

**AGREEMENT  
BETWEEN  
THE CITY OF DULUTH  
AND  
VISIT DULUTH**

THIS AGREEMENT by and between the CITY OF DULUTH, a Minnesota municipal corporation, hereinafter referred to as the “City”, and VISIT DULUTH, a Minnesota non-profit corporation (“Visit Duluth”).

WHEREAS, by various legislation the City has provided for the imposition of taxes on certain hotel/motel accommodations and certain food and beverage transactions; and

WHEREAS, certain of the proceeds of such taxes collected are to be placed in Fund 0258; and

WHEREAS, the City is authorized to spend public funds for advertising and promoting the City of Duluth as a visitor, tourist and convention destination; and

WHEREAS, it is the desire of the City to have Visit Duluth provide advertising and promotional services promoting the City of Duluth as a visitor, tourist and convention destination.

NOW, THEREFORE, it is hereby mutually agreed by and between the parties to this Agreement as follows:

1. TERM.

The term of this Agreement shall be for the period January 1, 2018, through December 31, 2020, unless earlier terminated for cause, or pursuant to Section 12 of this agreement.

2. SCOPE OF WORK.

A. Visit Duluth shall furnish to the City, on a non-exclusive basis, its special skilled services in connection with developing and carrying out the City’s advertising and promotion program promoting the City of Duluth as a visitor, tourist and convention destination (“Services”). A detailed description of the Services (annual marketing plan, report and budget) is attached as Exhibit A. The annual marketing plan will be updated and submitted to the City’s Chief Administrative Officer for review and approval by November 30 of each year. Work performed pursuant to this Agreement shall be of high quality, consistent with industry standards, and performed to the reasonable satisfaction of the City. The Services will include without limitation the following:

i. The preparation and placing of advertising copy, promotional and publicity materials through various media formats including but not limited to print, television, radio, indoor/outdoor billboard, direct marketing, internet or other electronic and social media or other media in key geographical locations and market channels as agreed by the parties; and

ii. The operation of a tourist information center by Visit Duluth.

iii. A marketing plan which includes the following:

1. Promotional support for a proposed Community Day concept for the spring and fall shoulder seasons;

2. A visitor map program including provisions for making available and distributing paper and digital maps of the City and the City’s tourist attractions, parks, trails and other points of interest; and

3. In 2019 and 2020 the marketing plan will include a separate and distinct promotional and marketing plan supporting tourist and visitor activities, attractions and

facilities in the St. Louis River corridor, also known as the part of the City west of 14<sup>th</sup> Avenue West approved by the city.

iv. A plan to research, evaluate, and if appropriate, implement and promote a city wide pass program. In 2018 Visit Duluth will research and evaluate a possible city wide pass program and determine if such a program could be successfully implemented in Duluth. If the research indicates that a pass program would be successful in Duluth, Visit Duluth will proceed to implement and promote a pass program in 2019 and 2020.

B. It is understood by and between the parties that Visit Duluth has expertise and knowledge in promotional marketing and shall, after considering the views of the City, have discretion in varying the expenditure of the funds provided as it determines in its judgment will best promote the City. Notwithstanding anything contained herein, Visit Duluth acknowledges that nothing in the Agreement shall be construed to preclude the City from directly or indirectly promoting or marketing City of Duluth as a visitor, tourist and convention destination beyond and separate from this Agreement.

### 3. PURCHASING PROCEDURES.

Visit Duluth agrees that for all marketing and public relations services contracted by Visit Duluth in connection with its obligations hereunder it is required to issue requests for qualifications and/or requests for proposals (the "Request"), and to then select from those who respond, based on reasonable criteria for similar professional services and to obtain the best value available for the City. Visit Duluth agrees to maintain and make available for inspection all Requests and corresponding response documentation as required herein.

### 4. ANNUAL ALLOCATION.

A. For Services satisfactorily performed pursuant to this Agreement unless otherwise agreed to by the parties, the City shall allocate to Visit Duluth in each calendar year Two Million and no/100<sup>th</sup> Dollars (\$2,000,000) from funds appropriated by the City Council from the tourism tax fund (the "Annual Allocation"); payable in twelve equal monthly installments from funds available in Fund 0258, Agency 030, Object 5436-02. It is understood that the Annual Allocation is to be used for expenditures incurred in the current year only without prior written approval from the City's Chief Financial Officer. It is understood and agreed between the parties that in the event Visit Duluth does not utilize or commit a portion of the Annual Allocation in any year during the Term of the Agreement, that such unused or uncommitted amount will not be carried-over to the next year and will be returned to the City.

B. It is understood and agreed that the City shall be obligated to make the Annual Allocation only to the extent that sufficient tax revenue is derived from the sources mentioned in the first "Whereas" clause hereof, which are duly appropriated by the City Council. The City will review the tax revenue collected on a monthly basis. In the event the City determines that the tourism tax revenues collected by the City during any year of this Agreement will fall short of the Annual Allocation amount, the City reserves the right to adjust the Annual Allocation. The City will notify Visit Duluth in writing of such adjustment.

