

**Whitby Tourism Development Corporation
2026 Budget - Approved by WTDC Board**

	2026 Budget	<i>Comparison</i>	
		2025 Budget	2025 Actuals
Revenue			
Revenue - Municipal Accommodation Tax	\$385,000	\$150,000	\$318,328.46
Transfer from Reserve (Accum. Surplus)		\$70,000	
Investments		\$0	
Total Revenue	\$385,000	\$220,000	\$318,328.46
Expenses			
Operation and Administration			
General Expenses	\$1,000	\$1,000	\$214.64
Memberships	\$2,000	\$2,000	
Business Plan (2026 - 2028)	\$0	\$5,000	
Meeting Expenses	\$0	\$1,000	
Board and Staff Training	\$1,500	\$1,500	
Mileage	\$500	\$1,000	
Administrative Support	\$15,000		
Contracted Services			
Book Keeper	\$5,700	\$10,000	\$0.00
Legal Fees	\$5,000	\$15,000	\$2,915.40
Auditor/Accountant	\$10,000	\$10,000	\$3,000.00
Insurance	\$2,000	\$0	\$307.00
Destination and Product Development			
Host in Whitby Grant Program	\$80,000	\$10,000	\$20,000.00
Special Project	\$25,000	\$10,000	\$5,000.00
Research	\$6,000	\$6,000	
Trail Development	\$0	\$5,000	
Marketing and Promotion			
Marketing and Promotions Strategy (RFP)	\$50,000	\$50,000	\$1,130.00
Sponsorships	\$25,000		
Campaigns - Development	\$30,000		
Digital Strategy	\$10,000	\$5,000	
Website Strategy (Development/Maintenance)	\$30,000	\$50,000	
Public and Media Relations	\$10,000	\$7,500	
Photography/Video	\$15,000	\$20,000	\$2,113.10
Paid Advertising/Print	\$50,000	\$10,000	
Total Expenses	\$373,700	\$220,000	\$34,680.14
Transfer to Reserve	\$11,300		
Net Revenue/(Expense)	\$0	\$0	\$283,648.32