

Calaveras Visitors Bureau 17-18 Budget PASSED

	17-18 Budget	16-17 Budget	16-17 FINAL
Ordinary Income/Expense			
Income			
Guide Income			
Additional Listings	7,250.00	7,600.00	7,250.00
Advertising	30,000.00	30,000.00	29,633.62
Enhanced Listings	1,300.00	1,400.00	1,290.00
Renewals Listings	35,500.00	34,250.00	35,357.25
New Listings	2,250.00	8,000.00	2,250.00
Total Guide Income	76,300.00	81,250.00	75,780.87
Other Income			
Annual Dinner	850.00	1,500.00	840.00
Penny Machine	175.00	250.00	166.50
State Fair Partners	0.00	500.00	0.00
Trade Show Co-Op Income			
Bay Area Travel Show	1,450.00	1,450.00	0.00
Sunset Celebrations	0.00	0.00	0.00
Trade Show Co-Op Income-Other	1,000.00	750.00	1,214.57
Xfr from Unrestricted to General Fund	80,000.00	90,000.00	0.00
Total Other Income	83,475.00	94,450.00	2,221.07
Sale Income	36,000.00	30,000.00	36,074.47
* TOT Calaveras-No Contract-33% of 6%	147,000.00	120,000.00	157,000.00
* TOT Angels Camp-Contract-1/3 of 4% of 10%	117,000.00	156,000.00	159,385.08
Total Income	459,775.00	481,700.00	430,461.49
Cost of Goods Sold			
POS Inventory Adjustments	500.00	500.00	-89.57
Cost of Goods Sold	23,000.00	20,000.00	25,709.91
Cost of Sale Items			
Credit Card Fee	900.00	700.00	1,005.64
Shipping & Freight	1,100.00	800.00	1,112.68
Cost of Sale Items - Other			455.68
Total Cost of Sale Items	2,000.00	1,500.00	2,574.00
Total COGS	25,500.00	22,000.00	28,194.34
Gross Profit	434,275.00	459,700.00	402,267.15

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Expense			
Insurance			
Business	500.00	500.00	500.00
Directors & Officers	1,400.00	1,400.00	1,409.00
Workers Compensation	1,000.00	1,250.00	967.00
Total Insurance	2,900.00	3,150.00	2,876.00
Marketing			
Activities Guide Exp			
Activities Guide Distribution	6,000.00	7,700.00	6,723.54
Activities Guide Mailings	7,000.00	7,000.00	7,592.81
Layout	8,000.00	8,000.00	7,514.99
Printing Cost	42,000.00	40,000.00	40,766.72
Total Activities Guide Exp	63,000.00	62,700.00	62,598.06
Conference-Education			
Outlook Forum	2,500.00	1,400.00	2,270.47
DMA West CEO Forum	2,000.00	2,000.00	0.00
DMA West Tech Conference	2,000.00	1,500.00	4,369.59
Total Conference-Education	6,500.00	4,900.00	6,640.06
Cooperative Marketing			
GCVA Map & PR	500.00	2,500.00	75.00
Regional-DogTrek & GCVA	1,900.00	2,500.00	1,100.00
Total Cooperative Marketing	2,400.00	5,000.00	1,175.00
Dues & Subscriptions			
FLICS	300.00	300.00	300.00
Gold Country Visitors Assoc.	1,500.00	750.00	750.00
High Sierra Visitors Council	1,500.00	1,500.00	1,500.00
San Francisco Travel	0.00	750.00	0.00
DMA West-Western Assoc of CVBs	775.00	775.00	1,485.00
Misc Online Media	200.00	200.00	0.00
OWAC Outdoor Writers Assoc CA	125.00	125.00	0.00
Total Dues & Subscriptions	4,400.00	4,400.00	4,035.00
Membership			
Annual Dinner	3,000.00	5,000.00	2,989.16
Membership Sales by Sales Rep	0.00	6,000.00	0.00
Total Membership	3,000.00	11,000.00	2,989.16

