VisitLEX
2024 Budget

	2023 Budget	VisitLEX	ARPA Matches	ARPA - LFUCG	ARPA KY	ARPA M&C	Total
Revenue							
Transient Room Tax	$ 9,550,000.00	$ 9,385,000.00	$ -	$ -	$ -	$ -	$ 9,385,000.00
Transient Room Tax - APRA Match	-	-	200,000.00	-	-	-	200,000.00
Transient Room Tax - APRA MJ Match	-	-	115,000.00	-	-	-	115,000.00
Matching Funds	235,000.00	235,000.00	-	-	-	-	235,000.00
Retail Sales	15,000.00	20,000.00	-	-	-	-	20,000.00
Interest Income	60,000.00	275,000.00	-	-	-	-	275,000.00
ARPA Funds - LFUCG	955,041.00	-	-	175,000.00	-	-	175,000.00
EDA Funds	544,959.00	-	-	-	-	-	-
ARPA Funds - KY	500,000.00	-	-	-	2,000,000.00	1,575,000.00	3,575,000.00
Other Income	15,000.00	20,000.00	-	-	-	-	20,000.00
Total Revenue	11,875,000.00	9,935,000.00	315,000.00	175,000.00	2,000,000.00	1,575,000.00	14,000,000.00
Expense							
Personnel	$ 3,780,000.00	$ 3,725,000.00	$ -	$ -	$ -	$ -	$ 3,725,000.00
Professional Services	245,000.00	417,500.00	-	-	3,750.00	3,750.00	425,000.00
Office Expense	275,000.00	300,000.00	-	-	-	-	300,000.00
Industry Associations & Subscriptions	205,000.00	275,000.00	-	-	-	-	275,000.00
Industry Programs & Relations	97,500.00	125,000.00	-	-	-	-	125,000.00
Promotional Travel	27,500.00	25,000.00	-	-	-	-	25,000.00
Advertising, Branding and Marketing	4,075,000.00	1,448,018.00	315,000.00	38,155.00	1,781,995.00	1,016,832.00	4,600,000.00
Fulfillment	40,000.00	25,000.00	-	-	-	-	25,000.00
Sales Efforts	400,000.00	270,275.00	-	-	60,725.00	144,000.00	475,000.00
Conventions & Meetings	695,000.00	409,655.00	-	136,845.00	-	203,500.00	750,000.00
Promotional Items	75,000.00	50,000.00		-	-	-	50,000.00
Printing	375,000.00	295,000.00	-	-	-	30,000.00	325,000.00
Media Relations & Support	225,000.00	375,000.00	-	-	-	-	375,000.00
Website	150,000.00	100,000.00	-	-	-	-	100,000.00
Research	125,000.00	35,000.00	-	-	75,000.00	65,000.00	175,000.00
Staff Development	100,000.00	96,470.00	-	-	28,530.00	-	125,000.00
Development Programs	610,000.00	788,082.00	-	-	50,000.00	111,918.00	950,000.00
Lexington Center Corporation	405,000.00	750,000.00	-	-	-	-	750,000.00
LFUCG Collection Fees	45,000.00	50,000.00	-	-	-	-	50,000.00
Depreciation	450,000.00	375,000.00	-	-	-	-	375,000.00
Total Expense	12,400,000.00	9,935,000.00	315,000.00	175,000.00	2,000,000.00	1,575,000.00	14,000,000.00
VisitLEX Revenue - 2022 Income	525,000.00	-			-	-	-
Revenue Over/(Under) Expense	$ -	$ -	$ -	$ -	$ -	$ -	$ -