

**Approved Annual Budget For 2023 with Actual Expenditures as of 06/30/23**

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
  - a. Actual Spent: \$560
2. \$1,500 Marketing for Center Colorfest
3. \$1,000 Marketing for Christmas Decoration Contest
4. \$3,500 Travel and conference expenses
  - a. Actual = \$3,310.02
5. \$200 Postage
  - a. Actual = \$32.53
6. \$2,000 Depot materials and copier maintenance agreement
  - a. Actual = \$1,955.11
7. \$4,000 Incidental print advertising
  - a. Actual= \$2,747.00
8. \$4,000 Online social media advertising and video work
  - a. Actual= \$950.00
9. \$1,500 Tri-Lite Entertainment advertising/Starlite14/Center Cinema
  - a. Actual =\$1,500

**Total 2023 Basic Budget Expenses Projected = \$18,500                      Actual as of 06/30/23 = \$ 11,054.66**

**2023 Tourism Director Salary Estimated @ 50%= \$29,154.15**

**Amount Approved for Annual Operating Budget= \$47,654.15**

**Potential Grants 2023**

Rodeo Committee **\$3000**

Richland Area Archery Club/Driftless Hunters Weekend **\$1,500-**

Wheels of Time Truck and Tractor Show-**\$1,000**

Hill and Valley Exploration Tour-\$1,000

Friends of the Pine-River cleaning grant-**\$2,000**

**Total 2023 anticipated grants=\$8,500                      Total Grant Applications as of 06/30/23 = \$7,500**

Advertising:

Lamar Advertising-Digital Billboards

Approved Expenditure = **\$4,400/Actual Expenditure= \$4,400**

Grey Media Online Streaming Advertising

Approved Expenditures =**\$10,000/Actual Expenditures=\$2,500**

**2023 Richland Center Room Tax Estimated Revenue**

City of Richland Center= **\$35,064** (Est 2023)      Actual received 2023= **\$9,312.95**  
Actual 2022= **\$51,188.57**

Town of Eagle= **\$25,000** (Est 2023)                      Actual received 2023 = **\$7,470.90**  
Actual 2022 = **\$14,796.08**

Town of Ithaca= Unknown. No revenue as of 06/30 as they started collecting in the 3<sup>rd</sup> quarter of 2022. It takes a minimum of 4 quarters for 3<sup>rd</sup> Party Marketplace remittances to be received.

Town of Forest= No revenue will be received in 2023 as it takes minimum 4 quarters for 3<sup>rd</sup> Marketplace remittances to be received. Forest Township adopted the Ordinance in April 2023.

The current balance in Greater Richland Tourism = **\$26,119.81**

**\$60,064** Estimated income from known sources.