



Lodging Tax Budget Discussion



Projected Revenues

- Currently, budgeting modest lodging tax increase
 - Town approximately 6% and County approximately 4%
 - We only have 2025 lodging tax collections through June and July will be down
 - This might be adjusted as more data is received over the next couple of months
- Applied for CTO Marketing grant - notification in November
- Interest payments on reserves impacted by Fed interest rates and reserve balance
- Total projected revenue: \$1,655,500



Expenses: Personnel

- Estimated Personnel: \$492,159
 - 4 Full Time Employees
 - Includes new position in 2026
 - 3 Part Time Employees (visitor center staffing)
 - All employees report to Executive Director
 - These numbers provided by Town Finance with insurance, retirement, salary adjustments, etc



Expenses: Infrastructure

- \$318,800
 - \$28,800 MET Transit App
 - \$30,000 Downtown Shuttle
 - \$250,000
 - Town Council expressed priorities for construction beautification and parks
 - \$10,000 Area Signage



Expenses: Data

- \$78,290
 - \$17,640 Placer. AI
 - \$30,000 Blue Room Research
 - \$9,750 Visitor Sentiment Study
 - \$20,900
 - Placeholder for Visa Transaction Data and Occupancy / ADR options



Expenses: Events

- \$166,000
 - \$16,000 Fireworks (½ of overall cost)
 - \$150,000 Event Funding
 - \$26,100 - town has requested Tourism pays costs for ComFest in 2026
- Board will discuss 2026 goals for events in future meeting



Expenses: Visitor Center

- \$72,295
 - \$15,000 - Ambassador Program
 - \$11,400 - Utilities
 - will likely increase
 - \$45,895 - Office / cleaning supplies, printing, fulfillment / postage, swag, technology



Expenses: Marketing

- \$429,000 Advertising
 - \$49,000 CTO Grant*
 - \$15,000 Construction Communication
 - \$365,000 Advertising
 - Includes visitor education, media hosting, \$12,500 CTO Grant Match*
- \$86,382 Backbone
 - Contractors, website, app, email platform, booking engine, AI tool for website, software subscriptions
- 2026 Marketing Plan will be presented in December Tourism Board Meeting



Expenses: Other

- \$41,174 - Miscellaneous expenses
 - Cell phones
 - laptops
 - memberships
 - shared Town expenses
 - credit card processing fees
 - audit
 - conferences
 - travel
 - board insurance
 - ...and more



Wrap Up

- Projected revenue \$1,655,500
- Current projected expenditures: \$1,684,100