

2023-2024 ADOPTED BUDGET

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
Beginning Fund Balance	421,322	476,428	550,000	730,000
RESOURCES				
Tillamook County Destination Management	678,427	905,992	1,210,121	1,172,160
Tillamook Business Signage Grants - New	-	-	50,000	-
Tillamook County Facilities Investment - Wayfinding	-	517,000	320,000	97,000
Partners for Rural Food Systems Incubator Investment			-	100,000
South County PMP Fund - Personnel & Projects	24,275	102,873	14,000	-
Miscellaneous Income	68,607	122,404	-	-
Transfers, Net	(132,000)	-		
Total Resources	1,060,631	2,124,696	2,144,121	2,099,160
		1,648,268	1,594,121	1,369,160
				Total Request
REQUIREMENTS				
Operations	82,890	54,515	91,508	109,081
Personnel	351,822	493,544	450,593	587,959
Community Investment	60,857	95,692	340,100	264,600
Messaging	82,352	130,029	145,720	153,620
Development	146,310	151,442	276,200	216,900
Wayfinding	185,454	292,254	320,000	97,000
Transfers OUT-Business Oregon/Travel Oregon	-		20,000	20,000
Unappropriated Ending Fund Balance	150,946	907,220	500,000	650,000
Total Requirements	1,060,631	2,124,696	2,144,121	2,099,160
Total Expense	909,685	1,217,476	1,644,121	1,449,160
Net Income (Loss)	(270,376)	430,792	(50,000)	(80,000)

Operations

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
Bank Fees	422	380	420	480
Equipment Rental/Lease Contract*	621	1,578	3,312	2,401
Furniture & Equipment Purchase	1,719	-	500	1,500
Google Email Suite	763	1,008	1,156	1,300
Liability Insurance	2,348	2,069	2,800	2,200
Logo Apparel	-	510	1,500	1,000
Meetings*	1,411	5,330	10,400	10,400
Membership Dues	3,295	2,287	4,000	12,000
Occupancy*	8,038	7,642	8,650	16,100
Office Supplies	1,447	1,235	1,800	1,200
Personal Property Tax	268	-	300	300
Postage/Couriers/Shipping	802	915	1,000	800
Professional Services*	3,863	5,075	25,000	26,000
Recruitment Expense	716	-	-	-
Software & Subscriptions	3,872	3,301	3,820	6,000
Staff Travel*	1,287	9,528	10,100	13,200
State Annual Fees	100	50	50	100
Training & Development*	3,281	13,605	16,700	14,100
TOTAL OPERATIONS	82,890	54,515	91,508	109,081

Personnel

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
Home Office Stipend	3,780	2,855	4,800	6,000
Insurance Benefits	34,020	37,192	44,200	59,000
Life/AD&D/LTD	3,700	5,045	3,841	5,005
Payroll Taxes	24,703	32,625	31,930	42,214
Retirement Contributions	10,585	12,402	14,228	18,498
Wages	274,502	393,734	350,893	456,442
Workman's Comp Insurance	533	643	702	800
TOTAL PERSONNEL	351,822	493,544	450,593	587,959

Community Investment

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
Committee & Community Meetings	709	5,573	4,300	3,400
Community Programs*	12,188	18,283	4,800	52,700
Community Training Programs*	-	5,447	14,000	13,000
COVID Materials & Collateral	4,395	-	-	-
Event Hosting	-	4,374	62,000	-
Grants	25,047	10,750	200,000	50,000
Public Affairs	2,948	4,000	10,000	10,000
Sponsorships	15,000	22,920	33,000	31,500
Stakeholder Partnership	-	22,500	10,000	100,000
Stakeholder Promo Items	569	1,845	2,000	4,000
TOTAL COMMUNITY INVESTMENT	60,857	95,692	340,100	264,600

Messaging

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
E-Newsletter	5,910	3,364	6,000	7,700
Fulfillment (Visitor Guide Distribution & Postage)*	27,612	45,491	30,720	51,720
Online/Web Placement*	22,780	13,244	34,500	28,700
Print Placement	5,300	6,900	14,000	5,000
Radio Placement	2,750	20,120	26,000	26,000
Television Placement	18,000	37,160	25,500	25,500
Podcast Placement	-	3,750	9,000	9,000
TOTAL DESTINATION MESSAGING	82,352	130,029	145,720	153,620

