

Port of Pasco

2024 Budget



**Port of Pasco
2024 Budget**

2024 Preliminary Budget	Port	Airport	2024 Budget
Projected Beginning Year Cash on Hand	\$18,291,000	\$21,062,000	\$39,353,000
Revenues			
Operating Revenue	\$5,293,500	\$12,617,000	\$17,910,500
Taxes	\$2,900,000	\$0	\$2,900,000
Taxes - TIF	\$700,000	\$0	\$700,000
CFC Funds	\$0	\$910,000	\$910,000
PFC Funds	\$0	\$1,725,000	\$1,725,000
Contributions:			
Federal Grants	\$3,400,000	\$27,987,000	\$31,387,000
State Grants	\$5,586,500	\$1,250,000	\$6,836,500
Other	\$165,000	\$0	\$165,000
Loan Proceeds	\$3,078,750	\$0	\$3,078,750
Miscellaneous	\$425,000	\$381,500	\$806,500
Leasehold Taxes 12.84%	\$565,000	\$295,000	\$860,000
Total Revenues	\$22,113,750	\$45,165,500	\$67,279,250
Total Revenues & Beginning Cash	\$40,404,750	\$66,227,500	\$106,632,250
Expenses			
Operating & Administration Expenses	\$4,180,500	\$8,969,000	\$13,149,500
Depreciation Expense	\$2,435,000	\$6,765,000	\$9,200,000
Promotional Hosting	\$21,500	\$19,000	\$40,500
Revenue & GO Bond Principle	\$664,404	\$1,431,055	\$2,095,459
Revenue & GO Bond Interest	\$416,000	\$705,000	\$1,121,000
Soils Clean-up	\$9,000	\$0	\$9,000
Miscellaneous	\$0	\$912,000	\$912,000
Leasehold Taxes 12.84%	\$565,000	\$295,000	\$860,000
Total Expenses	\$8,291,404	\$19,096,055	\$27,387,459
Capital Outlay & Cash Reserves	\$32,113,346	\$47,131,445	\$79,244,791
Total Expenditures & Cash Reserves	\$40,404,750	\$66,227,500	\$106,632,250

**Port of Pasco
2024 Budget**

Port & Airport	2024 Budget	2023 Budget	2023 Projected	Budget Variance
Operating Revenues				
Port	5,293,500	4,736,500	5,603,566	11.76%
Airport	12,617,000	10,578,000	12,452,799	19.28%
Total Operating Revenues	17,910,500	15,314,500	18,056,365	16.95%
Operating & Admin Expenses				
Port	(4,202,000)	(4,004,000)	(3,837,276)	4.95%
Airport	(8,988,000)	(7,249,000)	(7,593,242)	23.99%
Total Operating & Admin Expenses	(13,190,000)	(11,253,000)	(11,430,518)	17.21%
Net Operating Income				
Port	1,091,500	732,500	1,766,290	49.01%
Airport	3,629,000	3,329,000	4,859,557	9.01%
Total Net Operating Income	4,720,500	4,061,500	6,625,847	16.23%
Nonoperating Revenue				
Port	13,176,500	11,298,750	9,402,092	16.62%
Airport	32,253,500	12,547,500	15,480,029	157.05%
Total Nonoperating Revenue	45,430,000	23,846,250	24,882,121	90.51%
Nonoperating Expenses				
Port	(425,000)	(321,500)	(396,013)	32.19%
Airport	(1,617,000)	(1,000,500)	(1,354,625)	61.62%
Total Nonoperating Expenses	(2,042,000)	(1,322,000)	(1,750,638)	54.46%
Nonoperating Income (Loss)				
Port	12,751,500	10,977,250	9,006,079	16.16%
Airport	30,636,500	11,547,000	14,125,404	165.32%
Total Non-Operating Income (Loss)	43,388,000	22,524,250	23,131,482	92.63%
Depreciation				
Port	(2,435,000)	(2,000,000)	(2,435,000)	21.75%
Airport	(6,765,000)	(6,250,000)	(6,765,000)	8.24%
Total Depreciation	(9,200,000)	(8,250,000)	(9,200,000)	11.52%
Net Income				
Port	10,316,500	8,977,250	6,571,079	14.92%
Airport	23,871,500	5,297,000	7,360,404	350.66%
Total Net Income	34,188,000	14,274,250	13,931,482	139.51%

**Port of Pasco
2024 Budget**

Port	2024 Budget	2023 Budget	2023 Projected	Budget Variance	Budget Variance Comments
Operating Revenues					
Big Pasco Industrial Center	4,749,000	4,145,000	4,990,513	14.57%	Occupancy rate & increased rents
The Wharf	57,000	84,000	89,607	-32.14%	Vacancies (Ideal Tarp)
Container Terminal	127,000	166,000	152,833	-23.49%	Adjust land leases to actual, barges vary
Osprey Pointe	271,500	251,500	279,750	7.95%	100% occupancy + rate increases
Reimann Industrial Center	44,000	45,000	44,395	-2.22%	Farm income
Pasco Processing Center	45,000	45,000	46,468	0.00%	Rail fees
PIC395	-	-	-	0.00%	No income budgeted
Total Operating Revenues	5,293,500	4,736,500	5,603,566	11.76%	
Operating Expenses					
Big Pasco Industrial Center	(3,413,600)	(3,223,450)	(3,093,216)	5.90%	Building maintenance, utilities & allocations
The Wharf	(114,180)	(86,830)	(75,492)	31.50%	Increased marine insurance & allocations
Container Terminal	(128,770)	(149,745)	(137,421)	-14.01%	Portion of marine insurance moved to Wharf
Osprey Pointe	(279,250)	(267,195)	(261,665)	4.51%	Increased bldg maintenance & allocations
Reimann Industrial Center	(73,200)	(82,880)	(88,125)	-11.68%	Reallocated pollution insurance
Pasco Processing Center	(9,500)	(9,000)	(7,190)	5.56%	Increased miscellaneous expenses
PIC395	-	(3,000)	(700)	-100.00%	No expenses budgeted
Administration	(183,500)	(181,900)	(173,468)	0.88%	Salaries, insurance, office supplies & tech
Total Operating Expenses	(4,202,000)	(4,004,000)	(3,837,276)	4.95%	
Net Operating Income					
Big Pasco Industrial Center	1,335,400	921,550	1,897,297	44.91%	
The Wharf	(57,180)	(2,830)	14,114	-1920.49%	
Container Terminal	(1,770)	16,255	15,412	-110.89%	
Osprey Pointe	(7,750)	(15,695)	18,086	50.62%	
Reimann Industrial Center	(29,200)	(37,880)	(43,730)	22.91%	
Pasco Processing Center	35,500	36,000	39,278	-1.39%	
PIC395	-	(3,000)	(700)	-100.00%	
Administration	(183,500)	(181,900)	(173,468)	-0.88%	
Total Net Operating Income	1,091,500	732,500	1,766,290	49.01%	

