

FY26 Tourism Category 31 Expenditure as of 12-03-2025

Category	Description	FY26 Authority	FY26 YTD	FY26 Encumbered	Remaining Funds
31	Promotion & Advertising				
Activity	Total Expenditures				
Admin	Administrative:	\$ 587,042.00	\$ 266,080.53	\$ 320,961.47	\$ -
Marketing	Marketing:	\$ 15,561,000.00	\$ 2,563,461.88	\$ 12,997,538.12	\$ -
Industry Development	Domestic:	\$ 504,500.00	\$ 130,555.15	\$ 373,944.85	\$ -
	International:	\$ 2,128,000.00	\$ 454,216.29	\$ 1,673,783.71	\$ -
PR	Media:	\$ 974,500.00	\$ 218,217.20	\$ 756,282.80	\$ -
	Rural Roundup:	\$ 85,000.00	\$ -	\$ 85,000.00	\$ -
Research	Research:	\$ 672,154.00	\$ 268,513.50	\$ 403,640.50	\$ -
	Unassigned:	\$ 71.00	\$ -	\$ -	\$ 71.00
	Total:	\$ 20,512,267.00	\$ 3,901,044.55	\$ 16,611,222.45	\$ -
	% Spent YTD:		19%	81%	0%

Category	Description	FY26 Authority	FY26 YTD	Encumbered	Remaining Funds
40	Rural Grants Program				
	Legislative Authority Amount:	\$ 1,500,000.00	\$ 260,476.34		
		Total Expenditures			
	Reno Tahoe Territory	\$ 365,000.00	\$ -	\$ 365,000.00	\$ -
	Cowboy Country Territory	\$ 290,000.00	\$ 40,255.00	\$ 249,745.00	\$ -
	Pony Express Territory	\$ 400,000.00	\$ 57,286.00	\$ 342,714.00	\$ -
	Nevada Silver Trails	\$ 275,000.00	\$ 162,935.34	\$ 112,064.66	\$ -
	Las Vegas Territory	\$ 100,000.00	\$ -	\$ 100,000.00	\$ -
	Indian Territory	\$ 25,000.00	\$ -	\$ 25,000.00	\$ -
	Statewide	\$ 45,000.00	\$ -	\$ 45,000.00	\$ -
		Total:	\$ 1,500,000.00	\$ 260,476.34	\$ 1,239,523.66
	% Spent YTD:		17%	83%	0%

DIVISION OF TOURISM (BA 1522)
BUDGET SUMMARY
FY26 BUDGET STATUS AS OF 12-03-2025

RECEIPTS & FUNDING				
GL	Description	FY26 Actuals	FY26 Budget	Difference
47	BEGINNING CASH	\$ 4,925.00	\$ 4,925.00	\$ -
3505	EDA-ARPA GRANT	\$ 165,065.19	\$ 1,370,192.00	\$ 1,205,126.81
3700	REGISTRATION FEES	\$ 16,575.00	\$ 57,482.00	\$ 40,907.00
4006	CALENDAR SALES	\$ 19,273.66	\$ 57,255.00	\$ 37,981.34
4025	MERCHANDISE SALES	\$ 932.00	\$ 1,388.00	\$ 456.00
4027	PUBLICATION SALES	\$ 1,666.45	\$ 8,838.00	\$ 7,171.55
4029	ADVERTISING SALES	\$ 32,835.00	\$ 231,084.00	\$ 198,249.00
4254	GIFTS & DONATIONS-STEWART	\$ 2,217.30	\$ 6,075.00	\$ 3,857.70
4517	SUBSCRIPTIONS	\$ -	\$ 5,104.00	\$ 5,104.00
4663	TRANS FROM TOURISM	\$ 13,206,789.50	\$ 26,413,579.00	\$ 13,206,789.50
TOTAL REVENUE:		\$ 13,450,279.10	\$ 28,155,922.00	\$ 14,705,642.90

EXPENDITURES				
Category	Description	Expended	Budget	Difference
1	PERSONNEL SERVICES	\$ 1,140,624.24	\$ 3,165,396.00	\$ 2,024,771.76
2	OUT OF STATE TRAVEL	\$ 11,013.37	\$ 29,692.00	\$ 18,678.63
3	IN STATE TRAVEL	\$ 20,454.70	\$ 53,152.00	\$ 32,697.30
4	OPERATING	\$ 207,000.99	\$ 408,252.00	\$ 201,251.01
11	MAGAZINE PRINTING EXPENSE	\$ 206,176.55	\$ 384,937.00	\$ 178,760.45
14	OUTSIDE POSTAGE	\$ 17,801.39	\$ 45,420.00	\$ 27,618.61
16	BOULDER CITY CHAMBER	\$ 16,182.34	\$ 47,240.00	\$ 31,057.66
17	CARSON CITY ADVENTURE CENTER	\$ 714.30	\$ 44,588.00	\$ 43,873.70
18	BOULDER CITY ADVENTURE CENTER	\$ 42.00	\$ 52,086.00	\$ 52,044.00
25	EDA - ARPA GRANT	\$ 678,334.35	\$ 1,370,192.00	\$ 691,857.65
26	INFORMATION SERVICES	\$ 30,741.87	\$ 81,857.00	\$ 51,115.13
31	PROMOTION & ADVERTISING	\$ 3,878,416.27	\$ 20,512,267.00	\$ 16,633,850.73
40	RURAL MATCHING GRANTS	\$ 260,476.34	\$ 1,500,000.00	\$ 1,239,523.66
42	WASHINGTON OFFICE	\$ -	\$ 254,925.00	\$ 254,925.00
82	DHRM COST ALLOCATION	\$ 9,049.00	\$ 18,098.00	\$ 9,049.00
88	ST COST PLAN RECOVERY	\$ 27,660.25	\$ 110,641.00	\$ 82,980.75
89	AG COST ALLOCATION PLAN	\$ 38,589.50	\$ 77,179.00	\$ 38,589.50
TOTAL EXPENDITURES:		\$ 6,543,277.46	\$ 28,155,922.00	\$ 21,612,644.54