

Explore La Crosse: Budget				2020 Proposed Budget	2019 Annual Budget	2019 YTD Actual Jan - July	2019 YTD Budget Jan - July
			Room Tax La Crosse	\$ 785,000.00	\$ 907,000.00	\$ 468,066.07	\$ 473,500.00
			Room Tax Campbell	\$ 25,000.00	\$ 38,000.00	\$ 7,387.82	\$ 19,500.00
			Room Tax Onalaska	\$ 285,000.00	\$ 295,000.00	\$ 137,784.14	\$ 145,500.00
			Room Tax West Salem	\$ 17,000.00	\$ 17,000.00	\$ 7,427.65	\$ 9,000.00
			Room Tax Holmen	\$ 8,500.00	\$ 8,500.00	\$ 3,658.75	\$ 4,000.00
			Room Tax La Crescent	\$ 35,000.00	\$ -	\$ -	\$ -
			Total Room Tax	\$ 1,155,500.00	\$ 1,265,500.00	\$ 624,324.43	\$ 651,500.00
			Literature Sales / Visitor Guide	\$ 80,000.00	\$ 78,000.00	\$ 39,331.00	\$ 29,300.00
			Membership Dues	\$ 95,000.00	\$ 88,000.00	\$ 55,127.50	\$ 59,925.00
			Satellite Brochure Distribution	\$ 6,000.00	\$ 6,000.00	\$ 4,290.83	\$ 6,000.00
			Bureau Services	\$ 5,500.00	\$ 5,500.00	\$ 1,600.00	\$ 4,125.00
			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	\$ 4,920.87	\$ 10,000.00
			Co-op Advertising/In Kind Donations	\$ 4,500.00	\$ 4,500.00	\$ 1,625.00	\$ 4,500.00
			Interest Income	\$ 500.00	\$ 500.00	\$ 1,164.22	\$ 290.00
			Miscellaneous	\$ 1,500.00	\$ 1,500.00	\$ 2,359.12	\$ 750.00
			I 90 Welcome Center (Grants, etc.)	\$ 15,000.00	\$ 15,000.00	\$ 1,869.00	\$ -
			CVB Services	\$ 8,000.00	\$ 8,000.00	\$ -	\$ 4,125.00
			Special Events				
			Special Promotions / Sports	\$ 287,000.00	\$ 275,000.00	\$ 290,908.14	\$ 260,750.00
			Trolley: Ticket Sales	\$ 13,000.00	\$ 13,000.00	\$ 2,118.00	\$ 5,500.00
			Trolley: other	\$ 350.00	\$ 350.00	\$ -	\$ -
			Gift Shop	\$ 2,000.00	\$ 2,200.00	\$ 80.56	\$ 1,570.00
			Mobile Unit Grants / Sponsorships	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00

In 2020, we will experience a room tax budget cut of \$80,000 due to reduction in funding from the City of La Crosse. Our room tax was adjusted from 35% to 27% of total room tax dollars collected to help with the debt service of the La Crosse Center. We also anticipate a reduction in room tax of 5% due to construction on the La Crosse Center. That comes to a total reduction of \$122,000 in room tax from 2019 to 2020 from La Crosse.

An overall reduction in room tax of \$110,000.

Increasing the membership dues by \$25 per member (400 members) will generate an additional \$10,000.

Beer Wine and Cheese had a strong year in 2019. We will keep the same program for 2020 and can expect similar sales.

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			Wisc. Dept. of Tourism Grants		\$ -	\$ -	\$ -
			TOTAL REVENUE	\$ 1,696,850.00	\$ 1,786,050.00	\$ 1,039,718.67	\$ 1,050,835.00

