

Mercer County CVB				
2022 Budget - Preliminary				
		12 months		
	2020	Ended 12/21	2021	2022
	<u>Actual</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
Support and Revenues				
Interest Income	\$ 1,546	\$ 580	\$ 1,500	\$ 500
Hotel tax - Bluefield	43,461	55,002	40,000	55,000
Hotel tax - Bramwell	2,735	1,998	2,000	2,000
Hotel tax - Mercer County	348,334	463,724	340,000	440,000
Hotel tax - Princeton	3,968	4,500	3,000	3,500
Miscellaneous Income	-	24,414	-	-
Total Support and Revenues	\$ 400,044	\$ 550,219	\$ 386,500	\$ 501,000
Expenses				
Advertising and Marketing				
Advertising (Note 1)	\$ 273,512	\$ 184,886	\$ 215,000	
Creative Agency Fees (Note 3)				120,000
Internet Marketing (Note 2)				130,000
West Virginia co-ops			17,020	22,000
Marketing, miscellaneous				21,000
Print Materials				20,000
Travel Expenses for Shows	4,972	3,859	2,000	-
Travel, Meals for Shows	<u>1,126</u>	<u>447</u>	<u>1,700</u>	-
Total Advertising and Marketing	\$ 279,610	\$ 189,193	\$ 235,720	\$ 313,000
Payroll, Personnel				
Salaries and wages	\$ 116,650	\$ 97,980	\$ 96,000	\$ 107,000
Employee Pension	9,866	7,974	9,000	9,600
Employee Training	518	295	3,000	3,000
Payroll Fees				600
Payroll Taxes	<u>9,590</u>	-	<u>8,000</u>	<u>8,800</u>
Total Payroll, Personnel	\$ 136,624	\$ 106,249	\$ 116,000	\$ 129,000
Administration				
Administrative Expense	51	92	300	500
Communications Expense	5,853	5,518	6,000	6,000
Depreciation Expense	1,194	1,194	1,200	1,200
Travel (meetings, education)				4,000
Dues and Subscriptions	3,374	5,009	2,000	4,500
Postage Expense	710	1,512	2,000	3,000
Equipment Purchases	-	-	-	-
Equipment Rental	2,078	2,153	2,000	2,000
Insurance General	4,278	4,377	4,800	5,000
Legal and Accounting	15,875	15,600	16,000	16,000
Miscellaneous Expenses	110	401	2,000	2,000
Office Supplies	1,267	220	3,000	2,200
Rent	11,000	10,200	11,000	11,000
Repairs and Maintenance	874	-	1,100	1,200
Taxes and Licenses, other	<u>364</u>	<u>8,482</u>	<u>400</u>	<u>400</u>
	\$ 47,028	\$ 54,759	\$ 51,800	\$ 59,000
Total Expenses	\$ 463,262	\$ 350,200	\$ 403,520	\$ 501,000
Expenses as a percentage of total support and revenues				
A - Advertising and Marketing	69.89%	34.38%	60.99%	62.48%
P - Payroll (Personnel)	34.15%	19.31%	30.01%	25.75%
A - Administration	11.76%	9.95%	13.40%	11.78%
Note 1 - print, digital, tv, radio, billboards, etc. for 2022, combined account before 2022				
Note 2 - website fees, social media costs, email, except for advertising and creative fees				
Note 3- includes co-op execution, account management, monthly newsletter, 2xblogs a month				
* As of the December county tax report, 9 lodging properties reported no payment				
** Final travel expense report for 2021 totaled \$1,443.97				
*** Still waiting on final 2021 invoice from WV Tourism				