

FY2021 Operating Budget

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	FY2021 Budget	FY2020 Budget	FY2021 Budget Difference	FY2019	FY2018	FY2017
REVENUE																		
4000 OCCUPANCY TAX	0	270,000	365,000	300,000	390,000	437,000	395,000	406,000	405,000	516,000	575,000	980,000	5,039,000	\$ 5,838,057	\$ (799,057)	\$ 5,711,875	\$ 5,681,812	\$ 5,517,951
4010 INTEREST ON INVESTMENTS	300	300	300	300	300	300	300	300	300	300	300	300	3,600	\$ 3,600	\$ -	\$ 3,560	\$ 3,549	\$ 3,508
4020 ADVERTISING REVENUES	0	0	0	0	0	0	0	0	0	0	20,000	0	20,000	\$ 40,000	\$ (20,000)	\$ 28,567	\$ 37,004	\$ 38,335
4030 MISC REVENUE	0	0	0	0	0	3,500	0	0	0	0	0	0	3,500	\$ 3,500	\$ -	\$ 3,234	\$ 2,446	\$ 18,145
4040 FUND BALANCE APPROPRIATED	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 15,000	\$ 672,880	\$ 824,395
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	\$ -	\$ 17,945	\$ 11,433	\$ 8,992
TOTAL REVENUE	1,500	271,300	366,200	301,300	391,000	441,400	395,600	406,600	406,100	517,150	596,300	981,500	5,075,950	\$ 5,895,007	\$ (819,057)	\$ 5,780,181	\$ 6,409,124	\$ 6,411,326
OPERATING BUDGET:																		
SALARIES																		
5000 SALARIES	44,988	68,914	68,914	103,371	68,914	68,914	68,914	68,914	68,914	103,371	68,914	96,258	899,300	\$ 956,627	\$ (57,327)	\$ 885,295	\$ 843,435	\$ 841,364
5010 HOURLY LABOR	6,311	9,570	9,570	14,355	9,570	9,570	9,570	11,970	11,970	17,955	11,970	16,642	139,023	\$ 242,293	\$ (103,270)	\$ 237,178	\$ 204,861	\$ 170,733
5020 FICA	3,181	4,866	4,866	7,299	4,866	4,866	4,866	5,015	5,015	7,522	5,015	6,791	64,168	\$ 74,410	\$ (10,242)	\$ 68,652	\$ 64,846	\$ 60,988
5030 MEDICARE	744	1,138	1,138	1,707	1,138	1,138	1,138	1,173	1,173	1,759	1,173	1,602	15,521	\$ 17,445	\$ (2,424)	\$ 16,270	\$ 15,291	\$ 15,300
5040 MEDICAL INSURANCE	13,048	13,048	13,048	13,048	14,233	14,233	14,233	14,933	14,933	14,933	14,933	14,933	169,556	\$ 200,000	\$ (30,444)	\$ 165,724	\$ 151,230	\$ 145,781
5050 RETIREMENT	8,377	8,377	8,377	12,565	8,377	8,377	8,637	8,637	8,637	12,955	8,637	8,637	110,590	\$ 105,446	\$ 5,144	\$ 90,238	\$ 81,980	\$ 79,765
5060 WORKMENS COMP	2,600	0	100	0	0	0	0	0	0	0	0	0	2,700	\$ 3,250	\$ (550)	\$ 2,036	\$ 2,863	\$ 2,332
5070 DEFERRED 401K	3,871	3,871	3,871	3,871	5,807	3,871	3,871	3,991	3,991	3,991	5,987	3,991	50,984	\$ 56,552	\$ (5,568)	\$ 50,955	\$ 51,949	\$ 49,397
5080 PERFORMANCE INCENTIVES	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ 15,000	\$ (15,000)	\$ 15,000	\$ 30,000	\$ 14,500
5090 UNEMPLOYMENT INSURANCE	150	100	100	150	100	100	900	600	400	550	400	300	3,850	\$ 8,300	\$ (4,450)	\$ (280)	\$ 6,975	\$ 7,468
