

## **Service 550 Comox Valley Tourism Consolidated Budget**

### **PURPOSE**

To provide additional information on the total budget that supports the Comox Valley Tourism Service (Experience Comox Valley) and the delivery of tourism information services and destination marketing.

### **OVERVIEW**

- Appendix A provides a 2025 Consolidated Budget for the Comox Valley Tourism Service. The supplementary financial information is being provided because the Tourism Service is delivered using a combination of revenue sources that flow through CVRD, City of Courtenay and 4VI.
- The consolidated budget includes revenues and expenses over and above the Service 550 budget and presents a more complete financial overview of the Service. In addition to the revenue generated by CVRD, the Municipal and Regional District Tax (MRDT) collected by the City of Courtenay and grant funding secured on behalf of CVRD by 4VI provide additional funding to support the activities.
- The revenue collected through requisition primarily supports the administration of the Service and the mortgage, building and maintenance costs of the Visitor Centre on Small Rd. This revenue is also significantly leveraged to attract other funding into the service including provincially approved use of MRDT funds and Destination British Columbia Grants.

Appendix A – 2025 Consolidated CV Tourism Service Budget

<b>Appendix A - CV Tourism Service 550 (Experience Comox Valley) Consolidated Budget 2025</b>			
<b>Revenue Source</b>		<b>% of Total</b>	<b>Funds Flow Through</b>
MRDT general (2024 collection estimate)	\$400,000.00	38.0%	City of Courtenay
DBC Coop Marketing Grant	\$200,000.00	19.0%	CVRD
Comox Valley Regional District (CVRD)	\$383,694.00	36.4%	CVRD
DBC Visitor Centre Grant	\$25,000.00	2.4%	4VI
Grants - Federal - Canada Summer Jobs	\$25,000.00	2.4%	4VI
Retail Sales - Visitor Centre	\$10,000.00	0.9%	4VI
VC racking & VC advertising fees	\$10,000.00	0.9%	4VI
<b>REVENUE TOTAL</b>	<b>\$1,053,694.00</b>	<b>100.0%</b>	
<b>Expenses</b>			
<b>Marketing Tactics</b>			
Media Advertising & Production Sub-Total	\$100,000.00	9.5%	
Consumer-focused Asset Development Sub-Total	\$30,000.00	2.8%	
Social Media	\$35,000.00	3.3%	
Guides / Print Collateral Production	\$25,000.00	2.4%	
Digital Readiness / Website	\$10,000.00	0.9%	
Partnership Marketing	\$60,000.00	5.7%	
Travel Media Relations	\$5,000.00	0.5%	
Market Research	\$10,000.00	0.9%	
Industry Development & Training	\$5,000.00	0.5%	
Event & Experience Fund -Grants	\$50,000.00	4.7%	
4VI Marketing Coordination & Staff Wages	\$155,000.00	14.7%	
<b>Marketing Total</b>	<b>\$485,000.00</b>	<b>46.0%</b>	
<b>Visitor Information Servicing</b>			
Visitor Services Staff (4VI) - wages & benefits	\$165,000.00	15.7%	
4VI General expenses (e.g. office, supplies, mobile kiosks)	\$20,000.00	1.9%	
<b>Visitor Information Servicing Total</b>	<b>\$185,000.00</b>	<b>17.6%</b>	
<b>Tourism Service Costs</b>			
CVRD Administration/Professional Fees	\$112,413.00	10.7%	
4VI Contract	\$50,000.00	4.7%	
CVRD Visitor Centre Mortgage & Building Cost	\$165,438.00	15.7%	
New EV Charging Station	\$25,000.00	2.4%	
Reserve Contribution	\$10,843.00	1.0%	
Infilm Grant	\$20,000.00	1.9%	
<b>Tourism Service Costs Total</b>	<b>\$383,694.00</b>	<b>36.4%</b>	
<b>EXPENSES TOTAL</b>	<b>\$1,053,694.00</b>	<b>100.0%</b>	