

# Final Budget

Tourism Promotion Joint Powers Board	
Budget Hearing Information	
121 W. 15th Steet, Ste. 202	<b>Location:</b> Cheyenne Depot, 121 W. 15th Street
Cheyenne, WY 82001	<b>Date:</b> 7/10/2024
(307) 778-3133	<b>Time:</b> 12:00 P.M.
Laramie County	<b>Budget Prepared by:</b> Domenic Bravo

**S-A BUDGET MESSAGE** W.S. 16-12-403 (c)

The Laramie County Tourism Promotion Board is the official tourism organization for Laramie County. The FY 2025 budget is slightly decreased with less carry forward funds than the year previous.

Top action items are as follows:

- Events Development / Promotion** – Invest in developing and growing Laramie County festivals, events, and attractions to create a year-round tourism industry.-Added event section to Visit Cheyenne, this year also added Event account to better track revenue.
  - \* Continue with signataure events like Hell on Wheels rodeo and Old West Holiday.
  - \* Work on desitnation development assests like 15th street and Belvoir Ranch.
  - \* Work with the Depot, Union Pacific, and other parties to grow the area's train product while the Big Boy excitement is at its peak. Continue trolley tours to the Steam Shop as allowed by U.P.
- Downtown Re-Development** – Work aggressively with economic development partners, developers, businesses, and the City of Cheyenne to redevelop downtown.
  - \* Continue development of the Downtown Core plan. Expand and/or modify the plan as necessary.
  - \* Work on downtown beautification projects as appropriate (within staffing/budget limits).
- Meeting Sales / Convention Services** -- Build on success and aggressively pursue new business.
  - \* Continue selling aggressively, using our convention services, existing client base, and Meetings Express program.
  - \* Continue FAM tours and face-to-face meetings to increase Cheyenne's recognition.
- Local Promotion** – Do more promotion within Laramie County and the immediate surrounding area so area residents are aware of local events and attractions. Strive to develop and fuel local evangelists.
  - \* Use social media to promote local events. Explore using various platforms including Snapchat, Youtube. Reels
  - \* Use local paid advertising for Visit Cheyenne events so locals know of events and Visit Cheyenne's role in them.

**S-B RESERVE DESCRIPTION**

Visit Cheyenne shall maintain a cash reserve for emergency funding in an amount not less than twenty-five percent (25%) of its annaul expensse budget for the current fiscal year. These funds maybe invested in any way that is authorized under W.S. 9-4-831 and any interest or earnings thereon maybe credited and delivered to Visit Cheyenne's general operating account in accordance with W.S. 16-4-105.

**S-C**

Names of Board Members	Date of End of Term	Does the district have regular office hours exceeding 20 hours per week?
Steph Reece	6/30/24	<input checked="" type="checkbox"/> <b>Yes</b>
Heather Foster	6/30/26	
Anthony Ortiz	6/30/26	
Wendy Volk	6/30/25	
Chad Brown	6/30/25	
Dallas Tyrell	6/30/25	
Andrea Allen	6/30/25	
Judy Johnstone	6/30/24	

**If Yes, enter**

Address of office: 121 W. 15th Street

City, State, Zip: Cheyenne, WY 82001

Phone Number: (307) 778-3133

Hours Open: M-F 8-5

Where are the minutes of your board meeting available for public review?

Tourism Promotion Joint Powers Board (dba Visit Cheyenne) office, 121 W. 15th Street, Ste. 202

How and where are the notices of meeting posted for the public?

Newspaper, City Hall Lobby, County Commissioner's Office, Depot Lobby

Where are the public meetings held?

