

2024 Budget

5009 Promotional Expenses	
5100 Salaried/Hourly Employees	\$252,660.05
5110 Employer Payroll Taxes	\$20,124.15
5120 Employee Benefits	\$32,466.20
5121 Employee Health Benefits	\$16,800.00
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5130 Printed Materials	\$14,000.00
5140 Web Site/Home Page	\$15,000.00
5170 Meetings/Conventions	\$7,500.00
5180 Sporting Events	\$8,000.00
5190 Misc Promotional Material	\$10,000.00
5200 Travel Promotion	\$12,000.00
5210 Festivals, Fairs, & Events	\$3,000.00
5220 Sponsorships	\$40,000.00
5225 Grants	\$70,000.00
5230 Tourism/Visitor	\$5,000.00
5240 Telephone	\$6,000.00
5340 Postage	\$2,500.00
5400 Marketing (Advertising)	\$70,000.00
5401 Social Media	\$45,000.00
5402 Digital Media	\$3,000.00
5420 We Are Madison County	
5430 Marketing Research	\$45,275.00
5450 Community Relations	\$1,000.00
5500 Promotional Travel	\$5,000.00
5510 Dues & Subscriptions	\$10,172.00
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Total 5009 Promotional Expenses	\$694,497.40
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6009 Operational Expenses	
6200 Maintenance & Repairs	\$13,000.00
6225 Computer Maintenance	\$4,000.00
6250 Vehicle Maintenance & Repairs	\$1,000.00
6300 Office Supplies	\$5,000.00
6350 Equipment Leases	\$2,500.00
6460 Utilities	\$15,000.00
6600 Insurance - Property	\$8,697.00
6700 Equipment Purchases	\$14,800.00
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Total 6009 Operational Expenses	\$63,997.00
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7009 Administration Expenses	
7300 Education/Training	
7400 Professional Fees	\$5,000.00
7500 Audit Expense	\$7,300.00
7600 Meeting Expense	\$4,205.71
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Total 7009 Administration Expenses	\$16,505.71
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Total Expenses	\$775,000.11