Destination Stratford 2024 Budget	2023 Actual	2024 Budget	2024 Adjusted	Actuals	Notes
				as of 2024-04-29	
INCOME					
3999 · MAT DS PORTION			405,021	158,621	2023 + $75k / quarter estimate of Q1+Q2+Q3 2024 MAT
9999 · CITY LOS CONTRIBUTION			150,000	150,000	*City contribution / City MAT portion
4050 · MARKETING SALES	159,983	127,000	138,500	17,527	
4260 · PARTNERSHIPS	701,210	744,300	726,800	639,574	
(4001 · City of Stratford Portion)	595,000	618,800	618,800	618,800	
4280 · STRATFORD TOURISM SUPPLEMENT	16,506	0	0	0.00	NO LONGER ACTIVE
TOTAL REVENUE	**877,699**	**871,300**	**1,420,321**	**965,725**	
EXPENSE					
5100 · CONTRACT AND CONSULTING	**0**	**2,500**	**15,000**	0.00	Strategic Plan Community Engagement
DESTINATION DEVELOPMENT					
5992 · STRATFORD AL FRESCO (MAT)			35,000	0	
5997 · LIGHTS ON STRATFORD (MAT)			300,000	300,000	City + DS matched contribution
5999 · SPORT TOURISM OFFICE (MAT)			75,000	24,950	
6480D · PAYROLL · DEVELOPMENT	155,242	150,341	161,741	51,076	
5950 · SPECIAL PROJECTS	58,178	27,000	35,000	4,266	Destination Development Projects
5990 · PARTNERSHIPS	33,440	35,000	35,000	2,750	Destination Development Fund
Total Development	**246,860**	**212,341**	**641,741**	**383,043**	
DESTINATION MARKETING					
6480M · PAYROLL · MARKETING	232,862	225,511	242,611	76,615	
6000 · MARKETING - INTERNET	13,628	19,475	19,475	5,292	
6150 · MARKETING - MEDIA & PRINT	59,543	84,490	109,490	22,613	
6151 · MARKETING - RADIO	0	2,500	2,500	0	
6152 · MARKETING - TRAILS, INFLUENCERS	120,398	108,750	130,971	18,031	
Total Marketing	**426,431**	**440,726**	**505,047**	**122,551**	Increased expenses with additional marketing projects
ADMINISTRATION					
5637 · BANK CHARGES	3,495	4,000	4,000	1,388	
5645 · INSURANCE	5,081	5,250	5,250	5,683	
5660 · TRAVEL	394	2,500	2,500	100	
6153 · PROFESSIONAL FEES	23,844	23,200	23,200	697	
6155 · FACILITY MAINTENANCE	1,591	2,000	2,000	1,237	
6480A · PAYROLL · ADMIN	129,368	125,284	134,784	42,564	
6540 · OFFICE EXPENDITURES	12,093	25,000	32,800	7,551	
6550 · EVENT EXPENSES	4,440	2,000	2,000	763	
7000 · TELEPHONE/COMMUNICATIONS	15,932	16,500	17,000	5,725	
Total Administration	**196,238**	**205,734**	**223,534**	**65,706.31**	
TOTAL EXPENSE	**869,529**	**861,300**	**1,385,321**	**571,301**	
5154 Transfer to Reserve	10,000	10,000	35,000	0.00	Catching up with $60k missed pandemic years contributions
NET REVENUE	**-1,830**	**0**	**0**	**394,424.47**	