

EXHIBIT B TO RESOLUTION 2023-098

80000 · Digital	10,500.00	10,500.00	10,500.00	10,500.00	75,000.00	40,096.00	0.00	0.00	10,500.00	10,500.00	10,500.00	10,500.00	199,096.00
62005 · Promotions	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
62004 · Print	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
Total 62004 · Advertising	15,500.00	10,500.00	10,500.00	10,500.00	79,000.00	40,096.00	0.00	0.00	10,500.00	10,500.00	10,500.00	10,500.00	208,096.00
62003 · Web/Internet Expenses													
Website Redesign	0.00	0.00	40,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
80030 · Website Service	5,000.00	5,000.00	3,000.00	0.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	29,000.00
Total 62003 · Web/Internet Expenses	5,000.00	5,000.00	43,000.00	0.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	69,000.00
62028 · Graphics													
80040 Visual Assets	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
Total 62028 · Graphics	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
Public Relations													
80070 · Agency Fees	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
80080 · FAM Trips	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00	0.00	0.00	2,500.00	0.00	0.00	5,000.00
80090 · Media Events	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	4,500.00	0.00	0.00	9,500.00
Total Public Relations	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	8,500.00	1,000.00	1,000.00	8,000.00	1,000.00	1,000.00	26,500.00
Leisure Sales													
81000 · Trade Shows	7,500.00	0.00	0.00	7,500.00	0.00	0.00	3,000.00	7,500.00	7,500.00	0.00	0.00	0.00	33,000.00
81110 · Promotions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	10,000.00
81115 · Sales Missions	0.00	0.00	7,500.00	0.00	7,500.00	3,000.00	8,000.00	0.00	0.00	0.00	0.00	0.00	26,000.00
Total International Marketing	7,500.00	0.00	7,500.00	7,500.00	7,500.00	3,000.00	11,000.00	7,500.00	17,500.00	0.00	0.00	0.00	69,000.00
TOTAL Marketing	31,500.00	19,000.00	64,500.00	21,500.00	92,000.00	48,596.00	24,000.00	13,000.00	33,500.00	23,000.00	16,000.00	16,000.00	402,596.00
Destination Development													
82015 · Initiatives	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	12,033.00	144,396.00
82060 · Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
82050 · CTA Program Fees	0.00	0.00	0.00	0.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	2,400.00
82020 · Promotional Items	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL Destination Development	12,033.00	12,033.00	12,033.00	12,033.00	12,333.00	12,333.00	12,333.00	12,333.00	12,333.00	12,333.00	12,333.00	12,333.00	146,796.00
Visitor Services													
Visitor Service Expense													
62022 · Rent	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
83020 · Supplies	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
83000 · Programming	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
83017 · Staffing	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	42,000.00
83015 · Janitorial	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00
TOTAL Visitor Services	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	10,150.00	121,800.00
Total Expense	100,919.59	53,327.67	105,327.67	94,677.67	139,327.67	86,223.67	84,127.67	53,477.67	66,877.67	75,377.67	48,627.67	48,627.67	1,197,239.76
Net Ordinary Income	36,711.85	17,085.33	-27,802.09	-5,305.11	-43,902.55	73,365.58	71,665.02	102,315.02	88,915.02	80,415.02	107,165.02	39,691.33	299,999.64

Net Income - Will allocate for opportunities that arrive in 2024