

Florence/Lauderdale CVB

2020 YTD OPS Budget Adjusted Draft

LINE #		2020		Actual Adjusted	% remaining
	<u>PUBLIC REVENUES</u>				
1.00	Lodging Tax	1,072,000	Decrease Due to Covid 19	\$ 817,271.83	24%
1.10	State Tourism Grants	10,000	Decrease Due to Covid 19	\$ 5,000.00	50%
1.20	MSNHA	10,000	Decrease Due to Covid 19	\$ 4,980.00	50%
1.30					
1.40					
1.50	Unrestricted	20,000			100%
1.50	LOC	70,000	Entire LOC Withdrawal	\$ 100,000.00	-43%
	<u>PRIVATE REVENUES</u>				
1.60	AMLA Grant		Add for Toyota Tournament	\$ 2,500.00	
1.70	Merch Sales (Gift Shop)	22,000	Decrease Due to Covid 19	\$ 9,625.00	56%
1.80	Ticket Sales	2,250	Decrease Due to Covid 19		100%
1.90	Enhanced Listings	3,750	Decrease Due to Covid 19	\$ 1,375.00	63%
1.91	Visitor Guide Ad Space	0			
1.92					
	TOTAL REVENUE	1,210,000		\$ 940,751.83	

		2020		YTD	% remaining
	<u>EXPENDITURES</u>				
3.00	CORPORATE				
3.10	Salaries - Mngmt	311,000		\$ 310,000.08	0%
3.11	Salaries - Hourly - VS	11,900		\$ 11,911.50	0%
3.12	Salaries - Contract	2,500	Decrease Due to Covid 19		100%
3.13	4% Perf. Bonus	7,700	Decrease Due to Covid 19		100%
3.20	Taxes & Benefits	75,244.90		\$ 74,222.49	1%
3.30	TOTAL CORPORATE	408,345		\$ 396,134.07	3%
3.31					
3.32					
	PROGRAMMING				
4.00	LEISURE				
	Consumer Shows				
4.10	Pilgrimage	3,000	Decrease Due to Covid 19		100%
4.11					
4.12	Event Sponsorship Fee	35,000	Decrease Due to Covid 19	\$ 3,000.00	91%
	Wine Festival			3,000	
	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		\$ 6,498.00	0%
4.24	Facebook campaigns	1,000	Decrease Due to Covid 19	\$ 75.00	93%
4.25	MailChimp	540	Increase in Cost	\$ 605.00	-12%
4.26					
4.27	Alabama Vacation Guide	9,085		\$ 9,085.00	0%
4.28	Explore the Shoals	850	Increase in Cost	\$ 885.00	-4%
4.29	AMLA Vacation Guide	750	Decrease Due to Covid 19		100%
4.30					
4.31	Alabama Golf Guide	1,500	Decrease Due to Covid 19		100%
4.32					
4.33	AMHOF Dinner	7,500		\$ 7,500.00	0%
	Conference Registration				
4.34	AGCT	1,200	Decrease Due to Covid 19		100%
4.35	Southeast Tourism Society	495		\$ 495.00	0%
4.36	AMLA Annual Meeting	100		\$ 50.00	50%
4.37	Alabama Travel Council Bash	50	Decrease Due to Covid 19		100%
4.38	ESTO	1,000	Decrease Due to Covid 19		100%
4.39					
4.40	Advance Travel & Tourism	63,150	Decrease Due to Covid 19	\$ 4,623.00	93%
4.41					
4.42	Mobile App Memberships	6,000		\$ 6,000.00	0%
4.43	AMLA	225	Added Membership	\$ 375.00	-67%
4.44	Natchez Trace Compact	2,500	Decrease Due to Covid 19		100%

