

Finger Lakes Visitors Connection Profit & Loss Budget Overview October 2017 through September 2018

	Oct '17 - Sep 18
Ordinary Income/Expense	
Income	
41000 · Government Contracts	
41000 · Government Contracts - Other	1,010,165.62
Total 41000 · Government Contracts	1,010,165.62
42000 · Grants	
42100 · NYS Matching Funds	65,000.00
42200 · Other Grants	0.00
Total 42000 · Grants	65,000.00
43000 · Private Sector	
43050 · Program Revenue	39,000.00
43075 · InKind, Donated Services	23,900.00
Total 43000 · Private Sector	62,900.00
44000 · Interest Income	3,000.00
45000 · Miscellaneous Income	5,003.38
49000 · From Emergency Oper. Reserve	22,692.00
49100 · From Capital Reserve	30,657.00
Total Income	1,199,418.00
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	58,500.00
51160 · Paid advertising	9,000.00
Total 51100 · Advertising and Promotion	67,500.00
51200 · Brochures, Collateral, Flyers	77,000.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	8,900.00
51350 · 800# - Matching Funds	600.00
51375 · Info Centers Expenses	600.00
51300 · Mailing, Info Centers, Distrib. - Other	2,500.00
Total 51300 · Mailing, Info Centers, Distrib.	12,600.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	6,800.00
51475 · Trade Show Expenses	16,505.00
Total 51400 · Shows/Info Centers	23,305.00
51500 · Web, Electronic	
51510 · Dev. modules and microsites	2,425.00
51520 · Website Maintenance & Support	7,000.00
51525 · CRM Costs	7,005.00
51550 · CMS - Content Management System	22,275.00
51575 · SEO/SEM Costs	9,000.00
Total 51500 · Web, Electronic	47,705.00
51700 · FAM Media, Trade, VIP Hosting	8,000.00
51750 · Photo/Video/AV	11,550.00
51800 · Research, Reports	19,100.00
51900 · Communications/Public Relations	
51925 · Email Marketing Fees	3,300.00
51950 · Content Devel. and Mgmt.	17,540.00
51900 · Communications/Public Relations - Other	6,000.00
Total 51900 · Communications/Public Relations	26,840.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	35,700.00
53200 · Regional Coop - Non-MF	9,850.00
53300 · NYS Cooperative Opp. Fund	10,000.00

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53400 · Niche Markets - Coops	22,500.00
Total 53000 · Cooperative Marketing	78,050.00
54000 · Visitor Services and Supplies	
54200 · Gateways	100,000.00
54000 · Visitor Services and Supplies - Other	6,000.00
Total 54000 · Visitor Services and Supplies	106,000.00
54500 · Industry Communication, Develop	5,400.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	296,000.00
55020 · Interns and Casual Labor	5,700.00
Total 55000 · Staff Payroll	301,700.00
55050 · Contractors for Projects	2,250.00
56100 · Professional Development	6,420.00
56200 · Dues, Books, Subscriptions	4,885.00
56300 · Loc. Mtgs & Site Visits	6,395.00
57000 · Brand Develop. Strategic Plan	9,000.00
58000 · Economic Dev. / Product Dev..	6,900.00
59000 · InKind Expense	23,900.00
59999 · Other Marketing Expense - Misc.	1,080.00
Total 50000 · Marketing, Sales, Promotions	845,580.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	5,000.00
62100 · Bank Service Charges	240.00
62200 · Furnishings and Equipment	6,280.00
62225 · Hosting and Meeting Expenses	3,500.00
62300 · Insurance Expense	8,385.00
62400 · Office Supplies/Stationery	4,650.00
62500 · Professional Services	27,650.00
62600 · Repairs and Maintenance	17,060.00
62700 · Taxes	7,440.00
62800 · Telephone , Postage, Email	11,225.00
62900 · Utilities	7,045.00
62950 · Depreciation Expense	43,200.00
62999 · Misc. and Reserve Additions	1,388.00
Total 62000 · Operations/Admin. General	143,063.00
63000 · Technology/Information Systems	29,085.00
66000 · Payroll Expenses	
66001 · Gross pay operations	87,750.00
66002 · Employer Payroll Taxes	28,150.00
66003 · Benefits	47,200.00
66004 · Employee Retirement	16,400.00
66005 · Payroll Processing Fees	2,190.00
66000 · Payroll Expenses - Other	0.00
Total 66000 · Payroll Expenses	181,690.00
Total Expense	1,199,418.00
Net Ordinary Income	0.00
Other Income/Expense	
Other Income	
80000 · Gain/Loss Sale of Fixed Asset	0.00
Total Other Income	0.00
Net Other Income	0.00
Net Income	0.00