

# Final Budget

Tourism Promotion Joint Powers Board	
Budget Hearing Information	
121 W. 15th Street, Ste. 202	Location: Cheyenne Depot, 121 W. 15th Street
Cheyenne, WY 82001	Date: 7/16/2018
(307) 778-3133	Time: 11:30 AM
Laramie County	Budget Prepared by: Darren Rudloff

**S-A BUDGET MESSAGE** W.S. 16-4-104(d)

The Laramie County Tourism Promotio Board is the official tourism organization for Laramie County. The FY 2019 budget is fairly similar to the FY 2018 budget and includes the following main action items.

1. Events and Attractions Development / Promotion – Invest in developing and growing Laramie County festivals, events, and attractions to create a year-round tourism industry.
  - \* Work with the Depot, Union Pacific, and other parties to grow the area’s train product as the Big Boy comes on line. Work to create a major train event when it is revealed. Continue trolley tours to the Steam Shop as allowed by U.P.
  - \* Work with other entities to determine how best to capitalize with events and publicity for both the 150th Anniversary of Women’s Suffrage and the opening of the Quebec 1 Missile Site.
  - \* Work closely with the City of Cheyenne to add Phase 2 (and other enhancements) to the Cheyenne’s Wayfinding Sign system.
2. Downtown Re-Development – Work aggressively with economic development partners, developers, businesses, and the City of Cheyenne to redevelop downtown.
  - \* Continue development of the Downtown Core plan. Expand and/or modify the plan as necessary. Lobby the City of Cheyenne for progress and report results to the broader community.
  - \* Work with economic development partners, community groups, civic organizations, etc. to fund the Depot Plaza Splash Pad.
  - \* Work on downtown beautification projects as appropriate (within staffing/budget limits).
3. Meeting Sales / Convention Services -- Build on success and aggressively pursue new business.
  - \* Continue selling aggressively, using our convention services, existing client base, and Meetings Express program.
  - \* Continue FAM tours and face-to-face meetings to increase Cheyenne’s recognition.
4. Local Promotion – Do more promotion within Laramie County and the immediate surrounding area so area residents are aware of local events and attractions. Strive to develop and fuel local evangelists.
  - \* Use social media to promote local events. Explore using the Cheyenne Social Club page more, as well as other local influencers who are pushing local information (Cheyenne Happenings, Shortgo, local elected officials, etc.)
  - \* Use local paid advertising for Visit Cheyenne events so locals know of events and Visit Cheyenne’s role in them.

**S-B RESERVE DESCRIPTION**

The Tourism Promotion Joint Powers Board’s reserve policy is to have a reserve amount equal to 25% of the previous year’s expenditures. The Board confirms this action at the first meeting of each fiscal year -- whether to add to or subtract from the reserve amount depending upon the previous year’s spending.

**S-C**

Names of Board Members	Date of End of Term
Barry Sims	6/30/20
Wendy Volk	6/30/19
Tony O'Brien	6/30/20
Jim Osterfoss	6/30/20
Sonja Fornstrom	6/30/20
Lisa Murphy	6/30/19
Jerrie Gehrman	6/30/20
Domenic Bravo	6/30/20
Randy Bastion	6/30/20

Does the district have regular office hours exceeding 20 hours per week?	<input checked="" type="checkbox"/> Yes
<b>If Yes, enter</b>	
Address of office:	121 W. 15th Street, Ste. 202
City, State, Zip:	Cheyenne, WY 82001
Phone Number:	307-778-3133
Hours Open:	M-F, 8-5

Where are the minutes of your board meeting available for public review?  
 Tourism Promotion Joint Powers Board (dba Visit Cheyenne) office, 121 W. 15th Street, Ste. 202

How and where are the notices of meeting posted for the public?  
 Newspaper, Monthly newsletter.

