

Proposed 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: 7/7/2021
(307) 778-3133	Time: 12:00 P.M.
Laramie County	Budget Prepared by: Domenic Bravo

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 2022 budget is increased by 30% compared to FY 2021 budget due to planned recovery from COVID19 and next year's workplan to accomplish it. Top action items are as follows:</p> <p style="text-align: right;">1.</p> <p>Events Development / Promotion – Invest in developing and growing Laramie County festivals, events, and attractions to create a year-round tourism industry.-Added event section to Visit Cheyenne.</p> <ul style="list-style-type: none"> * 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. <p>2. Downtown Re-Development – Work aggressively with economic development partners, developers, businesses, and the City of Cheyenne to redevelop downtown. This may become a greater partnership as we start to have more oversight of the organization.</p> <ul style="list-style-type: none"> * 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). <p>3. Meeting Sales / Convention Services -- Build on success and aggressively pursue new business.</p> <ul style="list-style-type: none"> * 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. <p>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.</p> <ul style="list-style-type: none"> * Use social media to promote local events. Explore using various platforms including Snapchat, Youtube. * Use local paid advertising for Visit Cheyenne events so locals know of events and Visit Cheyenne's role in them. 		
<p>S-B RESERVE DESCRIPTION</p> <p>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.</p>		

Names of Board Members		Date of End of Term	Does the district have regular office hours exceeding 20 hours per week?
Barry Sims		6/30/21	<input checked="" type="checkbox"/> Yes
Tyler McCaughlin		6/30/23	
Tony O'Brien		6/30/23	
Wendy Volk		6/30/23	
Chad Brown		6/30/23	
Brittany Lewis		6/30/22	
Andrea Allen		6/30/22	
Judy Johnstone		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

PROPOSED BUDGET SUMMARY

OVERVIEW		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
S-1	Total Budgeted Expenditures	\$1,718,026	\$1,124,148	\$1,450,300	\$1,450,300
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	\$2,456,349	\$1,798,982	\$2,250,000	\$2,250,000
S-5	<i>Amount requested from County Commissioners</i>	\$2,051,967	\$1,444,600	\$1,900,000	\$1,900,000
S-6	Additional Funding Needed :			\$0	\$0

REVENUE SUMMARY		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
S-7	Operating Revenues	\$0	\$0	\$0	\$0
S-8	Tax levy (From the County Treasurer)	\$2,051,967	\$1,444,600	\$1,900,000	\$1,900,000
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	\$150,000	\$100,000	\$200,000	\$200,000
S-13	Other Forecasted Revenue	\$0	\$0	\$0	\$0
S-14	Total Revenue	\$2,201,967	\$1,544,600	\$2,100,000	\$2,100,000

EXPENDITURE SUMMARY		2019-2020 Actual	2020-2021 Estimated	2021-2022 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	\$170,862	\$192,883	\$248,800	\$248,800
S-18	Operations	\$1,433,777	\$800,545	\$1,075,000	\$1,075,000
S-19	Indirect Costs	\$113,387	\$130,720	\$126,500	\$126,500
S-20R	Expenditures paid by Reserves	\$0	\$0	\$0	\$0
S-20	Total Expenditures	\$1,718,026	\$1,124,148	\$1,450,300	\$1,450,300

DEBT SUMMARY		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
S-21	Principal Paid on Debt	\$0	\$0	\$0	\$0

CASH AND INVESTMENTS		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
S-22	TOTAL GENERAL FUNDS	\$254,382	\$254,382	\$150,000	\$150,000

Summary of Reserve Funds

S-23	Beginning Balance in Reserve Accounts				
S-24	a. Sinking and Debt Service Funds	\$550,000	\$550,000	\$550,000	\$550,000
S-25	b. Reserves	\$0	\$0	\$0	\$0
S-26	c. Bond Funds	\$0	\$0	\$0	\$0
	Total Reserves (a+b+c)	\$550,000	\$550,000	\$550,000	\$550,000
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	\$550,000	\$550,000	\$550,000	\$550,000
S-32	Less Total to be spent	\$0	\$0	\$0	\$0
S-33	TOTAL RESERVES AT END OF FISCAL YEAR	\$550,000	\$550,000	\$550,000	\$550,000

