

Visit Cheyenne/DDA FY 2022					
Final					
				% of	
REVENUE		FY 22 Budget	Tot Rev		
	Lodging Tax	\$2,200,000	70%	35% increase over FY 21	
	Coop Revenue	\$5,000	0%	To be moved to DISCOVER CHEY	
	CARES Act	\$593,303			
	Events Revenue	\$100,000	3%	50k tickets, 50k sponsors-tickets,et	
	Previous Yr Carryover	\$250,000	8%		
	TOTAL REVENUE	\$3,148,303		Overall Income	
		\$ 3,148,303		VC Budget (LODGING TAX)	
EXPENSES					
ADMINISTRATION -- 10				FY 21 Budget	Total Exp
405	Salaries	\$ 96,250			
	TOTAL PERSONNEL	\$96,250	3.1%		
410	Accrued Vacation	\$ 500			
415	FICA	\$8,000	0.3%		
420	Worker's Compensation	\$5,000	0.2%		
422	Unemployment Insurance Claims	\$8,000	0.3%		
455	Insurance-Employee Health	\$ 9,500.00	0.3%	Dir & Office Mgr share	
432	IRA program	\$3,000	0.1%	3% match - Dir & Office Mgr	
	TOTAL INDIRECT PAYROLL COSTS	\$34,000	1.1%		
430	Rent	\$0	0.0%		
435	Utilities	\$4,200			
450	Insurance-Board Liability	\$5,000	0.2%	3 K board, 250 treasurer bo	
460	Insurance-Contents	\$1,000	0.0%		
475	Equipment Lease	\$5,000	0.2%	Copier	
480	Computer Equipment & Software	\$25,000	0.8%	New admin products & Computer I	
485	Accounting/Audit	\$25,000	0.8%	DAPCPA/Quickbooks	
490	Legal	\$1,500	0.0%		
495	Repairs & Maintenance (inc. phones, computers)	\$2,000	0.1%	Repair / maintenance) High West I	
500	Furniture	\$1,000	0.0%	Office Furniture needs	
505	Board meeting expenses	\$4,000	0.1%	Rental for Board retreat, bd mtgs.	
520	Telephone-Office use(local svc+outgoing L D)	\$9,000	0.3%		
550	Office Supplies	\$2,000	0.1%	Admin supplies: also in other funct	
580	Education & Training	\$15,000	0.5%	Domenic CDME, DI and Simplevie	
585	Travel & Auto	\$76,000	2.4%	Travel for Mgt trng & duties of CE	
590	Civic Membership	\$1,000	0.0%	Ch Bd, LEADS, etc.	
597	Memberships/Subscriptions	\$6,000	0.2%	Chamber, LEADS, LOCAL, plannir	
625	Postage -- General	\$10,000	0.3%		
582	Credit Card Fees	\$1,000	0.0%		
825	Printing -- Misc	\$2,000	0.1%	New bus. Cards / stationary	
	TOTAL OPERATIONS	\$195,700	6.2%		
	TOTAL ADMINISTRATION	\$325,950	10.4%		

