Visit Graham Budget Fiscal Year 2024-2025	
Income	
40000 Program and Event Revenue	
40100 Food Truck Championship	
40130 FTCTX Sponsors	$ 120,000.00
40135 Food Truck Entry Fees (50 @ $250.00)	$ 12,500.00
40140 Beer Revenue	$ 5,000.00
40150 Merchandise & Possum Pedal Voucher Refund	$ 8,000.00
40160 Ice Sales	$ 500.00
Total 40100 Food Truck Championship	**$ 146,000.00**
40300 Crawfish and Cannons	
40310 Sponsorship	$ 63,500.00
40320 Merchandise	$ 9,000.00
40330 Ticket Sales	$ 63,300.00
40340 Vendor Fees	$ 500.00
Total 40300 Crawfish and Cannons	**$ 136,300.00**
40400 Goodnight Loving Run	
40410 Merchandise	$ -
40420 Sponsorships	$ 7,500.00
40430 Runner Registration	$ 11,500.00
Total 40400 Goodnight Loving Run	**$ 19,000.00**
40500 Young County Tourism Contract Revenue	$ 10,000.00
40510 Fort Belknap Promotions	$ -
Total 40500 Young County Tourism Contract Revenue	**$ 10,000.00**
40800 Summer Concert Series	
Title Sponsor	**$ 12,500.00**
Co-Sponsorship with GCA	**$ 24,500.00**
Graham Community Foundation Grant & GIA Contribution	**$ 20,000.00**
Total Summer Concert Series	**$ 57,000.00**
Total 40000 Program and Event Revenue	**$ 368,300.00**
45000 Operational Revenue	
45010 CVB Budget Contract	$ 247,000.00
Total 45000 Operational Revenue	**$ 247,000.00**
49000 Other Types of Income	
49020 Uncategorized Revenue	
Total 49000 Other Types of Income	
49990 Unapplied Cash Payment Revenue	
Total Income	**$ 615,300.00**
Expenses	
60000 Program and Event Expenses	
60100 Food Truck Event Expense	
60110 Advertising/Promotional	$ 5,000.00
60125 Downtown Square Entertainment (Day of)	$ 30,000.00

60126 Downtown Square Sound AV	$	9,500.00
60130 Food Truck Winnings & Voucher Reimbursement	$	19,000.00
60140 Merchandise	$	8,000.00
60150 Kids Area	$	4,900.00
60160 Friday Nite Bites (Entertainment)	$	3,000.00
60170 Rentals	$	7,000.00
60180 Security & Event Insurance	$	10,000.00
60190 Supplies: Judge Expenses, hospitality, drinks, ice	$	3,500.00
Total 60100 Food Truck Event Expense	**$**	**99,900.00**
60300 Crawfish & Cannons Expenses		
60310 Crawfish & Cannon Merch	$	8,000.00
60320 Bands	$	50,000.00
60322 Stage, Sound, Lights	$	9,500.00
60323 Band Expenses	$	1,000.00
60330 Food Expenses	$	21,500.00
60335 Kids Area	$	1,500.00
60336 Armadillo Races	$	1,950.00
60340 Advertising Expenses	$	2,500.00
60355 Crawfish & Cannons Supplies and Misc Expenses	$	14,000.00
60360 Security	$	5,200.00
Total 60300 Crawfish & Cannons Expenses	**$**	**115,150.00**
60400 Goodnight Loving Run Expenses		
60410 Merch. Expenses	$	5,300.00
60420 Awards	$	1,600.00
60425 Timing Expenses	$	3,000.00
60440 Signage & Supplies Expenses	$	100.00
Total 60400 Goodnight Loving Run Expenses	**$**	**10,000.00**
60500 Young County Tourism Contract Expense		
60520 Young County Tourism External Sponsorship	$	500.00
60530 Social Media and Website	$	3,000.00
60540 Young County Tourism Signage and Event Promotion	$	3,500.00
60550 Explore Young County	$	1,000.00
Total 60500 Young County Tourism Contract Expense	**$**	**8,000.00**
60800 Summer Concert Series	$	-
60810 Entertainment Expenses	$	54,000.00
60820 Stage, Generators, Lights	$	35,000.00
60840 Security	$	400.00
Total 60800 Summer Concert Series	**$**	**89,400.00**
61000 External Event Sponsorships	$	15,000.00
61010 Sponsorship Supplies & Promo Items	$	5,000.00
Total 61000 External Event Sponsorships	**$**	**20,000.00**
62000 General Visit Graham Advertisement	$	-
62010 Graphic Design	$	21,000.00
62020 Billboard (included in Print Advertising)	$	-

