

## 2017/18 BUDGET SUMMARY

The current forecast for the financial year 2016/17 is to make an operating surplus of £8k. This forecast though is prior to the production of the December/January figures so may improve. Steps are being taken to try and meet the original budget of £51k.

A budget surplus of £23k is planned for 2017/18 this despite a reduction in the net CYC contribution of £100k and a number of new cost increases.

Key points about the 2017/18 budget are as follows:

1. Overall revenue for the company is budgeted to grow year on year by £33k. This is despite the year on year loss of three non-recurring items: the one-off, post flooding marketing campaign (£135k), the finish of Northern Tourism Growth Funding (£49k) and the decision not to repeat Venturefest (£129k). Revenue increases elsewhere have more than mitigated these losses.
2. Visit York membership revenue is budgeted to grow 3%, a reflection of the effort going into the benefits package and the current success in gaining new members.
3. Visitor Information Centre (VIC) revenue is budgeted to grow by 11% through a combination of additional Christmas merchandising and an expected upturn on sales of the York Pass with the return of Jorvik.
4. Investment in a new Visit York Website (estimated £50k expenditure) should result in additional digital revenue opportunities. An increase of £11.5k has been budgeted.
5. Leisure marketing revenue has reduced significantly as a result of the unrepeated marketing campaign referred to in point 1.
6. York Pass digital sales are budgeted to grow by £26k largely as a result of investing in a far superior website.
7. Publications revenue is stable maintaining the impressive levels achieved in 2016/17.
8. Revenue from the Shambles Market shows significant growth of £40k assuming a dividend from the investment put in this year. An increase in food court rents accounts for a good proportion of this.
9. Other city centre activity is also budgeted to grow significantly, reflecting the increased sales activity going into this area of the business.

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10. A 4% growth in Christmas activity revenue results from the continuous improvement of this festival each year.
11. Science City York includes revenue in and similar costs out for the SIAFS project. Venturefest comes out and there is investment in increasing activity with high growth businesses in the creative, digital/IT and bioscience sectors.
12. Business income is budgeted to grow by £20k through taking a more commercial approach to events and seminars.
13. Salary costs increase year on year as a result of the SIAFS project (3 additional staff), the full year effect of an increase in digital resource and an assumption of full staffing for the year.
14. Accountancy and payroll costs reduce significantly (£13k) to offset the appointment of the Head of Finance
15. Extra pension costs of £6k reflect auto enrolment on pensions.
16. Market rents increase by £100k per annum, the alternative to the CYC contribution reducing by £100k. The net CYC contribution to Make It York reduces to £424k, less than 10% of Make It York's overall revenue.
17. Computer depreciation rises by £10k per year due to the investment in the new Visit York website.