

**Dripping Springs Visitors Bureau
Proposed FY 2024 Budget**

GL Account	Description	FY 2023 Adopted	FY 2024 Proposed	FY 2024 09-19-2023	Difference	Lisa's Previous Notes for Proposed	FY 2024 NEW 09-22-2023	Difference	Lisa's Notes for Final
Balance Forward									
Revenues									
	Fees								
	Brewers Fest Booth Fees	1,000.00	1,000.00	1,000.00	-		1,000.00	-	
	Wedding Showcase Booth Fees	13,500.00	14,000.00	14,000.00	-		14,000.00	-	
	Total Fees	14,500.00	15,000.00	15,000.00	-		15,000.00	-	
	Ticket Sales								
	Brewers Fest	12,000.00	12,000.00	12,000.00	-		12,000.00	-	
	Dripping with Taste	5,000.00	5,000.00	5,000.00	-		5,000.00	-	
	Songwriters Festival	8,500.00	8,500.00	8,500.00	-		8,500.00	-	
	Total Ticket Sales	25,500.00	25,500.00	25,500.00	-		25,500.00	-	
	Merchandise								
	Brewers Fest	1,500.00	1,000.00	1,000.00	-		1,000.00	-	
	Songwriters Festival	4,000.00	5,000.00	5,000.00	-		5,000.00	-	
	Eclipse		2,000.00	2,000.00	-		2,000.00	-	
	Total Merchandise	5,500.00	8,000.00	8,000.00	-		8,000.00	-	
	Sponsorships/Donations								
	Songwriters Festival	77,500.00	78,000.00	78,000.00	-		78,000.00	-	
	Total Sponsorships/Donations	77,500.00	78,000.00	78,000.00	-		78,000.00	-	
	Grants								
	Wedding Showcase	3,200.00	-	-	-		-	-	
	HOT (from City)	220,000.00	450,000.00	475,957.38	25,957.38		322,455.73	(153,501.65)	
	Total Grants	223,200.00	450,000.00	475,957.38	25,957.38		322,455.73	322,455.73	
	Advertising & Marketing								
	Tourism	4,000.00	-	-	-		-	-	
	Total Advertising & Marketing	4,000.00	-	-	-		-	-	
	Programing								
	Tourism	3,000.00	-	-	-		-	-	
	Total Programing	3,000.00	-	-	-		-	-	
	Transfers In								
	Total Transfers	-	-	-	-		-	-	
	Other								
	Total Other	-	-	-	-		-	-	
	Total Revenues	353,200.00	576,500.00	602,457.38	25,957.38		448,955.73	(153,501.65)	
Expenditures									
	Personnel								
	Salaries	144,573.41	177,432.00	144,350.00	(33,082.00)	Includes Brand Manager, part-time receptionist and tourism director	144,350.00	-	Note: originally also requested part-time receptionist that we cut out, as well as part-time graphic designer that would have worked partly on DSVB items.
	Taxes	8,963.55	14,329.55	11,546.78	(2,782.77)		11,546.78	-	
	Benefits	7,616.31	13,432.48	13,430.08	(2.40)		13,430.08	-	
	TMRS		10,477.36	8,523.87	(1,953.49)		8,523.87	-	
					-			-	
	Total Personnel	161,153.27	215,671.39	177,850.73	(37,820.66)		177,850.73	-	
	Dues, Fees & Subscriptions								
	Tourism misc	1,000.00	1,000.00	1,000.00			1,000.00	-	Increased because they stopped some memberships in tourism organizations.
	DSVB Operations	1,750.00						-	
	Texas Conventions & Visitor Bureau Dues		\$825	825.00			\$825	-	
	Texas Travel Alliance Dues		700.00	700.00			700.00	-	

