



## **Oklahoma City Convention & Visitors Bureau Fiscal Year 2024-2025 Proposed Budget**

**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2024-2025 Proposed Budget**

**Projected Cash Balance, June 30,2024**

**REVENUES:**

Contract Revenue from City	\$ 6,700,000	\$ -	\$ 6,700,000	\$ -	\$ 6,700,000
Reimbursement from Special Promotions Fund	-	-	-	1,700,000	1,700,000
Total Contract Revenue	6,700,000	-	\$ 6,700,000	1,700,000	8,400,000
Other Income	105,000	-	105,000	-	105,000
Total Revenue	6,805,000	-	\$ 6,805,000	1,700,000	8,505,000

**EXPENSES:**

Total Direct Promotion	3,730,000	-	3,730,000	1,700,000	5,430,000	63.84%
Total Personnel	2,599,000	-	2,599,000	-	2,599,000	30.56%
Total Other Expenses	476,000	-	476,000	-	476,000	5.60%
Total Expenses	6,805,000	-	6,805,000	1,700,000	8,505,000	100.00%

**Net Activity**

Special Event Revenue	-	-	-	500,000	500,000	
Special Event Expenses	-	-	-	500,000	500,000	
<b>Net Special Event Revenue (Exp.)</b>	-	-	-	-	-	

**Overall Activity**

Fiscal Year 2024-2025 Proposed Budget					
City Contract Budget	CVB Reserve Fund Budget	Subtotal Operating Budget	Special Promotions & Support Fund (1/11th) Budget	Overall Budget	
				Amount	%
				\$ 1,918,312	
				\$ 6,700,000	
				1,700,000	
				8,400,000	
				105,000	
				8,505,000	
				5,430,000	63.84%
				2,599,000	30.56%
				476,000	5.60%
				8,505,000	100.00%
				-	
				500,000	
				500,000	
				-	
				-	
				-	
				\$ -	
				\$ 1,918,312	

**Projected Cash Balance, June 30, 2025**

**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2024-2025 Proposed Budget**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget		Special Promotions & Support Fund (1/11th) Budget		Overall Budget	
	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget
<b>REVENUES:</b>										
Contract Revenue from City	\$ 5,700,000	\$ 6,700,000	\$ -	\$ -	\$ 5,700,000	\$ 6,700,000	\$ -	\$ -	\$ 5,700,000	\$ 6,700,000
Special Promotions Fund	-	-	-	-	-	-	1,500,000	1,700,000	1,500,000	1,700,000
Total Contract Revenue	5,700,000	6,700,000	-	-	5,700,000	6,700,000	1,500,000	1,700,000	7,200,000	8,400,000
Miscellaneous Revenue	75,000	105,000	-	-	75,000	105,000	-	-	75,000	105,000
<b>Total Revenue</b>	<b>5,775,000</b>	<b>6,805,000</b>	<b>-</b>	<b>-</b>	<b>5,775,000</b>	<b>6,805,000</b>	<b>1,500,000</b>	<b>1,700,000</b>	<b>7,275,000</b>	<b>8,505,000</b>
<b>EXPENDITURES:</b>										
<b>Direct Promotion</b>										
Support:										
Event Support	-	-	-	-	-	-	1,500,000	1,700,000	1,500,000	1,700,000
Contract Support	420,975	479,490	-	-	420,975	479,490	-	-	420,975	479,490
Convention & Tourism Support	324,300	339,200	25,000	-	349,300	339,200	-	-	349,300	339,200
Total Support	<b>745,275</b>	<b>818,690</b>	<b>25,000</b>	<b>-</b>	<b>770,275</b>	<b>818,690</b>	<b>1,500,000</b>	<b>1,700,000</b>	<b>2,270,275</b>	<b>2,518,690</b>
Advertising & Marketing:										
Paid Media	946,305	1,256,200	300,000	-	1,246,305	1,256,200	-	-	1,246,305	1,256,200
Digital Media	63,600	50,000	-	-	63,600	50,000	-	-	63,600	50,000
Website/Technology	215,000	299,200	55,000	-	270,000	299,200	-	-	270,000	299,200
Marketing Collateral	82,440	94,600	-	-	82,440	94,600	-	-	82,440	94,600
Total Advertising & Marketing	<b>1,307,345</b>	<b>1,700,000</b>	<b>355,000</b>	<b>-</b>	<b>1,662,345</b>	<b>1,700,000</b>	<b>-</b>	<b>-</b>	<b>1,662,345</b>	<b>1,700,000</b>
Travel:										
Convention Sales	260,595	304,600	-	-	260,595	304,600	-	-	260,595	304,600
Sports Sales	44,545	53,550	-	-	44,545	53,550	-	-	44,545	53,550
Leisure Sales	69,800	77,800	-	-	69,800	77,800	-	-	69,800	77,800
Destination Services	17,950	23,950	-	-	17,950	23,950	-	-	17,950	23,950
Marketing & Communications	31,200	44,850	-	-	31,200	44,850	-	-	31,200	44,850
Equine & Other	13,050	19,950	-	-	13,050	19,950	-	-	13,050	19,950
Total Travel	<b>437,140</b>	<b>524,700</b>	<b>-</b>	<b>-</b>	<b>437,140</b>	<b>524,700</b>	<b>-</b>	<b>-</b>	<b>437,140</b>	<b>524,700</b>
Sponsorships & Partnerships:										
Sponsorships	72,250	80,750	-	-	72,250	80,750	-	-	72,250	80,750
Partnerships	72,920	82,000	-	-	72,920	82,000	-	-	72,920	82,000
Total Sponsorships & Partnerships	<b>145,170</b>	<b>162,750</b>	<b>-</b>	<b>-</b>	<b>145,170</b>	<b>162,750</b>	<b>-</b>	<b>-</b>	<b>145,170</b>	<b>162,750</b>

