	2026 Greater Richland Touris	m Budget Proposed				
Annual Room Tax Revenue	2025 Estimated Revenue	2025 Actual Revenue	2026 Estimated Revenue			
Eagle Township Room Tax Revenue	\$32,000	· · · · · · · · · · · · · · · · · · ·		New revenue to come		
Forest Township Room Tax Revenue	\$3,000	·	\$ 4,000.00			
Henrietta Township Room Tax Revenue	\$0	•	•	Expect the first remittances in 2026		
Ithaca Township Room Tax Revenue	\$7,000	·	• •	New STR's started in 2025		
Richland Center Tax Revenue	\$60,000	\$ 64,429.32	\$ 56,000.00	Past audit in 2025 resulted in addl collecti	ions	
Richland Township Room Tax Revenue	\$3,000		\$ 5,000.00	Still increasing to the actual collections		
Interest Income	\$600			Discussion needed		
Total	\$105,600	\$ 114,824.47	\$ 107,750.00			
				Key		
2025 Expenses				Grey = discussion point		
Category -Item	2025 Budgeted Amount	Actual 2025	2026 Budgeted Amount	Green = increase/decrease/new expense		
Travel and Conference Expenses	\$ 3,500.00					
Visitor Center- Postage	\$ 200.00		\$ 200.00			
Visitor Center- Copier maintenance agreement	\$ 400.00	\$ 399.68	\$ 480.00	Monthly charge increase		
Visitor Center- Office Supplies	\$ 200.00	\$ 205.59	\$ 200.00			
Visitor Center- Volunteer Support	\$ 400.00		\$ 400.00			
Visitor Center- Giveaway items	\$ 3,000.00		\$ 3,000.00			
Visitor Center- Intern pay for summer	\$ 3,000.00			Reduced closer to actual expense		
Visitor Center- Destination Wisconsin Member	i ' '	\$ -	\$ 1,500.00			
Marketing for Center Color Fest	\$ 1,500.00	\$ 1,247.58	\$ 1,500.00			
Marketing- Dairy Days and Rodeo Parade	\$ 1,500.00	\$ 1,458.00	\$ 1,500.00			
Marketing- Milwaukee Magazine print	\$ 5,400.00		\$ 5,400.00			
Marketing- Inspired Magazine print	\$ 1,287.00		\$ 1,400.00			
Marketing- Hidden Valley Magazine print	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00			
Marketing- Co-op Marketing with Travel WI	\$ 1,250.00	\$ 1,250.00	\$ -	No longer offered as an option		
Marketing- Online Advertising/Social Media Ads	\$ 800.00	•	•			
Marketing- Video Production RJB Productions	\$ 4,500.00	\$ 3,600.00	\$ 4,500.00			
Marketing- Tri-Lite Entertainment/Center Cinema	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			
Marketing-Annual Website Renewal	\$ -	\$ -	\$ 3,235.00	New expense in 2026		
Marketing-Official Wisconsin Travel Guide	\$ -	\$ -	\$ 2,365.00	2024, they skipped 2025, back in 2026		
Marketing-Gray Media Streaming Advertising	\$ 33,750.00	\$ 32,499.62	\$ 35,105.00	MKE- 8 mos at \$1,250/ORD 10 mos @\$2	2,500	
Marketing- Misc Print Advertising	\$ -	\$ -	\$ 1,600.00	Travel Wisconsin discussion/print opp		
Salary & Benefits- 1/2 of Tourism Director	\$ 30,370.05	\$ 29,629.32	\$ 33,011.00	Increase determined by city		
Annual Operating Budget Totals	95,257.00	85057.42	\$ 103,896.00			
Expected Grants	2025 Budget	2025 Actual	2026 Budget			
Wisconsin HS Rodeo Committee	\$ 2,000	\$ 2,000	2,000			
Driftless Hunters Weekend	\$ 1,500	\$ 1,500	1,500			
Wheels of Time Power Show	\$ 1,500	\$ 2,000	2,000			
Hub City Dirt Drags	\$ -	\$ -	1,000			
Friends of the Pine- River Cleaning Grant	\$ 2,000	\$ 2,000	2,000			
Cross Currents Heritage Center	\$ -	\$ 500	500			
Muscoda Chamber-Muscoda Historic Mile	\$ 2,000		0			
Total Grant Amounts Annual	\$9,000	\$7,500	\$ 9,000.00			
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