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	Other Dues		2,800.00	2,800.00			1,000.00	(1,800.00)	
100-400-63004	Total Dues, Fees & Subscriptions	2,750.00	5,325.00	5,325.00	-		3,525.00	(1,800.00)	
	Advertisements & Marketing								
	Tourism	18,000.00						-	
	Tour Texas		11,106.00	11,106.00			5,553.00	(5,553.00)	Cut out TourTexas by 50%
	Travel Guides, Texas Highways Print & Digital		18,486.00	18,486.00		We have been neglecting true tourism marketing, with only spending \$18,000 in previous years. In researching and networking with peers, and assessing what we've done and what we should do, I'm proposing investment into additional advertising, re-branding/refreshing the brand, a campaign with 2-3 year shelf life , photography.	8,883.00	(9,603.00)	Cut out 1 editions of Texas Highways @3,080; Event calendar @\$999.40; Cut out Texas State Travel Guide @\$4,964.65; texashighways.com @\$560
	Digital Search, Retargeting		31,500.00	31,500.00			14,500.00	(17,000.00)	cut back digital search by \$17,000
	Video/Branding/Campaign		75,000.00	75,000.00			40,000.00	(35,000.00)	Cut back on branding video/campaign
	Rebrand Expenses		20,000.00	20,000.00			20,000.00	-	
	Photography		8,000.00	8,000.00			8,000.00	-	
									-
100-400-66001	Total Advertising & Marketing	18,000.00	164,092.00	164,092.00	-		96,936.00	(67,156.00)	
	Supplies								
	DSVB Operations	600.00	1,800.00	1,800.00	-		1,800.00	-	
100-400-71005	Total Supplies	1,875.00	1,800.00	1,800.00	-		1,800.00	-	
	IT Equipment & Support								
100-400-71005	Total IT Equipment & Support	-	-	-	-		-	-	
	Software								
	Tourism	2,500.00	2,500.00	2,500.00	-	Biggest change here is Datafy. Doesn't show on this budget, but believe they budgeted for it in 2023.	2,500.00	-	These were/are in the DSVB budget before we took over, but we are not sure where they coded them. These are not additional expenses, as we know from taking over the bureau that they are being utilized.
	DSVB Operations	2,500.00			-			-	
	Datafy		15,000.00	15,000.00	-		15,000.00	-	
	AirDNA		3,240.00	3,240.00	-		3,240.00	-	
	Adobe		1,000.00	600.00	(400.00)		600.00	-	
	Constant contact		1,200.00	1,200.00	-		1,200.00	-	
	VisitWdget		3,600.00	3,600.00	-		3,600.00	-	
	Ring			828.00	828.00		828.00	-	
	MS Office			792.00	792.00	792.00	-		
100-400-71005	Total Software	5,000.00	26,540.00	27,760.00	1,220.00		27,760.00	-	
	Training & Education								
		3,500.00						-	
	Texas Sounds and Cities Conference		1,000.00	1,000.00		Music City Annual Conference - Brand Manager	1,000.00	-	
	Texas Travel Alliance Travel Summit		3,000.00	3,000.00		Yearly conference - Lisa and Tourism Director	3,000.00	-	
	Tourism College		4,500.00	4,500.00		Certification Program - Brand Manager & Tourism Dir	4,500.00	-	
	TCVBA Annual Conference		2,500.00	2,500.00		Tourism Director	2,500.00	-	
	Blog Conference		1,000.00	1,000.00		Brand Manager	1,000.00	-	
	Misc Travel		1,000.00	1,000.00		TBD	1,000.00	-	
								-	
100-400-71005	Total Training & Education	3,500.00	13,000.00	13,000.00	-		13,000.00	-	
	Professional Services								
	Marketing Consulting	5,000.00	5,000.00	5,000.00			5,000.00	-	
	Accountant	3,140.00							
	Technical Services	500.00							
	Payroll	868.94							
100-400-71005	Total Professional Services	9,508.94	5,000.00	5,000.00	-		5,000.00	-	

