Explore La Crosse: Budget	2022 Proposed Budget	2021 YTD Actual Jan - June	2021 Budget	2020 Pre COVID Annual Budget	2020 Post COVID Annual Budget	2020 YTD Actual Jan - July	2020 Post COVID YTD Budget Jan - July	2019 Annual Budget	2019 Annual Actual Numbers	
Room Tax La Crosse	$ 709,475.00	$ 203,569.82	$ 590,025.00	$ 785,000.00	$ 324,050.00	$ 291,433.81	$ 210,300.00	$ 907,000.00	$ 945,967.47	La Crosse room tax is set at 75% of 2019 actual numbers. Cionsideration given to tourism ramping back up and the La Crosse Center coming back online in 2022.
Room Tax Campbell	$ 14,000.00	$ 5,953.16	$ 13,110.00	$ 25,000.00	$ 14,000.00	$ 3,889.93	$ 8,650.00	$ 38,000.00	$ 20,684.41	
Room Tax Onalaska	$ 211,314.00	$ 71,986.70	$ 173,175.00	$ 285,000.00	$ 128,200.00	$ 94,282.60	$ 77,800.00	$ 295,000.00	$ 281,752.33	
Room Tax West Salem	$ 13,000.00	$ 5,097.02	$ 11,670.00	$ 17,000.00	$ 12,800.00	$ 7,431.10	$ 8,950.00	$ 17,000.00	$ 18,829.55	
Room Tax Holmen	$ 7,000.00	$ 3,071.44	$ 6,000.00	$ 8,500.00	$ 4,550.00	$ 3,307.65	$ 2,725.00	$ 8,500.00	$ 9,979.56	
Room Tax La Crescent	$ 9,000.00	$ 9,016.91	$ 21,400.00	$ 35,000.00	$ 15,000.00	$ 7,482.77	$ 9,650.00	$ -	$ 13,878.85	
Total Room Tax	**$ 963,789.00**	**$ 298,695.05**	**$ 815,380.00**	**$ 1,155,500.00**	**$ 498,600.00**	**$ 407,827.86**	**$ 318,075.00**	**$ 1,265,500.00**	**$ 1,291,092.17**	Overall, 2021 year to date room tax collections are running at 63% of 2019 actual numbers.
Literature Sales / Visitor Guide	$ 80,000.00	$ 2,086.33	$ 80,000.00	$ 80,000.00	$ 80,000.00	$ 14,240.66	$ 29,000.00			
Membership Dues	$ 88,000.00	$ 53,392.75	$ 87,500.00	$ 95,000.00	$ 82,040.00	$ 55,617.50	$ 53,320.00			Businesses continue to find value in their Explore La Crosse membership.
Satellite Brochure Distribution	$ 3,535.00	$ 47.50	$ 6,000.00	$ 6,000.00	$ 6,000.00	$ 3,949.00	$ 6,000.00			
Bureau Services	$ 5,500.00	$ -	$ 5,500.00	$ 5,500.00	$ 5,500.00	$ -	$ 4,125.00			
La Crosse Center Concession Agmt		$ -	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00			
Special Promotions	$ 5,500.00	$ -	$ 10,500.00	$ 10,500.00	$ -	$ (1,537.38)	$ 11,050.00			
Co-op Advertising/In Kind Donations	$ 3,500.00	$ 1,500.00	$ 3,500.00	$ 4,500.00	$ 4,500.00	$ 250.00	$ 4,500.00			
Interest Income	$ 500.00	$ 612.71	$ 500.00	$ 500.00	$ 500.00	$ 1,022.68	$ 340.00			
Miscellaneous	$ 1,500.00	$ 133,803.06	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 9,012.06	$ 750.00			
I 90 Welcome Center (Grants, etc.)	$ 29,000.00	$ 750.00	$ 10,000.00	$ 15,000.00	$ 15,000.00	$ 4,937.00	$ -			
CVB Services	$ 6,000.00	$ -	$ 6,000.00	$ 8,000.00	$ 8,000.00	$ -	$ 5,900.00			
Special Events										
Special Promotions / Sports	$ 287,000.00	$ 14,000.00	$ 287,000.00	$ 287,000.00	$ 50,200.00	$ 4,500.00	$ 25,000.00			This budget represents a Beer Wine and Cheese back in full swing as well as Froth Bite event.
Trolley: Ticket Sales	$ 3,500.00	$ 284.00	$ 13,000.00	$ 13,000.00	$ 13,350.00	$ 250.00	$ 3,350.00			This budget represents the trolley being back in operation.
Trolley: other	$ 350.00	$ -	$ 350.00	$ 350.00	$ -	$ 250.00	$ -			
Gift Shop	$ 1,000.00	$ 112.17	$ 1,000.00	$ 2,000.00	$ 2,000.00	$ 135.00	$ 1,500.00			
Mobile Unit Grants / Sponsorships	$ 2,500.00	$ 22,111.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ -	$ 2,500.00			
Wisc. Dept. of Tourism Grants		$ -	$ -					$ -		
TOTAL REVENUE	**$ 1,481,174.00**	**$ 527,394.57**	**$ 1,340,230.00**	**$ 1,696,850.00**	**$ 779,690.00**	**$ 510,454.38**	**$ 475,410.00**	**$ 1,786,050.00**	**$ 1,856,348.04**	