**Port of Pasco
2024 Budget**

Port	2024 Budget	2023 Budget	2023 Projected	Budget Variance	Budget Variance Comments
Nonoperating Revenues					
Tax Revenue	2,900,000	2,750,000	2,678,273	5.45%	1% plus new construction
Tax Revenue - TIF	700,000	-	4,366	100.00%	Unknown TIF collections
Receipts in Lieu of Taxes	60,000	60,000	51,378	0.00%	
Interest Income	203,000	42,500	487,559	377.65%	Higher interest rate
Gain on Disposal	-	-	2,853,784	0.00%	PIC395 land sales
Grants - Federal - RIC Last Mile	3,400,000	-	-	100.00%	
Grants - State	5,500,000	6,200,000	1,031,936	-11.29%	RIC Phase 1
Grants - CERB	86,500	86,250	-	0.29%	RIC Phase 1 Rail
Grants - County .09 Funds	165,000	2,000,000	2,134,795	-91.75%	RIC Phase 1 Roads & Sewer
Loan Repayment - Airport	162,000	160,000	160,000	1.25%	Argent Road improvements
Total Nonoperating Revenue	13,176,500	11,298,750	9,402,092	16.62%	
Nonoperating Expenses					
Interest Expense	(416,000)	(274,000)	(348,779)	51.82%	Debt service
Soils Clean-up	(9,000)	(12,500)	(12,234)	-28.00%	
Election Expense	-	(35,000)	(35,000)	-100.00%	Every other year
Total Nonoperating Expenses	(425,000)	(321,500)	(396,013)	32.19%	
Nonoperating Income (Loss)	12,751,500	10,977,250	9,006,079	16.16%	
Net Income Before Depreciation	13,843,000	11,709,750	10,772,369	18.22%	
Balance Sheet Transactions					
Debt Proceeds	3,078,750	9,608,750	7,186,829	-67.96%	CERB & TIF Bond
Debt Principle Payments	(664,404)	(647,526)	(647,526)	2.61%	Principal payments
Debt Principle Payments TIF	(273,612)	(110,000)	-	148.74%	
Loss on Disposal	-	-	4,501,000	0.00%	PIC395 land sales
Capital Projects Cash Funded	(3,140,000)	(5,401,787)	(3,177,127)	-41.87%	
Capital Project Grant/Debt Funded	(8,830,250)	(17,895,000)	(10,353,559)	-50.66%	Port portion of capital projects
Total Balance Sheet Transaction	(9,829,516)	(14,445,563)	(2,490,383)	-31.95%	
Increase (Decrease) in Cash					
Before Capital Projects Cash Funded	7,153,484	2,665,974	11,459,112	168.33%	
After Capital Projects Cash Funded	4,013,484	(2,735,813)	8,281,985	-246.70%	

**Port of Pasco
2024 Budget**

Airport	2024 Budget	2023 Budget	2023 Projected	Budget Variance	Comments
Operating Revenues					
Airfield	2,733,000	2,456,000	2,857,662	11.28%	Increased landing fees, rates, & farm lease
Terminal	8,837,000	7,110,000	8,549,168	24.29%	Increased airline rates, terminal space, parking management fee removed from revenues (8.4%)
Industrial Center	839,000	805,000	849,627	4.22%	Rate increases
Business Center	195,500	195,500	183,218	0.00%	No increases
Recreational Center	12,500	11,500	13,124	8.70%	Rate & irrigation fee increases
Total Operating Revenues	12,617,000	10,578,000	12,452,799	19.28%	13.6% w/out added parking revenue
Operating Expenses					
Airfield	(3,653,334)	(3,145,660)	(3,285,172)	16.14%	Increased property insurance, pavement, paint, & equipment maintenance & allocations
Terminal	(4,537,794)	(3,419,808)	(3,520,506)	32.69%	Added Parking management expenses (\$615k/15.2%) expected to trend down. Increased janitorial, natural gas, weed control, technology upgrades & allocations
Industrial Center	(622,073)	(531,303)	(640,040)	17.08%	Increased utilities & building maintenance
Business Center	(129,940)	(113,010)	(107,490)	14.98%	Increased consultants & allocations
Recreational Center	(44,860)	(39,220)	(40,034)	14.38%	Increased irrigation fees & allocations
Total Operating Expenses	(8,988,000)	(7,249,000)	(7,593,242)	23.99%	15.71% w/out added parking expenses
Net Operating Income					
Airfield	(920,334)	(689,660)	(427,510)	-33.45%	
Terminal	4,299,206	3,690,192	5,028,662	16.50%	
Industrial Center	216,928	273,698	209,587	-20.74%	
Business Center	65,560	82,490	75,728	-20.52%	
Recreational Center	(32,360)	(27,720)	(26,910)	-16.74%	
Total Net Operating Income	3,629,000	3,329,000	4,859,557	9.01%	

