

Oct '22 - Sep 23

Ordinary Income/Expense

Income

41000 · Government Contracts	1,267,529.00
42000 · Grants	
42100 · NYS Matching Funds	78,000.00
42200 · Other Grants	48,000.00
Total 42000 · Grants	126,000.00
43000 · Private Sector	
43025 · Sanitation Bank	0.00
43050 · Program Revenue	25,000.00
43075 · InKind, Donated Services	12,000.00
Total 43000 · Private Sector	37,000.00
44000 · Interest Income	5,100.00
45000 · Miscellaneous Income	1,971.00

Total Income 1,437,600.00

Expense 1,437,600.00

50000 · Marketing, Sales, Promotions

51100 · Advertising and Promotion

51150 · Social Mktg. Adv. Promotions	66,600.00
51160 · Paid advertising	24,000.00

Total 51100 · Advertising and Promotion 90,600.00

51200 · Brochures, Collateral, Flyers 48,000.00

51300 · Mailing, Info Centers, Distrib.

51325 · Fulfillment - MF	7,500.00
51350 · 800# - Matching Funds	0.00
51375 · Info Centers Expenses	5,000.00
51300 · Mailing, Info Centers, Distrib. - Other	12,500.00

Total 51300 · Mailing, Info Centers, Distrib.

51400 · Shows/Info Centers

51450 · Displays and Giveaways	13,250.00
51475 · Trade Show Expenses	9,000.00

Total 51400 · Shows/Info Centers 22,250.00

51500 · Web, Digital Communications

51510 · Dev. modules and microsities	16,000.00
51520 · Website Maintenance & Support	13,400.00
51525 · CRM Costs	10,000.00
51550 · CMS - Content Management System	34,000.00
51575 · SEO/SEM Costs	30,000.00

Total 51500 · Web, Digital Communications 103,400.00

51750 · Photo/Video/AV 14,750.00

51800 · Research, Reports 53,000.00

51900 · Brand - Strategy, Design, Comm.

51910 · Press Releases, Updates Reports	3,600.00
51925 · Email Marketing Fees	1,300.00
51940 · Design, Branding	50,000.00
51950 · Content Devel. and Mgmt.	60,000.00
51975 · Media, Trade, VIP Hosting	10,000.00
Total 51900 · Brand - Strategy, Design, Comm.	124,900.00
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	10,000.00
52200 · Workforce Engagement & Training	13,600.00
52000 · Partnership Dev. & Industry - Other	0.00
Total 52000 · Partnership Dev. & Industry	23,600.00
52500 · Product Development and Sales	
52600 · Direct Sales/ Lead Generation	44,000.00
52700 · Client Events - Fam Tours	10,000.00
Total 52500 · Sales	54,000.00
53000 · Cooperative Marketing	
53000 · Regional Transfer MF	35,000.00
53200 · Regional Coop - Non-MF	21,000.00
53300 · NYS Cooperative Opp. Fund	10,000.00
53400 · Niche Markets - Coops	12,000.00
Total 53000 · Cooperative Marketing	78,000.00
54000 · Visitor Services and Supplies	
54100 · Supplies and Promotional Items	3,600.00
54200 · Leisure In Destination Services	8,000.00
54300 · Meeting and Event Services	14,200.00
54200 · Gateways/Visitor Experience Fund	8,500.00
Total 54000 · Visitor Services and Supplies	34,300.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	399,000.00
Total 55000 · Staff Payroll	400,000.00
55020 · Interns and Casual Labor	1,000.00
55050 · Contractors for Projects	2,000.00
62000 · Professional Development	15,000.00
56200 · Dues, Books, Subscriptions	12,000.00
56300 · Loc. Mtgs & Site Visits	7,200.00
57000 · Brand Develop. Strategic Plan	24,000.00
58000 · Economic Dev. / Product Dev..	52,000.00
59000 · InKind Expense	12,000.00
59999 · Other Marketing Expense - Misc.	2,646.00
61000 · Technology/Information Systems	20,000.00
TOTAL MARKETING EXPENSE	1,206,146.00
62050 · Automobile Expense	7,700.00

62100 · Bank Service Charges	330.00
62200 · Furnishings and Equipment	4,000.00
62225 · Hosting and Meeting Expenses	7,000.00
Total 62300 · Insurance Expense	12,000.00
6601 62400 · Office Supplies/Stationery	4,200.00
62500 · Professional Services	23,700.00
62600 · Repairs and Maintenance	9,200.00
62700 · Taxes	9,800.00
62800 · Telephone , Postage, Email	10,000.00
62900 · Utilities	11,100.00
62999 · Misc. and Reserve Additions	1,024.00
Total 62000 · Operations/Admin. General	<u>100,054.00</u>
66001 · Gross pay operations	90,000.00
66002 · Employer Payroll Taxes	28,800.00
66003 · Benefits	19,800.00
66004 · Employee Retirement	14,000.00
66005 · Payroll Processing Fees	7,800.00
66006 · HSA Contributions	6,000.00
66000 · Payroll Expenses - Other	0.00
Total 66000 · Payroll Expenses	<u>166,400.00</u>
Total Expense	<u>1,472,600.00</u>