

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

	Jul '13 - Mar 14	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
Collection	454,157.00	557,000.00	-102,843.00	81.5%
Interest Income	151.62			
<b>Total Income</b>	454,308.62	557,000.00	-102,691.38	81.6%
<b>Expense</b>				
<b>Administration</b>				
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%
<b>Insurance</b>				
Board Liability	0.00	500.00	-500.00	0.0%
Indemnity	0.00	1,400.00	-1,400.00	0.0%
<b>Total Insurance</b>	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.	140.00	1,000.00	-860.00	14.0%
<b>Office Expense</b>				
Christmas Gifts	750.00	750.00	0.00	100.0%
Computers/Maintenance	924.47	2,000.00	-1,075.53	46.2%
Copier	1,284.00	1,200.00	84.00	107.0%
Copies	97.90	250.00	-152.10	39.2%
Internet	450.00	600.00	-150.00	75.0%
Misc. Expense	220.27	500.00	-279.73	44.1%
Office Furniture	695.59	1,800.00	-1,104.41	38.6%
Parking	1,170.00	1,560.00	-390.00	75.0%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	5,400.00	7,200.00	-1,800.00	75.0%
Sales Mgr Lunches/Recruitment	50.00	200.00	-150.00	25.0%
Supplies	675.39	1,500.00	-824.61	45.0%
Telephone	327.60	960.00	-632.40	34.1%
Utilities	450.00	900.00	-450.00	50.0%
<b>Total Office Expense</b>	12,518.91	22,320.00	-9,801.09	56.1%
<b>Professional Development</b>				
DMAI	846.00	2,800.00	-1,954.00	30.2%
Sales Dev. Programs	500.00	6,000.00	-5,500.00	8.3%
Professional Development - Other	1,174.71			
<b>Total Professional Development</b>	2,520.71	8,800.00	-6,279.29	28.6%
Professional Serv./Fees--Acct	5,309.97	7,515.00	-2,205.03	70.7%
<b>Total Administration</b>	25,805.59	46,035.00	-20,229.41	56.1%
<b>Funds Committed for FY 13-14</b>				
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%
<b>Total Funds Committed for FY 13-14</b>	0.00	55,200.00	-55,200.00	0.0%
<b>Grant Funding</b>				
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	64,250.00	93,446.00	-29,196.00	68.8%
<b>Total Grant Funding</b>	64,750.00	189,801.00	-125,051.00	34.1%
<b>Group Tour/Leisure Travel</b>				
Consumer Advertising	9,407.35	12,000.00	-2,592.65	78.4%
<b>Total Group Tour/Leisure Travel</b>	9,407.35	12,000.00	-2,592.65	78.4%
<b>Internet Development</b>				
Outside Digital Media Placement	6,000.00	5,400.00	600.00	111.1%
Search Engine Marketing	4,319.46	5,400.00	-1,080.54	80.0%
Search Engine Optimization	6,719.16	8,400.00	-1,680.84	80.0%
Website Dev./Main.	3,999.50	5,000.00	-1,000.50	80.0%
<b>Total Internet Development</b>	21,038.12	24,200.00	-3,161.88	86.9%
<b>Marketing</b>				

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

	Jul '13 - Mar 14	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%
<b>Total Marketing</b>	<b>2,214.00</b>	<b>32,000.00</b>	<b>-29,786.00</b>	<b>6.9%</b>
<b>Meeting &amp; Conventions</b>				
Bring It Home Msla Campaign	0.00	10,000.00	-10,000.00	0.0%
Consumer Advertising	15,162.50	15,000.00	162.50	101.1%
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%
<b>Total Meeting &amp; Conventions</b>	<b>14,857.50</b>	<b>42,400.00</b>	<b>-27,542.50</b>	<b>35.0%</b>
<b>Payroll</b>				
Benefits	2,148.03	5,692.00	-3,543.97	37.7%
Destination Sales Mngr Salary	33,750.00	45,000.00	-11,250.00	75.0%
Director Salary	20,625.03	27,500.00	-6,874.97	75.0%
Fees (direct deposits)	313.46	100.00	213.46	313.5%
Part-time Administrative Asst	621.00	20,000.00	-19,379.00	3.1%
Payroll Taxes	5,949.43	8,000.00	-2,050.57	74.4%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	7,499.98	10,000.00	-2,500.02	75.0%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
<b>Total Payroll</b>	<b>71,956.93</b>	<b>126,342.00</b>	<b>-54,385.07</b>	<b>57.0%</b>
Public Relations	0.00	15,000.00	-15,000.00	0.0%
<b>Research</b>				
Smith Travel Reports	2,981.25	3,000.00	-18.75	99.4%
<b>Total Research</b>	<b>2,981.25</b>	<b>3,000.00</b>	<b>-18.75</b>	<b>99.4%</b>
<b>Sports</b>				
Consumer Advertising	11,212.67	15,000.00	-3,787.33	74.8%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
<b>Total Sports</b>	<b>11,212.67</b>	<b>25,500.00</b>	<b>-14,287.33</b>	<b>44.0%</b>
<b>Telemarketing/Fulfillment</b>				
Guide Distribution (Certified)	2,132.27	3,300.00	-1,167.73	64.6%
Postage	322.72	5,000.00	-4,677.28	6.5%
<b>Total Telemarketing/Fulfillment</b>	<b>2,454.99</b>	<b>8,300.00</b>	<b>-5,845.01</b>	<b>29.6%</b>
<b>Trade Shows</b>				
Booth	1,457.23	1,500.00	-42.77	97.1%
Client Entertainment	1,431.90	4,000.00	-2,568.10	35.8%
DMAI Destination Showcases	2,927.59	5,800.00	-2,872.41	50.5%
Go West	2,811.76	3,500.00	-688.24	80.3%
MHSA	515.65	700.00	-184.35	73.7%
Misc. Expense	409.78	2,000.00	-1,590.22	20.5%
MSAE	0.00	1,500.00	-1,500.00	0.0%
NASC	2,509.00	3,000.00	-491.00	83.6%
RCMA	4,440.78	4,500.00	-59.22	98.7%
RMI Roundup	598.98	1,400.00	-801.02	42.8%
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%
<b>Total Trade Shows</b>	<b>23,398.88</b>	<b>45,500.00</b>	<b>-22,101.12</b>	<b>51.4%</b>
<b>Total Expense</b>	<b>250,077.28</b>	<b>625,278.00</b>	<b>-375,200.72</b>	<b>40.0%</b>
<b>Net Income</b>	<b>204,231.34</b>	<b>-68,278.00</b>	<b>272,509.34</b>	<b>-299.1%</b>