Travel Juneau FY24 Draft Budget
Assembly Finance Committee

Line	DRAFT FY24 BUDGET	Description & Notes	EGS	DM	VIS	PS	Admin	Spec Projects 6 - Crossing Guard	Special Projects 7 - TBMP	Special Projects 8 - Grants	DRAFT FY24	Approved FY23 Total
Line	**REVENUES & INCOME**											
4000	**Hotel Bed Tax - CBJ Grant**	**General funding across classes**	330,095	541,905	154,038	4,000	269,962				1,300,000	928,900
4001	**Partnership Sales**	Partnership Tiers base - 200@$400				80,000					80,000	80,000
4010											0	0
4025											0	0
											0	0
											0	0
4100	**Ad Sales & Media Expense Recovery**			95,000	152	32,848	7,000				135,000	124,625
4200	**Website Add'l Listings**					3,500					3,500	3,500
4201	**Residual Tier Revenue**					10,000					10,000	10,000
4250	**Travel Planner Add'l Listings**					3,000					3,000	3,000
4350	**Travel Fair Vendors**					5,000					5,000	5,000
4400	**Annual Mtg**					350					350	350
4450	**Marketing Momentum**					1,000	0				1,000	1,000
											0	0
4500	**Booth Share**			4,500							4,500	4,500
											0	0
4550	**Mtg Planner Event Vendors**										0	0
	JNU MP events										0	0
	ANC MP events										0	0
											0	0
4600	**Interest**										0	0
4650	**MPFs for Visitor Services**				165,180						165,180	148,000
											0	
4700	**Other revenue & income**										0	
	Cruise Ship calendars				100						100	100
4750	**Pass-through and Special Projects - Class 6**										0	
	Crossing Guard Program - Admin	10% Admin					25,583	268,623			294,206	373,783
	TBMP	No admin fee							25,950		25,950	24,675
	Carry-over - MPFs for Visitor Services										0	0
4770	Carry-over from previous fiscal										0	0
	TJ reserves										0	106,500
4800	**Other Grants**										0	0
	TOTAL REVENUES		330,095	641,405	319,470	139,698	302,545	268,623	25,950		2,027,786	1,813,933

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	EXPENSES											
5000	**Personnel Expenses**		94,110	99,136	154,471	87,000	215,613				650,330	509,988
6000	**Staff Training & Conferences**		4,500	13,500	3,500	7,000	20,294				48,794	25,850
6010	**Staff Incentives**						2,970				2,970	1,500
6025	**Mileage**		165	600	900	185	150				2,000	1,200
6030	**Telephone & Internet**		1,200	1,200	2,400	1,200	2,400				8,400	13,555
6040	**Technology & Connectivity**		6,498	9,177	10,318	6,497	15,250				47,740	35,750
6050	**Equipment - Purchase & Maintenance**		250	250	400	250	8,500				9,650	1,028
6070	**Postage**		250	250	2,500	250	250				3,500	5,000
6080	**Supplies**		250	250	500	250	500				1,750	1,110
6090	**Copying/Printing**		214	428	428	214	216				1,500	1,500
6100	**Dues/Partnerships**		1,515	14,995	720	720	1,370				19,320	18,099
6200	**Subscriptions**		3,500	18,145	2,220	720	690				25,275	21,720
6300	**Community Relations**						1,300				1,300	1,080
6400	**Shows**		35,000	80,800	7,500						123,300	83,843
6430	**FAM - Prospects**		7,500	10,000							17,500	18,000
6450	**Incentives & Premiums**		2,000	2,272							4,272	3,500
	CONVENTION SALES/MARKETING											
6500	**Meeting support**		65,000								65,000	50,000
6505	**Local event support**		54,950								54,950	100,000
6510	**Meeting Services Dev & Printing**		1,500								1,500	500
6515	**Conv Sales Site Visits - MPs**		6,000								6,000	10,000
6520	**Bid in Person & registration promotion**		6,500								6,500	5,000
6530	**Convention Advertising & Ad/Video Dev**		20,000								20,000	15,000
6550	**Meeting Planner Events**		5,000								5,000	0
6575	**Sales Missions**		4,950								4,950	0
	DESTINATION MARKETING											
6600	**Travel Writer Expenses/PR**			42,500							42,500	44,400
6710	**Destination Print Advertising**			13,000							13,000	13,000
6720	**Destination Digital Advertising**			109,417							109,417	46,070
6725	**Destination Photos, Video, & Graphic Design**			30,000							30,000	56,700
6730	**Destination Social Media**			15,000							15,000	15,000
6740	**Destination Giveaway Promos & Trips**			7,500							7,500	
6740	**Travel Guide Production & Distribution**			95,000							95,000	80,000
6750	**Website Hosting & Maintenance**			66,960							66,960	66,960

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	VISITOR SERVICES											
6810	AKA Fulfillment (bulk mail)				24,000						24,000	22,000
6815	Storage				3,000						3,000	2,850
6820	Volunteer - Training				5,500						5,500	5,500
6825	Volunteer Recognition				6,000						6,000	6,000
6830	Summer Assistants	2 seasonal FTE			47,000						47,000	47,000
6840	Parking - Seasonal				825						825	650
6845	Travel Guide Dist - Interior				2,800						2,800	2,800
6850	Visitor Site Supplies				2,000						2,000	2,000
6852	Copy/Printing - Dept Specific				1,500						1,500	1,500
6855	DT Walking Map				22,000						22,000	22,000
6860	Visitor Retention											
6865	Cruise Calendar Prod				500						500	500
	PARTNER SERVICES											
6910	Travel Fair					10,000					10,000	8,623
6925	Partnership Education					4,218					4,218	2,000
6945	Annual Meeting & Annual Rpt					5,000					5,000	3,000
6950	New Partner Recruitment					250					250	250
6965	Decals					500					500	0
6975	Dining Guides					1,200					1,200	0
6980	Unrecoverable debt					5,000					5,000	10,000
	ADMIN											
7010	Rent		7,142	7,143	14,286	7,143	14,286				50,000	50,000
7015	Property Insurance		228	228	458	228	458				1,600	1,452
7020	Liability Insurance		385	771	771	385	388				2,700	2,700
7025	Employee Dishonesty Insurance		94	94	184	94	184				650	475
7026	ERISA Bond		180	360	360	180	170				1,250	1,250
7030	Fees & Taxes						5,800				5,800	5,800
7035	Board of Directors Ins Policy						1,075				1,075	0
7050	Board of Directors						1,467				1,467	650
7070	Accounting		1,214	2,429	2,429	1,214	1,214				8,500	8,500
7081	ATIA board director expenses FY24						8,000				8,000	0
	TOTAL EXPENSES - Regular budget		330,095	641,405	319,470	139,698	302,545				1,733,213	1,452,853
			0	0	0	0	0					
	% of total budget		19.0%	37.0%	18.4%	8.1%	17.5%					
8100	SPECIAL PROJECTS - CLASS 6											
	Crossing Guard Program (MPF)											
		Goldbelt Security						268,623			268,623	336,405
8125	SPECIAL PROJECTS - CLASS 7											
	TBMP administration								25,950		25,950	24,675
											2,027,786	1,813,933