

Final Budget

| Tourism Promotion Joint Powers Board | |
|--------------------------------------|---|
| Budget Hearing Information | |
| 121 W. 15th Steet, Ste. 202 | Location: Cheyenne Depot, 121 W. 15th Street |
| Cheyenne, WY 82001 | Date: 7/17/2020 |
| (307) 778-3133 | Time: 11:30 AM |
| Laramie County | Budget Prepared by: Domenic Bravo |

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

The Laramie County Tourism Promotion Board is the official tourism organization for Laramie County. The FY 2021 budget is reduced by 50% compared to FY 2020 budget due to COVID19 and next year's workplan has changed to reflect that. Top action items are as follows:

- Events Development / Promotion – Invest in developing and growing Laramie County festivals, events, and attractions to create a year-round tourism industry.
 - * Organize Restaurant Week and build/support other events that have the potential to attract visitors as appropriate.
 - * Work closely with the City of Cheyenne to complete the Cheyenne's Wayfinding Sign system.
 - * Work with the Depot, Union Pacific, and other parties to grow the area's train product while the Big Boy excitement is at its peak. Continue trolley tours to the Steam Shop as allowed by U.P.
- 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 on downtown beautification projects as appropriate (within staffing/budget limits).
- 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.
- 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

Visit Cheyenne's reserve policy is to have a reserve amount equal to 25% of the previous year's expenditures (minus any major one-time expenditures). The Board confirms this action at the first meeting of the fiscal year -- whether to add to or subtract from reserves depending upon the previous year's spending.

S-C

| Names of Board Members | Date of End of Term | Does the district have regular office hours exceeding 20 hours per week? |
|------------------------|---------------------|--|
| Barry Sims | 6/30/20 | <input checked="" type="checkbox"/> Yes |
| Tyler McCaughlin | 6/30/20 | |
| Tony O'Brien | 6/30/20 | |
| Jim Osterfoss | 6/30/20 | |
| Sonja Fornstrom | 6/30/20 | |
| Brittany Lewis | 6/30/22 | |
| Andrea Allen | 6/30/22 | |
| | | |
| | | |
| | | |
| | | |

If Yes, enter

Address of office: 121 W. 15th Street

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, City Hall Lobby, County Commissioner's Office, Depot Lobby

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

FINAL BUDGET SUMMARY

| OVERVIEW | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|----------|--|---------------------|------------------------|-----------------------|----------------|
| S-1 | Total Budgeted Expenditures | \$1,831,003 | \$1,657,996 | \$952,661 | \$952,661 |
| S-2 | Total Principal to Pay on Debt | \$0 | \$0 | \$0 | \$0 |
| S-3 | Total Change to Restricted Funds | \$0 | \$0 | \$0 | \$0 |
| S-4 | Total General Fund and Forecasted Revenues Available | \$2,459,000 | \$2,274,370 | \$1,750,000 | \$1,800,000 |
| S-5 | Amount requested from County Commissioners | \$2,049,000 | \$1,784,370 | \$1,400,000 | \$1,400,000 |
| S-6 | Additional Funding Needed : | | | \$0 | \$0 |

| REVENUE SUMMARY | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|-----------------|--|---------------------|------------------------|-----------------------|----------------|
| S-7 | Operating Revenues | \$0 | \$0 | \$0 | \$0 |
| S-8 | Tax levy (From the County Treasurer) | \$2,049,000 | \$1,784,370 | \$1,400,000 | \$1,400,000 |
| 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 | \$0 |
| S-13 | Other Forecasted Revenue | \$30,000 | \$110,000 | \$200,000 | \$250,000 |
| S-14 | Total Revenue | \$2,079,000 | \$1,894,370 | \$1,600,000 | \$1,650,000 |