Cheyenne Depot, 121 W. 15th Street, Cheyenne WY 82001

## FINAL BUDGET SUMMARY

OVERVIEW		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
S-1	Total Budgeted Expenditures	\$3,043,750	\$2,919,450	\$3,552,000	\$3,552,000
S-2	Total Principal to Pay on Debt	\$0	\$0	\$0	\$0
S-3	Total Change to Restricted Funds	\$0	\$0	\$0	\$0
S-4	Total General Fund and Forecasted Revenues Available	\$3,279,122	\$2,975,000	\$3,875,000	\$3,875,000
S-5	Amount requested from County Commissioners	\$2,854,122	\$2,700,000	\$2,700,000	\$2,700,000
S-6	<b>Additional Funding Needed :</b>			\$0	\$0
	<b>Projected Surplus:</b>			\$323,000	\$323,000

REVENUE SUMMARY		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
S-7	Operating Revenues	\$0	\$0	\$0	\$0
S-8	Tax levy (From the County Treasurer)	\$2,854,122	\$2,700,000	\$2,700,000	\$2,700,000
S-9	Government Support	\$300,000	\$150,000	\$700,000	\$700,000
S-10	Grants	\$0	\$0	\$0	\$0
S-11	Other County Support (Not from Co. Treas.)	\$0	\$0	\$0	\$0
S-12	Miscellaneous	\$100,000	\$100,000	\$375,000	\$375,000
S-13	Other Forecasted Revenue	\$0	\$0	\$0	\$0
S-14	<b>Total Revenue</b>	\$3,254,122	\$2,950,000	\$3,775,000	\$3,775,000

EXPENDITURE SUMMARY		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
S-15	Capital Outlay	\$0	\$0	\$0	\$0
S-16	Interest and Fees On Debt	\$0	\$0	\$0	\$0
S-17	Administration	\$263,228	\$259,250	\$517,000	\$517,000
S-18	Operations	\$2,780,522	\$2,660,200	\$2,850,000	\$2,850,000
S-19	Indirect Costs	\$0	\$0	\$185,000	\$185,000
S-20R	Expenditures paid by Reserves	\$0	\$0	\$0	\$0
S-20	<b>Total Expenditures</b>	\$3,043,750	\$2,919,450	\$3,552,000	\$3,552,000

DEBT SUMMARY		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
S-21	Principal Paid on Debt	\$0	\$0	\$0	\$0

CASH AND INVESTMENTS		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
S-22	<b>TOTAL GENERAL FUNDS</b>	\$25,000	\$25,000	\$100,000	\$100,000

Summary of Reserve Funds					
S-23	<b>Beginning Balance in Reserve Accounts</b>				
S-24	a. Sinking and Debt Service Funds	\$0	\$0	\$0	\$0
S-25	b. Reserves	\$400,000	\$400,000	\$400,000	\$400,000
S-26	c. Bond Funds	\$0	\$0	\$0	\$0
	<b>Total Reserves (a+b+c)</b>	\$400,000	\$400,000	\$400,000	\$400,000
S-27	<b>Amount to be added</b>				
S-28	a. Sinking and Debt Service Funds	\$0	\$0	\$0	\$0
S-29	b. Reserves	\$0	\$0	\$0	\$0
S-30	c. Bond Funds	\$0	\$0	\$0	\$0
	<b>Total to be added (a+b+c)</b>	\$0	\$0	\$0	\$0
S-31	<b>Subtotal</b>	\$400,000	\$400,000	\$400,000	\$400,000
S-32	<b>Less Total to be spent</b>	\$0	\$0	\$0	\$0
S-33	<b>TOTAL RESERVES AT END OF FISCAL YEAR</b>	\$400,000	\$400,000	\$400,000	\$400,000

*End of Summary*

Domenic Bravo  
Budget Officer / District Official (if not same as "Submitted by")

