

Florence/Lauderdale CVB

2018 Operating Budget DATE: November 2, 2017

Updated 02/04/19

LINE #		2018		YTD	% remaining
Draft Adjustments					
			Actual Adjusted		
PUBLIC REVENUES					
1.00	Lodging Tax	\$ 1,051,150.00	Increase in reveues	\$ 1,079,354.80	-3%
1.10	State Tourism Grants	\$ 10,000.00	Grant for web app only	\$ 5,000.00	50%
1.20	Lauderdale County	\$ 15,000.00	County did not fund		
1.30					
1.40					
1.50	Out of Reserve (unrestricted)	\$ 106,403.00		\$ 106,403.00	0%
PRIVATE REVENUES					
1.60					
1.70	Merch Sales (Gift Shop)	\$ 19,000.00	Increase in sales	\$ 24,842.00	-31%
1.80	Ticket Sales	TBD	Swampette Tours	\$ 3,160.00	
1.90	Enhanced Listings	\$ 1,500.00	Increase in sales	\$ 2,375.00	-58%
1.91	Visitor Guide Ad Space	\$ 25,000.00	Some ad sales in 2017	\$ 10,840.00	57%
1.92	MSNHA Grant		Grant system changed	\$ 3,150.00	
TOTAL REVENUE \$ 1,228,053.00 \$7071 Increase \$ 1,235,124.80 -1%					

		2018		YTD	% remaining
EXPENDITURES					
CORPORATE - PERSONNEL					
3.00					
3.10	Salaries - Mngmt	\$ 274,469.00		\$ 288,608.00	-5%
3.11	Salaries - Hourly	\$ 32,880.00		\$ 12,671.00	61%
3.12	Salaries - Contract	\$ 1,500.00		\$ 1,500.00	0%
	4% Perf. Bonus	\$ 7,500.00		\$ 5,760.00	23%
3.20	Taxes & Benefits	\$ 69,308.13		\$ 66,600.00	4%
3.30	TOTAL CORPORATE	\$ 385,657.13	\$10,518 Less Spent	\$ 375,139.00	3%
3.31					
3.32					
PROGRAMMING					
LEISURE					
Consumer Shows					
4.10	Pilgrimage	\$ 5,000.00		\$ 5,000.00	0%
4.11					
4.12	Event Sponsorship Fee	\$ 22,500.00	\$ 21,500.00		4%
	Wine Festival			\$ 2,000.00	
	Shindig			\$ 7,500.00	
	Front Porch Storytellers			\$ 1,500.00	
	Smok'in on the Water BBQ			\$ 1,000.00	
	Florence Golf Tournament			\$ -	
	Shoals Symphony at UNA			\$ 1,000.00	
	Alabama Craft Beer Festival			\$ 1,500.00	
	Trail of Tears			\$ 5,000.00	
	Arc of the Shoals Golf			\$ 500.00	
	Childrens Museum Food Truck Festival			\$ 500.00	
	Tribe Quantum			\$ 1,000.00	
			\$1,000 Less Spent		
Advertising					
4.22	Alabama Magazine	\$ 5,985.00	\$300 Less for add	\$ 5,685.75	5%
4.23	FOTO FLORENCE	\$ 250.00		\$ 250.00	0%
4.24	Facebook campaigns	\$ 3,000.00	\$2000 Less for ads	\$ 1,000.00	67%
4.25	Virtual Response - enewsletter	\$ 600.00	New subscription \$55	\$ 640.00	-7%
4.26					
4.27	Alabama Vacation Guide	\$ 6,875.00		\$ 6,875.00	0%
4.28	Explore the Shoals	\$ 1,400.00	\$90 higher ad rate	\$ 1,490.00	-6%
4.29	AMLA Vacation Guide	\$ 650.00		\$ 650.00	0%
4.30	Convention South		Not in 2018 Budget	\$ 95.00	
4.31	Alabama Golf Guide	\$ 2,995.00		\$ 2,995.00	0%
4.32	FAME - City Winery Show	\$ 5,000.00		\$ 5,000.00	0%
4.33	Music Development/Advertising	\$ 5,000.00	\$111 Increase	\$ 5,111.00	-2%
Conference Registration					
4.34	AGCT	\$ 1,050.00	\$250 Less One registration	\$ 800.00	24%
4.35	Southeast Tourism Society	\$ 495.00	\$450 less - Did not attend	\$ -	0%
4.36	AMLA Annual Meeting	\$ 600.00	\$550 Less one registration	\$ 50.00	92%
4.37	Alabama Travel Council Bash	\$ 50.00		\$ 50.00	0%
4.38	ESTO	\$ 875.00		\$ 875.00	0%
4.39	Advance Travel & Tourism	\$ 77,000.00		\$ 77,000.00	0%
4.40	Critical Mention	\$ 6,240.00	\$240 less	\$ 6,000.00	4%
4.41	Web App	\$ 10,000.00		\$ 10,000.00	0%
Memberships					
4.42	AMLA	\$ 225.00		\$ 225.00	0%
4.43	Natchez Trace Compact	\$ 2,500.00		\$ 2,500.00	0%

