TRAVEL NORTHWEST WISCON	SIN									
2025 UPDATED BUDGET 12-5-2		†								
Total Board Approved Spendin		2.177.20					_			
Total board Approved Spelluli	15 Amount. 302	-,				<del> </del>	<u> </u>			
REVENUE										
		Dues		\$36,000						
		Fishing Opener		\$2,000						
		Interest 2024 BALANCE - UNALLOCATED REVEN		\$25,000.00						
		2024 UNDERSPENDING	JE I	\$25,000.00	1	-				
		2024 GNDERSFEINDING		\$12,000						
TOTAL PROJECTED REVENUE				\$75,000						
EXPENDITURES										
EXPENDITURES										
					Revised 2025	Amt.		Balance		
Marketing Plan	Person Assigned	Project		Billing Entity	Budget	Expended	Date Paid	Remaining		
		,		,						
PRINT PUBLICATIONS (ITBEC)										
		DISTRIBUTION OF PUBLICATIONS								
	Mary Motiff	Distribution (external)			\$5,000.00	\$0.00		\$5,000.00		
	,	,,	Corridor Map Distribution/Trail Guide		. ,	1		, ,,		
			Distribution	5 Star Marketing, LLC						
	Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$1,500.00			\$1,112.12		
			Postage	2025 Q1		\$198.33				
			Postage	2025 Q2		\$96.41	9/18/25			
			Supplies	2025 Q1		\$46.56	5/1/25			
			TracPhone (or other digital voice mail) TracPhone (or other digital voice mail)	2025 Q1 2025 Q2		\$46.58				
			Tracerione (or other digital voice mail)	2023 Q2		340.36	5/10/23			
		ITBEC PUBLICATION PRINTING								
									25,000 guides for \$13,233; 40,000	
	Kaitlin	Outdoor and Trail Guide		Advanced Printing	\$13,233.00	\$0.00		\$13,233.00	guides is \$19,070 - Advanced Printing	
									Johnson Litho quote to print 60,000	
									maps - \$7,260 plus a one-time set	
									up/design fee (\$45/hr at 30-60 hours) -	2021 -55,000 maps \$7440 - UPDATE
	Brandi/Mary Mo	Corridor Maps		Johnson Litho	\$9,000.00	\$0.00		\$9,000.00	\$1350-\$2700	AND REPRINT TO NWRPC
DDINT DUDU CATIONS (DUDGU	ACED)									
PRINT PUBLICATIONS (PURCH	ASEDJ									
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT		\$1,846.00	\$0.00		\$1,846.00		
	IVICIISSA	IVIIV SHOW WIND WIND BELLEVILLE			31,040.00	30.00		31,040.00		
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	MSPN	\$2,104.20	\$0.00		\$2,104.20		
					. ,			, ,		
	Melissa	Midwest Rider	MAY/JUNE 25 - AUG/SEPT 25	MSPN	\$2,940.00			\$0.00		
			May/June 2025			\$1,470.00				
			Aug/Sept 2025			\$1,470.00	9/18/25			
	Manualdan	On Wissensin Outdoors		On Wissensin Outdoors	¢2.000.00	61 440 00		£1 440 00		
	Mary McP	On Wisconsin Outdoors	March/April 2025	On Wisconsin Outdoors	\$2,880.00	\$1,440.00 \$1,440.00		\$1,440.00		
		+	November/December25???	<u> </u>		31,440.00	3/20/25			
						<del>                                     </del>				
	Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$3,500.00	\$0.00		\$3,500.00		
		Print Ad Design								
WEB PUBLICATIONS (PURCHA		Web Publications								
	Sue (Kaitlin)	Snowtracks.com / ATV Tracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,000.00	\$1,500.00	9/18/25	(\$500.00)		
	C (K-i+li )	NA/ATI/A	MATUA Taril Ad Fall Avy I. St. Co.	Nietienel Materials	40	40		40		
	Sue (Kaitlin)	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$0.00	\$0.00	-	\$0.00		
WEBSITE				1		<del>                                     </del>				
WEDSITE	Mary Motiff	Website				-				
	IVIGI Y IVIOLIII	Website Updates		North of Eight Design	\$500.00	\$0.00		\$500.00		
L	l	1 a panesa	l .	1	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, ,,,,,,,		, ,5555.00	ı	

