

Service Category Summary
Tourism Prince George

	2023 Actual (AA)	2023 Bylaw (UB)	2024 Bylaw (UB)	2025 Proposed (UX)	Budget Change 2025 vs 2024
Revenues					
Total Revenues	0	0	0	0	0
Expenditures					
Tourism PG Society-Grant paid	327,000	327,000	327,000	327,000	0
Total Expenditures	327,000	327,000	327,000	327,000	0
Debt					
Total Debt	0	0	0	0	0
Transfers					
Total Transfers	0	0	0	0	0
Revenues - Asset Maintenance					
Total Revenues - Asset Maintenance	0	0	0	0	0
Expenditures - Asset Maintenance					
Total Expenditures - Asset Maintenance	0	0	0	0	0
Transfers - Asset Maintenance					
Total Transfers - Asset Maintenance	0	0	0	0	0
Net Operations	327,000	327,000	327,000	327,000	0

Service Category Summary
Tourism Prince George

Supporting Detail (Consolidation)	2023 Actual (AA)	2023 Bylaw (UB)	2024 Bylaw (UB)	2025 Proposed (UX)	Budget Change 2025 vs 2024
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 26, 2024

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2025 annual budget for Council's consideration. The total projected revenue has increased by 3% percent, largely as a result increased retail related revenue expected from our new location. The total expenses have decreased by 17% from 2024, as Tourism Prince George incurred abnormal expenses in 2024 due to the Visitor Information Centre relocation.

In 2025, Tourism Prince George will continue to implement the objectives set out in the 2022-2027 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

TOURISMPG.COM



T: 250 562 3700

TF: 800 668 7646

F: 250 564 9807

Suite 101-1300

1st Ave Prince George, BC

Canada V2L 2Y3

TOURISM PRINCE GEORGE 2025 BUDGET

	2024 Budget	DMO	VIC	2025 Budget	DMO	VIC	% Change from Budget
REVENUE							
City of Prince George	327,000	0	327,000	327,000	0	327,000	0%
MRDT (Hotel Tax)	1,750,000	1,750,000	0	1,750,000	1,750,000	0	0%
Province of BC	63,000	40,000	23,000	58,000	35,000	23,000	-8%
Private Partnership	25,000	25,000	0	20,000	20,000	0	-20%
Sales Commissions	0	0	0	5,000	0	5,000	100%
Merchandising Income	50,000	0	50,000	100,000	0	100,000	100%
Interest from Investments	0	0	0	20,000	10,000	10,000	100%
TOTAL REVENUES	2,215,000	1,815,000	400,000	2,280,000	1,815,000	465,000	3%
EXPENSES							
Operating							
Operating Salaries	149,000	99,000	50,000	182,250	105,250	77,000	22%
Operating Benefits	23,840	15,840	8,000	29,160	16,840	12,320	22%
VIC Staff	102,500	0	102,500	107,500	0	107,500	5%
Visitor Information Services Engagement	26,840	0	26,840	82,082	0	82,082	206%
Security	30,000	0	30,000	50,000	25,000	25,000	67%
Rent	35,000	17,500	17,500	30,787	15,393	15,393	-12%
Building Maintenance	18,190	9,095	9,095	19,680	9,840	9,840	8%
Telephone	11,500	7,100	4,400	11,500	7,100	4,400	0%
Professional Services	35,000	17,500	17,500	40,000	20,000	20,000	14%
Admin/Bank Fees	5,000	2,500	2,500	5,000	2,500	2,500	0%
Cost of Goods	20,000	0	20,000	40,000	0	40,000	100%
Office Supplies	5,000	2,500	2,500	5,000	2,500	2,500	0%
Office Equipment/Software	32,640	16,320	16,320	32,640	16,320	16,320	0%
Internet/IT	7,330	3,665	3,665	8,530	4,265	4,265	16%
Board Expenses	7,000	3,500	3,500	7,000	3,500	3,500	0%
Insurance	8,000	4,000	4,000	12,000	6,000	6,000	50%
Vehicle Overhead	8,000	4,000	4,000	8,000	4,000	4,000	0%
Mileage and Parking	2,320	1,320	1,000	2,320	1,320	1,000	0%
Training and Development	16,380	15,000	1,380	16,380	15,000	1,380	0%
Subtotal, Operating	543,540	218,840	324,700	689,829	254,828	435,000	27%
Capital Related							
Equipment	0	0	0	15,000	0	15,000	100%
Building Improvements	600,000	0	600,000	15,000	0	15,000	-98%
Subtotal, Capital Related	600,000	0	600,000	30,000	0	30,000	-95%
Marketing							
Marketing Salaries	497,000	497,000	0	446,250	446,250	0	-10%
Marketing Benefits	79,520	79,520	0	71,400	71,400	0	-10%
Postage/Freight	3,400	3,400	0	3,400	3,400	0	0%
Consumer Shows	25,000	25,000	0	20,000	20,000	0	-20%
Brand/Niche Paid Campaigns	476,240	476,240	0	461,122	461,122	0	-3%
Visitor Guide, Brochures and Maps	75,000	75,000	0	75,000	75,000	0	0%
Communications and Stakeholder Engagement	100,000	100,000	0	93,000	93,000	0	-7%
Website	25,000	25,000	0	100,000	100,000	0	300%
Event Attraction	150,000	150,000	0	150,000	150,000	0	0%
Destination Development & Training	165,000	165,000	0	140,000	140,000	0	-15%
Subtotal, Marketing	1,596,160	1,596,160	0	1,560,172	1,560,172	0	-2%
TOTAL EXPENSES	2,739,700	1,815,000	924,700	2,280,001	1,815,000	465,000	-17%
Balance	-524,700	0	-524,700	-1	0	0	-100%
Less Capital	600,000			30,000			
Net Profit/(Loss)	75,300			29,999			