Tourism Promotion Joint Powers Board
FY 7/1/20-6/30/21

| EXPENDITURE SUMMARY | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 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 | \$170,624 | \$166,416 | \$143,100 | \$143,100 |
| S-18 | Operations | \$1,547,546 | \$1,378,193 | \$684,641 | \$684,641 |
| S-19 | Indirect Costs | \$112,833 | \$113,387 | \$124,920 | \$124,920 |
| S-20R | Expenditures paid by Reserves | \$0 | \$0 | \$0 | \$0 |
| S-20 | Total Expenditures | \$1,831,003 | \$1,657,996 | \$952,661 | \$952,661 |

| DEBT SUMMARY | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|--------------|------------------------|---------------------|------------------------|-----------------------|----------------|
| S-21 | Principal Paid on Debt | \$0 | \$0 | \$0 | \$0 |

| CASH AND INVESTMENTS | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|----------------------|---------------------|---------------------|------------------------|-----------------------|----------------|
| S-22 | TOTAL GENERAL FUNDS | \$380,000 | \$380,000 | \$150,000 | \$150,000 |

Summary of Reserve Funds

| | | | | | |
|------|---------------------------------------|-----------|-----------|-----------|-----------|
| S-23 | Beginning Balance in Reserve Accounts | | | | |
| S-24 | a. Sinking and Debt Service Funds | \$0 | \$0 | \$0 | \$0 |
| S-25 | b. Reserves | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| S-26 | c. Bond Funds | \$0 | \$0 | \$0 | \$0 |
| | Total Reserves (a+b+c) | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| S-27 | Amount to be added | | | | |
| S-28 | a. Sinking and Debt Service Funds | \$0 | \$0 | \$0 | \$0 |
| S-29 | b. Reserves | \$0 | \$0 | \$0 | \$0 |
| S-30 | c. Bond Funds | \$0 | \$0 | \$0 | \$0 |
| | Total to be added (a+b+c) | \$0 | \$0 | \$0 | \$0 |
| S-31 | Subtotal | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| S-32 | Less Total to be spent | \$0 | \$0 | \$0 | \$0 |
| S-33 | TOTAL RESERVES AT END OF FISCAL YEAR | \$500,000 | \$500,000 | \$500,000 | \$500,000 |

End of Summary

Date adopted by Special District _____

Budget Officer / District Official (if not same as "Submitted by")

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

PREPARED BY: Domenic Bravo

DISTRICT PHONE: 3077783133

Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2021

NAME OF DISTRICT/BOARD _____

| |
|---------------------------------------|
| PROPERTY TAXES AND ASSESSMENTS |
|---------------------------------------|

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|-------|--|---------------------|------------------------|-----------------------|----------------|
| R-1 | Property Taxes and Assessments Received | | | | |
| R-1.1 | Tax Levy (From the County Treasurer) | \$2,049,000 | \$1,784,370 | \$1,400,000 | \$1,400,000 |
| R-1.2 | Other County Support | | | | |

| |
|---------------------------|
| FORECASTED REVENUE |
|---------------------------|

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|-------|--|---------------------|------------------------|-----------------------|----------------|
| R-2 | Revenues from Other Governments | | | | |
| 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 | Total Government Support | \$0 | \$0 | \$0 | \$0 |
| R-3 | Operating Revenues | | | | |
| R-3.1 | Customer Charges | | | | |
| R-3.2 | Sales of Goods or Services | | | | |
| R-3.3 | Other Assessments | | | | |
| R-3.4 | Total Operating Revenues | \$0 | \$0 | \$0 | \$0 |
| R-4 | Grants | | | | |
| R-4.1 | Direct Federal Grants | | | | |
| R-4.2 | Federal Grants thru State Agencies | | | | |
| R-4.3 | Grants from State Agencies | | | | |
| R-4.4 | Total Grants | \$0 | \$0 | \$0 | \$0 |
| R-5 | Miscellaneous Revenue | | | | |
| R-5.1 | Interest | | | | |
| R-5.2 | Other: Specify | | | | |
| R-5.3 | Other: Additional | | | | |
| R-5.4 | Total Miscellaneous | \$0 | \$0 | \$0 | \$0 |
| R-5.5 | Total Forecasted Revenue | \$0 | \$0 | \$0 | \$0 |
| R-6 | Other Forecasted Revenue | | | | |
| R-6.1 | a. Other past due-as estimated by Co. Treas. | | | | |
| R-6.2 | b. Other forecasted revenue (specify): | | | | |
| R-6.3 | Budget carryover | \$30,000 | \$110,000 | \$200,000 | \$250,000 |
| R-6.4 | _____ | \$0 | \$0 | \$0 | |
| R-6.5 | _____ | | | | |
| R-6.6 | Total Other Forecasted Revenue (a+b) | \$30,000 | \$110,000 | \$200,000 | \$250,000 |

Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2021

NAME OF DISTRICT/BOARD

CAPITAL OUTLAY BUDGET

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|-----------------------------|---------------------|------------------------|-----------------------|----------------|
| E-1 | Capital Outlay | | | | |
| 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 | TOTAL CAPITAL OUTLAY | \$0 | \$0 | \$0 | \$0 |

ADMINISTRATION BUDGET

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|--------------------------------------|---------------------|------------------------|-----------------------|----------------|
| E-2 | Personnel Services | | | | |
| E-2.1 | Administrator | \$112,000 | \$121,000 | \$114,000 | \$114,000 |
| E-2.2 | Secretary | | | | |
| E-2.3 | Clerical | | | | |
| E-2.4 | Other (Specify) | | | | |
| E-2.5 | _____ | | | | |
| E-2.6 | _____ | | | | |
| E-2.7 | | | | | |
| E-3 | Board Expenses | | | | |
| E-3.1 | Travel | | | | |
| E-3.2 | Mileage | | | | |
| E-3.3 | Other (Specify) | | | | |
| E-3.4 | _____ | \$609 | \$890 | \$700 | \$700 |
| E-3.5 | _____ | | | | |
| E-3.6 | | | | | |
| E-4 | Contractual Services | | | | |
| E-4.1 | Legal | | | | |
| E-4.2 | Accounting/Auditing | \$18,371 | \$21,425 | \$23,800 | \$23,800 |
| E-4.3 | Other (Specify) | | | | |
| E-4.4 | _____ | | | | |
| E-4.5 | _____ | | | | |
| E-4.6 | | | | | |
| E-5 | Other Administrative Expenses | | | | |
| E-5.1 | Office Supplies | \$8,714 | \$5,770 | \$1,500 | \$1,500 |
| E-5.2 | Office equipment, rent & repair | \$28,601 | \$11,520 | \$1,500 | \$1,500 |
| E-5.3 | Education | \$2,329 | \$5,811 | \$1,600 | \$1,600 |
| E-5.4 | Registrations | | | | |
| E-5.5 | Other (Specify) | | | | |
| E-5.6 | _____ | | | | |
| E-5.7 | _____ | | | | |
| E-5.8 | | | | | |
| E-6 | TOTAL ADMINISTRATION | \$170,624 | \$166,416 | \$143,100 | \$143,100 |

Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2021

| OPERATIONS BUDGET | | | | | |
|--------------------------|--|---------------------|------------------------|-----------------------|------------------|
| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
| E-7 | Personnel Services | | | | |
| E-7.1 | Wages--Operations | 347,286 | \$341,020 | \$378,641 | \$378,641 |
| E-7.2 | Service Contracts | | | | |
| E-7.3 | Other (Specify) | | | | |
| E-7.4 | _____ | | | | |
| E-7.5 | _____ | | | | |
| E-7.6 | _____ | | | | |
| E-8 | Travel | | | | |
| E-8.1 | Mileage | \$32,152 | \$18,433 | \$1,000 | \$1,000 |
| E-8.2 | Other (Specify) | | | | |
| E-8.3 | _____ | | | | |
| E-8.4 | _____ | | | | |
| E-8.5 | _____ | | | | |
| E-9 | Operating supplies (List) | | | | |
| E-9.1 | _____ | | | | |
| E-9.2 | _____ | | | | |
| E-9.3 | _____ | | | | |
| E-9.4 | _____ | | | | |
| E-9.5 | _____ | | | | |
| E-10 | Program Services (List) | | | | |
| E-10.1 | Advertising | \$744,606 | \$719,295 | \$150,000 | \$150,000 |
| E-10.2 | Website | \$82,056 | \$64,315 | \$60,000 | \$60,000 |
| E-10.3 | Familiarization Tours | 20,316 | \$20,262 | \$5,000 | \$5,000 |
| E-10.4 | Trade Shows | \$31,397 | \$32,800 | \$5,000 | \$5,000 |
| E-10.5 | _____ | | | | |
| E-11 | Contractual Arrangements (List) | | | | |
| E-11.1 | PR Firm | \$57,582 | \$49,000 | \$50,000 | \$50,000 |
| E-11.2 | _____ | | | | |
| E-11.3 | _____ | | | | |
| E-11.4 | _____ | | | | |
| E-11.5 | _____ | | | | |
| E-12 | Other operations (Specify) | | | | |
| E-12.1 | Printing | \$71,329 | \$67,027 | \$10,000 | \$10,000 |
| E-12.2 | Community Development | 90,625 | 0 | 0 | |
| E-12.3 | Prof. Memberships/Activiti | \$9,657 | \$8,740 | \$10,000 | \$10,000 |
| E-12.4 | Visitor/Conv. Services | \$60,540 | \$57,301 | \$15,000 | \$15,000 |
| E-12.5 | _____ | | | | |
| E-13 | TOTAL OPERATIONS | \$1,547,546 | \$1,378,193 | \$684,641 | \$684,641 |

Final Budget

INDIRECT COSTS BUDGET

| | | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|-------------|--------------------------------|--|---------------------|------------------------|-----------------------|------------------|
| E-14 | Insurance | | | | | |
| E-14.1 | Liability | | \$8,114 | \$4,800 | \$4,830 | \$4,830 |
| E-14.2 | Buildings and vehicles | | \$117 | \$400 | \$700 | \$700 |
| E-14.3 | Equipment | | \$302 | \$309 | \$485 | \$485 |
| E-14.4 | Other (Specify) | | | | | |
| E-14.5 | _____ | | | | | |
| E-14.6 | _____ | | | | | |
| E-14.7 | | | | | | |
| E-15 | Indirect payroll costs: | | | | | |
| E-15.1 | FICA (Social Security) taxes | | \$35,151 | \$33,900 | \$39,621 | \$39,621 |
| E-15.2 | Workers Compensation | | \$5,426 | \$4,857 | \$4,884 | \$4,884 |
| E-15.3 | Unemployment Taxes | | \$0 | \$0 | \$500 | \$500 |
| E-15.4 | Retirement | | \$9,734 | \$10,144 | \$10,744 | \$10,744 |
| E-15.5 | Health Insurance | | \$53,989 | \$58,977 | \$63,156 | \$63,156 |
| E-15.6 | Other (Specify) | | | | | |
| E-15.7 | _____ | | | | | |
| E-15.8 | _____ | | | | | |
| E-15.9 | | | | | | |
| E-17 | TOTAL INDIRECT COSTS | | \$112,833 | \$113,387 | \$124,920 | \$124,920 |

DEBT SERVICE BUDGET

| | | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|---------------------------|--|---------------------|------------------------|-----------------------|----------------|
| D-1 | Debt Service | | | | | |
| D-1.1 | Principal | | | | | |
| D-1.2 | Interest | | | | | |
| D-1.3 | Fees | | | | | |
| D-2 | TOTAL DEBT SERVICE | | \$0 | \$0 | \$0 | \$0 |