C. Visit Duluth agrees to allocate each year One Hundred Thousand dollars (\$100,000) of the Annual Allocation provided for in Section 4A for the detailed and specific promotional and marketing plan supporting tourist and visitor activities, attractions and facilities in the St Louis River corridor, also known as the part of the City west of 14<sup>th</sup> Avenue West, and referenced in Section 2A. iii. 3 of this Agreement.

D. City retains all its powers to determine how public monies shall be used, and it may require reasonable changes in the scope of work, budget, marketing plan, and work program outline, based upon its objectives, needs, or circumstances. Visit Duluth acknowledges and agrees that it may provide to the City, for its review and approval, a description of the proposed project, including anticipated benefits and outcomes, along with the cost of such project. The City will in its sole discretion determine if it will allocate additional funds for the project.

5. REPORTS.

A. On or before the 30<sup>th</sup> of each month, Visit Duluth shall provide a copy of its detailed internal balance sheet and income statement for the preceding month to the City's Chief Financial Officer ("CFO") in a format acceptable to the CFO.

B. On or before April 30 of each year, Visit Duluth shall submit to the City's Chief Financial Officer a financial audit in the standard form acceptable to the Chief Financial Officer of the City, prepared by an independent qualified auditor, covering the preceding year.

C. On the earlier of ten (10) days after filing or May 15, provide to the City's Chief Financial Officer a copy of the timely filed Federal Form 990 for Visit Duluth for the preceding fiscal year.

6. INDEMNIFICATION AND WORKER'S COMPENSATION.

Any and all employees of Visit Duluth, or other persons, while engaged in the performance of any services required, of, or performed by Visit Duluth, its agents or subcontractors under this Agreement, shall not be considered employees of the City, and any and all claims that may or might arise under the Workers' Compensation Act of the State of Minnesota on behalf of said employees or other persons while so engaged, and any and all claims made by any third party as a consequence of any act or omission on the part of Visit Duluth, or its agents or employees or said other persons while so engaged in any of the services provided to be rendered herein, or in any way arising out of their performance of this Agreement shall not be the obligation of the City. In connection therewith, Visit Duluth hereby agrees to indemnify, save and hold harmless, and defend the City and any of its agents, and employees, thereof from any and all claims, demands, actions or causes of action of whatsoever nature or character brought against the City, its agents or employees that arise out of or by reason of the execution of this Agreement or the performance of the services provided for herein.

7. INSURANCE.

A. Visit Duluth represents that it will obtain and maintain through-out the term of this Agreement adequate insurance to fully protect the City from any and all claims, which may arise in connection with (i) Visit Duluth's breach of any material term of this Agreement or any statutory, regulator or common law obligation, and (ii) any public relations, promotional or other material furnished by or on behalf of Visit Duluth. Visit Duluth shall provide the following minimum amounts of insurance from insurance companies authorized to do business in the state of Minnesota.

i. Workers' compensation insurance in accordance with the laws of the State of Minnesota.

ii. Public Liability and Automobile Liability Insurance with limits not less than **\$1,500,000** Single Limit shall provide for the following: Liability for Premises, Operations, Completed Operations, Independent Contractors, and Contractual Liability.

iii. **City of Duluth shall be named as Additional Insured** under the Public Liability and Automobile Liability, or as an alternate, Visit Duluth may provide Owners-Contractors Protective policy, naming itself and City of Duluth. Visit Duluth shall also provide evidence of Statutory Minnesota Workers' Compensation Insurance. Visit Duluth to provide Certificate of

Insurance evidencing such coverage with 30-days notice of cancellation, non-renewal or material change provisions included. The City of Duluth does not represent or guarantee that these types or limits of coverage are adequate to protect the Visit Duluth's interests and liabilities.

iv. If a certificate of insurance is provided, the form of the certificate shall contain an unconditional requirement that the insurer notify the City without fail not less than 30 days prior to any cancellation, non-renewal or modification of the policy or coverage evidenced by said certificate and shall further provide that failure to give such notice to the City will render any such change or changes in said policy or coverage ineffective as against the City.

B. The insurance required herein shall be maintained in full force and effect during the life of the Agreement and shall protect Visit Duluth, its employees, agents and representatives from claims and damages including but not limited to personal injury and death and any act or failure to act by Visit Duluth, its employees, agents and representative in negligent performance of work covered by this Agreement.

C. Certificates showing that Visit Duluth is carrying the above described insurance in the specified amounts shall be furnished to the City prior to the execution of the Agreement and a certificate showing continued maintenance of such insurance shall be on file with the City during the term of the Agreement.

D. The City shall be named as an additional insured on each liability policy other than the professional liability and the workers' compensation policies of the Visit Duluth.

E. The certificates shall provide that the policies shall not be changed or canceled during the life of this Agreement without at least 30 days advanced notice being given to the City.