**Port of Pasco
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Airport	2024 Budget	2023 Budget	2023 Projected	Budget Variance	Comments
Nonoperating Revenue					
Interest Income	381,500	32,500	831,095	1073.85%	Higher interest rates
Grants - Federal - FAA	25,187,000	6,708,000	8,590,277	275.48%	Taxiway G, runway shift design, sre design
Grants - CARES	2,800,000	3,293,000	3,262,780	-14.97%	Debt/principal payments
Grants - State	1,250,000	314,000	416,000	298.09%	CERB BC Road, aerospace site
CFC Revenue	910,000	550,000	671,352	65.45%	Increased rate to \$5/day from \$3/day
PFC Revenue	1,725,000	1,650,000	1,708,525	4.55%	Increased passengers
Total Nonoperating Revenue	32,253,500	12,547,500	15,480,029	157.05%	
Nonoperating Expenses					
Interest Expense	(705,000)	(740,500)	(708,742)	-4.79%	Debt service
Grant Projects	(750,000)	(100,000)	(485,884)	650.00%	SCASD Dallas
Loan Repayment - Port	(162,000)	(160,000)	(160,000)	1.25%	Argent Road improvements
Total Nonoperating Expenses	(1,617,000)	(1,000,500)	(1,354,625)	61.62%	
Nonoperating Income (Loss)	30,636,500	11,547,000	14,125,404	165.32%	
Net Income Before Depreciation	34,265,500	14,876,000	18,984,961	130.34%	
Balance Sheet Transactions					
Debt Proceeds	-	1,496,000	3,750,000	-100.00%	CERB BC Road/Taxi lane
Debt Pinciple Payments	(1,431,055)	(1,340,598)	(1,216,474)	6.75%	Principal payments
Capital Projects Cash Funded	(6,648,000)	(4,582,389)	(2,946,157)	45.08%	Airport portion of capital projects
Capital Project Grant/Debt Funded	(28,487,000)	(11,650,971)	(15,493,028)	144.50%	
CFC Funds	(940,000)	(561,000)	(852,461)	67.56%	
Total Balance Sheet Transaction	(37,506,055)	(16,638,958)	(16,758,120)	125.41%	
Increase (Decrease) in Cash					
Before Capital Projects Cash Funded	\$3,407,445	\$2,819,431	\$4,562,376	20.86%	
After Capital Projects Cash Funded	(\$3,240,555)	(\$1,762,958)	\$1,616,219	83.81%	
Increase (Decrease) in Cash w/out CARES					
Before Capital Projects Cash Funded	\$607,445	(\$473,569)	\$1,299,596	228.27%	
After Capital Projects Cash Funded	(\$6,040,555)	(\$5,055,958)	(\$1,646,561)	-19.47%	

**Port of Pasco
2024 Budget**

Port Allocation	2024 Percentages	2024 Budget	2023 Budget	Budget Variance	Comments
Maintenance (100% Allocation)					
Big Pasco Industrial Center	90.00%	(1,236,600)	(1,100,250)	12.39%	Increased salaries, benefits, training (CDL), travel, fuel, utilities, weed control, & equipment maintenance.
Marine Terminal	2.00%	(27,480)	(24,450)	12.39%	
Container Terminal	3.00%	(41,220)	(36,675)	12.39%	
RIC	0.00%	-	-	0.00%	
PPC - Allocate Direct Cost	0.00%	-	-	0.00%	
PIC395	0.00%	-	-	0.00%	
Osprey Pointe	5.00%	(68,700)	(61,125)	12.39%	
	100.00%	(1,374,000)	(1,222,500)	12.39%	
Administration (90% Allocation)					
Big Pasco Industrial Center	80.00%	(1,468,000)	(1,455,200)	0.88%	Increased salaries, insurance, office expenses, technical support, meetings & registrations & less retirees on medical.
Marine Terminal	2.00%	(36,700)	(36,380)	0.88%	
Container Terminal	3.00%	(55,050)	(54,570)	0.88%	
RIC	2.00%	(36,700)	(36,380)	0.88%	
PPC - Allocate Direct Cost	0.00%	-	-	0.00%	
PIC395	0.00%	-	-	0.00%	
Osprey Pointe	3.00%	(55,050)	(54,570)	0.88%	
Admin	10.00%	(183,500)	(181,900)	0.88%	
	100.00%	(1,835,000)	(1,819,000)	0.88%	

