

2018 BUDGET MESSAGE

This is the eighth Annual Budget for the Estes Park Local Marketing District and recognizes the collection of 2% lodging taxes within the District. Collections for the fourth quarter 2017, will not become available until mid-February 2018. The District was organized pursuant to the provisions of §29-25-101 C.R.S. and the Intergovernmental Agreement between the Town of Estes Park, Colorado, and the Board of County Commissioners, Larimer County, Colorado, dated August 26, 2008.

1. BASIS OF ACCOUNTING:

The basis of accounting for the Estes Park Local Marketing District is a modified accrual basis of accounting.

2. 2018 BUDGET FEATURES:

The 2018 Estes Park Local Marketing District Budget consists of the following important components:

A. Revenues:

1. Sales Taxes. The sum of \$2,233,284.22 is raised by the levying of the 2% marketing and promotion tax within the District.
2. Fund Balance Carry Forward of \$1,325,286.02 from the fiscal year 2017.
3. Non-Tax Official Visitor Guide Revenues of \$260,468 from the sale of advertising opportunities in the Official Visitor Guide to Marketing District stakeholders.
4. Non-Tax Stakeholders Services Revenues of \$323,000 from sales of advertising and marketing opportunities to Marketing District stakeholders.

B. Expenditures:

1. Marketing & Operations: These sums are budgeted for the accomplishment of those goals established in the District's 2018 Operating Plan relative to organizing, planning, promoting, coordinating, and marketing for the benefit of the stakeholders in the Estes Park Local Marketing District.
2. Personnel Services: These sums reflect the administrative and personnel costs to the District to implement the 2018 Operating Plan.
3. TABOR Reserve: This fund is mandated by Article X, Section 20 of the Colorado Constitution at 3% of the yearly spending of the District.

3. SUMMARY:

The amounts in the budget are estimates of revenues and expenses to be received and incurred by the District in 2018. The 2017 estimated actual totals were prepared prior to closing of the books for the year, hence, Sales Tax Revenues, Non-Tax Revenues, 2018 Beginning Fund Balance, and certain 2017 expense items will change in the year-end Report.

Estes Park Local Marketing District 2018 Annual Budget				
	2016 Actual	2017 Budget	2017 Forecast Year End	2018 Budget
Revenues				
District Lodging Tax	\$2,151,604.28	\$1,997,730.00	\$2,350,825.49	\$2,233,284.22
Non-Tax Revenue: Official Visitor Guide	\$204,392.08	\$214,900.00	\$260,468.00	\$260,468.00
Non-Tax Revenue: Stakeholder Services	\$307,759.02	\$323,000.00	\$323,000.00	\$323,000.00
Subtotal Non-Tax Revenue	<u>\$512,151.10</u>	<u>\$537,900.00</u>	<u>\$583,468.00</u>	<u>\$583,468.00</u>
Town of Estes Park Marketing Investment	\$0.00	\$0.00	\$0.00	\$0.00
Larimer County Marketing Investment	\$0.00	\$0.00	\$0.00	\$0.00
Larimer County Payment in Lieu of Tax (PILT)	\$4,814.03	\$4,814.03	\$5,412.66	\$5,412.66
Subtotal Alternative Funding Sources (Town & County)	<u>\$4,814.03</u>	<u>\$4,814.03</u>	<u>\$5,412.66</u>	<u>\$5,412.66</u>
Grants & Awards	\$0.00	\$50,000.00	\$50,000.00	\$179,000.00
Other Income	\$986.09	\$0.00	\$118.51	\$118.51
Investment - Interest Income	\$271.36	\$180.34	\$175.27	\$175.27
Total Revenues	<u>\$2,669,826.86</u>	<u>\$2,590,624.37</u>	<u>\$2,989,999.93</u>	<u>\$3,001,458.66</u>
Expenses				
Personnel Services	\$545,100.73	\$640,500.00	\$ 673,611.70	\$638,115.41
Marketing & Operations	\$1,828,926.62	\$2,546,603.20	\$2,303,900.44	\$2,709,629.27
Grants & Awards	\$0.00	\$55,000.00	\$55,000.00	\$179,000.00
Total Current Expenses	<u>\$2,374,027.35</u>	<u>\$3,242,103.20</u>	<u>\$3,032,512.14</u>	<u>\$3,526,744.68</u>
Total Expenses	<u>\$2,374,027.35</u>	<u>\$3,242,103.20</u>	<u>\$3,032,512.14</u>	<u>\$3,526,744.68</u>
Excess (Deficiency) of Revenues Over Expenses	\$295,799.51	(\$651,478.83)	(\$42,512.21)	(\$525,286.02)
Other Financing Sources (Transfers In)	\$0.00	\$0.00	\$0.00	\$0.00
Other Financing Uses (Transfers Out)	\$0.00	\$0.00	\$0.00	\$0.00
Increase (Decrease) in Fund Balance	<u>\$295,799.51</u>	<u>(\$651,478.83)</u>	<u>(\$42,512.21)</u>	<u>(\$525,286.02)</u>
Beginning Fund Balance	<u>\$1,723,477.55</u>	<u>\$2,019,277.06</u>	<u>\$1,367,798.23</u>	<u>\$1,325,286.02</u>
Ending Fund Balance*	<u>\$2,019,277.06</u>	<u>\$1,367,798.23</u>	<u>\$1,325,286.02</u>	<u>\$800,000.00</u>
Restrictions				
Strategic Reserve	\$200,000.00	\$200,000.00	\$200,000.00	\$200,000.00
TABOR Reserve: 3% of Expenses	\$71,220.82	\$97,263.10	\$90,975.36	\$105,802.34

