

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	\$ 23,903.92
Tourism Fund Revenues		\$ 38,600.00	\$ 4,897.97	\$ 67,350.00	\$ 56,853.92

vs. 2024 Budget: Red = decrease, Blue = increase, Black = no adjustments

Notes:

Transfer Surplus (i.e. carryover) has been adjusted to \$23,903.92 from the proposed \$30,000. This should leave about \$8,000 remaining in the fund balance.

Monies from EV station had been going to CDA. Staff and the Mayor advocated to allocate it to Tourism if Tourism paid for it. If allocated to Tourism, it would be added to the Misc. Revenues line item.

Staff is encouraged to seek partnerships for Joint Effort Marketing grant (not included) for general marketing of the area.

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	\$ 20,000.00
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		\$ 56,853.92

vs. 2024 Budget: Red = decrease, Blue = increase, Black = no adjustments,

Notes:

Carryover has been added to Materials & Services (\$20,000) and Cont. Gen. Fund (\$3,253.92) which balances the budget.

Marketing/Advertise line item is for general promotion of city tourism, while Special Events is used for specific events promotion, partnerships, and room tax funding grant applications.