

| <u>CVB 2009 Budget</u> | 2008 <u>Budget</u> | 2008 <u>Actual</u> | 2009 <u>Budget</u> | 2009 <u>Projected</u> | 2010 <u>Budget</u> |
|----------------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| Advertising Agency | 75,000 | 77,000 | 78,000 | 73,000 | 79,000 |
| Brochures & Collateral | 120,000 | 116,000 | 120,000 | 114,000 | 120,000 |
| Brochure Distribution | 8,500 | 8,200 | 8,500 | 8,500 | 8,600 |
| Directory Advertising | 4,225 | 6,700 | 7,000 | 7,600 | 8,000 |
| Display/Exhibit | 0 | 0 | 1,500 | 0 | 1,000 |
| Event Underwriting | 20,000 | 22,500 | 20,000 | 22,500 | 25,000 |
| Expos/Trade Shows | 7,000 | 7,000 | 8,000 | 8,000 | 8,000 |
| Fam Tours | 3,000 | 3,000 | 6,000 | 8,000 | 6,000 |
| Film & Development | 500 | 1,600 | 10,000 | 1,000 | 3,000 |
| Newspaper/Magazine | 250,000 | 215,000 | 300,000 | 180,000 | 200,000 |
| Radio | 6,000 | 8,700 | 10,000 | 26,000 | 30,000 |
| Television | | | | 2,500 | 10,000 |
| Research | 30,000 | 32,000 | 5,000 | 0 | 5,000 |
| Marketing Partnerships | 12,000 | 7,200 | 21,000 | 9,000 | 10,000 |
| Video | 2,500 | 0 | 0 | 1,300 | 6,000 |
| Salaries | 115,000 | 113,000 | 120,000 | 113,000 | 120,000 |
| Payroll Taxes | 9,100 | 8,900 | 9,500 | 8,900 | 9,500 |
| Contract Labor | 500 | 0 | 500 | 500 | 500 |
| Group Health Insurance | 28,350 | 28,000 | 28,350 | 30,000 | 33,000 |
| Accounting Fees | 7,200 | 7,200 | 7,400 | 7,400 | 7,500 |
| Bank Charges | 150 | 500 | 150 | 150 | 150 |
| Computer Hardware | 2,000 | 70 | 2,000 | 100 | 2,000 |
| Computer Software | 1,000 | 60 | 1,000 | 400 | 1,000 |
| Internet - administrative | 6,000 | 6,000 | 7,000 | 3,000 | 5,000 |
| Internet - marketing | 55,000 | 30,000 | 40,000 | 45,000 | 45,000 |
| Dues & Subscriptions | 5,000 | 5,600 | 6,000 | 5,300 | 6,000 |
| Insurance | 3,500 | 3,100 | 3,500 | 3,100 | 3,500 |
| Legal | 1,000 | 0 | 1,000 | 800 | 2,000 |
| Meetings - Board | 3,000 | 1,900 | 2,500 | 1,700 | 2,500 |
| Meetings - Professional | 2,000 | 1,200 | 2,000 | 1,000 | 2,000 |
| Office Supplies | 3,000 | 1,200 | 3,000 | 2,000 | 2,000 |
| Office Furniture & Equip. | 1,000 | 100 | 1,000 | 0 | 1,000 |
| Postage | 35,000 | 32,000 | 35,000 | 28,000 | 31,000 |
| Public Relations | 3,000 | 1,300 | 3,000 | 1,000 | 3,000 |
| Rent | 1 | 1 | 1 | 1 | 1 |
| Repair & Maintenance Bldg | 2,000 | 3,000 | 3,000 | 2,000 | 7,000 |
| Repair & Maintenance Equip | 1,000 | 0 | 500 | 0 | 500 |
| Taxes & Licenses | 20 | 30 | 20 | 30 | 20 |
| Telephone | 2,500 | 2,100 | 2,500 | 2,400 | 2,500 |
| Travel & Entertainment | 4,000 | 3,000 | 3,500 | 3,000 | 3,500 |
| Utilities | 2,000 | 1,400 | 2,000 | 1,200 | 1,800 |
| Miscellaneous | 100 | 0 | 100 | 650 | 0 |
| Outdoor | 0 | 20,000 | 25,000 | 38,000 | 40,000 |
| EXPENSE TOTAL | 831,146 | 774,561 | 904,521 | 760,031 | 851,571 |
| INCOME TOTAL | <u>750,000</u> | <u>820,000</u> | <u>840,000</u> | <u>750,000</u> | <u>750,000</u> |
| Personnel & Staff | 227,950 27.4% | 226,900 29.3% | 236,350 26.1% | 225,400 | 242,000 28.4% |
| Operations | 39,971 4.8% | 31,361 4.1% | 42,171 4.7% | 28,831 | 43,971 5.2% |
| Media Placement | 453,725 54.6% | 414,600 53.5% | 524,500 58.0% | 437,600 | 475,600 55.8% |
| Marketing Support | 109,500 13.2% | 101,700 13.1% | 101,500 11.2% | 68,200 | 90,000 10.6% |