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	Sponsorship Expenses								
100-400-71005	Total Sponsorship Expenses	-	-	-	-		-	-	
	Utilities								
	Water								
	Electricity	650.00	650.00	650.00			650.00	-	
	Phone/Network	2,040.00							
100-400-71005	Total Utilities	-	650.00	650.00	-		650.00	-	
	Website - yearly fee	6,500.00	8,750.00			Our website needs a refresh and move to platform that fits with the city's. This is looking at the redesign. This \$31K is a one-time fee only.	6,500.00	6,500.00	Staying with current website
	Website Set Up		31,135.00			ONE-TIME-FEE	-	-	
	Total Website	9,190.00	39,885.00	39,885.00	-		7,150.00	(32,735.00)	
	Other								
	Furniture	500.00	500.00	500.00		misc needs	500.00	-	
	Insurance	1,700.00						-	
	Office Cleaning	350.00	6,240.00	\$6,240		\$120 a week	\$6,240	-	
	Postage	250.00	250.00	250.00			250.00	-	
	Office Maintenance	550.00	3,500.00	3,500.00		2500 HVAC, 1000 Plumbing - Per Craig	3,500.00	-	
	Entertainment	650.00	650.00	650.00			650.00	-	
	Printing	1,000.00	1,000.00	1,000.00			1,000.00	-	
	Lodging	2,000.00						-	
	Meals	250.00	500.00	500.00			500.00	-	
	Awards & Gifts	1,135.00	1,000.00	1,000.00			1,000.00	-	
	Event Admissions	350.00	500.00	500.00		Chamber meetings, club meetins, etc.	500.00	-	
	Storage	432.00	2,064.00	2,064.00		\$172 a month storage unit	2,064.00	-	will access if needed and cut
	Merchant Fees		2,800.00			booth sales, etc.		-	
	Volunteer Appreciation		1,000.00	1,000.00			1,000.00	-	
	Painting			4,000.00			4,000.00	-	
100-400-71005	Total Other	9,167.00	20,004.00	21,204.00	-		21,204.00	-	
	Brewers Fest								
	Dues, Fees & Subscriptions	25.00							
	Supplies	3,500.00	3,500.00				3,500.00		
	Entertainment & Activities	500.00	500.00				500.00		
	Facility Rental	480.00	480.00				480.00		
	Dues, Fees & Subscriptions	100.00							
	Printing	1,000.00	1,000.00				1,000.00		
	Merchandise	1,000.00	1,000.00				1,000.00		
	Equipment Rental	950.00	950.00				950.00		
	Security	250.00	250.00				250.00		
100-400-71005	Total Brewers Fest	7,805.00	7,680.00	7,680.00	-		7,680.00	-	
	Dripping with Taste								
	Adversiting	1,300.00	1,000.00				1,000.00		
	Supplies	125.00	125.00				125.00		
	Commissions	3,000.00	3,000.00				3,000.00		
	Software	275.00	275.00				275.00		
	Printing	300.00	300.00				300.00		
100-400-71005	Total Dripping with Taste	5,000.00	4,700.00	4,700.00	-		4,700.00	-	
	Songwriters Festival								

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	Adversiting	18,150.00	6,000.00			moved advertsing from here to above, to spread out advertising of all things, not just songwriters.	6,000.00		
	Supplies	3,400.00	3,400.00				3,400.00		
	Entertainment & Activities	37,875.00	35,000.00				35,000.00		
	Software	220.00	200.00				200.00		
	Dues, Fees & Subscriptions	2,675.00	2,800.00				2,800.00		
	Printing	2,800.00	3,000.00				3,000.00		
	Merchandise	5,220.00	5,500.00				5,500.00		
	Facility Rental	1,728.00	1,800.00				1,800.00		
	Equipment Rental	6,500.00	8,000.00				8,000.00		
	Security	1,600.00	2,000.00				2,000.00		
	Lodging	1,000.00	1,000.00				1,000.00		
100-400-71005	Total Songwriters Festivle	81,168.00	68,700.00	68,700.00	-		68,700.00	-	
	Wedding Showcases								
	Adversiting	10,400.00	10,400.00				10,400.00		
	Commissions	370.00	400.00				400.00		
	Professional Services:	200.00	300.00				300.00		
	Dues, Fees & Subscriptions	405.00	200.00				200.00		
	Printing	1,540.00	1,500.00				1,500.00		
	Supplies	110.00	200.00				200.00		
100-400-71005	Total Wedding Showcases	13,025.00	13,000.00	13,000.00	-		13,000.00	-	
	Total Expenditures	327,142.21	585,397.39	550,646.73	(36,600.66)		448,955.73	(101,691.00)	
	Balance	26,057.79	(8,897.39)	51,810.65	62,558.04		-	(51,810.65)	