NEW S	General Fund Wireless Equipment Replacement and							
NEW S	Wireless Equipment Replacement and						00.000	00.000
NEW S	Network Hardware Replacement and				95,000		90,000 240,000	90,000 335,000
G	Server Storage and Computing Hardware		275,000		55,555		,	350,000
	Total Accounting/Information Systems		275,000	75,000	95,000		330,000	775,000
	General and Admin Admin Printer Copier Replacement - 893 Southwood						35,000	35,000
	New Administration Building Total General and Admin				1,000,000 1,000,000	10,000,000 10,000,000		11,000,000 11,035,000
	Fotal General Fund		275,000	75,000	1,095,000			11,810,000
	Jtilities				, ,	,,,,,,,,,,		,,,,,,,,
	Public Works Shared							
_	Public Work Rolling Stock Adjust Utility Facilities in NDOT/WC Right-of-Way	64,017	160,000		Mayad ta One	rating Evnance		160,000
	Pavement Maintenance Utility Facilities	285,590			moved to Ope	erating Expense		
EX23100200 V	Web Site Redesign and Upgrade	10,000						
	Rain Gutter, Garage Door Openers, Drainage,	89,359						
	Public Works Billing Software Replacement	20,000						
	Pavement Maintenance, Res 3-1 WPS 4-2/5-1 Replace Public Works Front Security Gate	206,759				80,000		80,000
	Jtilities System and Plant Control Upgrades		250,000	1,000,000		00,000		1,250,000
	arge Format Printer Replacement						29,000	
T	Total Public Works Shared	675,725	410,000	1,000,000		80,000	29,000	1,519,000
	Solid Waste		100,000					400.000
	HHW Prefab Chemical Storage Building Fotal Solid Waste		120,000 120,000					120,000
	<i>Nater</i>							
112311	Watermain Replacement - Ponderosa Ranch	05.000	800,000					800,000
	Natermain Replacement - Alder Ave Natermain Replacement - Future	95,000 637,561		800,000	900,000	900,000	900,000	3,500,000
	R6-1 Tank Road Construction	037,301		130,000	300,000	900,000	300,000	130,000
- 1 11	R2-1 Reservoir Roof Replacement			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	340,000			340,000
11211	R-2 Interior Tank Rehabilitation			130,000				130,000
	Fire Hydrant Replacement Project	248,467		270,000	280,000			840,000
	Nater Reservoir Coatings and Site Improvements Nater Pumping Station Improvements	105,553 77,692	105,000		110,000	erating Expense 115,000		560,000
	Burnt Cedar Water Disinfection Plant	31,744	160,000		500,000			1,660,000
	SCADA Management Servers/Network - BCDP	,	100,000		300,000	300,000		100,000
	IMSs Software			60,000				60,000
	BCWDP Emergency Generator Fuel Tank	419,437						
	Replace Commercial Water Meters, Vaults, and	39,987				erating Expense	! 	75.000
	WPS Generator Fuel Tank Protection BCWDP Production Meter 24"	*Delayed Re-Budget FY27 *Delayed Re-Budget FY25			75,000	 erating Expense		75,000
	Residential Water Meter Replacements	Encumbered				erating Expense		
T	Total Water	1,655,441	1,165,000	2,000,000	2,205,000	1,805,000	1,020,000	8,195,000
	Sewer Effluent Pipeline Project	29,300,000	15,700,000	10,783,500			I 1	26,483,500
	Effluent Storage Tank	6,894,520	10,700,000		ill Receive 5.2	l 2 Mil in ACE Gra	nt	20,100,000
	SPS#1 Pump Sta. & Generator Bldg Roof	, ,		280,000				280,000
	Sewer Pumping Station Improvements	32,248	250,000	110,000	112,000	· · · · · · · · · · · · · · · · · · ·		707,000
_	Sewer Pumping Station 14 Improvements WRRF Roof Replacement	225 000			120,000	440,000		560,000
	Water Resource Recovery Facility Improvements	325,000 53,119			Moved to Ope	 erating Expense		
	Wetlands Effluent Disposal Facility Improvements	29,834	50,000		225,000			565,000
	Sewer Main Rehabilitation	98,740	105,000		340,000	350,000	360,000	1,705,000
	SCADA Management Servers/Network - WRRF Replace & Reline Sewer Mains, Manholes and			100,000				100,000