TOTAL SALARY AND WAGES EXPENSE	83,270	109,884	109,984	156,366	113,005	111,069	112,129	115,233	115,033	163,036	117,029	149,154	1,455,192	\$ 1,679,323	\$ (224,131)	\$ 1,531,068	\$ 1,453,430	\$ 1,387,628
ADMINISTRATION & OPERATIONS																		
6000 ADMIN FEE	0	13,500	18,250	15,000	19,500	21,850	19,750	20,300	20,250	25,800	28,750	49,000	251,950	\$ 291,903	\$ (39,953)	\$ 285,594	\$ 284,091	\$ 275,898
6004 CAPITAL OUTLAY	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ 18,357	\$ -	\$ 2,880
6005 DEPRECIATION EXPENSE	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -	\$ -	\$ -	\$ -	\$ -
6010 EMPLOYEE/COMMUNITY RELATIONS	200	200	300	200	200	300	200	200	300	200	200	300	2,800	\$ 7,700	\$ (4,900)	\$ 8,267	\$ 6,032	\$ 5,704
6020 INSURANCE	8,000	0	0	175	0	0	0	0	0	0	0	0	8,175	\$ 7,575	\$ 600	\$ 7,406	\$ 6,880	\$ 6,152
6030 MILEAGE	100	100	100	100	100	100	100	100	100	100	100	100	1,200	\$ 1,750	\$ (550)	\$ 718	\$ 1,323	\$ 1,372
6040 OFFICE EQUIPMENT/MNT	4,798	4,798	4,798	4,798	4,798	4,798	4,798	4,798	7,898	4,798	7,298	4,798	63,176	\$ 60,730	\$ 2,446	\$ 59,471	\$ 53,738	\$ 52,512
6050 OFFICE SUPPLIES	500	1,150	900	1,050	950	1,050	700	800	950	1,100	800	1,200	11,150	\$ 12,300	\$ (1,150)	\$ 12,958	\$ 11,368	\$ 12,763
6060 OTHER OPERATING COST	745	695	810	1,635	820	1,710	1,145	695	745	695	665	1,155	11,515	\$ 13,380	\$ (1,865)	\$ 10,169	\$ 12,491	\$ 10,119
6070 POSTAGE/SHIPPING	850	2,205	1,050	900	1,713	1,250	750	1,303	600	400	3,653	2,400	17,074	\$ 20,032	\$ (2,958)	\$ 19,183	\$ 18,806	\$ 15,962
6080 PROFESSIONAL SERVICES	0	0	8,800	1,150	0	5,175	0	200	500	0	0	500	16,325	\$ 16,850	\$ (525)	\$ 19,386	\$ 14,425	\$ 15,294
6090 RENT/BUILDING EXPENSE	16,629	16,599	19,183	18,054	18,024	19,279	18,204	18,324	19,179	17,904	17,924	21,429	220,732	\$ 178,266	\$ 42,466	\$ 172,921	\$ 168,965	\$ 169,383
6100 STAFF DEVELOPMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ 12,000	\$ (12,000)	\$ 15,622	\$ 12,103	\$ 15,918
6110 TELEPHONE	2,100	2,100	4,020	2,270	2,100	2,520	2,100	2,100	4,020	2,100	2,100	2,520	30,050	\$ 29,045	\$ 1,005	\$ 30,835	\$ 26,831	\$ 34,777
6120 VEHICLE EXPENSE	1,300	1,000	1,625	1,450	900	1,100	1,000	800	1,000	900	900	2,150	14,125	\$ 15,150	\$ (1,025)	\$ 12,823	\$ 15,082	\$ 10,419
TOTAL ADMIN & OPS	35,222	42,347	59,836	46,782	49,105	59,132	48,747	49,620	55,542	53,997	62,390	85,552	648,272	\$ 666,681	\$ (18,409)	\$ 673,712	\$ 632,135	\$ 629,153
SALES AND MARKETING ACTIVITIES																		
