



## 2022 Budget

### REVENUE

	General Ledger Code	2021 Approved	2022 Approved
Transient Room Tax	25-3150000000	7,920,000.00	12,960,000.00
TRT FOR HVFSSD	25-3150000100	330,000.00	540,000.00
Co-Op Funding Match	25-3625000000	113,100.00	152,350.00
Misc. Revenue	25-3690000000	5,000.00	5,000.00
Fund 26 Transfer (TRCC)	25-3818000000	200,000.00	200,000.00
Fund Balance Appropriation	25-3850000000	3,535,948.00	6,582,458.00
<b>TOTAL REVENUE</b>		<b>12,104,048.00</b>	<b>20,439,808.00</b>

### EXPENSES

#### CTO MARKETING

Salaries	25-4970-110000	557,300.00	797,000.00
Benefits	25-4970-130000	237,300.00	360,000.00
Dues	25-4970-211000	20,000.00	20,000.00
Travel	25-4970-230000	100,000.00	100,000.00
Office Supplies	25-4970-241000	6,000.00	6,000.00
Postage	25-4970-242000	50,000.00	50,000.00
Copy Machine Expense	25-4970-244000	6,600.00	6,600.00
Utilities	25-4970-271000	12,000.00	13,000.00
Telephone	25-4970-280000	11,000.00	11,000.00
Internet Marketing	25-4970-280001	200,000.00	200,000.00
Rent	25-4970-290000	75,000.00	75,000.00
Professional Services	25-4970-310000	500,000.00	900,000.00
Fam Tours	25-4970-432000	100,000.00	60,000.00
Advertising	25-4970-434000	1,300,000.00	1,100,000.00
Promotional Items	25-4970-434007	50,000.00	50,000.00
GYLAH	25-4970-434008	10,000.00	10,000.00
Media Production	25-4970-434009	150,000.00	150,000.00
Print	25-4970-437001	140,000.00	125,000.00
Sponsorships	25-4970-442000	200,000.00	200,000.00
Event Funding	25-4970-444000	225,000.00	200,000.00
Ironman World Championships 70.3	25-4970-444001	675,000.00	1,000,000.00
Ironman World Championships	25-4970-444101	145,000.00	1,600,000.00
Dixie State Marketing	25-4970-449100	500,000.00	500,000.00
Liability Insurance	25-4970-513000	7,133.00	8,000.00
Vehicle Operations	25-4970-561000	2,500.00	2,500.00
Miscellaneous	25-4970-610000	15,000.00	15,000.00
Equipment	25-4970-740000	60,000.00	125,000.00
Equipment under \$2500	25-4970-745000	0.00	50,000.00
<b>TOTAL CTO MARKETING</b>		<b>5,354,833.00</b>	<b>7,734,100.00</b>

#### TOURISM EXPENSES (OTHER THAN MARKETING)

Building Maint. Historical Buildings Leeds	25-4985-255012	5,000.00	10,000.00
Historical Buildings Downtown	25-4985-255013		40,000.00
Utilities - Historic Buildings	25-4985-271012	7,500.00	7,500.00
Tourism Related Projects	25-4985-449000	340,000.00	250,000.00
St. George City	25-4985-449001	510,000.00	510,000.00
Tuacahn	25-4985-449002	200,000.00	200,000.00
Transfer to Fund 29 (Dixie Center)	25-4776-029000	1,466,144.00	402,932.00
Transfer to Fund 45 (WashCo Capital Projects)	25-4776-045000	3,310,000.00	1,835,038.00
Dixie Center Improvements	25-4776-029200		2,500,000.00
Dixie Center Convention Discount Reimbursement	25-4776-029100	120,571.00	167,238.00
Central to Veyo Multi-Use Path	25-4985-449028		2,500,000.00
Trail Development and Maintenance	25-4985-000023	0.00	3,000,000.00
OHV Staging Area Sand Mountain	25-4985-449000	50,000.00	0.00
Hurricane 600 North Trail System	25-4985-449000	493,000.00	493,000.00
Santa Clara BMX/Baseball Project	25-4985-449016	260,000.00	0.00
Keyhole Wash Trailhead	25-4985-449000	75,000.00	
Destination Development Projects/Signage	25-4985-449000	300,000.00	50,000.00
Contingency	25-4985-770000	0.00	200,000.00
HVFSSD for Emergency Services	25-4990-000000	330,000.00	540,000.00
<b>TOTAL TOURISM EXPENSES (OTHER THAN MARKETING)</b>		<b>7,467,215.00</b>	<b>12,705,708.00</b>

<b>TOTAL EXPENSES</b>		<b>12,822,048.00</b>	<b>20,439,808.00</b>
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