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

			Rep Wages	\$ 10,000.00	\$ 9,000.00	\$ 7,411.44	\$ 5,900.00
			Insurance	\$ 67,000.00	\$ 70,000.00	\$ 52,803.32	\$ 41,833.31
			P&C AND WC INSURANCE	\$ 15,000.00	\$ 25,000.00	\$ 5,918.22	\$ 15,000.00
			IRA'S	\$ 22,000.00	\$ 25,000.00	\$ -	\$ -
			Wages	\$ 589,000.00	\$ 589,000.00	\$ 305,544.63	\$ 339,807.66
			Part time wages RS	\$ 25,000.00	\$ 24,000.00	\$ 11,872.54	\$ 11,081.00
			FICA & UC	\$ 46,000.00	\$ 46,000.00	\$ 25,869.67	\$ 30,300.00
			CORP TAX	\$ 1,000.00	\$ 2,000.00	\$ -	\$ 500.00
			Personal Property Tax	\$ 1,200.00	\$ 1,200.00	\$ 1,245.43	\$ 1,200.00
			Training	\$ 1,000.00	\$ 6,000.00	\$ 8.00	\$ 3,250.00
			Maintenance	\$ 30,000.00	\$ 33,000.00	\$ 21,469.89	\$ 20,325.00
			Utilities	\$ 15,000.00	\$ 16,500.00	\$ 7,289.32	\$ 8,800.00
			Leases	\$ 28,000.00	\$ 25,000.00	\$ 14,359.46	\$ 14,485.00
			Temporary Services	\$ 18,000.00	\$ 18,000.00	\$ 14,579.93	\$ 5,800.00
			Office Supplies	\$ 15,000.00	\$ 15,000.00	\$ 10,265.28	\$ 8,600.00
			Office Equipment	\$ 2,000.00	\$ 2,000.00	\$ 447.00	\$ 1,100.00
			Audit	\$ 12,000.00	\$ 11,500.00	\$ 11,485.00	\$ 11,500.00
			Postage & Shipping	\$ 30,000.00	\$ 30,000.00	\$ 5,747.03	\$ 17,500.00
			Telephone	\$ 20,000.00	\$ 17,000.00	\$ 15,978.68	\$ 10,000.00
			Membership	\$ 18,000.00	\$ 23,000.00	\$ 18,047.44	\$ 22,500.00
			Subscriptions	\$ 350.00	\$ 350.00	\$ 278.25	\$ 350.00
			Printing	\$ 58,000.00	\$ 47,000.00	\$ 53,648.49	\$ 49,118.97
			Advertising	\$ 165,000.00	\$ 185,000.00	\$ 90,137.22	\$ 122,237.40

Due to personnel changes, wages will remain the same as 2019.

We have already cut back on the purchasing of digital promotions.

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			Outdoor Advertising	\$ 25,000.00	\$ 45,000.00	\$ 8,596.00	\$ 33,196.70
			Digital Promotions	\$ 15,000.00	\$ 15,000.00	\$ 9,494.91	\$ 11,000.00
			Web Site Improvements/Maintenance	\$ 14,000.00	\$ 14,500.00	\$ 3,964.14	\$ 10,050.00
			Registration Fees	\$ 10,000.00	\$ 13,000.00	\$ 10,494.12	\$ 9,800.00
			Travel	\$ 16,000.00	\$ 14,500.00	\$ 10,753.93	\$ 9,640.00
			Lodging	\$ 15,000.00	\$ 15,500.00	\$ 9,481.60	\$ 11,400.00
			Meals & Meetings	\$ 10,000.00	\$ 10,000.00	\$ 6,036.75	\$ 6,025.00
			FAMILIARIZATION Tours	\$ 3,000.00	\$ 7,500.00	\$ 1,039.04	\$ 3,750.00
			Special Promotions/Driftless Sports	\$ 25,000.00	\$ 45,000.00	\$ 36,419.22	\$ 42,000.00
			Special Promotions: Trolley	\$ 4,000.00	\$ 5,000.00	\$ 1,229.09	\$ 6,345.00
			Promotional Gifts	\$ 25,000.00	\$ 30,000.00	\$ 23,586.14	\$ 24,000.00
			Convention Services	\$ 6,000.00	\$ 6,000.00	\$ 5,196.29	\$ 5,500.00
			Convention Subsidies	\$ 35,000.00	\$ 40,000.00	\$ 17,499.13	\$ 31,700.00
			Room Tax Audit		\$ 2,000.00	\$ -	\$ 2,000.00
			Riverside USA Museum	\$ 3,000.00	\$ 5,000.00	\$ (2,857.93)	\$ 5,000.00
			Community Grant Program	\$ 65,000.00	\$ 85,000.00	\$ 35,700.00	\$ 56,250.00
			Visitor Center (non-labor)	\$ 2,000.00	\$ 3,700.00	\$ 1,400.00	\$ 2,100.00
			Special Events	\$ 225,300.00	\$ 205,000.00	\$ 197,842.49	\$ 192,700.00
			Miscellaneous	\$ 1,000.00	\$ 1,500.00	\$ 430.23	\$ 650.00
			Recruitment Expense	\$ 1,000.00	\$ 1,500.00	\$ -	\$ 750.00
			Professional Services	\$ 2,500.00	\$ 2,500.00	\$ 3,467.26	\$ 1,750.00
			Depreciation	\$ 5,500.00	\$ 5,300.00	\$ -	\$ -
			TOTAL EXPENSES	\$ 1,696,850.00	\$ 1,793,050.00	\$ 1,054,178.65	\$ 1,206,795.04

We will discontinue the local digital billboards for 2020.

With the Driftless Show going into its third year, we will reduce the amount of advertising and will not be spending as much to promote a headliner act. We also anticipate a partnership with Onalaska Park and Rec to help with the reduction in cost.

I cut \$5,000 from our Promotional Gift line.

I reduced \$20,000 from the Community Grant Program. We will be proactive and send out letters to past grant recipients letting them know of the adjustment. We will be sure to mention we made other cuts to our budget as well.

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Capital Expenditures for 2020

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

Confrence Table & Chairs

\$10,000.00

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Signage for New Entrance				\$5,000.00
Total				\$15,000.00