



PENTICTON
& WINE COUNTRY
Time to breathe.

2014 Budget

TOURISM PENTICTON

Presented by:

Jessie Campbell, CEO | Miranda Halladay, Board Chair
with Tourism Penticton Society

Overview

- Destination marketing on behalf of the City of Penticton; also manage the Wine Country Visitor Centre
(NOT including wine shop)
- Not-for-profit society; industry-led Board, 11 members

2014 Revenues

Source	2014	vs 2013 Budget	2013 YE Estimate	2013 YTD
MRDT Revenue for 2014	0	-	-	-
Vacation Rental Revenue (from business licences)	5,000	5,000	4,800	4,000
Co-Op Revenue (partners cntrbtns to ad buys)	50,000	44,300	56,000	56,000
Sale of Stkhldr Advertising (web listings, brochure rkng)	60,000	100,000	77,400	62,400
Other Services (ticket sales)	15,000	15,000	15,000	13,894
Ticket Sale Flow Through	260,000	n/a	263,000	238,000
Province of BC Funding	55,000	55,000	55,000	55,000
Visitor Centre Retail Revenue	45,000	50,000	38,000	36,000
Experiences Guide Revenue	65,000	7,500	6,000	0

+ does not include regional tourism funding, which Thompson Okanagan Tourism Association contributes directly to media therefore doesn't flow through our budget

2014 Program Expenses - summary

Expense	2014	vs. 2013 Budget	2013 YE Est	2013 YTD
Retail Cost of Goods	22,000	25,000	19,500	18,500
VC Service Delivery	18,755	26,284	17,500	15,000
Ticket Expense Flow Through	260,000	n/a	271,414	253,414
Biz Development	3,478	5,315	5,100	4,182
Gen & Admin Expenses	105,185	126,409	123,495	112,269
Payroll	299,500	284,682	290,000	263,000
tourismpenticton.com	43,185	20,961	21,000	19,013
Experiential Marketing & Sales	124,524	134,197	173,104	173,104
Business Education, Relations & Dev	7,372	6,995	6,600	4,660
Experiences Guide	47,000	-	-	-

Retail Cost of Goods

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Retail Cost of Goods	22,000	25,000	19,500	18,500

DESCRIPTION

This is the cost of goods sold as retail in the Visitor Centre.

- We increased retail COGs in 2013 to double revenues over 2012 (target was \$25,000 invested to return \$50,000)
- This was slightly aggressive; we have adjusted for 2014
- Targets for 2014 are higher than budget, with planned incentives for staff to reach revenue targets

Visitor Centre Service Delivery

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
VC Service Delivery	18,755	26,284	17,500	15,000

DESCRIPTION

Includes costs such as retail display units, uniforms, directional signage and local advertising to drive traffic to the Visitor Centre.

Visitor Centre Service Delivery	18,754.95
Visitor Centre Sales Collateral - Updates for 2013	1,605.00
Be a Tourist in Your Own Town Promotion	2,140.00
VC "TO GO" Concept - Mobile Visitor Centre	2,675.00
Visitor Centre Specific Advertising	4,309.95
Uniforms - 2013	1,605.00
New branded tent and three 8' tables	1,337.50
Shelving and display material/plexi glass bands for existing shelving	3,210.00
paint and supplies for office beautification, plus blinds	267.50
event budget	1,070.00
Visitor Centre TVIC Training	535.00

Business Development

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Biz Development	3,478	5,315	5,100	4,182

DESCRIPTION

Budget for regular meetings with stakeholders and building new partnerships with neighbouring communities, private sector partners, etc.

- 2013 was an important year in focusing on stakeholder relationships and developing new partnerships; 2014 shouldn't require the same level of investment

General & Admin Expenses

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Gen & Admin Expenses (incl. capital)	105,185	126,409	123,495	112,269

- 2013 was a foundational year – more investment required to get things up & running
- In 2014 we can maintain, hence 17% savings over 2013

CRM Software	
CRM Website API, Partner Log-In and Annual Licences (5) – ongoing annual costs	10,000.00
Events Calendar Module	7,436.50
Marketing & Advertising Database – 2014 @ \$200/1000	120.00

Payroll

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Payroll	299,500	284,682	290,000	263,000

- More synergized team, appropriate expertise now in place
- Increase of 5% a result of:
 - Plans to bring bookkeeping back in-house rather than contract out; part of reason for 2014 decrease in G&A expenses
 - With new staff complement, plans to take on more in-house design work as well rather than contract out

tourismpenticton.com

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
tourismpenticton.com	43,185	20,961	21,000	19,013

Website	43,185.20
Integrated marketing Online Sign-Up Page/Section - Web Development	1,070.00
Responsively Designed Rebuild of TP.com - Programming & Design	29,960.00
Enhanced "Deals" Section of tourismpenticton.com	5,350.00
Website Hosting (\$200/month)	3,595.20
Availability Calendar	4,280.00

Experiential Marketing & Sales

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Experiential Mkg & Sales	124,524	134,197	173,104	173,104

DESCRIPTION

Includes costs for media space, design, production, photography, etc.

Experiential Marketing & Sales		124,523.78
Digital Media Placement Costs - direct from Partner Investments		46,235.71
Digital SEO (Content Marketing) and SEM/Pay Per Click		20,000.00
Sales Collateral Materials		1,548.16
Design, Production, etc.		-
	Brand & Design Fees, Media Planning/Buying	8,469.05
	Development of a Mobile App + Maintenance Costs	12,840.00
	Production of Various Campaign Elements, incl. set up for marketing materials for businesses	5,350.00
	Videography -Video Vignettes/TV Ad (in addition to TOTA Funding)	8,025.00
		-
	Media Hosting (reactive + one pre-GoMedia fam)	2,675.00
	Sponsorship for GoMedia 2014	10,700.00
	Attending Industry Sales Shows - ie. IncentiveWorks, GoMedia, Outdoor Adventure & Travel Show, CSTA et al in partnership with partners such as the PTCC	5,350.00

Business Educ, Relations & Dev

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Business Education, Relations & Dev	7,372	6,995	6,600	4,660

DESCRIPTION

Costs for producing and hosting semi-annual Tourism Tuesday's educational seminars for stakeholders, and other networking events for stakeholders to learn how to develop experience packages.

Tourism Business Education - Stakeholder Relations & Development	7,372.30
Training & Education: Tourism Tuesdays 8 x Seminars & Workshops	2,140.00
Networking: 4 x annually	1,070.00
Communication: printing invites in Feb/October	267.50
Explore Quotient Research (via TOTA) Sublicense Fee - June 30, 2013 - June 30, 2014	2,289.80
Seminar video/webinar development \$250 x 8 (Groove-V or ET2)	1,605.00

Experiences Guide

Expense	2014	% change vs. 2013 Budget	2013 YE Est	2013 YTD
Experiences Guide	47,000	-	-	-

DESCRIPTION

Cost of design, copywriting, production (including printing) and distribution.

Experiences Guide	47,000
Design	3,210.00
Copywriting	3,210.00
Printing & Distribution	43,870.00

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2014 Investment Ask from PENTICTON CITY COUNCIL

TOURISM PENTICTON	2014	2013
REVENUES	\$555,000	\$276,800
EXPENSES	\$909,000	\$630,800
TOTAL FOR 2014 SAME AS 2013	\$354,000	\$354,000