8. LICENSE.

Visit Duluth hereby grants to the City a non-exclusive, non-assignable, non-sub-licensable royalty-free, worldwide license to all service marks, logos, trade names, copyrighted content, graphic files and images (collectively the "Work Products") created by or on behalf of Visit Duluth under the terms of this Agreement. Visit Duluth agrees that the foregoing includes the City's right to provide any and all Work Products to another agency to create materials for the City's use.

9. CITY LOGO.

Any and all uses of City's name and logo shall be subject to City's prior written approval and shall comply with all guidelines as outlined by City and as may be amended from time to time. The parties hereto agree that the use of City's name and/or logo shall not grant any rights to Visit Duluth and/or any third party any right, title or interest to City's name and logo and that all such uses shall inure to the benefit of City.

10. RECORDS.

In accordance with the provisions of Minnesota law, Visit Duluth agrees to maintain books, records, documents and accounts relevant to the Agreement and the use of its financial assistance for a period of six years from the termination of the Agreement. Visit Duluth will permit a State, City, or private practice auditor to examine all such books, records and documents with reasonable notice and within a reasonable time at the expense of the City.

11. ASSIGNMENT.

Visit Duluth will not in any way assign or transfer any of its rights or interests under this

Agreement in any way whatsoever.

12. TERMINATION AND RENEWAL.

City may cancel this Agreement by giving 120 days written notice to Visit Duluth. The executive branch of the City government will give Visit Duluth 90 days notice of its intent to renew this Agreement.

13. GENERAL PROVISIONS.

A. In the event any provision herein shall be deemed invalid or unenforceable, the remaining provisions shall continue in full force and effect and shall be binding upon the parties to this Agreement.

B. Any waiver by either party of any provision of the Agreement shall not imply a subsequent waiver of that or any other provision.

C. It is understood and agreed that the entire agreement of parties including all exhibits is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof. Any amendment to this Agreement shall be in writing and shall be executed by the same parties who executed the original agreement or their successors in office.

D. Visit Duluth's agent for administration of this agreement is the President of Visit Duluth. The City's agent for administration of this agreement is the Chief Administrative Officer or his/her designee.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement.

**CITY OF DULUTH**

**VISIT DULUTH**

By \_\_\_\_\_  
Mayor

By \_\_\_\_\_  
President

Attest \_\_\_\_\_  
City Clerk

Date: \_\_\_\_\_

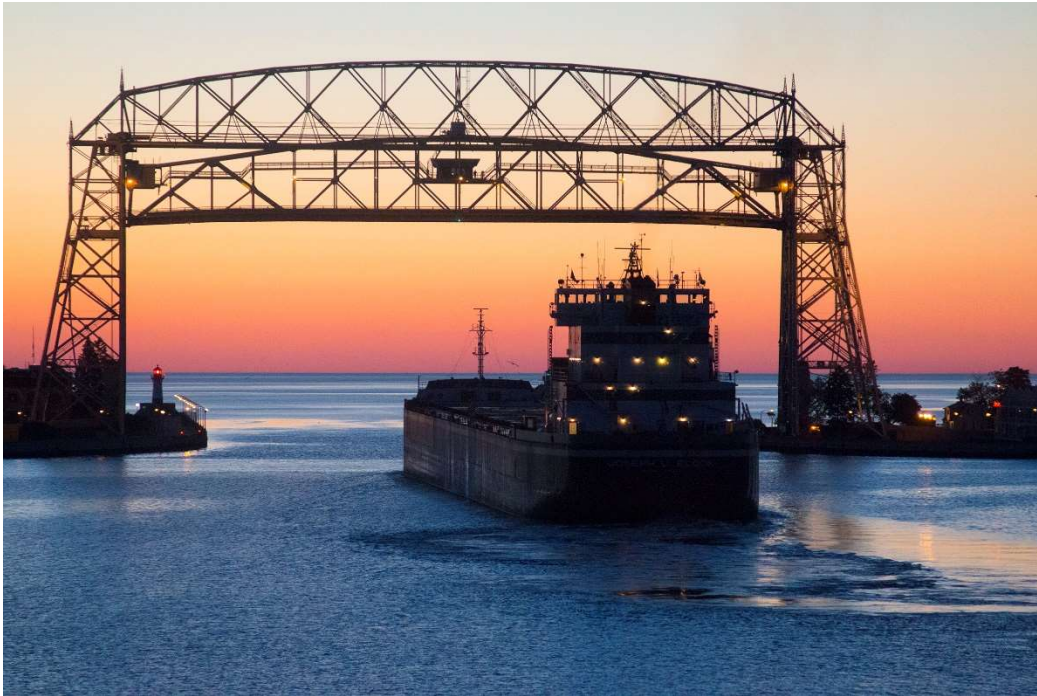
Countersigned:

\_\_\_\_\_  
City Auditor

Approved as to form:

\_\_\_\_\_  
City Attorney

# Exhibit A



## 2018 Marketing Plan and Budget

Submitted by:  
**VISIT DULUTH**  
225 West Superior Street  
Suite 110  
Duluth, MN 55802  
218-722-4011  
[www.visitduluth.com](http://www.visitduluth.com)

## **MISSION**

Visit Duluth, the official destination marketing organization, exists to attract the maximum number of visitor dollars into Duluth's economy. Visit Duluth establishes new initiatives to increase tourism, visitors and conventions, and further enhance the awareness of the industry.

