

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

	Jul - Nov 13	Budget	\$ Over Budget	% of Budget
Income				
Collection	349,386.00	557,000.00	-207,614.00	62.7%
Interest Income	69.29			
Total Income	349,455.29	557,000.00	-207,544.71	62.7%
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	69.55	750.00	-680.45	9.3%
Computers/Maintenance	214.50	2,000.00	-1,785.50	10.7%
Copier	760.00	1,200.00	-440.00	63.3%
Copies	18.45	250.00	-231.55	7.4%
Internet	250.00	600.00	-350.00	41.7%
Misc. Expense	25.26	500.00	-474.74	5.1%
Office Furniture	0.00	1,800.00	-1,800.00	0.0%
Parking	650.00	1,560.00	-910.00	41.7%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	3,000.00	7,200.00	-4,200.00	41.7%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	414.83	1,500.00	-1,085.17	27.7%
Telephone	182.00	960.00	-778.00	19.0%
Utilities	250.00	900.00	-650.00	27.8%
Total Office Expense	5,858.28	22,320.00	-16,461.72	26.2%
Professional Development				
DMAI	846.00	2,800.00	-1,954.00	30.2%
Sales Dev. Programs	15.00	6,000.00	-5,985.00	0.3%
Professional Development - Other	666.60			
Total Professional Development	1,527.60	8,800.00	-7,272.40	17.4%
Professional Serv./Fees--Acct	2,191.65	7,515.00	-5,323.35	29.2%
Total Administration	14,893.53	46,035.00	-31,141.47	32.4%
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	10,652.00	12,000.00	-1,348.00	88.8%
Total Group Tour/Leisure Travel	10,652.00	12,000.00	-1,348.00	88.8%
Internet Development				
Outside Digital Media Placement	0.00	5,400.00	-5,400.00	0.0%
Search Engine Marketing	3,240.00	5,400.00	-2,160.00	60.0%
Search Engine Optimization	5,040.00	8,400.00	-3,360.00	60.0%
Website Dev./Main.	3,000.00	5,000.00	-2,000.00	60.0%
Total Internet Development	11,280.00	24,200.00	-12,920.00	46.6%
Marketing				

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

	Jul - Nov 13	Budget	\$ Over Budget	% of Budget
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	1,193.35	5,692.00	-4,498.65	21.0%
Destination Sales Mngr Salary	18,750.00	45,000.00	-26,250.00	41.7%
Director Salary	11,458.35	27,500.00	-16,041.65	41.7%
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	3,270.65	8,000.00	-4,729.35	40.9%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	4,166.66	10,000.00	-5,833.34	41.7%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	40,202.47	126,342.00	-86,139.53	31.8%
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	7,475.00	15,000.00	-7,525.00	49.8%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
Total Sports	7,475.00	25,500.00	-18,025.00	29.3%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	1,817.97	3,300.00	-1,482.03	55.1%
Postage	0.00	5,000.00	-5,000.00	0.0%
Total Telemarketing/Fulfillment	1,817.97	8,300.00	-6,482.03	21.9%
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	544.78	2,000.00	-1,455.22	27.2%
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	4,631.80	4,600.00	31.80	100.7%
Total Trade Shows	10,199.21	45,500.00	-35,300.79	22.4%
Total Expense	148,935.43	625,278.00	-476,342.57	23.8%
Net Income	200,519.86	-68,278.00	268,797.86	-293.7%