**Oklahoma City Convention and Visitors Bureau  
Fiscal Year 2024-2025 Proposed Budget**

	City Contract Budget		CVB Reserve Fund Budget		Subtotal Operating Budget		Special Promotions & Support Fund (1/11th) Budget		Overall Budget	
	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget	FY 24 Budget	FY 25 Budget
Event Hosting:										
Local/Industry Events	61,400	66,800	-	-	61,400	66,800	-	-	61,400	66,800
Inbound Site Visits/Fam Trips/CAB	97,500	152,500	-	-	97,500	152,500	-	-	97,500	152,500
Total Event Hosting	<b>158,900</b>	<b>219,300</b>	-	-	<b>158,900</b>	<b>219,300</b>	-	-	<b>158,900</b>	<b>219,300</b>
Research/Consulting Services	89,550	137,500	90,000	-	179,550	137,500	-	-	179,550	137,500
Dues & Subscriptions	63,380	56,160	-	-	63,380	56,160	-	-	63,380	56,160
Fulfillment	73,240	68,400	-	-	73,240	68,400	-	-	73,240	68,400
Hospitality Training & Development	20,000	42,500	30,000	-	50,000	42,500	-	-	50,000	42,500
<b>Total Direct Promotion</b>	<b>3,040,000</b>	<b>3,730,000</b>	<b>500,000</b>	-	<b>3,540,000</b>	<b>3,730,000</b>	<b>1,500,000</b>	<b>1,700,000</b>	<b>5,040,000</b>	<b>5,430,000</b>
<b>Personnel</b>										
Salaries	1,900,700	2,159,100	-	-	1,900,700	2,159,100	-	-	1,900,700	2,159,100
Fringes/Payroll Taxes	387,300	439,900	-	-	387,300	439,900	-	-	387,300	439,900
<b>Total Personnel</b>	<b>2,288,000</b>	<b>2,599,000</b>	-	-	<b>2,288,000</b>	<b>2,599,000</b>	-	-	<b>2,288,000</b>	<b>2,599,000</b>
<b>Operating Expenses</b>										
Occupancy	143,500	148,500	-	-	143,500	148,500	-	-	143,500	148,500
Chamber Administration Fees	130,000	130,000	-	-	130,000	130,000	-	-	130,000	130,000
Telecommunications	23,500	23,500	-	-	23,500	23,500	-	-	23,500	23,500
Capital Items	25,500	45,500	-	-	25,500	45,500	-	-	25,500	45,500
Data Processing/Computer Support	40,500	50,000	-	-	40,500	50,000	-	-	40,500	50,000
Legal & Audit	27,000	30,000	-	-	27,000	30,000	-	-	27,000	30,000
Personnel Activities & Other	44,000	34,800	-	-	44,000	34,800	-	-	44,000	34,800
Office Expenses	13,000	13,700	-	-	13,000	13,700	-	-	13,000	13,700
<b>Total Operating Expenses</b>	<b>447,000</b>	<b>476,000</b>	-	-	<b>447,000</b>	<b>476,000</b>	-	-	<b>447,000</b>	<b>476,000</b>
<b>Total Expenses</b>	<b>5,775,000</b>	<b>6,805,000</b>	<b>500,000</b>	-	<b>6,275,000</b>	<b>6,805,000</b>	<b>1,500,000</b>	<b>1,700,000</b>	<b>7,775,000</b>	<b>8,505,000</b>
<b>Operating Results</b>	-	-	(500,000)	-	(500,000)	-	-	-	(500,000)	-
Special Event Revenue	-	-	-	-	-	-	500,000	500,000	500,000	500,000
Special Event Expenses	-	-	-	-	-	-	500,000	500,000	500,000	500,000
<b>Net Special Event Revenue (Exp.)</b>	-	-	-	-	-	-	-	-	-	-
<b>Overall Results</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (500,000)</b>	<b>\$ -</b>