

2022 DCTT PROPOSED BUDGET - B

2022 Estimated Budget: 581,250.00

RESERVES FUND

Reserves: \$58,125.00	\$58,125.00
TOTAL	\$58,125.00

OPERATIONS = \$181,750.00

ITEM	COST
Personnel: \$153,000.00	
Executive Director Consultant	\$90,000.00
Admin/Social Media Consultant (Fulltime)	\$50,000.00
Bonus/Incentives	\$10,000.00
Training/Conferences:	\$3,000.00
<i>GA CVB Annual Concerence 1/31 - 2/2 Columbus, GA</i>	
<i>GA Govenor's Tourism Conference 8/1 - 8/3 - Athens, GA</i>	
Social Media Strategies Summit 2/23 - 2/24 (Online)	
Accounting: \$10,800.00	
Auditing	\$8,000.00
IRS Filings	\$2,000.00
Quickbooks	\$800.00
D&O Insurance:\$2,000.00	
Philadelphia Insurance Companies	\$2,000.00
Rent: \$8,400.00	
Meritage Center \$700.00 per month	\$8,400.00

Unknown	\$3,833.00
Tech: \$1,736.00	
Email	\$648.00
Zoom	\$150.00
Microsoft License	\$150.00
Hightail (DCTT video files)	\$288.00
SiteGround (website hosting)	\$500.00
Advertising: \$1,814.00	
iStock Photos	\$864.00
Mailchimp	\$625.00
Planoly	\$180.00
Linktree	\$60.00
Smugmug	\$85.00
Print: \$1,500.00	\$1,500.00
Office Supplies: \$2,000.00	\$2,000.00
Petty Cash: \$250.00	\$250.00
Hospitality: \$250.00	\$250.00
TOTAL	\$185,583.00

MEMBERSHIPS = \$1,025.00

ITEM	COST
AMTA - Atlanta Metro Travel Association	\$225.00
GACVB	\$800.00
TOTAL	\$1,025.00

TCT EXPENDITURES (MARKETING) = \$238,330.00 (2022) / \$340,296.00 (2021) = \$578,626.00

ITEM

COST

Web Managemnet/Re-design - ExploreDouglasCountyGA.com & DouglasCountyFilmTrail.com - \$24,650.00 - 2021 Budget

Monthly Maintinence & SEO (2hrs) for ExploreDouglasCountyGA.com & DouglasCountyFilmTrail.com - \$200 per month for each site	\$4,800.00
Re-Design of DouglasCountyFilmTrail.com	\$19,100.00
ADA Accessibility for DouglasCountyFilmTrail.com	\$750.00

Graphics : \$3,025.00	
Airport Billboards redesign	\$700.00
Hwy Billboard redesign	\$700.00
Banner Ads (5 looks) \$200.00 each	\$1,000.00
2023 Explore GA Ad	\$125.00
2023 GA State Parks Ad	\$125.00
Exploration Challenge Logos (5 @ 75.00 each)	\$375.00

Video/Audio Production: \$50,000.00 - 2021 Budget	
Exploration Challenge Social Media Video & ANR (10)	\$40,000.00
DCTT ANR	\$2,000.00
Tourism Video - Boundary Waters Park - 3 videos	\$5,000.00
Community Garden Video	\$3,000.00

2023 Explore GA Magazine Ad - \$6,500.00 2021 Budget	\$6,500.00
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2023 GA State Parks Ad: \$8,000.00 (Includes 5 Banner Ads) 2021 Budget	\$8,000.00
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Still Photography: \$2,500.00 2021 Budget	\$2,500.00
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Billboards: \$176,305.00	
Hwy - Chattanooga, Anniston, Augusta	\$62,005.00
Hwy - Columbus	\$10,300.00
Airport - 22 screens	\$104,000.00

Strategic Plan: ESI 2021 Budget	\$53,000.00
Media Buyer: Newtown Simon Advertising 2021 Budget	\$125,650.00
GA/FL Billboard	
Traditional Radio	
Satellite Radio	
Digital Ads - Social Media and Google Based	
365 Degree Total Marketing: \$14,296.00 2021 Budget	
VIC :30 Tourism Video - Played in 11 state VICs	\$12,796.00
VIC Brochure reprinting & distribution - 6,000 copies distributed to 11 VICs	\$1,500.00
STR Report - 18 months. Delivered Monthly 2021 Budget	\$2,200.00
Arrivalist: \$25,000.00	\$25,000.00

Social Media Marketing: (\$1,000.00 per month)	\$12,000.00
Threshold 360 Renewal - \$7,500.00	\$7,500.00
Bandwango Renewal - \$14,500.00	\$14,500.00
Promotional Collateral for Marketing -\$3,000.00 2021 Budget	\$3,000.00
National Tourism Week - May 1- 7, 2022 \$500.00 2021 Budget	\$500.00
DCTT Marketing Sponsorship Opportunities - \$50,000.00 2021 Budget	\$50,000.00
TOTAL	\$238,330.00

TPD EXPDENTITURES (PHYSICAL PRODUCT) - Estimate \$98,062.00

ITEM	COST
Wayfinding Signage - Boundary Waters Park	\$65,000.00

Wayfinding Signage - Douglas County Community Garden	\$25,000.00
Additions to Trails	\$8,062.00
TOTAL	\$98,062.00

TOTAL 2022 BUDGET

Reserves Fund	\$58,250.00
Operations	\$185,583.00
Membership	\$1,025.00
TCT Expenditures (Marketing)	\$238,330.00
TPD Expenditures (Physical Product)	\$98,062.00
TOTAL	\$581,250.00

TCT 2021 FUNDS	\$340,296.00
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