

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

	Jul - Dec 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	750.00	750.00	0.00	100.0%
Computers/Maintenance	764.49	2,000.00	-1,235.51	38.2%
Copier	891.00	1,200.00	-309.00	74.3%
Copies	18.45	250.00	-231.55	7.4%
Internet	350.00	600.00	-250.00	58.3%
Misc. Expense	74.67	500.00	-425.33	14.9%
Office Furniture	0.00	1,800.00	-1,800.00	0.0%
Parking	780.00	1,560.00	-780.00	50.0%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	4,200.00	7,200.00	-3,000.00	58.3%
Sales Mgr Lunches/Recruitment	0.00	200.00	-200.00	0.0%
Supplies	442.98	1,500.00	-1,057.02	29.5%
Telephone	254.80	960.00	-705.20	26.5%
Utilities	350.00	900.00	-550.00	38.9%
Total Office Expense	8,900.08	22,320.00	-13,419.92	39.9%
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	1,174.71			
Total Professional Development	2,035.71	8,800.00	-6,764.29	23.1%
Professional Serv./Fees--Acct	3,499.98	7,515.00	-4,015.02	46.6%
Total Administration	19,751.77	46,035.00	-26,283.23	42.9%
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	49,250.00	93,446.00	-44,196.00	52.7%
Total Grant Funding	49,250.00	189,801.00	-140,551.00	25.9%
Group Tour/Leisure Travel				
Consumer Advertising	13,202.00	12,000.00	1,202.00	110.0%
Total Group Tour/Leisure Travel	13,202.00	12,000.00	1,202.00	110.0%
Internet Development				
Outside Digital Media Placement	0.00	5,400.00	-5,400.00	0.0%
Search Engine Marketing	3,600.18	5,400.00	-1,799.82	66.7%
Search Engine Optimization	5,600.28	8,400.00	-2,799.72	66.7%
Website Dev./Main.	3,333.50	5,000.00	-1,666.50	66.7%
Total Internet Development	12,533.96	24,200.00	-11,666.04	51.8%

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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	2,214.00	32,000.00	-29,786.00	6.9%
Meeting & Conventions				
Bring It Home Msia Campaign	0.00	10,000.00	-10,000.00	0.0%
Consumer Advertising	11,275.00	15,000.00	-3,725.00	75.2%
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	10,970.00	42,400.00	-31,430.00	25.9%
Payroll				
Benefits	1,432.02	5,692.00	-4,259.98	25.2%
Destination Sales Mngr Salary	22,500.00	45,000.00	-22,500.00	50.0%
Director Salary	13,750.02	27,500.00	-13,749.98	50.0%
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	3,924.82	8,000.00	-4,075.18	49.1%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	4,999.99	10,000.00	-5,000.01	50.0%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	47,970.31	126,342.00	-78,371.69	38.0%
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	9,307.17	15,000.00	-5,692.83	62.0%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
Total Sports	9,307.17	25,500.00	-16,192.83	36.5%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	1,909.15	3,300.00	-1,390.85	57.9%
Postage	0.00	5,000.00	-5,000.00	0.0%
Total Telemarketing/Fulfillment	1,909.15	8,300.00	-6,390.85	23.0%
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	646.60	5,800.00	-5,153.40	11.1%
Go West	1,795.00	3,500.00	-1,705.00	51.3%
MHSA	150.00	700.00	-550.00	21.4%
Misc. Expense	544.78	2,000.00	-1,455.22	27.2%
MSAE	0.00	1,500.00	-1,500.00	0.0%
NASC	1,621.00	3,000.00	-1,379.00	54.0%
RCMA	2,612.60	4,500.00	-1,887.40	58.1%
RMI Roundup	348.98	1,400.00	-1,051.02	24.9%
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	4,661.85	4,600.00	61.85	101.3%
Total Trade Shows	13,363.44	45,500.00	-32,136.56	29.4%
Total Expense	183,453.05	625,278.00	-441,824.95	29.3%
Net Income	166,002.24	-68,278.00	234,280.24	-243.1%