

Calaveras Visitors Bureau Profit & Loss Budget Overview July 2012 through June 2013

	Actual	Budget	Difference	
	7/11 - 6/12	7/12 - 6/13	Bdgt vs. Actual	
Ordinary Income/Expense				
Income				
Activities Guide				
Additional listings Income	\$6,375	\$6,000	-\$375	Members w/multiple listings
Advertising	\$36,880	\$35,500	-\$1,380	Conservative estimate
Featured listings		\$500	\$500	New option w/tiered membership
Total Activities Guide	\$43,255	\$42,000	-\$1,255	
Member Income				
Membership Renewals	\$34,745	\$38,000	\$3,255	Last year's member renewals + new members
New Member	\$4,250	\$5,000	\$750	Introduction of new tiered memberships
Total Member Income	\$38,995	\$43,000	\$4,005	
Other Income - Co-ops, Workshop				
Annual Dinner	\$710	\$2,350	\$1,640	Lisa Mayo's goodbye dinner (larger than usual)
Co-Op Advertising	\$1,500	\$1,500		Pass through - gets expensed later
Donations	\$50		-\$50	Will now be member: Friend of CVB
Euro Mission	\$2,134	\$2,800	\$666	Previously paid and due from High Sierra Visitors C
Co-op Conference	\$212		-\$212	Will now be included in co-op marketing
Penny Machine	\$268	\$290	\$22	We're optimistic ... but just a little bit
State Fair Partners	\$1,450	\$1,000	-\$450	Prominent display of logos in booth
Trade Show Co-Op Income	\$4,571	\$1,200	-\$3,371	Pass through - gets expensed later
Website Advertising		\$2,500	\$2,500	New membership levels
Other Income - Workshops, Etc.	\$620	\$500	-\$120	Plan social media workshop?
Total Other Income - Co-ops, Workshop	\$11,515	\$12,140	\$625	
Sale Income	\$23,892	\$26,000	\$2,108	Increasing prices on goods sold
TOT Funding -Calaveras County	\$108,727	\$110,000	\$1,273	Conservative estimate
TOT Funding City of Angels Camp	\$104,843	\$105,000	\$157	Conservative estimate
Total Income	\$331,227	\$338,140	\$6,913	
Cost of Goods Sold				
Cost of Goods Sold	\$12,225	\$12,400	\$175	Purchase cost increases
Cost of Sale Items				
Inventory Adjustment from Audit	-\$732		\$732	
Credit Card Fee	\$680	\$680		
Shipping	\$415	\$420	\$5	Shipping costs increasing
Total Cost of Sale Items	\$363	\$1,100	\$737	
Total COGS	\$12,588	\$13,500	\$912	
Gross Income	\$318,639	\$324,640	\$6,001	

Calaveras Visitors Bureau Profit & Loss Budget Overview July 2012 through June 2013

	Actual	Budget	Difference	
	7/11 - 6/12	7/12 - 6/13	Bdgt vs. Actual	
Expense				
Conference-Education - reflects conference fees + travel/hotel expenses				
Cal-Travel Conf. on Tourism	\$1,230	\$1,275	\$45	Great classes on Marketing
Outlook Forum & CA Conf.	\$942		-\$942	Missed it because budget is late
SMG Conference	\$500	\$500		Excellent Tech conference
WACVB Conferences	\$1,098	\$1,098		West. Assoc. of CVBs tech summit - budget late, mi
Wine Conference	\$1,298		-\$1,298	Cutting out to save as per Lisa M.
Total Conference-Education	\$5,068	\$2,873	-\$2,195	
Dues & Subscriptions				
Visit California - State Marketing	\$1,100	\$550	-\$550	Actual reflects 2yrs of membership
FIICS - California Film locations	\$300	\$300		For film commission
Gold Country Visitors Assoc.	\$750	\$750		Opportunity to leverage \$\$ w/matching funds
High Sierra Visitors Council	\$1,000	\$1,000		Opportunity to leverage \$\$ w/matching funds
Outdoor Writers Assoc. of CA	\$100	\$100		
San Francisco Travel	\$640		-\$640	Free reciprocal membership arranged by Ginger
Western Assoc. of CVBs	\$660	\$660		
Bay Area Travel Writers	\$125		-\$125	
Calaveras Ent. & Mtn Miner News	\$55		-\$55	
Costco	\$110		-\$110	For lisa M's credit card; no longer needed
CSAA	\$91		-\$91	
Travel Industry Association	\$1,215		-\$1,215	Unnecessary as not attending PowWow
Wedding Planners	\$689		-\$689	Not a good value
Total Dues & Subscriptions	\$6,835	\$3,360	-\$3,475	
Employee Exp.				
Auto-Mileage & Parking	\$1,030	\$2,000	\$970	Attending more association meetings
Total Employee Exp.	\$1,030	\$2,000	\$970	
Insurance				
Business	\$500	\$500		
Directors & Officers	\$947	\$1,000	\$53	
Workers Compensation	\$1,148	\$1,200	\$52	
Total Insurance	\$2,595	\$2,700	\$105	
Marketing				
Activities Guide Exp				
Activities Guide Distribution	\$351	\$720	\$369	Anna Guterrez's distr. - 2 years - not billed last yr
Activities Guide Mailings	\$0	\$13,800	\$13,800	Postage included in Office (Actual Exp)
layout	\$4,329	\$4,000	-\$329	Linda gave us small discount
Photos	\$60	\$1,000	\$940	Need new photos for activities guide
Printing Cost	\$34,076	\$33,250	-\$826	Got excellent pricing this year
Total Activities Guide Exp	\$38,816	\$52,770	\$13,954	

