

Florence/Lauderdale CVB

2020 DRAFT OPS Budget

DATE: 10/16/2019

LINE #

YTD

% remaining

			2020		
PUBLIC REVENUES					
1.00	Lodging Tax		1,072,000		
1.10	State Tourism Grants		10,000		
1.20	MSNHA		10,000		
1.30					
1.40					
1.50	Unrestricted		20,000		
1.50	LOC		65,000		
PRIVATE REVENUES					
1.60					
1.70	Merch Sales (Gift Shop)		22,000		
1.80	Ticket Sales		2,250		
1.90	Enhanced Listings		3,750		
1.91	Visitor Guide Ad Space				
1.92					
TOTAL REVENUE			1,205,000		

			2020		YTD	% remaining
EXPENDITURES						
3.00 CORPORATE						
3.10	Salaries - Mngmt		311,000			
3.11	Salaries - Hourly - VS		11,900			
3.12	Salaries - Contract		2,500			
3.13	4% Perf. Bonus		7,700			
3.20	Taxes & Benefits		75,244.90			
3.30	TOTAL CORPORATE		408,345			
3.31						
3.32						
4.00 PROGRAMMING						
LEISURE						
Consumer Shows						
4.10	Pilgrimage		3,000			
4.11						
4.12	Event Sponsorship Fee		35,000			
	Wine Festival					
	Shindig					
	Front Porch Storytellers					
	Smok'in on the Water BBQ					
	TOT					
	Shoals Symphony at UNA					
	Food Truck Festival					
	Alabama Craft Beer Festival					
	Shoalsfest					
Advertising						
4.22	Alabama Magazine		6,498			
4.23						
4.24	Facebook campaigns		1,000			
4.25	MailChimp		540			
4.26						
4.27	Alabama Vacation Guide		9,085			
4.28	Explore the Shoals		850			
4.29	AMLA Vacation Guide		750			
4.30						
4.31	Alabama Golf Guide		1,500			
4.32						
4.33	AMHOF Dinner		7,500			
Conference Registration						
4.34	AGCT		1,200			
4.35	Southeast Tourism Society		495			
4.36	AMLA Annual Meeting		100			
4.37	Alabama Travel Council Bash		50			
4.38	ESTO		1,000			
4.39						
4.40	Advance Travel & Tourism		63,150			
4.41						
4.42	Mobile App		6,000			
Memberships						
4.43	AMLA		225			
4.44	Natchez Trace Compact		2,500			
4.45	Southeast Tourism Society		545			

4.46	Natchez Trace Pkwy Assoc.	50		
4.47	Tennessee Tombigbee	0		
4.48	Partnership Program	1,000		
	Web Updates			
4.49	New Site	42,000		
4.50	Amazon Web Hosting	2,400		
4.51	Content Creation	10,000		
4.52	Creative/Video	6,500		
4.53	Rob Travel + Meals	5,500		
4.54	Alison Travel + Meals	3,000		
4.55	Contingency			
	TOTAL LEISURE	211,438		
5.00	TRAVEL TRADE			
	Tradeshows Registrations			
5.10	ABA(2020)	1,596		
5.11	Travel South - Dom	2,500		
5.12	Travel South - Int'l	2,600		
5.13				
	Memberships			
5.14	ABA	550		
5.15				
5.16	TN Motor Coach Assoc.	275		
5.17				
	Sponsorships			
5.18				
5.19	ABA Reception with State	0		
5.20	TN Motor Coach Assoc.	10,000		
	Advertising			
5.24				
5.25				
5.27	FAM TOURS	1,500		
5.28				
	TOTAL TRAVEL TRADE	19,021		
6.00	SPORT TOURISM			
	Tradeshows Registration			
6.10	NASC	0		
6.11	Sport Relationship	0		
6.12				
	Memberships			
6.13	NASC			
6.14	Sport Alabama	2,000		
6.15	Alabama Bass Trail	2,500		
	Event Hosting			
6.16	Boat US Collegiate Nationals	65,000		
6.17	FLW Costa	24,500		
6.18				
6.19	Lady Bass	5,500		
6.20	ASABFA	6,000		
6.21	Kayak Bass (Trail Series + Meet Up)	27,500		
6.22				
6.23				
6.24	BassMaster Nat'l Championship	65,000		
6.25				
6.26	AL Bass Federation (3 events)	16,000		
6.27	ABN HS Regionals	4,600		
6.28	Big Bass Bash	0		
6.29	AHSAA Regional Softball	35,000		
6.30				
6.31				
6.32				
6.33				
6.34				
	Sponsorship			
6.35				
6.36				
6.37	Scott Martin Challenge	5,000		
	Sales Mission			
6.38		0		
6.39				
	Travel & Meals			

