

TUOLUMNE COUNTY VISITORS BUREAU BUDGET		
	2019/2020	2020/2021
Income		
Partnership Co-ops	18,500	18,500
Partnership Dues	37,750	40,000
Retail Sales	3,000	3,000
TOT Income - City of Sonora	135,000	150,000
TOT Income - County	1,175,000	1,280,750
Vacation Planner	30,000	34,000
Total Income	\$ 1,399,250	\$ 1,526,250
Cost of Goods Sold	1,550	1,850
Gross Income	\$ 1,397,700	\$ 1,524,400
Expenses		
Automobile	4,800	6,050
Conference & Education	14,780	14,300
Insurance	3,500	4,100
Marketing		
Community Relations	75,000	75,000
Digital Content Development	32,500	27,500
Dues	12,125	15,900
E-Newsletter	750	750
Film Commission Expenses	7,500	7,500
Internet Marketing	72,700	74,700
Print Ads	81,000	80,125
Public Relations	92,650	105,200
Radio	21,000	21,000
Regional Co-op Marketing	22,500	22,500
Research	200	36,200
Special Promotions	10,000	15,000
Strategic Partnerships	75,000	75,000
Television	131,000	139,200
Travel Shows & Conventions	40,800	40,450
Travel Trade	50,000	60,000
Vacation Planner & Other Collateral Assets	84,000	88,000
Website & Mobile Technology	30,050	26,050
Total Marketing	\$ 838,775	\$ 910,075
Office Expense	89,650	92,950
Partnership Expense	12,550	14,800
Payroll	433,645	482,125
Total Expenses	\$ 1,397,700	\$ 1,524,400
Net Income	\$ -	\$ -