

| Explore La Crosse: Proposed 2025 Budget | 2025 Proposed Budget | 2024 Annual Budget | 2024 Actual January - July | 2023 Annual Actual Room Tax Numbers |
|---|------------------------|------------------------|----------------------------|-------------------------------------|
| Room Tax La Crosse | \$ 1,100,000.00 | \$ 983,750.00 | \$ 568,034.36 | \$ 1,003,259.95 |
| Room Tax Campbell | \$ 20,000.00 | \$ 22,200.00 | \$ 6,683.56 | \$ 18,096.72 |
| Room Tax Onalaska | \$ 300,000.00 | \$ 299,500.00 | \$ 186,858.34 | \$ 392,846.56 |
| Room Tax West Salem | \$ 25,000.00 | \$ 19,500.00 | \$ 8,009.54 | \$ 23,708.08 |
| Room Tax Holmen | \$ 16,500.00 | \$ 19,050.00 | \$ 10,333.93 | \$ 15,946.38 |
| Room Tax La Crescent | \$ 46,000.00 | \$ 42,500.00 | \$ 28,019.93 | \$ 39,566.79 |
| Total Room Tax | \$ 1,507,500.00 | \$ 1,386,500.00 | \$ 807,939.66 | \$ 1,493,424.48 |
| Literature Sales / Visitor Guide | \$ 110,000.00 | \$ 100,000.00 | \$ 47,950.00 | |
| Membership Dues | \$ 110,000.00 | \$ 110,000.00 | \$ 69,223.50 | |
| Satellite Brochure Distribution | \$ 6,000.00 | \$ 12,000.00 | \$ 3,586.27 | |
| Bureau Services Group Sales | \$ 3,000.00 | \$ 5,500.00 | \$ - | |
| Bureau Services/Shuttles | \$ 1,000.00 | \$ 5,500.00 | \$ - | |
| Co-op Advertising/In Kind Donations | \$ 10,000.00 | \$ 7,000.00 | \$ - | |
| Interest Income | \$ 37,000.00 | \$ 7,500.00 | \$ 18,706.72 | |
| WI Grants | \$ 60,000.00 | \$ 30,000.00 | \$ 20,217.00 | |
| MN Grant | \$ 8,000.00 | | | |
| I 90 Welcome Center (Grants, etc.) | \$ 15,000.00 | \$ 30,000.00 | \$ 7,500.00 | |
| CVB Services/Admin Special Promotion | \$ 3,000.00 | \$ 3,000.00 | | |
| Special Promotions & Sports | \$ 275,000.00 | \$ 320,000.00 | \$ 198,026.55 | |
| Trolley: Ticket Sales | \$ 14,750.00 | \$ 15,000.00 | \$ 12,578.40 | |
| Gift Shop | \$ 350.00 | \$ 500.00 | \$ 27.27 | |
| Mobile Unit Grants /Sponsorships/Misc | \$ 2,500.00 | \$ 2,500.00 | \$ 390.87 | |
| TOTAL REVENUE | \$ 2,163,100.00 | \$ 2,035,000.00 | \$ 1,186,146.24 | |

Actual revenue from La Crosse room tax collections is \$1,095,555.70 when we calculate Jan - July of 2024 and August -Dec of 2023. Due to COVID, we have been careful not to over budget over the previous few years. ADR continues to stay strong in the City of La Crosse and it is time to increase our projections for room tax in the City of La Crosse. As you can see, we have budgeted to be consistent with current ADR, occupancy, and collections.

Working on the 2024 budget and 2024 actual numbers, we projected about a 2% increase over the current pace for room tax. Records show that while our ADR is up, our occupancy is down.

With the events we have lined up for 2025, we should be in a strong position to receive full funding in grants from Travel Wisconsin. This is a new line for us. These dollars have been secured for the USA Cycling Gravel Nationals from the MN Department of Tourism. With grant dollars being limited at Travel Wisconsin, \$15,000 is a far more realistic number than \$30,000

This includes Beer Wine and Cheese, Frothbite sales

Expenses

| | | | | |
|---------------------------|---------------|---------------|---------------|--|
| WC Mileage | \$ 10,000.00 | \$ 15,000.00 | \$ 4,055.79 | |
| Employee Health Insurance | \$ 60,000.00 | \$ 55,000.00 | \$ 36,136.61 | |
| P&C AND WC INSURANCE | \$ 20,000.00 | \$ 20,000.00 | \$ 11,445.08 | |
| IRA'S | \$ 24,000.00 | \$ 25,000.00 | \$ 13,374.31 | |
| Wages | \$ 728,000.00 | \$ 704,000.00 | \$ 409,019.55 | |
| Part-time & WC Wages | \$ 78,500.00 | \$ 75,250.00 | \$ 48,492.18 | |
| FICA & UC | \$ 69,000.00 | \$ 52,500.00 | \$ 39,369.82 | |
| CORP TAX | \$ 1,500.00 | \$ 2,000.00 | \$ - | |
| Personal Property Tax | | | \$ - | |
| Training | \$ 2,500.00 | \$ 2,500.00 | \$ 9,075.24 | |
| Maintenance | \$ 32,000.00 | \$ 35,000.00 | \$ 18,077.58 | |
| Utilities | \$ 12,000.00 | \$ 10,600.00 | \$ 5,675.52 | |
| Real Estate Taxes | \$ 17,000.00 | \$ 16,000.00 | \$ - | |
| Leases | \$ 16,000.00 | \$ 20,500.00 | \$ 8,412.47 | |
| Temporary Services | \$ 25,000.00 | \$ 15,000.00 | \$ 17,217.00 | |

Fees to cover mileage for welcome center volunteers and our mobile visitor center.

