

OCFSLDC

Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
Income	
41000 Government Contracts	1,175,000.00
42000 Grants	
42100 NYS Matching Funds	56,750.00
42200 NYS Subgrant - Meetings	0.00
Total 42000 Grants	56,750.00
43000 Private Sector	
43050 Program Revenue	8,450.00
43075 InKind, Donated Services	14,230.00
Total 43000 Private Sector	22,680.00
44000 Interest Income	2,966.00
Total Income	\$1,257,396.00
GROSS PROFIT	\$1,257,396.00
Expenses	
50000 Marketing, Sales, Promotions	
51100 Advertising and Promotion	
51150 Social Mktg. Adv. Promotions	63,000.00
51160 Traditional advertising	15,000.00
Total 51100 Advertising and Promotion	78,000.00
51200 Brochures, Collateral, Flyers	75,000.00
51300 Mailing, Info Centers, Distrib.	
51325 Fulfillment - MF	7,200.00
51350 800# - Matching Funds	0.00
51375 Info Centers Expenses	4,950.00
Total 51300 Mailing, Info Centers, Distrib.	12,150.00
51400 Shows/Info Centers	
51450 Displays and Giveaways	10,750.00
51475 Trade Show Expenses	3,200.00
Total 51400 Shows/Info Centers	13,950.00
51500 Website	
51520 Website Maintenance & Support	10,800.00
51525 CRM Costs	10,500.00
51550 CMS - Content Management System	31,800.00
51575 SEO/SEM Costs	30,300.00
51590 Microsites - Landing Pages	18,350.00
Total 51500 Website	101,750.00
51750 Photo/Video/AV	5,350.00
51800 Research, Reports	7,150.00
51900 Brand - Strategy, Design, Comm.	
51910 PressReleases, Newsletters, Rpt	600.00
51925 Email Marketing Fees	1,080.00
51940 Design, brand development	31,500.00
51950 Content Devel. and Mgmt.	19,500.00

OCFSLDC

Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
51975 Media, Trade, VIP Hosting	4,950.00
Total 51900 Brand - Strategy, Design, Comm.	57,630.00
52000 Partnership Dev. & Industry	
52100 Partner Program and Sales	9,250.00
52200 Workforce Engagement & Training	1,110.00
Total 52000 Partnership Dev. & Industry	10,360.00
52500 Business Dev. (Sales)	
52600 Direct Sales/ Lead Generation	42,075.00
52700 Client Events - Fam Tours	1,850.00
Total 52500 Business Dev. (Sales)	43,925.00
53000 Cooperative Marketing	
53100 Regional Transfer MF	39,750.00
53200 Regional Coop - Non-MF	10,900.00
53300 NYS Cooperative Opp. Fund	2,150.00
53400 Niche Markets - Coops	4,600.00
Total 53000 Cooperative Marketing	57,400.00
54000 Visitor Services and Supplies	
54100 Supplies and Promotional Items	3,250.00
54200 Leisure In Destination Services	600.00
54300 Meeting and Event Services	2,200.00
Total 54000 Visitor Services and Supplies	6,050.00
55000 Staff Payroll	
55001 Marketing and Sales Staff	336,000.00
55020 Interns and Casual Labor	1,000.00
Total 55000 Staff Payroll	337,000.00
55050 Contractors for Projects	2,150.00
56100 Professional Development	11,400.00
56200 Dues, Books, Subscriptions	10,940.00
56300 Loc. Mtgs & Site Visits	7,200.00
57000 Brand Develop. Strategic Plan	7,000.00
58000 Economic Dev. / Product Dev..	29,200.00
59000 InKind Expense	14,275.00
59999 Other Marketing Expense - Misc.	3,126.00
61000 Technology/Information Systems	36,000.00
Total 50000 Marketing, Sales, Promotions	927,006.00
62000 Operations/Admin. General	
62050 Automobile Expense	10,800.00
62100 Bank Service Charges	900.00
62200 Furnishings and Equipment	1,200.00
62225 Hosting and Meeting Expenses	3,400.00
62300 Insurance Expense	9,300.00
62400 Office Supplies/Stationery	3,350.00
62500 Professional Services	51,650.00

OCFSLDC

Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
62600 Repairs and Maintenance	8,000.00
62700 Taxes - property	7,200.00
62800 Telephone , Postage, Email	6,720.00
62900 Utilities	12,120.00
62950 Depreciation Expense	46,850.00
62999 Misc. and Reserve Additions	14,000.00
Total 62000 Operations/Admin. General	175,490.00
66000 Payroll Expenses	
66001 Gross pay operations	67,330.00
66002 Employer Payroll Taxes	27,600.00
66003 Benefits	22,900.00
66004 Employee Retirement	13,200.00
66005 Payroll Processing Fees	7,500.00
66006 HSA Contributions	4,080.00
66007 Wellness Benefit	2,750.00
66008 Cash in Lieu of Benefits	9,540.00
Total 66000 Payroll Expenses	154,900.00
Total Expenses	\$1,257,396.00
NET OPERATING INCOME	\$0.00
Other Income	
8500 Other Income	0.00
Total Other Income	\$0.00
NET OTHER INCOME	\$0.00
NET INCOME	\$0.00