

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

	Jul '13 - Apr 14	Budget	\$ Over Budget	% of Budget
Income				
Collection	454,157.00	557,000.00	-102,843.00	81.5%
Interest Income	178.94			
RMI 2014 Income	9,600.00			
Total Income	463,935.94	557,000.00	-93,064.06	83.3%
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.	197.00	1,000.00	-803.00	19.7%
Office Expense				
Christmas Gifts	750.00	750.00	0.00	100.0%
Computers/Maintenance	1,189.97	2,000.00	-810.03	59.5%
Copier	1,415.00	1,200.00	215.00	117.9%
Copies	97.90	250.00	-152.10	39.2%
Internet	500.00	600.00	-100.00	83.3%
Misc. Expense	220.27	500.00	-279.73	44.1%
Office Furniture	695.59	1,800.00	-1,104.41	38.6%
Parking	1,300.00	1,560.00	-260.00	83.3%
Postage	23.69	1,400.00	-1,376.31	1.7%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	6,700.00	7,200.00	-500.00	93.1%
Sales Mgr Lunches/Recruitment	50.00	200.00	-150.00	25.0%
Supplies	754.15	1,500.00	-745.85	50.3%
Telephone	400.40	960.00	-559.60	41.7%
Utilities	550.00	900.00	-350.00	61.1%
Total Office Expense	14,646.97	22,320.00	-7,673.03	65.6%
Professional Development				
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			
Total Professional Development	2,520.71	8,800.00	-6,279.29	28.6%
Professional Serv./Fees--Acct	5,518.30	7,515.00	-1,996.70	73.4%
Total Administration	28,198.98	46,035.00	-17,836.02	61.3%
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	4,500.00	81,355.00	-76,855.00	5.5%
Sports & Events	59,750.00	93,446.00	-33,696.00	63.9%
Total Grant Funding	64,750.00	189,801.00	-125,051.00	34.1%
Group Tour/Leisure Travel				
Consumer Advertising	15,851.35	12,000.00	3,851.35	132.1%
Total Group Tour/Leisure Travel	15,851.35	12,000.00	3,851.35	132.1%
Internet Development				
Outside Digital Media Placement	6,000.00	5,400.00	600.00	111.1%
Search Engine Marketing	4,679.10	5,400.00	-720.90	86.7%
Search Engine Optimization	7,278.60	8,400.00	-1,121.40	86.7%
Website Dev./Main.	4,332.50	5,000.00	-667.50	86.7%
Total Internet Development	22,290.20	24,200.00	-1,909.80	92.1%

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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	15,237.50	15,000.00	237.50	101.6%
Direct/Digital Mtg Planner Camp	0.00	4,000.00	-4,000.00	0.0%
DMAI Economic Impact Calc	687.50	2,500.00	-1,812.50	27.5%
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	15,620.00	42,400.00	-26,780.00	36.8%
Payroll				
Benefits	2,386.70	5,692.00	-3,305.30	41.9%
Destination Sales Mngr Salary	37,500.00	45,000.00	-7,500.00	83.3%
Director Salary	22,916.70	27,500.00	-4,583.30	83.3%
Fees (direct deposits)	313.46	100.00	213.46	313.5%
Part-time Administrative Asst	1,739.00	20,000.00	-18,261.00	8.7%
Payroll Taxes	6,715.40	8,000.00	-1,284.60	83.9%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	8,333.31	10,000.00	-1,666.69	83.3%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
Total Payroll	80,954.57	126,342.00	-45,387.43	64.1%
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	13,697.67	15,000.00	-1,302.33	91.3%
Direct Mail/Lead List	0.00	10,500.00	-10,500.00	0.0%
Total Sports	13,697.67	25,500.00	-11,802.33	53.7%
Telemarketing/Fulfillment				
Guide Distribution (Certified)	2,164.73	3,300.00	-1,135.27	65.6%
Postage	758.39	5,000.00	-4,241.61	15.2%
Total Telemarketing/Fulfillment	2,923.12	8,300.00	-5,376.88	35.2%
Trade Shows				
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	2,758.98	1,400.00	1,358.98	197.1%
Sales Blitz Trips	0.00	3,000.00	-3,000.00	0.0%
Shipping	568.41	4,000.00	-3,431.59	14.2%
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	25,863.88	45,500.00	-19,636.12	56.8%
Total Expense	275,345.02	625,278.00	-349,932.98	44.0%
Net Income	188,590.92	-68,278.00	256,868.92	-276.2%