

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July through September 2013

	Jul - Sep 13	Budget	\$ Over Budget	% of Budget
Income				
Collection	151,208.00	557,000.00	-405,792.00	27.1%
Interest Income	46.68			
Total Income	151,254.68	557,000.00	-405,745.32	27.2%
Expense				
Administration				
Board Retreat & Development	275.00	1,000.00	-725.00	27.5%
Dues, Memberships, Subscription	0.00	2,000.00	-2,000.00	0.0%
Insurance				
Board Liability	0.00	500.00	-500.00	0.0%
Indemnity	0.00	1,400.00	-1,400.00	0.0%
Total Insurance	0.00	1,900.00	-1,900.00	0.0%
Legislature	5,000.00	1,500.00	3,500.00	333.3%
Meetings--TAC/Gov. Conf.	0.00	1,000.00	-1,000.00	0.0%
Office Expense				
Christmas Gifts	0.00	750.00	-750.00	0.0%
Computers/Maintenance	214.50	2,000.00	-1,785.50	10.7%
Copier	498.00	1,200.00	-702.00	41.5%
Copies	18.45	250.00	-231.55	7.4%
Internet	150.00	600.00	-450.00	25.0%
Misc. Expense	0.00	500.00	-500.00	0.0%
Office Furniture	0.00	1,800.00	-1,800.00	0.0%
Parking	390.00	1,560.00	-1,170.00	25.0%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	1,800.00	7,200.00	-5,400.00	25.0%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	331.54	1,500.00	-1,168.46	22.1%
Telephone	109.20	960.00	-850.80	11.4%
Utilities	150.00	900.00	-750.00	16.7%
Total Office Expense	3,685.38	22,320.00	-18,634.62	16.5%
Professional Development				
DMAI	650.00	2,800.00	-2,150.00	23.2%
Sales Dev. Programs	45.00	6,000.00	-5,955.00	0.8%
Total Professional Development	695.00	8,800.00	-8,105.00	7.9%
Professional Serv./Fees--Acct	624.99	7,515.00	-6,890.01	8.3%
Total Administration	10,280.37	46,035.00	-35,754.63	22.3%
Funds Committed for FY 13-14				
Air Service Guarantee	0.00	50,000.00	-50,000.00	0.0%
Jehova Witness	0.00	5,200.00	-5,200.00	0.0%
Total Funds Committed for FY 13-14	0.00	55,200.00	-55,200.00	0.0%
Grant Funding				
Community Grants	0.00	15,000.00	-15,000.00	0.0%
Meetings & Conventions	0.00	81,355.00	-81,355.00	0.0%
Sports & Events	38,750.00	93,446.00	-54,696.00	41.5%
Total Grant Funding	38,750.00	189,801.00	-151,051.00	20.4%
Group Tour/Leisure Travel				
Consumer Advertising	6,802.00	12,000.00	-5,198.00	56.7%
Total Group Tour/Leisure Travel	6,802.00	12,000.00	-5,198.00	56.7%
Internet Development				
Outside Digital Media Placement	0.00	5,400.00	-5,400.00	0.0%
Search Engine Marketing	2,160.00	5,400.00	-3,240.00	40.0%
Search Engine Optimization	3,360.00	8,400.00	-5,040.00	40.0%
Website Dev./Main.	2,000.00	5,000.00	-3,000.00	40.0%
Total Internet Development	7,520.00	24,200.00	-16,680.00	31.1%

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July through September 2013

	<u>Jul - Sep 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Marketing				
FAMS	214.00	5,000.00	-4,786.00	4.3%
Opportunity	0.00	25,000.00	-25,000.00	0.0%
Photo Library & Software	2,000.00	2,000.00	0.00	100.0%
Total Marketing	<u>2,214.00</u>	<u>32,000.00</u>	<u>-29,786.00</u>	<u>6.9%</u>
Meeting & Conventions				
Bring It Home Msla Campaign	0.00	10,000.00	-10,000.00	0.0%
Consumer Advertising	8,775.00	15,000.00	-6,225.00	58.5%
Direct/Digital Mtg Planner Camp	0.00	4,000.00	-4,000.00	0.0%
DMAI Economic Impact Calc	0.00	2,500.00	-2,500.00	0.0%
E-Mint Database	0.00	2,500.00	-2,500.00	0.0%
Event Planner Incentive Prog	0.00	2,400.00	-2,400.00	0.0%
Sales Materials	-425.00	6,000.00	-6,425.00	-7.1%
Total Meeting & Conventions	<u>8,350.00</u>	<u>42,400.00</u>	<u>-34,050.00</u>	<u>19.7%</u>
Payroll				
Benefits	716.01	5,692.00	-4,975.99	12.6%
Destination Sales Mngr Salary	11,250.00	45,000.00	-33,750.00	25.0%
Director Salary	6,875.01	27,500.00	-20,624.99	25.0%
Fees (direct deposits)	100.00	100.00	0.00	100.0%
Part-time Administrative Asst	0.00	20,000.00	-20,000.00	0.0%
Payroll Taxes	1,812.48	8,000.00	-6,187.52	22.7%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	0.00	10,000.00	-10,000.00	0.0%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	<u>21,803.50</u>	<u>126,342.00</u>	<u>-104,538.50</u>	<u>17.3%</u>
Public Relations	0.00	15,000.00	-15,000.00	0.0%
Research				
Smith Travel Reports	0.00	3,000.00	-3,000.00	0.0%
Total Research	<u>0.00</u>	<u>3,000.00</u>	<u>-3,000.00</u>	<u>0.0%</u>
Sports				
Consumer Advertising	7,400.00	15,000.00	-7,600.00	49.3%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
Total Sports	<u>7,400.00</u>	<u>25,500.00</u>	<u>-18,100.00</u>	<u>29.0%</u>
Telemarketing/Fulfillment				
Guide Distribution (Certified)	1,488.76	3,300.00	-1,811.24	45.1%
Postage	0.00	5,000.00	-5,000.00	0.0%
Total Telemarketing/Fulfillment	<u>1,488.76</u>	<u>8,300.00</u>	<u>-6,811.24</u>	<u>17.9%</u>
Trade Shows				
Booth	0.00	1,500.00	-1,500.00	0.0%
Client Entertainment	23.00	4,000.00	-3,977.00	0.6%
DMAI Destination Showcases	0.00	5,800.00	-5,800.00	0.0%
Go West	1,795.00	3,500.00	-1,705.00	51.3%
MHSA	0.00	700.00	-700.00	0.0%
Misc. Expense	0.00	2,000.00	-2,000.00	0.0%
MSAE	0.00	1,500.00	-1,500.00	0.0%
NASC	0.00	3,000.00	-3,000.00	0.0%
RCMA	0.00	4,500.00	-4,500.00	0.0%
RMI Roundup	0.00	1,400.00	-1,400.00	0.0%
Sales Blitz Trips	0.00	3,000.00	-3,000.00	0.0%
Shipping	0.00	4,000.00	-4,000.00	0.0%
Swag	0.00	6,000.00	-6,000.00	0.0%
TEAMS	3,488.80	4,600.00	-1,111.20	75.8%
Total Trade Shows	<u>5,306.80</u>	<u>45,500.00</u>	<u>-40,193.20</u>	<u>11.7%</u>
Total Expense	<u>109,915.43</u>	<u>625,278.00</u>	<u>-515,362.57</u>	<u>17.6%</u>
Net Income	<u><u>41,339.25</u></u>	<u><u>-68,278.00</u></u>	<u><u>109,617.25</u></u>	<u><u>-60.5%</u></u>