## **ECONOMIC IMPACT**

Tourism's annual economic impact is more than \$950 million while 6.7 million visitors are attracted here each year employing more than 17,000 persons from entry level to top management.

## **KEY STRATEGIES**

- Capitalize on prime opportunities for increasing the dollars injected into Duluth's economy by visitors thus creating substantial economic impact, more jobs and enhanced quality of life in our community.
- Addressing needs during off-peak and value seasons.
- Increased scope of Visit Duluth operations and responsibilities serving as a community resource contributing to destination awareness, economic development, workforce and business retention.

# MARKETING OVERVIEW

## AUDIENCES:

Families – Couples - Friend Groups - Outdoor Adventurists

## ACTIVITIES:

Outdoor Adventure  
Arts & Theatre

Romance & Relaxation  
History & Culture Scene

Craft Beer & Culinary Experiences  
Amazing Events & Entertainment

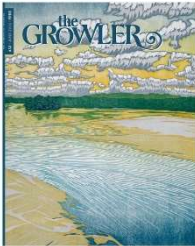
MARKETS:	
Minneapolis	St. Paul
Minnesota	Wisconsin
Des Moines	Fargo
Sioux Falls	Thunder Bay
Winnipeg	

## MEDIUMS:

Website  
Visitor Guide  
Email Marketing

Social Media  
Outdoor  
Magazines

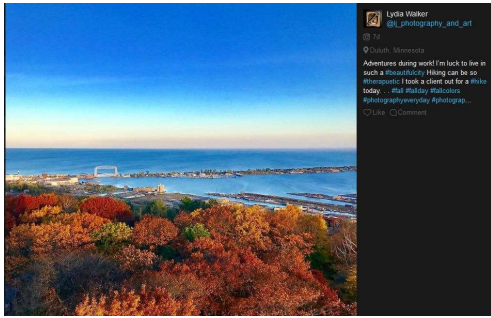
Television  
Geo Targeting  
Mobile





## USER GENERATED PHOTOGRAPHY AND VIDEOS

Continue highlighting Duluth's unique year-round events and activities through user generated photography and videos submitted by visitors via their social media accounts.



### Shipping Photo Gallery



## MARKETING GRANTS

Promote local events via social media, outdoor, print and online marketing. Appeal to broad audiences to maximize the number of visitors and encourage return visits to experience all Duluth has to offer throughout the year.



Continue working closely with partner sites to keep content updated and ad messaging on target for each season.



## EXPANDED CO-OP MARKETING TWIN CITIES TRUCK SIDE ADVERTISING CAMPAIGN

The Twin Cities area continues to be our core target market. #AuthenticDuluth branded messaging on delivery trucks traveling throughout the Twin Cities area has proven to be a cost-effective method for year-round marketing. The goal is to continue expanding the number of trucks and highlight featured partners through co-op program.



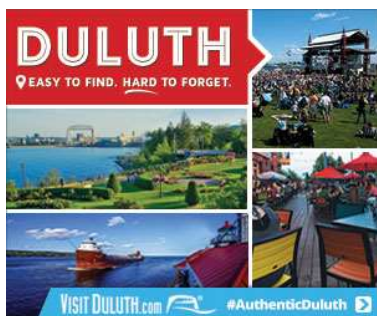
### ADVERTISING CAMPAIGNS



**Television**



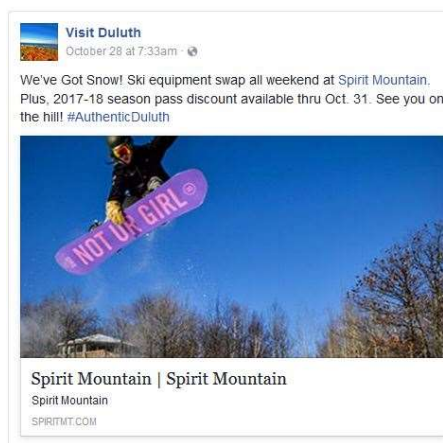
**Outdoor Digital Billboards**



**Online**



**Mobile/ Geo Fencing**



**Social Media**

## ADVERTISING CAMPAIGNS

- Shift winter outdoor campaign into January/February to promote Spirit Mountain when they are fully operational and visitors can use the venue to its full capacity
- Include new Western Corridor amenities as they open to highlight the western corridor experience
- Utilize summer TV to increase top of mind awareness for potential visitors

**Coupon Books included in every Visitor Guide**

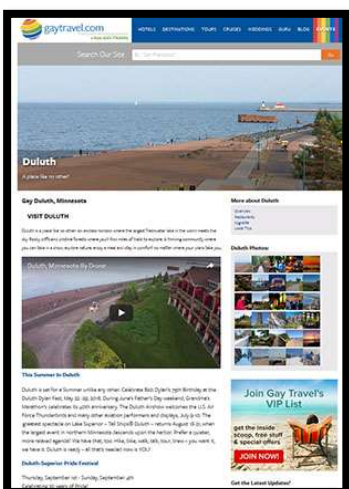


**“Call to Action”  
Registration on Summer TV Spots**



Market to **LGBTQI** through ongoing partnerships.

