

Proposed Budget

Tourism Promotion Joint Powers Board	
Budget Hearing Information	
121 W. 15th Street, Ste. 202	Location: Cheyenne Depot, 121 W. 15th St.
Cheyenne, WY 82001	Date: 7/15/2019
307-778-3133	Time: 11:30 AM
Laramie County	Budget Prepared by: Darren Rudloff

S-A	BUDGET MESSAGE	W.S. 16-4-104(d)
	<p>The Laramie County Tourism Promotion Board is the official tourism organization for Laramie County. The FY 2020 budget is fairly similar to the FY 2019 budget and includes the following targeted actions for the year.</p> <ol style="list-style-type: none"> 1. Product Development / Downtown Redevelopment – Invest in developing and growing Laramie County events and attractions and work with partners on downtown redevelopment efforts. <ul style="list-style-type: none"> * Union Pacific / Train Efforts* Suffrage Anniversary Mural and Boot * Depot Plaza Splash Pad* Quebec One Missile Alert Facility * Ticket to the Arts* Air Service * Events – Restaurant Week, New Year’s Eve Ball Drop, etc. 2. Meeting Sales / Convention Services -- Build on success and aggressively pursue new business. <ul style="list-style-type: none"> * Continue selling aggressively and providing top-notch convention services as a competitive advantage. * Continue FAM tours and face-to-face meetings to increase Cheyenne’s recognition. * Investigate the Dallas area for meeting options. 3. Engage the Local Community / Industry – Bring positive messages and services to Laramie County residents and the hospitality industry. <ul style="list-style-type: none"> * Use social media and paid advertising to promote local events. * Create a local "Shape Cheyenne" campaign to promote community pride, volunteer efforts, and good things happening in the area. * Sponsor Experience Cheyenne events for the hospitality and business community. * Work to grow and improve the local workforce needed for the hospitality industry with the Next Generation Workforce task force. 	

S-B	RESERVE DESCRIPTION
	<p>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.</p>

S-C		Does the district have regular office hours exceeding 20 hours per week?
Names of Board Members	Date of End of Term	<input type="checkbox"/> Yes
Barry Sims	6/30/20	<p>If Yes, enter</p> <p>Address of office: 121 W. 15th Street, Ste. 202</p> <p>City, State, Zip: Cheyenne, WY 82001</p> <p>Phone Number: 307-778-3133</p> <p>Hours Open: M-F 8-5</p> <div style="border: 1px solid black; height: 30px; width: 100%; margin-top: 10px;"></div>
Tony O'Brien	6/30/20	
Jim Osterfoss	6/30/20	
Sonja Fornstrom	6/30/20	
Domenic Bravo	6/30/20	
Jerrie Gehrman	6/30/20	
Andrea Allen	6/30/23	
Brittney Lewis Webber	6/30/23	
Judy Johnstone	6/30/00	

Where are the minutes of your board meeting available for public review?
 Tourism Promotion Joint Powers Board (dba Visit Cheyenne), 121 W. 15th Street, Ste. 202, Cheyenne, WY 82001

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. 15th Street, Cheyenne WY 82001

PROPOSED BUDGET SUMMARY

OVERVIEW		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
S-1	Total Budgeted Expenditures	\$1,920,735	\$2,159,400	\$2,271,180	\$2,271,180
S-2	Total Principal to Pay on Debt	\$0	\$0	\$0	\$0
S-3	Total Change to Restricted Funds	\$0	\$3,998	\$63,000	\$63,000
S-4	Total General Fund and Forecasted Revenues Available	\$2,491,591	\$2,696,208	\$2,334,180	\$2,334,180
S-5	<i>Amount requested from County Commissioners</i>	\$1,907,093	\$2,049,306	\$2,162,750	\$2,162,750
S-6	Additional Funding Needed :			\$0	\$0

REVENUE SUMMARY		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
S-7	Operating Revenues	\$137,596	\$130,000	\$129,130	\$129,130
S-8	Tax levy (From the County Treasurer)	\$1,907,093	\$2,049,306	\$2,162,750	\$2,162,750
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	\$2,300	\$2,300
S-13	Other Forecasted Revenue	\$110,000	\$180,000	\$20,000	\$20,000

S-14	Total Revenue	\$2,154,689	\$2,359,306	\$2,314,180	\$2,314,180
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Tourism Promotion Joint Powers Board

