

FY2020 Operating Budget

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	FY2020 Budget	FY2019 Budget	FY2020 Budget Difference	FY2018	FY2017	FY2016
REVENUE																		
4000 OCCUPANCY TAX	0	553,707	503,247	475,149	521,995	442,576	416,987	407,619	408,921	513,173	581,918	1,012,765	5,838,057	\$ 5,704,459	\$ 133,598	\$ 5,681,812	\$ 5,517,951	\$ 5,343,668
4010 INTEREST ON INVESTMENTS	300	300	300	300	300	300	300	300	300	300	300	300	3,600	\$ 3,300	\$ 300	\$ 3,549	\$ 3,508	\$ 3,202
4020 ADVERTISING REVENUES	0	0	0	0	0	0	0	0	0	8,000	17,000	15,000	40,000	\$ 37,500	\$ 2,500	\$ 37,004	\$ 38,335	\$ 36,280
4030 MISC REVENUE	0	0	0	0	0	3,500	0	0	0	0	0	0	3,500	\$ 2,000	\$ 1,500	\$ 2,446	\$ 18,145	\$ 11,661
4040 FUND BALANCE APPROPRIATED	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 672,880	\$ 824,395	\$ 77,721
4060 ITEMS FOR RESALE	1,200	1,000	900	1,000	700	600	300	300	800	850	1,000	1,200	9,850	\$ 9,850	\$ -	\$ 11,433	\$ 8,992	\$ 7,127
TOTAL REVENUE	1,500	555,007	504,447	476,449	522,995	446,976	417,587	408,219	410,021	522,323	600,218	1,029,265	5,895,007	\$ 5,757,109	\$ 137,898	\$ 6,409,124	\$ 6,411,326	\$ 5,479,659
OPERATING BUDGET:																		
SALARIES																		
5000 SALARIES	55,410	72,990	72,990	72,990	109,480	72,990	72,990	72,990	72,990	72,990	109,480	98,337	956,627	\$ 880,954	\$ 75,673	\$ 843,435	\$ 841,364	\$ 849,682
5010 HOURLY LABOR	13,863	18,450	18,450	18,450	27,800	18,450	18,450	18,450	18,450	18,450	27,800	25,230	242,293	\$ 257,066	\$ (14,773)	\$ 204,861	\$ 170,733	\$ 126,929
5020 FICA	4,300	5,675	5,675	5,675	8,520	5,675	5,675	5,675	5,675	5,675	8,520	7,670	74,410	\$ 70,563	\$ 3,847	\$ 64,846	\$ 60,988	\$ 59,499
5030 MEDICARE	1,005	1,330	1,330	1,330	2,000	1,330	1,330	1,330	1,330	1,330	2,000	1,800	17,445	\$ 16,505	\$ 940	\$ 15,291	\$ 15,300	\$ 14,638
5040 MEDICAL INSURANCE	15,300	15,300	15,300	15,300	17,350	17,350	17,350	17,350	17,350	17,350	17,350	17,350	200,000	\$ 177,840	\$ 22,160	\$ 151,230	\$ 145,781	\$ 151,690
5050 RETIREMENT	8,370	8,370	8,370	8,370	10,873	8,370	8,370	8,370	8,370	8,370	10,873	8,370	105,446	\$ 92,794	\$ 12,652	\$ 81,980	\$ 79,765	\$ 72,368
5060 WORKMENS COMP	2,500	0	750	0	0	0	0	0	0	0	0	0	3,250	\$ 3,300	\$ (50)	\$ 2,863	\$ 2,332	\$ 2,144
5070 DEFERRED 401K	4,350	4,350	4,350	4,350	4,350	6,526	4,350	4,350	4,350	4,350	4,350	6,526	56,552	\$ 53,574	\$ 2,978	\$ 51,949	\$ 49,397	\$ 49,108
5080 PERFORMANCE INCENTIVES	0	0	0	0	0	0	0	0	0	0	0	15,000	15,000	\$ 15,000	\$ -	\$ 30,000	\$ 14,500	\$ 15,000
