

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

	Jul - Oct 13	Budget	\$ Over Budget	% of Budget
Income				
Collection	151,208.00	557,000.00	-405,792.00	27.1%
Interest Income	58.97			
Total Income	151,266.97	557,000.00	-405,733.03	27.2%
Expense				
Administration				
Board Retreat & Development	316.00	1,000.00	-684.00	31.6%
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	629.00	1,200.00	-571.00	52.4%
Copies	18.45	250.00	-231.55	7.4%
Internet	200.00	600.00	-400.00	33.3%
Misc. Expense	25.26	500.00	-474.74	5.1%
Office Furniture	0.00	1,800.00	-1,800.00	0.0%
Parking	520.00	1,560.00	-1,040.00	33.3%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	2,400.00	7,200.00	-4,800.00	33.3%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	407.58	1,500.00	-1,092.42	27.2%
Telephone	145.60	960.00	-814.40	15.2%
Utilities	200.00	900.00	-700.00	22.2%
Total Office Expense	4,784.08	22,320.00	-17,535.92	21.4%
Professional Development				
DMAI	650.00	2,800.00	-2,150.00	23.2%
Sales Dev. Programs	302.80	6,000.00	-5,697.20	5.0%
Professional Development - Other	666.60			
Total Professional Development	1,619.40	8,800.00	-7,180.60	18.4%
Professional Serv./Fees--Acct	1,983.32	7,515.00	-5,531.68	26.4%
Total Administration	13,702.80	46,035.00	-32,332.20	29.8%
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	7,152.00	12,000.00	-4,848.00	59.6%
Total Group Tour/Leisure Travel	7,152.00	12,000.00	-4,848.00	59.6%
Internet Development				
Outside Digital Media Placement	0.00	5,400.00	-5,400.00	0.0%
Search Engine Marketing	2,879.82	5,400.00	-2,520.18	53.3%
Search Engine Optimization	4,479.72	8,400.00	-3,920.28	53.3%
Website Dev./Main.	2,666.50	5,000.00	-2,333.50	53.3%
Total Internet Development	10,026.04	24,200.00	-14,173.96	41.4%
Marketing				

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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	2,214.00	32,000.00	-29,786.00	6.9%
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	-305.00	6,000.00	-6,305.00	-5.1%
Total Meeting & Conventions	8,470.00	42,400.00	-33,930.00	20.0%
Payroll				
Benefits	954.68	5,692.00	-4,737.32	16.8%
Destination Sales Mngr Salary	15,000.00	45,000.00	-30,000.00	33.3%
Director Salary	9,166.68	27,500.00	-18,333.32	33.3%
Fees (direct deposits)	313.46	100.00	213.46	313.5%
Part-time Administrative Asst	0.00	20,000.00	-20,000.00	0.0%
Payroll Taxes	3,733.32	8,000.00	-4,266.68	46.7%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	3,333.33	10,000.00	-6,666.67	33.3%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	33,551.47	126,342.00	-92,790.53	26.6%
Public Relations	0.00	15,000.00	-15,000.00	0.0%
Research				
Smith Travel Reports	2,981.25	3,000.00	-18.75	99.4%
Total Research	2,981.25	3,000.00	-18.75	99.4%
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	7,400.00	25,500.00	-18,100.00	29.0%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	1,726.48	3,300.00	-1,573.52	52.3%
Postage	0.00	5,000.00	-5,000.00	0.0%
Total Telemarketing/Fulfillment	1,726.48	8,300.00	-6,573.52	20.8%
Trade Shows				
Booth	167.74	1,500.00	-1,332.26	11.2%
Client Entertainment	71.53	4,000.00	-3,928.47	1.8%
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	125.21	2,000.00	-1,874.79	6.3%
MSAE	0.00	1,500.00	-1,500.00	0.0%
NASC	0.00	3,000.00	-3,000.00	0.0%
RCMA	2,245.00	4,500.00	-2,255.00	49.9%
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	263.41	4,000.00	-3,736.59	6.6%
Swag	479.95	6,000.00	-5,520.05	8.0%
TEAMS	3,488.80	4,600.00	-1,111.20	75.8%
Total Trade Shows	8,636.64	45,500.00	-36,863.36	19.0%
Total Expense	134,610.68	625,278.00	-490,667.32	21.5%
Net Income	16,656.29	-68,278.00	84,934.29	-24.4%