

**Florence/Lauderdale CVB**

**2019 Operating Budget  
DATE: December 6, 2018**

LINE #

YTD

% remaining

	2018	2019		
<b>PUBLIC REVENUES</b>				
1.00	Lodging Tax	1,051,150	1,072,150	
1.10	State Tourism Grants	10,000	10,000	
1.20	Lauderdale County	0	0	
	MSNHA	paid vendors in '18	10,000	
1.30				
1.40				
1.50	Out of Reserve (unrestricted)	106,403	136,543	112,953
<b>PRIVATE REVENUES</b>				
1.60				
1.70	Merch Sales (Gift Shop)	19,000	21,000	
1.80	Ticket Sales	TBD	2,500	
1.90	Enhanced Listings	1,500	3,750	
1.91	Visitor Guide Ad Space	25,000	0	
1.92				
	<b>TOTAL REVENUE</b>	<b>1,213,053</b>	<b>1,255,943</b>	

	2018	2019	YTD	% remaining
<b>EXPENDITURES</b>				
3.00	<b>CORPORATE</b>			
3.10	Salaries - Mngmt	263,149	310,181	
3.11	Salaries - Hourly - VS	32,880	11,900	
3.12	Salaries - Contract	1,500	1,500	
3.13	4% Perf. Bonus	6,126	7,667	
3.20	Taxes & Benefits	69,308.13	72,550.00	
3.30	<b>TOTAL CORPORATE</b>	<b>372,963</b>	<b>403,798</b>	
3.31				
3.32				
<b>PROGRAMMING</b>				
4.00	<b>LEISURE</b>			
	<b>Consumer Shows</b>			
4.10	Pilgrimage	5,000	500	
4.11				
4.12	<b>Event Sponsorship Fee</b>		<b>19,000</b>	
	Wine Festival	2,000		
	Shindig	7,500		
	Front Porch Storytellers	1,500		
	Smok'in on the Water BBQ	1,000		
	Tribe Quantum	1,000		
	Shoals Symphony at UNA	1,000		
	Food Truck Festival	500		
	Alabama Craft Beer Festival	1,500		
	Trail of Tears	5,000		
	<b>Advertising</b>			
4.22	Alabama Magazine	5,985	6,498	
4.23				
4.24	Facebook campaigns	3,000	2,000	
4.25	Virtual Response - enewsletter	600	640	
4.26				
4.27	Alabama Vacation Guide	6,875	8,995	
4.28	Explore the Shoals	1,400	1,500	
4.29	AMLA Vacation Guide	650	750	
4.30				
4.31	Alabama Golf Guide	2,995	2,995	
4.32	FAME - City Winery Show	5,000	0	
4.33	<b>Music Development/Advertising</b>	5,000	6,000	
	<b>Conference Registration</b>			
4.34	AGCT	1,050	1,200	
4.35	Southeast Tourism Society	495	495	
4.36	AMLA Annual Meeting	600	100	
4.37	Alabama Travel Council Bash	50	50	
4.38	ESTO	875	??	
4.39	<b>Advance Travel &amp; Tourism</b>	77,000	82,000	\$69,400
4.40				
4.41	<b>Mobile App</b>	10,000	10,000	
	<b>Memberships</b>			
4.42	AMLA	225	225	
4.43	Natchez Trace Compact	2,500	2,500	
4.44	Southeast Tourism Society	450	530	
4.45	Natchez Trace Pkwy Assoc.	50	50	
4.46	Tennessee Tombigbee		150	

4.47	<b>Partnership Program</b>	3,000	2,500		
	<b>Web Updates</b>				
4.48	New Site	5,000	18,000		
4.49	Amazon Web Hosting		2,400		
4.50	<b>Creative/Video</b>	10,000	7,500		
4.51	<b>Rob Travel + Meals</b>	5,500	5,500		
4.52	<b>Alison Travel + Meals</b>	3,000	3,000		
4.53	<b>Contingency</b>				
	<b>TOTAL LEISURE</b>	<b>177,300</b>	<b>185,078</b>		
5.00	<b>TRAVEL TRADE</b>				
	<b>Tradeshows Registrations</b>				
5.10	ABA(2020)	1,600	1,695		
5.11	Travel South - Dom	1,095	1,395		
5.12	Travel South - Int'l	1,200	2,500		
5.13	AMA/GMA/SCMA		885		
	<b>Memberships</b>				
5.14	ABA	590	550		
5.15	AMA/GMA/SCMA	300	200		
5.16	TN Motor Coach Assoc.	0	275		
5.17	Free Spirit Vacations	395			
	<b>Sponsorships</b>				
5.18					
5.19	ABA Reception with State	5,000	5,000		
5.20	Library Conference	1,000	0		
	<b>Advertising</b>				
5.24					
5.25					
5.27	<b>FAM TOURS</b>	1,500	2,500		
5.28					
	<b>TOTAL TRAVEL TRADE</b>	<b>12,680</b>	<b>15,000</b>		
6.00	<b>SPORT TOURISM</b>				
	<b>Tradeshows Registration</b>				
6.10	NASC		0		
6.11	Sport Relationship		0		
6.12					
	<b>Memberships</b>				
6.13	NASC		0		
6.14	Sport Alabama		2,000		
6.15	Alabama Bass Trail		2,500		
	<b>Event Hosting</b>				
6.16	<b>Boat US Collegiate Nationals</b>		65,000		
6.17			0		
6.18	<b>Big Bass Bash</b>		12,500		
6.19			0		
6.20			0		
6.21	<b>HS World Finals</b>		75,000		
6.22			0		
6.23			0		
6.24	<b>Bass Nation + Conference</b>		35,000		
6.25					
6.26					
6.27					
6.28					
6.29	<b>Alabama Bass Trail Division</b>		7,500		
6.30	ABT meeting room		5,000		
6.31	ABT accommodations		1,300		
6.32	ABT snacks		300		
6.33	<b>AHSAA Regional Softball</b>		30,000		
6.34	FLW Meal		8,300		
	<b>Sponsorship</b>				
6.35	UNA Bass Club		3,000		
6.36	Harlon Hill Lunch		0		
	<b>Advertising</b>				
6.37	Lure		0		
	<b>Sales Mission</b>		0		
6.38					
6.39					
	<b>Travel &amp; Meals</b>				
6.40			3,000		