Total Budget					\$62,177.20	\$11,593.08		\$50,584.12		
Total Other Expenses					\$7,649.00	\$173.49		\$7,475.51		
					\$ .55.66	Ų., J. T.	-, 2020	<b>7220.31</b>		
		Bank Charges			\$400.00	\$173.49		\$226.51		
		Add i Approved Warketing Plan \$5			\$7,249.00	\$0.00	1/2025-	\$7,249.00		
		Chair's Account  Add'l Approved Marketing Plan \$\$			\$0.00 <b>\$7,249.00</b>	\$0.00	$\vdash$	\$7,249.00		
		Planning Commission Expenses			\$0.00		$\vdash$			
		Travel Overage			\$0.00					
Other Expenses									-	
Fotal Marketing Plan			<u> </u>	<u> </u>	\$54,528.20	\$11,419.59		\$43,108.61		
		300 000	TESTOTAL NEITEWAL	) is in the charmon	\$325.00	7200.00	3,20,23	\$37.00		
		JotForm	FEBRUARY RENEWAL	Ashland Chamber	\$325.00	\$288.00		\$37.00		
	IVIALY IVICE	CANVA	JULY BILLING	Ashland Chamber	\$150.00	\$0.00		\$150.00		
JODGENIF HONG	Mary McP	Constant Contact	PREPAYS SEPTEMBER	Ashland Chamber	\$600.00	\$0.00		\$600.00		
SUBSCRIPTIONS										
		ITBLC BOOTH			\$500.00	ŞU.UU	$\vdash$	\$300.00		
		Governor's Fishing Opener Sponsors  ITBEC Booth	nip 	NWRPC - WI Gov's Fishing Opener	\$1,000.00 \$500.00	\$1,000.00 \$0.00		\$0.00 \$500.00		
FISHING OPENER			1		44 000 00	44 000 00	2 /20 /25	40.00		
FIGURE ORFRED										
		Traveler Email - first row: \$450	Week of 8/7/2025	Laughlin Constable		\$450.00	6/12/25			
		Footer Ad: \$600	2/10-23/2025	Laughlin Constable		\$600.00				
	Mindy	Department of Tourism Co-op			\$1,050.00			\$0.00		
	Mary McP	Ad Words (SEO)		North of Eight /APG						
	Mary McP	Blogging Contract	September - August	North of Eight						
		·								
		Social media contract - N of 8 \$1949		North of Eight	70,000.00	\$1,949.00		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
	Marketing Cee	Contracted Services			\$5,300.00	\$1,949.00		\$3,351.00		
		_	Spring 2025 Facebook advertising			\$95.92	6/12/25			
	IVIEIISSA	Facebook Advertising (internal)	Spring 2025 Facebook advertising	Mercer Area Chamber of Commerce	\$800.00	<b>\$95.92</b> \$95.92		\$704.08		
SOCIAL MEDIA	Melissa				4000.00	400.00		4=====		
			Website Hosting 4/2025-3/2026	North of Eight		\$495.91	8/26/25			
			Domain renewal	North of Eight		\$20.88				
		Web Hosting/Maintence	April - March contract	North of Eight	\$700.00	\$516.79		\$183.21		
		ISSUU		Bayfield County Tourism	\$600.00	\$252.00		\$348.00		

TRAVEL NORTHWEST WISCON	SIN					
<b>2026 WORKING TENTATIVE BU</b>	JDGET					
Total Board Approved Spendi						
REVENUE						
		Dues	\$36,000			
		Fishing Opener				
		Interest	£10.0C1.0Z			
		2025 BALANCE - UNALLOCATED REVENU 2025 UNDERSPENDING	\$18,961.97			+
		2023 GINDERSPENDING				+
TOTAL PROJECTED REVENUE						+
						+
						+
EXPENDITURES						
Marketing Plan	Person Assigned	Project		Proposed 2026 Budget	Amt. Expended	Date Paid
PRINT PUBLICATIONS (ITBEC)						
		DISTRIBUTION OF PUBLICATIONS				
	Mary Motiff	Distribution (external)		\$7,000.00		
			Corridor Map Distribution/Trail Guide			
			Distribution			
	Mary McP	Brochure Distributiion (internal)		\$1,500.00		
			Postage			
			Supplies			
			TracPhone (or other digital voice mail)			
						+
						+
						+
PRINT PUBLICATIONS (PURCH	ASED)					+
Transfer of the control of the contr						+
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT	\$1,846.00		+
				72,213100		+
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	\$2,104.20		1
	Melissa	Midwest Rider	MAY/JUNE 26 - AUG/SEPT 26	\$2,940.00		
				4		
	Mary McP	On Wisconsin Outdoors	1 1 1 1 2 2 2 2	\$3,000.00		
	<del>                                     </del>		March/April 2026			
	<del>                                     </del>		November/December26			+
	Brad (Kaitlin)	Wisconsin Travel Guide	2027 Guido (OCTORER RAYMENT)	\$7,000.00		+
	Di du (Vaitilli)	I vviscorisiri Traver Guide	2027 Guide (OCTOBER PAYMENT)	\$7,000.00		

			T		
	DO::4055\				
WEB PUBLICATIONS (PU		Web Publications			
	Kaitlin	Snowtracks.com/ATVtracks	Banner ad header	\$1,500.00	
WEBSITE					
	Mary Motiff	Website			
		Website Updates		\$500.00	
		ISSUU		\$372.00	
		Web Hosting/Maintence	April - March contract 4/26 - 3/27	\$480.00	
			Domain renewal	\$25.00	
· · · · · · · · · · · · · · · · · · ·					
SOCIAL MEDIA					
	Melissa	Facebook Advertising (internal)		\$800.00	
		2. /			
	Marketing Cee	Contracted Services		\$2,500.00	
		Social media contract - N of 8 \$1949	Not in 2026		
		SEO APG			
	Mindy	Department of Tourism Co-op		\$1,500.00	
FISHING OPENER					
		Governor's Fishing Opener Sponsors	hip	\$1,000.00	
		ITBEC Booth		\$500.00	
				,	
SUBSCRIPTIONS					
222211111111111111111111111111111111111	Mary McP	Constant Contact	PREPAYS SEPTEMBER	\$600.00	
	IVIAI Y IVICE	CANVA	JULY BILLING	\$150.00	
				\$325.00	
		JotForm	FEBRUARY RENEWAL	\$325.00	
Total Marketing Plan			<u> </u>	\$35,642.20	
Total Marketing Plan				333,042.20	
Other Expenses					
Julie Expelises		Travel Overage		\$0.00	
		Planning Commission Expenses		\$0.00	
		Chair's Account		\$0.00	
		Add'l Approved Marketing Plan \$\$		70.00	
		Bank Charges		\$400.00	
		Dank Glaiges		9400.00	
Fotal Other Expenses			<u></u>	\$400.00	
TIE. TIME! Expenses					
Total Budget				\$36,042.20	