Date adopted by Special District \_\_\_\_\_

**DISTRICT ADDRESS:** 121 W. 15th Street, Ste. 202  
Cheyenne, WY 82001

**PREPARED BY:** Domenic Bravo

**DISTRICT PHONE:** 3077783133



# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2025

**NAME OF DISTRICT/BOARD** \_\_\_\_\_

<b>PROPERTY TAXES AND ASSESSMENTS</b>
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	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>R-1 Property Taxes and Assessments Received</b>					
R-1.1 Tax Levy (From the County Treasurer)	4001	\$2,854,122	\$2,700,000	\$2,700,000	\$2,700,000
R-1.2 Other County Support (see note on the right)	4005	\$0	\$0	\$0	

<b>FORECASTED REVENUE</b>
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	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>R-2 Revenues from Other Governments</b>					
R-2.1 State Aid	4211				
R-2.2 Additional County Aid (non-treasurer)	4237				
R-2.3 City (or Town) Aid	4237				
R-2.4 Other (Specify)	4237	\$300,000	\$150,000	\$700,000	\$700,000
R-2.5 <b>Total Government Support</b>		\$300,000	\$150,000	\$700,000	\$700,000
<b>R-3 Operating Revenues</b>					
R-3.1 Customer Charges	4300				
R-3.2 Sales of Goods or Services	4300				
R-3.3 Other Assessments	4503				
R-3.4 <b>Total Operating Revenues</b>		\$0	\$0	\$0	\$0
<b>R-4 Grants</b>					
R-4.1 Direct Federal Grants	4201				
R-4.2 Federal Grants thru State Agencies	4201				
R-4.3 Grants from State Agencies	4211				
R-4.4 <b>Total Grants</b>		\$0	\$0	\$0	\$0
<b>R-5 Miscellaneous Revenue</b>					
R-5.1 Interest	4501				
R-5.2 Other: Specify <u>  sponsorship/tickets  </u>	4500	\$100,000	\$100,000	\$375,000	\$375,000
R-5.3 Other: Additional _____					
R-5.4 <b>Total Miscellaneous</b>		\$100,000	\$100,000	\$375,000	\$375,000
R-5.5 <b>Total Forecasted Revenue</b>		\$400,000	\$250,000	\$1,075,000	\$1,075,000
<b>R-6 Other Forecasted Revenue</b>					
R-6.1 a. Other past due as estimated by Co. Treas.	4004				
R-6.2 b. Other forecasted revenue (specify):					
R-6.3 _____	4500				
R-6.4 _____	4500				
R-6.5 _____					
R-6.6 <b>Total Other Forecasted Revenue (a+b)</b>		\$0	\$0	\$0	\$0

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2025

NAME OF DISTRICT/BOARD

## CAPITAL OUTLAY BUDGET

	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>E-1 Capital Outlay</b>					
E-1.1 Real Property	6201				
E-1.2 Vehicles	6210				
E-1.3 Office Equipment	6211				
E-1.4 Other (Specify)					
E-1.5 _____	6200				
E-1.6 _____	6200				
E-1.7 _____					
E-1.8 <b>TOTAL CAPITAL OUTLAY</b>		\$0	\$0	\$0	\$0

## ADMINISTRATION BUDGET

	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>E-2 Personnel Services</b>					
E-2.1 Administrator	7002	\$121,250	\$121,250	\$150,000	\$150,000
E-2.2 Secretary	7003				
E-2.3 Clerical	7004				
E-2.4 Other (Specify)					
E-2.5 _____	7005				
E-2.6 _____	7005				
E-2.7 _____					
<b>E-3 Board Expenses</b>					
E-3.1 Travel	7011	\$5,425	\$6,000	\$6,000	\$6,000
E-3.2 Mileage	7012	\$26,141	\$25,000	\$28,000	\$28,000
E-3.3 Other (Specify)					
E-3.4 _____	7013				
E-3.5 _____	7013				
E-3.6 _____					
<b>E-4 Contractual Services</b>					
E-4.1 Legal	7021				
E-4.2 Accounting/Auditing	7022	\$85,000	\$55,000	\$65,000	\$65,000
E-4.3 Other (Specify)					
E-4.4 Misc	7023	\$25,412	\$25,000	\$90,000	\$90,000
E-4.5 _____	7023				
E-4.6 _____					
<b>E-5 Other Administrative Expenses</b>					
E-5.1 Office Supplies	7031		\$4,000	\$5,000	\$5,000
E-5.2 Office equipment, rent & repair	7032		\$2,000	\$2,000	\$2,000
E-5.3 Education	7033		\$15,000	\$16,000	\$16,000
E-5.4 Registrations	7034		\$6,000	\$5,000	\$5,000
E-5.5 Other (Specify)					
E-5.6 Misc.-DD support	7035			\$150,000	\$150,000
E-5.7 _____	7035				
E-5.8 _____					
<b>E-6 TOTAL ADMINISTRATION</b>		\$263,228	\$259,250	\$517,000	\$517,000