*Ending Fund Balance includes restricted funds.

		2017 Forecast		
	2016 Actual	2017 Budget	Year End	2018 Budget
Personnel Services	\$545,100.73	\$640,500.00	\$673,611.70	\$638,115.41
Marketing and Operations				
Special Advertising and Marketing - Grants	\$0.00	\$55,000.00	\$55,000.00	\$179,000.00
Search Engine Optimization	\$24,000.00	\$24,000.00	\$24,000.00	\$24,000.00
Media Placement - Traditional	\$475,544.84	\$518,000.00	\$525,966.67	\$530,000.00
Media Placement - Digital	\$458,259.02	\$511,637.00	\$587,724.60	\$694,696.72
Media Planning and Buying	\$100,346.86	\$114,249.36	\$94,500.00	\$105,000.00
Creative Assets - Outside Fees	\$9,140.42	\$95,000.00	\$5,000.00	\$5,000.00
Creative Assets - Agency Fees	\$700.00	\$1,000.00	\$32,000.00	\$25,000.00
Creative Expenses - Agency Fees	\$67.94	\$500.00	\$2,000.00	\$2,000.00
Agency Planning and Management	\$89,913.79	\$200,000.00	\$175,000.00	\$220,568.00
Advertising Contingency	\$0.00	\$4,900.00	\$0.00	\$0.00
International Promotion	\$33,559.21	\$42,000.00	\$29,286.98	\$66,000.00
Research	\$10,064.67	\$75,000.00	\$46,053.90	\$99,250.00
Destination Product Development	\$0.00	\$124,566.32	\$0.00	\$0.00
Website	\$85,914.70	\$172,775.00	\$76,547.50	\$178,974.00
Brand Strategy	\$153.71	\$3,000.00	\$3,000.00	\$5,000.00
Economic Development	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
Contingency - Brand and Strategy	\$70.04	\$0.00	\$0.00	\$0.00
Trade Shows	\$326.00	\$4,500.00	\$1,800.00	\$2,100.00
Audit	\$5,000.00	\$5,500.00	\$5,500.00	\$5,500.00
Bookkeeping	\$8,240.00	\$10,500.00	\$10,500.00	\$10,500.00
Contingencies - General Operations	\$6,787.37	\$6,500.00	\$1,163.40	\$2,500.00
Payroll Processing and Human Resources	\$5,922.86	\$6,765.00	\$6,112.79	\$6,765.00
Legal	\$14,694.00	\$17,000.00	\$56,000.00	\$56,000.00
Office Supplies, Postage, Printing	\$21,072.05	\$16,300.00	\$29,000.00	\$20,000.00
Office Equipment and Software Updates	\$31,467.28	\$7,000.00	\$11,000.00	\$8,000.00
Rent and Utilities	\$37,624.61	\$36,884.00	\$36,500.14	\$37,164.00
Insurance	\$5,251.55	\$9,927.55	\$9,927.55	\$9,927.55
Cell Phone and Mileage	\$3,573.96	\$5,280.00	\$3,370.00	\$4,250.00
Education	\$30,913.49	\$50,558.00	\$34,093.18	\$43,131.00
Information Technology Support	\$3,576.99	\$3,500.00	\$1,822.11	\$3,500.00
Meals and Incidentals	\$5,547.20	\$5,750.00	\$8,400.00	\$6,700.00
Membership	\$11,960.09	\$18,710.97	\$13,910.00	\$17,835.00
Media Familiarization Tours	\$14,347.20	\$22,000.00	\$13,850.00	\$13,850.00
Public Relations Firm	\$73,418.00	\$90,000.00	\$90,000.00	\$95,000.00
Public Relations Promotions	\$7,201.43	\$12,550.00	\$4,550.00	\$16,550.00
eMail Marketing	\$1,920.00	\$3,000.00	\$1,440.00	\$3,600.00
Social Media	\$12,608.00	\$25,500.00	\$15,000.00	\$20,000.00
Stakeholder Communications	\$4,736.35	\$4,850.00	\$5,307.62	\$5,900.00
Marketing Data and Analytics Platform	\$0.00	\$68,000.00	\$84,900.00	\$84,900.00
Official Visitor Guide	\$215,002.99	\$209,400.00	\$238,674.00	\$260,468.00
Total Marketing and Operations Expense	\$1,828,926.62	\$2,601,603.20	\$2,358,900.44	\$2,888,629.27
Grand Total	\$2,374,027.35	\$3,242,103.20	\$3,032,512.14	\$3,526,744.68