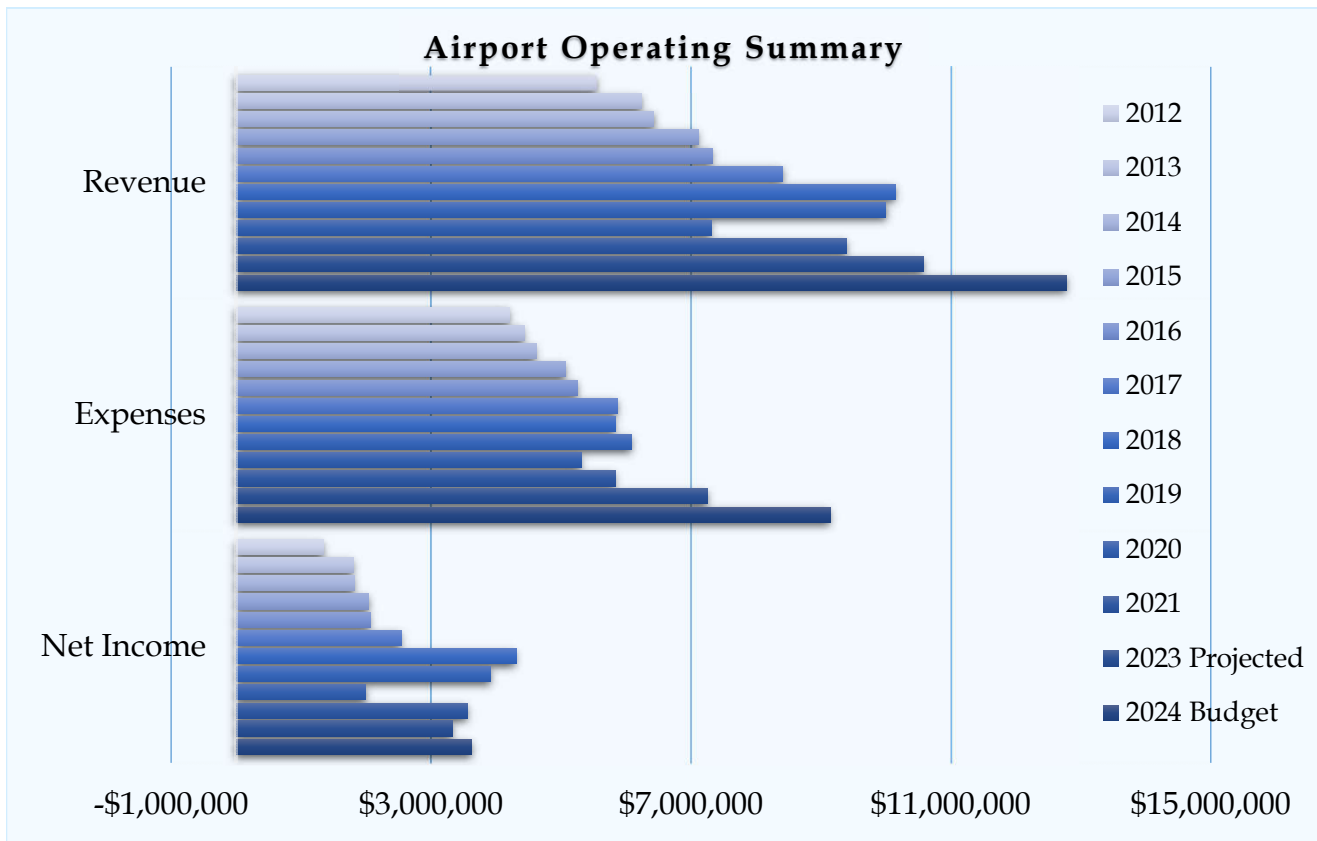
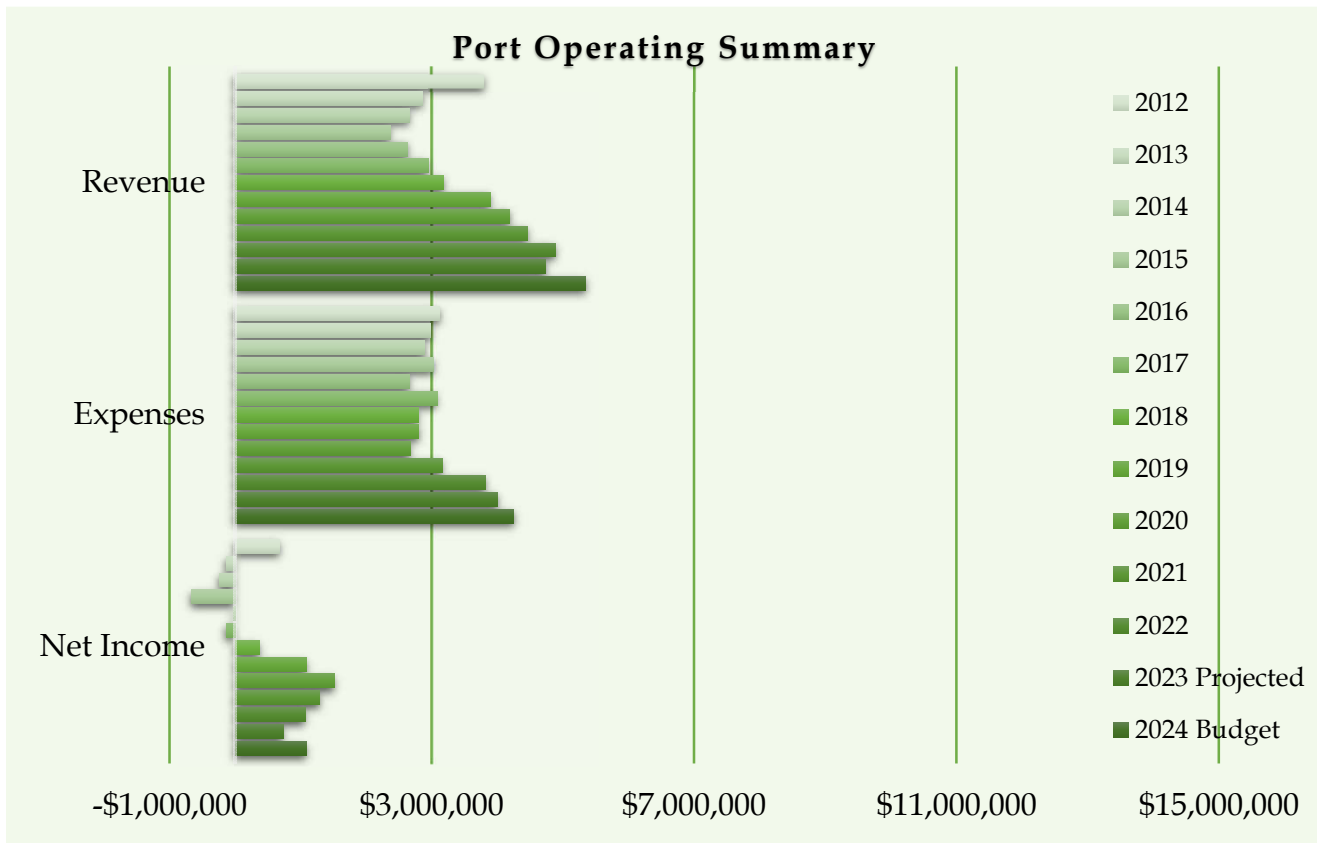
**Port of Pasco
2024 Budget**

