

Finger Lakes Visitors Connection
Profit & Loss Budget Overview
 October 2021 through September 2022

	Oct '21 - Sep 22
Ordinary Income/Expense	
Income	
41000 · Government Contracts	1,042,528.02
42000 · Grants	
42100 · NYS Matching Funds	65,168.00
42200 · Other Grants	50,000.00
Total 42000 · Grants	115,168.00
43000 · Private Sector	
43025 · Sanitation Bank	0.00
43050 · Program Revenue	43,000.00
43075 · InKind, Donated Services	15,000.00
43000 · Private Sector - Other	0.00
Total 43000 · Private Sector	58,000.00
44000 · Interest Income	2,000.00
45000 · Miscellaneous Income	0.15
Total Income	1,217,696.17
Gross Profit	1,217,696.17
Expense	
81000 · Bad Debts	0.00
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	48,000.00
51160 · Paid advertising	8,800.00
51100 · Advertising and Promotion - Other	0.00
Total 51100 · Advertising and Promotion	56,800.00
51200 · Brochures, Collateral, Flyers	53,000.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	7,750.00
51350 · 800# - Matching Funds	0.00
51375 · Info Centers Expenses	3,200.00
Total 51300 · Mailing, Info Centers, Distrib.	10,950.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	15,000.00
51475 · Trade Show Expenses	9,000.00
Total 51400 · Shows/Info Centers	24,000.00
51500 · Website	
51590 · Microsites - Landing Pages	1,000.00

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51520 · Website Maintenance & Support	9,000.00
51525 · CRM Costs	12,000.00
51550 · CMS - Content Management System	34,000.00
51575 · SEO/SEM Costs	24,000.00
Total 51500 · Website	80,000.00
51750 · Photo/Video/AV	22,000.00
51800 · Research, Reports	10,000.00
51900 · Brand - Strategy, Design, Comm.	
51910 · Press Release, updates reports	2,000.00
51925 · Email Marketing Fees	2,000.00
51940 · Design, brand development	30,000.00
51950 · Content Devel. and Mgmt.	48,000.00
51975 · Media, Trade, VIP Hosting	7,000.00
Total 51900 · Brand - Strategy, Design, Comm.	89,000.00
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	5,000.00
52200 · Workforce Engagement & Training	10,000.00
52000 · Partnership Dev. & Industry - Other	600.00
Total 52000 · Partnership Dev. & Industry	15,600.00
52500 · Sales	
52600 · Direct Sales/ Lead Generation	35,000.00
52700 · Client Events - Fam Tours	10,000.00
Total 52500 · Sales	45,000.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	35,000.00
53200 · Regional Coop - Non-MF	15,000.00
53300 · NYS Cooperative Opp. Fund	10,000.00
53400 · Niche Markets - Coops	5,000.00
Total 53000 · Cooperative Marketing	65,000.00
54000 · Visitor Services and Supplies	
54100 · Supplies and Promotional Items	2,225.00
54200 · Leisure In Destination Services	4,000.00
54300 · Meeting and Event Services	2,500.00
54500 · Gateways	0.00
54000 · Visitor Services and Supplies - Other	2,400.00
Total 54000 · Visitor Services and Supplies	11,125.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	359,400.00

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55020 · Interns and Casual Labor	600.00
Total 55000 · Staff Payroll	360,000.00
55050 · Contractors for Projects	1,000.00
56100 · Professional Development	12,000.00
56200 · Dues, Books, Subscriptions	10,000.00
56300 · Loc. Mtgs & Site Visits	5,000.00
57000 · Brand Develop. Strategic Plan	5,000.00
58000 · Economic Dev. / Product Dev..	42,500.00
59000 · InKind Expense	15,000.00
59999 · Other Marketing Expense - Misc.	1,500.00
61000 · Technology/Information Systems	28,000.00
50000 · Marketing, Sales, Promotions - Other	1,200.00
Total 50000 · Marketing, Sales, Promotions	963,675.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	5,000.00
62100 · Bank Service Charges	600.00
62200 · Furnishings and Equipment	1,800.00
62225 · Hosting and Meeting Expenses	5,600.00
62300 · Insurance Expense	10,800.00
62400 · Office Supplies/Stationery	5,300.00
62500 · Professional Services	23,500.00
62600 · Repairs and Maintenance	11,750.00
62700 · Taxes	8,500.00
62800 · Telephone , Postage, Email	8,525.00
62900 · Utilities	7,250.00
62950 · Depreciation Expense	42,750.00
62999 · Misc. and Reserve Additions	2,446.17
Total 62000 · Operations/Admin. General	133,821.17
66000 · Payroll Expenses	
66001 · Gross pay operations	72,900.00
66002 · Employer Payroll Taxes	29,000.00
66003 · Benefits	29,800.00
66004 · Employee Retirement	15,000.00
66005 · Payroll Processing Fees	7,200.00
66006 · HSA Contributions	7,800.00
66007 · Wellness Benefit	0.00
66000 · Payroll Expenses - Other	500.00
Total 66000 · Payroll Expenses	162,200.00
Total Expense	1,259,696.17
Net Ordinary Income	-42,000.00

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Accrual Basis

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	<u>Oct '21 - Sep 22</u>
Other Income/Expense	
Other Income	
8000 · Gain/Loss on Sale of Fixed Asse	0.00
Total Other Income	0.00
Net Other Income	0.00
Net Income	<u><u>-42,000.00</u></u>