	PACKAGED TRAVEL - 20				
			FY 21 Budget	Total Exp	
405	Salaries		\$ 21,525	0.7%	
	TOTAL PERSONNEL		\$ 21,525	0.7%	
410	<i>Accrued Vacation</i>		\$100		
415	<i>FICA</i>		\$1,500	0.0%	
432	<i>Simple IRA</i>		\$700	0.0%	
455	<i>Insurance-Employee Health</i>		\$3,500	0.1%	
	TOTAL INDIRECT PAYROLL COSTS		\$5,800	0.2%	
480	<i>Computer Equipment & Software</i>		\$1,000	0.0%	
585	<i>Travel and Auto</i>		\$6,000	0.2%	IPW, RMI, ABA, NTA
597	<i>Memberships and subscriptions</i>		\$2,000	0.1%	ABA, NTA
	TOTAL OPERATIONS		\$9,000	0.3%	
605	<i>E-Marketing</i>		\$1,000	0.0%	Specialized ads?
607	<i>Website</i>		\$8,000	0.3%	1/4 CRM+portion CMS
610	<i>Advertising - National</i>		\$11,000	0.3%	
625	<i>Postage - General</i>		\$500	0.0%	All efforts / trade shows/ direct ma
655	<i>Production</i>		\$1,000	0.0%	Ads
700	<i>Fam Tours / Site Visits</i>		\$8,500	0.3%	IPW, others + TAP Dance
715	<i>Professional Services</i>		\$1,000	0.0%	Translations -- expand?
745	<i>Trade Shows</i>		\$12,000	0.4%	RMI, NTA, ABA, IPW, TAP Activiti
825	<i>Print - Misc.</i>		\$1,500	0.0%	
900	<i>Future Year Encumbrances</i>		\$0	0.0%	
	TOTAL PROMOTIONS		\$44,500	1.4%	
	TOTAL PACKAGED TRAVEL		\$80,825	2.6%	

	<i>CONVENTIONS & MEETINGS -- 30</i>				
			<i>FY 21 Budget</i>	<i>% of</i>	
				<i>Total Exp</i>	
405	Salaries		\$ 157,400	5.0%	Director of Conv Sales/Share of CE
	<i>TOTAL PERSONNEL</i>		\$ 157,400	5.0%	
410	Accrued Vacation		\$ 500		
430	Rent		\$ 2,000		SUV Rent
432	IRA program		\$4,600	0.1%	
455	Insurance-Employee Health		\$ 30,000	1.0%	
415	FICA		\$13,000	0.4%	
	<i>TOTAL INDIRECT PAYROLL COSTS</i>		\$ 50,100	1.6%	
450	Insurance - SUV liability		\$1,600		
465	Insurance - SUV collision		\$800	0.0%	
480	Computer Equipment & Software		\$2,000	0.1%	
490	Legal		\$500	0.0%	
495	Repairs & Maintenance (inc. phones, computers)		\$1,500	0.0%	
500	Furniture		\$1,000	0.0%	
520	Telephone-Office use(local svc+outgoing L D)		\$0		
550	Office Supplies		\$2,000	0.1%	
580	Education & Training		\$4,000	0.1%	DI/Simpleview Summit
585	Travel & Auto		\$15,000	0.5%	Travel for trng, sales, trade shows,
590	Civic Membership Expenses		\$3,000	0.1%	Chamber functions/Kiwanis/etc.
597	Memberships / Subscriptions		\$10,000	0.3%	CSAE, PCMA, MPI
	<i>TOTAL OPERATIONS</i>		\$41,400	1.3%	
605	E-Marketing		\$4,000	0.1%	targeted online
607	Website		\$9,000	0.3%	1/4 CRM+portion CMS
600	Advertising - Regional		\$15,000	0.5%	WY Bus Rept
625	Postage - General		\$1,000	0.0%	Reduce -- more via e-mail
655	Production services		\$1,000	0.0%	Conv ads, Meeting videos
700	Fam Tours / Site Visits		\$45,000	1.4%	Select and SMMC
745	Trade Shows		\$50,000	1.6%	Shows, missions(incl. PCMA lunche
750	Trade Show Expenses		\$20,000	0.6%	plywood picture props? Smart Mtgs
780	Market Research		\$5,000	0.2%	Conventioneer research
825	Printing -- Misc		\$1,000	0.0%	Conv sales pieces
860	Promotional Items		\$10,000	0.3%	Mtg planner gifts, Mtg Exp awards
900	Future Year Encumbrances				FY 21 Sml Mkt Mtgs (\$20)
	<i>TOTAL PROMOTIONS</i>		\$161,000	5.1%	
	<i>TOTAL CONVENTION & MEETINGS</i>		\$ 409,900	13.0%	

