

## Service Category Summary

### Tourism Prince George

	2020 Actual (AA)	2020 Bylaw (UB)	2021 Bylaw (UB)	2022 Proposed (UX)	Budget Change 2022 vs 2021
<b>Revenues</b>					
Total Revenues	0	0	0	0	0
<b>Expenditures</b>					
Tourism PG Society-Grant paid	327,000	327,000	327,000	327,000	0
Total Expenditures	<b>327,000</b>	<b>327,000</b>	<b>327,000</b>	<b>327,000</b>	<b>0</b>
<b>Debt</b>					
Total Debt	0	0	0	0	0
<b>Transfers</b>					
Total Transfers	0	0	0	0	0
<b>Revenues - Asset Maintenance</b>					
Total Revenues - Asset Maintenance	0	0	0	0	0
<b>Expenditures - Asset Maintenance</b>					
Total Expenditures - Asset Maintenance	0	0	0	0	0
<b>Transfers - Asset Maintenance</b>					
Total Transfers - Asset Maintenance	0	0	0	0	0
<b>Net Operations</b>	<b>327,000</b>	<b>327,000</b>	<b>327,000</b>	<b>327,000</b>	<b>0</b>

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Supporting Detail (Consolidation)	2020 Actual (AA)	2020 Bylaw (UB)	2021 Bylaw (UB)	2022 Proposed (UX)	Budget Change 2022 vs 2021
Revenues	0	0	0	0	0
Expenditures					
Non-Salary Expenses	327,000	327,000	327,000	327,000	0
Total Expenditures	327,000	327,000	327,000	327,000	0
Debt	0	0	0	0	0
Transfers	0	0	0	0	0
Net Operations	327,000	327,000	327,000	327,000	0



# PRINCE GEORGE

Mayor & Council  
City of Prince George  
1100 Patricia Blvd.  
Prince George, BC V2L 3V9

September 23, 2021

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2022 annual budget for Council's consideration. The projected revenue has increased by 27% percent as a result of a forecasted return to near-normal levels in the Municipal and Regional District Tax (MRDT) revenue. The expenses have increased by 44% from 2021, as Tourism Prince George can now return to marketing our fantastic city.

In 2022, Tourism Prince George will start to implement the objectives set out in the 2022-2027 Strategic Plan and continue to develop the tourism sector and key platforms through consistent brand messaging and online activities. The six key pillars in our Strategic Plan that will allow Tourism Prince George and the tourism industry to grow are: Marketing, Visitor Services, Business Development, Destination Development, Organizational Effectiveness, and Industry Outreach.

Due to the continued funding available through our partners, the City of Prince George, and the MRDT, Tourism Prince George will strive to work toward growing the tourism sector in the community, which helps lead to positive economic growth for the city.

Sincerely,

Colin Carson  
Chief Executive Officer  
Tourism Prince George Society

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**TOURISM PRINCE GEORGE 2022 BUDGET**

	2021 Budget	DMO	VIC	2022 Budget	DMO	VIC	% Change from Budget
<b>REVENUE</b>							
City of Prince George	327,000	163,500	163,500	327,000	163,500	163,500	0%
MRDT (Hotel Tax)	635,250	635,250	0	1,011,809	1,011,809	0	59%
Province of BC	143,175	120,175	23,000	62,457	39,457	23,000	-56%
Private Partnership	5,000	5,000	0	0	0	0	-100%
Sales Commissions	0	0	0	2,000	0	2,000	
Merchandising Income	12,500	2,500	10,000	20,000	0	20,000	60%
<b>TOTAL REVENUES</b>	<b>1,122,925</b>	<b>926,425</b>	<b>196,500</b>	<b>1,423,266</b>	<b>1,214,766</b>	<b>208,500</b>	<b>27%</b>
<b>EXPENSES</b>							
<b>Operating</b>							
Operating Salaries	152,000	95,000	57,000	148,500	88,500	60,000	-2%
Operating Benefits	24,500	15,500	9,000	23,760	14,160	9,600	-3%
VIC Staff	5,000	0	5,000	20,000	0	20,000	300%
Visitor Information Services Engagement	25,000	0	25,000	65,000	0	65,000	160%
Security	0	0	0	55,200	27,600	27,600	
Rent	54,940	27,470	27,470	57,520	28,760	28,760	5%
Building Maintenance	47,660	23,830	23,830	50,490	25,245	25,245	6%
Telephone	9,000	4,500	4,500	9,180	4,590	4,590	2%
Professional Services	30,000	15,000	15,000	30,600	15,300	15,300	2%
Admin/Bank Fees	5,000	2,500	2,500	5,100	2,550	2,550	2%
Cost of Goods	5,000	0	5,000	20,000	0	20,000	300%
Office Supplies	3,500	1,750	1,750	3,570	1,785	1,785	2%
Office Equipment/Software	22,000	15,000	7,000	32,000	16,000	16,000	45%
Internet/IT	7,000	3,500	3,500	6,000	3,000	3,000	-14%
Board Expenses	500	500	0	2,000	1,000	1,000	300%
Insurance	6,000	3,000	3,000	6,120	3,060	3,060	2%
Vehicle Overhead	4,000	2,000	2,000	5,000	2,500	2,500	25%
Mileage and Parking	1,000	500	500	1,020	510	510	2%
Training and Development	3,000	2,500	500	5,500	5,000	500	83%
<b>Subtotal, Operating</b>	<b>405,100</b>	<b>212,550</b>	<b>192,550</b>	<b>546,560</b>	<b>239,560</b>	<b>307,000</b>	<b>35%</b>
<b>Capital</b>							
Equipment	25,000	25,000	0	10,000	10,000	0	-60%
Building Improvements	0	0	0	0	0	0	
<b>Subtotal, Capital</b>	<b>25,000</b>	<b>25,000</b>	<b>0</b>	<b>10,000</b>	<b>10,000</b>	<b>0</b>	<b>-60%</b>
<b>Marketing</b>							
Marketing Salaries	338,000	338,000	0	413,000	413,000	0	22%
Marketing Benefits	54,000	54,000	0	66,080	66,080	0	22%
Postage/Freight	2,500	2,500	0	4,000	4,000	0	60%
Consumer Shows	0	0	0	5,000	5,000	0	
Brand/Niche Paid Campaigns	150,000	150,000	0	250,000	250,000	0	67%
Visitor Guide, Brochures and Maps	2,500	2,500	0	70,000	70,000	0	2700%
Travel Media and Influencers	50,000	50,000	0	65,000	65,000	0	30%
Website	10,000	10,000	0	20,000	20,000	0	100%
Marketing Memberships/Software	18,500	18,500	0	30,000	30,000	0	62%
Event Attraction	40,000	40,000	0	130,000	130,000	0	225%
Destination Development & Training	70,000	70,000	0	70,000	70,000	0	0%
<b>Subtotal, Marketing</b>	<b>735,500</b>	<b>735,500</b>	<b>0</b>	<b>1,123,080</b>	<b>1,123,080</b>	<b>0</b>	<b>53%</b>
<b>TOTAL EXPENSES</b>	<b>1,165,600</b>	<b>973,050</b>	<b>192,550</b>	<b>1,679,640</b>	<b>1,372,640</b>	<b>307,000</b>	<b>44%</b>
Balance	-42,675	-46,625	3,950	-256,374	-157,874	-98,500	501%
Less Capital	25,000			10,000			
<b>Net Profit/Loss</b>	<b>-17,675</b>			<b>-246,374</b>			