



# 2023 ROOSTBUDGET

This annual operating budget provides general financial information regarding anticipated revenue and anticipated expenses. Anticipated revenue and expenses reflect the expected revenue and expenses for the next year fiscal year of operations and constitute the working budget for the Regional Office of Sustainable Tourism.

## INCOME

Budget Item	Total	% Budget
Essex County Occupancy Tax	<b>\$3,886,747</b>	<b>82.84%</b>
Town of North Elba	<b>\$30,000</b>	<b>0.64%</b>
Village of Lake Placid	<b>\$5,000</b>	<b>0.11%</b>
Sales	<b>\$121,150</b>	<b>2.58%</b>
Central Reservation System	<b>\$5,000</b>	<b>0.11%</b>
Miscellaneous	<b>\$13,000</b>	<b>0.28%</b>
Hamilton County	<b>\$195,000</b>	<b>4.16%</b>
I Love NY Essex Co.	<b>\$56,157</b>	<b>1.20%</b>
I Love NY Hamilton Co.	<b>\$52,707</b>	<b>1.12%</b>
Village of Saranac Lake	<b>\$12,500</b>	<b>0.27%</b>
Village of Tupper Lake	<b>\$11,000</b>	<b>0.23%</b>
Town of Tupper Lake	<b>\$21,000</b>	<b>0.45%</b>
Events	<b>\$ 89,300</b>	<b>1.88%</b>
Franklin County	<b>\$50,000</b>	<b>1.07%</b>
Saranac Lake 6er	<b>\$2,000</b>	<b>0.04%</b>
Tupper Lake Triad	<b>\$6,000</b>	<b>0.13%</b>
Wonders of Wilmington	<b>\$600</b>	<b>0.01%</b>
Hamilton County Challenges	<b>\$750</b>	<b>0.02%</b>
Schroon Paddling Challenge	<b>\$200</b>	<b>0.00%</b>
CTEF Admin	<b>\$85,000</b>	<b>1.81%</b>
Donated Services/Facilities	<b>\$49,824</b>	<b>1.06%</b>
<b>Total Income</b>	<b>\$4,692,935</b>	

# Expenses

Budget Item	Total	% Budget
Admin Staff	\$363,330	6.90%
Marketing Staff	\$2,036,601	38.69%
Business Materials	\$5,600	0.11%
Essex County Fish Hatchery	\$60,000	1.14%
Occupancy Tax Enforcement Support	\$24,000	0.46%
Special Program Reserve	\$55,000	1.04%
Central Reservation System	\$4,500	0.09%
Advertising	\$1,117,500	21.23%
Adirondack North Country Sports Council	\$25,000	0.47%
Conference Center at Lake Placid	\$21,750	0.41%
Office Expenses	\$51,500	0.98%
Postage and Mailings	\$6,500	0.12%
Public Relations	\$57,000	1.08%
Saranac Lake 6er	\$2,000	0.04%
Tupper Lake Triad	\$3,000	0.06%
Wonders of Wilmington	\$1,000	0.02%
Hamilton County Challenges	\$750	0.01%
Schroon Paddling Challenge	\$200	0.00%
Event Support and Marketing	\$230,700	4.38%
Travel and Trade Shows	\$20,000	0.38%
Media and Content	\$26,700	0.51%
Email Marketing	\$41,000	0.78%
Subcontractor	\$50,000	0.95%
Professional Services	\$170,300	3.24%
Regional Welcome Center Support	\$117,756	2.24%
I Love NY Essex Co.	\$112,314	2.13%
I Love NY Hamilton Co.	\$105,414	2.00%
Travel	\$42,500	0.81%
Dues/Subscriptions	\$12,600	0.24%
Office Space	\$55,484	1.05%
Miscellaneous	\$22,500	0.43%
Training and Education	\$10,000	0.19%
Printed Guides	\$57,000	1.08%
Research and Data Tracking	\$212,500	4.04%
Web Hosting / IT	\$20,500	0.39%
Equipment and Software	\$55,950	1.06%
Destination Management Planning	\$65,000	1.23%
<b>Total Expenses</b>	<b>\$5,263,449</b>	

