

FY2017 Operating Budget

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2016/2017 Budget	Budget 2015/2016	Budget 16/17 Difference	Actual 2014/2015	Actual 2013/2014	Actual 2012/2013
REVENUE																		
4000 OCCUPANCY TAX	0	527,912	429,209	380,594	494,935	407,445	378,119	396,984	398,153	548,444	507,202	993,226	5,462,223	\$ 4,793,407	\$ 668,816	\$ 4,865,215	\$ 4,356,402	\$ 4,041,699
4010 INTEREST ON INVESTMENTS	275	275	275	275	275	275	275	275	275	275	275	275	3,300	\$ 3,300	\$ -	\$ 3,068	\$ 3,123	\$ 5,669
4020 ADVERTISING REVENUES	0	0	0	0	0	0	0	0	10,000	15,000	0	0	25,000	\$ 25,000	\$ -	\$ 34,850	\$ 25,786	\$ 28,227
4030 MISC REVENUE	0	0	0	0	0	0	0	0	0	10,000	15,000	0	25,000	\$ -	\$ 25,000	\$ -	\$ 150	\$ -
4040 FUND BALANCE APPROPRIATED	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ 110,000	\$ 207,650
4060 ITEMS FOR RESALE	900	500	500	800	600	600	300	250	550	550	1,100	550	7,200	\$ 3,275	\$ 3,925	\$ 5,158	\$ 5,008	\$ 2,117
TOTAL REVENUE	1,175	528,687	429,984	381,669	495,810	408,320	378,694	397,509	408,978	574,269	523,577	994,051	5,522,723	\$ 4,824,982	\$ 697,741	\$ 4,908,291	\$ 4,500,469	\$ 4,285,362
OPERATING BUDGET:																		
SALARIES																		
5000 SALARIES	11,620	71,830	71,830	71,830	71,830	107,745	71,830	71,830	71,830	71,830	71,830	178,584	944,419	\$ 912,032	\$ 32,387	\$ 881,019	\$ 853,846	\$ 802,192
5010 HOURLY LABOR	5,465	12,342	12,342	12,342	12,342	18,362	12,342	12,342	12,342	12,342	12,342	27,274	162,179	\$ 129,922	\$ 32,257	\$ 88,607	\$ 82,495	\$ 61,309
5020 FICA	1,060	5,219	5,219	5,219	5,219	7,819	5,219	5,219	5,219	5,219	5,219	12,764	68,614	\$ 64,395	\$ 4,219	\$ 62,660	\$ 58,125	\$ 53,193
5030 MEDICARE	248	1,220	1,220	1,220	1,220	1,829	1,220	1,220	1,220	1,220	1,220	2,985	16,042	\$ 15,104	\$ 938	\$ 14,134	\$ 13,510	\$ 12,360
5040 MEDICAL INSURANCE	13,478	13,478	13,478	13,478	14,723	14,723	14,723	14,723	14,723	14,723	14,723	171,696	\$ 159,633	\$ 12,063	\$ 132,150	\$ 121,508	\$ 113,932	
5050 RETIREMENT	8,758	5,839	5,839	5,839	5,839	8,758	5,839	5,839	5,839	5,839	5,839	8,758	78,825	\$ 78,078	\$ 747	\$ 72,383	\$ 68,376	\$ 60,277
5060 WORKMENS COMP	2,500	0	500	0	0	0	0	0	0	0	0	0	3,000	\$ 2,724	\$ 276	\$ 2,807	\$ 3,301	\$ 3,847
5070 DEFERRED 401K	3,977	5,966	3,977	3,977	3,977	3,977	5,966	3,977	3,977	3,977	3,977	3,977	51,702	\$ 50,440	\$ 1,262	\$ 46,876	\$ 44,172	\$ 40,631
5080 PERFORMANCE INCENTIVES	0	0	0	0	0	0	0	0	0	0	0	15,000	15,000	\$ 15,000	\$ -	\$ 24,981	\$ 15,022	\$ 15,288
5090 UNEMPLOYMENT INSURANCE	1,000	500	500	500	500	500	2,500	2,500	2,000	1,500	1,500	1,200	14,700	\$ 22,550	\$ (7,850)	\$ 15,153	\$ 19,816	\$ 24,195
