs increasing, there's no way to balance the budget without lowering the other line items. It is preferred to have a budget that goes under revenues or equal, but never over.

EXPENDITURES

Account	Description	2024 Budget	2024 YTD	2025 Prop.	2025 Adj.
250-511000-249	Materials & Services	\$ 10,000.00	\$ 19,212.50	\$ 35,000.00	\$ 5,000.00
250-511000-310	Web / Media	\$ 1,600.00	\$ 1,389.84	\$ 1,600.00	\$ 1,600.00
350-511000-313	Marketing / Advertise	\$ 17,500.00	\$ 1,368.90	\$ 10,000.00	\$ 10,000.00
350-511000-345	Special Events	\$ 2,000.00	\$ 0.00	\$ 10,000.00	\$ 10,000.00
250-568000-610	Contr. Gen. Fund	\$ 12,500.00	\$ 4,932.14	TBD	\$ 15,253.92
Tourism Fund Expenditures		\$ 65,435.61	\$ 23,918.07		\$ 41,853.92

Red = decrease, Blue = increase, Black = no adjustments, Added Carryover for digital signage / possible kiosk

Adjusted 2025 Budget total: \$41,853.92