

### Service Category Summary

#### Tourism Prince George

	2022 Actual (AA)	2022 Bylaw (UB)	2023 Bylaw (UB)	2024 Proposed (UX)	Budget Change 2024 vs 2023
<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)	2022 Actual (AA)	2022 Bylaw (UB)	2023 Bylaw (UB)	2024 Proposed (UX)	Budget Change 2024 vs 2023
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

January 12, 2024

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2024 annual budget for Council’s consideration. The total projected revenue has increased by 14% percent, largely as a result of a forecasted increase levels in the Municipal and Regional District Tax (MRDT) revenue. The total expenses have increased by 38% from 2023, as Tourism Prince George looks forward to continuing to encourage visitation to our fantastic city and renovating a new visitor information centre.

In 2024, Tourism Prince George will continue to implement the objectives set out in the 2022-2026 Strategic Plan and ensure the development of 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 2024 BUDGET**

	2023			2024			%
REVENUE	Budget	DMO	VIC	Budget	DMO	VIC	Change from Budget
City of Prince George	327,000	0	327,000	327,000	0	327,000	0%
MRDT (Hotel Tax)	1,500,000	1,500,000	0	1,750,000	1,750,000	0	17%
Province of BC	62,000	39,000	23,000	63,000	40,000	23,000	2%
Private Partnership	25,000	25,000	0	25,000	25,000	0	0%
Sales Commissions	2,500	0	2,500	0	0	0	-100%
Merchandising Income	25,000	0	25,000	50,000	0	50,000	100%
<b>TOTAL REVENUES</b>	<b>1,941,500</b>	<b>1,564,000</b>	<b>377,500</b>	<b>2,215,000</b>	<b>1,815,000</b>	<b>400,000</b>	<b>14%</b>
<b>EXPENSES</b>							
<b>Operating</b>							
Operating Salaries	150,750	90,750	60,000	149,000	99,000	50,000	-1%
Operating Benefits	24,120	14,520	9,600	23,840	15,840	8,000	-1%
VIC Staff	30,000	0	30,000	102,500	0	102,500	242%
Visitor Information Services Engagement	65,000	0	65,000	26,840	0	26,840	-59%
Security	60,000	30,000	30,000	30,000	0	30,000	-50%
Rent	58,670	29,335	29,335	35,000	17,500	17,500	-40%
Building Maintenance	51,500	25,750	25,750	18,190	9,095	9,095	-65%
Telephone	9,364	4,682	4,682	11,500	7,100	4,400	23%
Professional Services	31,212	15,606	15,606	35,000	17,500	17,500	12%
Admin/Bank Fees	5,202	2,601	2,601	5,000	2,500	2,500	-4%
Cost of Goods	20,400	0	20,400	20,000	0	20,000	-2%
Office Supplies	3,642	1,821	1,821	5,000	2,500	2,500	37%
Office Equipment/Software	32,640	16,320	16,320	32,640	16,320	16,320	0%
Internet/IT	6,120	3,060	3,060	7,330	3,665	3,665	20%
Board Expenses	5,000	2,500	2,500	7,000	3,500	3,500	40%
Insurance	8,000	4,000	4,000	8,000	4,000	4,000	0%
Vehicle Overhead	5,100	2,550	2,550	8,000	4,000	4,000	57%
Mileage and Parking	1,040	520	520	2,320	1,320	1,000	123%
Training and Development	15,610	15,100	510	16,380	15,000	1,380	5%
<b>Subtotal, Operating</b>	<b>583,370</b>	<b>259,115</b>	<b>324,255</b>	<b>543,540</b>	<b>218,840</b>	<b>324,700</b>	<b>-7%</b>
<b>Capital</b>							
Equipment	25,000	25,000	0	0	0	0	-100%
Building Improvements	7,500	7,500	0	600,000	0	600,000	7900%
<b>Subtotal, Capital</b>	<b>32,500</b>	<b>32,500</b>	<b>0</b>	<b>600,000</b>	<b>0</b>	<b>600,000</b>	<b>1746%</b>
<b>Marketing</b>							
Marketing Salaries	457,750	457,750	0	497,000	497,000	0	9%
Marketing Benefits	73,240	73,240	0	79,520	79,520	0	9%
Postage/Freight	5,000	5,000	0	3,400	3,400	0	-32%
Consumer Shows	25,000	25,000	0	25,000	25,000	0	0%
Brand/Niche Paid Campaigns	400,000	400,000	0	476,240	476,240	0	19%
Visitor Guide, Brochures and Maps	25,000	25,000	0	75,000	75,000	0	200%
Communications and Stakeholder Engagement	70,000	70,000	0	100,000	100,000	0	43%
Website	20,000	20,000	0	25,000	25,000	0	25%
Marketing Memberships/Software	30,000	30,000	0	0	0	0	-100%
Event Attraction	135,000	135,000	0	150,000	150,000	0	11%
Destination Development & Training	125,000	125,000	0	165,000	165,000	0	32%
<b>Subtotal, Marketing</b>	<b>1,365,990</b>	<b>1,365,990</b>	<b>0</b>	<b>1,596,160</b>	<b>1,596,160</b>	<b>0</b>	<b>17%</b>
<b>TOTAL EXPENSES</b>	<b>1,981,860</b>	<b>1,657,605</b>	<b>324,255</b>	<b>2,739,700</b>	<b>1,815,000</b>	<b>924,700</b>	<b>38%</b>
Balance	-40,360	-93,605	53,245	-524,700	0	-524,700	1200%
Less Capital	32,500			600,000			
<b>Net Profit/Loss</b>	<b>-7,860</b>			<b>75,300</b>			