

SOUTHERN DELAWARE TOURISM (PROPOSED) BUDGET																					
FOR THE FISCAL YEAR ENDING JUNE 30, 2024 AND PROJECTION FOR JUNE 30, 2025																					
Updated on 4/10/24																					
										Through first 3 quarters				PROPOSED		PROPOSED					
					BUDGET	ACTUAL	Variance	Variance %						BUDGET	ACTUAL	Variance	Variance %	Notes	FY 2025	FY 2025 w/STRs	
					2023	2023								FY 2024	FY 2024						
REVENUE																					
STATE LODGING TAX RECEIPTS					\$	\$ 1,650,000	\$1,464,486	(185,514)	-11%						\$ 1,650,000	\$1,225,326	(424,674)	-26%		\$ 1,575,000	\$ 2,241,500
SDT EVENT REGISTRATION RECEIPTS						3,000	\$5,649	2,649							5,000	\$4,610	(390)	-8%		5,000	5,000
SPONSORSHIPS OF SDT EVENTS						2,000	\$1,447	(553)							2,000	\$0	(2,000)	-100%		1,500	1,500
GRANTS						200,000	\$121,981	(78,019)							150,000	\$118,547	(31,453)	-21%		139,472	139,472
MISCELLANEOUS INCOME						2,000	15,298	13,298	665%						2,000	8,097	6,097	305%		2,000	2,000
CO-OP REVENUE						7,500	7,790	290							7,500	2,135	(5,365)	-72%		15,000	15,000
CULINARY COAST PR CO-OP						25,000	24,000	(1,000)							30,000	20,000	(10,000)	-33%		26,000	26,000
INTEREST INCOME							30									44					
SURPLUS UTILIZATION															18,947					54,380	
TOTAL REVENUE					\$	\$ 1,889,500	\$ 1,640,681	(247,849)	-13%						\$ 1,846,500	\$ 1,378,759	(467,785)	-25%		\$ 1,818,352	\$ 2,430,472
EXPENSES																					
MARKETING:																					
DESTINATION MARKETING GRANTS																					
TO CHAMBERS OF COMMERCE					\$	907,500	\$789,660	(117,840)	-13%						\$ 907,500	\$662,477	(245,023)	-27%		\$ 866,250	\$ 1,232,825
MINIMUM ALLOCATION GRANTS (2)					\$	10,000	\$7,500	(2,500)	-25%						\$ 20,000	\$7,500	(12,500)	-63%	Projected Only	\$ 10,000	\$ 20,000
PRINT MARKETING COLLATERAL						16,733	45,500	28,767	172%						55,000	82,973	27,973	51%		65,000	70,000
DISTRIBUTION						7,500	22,768	15,268	204%						25,000	28,418	3,418	14%		25,000	35,000
WEBSITE MAINTENANCE & EMAIL MKTG						10,000	4,043	(5,957)	-60%						10,000	5,856	(4,144)	-41%		8,000	10,000
MARKETING DESIGN						7,500	5,950	(1,550)	-21%						15,000	23,187	8,187	55%		25,000	25,000
MARKETING DUES						400	350	(50)							500	-	(500)	-100%		-	-
PHOTOGRAPHY & VIDEO						7,500	1,698	(5,802)							10,000	3,860	(6,140)	-61%		7,500	7,500
SDT MEETINGS & FORUMS						12,000	4,296	(7,704)	-64%						12,000	6,013	(5,987)	-50%		8,000	8,000
GROUP TOUR DEVELOPMENT						1,000	-	(1,000)							1,000	-	(1,000)	-100%		-	-
NEW INITIATIVES						20,000	-	(20,000)							20,000	15,000	(5,000)	-25%	Ambassador Program	5,000	5,000
PRINT - ADVERTISING						5,000	1,275	(3,725)	-75%						3,000	16,639	13,639	455%		2,000	2,000
TV / WEB STREAMING - ADVERTISING						60,000	46,498	(13,502)	-23%						82,000	41,914	(40,086)	-49%		80,000	100,000
ONLINE/PRINT COMBO - ADVERTISING						70,000	43,924	(26,076)	-37%						80,000	45,820	(34,180)	-43%		105,000	175,000
DIGITAL ADVERTISING						250,000	153,017	(96,983)	-39%						140,000	109,077	(30,923)	-22%		125,000	205,148
MARKETING SALARIES						178,317	172,835	(5,482)							193,831	136,832	(56,999)	-29%		198,000	200,000
PAYROLL TAXES -MARKETING						10,000	9,574	(426)							10,000	10,290	290	3%		11,000	11,000
POSTAGE						15,000	5,004	(9,996)	-67%						15,000	10,775	(4,225)	-28%		15,000	15,000
RESEARCH						1,500	3,150	1,650							2,000	-	(2,000)	-100%		2,000	2,000
SUBSCRIPTIONS						15,000	12,760	(2,240)	-15%						23,000	13,349	(9,651)	-42%		25,000	25,000
EVENT MARKETING / TRADE SHOWS						15,000	6,998	(8,002)	-53%						20,000	12,965	(7,035)	-35%		15,000	25,000
TRAVEL WRITER OUTREACH						1,310	250	(1,060)	-81%						1,500	1,124	(376)	-25%		1,500	20,000
TRAVEL WRITER FAM TOUR						5,000	-	(5,000)							4,000	2,165	(1,835)	-46%		4,000	4,000
CULINARY COAST PR						80,000	21,934	(58,066)							25,000	24,353	(647)	-3%		25,000	25,000
TOTAL MARKETING					\$	\$ 1,706,260	\$ 1,358,984	-347,276	-20%						\$ 1,675,331	\$ 1,260,587	-414,744	-25%		\$ 1,628,250	\$ 2,222,473

[illegible]