

2025 Greater Richland Tourism Budget Proposed				
Annual Room Tax Revenue	2025 Estimated Revenue	2024 Actual		
Eagle Township Room Tax Revenue (2025)	\$32,000	\$ 32,380.91		
Forest Township Room Tax Revenue (2025)	\$2,000	\$ 2,354.01		
Ithaca Township Room Tax Revenue (2025)	\$5,500	\$ 5,498.20		
Richland Center Tax Revenue (2025)	\$60,000	\$ 57,956.00		
Richland Township Room Tax Revenue (2025)	\$3,000	\$ 1,025.00		
Interest Income	\$600	\$ 892.74		
Total	\$103,100	\$ 100,106.86		
2025 Expenses				
Category -Item	2025 Budgeted Amount	Budgeted 2024	Actual 2024	
Travel and Conference Expenses	\$ 3,500.00	\$ 3,500	1787.39	
Visitor Center- Postage	\$ 200.00	\$ 200	141.2	
Visitor Center- Copier maintenance agreement	\$ 400.00	\$ 400	366.67	
Visitor Center- Office Supplies	\$ 200.00	\$ 2,000	1075.8	
Visitor Center- Volunteer Support	\$ 400.00	\$ -	0	
Visitor Center- Giveaway items	\$ 3,000.00	\$ -	0	
Visitor Center- Intern pay for summer	\$ 3,000.00			
Visitor Center- Destination Wisconsin Meeting	\$ 1,500.00		1500	
Marketing for Center Color Fest	\$ 1,500.00	\$ 1,500	1385.32	
Marketing- Dairy Days and Rodeo Parade	\$ 1,500.00	\$ 1,500	921.5	
Marketing- Milwaukee Magazine print	\$ 5,400.00	\$ 5,000	3,069.50	
Marketing- Inspired Magazine print	\$ 1,287.00	\$ -	1,930.50	
Marketing- Hidden Valley Magazine print	\$ 1,200.00	\$ -	0	
Marketing- Co-op Marketing with Travel WI	\$ 1,250.00	\$ 1,000	1,000	
Marketing- Online Advertising/Social Media Ads	\$ 800.00	\$ 5,000	4,851.21	
Marketing- Video Production RJB Productions	\$ 4,500.00	\$ -	0	
Marketing- Tri-Lite Entertainment/Center Cinema	\$ 1,500.00	\$ 1,500	1500	
Salary & Benefits- 1/2 of Tourism Director	\$ 30,370.05	\$ 29,629.32	\$ 29,629.32	
Annual Operating Budget Totals	63,507.05	51229.32	49158.41	

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