

Finger Lakes Visitors Connection Profit & Loss Budget Overview

October 2016 through September 2017

	Oct '16 - Sep 17
Ordinary Income/Expense	
Income	
41000 · Government Contracts	1,006,121.51
42000 · Grants	
42100 · NYS Matching Funds	67,000.00
Total 42000 · Grants	67,000.00
43000 · Private Sector	
43050 · Program Revenue	25,300.00
43075 · InKind, Donated Services	4,075.00
Total 43000 · Private Sector	29,375.00
44000 · Interest Income	910.00
45000 · Miscellaneous Income	485.00
Total Income	1,103,891.51
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	36,300.00
51160 · Paid advertising, design	17,150.00
Total 51100 · Advertising and Promotion	53,450.00
51200 · Brochures, Collateral, Flyers	87,000.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	16,395.00
51350 · 800# - Matching Funds	610.00
51375 · Info Centers Expenses	2,800.00
Total 51300 · Mailing, Info Centers, Distrib.	19,805.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	9,900.00
51475 · Trade Show Expenses	12,500.00
Total 51400 · Shows/Info Centers	22,400.00
51500 · Web, Electronic	
51510 · Dev. modules and microsities	4,650.00
51520 · Website Maintenance & Support	6,000.00
51525 · CRM Costs	6,000.00
51550 · CMS - Content Management System	28,800.00
51575 · SEO/SEM Costs	36,000.00
Total 51500 · Web, Electronic	81,450.00
51700 · FAM Media, Trade, VIP Hosting	7,800.00
51750 · Photo/Video/AV	6,800.00
51800 · Research, Reports	11,700.00
51900 · Communications/Public Relations	
51925 · Email Marketing Fees	3,600.00
51950 · Content Devel. and Mgmt.	36,000.00
51900 · Communications/Public Relations - Other	700.00
Total 51900 · Communications/Public Relations	40,300.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	27,500.00
53200 · Regional Coop - Non-MF	14,500.00
53300 · NYS Cooperative Opp. Fund	7,300.00
53400 · Niche Markets - Coops	6,500.00
Total 53000 · Cooperative Marketing	55,800.00
54000 · Visitor Services and Supplies	
54200 · Gateways	41,230.53
54000 · Visitor Services and Supplies - Other	4,625.00

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Total 54000 · Visitor Services and Supplies	45,855.53
54500 · Industry Communication, Develop	9,050.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	318,500.00
55020 · Interns and Casual Labor	3,450.00
	321,950.00
Total 55000 · Staff Payroll	
55050 · Contractors for Projects	12,000.00
56100 · Professional Development	2,300.00
56200 · Dues, Books, Subscriptions	5,375.00
56300 · Loc. Mtgs & Site Visits	6,000.00
57000 · Brand Develop. Strategic Plan	7,000.00
58000 · Economic Dev. / Product Dev..	2,700.00
59000 · InKind Expense	1,375.00
59999 · Other Marketing Expense - Misc.	2,181.00
	802,291.53
Total 50000 · Marketing, Sales, Promotions	
62000 · Operations/Admin. General	
62050 · Automobile Expense	2,960.00
62100 · Bank Service Charges	225.00
62200 · Furnishings and Equipment	2,200.00
62225 · Hosting and Meeting Expenses	3,875.00
62300 · Insurance Expense	11,100.00
62400 · Office Supplies/Stationery	4,500.00
62500 · Professional Services	22,250.00
62600 · Repairs and Maintenance	9,950.00
62700 · Taxes	11,425.00
62800 · Telephone , Postage, Email	8,275.00
62900 · Utilities	6,600.00
62950 · Depreciation Expense	45,000.00
62999 · Misc. and Reserve Additions	1,275.00
	129,635.00
Total 62000 · Operations/Admin. General	
63000 · Technology/Information Systems	13,900.00
66000 · Payroll Expenses	
66001 · Gross pay operations	66,300.00
66002 · Employer Payroll Taxes	28,975.00
66003 · Benefits	48,800.00
66004 · Employee Retirement	12,450.00
66005 · Payroll Processing Fees	1,540.00
	158,065.00
Total 66000 · Payroll Expenses	
Total Expense	1,103,891.53
Net Ordinary Income	-0.02
Net Income	-0.02