	<b>TOTAL SPORT TOURISM</b>	<b>223,769</b>	<b>250,400</b>		
7.00	<b>MEDIA RELATIONS</b>				
	<b>Marketplace/Events</b>				
7.10	Media Meet Up (2)	1,000	1,000		
7.11					
7.12					
7.13					
7.14					
	<b>Memberships</b>				
7.15	SATW	0	0		
7.16	SEOPA	0	0		
7.17					
7.18					
7.21	<b>Meltwater (formerly Critical Mention)</b>	6,000	5,750		
7.22	<b>Crowdriff</b>	15,300	15,000		
7.23	<b>FOTO FLORENCE</b>	250	250		
7.24	<b>FAM Tours</b>	6,000	4,000		
7.25	<b>Social Media Summit</b>	0	100		
7.26					
7.27	<b>Travel &amp; Meals</b>	5,500	5,500		
7.30					
	<b>TOTAL MEDIA RELATIONS</b>	<b>\$ 34,050.00</b>	<b>\$ 31,600.00</b>		
8.00	<b>VISITOR SERVICES</b>				
8.10	<b>Advertising</b>	\$ 3,000.00	\$ 4,000.00		
8.11	<b>Printing</b>	\$ 3,410.00	\$ 4,000.00		
8.12	<b>Visitor Guide</b>	\$ 25,410.00			
8.13	<b>Merch Resale</b>	\$ 17,000.00	\$ 12,000.00		
8.14	<b>Ticket Expense</b>	2,370			
8.15	<b>Merch Giveaways</b>	1,784	2,500		
8.17	<b>Programming</b>	\$ 4,900.00	\$ 10,000.00		
	<b>TOTAL VISITOR SERVICES</b>	<b>57,874</b>	<b>32,500</b>		
	<b>TOTAL PROGRAMMING</b>	<b>505,673</b>	<b>514,578</b>		
9.00	<b>ADMINISTRATION</b>				
9.10	<b>Accounting</b>	\$ 37,200.00	\$ 7,590.00	approx.	
	<b>Legal</b>		\$ 9,000.00		
9.11	<b>Times Daily Subscription</b>	\$ 2,608.00	\$ 208.00		
9.12	<b>Insurance</b>	16,644	17,000		
	<b>Data Processing/Computer</b>				
9.13	Repairs & Equipment	2,362	3,000		
9.14	Google Email Service	600	600		
9.15					
	<b>Rent</b>				
9.16	Debt Service	\$ 125,357.49	\$ 130,119.22		
9.17	Debt Interest	\$ 54,930.87	\$ 50,149.10		
9.18	<b>Bank Fees</b>	\$ 2,640.00	\$ 2,640.00		
9.19	<b>Telecommunications</b>	6,700	8,000		
9.20	<b>Postage</b>	\$ 15,000.00	\$ 16,000.00		
9.21	<b>Photocopier</b>	\$ 3,400.00	\$ 3,400.00		
	<b>Maintenance Contracts</b>				
9.22	Cleaning	\$ 6,800.00	\$ 7,200.00		
9.23	Aquarium	\$ 3,600.00	\$ 3,600.00		
9.24	Lawn Care	\$ 5,290.00	\$ 7,200.00		
9.25	Lawn Chemical	\$ 350.00	\$ -		
9.26	Restrooms	\$ 600.00	\$ 600.00		
9.27	Pest Control	\$ 648.00	\$ 648.00		
9.28	Heating/Air	\$ 2,500.00	\$ 2,500.00		
9.29	Alarm/Fire System	\$ 600.00	\$ 600.00		
9.30	Other	\$ 1,000.00	\$ 1,000.00		
9.31	<b>Printing/Letterhead/Envelopes</b>	1,400	1,800		
9.32	<b>Office Supplies</b>	5,500	5,500		
9.33	<b>Repairs &amp; Improvements</b>	5,549	6,800		
9.34	<b>Uniforms</b>	500	1,000		
9.35	<b>Utilities</b>	25,200	25,200		
9.36	<b>Professional Development</b>	2,574	2,500		
9.37	<b>Vehicle x 2</b>	8,825	17,648		
	<b>Agency Memberships</b>				
9.38	DFA	35	35		
9.39	Rogersville Chamber of Commerce	250	250		
9.40	Alabama Travel Council	\$ 400.00	\$ 400.00		
9.41	ASCAP	\$ 348.00	\$ 360.00		

9.42	Sam's Club	\$	50.00	\$	100.00		
	STR Report	\$	2,400.00	\$	2,400.00		
9.43	AAA		245		245		
9.44	AADMO		1,200		1,200		
9.45	Chamber of Commerce		295		295		
9.46	Florence Rotary		780		780		
9.47	TN Tombigbee		150				
	<b>TOTAL ADMINISTRATION</b>		<b>344,531</b>		<b>337,567</b>		
	<b>TOTAL EXPENDITURES</b>		<b>1,223,167</b>		<b>1,255,943</b>		
	EXCESS REVENUE OVER EXPENSE						
	BEGIN NET ASSETS UNRESTRICTED						
	END NET ASSETS UNRESTRICTED						

10.00  
10.10  
10.11  
10.12  
10.13

			0				
						0	