

Florence/Lauderdale CVB
Adjusted
2019 Operating Budget
2-Jan-19

LINE # Updated 1/3/2020

		Increase/Decrease	2019	Actual Adjusted	% remaining
	PUBLIC REVENUES			Adjustment	
1.00	Lodging Tax	\$ (3,111.25)	1,072,150	\$ 1,069,038.75	0%
1.10	State Tourism Grants	\$ (5,000.00)	10,000	\$ 5,000.00	50%
1.20	Lauderdale County		0		
	MSNHA	\$ (4,650.00)	10,000	\$ 5,350.00	47%
1.30	AMLA/AL Bass Trail	\$ 5,000.00		\$ 5,000.00	
1.40					
1.50	Out of Reserve (unrestricted)		136,543	\$ 136,543.00	0%
	PRIVATE REVENUES				
1.60					
1.70	Merch Sales (Gift Shop)	\$ (428.61)	21,000	\$ 20,571.39	2%
1.80	Ticket Sales	\$ 1,000.00	2,500	\$ 3,500.00	-40%
1.90	Enhanced Listings	\$ 357.00	3,750	\$ 4,107.00	-10%
1.91	Visitor Guide Ad Space	\$ 500.00	0	\$ 500.00	
	TOTAL REVENUE	\$ (6,333.00)	1,255,943	\$ 1,249,610.14	

			2019	YTD	% remaining
	EXPENDITURES				
3.00	CORPORATE				
3.10	Salaries - Mngmt		310,181	\$ 316,338.20	-2%
3.11	Salaries - Hourly - VS		11,900	\$ 11,061.00	7%
3.12	Salaries - Contract		1,500	\$ 2,200.00	-47%
3.13	4% Perf. Bonus		7,667	\$ 7,151.25	7%
3.20	Taxes & Benefits		72,550.00	\$ 71,516.06	1%
3.30	TOTAL CORPORATE	\$ 4,468.51	403,798	\$ 408,266.51	-1%
3.31					
3.32					
	PROGRAMMING				
4.00	LEISURE				
	Consumer Shows				
4.10	Pilgrimage		500	\$ 500.00	0%
4.11					
4.12	Event Sponsorship Fee	\$ 7,700.00	19,000	\$ 26,700.00	-41%
	Wine Festival			\$ 2,500.00	
	Shindig			\$ 7,500.00	
	Front Porch Storytellers			\$ 1,500.00	
	Smok'in on the Water BBQ			\$ 1,500.00	
	Trail of Tears			\$ 1,000.00	
	Shoals Symphony at UNA			\$ 500.00	
	Food Truck Festival			\$ 500.00	
	Alabama Craft Beer Festival			\$ 1,500.00	
	Shoals Fest			\$ 10,000.00	
	MSNHA			\$ 200.00	
	Advertising				
4.22	Alabama Magazine	\$ 1,083.00	6,498	\$ 7,581.00	-17%
4.23	Convention South	\$ 95.00		\$ 95.00	
4.24	Facebook campaigns	\$ (891.53)	2,000	\$ 1,108.47	45%
4.25	Virtual Response - enewsletter	\$ 92.93	640	\$ 732.93	-15%
4.26					
4.27	Alabama Vacation Guide		8,995	\$ 8,995.00	0%
4.28	Explore the Shoals	\$ (640.00)	1,500	\$ 860.00	43%
4.29	AMLA Vacation Guide	\$ (150.00)	750	\$ 600.00	20%
4.30					
4.31	Alabama Golf Guide		2,995	\$ 2,995.00	0%
4.32	FAME - City Winery Show				
4.33	Music Development/Advertising	\$ 1,275.67	6,000	\$ 7,375.67	-23%
	Conference Registration				
4.34	AGCT	\$ (450.00)	1,200	\$ 750.00	38%
4.35	Southeast Tourism Society	\$ (495.00)	495		100%
4.36	AMLA Annual Meeting	\$ (50.00)	100	\$ 50.00	50%
4.37	Alabama Travel Council Bash		50	\$ 50.00	0%
4.38	ESTO		??		
4.39	Alabama Welcome Center Retreat	\$ 175.00		\$ 175.00	
4.40	Advance Travel & Tourism	\$ -	82,000	\$ 82,000.00	0%
4.41					
4.41	Mobile App		10,000	\$ 10,000.00	0%
	Memberships				
4.42	AMLA		225	\$ 225.00	0%
4.43	Natchez Trace Compact		2,500	\$ 2,500.00	0%
4.44	Southeast Tourism Society	\$ 15.00	530	\$ 545.00	-3%
4.45	Natchez Trace Pkwy Assoc.	\$ (50.00)	50		100%
4.46	Tennessee Tombigbee	\$ (150.00)	150		100%
4.47	Partnership Program	\$ (425.32)	2,500	\$ 2,074.68	17%