Final Budget

Tourism Promotion Joint Powers Board
 NAME OF DISTRICT/BOARD _____

FYE 6/30/2021

GENERAL FUNDS

| | | End of Year | Beginning | Beginning | |
|------------|---|---------------------|------------------------|-----------------------|------------------|
| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
| C-1 | Balances at Beginning of Fiscal Year | | | | |
| C-1.1 | General Fund Checking Account Balance | \$380,000 | \$380,000 | \$150,000 | \$150,000 |
| 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) | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| C-1.6 | Total Estimated Cash and Investments on Hand | \$880,000 | \$880,000 | \$650,000 | \$650,000 |
| C-2 | General Fund Reductions: | | | | |
| C-2.1 | a. Unpaid bills at FYE | | | | |
| C-2.2 | b. Reserves | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| C-2.3 | Total Deductions (a+b) | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| C-2.4 | Estimated Non-Restricted Funds Available | \$380,000 | \$380,000 | \$150,000 | \$150,000 |

SINKING & DEBT SERVICE FUNDS

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|--|---------------------|------------------------|-----------------------|----------------|
| C-3 | Beginning Balance in Reserve Account (end of previous year) | | \$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 | SUB-TOTAL | \$0 | \$0 | \$0 | \$0 |
| C-3.6 | Identify the amount and project to be spent | | | | |
| C-3.7 | a. _____ | | | | |
| C-3.8 | b. _____ | | | | |
| C-3.9 | c. _____ | | | | |
| C-3.10 | Date of Reserve Approval in Minutes: _____ | | | | |
| C-3.11 | TOTAL CAPITAL OUTLAY (a+b+c) | \$0 | \$0 | \$0 | \$0 |
| C-3.12 | Balance to be retained | \$0 | \$0 | \$0 | \$0 |

RESERVES

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|--|---------------------|------------------------|-----------------------|------------------|
| C-4 | Beginning Balance in Reserve Account (end of previous year) | | | | |
| C-4.1 | Beginning Balance in Reserve Account (end of previous year) | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| 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 | SUB-TOTAL | \$500,000 | \$500,000 | \$500,000 | \$500,000 |
| C-4.6 | Identify the amount and project to be spent | | | | |
| C-4.7 | a. _____ | | | | |
| C-4.8 | b. _____ | | | | |
| C-4.9 | c. _____ | | | | |
| C-4.10 | Date of Reserve Approval in Minutes: _____ | | | | |
| C-4.11 | TOTAL OTHER RESERVE OUTLAY (a+b+c) | \$0 | \$0 | \$0 | \$0 |
| C-4.12 | Balance to be retained | \$500,000 | \$500,000 | \$500,000 | \$500,000 |

BOND FUNDS

| | | 2018-2019 Actual | 2019-2020 Estimated | 2020-2021 Proposed | Final Approval |
|------------|--|---------------------|------------------------|-----------------------|----------------|
| C-5 | Beginning Balance in Reserve Account (end of previous year) | | | | |
| C-5.1 | Beginning Balance in Reserve Account (end of previous year) | | \$0 | \$0 | |
| C-5.2 | Date of Reserve Approval in Minutes: _____ | | | | |
| C-5.3 | Amount to be added to the reserve | \$0 | \$0 | \$0 | |
| C-5.4 | Date of Reserve Approval in Minutes: _____ | | | | |
| C-5.5 | SUB-TOTAL | \$0 | \$0 | \$0 | \$0 |
| C-5.6 | Identify the amount and project to be spent | | | | |
| C-5.7 | Date of Reserve Approval in Minutes: _____ | | | | |
| C-5.8 | Balance to be retained | \$0 | \$0 | \$0 | \$0 |
| C-5.9 | TOTAL TO BE SPENT | \$0 | \$0 | \$0 | \$0 |