

## 2023 Travel Drumheller Budget

### Revenue

Revenue		2023	2022
Guide Revenue		\$ 35,000.00	\$ 18,410.00
Partnerships		\$ 5,000.00	\$ 3,478.75
Contributions		\$ 180,000.00	\$ 207,503.00
	Destination West Marketing	\$ 150,000.00	\$ 180,000.00
	Starland County	\$ 5,000.00	\$ 2,500.00
	Community Futures (for Drum Discovery)	\$ 10,000.00	
	Town of Drumheller	\$ 15,000.00	\$ 15,000.00
DMF revenue		\$ 100,000.00	\$ 121,000.00
Grants		\$ 500,000.00	\$ 245,000.00
	Travel Alberta (covers % of Loknow, Content creation, Implementation officer for the DDP, membership fees, CDME, Drum Discovery and I Love DV)	\$ 250,000.00	\$ 200,000.00
	Prairies Can (covers, Business support manager salary upto March 31st, office supplies and Tempest)	\$ 250,000.00	\$ 60,000.00
Interest		\$ 600.00	\$ 533.97
Transferred from Trust fund		\$ 70,000.00	\$ 70,000.00
Merchandise		\$ 2,000.00	\$ 706.00
Drum Discovery (registration fees)		\$ 2,000.00	\$ 1,150.00
Workshops (registration fees)		\$ 1,000.00	\$ 504.00
Marketing buy in ops (eg tradeshow, contests, influencers)		\$ 2,000.00	
	<b>TOTAL REVENUE</b>	<b>\$ 897,600.00</b>	<b>\$ 668,285.72</b>

## Expenses

EXPENSES	Detail	2023	2,022
Vacation Guide Expenses		\$ 31,500.00	\$ 23,658.39
	Printing	\$ 22,000.00	\$ 15,000.00
	Sales and copy writing	\$ 5,500.00	\$ 4,500.00
	design	\$ 4,000.00	\$ 3,800.00
Marketing Expense		\$ 205,000.00	\$ 220,000.00
	Digital ads- Includes LoKnow	\$ 85,000.00	
	Influencers	\$ 15,000.00	
	Contests (prize packages)	\$ 5,000.00	
	Content creation	\$ 15,000.00	
	Trade Shows	\$ 10,000.00	
	I Love Drumheller Valley	\$ 15,000.00	
	Advertising	\$ 10,000.00	\$ 8,051.00
	Sponsorship	\$ 30,000.00	
	Design	\$ 10,000.00	
	Printing	\$ 5,000.00	
	Crowdriff	\$ 18,000.00	\$ 17,000.00
Excellence Awards		\$ 750.00	\$ 500.00
Travel Expense		\$ 8,000.00	\$ 9,000.00
Subcontracts		\$ 37,500.00	\$ 110,000.00
	DDP Implementation	\$ 37,500.00	
EI Expense		\$ 4,000.00	\$ 838.00
CPP Expense		\$ 10,000.00	\$ 2,044.00
Vacation Pay		\$ 8,000.00	
WCB Expense		\$ 600.00	\$ 200.00
Benefits		\$ 16,000.00	
Accounting & Legal		\$ 8,000.00	\$ 5,343.00
Courier & Postage		\$ 1,000.00	\$ 884.34
Fees and Dues		\$ 4,500.00	\$ 2,848.00
	TIAC	\$ 1,000.00	
	TIAA	\$ 1,500.00	
	Destinations International	\$ 1,500.00	\$ 1,500.00
	Chamber of Commerce	\$ 500.00	\$ 100.00
Insurance		\$ 3,500.00	\$ 2,738.00
Interest & Bank Charges		\$ 100.00	\$ 250.00
Office Supplies		\$ 10,000.00	\$ 4,442.69
workshops/meetings		\$ 3,000.00	\$ 2,521.55

**Expenses continued**

<b>Expenses</b>	<b>Detail</b>	<b>2023</b>	<b>2022</b>
Telephone		\$ 3,000.00	\$ 1,500.00
Wages		\$ 208,000.00	\$ 37,916.00
Office Space		\$ 9,500.00	\$ 5,000.00
Reserves		\$ 10,000.00	\$ 10,000.00
Job Fair		\$ 3,000.00	\$ 1,500.00
IT upgrades		\$ 3,000.00	
Consultant fees DDP		\$ 200,000.00	
web upgrades		\$ 10,000.00	\$ 18,750.00
Entertainment Grants		\$ 25,000.00	\$ 15,000.00
Staff training		\$ 8,000.00	\$ 8,306.69
Drum Discovery		\$ 15,000.00	\$ 3,000.00
Ambassador expenses		\$ 2,000.00	
Socials		\$ 2,500.00	\$ 2,000.00
Software subscriptions		\$ 14,000.00	
	Canva	\$ 200.00	\$ 160.00
	Adobe	\$ 300.00	\$ 250.00
	Tempest	\$ 8,000.00	
	Clue Solvers	\$ 5,000.00	
	Microsoft	\$ 500.00	\$ 400.00
<b>TOTAL EXPENSES</b>		<b>\$ 864,450.00</b>	<b>\$ 540,213.66</b>

<b>Profit/Loss</b>	<b>\$33,150.00</b>
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