

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) | 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): | - |
| | |
| Total Revenues (Excluding Carry Forward) | 960,500 |
| Expenses (MRDT and Non-MRDT) | Budget \$ |
| Marketing | |
| 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 |
| | |
| Subtotal | 816,000 |
| Destination & Product Experience Management | |
| 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) | |
| | |
| Subtotal | 210,000 |
| Visitor Services | |
| Visitor Services Wages and Benefits | - |
| Visitor Services Operating Expenses | 50,000 |
| Other (please describe) | - |
| | |
| Subtotal | 50,000 |

| | |
|--|------------------|
| Meetings, Conventions, Events & Sport | |
| Staff – wages and benefits | - |
| Meetings, conventions, conferences, events, sport, etc. | - |
| Subtotal | - |
| Administration | |
| 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 |
| Subtotal | 18,000 |
| Affordable Housing (if applicable) | |
| OAP Revenue | 176,000 |
| General MRDT Revenue | - |
| Subtotal | 176,000 |
| Other | |
| 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 |
| Subtotal | 30,000 |
| Total Expenses | 1,300,000 |
| Total Revenue Less Total Expenses (Surplus or Deficit) | - 339,500 |
| Estimated Carry Forward (Previous Year Carry Forward plus Surplus or Deficit) | 310,500 |

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 | \$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% |
| Total | \$600,000 | 100% |