

FY2026 FINAL BUDGET - VISIT BELOIT, Inc., a 501(c)(6) corporation
As of 11/16/25

				FY25 Budget	FY26 Budget	Percentage Change
Strategic Plan	Ordinary Income/Expense					
	Income					
	4000-01	Room Tax: City of Beloit Room Tax		1,143,387.74	1,170,860.70	2.40%
	4000-02	Room Tax: City of South Beloit Room Tax		6,906.18	6,890.91	-0.22%
	4000-03	Room Tax: Other Room Tax		200.00	500.00	150.00%
	4010	Assessment: Tourism Improvement District Assessment		0.00	0.00	0.00%
	4016	Donated Products & Services		0.00	0.00	0.00%
	4018	Other Public Funds		5,000.00	5,000.00	0.00%
	4019	Other Public Funds: Public Grants/Endowments		15,000.00	15,000.00	0.00%
	4042	Advertising, Website: Website Advertising		0.00	0.00	0.00%
	4044	Advertising, Cooperative: Advertising		0.00	0.00	0.00%
	4052	Promotional Participation: Advertising		0.00	0.00	0.00%
	4053	Promotional Participation: Sponsorships		26,000.00	22,200.00	-14.62%
	4062	Event Hosting: Community Meetings		100.00	0.00	-100.00%
	4064	Event Hosting: Seminars		0.00	0.00	0.00%
	4070	Publication Sales: Publication Sales		0.00	0.00	0.00%
	4080	Merchandise Sales, On-Site: On-Site Merchandise		300.00	150.00	-50.00%
	4090	Merchandise Sales, Online: Online Merchandise		300.00	150.00	-50.00%
	4100	Ticket Sales: Tickets		0.00	0.00	0.00%
	4140	Convention Services Other: Other Convention Services		0.00	0.00	0.00%
	4180	Investment Income: Interest Income		3,000.00	9,300.41	210.01%
	4190	Other Private Funding: Other Private Funding		2,500.00	10,000.00	300.00%
	4195	Other Private Funding: Private Grants/Endowments		52,475.00	52,475.00	0.00%
	Total Income			1,255,168.92	1,292,527.02	2.98%
	Expense					
	A. Wages & Benefits					
	5001	Personnel Costs: Salary		216,254.51	271,020.39	25.32%
	5002	Personnel Costs: Salary-Hourly		117,458.64	53,048.32	-54.84%
	5003	Personnel Costs: Welcome Center-Hourly		56,046.00	60,709.00	8.32%
	5004	Personnel Costs: Receptionists-Hourly		0.00	0.00	0.00%
	5005	Personnel Costs: Salary-Commissions		780.00	666.00	-14.62%
	5006	Personnel Costs: Salary-Bonus		0.00	0.00	0.00%
	5007	Personnel Costs: Interns-Hourly		0.00	0.00	0.00%
	5008	Accrued Personnel Expense: FICA Tax		29,876.24	29,486.44	-1.30%
	5012	Accrued Personnel Expense: SUTA		1,444.99	462.53	-67.99%
	5014	Accrued Personnel Expense: Retirement Benefit Expense		8,888.19	9,742.04	9.61%
	5016	Accrued Personnel Expense: Life Insurance		1,497.44	1,479.77	-1.18%
	5018	Accrued Personnel Expense: Health Insurance		44,554.80	53,127.00	19.24%
	5018-01	Accrued Personnel Expense: Insurance Reimbursement		0.00	0.00	0.00%
	5020	Accrued Personnel Expense: Dental		2,931.96	3,459.48	17.99%
	5020-01	Accrued Personnel Expense: Dental Insurance Reimbursement		-411.06	-411.06	0.00%
	5021	Accrued Personnel Expense: Vision		556.20	669.60	20.39%
	5021-01	Accrued Personnel Expense: Vision Insurance Reimbursement		0.00	-51.48	0.00%
	5022	Accrued Personnel Expense: Long-Term Disability		982.12	999.87	1.81%
	5023	Accrued Personnel Expense: Short-Term Disability		1,619.97	1,668.09	2.97%
	5024	Accrued Personnel Expense: AD&D		142.21	150.56	5.87%
	5025	Accrued Personnel Expense: Accident		1,318.68	1,318.68	0.00%
	5021-01	Accrued Personnel Expense: Accident Insurance Reimbursement		-69.16	-69.16	0.00%
