

## Calaveras Visitors Bureau 16-17 Proposed Budget

Ordinary Income/Expense	16-17 Proposed	15-16 Budget	15-16 YTD	Jun	15-16 Projected
<b>Income</b>					
<b>Guide Income</b>					
Additional Listings	7,600.00	7,600.00	5,350.00	0.00	5,350.00
Advertising	30,000.00	30,000.00	27,572.50	0.00	27,572.50
Enhanced Listings	1,400.00	1,400.00	1,090.00	0.00	1,090.00
Historic map contributions	0.00	1,000.00	0.00	0.00	0.00
Renewals Listings	34,250.00	34,250.00	33,591.41	0.00	33,591.41
New Listings	8,000.00	2,100.00	1,900.00	0.00	1,900.00
<b>Total Guide Income</b>	<b>81,250.00</b>	<b>76,350.00</b>	<b>69,503.91</b>	<b>0.00</b>	<b>69,503.91</b>
<b>Other Income</b>					
Annual Dinner	1,500.00	2,500.00	1,475.00	0.00	1,475.00
Penny Machine	250.00	150.00	205.25	25.00	230.25
State Fair Partners	500.00	500.00	500.00	0.00	500.00
<b>Trade Show Co-Op Income</b>					
Bay Area Travel Show	1,450.00	1,450.00	0.00	0.00	0.00
LA Travel Show	0.00	0.00	0.00	0.00	0.00
Sunset Celebrations	750.00	0.00	0.00	0.00	0.00
Website Advertising	0.00	150.00	150.11	0.00	150.11
Xfr from Unrestricted to General Fund	90,000.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>	<b>94,450.00</b>	<b>4,750.00</b>	<b>2,330.36</b>	<b>25.00</b>	<b>2,355.36</b>
<b>Sale Income</b>	<b>30,000.00</b>	<b>25,000.00</b>	<b>31,961.30</b>	<b>1,500.00</b>	<b>33,461.30</b>
<b>TOT Calaveras-No Contract-33% of 6%</b>	<b>120,000.00</b>	<b>110,000.00</b>	<b>143,435.31</b>	<b>0.00</b>	<b>143,435.31</b>
<b>TOT Angels Camp-Contract-13% of 10%</b>	<b>156,000.00</b>	<b>130,000.00</b>	<b>121,792.03</b>	<b>30,000.00</b>	<b>151,792.03</b>
<b>Total Income</b>	<b>481,700.00</b>	<b>346,100.00</b>	<b>369,022.91</b>	<b>31,525.00</b>	<b>400,547.91</b>
<b>Cost of Goods Sold</b>					
POS Inventory Adjustments	500.00	500.00	-16.10	0.00	-16.10
Cost of Goods Sold	20,000.00	17,000.00	22,309.17	2,500.00	24,809.17
<b>Cost of Sale Items</b>					
Credit Card Fee	700.00	700.00	692.74	75.00	767.74
Shipping & Freight	800.00	800.00	892.28	100.00	992.28
Cost of Sale Items - Other			1,141.39	0.00	1,141.39
<b>Total Cost of Sale Items</b>	<b>1,500.00</b>	<b>1,500.00</b>	<b>2,726.41</b>	<b>175.00</b>	<b>2,901.41</b>
<b>Total COGS</b>	<b>22,000.00</b>	<b>19,000.00</b>	<b>25,019.48</b>	<b>2,675.00</b>	<b>27,694.48</b>
<b>Gross Profit</b>	<b>459,700.00</b>	<b>327,100.00</b>	<b>344,003.43</b>	<b>28,850.00</b>	<b>372,853.43</b>

