

Huerfano County Tourism 2024 Budget

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Estimated Total
Digital													
SEM													
Paid Social			\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00				\$7,900.00
Digital Subtotals	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$15,800.00
Database Marketing													
Monthly Newsletter													\$3,600.00
Database Subtotals	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,600.00
Public Relations and Communications													
Media Relations													
Organic Social	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$5,400.00
Public Relations Subtotal	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$7,140.00
Website	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,045.00	\$12,540.00
Website Maintenance													
SEO	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00
Website Maintenance	\$125.00	\$750.00	\$875.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$3,000.00
Account Services													
Account Services													
Account Services Subtotals	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$13,500.00
Creative													
Copywriting			\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
Creative Subtotals		\$0.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
MONTHLY TOTAL	\$2,595.00	\$3,345.00	\$5,645.00	\$4,895.00	\$5,495.00	\$5,495.00	\$5,495.00	\$4,895.00	\$4,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$51,440.00
TOTAL GROSS													\$49,640.00