7000 ADVERTISING/E-MARKETING	104,487	98,988	129,538	139,687	97,987	119,172	104,237	97,987	116,643	102,237	97,987	115,347	1,324,297	\$ 1,358,570	\$ (34,273)	\$ 1,247,258	\$ 1,299,994	\$ 1,273,485
7015 BUSINESS DEVELOPMENT	28,850	1,500	6,950	2,200	1,950	700	9,850	1,200	1,450	700	2,200	1,700	59,250	\$ 84,430	\$ (25,180)	\$ 82,843	\$ 538,634	\$ 184,857
7020 COLLATERAL/PRODUCTION	35,935	5,936	10,436	13,436	6,436	9,196	5,436	6,436	68,611	13,186	8,436	8,955	192,435	\$ 225,579	\$ (33,144)	\$ 147,657	\$ 152,102	\$ 166,398
7030 CORPORATE COMMUNICATIONS	400	5,500	400	400	400	1,900	400	400	400	400	400	11,400	11,400	\$ 15,800	\$ (4,400)	\$ 10,594	\$ 16,253	\$ 7,526
7040 DUES & SUBSCRIPTIONS	26,520	900	250	180	300	9,850	2,930	45	350	285	0	860	42,470	\$ 46,370	\$ (3,900)	\$ 51,225	\$ 50,695	\$ 35,623
7060 EVENT EXPENSE	500	500	18,456	5,500	2,979	500	500	500	500	3,000	15,500	48,935	192,100	\$ 192,100	\$ (143,165)	\$ 189,371	\$ 183,891	\$ 162,091
7070 FAM TOURS/SITE INSPECTIONS	0	0	9,000	3,500	4,000	0	0	4,000	700	4,850	10,734	5,601	42,385	\$ 66,677	\$ (24,292)	\$ 67,822	\$ 34,537	\$ 28,400
7120 MEDIA RELATIONS	1,875	13,268	575	12,164	375	2,550	1,075	1,414	575	8,779	975	1,375	45,000	\$ 50,000	\$ (5,000)	\$ 42,400	\$ 73,790	\$ 40,042
7125 PARTNERSHIP	5,750	1,300	4,650	300	42,550	1,350	21,000	6,650	750	500	10,300	1,700	96,800	\$ 111,800	\$ (15,000)	\$ 117,423	\$ 36,345	\$ 85,426
7130 AGREEMENTS/BID FEES	97,903	100,692	80,969	81,970	86,724	72,850	32,750	27,050	28,950	72,900	45,830	67,232	795,820	\$ 1,003,047	\$ (207,227)	\$ 992,719	\$ 1,065,809	\$ 927,873
7140 TRADE SHOWS/CONFERENCES	28,300	13,295	19,175	10,700	17,149	2,400	2,900	1,800	11,100	3,250	2,350	14,400	126,819	\$ 175,778	\$ (48,959)	\$ 169,369	\$ 107,901	\$ 101,496
7150 WEB TECHNOLOGY	2,483	1,983	8,759	1,983	1,983	8,759	2,583	14,983	8,759	1,983	1,983	8,759	65,000	\$ 66,852	\$ (1,852)	\$ 59,991	\$ 74,768	\$ 161,220
7160 DESTINATION SERVICES	16,520	20,985	7,540	6,645	6,770	7,120	8,780	16,640	12,965	5,070	5,970	6,870	121,875	\$ 152,000	\$ (30,125)	\$ 162,810	\$ 165,997	\$ 152,089
TOTAL MARKETING	349,523	264,847	296,698	278,665	269,603	234,847	193,941	179,105	251,753	214,640	190,165	248,699	2,972,486	\$ 3,549,003	\$ (576,517)	\$ 3,341,481	\$ 3,800,716	\$ 3,326,526
GRAND TOTAL EXPENSES	468,015	417,078	466,518	481,813	431,713	405,048	354,817	343,958	422,328	431,673	369,584	483,405	5,075,950	\$ 5,895,007	\$ (819,057)	\$ 5,546,261	\$ 5,886,281	\$ 5,343,307
REVENUES OVER EXPENDITURES	-466,515	-145,778	-100,318	-180,513	-40,713	36,352	40,783	62,642	-16,228	85,477	226,716	498,095	0	\$ -	\$ (0)	\$ 233,919	\$ 522,843	\$ 1,068,019