

Finger Lakes Visitors Connection
Profit & Loss Budget Overview
 October 2020 through September 2021

	Oct '20 - Sep 21
Ordinary Income/Expense	
Income	
41000 · Government Contracts	527,625.00
42000 · Grants	
42100 · NYS Matching Funds	0.00
42200 · Other Grants	95,000.00
Total 42000 · Grants	95,000.00
43000 · Private Sector	
43025 · Sanitation Bank	0.00
43050 · Program Revenue	23,000.00
43075 · InKind, Donated Services	9,000.00
43000 · Private Sector - Other	0.00
Total 43000 · Private Sector	32,000.00
44000 · Interest Income	4,500.00
45000 · Miscellaneous Income	875.25
Total Income	660,000.25
Gross Profit	660,000.25
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	13,000.00
51160 · Paid advertising	5,000.00
51100 · Advertising and Promotion - Other	15,000.00
Total 51100 · Advertising and Promotion	33,000.00
51200 · Brochures, Collateral, Flyers	26,500.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	4,000.00
51350 · 800# - Matching Funds	0.00
51375 · Info Centers Expenses	2,000.00
Total 51300 · Mailing, Info Centers, Distrib.	6,000.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	3,275.00
51475 · Trade Show Expenses	4,500.00
Total 51400 · Shows/Info Centers	7,775.00
51500 · Website	
51590 · Microsites - Landing Pages	3,000.00
51520 · Website Maintenance & Support	8,500.00

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51525 · CRM Costs	9,900.00
51550 · CMS - Content Management System	32,125.00
51575 · SEO/SEM Costs	9,600.00
Total 51500 · Website	63,125.00
51750 · Photo/Video/AV	7,000.00
51800 · Research, Reports	2,500.00
51900 · Brand - Strategy, Design, Comm.	
51910 · Press Release, updates reports	1,000.00
51925 · Email Marketing Fees	2,600.00
51940 · Design, brand development	12,000.00
51950 · Content Devel. and Mgmt.	20,400.00
51975 · Media, Trade, VIP Hosting	2,500.00
Total 51900 · Brand - Strategy, Design, Comm.	38,500.00
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	7,500.00
52200 · Workforce Engagement & Training	4,000.00
52000 · Partnership Dev. & Industry - Other	0.00
Total 52000 · Partnership Dev. & Industry	11,500.00
52500 · Sales	
52600 · Direct Sales/ Lead Generation	17,500.00
52700 · Client Events - Fam Tours	6,000.00
Total 52500 · Sales	23,500.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	10,500.00
53200 · Regional Coop - Non-MF	5,000.00
53300 · NYS Cooperative Opp. Fund	3,750.00
53400 · Niche Markets - Coops	5,500.00
Total 53000 · Cooperative Marketing	24,750.00
54000 · Visitor Services and Supplies	
54100 · Supplies and Promotional Items	2,000.00
54200 · Leisure In Destination Services	2,225.00
54300 · Meeting and Event Services	2,000.00
54500 · Gateways	3,750.00
54000 · Visitor Services and Supplies - Other	0.00
Total 54000 · Visitor Services and Supplies	9,975.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	279,950.00

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Accrual Basis

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55020 · Interns and Casual Labor	0.00
Total 55000 · Staff Payroll	279,950.00
55050 · Contractors for Projects	0.00
56100 · Professional Development	0.00
56200 · Dues, Books, Subscriptions	7,000.00
56300 · Loc. Mtgs & Site Visits	3,300.00
57000 · Brand Develop. Strategic Plan	3,000.00
58000 · Economic Dev. / Product Dev..	25,000.00
59000 · InKind Expense	9,000.00
59999 · Other Marketing Expense - Misc.	1,675.00
61000 · Technology/Information Systems	8,500.00
50000 · Marketing, Sales, Promotions - Other	0.00
Total 50000 · Marketing, Sales, Promotions	591,550.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	3,000.00
62100 · Bank Service Charges	310.00
62200 · Furnishings and Equipment	600.00
62225 · Hosting and Meeting Expenses	2,000.00
62300 · Insurance Expense	11,000.00
62400 · Office Supplies/Stationery	3,000.00
62500 · Professional Services	18,000.00
62600 · Repairs and Maintenance	6,000.00
62700 · Taxes	9,000.00
62800 · Telephone , Postage, Email	5,000.00
62900 · Utilities	8,000.00
62950 · Depreciation Expense	45,600.00
62999 · Misc. and Reserve Additions	140.00
Total 62000 · Operations/Admin. General	111,650.00
66000 · Payroll Expenses	
66001 · Gross pay operations	65,000.00
66002 · Employer Payroll Taxes	28,900.00
66003 · Benefits	25,000.00
66004 · Employee Retirement	14,600.00
66005 · Payroll Processing Fees	6,300.00
66006 · HSA Contributions	7,000.00
Total 66000 · Payroll Expenses	146,800.00
Total Expense	850,000.00
Net Ordinary Income	-189,999.75
Other Income/Expense	
Other Income	

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Accrual Basis

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	<u>Oct '20 - Sep 21</u>
8000 · Gain/Loss on Sale of Fixed Asse	<u>0.00</u>
Total Other Income	<u>0.00</u>
Net Other Income	<u>0.00</u>
Net Income	<u><u>-189,999.75</u></u>