62030 Google, Facebook, Threshold 360, Placer AI	$	33,500.00
62040 Print Advertising	$	7,000.00
62050 Promotional giveaway items	$	6,000.00
62060 Video/Radio advertisement	$	10,000.00
Total 62000 General Visit Graham Advertisement	**$**	**77,500.00**
Total 60000 Program and Event Expenses	**$**	**419,950.00**
70000 Operations Expenses	$	-
71000 Contract Payroll	**$**	**143,000.00**
71010 Retirement Reimbursement	**$**	**4,446.42**
72000 Computer		
72010 Computer Equipment & Maintenance	$	4,000.00
72020 Computer Subscriptions	$	6,500.00
72030 Web Hosting	$	6,000.00
Total 72000 Computer	**$**	**16,500.00**
73000 Contract Services		
73020 Outside Contract Services	$	-
Total 73000 Contract Services	**$**	**-**
74000 Equipment		
74010 Facilities and Equipment	**$**	**1,000.00**
75000 General Office		
75010 Postage, Mailing Service	$	1,000.00
75020 Printing and Copying	$	2,640.00
75030 Supplies & Miscellaneous	$	5,253.58
75040 Telephone, Telecommunications	$	1,750.00
Total 75000 General Office	**$**	**10,643.58**
76000 Continuing Education and Staff Development		
76010 Memberships and Dues	$	4,760.00
76020 Travel and Meetings	$	7,000.00
76030 Travel	$	-
76040 Capstone Project	$	7,000.00
Total 76000 Continuing Education and Staff Development	**$**	**18,760.00**
79000 Other Types of Expenses		
79010 Purchases	$	-
79030 Other Miscellaneous Expenditure	$	-
CASH RESERVE		
Total 79000 Other Types of Expenses	**$**	**-**
Total 70000 Operations Expenses	**$**	**194,350.00**
Total Expenses	**$**	**615,300.00**
Net Total Income	**$**	**615,300.00**
Net Income	**$**	**-**

Visit Graham Budget Comparison (2023-2024 Budget vs. 2024-2025 Proposed)		
Income	**2023-2024 Budget**	**2024-2025 Proposed Budget**
40000 Program and Event Revenue		
40100 Food Truck Championship		
40110 Concert Tickets	$ 120,000.00	$ -
40120 Cooler Check Revenue	$ 10,000.00	$ -
40130 FTCTX Sponsors	$ 135,000.00	$ 120,000.00
40135 Food Truck Sponsors	$ 15,750.00	$ -
40135 Food Truck Entry Fees (50 @ $250)		$ 12,500.00
Vouchers)	$ 3,000.00	$ 5,000.00
40150 Merchandise Revenue & Possum Pedal Vouchers	$ 9,500.00	$ 8,000.00
40160 Ice Sales	$ 650.00	$ 500.00
Total 40100 Food Truck Championship	**$ 293,900.00**	**$ 146,000.00**
40300 Crawfish and Cannons		
40310 Sponsorship	$ 63,500.00	$ 63,500.00
40320 Merchandise	$ 7,000.00	$ 9,000.00
40330 Ticket Sales(excluding wine)	$ 68,500.00	$ 63,300.00
40340 Vendor Fees	$ 500.00	$ 500.00
Total 40300 Crawfish and Cannons	**$ 139,500.00**	**$ 136,300.00**
40400 Goodnight Loving Run		
40410 Merchandise	$ -	
40420 Sponsorships	$ 9,000.00	$ 7,500.00
40430 Runner Registration	$ 6,250.00	$ 11,500.00
Total 40400 Goodnight Loving Run	**$ 15,250.00**	**$ 19,000.00**
40500 Young County Tourism Contract Revenue	$ 10,000.00	$ 10,000.00
40510 Fort Belknap Promotions	$ -	
Total 40500 Young County Tourism Contract Revenue	**$ 10,000.00**	**$ 10,000.00**
40800 Summer Concert Series		
40810 Sponsorships	$ 42,075.00	$ 57,000.00
Total 40800 Summer Concert Series	**$ 42,075.00**	**$ 57,000.00**
Total 40000 Program and Event Revenue	**$ 500,725.00**	**$ 368,300.00**
45000 Operational Revenue		
45010 CVB Budget Contract	$ 200,000.00	$ 247,000.00
Total 45000 Operational Revenue	**$ 200,000.00**	**$ 247,000.00**
49000 Other Types of Income		
49020 Uncategorized Revenue		
Total 49000 Other Types of Income		
49990 Unapplied Cash Payment Revenue		
Total Income	**$ 700,725.00**	**$ 615,300.00**
Expenses	**2023-2024 Budget**	**2024-2025 Budget**
60000 Program and Event Expenses		
60100 Food Truck Event Expense	$ -	
60110 Advertising/Promotional	$ 22,500.00	$ 5,000.00
60120 Concert Expense	$ 122,971.00	$ -