Where are the public meetings held?  
 Cheyenne Depot, 121 W. 15h St., Cheyenne WY 82001

## FINAL BUDGET SUMMARY

OVERVIEW		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-1	Total Budgeted Expenditures	\$1,725,164	\$1,813,629	\$2,089,200	\$2,128,730
S-2	Total Principal to Pay on Debt	\$0	\$0	\$0	\$0
S-3	Total Change to Restricted Funds	\$19,976	\$2,398	\$0	\$0
S-4	Total General Fund and Forecasted Revenues Available	\$1,982,764	\$2,206,329	\$2,229,200	\$2,326,600
S-5	Amount requested from County Commissioners	\$1,758,300	\$1,901,865	\$1,949,200	\$1,964,300
S-6	Additional Funding Needed :			\$0	\$0

REVENUE SUMMARY		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-7	Operating Revenues	\$0	\$0	\$0	\$0
S-8	Tax levy (From the County Treasurer)	\$1,758,300	\$1,901,865	\$1,949,200	\$1,964,300
S-9	Government Support	\$0	\$0	\$0	\$0
S-10	Grants	\$0	\$0	\$0	\$0
S-11	Other County Support (Not from Co. Treas.)	\$0	\$0	\$0	\$0
S-12	Miscellaneous	\$0	\$0	\$0	\$2,300
S-13	Other Forecasted Revenue	\$30,000	\$110,000	\$140,000	\$180,000

S-14	Total Revenue	\$1,788,300	\$2,011,865	\$2,089,200	\$2,146,600
FY 7/1/18-6/30/19		Tourism Promotion Joint Powers Board			

EXPENDITURE SUMMARY		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-15	Capital Outlay	\$0	\$0	\$0	\$0
S-16	Interest and Fees On Debt	\$0	\$0	\$0	\$0
S-17	Administration	\$233,854	\$267,331	\$201,800	\$205,500
S-18	Operations	\$1,377,923	\$1,413,881	\$1,755,250	\$1,791,080
S-19	Indirect Costs	\$113,387	\$132,417	\$132,150	\$132,150
S-20	Total Expenditures	\$1,725,164	\$1,813,629	\$2,089,200	\$2,128,730

DEBT SUMMARY		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-21	Principal Paid on Debt	\$0	\$0	\$0	\$0

CASH AND INVESTMENTS		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-22	TOTAL GENERAL FUNDS	\$194,464	\$194,464	\$140,000	\$180,000

Summary of Reserve Funds		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
S-23	Beginning Balance in Reserve Accounts				
S-24	a. Depreciation Reserve	\$0	\$0	\$0	\$0
S-25	b. Other Reserve	\$0	\$0	\$0	\$0
S-26	c. Emergency Reserve (Cash)	\$425,024	\$445,000	\$447,398	\$447,398
	<b>Total Reserves (a+b+c)</b>	\$425,024	\$445,000	\$447,398	\$447,398
S-27	Amount to be added				
S-28	a. Depreciation Reserve	\$0	\$0	\$0	\$0
S-29	b. Other Reserve	\$0	\$0	\$0	\$0
S-30	c. Emergency Reserve (Cash)	\$19,976	\$2,398	\$0	\$0
	<b>Total to be added (a+b+c)</b>	\$19,976	\$2,398	\$0	\$0
S-31	Subtotal	\$445,000	\$447,398	\$447,398	\$447,398
S-32	Less Total to be spent	\$0	\$0	\$0	\$0
S-33	TOTAL RESERVES AT END OF FISCAL YEAR	\$445,000	\$447,398	\$447,398	\$447,398

End of Summary

Budget Officer / District Official (if not same as "Submitted by") \_\_\_\_\_ Date adopted by Special District \_\_\_\_\_

DISTRICT ADDRESS: 121 W. 15th Street, Ste. 202  
Cheyenne, WY 82001

PREPARED BY: Darren Rudloff

DISTRICT PHONE: (307) 778-3133

# Final Budget

Tourism Promotion Joint Powers Board  
 NAME OF DISTRICT/BOARD \_\_\_\_\_

FYE 6/30/2019

## PROPERTY TAXES AND ASSESSMENTS

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
R-1	<b>Property Taxes and Assessments Received</b>				
R-1.1	<b>Tax Levy (From the County Treasurer)</b>	\$1,758,300	\$1,901,865	\$1,949,200	\$1,964,300
R-1.2	Other County Support				

