# Destination Stratford Budget: 2023 Actual and 2024 Adjusted

| Destination Stratford 2024 Budget | 2023 Budget | 2023 Actual | 2024 Budget | 2024 Adjusted | Notes |
|---|---|---|---|---|---|
| INCOME | | | | | |
| 3999 · MAT DS PORTION | | | | 405,021 | $180,021.73 from 2023 + ~$225k (estimate of Q1+Q2+Q3 2024 MAT) |
| 9999 · CITY LOS CONTRIBUTION | | | | 150,000 | *City contribution / City MAT portion |
| 4050 · MARKETING SALES | 98,000 | 159,983 | 127,000 | 138,500 | |
| 4260 · PARTNERSHIPS | 747,000 | 701,210 | 744,300 | 726,800 | |
| (4001 · City of Stratford Portion) | 595,000 | 595,000 | 618,800 | 618,800 | 4% increase or $23,800 over 2023. |
| 4280 · STRATFORD TOURISM SUPPLEMENT | 15,000 | 16,506 | 0 | 0 | NO LONGER ACTIVE |
| **TOTAL REVENUE** | **860,000** | **877,699** | **871,300** | **1,420,321** | |
| | | | | | |
| EXPENSE | | | | | |
| 5100 · CONTRACT AND CONSULTING | **2,500** | **0** | **2,500** | **15,000** | Strategic Plan Community Engagement |
| | | | | | |
| MAT DEVELOPMENT PROJECTS | | | | | |
| 5992 · STRATFORD AL FRESCO | | | | 35,000 | |
| 5997 · LIGHTS ON STRATFORD | | | | 300,000 | City + DS matched contribution |
| 5999 · SPORT TOURISM OFFICE | | | | 75,000 | |
| **Total MAT Development Projects** | **0** | **0** | **0** | **410,000** | |
| | | | | | |
| DESTINATION DEVELOPMENT | | | | | |
| 5950 · SPECIAL PROJECTS | 42,000 | 58,178 | 27,000 | 35,000 | Destination Development Projects |
| 5990 · PARTNERSHIPS | 30,000 | 33,440 | 35,000 | 35,000 | Destination Development Fund |
| **Total MAT & Development Projects** | **72,000** | **91,618** | **62,000** | **480,000** | |
| | | | | | |
| MARKETING | | | | | |
| 6000 · MARKETING - INTERNET | 22,975 | 13,628 | 19,475 | 19,475 | |
| 6150 · MARKETING - MEDIA & PRINT | 99,300 | 59,543 | 84,490 | 109,490 | |
| 6151 · MARKETING - RADIO | 2,500 | 0 | 2,500 | 2,500 | |
| 6152 · MARKETING - TRAILS, INFLUENCERS | 90,500 | 120,398 | 108,750 | 130,971 | |
| **Total Marketing** | **215,275** | **193,569** | **215,215** | **262,436** | Increased expenses with additional marketing projects |
| | | | | | |
| ADMINISTRATION | | | | | |
| 5637 · BANK CHARGES | 4,000 | 3,495 | 4,000 | 4,000 | |
| 5645 · INSURANCE | 5,000 | 5,081 | 5,250 | 5,250 | |
| 5660 · TRAVEL | 2,500 | 394 | 2,500 | 2,500 | |
| 6153 · PROFESSIONAL FEES | 23,200 | 23,844 | 23,200 | 23,200 | |
| 6155 · FACILITY MAINTENANCE | 2,000 | 1,591 | 2,000 | 2,000 | |
| 6480 · PAYROLL | 484,635 | 517,472 | 501,135 | 539,135 | |
| 6540 · OFFICE EXPENDITURES | 20,900 | 12,093 | 25,000 | 32,800 | |
| 6550 · EVENT EXPENSES | 2,000 | 4,440 | 2,000 | 2,000 | |
| 7000 · TELEPHONE/COMMUNICATIONS | 16,000 | 15,932 | 16,500 | 17,000 | |
| **Total Administration** | **560,235** | **584,342** | **581,585** | **627,885** | |
| | | | | | |
| **TOTAL EXPENSE** | **850,010** | **869,529** | **861,300** | **1,385,321** | |
| | | | | | |
| 5154 Transfer to Reserve | 10,000 | 10,000 | 10,000 | 35,000 | Catching up with $60k missed pandemic years contributions |
| | | | | | |
| NET REVENUE | -10 | -1,830 | 0 | 0 | |