Α	Appurtenances				Moved to Ope	erating Expense)	
	Sewer Pump Station #1 Improvements	294,298			Marrad ta One			
	Effluent Repairs on NDOT Highway Total Sewers	41,800 37,069,559	16,105,000		797,000	erating Expense 1,020,000		30,400,500
T	Fotal Utilities	39,400,725	17,800,000	14,878,500	3,002,000	2,905,000	1,649,000	40,234,500
C	Community Services							
	Championship Golf		170,000	405.000	440.000	005.000	440.000	4 000 000
	Rolling Stock Championship Golf Cart Barn Siding		172,000 165,000		148,000	305,000	419,000	1,229,000 165,000
	Driving Range Nets		100,000			110,000		110,000
	Championship Course Bunkers			180,000	185,000	190,000		555,000
	Cart Path Replacement - Champ Course	165,374	195,000	187,500	55,000		55,000	492,500
	Oriving Range Improvements Championship Golf Course Electric Cart Fleet					37,000	620,000	37,000
	Replace Icemaker Champ Golf Course Cart Barn				11.070		020,000	620,000
_	Recoat Chateau F&B Grill and Catering kitchen				11,970		20.700	11,970 39,700
3153BD2001 R	Grille Furniture					35,200	39,700	39,700 35,200
Ĉ	Grille Patio Table and Chairs			58,227		33,200		58,227
	-····- · -···- · -······· - · · · ·							,
3142LE1741 2	2016 Bar Cart #724 2016 Bar Cart #725	Encumbered		00,==:				

	Material Storage Bins				275,000			275,000
21.42.0.02002	Practice Green Expansion	40.000				35,000	190,000	225,000
3143GC2002	Range Ball Machine Replacement Pavement Maintenance of Parking Lots - Champ	10,000 16,925			615,000			615,000
	Course & Chateau	10,925			015,000			615,000
	Total Championship Golf	192,299	532,000	610,727	1,289,970	712,200	1,323,700	4,468,597
	Mountain Golf							
	Rolling Stock		13,000					13,000
NEW	Wash Pad Improvements		13,000		100,000			100,000
3241LI2001	Mountain Golf Course Cart Path Replacement	Encumbered			.00,000			.00,000
	Irrigation Improvements	12,831						
NEW	Mountain Course Fuel Tank Replacement			100,000	500,000			600,000
3242LE1726	2016 Bar Cart #726	Encumbered						
NEW	Irrigation System Replacement						1,000,000	1,000,000
3242LI1204	Pavement Maintenance of Parking Lots - Mountain Course Greens, Tee's Bunkers	29,900						
NEW	Mountain Course Greens, Tee's Bunkers Mountain Course 58 Cart Fleet			491,200				491,200
INE W	Total Mountain Golf	42,731	13,000		600,000		1,000,000	2,204,200
			Proposed	Proposed FY	Proposed FY	Proposed FV	Proposed	Five Year
			FY 2024-25	2025-26	_	-	FY 2028-29	Total
	Project Title							
	Facilities							
	Resurface Patio Deck Replace Railings Replace			27,500				27,500
	Rock			,,				
	Chateau Community Room Ceiling and Beam			25,000				25,000
	Refurbishing							
	Upgrade Chateau Community Room Lighting				25,620			25,620
	Control Partable Pere			40.075				40.075
	Portable Bars Catering Ceremony Chairs			18,375	16,000			18,375 16,000
	Replace Banquet Serviceware		75,000		10,000		72,000	147,000
	Banquet Tables		70,000	10,000		35,090		45,090
	Carpet Replacement at the Chateau			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		55,555	55,500	55,500
	Paint Exterior Chateau					52,500		52,500
	Furniture for Chateau					14,850		14,850
		8,308						
	Paint Exterior of Chateau	22,300						
3350BD1505	Paint Interior of Chateau	Completed				19,800		10.900
	Landscape Improvements at Aspen Grove Total Facilities	30,608	75,000	80,875	41,620		127,500	19,800 447,235
	Ski							
Rolling Stock	Fleet Rolling Stock		775,000					775,000
8	Ski Way and Diamond Peak Parking Lot			-	480,000	6,300,000		6,780,000
	Reconstruction							
	Ski Lodge Facilities - Install Kitchen Grease			300,000				300,000
	Interceptor	440.404	475.000					475.000