Airport Allocation	2024 Percentages	2024 Budget	2023 Budget	Budget Variance	Comments
Security (100% Allocation)					
Airfield	36.00%	(467,460)	(342,540)	36.47%	Added 1 Leo & 1 guard position.
Terminal	54.00%	(701,190)	(513,810)	36.47%	Increased security equipment, badging costs, & vehicle maintenance.
Industrial Park	8.50%	(110,373)	(80,878)	36.47%	
Business Park	1.00%	(12,985)	(9,515)	36.47%	
Recreational Park	0.50%	(6,493)	(4,758)	36.47%	
	100.00%	(1,298,500)	(951,500)	36.47%	
Maintenance (100% Allocation)					
Airfield	50.00%	(561,250)	(512,750)	9.46%	Increased salaries, benefits, utilities, & equipment maintenance.
Terminal	35.00%	(392,875)	(358,925)	9.46%	
Industrial Park	11.00%	(123,475)	(112,805)	9.46%	
Business Park	3.00%	(33,675)	(30,765)	9.46%	
Recreational Park	1.00%	(11,225)	(10,255)	9.46%	
	100.00%	(1,122,500)	(1,025,500)	9.46%	
Administration (100% Allocation)					
Airfield	35.30%	(899,974)	(805,370)	11.75%	Increased airline incentives, advertising, marketing, insurance, salaries, benefits & travel expenses. Airline Incentive
Terminal	54.20%	(1,381,829)	(1,236,573)	11.75%	
Industrial Park	8.00%	(203,960)	(182,520)	11.75%	
Business Park	2.00%	(50,990)	(45,630)	11.75%	
Recreational Park	0.50%	(12,748)	(11,408)	11.75%	
	100.00%	(2,549,500)	(2,281,500)	11.75%	\$150,000. Concession per enplanement \$13.21. \$634,000 2024 concession revenue.
ARFF (100% Allocation)					
Airfield	85.00%	(1,172,150)	(986,000)	18.88%	Increased Vehicle equipment maintenance \$158,000 for purchase of new foam & cleaning the trucks.
Terminal	10.00%	(137,900)	(116,000)	18.88%	
Industrial Park	3.50%	(48,265)	(40,600)	18.88%	
Business Park	1.00%	(13,790)	(11,600)	18.88%	
Recreational Park	0.50%	(6,895)	(5,800)	18.88%	
	100.00%	(1,379,000)	(1,160,000)	18.88%	Increased ARFF contract amount to \$75,000.

**Port of Pasco
2024 Budget**

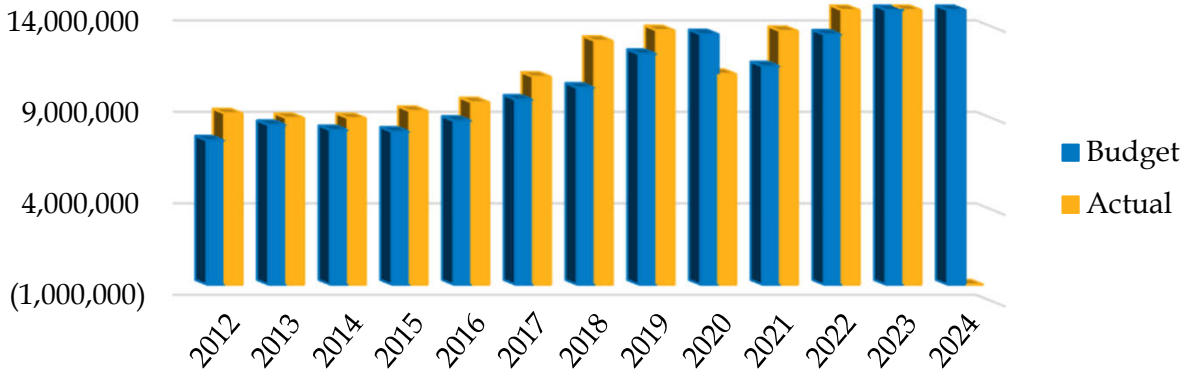
Port Administration Allocation	2024 Budget	2023 Budget	2023 Projected	Variance
Port Administrative Expenses				
Salaries	1,284,000	1,179,000	1,142,440	8.91%
Payroll Taxes / L&I	97,000	90,000	94,408	7.78%
Retirement	179,000	167,000	133,462	7.19%
Group Insurance	281,500	281,500	265,010	0.00%
Other Benefits	18,000	18,000	18,000	0.00%
Total	1,859,500	1,735,500	1,653,320	7.14%
Allocation to the Airport				
Hayden, Randy	40%	40%	40%	0.00%
Watts, Donna	70%	70%	70%	0.00%
McFadden, Stephen	25%	25%	25%	0.00%
Reyna, Mayra	25%	25%	25%	0.00%
French, Lori	50%	50%	50%	0.00%
Friesz, Tracy	15%	15%	15%	0.00%
Leahy, Ariel	75%	75%	75%	0.00%
Newman, Diane	70%	70%	70%	0.00%
Burney, Audrey	15%	15%	15%	0.00%
Rykman, Jean	50%	50%	50%	0.00%
Klindworth, Jim	50%	50%	50%	0.00%
Gordon, Vicki	50%	50%	50%	0.00%
Total	45%	45%	45%	0.00%
Total	787,000	742,000	719,703	
Port Office Expenses Allocation	50%	50%	50%	
Tech Support	50%	50%	50%	
Accounting & Auditing	50%	50%	50%	
Attorney Fees	50%	50%	50%	
Federal Representation	50%	50%	50%	
WPPA Expenses	25%	25%	25%	