	<i>PUBLIC RELATIONS / FILM -- 40</i>			<i>% of</i>	
			<i>FY 21 Budget</i>	<i>Total Exp</i>	
405	Salaries		\$27,250	0.9%	
	<i>TOTAL PERSONNEL</i>		\$27,250	0.9%	
410	Accrued Vacation		\$ 200		
432	IRA program		\$1,000	0.0%	
455	Insurance-Employee Health		\$ 5,000	0.2%	
415	FICA		\$2,200	0.1%	
	<i>TOTAL INDIRECT PAYROLL COSTS</i>		\$ 8,400	0.3%	
490	Legal		\$0		
495	Repairs & Maintenance (inc. phones, computers)		\$500	0.0%	High West Digital Contract
550	Office Supplies		\$1,000	0.0%	
585	Travel and Auto		\$4,000	0.1%	film & pr travel
	<i>TOTAL OPERATIONS</i>		\$5,500	0.2%	
605	E-Marketing		\$1,000	0.0%	Drop Box, etc.
607	Website		\$9,000		1/4 CRM+portion CMS
610	Print advertising placement		\$1,000	0.0%	Annual Report Distribution, Local e
625	Postage - General		\$1,000	0.0%	
655	Production services		\$50,000	1.6%	Videos - West Edge(1.95K/mo)+ M
700	Fam Tours / Site Visits		\$10,000	0.3%	CFD media visits, fam tours
715	Professional Services		\$60,000	1.9%	PR firm
735	Photography		\$3,500	0.1%	Photography updates
825	Printing - Misc.		\$4,000	0.1%	Newsletters, Calendar, Annual Rep
860	Promotional Items		\$1,000	0.0%	
	<i>TOTAL PROMOTIONS</i>		\$140,500	4.5%	
	<i>TOTAL PUBLIC RELATIONS / FILM</i>		\$181,650	5.8%	

	<i>Marketing Activities - 50</i>				
			<i>FY 21 Budget</i>	<i>% of</i>	
				<i>Total Exp</i>	
405	Salaries		\$134,645	4.3%	
	TOTAL PERSONNEL		\$134,645	4.3%	
410	Accrued Vacation		\$400		
415	FICA		\$6,600	0.2%	
432	Simple IRA		\$4,000	0.1%	
455	Insurance-Employee Health		\$9,000	0.3%	
	TOTAL INDIRECT PAYROLL COSTS		\$20,000	0.6%	
480	Computer Equipment & Supplies		\$2,000	0.1%	
490	Legal		\$400		
495	Repairs and Maintenance		\$1,500	0.0%	
520	Telephone-Office use(local svc+outgoing L D)		\$0		
550	Office Supplies		\$2,500	0.1%	
580	Education & Training		\$15,000		Andi CDME, DI Simpleview Su
585	Travel and Auto		\$10,000	0.3%	DMAI Fnd./Research Travel - REL
597	Memberships / Subscriptions		\$5,000	0.2%	DMAI membership
	TOTAL OPERATIONS		\$36,400	1.2%	
600	Advertising - Regional		\$355,000	11.3%	I80E, I80W, 2 I25, Media+\$25K air
605	E-Marketing		\$325,000	10.3%	150K Madden, 40K TripAdvisor,
607	Website		\$120,000	3.8%	Monthly web+1/2 CMS+1/4CRM.
610	Advertising - National		\$105,000	3.3%	WY coops, AAA, etc
625	Postage - General		\$9,000	0.3%	Direct Mail efforts / fulfillment of i
630	Telephone Toll Free Service for Mktg		\$1,000	0.0%	Incoming toll-free - all mktg - reduc
655	Production services		\$10,000	0.3%	New ads
715	Professional Services		\$20,000	0.6%	Special Projects, Contractors, Staffi
725	Mktg Grants		\$35,000	1.1%	
727	Sponsorships		\$75,000	2.4%	local mkt visibility. Incl \$5K soccer
730	Community Events		\$0	0.0%	Moved to Evetnts section
740	Brochure Distribution		\$20,000	0.6%	Cert. Folder Display - WY, SD, NE,
780	Market Research		\$40,000	1.3%	STR, Digital Audit, DMAI Foundat
825	Printing -- misc		\$50,000	1.6%	Main brochure, etc. Higher due to P
860	Promotional Items		\$5,000	0.2%	
900	Future Year Encumbrances		\$0		
	TOTAL PROMOTIONAL		\$1,170,000	37.2%	
	TOTAL MARKETING		\$1,361,045	43.3%	

