

2015-2016 Operating Budget

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2015/2016 Budget	Budget 2014/2015	Budget 15/16 Difference	Actual 2013/2014	Actual 2012/2013	Actual 2011/2012	
REVENUE																			
4000 OCCUPANCY TAX	0	494,828	429,584	365,803	426,459	364,255	317,874	317,263	329,004	435,175	446,250	866,911	4,793,407	\$ 4,219,892	\$ 573,515	\$ 4,356,402	\$ 4,041,699	\$ 3,823,678	
4010 INTEREST ON INVESTMENTS	275	275	275	275	275	275	275	275	275	275	275	275	3,300	\$ 3,300	\$ -	\$ 3,123	\$ 5,669	\$ 9,360	
4020 ADVERTISING REVENUES	0	0	0	0	0	0	0	0	10,000	15,000	0	0	25,000	\$ 25,000	\$ -	\$ 25,786	\$ 28,227	\$ 31,350	
4030 MISC REVENUE	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 150	\$ -	\$ -	
4040 FUND BALANCE APPROPRIATED	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 110,000	\$ 207,650	\$ 270,000	
4060 ITEMS FOR RESALE	350	350	200	350	200	300	225	200	200	200	350	350	3,275	\$ 3,275	\$ -	\$ 5,008	\$ 2,117	\$ 1,952	
TOTAL REVENUE	625	495,453	430,059	366,428	426,934	364,830	318,374	317,738	339,479	450,650	446,875	867,536	4,824,982	\$ 4,251,467	\$ 573,515	\$ 4,500,469	\$ 4,285,362	\$ 4,136,340	
OPERATING BUDGET:																			
SALARIES																			
5000 SALARIES	11,313	69,871	69,871	69,871	69,871	69,871	104,807	69,871	69,871	69,871	69,871	167,073	912,032	\$ 883,514	\$ 28,518	\$ 853,846	\$ 802,192	\$ 748,323	
5010 HOURLY LABOR	6,743	10,437	9,637	9,637	9,637	9,637	14,456	9,637	9,637	9,637	10,437	20,390	129,922	\$ 87,913	\$ 42,009	\$ 82,495	\$ 61,309	\$ 58,932	
5020 FICA	1,212	4,930	4,930	4,930	4,930	4,930	7,394	4,930	4,930	4,930	5,030	11,319	64,395	\$ 62,517	\$ 1,878	\$ 58,125	\$ 53,193	\$ 50,594	
5030 MEDICARE	294	1,178	1,153	1,153	1,153	1,153	1,729	1,153	1,153	1,153	1,178	2,654	15,104	\$ 14,621	\$ 483	\$ 13,510	\$ 12,360	\$ 12,240	
5040 MEDICAL INSURANCE	12,314	12,314	12,314	12,314	12,314	14,009	14,009	14,009	14,009	14,009	14,009	14,009	159,633	\$ 128,484	\$ 31,149	\$ 121,508	\$ 113,932	\$ 92,721	
5050 RETIREMENT	9,009	6,006	6,006	6,006	6,006	6,006	9,009	6,006	6,006	6,006	6,006	6,006	78,078	\$ 71,122	\$ 6,956	\$ 68,376	\$ 60,277	\$ 60,510	
5060 WORKMENS COMP	2,304	0	420	0	0	0	0	0	0	0	0	0	2,724	\$ 4,000	\$ (1,276)	\$ 3,301	\$ 3,847	\$ 2,470	
5070 DEFERRED 401K	3,880	3,880	5,820	3,880	3,880	3,880	3,880	3,880	5,820	3,880	3,880	3,880	50,440	\$ 45,942	\$ 4,498	\$ 44,172	\$ 40,631	\$ 40,714	
5080 PERFORMANCE INCENTIVES	0	0	0	0	0	0	0	0	0	0	0	15,000	15,000	\$ 15,000	\$ -	\$ 15,022	\$ 15,288	\$ 26,309	
5090 UNEMPLOYMENT INSURANCE	1,000	1,000	750	500	500	500	5,000	5,000	2,500	2,000	2,000	1,800	22,550	\$ 25,750	\$ (3,200)	\$ 19,816	\$ 24,195	\$ 17,991	