5090 UNEMPLOYMENT INSURANCE	400	200	200	200	100	100	2,500	1,300	1,100	700	600	900	8,300	\$ 10,900	\$ (2,600)	\$ 6,975	\$ 7,468	\$ 12,202
TOTAL SALARY AND WAGES EXPENSE	105,498	126,665	127,415	126,665	180,473	130,791	131,015	129,815	129,615	129,215	180,973	181,183	1,679,323	\$ 1,578,496	\$ 100,827	\$ 1,453,430	\$ 1,387,628	\$ 1,353,260
ADMINISTRATION & OPERATIONS																		
6000 ADMIN FEE	0	27,685	25,163	23,757	26,100	22,129	20,849	20,577	20,249	25,659	29,096	50,639	291,903	\$ 285,223	\$ 6,680	\$ 284,091	\$ 275,898	\$ 267,183
6004 CAPITAL OUTLAY	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ 2,880	\$ 6,065
6005 DEPRECIATION EXPENSE	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ -	\$ -
6010 EMPLOYEE/COMMUNITY RELATIONS	300	300	500	500	2,900	300	900	400	400	400	400	400	7,700	\$ 7,100	\$ 600	\$ 6,032	\$ 5,704	\$ 7,417
6020 INSURANCE	7,400	0	0	175	0	0	0	0	0	0	0	0	7,575	\$ 7,375	\$ 200	\$ 6,880	\$ 6,152	\$ 4,802
6030 MILEAGE	100	100	100	100	150	100	100	200	150	100	150	400	1,750	\$ 2,000	\$ (250)	\$ 1,323	\$ 1,372	\$ 1,355
6040 OFFICE EQUIPMENT/MNT	4,295	4,295	4,295	4,295	4,295	4,295	4,695	5,285	8,095	4,695	7,495	4,695	60,730	\$ 70,445	\$ (9,715)	\$ 53,738	\$ 52,512	\$ 41,596
6050 OFFICE SUPPLIES	1,000	1,000	1,000	1,100	800	1,000	800	1,000	1,100	1,400	1,100	1,200	12,300	\$ 12,150	\$ 150	\$ 11,368	\$ 12,763	\$ 12,061
6060 OTHER OPERATING COST	865	865	1,465	1,215	1,040	1,740	1,315	815	915	815	1,015	1,315	13,380	\$ 12,045	\$ 1,335	\$ 12,491	\$ 10,119	\$ 8,446
6070 POSTAGE/SHIPPING	1,800	1,953	1,370	1,250	1,303	950	1,500	1,453	2,150	1,200	3,953	1,150	20,032	\$ 18,162	\$ 1,870	\$ 18,806	\$ 15,962	\$ 15,567
6080 PROFESSIONAL SERVICES	0	0	10,000	3,300	0	1,900	0	200	500	0	0	950	16,850	\$ 16,850	\$ -	\$ 14,425	\$ 15,294	\$ 12,476
6090 RENT/BUILDING EXPENSE	13,403	13,403	14,198	13,403	13,403	27,298	13,553	13,703	14,198	13,253	13,303	15,148	178,266	\$ 174,946	\$ 3,320	\$ 168,965	\$ 169,383	\$ 176,521
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	\$ 13,200	\$ (1,200)	\$ 12,103	\$ 15,918	\$ 11,793
6110 TELEPHONE	2,100	2,100	3,520	2,265	2,100	2,520	2,100	2,200	3,420	2,100	2,100	2,520	29,045	\$ 32,080	\$ (3,035)	\$ 26,831	\$ 34,777	\$ 34,407
6120 VEHICLE EXPENSE	1,300	1,150	2,100	1,000	1,000	1,500	900	800	1,300	900	900	2,300	15,150	\$ 16,900	\$ (1,750)	\$ 15,082	\$ 10,419	\$ 6,912
TOTAL ADMIN & OPS	33,563	53,851	64,711	53,360	54,091	64,732	47,712	47,633	53,477	51,522	60,412	81,617	666,681	\$ 668,476	\$ (1,795)	\$ 632,135	\$ 629,153	\$ 606,601
SALES AND MARKETING ACTIVITIES																		