	<i>Visitor Services --60</i>			<i>% of</i>	
			<i>FY 21 Budget</i>	<i>Total Exp</i>	
	<i>Personnel</i>				
405	<i>Salaries</i>		\$80,136	2.5%	
	<i>TOTAL PERSONNEL</i>		\$80,136	2.5%	
410	<i>Accrued Vacation</i>		\$ 400		
415	<i>FICA</i>		\$9,500	0.3%	
422	<i>Unemployment Insurance Claims</i>		\$300	0.0%	
432	<i>IRA program</i>		\$2,200	0.1%	
455	<i>Insurance-Employee Health</i>		\$14,500	0.5%	
	<i>TOTAL INDIRECT PAYROLL COSTS</i>		\$26,900	0.9%	
480	<i>Computer Equipment and Software</i>		\$2,000	0.1%	<i>Comp / Equip Depot / PB</i>
430	<i>Rent - Visitor Parking Spaces</i>		\$15,000	0.5%	<i>Parking Garage Spots + Storage S</i>
550	<i>Office Supplies</i>		\$3,000	0.1%	<i>Visitor Center special supplies / PB</i>
495	<i>Repairs & Maintenance (inc. phones, computers)</i>		\$2,000	0.1%	<i>High West Digital/ Computer</i>
500	<i>Furniture</i>		\$1,000	0.0%	<i>PB Needs?</i>
580	<i>Education and Training</i>		\$1,000	0.0%	<i>DI</i>
585	<i>Travel and Auto</i>		\$1,500	0.0%	<i>Restocking racks, Vis Ctr training</i>
	<i>TOTAL OPERATIONS</i>		\$25,500	0.8%	
603	<i>City/County Development</i>		\$110,000	3.5%	<i>Future Projects Undefined</i>
600	<i>Advertising - Regional</i>		\$5,000	0.2%	<i>Live Legendary media</i>
715	<i>Professional Services</i>		\$60,000	1.9%	<i>Live Legendary production</i>
655	<i>Production services</i>		\$14,000	0.4%	<i>Guide by Cell, Mobile websites,</i>
660	<i>Depot / Vis. Ctr. Enhancements</i>		\$50,000		<i>Photo kiosks, Vis. Ctr., Lights, Capi</i>
700	<i>Fam Tours / Site Visits</i>		\$4,000	0.1%	<i>Exp Chey events, Local outreach</i>
825	<i>Printing - Misc.</i>		\$2,000	0.1%	<i>Museum Passports, etc.</i>
	<i>TOTAL PROMOTIONAL</i>		\$245,000	7.8%	
	<i>TOTAL VISITOR SERVICES</i>		\$377,536	12.0%	