**Gaytravel.com  
and  
Lavender Magazine**

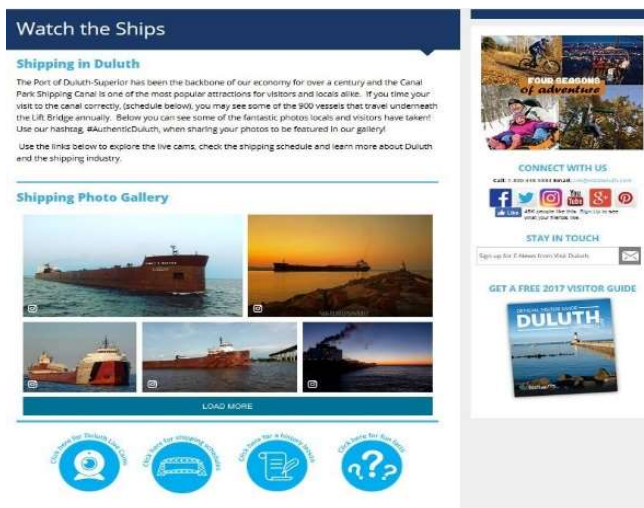


## NEW ONLINE INITIATIVES

2018 Tagline “**Find it in Duluth**”

Theme for the Visitor Guide and all advertising messaging.

- Expand and create new content specific landing pages to customize advertising message and direct visitors to relevant content



*Watch the Ships*

- Create a new contest for user generated videos where visitors and locals can “**Find it in Duluth**” and share on social media and [www.visitduluth.com](http://www.visitduluth.com)
- Stream live on Facebook from special events and locations throughout the year
- Promote Partner videos on Visit Duluth.com Social Media sites to highlight the wide variety of diverse opportunities available in our region
- Partner with Grant Sorensen, host of Superior Angling, to create a series of customized seasonal fishing videos to feature on our new Fishing page



*Northshore Scenic Railroad*



*Visit Duluth, shipping video*



*Grant Sorensen Fishing Video*

# NEW WESTERN CORRIDOR INITIATIVES

## Live Marketing Events



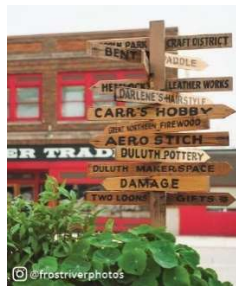
### Twin Cities light rail

Promote outdoor recreation activities via graphics on the blue line train between Mall of America and downtown Minneapolis. Late December through Super Bowl. On select days Duluth themed merchandise and prize giveaways.

**Engage social media influencers with innovative stories highlighting unique Western Corridor assets and experiential tourism.**

### Facebook Live Stream at venues “Find it in Duluth” slogan

- ❖ Spirit Mountain - Skiing, tubing, Camping
- ❖ Shopping/Retail in Lincoln Park Craft District
- ❖ Dining Clyde, OMC, Duluth Grill
- ❖ Outdoor parks, trails and launches

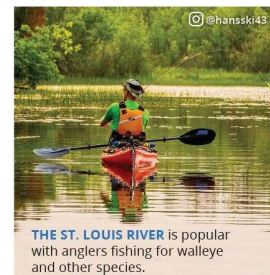


### Facebook Live Stream during Special Events

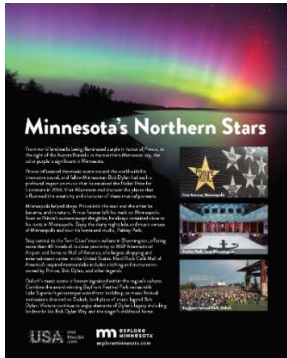
- ❖ Heritage Sports Center
- ❖ Duluth Ice and Mixed Fest
- ❖ Kia Time Trials
- ❖ Frosted Fatty

### Blogs with video and photos featuring:

- ❖ St. Louis River, fishing guides
- ❖ Paddle board and kayaking guides
- ❖ Handcrafted artisan goods – How it’s made
- ❖ Outdoor Recreation in the Western Corridor



# INTERNATIONAL MARKETING



## Partnerships with these organizations provide:

- ❖ Materials distributed to travel planners
- ❖ Website content
- ❖ Shared trade show leads and sales missions
- ❖ Inclusion in site inspection itineraries for travel writers

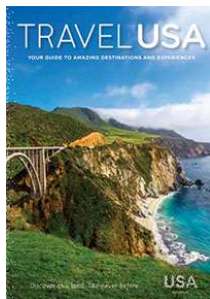


## Brand USA

### Duluth on [www.visittheusa.com](http://www.visittheusa.com)

- ❖ A page displaying photos, video and text promoting Duluth to international markets. Translated in 14 languages.

