

Calaveras Visitors Bureau Proposed 2015 - 2016 Budget

Ordinary Income/Expense	15-16 Proposed	14-15 Budget	14-15 Actual YTD
Income			
Guide Income			
Additional Listings Income	7,600.00	7,037.00	7,537.48
Advertising	30,000.00	30,000.00	30,106.98
Historic map contributions	1,000.00	0.00	0.00
Enhanced/Featured Listings	1,400.00	1,400.00	1,400.00
Total Activities Guide	40,000.00	38,437.00	39,044.46
Additional Guide Income			
Renewals	34,250.00	33,454.00	34,345.89
New Listings	2,100.00	1,800.00	2,100.00
Total Guide Income	36,350.00	35,254.00	36,445.89
Other Income			
Annual Dinner	2,500.00	1,905.00	1,905.00
Misc. Income	0.00		25.00
Penny Machine	150.00	200.00	123.25
Pepsi Machine	0.00		52.74
Postage	0.00	5.60	0.00
State Fair Partners	500.00	300.00	0.00
Trade Show Co-Op Income			
Bay Area Travel Show	1,450.00	1,450.00	1,450.00
Sunset Celebrations	0.00	800.00	927.22
Total Trade Show Co-Op Inc	1,450.00	2,250.00	2,377.22
Website Advertising	150.00	600.00	600.00
Total Other Income	4,750.00	5,260.60	5,083.21
Sale Income	25,000.00	22,000.00	26,962.71
TOT Funding -Calaveras County	110,000.00	120,000.00	118,736.64
TOT Funding City of Angels Camp	130,000.00	127,500.00	136,476.17
Total Income	346,100.00	348,451.60	362,749.08

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Cost of Goods Sold			
Credit Card Fee	700.00	700.00	628.22
Inventory Adjustment	500.00	996.00	996.04
Shipping	800.00	400.00	719.44
Cost of Sale Items - Other	17,000.00	12,000.00	16,533.52
Total Cost of Sale Items	19,000.00	14,096.00	18,877.22
Total COGS	19,000.00	14,096.00	18,877.22
Gross Profit	327,100.00	334,355.60	343,871.86
Expense			
Sales Tax Adjustment	0.00		0.83
Insurance			
Business	500.00	500.00	500.00
Directors & Officers	1,400.00	1,256.00	1,353.00
Workers Compensation	1,500.00	1,600.00	647.59
Total Insurance	3,400.00	3,356.00	2,500.59
Marketing			
Activities Guide Exp			
Activities Guide Dist	7,700.00	8,500.00	8,766.13
Activities Guide Mailings	15,000.00	7,000.00	9,839.05
Layout	7,500.00	4,500.00	5,037.00
Printing Cost	37,000.00	30,000.00	31,756.73
Total Activities Guide Exp	67,200.00	50,000.00	55,398.91
Conference-Education			
Outlook Forum	1,400.00	1,400.00	0.00
WACVB CEO Forum	2,000.00	1,700.00	1,647.13
WACVB Tech Conference	1,500.00	1,500.00	799.62
Total Conference-Education	4,900.00	4,600.00	2,446.75
Cooperative Marketing			
Regional			
GCVA Map & PR	2,500.00	2,500.00	2,176.66
Regional - Other	1,900.00	1,250.00	1,400.00
Total Regional	4,400.00	3,750.00	3,576.66
Total Cooperative Marketing	4,400.00	3,750.00	3,576.66