Calaveras Visitors Bureau Profit & Loss Budget Overview July 2012 through June 2013

	Actual	Budget	Difference	
	7/11 - 6/12	7/12 - 6/13	Bdgt vs. Actual	
Cooperative Marketing				
Regional	\$3,069	\$4,000	\$931	GCVA, High Sierra co-ops
State	\$1,228	\$2,000	\$772	Visit California co-ops
Total Cooperative Marketing	\$4,297	\$6,000	\$1,703	
Miscellaneous Marketing				
Collateral Development	\$1,597	\$500	-\$1,097	Flash Drives for In-House Media/Press Kit
Media Familiarization Trips	\$244	\$2,500	\$2,256	First hand experience = best way to sell destination
New Technology	\$642		-\$642	iPad Purchase - don't need another one
Photo library	\$75		-\$75	Not purchasing generic iStock photos this year
Radio	\$840		-\$840	Capital Public Radio - Amgen: Rope, Ride, Ribbit
Signage - Banner stand		\$1,100	\$1,100	3 retractable banner stands for trade shows
Total Miscellaneous Marketing	\$3,398	\$4,100	\$702	
Print Ads				
Ad Design	\$940	\$750	-\$190	Lisa B can do some of the design
California Visitors Guide	\$2,574	\$2,600	\$26	GCVA co-op ad
Sacramento Magazine	\$400		-\$400	Would only do as co-op - see coop marketing above
Sierra Heritage	\$400		-\$400	Ditto
Sunset Magazine	\$14,636	\$8,430	-\$6,206	Cutting back as per Steve M
VIA Magazine	\$19,500	\$8,700	-\$10,800	Cutting back as per Steve M
Valley Springs Powwow	\$150		-\$150	
Total Print Ads	\$38,600	\$20,480	-\$18,120	Cutting back on print. Increasing online presence
Public Relations				
Board Development	\$300	\$500	\$200	Board retreat - set direction for CVB for year
Meetings	\$951	\$900	-\$51	TOT informational meetings etc.
Membership & Ad Sales	\$25	\$1,500	\$1,475	Commission for new member sales
Public Relations - Evoke PR		\$18,000	\$18,000	Evoke PR's contract
Sierra Iodestar Column				Free
Tourism Matters on CCTV				Free
VIP Program	\$589	\$600	\$11	VIP Cards
Total Public Relations	\$1,865	\$21,500	\$19,635	
State Fair				
Booth Design	\$8,333	\$10,000	\$1,667	Overpaid previous year
Staff Travel/Hotel/Meals	\$1,036	\$1,200	\$164	Lots of back and forth to Sac for setup/coordination
State Fair Props	\$316	\$400	\$84	Equipment to pretty up booth
Volunteer Reception	\$1,183	\$1,200	\$17	Train & thank staff for manning booth
Total State Fair	\$10,868	\$12,800	\$1,932	

Calaveras Visitors Bureau Profit & Loss Budget Overview July 2012 through June 2013