## FORECASTED REVENUE

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
R-2	<b>Revenues from Other Governments</b>				
R-2.1	State Aid				
R-2.2	Additional County Aid (non-treasurer)				
R-2.3	City (or Town) Aid				
R-2.4	Other (Specify) _____				
R-2.5	<b>Total Government Support</b>	\$0	\$0	\$0	\$0
R-3	<b>Operating Revenues</b>				
R-3.1	Customer Charges				
R-3.2	Sales of Goods or Services				
R-3.3	Other Assessments				
R-3.4	<b>Total Operating Revenues</b>	\$0	\$0	\$0	\$0
R-4	<b>Grants</b>				
R-4.1	Direct Federal Grants				
R-4.2	Federal Grants thru State Agencies				
R-4.3	Grants from State Agencies				
R-4.4	<b>Total Grants</b>	\$0	\$0	\$0	\$0
R-5	<b>Miscellaneous Revenue</b>				
R-5.1	Interest				
R-5.2	Other: Specify _____				\$2,300
R-5.3	Other: Additional _____				
R-5.4	<b>Total Miscellaneous</b>	\$0	\$0	\$0	\$2,300
R-5.5	<b>Total Forecasted Revenue</b>	\$0	\$0	\$0	\$2,300
R-6	<b>Other Forecasted Revenue</b>				
R-6.1	a. Other past due-as estimated by Co. Treas.				
R-6.2	b. Other forecasted revenue (specify):				
R-6.3	<u>Budget Carryover from Prev. Year</u>	\$30,000	\$110,000	\$140,000	\$180,000
R-6.4	_____				
R-6.5	_____				
R-6.6	<b>Total Other Forecasted Revenue (a+b)</b>	\$30,000	\$110,000	\$140,000	\$180,000

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2019

NAME OF DISTRICT/BOARD

## CAPITAL OUTLAY BUDGET

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>E-1</b>	<b>Capital Outlay</b>				
E-1.1	Real Property				
E-1.2	Vehicles				
E-1.3	Office Equipment				
E-1.4	Other (Specify)				
E-1.5	_____				
E-1.6	_____				
E-1.7					
E-1.8	<b>TOTAL CAPITAL OUTLAY</b>	\$0	\$0	\$0	\$0

## ADMINISTRATION BUDGET

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>E-2</b>	<b>Personnel Services</b>				
E-2.1	Administrator	\$117,480	\$121,000	\$125,000	\$128,700
E-2.2	Secretary				
E-2.3	Clerical				
E-2.4	Other (Specify)				
E-2.5	_____				
E-2.6	_____				
E-2.7					
<b>E-3</b>	<b>Board Expenses</b>				
E-3.1	Travel				
E-3.2	Mileage				
E-3.3	Other (Specify)				
E-3.4	Meeting Expenses	\$890	\$500	\$700	\$700
E-3.5	_____				
E-3.6					
<b>E-4</b>	<b>Contractual Services</b>				
E-4.1	Legal	\$0	\$200	\$2,100	\$2,100
E-4.2	Accounting/Auditing	\$21,425	\$24,500	\$28,800	\$28,800
E-4.3	Other (Specify)				
E-4.4	_____				
E-4.5	_____				
E-4.6					
<b>E-5</b>	<b>Other Administrative Expenses</b>				
E-5.1	Office Supplies	\$5,770	\$3,316	\$10,650	\$10,650
E-5.2	Office equipment, rent & repair	\$11,520	\$15,625	\$25,950	\$25,950
E-5.3	Education	\$5,811	\$8,500	\$7,000	\$7,000
E-5.4	Registrations				
E-5.5	Other (Specify)				
E-5.6	Rent	\$70,958	\$93,690	\$1,600	\$1,600
E-5.7	_____				
E-5.8					
<b>E-6</b>	<b>TOTAL ADMINISTRATION</b>	\$233,854	\$267,331	\$201,800	\$205,500