# Final Budget

<b>OPERATIONS BUDGET</b>
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	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>E-7 Personnel Services</b>					
E-7.1 Wages--Operations	7202	\$650,000	\$700,000	\$700,000	\$700,000
E-7.2 Service Contracts	7203	\$147,250	\$150,000	\$200,000	\$200,000
E-7.3 Other (Specify)					
E-7.4 _____	7204				
E-7.5 _____	7204				
E-7.6 _____					
<b>E-8 Travel</b>					
E-8.1 Mileage	7211	\$24,520	\$25,000	\$30,000	\$30,000
E-8.2 Other (Specify)					
E-8.3 _____	7212				
E-8.4 _____	7212				
E-8.5 _____					
<b>E-9 Operating supplies (List)</b>					
E-9.1 _____	7220				
E-9.2 _____	7220				
E-9.3 _____	7220				
E-9.4 _____	7220				
E-9.5 _____					
<b>E-10 Program Services (List)</b>					
E-10.1 Public Realtions	7230	\$82,652	\$82,250	\$100,000	\$100,000
E-10.2 Groups Tours/Meetings	7230	\$342,000	\$320,950	\$300,000	\$300,000
E-10.3 Makrketing	7230	\$1,250,000	\$1,100,000	\$1,200,000	\$1,200,000
E-10.4 Events	7230	\$284,100	\$282,000	\$300,000	\$300,000
E-10.5 _____					
<b>E-11 Contractual Arrangements (List)</b>					
E-11.1 _____	7400				
E-11.2 _____	7400				
E-11.3 _____	7400				
E-11.4 _____	7400				
E-11.5 _____					
<b>E-12 Other operations (Specify)</b>					
E-12.1 Destination Development	7450			\$20,000	\$20,000
E-12.2 _____	7450				
E-12.3 _____	7450				
E-12.4 _____	7450				
E-12.5 _____					
<b>E-13 TOTAL OPERATIONS</b>		\$2,780,522	\$2,660,200	\$2,850,000	\$2,850,000

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2025

## INDIRECT COSTS BUDGET

	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>E-14 Insurance</b>					
E-14.1 Liability	7502			\$10,000	\$10,000
E-14.2 Buildings and vehicles	7503			\$20,000	\$20,000
E-14.3 Equipment	7504			\$25,000	\$25,000
E-14.4 Other (Specify)					
E-14.5 _____	7505				
E-14.6 _____	7505				
E-14.7 _____					
<b>E-15 Indirect payroll costs:</b>					
E-15.1 FICA (Social Security) taxes	7511			\$50,000	\$50,000
E-15.2 Workers Compensation	7512				
E-15.3 Unemployment Taxes	7513				
E-15.4 Retirement	7514			\$80,000	\$80,000
E-15.5 Health Insurance	7515				
E-15.6 Other (Specify)					
E-15.7 _____	7516				
E-15.8 _____	7516				
E-15.9 _____					
<b>E-17 TOTAL INDIRECT COSTS</b>		\$0	\$0	\$185,000	\$185,000

