

**TOURISM FUND  
BUDGET SUMMARY  
as of 03/31/2025**

0.25

<b>FUND: 012 - TOURISM FUND</b>	<b>2024 Actual*</b>	<b>2025 Budget</b>	<b>Budget thru March</b>	<b>YTD Actual</b>	<b>Variance - Favorable/ (Unfavorable)</b>
<b>Revenue</b>					
Lodging Tax - Current	\$ 364,048	\$ 740,000	\$ 185,000	\$ 102,731	\$ (82,269)
Interest Income	9,957	4,500	1,125	1,068	(57)
Contributions, Donations & Sales-SFT Days	21,729	-	-	3,665	3,665
Lodging Tax Late Fee	1,307	-	-	-	-
Sales Tax Commission	48	-	-	10	10
Miscellaneous Rev	300	555	139	50	(89)
VWC Travel Shoppe Rev	17,318	17,500	4,375	1,901	(2,474)
State Grants	-	40,000	10,000	40,000	30,000
	<u>\$ 414,707</u>	<u>\$ 802,555</u>	<u>\$ 200,639</u>	<u>\$ 149,425</u>	<u>\$ (51,214)</u>
<b>Expenses</b>					
Personnel/Expenses - VWC/Trolley - 20%	\$ 103,259	\$ 148,000	\$ 37,000	\$ 18,349	\$ 18,651
Marketing - 35%	189,581	299,000	74,750	85,297	(10,547)
Recreation Facilities/Programs - 30%	157,583	222,000	55,500	45,919	9,581
Art & Cultural Events - 10%	32,800	74,000	18,500	15,750	2,750
Miscellaneous - 5%	72,517	29,755	7,439	3,372	4,066
Admin Costs - 2%	7,281	14,800	3,700	-	3,700
Tourism Fund Reserve/Capital Outlay Exp	163,357	-	-	-	-
Travel Shoppe Expenses	12,816	15,000	3,750	1,499	2,251
	<u>739,195</u>	<u>802,555</u>	<u>200,639</u>	<u>170,188</u>	<u>30,451</u>
Revenue Over (Under) Expenditures	<u>\$ (324,488)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ (20,763)</u>	<u>\$ (20,763)</u>

\*unaudited

**Lodging Tax Allocations per Ordinance #3072 - Adopted 4/18/2023**

20% Personnel and expenses related to tourism-VWC & convention center  
35% Marketing/Advertising  
30% Maintenance/Improvement/Development of rec facilities and programs  
10% Art & Cultural Events  
5% Miscellaneous  
2% Admin Costs

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## 20% - PERSONNEL / EXPENSES RELATED TO TOURISM (VWC & TROLLEY)

<u>Visitor Welcome Center</u>	<u>2025 Budget</u>	<u>2025 Actual</u>
Wages-Regular	44,887	9,150
FICA/Medicare	3,434	663
Health Insurance	7,395	2,475
Life Insurance	42	14
Retirement	2,693	549
 <b>Building Repair &amp; Maint</b>	 12,000	
Alarm Monitoring Fee		
Janitorial Service		1,800
Janitorial Supplies		150
Trash Service		102
Misc Supplies		40
Repair & Maintenance		
 Telephone	 5,250	 1,142
 Training/Travel/Mileage	 1,000	 -
 Utilities	 10,000	 1,624
 Volunteer Enhancements	 3,000	 -
 Coffee & Condiments	 550	 47
 Copier	 2,000	 149
 Office Supplies	 500	 22
 Other Operating Expense	 31,995	 -
 <u>Trolley</u>		
Wages-Regular	21,600	392
Wages-Overtime	-	-
FICA/Medicare	1,654	30
	<u>148,000</u>	<u>18,349</u>

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**35% - MARKETING / ADVERTISING**

	<b>2025 Budget</b>	<b>2025 Actual</b>
<b>Advertising/Publications</b>	299,000	
Colorado Tourism Office Marketing Grant		30,000
Global Vista Tech-Destination IQ Mktg Svcs		53,375
Global Vista Tech-Destination IQ Website		750
Canis Software		348
Phillips Broadcasting Advertisement		728
Miscellaneous Expenses		96
Raton Visitor Guide Ad		-
Restaurant Guide Inserts		-
Passport to Summer-Chronical News		-
Summer Guide-World Journal		-
Visitors Guide Redesign		-
	<u>299,000</u>	<u>85,297</u>

**30% - Recreation**

<b>Recreation</b>	<b>2025 Budget</b>	<b>2025 Actual</b>
<b>Wages-Regular</b>	74,922	15,254
<b>FICA/Medicare</b>	5,731	1,046
<b>Health Insurance</b>	23,369	-
<b>Life Insurance</b>	42	-
<b>Retirement</b>	4,495	915
<b>Training/Travel/Mileage</b>	-	641
<b>Horticulture Program</b>	35,000	1,215
<b>Santa Fe Trail Days Festival</b>	30,000	-
<b>Recreation Facilities / Events</b>	48,441	
Fireworks		26,612
OOR Promotional Stickers		236
Rad Fest Promos/Swag		-
Miscellaneous		-
	<u>222,000</u>	<u>45,919</u>

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**10% - Arts & Cultural Events**

	<b>2025 Budget</b>	<b>2025 Actual</b>
<b>Local Festival Funding</b>	53,000	
Pony Xpress Gravel 160		5,000
Trinidad State College 100 Year Anniversary		5,000
Trinidad Community Farmers Market		2,000
AR Mitchell Museum Exhibits & Programs		-
Main Street Live 2024 Theatre Season		-
Trinidad Triggers 2024 Season		-
Trinidad's Legacy Rodeo		-
Mt Carmel Summer Music Series		-
 <b>Arts &amp; Culture Advisory Commission</b>	 11,000	 -
 <b>Main Street Board</b>	 10,000	 3,750
	<u>74,000</u>	<u>15,750</u>

**5% - Miscellaneous**

<b>Postage/Shipping</b>	-	7
<b>Training/Travel/Mileage</b>	5,000	2,210
<b>Dues &amp; Subscriptions</b>	1,250	1,155
<b>Other Operating Expense</b>	16,505	-
<b>Trolley Vehicle Repair &amp; Maint</b>	3,000	-
<b>Trolley Gasoline &amp; Diesel</b>	4,000	-
	<u>29,755</u>	<u>3,372</u>

**2% ADMIN FEES**

<b>Transfer Out - Gen Fund</b>	14,800	
To transfer Q1 & Q2 LT 2% admin fee		-
To transfer Q3 & Q4 LT 2% admin fee		-
	<u>14,800</u>	<u>-</u>

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**TRAVEL SHOPPE**

	<b>2025 <u>Budget</u></b>	<b>2025 <u>Actual</u></b>
<b>Travel Shoppe</b>		
Travel Shoppe Inventory/Merchandise	14,350	1,433
<b>Credit Card Fees</b>	650	66
	<u>15,000</u>	<u>1,499</u>