

Appendix 2

2025 Tourism NOTL Budget and Financial Overview

March 25, 2025

January 1 - December 31, 2025

	2024 Budget	2024 Actual	2025 Budget	Comment
REVENUE				
2024 Bank Balance Carry-over	\$0.00	\$0.00	\$396,634.00	
2022, 2023, 2024 Q1 & Q2 MAT Revenue	\$0.00	\$1,495,570.75	\$0.00	
2024 Projected Q3 & Q4 MAT Revenue	\$0.00	\$0.00	\$574,081.43	Based on Town's projection minus what has been received
2025 projected MAT Revenue	\$0.00	\$0.00	\$1,250,000.00	Town projection \$1.25 M.
Town Fee For Service - VI	\$83,600.00	\$77,076.00	\$0.00	
Ambassador Funding from Town	\$2,980.00	\$0.00	\$0.00	
TOTAL REVENUE	\$86,580.00	\$1,572,646.75	\$2,220,715.46	
EXPENSES				
Debt Repayment				
2022/2023 Tourism Vendors Payment	\$0.00	\$48,871.02	\$0.00	See Appendix 3
Reimbursement to Chamber for 2022/2023 expenses pd.	\$0.00	\$465,194.75	\$0.00	See Appendix 3
Total Debt Repayment	\$0.00	\$514,065.77	\$0.00	
MARKETING				
General Marketing				
Re-branding & Website	\$80,000.00	\$81,925.00	\$50,000.00	Underway
Digital Library and Content Creation	\$100,000.00	\$3,390.00	\$100,000.00	Photo's, video's
Total General Marketing	\$180,000.00	\$85,315.00	\$150,000.00	
Marketing Collateral				
Pocket Guide	\$0.00	\$0.00	\$2,000.00	
Maps	\$0.00	\$0.00	\$10,000.00	
Post Cards	\$0.00	\$0.00	\$2,000.00	
Pop-Up Banners	\$0.00	\$0.00	\$5,000.00	
Trade Show Booth	\$0.00	\$0.00	\$50,000.00	
Tourism Directory	\$0.00	\$0.00	\$10,000.00	
Total Marketing Collateral	\$0.00	\$0.00	\$79,000.00	
Marketing Campaigns				
Sector	\$125,000.00	\$0.00	\$200,000.00	Culinary • Craft Beverages • Accomodations, • Agri-tourism • Theatre • Art & Culture
Seasonal	\$60,000.00	\$0.00	\$90,000.00	Summer • Spring • Fall • Winter • Off Shoulder Season • Eco friendly Experiences

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Ice Wine Festival 2025	\$30,000.00	\$50,000.00	\$50,000.00	
National Tourism Week	\$0.00	\$0.00	\$10,000.00	May 4-10, 2025
Influencer/Content Creator Partnershps	\$0.00	\$18,519.40	\$100,000.00	Influencers leverage social media platforms, blogs, or other digital channels
Media FAM Trips	\$0.00	\$0.00	\$60,000.00	Earned Media Opportunities
Total Marketing Campaigns	\$215,000.00	\$68,519.40	\$510,000.00	
Advertising				
Visitor Guide	\$12,000.00	\$15,037.00	\$15,000.00	Summer • Winter
StayNOTL Map	\$5,000.00	\$5,000.00	\$5,000.00	Annual
Horizon Marketing	\$6,000.00	\$6,559.00	\$6,500.00	
Site Canada	\$0.00	\$1,695.00	\$3,000.00	
Destination Niagara	\$0.00	\$5,648.37	\$0.00	
Cinnamon Toast Spring Ad	\$0.00	\$1,000.00	\$0.00	
Curious Guide	\$0.00	\$732.00	\$1,000.00	
Destination Ontario TBD	\$20,000.00	\$0.00	\$5,000.00	
TPN Partnership Advertising	\$20,000.00	\$3,500.00	\$60,000.00	
Ontario by Bike	\$0.00	\$6,400.00	\$6,500.00	
Canada Magazine	\$0.00	\$8,000.00	\$8,000.00	
Digital Marketing/Radio	\$0.00	\$0.00	\$50,000.00	\$20K - Spring Radio Campaign in US
Total Advertising	\$63,000.00	\$53,571.37	\$160,000.00	
Promotional items				
Promotional items	\$0.00	\$0.00	\$15,000.00	
Total Promotional Items	\$0.00	\$0.00	\$15,000.00	
Strategy Development				
MICE Strategy	\$4,000.00	\$0.00	\$45,000.00	Meetings, incentives, conferences, and exhibitions (MICE) industry.
Romance Strategy	\$3,000.00	\$0.00	\$40,000.00	Weddings, Honeymooners, Romantic Weekends
Experience Corridor/Wayfinding Strategy	\$40,000.00	\$0.00	\$70,000.00	Refer to Town's Tourism Strategy, Masterplan and Action Plan
Total Strategy Development	\$47,000.00	\$0.00	\$155,000.00	
Research & Technology				
Visitor Data and Research	\$40,000.00	\$0.00	\$40,000.00	
Other Technology	\$2,000.00	\$0.00	\$15,000.00	