## DEBT SERVICE BUDGET

	DOA Chart of Accounts	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
<b>D-1 Debt Service</b>					
D-1.1 Principal	6401				
D-1.2 Interest	6410				
D-1.3 Fees	6420				
<b>D-2 TOTAL DEBT SERVICE</b>		\$0	\$0	\$0	\$0

# Final Budget

Tourism Promotion Joint Powers Board

FYE 6/30/2025

NAME OF DISTRICT/BOARD

## GENERAL FUNDS

		End of Year	Beginning	Beginning	
C-1	Balances at Beginning of Fiscal Year	2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
	<b>DOA Chart of Accounts</b>				
C-1.1	General Fund Checking	\$25,000	\$25,000	\$100,000	\$100,000
C-1.2	Savings and Investments		\$0		
C-1.3	General Fund CD Balance		\$0		
C-1.4	All Other Funds		\$0		
C-1.5	Reserves (From Below)	\$400,000	\$400,000	\$400,000	\$400,000
C-1.6	<b>Total Estimated Cash and Investments on Hand</b>	<b>\$425,000</b>	<b>\$425,000</b>	<b>\$500,000</b>	<b>\$500,000</b>

C-2	General Fund Reductions:	2010			
C-2.1	a. Unpaid bills at FYE				
C-2.2	b. Reserves	\$400,000	\$400,000	\$400,000	\$400,000
C-2.3	<b>Total Deductions (a+b)</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>
C-2.4	<b>Estimated Non-Restricted Funds Available</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>\$100,000</b>	<b>\$100,000</b>

DOA Chart of Accounts
<b>1070</b>

## SINKING & DEBT SERVICE FUNDS

C-3		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
C-3.1	Beginning Balance in Reserve Account (end of previous year)	\$0	\$0	\$0	
C-3.2	<i>Date of Reserve Approval in Minutes:</i>				
C-3.3	Amount to be added to the reserve				
C-3.4	<i>Date of Reserve Approval in Minutes:</i>				
C-3.5	<b>SUB-TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-3.6	Identify the amount and project to be spent				
C-3.7	a. _____				
C-3.8	b. _____				
C-3.9	c. _____				
C-3.10	<i>Date of Reserve Approval in Minutes:</i>				
C-3.11	<b>TOTAL CAPITAL OUTLAY (a+b+c)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-3.12	Balance to be retained	\$0	\$0	\$0	\$0

RESERVES	1090
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C-4		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
C-4.1	Beginning Balance in Reserve Account (end of previous year)	\$400,000	\$400,000	\$400,000	\$400,000
C-4.2	<i>Date of Reserve Approval in Minutes:</i> 12/20/2023				
C-4.3	Amount to be added to the reserve				
C-4.4	<i>Date of Reserve Approval in Minutes:</i>				
C-4.5	<b>SUB-TOTAL</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$400,000</b>
C-4.6	Identify the amount and project to be spent				
C-4.7	a. _____				
C-4.8	b. _____				
C-4.9	c. _____				
C-4.10	<i>Date of Reserve Approval in Minutes:</i>				
C-4.11	<b>TOTAL OTHER RESERVE OUTLAY (a+b+c)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-4.12	Balance to be retained	\$400,000	\$400,000	\$400,000	\$400,000

BOND FUNDS	1060
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C-5		2022-2023 Actual	2023-2024 Estimated	2024-2025 Proposed	Final Approval
C-5.1	Beginning Balance in Reserve Account (end of previous year)		\$0	\$0	
C-5.2	<i>Date of Reserve Approval in Minutes:</i>				
C-5.3	Amount to be added to the reserve				
C-5.4	<i>Date of Reserve Approval in Minutes:</i>				
C-5.5	<b>SUB-TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
C-5.6	Identify the amount and project to be spent				
C-5.7	<i>Date of Reserve Approval in Minutes:</i>				
C-5.8	Balance to be retained	\$0	\$0	\$0	\$0
C-5.9	<b>TOTAL TO BE SPENT</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>