4.45	Southeast Tourism Society	545	Increase in cost	\$ 560.00	-3%
4.46	Natchez Trace Pkwy Assoc.	50	Decrease Due to Covid 19		100%
4.47	Tennessee Tombigbee	0			
4.48	Partnership Program	1,000	Decrease Due to Covid 19	\$ 456.00	54%
	Musis Development/Advertising			\$ 3,200.00	
	Web Updates				
4.49	New Site	42,000		\$ 42,000.00	0%
4.50	Amazon Web Hosting	2,400		\$ 2,400.00	0%
4.51	Content Creation	10,000		\$ 10,000.00	0%
4.52	Creative/Video	6,500	Decrease Due to Covid 19	\$ 970.00	85%
4.53	Rob Travel + Meals	5,500	Decrease Due to Covid 19	\$ 1,620.00	71%
4.54	Alison Travel + Meals	3,000	Decrease Due to Covid 19	\$ 363.00	
4.55	Contingency				
	TOTAL LEISURE	211,438		\$ 100,760.00	52%
5.00	TRAVEL TRADE				
	Tradeshows Registrations				
5.10	ABA(2020)	1,596	Decrease Due to Covid 19		100%
5.11	Travel South - Dom	2,500	Decrease Due to Covid 19		100%
5.12	Travel South - Int'l	2,600	Decrease Due to Covid 19		100%
5.13					
	Memberships				
5.14	ABA	550	Decrease Due to Covid 19		100%
5.15	AL Motorcoach	200		\$ 200.00	0%
5.16	TN Motor Coach Assoc.	275	Decrease Due to Covid 19		100%
5.17					
	Sponsorships				
5.18					
5.19	ABA Reception with State	0			
5.20	TN Motor Coach Assoc.	10,000	Less Than Budgeted Amt.	\$ 6,670.00	33%
	Advertising				
5.24					
5.25					
5.27	FAM TOURS	1,500	Decrease Due to Covid 19	\$ 772.00	49%
5.28	Travel & Entertainment		Increased to attend shows	\$ 4,037.00	
	TOTAL TRAVEL TRADE	19,221		\$ 11,679.00	39%
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	Decrease Due to Covid 19		100%
6.15	Alabama Bass Trail	2,500	Decrease Due to Covid 19	\$ 2,500.00	0%
	Event Hosting				
6.16	Boat US Collegiate Nationals	65,000	Decrease Due to Covid 19	\$ 51,000.00	22%
6.17	FLW Costa	24,500		\$ 23,836.00	3%
6.18					
6.19	Lady Bass	5,500		\$ 5,784.00	-5%
6.20	ASABFA	6,000	Decrease Due to Covid 19	\$ 1,656.00	72%
6.21	Kayak Bass (Trail Series + Meet Up)	27,500	Decrease Due to Covid 19	\$ -	100%
6.22					
6.23					
6.24	BassMaster Nat'l Championship	66,000		\$ 66,000.00	0%
6.25	Toyota		Added After Budget	\$ 10,000.00	
6.26	AL Bass Federation (3 events)	16,000	Decrease Due to Covid 19	\$ 5,830.00	64%
6.27	ABN HS Regionals	4,600	Decrease Due to Covid 19	\$ 3,211.00	30%
6.28	Big Bass Bash	0			
6.29	AHSAA Regional Softball	35,000	Decrease Due to Covid 19		100%
6.30					
6.31					
6.32					
6.33					
6.34					
	Sponsorship				
6.35					
6.36					
6.37	Scott Martin Challenge	5,000		\$ 5,500.00	-10%
	Sales Mission				
6.38		0			