	2024 Budget	2024 Actual	2025 Budget	Comment
Total Research and Technology	\$42,000.00	\$0.00	\$55,000.00	
Industry Events and Consumer Shows				
IMEX	\$15,000.00	\$0.00	\$0.00	Meetings, incentives, conferences, and exhibitions (MICE) industry
Canadian Bridal Show	\$10,000.00	\$0.00	\$5,000.00	Canada’s largest and most prestigious Bridal Show
Rendez-vous Canada	\$0.00	\$0.00	\$6,000.00	Canada’s premier international tourism marketplace
Canadian Meetings and Events	\$10,000.00	\$0.00	\$4,000.00	Meetings, incentives, conferences, and exhibitions (MICE) industry
Go Media Summit	\$0.00	\$0.00	\$6,000.00	International media, offering exposure for communities looking to grow their visibility.
Wine Fest Toronto	\$0.00	\$0.00	\$5,000.00	Partnership with Wineries of Niagara-on-the-Lake
Total Industry Events and Shows	\$35,000.00	\$0.00	\$26,000.00	
Partnership Marketing Initiatives				
Culinary Tourism Alliance (CTA)	\$0.00	\$0.00	\$10,000.00	
Tourism Partnership Niagara	\$0.00	\$0.00	\$10,000.00	
Wineries of Niagara-on-the-Lake	\$0.00	\$0.00	\$5,000.00	
Culture Days	\$0.00	\$0.00	\$25,000.00	
			\$50,000.00	
Town Supported Events				
Candlelight Stroll	\$0.00	\$0.00	\$12,000.00	2024 Town Contribution \$12,934.50
Christmas Decorations	\$0.00	\$0.00	\$5,000.00	2024 Town Contribution \$5,000
Harvest Festival	\$0.00	\$0.00	\$10,000.00	New
Peach Festival	\$0.00	\$0.00	\$16,000.00	2024 Town Contribution \$10,000
Artistry	\$0.00	\$0.00	\$13,300.00	2024 Town Contribution for Parking Permits - \$13,300.00
CoC - Community & Tourism Events	\$0.00	\$0.00	\$56,300.00	
Visitor Information Services				
Ambassadors	\$7,500.00	\$7,500.00	\$8,000.00	
Total Visitor Information Services	\$7,500.00	\$7,500.00	\$8,000.00	
TOTAL MARKETING	\$582,000.00	\$214,905.77	\$1,214,300.00	

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Discretionary Grants				
TBD	\$0.00	\$0.00	\$100,000.00	Committee and criteria to be established for selecting proponents
Total Disrectionary Grants	\$0.00	\$0.00	\$100,000.00	
Memberships/Subscriptions				
Memberships/Subscriptions	\$3,500.00	\$6,808.00	\$7,258.00	TAIO, TIAC, Culinary Tourism Alliance (CTA)
Total Memberships/Subscriptions	\$3,500.00	\$6,808.00	\$7,258.00	
Conferences/Business Events				
Conferences/Business Events	\$30,000.00	\$1,000.00	\$10,000.00	Ontario Tourism Summit,
Total Conferences	\$30,000.00	\$1,000.00	\$10,000.00	
Office Expenses - Shared Services 66%				
Office Expenses	\$20,010.71	\$77,634.00	\$72,331.43	includes renovations, computers, desks, chairs
Total Office Expenses - Shared Services	\$20,010.71	\$77,634.00	\$72,331.43	
Prof. Fees and Services				
Professional Fees, Consultant Fees, Services	\$24,236.00	\$34,176.50	\$81,495.00	inlcudes one time expense for Governance Consultant
Total Prof. Fees and Services	\$24,236.00	\$34,176.50	\$81,495.00	
Other Expenses				
Promotion / Public Relations /Sponsorship, Event Platform	\$0.00	\$3,200.00	\$48,450.00	
Leadership Training	\$0.00	\$0.00	\$1,200.00	
Total Other Expenses	\$0.00	\$3,200.00	\$49,650.00	
Payroll & Related Expenses	2024 Budget	2024 Actual	2025 Budget	Comment
Salaries	\$277,296.00	\$286,727.00	\$607,760.00	Includes Bus Lot Staff * NEW
Employer Deductions	\$0.00	\$22,863.00	\$48,013.00	
Group Insurance	\$0.00	\$7,132.00	\$19,108.00	
Total Payroll and Related Expenses	\$277,296.00	\$316,722.00	\$664,871.00	
TOTAL EXPENSES	\$944,542.71	\$1,176,012.75	\$2,220,715.43	
Profit/Loss	-\$857,962.71	\$396,634.00	\$0.00	