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Miscellaneous Marketing			
Collateral Development	0.00	1,000.00	0.00
Media Fam Trips	0.00	1,000.00	0.00
NPR Radio	12,600.00	12,600.00	12,600.00
ROI Study	6,500.00	0.00	0.00
Signage	300.00	300.00	0.00
Software Subscriptions	3,000.00	1,500.00	2,841.79
Staff Meetings & Development	500.00	500.00	123.92
Total Miscellaneous Marketing	22,900.00	16,900.00	15,565.71
Online Advertising			
Facebook Advertising	8,000.00	7,000.00	7,994.66
Online Advertising - Other	100.00	0.00	90.00
Trip Advisor	16,000.00	16,000.00	0.00
Total Online Advertising	24,100.00	23,000.00	8,084.66
Print Ads			
California Visitors Guide	3,500.00	3,300.00	3,299.00
Misc. Print Ads	500.00	500.00	0.00
SF Chronicle/BayAreaNewsGroup	0.00	5,000.00	2,500.00
Sunset	12,000.00	12,000.00	12,000.00
VIA Magazine	0.00	10,000.00	9,760.00
Total Print Ads	16,000.00	30,800.00	27,559.00
Public Relations			
Madden Media	15,000.00	15,000.00	0.00
Board Development	500.00	500.00	334.88
Capitol Window	2,000.00	2,000.00	0.00
Community Support	0.00	1,100.00	205.00
Jackrabbit Systems	10,510.00	0.00	0.00
Meetings	2,000.00	3,700.00	1,556.84
Public Relations	0.00	23,520.00	17,640.00
Staff & Volunteer Development	0.00	0.00	0.00
Trendkite	0.00	15,000.00	15,000.00
VIP Program	0.00	1,000.00	0.00
Total Public Relations	30,010.00	61,820.00	34,736.72
State Fair			
Booth Design	0.00	14,000.00	12,233.01

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Volunteer Reception	0.00	850.00	932.73
Total State Fair	0.00	14,850.00	13,165.74
Trade Shows			
Bay Area Travel Show	3,000.00	3,700.00	2,542.67
LA Travel and Adventure Show	4,000.00	5,000.00	3,464.29
Sunset Celebrations	0.00	1,500.00	1,648.00
Total Trade Shows	7,000.00	10,200.00	7,654.96
Website			
Website Enhancements	1,500.00	1,500.00	1,490.58
Website Hosting	500.00	500.00	426.96
Total Website	2,000.00	2,000.00	1,917.54
Total Marketing	181,310.00	247,570.00	186,121.61
Office expense			
Accounting Services	5,500.00	4,500.00	5,489.50
Bank Fee	200.00	200.00	104.00
Drinking Water	200.00	200.00	117.57
Equip Lease	5,300.00	5,000.00	5,224.13
Equip Maint & Repair	500.00	500.00	80.00
Gifts	200.00	200.00	100.00
New Equipment	2,000.00	4,000.00	4,664.62
Office Supplies	2,000.00	2,000.00	1,895.34
Printing	200.00	200.00	101.62
Professional Fees	6,500.00	3,000.00	3,600.00
Rent	14,992.80	14,992.80	15,172.80
Telephone	5,000.00	5,000.00	4,750.74
Total Office expense	42,592.80	39,792.80	41,300.32
Payroll Expenses			
Health Insurance	7,500.00	7,500.00	6,570.18
Payroll Processing	2,000.00	2,000.00	1,918.53
Payroll Taxes	20,725.00	12,840.00	11,978.85
Wages	159,426.00	128,400.00	133,716.23
Total Payroll Expenses	189,651.00	150,740.00	154,183.79
Taxes			
Sales Tax Adjustment	0.00	0.00	-7.37
Property Tax	100.00	100.00	64.42

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Total Taxes	100.00	100.00	57.05
Total Expense	416,553.80	441,352.80	384,538.77
Net Ordinary Income	17,721.20	18,347.20	17,728.38

* CVB REFUNDED \$24,700 OF TOT TO COUNTY FOR BUTTE FIRE
ACTUAL TOT RECEIVED IN 2016-17 BEFORE REFUND WAS \$181,700

* CITY OF ANGELS CAMP WITHHOLDING \$25,000 FROM TOT FOR
OTHER TOURISM PROJECTS

SPECIAL MARKETING PROJECTS

Madden Media - SEO	15,000.00	
Website ROI study	6,500.00	
GCVA Map & PR	500.00	
LA Travel Show	4,000.00	
California Outlook Forum	2,500.00	
CA Visitors Guide	3,500.00	
Dog Trekker	1,900.00	
NPR Radio	12,600.00	
Sunset Magazine	12,000.00	
Jack Rabbit - Reservation System	5,010.00	Requires annual investment \$5,500
TOTAL	63,510.00	