

# Finger Lakes Visitors Connection Profit & Loss Budget Overview

October 2019 through September 2020

	Oct '19 - Sep 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
41000 · Government Contracts	1,020,000.00
42000 · Grants	
42100 · NYS Matching Funds	70,000.00
42200 · Other Grants	1,000.00
<b>Total 42000 · Grants</b>	<b>71,000.00</b>
43000 · Private Sector	
43050 · Program Revenue	45,390.00
43075 · InKind, Donated Services	18,000.00
<b>Total 43000 · Private Sector</b>	<b>63,390.00</b>
44000 · Interest Income	1,500.00
45000 · Miscellaneous Income	110.00
<b>Total Income</b>	<b>1,156,000.00</b>
<b>Expense</b>	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	26,900.00
51160 · Paid advertising	8,700.00
<b>Total 51100 · Advertising and Promotion</b>	<b>35,600.00</b>
51200 · Brochures, Collateral, Flyers	49,725.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	15,000.00
51350 · 800# - Matching Funds	525.00
51375 · Info Centers Expenses	7,100.00
51300 · Mailing, Info Centers, Distrib. - Other	0.00
<b>Total 51300 · Mailing, Info Centers, Distrib.</b>	<b>22,625.00</b>
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	9,100.00
51475 · Trade Show Expenses	13,350.00
<b>Total 51400 · Shows/Info Centers</b>	<b>22,450.00</b>
51500 · Website	
51590 · Microsites - Landing Pages	1,000.00
51520 · Website Maintenance & Support	13,000.00
51525 · CRM Costs	6,000.00
51550 · CMS - Content Management System	33,000.00
51575 · SEO/SEM Costs	7,800.00
<b>Total 51500 · Website</b>	<b>60,800.00</b>
51750 · Photo/Video/AV	26,500.00
51800 · Research, Reports	7,200.00
51900 · Brand - Strategy, Design, Comm.	
51910 · Press Release, updates reports	2,900.00
51925 · Email Marketing Fees	1,800.00
51940 · Design, brand development	60,500.00
51950 · Content Devel. and Mgmt.	40,800.00
51975 · Media, Trade, VIP Hosting	8,400.00
51900 · Brand - Strategy, Design, Comm. - Other	0.00
<b>Total 51900 · Brand - Strategy, Design, Comm.</b>	<b>114,400.00</b>
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	5,900.00
52200 · Workforce Engagement & Training	38,500.00
52000 · Partnership Dev. & Industry - Other	0.00

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<b>Total 52000 · Partnership Dev. &amp; Industry</b>	44,400.00
<b>53000 · Cooperative Marketing</b>	
53100 · Regional Transfer MF	33,000.00
53200 · Regional Coop - Non-MF	13,900.00
53300 · NYS Cooperative Opp. Fund	30,200.00
53400 · Niche Markets - Coops	12,500.00
<b>Total 53000 · Cooperative Marketing</b>	89,600.00
<b>54000 · Visitor Services and Supplies</b>	
54100 · Supplies and Promotional Items	6,050.00
54200 · Gateways	3,750.00
54000 · Visitor Services and Supplies - Other	0.00
<b>Total 54000 · Visitor Services and Supplies</b>	9,800.00
<b>55000 · Staff Payroll</b>	
55001 · Marketing and Sales Staff	290,550.00
55020 · Interns and Casual Labor	1,300.00
<b>Total 55000 · Staff Payroll</b>	291,850.00
<b>55050 · Contractors for Projects</b>	2,700.00
<b>56100 · Professional Development</b>	24,500.00
<b>56200 · Dues, Books, Subscriptions</b>	7,735.00
<b>56300 · Loc. Mtgs &amp; Site Visits</b>	5,220.00
<b>57000 · Brand Develop. Strategic Plan</b>	21,200.00
<b>58000 · Economic Dev. / Product Dev..</b>	32,000.00
<b>59000 · InKind Expense</b>	18,000.00
<b>59999 · Other Marketing Expense - Misc.</b>	600.00
<b>61000 · Technology/Information Systems</b>	17,640.00
<b>Total 50000 · Marketing, Sales, Promotions</b>	904,545.00
<b>62000 · Operations/Admin. General</b>	
62050 · Automobile Expense	5,970.00
62100 · Bank Service Charges	310.00
62200 · Furnishings and Equipment	1,200.00
62225 · Hosting and Meeting Expenses	6,300.00
62300 · Insurance Expense	11,910.00
62400 · Office Supplies/Stationery	7,155.00
62500 · Professional Services	22,900.00
62600 · Repairs and Maintenance	12,835.00
62700 · Taxes	9,500.00
62800 · Telephone , Postage, Email	9,400.00
62900 · Utilities	8,675.00
62950 · Depreciation Expense	45,600.00
62999 · Misc. and Reserve Additions	600.00
62000 · Operations/Admin. General - Other	0.00
<b>Total 62000 · Operations/Admin. General</b>	142,355.00
<b>66000 · Payroll Expenses</b>	
66001 · Gross pay operations	72,600.00
66002 · Employer Payroll Taxes	28,900.00
66003 · Benefits	34,300.00
66004 · Employee Retirement	16,400.00
66005 · Payroll Processing Fees	6,300.00
66006 · HSA Contributions	7,200.00
66000 · Payroll Expenses - Other	0.00
<b>Total 66000 · Payroll Expenses</b>	165,700.00
<b>Total Expense</b>	1,212,600.00
<b>Net Ordinary Income</b>	-56,600.00
<b>Other Income/Expense</b>	
Other Income	

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Accrual Basis

**Finger Lakes Visitors Connection**  
**Profit & Loss Budget Overview**  
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	<u>Oct '19 - Sep 20</u>
8000 · Gain/Loss on Sale of Fixed Asse	0.00
80000 · Gain/Loss Sale of Fixed Asset	0.00
<b>Total Other Income</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>
<b>Net Income</b>	<b><u><u>-56,600.00</u></u></b>