EAST CENTRAL WISCONSIN ITBEC										
2024 PRELIMINARY BUDGET										
REVENUE										
		Dues		$20,100.00						
		Interest								
		2023 Carryover (estimated)		$38,000.00						
TOTAL PROJECTED REVENUE				**$58,100.00**						
EXPENDITURES										
Marketing Plan	**Person Assigned**	**Project**	**Description**	**Billing Entity**	**2023 Adopted**	**Totals**	**Amt. Expended**	**Date Paid**	**Balance Remaining**	**2024 Proposed**
		Website/Social Media Package								
		Web Hosting (domain renewal)		wisnet.com	**$50.00**	**$50.00**	**$50.00**	3/22/23	**$0.00**	**$50.00**
		Web Maintenance		wisnet.com	**$500.00**	**$500.00**	**$0.00**		**$500.00**	**$1,250.00**
		New site launch - 50% remainder								**$6,500.00**
		Monthly hosting with Smart Plugin								**$659.40**
		SEO Optimization								**$300.00**
		Blog								**$1,200.00**
		Google AdWords								**$1,500.00**
		Social Media Programs								**$2,400.00**
		Social Media Design Package								**$349.00**
		Department of Tourism Co-op		Hiebing	**$6,600.00**	**$6,600.00**	**$1,700.00**		**$4,900.00**	
		Wisconsin Traveler Email - January			$400.00		$400.00	2/21/23		**$1,320.00**
		Wisconsin Traveler Email - February			$400.00		$400.00	3/22/23		
		Wisconsin Traveler Email - March			$400.00					
		Wisconsin Traveler Email - April			$400.00					
		Wisconsin Traveler Email - May			$400.00					
		Wisconsin Traveler Email - June			$400.00					
		Wisconsin Traveler Email - July			$400.00					
		Wisconsin Traveler Email - August			$400.00					
		Wisconsin Traveler Email - September			$400.00					
		Wisconsin Traveler Email - October			$400.00					
		Wisconsin Traveler Email - November			$400.00					
		Wisconsin Traveler Email - December			$400.00					
		Facebook Newsfeed Ad/Social Co-op	January		$450.00		$450.00	2/21/23		
		Facebook Newsfeed Ad/Social Co-op	February		$450.00		$450.00	3/22/23		
		Facebook Newsfeed Ad/Social Co-op			$450.00					
		Facebook Newsfeed Ad/Social Co-op			$450.00					

		Print Ads								
		Wisconsin Travel Guide - half page		Madden Media	$5,405.00	$5,405.00	$5,405.00	3/22/23	$0.00	**$3,185.00**
Marketing Plan Budget Total						**$12,555.00**	**$7,155.00**		**$5,400.00**	
Other Expenses										
		Travel Overage			**$1,000.00**	**$1,000.00**	**$0.00**		**$1,000.00**	
		Chair's Account			**$1,000.00**	**$1,000.00**	**$0.00**		**$1,000.00**	**$1,000.00**
		Bank Charges			**$250.00**	**$250.00**	**$149.82**	1/23-7/23	**$100.18**	**$350.00**
Other Expenses Total						**$2,250.00**	**$149.82**		**$2,100.18**	
Total Budget						**$14,805.00**	**$7,304.82**		**$7,500.18**	**$20,063.40**