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

Expenses

Rep Wages	$ -		$ -	$ 10,000.00	$ 7,000.00	$ -	$ 1,666.66			
Insurance	$ 50,000.00	$ 18,859.62	$ 67,000.00	$ 67,000.00	$ 67,000.00	$ 21,433.21	$ 39,083.31			
P&C AND WC INSURANCE	$ 18,000.00	$ 9,068.04	$ 15,000.00	$ 15,000.00	$ 15,000.00	$ 8,833.06	$ 8,750.00			
IRA'S	$ 17,000.00	$ 7,544.40	$ 17,000.00	$ 22,000.00	$ 22,000.00	$ 8,616.33	$ 12,833.31			
Wages	$ 595,733.00	$ 269,873.23	$ 541,909.00	$ 589,000.00	$ 552,938.66	$ 279,448.65	$ 309,002.82			I have hopes to retain one of our interns to assit with marketing and events as things ramp back up in 2022. We will also need additional funds to help staff the new welcome counter at the La Crosse Center.
Part time wages RS	$ 20,000.00	$ 4,372.62	$ 10,000.00	$ 25,000.00	$ 15,000.00	$ 9,856.53	$ 10,000.00			
FICA & UC	$ 45,000.00	$ 21,604.80	$ 46,000.00	$ 46,000.00	$ 45,600.00	$ 22,759.23	$ 26,433.31			
CORP TAX	$ 2,000.00	$ 1,210.00	$ 1,500.00	$ 1,000.00	$ 1,000.00	$ 3,198.00	$ 1,000.00			
Personal Property Tax	$ 21,500.00	$ 599.21	$ 1,200.00	$ 1,200.00	$ 1,200.00	$ 954.17	$ 1,200.00			
Training	$ -	$ -	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ -	$ 1,000.00			
Maintenance	$ 25,000.00	$ 13,567.18	$ 29,000.00	$ 30,000.00	$ 29,000.00	$ 15,225.38	$ 17,150.00			
Utilities	$ 9,000.00	$ 8,282.76	$ 16,000.00	$ 15,000.00	$ 15,000.00	$ 6,042.00	$ 7,300.00			

