

**Texas Hill Country River Region
2016 Budget**

INCOME	BUDGET
Guest Paid Tax Revenue (Uvalde) <i>projected</i>	\$550,000.00
2015 Carryover <i>projected</i>	\$62,000.00
Total Income	\$612,000.00
CENTRAL OFFICE EXPENSES Projected	204,900.00
Salaries	\$125,000.00
Payroll Taxes	12,000.00
Employee Benefits	8,400.00
Rent (New Office Space)	6,000.00
Storage	900.00
Utilities (New Office)	3,000.00
Subscriptions	200.00
Equipment Rent/Purchase	3,000.00
Telephone/Fax Line/Internet	2,400.00
Office Supplies	1,500.00
Postage	5,000.00
Dues and Memberships	8,000.00
Repairs/Maint/office equip (New Office)	5,000.00
Insurance, Director liability	2,000.00
Commercial Liability	1,000.00
Legal and Prof Service	3,500.00
Board Expenses	500.00
Seminars produced by HCR	500.00
Travel, Meals & Entertainment	2,000.00
Annual Emergency Reserve	15,000.00
Sub Total	204,900.00
ADVERTISING/PROMOTION EXPENSES	322,100.00
Advertising, Promotions, Social	170,000.00
Billboard Advertising	20,000.00
Collateral Print Publications (Every two years)	30,000.00
Promotional Video and B-Roll (non-recurring)	32,000.00
Travel Show/Travel (consumer, trade, etc)	15,000.00
Website (hosting, maintenance, etc)	1,800.00
Public/Media Relations	53,300.00
Sub Total	322,100.00

	Sub Total	0.00
EVENTS EXPENSES		85,000.00
Funded Regional Events		
	<i>Unallocated</i>	40,000.00
	<i>Rio Frio Fest-Frio Country</i>	45,000.00
	Sub Total	85,000.00
DESTINATION DEVELOPMENT		0.00
	Sub Total	0.00
	Total Expenses	612,000.00