



## 2013 - 2014 Budget

Passed July 9, 2013

<u>Line #</u>	<u>Account Line Description</u>	<u>[C] Recommended</u>
1		
2	Fund Balance Available	33,300
3	<b>Fund Balance Available</b>	33,300
4		
5	Decreases to Obligated Fund Balance	-
6	<b>Decreases to Obligated Fund Balance</b>	-
7		
8	Additional Listings Income	5,000
9	Advertising	30,000
10	Featured Listings	1,500
11	<b>Total Activities Guide</b>	36,500
12		
13	Memership Renewals	30,000
14	New Member	2,250
15	<b>Total Member Income</b>	32,250
16		
17	Annual Dinner	1,500
18	Co-Op Advertising	-
19	Donations	50
20	Euro Mission	-
21	Co-op Conference	-
22	Penny Machine	250
23	State Fair Partners	1,000
24	Trade Show Co-Op Income	2,500
25	Website Advertising	3,600
26	Other Income - Workshops, Etc.	1,000
27	<b>Other Income - Co-ops, Workshop</b>	9,900
28		
29	Sale Income	24,000
30	TOT Funding - Calaveras County	105,000
31	TOT Funding - City of Angels Camp	115,000
32	<b>TOT and Sales</b>	244,000
33		
34	<b>TOTAL FINANCING SOURCES</b>	355,950
35		
36	Cost of Goods	12,000
37	Inventory Adjustments from Audit	-
38	Credit Card Fee	500
39	Shipping	400
40	<b>Cost of Sales</b>	12,900
41		
42	Cal Travel Conference on Tourism	1,250
43	Outlook Forum and California Conference	1,000
44	SMG Conference	-
45	WACVB Tech Conference	1,800



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46	WACVB CEO Conference	1,700
47	<b>Conference Education</b>	<u>5,750</u>
48		
49	Visit California - State Marketing	550
50	FIICS - California Film Locations	-
51	Gold Country Visitors Association	750
52	High Sierra Visitors Council	1,000
53	Outdoor Writers Association of California	-
54	San Francisco Travel	640
55	Western Association of CVBs	660
56	Bay Area Travel Writers	-
57	Calaveras Enterprise and Mountain Miner News	<u>50</u>
58	<b>Total Dues and Subscriptions</b>	<u>3,650</u>
59		
60	Auto Mileage & Parking	<u>1,500</u>
61	<b>Total Employee Expenditure</b>	<u>1,500</u>
62		
63	Business	500
64	Directors and Officers	1,100
65	Workers Compensation	900
66	<b>Total Insurance</b>	<u>2,500</u>
67		
68	Activities Guide Distribution	5,000
69	Activities Guide Mailings	10,000
70	Layout	4,500
71	Photos	250
72	Printing Cost	30,000
73	Regional	1,500
74	State	2,000
75	Collateral Development	500
76	Media Familiarization Trips	500
77	New Technology	-
78	Photo Library	250
79	Radio	750
80	Signage - Banner Stand	500
81	Ad Design	-
82	California Visitors Guide	2,800
83	Sacramento Magazine/Sac Town	1,000
84	7x7 Magazine	-
85	Sunset Magazine	15,000
86	Misc. (TBD)	-
87	Local	1,000
88	Board Development	300
89	Meetings	500
90	Membership & Ad Sales	3,000
91	Public Relations - Evoke PR	10,000
92	Staff Development/Logo Wear	1,000



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93	Community Support	-
94	VIP Program	600
95	Booth Design	10,000
96	Staff Travel/Hotel/Meals	500
97	State Fair Props	1,000
98	Volunteer Reception	1,200
99	Bay Area Travel Show	2,500
100	LA Times Travel Show	8,000
101	Sunset Celebrations	2,000
102	Blogging/Social Media	13,520
103	Search Engine Marketing	10,000
104	Visit CA Website	7,500
105	Facebook Advertising	2,500
106	Google Ad Words	1,500
107	Mobile Website Development	6,000
108	Interactive Map	4,000
109	Website Enhancements	1,250
110	Website Hosting	750
111	SEO	3,450
112		
	<b>Total Marketing</b>	<b>166,620</b>
113		
114	Annual Dinner/Entertainment	2,500
115	Member Decals	-
116	Luncheons/Workshops	1,500
117	Open House	-
118	TBID Formation	-
119		-
120		
	<b>Total Membership Expense</b>	<b>4,000</b>
121		
122	Drinking Water	100
123	Equip Lease	4,800
124	Equip Maintenance and Repair	2,500
125	Gifts	500
126	Landscape Maintenance	150
127	New Equipment and Software	2,000
128	Office Supplies	1,750
129	Postage	1,500
130	Printing	1,200
131	Professional Fees	4,000
132	Rent Paid	15,000
133	Software and Subscriptions	3,000
134	Staff Meetings	500
135	Telephone	4,500
136		
	<b>Office Expense</b>	<b>41,500</b>
137		
138	Payroll Processing	1,500
139	Payroll Taxes	10,000



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140	Wages		102,000
141	Health Insurance		2,500
142		<b>Payroll Expenses</b>	<u>116,000</u>
143			
144	Tax - Other		100
145		<b>Taxes</b>	<u>100</u>
146			
147	Increases to Obligated Fund Balance		-
148	<b>Increases to Obligated Fund Balance</b>		<u>-</u>
149			
150		<b>TOTAL FINANCING USES</b>	354,520
151			
152	Operating excess (or deficiency) of revenues over		1,430
153	expenses		
154			