	Replace Ski Lodge Facility Equipment- Electrical Entrance	110,494	175,000					175,000
	Base Lodge Walk in Cooler and Food Prep	Complete						0
	(kitchen) Reconfiguration	Complete						o
	Diamond Peak Fuel Storage Facility			750,000				750,000
NEW	Ski Lodge Facilities - Resurface Concrete Deck				to Operating I	Expense		0
3453FF1706	Replace Main Lodge/Snowflake Lodge Dining			54,000				54,000
	Furniture and Fixtures							
	Replacement of Main and Snowflake Lodge Kitchen			20,000				20,000
					250,000		500,000	750,000
	Crystal Express Ski Lift Maintenance and Improvements				250,000		300,000	750,000
3469LI1105	Pavement Maintenance Diamond Peak and Ski	65,040						
	Way							
3499BD1710	Diamond Peak Facilities Floor Material	17,865						
	Lakeview Ski Lift Meintenance and Improvements					210,000		210,000
2462HE1701	Lakeview Ski Lift Maintenance and Improvements			150,000		210,000		210,000
3462HE1701	Lodgepole Ski Lift Maintenance and Red Fox Ski Lift Maintenance and Improvements	63,441	75,000				200,000	350,000 75,000
3464SI1002		375,189	100,000		200,000			300,000
	Replace Ski Rental Equipment	110,100	300,000		160,000		310,000	770,000
3653BD1502	Replace 1966 Snowflake Lodge	250,000				6,000,000		6,000,000
	Total Ski	992,129	1,425,000	1,274,000	1,090,000	12,510,000	1,010,000	17,309,000
			Proposed	Proposed FY	Proposed FY	Proposed FY	Proposed	Five Year
			FY 2024-25	2025-26	2026-27	2027-28	FY 2028-29	Total
	Project Title							
	Parks							
	Rolling Stock Park		35,000	40,000	161,100	122,000	108,000	466,100
	Replace Playground - Ridgeline Park				250,000			250,000
	Aspen Grove Flatscape and Retaining Wall			250,000				250,000
	Enhancement and Replacement							
	Storage Container shed/builling replacement				20,000			20,000
	B . B. 1. B . 1. 1				E00 000			500,000
	Preston Field Retaining Wall Replacement				500,000			
/270DD2202	Ridgeline fields at Incline Park bleacher	A76 074			75,000			75,000
4378BD2202	Ridgeline fields at Incline Park bleacher	476,971	60,000		•			

	Replace Playgrounds - Preston			500,000		40.000		500,000
	Fencing Repair Ridgeline Park and Preston Field Erosion Control projects			45,000	10,000	10,000	40,000	65,000 40,000
	GPS Field Striper		30,000				40,000	30,000
	Parks Furnishings		30,000	20,000	10,000	10,000	10,000	50,000
	Resurface and coat Preston Park Bathroon			20,000	10,000	10,000	10,000	00,000
4378LI1403	Pavement Maintence- Preston	16,127						
4378LI1602	Pavement Maintence- Overflow Parking	13,488						
4378LI1802	Pavement Maintence- Incline Park/ Parks	47,750						
	Parks Pavement Maintence	Will Fund with Carryforward		50,000		28,000		166,000
	Total Parks	554,336	125,000	905,000	1,056,100	170,000	216,000	2,472,100
	Tennis							
	Reconstruct Tennis Courts 5 thru 7	Unfunded		2,500,000	1			2,500,000
	Reconstruct Tennis Courts 3 thru 4	Unfunded		2,000,000	1,500,000			1,500,000
	Reconstruct Tennis Courts 1 and 2	Unfunded			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1,500,000		1,500,000
	Resurface Tennis Courts 8-9-10-11(Pickleball			19,000	-			19,000
4588LI1201	Pavement Maintence- Tennis	7,604						
	Ball Machines for Tennis Center				17,000			17,000
	Total Tennis	7,604		2,519,000	1,517,000	1,500,000	-	5,536,000
	Describes Contain							
40041 1110037	Recreation Center Recreation Center Pavement Maintenance	15,512		40,000	20,000			60,000
	Website Redesign and upgrade	33,644		40,000	20,000			60,000
	Rec Center Exterior Wall Waterproofing & French	86,777		77,000				77,000
10100000000	Drain - Xeroscape	30,777		. 1,000				, , , , , , ,
	Active Network POS	32,000						
