

**Amador County Tourism
Budget For 2026 - 2027**

		Total Amount	
Revenue			
- County - TOT	\$ 60,000.00		
- TMD/HDL	\$ 200,000.00		
- Membership	\$ 10,000.00		
- Other	\$ 10,000.00		
TOTAL GROSS INCOME		\$ 280,000.00	
EXPENSES:			
Admin Fees		\$ 12,000.00	
Consulting Services			
- Consultation	\$ 15,000.00		
- Accounting	\$ 4,000.00		
- Marketing Consultant	\$ 36,000.00	\$ 55,000.00	
Advertising/ Marketing			
- Advertisement	\$ 40,000.00		
- Brochures/Print	\$ 3,500.00		
- Photos	\$ 3,000.00		
- Fam Tours	\$ 20,000.00		
- Billboards	\$ 40,000.00		
- Radio	\$ 15,000.00		
- Sojern/GVCA	\$ 3,000.00		
- Travel Shows/ Conference	\$ 20,000.00		
- Email Blasts	\$ 2,500.00		
- Website(refresh) / Social Media	\$ 9,000.00		
- Mail Marketing	\$ 10,000.00	\$ 166,000.00	83.00%
Bank Charges		\$ -	
Computer and Software License		\$ 810.00	
Dues and Subscription		\$ 1,000.00	
Insurance		\$ 1,500.00	
License and Fees		\$ -	
Postage		\$ 300.00	
Storage Rent		\$ 2,000.00	
Supplies		\$ -	
Taxes		\$ 900.00	
Travelling		\$ 3,500.00	
Reserve		\$ 35,000.00	
TOTAL EXPENSES		\$ 278,010.00	
NET BALANCE	\$ -	\$ 1,990.00	