

**Service Category Summary**
**Tourism Prince George**

	2024 Actual (AA)	2024 Bylaw (UB)	2025 Bylaw (UB)	2026 Proposed (UX)	Budget Change 2026 vs 2025
<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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**Tourism Prince George**

Supporting Detail (Consolidation)	2024 Actual (AA)	2024 Bylaw (UB)	2025 Bylaw (UB)	2026 Proposed (UX)	Budget Change 2026 vs 2025
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, 2025

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2026 annual budget for Council's consideration.

In 2026, 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.

2026 will serve as a strategic planning year for Tourism Prince George, with dedicated time set aside to collaborate closely with our board and key stakeholders in shaping the new plan.

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,

Carmen Herman  
Interim Chief Executive Officer  
Tourism Prince George Society

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**TOURISM PRINCE GEORGE 2026 BUDGET**

	2025 Budget	DMO	VIC	2026	DMO	VIC	% Change from Budget
<b>REVENUE</b>							
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	58,000	35,000	23,000	49,000	26,000	23,000	-16%
Private Partnership	20,000	20,000	0	35,000	35,000	0	75%
Sales Commissions	5,000	0	5,000	5,000	0	5,000	0%
Merchandising Income	100,000	0	100,000	100,000	0	100,000	0%
Interest from Investments	20,000	10,000	10,000	20,000	10,000	10,000	0%
<b>TOTAL REVENUES</b>	<b>2,280,000</b>	<b>1,815,000</b>	<b>465,000</b>	<b>2,286,000</b>	<b>1,821,000</b>	<b>465,000</b>	<b>0%</b>
<b>EXPENSES</b>							
<b>Operating</b>							
Operating Salaries	182,250	105,250	77,000	165,000	105,000	60,000	-9%
Operating Benefits	29,160	16,840	12,320	26,400	16,800	9,600	-9%
VIC Staff	107,500	0	107,500	80,000	0	80,000	-26%
Visitor Information Services Engagement	82,082	0	82,082	58,404	0	58,404	-29%
Security	50,000	25,000	25,000	50,000	25,000	25,000	0%
Rent	30,787	15,393	15,393	30,786	15,393	15,393	0%
Building Maintenance	19,680	9,840	9,840	19,680	9,840	9,840	0%
Telephone	11,500	7,100	4,400	11,500	7,100	4,400	0%
Professional Services	40,000	20,000	20,000	40,000	20,000	20,000	0%
Admin/Bank Fees	5,000	2,500	2,500	5,000	2,500	2,500	0%
Cost of Goods	40,000	0	40,000	40,000	0	40,000	0%
Office Supplies	5,000	2,500	2,500	5,000	2,500	2,500	0%
Office Equipment/Software	32,640	16,320	16,320	30,000	15,000	15,000	-8%
Internet/IT	8,530	4,265	4,265	8,530	4,265	4,265	0%
Board Expenses	7,000	3,500	3,500	50,000	25,000	25,000	614%
Insurance	12,000	6,000	6,000	12,000	6,000	6,000	0%
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%
<b>Subtotal, Operating</b>	<b>689,829</b>	<b>254,828</b>	<b>435,000</b>	<b>659,000</b>	<b>274,718</b>	<b>384,282</b>	<b>-4%</b>
<b>Capital Related</b>							
Equipment	15,000	0	15,000	50,000	25,000	25,000	233%
Building Improvements	15,000	0	15,000	15,000	0	15,000	0%
<b>Subtotal, Capital Related</b>	<b>30,000</b>	<b>0</b>	<b>30,000</b>	<b>65,000</b>	<b>25,000</b>	<b>40,000</b>	<b>117%</b>
<b>Marketing</b>							
Marketing Salaries	446,250	446,250	0	460,000	460,000	0	3%
Marketing Benefits	71,400	71,400	0	73,600	73,600	0	3%
Postage/Freight	3,400	3,400	0	3,400	3,400	0	0%
Consumer Shows	20,000	20,000	0	25,000	25,000	0	25%
Brand/Niche Paid Campaigns	461,122	461,122	0	400,000	400,000	0	-13%
Visitor Guide, Brochures and Maps	75,000	75,000	0	100,000	100,000	0	33%
Communications and Stakeholder Engagement	93,000	93,000	0	80,000	80,000	0	-14%
Website	100,000	100,000	0	25,000	25,000	0	-75%
Event Attraction	150,000	150,000	0	235,000	235,000	0	57%
Destination Development & Training	140,000	140,000	0	110,000	110,000	0	-21%
Destination Development Fund	-	-	0	50,000	50,000	-	
<b>Subtotal, Marketing</b>	<b>1,560,172</b>	<b>1,560,172</b>	<b>0</b>	<b>1,562,000</b>	<b>1,562,000</b>	<b>0</b>	<b>0%</b>
<b>TOTAL EXPENSES</b>	<b>2,280,001</b>	<b>1,815,000</b>	<b>465,000</b>	<b>2,286,000</b>	<b>1,861,718</b>	<b>424,282</b>	<b>0%</b>
Balance	-1	0	0	0	-40,718	40,718	
Less Capital	30,000			65,000			
Net Profit/(Loss)	29,999			65,000			