Development

	2020-2021	2021-2022	2022-2023	2023-2024
	ACTUAL	ACTUAL	ADOPTED	ADOPTED
Creative Marketing Services	24,500	24,385	52,500	20,500
FAM/Site Visits/Tours	-	-	4,000	500
IT & Website*	33,764	63,649	64,800	48,200
Other Contractors	275	-	10,000	20,000
Production*	86,851	60,611	133,700	113,500
Promos & Giveaways	50	902	4,200	3,200
Public Relations-Media Outreach	-	-	5,000	6,000
Reimbursed Vendor Expenses	-	-	-	-
Research & Studies*	870	1,895	2,000	5,000
TOTAL DESTINATION DEVELOPMENT	146,310	151,442	276,200	216,900

Facilities Infrastructure

	2020-2021	2021-2022	2022-2023	2022-2023
	ADOPTED	ACTUAL	ADOPTED	ADOPTED
Wayfinding Planning*	61,340	39,964	20,000	40,000
Wayfinding Signage*	124,114	252,290	300,000	57,000
TOTAL WAYFINDING	185,454	292,254	320,000	97,000

Operations Expanded Detail

	2022-2023 ADOPTED	2022-2023 REVISED	2023-2024 ADOPTED	Comments
Equipment Rental/Lease Contract	3,312	1,312	2,401	
<i>Copy Machine Usage</i>	3,000	1,000	2,000	
<i>Copy Maintenance Contract</i>	312	312	401	
Meetings	10,400	10,400	10,400	
<i>Annual Dinner</i>				Non-TLT
<i>Board Meetings</i>	2,200	2,200	2,200	
<i>Meeting/Conference Fees</i>	5,000	5,000	5,000	
<i>Staff Meetings</i>	2,000	2,000	2,000	
<i>Vendor Meals & Lodging</i>	1,200	1,200	1,200	
Occupancy	8,650	10,000	16,100	
<i>Office Lease</i>	3,000	3,400	10,000	
<i>Phone & Internet</i>	1,850	2,500	2,000	
<i>Repairs & Maintenance</i>	500	500	500	
<i>Storage Unit</i>	3,300	3,600	3,600	
Professional Services	25,000	10,000	26,000	
<i>Branding/Strategy Contractor</i>	7,000	2,000	18,000	
<i>CPA/Audit</i>	9,000	-	-	
<i>IT Contract Services</i>	2,000	2,000	2,000	
<i>Legal Fees</i>	2,000	1,000	1,000	
<i>Other</i>	-	-	-	

<i>Vanguard Annual Fee</i>	5,000	5,000	5,000
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Staff Travel	10,100	11,600	13,200
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<i>Lodging</i>	4,500	6,000	6,000
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<i>Meals</i>	1,200	1,200	1,200
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<i>Transportation</i>	4,400	4,400	6,000
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Training & Development	16,700	19,000	14,100
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<i>Board Training & Development</i>	500	5,700	6,000
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<i>Staff Training & Development</i>	16,200	13,300	8,100
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Community Investment Expanded Detail

	2022-2023	2022-2023	2023-2024	Comments
	ADOPTED	REVISED	ADOPTED	

Community Programs	4,800	6,200	52,700
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<i>Lodging Revenue Program</i>			
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<i>Trees to Sea Scenic Byway</i>			
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<i>Village Lights Volunteer Pilot</i>			
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<i>Volunteer Pilot Project</i>			
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<i>Quilt Blocks</i>	800	-	-
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<i>Beach Wheelchair Mats</i>	4,000	6,200	6,200
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<i>Beach Wheelchair Investment</i>			1,000
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<i>Tourism Academy for local businesses</i>			
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<i>Community Awards</i>	-	-	-
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Coast Check Cameras & Website

<i>Tillamook Coast Volunteer Adventures</i>	-	-	25,500
<i>Industry Support & Community Programs</i>	-	-	20,000