Explore La Crosse: Budget	2022 Proposed Budget	2021 YTD Actual Jan - June	2021 Budget	2020 Pre COVID Annual Budget	2020 Post COVID Annual Budget	2020 YTD Actual Jan - July	2020 Post COVID YTD Budget Jan - July	2019 Annual Budget	2019 Annual Actual Numbers	
Morage	$ 37,500.00	$ -								New line for 2022. This does not include Insurance or Taxes. They are sepeterate lines.
Leases	$ 12,000.00	$ 23,736.40	$ 50,000.00	$ 28,000.00	$ 23,100.00	$ 12,543.63	$ 13,733.31			
Temporary Services	$ 15,000.00	$ 7,744.62	$ 15,000.00	$ 18,000.00	$ 8,300.00	$ 15,617.61	$ 7,800.00			
Office Supplies	$ 15,000.00	$ 9,060.31	$ 15,000.00	$ 15,000.00	$ 7,350.00	$ 9,594.75	$ 4,850.00			
Office Equipment	$ 2,000.00	$ -	$ 2,000.00	$ 2,000.00	$ 2,100.00	$ -	$ 1,100.00			
Audit	$ 10,000.00	$ 9,975.00	$ 11,500.00	$ 12,000.00	$ 12,000.00	$ 5,685.00	$ 9,500.00			
Postage & Shipping	$ 30,000.00	$ 930.50	$ 30,000.00	$ 30,000.00	$ 6,250.00	$ 1,696.29	$ 5,200.00			
Telephone	$ 12,000.00	$ 12,653.35	$ 12,000.00	$ 20,000.00	$ 20,000.00	$ 15,379.44	$ 11,700.00			
Membership	$ 10,000.00	$ 5,435.00	$ 10,000.00	$ 18,000.00	$ 6,295.00	$ 8,921.52	$ 5,095.00			
Subscriptions	$ 341.00	$ -	$ 341.00	$ 350.00	$ 350.00	$ 313.00	$ 350.00			
Printing	$ 45,000.00	$ 30,275.49	$ 40,000.00	$ 58,000.00	$ 67,800.00	$ 62,608.70	$ 66,750.00			
Advertising	$ 85,000.00	$ 39,572.89	$ 85,000.00	$ 165,000.00	$ 65,650.00	$ 59,149.64	$ 52,700.00			This includes the visitor guids and maps
Outdoor Advertising	$ 1,500.00	$ 1,000.00	$ 1,500.00	$ 25,000.00	$ 6,116.00	$ 4,343.00	$ 4,366.00			
Digital Promotions	$ 12,000.00	$ 5,085.27	$ 10,680.00	$ 15,000.00	$ 6,600.00	$ 3,613.52	$ 3,200.00			
Website Improvements/Maintenance	$ 10,000.00	$ 1,532.44	$ 7,000.00	$ 14,000.00	$ 4,012.00	$ 4,368.00	$ 3,012.00			
Registration Fees	$ 3,000.00	$ 2,064.00	$ 3,000.00	$ 10,000.00	$ 2,305.00	$ 1,662.67	$ 2,305.00			
Travel	$ 7,500.00	$ 983.13	$ 10,000.00	$ 16,000.00	$ 3,520.00	$ 2,590.53	$ 2,840.00			
Lodging	$ 3,500.00	$ 108.48	$ 5,000.00	$ 15,000.00	$ 4,140.00	$ 3,120.38	$ 3,640.00			
Meals & Meetings	$ 3,500.00	$ 1,669.57	$ 5,000.00	$ 10,000.00	$ 3,880.00	$ 2,673.63	$ 3,130.00			
FAMILIARIZATION Tours	$ 1,500.00	$ -	$ 500.00	$ 3,000.00	$ 500.00	$ -	$ 350.00			
Sports Subsidies	$ 28,000.00	$ 9,628.88	$ 22,500.00	$ 25,000.00	$ 14,500.00	$ 5,498.20	$ 1,950.00			This dollar amount alines with the tournimants booked for 2022
Special Promotions: Trolley	$ 3,000.00	$ -	$ 3,000.00	$ 4,000.00	$ 4,300.00	$ 1,207.98	$ 700.00			
Promotional Gifts	$ 5,000.00	$ 678.30	$ 5,000.00	$ 25,000.00	$ 5,500.00	$ 2,417.11	$ 5,500.00			
Convention Services	$ 3,000.00	$ -	$ 3,000.00	$ 6,000.00	$ 5,580.00	$ 3,632.89	$ 2,230.00			
Convention Subsidies	$ 35,000.00	$ 1,500.00	$ 10,000.00	$ 35,000.00	$ 6,500.00	$ 6,610.27	$ 3,250.00			We have incresed subsidies to attract more comvention business.
Room Tax Audit	$ 2,000.00	$ -	$ 2,000.00		$ 2,000.00	$ -	$ -			
Riverside USA Museum	$ -	$ -	$ -	$ 3,000.00	$ 750.00	$ 141.17	$ 750.00			
Community Grant Program	$ 50,000.00	$ -	$ -	$ 65,000.00	$ 4,500.00	$ -	$ 4,500.00			The Community Grant Program is back in full swing at $50,000
Visitor Center (non-labor)	$ 2,000.00	$ 489.79	$ 2,000.00	$ 2,000.00	$ 620.00	$ 936.92	$ 560.00			
Special Events	$ 225,000.00	$ 4,922.27	$ 225,000.00	$ 225,300.00	$ 49,450.00	$ 36,454.92	$ 25,450.00			
Miscellaneous	$ 600.00	$ 1,144.26	$ 600.00	$ 1,000.00	$ 1,000.00	$ 447.99	$ 500.00			
Recruitment Expense	$ 1,000.00	$ -	$ 1,000.00	$ 1,000.00	$ 500.00	$ 2,464.67	$ 500.00			
Professional Services/Adminstrative	$ 2,000.00	$ 3,351.32	$ 2,000.00	$ 2,500.00	$ 500.00	$ 5,438.45	$ 1,470.00			
Depreciation	$ 5,000.00	$ -	$ 5,000.00	$ 5,500.00	$ 5,500.00	$ -	$ -			
TOTAL EXPENSES	**$ 1,481,174.00**	**$ 528,523.13**	**$ 1,340,230.00**	**$ 1,696,850.00**	**$ 1,123,206.66**	**$ 655,498.44**	**$ 684,400.72**	**$ 1,786,050.00**	**$ 1,844,477.01**	

Capital Expenditures for 2021

3 sets of Office Funiture $4,800

Conference Table and Chairs $8,000

Total $12,800