FY26/27 Budget - Approved Date: 6/18/26	Total	Sept 2026 Update	
Income			
4030 County BID	$1,200,000.00		
4031 County BID adjustments		-$36,000.00	
Total Income	$1,200,000.00		
Gross Profit	$1,200,000.00		
Expenses			
1- MEDIA & WEBSITE			
50 Advertising / Media			
5130 Print & Online Advertising	$180,000.00		
5150 Ad Development/Design	$0.00		
5170 Photography	$0.00		
5240 Research & Development	$22,000.00		
5280 Video Development	$30,000.00		
5290 Marketing Contingency	$8,000.00	$0.00	Removed Marketing Contigency
Total 50 Advertising / Media	$240,000.00	$232,000.00	Decreased $8,000
55 Marketing / Public Relations			
5510 Public Relations Contract	$0.00		
5520 Marketing Agency Contract	$24,000.00	$36,000.00	Agency Xi Ad purchasing and Maintenance/Development
5540 Clipping Service	$4,000.00		
5550 In-Market PR Stunts	$0.00		
5560 Media Events	$20,916.66		
5610 Travel -PR Related	$6,000.00		
5680 Visiting Media FAM Exp	$5,500.00		
Total 55 Marketing / Public Relations	$60,416.66	$72,416.66	Increased $12,000
57 Website Maint / Development			
5710 Interactive Media Coordinator	$30,000.00	$36,000.00	Agency Xi Social Media Managing
5740 Content Creation	$18,000.00	$36,000.00	Content Creators/Influencers
5750 Development/ Maintenance	$6,000.00		
Website Development - Booking Link etc	$18,280.00		
5780 Interactive Marketing	$1,200.00		
Total 57 Website Maint / Development	$73,480.00	$97,480.00	Increased $ 24,000
58 Leisure / Group Sales	$0.00		
5810 Promotion Items, Booth Develop	$3,000.00		
5820 Consumer & Trade Shows	$0.00		
5870 Shipping - Travel Shows	$0.00		
5880 Travel - Leisure/Group Sales	$0.00		
5885 Travel - Group FAMs	$0.00		
5890 Misc. Sales Opportunities	$6,000.00		
Total 58 Leisure / Group Sales	$9,000.00		
Total 1- MEDIA & WEBSITE	$382,896.66		
2- VISITOR SVS / PARTNERSHIPS	$0.00		
6550 Conferences & Seminars	$7,000.00		
6555 Conferences & Seminars Travel	$9,060.00		
6570 In-County Relations	$13,350.00		
6575 Stakeholder Networking	$3,000.00		
6590 Memberships	$3,600.00		
6610 North Coast Tourism Council	$13,000.00		
Total Partnerships	$49,010.00		
6720 Event & Festival Guides	$46,000.00		
6730 Incentives & Sponsorships	$0.00		
6770 Visitor Centers & Signage	$20,000.00		
Total Visitor Services	$66,000.00		
Total 2- VISITOR SVS / PARTNERSHIPS	$115,010.00		
3- ADMIN EXPENSES			
7010 Accounting	$36,300.00		
7060 Bank Fees	$600.00		
7080 Board Development	$38,825.00		
7090 Copying & Printing	$2,400.00		
7100 Dues & Subscriptions	$16,476.00		
7130 Legal Fees	$1,000.00		
7150 Meeting Expenses	$1,620.00		
7200 Office Expense	$4,800.00		
7210 Postage & Shipping	$5,700.00	$2,250.00	Decreased $3,450
7280 Travel Expenses	$12,000.00		
Total General Admin	$119,721.00	$117,471.00	Decreased $2,250
Occupancy Costs			
7650 Rent	$32,400.00		
7660 Insurance	$3,036.00		
7850 Repairs & Maintenance	$4,500.00	$3,036.00	Decreased $1,464
7890 Taxes	$300.00		
7910 Telecommunication	$6,420.00	$5,070.00	Decreased $1,350
7950 Utilities	$11,460.00		
7990 Depreciation Expense	$0.00		
Total Occupancy Costs	$58,116.00	$53,691.00	Decreased $4,425
Total 3- ADMIN EXPENSES	$177,837.00	$171,162.00	Decreased $6,675
4- PERSONNEL			
8510 Salaries & Wages	$396,000.00	$356,000.00	Decreased $40,000
8520 Paid Time Off	$27,999.96		
8530 Payroll Taxes	$54,846.00	$45,289.50	Decreased $9,556.50
8540 Payroll Processing Fees	$2,228.00		
8550 Workers Comp	$3,000.00		
8551 Workers Comp Liability Acct	$3,394.12		
8570 Health Insurance	$33,000.00	$25,500.00	Decreased $7,500
8590 Contract Work	$0.00		
Total 4- PERSONNEL	$522,968.08	$465,568.74	Decreased $57,399.34
Total Expenses	$1,198,711.74	$1,162,637.40	Decreased $36,074.34
Net Operating Income	$1,288.26	$1,362.60	
Net Income	$0.00		