

**VISIT BATON ROUGE
2021 BUDGET WITH COMPARISON TO AMENDED 2020**

	ADMIN	EVENTS & PROJECTS	DESTINATION SALES	MARKETING & IT	DESTINATION EXPERIENCE	2021 BUDGET	2020 AMENDED BUDGET	2020 ORIGINAL BUDGET
REVENUES								
Public Sources								
Room Tax - 4%	\$4,016,530	-	-	-	-	\$4,016,530	\$3,100,000	\$5,445,000
TOTAL PUBLIC SOURCE REVENUE	\$4,016,530	-	-	-	-	\$4,016,530	\$3,100,000	\$5,445,000
Private Sources								
Interest / Other	\$35,000	-	-	-	-	\$35,000	\$35,000	\$95,250
Line of Credit Proceeds	100,000	-	-	-	-	100,000	-	-
From Fund Balance	160,000	-	-	-	-	160,000	-	-
TOTAL PRIVATE SOURCE REVENUE	\$295,000	-	-	-	-	\$295,000	\$35,000	\$95,250
TOTAL REVENUE PUBLIC & PRIVATE	\$4,311,530	-	-	-	-	\$4,311,530	\$3,135,000	\$5,540,250

EXPENSES

Personnel Cost

Wages	\$ 420,647	\$ 89,173	\$ 369,867	\$ 274,107	\$ 135,865	\$1,289,658	\$1,237,865	\$1,442,847
Payroll Taxes	32,633	6,822	28,295	20,969	10,394	99,112	95,150	111,751
Performance Based Pay	5,924	-	-	-	-	5,924	5,924	17,950
Emp. Gr. Health & LTD	94,757	21,023	87,198	64,622	11,587	279,187	275,000	292,898
Employee Retirement Plan	20,393	4,459	18,493	13,705	2,457	59,507	39,737	131,448
Total Personnel Cost	\$574,351	\$121,476	\$503,853	\$373,403	\$160,303	\$1,733,388	\$1,653,676	\$1,996,894

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Direct Promotional Expenses								
Advertising Placement - VBR				\$468,500		\$468,500	\$330,970	\$689,000
Advertising & Production - MESH				610,000		610,000	723,854	930,000
Convention Commitments		128,500	176,700		25,700	330,900	221,915	547,900
Destination Promotions			10,500			10,500	26,281	82,000
Event & Project Commitments		152,000				152,000	137,937	165,000
Film Baton Rouge			50,000			50,000	16,475	55,000
Freight	4,000					4,000	1,500	8,000
Postage	5,000					5,000	2,800	8,000
Promotions					250	250	13,263	63,500
Research	20,550					20,550	21,680	64,550
Sales Missions			2,750			2,750	1,642	22,600
Site Visits			9,700			9,700	5,319	31,700
SportsBR			-			-	-	95,000
Telephone	26,000					26,000	19,300	24,500
Tradeshows			18,490			18,490	12,247	68,785
Website/Media & PR/Other				230,000		230,000	147,000	217,000
Total Direct Promotional	\$55,550	\$280,500	\$268,140	\$1,308,500	\$25,950	\$1,938,640	\$1,682,183	\$3,072,535

	ADMIN	EVENTS & PROJECTS	DESTINATION SALES	MARKETING & IT	DESTINATION EXPERIENCE	2021 BUDGET	2020 AMENDED BUDGET	2020 ORIGINAL BUDGET
Administrative Expenses								
Advocacy	\$21,000					\$21,000	\$2,500	\$27,500
Bank Charges	5,400					5,400	5,400	5,400
Bond Issuance Fee						-	50,000	-
Computer Maintenance	15,000					15,000	19,000	15,000
Dues & Subscriptions	2,082	525	27,974	2,100	600	33,281	33,502	42,860
Education/Training	3,700	500	-	15,500	1,500	21,200	5,584	51,680
Equipment Rental	11,550					11,550	12,250	12,250
General Insurance	53,804					53,804	51,241	58,931
Interest	-					-	300	300
Local Meetings/Travel	22,750	1,100	9,000	3,400	800	37,050	17,918	48,500
Long-Term Debt Service	3,750					3,750	-	-
Miscellaneous Admin/Marketing	30,000					30,000	3,851	45,000
Mortgage Bond Payments	52,000					52,000	49,000	49,000
Occupancy Tax Collection Fee	6,000					6,000	6,000	6,000
Office Parking	26,500					26,500	31,680	31,680
Printing				33,000		33,000	12,693	65,000
Professional Fees	67,500					67,500	90,000	67,000
Repairs/Maintenance	34,480					34,480	30,140	34,280
Software	86,000					86,000	86,500	86,500
Supply/Office Expense	34,000					34,000	31,000	31,000
Utilities	24,750					24,750	24,750	24,750
Total Administrative Expenses	\$500,266	\$2,125	\$36,974	\$54,000	\$2,900	\$596,265	\$563,309	\$702,631

TOTAL EXPENSES	\$1,130,167	\$404,101	\$808,967	\$1,735,903	\$189,153	\$4,268,293	\$3,899,168	\$5,772,060
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Net Surplus Before Capital Expenditures						\$43,237	(\$764,168)	(\$231,810)
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Capital Assets Expenditures						16,000	58,500	20,000
Interest Contributions to LAMP Accounts						27,000	25,000	77,500
NET SURPLUS AFTER CAPITAL EXPENDITURES & SPECIAL PROJECT FUND						\$237	(\$847,668)	(\$329,310)