**Port of Pasco
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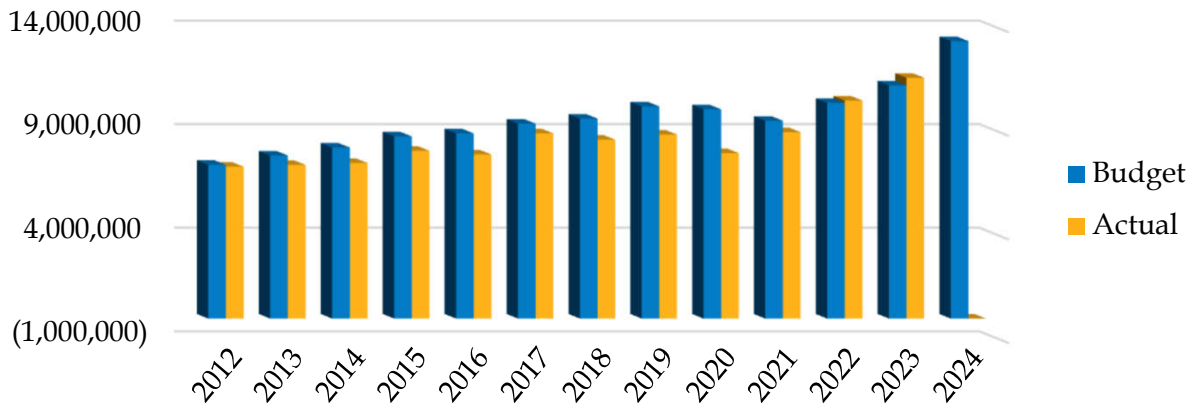


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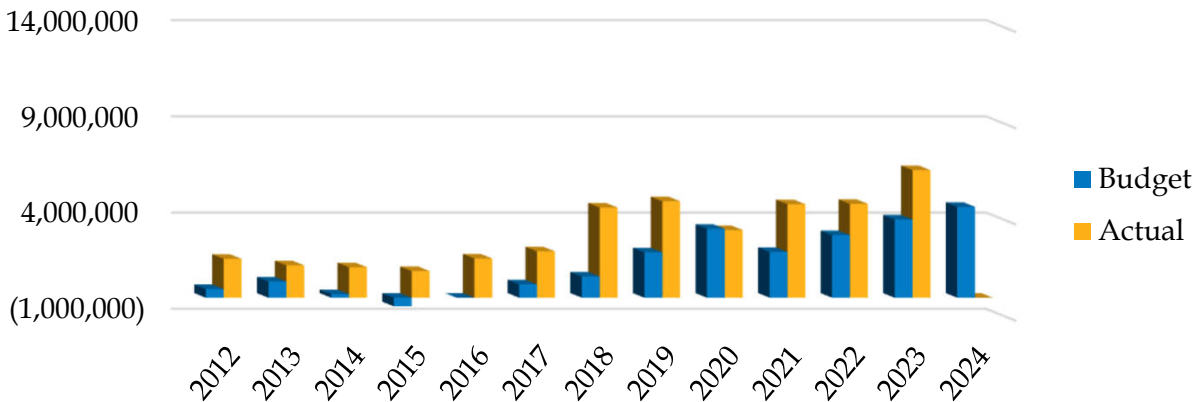
Revenues Budget vs Actual