# Final Budget

<b>OPERATIONS BUDGET</b>
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			2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>E-7</b>	<b>Personnel Services</b>					
E-7.1	Wages--Operations		\$341,020	\$371,038	\$382,240	\$389,690
E-7.2	Service Contracts					
E-7.3	Other (Specify)					
E-7.4	_____					
E-7.5	_____					
E-7.6	_____					
<b>E-8</b>	<b>Travel</b>					
E-8.1	Mileage		\$18,433	\$22,450	\$25,100	\$25,100
E-8.2	Other (Specify)					
E-8.3	_____					
E-8.4	_____					
E-8.5	_____					
<b>E-9</b>	<b>Operating supplies (List)</b>					
E-9.1	_____					
E-9.2	_____					
E-9.3	_____					
E-9.4	_____					
E-9.5	_____					
<b>E-10</b>	<b>Program Services (List)</b>					
E-10.1	Advertising		\$719,295	\$688,424	\$886,260	\$914,640
E-10.2	Website		\$64,315	\$57,000	\$64,400	\$64,400
E-10.3	Familiarization Tours		\$20,262	\$23,200	\$46,000	\$46,000
E-10.4	Trade Shows		\$32,800	\$57,000	\$62,500	\$62,500
E-10.5	_____					
<b>E-11</b>	<b>Contractual Arrangements (List)</b>					
E-11.1	PR Firm		\$49,000	\$30,350	\$42,950	\$42,950
E-11.2	_____					
E-11.3	_____					
E-11.4	_____					
E-11.5	_____					
<b>E-12</b>	<b>Other operations (Specify)</b>					
E-12.1	Printing		\$67,027	\$78,169	\$80,100	\$80,100
E-12.2	Community Development		\$0	\$0	\$53,000	\$53,000
E-12.3	Professional Membership		\$8,470	\$11,150	\$11,850	\$11,850
E-12.4	Visitor/Conv. Svcs.		\$57,301	\$75,100	\$100,850	\$100,850
E-12.5	_____					
<b>E-13</b>	<b>TOTAL OPERATIONS</b>		<b>\$1,377,923</b>	<b>\$1,413,881</b>	<b>\$1,755,250</b>	<b>\$1,791,080</b>

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2019

## INDIRECT COSTS BUDGET

			2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>E-14</b>	<b>Insurance</b>					
E-14.1	Liability		\$4,800	\$4,900	\$4,700	\$4,700
E-14.2	Buildings and vehicles		\$400	\$700	\$700	\$700
E-14.3	Equipment		\$309	\$485	\$500	\$500
E-14.4	Other (Specify)					
E-14.5	_____					
E-14.6	_____					
E-14.7						
<b>E-15</b>	<b>Indirect payroll costs:</b>					
E-15.1	FICA (Social Security) taxes		\$33,900	\$42,070	\$42,150	\$42,150
E-15.2	Workers Compensation		\$4,857	\$4,884	\$5,000	\$5,000
E-15.3	Unemployment Taxes		\$0	\$200	\$500	\$500
E-15.4	Retirement		\$10,144	\$14,000	\$12,600	\$12,600
E-15.5	Health Insurance		\$58,977	\$65,178	\$66,000	\$66,000
E-15.6	Other (Specify)					
E-15.7	_____					
E-15.8	_____					
E-15.9						
<b>E-16</b>	<b>Depreciation Expenses</b>					
<b>E-17</b>	<b>TOTAL INDIRECT COSTS</b>		<b>\$113,387</b>	<b>\$132,417</b>	<b>\$132,150</b>	<b>\$132,150</b>

## DEBT SERVICE BUDGET

			2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>D-1</b>	<b>Debt Service</b>					
D-1.1	Principal					
D-1.2	Interest					
D-1.3	Fees					
<b>D-2</b>	<b>TOTAL DEBT SERVICE</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2019