	Web Updates					
4.48	New Site	\$ 4,882.46	18,000	\$ 22,882.46		-27%
4.49	Amazon Web Hosting		2,400	\$ 2,400.00		0%
4.50	Creative/Video	\$ (3,475.00)	7,500	\$ 4,025.00		46%
4.51	Rob Travel + Meals	\$ 790.10	5,500	\$ 6,290.10		-14%
4.52	Alison Travel + Meals	\$ (682.76)	3,000	\$ 2,317.24		23%
4.53	Contingency					
	TOTAL LEISURE	\$ 9,294.55	185,078	\$ 194,372.55		-5%
5.00	TRAVEL TRADE					
	Tradeshows Registrations					
5.10	ABA(2020)	\$ (100.00)	1,695	\$ 1,595.00		6%
5.11	Travel South - Dom	\$ 795.00	1,395	\$ 2,190.00		-57%
5.12	Travel South - Int'l	\$ 90.00	2,500	\$ 2,590.00		-4%
5.13	AMA/GMA/SCMA		885	\$ 895.00		-1%
	Memberships					
5.14	ABA	\$ 30.00	550	\$ 580.00		-5%
5.15	AMA/GMA/SCMA		200	\$ 200.00		0%
5.16	TN Motor Coach Assoc.		275			100%
5.17	Free Spirit Vacations					
	Sponsorships					
5.18						
5.19	ABA Reception with State		5,000	\$ 5,000.00		0%
5.20	Tennessee Motoc Coach Reception	\$ 4,000.00	0	\$ 4,000.00		
	Advertising					
5.24						
5.25						
5.27	FAM TOURS	\$ (197.87)	2,500	\$ 2,302.13		8%
5.28	Travel & Entertainment	\$ 1,776.17		\$ 1,776.17		
	TOTAL TRAVEL TRADE	\$ 6,128.30	15,000	\$ 21,128.30		-41%
6.00	SPORT TOURISM					
	Tradeshows Registration					
6.10	NASC		0			
6.11	Sport Relationship	\$ 722.00	0	\$ 722.50		
6.12						
	Memberships					
6.13	NASC	\$ 795.00	0	\$ 795.00		
6.14	Sport Alabama		2,000	\$ 2,000.00		0%
6.15	Alabama Bass Trail		2,500	\$ 2,500.00		0%
	Event Hosting					
6.16	Boat US Collegiate Nationals		65,000	\$ 65,000.00		0%
6.17			0			
6.18	Big Bass Bash		12,500	\$ 12,000.00		4%
6.19			0			
6.20			0			
6.21	HS World Finals		75,000	\$ 75,000.00		0%
6.22	HS World Finals Meals	\$ 1,019.00	1,250	\$ 2,269.90		
6.23			0			
6.24	Bass Nation + Conference		35,000	\$ 35,000.00		0%
6.25	Toyota Owners	\$ 7,500.00		\$ 7,500.00		
6.26						
6.27						
6.28						
6.29	Alabama Bass Trail Division		7,500	\$ 7,500.00		0%
6.30	ABT meeting room	\$ 14.06	5,000	\$ 5,014.06		0%
6.31	ABT accommodations	\$ (85.15)	1,300	\$ 1,214.85		7%
6.32	ABT snacks	\$ 9.36	300	\$ 309.36		-3%
6.33	AHSAA Regional Softball	\$ 1,898.10	30,000	\$ 31,898.10		-6%
6.34	FLW Meal		8,300	\$ 8,300.22		0%
	Sponsorship					
6.35	UNA Bass Club		3,000			100%
6.36	Harlon Hill Lunch		0			
	Underwood Sports Coomplex		500	\$ 500.00		
	Catfish Rooms - Rogersville	\$ 1,836.66		\$ 1,836.66		
	Advertising					
6.37	Lure		0			
	Sales Mission		0			
6.38						
6.39						
	Travel & Meals					
6.40		\$ 547.57	3,000	\$ 3,547.57		-18%