EXPENDITURE SUMMARY		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
S-15	Capital Outlay	\$0	\$0	\$0	\$0
S-16	Interest and Fees On Debt	\$0	\$0	\$0	\$0
S-17	Administration	\$301,121	\$355,638	\$254,385	\$254,385
S-18	Operations	\$1,483,221	\$1,674,665	\$1,873,330	\$1,873,330
S-19	Indirect Costs	\$136,393	\$129,097	\$143,465	\$143,465
S-20R	Expenditures paid by Reserves	\$0	\$0	\$0	\$0
S-20	Total Expenditures	\$1,920,735	\$2,159,400	\$2,271,180	\$2,271,180

DEBT SUMMARY		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
S-21	Principal Paid on Debt	\$0	\$0	\$0	\$0

CASH AND INVESTMENTS		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
S-22	TOTAL GENERAL FUNDS	\$336,902	\$336,902	\$20,000	\$20,000

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	\$447,502	\$447,502	\$451,500	\$451,500
S-26	c. Bond Funds	\$0	\$0	\$0	\$0
	Total Reserves (a+b+c)	\$447,502	\$447,502	\$451,500	\$451,500
S-27	Amount to be added				
S-28	a. Sinking and Debt Service Funds	\$0	\$0	\$0	\$0
S-29	b. Reserves	\$0	\$3,998	\$63,000	\$63,000
S-30	c. Bond Funds	\$0	\$0	\$0	\$0
	Total to be added (a+b+c)	\$0	\$3,998	\$63,000	\$63,000
S-31	Subtotal	\$447,502	\$451,500	\$514,500	\$514,500
S-32	Less Total to be spent	\$0	\$0	\$0	\$0
S-33	TOTAL RESERVES AT END OF FISCAL YEAR	\$447,502	\$451,500	\$514,500	\$514,500

End of Summary

Date adopted by Special District _____

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

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

DISTRICT PHONE: 307-778-3133

PREPARED BY: Darren Rudloff

Proposed Budget

Tourism Promotion Joint Powers Board
 NAME OF DISTRICT/BOARD _____

FYE 6/30/2020 _____

PROPERTY TAXES AND ASSESSMENTS

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
R-1	Property Taxes and Assessments Received				
R-1.1	Tax Levy (From the County Treasurer)	\$1,907,093	\$2,049,306	\$2,162,750	\$2,162,750
R-1.2	Other County Support				

FORECASTED REVENUE

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending 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	\$137,596	\$130,000	\$129,130	\$129,130
R-3.2	Sales of Goods or Services				
R-3.3	Other Assessments				
R-3.4	Total Operating Revenues	\$137,596	\$130,000	\$129,130	\$129,130
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			\$300	\$300
R-5.2	Other: Specify _____			\$2,000	\$2,000
R-5.3	Other: Additional _____				
R-5.4	Total Miscellaneous	\$0	\$0	\$2,300	\$2,300
R-5.5	Total Forecasted Revenue	\$137,596	\$130,000	\$131,430	\$131,430
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	<u>Budget Carryover from Prev. Year</u>	\$110,000	\$180,000	\$20,000	\$20,000
R-6.4	_____				
R-6.5	_____				
R-6.6	Total Other Forecasted Revenue (a+b)	\$110,000	\$180,000	\$20,000	\$20,000

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2020

NAME OF DISTRICT/BOARD

CAPITAL OUTLAY BUDGET

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending 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

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
E-2	Personnel Services				
E-2.1	Administrator	\$121,000	\$128,700	\$133,000	\$133,000
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	Mtg Expenses	\$374	\$466	\$700	\$700
E-3.5	_____				
E-3.6					
E-4	Contractual Services				
E-4.1	Legal	\$0	\$86	\$1,200	\$1,200
E-4.2	Accounting/Auditing	\$23,995	\$31,400	\$34,000	\$34,000
E-4.3	Other (Specify)				
E-4.4	_____				
E-4.5	_____				
E-4.6					
E-5	Other Administrative Expenses				
E-5.1	Office Supplies	\$5,142	\$7,143	\$11,650	\$11,650
E-5.2	Office equipment, rent & repair	\$34,990	\$29,368	\$49,035	\$49,035
E-5.3	Education	\$8,730	\$6,980	\$8,800	\$8,800
E-5.4	Registrations				
E-5.5	Other (Specify)				
E-5.6	Rent	\$107,090	\$151,495	\$16,000	\$16,000
E-5.7	_____				
E-5.8					
E-6	TOTAL ADMINISTRATION	\$301,121	\$355,638	\$254,385	\$254,385