RESOLUTION TO APPROPRIATE SUMS OF MONEY NO. 06-17

**A RESOLUTION ADJUSTING APPROPRIATIONS TO THE FUNDS
IN THE AMOUNTS AND FOR THE PURPOSES AS SET FORTH BELOW
FOR THE ESTES PARK LOCAL MARKETING DISTRICT FOR THE BUDGET YEAR
BEGINNING ON THE FIRST DAY OF JANUARY 2017 AND
ENDING ON THE LAST DAY OF DECEMBER 2017.**

WHEREAS, the Board of Directors of the Estes Park Local Marketing District has adopted the annual budget in accordance with the Local Government Budget Law on December 20, 2016; and

WHEREAS, over the course of the fiscal year ending December 31, 2017, the estimates included in the adopted budget have been revised to more accurately represent the actual revenues and expenditures necessary to operate the government; and

WHEREAS, it is not only required by law, but also necessary to appropriate the revenues provided in the Budget for the Estes Park Local Marketing District.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE ESTES PARK LOCAL MARKETING DISTRICT, THAT:

Section 1. The following sums are hereby appropriated from the revenues of each fund, to each fund, for the purpose stated therein:

General Fund:	\$ 3,139,499.93
Current Operating Expenses	\$ 3,184,137.75
Other Expenditures	\$ 0.00
Capital Projects	\$ 0.00
TABOR reserve	\$ 95,524.13

ADOPTED this 20th day of December 2017.

ESTES PARK LOCAL MARKETING DISTRICT:

By: _____
Chair

ATTEST:

Vice Chair

ESTES PARK LOCAL MARKETING DISTRICT

RESOLUTION 07-17

**A COMBINED RESOLUTION CONCERNING THE ADOPTION OF A BUDGET
AND APPROPRIATION OF FUNDS FOR FISCAL YEAR 2018**

A. A RESOLUTION SUMMARIZING EXPENDITURES AND REVENUES FOR EACH FUND AND ADOPTING THE BUDGET FOR THE ESTES PARK LOCAL MARKETING DISTRICT FOR THE CALENDAR YEAR BEGINNING ON THE FIRST DAY OF JANUARY 2018 AND ENDING ON THE LAST DAY OF DECEMBER 2018.

WHEREAS, the Board of Directors of the Estes Park Local Marketing District had appointed President and CEO Elizabeth Fogarty to prepare and submit a proposed budget to said governing body at the proper time; and

WHEREAS, President and CEO Elizabeth Fogarty had submitted a proposed budget to this governing body on December 4, 2017, for its consideration; and

WHEREAS, upon due and proper notice, published in accordance with the law, said proposed budget was open for inspection by the public at a designated place, a public hearing was held on December 4, 2017 and interested taxpayers were given the opportunity to file or register any objections to said proposed budget; and

WHEREAS, whatever increases may have been made in the expenditures, like increases were added to the revenues or planned to be expended from reserves so that the budgets remain in balance, as required by law.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD THE ESTES PARK LOCAL MARKETING DISTRICT:

Section 1. That the budget as submitted, amended, and summarized by fund is approved and adopted as the budget of the Estes Park Local Marketing District for the year stated above.

Section 2. That the budget hereby approved and adopted shall be signed by the Chair and Secretary and made a part of the public records of the District.

B. A RESOLUTION APPROPRIATING SUMS OF MONEY TO THE VARIOUS FUNDS AND SPENDING AGENCIES, IN THE AMOUNTS AND FOR THE PURPOSES SET FORTH BELOW FOR THE ESTES PARK LOCAL MARKETING DISTRICT FOR THE 2018 BUDGET YEAR.

WHEREAS, the Board of Directors of the Estes Park Local Marketing District ("Board") has adopted the District's annual budget in accordance with the Local Government Budget Law; and

WHEREAS, the Board has made provision therein for revenues and reserves in an amount equal to, or greater than, the total proposed expenditures as set forth in said budget; and

WHEREAS, it is not only required by law, but also necessary, to appropriate the revenues and reserves provided in the budgets to and for the purposes described below, so as not to impair the operations of the Estes Park Local Marketing District.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THE ESTES PARK LOCAL MARKETING DISTRICT:

That the following sums are hereby appropriated from the revenue of each Fund, to each Fund, for the purposes stated:

General Fund:	\$	3,001,458.66
Current Operating Expenses	\$	3,526,744.68
Other Expenditures	\$	0.00
Capital Projects	\$	0.00
TABOR Reserve	\$	105,802.34

ADOPTED AND APPROVED this 20th day of December 2017.

ESTES PARK LOCAL MARKETING DISTRICT

By: _____
Chair

ATTEST:

Vice Chair