

Appendix 2.3

Section 3: Budget for One-Year Tactical Plan

Revenues (MRDT and Non-MRDT)	Budget \$
Estimated Carry Forward from Previous Year (All Net Assets Restricted and Unrestricted)	\$85,000.00
General MRDT (net of admin fees)	\$375,000.00
MRDT from online accommodation platforms (OAP)	\$100,000.00
Local government contribution	\$120,000.00
Stakeholder contributions (i.e. membership dues)	\$0.00
Estimated Co-op funding (e.g. CTO; DMO-led projects)	\$120,000.00
Grants - Federal	\$0.00
Grants - Provincial	\$0.00
Grants/Fee for Service - Municipal	\$0.00
Retail Sales	\$0.00
Interest	\$275.00
Other (please describe):	
Total Revenues (Excluding Carry Forward)	\$715,275.00
Expenses (MRDT and Non-MRDT)	Budget \$
Marketing	
Marketing staff – wage and benefits	\$160,000.00
Media advertising and production	\$100,000.00
Website - hosting, development, maintenance	\$15,000.00
Social media	\$100,000.00
Consumer shows, events	\$0.00
Collateral production and distribution	\$75,000.00
Travel media relations	\$2,500.00
Travel trade	\$2,500.00
Consumer focused asset development (written content, video, photography)	\$30,000.00
Other (please describe) Consortia marketing ie. Ride Island, BC Ale Trail, BC Bird Trail, Ahoy BC, Golf VI	\$20,000.00
Subtotal	\$505,000.00
Destination & Product Experience Management	
Destination and product experience management staff – wage and benefits	\$0.00
Industry development and training	\$5,000.00
Product experience enhancement and training	\$100,000.00
Research and evaluation	\$20,000.00
Other (please describe)	
Subtotal	\$125,000.00
Visitor Services	
Visitor Services Wages and Benefits	
Visitor Services Operating Expenses	\$50,000.00
Other (please describe)	
Subtotal	\$50,000.00

Meetings, Conventions, Events & Sport	
Staff – wages and benefits	
Meetings, conventions, conferences, events, sport, etc.	
Subtotal	\$0.00
Administration	
Management and staff unrelated to program implementation - wages and benefits	\$2,500.00
Finance staff – wages and benefits	\$10,000.00
Human Resources staff – wages and benefits	
Board of Directors costs	\$5,000.00
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	
Office lease/rent	
General office expenses	\$1,500.00
Subtotal	\$19,000.00
Affordable Housing (if applicable)	
OAP Revenue	
General MRDT Revenue	
Subtotal	\$0.00
Other	
Other activities not included above (please describe) Internal Reserve Fund to be used for strategic initiatives such as recession response.	
	\$30,000.00
Subtotal	\$30,000.00
Total Expenses	\$729,000.00
Total Revenue Less Total Expenses (Surplus or Deficit)	-\$13,725.00
Estimated Carry Forward (Previous Year Carry Forward plus Surplus or Deficit)	\$71,275.00

Section 3: Projected Spend by Market (*broad estimate*) for LEISURE activities only

(Add more rows as needed)

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC	\$583,200	80.00%
Alberta	\$109,350	15.00%
Ontario		
Other Canada (please specify)		
Washington	\$36,450	5.00%
California		
Other USA (please specify)		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International (<i>Please specify</i>)		
Total	\$729,000	100.00%