



2025 Budget

Tourism

Town of Minto Strategic Position

GOAL 3: STRONG VIBRANT ECONOMY

Progressively support our local businesses while leveraging Minto's competitive advantages to attract new economic investment.

GOAL 4: INCLUSIVE COMMUNITY

Foster a welcoming, accessible, and understanding community where your family belongs.

Responsibility

Deliver programs and initiatives to encourage tourism.

Financial Information

2024 Budget	17,500
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Explanation of Changes

Compensation adjustments to reflect actual costs and forecasted actuals	
Operating expenditure adjustments to reflect actual costs and forecasted actuals	
- Various expenditure account adjustments	(11,700)
Revenue adjustments to reflect actual costs and forecasted actuals	
- Various revenue account adjustments	7,000

Proposed 2025 Budget	12,800
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Summary

At the end of September, the tourism budget is showing it is slightly over budget. The reason for this is related to the Fire and Ice event. The Fire Department contribution to the event has not been allocated yet and the donations/sponsorships for the event have also not been allocated until the event takes place.

The Raleway Festival saw higher revenue and expenses in 2024 but resulted in a profit of \$4,083.46. The profits will then be split between the Caboose Restoration Project and the All Aboard Palmerston Revitalization efforts.

The Minto Farmers’ Market has had a strong year with revenues and expenses tracking higher than expected but we are projecting a surplus to add to reserve.

Looking ahead to 2025, the biggest proposed change for discussion is discontinuing the Fire & Ice New Years’ Event. This event has proven to be very successful, drawing large crowds, but it does so at a cost. Despite receiving large sponsorship from Blessings to You and donations at the door (which have decreased year-over-year) the event typically costs the Town of Minto \$12,500.

Operating Budget Summary

Tourism

	2023 Actuals	2024 Approved Budget	2025 Budget Request	2025 vs 2024 Budget	% Change
Labour	679	800	800	0	0.0%
Other Expenditures	55,936	50,900	39,200	(11,700)	(23.0%)
Revenue	(38,564)	(34,200)	(27,200)	7,000	20.5%
Net	18,051	17,500	12,800	(4,700)	(26.9%)

Recommendation

That the 2025 proposed budget for Tourism be approved at \$12,800.