

Proposed 2025 VCVB Budget V3 - TMD Approved

VCVB Income		2025						2024 Budget				
		361,000										
		\$860,000										
		\$10,000										
Total Income: \$1,281,000		1,231,000		\$361,000		\$860,000		City	\$370,000	TMD	\$752,000	
Expense												
Code	Budget Category			COV	COV	VTMD	VTMD	COV	COV	VTMD	VTMD	TOTAL
6110	Bank Fees	\$ 100		100%	\$ 100			100%	\$100	0%		\$100
6111	Credit Card Services	\$ 250				100%	\$ 250	0%	\$0	100%	\$100	\$100
6120	Equipment & Maintenance	\$ 7,350		50%	\$ 3,600	50%	\$ 3,750	50%	\$3,000	50%	\$3,000	\$6,000
6123	Software: iDSS, Cvent an Knowland are supscriptions to support convention sales, they are not an administrative expense.	\$ 5,000		50%	\$ 2,500	50%	\$ 2,500	50%	\$4,000	50%	\$4,000	\$8,000
6130	Insurance	\$ 4,500		100%	\$ 4,500		\$ -	100%	\$4,000	0%	\$0	\$4,000
6140	Meetings	\$ 1,000			\$ 500		\$ 500	TBD	\$1,000	TBD	\$1,000	\$2,000
6150	Office	\$50,000	Detail	25%	\$12,500	75%	\$37,500	10%	\$4,000	90%	\$39,500	\$43,500
	6151 Rent & Renovations (Rent is \$34,200)		\$38,350									
	6152 Security/alarm		\$700									
	6153 Utilities		\$4,200									
	6154 Cleaning		\$3,600									
	6155 Maintenace Supplies (cleaning, bulbs, paper products)		\$750									
	6156 Repair and Maintenance		\$2,400									
6160	Postage and Shipping	\$ 5,500		15%	\$ 825	85%	\$ 4,675	15%	\$500	85%	\$1,500	\$2,000
6170	Printing/Copies	\$ 13,000		20%	\$ 3,000	80%	\$ 10,000	20%	\$1,500	80%	\$7,000	\$8,500
6180	Office Supplies / Materials Paper, envelopes, etc.)	\$ 2,100		50%	\$ 1,050	50%	\$ 1,050	50%	\$1,000	50%	\$1,000	\$2,000
6190	Telephone & Internet	\$ 4,500		50%	\$ 2,250	50%	\$ 2,250	50%	\$1,000	50%	\$1,000	\$2,000
6320	Accounting and Legal	\$ 10,000		100%	\$ 10,000		\$ -	100%	\$3,000	0%	\$0	\$3,000
6662	Temp staff	\$ 1,000		100%	\$ 1,000		\$ -					
6361	Payroll - Wages and Benefits (65%/ 35%)	\$98,179		65%	\$63,816	35%	\$34,363					
	Bakke Bianco Manzo 3% increase											
6366	Administrative Fee - HR - Single Point	\$4,000		100%	\$4,000							
Operations	VTMD - \$135,000 (15%) budgeted 70% of \$135)	\$ 206,479		53%	\$ 109,641	47%	\$ 96,838					
7210	Advertising											
	7211 Convention /Meeting Planner Advertising	\$ 10,000		100%	\$ 10,000			100%	\$10,000	0%	\$0	\$10,000