TOTAL SALARY AND WAGES EXP	48,069	109,616	110,901	108,291	108,291	109,986	160,284	114,486	113,926	111,486	112,411	242,131	1,449,878	\$ 1,338,863	\$ 111,015	\$ 1,280,171	\$ 1,187,224	\$ 1,110,804	
ADMINISTRATION & OPERATIONS																			
6000 ADMIN FEE	0	24,741	21,479	18,290	21,323	18,213	15,894	15,863	16,450	21,759	22,313	43,346	239,670	\$ 210,994	\$ 28,676	\$ 217,820	\$ 202,085	\$ 191,184	
6005 DEPRECIATION EXPENSE	0	0	0	0	0	0	0	0	0	0	0	55,487	55,487	\$ 47,703	\$ 7,784	\$ 47,680	\$ 40,788	\$ 38,000	
6006 LOSS ON DISPOSAL	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ -	\$ 36,846	
6010 EMPLOYEE/COMMUNITY RELATIONS	400	600	400	200	400	1,800	600	400	600	400	500	1,000	7,300	\$ 6,400	\$ 900	\$ 7,737	\$ 6,885	\$ 6,791	
6020 INSURANCE	3,893	0	0	100	0	0	0	0	0	0	0	0	3,993	\$ 6,339	\$ (2,346)	\$ 6,439	\$ 6,272	\$ 6,688	
6030 MILEAGE	200	200	750	300	300	300	100	100	200	200	300	500	3,450	\$ 3,300	\$ 150	\$ 2,574	\$ 2,061	\$ 3,359	
6040 OFFICE EQUIPMENT/MNT	3,065	3,815	3,065	3,065	3,815	4,015	3,065	3,815	3,065	3,065	5,115	3,065	42,030	\$ 43,266	\$ (1,236)	\$ 40,769	\$ 24,948	\$ 22,179	
6050 OFFICE SUPPLIES	1,100	1,000	1,300	1,100	1,000	1,200	1,200	900	1,500	1,700	1,400	1,200	14,600	\$ 9,050	\$ 5,550	\$ 12,078	\$ 13,710	\$ 12,930	
6060 OTHER OPERATING COST	555	505	1,205	1,155	2,055	755	605	1,005	705	505	2,005	735	11,790	\$ 10,705	\$ 1,085	\$ 10,583	\$ 12,710	\$ 9,726	
6070 POSTAGE/SHIPPING	1,750	2,100	750	1,100	1,625	1,750	1,125	1,225	875	6,625	1,125	4,000	23,950	\$ 16,600	\$ 7,350	\$ 22,161	\$ 9,967	\$ 9,665	
6080 PROFESSIONAL SERVICES	500	0	9,500	2,500	0	500	0	250	500	0	0	500	14,250	\$ 13,850	\$ 400	\$ 12,820	\$ 11,463	\$ 24,111	
6090 RENT/BUILDING EXPENSE	12,944	12,944	14,590	13,827	13,827	14,740	27,627	14,127	14,790	13,827	13,977	14,340	181,560	\$ 171,500	\$ 10,060	\$ 166,336	\$ 152,171	\$ 116,666	
6100 STAFF DEVELOPMENT	2,072	1,500	1,275	1,500	2,799	1,050	2,072	1,057	1,175	2,500	1,000	0	18,000	\$ 18,000	\$ -	\$ 17,221	\$ 15,741	\$ 12,218	
6110 TELEPHONE	3,000	2,550	5,500	2,550	2,550	3,000	2,550	2,550	5,500	2,550	2,550	2,550	37,400	\$ 32,600	\$ 4,800	\$ 32,290	\$ 30,077	\$ 31,051	
6120 VEHICLE EXPENSE	500	800	1,150	750	400	1,550	700	900	1,350	500	900	1,450	10,950	\$ 16,450	\$ (5,500)	\$ 8,959	\$ 9,926	\$ 8,737	
TOTAL ADMIN & OPS	29,979	50,755	60,964	46,437	50,094	48,873	55,538	42,192	46,710	53,631	51,185	128,172	664,430	\$ 606,757	\$ 57,673	\$ 605,467	\$ 538,804	\$ 530,151	
SALES AND MARKETING ACTIVITIES																			
7000 ADVERTISING/E-MARKETING	42,262	34,727	53,967	46,582	39,407	138,152	61,262	34,727	43,212	40,022	38,918	131,677	704,915	\$ 380,561	\$ 324,354	\$ 295,693	\$ 314,020	\$ 319,150	
