

Whitby Tourism Development Corporation Operating Results as of December 31, 2025

	<u>2025 Budget</u>	<u>2025 Actuals</u>	<u>Variance Fav./(Unfav.)</u>
Revenue			
Revenue - Municipal Accommodation Tax	\$ 150,000.00	\$ 318,328.46	\$168,328.46
Transfer from Reserve (Accum. Surplus)	\$ 70,000.00		(\$70,000.00)
Investments	\$ -		\$0.00
Total Revenue	\$ 220,000.00	\$ 318,328.46	\$98,328.46
Expenses			
Operation and Administration			
General Expenses	\$ 1,000.00	\$ 214.64	\$785.36
Memberships	\$ 2,000.00		\$2,000.00
Business Plan (2026 - 2028)	\$ 5,000.00		\$5,000.00
Catering/Food and Beverage	\$ 1,000.00		\$1,000.00
Board and Staff Training	\$ 1,500.00		\$1,500.00
Mileage	\$ 1,000.00		\$1,000.00
Insurance	\$0	\$ 307.00	(\$307.00)
Labour			
Book Keeper	\$ 10,000.00	\$ -	\$10,000.00
Legal Fees	\$ 15,000.00	\$ 2,915.40	\$12,084.60
Auditor/Accountant	\$ 10,000.00	\$ 3,000.00	\$7,000.00
Destination and Product Development			
Host in Whitby Grant Program	\$ 10,000.00	\$ 20,000.00	(\$10,000.00)
Special Project- Sponsorship of CCT Symposium (Note 3)	\$ 10,000.00	\$ 5,000.00	\$5,000.00
Research	\$ 6,000.00		\$6,000.00
Trail Development	\$ 5,000.00		\$5,000.00
Marketing and Promotion			
Marketing and Promotions Strategy (RFP)	\$ 50,000.00	\$ 1,130.00	\$48,870.00
Digital Strategy	\$ 5,000.00		\$5,000.00
Website Strategy (Development/Maintenance)	\$ 50,000.00		\$50,000.00
Public and Media Relations	\$ 7,500.00		\$7,500.00
Photography/Video	\$ 20,000.00	\$ 2,113.10	\$17,886.90
Paid Advertising/Print	\$ 10,000.00		\$10,000.00
Total Expenses	\$ 220,000.00	\$ 34,680.14	\$185,319.86
Net Revenue/(Expense)	\$0	\$283,648.32	\$283,648.32