

**HCVB Draft Working Budget
2023 - 2024**

Revenue			
<u>Class</u>	<u>Description</u>	<u>Amount</u>	<u>Notes</u>
County TOT	Per contract	\$ 315,874.00	
Rent	Per contract	\$ 9,000.00	Brenda Tuxford Gallery/Ink People
Rent		\$0	
22/23 Funds		\$ 100,000.00	Carried over
		<u>\$ 424,874.00</u>	
		\$ 116,846.00	Reserve / Contingency
	Total Funds	<u>\$ 541,720.00</u>	
Level One Expenses			
Operations	Personell	\$ 132,000.00	Payroll, Taxes, Workers Comp (+\$7K)
Administrative	Occupancy	\$ 50,550.00	Rent
	Utilities	\$ 8,100.00	Phone, internet, PGE, Alarm
	Insurances	\$ 4,700.00	General Liability, D&D
	Office Supplies	\$ 2,000.00	General
	Online Office	\$ 500.00	Carbonite, zoom etc
	Telephones	\$ 2,000.00	
	Computer	\$ 1,000.00	
Contracts	Accountants	\$ 20,000.00	CM&M
	Web	\$ 27,500.00	Monthly from September
Meetings	Local Meetings	\$ 2,000.00	Board, Committees, other
	Professional meetings	\$ 6,500.00	Dues, research, conferences
		<u>\$ 256,850.00</u>	
Marketing	Media	\$ 2,500.00	Media / fam / hosting
	Social Media / Newsletter	\$ 5,000.00	digital / newsletter
	Advertising	\$ 2,500.00	print
	Software	\$ 720.00	Monday.com (Gateways)
Other	Postage / fulfillment	\$ 4,000.00	(Brochures sent in-house)
	Co-Op Marketing	\$ 11,000.00	NCTC, matched by Visit California
Consultant		\$ 30,000.00	
		<u>\$ 55,720.00</u>	
	Sub Total	<u>\$ 312,570.00</u>	
Marketing	Website / displays	\$30,000.00	Regional, businesses
Other	Printed Materials	\$ 28,000.00	Map&Guide,
	Brochure Distribution	\$ 12,000.00	Fulfillment throughout county, state and other
	4 Campaigns	\$40,000.00	Seasonal: Video, still photography, placement
		<u>\$110,000.00</u>	
	Total	<u>\$ 422,570.00</u>	