

# FY2023 Expenses

Total: \$962,872

- Non-Summer Marketing & Promotion: \$357,933
- Community Sustainability & Tourism Management: \$384,034
- Personnel & Operational Expenses: \$220,905

## COMMUNITY SUSTAINABILITY:

Explore Whitefish and our business members work collectively with the City of Whitefish and our supportive residential community to maintain the cultural, environmental, economic, and aesthetic integrity of Whitefish.

**Projects Included:** Housing Whitefish, Friend of the Fish campaign, Community & Sustainability Grants, Funding for the Sustainable Tourism Management Plan, The Whitefish Trail, Protect our Winters, Sponsorship of Local Athletes, Leave No Trace, etc.

## TOURISM MANAGEMENT:

Explore Whitefish is dedicated to protecting the quality of life for all our residents. Tourism Management is the practice of balancing the important economic benefits of visitation while managing its impact on our community. Management projects include wayfinding, visitor information, and messaging.