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	16-17 Proposed	15-16 Budget	15-16 YTD	Jun	15-16 Projected
<b>Expense</b>					
<b>Insurance</b>					
Business	500.00	500.00	500.00	0.00	500.00
Directors & Officers	1,400.00	1,400.00	1,355.00	0.00	1,355.00
Workers Compensation	1,250.00	1,500.00	1,079.00	0.00	1,079.00
<b>Total Insurance</b>	<b>3,150.00</b>	<b>3,400.00</b>	<b>2,934.00</b>	<b>0.00</b>	<b>2,934.00</b>
<b>Marketing</b>					
<b>Activities Guide Exp</b>					
Activities Guide Distribution	7,700.00	7,700.00	7,420.13	0.00	7,420.13
Activities Guide Mailings	7,000.00	15,000.00	6,041.16	800.00	6,841.16
Layout	8,000.00	7,500.00	7,514.50	0.00	7,514.50
Printing Cost	40,000.00	37,000.00	37,717.85	0.00	37,717.85
<b>Total Activities Guide Exp</b>	<b>62,700.00</b>	<b>67,200.00</b>	<b>58,693.64</b>	<b>800.00</b>	<b>59,493.64</b>
<b>Conference-Education</b>					
Outlook Forum	1,400.00	1,400.00	1,397.35	0.00	1,397.35
DMA West CEO Forum	2,000.00	2,000.00	2,077.35	0.00	2,077.35
DMA West Tech Conference	1,500.00	1,500.00	1,293.19	0.00	1,293.19
<b>Total Conference-Education</b>	<b>4,900.00</b>	<b>4,900.00</b>	<b>4,767.89</b>	<b>0.00</b>	<b>4,767.89</b>
<b>Cooperative Marketing</b>					
GCVA Map & PR	2,500.00	2,500.00	2,815.04	0.00	2,815.04
Regional-DogTrek & HSVC	2,500.00	1,900.00	2,606.36	0.00	2,606.36
<b>Total Cooperative Marketing</b>	<b>5,000.00</b>	<b>4,400.00</b>	<b>5,421.40</b>	<b>0.00</b>	<b>5,421.40</b>
<b>Dues &amp; Subscriptions</b>					
FLICS	300.00	300.00	300.00	0.00	300.00
Gold Country Visitors Assoc.	750.00	750.00	0.00	0.00	0.00
High Sierra Visitors Council	1,500.00	1,500.00	2,000.00	0.00	2,000.00
San Francisco Travel	750.00	750.00	0.00	0.00	0.00
DMA West-Western Assoc of CVBs	775.00	660.00	755.00	0.00	755.00
Misc Online Media	200.00	0.00	0.00	0.00	0.00
OWAC Outdoor Writers Assoc CA	125.00	0.00	0.00	0.00	0.00
<b>Total Dues &amp; Subscriptions</b>	<b>4,400.00</b>	<b>3,960.00</b>	<b>3,055.00</b>	<b>0.00</b>	<b>3,055.00</b>
<b>Membership</b>					
Annual Dinner	5,000.00	5,000.00	3,443.44	0.00	3,443.44
Membership Sales by Sales Rep	6,000.00	0.00	0.00	0.00	0.00
<b>Total Membership</b>	<b>11,000.00</b>	<b>5,000.00</b>	<b>3,443.44</b>	<b>0.00</b>	<b>3,443.44</b>

## Calaveras Visitors Bureau 16-17 Proposed Budget

	16-17 Proposed	15-16 Budget	15-16 YTD	Jun	15-16 Projected
<b>Miscellaneous Marketing</b>					
Collateral Development	1,000.00	1,000.00	2,630.01	-1,185.00	1,445.01
Media Fam Trips	1,000.00	1,000.00	232.46	0.00	232.46
NPR Radio	12,600.00	12,600.00	12,600.00	0.00	12,600.00
Signage	300.00	300.00	31.60	0.00	31.60
Software Subscriptions	1,500.00	1,500.00	1,718.49	200.00	1,918.49
Staff Meetings & Development	500.00	500.00	505.19	0.00	505.19
<b>Total Miscellaneous Marketing</b>	<b>16,900.00</b>	16,900.00	17,717.75	-985.00	16,732.75
<b>Online Advertising</b>					
Facebook Advertising	7,000.00	5,000.00	3,955.69	400.00	4,355.69
Online Advertising - Other	0.00	0.00	222.16	0.00	0.00
Trip Advisor	16,000.00	0.00	0.00	0.00	0.00
<b>Total Online Advertising</b>	<b>23,000.00</b>	5,000.00	4,177.85	400.00	4,355.69
<b>Print Ads</b>					
Touring & Tasting	0.00	3,600.00	3,600.00	0.00	3,600.00
California Visitors Guide	3,300.00	3,000.00	3,142.00	0.00	3,142.00
Misc. Print Ads	500.00	500.00	520.00	0.00	520.00
SF Chronicle/BayAreaNewsGroup	5,000.00	0.00	0.00	0.00	0.00
Sunset	12,000.00	0.00	0.00	0.00	0.00
VIA Magazine	10,000.00	10,000.00	9,760.00	0.00	9,760.00
<b>Total Print Ads</b>	<b>30,800.00</b>	17,100.00	17,022.00	0.00	17,022.00
<b>Public Relations</b>					
Madden Media	15,000.00	2,000.00	2,000.00	0.00	2,000.00
Blogging	0.00	3,000.00	0.00	0.00	0.00
Board Development	500.00	500.00	0.00	500.00	500.00
Capitol Window	2,000.00	0.00	0.00	0.00	0.00
Community Support	1,100.00	1,100.00	1,100.00	0.00	1,100.00
Meetings	3,700.00	3,700.00	2,626.26	0.00	2,626.26
Public Relations	23,520.00	23,520.00	21,560.00	1,960.00	23,520.00
Staff & Volunteer Development	1,000.00	150.00	0.00	0.00	0.00
Trend Kite	15,000.00	0.00	0.00	0.00	0.00
VIP Program	1,000.00	600.00	809.00	0.00	809.00
<b>Total Public Relations</b>	<b>62,820.00</b>	34,570.00	28,095.26	2,460.00	30,555.26
<b>State Fair</b>					
Booth Design	14,000.00	14,000.00	2,000.00	0.00	2,000.00
State Fair Props			518.24	0.00	518.24
Volunteer Reception	850.00	798.00	798.00	0.00	798.00
<b>Total State Fair</b>	<b>14,850.00</b>	14,798.00	3,316.24	0.00	3,316.24

