



2024 Approved Budget

REVENUE

	General Ledger Code	2023 Final	2024 Preliminary
Transient Room Tax	25-3150-000000	13,500,000.00	14,400,000.00
TRT FOR HVFSSD	25-3150-000100	540,000.00	600,000.00
Co-Op Funding Match	25-3625-000000	125,928.00	200,000.00
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	400,000.00
State Division of Outdoor Recreation	25-3325-000003	55,000.00	400,000.00
Trails Utah 501c3	25-3625-200000	100,000.00	100,000.00
Fund Balance Appropriation	25-3850-000000	5,496,444.00	6,707,430.00
TOTAL REVENUE		20,822,372.00	23,012,430.00

EXPENSES

CTO MARKETING			
Salaries	25-4970-110000	897,000.00	992,700.00
Benefits	25-4970-130000	407,600.00	421,600.00
Dues	25-4970-211000	23,000.00	30,000.00
Public Notices	25-4970-220000	0.00	200.00
Travel	25-4970-230000	135,000.00	165,000.00
Office Supplies & Software	25-4970-241000	8,000.00	10,000.00
Postage	25-4970-242000	30,000.00	145,000.00
Copy Machine Expense	25-4970-244000	7,000.00	7,000.00
Building Maintenance	25-4970-255018	0.00	2,000.00
Utilities	25-4970-271018	13,000.00	8,000.00
Telephone	25-4970-280000	11,000.00	11,000.00
Internet Marketing	25-4970-280001	600,000.00	500,000.00
Janitorial	25-4970-297118	0.00	8,500.00
Professional Services	25-4970-310000	975,000.00	1,437,500.00
Education, Training	25-4970-330100	0.00	10,000.00
Fam Tours	25-4970-432000	60,000.00	75,000.00
Advertising Out of State	25-4970-434000	1,000,000.00	1,000,000.00
Advertising In State	25-4970-434004	0.00	200,000.00
Visitor Guide Project	25-4970-434003	480,000.00	0.00
Advertising Golf CoOp	25-4970-434005	0.00	430,000.00
Promotional Items	25-4970-434007	70,000.00	100,000.00
GYLAH	25-4970-434008	25,000.00	25,000.00
Media Production	25-4970-434009	200,000.00	255,000.00
Print	25-4970-437001	100,000.00	100,000.00
Sponsorships	25-4970-442000	200,000.00	225,000.00
Event Funding	25-4970-444000	200,000.00	200,000.00
Ironman 70.3 North American Championships	25-4970-444001	350,000.00	575,000.00
NACO - WIR Conference	25-4970-444012	100,000.00	0.00
Utah Tourism Conference	25-4970-444004	100,000.00	0.00
Film Projects & Incentives	25-4970-444013	2,000,000.00	2,000,000.00
PGA/LPGA	25-4970-444015	0.00	2,200,000.00
Small Market Meetings Association	25-4970-444016	0.00	115,000.00
UTU Marketing	25-4970-449100	500,000.00	500,000.00
Liability Insurance	25-4970-513000	8,272.00	13,930.00
Vehicle Operations	25-4970-561000	2,500.00	2,500.00
Miscellaneous	25-4970-610000	20,000.00	20,000.00
Equipment	25-4970-740000	50,000.00	55,000.00
Equipment under \$5000	25-4970-745000	12,000.00	15,000.00
TOTAL CTO MARKETING		8,584,372.00	11,854,930.00

TOURISM EXPENSES (OTHER THAN MARKETING)

Building Maint. Historical Buildings Leeds	25-4985-255012	10,000.00	10,000.00
Historical Buildings Downtown	25-4985-255013	20,000.00	0.00
Utilities - Historic Buildings	25-4985-271012	7,500.00	7,500.00
Tourism Related Projects	25-4985-449000	1,000,000.00	1,000,000.00
Tuacahn	25-4985-449002	200,000.00	200,000.00
Transfer to Fund 27 (Economic Development)	25-4776-027000	15,000.00	15,000.00
Dixie Center Improvements	25-4776-029100	1,300,000.00	600,000.00
Dixie Center Convention Discount Reimbursement	25-4776-029001	152,500.00	164,000.00
Central to Veyo Multi-Use Path	25-4985-449028	2,500,000.00	3,000,000.00
Trail Development and Maintenance	25-4970-449035	1,200,000.00	500,000.00
St. George Musical Theater	25-4970-449033	1,000,000.00	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	600,000.00	635,000.00
Zion Corridor Trail	25-4985-449023	400,000.00	463,000.00
Liberty Village	25-4985-449036	1,300,000.00	1,270,000.00
Tuacahn Seating	25-4985-449037	250,000.00	250,000.00
Destination Development Projects/Signage	25-4985-449014	50,000.00	50,000.00
Contingency	25-4985-770000	100,000.00	0.00
HVFSSD for Emergency Services	25-4990-000000	540,000.00	600,000.00
Search & Rescue - Tourism Events	25-4990-000100	0.00	125,000.00
10% Flex TRT Funds for Emergency Services	25-4970-000200	1,350,000.00	775,000.00
TOTAL TOURISM EXPENSES (OTHER THAN MARKETING)		12,488,000.00	11,157,500.00

TOTAL EXPENSES		21,072,372.00	23,012,430.00
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