



Monthly Summary Financial Report for April 2019

Current Month

Current YTD

Comparison of Current YTD vs. Prior YTD

Account Description	Current Month			Current YTD			April 2019			April 2018			Annual Forecast	Annual Budget	Variance
	April - Actual	April - Budget	Variance	YTD Actual	YTD Budget	YTD Variance	Current YTD	Prior YTD	YTD Variance	Current YTD	Prior YTD	YTD Variance			
Revenue															
Cities/County Public Funding	459,528	459,526	2	1,800,612	1,800,605	7	1,800,612	1,720,993	79,619	1,800,612	1,720,993	79,619	1,800,612	1,800,605	7
Tourism Business Improvement District	2,645,353	2,397,150	248,203	14,838,466	13,585,950	1,252,516	14,838,466	14,546,720	291,746	17,002,516	14,546,720	2,455,796	17,002,516	15,750,000	1,252,516
Tribal Voluntary	-	-	-	118,226	-	118,226	118,226	111,621	6,605	206,958	156,000	50,958	206,958	156,000	50,958
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Partnership (New & Renewal)	13,470	-	13,470	268,462	206,250	62,212	268,462	265,339	3,123	283,006	275,000	8,006	283,006	275,000	8,006
Advertising: Placed/Web/Collateral	25,000	1,000	24,000	336,030	103,000	233,030	336,030	266,300	69,730	441,030	427,000	14,030	441,030	427,000	14,030
Joint Share Partnership Tradeshow	-	26,300	(26,300)	101,787	128,100	(26,313)	101,787	123,785	(21,998)	188,610	185,600	3,010	188,610	185,600	3,010
FAM/Event Host/Convenience	-	800	(800)	29,540	1,550	27,990	29,540	27,990	1,550	56,800	57,300	(500)	56,800	57,300	(500)
Other Rev/Rent/Fees/Int/Rollover	7,981	40,624	(32,643)	265,859	151,424	114,435	265,859	100,242	165,616	287,958	161,224	126,734	287,958	161,224	126,734
Prior Year Funding Resolution	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Revenue	3,151,331	2,925,400	225,931	17,758,982	15,976,879	1,782,103	17,758,982	17,183,320	575,661	20,267,489	18,812,729	1,454,760	20,267,489	18,812,729	1,454,760
Expenses															
Labor-Salary	400,051	375,368	(24,684)	4,181,048	4,237,351	56,302	4,181,048	3,474,416	(706,632)	4,955,503	4,988,086	(32,583)	4,955,503	4,988,086	(32,583)
Labor-Benefits	149,821	142,338	(7,484)	1,425,195	1,458,685	33,490	1,425,195	1,062,355	(362,840)	1,711,602	1,743,360	(31,758)	1,711,602	1,743,360	(31,758)
Advertising Production	36,679	402,862	366,183	660,494	880,012	219,518	660,494	842,977	182,483	1,057,518	942,468	(115,050)	1,057,518	942,468	(115,050)
Marketing Contingency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising Placement	523,089	1,281,299	758,210	3,839,397	3,993,341	153,944	3,839,397	3,939,372	99,975	5,045,702	4,498,202	(547,500)	5,045,702	4,498,202	(547,500)
Web Advertising & Web Development	39,094	17,483	(21,611)	272,004	331,080	59,076	272,004	473,118	201,113	383,650	381,650	(2,000)	383,650	381,650	(2,000)
Collateral Material	3,018	15,950	12,932	42,624	60,625	18,001	42,624	44,773	2,148	77,350	77,350	0	77,350	77,350	0
Familiarization Trips	23,735	209,625	185,890	355,177	403,950	48,773	355,177	319,020	(36,158)	487,692	485,200	(2,492)	487,692	485,200	(2,492)
Trade Shows / Sales Missions	32,175	140,594	108,419	932,181	821,069	(111,112)	932,181	685,240	(246,941)	1,215,232	1,016,319	(198,913)	1,215,232	1,016,319	(198,913)
Travel & Lodging	3,675	32,000	28,325	28,457	34,000	5,543	28,457	46,964	18,507	35,000	35,000	-	35,000	35,000	-
Special Promotions	8,344	411,120	402,776	378,364	647,820	269,456	378,364	461,120	82,756	899,620	881,570	(18,050)	899,620	881,570	(18,050)
International Representation	15,545	92,250	76,705	235,433	327,250	91,817	235,433	205,908	(29,525)	366,500	366,500	(0)	366,500	366,500	(0)
Event Hosting	27,742	306,450	278,708	965,453	1,200,033	234,580	965,453	600,293	(365,160)	1,405,248	1,309,033	(96,215)	1,405,248	1,309,033	(96,215)
Research & Branding	4,875	227,950	223,075	123,028	392,100	269,072	123,028	220,862	97,834	299,220	394,800	95,580	299,220	394,800	95,580
IT-Information Technology	10,271	17,270	6,999	194,441	238,500	44,059	194,441	159,626	(34,815)	250,828	259,040	8,212	250,828	259,040	8,212
Principal/Interest/Capital Outlay	43,449	85,140	(41,691)	212,425	32,632	(179,793)	212,425	285,418	(63,993)	268,297	356,536	88,239	268,297	356,536	88,239
Overhead-Supplies-Utilities-Fees	76,252	285,687	209,435	862,293	931,943	69,650	862,293	744,691	(117,602)	1,129,409	1,044,982	(84,427)	1,129,409	1,044,982	(84,427)
Total Expenses	1,413,009	4,043,386	2,630,377	14,918,094	16,307,747	1,389,653	14,918,094	13,595,154	(1,322,940)	19,802,190	18,812,729	(989,462)	19,802,190	18,812,729	(989,462)
Period Net Revenue <loss>	1,738,322	(1,117,986)	2,856,308	2,840,888	(330,868)	3,171,756	2,840,888	3,588,166	(747,278)	465,299	(0)	465,299	465,299	(0)	465,299