	TOTAL SPORT TOURISM	\$ 10,758.22	252,150	\$ 262,908.22	-4%
7.00	MEDIA RELATIONS				
	Marketplace/Events				
7.10	Media Meet Up (2)		1,000	\$ 995.00	1%
7.11					
7.12					
7.13					
7.14					
	Memberships				
7.15	SATW		0		
7.16	SEOPA		0		
7.17					
7.18					
7.21	Meltwater (formerly Critical Mention)		5,750	\$ 5,750.00	0%
7.22	Crowdriff	\$ 300.00	15,000	\$ 15,300.00	-2%
7.23	FOTO FLORENCE	\$ (250.00)	250		100%
7.24	FAM Tours	\$ (1,126.04)	4,000	\$ 2,873.96	28%
7.25	Social Media Summit		100	\$ 100.00	0%
7.26					
7.27	Travel & Meals	\$ (3,961.79)	5,500	\$ 1,538.21	
7.30					
	TOTAL MEDIA RELATIONS	\$ (5,042.83)	\$ 31,600.00	\$ 26,557.17	16%
8.00	VISITOR SERVICES				
8.10	Advertising	\$ (1,275.00)	\$ 4,000.00	\$ 2,725.00	32%
8.11	Printing	\$ (831.00)	\$ 4,000.00	\$ 3,169.00	21%
8.12	Visitor Guide				
8.13	Merch Resale	\$ 2,119.86	\$ 12,000.00	\$ 14,119.86	-18%
8.14	Ticket Expense			\$ 2,886.00	
8.15	Merch Giveaways	\$ (704.97)	2,500	\$ 1,795.03	28%
8.17	Programming		\$ 10,000.00	\$ 10,000.00	
	TOTAL VISITOR SERVICES	\$ 2,194.89	32,500	\$ 34,694.89	-7%
	TOTAL PROGRAMMING		516,328	\$ 539,661.13	-5%
9.00	ADMINISTRATION				
9.10	Accounting	\$ (1,087.66)	\$ 7,590.00	\$ 6,502.34	14%
	Legal	\$ (2,501.00)	\$ 9,000.00	\$ 6,499.00	28%
9.11	Times Daily Subscription	\$ 39.00	\$ 208.00	\$ 247.00	-19%
9.12	Insurance	\$ (88.00)	17,000	\$ 16,912.00	1%
	Data Processing/Computer				
9.13	Repairs & Equipment	\$ 244.58	3,000	\$ 3,244.58	-8%
9.14	Google Email Service		600	\$ 599.99	0%
9.15					
	Rent				
9.16	Debt Service	\$ (39,911.96)	\$ 130,119.22	\$ 90,207.26	31%
9.17	Debt Interest	\$ (6,306.12)	\$ 50,149.10	\$ 43,842.88	13%
	Closing Fees	\$ 14,143.35		\$ 14,143.35	
9.18	Bank Fees	\$ 1,123.96	\$ 2,640.00	\$ 3,763.96	-43%
	Line of Credit Interest/Debt Service	\$ 2,650.83		\$ 2,650.83	
9.19	Telecommunications	\$ 2,651.34	8,000	\$ 5,348.66	33%
9.20	Postage	\$ 1,287.70	\$ 16,000.00	\$ 17,287.70	-8%
9.21	Photocopier	\$ (208.46)	\$ 3,400.00	\$ 3,191.54	6%
	Maintenance Contracts				
9.22	Cleaning	\$ (888.46)	\$ 7,200.00	\$ 6,311.54	12%
9.23	Aquarium		\$ 3,600.00	\$ 3,600.00	0%
9.24	Lawn Care		\$ 7,200.00	\$ 7,200.00	0%
9.25	Lawn Chemical		\$ -		
9.26	Restrooms		\$ 600.00	\$ 133.05	78%
9.27	Pest Control		\$ 648.00	\$ 648.00	0%
9.28	Heating/Air	\$ (450.00)	\$ 2,500.00	\$ 2,050.00	18%
9.29	Alarm/Fire System		\$ 600.00	\$ 600.00	0%
9.30	Other	\$ (208.00)	\$ 1,000.00	\$ 792.00	21%
9.31	Printing/Letterhead/Envelopes	\$ 350.97	1,800	\$ 2,150.97	-19%
9.32	Office Supplies	\$ 24.61	5,500	\$ 5,524.61	0%
9.33	Repairs & Improvements	\$ (4,652.52)	6,800	\$ 2,147.48	68%
9.34	Uniforms	\$ (1,000.00)	1,000		100%
9.35	Utilities	\$ 831.16	25,200	\$ 26,031.16	-3%
9.36	Professional Development	\$ (1,884.74)	2,500	\$ 615.26	75%
9.37	Vehicle x 2	\$ (7,365.00)	17,648	\$ 10,283.00	42%
	Office Equipment	\$ 4,371.00		\$ 4,371.00	
	Agency Memberships				

9.38	DFA		35	\$ 35.00	0%
9.39	Rogersville Chamber of Commerce	\$ (250.00)	250		100%
9.40	Alabama Travel Council		\$ 400.00	\$ 400.00	0%
9.41	ASCAP		\$ 360.00	\$ 357.00	1%
9.42	Sam's Club		\$ 100.00	\$ 100.00	0%
	STR Report	\$ 200.00	\$ 2,400.00	\$ 2,600.00	-8%
9.43	AAA	\$ (110.00)	245	\$ 135.00	45%
9.44	AADMO		1,200	\$ 1,200.00	0%
9.45	Chamber of Commerce		295	\$ 295.00	0%
9.46	Florence Rotary		780	\$ 780.00	0%
9.47	TN Tombigbee				
	TOTAL ADMINISTRATION	\$ (44,765.84)	337,567	\$ 292,801.16	13%
	TOTAL EXPENDITURES	\$ (16,965.00)	1,257,693	\$ 1,240,728.80	1%
	EXCESS REVENUE OVER EXPENSE				
	BEGIN NET ASSETS UNRESTRICTED				
	END NET ASSETS UNRESTRICTED				

10.00
10.10
10.11
10.12
10.13

	\$ -			
			\$ -	