

# VISITOR SPENDING

increased 4.9%  
totaling  
**\$493**  
MILLION

Directly supported  
an estimated

**5,756**  
Tourism Jobs  
IN THE FOX CITIES

Those employees earned

**\$109**  
Million  
IN WAGES & BENEFITS

**\$150**  
Million  
ON FOOD  
& BEVERAGES

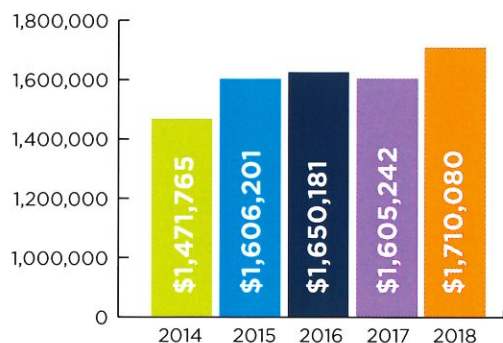
**\$110**  
Million  
ON LODGING

**\$103**  
Million  
ON RETAIL

**\$70**  
Million  
ON RECREATIONAL  
ACTIVITIES

FOX CITIES HOUSEHOLDS  
WOULD BE TAXED  
**\$965**  
Per Year  
TO REPLACE  
TOURISM DOLLARS

## CVB GROSS ROOM TAX REVENUE



## MANAGEMENT & GENERAL EXPENSES

Our 2016 audit showed management/general expenses to be 6.07% of the CVB's total operating budget.

## 2018 OPERATIONS REVENUES & EXPENSES

### REVENUES

Room Tax Income - Oper	\$1,402,534.74
Interest Income - Oper	11,332.28
Grants Income	68,600.00
Visitor Guide Income	58,550.00
Tourism Dvlp Admin Reimb	20,000.00

### TOTAL REVENUES

**\$1,561,017.02**

### EXPENSES

Salaries & Wages	465,445.65
Employee Benefits	118,602.49
Professional Devel	10,331.69
Convention Event Svcs	3,339.65
Trade Shows	23,155.71
Selling Exp	51,713.38
Marketing	313,035.56
Visitor Guide	48,072.17
Research	7,700.00
Rent/Utilities/Taxes	87,389.36
Equipment Leases	3,455.76
Travel/Mileage	4,364.22
Local Meetings	17,107.04
Office Supplies	6,706.36
Postage & Shipping	6,950.19
Telephone	5,931.78
Property/Casualty Insurance	6,335.75
Professional Services	101,519.11
Memberships	8,520.81

### TOTAL EXPENSES

**\$1,289,676.68**