

	<u>2024 Budget</u>	<u>VisitLEX</u>	<u>ARPA M&amp;C</u>	<u>Total</u>
<b>Revenue</b>				
Occupancy Revenue	\$ 10,250,000.00	\$ 10,500,000.00	\$ -	\$ 10,500,000.00
Matching Funds	266,000.00	265,000.00	-	265,000.00
Retail Sales	20,000.00	25,000.00	-	25,000.00
Interest Income	800,000.00	750,000.00	-	750,000.00
ARPA Funds	4,278,500.00	-	2,000,000.00	2,000,000.00
Other Income	28,000.00	60,000.00	-	60,000.00
<b>Total Revenue</b>	<b>15,642,500.00</b>	<b>11,600,000.00</b>	<b>2,000,000.00</b>	<b>13,600,000.00</b>
<b>Expense</b>				
Personnel	3,725,000.00	3,850,000.00	-	3,850,000.00
Professional Services	450,000.00	340,000.00	10,000.00	350,000.00
Office Expense	250,000.00	275,000.00	-	275,000.00
Industry Associations & Subscriptions	350,000.00	450,000.00	-	450,000.00
Industry Programs & Relations	150,000.00	150,000.00	-	150,000.00
Advertising, Branding and Marketing	6,700,000.00	3,591,000.00	976,500.00	4,567,500.00
Sales & Service Efforts	585,000.00	244,000.00	306,000.00	550,000.00
Conventions & Meetings	800,000.00	574,500.00	225,500.00	800,000.00
Printing	300,000.00	393,000.00	57,000.00	450,000.00
Media Relations & Support	350,000.00	355,000.00	-	355,000.00
Research	145,000.00	50,000.00	-	50,000.00
Staff Development	65,000.00	75,000.00	-	75,000.00
Development Programs	950,000.00	425,000.00	425,000.00	850,000.00
Lexington Center Corporation	750,000.00	750,000.00	-	750,000.00
LFUCG Collection Fees	55,000.00	52,500.00	-	52,500.00
Amortization & Depreciation	375,000.00	425,000.00	-	425,000.00
<b>Total Expense</b>	<b>16,000,000.00</b>	<b>12,000,000.00</b>	<b>2,000,000.00</b>	<b>14,000,000.00</b>
<b>VisitLEX Revenue from Prior Years</b>	<b>357,500.00</b>	<b>400,000.00</b>	<b>-</b>	<b>400,000.00</b>
<b>Revenue Over/(Under) Expense</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>