60125 Downtown Square Entertainment	$ 10,000.00	$ 30,000.00
60126 Downtown Square Sound AV	$ 1,014.75	$ 9,500.00
60130 Food Truck Winnings & Voucher Reimbursement	$ 19,000.00	$ 19,000.00
60140 Merchandise	$ 10,000.00	$ 8,000.00
60150 Kids Area	$ 5,000.00	$ 4,900.00
60160 Friday Nite Bites (Entertainment)	$ 3,000.00	$ 3,000.00
60170 Rentals	$ 8,000.00	$ 7,000.00
60180 Security & Event Insurance	$ 7,605.00	$ 10,000.00
60190 Supplies: Judges Expenses, drinks, ice	$ 3,500.00	$ 3,500.00
Total 60100 Food Truck Event Expense	**$ 212,590.75**	**$ 99,900.00**
60300 Crawfish & Cannons Expenses		
60310 Crawfish & Cannon Merch	$ 8,000.00	$ 8,000.00
60321 Bands	$ 50,000.00	$ 50,000.00
60322 Stage, Sound, Lights	$ 7,000.00	$ 9,500.00
60323 Band Expenses	$ 1,000.00	$ 1,000.00
60330 Food Expenses	$ 22,950.00	$ 21,500.00
60335 Kids Area	$ 1,500.00	$ 1,500.00
60336 Armadillo Races	$ 1,950.00	$ 1,950.00
60340 Advertising Expenses	$ 3,250.00	$ 2,500.00
60350 Wine Tasting Tickets		
60355 Crawfish & Cannons Supplies and Misc Expenses	$ 21,760.00	$ 14,000.00
60360 Security		$ 5,200.00
Total 60300 Crawfish & Cannons Expenses	**$ 117,410.00**	**$ 115,150.00**
60400 Goodnight Loving Run Expenses		
60410 Merch. Expenses	$ 5,300.00	$ 5,300.00
60420 Awards	$ 1,600.00	$ 1,600.00
60425 Timing Expenses	$ 3,000.00	$ 3,000.00
60440 Signage & Supplies Expenses	$ 100.00	$ 100.00
Total 60400 Goodnight Loving Run Expenses	**$ 10,000.00**	**$ 10,000.00**
60500 Young County Tourism Contract Expense		
60520 Young County Tourism Sponsorship	$ 500.00	$ 500.00
60530 Social Media and Website	$ 3,000.00	$ 3,000.00
Promotion	$ 3,000.00	$ 3,500.00
60540 Explore Young County	$ 1,000.00	$ 1,000.00
Total 60500 Young County Tourism Contract Expense	**$ 7,500.00**	**$ 8,000.00**
60800 Summer Concert Series	$ -	
60810 Entertainment Expenses	$ 41,000.00	$ 54,000.00
60820 Stage, Generators, Lights (minus $15,000 grant)	$ 30,250.00	$ 35,000.00
60830 Merchandise		
60840 Security		$ 400.00
Total 60800 Summer Concert Series	**$ 71,250.00**	**$ 89,400.00**
61000 External Event Sponsorships	$ 15,000.00	$ 15,000.00
61010 Sponsorship Supplies & Promo Items	$ 5,000.00	$ 5,000.00
Total 61000 External Event Sponsorships	**$ 20,000.00**	**$ 20,000.00**