	Recreation Center & Tennis Parking Lot				1,450,000			1,450,000
	Reconstruction and BMPs							
NEW	Replaster Recreation Center Pool		100,000					100,000
	Pool Facility Deck/Floor Re-coat and ceiling improvements			38,000				38,000
	Pool Starter block replacement			48,000				48,000
NEW	Diving Board replacement		40,000					40,000
NEW	Replace Bird Netting		40,000	17,720				17,720
4886LE0001	Fitness Equipment	82,381	57,200			63,760	65,000	295,960
	Recreation Center Printer Copier Replacement	,,,,,,	,	25,000		,		25,000
	980							
BI24350100	HVAC System Replacement	Encumbered	1,035,000					2,070,000
	Cardio Strength Room Downstairs Flooring			60,000				60,000
	Electronic Key Entry			130,000				130,000
NEW	Pool Sub Structure Investigation	050 244	20,000		1 529 700	62.760	65,000	20,000
NEW	Pool Sub Structure Investigation Total Recreation Center	250,314	20,000 1,252,200		1,528,700	63,760	65,000	20,000 4,431,680
NEW		250,314 2,070,021		1,522,020				
NEW	Total Recreation Center		1,252,200 3,297,200	1,522,020 6,597,822	6,067,290	14,908,200	3,526,200	4,431,680 34,396,712
NEW	Total Recreation Center		1,252,200 3,297,200 Proposed	1,522,020 6,597,822 Proposed FY	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year
NEW	Total Community Services		1,252,200 3,297,200 Proposed	1,522,020 6,597,822	6,067,290 Proposed FY	14,908,200	3,526,200	4,431,680 34,396,712
NEW	Total Recreation Center Total Community Services Project Title		1,252,200 3,297,200 Proposed	1,522,020 6,597,822 Proposed FY	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year
NEW	Total Recreation Center Total Community Services Project Title Beaches		1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year Total
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches		1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year Total 35,000
NEW	Total Recreation Center Total Community Services Project Title Beaches		1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year Total
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and		1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY	14,908,200 Proposed FY	3,526,200 Proposed	4,431,680 34,396,712 Five Year Total 35,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS	2,070,021	1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY	14,908,200 Proposed FY 2027-28	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement	2,070,021	1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS	2,070,021	1,252,200 3,297,200 Proposed FY 2024-25	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables	2,070,021 32,000	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000	1,522,020 6,597,822 Proposed FY 2025-26	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 150,000
NEW	Total Recreation Center Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 150,000 170,000 190,000
NEW	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 150,000 170,000 190,000 100,000
NEW	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 170,000 170,000 190,000 100,000 30,000
NEW	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 170,000 170,000 190,000 30,000 15,000
	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 15,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 170,000 170,000 190,000 30,000 15,000 15,000
NEW 3972BD2102	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement	2,070,021 32,000 *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 15,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 50,000 170,000 170,000 190,000 30,000 15,000