4.44	Southeast Tourism Society	\$	450.00	\$80.00 Increased membership	\$	530.00	-18%
4.45	Natchez Trace Pkwy Assoc.	\$	50.00		\$	50.00	0%
4.46	Partnership Program	\$	3,000.00	\$719 Less	\$	2,281.00	24%
	Web Updates						
4.47	Core Maitenance/Design	\$	5,000.00	\$4875 Less	\$	125.00	98%
4.48	Creative/Video	\$	10,000.00	\$7700 Less	\$	2,400.00	76%
4.49	Rob Travel & Entertainment	\$	5,500.00		\$	5,500.00	0%
4.50	Alison Travel & Entertainment	\$	3,000.00	\$1,000 less	\$	1,300.00	57%
	TOTAL LEISURE	\$	185,290.00	\$185,290 Original	\$	165,977.75	10%
				\$19,313 Less			
5.00	TRAVEL TRADE						
	Tradeshows Registrations						
5.10	ABA(2019)	\$	1,600.00	\$55 Less Spent	\$	1,545.00	3%
5.11	Travel South - Dom	\$	1,095.00		\$	1,095.00	0%
5.12	Travel South - Int'l	\$	1,200.00	\$1390 Over/Extra Registration	\$	2,590.00	-116%
5.13	Free Spirit Vacations			New Show	\$	395.00	
	Memberships						
5.14	ABA	\$	590.00		\$	590.00	0%
5.15	AMA/GMA/SCMA	\$	300.00	\$100 less spent	\$	200.00	33%
5.16							
5.17							
	Sponsorships						
5.18							
5.19	ABA Reception with State	\$	5,000.00		\$	5,000.00	0%
5.20	Library Conference	\$	1,000.00		\$	1,000.00	0%
	Advertising						
5.24	AMLA Coop - Germany/Austria/Switzerland	\$	1,500.00	\$1500 Over - This was added	\$	1,500.00	0%
5.25							
5.27	FAM TOURS	\$	1,500.00	\$5,311 Over - Additional Tours	\$	6,811.00	-354%
5.28							
	TOTAL TRAVEL TRADE	\$	13,785.00	\$6,941 Over	\$	20,726.00	-50%
6.00	SPORT TOURISM						
	Tradeshows Registration						
6.10	NASC	\$	1,395.00	\$227 Less	\$	1,168.00	16%
6.11	Sport Relationship	\$	700.00	\$102.50 Less	\$	597.50	15%
6.12					\$	-	
	Memberships				\$	-	
6.13	NASC	\$	795.00		\$	795.00	0%
6.14	Sport Alabama	\$	2,000.00		\$	2,000.00	0%
6.15	Alabama Bass Trail	\$	5,000.00		\$	5,000.00	0%
	Event Hosting						
6.16	Boat US Collegiate Nationals	\$	62,500.00		\$	62,500.00	0%
6.17	American Bass Angler	\$	4,000.00	Not Taking Place	\$	-	0%
6.18	Alabama HS Bass	\$	14,978.00	Not Taking Place			0%
6.19	Kayak Bass Fishing	\$	5,000.00	Not Taking Place			0%
6.20	Lady Bass Anglers	\$	5,775.00	Not Taking Place	\$	-	
6.21	HS World Finals	\$	52,000.00		\$	52,000.00	0%
6.22	HS World meals	\$	9,000.00	\$1800 Less	\$	7,200.00	20%
6.23	HS World Accommodations	\$	2,000.00	\$4,117 Over	\$	6,117.00	0%
6.24	Carhartt College BASS	\$	17,000.00		\$	17,000.00	0%
6.25	Carhartt food	\$	2,100.00	\$30 Less	\$	2,070.00	1%
6.26	Carhartt accommodation	\$	900.00	\$581 Over	\$	1,481.00	-65%
6.27	Alabama BASS Nation HS	\$	5,000.00	\$500 Less	\$	4,500.00	10%
6.28	Alabama Catfish Winter Blues	\$	14,000.00	\$2,000 less	\$	12,000.00	14%
6.29	Alabama Bass Trail Division	\$	7,500.00		\$	7,500.00	0%
6.30	ABT meeting room	\$	2,300.00	\$2,704 Over	\$	5,004.00	-118%
6.31	ABT accommodations	\$	300.00	\$1,000 Over	\$	1,300.00	-333%
6.32	ABT snacks	\$	650.00	\$285 Less	\$	315.00	52%
6.33	North Alabama Stars Tourney	\$	500.00		\$	500.00	0%
	FLW 2017 Meals			Unexpected	\$	8,300.00	0%
	Softball tournament Umpires Rooms			Unexpected	\$	1,403.00	0%
	Bassmaster Expenses			Unexpected	\$	29,500.00	
	Sponsorship						
6.34	UNA Bass Club	\$	3,000.00		\$	3,000.00	0%
6.35	Harlon Hill Lunch	\$	500.00	\$500 Less Not Asked	\$	-	100%
	Advertising						
6.36	Lure	\$	500.00	\$795 Sport Ad More than expected	\$	1,295.00	100%
	Sales Mission				\$	-	
6.37							

