

Louisville Tourism
2022/2023 Fiscal Budget
General Fund

	22/23 Budget
Revenue	
Transient Room Tax	\$ 19,148,535
Matching Funds	532,589
Interest Income	168,470
Services & Fees	113,160
Merchandise, net	89,797
Membership Dues	348,500
Advertising	168,900
Other Income	1,190,314

Total Revenue \$ 21,760,266

Carryforward - KICC CIF \$ -

Total Revenue & Carryforward \$ 21,760,266

Expenditures

Salaries & Related Expenses

Employee Salaries & Wages - F/T	\$ 4,628,179
Employee Salaries & Wages - P/T	247,920
Employee Payroll Taxes	402,249
Employee Incentive Pay/Commissions	826,188
Employee Retirement Plan	1,446,674
Employee Benefits	579,538
Employee Relations	133,738

Subtotal \$ 8,264,486

Occupancy

Rent	\$ 415,308
Utilities	5,620
Parking	50,360

Subtotal \$ 471,288

Sales & Marketing

Travel/Trade Shows	\$ 1,492,255
Advertising	3,447,825
Printing/General Printing	490,950
Promotion	543,368
Special Events/Sponsorships	3,027,933
Entertainment	113,975
Mass Marketing/FAM Tours	674,697
Site Visits	92,294
Client Events	259,300
Photography/Video	138,000
Technology Marketing	302,706
Dues	131,225
Research	488,330

Subtotal \$ 11,202,858

General & Administrative

Office Expense	\$ 92,724
Telephone	93,200
Maintenance	59,775
Data Processing	142,312
Postage	102,500
Professional Fees	223,400
Insurance	55,150
Subscriptions/Publications	9,273
Capital Expenditures	43,300

Subtotal \$ 821,634

KICC CIF

Capital Expenditures - KICC CIF \$ -

Subtotal \$ -

Total Expenditures \$ 20,760,266

Revenue Carryover - KICC CIF 1,000,000

Total Expenditures & Carryover \$ 21,760,266