

2022-2023

MC/Sports

Marketing

Special Projects

CTA

Welcome Center

Administration

2022-2023 Budget

2021-2022 Budget

2020-2021 Budget

REVENUE									
Lodging Tax						\$ 1,750,000.00	\$ 1,775,000	\$ 1,566,335	\$ 1,257,178
CTA Income				\$ 1,000.00			\$ 1,000	\$ 1,000	\$ -
CARES GRANT							\$ -	\$ 577,781	\$ 421,581
Interest						\$ 600.00	\$ 600	\$ 600	\$ -
Proud to Host the Best	\$ 25,000.00						\$ 25,000.00	\$ 25,000.00	\$ -
Total Revenue	\$ 25,000.00			\$ 1,000.00		\$ 1,750,600.00	\$ 1,801,600.00	\$ 2,170,716.82	\$ 1,678,758.70

EXPENSE									
OFFICE/ADMINISTRATIVE									
Telephone/Internet	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 1,000.00	\$ 5,000.00	\$ 4,500.00	\$ 4,500.00
Copier/Copier Supplies	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 1,200.00	\$ 6,000.00	\$ 6,000.00	\$ 7,000.00
Office Supplies	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 1,200.00	\$ 6,000.00	\$ 4,000.00	\$ 5,000.00
Subscriptions	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00	\$ 60,000.00	\$ 30,042.89
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Vehicle Expense	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 1,000.00	\$ 600.00	\$ 1,500.00
Equipment/Furniture	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 1,500.00	\$ 7,500.00	\$ 6,500.00	\$ 1,000.00
Professional/Insurance	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00	\$ 40,000.00	\$ 47,000.00
Rent/Maintenance	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00		\$ 11,000.00	\$ 60,000.00	\$ 60,000.00	\$ 55,000.00
Utilities/Services	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00		\$ 400.00	\$ 2,000.00	\$ 2,000.00	\$ 4,500.00
Bank Charges	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 2,000.00	\$ 1,500.00	\$ 1,400.00
Renewal Fees	\$ -	\$ -		\$ 8,000.00	\$ -	\$ -	\$ 8,000.00	\$ 8,000.00	\$ 9,000.00
Information Distribution	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 21,000.00	\$ 35,000.00	\$ 11,500.00
TOTAL	\$ 40,300.00	\$ 40,300.00	\$ 40,300.00	\$ 48,300.00	\$ 24,000.00	\$ 41,300.00	\$ 239,500.00	\$ 229,100.00	\$ 179,442.89

EMPLOYEE BENEFITS									
Gross Wages/Taxes/Benefits	\$ 81,042.77	\$ 121,275.40	\$ 112,177.81	\$ 26,236.50	\$ 31,237.04	\$ 170,622.51	\$ 542,592.03	\$ 527,815.48	\$ 469,602.81
Contract Salaries			\$ 33,600.00				\$ 33,600.00		
Staff Training/Education	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 30,000.00	\$ 10,000.00	\$ 25,000.00
TOTAL	\$ 83,542.77	\$ 123,775.40	\$ 145,777.81	\$ 26,236.50	\$ 31,237.04	\$ 175,622.51	\$ 606,192.03	\$ 537,815.48	\$ 494,602.81

SALES									
Promotional Items	\$ 2,600.00	\$ 5,000.00		\$ 2,500.00	\$ -	\$ 2,500.00	\$ 12,600.00	\$ 9,100.00	\$ 6,100.00
Printing	\$ 2,000.00	\$ 3,600.00		\$ 2,000.00	\$ -	\$ -	\$ 7,600.00	\$ 7,600.00	\$ 8,600.00
	\$ 13,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,000.00	\$ 9,600.00	\$ 7,200.00
Staff Travel	\$ 15,000.00	\$ 2,500.00			\$ -	\$ 7,500.00	\$ 25,000.00	\$ 20,000.00	\$ 17,000.00
Board/Partner Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 2,275.00

