

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2013 through February 2014

	Jul '13 - Feb 14	Budget	\$ Over Budget	% of Budget
Income				
Collection	454,157.00	557,000.00	-102,843.00	81.5%
Interest Income	114.49			
Total Income	454,271.49	557,000.00	-102,728.51	81.6%
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	714.49	2,000.00	-1,285.51	35.7%
Copier	1,153.00	1,200.00	-47.00	96.1%
Copies	18.45	250.00	-231.55	7.4%
Internet	400.00	600.00	-200.00	66.7%
Misc. Expense	156.33	500.00	-343.67	31.3%
Office Furniture	495.60	1,800.00	-1,304.40	27.5%
Parking	1,040.00	1,560.00	-520.00	66.7%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	4,800.00	7,200.00	-2,400.00	66.7%
Sales Mgr Lunches/Recruitment	50.00	200.00	-150.00	25.0%
Supplies	545.11	1,500.00	-954.89	36.3%
Telephone	291.20	960.00	-668.80	30.3%
Utilities	400.00	900.00	-500.00	44.4%
Total Office Expense	10,837.87	22,320.00	-11,482.13	48.6%
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	3,916.64	7,515.00	-3,598.36	52.1%
Total Administration	22,106.22	46,035.00	-23,928.78	48.0%
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	500.00	15,000.00	-14,500.00	3.3%
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	49,750.00	189,801.00	-140,051.00	26.2%
Group Tour/Leisure Travel				
Consumer Advertising	9,057.35	12,000.00	-2,942.65	75.5%
Total Group Tour/Leisure Travel	9,057.35	12,000.00	-2,942.65	75.5%
Internet Development				
Outside Digital Media Placement	0.00	5,400.00	-5,400.00	0.0%
Search Engine Marketing	3,959.82	5,400.00	-1,440.18	73.3%
Search Engine Optimization	6,159.72	8,400.00	-2,240.28	73.3%
Website Dev./Main.	3,666.50	5,000.00	-1,333.50	73.3%
Total Internet Development	13,786.04	24,200.00	-10,413.96	57.0%

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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	11,387.50	15,000.00	-3,612.50	75.9%
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	11,082.50	42,400.00	-31,317.50	26.1%
Payroll				
Benefits	1,909.36	5,692.00	-3,782.64	33.5%
Destination Sales Mngr Salary	30,000.00	45,000.00	-15,000.00	66.7%
Director Salary	18,333.36	27,500.00	-9,166.64	66.7%
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	5,233.16	8,000.00	-2,766.84	65.4%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	6,666.65	10,000.00	-3,333.35	66.7%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	63,505.99	126,342.00	-62,836.01	50.3%
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	11,117.67	15,000.00	-3,882.33	74.1%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
Total Sports	11,117.67	25,500.00	-14,382.33	43.6%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	2,089.15	3,300.00	-1,210.85	63.3%
Postage	0.00	5,000.00	-5,000.00	0.0%
Total Telemarketing/Fulfillment	2,089.15	8,300.00	-6,210.85	25.2%
Trade Shows				
Booth	1,457.23	1,500.00	-42.77	97.1%
Client Entertainment	1,372.81	4,000.00	-2,627.19	34.3%
DMAI Destination Showcases	1,218.60	5,800.00	-4,581.40	21.0%
Go West	2,368.00	3,500.00	-1,132.00	67.7%
MHSA	381.97	700.00	-318.03	54.6%
Misc. Expense	544.78	2,000.00	-1,455.22	27.2%
MSAE	0.00	1,500.00	-1,500.00	0.0%
NASC	2,272.00	3,000.00	-728.00	75.7%
RCMA	3,881.43	4,500.00	-618.57	86.3%
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	1,370.95	6,000.00	-4,629.05	22.8%
TEAMS	4,661.85	4,600.00	61.85	101.3%
Total Trade Shows	20,142.01	45,500.00	-25,357.99	44.3%
Total Expense	207,832.18	625,278.00	-417,445.82	33.2%
Net Income	246,439.31	-68,278.00	314,717.31	-360.9%