Community Training Programs	14,000	14,600	13,000
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<i>Hospitality Training (High School)</i>			
<i>Business Accelerator and/or Recipe to Market</i>	4,000	-	-
<i>Guest Service Gold Training</i>	8,000	8,000	4,000
<i>Interpretive Guide Training</i>	2,000	2,000	6,000
<i>Wilderness First Aid Training</i>	-	-	3,000
<i>Certified Autism Training</i>	-	3,100	-
<i>Social Media Training</i>		1,500	

Messaging Expanded Detail

	2022-2023	2022-2023	2023-2024	Comments
	ADOPTED	REVISED	ADOPTED	
Fulfillment	30,720	50,720	51,720	
<i>Destination Guide Distribution</i>	18,000	20,000	21,000	
<i>Destination Guide Postage</i>	12,000	30,000	30,000	
<i>Lead Generation</i>	720	720	720	
Online/Web Placement	34,500	11,900	28,700	
<i>Facebook</i>	7,500	-	2,000	
<i>Geofencing</i>	-	-	-	
<i>Video Marketing</i>	17,000	-	10,000	
<i>Website Placements</i>	10,000	11,900	16,700	

Development Expanded Detail

	2022-2023 ADOPTED	2022-2023 REVISED	2023-2024 ADOPTED	Comments
IT & Website	64,800	35,870	48,200	
<i>Domain & Purchase Renewals</i>	800	800	800	
<i>Google Ad Words</i>	3,000	-	2,000	
<i>IT/Web Other - Website Improvements</i>	6,600	5,000	11,500	
<i>Jack Rabbit Software</i>	-	-	-	
<i>Online Storage</i>	900	900	900	
<i>SEO/SEM</i>	12,000	-	5,000	
<i>Hosting Fees</i>	500	1,920	1,800	
<i>Website Maintenance & Updates</i>	41,000	27,250	26,200	
Production	133,700	112,850	113,500	
<i>Brochures & Collateral</i>	3,200	24,300	4,000	
<i>Content & Editing</i>	12,000	-	10,000	
<i>Graphic Design</i>	4,000	7,000	5,500	
<i>Guide Books</i>	2,000	-	6,000	
<i>Photography</i>	10,500	5,600	8,000	
<i>Video Production</i>	47,000	24,950	25,000	
<i>Visitor Guides/Maps</i>	55,000	51,000	55,000	
Research & Studies	2,000	13,400	5,000	
<i>Brand Awareness</i>	-	-	-	
<i>Aviation Tourism Research</i>	2,000	5,000	-	

<i>Accessibility Study Grant Match</i>	-	5,000	-
<i>Web Research Study</i>	-	3,400	-
<i>STIA Amenities Plan</i>	-	-	5,000

Facilities & Infrastructure

	2022-2023 ADOPTED	2022-2023 REVISED	2023-2024 ADOPTED	Comments
Wayfinding Planning	20,000	37,000	40,000	
<i>City of Nehalem</i>				
<i>City of Pacific City Phase I</i>		17,000		
<i>City of Rockaway</i>				
<i>City of Wheeler</i>				
<i>Miscellaneous</i>			40,000	Wheeler/Manzanita
<i>Northwest Youth Corps (GIS Mapping)/Web design</i>				
<i>Trees to Sea</i>				
<i>City of Bay City</i>	20,000	20,000		
Wayfinding Signage	300,000	427,100	57,000	
<i>City of Nehalem</i>				
<i>City of Pacific City (Phase I - Brooten Road)</i>				
<i>Not Part of RFP Area</i>				
<i>Permanent Electric Signaged - Pacific City - Revamp Gateway Signage</i>	-	-	-	
<i>City of Rockaway Beach</i>				

<i>City of Tillamook</i>			
<i>Nehalem Fire Department</i>	-	-	-
<i>Tsunami Signage - Neskowin/Nestucca</i>			
<i>Tsunami Signage - Tierra Del Mar</i>			
<i>Tsunami Signage - Pacific City</i>			
<i>Tsunami Signage - Manzanita</i>	-	-	-
<i>Nestucca Fire & Rescue LED Sign</i>			
<i>Tillamook Air Museum</i>			
<i>Port of Garibaldi</i>			
<i>City of Bay City</i>	300,000	427,100	57,000