2:12 PM 09/24/14 **Accrual Basis**

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

	Oct '14 - Sep 15
Ordinary Income/Expense Income	
41000 · Government Contracts 42000 · Government Grants	882,752.00
42100 · NYS Matching Funds	45,000.00
Total 42000 · Government Grants	45,000.00
43000 · Private Sector 43200 · Program Service Fees 43400 · In Kind Donated Goods Services	35,250.00
43500 · Miscellaneous Revenue	48,725.00 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	***
51100 - Adv. Online Content Dev/Distr	300.00
51200 · Brochures/Collateral PR Comm.	- 6,425.00 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. 52600 · Text/Photo/Video Groups	7,225.00
52700 · Dues/Subs/Prof Dev Groups	150.00
52800 · PR/Media/Trade Groups	4,340.00
52900 · Loc Mtgs/Site Visits Groups	5,100.00 2,105.00
Total 52000 · Groups Meetings Marketing	41,390.00
53000 · Integrated Marketing	41,590.00
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

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

\$5000 - Marketing General \$5050 - Personnel Marketing \$28,000.00		Oct '14 - Sep 15
\$5050 - Personnel Marketing \$28,000.00	55000 · Marketing General	
55100 Branding/Strategic Plan General 10,965.00		228 000 00
55200 - Visitor Services and Supplies 2,040.00 55300 - Industry Training/Communication 6,425.00 55500 - Research, Reports, Dev. Oppty. 6,350.00 55500 - Dues/Subs/Prof Dev General 5,250.00 55700 - Dues/Subs/Prof Dev General 5,725.00 55800 - PR/Media/Trade General 6,415.00 55910 - 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 4,000.00 56100 - Advertising/Online 4,000.00 56200 - Brochures/Collateral 12,600.00 56300 - Fulfillment Expenses 19,850.00 56400 - Displays/Fshows/Info Centers 18,900.00 56500 - Research, Reports, Dev. Oppty. 2,500.00 56800 - Taxt/Photo/Video Leisure 1,220.00 56700 - Dues/Subscriptions/Prof. Dev. 3,400.00 56800 - PR, Trade, Industry Train 7,400.00 56800 - PR, Trade, Industry Train 7,400.00 61000 - Technology/Information Systems 61100 - Marketing Marketing Marketing Marketing Mar		• • • • • • • • • • • • • • • • • • • •
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Total 61000 · Technology/Information Systems 22,755.00 62000 · Operations and Administration 3,670.00 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 · Sepairs/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	61700 · Dues/Subs/Prof Dev Tech Researc	
62000 · Operations and Administration 3,670.00 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 · Sepairs/Mtce/Cleaning 26,000.00 63200 · Utilities 6,100.00 63300 · Furnishings 5,250.00 63400 · House Insurance 2,800.00 63500 · Mortgage Interest Expense 0.00 63700 · Mortgage/Rental Payment 0.00	61900 · Loc Mtgs/Site Visits Tech	1,550.00
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 54,610.00 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 61000 · Technology/Information Systems	22,755.00
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 54,610.00 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		
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 54,610.00 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		3,670.00
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		
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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	62400 · Insurance	5,000.00
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 26,000.00 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	62500 · Research/Reports/Pres. Fund	0.00
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 26,000.00 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		14,475.00
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 26,000.00 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		1,210.00
62900 · Loc Mtgs/Site Visits Admin 840.00 Total 62000 · Operations and Administration 54,610.00 63000 · 25 Gorham Street 26,000.00 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	62700 · Dues/Subs/Prof Dev Admin	1,275.00
Total 62000 · Operations and Administration 54,610.00 63000 · 25 Gorham Street 26,000.00 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	62800 · Misc. and Reserve Accounts	16,610.00
63000 · 25 Gorham Street 26,000.00 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	62900 · Loc Mtgs/Site Visits Admin	840.00
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 62000 · Operations and Administration	54,610.00
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		
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	63100 · Repairs/Mtce/Cleaning	26,000.00
63400 · House Insurance 2,800.00 63500 · Property Taxes 4,700.00 63600 · Mortgage Interest Expense 0.00 63700 · Mortgage/Rental Payment 0.00	63200 · Utilities	6,100.00
63500 · Property Taxes 4,700.00 63600 · Mortgage Interest Expense 0.00 63700 · Mortgage/Rental Payment 0.00		5,250.00
63500 · Property Taxes 4,700.00 63600 · Mortgage Interest Expense 0.00 63700 · Mortgage/Rental Payment 0.00		2,800.00
63600 Mortgage Interest Expense 0.00 63700 Mortgage/Rental Payment 0.00		•
63700 · Mortgage/Rental Payment 0.00		•
Total 63000 · 25 Gorham Street 44,850.00		
	Total 63000 · 25 Gorham Street	44,850.00

2:12 PM 09/24/14 Accrual Basis

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

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