

### FY2021-2022 HELENA TBID BUDGET

Current TBID Assets		\$459,000.00
Outstanding Projects/Payments		\$55,000.00
		\$404,000.00

June 2021 TBID Receivables		\$102,901.00
Estimated January 2022 TBID Receivables		\$112,492.00
Total FY 2021 Assets		\$619,393.00

Expense		
Administrative Staff + Taxes + Benefits		\$160,000.00
Professional Development Training		\$8,000.00
Operational Expenses		\$51,493.00
Walking Tour App		\$2,400.00
Front Line Training		\$2,500.00
Outreach Meetings		\$2,500.00
Voices of MT Tourism		\$2,500.00
<b>Marketing</b>		
Contract Management, Content Creation, Paid Digital		\$185,000.00
Conventions/Tradeshows		\$25,000.00
Publicity		
Travel media; branded merchandise, etc.		\$30,000.00
Opportunities & Grants		\$110,000.00
Sponsored Events		\$10,000.00
Reserves		\$30,000.00
TOTAL FY 2021 Expenses		\$619,393.00