

**Approved Annual Budget For 2023 with Actual Expenditures as of 10/31/23**

(Tentative-10/31/2023)

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
  - a. Actual Spent: \$560
2. \$1,500 Marketing for Center Colorfest
  - a. Actual Spent: \$960.38
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= \$3,982.23
8. \$4,000 Online social media advertising and video work
  - a. Actual= \$3,954.00
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 Approved Grant Applications as of 10/31/2023 = \$9,000**

Advertising:

Lamar Advertising-Digital Billboards

Approved Expenditure = **\$8,800/Actual Expenditure= \$8,800**

Grey Media Online Streaming Advertising  
Approved Expenditures =**\$15,000**/Actual Expenditures=**\$8,750**

**2023 Richland Center Room Tax Estimated Revenue**

City of Richland Center= **\$35,064** (Est 2023)      Actual received 2023= **\$43,970.78**  
Actual 2022= **\$51,188.57**

Town of Eagle= **\$25,000** (Est 2023)      Actual received 2023 = **\$31,861.72**  
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 a 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 = **\$40,752**

**\$60,064** Estimated income from known sources as of 11/15/2022.