

## Lacombe Regional Tourism 2022 Draft Budget

	<b>2020</b>	<b>2021</b>	<b>2022</b>
	Budget 01/01/2020 to 31/12/2020	Budget 01/01/2021 to 31/12/2021	Budget (with 2.7% ask increase in City & County funding) 1/1/2022 31/12/2022
<b>REVENUE</b>			
Grants Income			
Canada Day Grants and Sponsorships	9,000.00	5,000.00	5,000.00
Culture & Harvest Festival Grants	7,500.00	7,500.00	4,000.00
Culture & Harvest Festival Sponsorships	10,000.00	12,000.00	12,000.00
Light Up the Night Grant	7,500.00	7,500.00	7,500.00
Travel Alberta Partnership Marketing Fund		25,000.00	25,000.00
Summer Student Staffing Grants (2 Student)	3,700.00	9,500.00	9,500.00
Total Grant Income	37,700.00	66,500.00	63,000.00
			-
Income Other			-
Publication Revenue	12,000.00	0.00	-
Tear Away Map Revenue		4,000.00	4,000.00
City of Lacombe	50,960.00	55,960.00	57,470.92
Lacombe County	44,756.00	44,756.00	45,974.68
Retail Sales			1,500.00
Memberships	12,000.00	4,500.00	5,000.00
Total Income	119,716.00	109,216.00	115,445.60
			-
<b>TOTAL REVENUE</b>	<b>157,416.00</b>	<b>175,716.00</b>	<b>178,445.60</b>
			-
<b>EXPENSE</b>			-
<b>Advertising &amp; Promotion</b>			
Travel Alberta Partnership Marketing Fund (Route 12 Project)	-	0.00	5,000.00
Print Advertising (Activity itineraries)			8,000.00
Paid Media Visits			-
Digital Advertising			
Website Maintenance	1,500.00	1,500.00	5,800.00
Visitor Guide Publication	12,000.00	0.00	10,000.00
Business Partnership Fund			-
Advertisng & Promotion Total	13,500.00	1,500.00	28,800.00

<b>Tourism Development</b>			-
Mobile Unit Operating costs & Reserve		1,000.00	4,000.00
Central AB Tourism Alliance	5,000.00	5,000.00	-
<b>Tourism Development Total</b>	<b>5,000.00</b>	<b>6,000.00</b>	<b>4,000.00</b>
<b>Events Production</b>			-
Harvest Festival	17,500.00	19,500.00	12,000.00
Canada Day	9,000.00	5,000.00	5,000.00
Light Up the Night	7,500.00	7,500.00	7,500.00
Lacombe Beer Festival	-	0.00	6,000.00
<b>Event Production Total</b>	<b>34,000.00</b>	<b>32,000.00</b>	<b>30,500.00</b>
<b>Retail</b>			2,000.00
<b>Administration</b>			-
Postage	63.00	63.00	500.00
Insurance	800.00	2,000.00	2,000.00
Staff Benefits			1,680.00
Wages	92,500.00	93,700.00	86,229.90
Accounting & Legal	1,800.00	1,800.00	2,000.00
Memberships	515.00	515.00	-
Phone-Internet	1,500.00	1,500.00	1,500.00
Equipment	250.00	250.00	-
Office Supplies	660.00	660.00	2,000.00
Mileage General	1,028.00	1,028.00	1,000.00
Professional Development	3,200.00	2,000.00	1,200.00
Bank charges , CAFT, & Interest	500.00	500.00	1,000.00
Mobile Unit		0.00	5,000.00
Rent		0.00	9,000.00
<b>Total Admin Expenses</b>	<b>102,816.00</b>	<b>104,016.00</b>	<b>111,909.90</b>
			-
<b>TOTAL EXPENSE</b>	<b>155,316.00</b>	<b>143,516.00</b>	<b>178,446.90</b>
<b>NET INCOME</b>		<b>32,200.00</b>	-
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Draft Sept. 22, 2021			