

CONVENTION & VISITORS BUREAU**December 2019 BUDGET**

DESCRIPTION	2019 BUDGET	YTD ACTUAL	YTD BALANCE
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INCOME

2019 Lodging Tax (95% of Gross)	\$ 58,000.00	\$ 45,713.97	\$ 45,713.97
Interest	\$ 10.00	\$ 13.62	\$ (3.62)
Explore Minnesota Grant	\$ 7,000.00	\$ 746.00	\$ 746.00
King of Trails	\$ 100.00		\$ -
Riverland	\$ 100.00		\$ -
Marketing/Advertising Income	\$ 1,000.00		\$ -
Postcard Sales	\$ 5.00		\$ -
TOTAL REVENUE	\$ 66,215.00	\$ 46,473.59	\$ 46,456.35

EXPENSE**General & Administrative:**

Administrative Fee (15% of Gross Tax)	\$ 10,000.00	\$ 8,463.67	\$ 1,536.33
Part-time Tourism Coordinator	\$ 17,000.00	\$ 7,774.92	\$ 9,225.10
Telephone & Internet Service (Midco/backup)	\$ 900.00	\$ 1,121.53	\$ (221.53)
Rent (Eagles) + Utilities (Great Plains/Ottertail)	\$ 1,800.00	\$ 1,800.00	\$ -
Photocopier Lease & Service Contract (Marco)	\$ 1,000.00	\$ 884.77	\$ 115.23
Office/Paper/Supplies & Misc (non-routine)	\$ 400.00	\$ 261.62	\$ 138.38
Board Meeting & Other Expenses	\$ 75.00		\$ 75.00
Tourism Association Memberships	\$ 1,500.00	\$ 1,218.00	\$ 282.00
Conferences & Travel	\$ 500.00	\$ 1,288.98	\$ (769.99)
Bank & Check Charges	\$ 40.00	\$ 165.53	\$ (125.53)
Audit Fees	\$ 1,500.00		\$ 1,500.00
Directors + Officers Insurance	\$ 550.00	\$ 540.00	\$ 10.00
Total General & Administrative	\$ 35,265.00	\$ 23,519.02	\$ 11,764.99

Marketing & Promotion:

Website - ChamberMaster + InvisiMax backup	\$ 900.00	\$ 1,267.05	\$ (367.05)
Stationery, Business Cards	\$ 50.00		\$ 50.00
Marketing & Fulfillment Postage	\$ 500.00	\$ 142.93	\$ 357.07
Advertising - State and Outside	\$ 4,000.00	\$ 4,138.00	\$ (138.00)
Advertising - TV	\$ 3,000.00		\$ 3,000.00
Advertising - Regional Media	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00
Maps and Walking Tour Guide	\$ 350.00		\$ 350.00
Marketing Grant Fund	\$ 12,000.00	\$ 10,360.00	\$ 1,640.00
Reserve for Visitors Guide Production	\$ 2,200.00		\$ 2,200.00
Other Marketing & Promotion	\$ 1,500.00	\$ 2,237.22	\$ (737.22)
Total Marketing & Promotion	\$ 26,500.00	\$ 19,145.20	\$ 7,354.80

TOTAL EXPENSE	\$ 61,765.00	\$ 42,664.22	\$ 19,119.79
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CONVENTION & VISITORS BUREAU			
2020 Final Budget			
DESCRIPTION	2020 BUDGET	YTD ACTUAL	YTD BALANCE
INCOME			
2020 Lodging Tax (95% of Gross)	\$ 40,000.00		
Interest	\$ 15.00		
Explore Minnesota Grant	\$ 7,000.00		
King of Trails	\$ 100.00		
Riverland	\$ 100.00		
Fisher's Landing Mgmt. 85%	\$ 3,304.80		
Marketing/Advertising Income	\$ 2,000.00		
TOTAL REVENUE	\$ 52,519.80		
EXPENSE			
General & Administrative:			
Administrative Fee (15% of Gross Tax)	\$ 6,000.00		
Payroll Taxes (SS & Medicare)	\$ 895.05		
Unemployment Insurance (FUTA & SUTA)	\$ 66.00		
Part-time Tourism Coordinator	\$ 11,700.00		
Telephone & Internet Service (Midcontinent)	\$ 890.00		
Rent (Eagles)	\$ 1,800.00		
Photocopier Lease & Service Contract (Marco)	\$ 960.00		
Office/Paper/Supplies & Misc (non-routine)	\$ 300.00		
Board Meeting & Other Expenses	\$ 75.00		
Tourism Association Memberships	\$ 1,200.00		
Conferences & Travel	\$ 250.00		
Phil Thompson & Associates	\$ 600.00		
Bank & Check Charges	\$ 45.00		
Audit Fees	\$ 1,500.00		
Directors + Officers Insurance	\$ 460.00		
Total General & Administrative	\$ 26,741.05		
Marketing & Promotion:			
Website - ChamberMaster + InvisiMax backup	\$ 510.00		
Stationery, Business Cards	\$ 65.00		
Marketing & Fulfillment Postage	\$ 550.00		
Advertising - State and Outside	\$ 2,000.00		
Advertising - TV	\$ 2,000.00		
Advertising - Regional Media	\$ 2,000.00		
Maps and Walking Tour Guide	\$ 350.00		
Marketing Grant Fund	\$ 10,000.00		
Sports Marketing Fund	\$ 1,000.00		
Reserve for Visitors Guide Production	\$ 4,000.00		
Other Marketing & Promotion	\$ 1,850.00		
Total Marketing & Promotion	\$ 24,325.00		
TOTAL EXPENSE	\$ 51,066.05		