



2023 Approved Budget

REVENUE

| | General Ledger Code | 2022 Approved | 2023 Preliminary |
|--------------------------------------|---------------------|----------------------|----------------------|
| Transient Room Tax | 25-3150-000000 | 12,960,000.00 | 13,500,000.00 |
| TRT FOR HVFSSD | 25-3150-000100 | 540,000.00 | 540,000.00 |
| Co-Op Funding Match | 25-3625-000000 | 152,350.00 | 125,928.00 |
| Misc. Revenue | 25-3690-000000 | 5,000.00 | 5,000.00 |
| Fund 26 Transfer (TRCC) | 25-3818-000000 | 200,000.00 | 200,000.00 |
| Zion Corridor Trail | 25-3325-000002 | | 800,000.00 |
| State Division of Outdoor Recreation | 25-3325-000003 | | 55,000.00 |
| Trails Utah 501c3 | 25-3625-200000 | | 100,000.00 |
| Fund Balance Appropriation | 25-3850-000000 | 6,582,458.00 | 5,496,444.00 |
| TOTAL REVENUE | | 20,439,808.00 | 20,822,372.00 |

EXPENSES

CTO MARKETING

| | | | |
|---|----------------|---------------------|---------------------|
| Salaries | 25-4970-110000 | 797,000.00 | 897,000.00 |
| Benefits | 25-4970-130000 | 360,000.00 | 407,600.00 |
| Dues | 25-4970-211000 | 20,000.00 | 23,000.00 |
| Travel | 25-4970-230000 | 100,000.00 | 135,000.00 |
| Office Supplies | 25-4970-241000 | 6,000.00 | 8,000.00 |
| Postage | 25-4970-242000 | 50,000.00 | 30,000.00 |
| Copy Machine Expense | 25-4970-244000 | 6,600.00 | 7,000.00 |
| Utilities | 25-4970-271000 | 13,000.00 | 13,000.00 |
| Telephone | 25-4970-280000 | 11,000.00 | 11,000.00 |
| Internet Marketing | 25-4970-280001 | 200,000.00 | 600,000.00 |
| Rent | 25-4970-290000 | 75,000.00 | 0.00 |
| Professional Services | 25-4970-310000 | 900,000.00 | 975,000.00 |
| Fam Tours | 25-4970-432000 | 60,000.00 | 60,000.00 |
| Advertising | 25-4970-434000 | 1,100,000.00 | 1,000,000.00 |
| Visitor Guide Project | 25-4970-434003 | 0.00 | 480,000.00 |
| Promotional Items | 25-4970-434007 | 50,000.00 | 70,000.00 |
| GYLAH | 25-4970-434008 | 10,000.00 | 25,000.00 |
| Media Production | 25-4970-434009 | 150,000.00 | 200,000.00 |
| Print | 25-4970-437001 | 125,000.00 | 100,000.00 |
| Sponsorships | 25-4970-442000 | 200,000.00 | 200,000.00 |
| Event Funding | 25-4970-444000 | 200,000.00 | 200,000.00 |
| Ironman 70.3 North American Championships | 25-4970-444001 | 1,000,000.00 | 350,000.00 |
| NACO - WIR Conference | 25-4970-444012 | 1,600,000.00 | 100,000.00 |
| Utah Tourism Conference | 25-4970-444004 | | 100,000.00 |
| UTU Marketing | 25-4970-449100 | 500,000.00 | 500,000.00 |
| Liability Insurance | 25-4970-513000 | 8,000.00 | 8,272.00 |
| Vehicle Operations | 25-4970-561000 | 2,500.00 | 2,500.00 |
| Miscellaneous | 25-4970-610000 | 15,000.00 | 20,000.00 |
| Equipment | 25-4970-740000 | 125,000.00 | 50,000.00 |
| Equipment under \$5000 | 25-4970-745000 | 50,000.00 | 12,000.00 |
| Film Projects & Incentives | 25-4970-444013 | | 2,000,000.00 |
| TOTAL CTO MARKETING | | 7,734,100.00 | 8,584,372.00 |

TOURISM EXPENSES (OTHER THAN MARKETING)

| | | | |
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| Building Maint. Historical Buildings Leads | 25-4985-255012 | 10,000.00 | 10,000.00 |
| Historical Buildings Downtown | 25-4985-255013 | 40,000.00 | 20,000.00 |
| Utilities - Historic Buildings | 25-4985-271012 | 7,500.00 | 7,500.00 |
| Tourism Related Projects | 25-4985-449000 | 250,000.00 | 1,000,000.00 |
| St. George City | 25-4985-449001 | 510,000.00 | |
| Tuacahn | 25-4985-449002 | 200,000.00 | 200,000.00 |
| Transfer to Fund 27 (Economic Development) | 25-4776-027000 | | 15,000.00 |
| Transfer to Fund 29 (Dixie Center) | 25-4776-029000 | 402,932.00 | 0.00 |
| Transfer to Fund 45 (WashCo Capital Projects) | 25-4776-045000 | 1,835,038.00 | 0.00 |
| Dixie Center Improvements | 25-4776-029100 | 2,500,000.00 | 1,300,000.00 |
| Dixie Center Convention Discount Reimbursement | 25-4776-029001 | 167,238.00 | 152,500.00 |
| Central to Veyo Multi-Use Path | 25-4985-449028 | 2,500,000.00 | 2,500,000.00 |
| Trail Development and Maintenance | 25-4970-449035 | 3,000,000.00 | 1,200,000.00 |
| St. George Musical Theater | 25-4970-449033 | 0.00 | 1,000,000.00 |
| Hurricane 600 North Trail System | 25-4985-449024 | 493,000.00 | 493,000.00 |
| Spring Hollow Mountain Bike Trail System | 25-4985-449034 | 0.00 | 600,000.00 |
| Zion Corridor Trail | 25-4985-000023 | | 400,000.00 |
| Liberty Village | 25-4985-449036 | | 1,300,000.00 |
| Destination Development Projects/Signage | 25-4985-449014 | 50,000.00 | 50,000.00 |
| Contingency | 25-4985-770000 | 200,000.00 | 100,000.00 |
| HVFSSD for Emergency Services | 25-4990-000000 | 540,000.00 | 540,000.00 |
| 10% Flexible TRT Funds | | | 1,350,000.00 |
| TOTAL TOURISM EXPENSES (OTHER THAN MARKETING) | | 12,705,708.00 | 12,238,000.00 |

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| TOTAL EXPENSES | | 20,439,808.00 | 20,822,372.00 |
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