

Finger Lakes Visitors Connection Profit & Loss Budget Overview

October 2023 through September 2024

	Oct '23 - Sep 24
Ordinary Income/Expense	
Income	
41000 · Government Contracts	1,175,000.00
42000 · Grants	
42100 · NYS Matching Funds	56,750.00
42200 · Other Contractual Income	0.00
Total 42000 · Grants	56,750.00
43000 · Private Sector	
43050 · Program Revenue	8,450.00
43075 · InKind, Donated Services	14,230.00
Total 43000 · Private Sector	22,680.00
44000 · Interest Income	2,966.00
45000 · Miscellaneous Income	0.00
Total Income	1,257,396.00
Gross Profit	1,257,396.00
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	63,000.00
51160 · Traditional advertising	15,000.00
Total 51100 · Advertising and Promotion	78,000.00
51200 · Brochures, Collateral, Flyers	75,000.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	7,200.00
51350 · 800# - Matching Funds	0.00
51375 · Info Centers Expenses	4,950.00
Total 51300 · Mailing, Info Centers, Distrib.	12,150.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	10,750.00
51475 · Trade Show Expenses	3,200.00
Total 51400 · Shows/Info Centers	13,950.00
51500 · Website	
51520 · Website Maintenance & Support	10,800.00
51525 · CRM Costs	10,500.00
51550 · CMS - Content Management System	31,800.00
51575 · SEO/SEM Costs	30,300.00
51590 · Microsites - Landing Pages	18,350.00
Total 51500 · Website	101,750.00
51750 · Photo/Video/AV	5,350.00
51800 · Research, Reports	7,150.00
51900 · Brand - Strategy, Design, Comm.	
51910 · PressReleases, Newsletters, Rpt	600.00
51925 · Email Marketing Fees	1,080.00
51940 · Design, brand development	31,500.00
51950 · Content Devel. and Mgmt.	19,500.00
51975 · Media, Trade, VIP Hosting	4,950.00
Total 51900 · Brand - Strategy, Design, Comm.	57,630.00
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	9,250.00
52200 · Workforce Engagement & Training	1,110.00
Total 52000 · Partnership Dev. & Industry	10,360.00

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52500 · Business Dev. (Sales)	
52600 · Direct Sales/ Lead Generation	42,075.00
52700 · Client Events - Fam Tours	1,850.00
Total 52500 · Business Dev. (Sales)	43,925.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	39,750.00
53200 · Regional Coop - Non-MF	10,900.00
53300 · NYS Cooperative Opp. Fund	2,150.00
53400 · Niche Markets - Coops	4,600.00
Total 53000 · Cooperative Marketing	57,400.00
54000 · Visitor Services and Supplies	
54100 · Supplies and Promotional Items	3,250.00
54200 · Leisure In Destination Services	600.00
54300 · Meeting and Event Services	2,200.00
54500 · Gateway Visitor Experience	0.00
Total 54000 · Visitor Services and Supplies	6,050.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	336,000.00
55020 · Interns and Casual Labor	1,000.00
Total 55000 · Staff Payroll	337,000.00
55050 · Contractors for Projects	2,150.00
56100 · Professional Development	11,400.00
56200 · Dues, Books, Subscriptions	10,940.00
56300 · Loc. Mtgs & Site Visits	7,200.00
57000 · Brand Develop. Strategic Plan	7,000.00
58000 · Economic Dev. / Product Dev..	29,200.00
59000 · InKind Expense	14,275.00
59999 · Other Marketing Expense - Misc.	3,126.00
61000 · Technology/Information Systems	36,000.00
50000 · Marketing, Sales, Promotions - Other	0.00
Total 50000 · Marketing, Sales, Promotions	927,006.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	10,800.00
62100 · Bank Service Charges	900.00
62200 · Furnishings and Equipment	1,200.00
62225 · Hosting and Meeting Expenses	3,400.00
62300 · Insurance Expense	9,300.00
62400 · Office Supplies/Stationery	3,350.00
62500 · Professional Services	51,650.00
62600 · Repairs and Maintenance	8,000.00
62700 · Taxes	7,200.00
62800 · Telephone , Postage, Email	6,720.00
62900 · Utilities	12,120.00
62950 · Depreciation Expense	46,850.00
62999 · Misc. and Reserve Additions	14,000.00
Total 62000 · Operations/Admin. General	175,490.00
66000 · Payroll Expenses	
66001 · Gross pay operations	75,120.00
66002 · Employer Payroll Taxes	27,600.00
66003 · Benefits	22,900.00
66004 · Employee Retirement	13,200.00
66005 · Payroll Processing Fees	7,500.00
66006 · HSA Contributions	4,980.00
66007 · Wellness Benefit	0.00
66008 · Cash in Lieu of Benefits	3,600.00

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	<u>Oct '23 - Sep 24</u>
Total 66000 · Payroll Expenses	154,900.00
Total Expense	<u>1,257,396.00</u>
Net Ordinary Income	0.00
Other Income/Expense	
Other Income	
8500 · Other Income	<u>0.00</u>
Total Other Income	0.00
Other Expense	
99999 · Ask My Accountant	<u>0.00</u>
Total Other Expense	<u>0.00</u>
Net Other Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>