

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

	Jul '13 - May ...	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
Collection	557,928.00	557,000.00	928.00	100.2%
Interest Income	178.94			
RMI 2014 Income	11,900.00			
<b>Total Income</b>	<u>570,006.94</u>	<u>557,000.00</u>	<u>13,006.94</u>	<u>102.3%</u>
<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>	<u>0.00</u>	<u>1,900.00</u>	<u>-1,900.00</u>	<u>0.0%</u>
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%
<b>Office Expense</b>				
Christmas Gifts	750.00	750.00	0.00	100.0%
Computers/Maintenance	1,229.96	2,000.00	-770.04	61.5%
Copier	1,546.00	1,200.00	346.00	128.8%
Copies	97.90	250.00	-152.10	39.2%
Internet	550.00	600.00	-50.00	91.7%
Misc. Expense	250.26	500.00	-249.74	50.1%
Office Furniture	1,151.59	1,800.00	-648.41	64.0%
Parking	1,430.00	1,560.00	-130.00	91.7%
Postage	57.69	1,400.00	-1,342.31	4.1%
Printing	0.00	1,500.00	-1,500.00	0.0%
Rent	8,000.00	7,200.00	800.00	111.1%
Sales Mgr Lunches/Recruitment	100.00	200.00	-100.00	50.0%
Supplies	990.46	1,500.00	-509.54	66.0%
Telephone	473.20	960.00	-486.80	49.3%
Utilities	650.00	900.00	-250.00	72.2%
<b>Total Office Expense</b>	<u>17,277.06</u>	<u>22,320.00</u>	<u>-5,042.94</u>	<u>77.4%</u>
<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>	<u>2,520.71</u>	<u>8,800.00</u>	<u>-6,279.29</u>	<u>28.6%</u>
Professional Serv./Fees--Acct	5,726.63	7,515.00	-1,788.37	76.2%
<b>Total Administration</b>	<u>31,037.40</u>	<u>46,035.00</u>	<u>-14,997.60</u>	<u>67.4%</u>
<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%
MHSA State Events	5,000.00			
<b>Total Funds Committed for FY 13-14</b>	<u>5,000.00</u>	<u>55,200.00</u>	<u>-50,200.00</u>	<u>9.1%</u>
<b>Grant Funding</b>				
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%
<b>Total Grant Funding</b>	<u>64,750.00</u>	<u>189,801.00</u>	<u>-125,051.00</u>	<u>34.1%</u>
<b>Group Tour/Leisure Travel</b>				
Consumer Advertising	16,001.35	12,000.00	4,001.35	133.3%
<b>Total Group Tour/Leisure Travel</b>	<u>16,001.35</u>	<u>12,000.00</u>	<u>4,001.35</u>	<u>133.3%</u>

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<b>Internet Development</b>				
Outside Digital Media Placement	6,000.00	5,400.00	600.00	111.1%
Search Engine Marketing	5,038.74	5,400.00	-361.26	93.3%
Search Engine Optimization	7,838.04	8,400.00	-561.96	93.3%
Website Dev./Main.	4,665.50	5,000.00	-334.50	93.3%
<b>Total Internet Development</b>	23,542.28	24,200.00	-657.72	97.3%
<b>Marketing</b>				
FAMS	214.00	5,000.00	-4,786.00	4.3%
Opportunity	15,000.00	25,000.00	-10,000.00	60.0%
Photo Library & Software	2,000.00	2,000.00	0.00	100.0%
<b>Total Marketing</b>	17,214.00	32,000.00	-14,786.00	53.8%
<b>Meeting &amp; Conventions</b>				
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%
<b>Total Meeting &amp; Conventions</b>	15,620.00	42,400.00	-26,780.00	36.8%
<b>Payroll</b>				
Benefits	2,625.37	5,692.00	-3,066.63	46.1%
Destination Sales Mngr Salary	41,625.00	45,000.00	-3,375.00	92.5%
Director Salary	25,208.37	27,500.00	-2,291.63	91.7%
Fees (direct deposits)	313.46	100.00	213.46	313.5%
Part-time Administrative Asst	2,798.50	20,000.00	-17,201.50	14.0%
Payroll Taxes	7,100.52	8,000.00	-899.48	88.8%
Potential Sales Bonus	0.00	9,000.00	-9,000.00	0.0%
Retention Adjustment	9,166.64	10,000.00	-833.36	91.7%
Worker's Comp	1,050.00	1,050.00	0.00	100.0%
<b>Total Payroll</b>	89,887.86	126,342.00	-36,454.14	71.1%
<b>Public Relations</b>	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>	2,981.25	3,000.00	-18.75	99.4%
<b>Sports</b>				
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%
<b>Total Sports</b>	13,697.67	25,500.00	-11,802.33	53.7%
<b>Telemarketing/Fulfillment</b>				
Guide Distribution (Certified)	2,228.20	3,300.00	-1,071.80	67.5%
Postage	758.39	5,000.00	-4,241.61	15.2%
<b>Total Telemarketing/Fulfillment</b>	2,986.59	8,300.00	-5,313.41	36.0%
<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	6,832.59	5,800.00	1,032.59	117.8%
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	3,118.51	3,000.00	118.51	104.0%
RCMA	4,440.78	4,500.00	-59.22	98.7%
RMI Roundup	5,549.94	1,400.00	4,149.94	396.4%
Sales Blitz Trips	0.00	3,000.00	-3,000.00	0.0%
Shipping	568.41	4,000.00	-3,431.59	14.2%

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Accrual Basis

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	<u>Jul '13 - May ...</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
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>	<u>33,169.35</u>	<u>45,500.00</u>	<u>-12,330.65</u>	<u>72.9%</u>
<b>Total Expense</b>	<u>315,887.75</u>	<u>625,278.00</u>	<u>-309,390.25</u>	<u>50.5%</u>
<b>Net Income</b>	<u><b>254,119.19</b></u>	<u><b>-68,278.00</b></u>	<u><b>322,397.19</b></u>	<u><b>-372.2%</b></u>