



Monthly Summary Financial Report for March 2019

Current Month

Current YTD

Comparison of Current YTD vs. Prior YTD

Account Description	March - Actual	March - Budget	Variance	Current YTD		Comparison of Current YTD vs. Prior YTD		Annual Forecast	Annual Budget	Variance	
				YTD Actual	YTD Budget	YTD Variance	Current YTD				Prior YTD
<b>Revenue</b>											
Cities/County Public Funding	-	-	-	1,341,084	1,341,079	5	1,341,084	1,281,369	59,715	1,800,610	5
Tourism Business Improvement District	2,624,595	2,434,950	189,645	12,193,113	11,188,800	1,004,313	12,193,113	11,980,206	212,907	16,754,313	1,004,313
Tribal Voluntary	50,958	-	50,958	118,226	-	118,226	118,226	111,621	6,605	206,958	50,958
Tourism Marketing District	-	-	-	-	-	-	-	-	-	-	-
Partnership (New & Renewal)	35,159	68,750	(33,591)	254,992	206,250	48,742	254,992	248,538	6,454	281,506	6,506
Advertising - Placed/Web/Collateral	12,500	51,000	(38,500)	311,030	102,000	209,030	311,030	266,300	44,730	435,030	8,030
Joint Share Partnership Tradeshows	2,250	-	2,250	101,787	101,800	(13)	101,787	119,835	(18,048)	188,610	3,010
FAM/Event Host/ConvAssistance	29,500	-	29,500	29,540	750	28,790	29,540	48,157	(18,617)	56,800	(500)
Other Rev/Rent/Fees/Int/Rollover	61,527	4,900	56,627	257,878	110,800	147,078	257,878	67,336	190,542	316,534	155,310
Prior Year Funding Resolution	-	-	-	-	-	-	-	-	-	-	-
Total Revenue	2,816,488	2,559,600	256,888	14,607,650	13,051,479	1,556,172	14,607,650	14,123,362	484,288	20,040,361	1,227,632
<b>Expenses</b>											
Labor-Salary	903,426	865,738	(37,688)	3,780,997	3,861,983	80,986	3,780,997	3,170,261	(610,735)	4,942,679	45,407
Labor-Benefits	184,877	178,135	(6,742)	1,275,373	1,316,347	40,974	1,275,373	997,026	(278,347)	1,707,484	35,876
Advertising Production	136,083	112,453	(23,630)	623,815	477,150	(146,665)	623,815	519,728	(104,087)	1,057,518	(115,050)
Marketing Contingency	-	-	-	-	-	-	-	-	-	-	-
Advertising Placement	238,523	227,634	(10,889)	3,316,308	2,712,042	(604,266)	3,316,308	3,506,567	190,259	5,018,820	(520,618)
Web Advertising & Web Development	3,146	34,983	31,837	232,910	313,597	80,587	232,910	380,670	147,760	391,650	381,650
Collateral Material	3,162	500	(2,662)	39,607	44,675	5,068	39,607	35,600	(4,007)	77,350	0
Familiarization Trips	58,259	18,375	(39,884)	331,442	194,325	(137,117)	331,442	292,988	(38,454)	485,380	(180)
Trade Shows / Sales Missions	48,642	69,500	20,858	900,006	680,475	(219,531)	900,006	618,223	(281,783)	1,219,034	(202,715)
Travel & Lodging	1,186	-	(1,186)	24,782	2,000	(22,782)	24,782	46,964	22,182	35,000	35,000
Special Promotions	29,841	22,500	(7,341)	370,020	236,700	(133,320)	370,020	439,587	69,567	898,303	(16,733)
International Representation	20,103	51,750	31,647	219,888	235,000	15,112	219,888	183,664	(36,224)	366,500	366,500
Event Hosting	133,020	141,600	8,580	937,711	893,583	(44,128)	937,711	574,079	(363,631)	1,381,248	(72,215)
Research & Branding	12,024	51,350	39,326	118,153	164,150	45,997	118,153	184,003	65,850	299,200	95,600
IT-Information Technology	55,054	10,770	(44,284)	184,170	221,230	37,060	184,170	149,354	(34,816)	250,827	8,213
Professional Fees	15,312	21,570	6,258	194,885	232,216	37,331	194,885	239,888	45,003	296,445	356,536
Principal/Interest/Capital Outlay	-	16,632	16,632	168,976	32,632	(136,344)	168,976	-	(168,976)	168,976	32,632
Overhead-Supplies-Utilities-Fees	70,589	51,955	(18,634)	786,041	646,256	(139,785)	786,041	673,048	(112,993)	1,129,781	(84,799)
Total Expenses	1,913,247	1,875,445	(37,802)	13,505,085	12,264,361	(1,240,724)	13,505,085	12,011,692	(1,493,433)	19,726,194	18,812,729
Period Net Revenue <loss>	903,241	684,155	219,086	1,102,566	787,118	315,448	1,102,566	2,111,710	(1,009,145)	314,167	314,167