62000 General Visit Graham Advertisement	$ -	
62010 Graphic Design	$ 2,000.00	$ 21,000.00
Ads	$ 30,579.00	$ 33,500.00
62040 Print Advertising	$ 12,987.00	$ 7,000.00
62050 Promotional giveaway items	$ 7,000.00	$ 6,000.00
62060 Video/Radio advertisement	$ 17,800.00	$ 10,000.00
Total 62000 General Visit Graham Advertisement	**$ 70,366.00**	**$ 77,500.00**
Total 60000 Program and Event Expenses	**$ 509,116.75**	**$ 419,950.00**
70000 Operations Expenses		
71000 Contract Payroll	**$ 134,740.52**	**$ 143,000.00**
71010 Retirement Reimbursement	**$ 3,358.53**	**$ 4,446.42**
72000 Computer	$ -	
72010 Computer Equipment & Maintenance	$ 2,040.00	$ 4,000.00
72020 Computer Subscriptions	$ 6,749.99	$ 6,500.00
72030 Web Hosting	$ 6,000.00	$ 6,000.00
Total 72000 Computer	**$ 14,789.99**	**$ 16,500.00**
73000 Contract Services		
73020 Outside Contract Services	$ -	
Total 73000 Contract Services	**$ -**	
74000 Equipment		
74010 Facilities and Equipment	**$ 1,000.00**	**$ 1,000.00**
75000 General Office		
75010 Postage, Mailing Service	$ 1,000.00	$ 1,000.00
75020 Printing and Copying	$ 2,640.00	$ 2,640.00
75030 Supplies & Miscellaneous	$ 7,800.00	$ 5,253.58
75040 Telephone, Telecommunications	$ 1,779.60	$ 1,750.00
Total 75000 General Office	**$ 13,219.60**	**$ 10,643.58**
76000 Continuing Education and Staff Development		
76010 Memberships and Dues	$ 4,760.00	$ 4,760.00
76020 Travel and Meetings	$ 14,000.00	$ 7,000.00
76030 Travel	$ -	
76040 Capstone Project for Travel College		$ 7,000.00
Total 76000 Continuing Education and Staff Development	**$ 18,760.00**	**$ 18,760.00**
79000 Other Types of Expenses		
79010 Purchases	$ -	
79030 Other Miscellaneous Expenditure	$ -	
CASH RESERVE		
Total 79000 Other Types of Expenses	**$ -**	**$ -**
Total 70000 Operations Expenses	**$ 185,868.64**	**$ 194,350.00**
Total Expenses	**$ 695,985.39**	**$ 615,300.00**
Net Total Income	**$ 700,725.00**	**$ 615,300.00**
Net Income		**$ -**

VISIT GRAHAM OPERATIONAL BUDGET 2023-2024				
2024-2025 Membership/Dues				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Texas Travel Alliance	Membership/Dues	$ 500.00	1	$ 500.00
Texas Fort Trails	Membership/Dues	$ 1,000.00	1	$ 1,000.00
TMCN	Membership/Dues	$ 1,000.00	1	$ 1,000.00
Texas Downtown Assn.	Membership/Dues	$ 350.00	1	$ 350.00
Film Friendly	Membership/Dues	$ 98.00	1	$ 98.00
Rotary Dues	Membership/Dues	$ 120.00	12	$ 1,440.00
Lion's Club Dues	Membership/Dues	$ 31.00	12	$ 372.00
TOTAL				**$ 4,760.00**

Contract Services				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Accounting Services	Annual tax filing	$ 1,050.00	1	$ 1,050.00
TOTAL				**$ 1,050.00**

Computer				
Vendor	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Web Hosting	Various Vendors	$ 6,000.00	1	$ 6,000.00
Maintenance	Freedom Information	$ 170.00	12	$ 2,040.00
TOTAL				**$ 8,040.00**

Subscriptions				
Vendor	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Apple	Subscription	$ 14.00	12	$ 168.00
Shopify	Online Store	$ 29.00	12	$ 348.00
Mail Chimp	Email communication	$ 24.00	12	$ 288.00
Microsoft	Word, Excel, Email, etc.	$ 78.00	12	$ 936.00
Canva	Design software	$ 6.47	12	$ 77.64
Survey Monkey	Surveys online	$ 17.59	12	$ 211.08
QB Payroll	Payroll software	$ 32.15	12	$ 385.80
Quickbooks System Fee-Credit Cards	Monthly Subscription	$ 19.95	12	$ 239.40
QB Annual Subscription	Annual Subscription	$ 1,000.00		$ 975.00
Dropbox	Annual Subscription	$ 559.65	July	$ 559.64
Graham Leader	Newspaper	$ 24.50	January	$ 24.50
Adobe	Design software	$ 927.78	March	$ 927.78
Monday	Event Tracking	$ 1,021.44	Annual	$ 1,021.44
Animoto	Video software	$ 142.89	April	$ 142.89
Grammarly	Word Editing	$ 360.00	Annual	$ 360.00