6.38					
	Travel & Entertainment				
6.39		\$ 5,500.00	\$1,177 Less Spent	\$ 4,323.00	21%
	TOTAL SPORT TOURISM	\$ 224,893.00	\$224,893 Original	\$ 236,868.50	-5%
			\$11,975 Over		
7.00	MEDIA RELATIONS				
	Marketplace/Events				
7.10	Media Meet Up (2)	\$ 1,000.00		\$ 1,000.00	0%
7.11					
7.12					
7.13					
7.14	Memberships				
7.15	SATW	\$ 250.00	Did Not Join	\$ -	100%
7.16	SEOPA	\$ 250.00	Did Not Join	\$ -	100%
7.17					
	Communication Collaterals				
7.21					
7.22	Crowdriff	\$ 18,000.00	\$2,700 Less	\$ 15,300.00	15%
7.23	FAM Tours	\$ 1,500.00	\$3,590 Over Added FAMS	\$ 5,090.00	-239%
7.24					
7.25					
7.26					
7.27	Travel & Entertainment	\$ 5,500.00	\$3,370 Less Spent	\$ 2,130.00	61%
7.30					
	TOTAL MEDIA RELATIONS	\$ 26,500.00	\$26500 Original	\$ 23,520.00	11%
			\$2,980 Less		
8.00	VISITOR SERVICES				
8.10	Advertising	\$ 3,000.00	\$650 Less Spent	\$ 2,350.00	22%
8.11	Printing	\$ 3,000.00	\$410 Over	\$ 3,410.00	-14%
8.12	Visitor Guide	\$ 29,000.00	\$3,590 Less Spent	\$ 25,410.00	12%
8.13	Merch Resale	\$ 12,000.00	\$4,783 Over	\$ 16,783.00	-40%
8.14	Tickek Expense			\$ 2,122.00	
8.15	Merch Giveaways	\$ 4,000.00	\$2,216 Less	\$ 1,784.00	55%
8.17	Programming	\$ 3,200.00	\$1,800 Over/MSNHA Grant	\$ 5,000.00	-56%
	TOTAL VISITOR SERVICES	\$ 54,200.00	Original \$54,200	\$ 56,859.00	-5%
			\$2,659 Over	\$ -	
				\$ -	
	TOTAL PROGRAMMING	\$ 504,668.00	\$504668 Original	\$ 503,951.25	0%
			\$717 Less		
9.00	ADMINISTRATION				
9.10	Accounting/Legal (A-\$1250/L-\$750)	\$ 37,200.00		\$ 37,200.00	0%
9.11	Membership/Dues/Subscriptions	\$ 2,608.00	\$2400 Less STR	\$ 208.00	92%
9.12	Insurance	\$ 17,000.00	\$356 Less	\$ 16,644.00	2%
	Data Processing/Computer				
9.13	Repairs & Equipment	\$ 1,500.00	\$862 Over - Quickbooks Upgrade	\$ 2,362.00	-57%
9.14	Google Email Service	\$ 600.00		\$ 600.00	0%
9.15					
	Rent				
9.16	Debt Service	\$ 125,357.49		\$ 125,357.49	0%
9.17	Debt Interest	\$ 54,930.87		\$ 54,930.87	0%
9.18	Bank Fees	\$ 2,640.00	\$558 Over/Increased Sales	\$ 3,198.00	-21%
9.19	Telecommunications	\$ 6,000.00	\$750 Over/New Equipment	\$ 6,750.00	-13%
9.20	Postage	\$ 14,000.00	\$858 Over	\$ 14,858.00	-6%
9.21	Photocopier	\$ 3,400.00		\$ 3,400.00	0%
	Maintenance Contracts				
9.22	Cleaning	\$ 6,000.00	\$800 Over New Contract	\$ 6,800.00	-13%
9.23	Aquarium	\$ 3,600.00		\$ 3,600.00	0%
9.24	Lawn Care	\$ 3,708.00	\$1,582 Over New Contract	\$ 5,290.00	-43%
9.25	Lawn Chemical	\$ 2,000.00	No Contract \$1650 Less	\$ 350.00	83%
9.26	Restrooms	\$ 600.00	\$50 Over	\$ 650.00	-8%
9.27	Pest Control	\$ 648.00		\$ 648.00	0%
9.28	Heating/Air	\$ 2,500.00		\$ 2,500.00	0%
9.29	Alarm/Fire System	\$ 600.00		\$ 600.00	0%
9.30	Other	\$ 1,000.00	\$278 Less Spent	\$ 722.00	28%
9.31	Printing/Letterhead/Envelopes	\$ 1,800.00	\$695 Less	\$ 1,105.00	39%
9.32	Office Supplies	\$ 5,000.00	\$1,000 over	\$ 6,380.00	-28%
9.33	Repairs & Improvements	\$ 6,800.00	\$409 Less	\$ 6,391.00	6%
9.34	Uniforms	\$ 1,000.00	\$500 Less	\$ 500.00	100%
9.35	Utilities	\$ 25,200.00	\$690 Less	\$ 24,510.00	18420%
9.36	Professional Development	\$ 2,500.00	\$74 Over	\$ 2,660.00	-6%
9.37	Vehicle	\$ 8,825.00		\$ 8,825.00	
	Agency Memberships				
9.38	DFU	\$ 35.00		\$ 35.00	0%