	<i>Convention Services - 70</i>		<i>FY 21 Budget</i>		
340	<i>Revenues (event registration / in and out)</i>		<i>\$450,000</i>		<i>GOING INTO CONV SVCS BUDG</i>
345	<i>Registration Fees back to Event organizers</i>		<i>\$450,000</i>		<i>COMING OUT OF CONV SVCS B</i>
405	<i>Salaries</i>		<i>\$15,570</i>	<i>0.5%</i>	<i>Experince and Content strategist</i>
	<i>TOTAL PERSONNEL</i>		<i>\$15,570</i>	<i>0.5%</i>	
410	<i>Accrued Vacation</i>				
455	<i>Insurance-Employee Health</i>		<i>\$0</i>	<i>0.0%</i>	
432	<i>Simple IRA</i>		<i>\$300</i>		
415	<i>FICA</i>		<i>\$1,300</i>	<i>0.0%</i>	
	<i>TOTAL INDIRECT PAYROLL COSTS</i>		<i>\$1,600</i>	<i>0.1%</i>	
480	<i>Computer Equipment</i>		<i>\$1,500</i>		<i>Computers, Internet Jet Packs, etc</i>
550	<i>Office Supplies</i>		<i>\$2,000</i>	<i>0.1%</i>	
	<i>Credit Card Fees</i>		<i>\$14,000</i>	<i>0.4%</i>	
585	<i>Travel and Auto</i>		<i>\$2,500</i>	<i>0.1%</i>	
715	<i>Professional Services</i>		<i>\$43,000</i>	<i>1.4%</i>	<i>Contract Services staffing</i>
791	<i>Convention Supplies</i>		<i>\$10,000</i>	<i>0.3%</i>	<i>Nametags, lanyards, etc</i>
792	<i>Convention Booth /Charging Stations</i>		<i>\$0</i>		<i>Booth, banners, repairs, charging st</i>
793	<i>Transportation Svcs</i>		<i>\$7,000</i>		
795	<i>Online Registrations</i>		<i>\$7,500</i>	<i>0.2%</i>	<i>Registrations, Constant Contact, Re</i>
800	<i>Receptions/Conv. Incentives</i>		<i>\$20,000</i>	<i>0.6%</i>	<i>Live the Legend Receptions</i>
	<i>TOTAL</i>		<i>\$107,500</i>	<i>3.4%</i>	
	<i>TOTAL CONVENTION SERVICES</i>		<i>\$124,670</i>	<i>4.0%</i>	

				% of	
	Convention Services EXTERNAL - 71		FY 21 Budget	Total Exp	
340	Revenues (event registration / in and out)		\$10,000		GOING INTO CONV SVCS BUDG
345	Registration Fees back to Event organizers		\$10,000		COMING OUT OF CONV SVCS BI
405	Salaries		\$0	0.0%	Conv. Svcs. Salary +
	TOTAL PERSONNEL		\$0	0.0%	
415	FICA		\$0	0.0%	
	TOTAL INDIRECT PAYROLL COSTS		\$0	0.0%	
	Credit Card Fees		\$0	0.0%	
585	Travel and Auto		\$0	0.0%	
791	Convention Supplies		\$0	0.0%	Nametags, lanyards, etc
795	Online Registrations		\$0	0.0%	CVENT registrations, Constant Co
	TOTAL		\$0	0.0%	
	TOTAL CONVENTION SERVICES EXTERNAL		\$0	0.0%	

	<i>Events - 100</i>			<i>% of</i>
			<i>FY 21 Budget</i>	<i>Total Exp</i>
				<i>Total Rev</i>
405	<i>Administrative Salaries</i>		\$48,000	1.53%
	<i>Seasonal/PTE</i>		\$20,000	0.6%
425	<i>Commission on Sponsorships</i>		\$10,000	0.3%
422	TOTAL PERSONNEL		\$68,000	2.2%
	<i>IRA program</i>		\$1,500	0.05%
420	<i>Worker's Compensation</i>		\$500	0.0%
415	<i>FICA</i>		\$1,500	0.0%
	TOTAL INDIRECT PAYROLL COSTS		\$2,000	0.1%
435	<i>Travel</i>		\$51,393	1.6%
580	<i>Education & Training</i>		\$1,800	0.1%
465	<i>Insurance - Comp/Collision</i>		\$3,800	0.1%
450	<i>Insurance - liability</i>		\$1,000	0.0%
550	<i>Office Supplies</i>		\$900	0.0%
495	<i>Repair & Maintenance</i>		\$10,000	0.3%
700	<i>Site Visits</i>		\$3,000	0.1%
730	<i>Events</i>		\$60,000	1.9%
715	<i>Professional contracts</i>		\$75,000	2.4%
590	<i>Civic Membership</i>		\$0	0.0%
520	<i>Telephone -- Local Service</i>		\$600	0.0%
	OPERATIONAL EXPENSES		\$207,493	6.6%
655	<i>Production Services</i>		\$500	0.0%
860	<i>Promotional Items</i>		\$1,500	0.0%
600	<i>Advertising placement</i>		\$2,000	0.1%
825	<i>Printing - Misc</i>		\$1,000	0.0%
	PROMOTION & ADVERTISING		\$5,000	0.2%
	TOTAL EXPENDITURES		\$282,493	9.0%
	TOTAL VISIT CHEYENNE		\$3,144,069	100.0%
				\$3,143,303

