

Finger Lakes Visitors Connection Profit & Loss Budget Overview

October 2018 through September 2019

	Oct '18 - Sep 19
Ordinary Income/Expense	
Income	
41000 · Government Contracts	1,017,533.54
42000 · Grants	
42100 · NYS Matching Funds	62,682.00
42200 · Other Grants	0.00
Total 42000 · Grants	62,682.00
43000 · Private Sector	
43050 · Program Revenue	28,392.00
43075 · InKind, Donated Services	20,652.04
Total 43000 · Private Sector	49,044.04
44000 · Interest Income	743.33
45000 · Miscellaneous Income	0.00
49000 · From Emergency Oper. Reserve	0.00
49100 · From Capital Reserve	0.00
Total Income	1,130,002.91
Gross Profit	1,130,002.91
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	67,008.30
51160 · Paid advertising	9,758.10
Total 51100 · Advertising and Promotion	76,766.40
51200 · Brochures, Collateral, Flyers	84,296.02
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	10,037.84
51350 · 800# - Matching Funds	461.47
51375 · Info Centers Expenses	407.02
51300 · Mailing, Info Centers, Distrib. - Other	20.33
Total 51300 · Mailing, Info Centers, Distrib.	10,926.66
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	773.56
51475 · Trade Show Expenses	12,987.89
Total 51400 · Shows/Info Centers	13,761.45
51500 · Web, Digital Communications	
51510 · Dev. modules and microsities	1,429.84
51520 · Website Maintenance & Support	7,001.22
51525 · CRM Costs	6,949.95
51550 · CMS - Content Management System	22,259.00
51575 · SEO/SEM Costs	8,701.81
Total 51500 · Web, Digital Communications	46,341.82
51750 · Photo/Video/AV	11,643.17
51800 · Research, Reports	4,080.24
51900 · Communications/Public Relations	
51910 · Communications and PR	0.00
51925 · Email Marketing Fees	3,317.82
51950 · Content Devel. and Mgmt.	19,632.38
51975 · Media, Trade, VIP Hosting	6,774.66
51900 · Communications/Public Relations - Other	1,036.75
Total 51900 · Communications/Public Relations	30,761.61

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53000 · Cooperative Marketing	
53100 · Regional Transfer MF	38,194.00
53200 · Regional Coop - Non-MF	4,726.50
53300 · NYS Cooperative Opp. Fund	2,574.53
53400 · Niche Markets - Coops	9,050.16
	54,545.19
Total 53000 · Cooperative Marketing	
54000 · Visitor Services and Supplies	
54200 · Gateways	40,800.00
54000 · Visitor Services and Supplies - Other	74.62
	40,874.62
Total 54000 · Visitor Services and Supplies	
54500 · Industry Communication, Develop	2,340.24
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	253,000.00
55020 · Interns and Casual Labor	0.00
	253,000.00
Total 55000 · Staff Payroll	
55050 · Contractors for Projects	7,152.28
56100 · Professional Development	6,262.92
56200 · Dues, Books, Subscriptions	4,060.71
56300 · Loc. Mtgs & Site Visits	6,699.87
57000 · Brand Develop. Strategic Plan	5,010.80
58000 · Economic Dev. / Product Dev..	25,073.95
59000 · InKind Expense	5,652.04
59999 · Other Marketing Expense - Misc.	651.71
	689,901.70
Total 50000 · Marketing, Sales, Promotions	
62000 · Operations/Admin. General	
62050 · Automobile Expense	3,605.16
62100 · Bank Service Charges	284.88
62200 · Furnishings and Equipment	6,989.23
62225 · Hosting and Meeting Expenses	3,232.88
62300 · Insurance Expense	8,498.34
62400 · Office Supplies/Stationery	4,601.78
62500 · Professional Services	19,377.10
62600 · Repairs and Maintenance	21,860.53
62700 · Taxes	7,245.03
62800 · Telephone , Postage, Email	11,473.32
62900 · Utilities	6,965.55
62950 · Depreciation Expense	45,005.56
62999 · Misc. and Reserve Additions	452.62
62000 · Operations/Admin. General - Other	0.00
	139,591.98
Total 62000 · Operations/Admin. General	
63000 · Technology/Information Systems	11,554.96
66000 · Payroll Expenses	
66001 · Gross pay operations	67,726.16
66002 · Employer Payroll Taxes	27,532.43
66003 · Benefits	175,000.00
66004 · Employee Retirement	15,400.00
66005 · Payroll Processing Fees	2,167.68
66006 · HSA Contributions	0.00
66000 · Payroll Expenses - Other	1,128.00
	288,954.27
Total 66000 · Payroll Expenses	
Total Expense	1,130,002.91
Net Ordinary Income	0.00

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Accrual Basis

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	<u>Oct '18 - Sep 19</u>
Other Income/Expense	
Other Income	
80000 · Gain/Loss Sale of Fixed Asset	0.00
Total Other Income	0.00
Net Other Income	0.00
Net Income	<u><u>0.00</u></u>