

CC CVB 2014 - 2015 ADOPTED BUDGET

MONTH		Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Total (Proposed)	Total (Actuals)	Variance
Revenues																
4076	CTA Revenue	\$ 1,700	\$ 500	\$ 500	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 9,000		
4030	CEF Revenue	\$ 16,950	\$ 70,000	\$ 5,000	\$ -	\$ -	\$ 26,500	\$ 14,600	\$ 15,000	\$ 29,000	\$ 12,500	\$ 70,000	\$ -	\$ 259,550		
	Hotel Tax Incentive Revenue	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 412,500	\$ 4,950,000		
4044	Cooperative Revenue	\$ -	\$ -	\$ 7,000	\$ 1,000	\$ 3,000	\$ 35,000	\$ -	\$ 40,000	\$ 2,000	\$ 60,000	\$ -	\$ 2,000	\$ 150,000		
4060	VC Income	\$ 2,150	\$ 1,900	\$ 1,900	\$ 1,900	\$ 1,900	\$ 2,150	\$ 2,150	\$ 3,125	\$ 3,125	\$ 3,125	\$ 3,125	\$ 2,150	\$ 28,700		
4085	Interest Revenue	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 720		
4090	Revenue-Private Source	\$ -	\$ 50,000	\$ 50,000	\$ 25,000	\$ 25,000	\$ 10,000	\$ 26,000	\$ 4,000	\$ -	\$ 10,000	\$ 15,000	\$ -	\$ 215,000		
	Total Revenue	433,360	534,960	476,960	441,160	443,160	486,910	456,010	475,385	447,385	498,885	501,385	417,410	5,612,970		
Expenses																
5000 Marketing & Promotion																
5076	CTA Expense	\$ 850	\$ 3,900	\$ -	\$ 850	\$ 350	\$ 350	\$ 950	\$ 750	\$ 350	\$ 850	\$ 350	\$ 350	\$ 9,900		
5122	Festivals and Event Development	\$ 9,500	\$ 7,000	\$ 7,000	\$ 9,500	\$ 7,000	\$ 7,000	\$ 9,500	\$ 7,000	\$ 7,000	\$ 9,500	\$ 7,000	\$ 7,000	\$ 94,000		
5127	Interactive Marketing Expense	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 23,560	\$ 282,720		
5195	Convention Marketing	\$ -	\$ -	\$ 23,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,000		
5132	New Website Development	\$ 46,583	\$ 16,583	\$ 16,583	\$ 19,083	\$ 16,583	\$ 16,583	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 131,998		
5128	Harbor Bridge Lights Marketing	\$ 5,833	\$ 5,833	\$ 5,833	\$ 5,833	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,332		
	Marketing Payroll Expenses	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 792,000		
5100	Travel/Ent/Meals	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 2,100	\$ 25,200		
5110	Trade Shows/Sales Missions	\$ 1,450	\$ 3,970	\$ 4,700	\$ 14,000	\$ 200	\$ 4,000	\$ 14,375	\$ 2,000	\$ 8,150	\$ 1,250	\$ 700	\$ 3,600	\$ 58,395		
5115	Site Inspections/ FAM Tours	\$ 200	\$ 7,700	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 9,900		
5120	Event Hosting	\$ 46,529	\$ -	\$ 95,000	\$ 22,000	\$ 37,500	\$ 58,500	\$ 75,100	\$ 25,000	\$ 31,827	\$ 88,700	\$ 10,000	\$ 64,000	\$ 554,156		
5125	Media Advertising - Agency	\$ 266,372	\$ 192,911	\$ 82,754	\$ 85,829	\$ 221,388	\$ 225,647	\$ 160,525	\$ 237,013	\$ 212,771	\$ 241,210	\$ 191,864	\$ 190,426	\$ 2,308,709		
5130	Website Hosting/Maintenance	\$ 6,500	\$ 7,450	\$ 5,750	\$ 6,200	\$ 2,750	\$ 4,875	\$ 15,175	\$ 5,875	\$ 11,175	\$ 5,875	\$ 6,175	\$ 5,875	\$ 83,675		
5135	Printed Collateral Material	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ 5,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,500		
5140	Giveaway Promo Materials	\$ 4,000	\$ 1,000	\$ 3,000	\$ 3,000	\$ 11,000	\$ 500	\$ 500	\$ 500	\$ 500	\$ 3,000	\$ 11,000	\$ 1,000	\$ 39,000		
5145	Research	\$ 37,700	\$ -	\$ -	\$ 3,700	\$ -	\$ -	\$ 3,700	\$ -	\$ -	\$ 3,700	\$ -	\$ -	\$ 48,800		
5155	Community Relations	\$ 2,000	\$ 2,000	\$ 2,000	\$ 10,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 32,000		
5160	Cost of Merchandise Sold	\$ 1,075	\$ 815	\$ 815	\$ 815	\$ 815	\$ 1,075	\$ 1,075	\$ 1,565	\$ 1,565	\$ 1,565	\$ 1,565	\$ 1,075	\$ 13,820		
5165	Public Relations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000		
	Total Marketing & Promotion	520,252	340,822	348,295	272,670	391,446	412,390	380,260	373,563	367,198	449,510	322,514	467,186	4,646,105		
MONTH																
Admin/General Expenses		Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Total (Proposed)	Total (Actuals)	Variance
	Admin Payroll Expenses	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 18,270	\$ 219,239		
5218	Dues & Subscriptions	\$ 1,450	\$ 200	\$ 2,715	\$ 8,750	\$ 5,320	\$ 200	\$ 200	\$ 255	\$ 870	\$ 14,750	\$ 200	\$ 2,825	\$ 37,735		
5220	Staff Dev/Education	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 800	\$ 5,200		
5240	Acct/Legal/Prof Fees	\$ 9,500	\$ 19,000	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500	\$ 123,500		
5230	Insurance General	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 2,527	\$ 30,324		
5215	Computer Expense	\$ 2,315	\$ 2,615	\$ 2,315	\$ 2,315	\$ 2,615	\$ 2,315	\$ 2,315	\$ 2,615	\$ 2,315	\$ 2,315	\$ 3,215	\$ 2,315	\$ 29,580		
5250	Rent Utilities Maintenance	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 5,920	\$ 71,040		

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5270	Bank Fees	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600		
5255	Telephone / Cell Phones	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 2,505	\$ 30,060		
5260	Postage & Freight / Shipping	\$ 1,023	\$ 2,625	\$ 1,430	\$ 2,300	\$ 672	\$ 674	\$ 620	\$ 3,137	\$ 1,295	\$ 3,229	\$ 3,499	\$ 3,099	\$ 3,099	\$ 23,603		
5225	Equipment Lease/Rental	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 480	\$ 5,760		
5245	Office Supplies	\$ 960	\$ 727	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,331	\$ 2,334	\$ 2,331	\$ 25,000		
5265	Equipment Repairs & Maintenance	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 2,000	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 12,000		
5275	Other	\$ 1,125	\$ 1,325	\$ 1,325	\$ 1,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 4,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 16,900		
	Total Admin/Gen Operations	46,775	56,894	50,018	61,723	51,965	48,547	46,493	52,365	52,838	63,652	50,275	51,997	633,541			
	TOTAL EXPENSES	567,027	397,716	398,313	334,393	443,411	460,937	426,753	425,928	420,036	513,162	372,789	519,183	5,279,646			
		333,324	-133,667	137,244	78,647	106,767	-251	25,973	29,257	49,457	27,349	-14,277	128,596	-101,773	333,324		333,324