TOTAL SALARY AND WAGES EXP	48,106	116,394	114,905	114,405	115,650	163,713	119,639	117,650	117,150	116,650	116,650	265,265	1,526,177	\$ 1,449,878	\$ 76,299	\$ 1,340,770	\$ 1,280,171	\$ 1,187,224
ADMINISTRATION & OPERATIONS																		
6000 ADMIN FEE	0	26,396	21,460	19,030	24,747	20,372	18,906	19,849	19,908	27,422	25,360	49,661	273,111	\$ 239,670	\$ 33,441	\$ 243,261	\$ 217,820	\$ 202,085
6005 DEPRECIATION EXPENSE	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ 55,487	\$ (55,487)	\$ 57,681	\$ 47,680	\$ 40,788
6006 LOSS ON DISPOSAL														\$ -	\$ -	\$ -	\$ -	\$ -
6010 EMPLOYEE/COMMUNITY RELATIONS	500	800	500	500	500	3,000	1,200	500	500	600	800	900	10,300	\$ 7,300	\$ 3,000	\$ 9,377	\$ 7,737	\$ 6,885
6020 INSURANCE	4,397	0	0	100	0	0	0	0	0	0	0	0	4,497	\$ 3,993	\$ 504	\$ 5,457	\$ 6,439	\$ 6,272
6030 MILEAGE	250	200	200	200	200	200	100	200	100	200	200	700	2,750	\$ 3,450	\$ (700)	\$ 2,187	\$ 2,574	\$ 2,061
6040 OFFICE EQUIPMENT/MNT	4,260	4,870	4,340	4,275	5,825	4,275	4,275	4,925	4,275	4,275	6,425	4,275	56,295	\$ 42,030	\$ 14,265	\$ 38,419	\$ 40,769	\$ 24,948
6050 OFFICE SUPPLIES	1,100	1,000	1,300	1,100	1,000	1,200	900	1,500	900	1,400	2,200	14,800	\$ 14,600	\$ 200	\$ 14,411	\$ 12,078	\$ 13,710	
6060 OTHER OPERATING COST	620	550	1,730	580	1,580	840	780	1,030	730	530	680	1,790	11,440	\$ 11,790	\$ (350)	\$ 9,804	\$ 10,583	\$ 12,710
6070 POSTAGE/SHIPPING	1,800	2,403	1,100	1,400	1,053	650	875	875	1,453	725	5,600	2,903	20,837	\$ 23,950	\$ (3,113)	\$ 17,782	\$ 22,161	\$ 9,967
6080 PROFESSIONAL SERVICES	0	0	10,500	2,500	0	1,000	0	250	500	500	0	1,050	16,300	\$ 14,250	\$ 2,050	\$ 12,209	\$ 12,820	\$ 11,463
6090 RENT/BUILDING EXPENSE	13,847	13,947	15,089	14,226	14,176	15,039	27,826	14,476	15,239	14,126	14,376	14,739	187,106	\$ 181,560	\$ 5,546	\$ 173,563	\$ 166,336	\$ 152,171
6100 STAFF DEVELOPMENT	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	\$ 18,000	\$ (6,000)	\$ 9,170	\$ 17,221	\$ 15,741
6110 TELEPHONE	2,850	2,850	5,500	2,850	2,850	3,270	2,850	2,850	5,270	2,850	2,850	3,270	40,110	\$ 37,400	\$ 2,710	\$ 31,980	\$ 32,290	\$ 30,077
6120 VEHICLE EXPENSE	500	800	1,300	750	400	1,300	400	500	1,300	500	500	1,600	9,850	\$ 10,950	\$ (1,100)	\$ 6,579	\$ 8,959	\$ 9,926
TOTAL ADMIN & OPS	31,124	54,816	64,019	48,511	53,331	52,146	59,412	47,355	51,775	53,628	59,191	84,088	659,396	\$ 664,430	\$ (5,034)	\$ 631,880	\$ 605,467	\$ 538,804
SALES AND MARKETING ACTIVITIES																		