	DDA - 101				
				% of	
	REVENUE		FY 20 Budget	Total Rev	
	Mill Levy		\$356,000		
	City of Cheyenne		\$250,000		
	Laramie County		\$5,000		
	LCEDJPB		\$20,000		
	Jonah Bank-Carry Forward		\$650,000		400,000 savings, 250,000 checking
	Sponsorship				
	Investment Income				
	TOTAL REVENUE		\$1,281,000		
	EXPENSES				
405	Administrative Salaries		\$75,000		
425	Employee Salaries		\$144,000		
	TOTAL PERSONNEL		\$219,000		
455	Insurance-Employee Health		\$5,000		
432	IRA program		\$3,200		
420	Worker's Compensation		\$500		
415	FICA		\$4,500		
	TOTAL INDIRECT PAYROLL COSTS		\$10,000		
580	Education & Training		\$5,000		
585	Auto/Travel		\$6,000		
465	Insurance - Comp/Collision		\$0		
550	Insurance - liability		\$3,000		
	Office Supplies		\$7,000		
	Equipment		\$4,500		
	OPERATIONAL EXPENSES		\$25,500		
430	Rent		\$18,000		
435	Utilities		\$15,000		
485	Accounting/Audit		\$14,000		
490	Legal		\$5,000		
495	Maintenance/Repairs		\$2,000		
582	CC Fess		\$600		
600	Advertising-marketing		\$11,700		
603	Large projects		\$500,000		Obligated-Artspace, Hynds/hole
607	Website		\$7,000		
625	Postage		\$500		
655	Production Services		\$2,000		
715	Professional Services		\$200,000		planters, banners, snow, lights
725	Grant		\$150,000		100,000 CIG, 50,000 Façade
727	Sponsorship		\$35,000		
730	Community Events		\$40,000		
780	Market Research		\$30,000		Retail Leakage?
825	Printing - Misc		\$10,000		
860	Promotional Items		\$5,000		
	INFRASTRUCTURE,EVENTS&ADVERTISING		\$1,045,800		
	TOTAL EXPENDITURES		\$1,300,300		

	Cheyenne Street Railway - 90				
				% of	
	REVENUE		FY 20 Budget	Total Rev	
315	Rides		\$60,000	48.0%	
310	Charters		\$40,000	32.0%	
	Gift sales		\$0	0.0%	
	Carry over		\$25,000		
90	Investment Income		\$30	0.0%	
	TOTAL REVENUE		\$125,030		
				% of	
	EXPENSES			Total Exp	
405	Administrative Salaries		\$63,500		
425	Driver's Salaries		\$23,000		
	TOTAL PERSONNEL		\$86,500	71.3%	
455	Insurance-Employee Health		\$9,000	0.4%	
420	Worker's Compensation		\$500	3.7%	
415	FICA		\$4,500	11.5%	
	TOTAL INDIRECT PAYROLL COSTS		\$14,000		Driver trainings, DRUG TESTS
				1.5%	
580	Education & Training		\$1,800		
585	Auto/Travel		\$4,000	3.1%	
465	Insurance - Comp/Collision		\$3,800		Trolley supplies, bit of office supplie
550	Insurance - liability		\$1,000	0.7%	-10000
550	Office Supplies		\$900	3.7%	
480	Equipment		\$4,500	13.2%	
	OPERATIONAL EXPENSES		\$16,000		
				0.3%	
655	Production Services		\$400	1.8%	
860	Promotional Items		\$2,200	1.4%	
600	Advertising placement		\$1,700	0.4%	
825	Printing - Misc		\$500	4.0%	
	PROMOTION & ADVERTISING		\$4,800		
				100.0%	