

**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)	650,000
General MRDT (net of admin fees)	537,000
MRDT from online accommodation platforms (OAP)	176,000
Local government contribution	120,000
Stakeholder contributions (i.e. membership dues)	-
Estimated Co-op funding (e.g. CTO; DMO-led projects)	120,000
Grants - Federal	-
Grants - Provincial	-
Grants/Fee for Service - Municipal	-
Retail Sales	-
Interest	7,500
Other (please describe):	-
<b>Total Revenues (Excluding Carry Forward)</b>	<b>960,500</b>
Expenses (MRDT and Non-MRDT)	Budget \$
<b>Marketing</b>	
Marketing staff – wage and benefits	216,000
Media advertising and production	195,000
Website	60,000
Social media and digital advertising	200,000
Consumer shows and events	15,000
Collateral production and distribution	20,000
Travel media relations	15,000
Travel trade	5,000
Consumer focused asset development (written content, video, photography)	60,000
Other (please describe) - Partnership Marketing (i.e. BC Ale Trail, BC Bird Trail, Golf VI, Ride Island, BC Farmers' Markets, Ahoy BC, Paddle BC)	30,000
<b>Subtotal</b>	<b>816,000</b>
<b>Destination &amp; Product Experience Management</b>	
Destination and product experience management staff – wage and benefits	-
Industry development and training	20,000
Product experience enhancement	170,000
Research and evaluation	20,000
Other (please describe)	
<b>Subtotal</b>	<b>210,000</b>
<b>Visitor Services</b>	
Visitor Services Wages and Benefits	-
Visitor Services Operating Expenses	50,000
Other (please describe)	-
<b>Subtotal</b>	<b>50,000</b>

<b>Meetings, Conventions, Events &amp; Sport</b>	
Staff – wages and benefits	-
Meetings, conventions, conferences, events, sport, etc.	-
<b>Subtotal</b>	-
<b>Administration</b>	
Management and staff unrelated to program implementation - wages and benefits	2,500
Finance staff – wages and benefits	5,000
Human Resources staff – wages and benefits	-
Board of Directors costs	7,500
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	-
Office lease/rent	-
General office expenses	3,000
<b>Subtotal</b>	<b>18,000</b>
<b>Affordable Housing (if applicable)</b>	
OAP Revenue	176,000
General MRDT Revenue	-
<b>Subtotal</b>	<b>176,000</b>
<b>Other</b>	
All other wages and benefits not included above (please describe)	-
Other activities not included above (please describe) - Internal Reserve Fund to be used for strategic initiatives such as a potential recession response.	30,000
<b>Subtotal</b>	<b>30,000</b>
<b>Total Expenses</b>	<b>1,300,000</b>
<b>Total Revenue Less Total Expenses (Surplus or Deficit)</b>	<b>- 339,500</b>
<b>Estimated Carry Forward (Previous Year Carry Forward plus Surplus or Deficit)</b>	<b>310,500</b>

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

(Add more rows as needed)

<b>Geographic Market</b>	<b>Total Marketing Budget by Market</b>	<b>% of Total \$ by Market</b>
BC	\$480,000	80%
Alberta	\$90,000	15%
Ontario		0%
Other Canada (please specify)		0%
Washington	\$30,000	5%
California		0%
Other USA (please specify)		0%
Mexico		0%
China		0%
UK		0%
Germany		0%
Australia		0%
Japan		0%
Other International ( <i>Please specify</i> )		0%
<b>Total</b>	<b>\$600,000</b>	<b>100%</b>