Operating & Administration Expenses Budget vs Actual

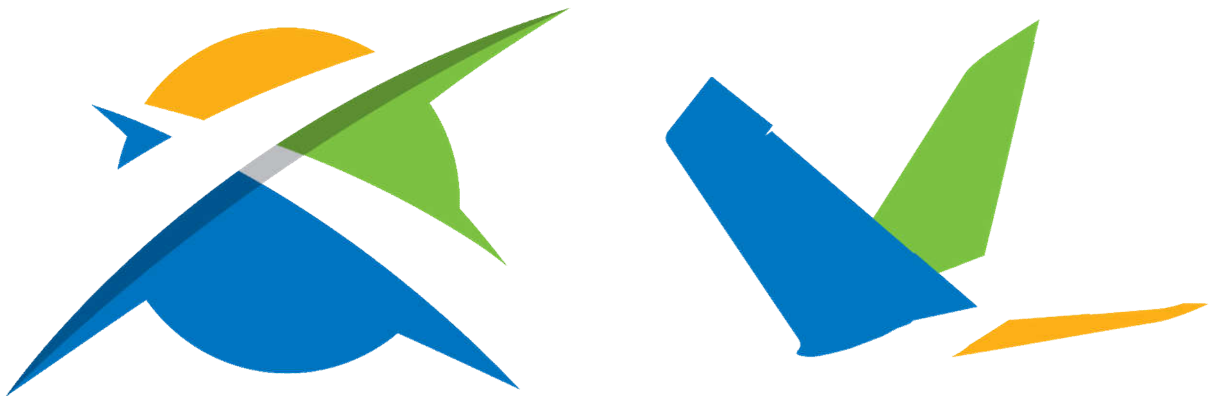


Operating Net Income Budget vs Actual



Port of Pasco

2024 Tax Levy

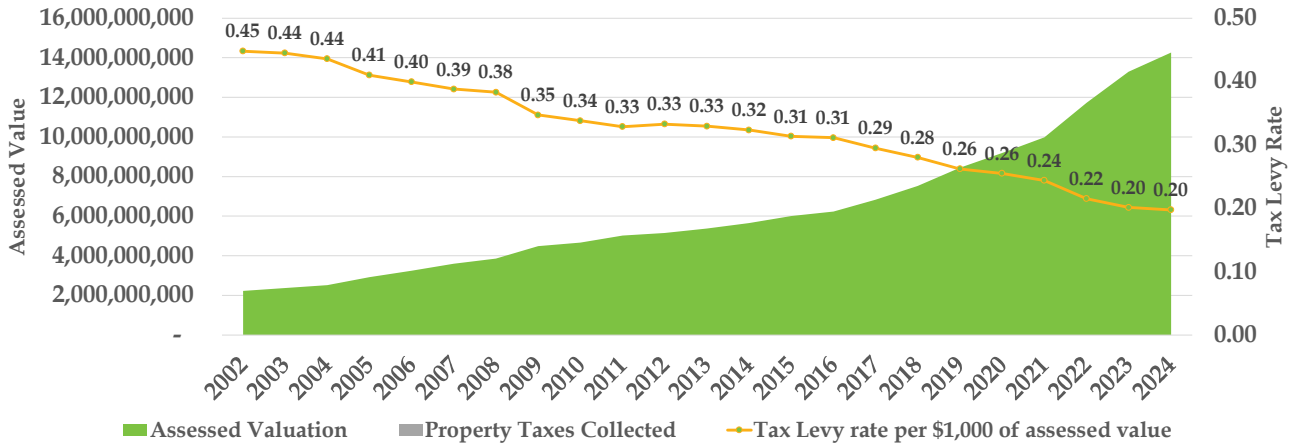


**Port of Pasco
2024 Preliminary Tax Levy**

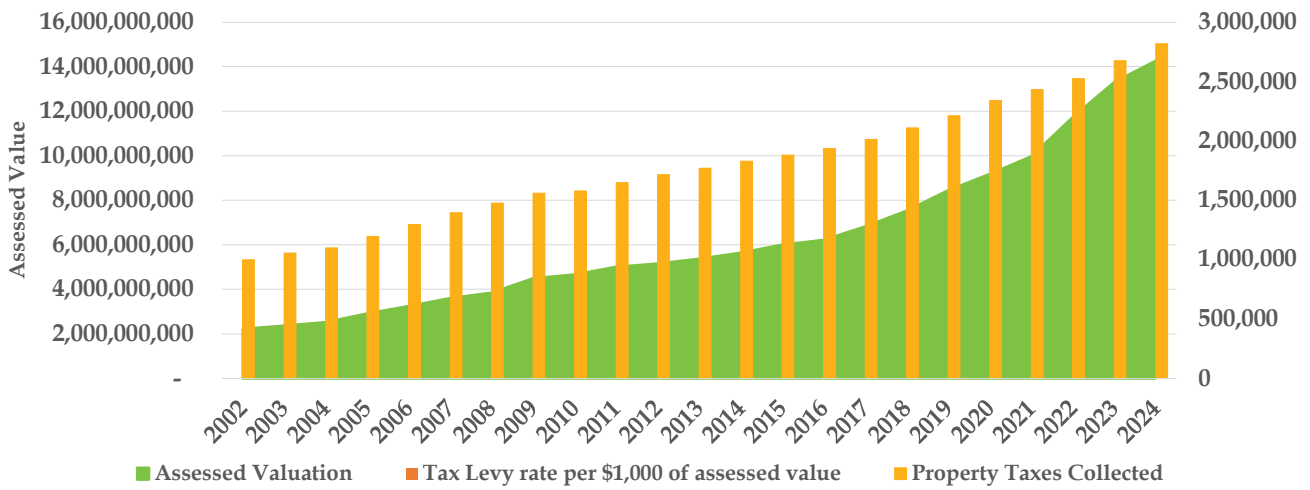
2024 Tax Levy	Assessed Value	Rate Per \$1000	Highest Regular Levy
2023 Actual Levy	13,700,789,582	x 0.19548 =	\$2,678,296
2024 1% Increase	2,678,296	x 1% +	\$26,783
2024 New Construction Increase	565,627,129	x 0.19548 +	\$110,571
2024 Increase in State Assess Property Value	10,640,000	x 0.19548 +	\$2,080
2024 Tax Levy with 1% + New Construction		=	\$2,817,730
2024 Preliminary Assessed Value	14,266,416,711	0.19751	\$2,817,730
2024 TIF Collections	Assessed Value	Percentage	Tax Collections
2022 TIF Incremental Value	6,200,000	x 2.34047	\$14,511
2024 TIF Incremental Value Increase	300,000,000	x 2.34047	\$702,142
2024 Preliminary TIF Assessed Value	293,800,000	x 2.34047	\$687,631
2024 Debt Limitations	Assessed Value	Percentage	Debt Limit
Voter Approved	13,294,903,122	0.75%	\$99,711,773
Non-Voter Approved	13,294,903,122	0.25%	\$33,237,258
Current LTGO Debt			Debt Amount
2012 GO			\$380,000
2019 BBB - RIC Land Purchase			\$736,080
2020 Bonds - Ref 2010 Bonds/LID			\$3,050,000
HAIEF - Airport Land			\$379,593
HAIEF - RIC Land Purchase			\$1,992,373
CERB 2009 - Parsons Building (Laggari)			\$205,848
CERB 2020 - RIC Phase 1 Railroad			\$488,750
CERB 2022 - BC Road/Taxilane			\$3,750,000
2022 Bonds - TIF RIC Phase 1			\$10,000,000
Total			\$20,982,644
Available Non-Voted Debt			\$12,254,614
Available Voted Debt			\$78,729,129
Available Industrial Development District			\$38,804,653

**Port of Pasco
2024 Preliminary Tax Levy**

Levy Rate & Tax Collections



Assessed Valuation & Tax Collections



	2023	2024
Assessed Valuation	13,294,903,122	14,266,416,711
Tax Levy rate per \$1,000 of assessed value	0.20113	0.19751
Property Taxes Collected	2,674,038	2,817,730

2024 Levy Options	Property Taxes Levied	Levy Rate	\$500,000 Home Change in Taxes
New Construction Only	\$2,788,867.04	0.20977	\$4.32
New Construction plus 1%	\$2,817,729.96	0.21194	\$5.40

Port of Pasco

Top Tenants



Port of Pasco Top Tenants

Port Tenants	Current Monthly Rent	Past 12 Months Rent
1 Mid-Columbia Warehouses, Inc.	\$ 114,865	\$ 1,064,906
2 Propak Logistics, Inc.	\$ 35,674	\$ 431,609
3 Apollo Sheet Metal	\$ 25,900	\$ 290,334
4 Aromatics, Inc.	\$ 24,508	\$ 274,392
5 Leggari	\$ 23,033	\$ 264,352
6 Zen Noh Hay Inc.	\$ 18,774	\$ 216,495
7 Solgen Power	\$ 17,254	\$ 205,576
8 U S Department of Commerce (NOAA)	\$ 13,266	\$ 158,309
9 Dura Plastics	\$ 11,997	\$ 144,003
10 Tri-City Delivery	\$ 11,442	\$ 141,370
Total	\$ 296,713	\$ 3,191,345

Tri-Cities Airport Tenants	Current Monthly Rent	Past 12 Months Rent
1 Republic Parking Systems	\$ 284,962	\$ 3,419,550
2 Delta	\$ 130,143	\$ 1,561,719
3 Horizon Airlines	\$ 96,109	\$ 1,153,314
4 United Airlines	\$ 63,798	\$ 765,571
5 Hertz Rent A Car	\$ 51,242	\$ 614,908
6 Avis	\$ 42,154	\$ 505,853
7 Allegiant Air	\$ 38,218	\$ 458,613
8 Battelle	\$ 34,893	\$ 418,714
9 National Car Rental Systems	\$ 34,365	\$ 412,381
10 Tailwind	\$ 18,306	\$ 227,346
Total	\$ 794,191	\$ 9,537,969

