

Finger Lakes Visitors Connection Profit & Loss Budget Overview October 2014 through September 2015

	Oct '14 - Sep 15
Ordinary Income/Expense	
Income	
41000 · Government Contracts	882,752.00
42000 · Government Grants	
42100 · NYS Matching Funds	45,000.00
Total 42000 · Government Grants	45,000.00
43000 · Private Sector	
43200 · Program Service Fees	35,250.00
43400 · In Kind Donated Goods Services	48,725.00
43500 · Miscellaneous Revenue	5,910.00
Total 43000 · Private Sector	89,885.00
44000 · Other Income - Interest	370.00
Total Income	1,018,007.00
Expense	
51000 · Communications/Public Relations	
51050 · Industry Partner, Govt Relation	300.00
51100 · Adv. Online Content Dev/Distr	6,425.00
51200 · Brochures/Collateral PR Comm.	0.00
51300 · 800# and Postage PR	5,210.00
51400 · Shows/Info Ctrs/Niche Campaign	13,600.00
51510 · Research, Reports, Dev. Oppty	2,250.00
51600 · Photo/Video/Text PR	2,675.00
51700 · Dues/Subs/Prof Dev PR	3,660.00
51800 · PR/Media/Trade Leisure	49,762.00
51900 · Loc Mtgs/Site Visits Leisure	1,675.00
Total 51000 · Communications/Public Relations	85,557.00
52000 · Groups Meetings Marketing	
52100 · Advertising/Online Groups	7,150.00
52200 · Brochures/Collateral Groups	2,675.00
52300 · Postage/Phone Groups	295.00
52400 · Sales, Trade Shows Groups	12,350.00
52500 · Research, Reports, Dev. Oppty.	7,225.00
52600 · Text/Photo/Video Groups	150.00
52700 · Dues/Subs/Prof Dev Groups	4,340.00
52800 · PR/Media/Trade Groups	5,100.00
52900 · Loc Mtgs/Site Visits Groups	2,105.00
Total 52000 · Groups Meetings Marketing	41,390.00
53000 · Integrated Marketing	
53100 · Adv/SEO/Design	3,350.00
53200 · Brochures and Collateral	69,900.00
53300 · Web and electronic	3,570.00
53400 · Campaigns - Integrated	30,000.00
53500 · Research/Reports/Dev. Oppty	4,300.00
53530 · Web Development/Mtce	24,500.00
53600 · Photo/Video/Text - Electronic	4,675.00
53700 · Dues/Subs/Prof Dev Electronic	2,125.00
53800 · PR/Media/Trade Electronic	4,000.00
53900 · Loc Mtgs/Site Visits Electronic	1,200.00
Total 53000 · Integrated Marketing	147,620.00
54000 · Coop Mktg and Product Develop	
54200 · Regional Promotions	37,300.00
54400 · Product Incubator/Sm. Biz Fund	0.00
54500 · Research, Reports, Dev. Oppty.	1,000.00
54600 · NYS Coop Oppty Fund	23,400.00
54800 · Chambers of Commerce Contract	28,500.00
Total 54000 · Coop Mktg and Product Develop	90,200.00

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55000 · Marketing General	
55050 · Personnel Marketing	228,000.00
55100 · Branding/Strategic Plan General	10,965.00
55200 · Visitor Services and Supplies	2,040.00
55300 · Industry Training/Communication	6,425.00
55500 · Research, Reports, Dev. Oppty.	6,350.00
55600 · Text/Photo/Video General	5,250.00
55700 · Dues/Subs/Prof Dev General	5,725.00
55800 · PR/Media/Trade General	6,415.00
55900 · Loc Mtgs/Site Visits General	7,575.00
55910 · Automobile Expense	5,400.00
55950 · Donated Inkind Expense	36,700.00
Total 55000 · Marketing General	320,845.00
56000 · Visitor Services	
56100 · Advertising/Online	4,000.00
56200 · Brochures/Collateral	12,600.00
56300 · Fulfillment Expenses	19,850.00
56400 · Displays/Shows/Info Centers	18,900.00
56500 · Research, Reports, Dev. Oppty.	2,500.00
56600 · Text/Photo/Video Leisure	1,220.00
56700 · Dues/Subscriptions/Prof. Dev.	3,400.00
56800 · PR, Trade, Industry Train	7,400.00
56900 · Loc. Mtgs/Site Visits/	1,440.00
Total 56000 · Visitor Services	71,310.00
61000 · Technology/Information Systems	
61100 · Hardware and Electronics	10,700.00
61200 · Licenses and Software	1,100.00
61300 · Computer and Copier Service	3,395.00
61400 · Computer Supplies and Gadgets	4,400.00
61700 · Dues/Subs/Prof Dev Tech Researc	1,610.00
61900 · Loc Mtgs/Site Visits Tech	1,550.00
Total 61000 · Technology/Information Systems	22,755.00
62000 · Operations and Administration	
62100 · Stationery/Copying Supplies	3,670.00
62200 · Board Communications	2,905.00
62300 · Telephone and Postage	8,625.00
62400 · Insurance	5,000.00
62500 · Research/Reports/Pres. Fund	0.00
62600 · Accounting, Audit, Legal Fees	14,475.00
62650 · Bank Charges	1,210.00
62700 · Dues/Subs/Prof Dev Admin	1,275.00
62800 · Misc. and Reserve Accounts	16,610.00
62900 · Loc Mtgs/Site Visits Admin	840.00
Total 62000 · Operations and Administration	54,610.00
63000 · 25 Gorham Street	
63100 · Repairs/Mtce/Cleaning	26,000.00
63200 · Utilities	6,100.00
63300 · Furnishings	5,250.00
63400 · House Insurance	2,800.00
63500 · Property Taxes	4,700.00
63600 · Mortgage Interest Expense	0.00
63700 · Mortgage/Rental Payment	0.00
Total 63000 · 25 Gorham Street	44,850.00

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Accrual Basis

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	<u>Oct '14 - Sep 15</u>
66000 · Payroll Expenses	
66001 · Benefits	24,170.00
66000 · Payroll Expenses - Other	114,700.00
Total 66000 · Payroll Expenses	<u>138,870.00</u>
Total Expense	<u>1,018,007.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>