Canada ❖ Australia ❖ New Zealand ❖ India ❖ Japan ❖ Korea ❖ France ❖ Brazil United Kingdom ❖ Germany ❖ Mexico ❖ Iceland ❖ Netherlands ❖ Belgium ❖ China



## The Experience Guide Brand USA's signature promotional piece:

- ❖ Visit Duluth featured in this prominent international travel guide
- ❖ Editions in 14 languages
- ❖ Distributed in the USA's top 20 international inbound markets
- ❖ 575,000 printed copies. Available online for digital download

## PUBLIC RELATIONS/SOCIAL MEDIA

- Proactively pursue domestic and international journalists to feature Duluth
- Build upon relationships with new Bloggers and media influencers to promote Duluth
- Connect with members of Outdoor Writers Association who attended 90th annual conference in Duluth June 2017

### Media Database we reach out to with content and story ideas:

#### PRINT

Star Tribune  
Pioneer Press  
Minneapolis St. Paul Magazine  
AAA Living  
Artful Living  
Minnesota Monthly

#### TV/RADIO

WCCO TV /Radio  
Minnesota Public Radio  
Outdoor Bound TV  
Superior Angling  
MyTalk 107 Radio  
KARE11 TV

#### ONLINE

Midwest Living  
Explore Minnesota  
The Outdoor Report  
Lake Superior Magazine  
The Weather Channel

### 2018 Goals:

Assist partners with their events and initiatives via the marketing grant program.



*Bayfront Blues Festival*



*Grandma's Marathon*



- Increase #AuthenticDuluth branding message within our social communities
- Expand the follower base on current social media platforms

Facebook 45,800

Twitter 8,000

Instagram 10,400



- Develop contests and campaigns designed to increase and reward social participation and sharing of content to assist in promoting our “Find it in Duluth” message  
Contests including: First Ship, themed/seasonal photo and video contests



*First Ship Contest*



*Vikre Distillery promotion*



# CONVENTION SALES

Our main objective is to build strong relationships and connect with planning professionals to encourage them to hold their meetings in Duluth. We serve as a resource for venues, lodging, attractions, restaurants and retail.

- Lead Creation/RFP Sourcing
- Site Inspections
- Destination Presentations/Proposals
- Professional Services/Referrals
- Promotional Assistance
- Event Management Assistance



## New in 2018:

**Convention Services Summit** – Valuable perspectives from industry leaders and destination advisory board of planners presenting the latest research, best practices and trends in the meeting segment of our industry.

**Meetings Mean Business** – St. Louis and Minneapolis; a dynamic two-day event offering destination organizations and meeting planners the opportunity to connect and better understand how to leverage the destination to support event-planning strategy for more successful meetings.

**Connect Chicago** – Experience based tradeshow attended by national meeting planners in the Chicago Association/Meetings Market.



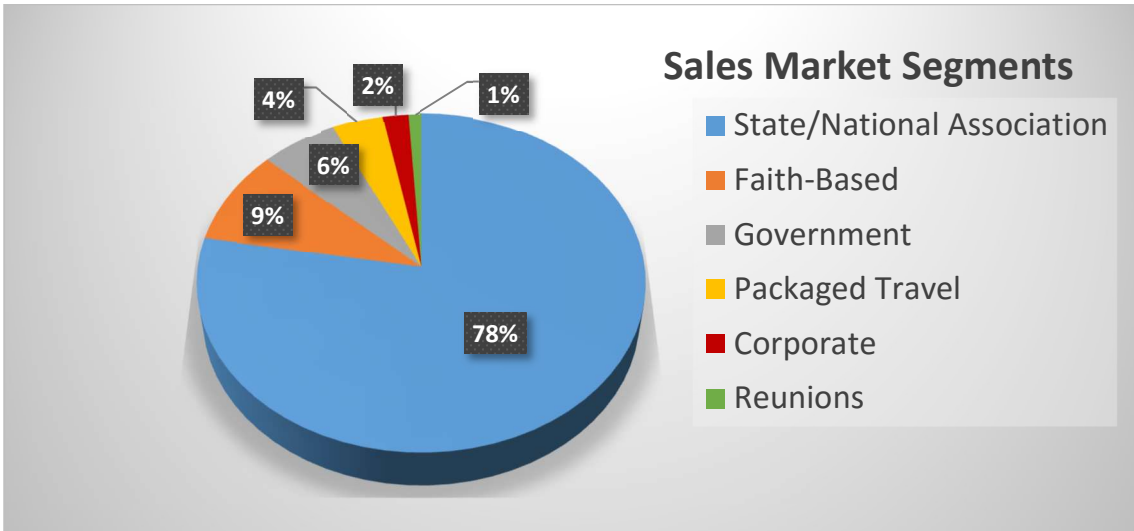
Event Sponsorship



Client Event



Tradeshow



2018 Tradeshows	Dates	City
Religious Conference Management Association	February	Omaha
Connect Chicago	March	Chicago
Christian Meetings & Conventions Association	March	Roanoke
Meetings Mean Business	April	St. Louis/Minneapolis
HelmsBriscoe	April	Orlando
XDP (formerly Springtime)	April	Washington DC
Associations North Annual EXPO	May	Minneapolis
American Society of Association Executives	August	Chicago



# SPORTS MARKETING

Visit Duluth Sports Marketing pursues opportunities to bring tournaments and sporting events to Duluth, by striving to attract, create, support and host sporting events that have an economic impact on the region.