End of Summary

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

Date adopted by Special District _____

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

PREPARED BY: Domenic Bravo

DISTRICT PHONE: 3077783133

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2022

NAME OF DISTRICT/BOARD _____

PROPERTY TAXES AND ASSESSMENTS

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
R-1 Property Taxes and Assessments Received					
R-1.1 Tax Levy (From the County Treasurer)	4001	\$2,051,967	\$1,444,600	\$1,900,000	\$1,900,000
R-1.2 Other County Support (see note on the right)	4005				

FORECASTED REVENUE

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
R-2 Revenues from Other Governments					
R-2.1 State Aid	4211				
R-2.2 Additional County Aid (non-treasurer)	4237				
R-2.3 City (or Town) Aid	4237				
R-2.4 Other (Specify)	4237				
R-2.5 Total Government Support		\$0	\$0	\$0	\$0
R-3 Operating Revenues					
R-3.1 Customer Charges	4300				
R-3.2 Sales of Goods or Services	4300				
R-3.3 Other Assessments	4503				
R-3.4 Total Operating Revenues		\$0	\$0	\$0	\$0
R-4 Grants					
R-4.1 Direct Federal Grants	4201				
R-4.2 Federal Grants thru State Agencies	4201				
R-4.3 Grants from State Agencies	4211				
R-4.4 Total Grants		\$0	\$0	\$0	\$0
R-5 Miscellaneous Revenue					
R-5.1 Interest	4501				
R-5.2 Other: Specify <u>Budget carryover</u>	4500	\$150,000	\$100,000	\$200,000	\$200,000
R-5.3 Other: Additional _____					
R-5.4 Total Miscellaneous		\$150,000	\$100,000	\$200,000	\$200,000
R-5.5 Total Forecasted Revenue		\$150,000	\$100,000	\$200,000	\$200,000
R-6 Other Forecasted Revenue					
R-6.1 a. Other past due as estimated by Co. Treas.	4004				
R-6.2 b. Other forecasted revenue (specify):					
R-6.3 _____	4500				
R-6.4 _____	4500				
R-6.5 _____					
R-6.6 Total Other Forecasted Revenue (a+b)		\$0	\$0	\$0	\$0

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2022

NAME OF DISTRICT/BOARD

CAPITAL OUTLAY BUDGET

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
E-1 Capital Outlay					
E-1.1 Real Property	6201				
E-1.2 Vehicles	6210				
E-1.3 Office Equipment	6211				
E-1.4 Other (Specify)					
E-1.5 _____	6200				
E-1.6 _____	6200				
E-1.7 _____					
E-1.8 TOTAL CAPITAL OUTLAY		\$0	\$0	\$0	\$0

ADMINISTRATION BUDGET

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
E-2 Personnel Services					
E-2.1 Administrator	7002	\$125,654	\$145,000	\$200,000	\$200,000
E-2.2 Secretary	7003				
E-2.3 Clerical	7004				
E-2.4 Other (Specify)					
E-2.5 _____	7005				
E-2.6 _____	7005				
E-2.7 _____					
E-3 Board Expenses					
E-3.1 Travel	7011				
E-3.2 Mileage	7012				
E-3.3 Other (Specify)					
E-3.4 various	7013	\$765	\$775	\$800	\$800
E-3.5 _____	7013				
E-3.6 _____					
E-4 Contractual Services					
E-4.1 Legal	7021				
E-4.2 Accounting/Auditing	7022	\$21,342	\$22,564	\$23,000	\$23,000
E-4.3 Other (Specify)					
E-4.4 _____	7023				
E-4.5 _____	7023				
E-4.6 _____					
E-5 Other Administrative Expenses					
E-5.1 Office Supplies	7031	\$5,770	\$6,430	\$7,000	\$7,000
E-5.2 Office equipment, rent & repair	7032	\$11,520	\$12,564	\$13,000	\$13,000
E-5.3 Education	7033	\$5,811	\$5,550	\$5,000	\$5,000
E-5.4 Registrations	7034				
E-5.5 Other (Specify)					
E-5.6 _____	7035				
E-5.7 _____	7035				
E-5.8 _____					
E-6 TOTAL ADMINISTRATION		\$170,862	\$192,883	\$248,800	\$248,800