	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 15,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 100,000 30,000 15,000 400,000
	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 15,000	6,067,290 Proposed FY 2026-27	14,908,200 Proposed FY 2027-28 40,000 22,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 100,000 30,000 15,000 400,000 350,000
	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 15,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 30,000 15,000 400,000 350,000 500,000 835,000 600,000
	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget 56,538 *3973LI1302 - CF will be	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000
3972BD2102	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement *	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget *56,538 *3973LI1302 - CF will be 3,948,750	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget *Delayed - ReBudget *3973LI1302 - CF will be 3,948,750 75,000	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102 3973LI1302 3970BD2601	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device	*3973Ll1302 - CF will be 3,948,750 75,000 Completed	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget *Delayed - ReBudget *3973LI1302 - CF will be 3,948,750 75,000	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704 3972LI1201	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device Beach Furnishings Pavement Maint - Incline Beach	*3973Ll1302 - CF will be 3,948,750 75,000 Completed	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704 3972LI1201 3972LI1202	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device Beach Furnishings	*3973LI1302 - CF will be 3,948,750 75,000 Completed 31,000	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 20,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000 50,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000 350,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 835,000 600,000 50,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704 3972LI1201 3972LI1202	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device Beach Furnishings Pavement Maint - Incline Beach Pavement Maint - Burnt Cedar Beach	*3973LI1302 - CF will be 3,948,750 75,000 Completed 31,000	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 15,000 15,000 400,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000 50,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000	3,526,200 Proposed FY 2028-29 20,000 350,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 600,000 50,000 3,445,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704 3972LI1201 3972LI1202	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device Beach Furnishings Pavement Maint - Incline Beach Pavement Maint - Burnt Cedar Beach Pavement Maint - Beaches (All) Total Beaches	2,070,021 32,000 *Delayed - ReBudget *Delayed - ReBudget *Delayed - ReBudget *3973LI1302 - CF will be 3,948,750 75,000 Completed 31,000 24,800 19,774 4,187,862	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 400,000 400,000 4,305,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 15,000 15,000 400,000 65,000 733,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000 50,000 19,000 789,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000 835,000 20,000 937,000	3,526,200 Proposed FY 2028-29 20,000 350,000 447,000	4,431,680 34,396,712 Five Year Total 35,000 55,000 40,000 150,000 170,000 190,000 15,000 400,000 350,000 500,000 600,000 50,000 3,445,000 181,000 7,211,000