7015 BUSINESS DEVELOPMENT	9,150	1,150	5,650	7,150	5,650	3,450	12,250	1,150	3,450	17,750	1,150	3,450	71,400	\$ 187,460	\$ (116,060)	\$ 110,954	\$ 187,102	\$ 109,346	
7020 COLLATERAL/PRODUCTION	6,000	14,551	15,750	9,050	26,050	7,550	6,050	6,000	55,500	13,000	9,000	13,500	182,001	\$ 163,885	\$ 18,116	\$ 111,251	\$ 114,723	\$ 124,813	
7030 CORPORATE COMMUNICATIONS	250	0	250	2,250	250	250	2,250	250	1,100	1,150	1,250	750	10,000	\$ 10,000	\$ -	\$ 12,046	\$ 15,081	\$ 27,460	
7040 DUES & SUBSCRIPTIONS	30,927	1,000	370	1,032	965	1,595	3,052	2,712	820	452	0	910	43,835	\$ 44,006	\$ (225)	\$ 38,388	\$ 47,201	\$ 42,424	
7045 SPORTS DEVELOPMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 110,000	\$ 150,000	\$ 270,000	
7060 EVENT EXPENSE	0	0	0	62,000	20,000	0	0	0	0	10,000	12,000	26,500	130,500	\$ 105,325	\$ 25,175	\$ 143,407	\$ 325,929	\$ 128,839	
7070 FAM TOURS/SITE INSPECTIONS	1,700	17,000	1,700	16,000	1,700	1,700	1,700	1,700	1,700	15,410	1,500	63,510	20,117	\$ 25,400	\$ 38,110	\$ 29,536	\$ 28,993	\$ 20,117	
7120 MEDIA RELATIONS	7,339	12,654	1,634	14,469	7,999	559	1,209	2,399	584	7,634	2,460	9,599	64,899	\$ 45,000	\$ 19,899	\$ 53,018	\$ 32,298	\$ 12,584	
7125 PARTNERSHIP	5,090	11,350	7,460	7,400	8,040	1,250	31,225	4,650	4,240	5,175	2,090	13,750	101,720	\$ 73,220	\$ 28,500	\$ 19,751	\$ -	\$ -	
7130 AGREEMENTS/BID FEES	79,250	101,491	90,079	84,040	95,513	85,713	46,244	27,613	91,950	103,459	74,513	114,910	994,775	\$ 945,695	\$ 49,080	\$ 922,172	\$ 813,853	\$ 920,313	
7140 TRADE SHOWS/CONFERENCES	8,740	10,495	12,150	12,300	4,150	10,250	4,550	5,575	17,405	4,500	4,400	3,410	97,925	\$ 62,341	\$ 35,584	\$ 85,681	\$ 155,753	\$ 127,503	
7150 WEB TECHNOLOGY	1,995	2,225	7,570	1,595	2,225	14,070	15,779	2,325	8,820	1,595	2,225	5,470	65,894	\$ 96,600	\$ (30,706)	\$ 97,185	\$ 83,767	\$ 87,653	
7160 DESTINATION SERVICES	14,116	18,919	15,834	23,801	16,466	11,891	5,255	9,958	19,920	20,750	12,780	9,610	179,300	\$ 166,300	\$ 13,000	\$ 148,737	\$ 135,425	\$ 79,435	
9000 BAD DEBT	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ -	\$ -	
TOTAL MARKETING	206,819	225,562	212,414	287,669	228,415	276,430	190,826	99,059	248,701	227,187	176,196	331,396	2,710,674	\$ 2,305,847	\$ 404,827	\$ 2,177,819	\$ 2,404,145	\$ 2,269,637	
GRAND TOTAL EXPENSES	284,867	385,933	384,279	442,397	386,800	435,289	406,648	255,737	409,337	392,304	339,792	701,699	4,824,982	\$ 4,251,467	\$ 573,515	\$ 4,063,457	\$ 4,130,173	\$ 3,910,592	
REVENUES OVER EXPENDITURES	-284,242	109,519	45,780	-75,969	40,134	-70,458	-88,273	62,001	-69,858	58,346	107,084	165,837	0	\$ -	\$ (0)	\$ 437,012	\$ 155,189	\$ 225,748	