

**Section 3: Budget for One-Year Tactical Plan**

<b>Revenues</b>	<b>Budget \$</b>
MRDT (net of admin fees)	
MRDT from online accommodation platforms (AirBnB)	
Local government contribution	
Stakeholder contributions (i.e. membership dues)	
Estimated Co-op funding (e.g. CTO; DMO-led projects)	
Grants - Federal	
Grants - Provincial	
Grants/Fee for Service - Municipal	
Retail Sales	
Interest	
Other (please describe):	
<b>Total Revenues</b>	
<b>Expenses</b>	<b>Budget \$</b>
<b>Marketing</b>	
Marketing staff – wage and benefits	
Media advertising and production	
Website - hosting, development, maintenance	
Social media	
Consumer shows, events	
Collateral production and distribution	
Travel media relations	
Travel trade	
Consumer focused asset development (written content, video, photography)	
Other (please describe)	
<b>Subtotal</b>	
<b>Destination &amp; Product Experience Management</b>	
Destination and product experience management staff – wage and benefits	
Industry development and training	
Product experience enhancement and training	
Research and evaluation	
Other (please describe)	
<b>Subtotal</b>	
<b>Visitor Services</b>	
Visitor Services Wages and Benefits	
Visitor Services Operating Expenses	
Other (please describe)	
<b>Subtotal</b>	
<b>Meetings, Conventions, Events &amp; Sport</b>	
Staff – wage and benefits (if stand alone)	
Meetings, conventions, conferences, events, sport, etc.	
<b>Subtotal</b>	

<b>Administration</b>	
Management and staff unrelated to program implementation - wages and benefits	
Finance staff – wages and benefits	
Human Resources staff – wages and benefits	
Board of Directors costs	
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	
Office lease/rent	
General office expenses	
	<i>Subtotal</i>
<b>Affordable Housing</b>	
Expenses from OAP revenue (if applicable)	
	<i>Subtotal</i>
<b>Other</b>	
All other wages and benefits not included above (please describe)	
Other activities not included above (please describe)	
	<i>Subtotal</i>
	<b>Total Expenses</b>
	<b>Surplus (Deficit) of revenues over expenditures for the year</b>
<b>Carry-Forward (Net Assets) Information (If applicable)</b>	
<b>Beginning of year (Required when completing tactical plan)</b>	
Restricted	
Unrestricted	
	<b>Total</b>
<b>End of year (Required when completing year end financial report - should be blank for tactical plan)</b>	
Restricted	
Unrestricted	
	<b>Total</b>

**Section 3: Projected Spend by Market (*broad estimate*) for LEISURE activities only & projected percentage of spend focused on each season (*broad estimate*)**  
*(Add more rows as needed)*

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market	% of Total	% of Total	% of Total	% of Total	% Total
			\$ for (Jan-Mar) season	\$ for (Apr-June) season	\$ for (July-Sept) season	\$ for (Oct-Dec) season	
BC							100%
Alberta							100%
Ontario							100%
Other Canada (please specify)							100%
Washington							100%
California							100%
Other USA (please specify)							100%
Mexico							100%
China							100%
UK							100%
Germany							100%
Australia							100%
Japan							100%
Other International ( <i>Please specify</i> )							100%
<b>Total</b>		<b>100%</b>					