

TRAVEL JUNEAU  
FY20 BUDGET - APPROVED BY BoD 3/28/19

1  
4/15/2019

Line	Description & Notes	Convention Sales (1)	Dest Mkt (2)	Vis Svc (3)	Partner Svc (4)	Admin (5)	Special Projects & Pass-throughs (6)	Proposed FY20	Approved FY19	Requested FY 20 Increment from HBT Fund Res
<b>REVENUES &amp; INCOME</b>										
4000	Hotel Bed Tax - CBJ Grant	233,465	351,372	80,366	4,928	214,869		885,000	860,000	120,000
	Approved increment	44,000	76,000					120,000		
4001	Partnership Sales	4,402	16,733	15,240	51,234	8,391		96,000	92,000	
4010										
4025										
4100	Ad Sales & Media Expense Recovery		10,000	11,000	15,000			36,000	36,000	
4200	Website Add'l Listings				7,500			7,500	7,500	
4250	Travel Planner Add'l Listings	1,500			4,500			6,000	4,500	
4350	Travel Fair Vendors				7,500			7,500	7,500	120,000
4400	Annual Mtg				350			350	350	
4450	Marketing Momentum				2,250			2,250	2,250	
								0		
4500	Booth Share		3,000					3,000	3,000	
								0		
4550	Mtg Planner Event Vendors	0						0		
4600	Interest					125		125	125	
4650	MPFs for Visitor Services			148,300				148,300	135,600	
4675	Label Sales			300				300	300	
4700	Other revenue & income			100		350		450	450	120,000
4750	Pass-through and Special Projects - Class 6									
	Crossing Guard Program - MPFs	2,959	16,052		13,535		292,914	325,460	237,500	
	TBMP stipend								450	
4770	Carry-over								84,460	
<b>TOTAL REVENUES</b>		<b>286,326</b>	<b>473,157</b>	<b>255,306</b>	<b>106,797</b>	<b>223,735</b>	<b>292,914</b>	<b>1,638,235</b>	<b>1,471,985</b>	<b>120,000</b>

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	<b>DESTINATION MARKETING</b>										
6600	Travel Writer Expenses/PR			38,000					38,000	27,000	10,000
6700	Consumer Shows										
	All shows to 6400										
6710	Destination Print Advertising			20,000					20,000	20,000	
6720	Destination Digital Advertising			60,000					60,000	35,000	15,500
	incl AK Seaplanes - YXY promos	At CBJ Request - \$10K									
6725	Destination Photos, Video, & Graphic Design			40,980					40,980	9,000	27,500
6730	Destination Social Media Promotion			8,500					8,500	7,500	
6735	Social Media Specialist	Contract	17,750	17,750					35,500	8,000	
6740	Travel Guide Production	Holding place									
6750	Website Hosting & Maintenance			64,150					64,150	60,800	
	<b>VISITOR SERVICES</b>										
6810	AKA Fulfillment (bulk mail)				15,000				15,000	15,000	
6815	Storage				2,650				2,650	2,650	
6820	Volunteer - Training				5,000				5,000	5,000	
6825	Volunteer Recognition				6,000				6,000	4,500	
6830	Summer Assistants				20,000				20,000	21,000	
6840	Parking - Seasonal				650				650	500	
6845	Travel Guide Dist - Interior				2,500				2,500	2,500	
6850	Visitor Site Supplies				3,000				3,000	3,500	
6852	Copy/Printing - Dept Specific				2,500				2,500	5,000	
6855	DT Walking Map				25,680				25,680	23,000	
6860	Visitor Retention										
6865	Cruise Calendar Prod				600				600	600	

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	<b>PARTNER SERVICES</b>									
6910	Travel Fair				5,950			5,950	5,582	
6925	Partnership Education				2,500			2,500	3,000	
6940	Election									
	Annual Meeting & Annual Rpt									
6945					4,200			4,200	4,100	
6950	New Partner Recruitment				500			500	500	
6965	Decals				475			475	460	
6970										
6975	Dining Guides				4,500			4,500	4,800	
	<b>ADMIN</b>									
7010	Rent	1,875	1,875	3,755	1,875	39,620		49,000	47,130	
7015	Property Insurance	242	242	484	242	240		1,450	1,450	
7020	Liability Insurance	450	450	900	450	450		2,700	2,700	
7025	Employee Dishonesty Insurance					475		475	475	
7030	Fees & Taxes					5,800		5,800	5,800	
7040										
7050	Board of Directors					4,211		4,211	5,481	
7070	Accounting					9,800		9,800	7,900	
7080	DestNEXT - DMO evaluation								12,000	
7090	Non-Designated Reserve									
	For capital purchases (e.g., new rental space or									
	From earned income									
8100	<b>SPECIAL PROJECTS - CLASS 6</b>									
	Crossing Guard Program (MPF)									
	\$325,460 - 10% Admin Fee						292,914	292,914	230,375	
	Pt 2 - Visitor Survey								41,230	
	Pt 2 - Convention Survey								7,125	
	<b>TOTAL EXPENSES</b>	<b>286,326</b>	<b>473,157</b>	<b>255,306</b>	<b>106,797</b>	<b>223,735</b>	<b>292,914</b>	<b>1,638,235</b>	<b>1,471,985</b>	<b>120,000</b>

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