

2018 Johnson County Tourism Association
 July 2019 through June 2020
 Budget

Ordinary Income/Expense	
Income	
Interest	\$200.00
Projected Lodging Tax Collection	<u>\$162,900.00</u>
Total Income	\$163,100.00
Expense	
Dues & Subscriptions	\$200.00
Insurance	\$100.00
Office Supplies	\$700.00
Postage	\$2,000.00
Printing and Reproduction	\$3,000.00
Professional Services (Ad Design)	\$500.00
Administration	\$10,000.00
Advertising	
Wyoming Vacation Directory	\$9,142.00
Vista	\$1,995.00
Newspaper Ads/Public Notices	\$1,000.00
Pathfinder Travel guide	\$4,000.00
True West	\$3,000.00
RMI	\$4,000.00
Marketing	<u>\$19,500.00</u>
Total Advertising	\$42,637.00
Billboards	
New Design and Production	\$3,000.00
Lamar Leases	\$32,000.00
Lighting	\$500.00
Local Billboards	\$5,500.00
Maintenance	<u>\$1,000.00</u>
Total Billboards	\$42,000.00
Chambers of Commerce	
Kaycee - General	\$5,000.00
Buffalo - General	<u>\$6,000.00</u>
Total Chamber of Commerce	\$11,000.00
Community Grants	\$30,755.00
JCTA Projects	
Familiarization Tours	\$500.00
1-800 Phone	\$700.00
Trade Show	\$9,000.00
Miscellaneous	<u>\$5,000.00</u>
Total JCTA Projects	\$15,200.00
Total Expense	<u>\$158,092.00</u>
Net Income	<u>\$5,008.00</u>