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2022

OPERATIONS BUDGET					
	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
E-7	Personnel Services				
E-7.1	Wages--Operations	7202 \$341,020	\$378,641	\$380,000	\$380,000
E-7.2	Service Contracts	7203 \$0	\$20,000	\$50,000	\$50,000
E-7.3	Other (Specify)				
E-7.4	_____	7204			
E-7.5	_____	7204			
E-7.6	_____				
E-8	Travel				
E-8.1	Mileage	7211 \$15,435	\$5,432	\$25,000	\$25,000
E-8.2	Other (Specify)				
E-8.3	_____	7212			
E-8.4	_____	7212			
E-8.5	_____				
E-9	Operating supplies (List)				
E-9.1	_____	7220			
E-9.2	_____	7220			
E-9.3	_____	7220			
E-9.4	_____	7220			
E-9.5	_____				
E-10	Program Services (List)				
E-10.1	Advertising	7230 \$719,295	\$150,000	\$250,000	\$250,000
E-10.2	Website	7230 \$64,315	\$60,000	\$60,000	\$60,000
E-10.3	Familiarization Tours	7230 \$20,262	\$5,000	\$25,000	\$25,000
E-10.4	Marketing	7230 \$32,800	\$5,000	\$50,000	\$50,000
E-10.5	_____				
E-11	Contractual Arrangements (List)				
E-11.1	PR Firm	7400 \$57,582	\$57,582	\$60,000	\$60,000
E-11.2	_____	7400			
E-11.3	_____	7400			
E-11.4	_____	7400			
E-11.5	_____				
E-12	Other operations (Specify)				
E-12.1	Printing	7450 \$67,027	\$16,000	\$65,000	\$65,000
E-12.2	Community Development	7450 50000	45000	\$50,000	\$50,000
E-12.3	Prof. Memberships/Activities	7450 \$8,740	\$10,000	\$10,000	\$10,000
E-12.4	Visitor/Conv. Services	7450 \$57,301	\$47,890	\$50,000	\$50,000
E-12.5	_____				
E-13	TOTAL OPERATIONS	\$1,433,777	\$800,545	\$1,075,000	\$1,075,000

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2022

INDIRECT COSTS BUDGET

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
E-14 Insurance					
E-14.1 Liability	7502	\$4,800	\$4,830	\$5,000	\$5,000
E-14.2 Buildings and vehicles	7503	\$400	\$1,000	\$1,000	\$1,000
E-14.3 Equipment	7504	\$309	\$485	\$500	\$500
E-14.4 Other (Specify)					
E-14.5 _____	7505				
E-14.6 _____	7505				
E-14.7 _____					
E-15 Indirect payroll costs:					
E-15.1 FICA (Social Security) taxes	7511	\$33,900	\$39,621	\$40,000	\$40,000
E-15.2 Workers Compensation	7512	\$4,857	\$4,884	\$5,000	\$5,000
E-15.3 Unemployment Taxes	7513	\$0	\$6,000	\$4,000	\$4,000
E-15.4 Retirement	7514	\$10,144	\$10,744	\$11,000	\$11,000
E-15.5 Health Insurance	7515	\$58,977	\$63,156	\$60,000	\$60,000
E-15.6 Other (Specify)					
E-15.7 _____	7516				
E-15.8 _____	7516				
E-15.9 _____					
E-17 TOTAL INDIRECT COSTS		\$113,387	\$130,720	\$126,500	\$126,500

