

Copperas Cove Chamber of Commerce
Visitor Bureau & Tourism Promotions Proposed Budget
Fiscal Year 2020-21

| |
|-----------------------|
| Exhibit 1a |
|-----------------------|

| Categories | | | Current Year Projected 2019-2020 | Next Year Proposed 2020-2021 |
|--|--|--|-------------------------------------|---------------------------------|
| <u>Visitors Bureau Revenue</u> | | | | |
| HOT Funds- City of Copperas Cove Advertising | | | \$ 16,950.00 | \$ 17,720.00 |
| HOT Funds- Tourism Promotions & Visitor Bureau | | | \$ 71,336.00 | \$ 71,401.00 |
| | | | | |
| Grand Total Revenue | | | <u>\$ 88,286.00</u> | <u>\$ 89,121.00</u> |
| | | | | |
| <u>Visitors Bureau Expenses</u> | | | | |
| TOURISM PROMOTIONS | | | | |
| I-14 Guide | | | \$ 680.00 | \$ 1,000.00 |
| Local Tourism Guides | | | \$ - | \$ 1,000.00 |
| The Hills Publication | | | \$ 680.00 | \$ 1,000.00 |
| Texas Events / Texas Highways / Texas Monthly / Texas Travel Magazines | | | \$ 1,830.00 | \$ 2,000.00 |
| Texas Hill Country Magazine & Hill Country Passport Program | | | \$ 2,000.00 | \$ 1,800.00 |
| TourTexas.com | | | \$ 3,145.00 | \$ 3,145.00 |
| AAA Texas Journey | | | \$ 2,700.00 | \$ - |
| Certified Folder Display | | | \$ - | \$ 2,300.00 |
| Travel & Recreation Tabloid | | | \$ 575.00 | \$ 575.00 |
| Copperas Cove Tourism Guide | | | \$ 790.00 | \$ 1,600.00 |
| Maps | | | \$ 2,500.00 | \$ 1,000.00 |
| Brochures: Events / Shop, Dine, Lodging | | | \$ 550.00 | \$ 1,400.00 |
| Online & Social Media Ads | | | \$ - | \$ 600.00 |
| Hood Howdy | | | \$ 300.00 | \$ 300.00 |
| | | | | |
| VISITOR BUREAU OPERATING | | | | |
| Building & Parking Lot Maintenance | | | \$ 1,000.00 | \$ 400.00 |

| | | | | | | |
|--|--|--|-----------|------------------|-----------|------------------|
| Office Phone | | | \$ | 743.00 | \$ | 773.00 |
| Computer Maintenance | | | \$ | 300.00 | \$ | 400.00 |
| Utilities (water/electric) | | | \$ | 1,760.00 | \$ | 1,800.00 |
| Office Supplies, Materials, & Furnishings | | | \$ | 800.00 | \$ | 700.00 |
| Signage & Banners | | | \$ | 1,000.00 | \$ | 400.00 |
| Software & Programs | | | \$ | 1,000.00 | \$ | 1,000.00 |
| Auditor | | | \$ | 2,500.00 | \$ | 2,800.00 |
| Postage | | | \$ | 300.00 | \$ | 200.00 |
| Copy Machine & Printing | | | \$ | 1,000.00 | \$ | 1,200.00 |
| Internet Service | | | \$ | 930.00 | \$ | 1,000.00 |
| Website Hosting | | | \$ | 1,500.00 | \$ | 1,500.00 |
| Payroll (Salaries For 3 People) | | | \$ | 47,000.00 | \$ | 47,000.00 |
| Payroll Taxes & Liabilities | | | \$ | 4,078.00 | \$ | 4,078.00 |
| Contract Labor | | | \$ | 6,000.00 | \$ | 6,000.00 |
| INSURANCE | | | | | | |
| Building, Contents, Vehicle, Trailer & Equipment | | | \$ | 1,500.00 | \$ | 2,000.00 |
| TOURISM DUES | | | | | | |
| TACVB | | | \$ | 405.00 | \$ | - |
| Texas Travel Industry Association | | | \$ | 440.00 | \$ | - |
| Texas Events Association | | | \$ | 150.00 | \$ | 150.00 |
| THLA Additional Dues | | | \$ | 130.00 | \$ | - |
| | | | | | | |
| Grand Total Expenses | | | \$ | 88,286.00 | \$ | 89,121.00 |