	5027	Personnel Training/Recruitment: Staff Training and Development		1,698.88	2,198.88	29.43%
	5032	Telecommunications: Cellular Reimbursement		1,385.40	1,249.44	-9.81%
	Total A. Wages & Benefits			486,956.02	490,924.41	0.81%
x	B. Travel/Trade Show/FAM/Events					
	5100	Travel and Entertainment: Transportation		6,043.20	9,840.00	62.83%
	5101	Travel and Entertainment: Mileage Reimbursement		1,850.00	4,250.00	129.73%
	5102	Travel and Entertainment: Lodging		11,855.62	20,271.53	73.92%
	5104	Travel and Entertainment: Meals		4,860.00	6,180.00	27.16%
	5106	Travel and Entertainment: Entertainment		0.00	0.00	0.00%
	5108	Travel and Entertainment: Gifts		0.00	0.00	0.00%
	5110	Travel and Entertainment: Other		0.00	0.00	0.00%
	5111	Networking: Event Registration		900.00	1,200.00	33.33%
	5120	Trade Show Participation: Booth Space Fees		1,500.00	1,199.00	-20.07%
	5122	Trade Show Participation: Booth Set Up/Decoration		0.00	0.00	0.00%
	5124	Trade Show Participation: Registration Fees		2,785.00	20,128.00	622.73%
	5126	Trade Show Participation: Shipping		0.00	0.00	0.00%
	5128	Trade Show Participation: Other		0.00	2,600.00	0.00%
	5130	FAM Tours/Site Visits: Transportation		2,000.00	2,000.00	0.00%
	5132	FAM Tours/Site Visits: Lodging		1,700.00	1,700.00	0.00%
	5134	FAM Tours/Site Visits: Meals		2,200.00	2,200.00	0.00%
	5136	FAM Tours/Site Visits: Entertainment		1,200.00	1,000.00	-16.67%
	5138	FAM Tours/Site Visits: Gifts		500.00	500.00	0.00%
	5139	FAM Tours/Site Visits: Other		100.00	2,600.00	2500.00%
	5143	Event Hosting, Industry Sales/Marketing Events: Transportation		0.00	0.00	0.00%
	5144	Event Hosting, Industry Sales/Marketing Events: Lodging		3,000.00	3,500.00	16.67%
	5145	Event Hosting, Industry Sales/Marketing Events: Meals		6,200.00	4,750.00	-23.39%
	5146	Event Hosting, Industry Sales/Marketing Events: Entertainment		250.00	250.00	0.00%
	5147	Event Hosting, Industry Sales/Marketing Events: Gifts		3,000.00	12,450.00	315.00%
	5148	Event Hosting, Industry Sales/Marketing Events: Other		8,945.45	12,050.00	34.71%
	5149	Event Hosting, Industry Sales/Marketing Events: Fees		15,000.00	15,000.00	0.00%
	5150	Event Hosting, Member/Community: Transportation		0.00	0.00	0.00%
	5151	Event Hosting, Member/Community: Lodging		0.00	0.00	0.00%
	5152	Event Hosting, Member/Community: Meals		3,250.00	4,000.00	23.08%
	5153	Event Hosting, Member/Community: Entertainment		0.00	0.00	0.00%
	5154	Event Hosting, Member/Community: Gifts		240.00	400.00	66.67%
	5155	Event Hosting, Member/Community: Other		600.00	100.00	-83.33%
	5156	Education, Seminar: Registration Fees		1,070.00	300.00	-71.96%
	5157	Education, Conference: Registration Fees		9,305.00	13,515.00	45.24%
	Total B. Travel/Trade Show/FAM/Events			88,154.27	141,983.53	61.06%
	C. Marketing					
	5160	Advertising (TV, Radio, Print, Billboard, Other Traditional): Placement		72,825.00	53,064.00	-27.13%
	5162	Advertising (TV, Radio, Print, Billboard, Other Traditional): Production		5,000.00	1,500.00	-70.00%
	5166	Advertising (TV, Radio, Print, Billboard, Other Traditional): Other		0.00	2,000.00	0.00%
	5170	Advertising, Online: Placement		85,000.00	98,445.40	15.82%
	5172	Advertising, Online: Production		6,400.00	3,750.00	-41.41%
	5176	Advertising, Online: Other		15,028.00	13,047.00	-13.18%
