



2019 City of Middleton Budget

	2017		2018		2019		
	BUDGET	ACTUAL	BUDGET	YTD 9-30-18	REQUESTED BUDGET	RECOMMENDED BUDGET	APPROVED BUDGET
				PROJECTED			
TOURISM REVENUES							
TAXES							
201-4121-00 ROOM TAX	1,400,000	1,301,156	1,600,000	713,911	1,600,000	1,600,000	1,600,000
TOTAL	1,400,000	1,301,156	1,600,000	713,911	1,600,000	1,600,000	1,600,000
GRANTS							
201-4357-00 GRANTS	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-
PUBLIC CHARGES FOR SERVICES							
201-4574-00 FOOD FESTIVAL REVENUES	-	-	-	-	-	-	-
201-4674-01 TRAIN COUPONS	-	-	-	-	-	-	-
201-4574-02 POPS CONCERT TICKETS	-	-	-	-	-	-	-
201-4690-00 MISCELLANEOUS REVENUES	-	40	-	-	-	-	-
TOTAL	-	40	-	-	-	-	-
MISCELLANEOUS REVENUES							
201-4811-03 CREDIT CARD REBATE PROGRAM	-	562	-	-	-	-	-
201-4811-05 ADVERTISING SALES	-	-	-	-	-	-	-
201-4811-07 COUPON SALES	-	-	-	-	-	-	-
TOTAL	-	562	-	-	-	-	-
TOTAL TOURISM REVENUES	1,400,000	1,301,758	1,600,000	713,911	1,600,000	1,600,000	1,600,000



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	BUDGET	ACTUAL	BUDGET	YTD 9-30-18	REQUESTED BUDGET	RECOMMENDED BUDGET
				PROJECTED	BUDGET	BUDGET
TOURISM EXPENDITURES						
TOURISM ADMINISTRATION						
WAGES	157,378	152,707	153,109	111,556	155,408	158,517
201-5545-110 SALARIES-FULL-TIME	-	7,031	-	-	-	-
201-5545-111 INTERN	1,327	967	1,327	-	2,045	2,086
201-5545-135 LONGEVITY	158,705	160,705	154,436	111,556	157,453	160,603
TOTAL						
PERSONNEL BENEFITS	-	-	-	-	-	-
201-5545-190 FRINGE BENEFITS	-	-	-	-	-	-
201-5545-192 RETIREMENT	10,792	10,475	10,347	6,063	10,313	10,519
201-5545-193 FICA	12,141	10,985	11,814	8,135	12,045	12,286
201-5545-194 HEALTH INSURANCE	28,302	21,272	28,820	13,880	21,422	21,422
201-5545-195 DENTAL INSURANCE	6,279	4,543	6,276	3,407	4,543	4,543
201-5545-199 EMPLOYEE HEALTH CONTRIB.	-	-	-	-	-	-
TOTAL	57,514	47,275	57,257	31,485	48,323	48,770
OPERATING EXPENSES	2,000	1,087	2,000	685	1,600	1,600
201-5545-205 MEALS	2,500	1,256	2,000	4,492	2,000	2,000
201-5545-220 SUPPLIES & MATERIALS	-	3,132	-	-	-	-
201-5545-225 PROMOTION EXPENSES	15,000	1,516	2,500	1,312	2,300	2,300
201-5545-250 POSTAGE	850	402	2,000	756	2,000	2,000
201-5545-260 PRINTING	15,000	15,222	8,000	-	8,000	8,000
201-5545-270 INTERNET & WEB SITE	8,000	4,712	5,000	3,146	5,000	5,000
201-5545-280 COMMUNICATION	10,000	4,945	10,000	8,110	10,000	10,000
201-5545-340 BUILDINGS & GROUNDS MAINT	-	-	-	-	-	-
201-5545-410 MOVING EXPENSES	10,000	9,873	12,000	8,535	12,000	12,000
201-5545-440 TRAINING	30,000	8,557	25,000	11,469	25,000	25,000
201-5545-441 TRAVEL	200	-	200	-	200	200
201-5545-445 MILEAGE	-	2,500	1,850	-	2,200	2,200
201-5545-460 INSURANCE	4,000	3,047	5,000	2,137	3,500	3,500
201-5545-470 UTILITIES	-	-	12,000	1,087	5,000	5,000
201-5545-480 RESEARCH	3,000	855	9,000	8,492	7,500	7,500
201-5545-481 SOFTWARE	100,550	57,104	96,550	50,223	86,300	86,300
201-5545-490 OTHER EXPENSES						
TOTAL	316,769	265,084	308,243	193,263	292,076	295,673
TOTAL TOURISM ADMINISTRATION						
MOBILE VISITORS CENTER						
WAGES	15,264	-	15,038	-	15,210	15,514
201-5543-112 PART TIME WAGES	15,264	-	15,038	-	15,210	15,514
TOTAL						
PERSONNEL BENEFITS	-	-	-	-	-	-
201-5543-192 RETIREMENT	1,167	-	1,150	-	1,164	1,187
201-5543-193 FICA	1,167	-	1,150	-	1,164	1,187
TOTAL						
OPERATING EXPENSES	115	-	115	-	115	115
201-5543-220 SUPPLIES & MATERIALS	250	-	250	281	250	250
201-5543-290 UNIFORMS (CLOTHING)	500	391	5,500	350	500	500
201-5543-420 MOTOR FUEL & LUBE	100	52	100	-	2,200	2,200
201-5543-460 INSURANCE	-	-	-	-	100	100
201-5543-490 OTHER EXPENSES	1,465	443	5,965	631	3,165	3,165
201-5543-800 CAPITAL OUTLAY						
TOTAL	17,896	443	22,153	631	19,539	19,866
TOTAL MOBILE VISITORS CENTER						