Port of Pasco

2024 Marketing Budget



**Port of Pasco
2024 Budget**

Port Marketing	2024 Budget	2023 Budget	2023 Projected	Budget Variance
Advertising				
Port Promotion - DPDA (Fiery Foods Festival)	\$5,000	\$10,000	\$10,000	-50.00%
Port Promotion (TC Hispanic Chamber - Festival)	\$2,000	\$2,000	\$1,250	0.00%
Port Promotion (Connell Chamber - Fall Festival)	\$500	\$500	\$500	0.00%
Port Promotion (Pasco Chamber - Ag Hall of Fame)	\$6,000	\$6,000	\$6,000	0.00%
Port Promotion (Pasco Chamber - Riverfest)	\$6,000	\$6,000	\$6,000	0.00%
Port Promotion (Pasco Chamber - Crawfest)	\$0	\$0	\$3,000	0.00%
Port Promotion (Pasco Chamber - Taco Crawl)	\$2,500	\$2,500	\$2,405	0.00%
Port Promotion (Colima-Pasco Association)	\$2,500	\$2,500	\$5,000	0.00%
Port Promotion (TBD - Commission Directed)	\$6,000	\$6,000	\$5,000	0.00%
Total Advertising	<u>\$30,500</u>	<u>\$35,500</u>	<u>\$39,155</u>	<u>-14.08%</u>
Marketing				
Recruitment Marketing (Site Market., 3D Models)	\$25,000	\$34,000	\$5,000	-26.47%
Archive Social	\$1,500	\$1,500	\$1,494	0.00%
Communications Plan	\$11,000	\$10,500	\$10,500	4.76%
General Marketing Support	\$34,000	\$34,000	\$34,000	0.00%
Total Marketing	<u>\$71,500</u>	<u>\$80,000</u>	<u>\$50,994</u>	<u>-10.63%</u>
Website				
Maintenance & General Updates	\$3,000	\$3,000	\$7,519	0.00%
Archive Social	\$4,000	\$0	\$1,238	100.00%
Total Website	<u>\$7,000</u>	<u>\$3,000</u>	<u>\$8,757</u>	<u>133.33%</u>
Marketing Miscellaneous				
Osprey Pointe Marketplace	\$5,000	\$5,000	\$5,000	0.00%
Regional Trade Shows (Ag Expo)	\$0	\$5,000	\$5,000	-100.00%
Video (State of the Ports)	\$2,000	\$1,500	\$1,494	33.33%
Total Marketing Miscellaneous	<u>\$7,000</u>	<u>\$11,500</u>	<u>\$11,494</u>	<u>-39.13%</u>
Newsletter				
Production, printing, & distribution (2 editions)	\$13,500	\$13,500	\$13,076	0.00%
Digital	\$5,000	\$0	\$0	100.00%
Total Newsletter	<u>\$18,500</u>	<u>\$13,500</u>	<u>\$13,076</u>	<u>37.04%</u>
Economic Development				
TRIDEC Annual Lead Generation	\$35,000	\$35,000	\$35,000	0.00%
Trade Shows (SelectUSA, Energy, Manufacturing)	\$10,000	\$10,000	\$10,000	0.00%
Lead Generation (Natl. Trade Shows)	\$7,500	\$7,500	\$0	0.00%
Port of Pasco/EWEDA Trade Shows	\$7,500	\$5,000	\$5,000	50.00%
Leadership Tri-Cities (Economic Development Day)	\$1,000	\$1,000	\$667	0.00%
TC Hispanic Chamber (SBDC Counselor)	\$5,000	\$5,000	\$0	0.00%
Total Advertising	<u>\$66,000</u>	<u>\$63,500</u>	<u>\$50,667</u>	<u>3.94%</u>
Travel Marketing/Economic Development				
Trade Shows	\$15,000	\$15,000	\$11,873	0.00%
Total Travel	<u>\$15,000</u>	<u>\$15,000</u>	<u>\$11,873</u>	<u>0.00%</u>
Total Port Marketing Budget	\$215,500	\$222,000	\$186,016	-2.93%

**Port of Pasco
2024 Budget**

Airport Marketing	2024 Budget	2023 Budget	2023 Projected	Budget Variance
Advertising				
Airport Promotion – Tri-Cities Dust Devils	\$7,500	\$7,500	\$6,000	0.00%
Airport Promotion – Tri-Cities Americans	\$5,500	\$5,500	\$6,000	0.00%
Airport Promotion – Visit Tri-Cities Guide	\$4,000	\$4,000	\$3,960	0.00%
Airport Promotion – Wine.com	\$2,000	\$2,000	\$2,025	0.00%
Airport Promotion – CBC	\$6,000	\$0	\$4,000	100.00%
Facebook and Google Search	\$36,500	\$30,000	\$30,000	21.67%
Semi-annual Direct Mail	\$0	\$22,000	\$22,000	-100.00%
Airport Passenger Spring Multit-Platform Campaign	\$24,000	\$54,000	\$54,000	-55.56%
Yakima Billboards	\$38,000	\$0	\$0	100.00%
Business Center	\$0	\$0	\$2,500	0.00%
Yakima Visitor's Guide	\$0	\$0	\$1,335	0.00%
Asset Area Photos	\$0	\$0	\$1,535	0.00%
Total Advertising	\$123,500	\$125,000	\$133,355	-1.20%
Marketing				
Social Media, Press Releases, New Service Planning	\$24,000	\$24,000	\$24,000	0.00%
Archive Social	\$1,500	\$1,500	\$1,494	0.00%
Passenger Appreciation	\$3,000	\$3,000	\$3,000	0.00%
Communications Plan	\$1,500	\$3,500	\$3,500	-57.14%
General Marketing Support	\$12,500	\$13,500	\$13,500	-7.41%
Airport Marketing Campaigns (2)	\$20,000	\$20,000	\$20,000	0.00%
Total Marketing	\$62,500	\$65,500	\$65,494	-4.58%
Website				
Maintenance & General Updates	\$4,000	\$4,000	\$8,416	0.00%
Archive Social	\$4,000	\$0	\$3,900	100.00%
Total Advertising	\$8,000	\$4,000	\$12,316	100.00%
Marketing Miscellaneous				
Trade Shows (Aerospace)	\$3,500	\$3,500	\$1,770	0.00%
Video (State of the Ports)	\$2,000	\$1,500	\$1,494	33.33%
Total Marketing Miscellaneous	\$5,500	\$5,000	\$3,264	10.00%
Newsletter				
Production, printing, & distribution (2 editions)	\$14,500	\$13,500	\$13,076	7.41%
Total Newsletter	\$14,500	\$13,500	\$13,076	7.41%
Travel Marketing/Recruitment				
Trade Shows	\$3,000	\$3,000	\$1,211	0.00%
Total Travel Marketing/Recruitment	\$3,000	\$3,000	\$1,211	0.00%
Total Airport Marketing Budget	\$217,000	\$216,000	\$228,716	0.46%