

Explore La Crosse: 2018 Budget			2018 Annual Budget	2017 Annual Budget	2017 YTD Actual Jan - July	2017 YTD Budget Jan - July
		Room Tax La Crosse	\$ 819,000.00	\$ 856,000.00	\$ 461,949.93	\$ 391,000.00
		Room Tax Campbell	\$ 40,000.00	\$ 32,000.00	\$ 23,829.47	\$ 19,000.00
		Room Tax Onalaska	\$ 285,500.00	\$ 335,000.00	\$ 165,316.00	\$ 161,000.00
		Room Tax West Salem	\$ 13,000.00	\$ 10,000.00	\$ 8,761.47	\$ 5,000.00
		Room Tax Holmen	\$ 7,500.00	\$ 6,500.00	\$ 4,018.87	\$ 3,250.00
		<b>Total Room Tax</b>	<b>\$ 1,165,000.00</b>	<b>\$ 1,239,500.00</b>	<b>\$ 663,875.74</b>	<b>\$ 579,250.00</b>
		Literature Sales / Visitor Guide	\$ 71,000.00	\$ 58,000.00	\$ 69,169.00	\$ 58,000.00
		Membership Dues	\$ 80,000.00	\$ 60,000.00	\$ 56,120.00	\$ 41,910.00
		Satellite Brochure Distribution	\$ 5,400.00	\$ 2,500.00	\$ 4,040.00	\$ 1,250.00
		Bureau Services	\$ 5,500.00	\$ 5,500.00	\$ -	\$ 2,750.00
		La Crosse Center Concession Agmt	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
		Special Promotions	\$ 10,500.00	\$ 10,500.00	\$ -	\$ 10,500.00
		Co-op Advertising/In Kind Donations	\$ 4,500.00	\$ 4,500.00	\$ 3,841.50	\$ 2,000.00
		Interest Income	\$ 500.00	\$ 500.00	\$ 246.31	\$ 290.00
		Miscellaneous	\$ 1,500.00	\$ 1,500.00	\$ 2,629.18	\$ 875.00
		I 90 Welcome Center (Grants, etc)	\$ 15,000.00	\$ 15,000.00	\$ -	\$ 7,500.00
		Special Events				
		Special Promotions / Sports	\$ 231,650.00	\$ 200,000.00	\$ 221,495.76	\$ 183,201.00
		Trolley: Ticket Sales	\$ 13,000.00	\$ 12,500.00	\$ 5,633.05	\$ 5,285.00
		Trolley: other	\$ 300.00	\$ 300.00	\$ -	\$ -
		Mobile Unit Grants / Sponsorships	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00
		Wisc. Dept of Tourism Grants				
		<b>TOTAL REVENUE</b>	<b>\$ 1,616,350.00</b>	<b>\$ 1,622,800.00</b>	<b>\$ 1,037,050.54</b>	<b>\$ 905,311.00</b>

CONTINGENCY FUND: Each of these expenditures require specific Board approval. (Capital Assets)