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Dues & Subscriptions			
FLICS	300.00	300.00	300.00
Gold Country Vis Assoc.	750.00	750.00	750.00
High Sierra Vis Council	1,500.00	1,000.00	1,500.00
San Francisco Travel	750.00	750.00	750.00
DMA West	660.00	660.00	660.00
Dues & Subs - Other	0.00	0.00	15.00
Total Dues & Subscriptions	3,960.00	3,460.00	3,975.00
Membership			
Annual Dinner	5,000.00	4,770.55	4,770.55
Total Membership	5,000.00	4,770.55	4,770.55
Miscellaneous Marketing			
Collateral Development	1,000.00	500.00	971.64
NPR radio	12,600.00	0.00	0.00
Media Fam Trips	1,000.00	800.00	1,056.07
Signage	300.00	500.00	413.02
Total Miscellaneous Marketing	14,900.00	1,800.00	2,440.73
Online Advertising			
Internet Marketing			
Facebook Advertising	5,000.00	6,550.00	4,459.31
Google Ad Words	0.00	1,050.00	1,480.69
Visit California	0.00	15,000.00	9,687.70
Total Internet Marketing	5,000.00	22,600.00	15,627.70
Total Online Advertising	5,000.00	22,600.00	15,627.70
Print Ads			
California Visitors Guide	3,000.00	3,000.00	2,993.00
Misc. Print Ads	500.00	500.00	404.33
Sunset Magazine	0.00	15,000.00	15,105.00
Touring & Tasting	3,600.00	0.00	0.00
VIA Magazine	10,000.00	15,000.00	9,760.00
Total Print Ads	17,100.00	33,500.00	28,262.33

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Public Relations			
Blogging	3,000.00	14,320.00	12,936.00
Board Development	500.00	469.95	460.68
Community Support	1,100.00	100.00	112.15
Meetings	3,700.00	4,275.00	3,576.02
Membership & Ad Sales	0.00	3,000.00	40.00
Public Relations	23,520.00	9,800.00	8,624.00
Staff Dev/Logo Wear	150.00	150.00	40.00
VIP Program	600.00	589.00	0.00
Public Relations - Other	2,000.00		405.31
Total Public Relations	34,570.00	32,703.95	26,194.16
State Fair			
Booth Design	14,000.00	10,000.00	10,000.00
State Fair Props	0.00	587.63	0.00
Volunteer Reception	798.00	725.00	159.40
Total State Fair	14,798.00	11,312.63	10,159.40

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Trade Shows			
Bay Area Travel Show	3,700.00	2,900.00	3,661.80
LA Travel and Adv Show	3,000.00	3,600.00	2,995.00
Sunset Celebrations	0.00	2,000.00	1,463.00
Total Trade Shows	6,700.00	8,500.00	8,119.80
Website			
Website Enhancements	1,500.00	750.00	1,188.38
Website Hosting	2,100.00	2,200.00	1,803.46
Total Website	3,600.00	2,950.00	2,991.84
Total Marketing	182,128.00	179,947.13	163,963.83
Office expense			
Accounting Services	3,000.00	3,050.00	2,911.12
Bank Fee	200.00	100.00	154.49
Checks	0.00	50.00	0.00
Drinking Water	150.00	130.00	147.12
Employee Recruitment	0.00	50.00	0.00
Equip Lease	4,500.00	4,360.00	4,419.86
Equip Maint & Repair	500.00	500.00	258.28
Gifts	200.00	300.00	150.00
New Equipment	800.00	720.00	723.64
Office Supplies	2,000.00	3,250.00	3,460.29
Postage	0.00	800.00	0.00
Printing	200.00	200.00	0.00
Professional Fees	4,500.00	2,750.00	2,870.00
Rent Paid	14,992.80	15,449.00	14,992.80
Software Subscription	1,500.00	1,350.00	1,494.89
Staff Meetings & Dev	500.00	500.00	388.64
Telephone	4,500.00	3,315.00	4,278.05
Total Office expense	37,542.80	36,874.00	36,249.18

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Payroll Expenses			
Health Insurance	7,157.52	2,500.00	3,169.20
Payroll Processing	2,200.00	1,300.00	2,148.42
Payroll Taxes	12,000.00	10,000.00	9,220.47
Wages	111,100.00	99,500.00	97,276.31
Total Payroll Expenses	132,457.52	113,300.00	111,814.40
Taxes			
Property Tax	100.00	100.00	65.91
Taxes - Other	0.00		10.00
Total Taxes	100.00	100.00	75.91
Total Expense	355,628.32	333,577.13	314,604.74
Net Ordinary Income	-28,528.32	778.47	29,267.12
Excess cost over revenue	-28,528.32	778.47	29,267.12
Unrestricted Reserves applied from previous years	30,000.00		
Excess Revenue after unrestricted reserves applied	1,471.68		
Restricted Reserves (CD)	\$70,000.00		
Unrestricted reserves remaining after applied amount above	\$40,000.00		
Total Reserves	\$111,471.68		