	5177	Advertising, Online: Social Media		14,110.00	11,299.88	-19.92%
	5178	Advertising, Vendor: Videography		2,500.00	2,500.00	0.00%
	5179	Advertising, Vendor: Photography		2,500.00	2,500.00	0.00%
	5180	Website: Website Maintenance		12,010.00	10,200.00	-15.07%

						FY25 Budget	FY26 Budget	Percentage Change
		5182	Website: Hosting Fees			150.00	500.00	233.33%
		5184	Website: Other			28,023.00	28,264.63	0.86%
		5190	Printed Marketing Collateral: Publications/Magazines			10,000.00	10,000.00	0.00%
		5191	Printed Marketing Collateral: Brochures			5,500.00	5,500.00	0.00%
		5199	Printed Marketing Collateral: Other			2,900.00	3,550.00	22.41%
		5200	Merchandise, Giveaways: Merchandise, Giveaways			10,900.00	10,500.00	-3.67%
		5210	Merchandise, Resale: Merchandise, Resale			0.00	0.00	0.00%
		5215	Merchandise, Staff: Logoed Apparel			1,900.00	1,500.00	-21.05%
x		5230	Research: Services			15,808.60	21,350.00	35.05%
		5232	Research: Products			21,000.00	30,673.69	46.07%
		5234	Research: Other			0.00	0.00	0.00%
		5242	Fulfillment: Supplies			800.00	1,800.00	125.00%
		5250	Donated Products & Services: Products			0.00	0.00	0.00%
		5252	Donated Products & Services: Services			100.00	100.00	0.00%
		5253	Mobile Welcome Vehicle: Operation			1,000.00	1,500.00	50.00%
		5254	Mobile Welcome Vehicle: Supplies			0.00	0.00	0.00%
x		5256	Sponsorships: Community Events			15,000.00	16,500.00	10.00%
		Total C. Marketing				328,454.60	330,044.60	0.48%
		D. Administrative & General						
		5260	Accounting and Legal Fees: Audit			21,870.00	23,620.00	8.00%
		5261	Accounting and Legal Fees: Accounting			7,500.00	7,500.00	0.00%
		5262	Accounting and Legal Fees: Legal			500.00	5,000.00	900.00%
		5270	Dues and Subscriptions: Dues			10,658.00	16,128.00	51.32%
		5272	Dues and Subscriptions: Subscriptions			1,500.00	1,250.00	-16.67%
		5300	Amortization: Leasehold Improvements			0.00	0.00	0.00%
		5301	Insurance: General Liability			4,072.00	4,773.96	17.24%
		5302	Insurance: Excess Liability			1,103.00	1,602.96	45.33%
		5303	Insurance: Automobiles			1,863.00	1,899.96	1.98%
		5304	Insurance: Workers Compensation			1,036.00	996.96	-3.77%
		5305	Insurance: Directors and Officers			563.00	563.00	0.00%
		5306	Insurance: Employment Practices Liability			1,093.00	831.00	-23.97%
		5307	Insurance: Other			1,772.00	1,901.20	7.29%
		5310	Data Processing/Computer: Hardware Maintenance			40,868.37	47,749.32	16.84%
		5311	Data Processing/Computer: Software Maintenance			11,874.48	12,408.68	4.50%
		5316	Customer Agreements: Sponsorships			7,600.00	7,550.00	-0.66%
		5330	Bank Fees: Credit Card Processing			100.00	0.00	-100.00%
		5332	Bank Fees: Lockboxes			87.00	87.00	0.00%
		5336	Bank Fees: Other			250.00	500.00	100.00%
		5337	Fees: Sales Tax			50.00	25.00	-50.00%
		5360	Postage: In-House Postage Meter			0.00	0.00	0.00%
		5363	Postage: US Post Office			7,800.00	9,550.00	22.44%
		5365	Postage: Overnight/Air			0.00	0.00	0.00%
		5366	Postage: Ground/Shipping			1,000.00	1,500.00	50.00%
		5400	Office Supplies: Office Supplies			3,250.00	3,250.00	0.00%
		5401	Office Supplies: Paper			199.12	150.00	-24.67%
		5402	Office Supplies: Envelopes & Letterhead			200.00	200.00	0.00%
		5403	Office Supplies: Other			2,700.00	2,700.00	0.00%
		5425	Personnel					