7000 ADVERTISING/E-MARKETING	53,732	40,022	233,381	56,977	48,777	218,346	55,307	39,522	237,356	37,897	44,663	215,172	1,281,152	\$ 704,915	\$ 576,237	\$ 334,467	\$ 295,693	\$ 314,020
7015 BUSINESS DEVELOPMENT	10,400	21,600	8,800	9,600	1,600	1,100	16,400	1,600	2,150	19,100	1,600	1,100	95,050	\$ 71,400	\$ 23,650	\$ 102,318	\$ 110,954	\$ 187,102
7020 COLLATERAL/PRODUCTION	6,600	6,600	6,850	9,650	26,650	6,900	6,650	6,600	53,250	15,100	9,600	6,850	161,300	\$ 182,001	\$ (20,701)	\$ 175,110	\$ 111,251	\$ 114,723
7030 CORPORATE COMMUNICATIONS	700	400	700	2,700	700	700	4,200	700	700	700	2,200	700	15,100	\$ 10,000	\$ 5,100	\$ 8,558	\$ 12,046	\$ 15,081
7040 DUES & SUBSCRIPTIONS	31,275	2,085	250	175	965	2,470	1,175	2,712	1,400	1,275	0	910	44,692	\$ 43,835	\$ 857	\$ 42,211	\$ 38,388	\$ 47,201
7045 SPORTS DEVELOPMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ 110,000	\$ 150,000
7060 EVENT EXPENSE	500	20,500	500	63,500	20,500	500	500	500	11,500	13,870	33,000	165,870	\$ 130,500	\$ 35,370	\$ 116,586	\$ 143,407	\$ 325,929	
7070 FAM TOURS/SITE INSPECTIONS	3,000	8,300	3,000	8,900	1,000	1,000	1,000	4,000	7,000	6,300	1,000	45,500	\$ 63,510	\$ (18,010)	\$ 41,115	\$ 29,536	\$ 28,993	
7120 MEDIA RELATIONS	16,115	1,425	1,550	13,540	4,550	3,484	3,275	4,515	1,240	8,630	2,550	4,025	64,899	\$ 64,899	\$ -	\$ 59,040	\$ 53,018	\$ 32,298
7125 PARTNERSHIP	9,690	6,375	9,210	3,000	6,190	1,000	3,275	3,300	4,255	34,025	13,094	12,350	105,764	\$ 101,720	\$ 4,044	\$ 16,511	\$ 19,751	
7130 AGREEMENTS/BID FEES	81,600	98,996	87,060	82,970	99,187	88,472	43,306	25,449	82,008	121,822	81,260	106,971	999,101	\$ 994,775	\$ 4,326	\$ 985,342	\$ 922,172	\$ 813,853
7140 TRADE SHOWS/CONFERENCES	15,650	9,300	15,945	22,150	5,800	13,300	5,930	6,200	6,855	6,650	2,800	5,800	116,380	\$ 97,925	\$ 18,455	\$ 77,721	\$ 85,681	\$ 155,753
7150 WEB TECHNOLOGY	2,895	3,125	15,165	2,495	3,125	8,614	4,795	3,225	8,470	2,495	3,125	8,365	65,894	\$ 65,894	\$ -	\$ 103,641	\$ 97,185	\$ 83,767
7160 DESTINATION SERVICES	12,946	23,598	17,105	21,255	13,145	4,125	14,255	10,416	19,560	21,730	8,455	9,858	176,448	\$ 179,300	\$ (2,852)	\$ 152,097	\$ 148,737	\$ 135,425
9000 BAD DEBT	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL MARKETING	245,103	242,326	399,516	296,912	232,189	350,011	160,068	105,739	421,744	287,924	189,517	406,101	3,337,150	\$ 2,710,674	\$ 626,476	\$ 2,214,717	\$ 2,177,819	\$ 2,404,145
GRAND TOTAL EXPENSES	324,333	413,536	578,440	459,828	401,170	565,870	339,119	270,744	590,668	458,202	365,358	755,455	5,522,723	\$ 4,824,982	\$ 697,741	\$ 4,187,367	\$ 4,063,457	\$ 4,130,173
REVEN																		