

2021 FYE Budget 6/20 BOD MTG adj

	<b>Oct '20 - Sep 21</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>41000 · Government Contracts</b>	525,000.00
<b>42000 · Grants</b>	
42100 · NYS Matching Funds	0.00
42200 · Other Grants	95,000.00
<b>Total 42000 · Grants</b>	
<b>43000 · Private Sector</b>	
43050 · Program Revenue	23,000.00
43075 · InKind, Donated Services	9,000.00
<b>Total 43000 · Private Sector</b>	
44000 · Interest Income	1,500.00
45000 · Miscellaneous Income	100.00
<b>Total Income</b>	<b>653,600.00</b>
<b>Expense</b>	
<b>50000 · Marketing, Sales, Promotions</b>	
<b>51100 · Advertising and Promotion</b>	
*            51150 · Social Mktg. Adv. Promotio	13,000.00
*            51160 · Paid advertising	5,000.00
<b>Total 51100 · Advertising and Promotion</b>	
*            51200 · Brochures, Collateral, Flyers	26,500.00
<b>51300 · Mailing, Info Centers, Distrib.</b>	
51325 · Fulfillment - MF	4,000.00
*            51350 · 800# - Matching Funds	0.00
*            51375 · Info Centers Expenses	875.00
*            51300 · Mailing, Info Centers, Distrib. - Other	0.00
<b>Total 51300 · Mailing, Info Centers, Distrib.</b>	
<b>51400 · Shows/Info Centers</b>	
*            51450 · Displays and Giveaways	3,275.00
*            51475 · Trade Show Expenses	4,500.00
<b>Total 51400 · Shows/Info Centers</b>	
<b>51500 · Website</b>	
*            51590 · Microsites - Landing Pages	0.00
*            51520 · Website Maintenance & Support	8,500.00
*            51525 · CRM Costs	9,900.00
*            51550 · CMS - Content Managemen	32,125.00
51575 · SEO/SEM Costs	5,000.00
<b>Total 51500 · Website</b>	
*            51750 · Photo/Video/AV	5,000.00
*            51800 · Research, Reports	2,500.00
<b>51900 · Brand - Strategy, Design, Comm.</b>	
51910 · Press Release, updates reports	1,000.00
51925 · Email Marketing Fees	2,600.00

	51940 · Design, brand engagement	14,250.00
	51950 · Content Devel. and Mgmt.	20,400.00
	51975 · Media, Trade, VIP Hosting	2,500.00
	<b>Total 51900 · Brand - Strategy, Design, Comm.</b>	
	<b>52000 · Partnership Dev. &amp; Industry</b>	
	52100 - Program and Sales	7,500.00
	52200 - Workforce Engagement/Training	5,000.00
	<b>52500 · Sales</b>	
	52600 - Direct Sales/Lead Generation	17,500.00
	52700 - Client Events - Fam Tours	6,000.00
	<b>53000 · Cooperative Marketing</b>	
	53100 · Regional Transfer MF	0.00
	53200 · Regional Coop - Non-MF	17,500.00
	53300 · NYS Cooperative Opp. Fund	3,750.00
	53400 · Niche Markets - Coops	5,500.00
	<b>Total 53000 · Cooperative Marketing</b>	
	<b>54000 · Visitor Services and Supplies</b>	
	54100 · Supplies and Promotional Items	2,000.00
	54200 · Leisure In Destination Services	2,225.00
	54300 · Meeting and Events Services	2,000.00
	54200 · Gateways	3,750.00
	<b>Total 54000 · Visitor Services and Supplies</b>	
	<b>55000 · Staff Payroll</b>	
	55001 · Marketing and Sales Staff	289,950.00
*	55020 · Interns and Casual Labor	0.00
	<b>Total 55000 · Staff Payroll</b>	
*	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.	750.00
*	61000 · Technology/Information Systems	8,500.00
	<b>Total 50000 · Marketing, Sales, Promotions</b>	
	<b>62000 · Operations/Admin. General</b>	
*	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	
	62000 · Operations/Admin. General - Other	0.00	
	<b>Total 62000 · Operations/Admin. General</b>		
	<b>66000 · Payroll Expenses</b>		
*	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	
	<b>Total 66000 · Payroll Expenses</b>		
	<b>Total Expense</b>		<b>838,600.00</b>
	<b>INCOME</b>	653,600.00	
	<b>SAVINGS from Conservative 2020</b>	100,000.00	
	<b>New Net Income</b>	753,600.00	
	<b>NET</b>	-85,000.00	
	<b>RESERVES</b>	85,000	
	<b>NEW NET</b>	0.00	