

2021 Regional Office of Sustainable Tourism (ROOST) Budget

Income		
Essex County Occupancy Tax	\$2,423,542	81.37%
Town of North Elba	\$30,000	1.01%
Village of Lake Placid	\$7,500	0.25%
Conference Center	\$0	0.00%
Sales	\$81,000	2.72%
Central Reservation System	\$9,000	0.30%
Miscellaneous	\$25,600	0.86%
Franklin County Occ Tax	\$35,000	1.18%
Hamilton County	\$195,000	6.55%
Essex County ILNY Matching Funds	\$0	0.00%
Hamilton County ILNY Matching Funds	\$0	0.00%
Franklin County ILNY Matching Funds	\$0	0.00%
Village of Saranac Lake	\$12,500	0.42%
Town of Harriestown	\$0	0.00%
Village of Tupper Lake	\$11,000	0.37%
Town of Tupper Lake	\$11,000	0.37%
Town of Piercefield	\$0	0.00%
Events	\$62,600	2.10%
Grants	\$0	0.00%
Saranac Lake 6er	\$11,000	0.37%
Tupper Lake Triad	\$7,000	0.24%
Tupper Lake Tinman	\$7,000	0.24%
Donated Services/Facilities	\$49,824	1.67%
All Income Total:	\$2,978,566	
Expenses		
Admin		
Admin Staff	\$262,535	8.81%
Marketing Staff	\$1,454,176	48.82%
Miscellaneous	\$9,500	0.32%
Essex County Fish Hatchery	\$50,000	1.68%
Occupancy Tax Enforcement Support	\$23,000	0.77%
Regional Marketing Support	\$113,854	3.82%
Central Reservation System	\$13,000	0.44%
Tourism Enhancement Fund (TEF)	\$0	0.00%
Ironman Marketing	\$0	0.00%
Adirondack North Country Sports Council	\$25,000	0.84%
Conference Center at Lake Placid	\$15,400	0.52%
Marketing Fulfillment	\$20,900	0.70%

Public Relations	\$44,000	1.48%
Saranac Lake 6er	\$11,000	0.37%
Tupper Lake Triad	\$3,000	0.10%
Program Specific	\$411,605	13.82%
Media and Content	\$25,250	0.85%
Professional Services	\$110,925	3.72%
Special Program reserve	\$10,000	0.34%
Essex County ILNY Matching Funds ARTC	\$0	0.00%
Essex County ILNY Matching Funds Programs	\$0	0.00%
Franklin County ILNY Matching Funds ARTC	\$0	0.00%
Franklin County ILNY Matching Funds Programs	\$0	0.00%
Hamilton County ILNY Matching Funds ARTC	\$0	0.00%
Hamilton County ILNY Matching Funds Programs	\$0	0.00%
Adirondack Trail Towns (Grant)	\$0	0.00%
Event Support / Marketing	\$142,000	4.77%
Travel	\$14,000	0.47%
Loan Payments	\$4,487	0.15%
Office Expenses	\$29,000	0.97%
Dues/Subscriptions	\$8,500	0.29%
Office Space	\$50,984	1.71%
Operating Expenses	\$1,000	0.03%
Research	\$34,000	1.14%
Web Hosting / IT	\$20,500	0.69%
Equipment and Software	\$16,450	0.55%
Destination Master Planning	\$49,000	1.65%
Office Expense	\$0	0.00%
All Expenses Total:	\$2,978,566	