

Explore La Crosse: 2019 Budget		2019 Proposed Budget	2018 Annual Budget	2018 YTD Actual Jan - July	2018 YTD Budget Jan - July
	Room Tax La Crosse	\$ 907,000.00	\$ 819,000.00	\$ 465,636.59	\$ 407,000.00
	Room Tax Campbell	\$ 38,000.00	\$ 40,000.00	\$ 17,385.30	\$ 20,000.00
	Room Tax Onalaska	\$ 295,000.00	\$ 285,500.00	\$ 139,172.27	\$ 142,750.00
	Room Tax West Salem	\$ 17,000.00	\$ 13,000.00	\$ 8,333.38	\$ 8,000.00
	Room Tax Holmen	\$ 8,500.00	\$ 7,500.00	\$ 4,101.74	\$ 5,500.00
	<b>Total Room Tax</b>	<b>\$ 1,265,500.00</b>	<b>\$ 1,165,000.00</b>	<b>\$ 634,629.28</b>	<b>\$ 583,250.00</b>
	Literature Sales / Visitor Guide	\$ 78,000.00	\$ 71,000.00	\$ 59,761.42	\$ 71,000.00
	Membership Dues	\$ 88,000.00	\$ 80,000.00	\$ 56,901.00	\$ 57,108.00
	Satellite Brochure Distribution	\$ 6,000.00	\$ 5,400.00	\$ 4,156.23	\$ 4,700.00
	Bureau Services	\$ 5,500.00	\$ 5,500.00	\$ -	\$ 3,000.00
	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	\$ 4,080.00	\$ 4,500.00
	Interest Income	\$ 500.00	\$ 500.00	\$ 1,037.34	\$ 290.00
	Miscellaneous	\$ 1,500.00	\$ 1,500.00	\$ 39,390.12	\$ 985.00
	I90 Welcome Center (Grants, etc.)	\$ 15,000.00	\$ 15,000.00	\$ 4,237.00	\$ 7,500.00
	CVB Services	\$ 8,000.00	\$ -	\$ 4,236.84	\$ -
	Special Events				
	Special Promotions / Sports	\$ 275,000.00	\$ 231,650.00	\$ 272,903.22	\$ 229,150.00
	Trolley: Ticket Sales	\$ 13,000.00	\$ 13,000.00	\$ 4,529.00	\$ 5,320.00
	Trolley: other	\$ 350.00	\$ 300.00	\$ -	\$ -
	Gift Shop	\$ 2,200.00	\$ -	\$ 1,084.11	\$ -
	Mobile Unit Grants / Sponsorships	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00
	Wisc. Dept. of Tourism Grants	\$ -	\$ -	\$ -	\$ -
	<b>TOTAL REVENUE</b>	<b>\$ 1,786,050.00</b>	<b>\$ 1,616,350.00</b>	<b>\$ 1,096,945.56</b>	<b>\$ 989,803.00</b>

35% of the total room tax dollars collected are paid to the LCCVB from the City of La Crosse. This adjustment started in 2018. If we stay on our current pace we should end the year at \$877,000 for 2018. With the uncertainty the La Crosse Center's future, we increased the 2019 room tax budget by 3.5 % over the current 2018 projection or pace.

In June of 2018 we sold the Transit Van to the City of La Crosse. The bulk of the \$39,000.00 represents transitions that took place.

In 2018 we saw a rise in our special event revenue with the addition of the Driftless Sports Convergence. We also had a record breaking year for Beer Wine & Cheese in 2018.