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<b>Trade Shows</b>					
Bay Area Travel Show	3,700.00	3,700.00	2,100.94	0.00	2,100.94
LA Travel and Adventure Show	5,000.00	3,000.00	5,191.17	0.00	5,191.17
Sunset Celebrations	1,500.00	0.00	2,068.61	0.00	2,068.61
<b>Total Trade Shows</b>	<b>10,200.00</b>	6,700.00	9,360.72	0.00	9,360.72
<b>Website</b>					
Website Enhancements	1,500.00	1,500.00	2,032.22	0.00	2,032.22
Website Hosting	500.00	2,100.00	1,275.16	50.00	1,325.16
<b>Total Website</b>	<b>2,000.00</b>	3,600.00	3,307.38	50.00	3,357.38
<b>Total Marketing</b>	<b>248,570.00</b>	184,128.00	158,378.57	2,725.00	160,881.41
<b>Office expense</b>					
Accounting Services	4,500.00	3,000.00	3,609.75	250.00	3,859.75
Bank Fee	200.00	200.00	84.50	20.00	104.50
Drinking Water	200.00	150.00	140.36	15.00	155.36
Equip Lease	5,000.00	4,500.00	4,128.75	400.00	4,528.75
Equip Maint & Repair	500.00	500.00	617.50	0.00	617.50
Gifts	200.00	200.00	128.30	0.00	128.30
New Equipment	4,000.00	800.00	867.41	0.00	867.41
Office Supplies	2,000.00	2,000.00	1,492.06	300.00	1,792.06
Printing	200.00	200.00	67.37	0.00	67.37
Professional Fees	3,000.00	4,500.00	5,178.50	0.00	5,178.50
Rent	14,992.80	14,992.80	13,743.40	1,249.40	14,992.80
Telephone	5,000.00	4,500.00	4,180.86	325.00	4,505.86
<b>Total Office expense</b>	<b>39,792.80</b>	35,542.80	34,238.76	2,559.40	36,798.16
<b>Payroll Expenses</b>					
Health Insurance	7,500.00	7,157.52	5,878.75	623.00	6,501.75
Payroll Processing	2,000.00	2,200.00	2,089.16	130.00	2,219.16
Payroll Taxes	12,840.00	12,000.00	9,222.51	2,000.00	11,222.51
Wages	128,400.00	111,100.00	101,614.20	16,000.00	117,614.20
<b>Total Payroll Expenses</b>	<b>150,740.00</b>	132,457.52	118,804.62	18,753.00	137,557.62
<b>Sale Items Offc</b>			153.42	0.00	153.42
<b>Taxes</b>					
Property Tax	100.00	100.00	75.63	0.00	75.63
<b>Total Taxes</b>	<b>100.00</b>	100.00	75.63	0.00	75.63
<b>Total Expense</b>	<b>442,352.80</b>	355,628.32	314,585.00	24,037.40	338,400.24
<b>Net Ordinary Income</b>	<b>17,347.20</b>	<b>-28,528.32</b>	<b>29,418.43</b>	<b>4,812.60</b>	<b>34,453.19</b>

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<b>16-17 Proposed</b>	<b>15-16 Budget</b>	<b>15-16 YTD</b>	<b>Jun</b>	<b>15-16 Projected</b>
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**MARKETING INVESTMENT PROJECTS**

Trip Advisor	16,000.00
Madden Media - SEM	15,000.00
SF Gate/Bay News Group	5,000.00
Trend Kite	15,000.00
<b>TOTAL</b>	<b>51,000.00</b>