3972BD2102 3973LI1302 3970BD2601 3972FF1704 3972LI1201 3972LI1202	Total Community Services Project Title Beaches Rolling Stock - Beaches Beaches Retaining Wall Enhancement and Replacement Active Network POS Storage Container Replacement Snack Bar Furnishings- picnic tables Ski Beach Boat Ramp Improvement Project Ski Beach Bridge (2) Replacement Burnt Cedar Beach Eastern Stormwater Improvements Beach Furnishings Central Irrigation Controller Upgrade Third Creek Fence Redesign and Replacement Ski and Incline Beach Landscape Enhancement Beach Access Improvements Reconstruct Pavement - Ski Beach Reconstruct Pavement, Incline Beach Pavement Reconstruction - Burnt Cedar Beach Replace Playgrounds - Beaches Replace Ski Beach Entrance Gate Incline Beach House and Access Project (Ski and Incline Beach Facility Replacement * Burnt Cedar Swimming Pool and site Burnt Cedar Beach Backflow Device Beach Furnishings Pavement Maint - Incline Beach Pavement Maint - Burnt Cedar Beach Pavement Maint - Beaches (All)	*3973LI1302 - CF will be 3,948,750 75,000 Completed 31,000 24,800 19,774	1,252,200 3,297,200 Proposed FY 2024-25 35,000 55,000 150,000 170,000 20,000 30,000 400,000 3,445,000	1,522,020 6,597,822 Proposed FY 2025-26 28,000 190,000 15,000 15,000 400,000 65,000 733,000	6,067,290 Proposed FY 2026-27 20,000 500,000 200,000 50,000 19,000 789,000	14,908,200 Proposed FY 2027-28 40,000 22,000 20,000 835,000 20,000 937,000	3,526,200 Proposed FY 2028-29 20,000 350,000 447,000	4,431,68 34,396,71 Five Year Total 35,00 55,00 40,00 150,00 170,00 190,00 30,00 15,00 400,00 350,00 500,00 835,00 600,00 50,00 3,445,00

History of IVGID Paid Advertising Budgets and Actuals			* Covid imp					mpacts in March * Covid year						
			FYE 2019				FYE 2020				<u>FYE 2021</u>			
CATEGORY	ACCOUNT	BUDGET		ACTUAL		BUDGET		ACTUAL		BUDGET		ACTUAL		
DIAMOND PEAK														
Paid Advertising Spending	340-34-980-7010	\$	160,000.00	\$	159,944.00	\$	166,000.00	\$	154,408.00	\$	75,000.00	\$	68,769.00	
Agency Fees	340-34-980-7010	\$	40,500.00	\$	40,500.00	\$	40,500.00	\$	40,500.00	\$	25,000.00	\$	20,969.00	
Trade Advertising Spending	340-34-980-7020	\$	80,000.00	\$	32,506.00	\$	80,000.00	\$	53,935.00	\$	-	\$	-	
GOLF COURSES - Champ & Mt Combined														
Paid Advertising Spending	320-31-980-7010	\$	58,500.00	\$	57,788.00	\$	58,500.00	\$	34,915.00	\$	=	\$	-	
Agency Fees	320-31-980-7010	\$	12,000.00	\$	12,000.00	\$	12,000.00	\$	11,000.00	\$	-	\$	-	
Trade Advertising Spending	320-31-980-7020	\$	8,000.00	\$	8,000.00	\$	8,000.00	\$	3,260.00	\$	-	\$	-	
FACILITIES														
Paid Advertising Spending	330-33-980-7010	\$	32,000.00	\$	32,020.00	\$	32,000.00	\$	27,855.00	\$	-	\$	-	
Agency Fees	330-33-980-7010	\$	9,000.00	\$	9,000.00	\$	9,000.00	\$	9,000.00	\$	-	\$	-	
TOTALS - ALL VENUES														
Total Paid Advertising Spending		\$	250,500.00	\$	249,752.00	\$	256,500.00	\$	217,178.00	\$	75,000.00	\$	68,769.00	
Total Agency Fees		\$	65,000.00	\$	65,000.00	\$	65,000.00	\$	64,000.00	\$	25,000.00	\$	20,969.00	
Total Trade Advertising Spending		\$	88,000.00	\$	40,506.00	\$	88,000.00	\$	57,195.00	\$	=	\$	-	
Total Paid + Fees + Trade		\$	403,500.00	\$	355,258.00	\$	409,500.00	\$	338,373.00	\$	100,000.00	\$	89,738.00	
	* P	rior to FYE 2021,	, EXL	fees were contr	acted	d at a set amoui	nt		* St	tarting this fisca	l year, l	EXL fees wer		

Facilities ROI Calculations	FYE	2022	FYE 2	023 through Jan.
Average Per Wedding Revenue Total # Weddings Total Wedding Revenue	\$ \$	15,709.00 85 1,335,265.00	·	18,998.00 34 645,932.00
Total # Leads Received Lead Conversion % (leads/weddings) Value per Lead Cost per Lead (paid advertising programs)	\$ \$	1,202 7.07% 1,110.87 31.00		517 6.58% 1,249.38 43.00