Amazon Prime	Supplies ordering	$ 64.41	June	$ 64.41
One Password	Password storage	$ 143.64	July	$ 143.64
Carbonite	Computer backup	$ 44.77	August	$ 44.77
TOTAL				**$ 6,749.99**

Conference, Convention and Training (including travel)				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Month**
TMCN Conference(s)	Amanda & Cathy	$ 1,000.00		$ 1,000.00
Texas Downtown Conf.	Amanda & Cathy	$ 1,000.00		$ 1,000.00
Destination Texas Days	Staff (State Fair)	$ 1,000.00	1	$ 1,000.00
TTA Capstone Project	Amanda	$ 7,000.00	1	$ 7,000.00
TTA College	Amanda	$ 4,000.00		$ 4,000.00
TOTAL				**$ 14,000.00**

Phone/Internet				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Brazos Internet	Internet	$ 73.30	12	$ 879.60
Phone	Phone	$ 75.00	12	$ 900.00
TOTAL		**$ 148.30**		**$ 1,779.60**

Supplies				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Office Supplies	General Office	$ 650.00	12	$ 7,800.00
Copier	Lease and copies	$ 220.00	12	$ 2,640.00
Postage/Mailing	Mailings	$ 1,000.00	1	$ 1,000.00
TOTAL		**$ 1,870.00**		**$ 11,440.00**

Contract Payroll Reimbursement				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
TOTAL	**Payroll**	**$ 5,500.00**	**26**	**$ 143,000.00**

Young County Tourism Budget				
Vendor/Account	**Descriptions**	**Amount**	**Occurrence**	**Annual**
Social Media	Ft. Belknap	$ 250.00	12	$ 3,000.00
Advertisement/Signage	Print, Brochures, etc.	$ 3,500.00	1	$ 3,500.00
Explore Young County	Promotionals	$ 1,000.00	1	$ 1,000.00
Texas Forts Trail	Event Sponsorship	$ 250.00	2	$ 500.00
TOTAL		**$ 5,000.00**		**$ 8,000.00**

TOTAL ALL AREAS	**$ 198,819.59**

2024-2025 Summer Concert Series**			
Expenses	**2024 Budget**	**2024 Actuals**	**2025 Budget**
Concert			
Bands	$ 41,000.00	$ 53,520.00	#########
Stage, sound, lights & generator	$ 30,250.00	$ 33,326.66	#########
Security		$ 400.00	$ 500.00
Concert Total	**$ 71,250.00**	**$ 87,246.66**	#########
INCOME	**2024 Budget**	**2024 Actuals**	**2025 Budget**
Sponsorship			
Title Sponsor (all concerts)	$ 10,000.00	$ 12,500.00	#########
GCA Co-Sponsor	$ 32,075.00	$ 24,500.00	#########
Graham Community Foundation & GEIC		$ 20,000.00	#########
Total Sponsorship	**$ 42,075.00**	**$ 57,000.00**	#########
Net		**$ (30,246.66)**	

024-2025 Rhythm & Dirt Concert at YCA*	
REVISED 6/18/24	
CONCERT	
Band	$ 60,000.00
Hospitality	$ 2,000.00
Stage	$ 5,000.00
Production	$ 10,000.00
Total	$ 77,000.00
MARKETING	
Radio	$ 5,000.00
Print	$ 500.00
Social Media	$ 200.00
Total	$ 5,700.00
LOGISTICS	
Security	$ 2,000.00
Signage	$ 400.00
Total	$ 2,400.00
TOTAL EXPENSES	**$ 85,100.00**
Income	
Ticket Sales (1,250 x $30) (1,250 x $45	$ 93,750.00
Sponsors	$ 20,000.00
TOTAL INCOME	**$113,750.00**
NET INCOME	**$ 28,650.00**
Payout of YCA	$ 28,650.00
Total Revenue to Visit Graham	$ -

**the proceeds of this concert are set to benefit YCA. If there is a loss in revenue, this deficit will be split with Young County. Due to this event actually occuring during the 2024-2025 Budget cycle, this event is contained in this budget. However, Visit Graham does not have plans to hold a concert in the

NOTES: 60K Contract with headliner artist. If proceeds can be raised, will have an opener. The Arena will make 20% of alcohol sales from Recovery Room. This will not be a BYOB event (no

Sponsorships: An offer is out to one potential title sponsor for $10,000. Can the Arena & Visit Graham collaborate on sponsorship approach? The Arena should benefit more from sponsors than Visit Graham in that an idea is to put banners up in the Arena for a year for those who sponsor.