7000 ADVERTISING/E-MARKETING	117,009	103,760	122,110	147,264	105,507	121,332	104,682	100,407	117,903	103,582	99,507	115,507	1,358,570	\$ 1,316,521	\$ 42,049	\$ 1,299,994	\$ 1,273,485	\$ 595,764
7015 BUSINESS DEVELOPMENT	29,750	3,430	6,750	4,250	4,250	1,250	10,000	1,750	10,050	6,750	3,450	2,750	84,430	\$ 94,583	\$ (10,153)	\$ 538,634	\$ 184,857	\$ 151,535
7020 COLLATERAL/PRODUCTION	6,860	8,616	43,616	14,116	7,866	11,126	20,866	7,866	70,791	14,616	8,866	10,374	225,579	\$ 211,096	\$ 14,483	\$ 152,102	\$ 166,398	\$ 154,409
7030 CORPORATE COMMUNICATIONS	300	5,000	800	300	300	800	3,800	300	800	300	1,800	800	15,800	\$ 15,100	\$ 700	\$ 16,253	\$ 7,526	\$ 12,117
7040 DUES & SUBSCRIPTIONS	28,870	1,000	250	180	1,700	9,845	430	2,605	350	285	0	855	46,370	\$ 59,685	\$ (13,315)	\$ 50,695	\$ 35,623	\$ 40,397
7060 EVENT EXPENSE	500	500	500	76,500	28,000	500	500	500	500	11,500	28,000	44,600	192,100	\$ 165,744	\$ 26,356	\$ 183,891	\$ 162,091	\$ 133,695
7070 FAM TOURS/SITE INSPECTIONS	750	3,000	9,500	9,750	5,500	1,000	750	500	2,000	10,250	16,000	7,677	66,677	\$ 63,450	\$ 3,227	\$ 34,537	\$ 28,400	\$ 64,885
7120 MEDIA RELATIONS	4,025	12,918	1,425	11,914	25	2,200	725	2,764	2,025	9,279	1,675	1,025	50,000	\$ 79,900	\$ (29,900)	\$ 73,790	\$ 40,042	\$ 69,520
7125 PARTNERSHIP	7,250	3,300	7,150	300	43,550	1,350	21,000	6,650	850	8,000	10,300	2,100	111,800	\$ 111,800	\$ -	\$ 36,345	\$ 85,426	\$ 90,159
7130 AGREEMENTS/BID FEES	103,800	94,685	94,818	87,617	96,024	73,129	32,369	27,577	74,024	119,659	88,206	111,139	1,003,047	\$ 986,547	\$ 16,500	\$ 1,065,809	\$ 927,873	\$ 980,003
7140 TRADE SHOWS/CONFERENCES	25,080	26,940	16,210	7,970	26,000	10,610	14,050	9,650	11,455	4,350	8,523	14,940	175,778	\$ 161,596	\$ 14,182	\$ 107,901	\$ 104,496	\$ 106,564
7150 WEB TECHNOLOGY	2,940	2,046	9,215	870	2,540	7,545	3,140	13,870	10,391	2,540	9,215	66,852	\$ 68,000	\$ (1,148)	\$ 74,768	\$ 161,220	\$ 50,627	
7160 DESTINATION SERVICES	14,820	26,205	8,165	7,595	5,245	4,870	9,135	13,950	21,070	22,470	9,125	9,350	152,000	\$ 176,115	\$ (24,115)	\$ 165,997	\$ 152,089	\$ 152,795
TOTAL MARKETING	341,954	291,900	320,509	368,626	326,507	245,557	221,447	188,389	322,209	313,581	277,992	330,332	3,549,003	\$ 3,510,137	\$ 38,866	\$ 3,800,716	\$ 3,326,526	\$ 2,602,470
GRAND TOTAL EXPENSES	481,015	472,416	512,635	548,651	561,071	441,080	400,174	365,837	505,301	494,318	519,377	593,132	5,895,007	\$ 5,757,109	\$ 137,898	\$ 5,886,281	\$ 5,343,307	\$ 4,562,331
REVENUES OVER EXPENDITURES	-479,515	82,591	-8,188	-72,202	-38,076	5,896	17,413	42,382	-95,280	28,005	80,841	436,133	0	\$ -	\$ (0)	\$ 522,843	\$ 1,068,019	\$ 917,328