## Marketing:



Visit Duluth Sports Facebook page/ Visit Duluth Sports



#MNSportsUpNorth

2018 Tradeshows	Dates	City
Let's Play Hockey Expo	March	St. Paul
National Association of Sports Commissions	April	Minneapolis
Connect Sports	August	Salt Lake City

**New in 2018:**

- Participating in a national sales mission with Explore Minnesota Tourism and Minnesota Sports to showcase the state and various Minnesota cities as a sports destination.
- Exhibiting at the Let's Play Hockey Expo at St. Paul in March.
- Partnering with regional sports facilities to promote sports in Duluth. Ad Banner at Essentia Duluth Heritage Sports Center.



- Minnesota Sports partners are hosting the National Association of Sports Commissions Annual Symposium in Minneapolis on April 23-26, 2018.
- For nearly 25 years, the Symposium has been designed for serious-minded sports tourism professionals.
- Through a combination of industry-leading educational and business development opportunities; 1,000 symposium attendees learn how to produce measurable return on investment, experience Minnesota sports venues and gain continuing education.



## PARTNER DEVELOPMENT

The new inclusive partnership model has proven successful and continued growth is anticipated under this structure for 2018.

### Hospitality Industry Professionals (HIP)



Quarterly HIP education and networking events for increased local exposure.

### Partner Visits



Partner interviews shared on website and social media for increased regional exposure.

### New in 2018:

Expand networking opportunities that provide Visit Duluth additional exposure in the local community. Goal: showcase partner businesses while hosting activities that encourage networking and comradery in a casual atmosphere.

Incorporate a fundraising component benefiting a local organization. Ideas: bowling, brewery tours, attraction tours, progressive group meal.

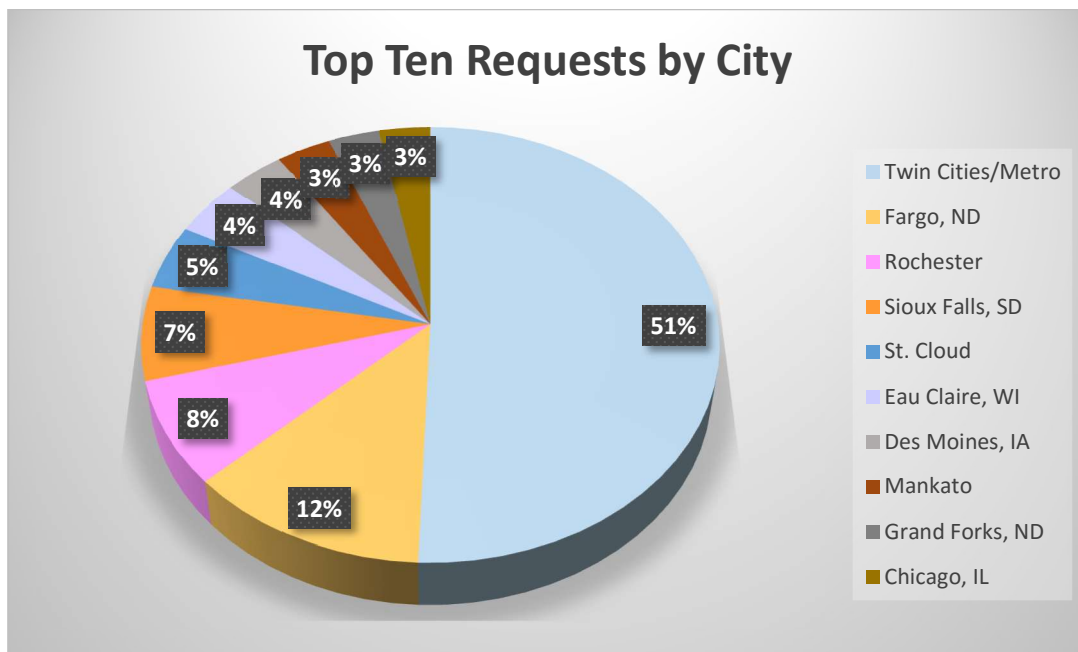
## VISITOR SERVICES

These critical services provide frontline contact for visitors to our destination by offering comprehensive information and traveler assistance.

**2017 Visitor Guide Distribution = 130,000**

**2017 Visitor Center:      Local: 605      United States: 803**

**International: 120**



- Provide detailed information to walk-ins at visitor center.
- Update lodging availability twice weekly and post on visitduluth.com. Provide camping and charter fishing availability in summer.
- Coordinate distribution of visitor guides to members, local businesses, Mall of America and State Travel Information Centers. Manage bulk distribution to AAA offices and Chambers of Commerce across the United States and Canada.
- Respond to high volume of phone and e-mails inquiries seeking destination information.

