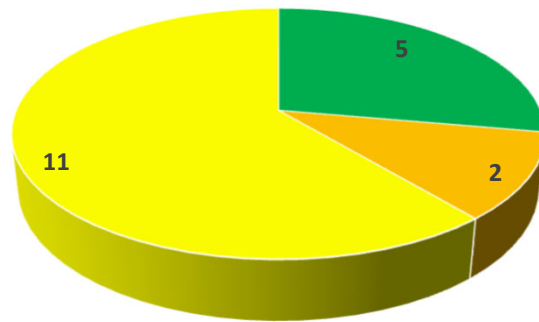


TOWN OF OCEAN CITY  
FISCAL YEAR 2025 BUDGET  
GENERAL FUND EXPENDITURES  
TOURISM AND BUSINESS DEVELOPMENT

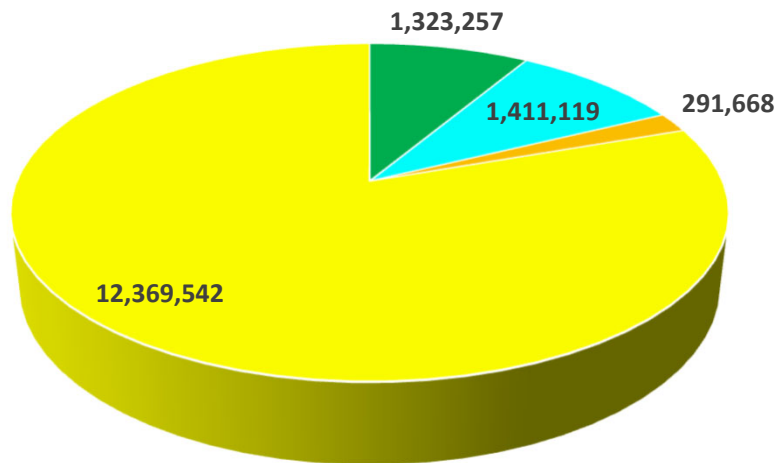
EXPENDITURES	ACTUAL 2023	ADOPTED 2024	CITY MANAGER PROPOSED 2025	COUNCIL ADOPTED 2025
PERSONNEL COSTS:				
SALARY AND WAGES	\$ 741,363	\$ 795,805	\$ 824,280	\$ 824,280
EMPLOYEE BENEFITS	263,217	276,958	269,760	269,760
	<u>1,004,580</u>	<u>1,072,763</u>	<u>1,094,040</u>	<u>1,094,040</u>
OPERATING EXPENSES:				
CONTRACTED SERVICES	472,819	482,303	436,792	436,792
ADVERTISING	11,408,272	9,353,779	9,873,139	9,873,139
SPONSORSHIPS	716,488	850,000	880,000	880,000
SUPPLIES & MATERIALS	226,838	44,056	43,168	43,168
ENERGY	6,174	5,500	6,200	6,200
VEHICLE SUPPLIES & REPAIR	1,845	2,320	2,510	2,510
INTRAGOVERNMENTAL	35,480	29,001	33,693	33,693
	<u>12,867,916</u>	<u>10,766,959</u>	<u>11,275,502</u>	<u>11,275,502</u>
OTHER FINANCIAL USES:				
DEBT SERVICE	0	0	0	0
TRANSFER OUT	0	0	0	0
CAPITAL OUTLAY	0	0	0	0
	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL EXPENDITURES	\$ <u>13,872,496</u>	\$ <u>11,839,722</u>	\$ <u>12,369,542</u>	\$ <u>12,369,542</u>
LESS REVENUE GENERATED BY DIVISION				
ROOM TAX	(10,664,333)	(10,605,000)	(11,132,000)	(11,132,000)
SALES OTHER	(234,530)	(163,000)	(163,000)	(163,000)
STATE TOURISM GRANT	(1,817,334)	0	0	0
COUNTY - VISITOR'S BUREAU	(50,000)	(50,000)	0	0
COUNTY-TOURISM GRANT	(400,000)	(400,000)	(400,000)	(400,000)
	<u>(13,166,197)</u>	<u>(11,218,000)</u>	<u>(11,695,000)</u>	<u>(11,695,000)</u>
TOTAL TOWN CONTRIBUTION	\$ <u><u>706,299</u></u>	\$ <u><u>621,722</u></u>	\$ <u><u>674,542</u></u>	\$ <u><u>674,542</u></u>

### Full-Time Personnel Tourism and Special Events



■ Special Events   ■ Museum   ■ Tourism

### FY 25 Tourism, Special Event, and Festival Expenses



■ Special Events   ■ Festivals   ■ Museum   ■ Tourism