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	2017		2018		2019	
	ACTUAL		YTD 9-30-18		RECOMMENDED	
	BUDGET		BUDGET		BUDGET	BUDGET
TOURISM EXPENDITURES						
OTHER TOURISM EXPENDITURES						
OPERATING EXPENSES						
201-5195-990 REDUCTION OF PRIOR YEARS REVEN	-	-	-	-	-	-
201-5196-990 WORKS OF WONDER CAMPAIGN	-	-	-	-	-	-
201-5198-990 BIG EVENT EXPENSES	-	-	-	-	-	-
201-5531-990 TOURISM GRANTS	38,980	40,000	30,800	33,300	40,000	40,000
201-5531-991 MASC (SPORTS COMMISSION) GRANTS	30,000	26,500	15,000	30,000	30,000	30,000
201-5531-993 TRADE SHOW GRANTS	76,515	72,344	77,220	79,620	82,320	82,320
201-5531-994 CENTURION RACE	-	-	-	-	-	-
201-5531-995 DESTINATION PARTNERSHIP	25,000	64,456	25,000	32,500	58,500	58,500
201-5538-980 CITY BRANDING	12,500	2,590	22,500	-	12,500	12,500
201-5538-985 TRAILS WAYFINDING	-	-	-	-	-	-
201-5538-990 STREET BANNERS	1,000	2,058	24,000	24,212	2,000	2,000
201-5539-260 ADVERTISING	300,000	291,700	267,708	118,349	302,500	302,500
201-5539-265 BROCHURE EXPENSES	30,000	27,115	30,000	28,550	30,000	30,000
201-5540-490 OTHER EXPENSES	-	-	-	-	155,720	155,720
201-5540-490 PROMOTIONS	15,000	4,206	10,000	9,612	12,000	12,000
201-5541-990 GMCB PAYMENTS	145,000	130,116	140,000	71,391	140,000	140,000
201-5542-990 MARKETING EXPENSE - PILCH	19,000	18,000	18,000	12,487	20,000	20,000
201-5544-350 BUILDING MAINT. PROJECTS	7,000	392	7,000	-	17,000	17,000
201-5547-230 ENTERTAINMENT	-	-	-	-	-	-
201-5548-220 DRUMS ON PARADE	-	-	-	-	-	-
201-5548-230 BOCKFEST	-	-	-	-	-	-
201-5548-240 GOLD WING	-	-	-	-	-	-
201-5548-250 GALLERY EVENTS	-	-	-	-	-	-
201-5548-260 MUSTARD DAYS	-	-	-	-	-	-
201-5548-265 POPS CONCERT	10,000	10,000	10,000	10,000	10,000	10,000
201-5548-285 CENTURION BIKE RACE	28,500	-	-	-	-	-
201-5548-290 50TH ANNIVERSARY	-	-	-	-	-	-
201-5548-295 GOOD NEIGHBOR ADVERTISING	20,000	20,000	-	20,000	20,000	20,000
201-5549-990 SPORTS COMMISSION	100,000	91,081	98,000	49,974	98,000	98,000
201-5550-990 PUBLIC RELATIONS	15,000	-	22,000	8,782	35,000	35,000
201-5551-290 GOOD NEIGHBOR ADVERTISING	-	-	-	-	-	-
201-5552-490 OTHER (TROLLEY EXPENSES)	140,624	139,684	146,230	90,534	150,183	150,183
201-5553-990 HOLIDAY LIGHTING	-	-	-	-	-	-
201-5554-990 RESERVE FOR CONTINGENCY	20,000	-	20,000	20,000	20,000	20,000
201-5554-998 PERSONNEL CONTINGENCY	73	-	2,892	2,892	5,886	1,962
TOTAL	1,025,212	939,220	1,010,550	571,810	1,241,609	1,237,685
TOTAL OTHER TOURISM EXPENDITURES	1,025,212	939,220	1,010,550	571,810	1,241,609	1,237,685
TRANSFERS						
OPERATING EXPENSES						
201-5923-998 TRANSFER TO DEBT FD 300	-	-	-	-	-	-
201-5923-999 TRANSFER TO GENERAL FUND	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-
TOTAL TOURISM EXPENDITURES	1,359,877	1,204,747	1,340,946	765,705	1,553,224	1,553,224