



Budget by Service
Department Name: Tourism Department
Budget Code: 10 9200
Staff: 2.0

Section: Administration
FTE: 2

Strategic Position 8.0 Increase awareness of “Minto” as a destination by developing and supporting successful and sustainable tourism products that attract the traveling public, encourage spending on local products and services, and promote Minto as a great place to relocate and invest.

Actions: 8.1 communicate marketing 8.2 agri-tourism market 8.3 culture plan 8.4 facilitate events 8.5 year-round product 8.6 Norgan Theatre 8.7 Cultural RoundTable 8.8 Chamber partnership 8.9 regional network 8.11 downtown promotions 8.12 authentic heritage

Responsibility: Deliver programs and initiatives to encourage tourism.

Operating Budget Summary

2017 Budget (Actual \$11,501 to Sept 2017) **\$25,900**

Past & Projected (1%) **0.01**

2016	2017	2018	2019	2020
\$49,139	\$ 25,900	\$ 19,900	\$ 20,099	\$ 20,300

Budget Initiatives

1 Decrease in Fire & Ice/IPM expenses due to funding	-\$7,000
2 Reconcile Varioujs Expense	\$5,650
3 Signage repairs completed	-\$10,000
4 Adjust Revenue	\$8,800

Proposed 2018 Budget **\$23,350**

Budget to Actual Issues

At the end of September we are significantly under budget. This is due to the fact that signage repairs were not as costly as expected and that costs have not yet been incurred for Fire & Ice.

Issues for 2018 and Beyond

Changes to the 2018 budget include a contribution from Minto Fire towards the cost of Fire & Ice, which is presented in partnership. Expenses were also brought in-line with what we would plan to spend without grant dollars.

Signage costs have been reduced to \$0 as the remainder of signage work to be done falls under capital.

The Handcar Races acts as fundraiser for the Railway Museum. Profits raised are transferred to support the Museum and we hope to grow the event in 2018.



Service Measures
See attached.

CAO/Clerk and Business & Economic Manager's Recommendation
That the 2018 budget proposed for the Tourism Department be approved at **\$23,350.**

2018 OPERATING BUDGET						
Account	Description	2016	2016	2017	2017	2018
		YTD Actual - Sept 30/16	YTD Actual	Budget	YTD Actual - Sept 30/17	Budget
TOURISM						
1092-00-5130	Sign Rental Fees	0.00	0.00	0.00	0.00	0.00
1092-00-5140	Fire & Ice sponsors	0.00	0.00	3,000.00	0.00	3,000.00
1092-00-5141	Fire & Ice contribution from Fire Dept	0.00	0.00	0.00	0.00	5,000.00
1092-00-5156	Handcar Sponsorships/Registrations	0.00	2,982.02	0.00	6,061.50	4,500.00
1092-00-5502	Farmers Market - Harriston	1,097.39	1,097.39	1,000.00	0.00	0.00
1092-00-5503	Farmers Market - Palmerston	1,632.05	3,004.53	2,500.00	6,158.12	5,000.00
1092-00-5504	Ontario 150th Celebrate	0.00	0.00	19,800.00	0.00	0.00
1092-00-5862	Govt Wage Subsidies	0.00	0.00	0.00	0.00	0.00
1092-00-5890	Donations & Misc Revenue	0.00	0.00	0.00	0.00	0.00
1092-00-5999	Transfers from Reserves	0.00	0.00	0.00	0.00	0.00
	Total Revenue	2,729.44	7,083.94	26,300.00	12,219.62	17,500.00
10-9200-6010	Wages-Full Time	90.00	0.00	0.00	0.00	0.00
10-9200-6011	Wages-Part Time	9,441.29	0.00	0.00	0.00	0.00
10-9200-6020	Benefits-Full-time	0.00	0.00	0.00	0.00	0.00
10-9200-6021	Benefits-Part-time	1,071.62	0.00	0.00	0.00	0.00
10-9200-6040	Conferences/Meetings	132.25	170.93	250.00	52.27	100.00
10-9200-6050	Staff Training	0.00	0.00	0.00	0.00	0.00
10-9200-6060	Mileage	1,953.39	2,317.59	2,000.00	865.26	1,200.00
10-9200-6140	Farmers Market	0.00	0.00	0.00	30.00	0.00
10-9200-6142	Farmers Market-Harriston	2,462.47	2,462.47	1,000.00	0.00	0.00
10-9200-6143	Farmers Market-Palmerston	2,462.47	2,985.60	2,500.00	4,934.02	5,000.00
10-9200-6160	Memberships	707.41	707.41	500.00	0.00	500.00
10-9200-6390	Rent Honourarium	0.00	0.00	0.00	0.00	0.00
10-9200-6410	Office and General	53.08	60.19	50.00	0.00	50.00
10-9200-6420	Small Equipment < 500.00	0.00	0.00	0.00	0.00	0.00
10-9200-6510	Publications & Data Received	0.00	0.00	0.00	0.00	0.00
10-9200-6520	Advertising & Promotions	15,335.75	18,066.71	13,500.00	11,803.94	14,000.00
10-9200-6522	Signage	5,027.97	5,776.92	10,000.00	799.94	0.00
10-9200-6530	Telephone & Service Charges	274.31	365.78	300.00	213.34	400.00
10-9200-6580	Community Event Development	0.00	2,000.00	2,000.00	2,000.00	2,000.00
10-9200-6590	Fire & Ice & IPM 2016 Expenses	7,949.78	21,232.87	20,000.00	366.34	13,000.00
10-9200-6602	Handcar Advertising	0.00	0.00	0.00	885.30	850.00
10-9200-6610	Handcar Entertainment	0.00	0.00	0.00	920.00	0.00
10-9200-6616	Handcar Prizes	0.00	0.00	0.00	175.00	200.00
10-9200-6628	Handcar Souvenirs	0.00	0.00	0.00	427.39	0.00
10-9200-6630	Transfer Handcar Profits to Museum	0.00	0.00	0.00	3,653.81	3,450.00
10-9200-6700	Transfers to Capital	0.00	0.00	0.00	0.00	0.00
10-9200-6730	Seminars	0.00	0.00	0.00	0.00	0.00
10-9200-6800	Tourism - Transfers to Reserves	0.00	0.00	0.00	0.00	0.00
10-9200-6850	Miscellaneous Expenses	77.35	77.35	100.00	247.54	100.00
	Total Expenditures	47,039.14	56,223.82	52,200.00	27,374.15	40,850.00
Excess Revenue over/under Expenditures		-44,309.70	-49,139.88	-25,900.00	-15,154.53	-23,350.00