6.40		3,000		
	TOTAL SPORT TOURISM	261,600		
7.00	MEDIA RELATIONS			
	Marketplace/Events			
7.10	Media Meet Up (2)	1,000		
7.11				
7.12				
7.13				
7.14				
	Memberships			
7.15	SATW	0		
7.16	SEOPA	0		
7.17				
7.18				
7.21	Meltwater	6,000		
7.22	Crowdriff	15,300		
7.23	FOTO FLORENCE	250		
7.24	FAM Tours	4,000		
7.25	Social Media Summit	100		
7.26				
7.27	Travel & Meals	3,500		
7.30				
	TOTAL MEDIA RELATIONS	\$ 30,150.00		
8.00	VISITOR SERVICES			
8.10	Advertising	\$ 4,000.00		
8.11	Printing	\$ 4,000.00		
8.12	Visitor Guide			
8.13	Merch Resale	\$ 12,000.00		
8.14	Ticket Expense			
8.15	Merch Giveaways	2,500		
8.17	Programming	\$ 10,000.00		
	TOTAL VISITOR SERVICES	32,500		
	TOTAL PROGRAMMING	554,709		
9.00	ADMINISTRATION			
9.10	Accounting	\$ 18,000.00		approx.
	Legal	\$ 2,400.00		
9.11	Times Daily Subscription	\$ 250.00		
9.12	Insurance	17,000		
	Data Processing/Computer			
9.13	Repairs & Equipment	4,000		
9.14	Google Email Service	600		
9.15				
	Rent			
9.16	Debt Service	58,362.61		
9.17	Debt Interest	43,370.39		
9.18	Bank Fees	\$ 2,000.00		
9.19	Telecommunications	5,000		
9.20	Postage	\$ 16,000.00		
9.21	Photocopier	\$ 3,400.00		
	Maintenance Contracts			
9.22	Cleaning	\$ 7,200.00		
9.23	Aquarium	\$ 3,600.00		
9.24	Lawn Care	\$ 7,200.00		
9.25	Lawn Chemical			
9.26	Restrooms	\$ -		
9.27	Pest Control	\$ 648.00		
9.28	Heating/Air	\$ 2,500.00		
9.29	Alarm/Fire System	\$ 600.00		
9.30	Other	\$ 1,000.00		
9.31	Printing/Letterhead/Envelopes	2,000		
9.32	Office Supplies	6,000		
9.33	Repairs & Improvements	6,800		
9.34	Uniforms	500		
9.35	Utilities	25,200		
9.36	Professional Development	2,500		
9.37	Vehicle x 2	\$0.00		
	Agency Memberships			
9.38	DFA	35		
9.39				

9.40	Alabama Travel Council	\$	400.00		
9.41	ASCAP	\$	360.00		
9.42	Sam's Club	\$	100.00		
	STR Report	\$	2,400.00		
9.43	AAA		245		
9.44	AADMO		1,200		
9.45	Chamber of Commerce		295		
9.46	Florence Rotary		780		
9.47					
	TOTAL ADMINISTRATION		241,946		
	TOTAL EXPENDITURES		1,205,000		
	EXCESS REVENUE OVER EXPENSE				
	BEGIN NET ASSETS UNRESTRICTED				
	END NET ASSETS UNRESTRICTED				

10.00
10.10
10.11
10.12
10.13

			0		
				0	