	Actual	Budget	Difference	
	7/11 - 6/12	7/12 - 6/13	Bdgt vs. Actual	
Trade Shows - now includes hotel & travel expenses				
AARP	\$1,583		-\$1,583	Cutting back to save \$\$ - as per Lisa M. suggestion
Go West Summit	\$935		-\$935	Big show - needs more coop locally
Bay Area Travel Show	\$160	\$1,750	\$1,590	Best trade show locally
IA Times Travel Show	\$6,752	\$750	-\$6,002	GCVa paid. No booth cost; just travel, hotel, meals
PowWow	\$5,067		-\$5,067	V. expensive - not enough ROI
Sunset Celebrations	\$1,553	\$1,550	-\$3	Second best trade show locally
Total Trade Shows	\$16,050	\$4,050	-\$12,000	Saving \$\$ on Trade Shows
Online				
Blogging	\$1,840	\$5,520	\$3,680	Partial Evoke PR contract
Internet Marketing				All Pay-per-click advertising
Comcast	\$13,355		-\$13,355	Started well; finished slow
Visit CA Website	\$7,046	\$10,000	\$2,954	Good click-throughs last year
Facebook Advertising	\$2,405	\$1,200	-\$1,205	"
Google Ad Words	\$1,431	\$1,500	\$69	"
Total Online Marketing	\$26,077	\$18,220	-\$7,857	
Website				
Mobile Website Development		\$8,500	\$8,500	Mobile web app (quote from Madden Media)
Video Development	\$2,750	\$2,500	-\$250	Bal w/Jason
Website Enhancements	\$2,960	\$5,000	\$2,040	May be as low as \$3000 but included buffer
Website Hosting	\$1,268	\$480	-\$788	Went with cheaper provider
SEO		\$4,000	\$4,000	Estimated
Total Website	\$6,978	\$20,480	\$13,502	
Total Marketing	\$146,949	\$160,400	\$13,451	
Membership Expense				
Annual Dinner/Entertainment	\$2,038	\$4,200	\$2,162	Budget shows cost of lisa M's goodbye dinner.
Member Decals	\$242		-\$242	Plenty left for new members
luncheons/Workshops	\$1,700	\$1,700	\$0	Keeping in - speakers for member education
Open House		\$500	\$500	1st Saturday in December
TBID Formation	\$13,818	\$9,335	-\$4,483	Civitas: July, Aug and 1/2 Sept.
Total Membership Expense	\$17,798	\$15,735	-\$2,063	

Calaveras Visitors Bureau Profit & Loss Budget Overview July 2012 through June 2013

	Actual	Budget	Difference	
	7/11 - 6/12	7/12 - 6/13	Bdgt vs. Actual	
Office expense				
Drinking Water	\$108	\$110	\$2	
Equip lease	\$4,932	\$5,000	\$68	Copier, scanner, printer, Postage Meter & Scale, Cre
Equip Maintenance & Repair	\$2,967	\$3,000	\$33	Computers, copier and toner
Gifts	\$354	\$500	\$146	For volunteers
landscape Maintenance	\$150	\$200	\$50	
New Equipment & Software		\$3,500	\$3,500	ED Computer = \$1500 + staff computer upgrades
Office Supplies	\$1,581	\$1,750	\$169	
Postage	\$14,419	\$1,200	-\$13,219	Now included In Marketing Budget
Printing		\$1,500	\$1,500	Stationery: envelopes & business cards
Professional Fees	\$4,100	\$3,000	-\$1,100	Audit/Review every other year
Rent Paid	\$14,993	\$15,000	\$7	
Staff Development	\$298	\$300	\$2	Dinner for staff - motivation & direction
Telephone	\$4,926	\$4,000	-\$926	Reduction of 800# cost per minute
Total Office expense	\$48,828	\$39,060	-\$9,768	
Organizational Partnerships	\$600		-\$600	
Payroll Expenses				
Assistant Marketing Position	\$7,500		-\$7,500	Traded asst. marketing position with Evoke PR
Payroll Processing	\$1,767	\$1,800	\$33	
Payroll Taxes	\$9,580	\$10,000	\$420	
Wages	\$102,006	\$100,000	-\$2,006	No marketing asst. position
Health Insurance		\$1,480	\$1,480	No health insurance previously offered
Total Payroll Expenses	\$120,853	\$113,280	-\$7,573	
Tax - Other	\$76		-\$76	
Total Expense	\$340,587	\$339,408	-\$1,179	
Net Ordinary Income	-\$21,948	-\$14,768	\$7,180	
Net Income	-\$21,948	-\$14,768	\$7,180	
Cash Balance 6/30/2012:				
Checking Account		\$34,142		
Certificate of Deposit		\$72,033		
Total Cash Balance		\$106,175		
less: Net Ordinary Income		-\$14,768		
Balance as of 6/30/2013		\$91,407		