To better represent the use of labor dollars, I have allocated a portion of our Tourism Department's salary to the Welcome Centers. As it gets harder to find volunteers, their time is needed to fill shifts. This also comes into play with the mobile visitor center being more productive.

Fees to cover staffing of welcome centers and working shows. Please see the note above regarding the Tourism Department.

While education and training are key components to retaining good employees, we will continue to invest in our employees. This is also tied to our Belonging and Mattering efforts with the Chamber and our newly founded committee.

| Explore La Crosse: Proposed 2025 Budget | 2025 Proposed Budget | 2024 Annual Budget | 2024 Actual January - July | 2023 Annual Actual Room Tax Numbers |
|---|------------------------|------------------------|----------------------------|-------------------------------------|
| Office Supplies | \$ 23,000.00 | \$ 23,000.00 | \$ 22,145.04 | |
| Office Equipment | \$ 1,000.00 | \$ 1,000.00 | \$ - | |
| Audit | \$ 13,000.00 | \$ 11,850.00 | \$ - | |
| Postage & Shipping | \$ 15,000.00 | \$ 25,000.00 | \$ 8,596.70 | |
| Telephone | \$ 17,000.00 | \$ 16,500.00 | \$ 9,732.54 | |
| Membership | \$ 14,000.00 | \$ 13,770.00 | \$ 11,341.25 | |
| Subscriptions | \$ - | \$ 300.00 | \$ - | |
| Printing | \$ 75,000.00 | \$ 83,900.00 | \$ 65,537.15 | |
| Advertising/Marketing | \$ 145,000.00 | \$ 197,000.00 | \$ 115,611.74 | |
| Outdoor Advertising | \$ 500.00 | \$ 1,500.00 | \$ 922.64 | |
| Digital Promotions | \$ 60,000.00 | \$ 75,000.00 | \$ 33,898.72 | |
| Website Improvements/Maintenance | \$ 65,000.00 | \$ 10,000.00 | \$ 5,230.00 | |
| Registration Fees | \$ 25,000.00 | \$ 19,625.00 | \$ 18,579.98 | |
| Travel | \$ 9,000.00 | \$ 11,400.00 | \$ 5,566.79 | |
| Lodging | \$ 15,000.00 | \$ 10,000.00 | \$ 9,055.21 | |
| Meals & Meetings | \$ 6,500.00 | \$ 5,500.00 | \$ 5,490.50 | |
| FAMILIARIZATION Tours | \$ 7,500.00 | \$ 6,000.00 | \$ 3,852.00 | |
| Sports Subsidies | \$ 135,000.00 | \$ 90,000.00 | \$ 62,485.28 | |
| Promotional Gifts | \$ 15,000.00 | \$ 6,000.00 | \$ 11,889.44 | |
| Convention Services | \$ 500.00 | \$ 3,000.00 | \$ (40.00) | |
| Convention/Group Subsidies | \$ 50,000.00 | \$ 49,705.00 | \$ 29,261.22 | |
| Room Tax Audit | \$ 2,000.00 | \$ 2,000.00 | \$ - | |
| Community Grant Program | \$ 90,000.00 | \$ 93,000.00 | \$ 35,500.00 | |
| Visitor Center (non-labor) | \$ 3,000.00 | \$ 2,000.00 | \$ 1,997.76 | |
| Special Events | \$ 200,000.00 | \$ 186,500.00 | \$ 189,743.11 | |
| Miscellaneous | \$ 600.00 | \$ 600.00 | \$ 1,350.30 | |
| Recruitment Expense | \$ 1,000.00 | \$ 1,500.00 | \$ - | |
| New Facility Marketing | \$ 36,000.00 | \$ - | \$ - | |
| Professional Services/Administrative | \$ 3,000.00 | \$ 1,000.00 | \$ 12,871.18 | |
| Depreciation | \$ 40,000.00 | \$ 40,000.00 | \$ - | |
| Bad Debt | | | \$ - | |
| TOTAL EXPENSES | \$ 2,163,100.00 | \$ 2,035,000.00 | \$ 1,280,969.70 | |

We will continue our efforts with Sherpa, and our leisure and conventions campaign with Madden Media. We will continue with PlayEasy and DriftScape in 2025.

We will continue our memberships with MPI, NASC, GOF, Connect Marketplace, and Destinations International for our second year. These efforts will focus on attracting conventions and events for the La Crosse region.

We have increased our efforts to bring more FAM tours to the region. This includes Meetings, Conventions, Sports, and our Madison sales blitz.

Host fees for WIAA State Track & Field sponsorship, fishing tournaments, USA Gravel Nationals, and other sporting events

\$ -