

A Finger Lakes Visitors Connection

Budget Overview: Budget_FY27_P&L - FY27 P&L

October 2026 - September 2027

	TOTAL
Income	
4100 Ontario County Contract	1,360,208.85
42100 NYS Matching Funds	40,000.00
42200 NYS Subgrant - Meetings	0.00
43050 Partnership Program Revenue	8,000.00
43051 Co-op Marketing & Advertising Revenue	50,000.00
43052 Sponsorships & Event Registration Revenue	2,000.00
43075 InKind, Donated Services	20,000.00
44000 Interest/Dividend Income	15,000.15
Total Income	\$1,495,209.00
GROSS PROFIT	\$1,495,209.00
Expenses	
Marketing & Program Expenses (Destination Promotion)	
<i>50000 Advertising, SEO, and Promotions</i>	
51000 Advertising & Media Buys (Digital, Print, Broadcast)	153,480.00
51400 Travel & Tradeshow Expenses (Consumer & Industry)	0.00
51500 Website Hosting & SEO Maintenance	178,076.00
51600 Creative Services, Production & Agency Fees	108,000.00
51900 Content Creation & Social Media Management	102,500.00
51975 Public Relations Management	70,000.00
53000 Regional Marketing	54,250.00
55000 Marketing Salaries	55,065.00
55050 Contractors for Projects	0.00
56100 Professional Development	27,500.00
56200 Dues & Memberships	14,000.00
57000 Marketing Technologies	32,450.00
57500 Research, Data Analytics & Market Intelligence	5,160.00
58000 Miscellaneous	15,500.00
Total Marketing & Program Expenses (Destination Promotion)	815,981.00
Sales, Sports & Visitor Services	
52500 Sales Missions (Sales Calls to Event/Meeting Planners)	7,250.00
52600 Bid Fees & Event Attraction Subsidies	3,500.00
52700 Tradeshow Appointments	0.00
52800 Sales Salaries	36,000.00
Total Sales, Sports & Visitor Services	46,750.00
Partnership & Visitor Services	
51200 Visitor Guide/Collateral Production & Distribution	100,500.00
51300 Postage	14,000.00
52000 Partnership & Industry	16,000.00

52100 Partnership & Visitor Services Salaries	39,600.00
54000 Visitor Services and Supplies	3,500.00
56300 Community Engagement	13,000.00
59000 InKind Expense	20,000.00
Total Partnership & Visitor Services	206,600.00

Operating Expenses

61000 Information Technology & Software	20,956.00
62100 Bank Service Charges	500.00
62200 Hardware & Equipment	1,000.00
62300 Liability Insurance & Legal Fees	6,500.00
62400 Office Supplies/Stationery	3,500.00
62500 Professional Services	78,000.00
62999 Miscellaneous	5,000.00
66001 Executive & Administrative Salaries	165,000.00
66002 Employer Payroll Taxes	30,000.00
66003 Employee Benefits	20,000.00
66004 Employee Retirement	11,000.00
66005 Payroll Processing Fees	8,000.00
Total Operating Expenses	349,456.00

Building Expenses

62600 Building & Grounds Maintenance	22,050.00
62700 Property Taxes	6,500.00
62800 Landline & Internet	4,872.00
62900 Utilities (Electric, Gas, Water)	18,000.00
62950 Depreciation Expense	25,000.00
Total Building Expenses	76,422.00

Total Expenses	\$1,495,209.00
NET OPERATING INCOME	\$0.00

Other Income

8500 Other Income	0.00
8501 Gain/(Loss) on Investments	0.00
Total Other Income	\$0.00
NET OTHER INCOME	\$0.00

NET INCOME	\$0.00
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