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

	Rep Wages	\$ 9,000.00	\$ 8,000.00	\$ 3,820.00	\$ 3,820.00
	Insurance	\$ 70,000.00	\$ 73,000.00	\$ 32,700.00	\$ 32,700.00
	<b>P&amp;G AND WC INSURANCE</b>	<b>\$ 25,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 7,977.21</b>	<b>\$ 11,400.00</b>
	IRAS	\$ 25,000.00	\$ 19,000.00	\$ -	\$ -
	Wages	\$ 582,000.00	\$ 516,535.00	\$ 305,677.02	\$ 304,919.00
	Part time wages RS	\$ 24,000.00	\$ 19,000.00	\$ 11,872.54	\$ 11,081.00
	FICA & UC	\$ 46,000.00	\$ 45,000.00	\$ 23,107.65	\$ 23,100.00
	CORP TAX	\$ 2,000.00	\$ 1,800.00	\$ 610.00	\$ 900.00
	Personal Property Tax	\$ 1,200.00	\$ 1,400.00	\$ -	\$ 1,400.00
	Training	\$ 6,000.00	\$ 7,000.00	\$ 150.00	\$ 2,650.00
	Maintenance	\$ 33,000.00	\$ 30,000.00	\$ 18,546.12	\$ 17,775.00
	Utilities	\$ 16,500.00	\$ 15,000.00	\$ 7,633.73	\$ 9,112.50
	Leases	\$ 25,000.00	\$ 32,265.00	\$ 35,480.19	\$ 19,154.00
	Temporary Services	\$ 18,000.00	\$ 20,000.00	\$ 9,310.29	\$ 9,539.31
	Office Supplies	\$ 15,000.00	\$ 13,000.00	\$ 11,806.76	\$ 8,029.00
	Office Equipment	\$ 2,000.00	\$ 4,000.00	\$ 266.83	\$ 2,000.00
	Audit	\$ 11,500.00	\$ 9,000.00	\$ 11,085.00	\$ 4,500.00
	Postage & Shipping	\$ 30,000.00	\$ 27,500.00	\$ 19,112.90	\$ 17,500.00
	Telephone	\$ 17,000.00	\$ 19,000.00	\$ 6,091.91	\$ 11,125.00
	Membership	\$ 23,000.00	\$ 23,000.00	\$ 21,020.36	\$ 11,882.00
	Subscriptions	\$ 350.00	\$ 350.00	\$ -	\$ 350.00
	Printing	\$ 47,000.00	\$ 58,000.00	\$ 56,320.38	\$ 58,054.70
	Advertising	\$ 185,000.00	\$ 165,000.00	\$ 105,424.01	\$ 117,530.04
	Outdoor Advertising	\$ 45,000.00	\$ 20,000.00	\$ 9,860.00	\$ 8,334.00
	Digital Promotions	\$ 15,000.00	\$ 12,000.00	\$ 6,423.00	\$ 7,000.00
	Web Site Improvements/Maintenance	\$ 14,500.00	\$ 12,000.00	\$ 4,766.55	\$ 7,000.00
	Registration Fees	\$ 13,000.00	\$ 12,000.00	\$ 12,867.05	\$ 7,940.00
	Travel	\$ 14,500.00	\$ 15,000.00	\$ 11,090.00	\$ 11,410.00
	Lodging	\$ 15,500.00	\$ 16,000.00	\$ 11,262.03	\$ 10,237.50
	Meals & Meetings	\$ 10,000.00	\$ 12,000.00	\$ 7,156.00	\$ 9,335.00
	FAMILIARIZATION Tours	\$ 7,500.00	\$ 3,500.00	\$ -	\$ 2,100.00
	Special Promotions/Driftless Sports	\$ 45,000.00	\$ 60,000.00	\$ 43,955.00	\$ 52,450.00
	Special Promotions: Trolley	\$ 5,000.00	\$ 10,000.00	\$ 3,262.35	\$ 2,950.00
	Promotional Gifts	\$ 30,000.00	\$ 30,000.00	\$ 18,717.80	\$ 19,333.00
	Convention Services	\$ 6,000.00	\$ 7,000.00	\$ 5,587.06	\$ 5,000.00
	Convention Subsidies	\$ 40,000.00	\$ 46,000.00	\$ 35,877.00	\$ 38,750.00
	Room Tax Audit	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,000.00
	Riverside USA Museum	\$ 5,000.00	\$ 6,000.00	\$ 450.00	\$ 4,500.00
	Community Grant Program	\$ 85,000.00	\$ 80,000.00	\$ 40,000.00	\$ 45,000.00
	Visitor Center (non-labor)	\$ 3,700.00	\$ 3,500.00	\$ 3,936.22	\$ 2,100.00
	Special Events	\$ 205,000.00	\$ 132,000.00	\$ 204,690.00	\$ 132,000.00
	Miscellaneous	\$ 1,500.00	\$ 1,500.00	\$ 1,604.52	\$ -
	Recruitment Expense	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 750.00
	Professional Services	\$ 2,500.00	\$ 2,500.00	\$ 554.00	\$ 1,245.00
	Depreciation	\$ 5,300.00	\$ 5,000.00	\$ -	\$ -
	<b>TOTAL EXPENSES</b>	<b>\$ 1,786,050.00</b>	<b>\$ 1,616,350.00</b>	<b>\$ 1,110,071.48</b>	<b>\$ 1,047,956.05</b>

Wages reflect pay increases as well as hiring an Event & Servicing Manager.

As on the revenue side, the 2018 lease line reflects the transaction of buying the Transit Van and selling it to the City of La Crosse.

We have plans to pick up a second billboard on I90 to promote our events. This will be the east reader board near the Harley Shop.

We raised the expenses on the Beer Wine and Cheese event to match up with revenue and 2018 expenses. We are also in the process of trying to book two new fishing tournaments for 2019. One is a High School national tournament that will last for a full week.

\*\* Capital Expenditures for 2019

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

Conference Table & Chairs	\$10,000.00
Monitors and Computers for Holmen, Campbell and West Salem	\$4,000.00
Cabinets for the breakroom/kitchen	\$2,500.00
Caretling for expo booth	\$500.00
Smart Screen with stand for expo booth	\$1,500.00
<b>Total</b>	<b>\$18,500.00</b>