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	7212 Tourism Advertising (AOR \$500,000)	\$ 510,000		5%	\$ 30,000	95%	\$ 480,000	3%	\$10,000	97%	\$384,400	\$394,400
	7214 Magestic Mountain Loop (MML)	\$ 25,000				100%	\$ 25,000	50%	\$5,000	50%	\$5,000	\$10,000
7220	Conventions and Trade Show Registration											
	7221 Tourism Marketing Events - registration	\$ 12,000				100%	\$ 12,000	0%	\$0	100%	\$8,000	\$8,000
	7222 Convention Sales Events - registration & exhibit furnishings and supplies -not give aways	\$ 20,000		100%	\$ 20,000			100%	\$7,500	0%	\$0	\$7,500
7225	Promotional items											
	7226 Convention Sales - Exhibit Give aways	\$ 5,000		100%	\$ 5,000			100%	\$2,000	0%	\$0	\$2,000
	7227 Tourism promotional Items	\$ 5,000				100%	\$ 5,000			100%	\$2,500	\$2,500
7230	Convention Servicing (booked business -not FAM or incentive)	\$ 10,000		100%	\$ 10,000			100%	\$4,150	0%	\$0	\$4,150
7240	FAM Tours											
	7241 Media FAM Tours	\$ 10,000				100%	\$ 10,000	0%	\$0	100%	\$8,000	\$8,000
	7242 Convention FAM Tours	\$ 7,500		100%	\$ 7,500			100%	\$5,000	0%	\$0	\$5,000
7260	Travel											
	7261 Media / Toursim Travel	\$ 8,500				100%	\$ 8,500	6%	\$250	94%	\$4,000	\$4,250
	7262 Convention Travel	\$ 3,500		100%	\$ 3,500			100%	\$4,000	0%	\$0	\$4,000
7280	New Collateral & Asset Development (marketing tools)	\$ 10,000		50%	\$ 5,000	50%	\$ 5,000	0%	\$0	100%	\$10,000	\$10,000
7290	Other Marketing - Sequoia Tourism Council	\$ 15,000		100%	\$ 15,000			50%	\$6,250	50%	\$6,250	\$12,500
7300	Convention Sales- Procurement and Retention Incentives: Includes Prospecting gifts(engaging meeting planners with shipping them gifts. and Retention incentives purchasing in market items for established events (lanyards, reception, cookies, music)	\$ 10,000		100%	\$ 10,000			100%	\$10,000	0%	\$0	\$10,000
7310	Not sales incentives - Signing new business Special Projects											
	7311 Sequoia Legacy Tree							100%	\$3,500	0%	\$0	\$3,500
	7314 Website Refresh	\$ 40,000		50%	\$ 20,000	50%	\$ 20,000	25%	\$2,500	75%	\$5,000	\$7,500
7340	Membership Dues & Subscriptions											
	7341 Tourism	\$ 30,000		35%	\$ 10,000	65%	\$ 20,000	0%	\$0	100%	\$10,000	\$10,000
	7342 Convention	\$ 22,000		100%	\$ 22,000			100%	\$7,500	0%	\$0	\$7,500
	7343 General	\$ 1,500		50%	\$ 750	50%	\$ 750	35%	\$15,700	65%	\$30,000	\$45,700
7361	Payroll - Wages Taxes and Benefits	\$ 160,866.45		42%	\$ 67,564	58%	\$ 93,302					
Marketing	VTMD \$621,000 (69%) plus \$15,000 from Destination Development=636,000	\$ 915,866		24%	\$ 236,314	76%	\$ 679,552					

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8000	Destination Development											
8315	Destination Development: Destination Development: Sequoia Legacy Tree, IBCCES	\$ 35,000				100%	\$ 35,000	0%	\$0	100%	\$33,500	\$33,500
	Payroll - Wages (COV:20% TMD: 80%)	\$ 59,679		20%	\$ 11,936	80%	\$ 47,743					
Destination Development†	VTMD \$90,000 (10%)	\$ 94,679		10%	\$ 11,936	90%	\$ 82,743					
6400	Misc.	\$ 3,000		100%	\$ 3,000							
					\$ 360,891		\$ 859,133	100%	\$5,000			\$5,000

Total Income: \$1,231,000	\$ 1,220,024						\$370,000	\$752,000	\$686,100
Total Expense			30%	\$ 360,891	70%	\$ 859,133	\$121,450	\$750,000	

Manzo 3% increase - operating budget	54,580.00
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