Business Development	\$ 25,000.00	\$ -			\$ -	\$ -	\$ 25,000.00	\$ 15,000.00	\$ 2,500.00
Business Retention	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 15,000.00	\$ 20,000.00
FAM Tours/Site Visits	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,500.00	\$ 15,000.00	\$ 2,500.00
Research/Planning	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 6,600.00	\$ 7,000.00	\$ 40,000.00	\$ 40,000.00	\$ 15,000.00
Public Relations	\$ 15,166.00	\$ 15,166.00	\$ 15,166.00	\$ 15,166.00	\$ 15,166.00	\$ 15,170.00	\$ 91,000.00	\$ 47,100.00	\$ 50,000.00
Event Expense	\$ 7,500.00	\$ 5,000.00	\$ 5,000.00	\$ 7,500.00	\$ -	\$ -	\$ 25,000.00	\$ 16,000.00	\$ 36,000.00
Memberships	\$ 3,100.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ 5,500.00	\$ 10,100.00	\$ 9,000.00	\$ 8,100.00
Legislative/Issue		\$ -					\$ -	\$ -	\$ 2,000.00
Sponsorships	\$ 12,000.00	\$ -	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 32,000.00	\$ 28,400.00	\$ 6,900.00
TOTAL	\$ 114,466.00	\$ 37,866.00	\$ 48,266.00	\$ 33,766.00	\$ 21,766.00	\$ 44,170.00	\$ 300,300.00	\$ 238,300.00	\$ 184,175.00
ADVERTISING/MARKETING									\$ -
Banners/Displays/Signs	\$ 14,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ 18,000.00	\$ 5,000.00	\$ 2,500.00
Print Advertisements	\$ 2,500.00	\$ 22,000.00	\$ -	\$ -	\$ -	\$ -	\$ 24,500.00	\$ 50,000.00	\$ 30,000.00
Billboards/Out of Home	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 5,000.00	\$ 10,000.00
Broadcast Media		\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 3,420.00	\$ -
Film Casper		\$ -	\$ 5,000.00				\$ 5,000.00		
Visit Casper Business Challenge		\$ -	\$ 35,000.00				\$ 35,000.00		
Digital/Social Marketing	\$ 50,000.00	\$ 132,000.00	\$ -	\$ -	\$ -	\$ -	\$ 182,000.00	\$ 115,000.00	\$ 83,757.00
Content Production	\$ 25,000.00	\$ 50,407.97	\$ -	\$ -	\$ -	\$ -	\$ 75,407.97	\$ 98,600.00	\$ 35,000.00
Website	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 10,450.00	\$ 62,700.00	\$ 62,700.00	\$ 62,700.00
2022 Visitor Guide	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 48,000.00	\$ 48,000.00	\$ 60,000.00
TOTAL	\$ 109,950.00	\$ 231,857.97	\$ 58,450.00	\$ 18,450.00	\$ 18,450.00	\$ 18,450.00	\$ 455,607.97	\$ 387,720.00	\$ 283,957.00
Grants and Sponsorships									
Grant Funds			\$ 200,000.00				\$ 200,000.00	\$ 200,000.00	\$ 115,000.00
Totals	\$ 348,258.77	\$ 433,799.37	\$ 492,793.81	\$ 126,752.50	\$ 95,453.04	\$ 279,542.51	\$ 1,801,600.00	\$ 1,592,935.48	\$ 1,257,177.70
CARES GRANT									
Furniture and Equipment							\$ -	\$ 10,725.29	\$ -
Information Distribution							\$ -	\$ 1,893.14	\$ 10,000.00
Printing							\$ -	\$ 11,362.04	\$ 5,000.00
Promotional Items							\$ -	\$ 15,014.18	\$ -
Business Development							\$ -	\$ 7,385.00	\$ 50,000.00
Business Retention							\$ -	\$ -	\$ -
Research/Planning							\$ -	\$ 11,530.00	\$ 10,000.00
Public Relations							\$ -	\$ 52,257.42	\$ 50,000.00
Event Expense							\$ -	\$ 1,826.00	\$ 15,000.00
Professional/Insurance							\$ -	\$ 35,000.00	\$ 10,000.00

Sponsorships						\$ -	\$ 17,500.00	\$ 50,000.00
Print Advertisements						\$ -	\$ 20,000.00	\$ 50,000.00
Banners/Displays/Signs						\$ -	\$ -	\$ -
Billboards/Out of Home						\$ -	\$ -	\$ 50,000.00
Broadcast Media						\$ -	\$ -	\$ -
Digital/Social Marketing						\$ -	\$ 159,589.00	\$ 50,000.00
Content Production						\$ -	\$ 18,530.34	\$ 71,581.00
Special Projects						\$ -	\$ 215,168.82	\$ -
Grants and Sponsorships						\$ -	\$ -	\$ -
FAM Tours/Site Visits						\$ -	\$ -	\$ -
						\$ -	\$ 577,781.23	\$ 421,581.00
Total by Area						\$ 1,801,600.00	\$ 2,170,716.71	\$ 1,678,758.70