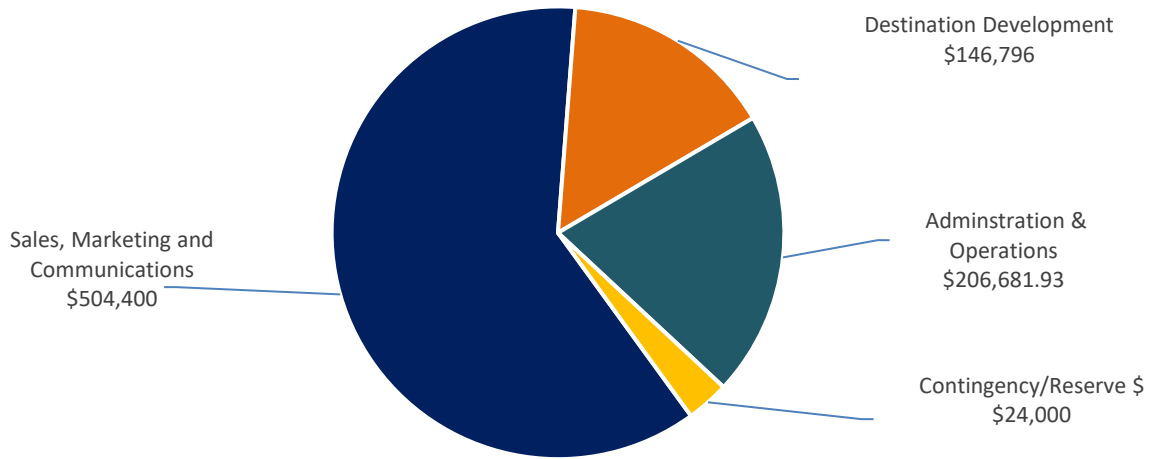


EXHIBIT B
2023 Fort Collins Tourism Improvement District Budget



Budget Category	Sub-Category	Line Detail	2023
41000 · FCTID Revenue			\$1,071,285.37
			\$1,071,285.37
61000 · Employee Expense			
	61010 · Salaries/Wages		
		61012 · Wages	\$169,874.80
	Total 61010 · Salaries/Wages		\$169,874.80
	61020 · Payroll Related		
		61022 · Payroll Taxes	\$7,952.64
		61024 · Unemployment Taxes	\$780.00
		61026 · Workers Compensation	\$1,200.00
		61028 · Employee Insurance	\$6,600.00
		61031 · Employee Benefits	\$3,000.00
	Total 61020 · Payroll Related		\$19,532.64
Total 61000 · Employee			\$189,407.44
62000 · Administrative and General			
	Administrative		
		62002 · Accounting	\$7,200.00
		62006 · Bank Charges	\$600.00
		62025 · Supplies	\$1,200.00
	Total Administrative		\$9,000.00

	62070 Telephone	EXHIBIT B	
		Total 62070 · Telephone	\$1,200.00
			\$1,200.00
	62086 Computer Equipment		
		62086 · Computer Equipment	\$1,194.49
	Total – 62000 General		\$8,274.00
Total Administrative			\$ 206,681.93
Sales Expense			
	78015 · Trade Shows		\$25,600.00
	78015 – Sales Marketing		\$75,000.00
	73007 · Lead Generation		\$54,000.00
	73000 · Sales Activities		\$12,000.00
	73000 · Bid Activities		\$40,000.00
	73000 · Local Champions Program		\$17,500.00
	73000 · Research		\$12,000.00
	78015 · Travel		\$6,000.00
Total Sales Expense			\$242,100.00
Marketing			
	62004 · Advertising		
		80000 · Digital	\$52,000.00
		62005 · Promotions	\$5,000.00
		62004 · Print	\$32,000.00
	Total 62004 · Advertising		\$89,000.00
	62003 · Web/Internet Expenses		
		80030 · Website Service	\$46,000.00
	Total 62003 · Web/Internet		\$46,000.00
	62028 · Graphics		
		80040 · Graphic Arts	\$20,000.00
	Total 62028 · Graphics		\$20,000.00
	Public Relations		
		80070 · Agency Fees	\$12,000.00
		80080 · FAM Trips	\$5,000.00
		80090 · Media Events	\$9,500.00
	Total Public Relations		\$26,500.00
	International Marketing		
		81000 · Trade Shows	\$33,000.00
		81110 · Promotions	\$10,000.00
		81111 – Sales Missions	\$26,000.00
	Total International Marketing		\$69,000.00
Total Marketing			\$224,500.00

Visitor Services	EXHIBIT B		
	DVIC Visitor Service Expense		
		62022 · Rent	\$12,000.00
		83017 · DVIC Staffing	\$24,000.00
		83015 · DVIC Janitorial	\$1,800.00
	Total DVIC Expense		\$37,800.00
Total Visitor Services			\$37,800.00
Destination Development			
	82015 · Initiatives		\$144,396.00
	82050 · CTA Program Fees		\$2,400.00
Total Destination Development			\$146,796.00
Reserves			
	62009 · Reserves		\$24,000.00
Total Reserves			\$24,000.00
Total Expense			\$1,071,285.37
Net Ordinary Income			\$1,071,285.37
Net Income			\$0.00