

# 2021 DCTT BUDGET

## 2021 ANITICPATED HMT

	Budget (Estimate)	
2021 – TCT Funds (Estimate)	\$367,500	43.75%
2021 – TPD Funds (Estimate)	\$157,500	18.75%
	<b>\$525,000</b>	

## CASH RESERVE

	Reserve Amount
2015 – 2018 Old Monies (399,716.94)	\$39,971.70
2019 July – December (124,755.05)	\$12,475.50
2020 – June-Oct (70,054.54)	7,005.45
2021 TCT + TPD (Estimate: 525,000)	\$52,500.00
	<b>\$111,952.65</b>

## HMT FUND

2015 – 2018 Old Monies	\$116,535.11	\$116,535.11
2019 July – December	\$112,279.55	\$112,279.55
2020 – June-Oct	\$63,049.09	\$63,049.09
2021 TCT Funds (Anticipated)		\$315,000.00
2021 TPD Funds (Anticipated)		\$157,500.00
	<b>\$291,863.75</b>	<b>\$764,363.75</b>

## OPERATIONS

ITEM	FUND	COST
Personnel: Executive Director (90,000), Contract (4500), Admin (27600), Training (5000), Travel(1000)	2015-2018 Old Monies 2019 July December	\$128,100
Accounting: Auditing \$6,000,IRS Filings \$2000 QuickBooks	2019 July-December	\$12,735
Utilities: Current location: \$500/mon (Jan - Jun)	2019 July-December	\$3,000
Rent (new location): \$500/mon (Jul-Dec)	2019 July-December	\$3,000
Email & Zoom	2019 July-December	\$798
Advertising	2019 July-December	\$5,000
Print	2019 July-December	\$5,000
Office Supplies	2019 July-December	\$5,000
Petty Cash	2019 July-December	\$250
Hospitality	2019 July-December	\$1,000

**TOTAL**

**\$163,883**

**MEMBERSHIPS**

AMTA	2019 July-December	\$275
U.S. Travel Association	2019 July-December	\$1,049

**TOTAL**

**\$1,324**

**OKR GOALS**

Increase Visibility of Douglas County and Its Attractions

Refer Travelers to DCTT Hotels

Create Quarterly Contest to Incentivize Visitors

**TCT EXPENDITURES (MARKETING)**

Explore Website Updates, Maintenance and SEO (existing	2019 July-December	\$5,220
Film Trail Website Updates, Maintenance and SEO (existing contract)	2019 July-December	\$12,055
Explore Georgia 2021 State Tour Guide (ad in Atlanta	2019 July-December	\$6,295
Graphic Designs for Exploration Challenge & Trail Signage	2019 July-December	\$1,700
Video Production (Tourism, Agri, Trails, 12 Exploration Challenges)	2019 July-December 2020 June-October	\$53,900
Audio Production (radio ads)	2020 June-Oct	\$24,000
Live FB streams – Exploration Challenge	2020 June-Oct	\$16,090
Traditional Radio (10 weeks contracts)	2020 June-Oct 2021 TCT	\$106,575
Billboards (Columbus, GA – I-85 & 185)(I-59/I-20	2021 TCT	\$52,850
Satellite Radio (Sirius XM, Pandora, SoundCloud) 16 weeks	2021 TCT	\$48,000

Social Media Marketing	2021 TCT	\$24,000
Airport Advertising (20 screens,8 months)	2021 TCT	\$62,336
National Tourism Week May 2-8, 2021	2021 TCT	\$8,864
Threshold 360 (existing contract)	2021 TCT	\$7,500
Arrivalist (existing contract)	2021 TCT	\$25,000
Bandwango (existing contract)	2021 TCT	\$14,500

**TOTAL**

**\$467,985**

**TPD EXPDENTITURES (PHYSICAL PRODUCT)**

ITEM	FUND	COST
<b>Douglas County Museum of History and Art</b>		
Back Signage (Church St)	2021 TPD	\$18,700
Front Signage (Veterans Memorial Hwy)	2021 TPD	\$11,100
Visitors Kiosk (55" screen)	2021 TPD	\$31,660
Wayfinding Signage (1-20 & Thornton, other locations)		\$36,960
<b>Film Trail</b>		
New Signage (16)	2021 TPD	\$23,680
<b>Agri-Trail</b>		
Signage (10)	2021 TPD	\$11,800
<b>History Trail</b>		
Signage (10)	2021 TPD	\$11,800
<b>Butterfly Trail</b>		
Signage (10)	2021 TPD	\$11,800

**TOTAL**

**\$157,500**

**TOTAL EXPENDITURES**

Operations	\$163,883.00
Membership	\$1,324.00
TCT Expenditures (Marketing)	\$467,985.00
TPD Expenditures (Physical Product)	\$157,500.00
<b>TOTAL</b>	<b>\$790,692</b>