DEBT SERVICE BUDGET

	DOA Chart of Accounts	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
D-1 Debt Service					
D-1.1 Principal	6401				
D-1.2 Interest	6410				
D-1.3 Fees	6420				
D-2 TOTAL DEBT SERVICE		\$0	\$0	\$0	\$0

Proposed Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2022

NAME OF DISTRICT/BOARD

GENERAL FUNDS

		End of Year	Beginning	Beginning		
C-1	Balances at Beginning of Fiscal Year	2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval	
	DOA Chart of Accounts					
C-1.1	General Fund Checking	1010	\$254,382	\$254,382	\$150,000	\$150,000
C-1.2	Savings and Investments	1040		\$0		
C-1.3	General Fund CD Balance	1050		\$0		
C-1.4	All Other Funds	1020		\$0		
C-1.5	Reserves (From Below)		\$550,000	\$550,000	\$550,000	\$550,000
C-1.6	Total Estimated Cash and Investments on Hand		\$804,382	\$804,382	\$700,000	\$700,000

C-2	General Fund Reductions:	2010			
C-2.1	a. Unpaid bills at FYE				
C-2.2	b. Reserves		\$550,000	\$550,000	\$550,000
C-2.3	Total Deductions (a+b)		\$550,000	\$550,000	\$550,000
C-2.4	Estimated Non-Restricted Funds Available		\$254,382	\$254,382	\$150,000

DOA Chart of Accounts
1070

SINKING & DEBT SERVICE FUNDS

C-3		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
C-3.1	Beginning Balance in Reserve Account (end of previous year)	\$550,000	\$550,000	\$550,000	\$550,000
C-3.2	<i>Date of Reserve Approval in Minutes:</i>				
C-3.3	Amount to be added to the reserve				
C-3.4	<i>Date of Reserve Approval in Minutes:</i>				
C-3.5	SUB-TOTAL	\$550,000	\$550,000	\$550,000	\$550,000
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	<i>Date of Reserve Approval in Minutes:</i>				
C-3.11	TOTAL CAPITAL OUTLAY (a+b+c)	\$0	\$0	\$0	\$0
C-3.12	Balance to be retained	\$550,000	\$550,000	\$550,000	\$550,000

RESERVES	1090
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C-4		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
C-4.1	Beginning Balance in Reserve Account (end of previous year)		\$0	\$0	
C-4.2	<i>Date of Reserve Approval in Minutes:</i>				
C-4.3	Amount to be added to the reserve				
C-4.4	<i>Date of Reserve Approval in Minutes:</i>				
C-4.5	SUB-TOTAL	\$0	\$0	\$0	\$0
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	<i>Date of Reserve Approval in Minutes:</i>				
C-4.11	TOTAL OTHER RESERVE OUTLAY (a+b+c)	\$0	\$0	\$0	\$0
C-4.12	Balance to be retained	\$0	\$0	\$0	\$0

BOND FUNDS	1060
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C-5		2019-2020 Actual	2020-2021 Estimated	2021-2022 Proposed	Pending Approval
C-5.1	Beginning Balance in Reserve Account (end of previous year)		\$0	\$0	
C-5.2	<i>Date of Reserve Approval in Minutes:</i>				
C-5.3	Amount to be added to the reserve				
C-5.4	<i>Date of Reserve Approval in Minutes:</i>				
C-5.5	SUB-TOTAL	\$0	\$0	\$0	\$0
C-5.6	Identify the amount and project to be spent				
C-5.7	<i>Date of Reserve Approval in Minutes:</i>				
C-5.8	Balance to be retained	\$0	\$0	\$0	\$0
C-5.9	TOTAL TO BE SPENT	\$0	\$0	\$0	\$0