

Tourism Budget Statement 2026.06.23

3-Year Snapshot Comparison

Revenue Accounts	2024 Actual	2025 Actual	2026 Budget
250-414135-000 Room Tax Fund Contr.	\$ 34,705.02	\$ 34,216.05	\$ 33,000.00
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	\$ 229.34	\$ 101.11	\$ 75.00
250-484830-000 Kayak Rentals	\$ 0.00	\$ 128.95	\$ 1,000.00
250-494990-000 Carryover P.Y. Funds	\$ 0.00	\$ 0.00	\$ 20,000.00
TOTAL REVENUES	\$ 34,934.36	\$ 34,446.11	\$ 54,075.00

Expense Accounts	2024 Actual	2025 Actual	2026 Budget
250-511000-249 Materials & Services	\$ 9,962.50	\$ 500.00	\$ 20,325.00
250-511000-310 Web/Media	\$ 1,671.21	\$ 1,634.42	\$ 2,000.00
250-511000-313 Marketing/Advertising	\$ 6,927.99	\$ 6,009.22	\$ 6,000.00
250-511000-345 Special Events	\$ 229.34	\$ 10,000.00	\$ 10,000.00
250-568000-610 Contr. to Gen. Fund	\$ 13,567.16	\$ 15,936.08	\$ 15,750.00
TOTAL EXPENSES	\$ 32,358.20	\$ 34,079.72	\$ 54,075.00

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

YTD Budget Activity and Previous Year Comparison

Revenue Accounts	2025 Actual	2026 Budget	2026 Actual
250-414135-000 Room Tax Fund Contr.	\$ 34,216.05	\$ 33,000.00	\$ 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	\$ 101.11	\$ 75.00	\$ 70.10
250-484830-000 Kayak Rentals	\$ 128.95	\$ 1,000.00	\$ 0.00
250-494990-000 Carryover P.Y. Funds	\$ 0.00	\$ 20,000.00	\$ 20,000.00
TOTAL REVENUES	\$ 34,446.11	\$ 54,075.00	\$ 33,080.71

- Fund Balance carryover of \$20,000 was added
- Room Tax Fund provides 70% of its balance towards Tourism

Expense Accounts	2025 Actual	2026 Budget	2026 Actual
250-511000-249 Materials & Services	\$ 500.00	\$ 20,325.00	\$ 2,000.00
250-511000-310 Web/Media	\$ 1,634.42	\$ 2,000.00	\$ 1,154.91
250-511000-313 Marketing/Advertising	\$ 6,009.22	\$ 6,000.00	\$ 5,430.95
250-511000-345 Special Events	\$ 10,000.00	\$ 10,000.00	\$ 9,128.66
250-568000-610 Contr. to Gen. Fund	\$ 15,936.08	\$ 15,750.00	\$ 0.00
TOTAL EXPENSES	\$ 32,358.20	\$ 54,075.00	\$ 17,714.52

- Materials & Services received carry over from 2025 of \$20,000
- Notable recent expenditures include:
 - \$2000 payment to The Greater Valley Guide for 2026 marketing – approved in Oct. 2025, they didn't send us an invoice until June 2026
 - Payments for Google Ads – ramp up in summer ads
 - City website contribution
 - Awarding to 6 organizations with Tourism Grants. Reimbursement payments are pending final report