<b>Account Description</b>	<b>2018 Budgeted Revenue</b>	<b>2018 Budgeted Expense</b>
<b><u>REVENUE</u></b>		
Hotel - Motel Tax	1,900,000.00	
Western Corridor Tax	100,000.00	
Partner Dues	167,000.00	
Association Sales Income	20,000.00	
Online Sponsors	68,000.00	
Co-op Income	25,000.00	
Group Tour Income	500.00	
Grant Income	7,000.00	
Partnership Income	7,500.00	
Guide Sponsors	86,000.00	
Interest Income	250.00	
<b><u>TOURISM EXPENSES</u></b>		
VISD Salaries - Tourism		324,000.00
Payroll Taxes - Tourism		26,000.00
Employee Benefits - Tourism		43,500.00
Winter Mktg-Creative Services		5,000.00
Winter Mktg-Outdoor		10,000.00
Winter Mktg-Print, Magazine		6,000.00
Winter Mktg-TV		50,000.00
Winter Mktg-Online Media		13,000.00
Winter Mktg-Social Media		8,000.00
Spring Mktg-Creative Services		0.00
Spring Mktg-Outdoor		50,000.00
Spring Mktg-Print, Magazine		15,000.00
Spring Mktg-TV		100,000.00
Spring Mktg-Online Media		15,000.00
Spring Mktg-Social Media		8,000.00
Summer Mktg-Creative Services		10,000.00
Summer Mktg-Outdoor		10,000.00
Summer Mktg-Print, Magazine		15,000.00
Summer Mktg-Print, Newspaper		6,000.00
Summer Mktg-TV		0.00
Summer Mktg-Online Media		10,000.00
Summer Mktg-Social Media		4,000.00

<b>Account Description</b>	<b>2018 Budgeted Revenue</b>	<b>2018 Budgeted Expense</b>
Fall Mktg-Creative Services		5,000.00
Fall Mktg-Outdoor		10,000.00
Fall Mktg-Print, Magazine/Misc.		5,000.00
Fall Mktg-TV		0.00
Fall Mktg-Online Media		10,000.00
all Mktg-Social Media		5,000.00
Western Corridor Marketing		100,000.00
Live Marketing		85,000.00
Guide-Creative Services		1,400.00
Guide-Photography		0.00
Guide-Printing		79,000.00
Guide-Envelopes		1,000.00
Guide-Delivery & Storage		7,000.00
Partner Sales		3,500.00
Partner Promotion		1,500.00
Annual Meeting Expense		7,000.00
Visitor Center Expenses		5,500.00
Telephone		18,000.00
Website Maintenance		16,000.00
IDSS		11,000.00
Digital Trail Maps		25,000.00
Postage		36,000.00
Sponsorships Contributions		10,000.00
Marketing Grants		65,000.00
Tourism Training		7,000.00
Media Fams		9,000.00
Media Meetings & Memberships		3,500.00
Research		0.00
<u>CONVENTION EXPENSES</u>		
VISD Salaries - Convention		278,000.00
Payroll Taxes - Convention		22,300.00
Employee Benefits - Conv.		34,500.00
Convention National Sales		58,500.00
Convention Promotion		4,000.00
Convention Memberships/Subs		7,000.00
Convention Sites		3,500.00



<b>Account Description</b>	<b>2018 Budgeted Revenue</b>	<b>2018 Budgeted Expense</b>
Convention Incentives		25,000.00
Convention State Sales		35,000.00
Sports National Sales		9,000.00
Sports State Sales		8,500.00
Sports Memberships/Subscriptions		3,000.00
Sports Promotion		2,500.00
Sports Incentives/Bid Fees		35,000.00
Sports Sites		2,000.00
Sports Marketing		15,000.00
International Sales/Marketing		40,000.00
Group Tour Trade Shows		0.00
Group Tour State Sales		200.00
GT Memberships/Subscriptions		400.00
Group Tour Promotion		300.00
Group Tour Cruising		7,000.00
Group Tour Guides		500.00
<b><u>ADMINISTRATION EXPENSES</u></b>		
VISD Salaries - Administration		194,500.00
Payroll Taxes - Administration		15,600.00
Employee Benefits - Admin.		11,000.00
Rent Expense		85,000.00
Office Supplies & Expense		16,000.00
Computer Expenses		42,000.00
Accounting & Legal		40,000.00
Memberships/Subscriptions		28,200.00
Staff Development		25,000.00
Parking Expense		8,000.00
Copier Lease		6,500.00
Insurance		11,000.00
Community Relations		5,000.00
Board Development		5,000.00
Travel & Meetings		18,000.00
Amortization Expense		2,000.00
Depreciation Expense		5,000.00
Bank Service Charges		3,000.00
<b>TOTALS</b>	<b>2,381,250.00</b>	<b>2,366,900.00</b>
<b>Net Income</b>	<b>14,350.00</b>	