6.39					
	FAM Tour				
	Travel & Meals	3,000	Decrease Due to Covid 19	\$ 305.00	90%
6.40					
	TOTAL SPORT TOURISM	262,600		\$ 175,622.00	
7.00	MEDIA RELATIONS				
	Marketplace/Events				
7.10	Media Meet Up (2)	1,000	Decrease Due to Covid 19		100%
7.11	Media Grits				
7.12					
7.13					
7.14					
	Memberships				
7.15	SATW	0			
7.16	SEOPA	0			
7.17					
7.18					
7.21	Meltwater	6,000		\$ 6,000.00	0%
7.22	Crowdriff	15,300		\$ 15,300.00	0%
7.23	FOTO FLORENCE	250	Decrease Due to Covid 19	\$ 135.00	46%
7.24	FAM Tours	4,000	Decrease Due to Covid 19	\$ 2,252.00	44%
7.25	Social Media Summit	100	Decrease Due to Covid 19		100%
7.26					
7.27	Travel & Meals	3,500	Decrease Due to Covid 19	\$ 382.00	89%
7.30					
	TOTAL MEDIA RELATIONS	\$ 30,150.00		\$ 24,069.00	20%
8.00	VISITOR SERVICES				
8.10	Advertising	\$ 4,000.00	Decrease Due to Covid 19	\$ 916.00	77%
8.11	Printing	\$ 4,000.00	Decrease Due to Covid 19	\$ 2,251.00	44%
8.12	Visitor Guide				
8.13	Merch Resale	\$ 12,000.00	Decrease Due to Covid 19	\$ 6,451.00	46%
8.14	Ticket Expense				
8.15	Merch Giveaways	2,500	Increase - Back Stage Pass	\$ 3,468.00	-39%
8.17	Programming	\$ 10,000.00	Decrease Due to Covid 19	\$ 2,916.00	71%
	TOTAL VISITOR SERVICES	32,500		\$ 16,002.00	51%
	TOTAL PROGRAMMING	555,909		\$ 328,132.00	41%
9.00	ADMINISTRATION				
9.10	Accounting	\$ 18,000.00	New Quickbooks Software	\$ 20,587.00	-14%
	Legal	\$ 2,400.00	No Legal Fees		100%
9.11	Times Daily Subscription	\$ 250.00	Increase in cost	\$ 292.00	-17%
9.12	Insurance	17,000	Increase in cost	\$ 17,760.00	-4%
	Data Processing/Computer				
9.13	Repairs & Equipment	4,000	Did not require	\$ 2,435.00	39%
9.14	Google Email Service	600	Increase in cost	\$ 797.00	-33%
9.15	Line of Credit			\$ 4,175.00	
	Rent				
9.16	Debt Service	43,370.39	Decrease Due to Covid 19	\$ 32,269.23	26%
9.17	Debt Interest	58,362.61	Decrease Due to Covid 19	\$ 44,506.93	24%
9.18	Bank Fees	\$ 2,000.00	Decrease - Bank Change	\$ 931.00	53%
9.19	Telecommunications	5,000	Increase in cost	\$ 6,115.00	-22%
9.20	Postage	\$ 16,000.00	Decrease Due to Covid 19	\$ 13,345.00	17%
9.21	Photocopier	\$ 3,400.00		\$ 3,270.00	4%
	Maintenance Contracts				
9.22	Cleaning	\$ 7,200.00	Decrease Due to Covid 19	\$ 1,671.43	77%
9.23	Aquarium	\$ 3,600.00	Decrease Due to Covid 19	\$ 2,700.00	25%
9.24	Lawn Care	\$ 7,200.00		\$ 7,200.00	0%
9.25	Lawn Chemical				
9.26	Restrooms	\$ -			
9.27	Pest Control	\$ 648.00		\$ 648.00	0%
9.28	Heating/Air	\$ 2,500.00		\$ 2,050.00	18%
9.29	Alarm/Fire System	\$ 600.00		\$ 600.00	0%
9.30	Other	\$ 1,000.00		\$ 660.00	34%
9.31	Printing/Letterhead/Envelopes	2,000	Decrease Due to Covid 19		100%
9.32	Office Supplies	6,000	Decrease Due to Covid 19	\$ 5,485.00	9%
9.33	Repairs & Improvements	6,800		\$ 3,880.00	43%
9.34	Uniforms	500		\$ 353.55	29%
9.35	Utilities	25,200	Decrease Due to Covid 19	\$ 21,265.00	16%

9.36	Professional Development	2,500	Decrease Due to Covid 19	\$ 750.00	70%
9.37	Vehicle x 2	\$0.00			
	Agency Memberships				
9.38	DFA	35		\$ 35.00	0%
9.40	Alabama Travel Council	\$ 400.00	Decrease Due to Covid 19		100%
9.41	ASCAP	\$ 360.00		\$ 363.00	-1%
9.42	Sam's Club	\$ 100.00		\$ 100.00	0%
	STR Report	\$ 2,400.00		\$ 2,600.00	-8%
9.43	AAA	245		\$ 105.00	57%
9.44	AADMO	1,200	Decrease Due to Covid 19		100%
9.45	Chamber of Commerce	295		\$ 295.00	0%
9.46	Florence Rotary	780		\$ 550.00	29%
9.47					
	TOTAL ADMINISTRATION	241,946		\$ 197,794.14	18%
	TOTAL EXPENDITURES	1,206,200		\$ 922,060.21	24%
	EXCESS REVENUE OVER EXPENSE				
	BEGIN NET ASSETS UNRESTRICTED				
	END NET ASSETS UNRESTRICTED				

10.00
10.10
10.11
10.12
10.13

		0			
				\$ -	