NAME OF DISTRICT/BOARD

## GENERAL FUNDS

		End of Year	Beginning	Beginning	
		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>C-1</b>	<b>Balances at Beginning of Fiscal Year</b>				
C-1.1	General Fund Checking Account Balance	\$194,464	\$194,464	\$140,000	\$180,000
C-1.2	Savings and Investments Account Balance		\$0		
C-1.3	General Fund CD Balance		\$0		
C-1.4	All Other Funds		\$0		
C-1.5	Reserves (From Below)	\$445,000	\$445,000	\$447,398	\$447,398
C-1.6	<b>Total Estimated Cash and Investments on Hand</b>	<b>\$639,464</b>	<b>\$639,464</b>	<b>\$587,398</b>	<b>\$627,398</b>
<b>C-2</b>	<b>General Fund Reductions:</b>				
C-2.1	a. Unpaid bills at FYE				
C-2.2	b. Reserves	\$445,000	\$447,398	\$447,398	\$447,398
C-2.3	<b>Total Deductions (a+b)</b>	<b>\$445,000</b>	<b>\$447,398</b>	<b>\$447,398</b>	<b>\$447,398</b>
C-2.4	<b>Estimated Non-Restricted Funds Available</b>	<b>\$194,464</b>	<b>\$192,066</b>	<b>\$140,000</b>	<b>\$180,000</b>

## DEPRECIATION RESERVE (CAPITAL OUTLAY - REPLACEMENT)

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>C-3</b>	<b>Beginning Balance in Reserve Account (end of previous year)</b>		\$0	\$0	
C-3.1	Beginning Balance in Reserve Account (end of previous year)		\$0	\$0	
C-3.2	Date of Reserve Approval in Minutes: _____				
C-3.3	Amount to be added to the reserve				
C-3.4	Date of Reserve Approval in Minutes: _____				
C-3.5	<b>SUB-TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-3.6	Identify the amount to be spent from "Reserve for Capital Outlay"				
C-3.7	a. _____				
C-3.8	b. _____				
C-3.9	c. _____				
C-3.10	Date of Reserve Approval in Minutes: _____				
C-3.11	<b>TOTAL CAPITAL OUTLAY (a+b+c)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-3.12	Balance to be retained in Depreciation Reserve Account	\$0	\$0	\$0	\$0

## OTHER RESTRICTED FUND BALANCES - RESERVE (LEGALLY ENFORCED)

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>C-4</b>	<b>Beginning Balance in Reserve Account (end of previous year)</b>		\$0	\$0	
C-4.1	Beginning Balance in Reserve Account (end of previous year)		\$0	\$0	
C-4.2	Date of Reserve Approval in Minutes: _____				
C-4.3	Amount to be added to the reserve				
C-4.4	Date of Reserve Approval in Minutes: _____				
C-4.5	<b>SUB-TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-4.6	Identify the amount and project to be spent from "Other"				
C-4.7	a. _____				
C-4.8	b. _____				
C-4.9	c. _____				
C-4.10	Date of Reserve Approval in Minutes: _____				
C-4.11	<b>TOTAL OTHER RESERVE OUTLAY (a+b+c)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-4.12	Balance to be retained in Other Reserve Account	\$0	\$0	\$0	\$0

## ASSIGNED FUND BALANCE (EMERGENCY RESERVE - NOT COMMITTED)

		2016-2017 Actual	2017-2018 Estimated	2018-2019 Proposed	Final Approval
<b>C-5</b>	<b>Beginning Balance in Reserve Account (end of previous year)</b>	\$425,024	\$445,000	\$447,398	\$447,398
C-5.1	Beginning Balance in Reserve Account (end of previous year)	\$425,024	\$445,000	\$447,398	\$447,398
C-5.2	Date of Reserve Approval in Minutes: _____				
C-5.3	Amount to be added to the reserve	\$19,976	\$2,398		
C-5.4	Date of Reserve Approval in Minutes: <u>10/12/2016</u>				
C-5.5	<b>SUB-TOTAL</b>	<b>\$445,000</b>	<b>\$447,398</b>	<b>\$447,398</b>	<b>\$447,398</b>
C-5.6	Amount to be spent from Emergency Reserve (Cash)				
C-5.7	Date of Reserve Approval in Minutes: _____				
C-5.8	Balance to be retained in Assigned Fund Balance	\$445,000	\$447,398	\$447,398	\$447,398
C-5.9	<b>TOTAL TO BE SPENT</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>