9.39	Rogersville Chamber of Commerce	\$ 225.00	\$25 Increased Membership	\$ 250.00	-11%
9.40	Alabama Travel Council	\$ 400.00		\$ 400.00	0%
9.41	ASCAP	\$ 335.00	\$13 Increased Membership	\$ 348.00	-4%
9.42	Sam's Club	\$ 50.00	\$50 Increased Membership	\$ 100.00	-100%
	STR	\$ 2,400.00		\$ 2,400.00	0
9.43	AAA	\$ 245.00		\$ 245.00	0%
9.44	AADMO	\$ 1,200.00		\$ 1,200.00	0%
9.45	Chamber of Commerce	\$ 275.00	\$20 Increased Membership	\$ 295.00	-7%
9.46	Florence Rotary	\$ 780.00		\$ 780.00	0%
9.47	Tennessee Tombigbee Tourism	\$ 150.00		\$ 150.00	0
	TOTAL ADMINISTRATION	\$ 343,112.36	\$343,112 Original	\$ 343,242.36	0%
			\$130 Over		
	TOTAL EXPENDITURES	\$ 1,233,437.49	\$1,233,437 Original	\$ 1,222,332.61	1%
	EXCESS REVENUE OVER EXPENSE		\$11,105 Under		
	BEGIN NET ASSETS UNRESTRICTED	\$ 159,430.00			
	END NET ASSETS UNRESTRICTED	\$ 159,430.00			

10.00
10.10
10.11
10.12
10.13

		\$ -			
				\$ -	