		Rep Wages	\$ 8,000.00	\$ 7,000.00	\$ 4,900.88	\$ 3,500.00
		Insurance	\$ 73,000.00	\$ 93,500.00	\$ 18,569.69	\$ 34,650.00
		P&C AND WC INSURANCE	\$ 20,000.00	\$ 12,000.00	\$ 11,485.46	\$ 7,320.00
		IRA'S	\$ 19,000.00	\$ 15,000.00	\$ -	\$ -
		Wages	\$ 516,535.00	\$ 488,000.00	\$ 288,847.25	\$ 292,000.00
		Part time wages RS	\$ 19,000.00	\$ 18,000.00	\$ 10,000.00	\$ 12,500.00
		FICA & UC	\$ 45,000.00	\$ 43,000.00	\$ 19,785.25	\$ 21,000.00
		CORP TAX	\$ 1,800.00	\$ 1,750.00	\$ 1,691.00	\$ 2,250.00
		Personal Property Tax	\$ 1,400.00	\$ 1,600.00	\$ 1,320.97	\$ 1,600.00
		Training	\$ 7,000.00	\$ 7,000.00	\$ 4,975.00	\$ 7,000.00
		Maintenance	\$ 30,000.00	\$ 30,000.00	\$ 19,049.19	\$ 17,450.00
		Utilities	\$ 15,000.00	\$ 14,000.00	\$ 7,662.56	\$ 9,100.00
		Leases	\$ 32,265.00	\$ 15,000.00	\$ 17,738.19	\$ 15,939.90
		Temporary Services	\$ 20,000.00	\$ 28,000.00	\$ 18,717.98	\$ 18,831.00
		Office Supplies	\$ 13,000.00	\$ 8,000.00	\$ 10,038.05	\$ 4,666.67
		Office Equipment	\$ 4,000.00	\$ 1,600.00	\$ 2,046.49	\$ 933.35
		Audit	\$ 9,000.00	\$ 9,000.00	\$ 9,545.00	\$ 9,000.00
		Postage & Shipping	\$ 27,500.00	\$ 26,000.00	\$ 17,401.95	\$ 12,100.00
		Telephone	\$ 19,000.00	\$ 18,500.00	\$ 16,102.92	\$ 10,750.00
		Membership	\$ 23,000.00	\$ 25,000.00	\$ 12,269.50	\$ 19,425.00
		Subscriptions	\$ 350.00	\$ 350.00	\$ -	\$ 200.00
		Printing	\$ 58,000.00	\$ 56,000.00	\$ 42,727.52	\$ 43,383.00
		Advertising	\$ 165,000.00	\$ 175,000.00	\$ 114,622.96	\$ 124,137.75
		Outdoor Advertising	\$ 20,000.00	\$ 20,000.00	\$ 8,128.50	\$ 10,000.00
		Digital Promotions	\$ 12,000.00	\$ 23,000.00	\$ 5,772.70	\$ 11,426.00
		Web Site Improvements/Maintenance	\$ 12,000.00	\$ 17,000.00	\$ 12,558.40	\$ 11,825.00
		Registration Fees	\$ 12,000.00	\$ 19,000.00	\$ 5,418.87	\$ 15,990.00
		Travel	\$ 15,000.00	\$ 17,500.00	\$ 12,224.40	\$ 10,159.00
		Lodging	\$ 16,000.00	\$ 18,000.00	\$ 11,535.99	\$ 11,415.00
		Meals & Meetings	\$ 12,000.00	\$ 15,000.00	\$ 7,554.91	\$ 9,665.00
		FAMILIARIZATION Tours	\$ 3,500.00	\$ 7,000.00	\$ 372.42	\$ 2,800.00
		Special Promotions	\$ 60,000.00	\$ 65,000.00	\$ 52,515.83	\$ 45,350.00
		Special Promotions: Trolley	\$ 10,000.00	\$ 15,500.00	\$ 3,073.90	\$ 9,100.00
		Promotional Gifts	\$ 30,000.00	\$ 30,000.00	\$ 16,237.96	\$ 20,000.00
		Convention Services	\$ 7,000.00	\$ 17,000.00	\$ 4,305.42	\$ 4,900.00
		Convention Subsidies	\$ 46,000.00	\$ 51,000.00	\$ 27,023.21	\$ 34,150.00
		Room Tax Audit	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -
		Riverside USA Museum	\$ 6,000.00	\$ 6,000.00	\$ 3,262.48	\$ 3,500.00
		Community Grant Program	\$ 80,000.00	\$ 74,000.00	\$ 28,020.82	\$ 42,775.00
		Visitor Center (non-labor)	\$ 3,500.00	\$ 3,500.00	\$ 9,042.73	\$ 250.00
		Special Events	\$ 132,000.00	\$ 114,500.00	\$ 131,535.40	\$ 114,500.00
		Miscellaneous	\$ 1,500.00	\$ 1,500.00	\$ 1,157.43	\$ 1,916.69

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		Recruitment Expense	\$ 1,500.00	\$ 3,000.00	\$ -	\$ 1,500.00
		Professional Services	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -
		Depreciation	\$ 5,000.00	\$ 7,500.00	\$ -	\$ -
		TOTAL EXPENSES	\$ 1,616,350.00	\$ 1,622,800.00	\$ 989,239.18	\$ 1,028,958.36

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 Capital Expenditures for 2018

If funds are available and only after approval of each individual expenditure by the LCCVB Board of Directors

Camera Lenses	\$2,200.00
Show Booth Display	\$2,500.00
Computers	\$3,500.00
Monitor for Van	\$2,500.00
<b>Total</b>	<b>\$10,700.00</b>