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2020

OPERATIONS BUDGET

			2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
E-7	Personnel Services					
E-7.1	Wages--Operations		\$411,627	\$394,500	\$413,500	\$413,500
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		\$29,866	\$30,600	\$27,400	\$27,400
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	Website		\$57,575	\$59,707	\$79,400	\$79,400
E-10.2	Advertising		\$727,324	\$811,677	\$921,030	\$921,030
E-10.3	Familiarization Tours		\$27,392	\$71,710	\$109,700	\$109,700
E-10.4	Trade Shows		\$47,499	\$51,728	\$70,800	\$70,800
E-10.5	_____					
E-11	Contractual Arrangements (List)					
E-11.1	_____					
E-11.2	_____					
E-11.3	_____					
E-11.4	_____					
E-11.5	_____					
E-12	Other operations (Specify)					
E-12.1	Printing		\$82,474	\$83,624	\$88,900	\$88,900
E-12.2	Community Development		\$0	\$57,384	\$0	
E-12.3	Vis/Conv Services		\$89,035	\$99,400	\$148,500	\$148,500
E-12.4	Memberships		\$10,429	\$14,335	\$14,100	\$14,100
E-12.5	_____					
E-13	TOTAL OPERATIONS		\$1,483,221	\$1,674,665	\$1,873,330	\$1,873,330

Proposed Budget

INDIRECT COSTS BUDGET

			2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
E-14	Insurance					
E-14.1	Liability		\$6,301	\$5,864	\$5,900	\$5,900
E-14.2	Buildings and vehicles		\$7,438	\$3,162	\$5,300	\$5,300
E-14.3	Equipment					
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		\$40,729	\$39,747	\$46,065	\$46,065
E-15.2	Workers Compensation		\$5,152	\$3,596	\$5,500	\$5,500
E-15.3	Unemployment Taxes		\$0	\$439	\$500	\$500
E-15.4	Retirement		\$12,560	\$12,509	\$13,100	\$13,100
E-15.5	Health Insurance		\$64,213	\$63,780	\$67,100	\$67,100
E-15.6	Other (Specify)					
E-15.7	_____					
E-15.8	_____					
E-15.9						
E-17	TOTAL INDIRECT COSTS		\$136,393	\$129,097	\$143,465	\$143,465

DEBT SERVICE BUDGET

			2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending 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

Proposed Budget

Tourism Promotion Joint Powers Board
 NAME OF DISTRICT/BOARD _____

FYE 6/30/2020

GENERAL FUNDS

		End of Year	Beginning	Beginning	
		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
C-1	Balances at Beginning of Fiscal Year				
C-1.1	General Fund Checking Account Balance	\$336,902	\$336,902	\$20,000	\$20,000
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)	\$447,502	\$447,502	\$514,500	\$514,500
C-1.6	Total Estimated Cash and Investments on Hand	\$784,404	\$784,404	\$534,500	\$534,500
C-2	General Fund Reductions:				
C-2.1	a. Unpaid bills at FYE				
C-2.2	b. Reserves	\$447,502	\$451,500	\$514,500	\$514,500
C-2.3	Total Deductions (a+b)	\$447,502	\$451,500	\$514,500	\$514,500
C-2.4	Estimated Non-Restricted Funds Available	\$336,902	\$332,904	\$20,000	\$20,000

SINKING & DEBT SERVICE FUNDS

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
C-3					
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

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
C-4					
C-4.1	Beginning Balance in Reserve Account (end of previous year)	\$447,502	\$447,502	\$451,500	\$451,500
C-4.2	Date of Reserve Approval in Minutes: _____				
C-4.3	Amount to be added to the reserve		\$3,998	\$63,000	\$63,000
C-4.4	Date of Reserve Approval in Minutes: <u>8-Aug-18</u>				
C-4.5	SUB-TOTAL	\$447,502	\$451,500	\$514,500	\$514,500
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	\$447,502	\$451,500	\$514,500	\$514,500

BOND FUNDS

		2017-2018 Actual	2018-2019 Estimated	2019-2020 Proposed	Pending Approval
C-5					
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				
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