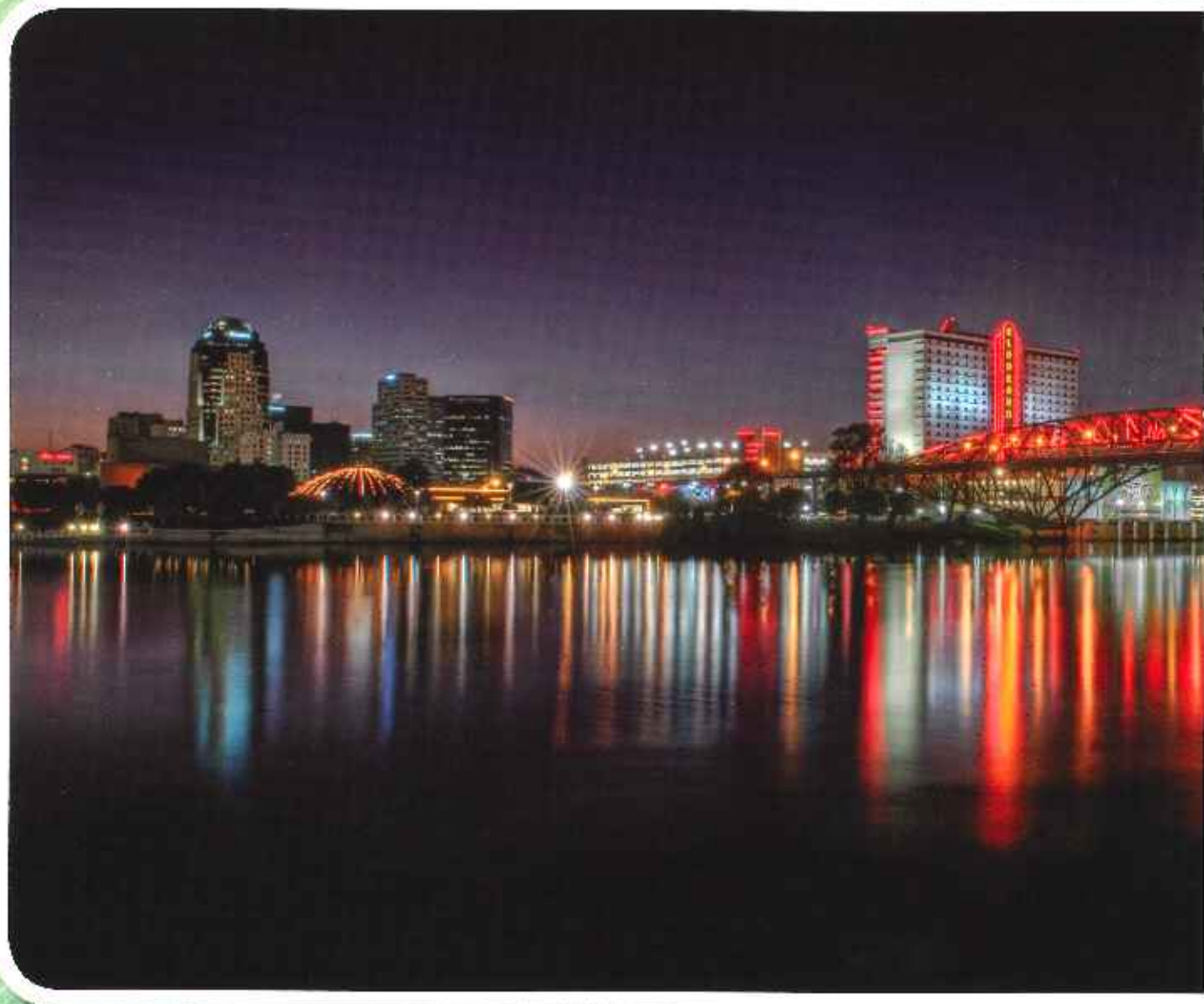


2013 Destination Budget

Shreveport-Bossier Convention and Tourist Bureau



Destination Management – going beyond marketing to leading our partners in the constant rejuvenation of the destination for enhanced visitor experiences. Shreveport-Bossier Convention & Tourist Bureau is the industry leader providing the community with the latest in trends and changes in traveler behavior.

Annual Budget 2013

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Board of Directors

Officers

Chairman

Luke Turner

Bossier Parish Police Jury

Vice Chairman

Betty Matthews

Caddo Parish Commission

Treasurer

Jerry Kolniak

Louisiana Restaurant Association

Secretary

Mary Dunn

Shreveport-Bossier Attractions Association

Board of Directors

Frederick Henson

African-American Chamber of Commerce

Tommy Clark

BHP Billiton Petroleum

Jim Johnson

Bossier Rural Municipalities

Ray Tromba

Bossier City Mayor

Board of Directors

Sherry Stuckey

Shreveport-Bossier Hotel/Motel Association

Kathleen (Kathy) Jackson

Caddo Rural Municipalities

Matthew Schupbach

Harrah's Louisiana Downs/Attractions Association

Inki Shaver

Shreveport-Bossier Hotel/Motel Association

Ray Ferland

Shreveport-Bossier Hotel/Motel Association

Debra Hamilton

Bossier Office of Community Services

Tom Lubbe

Shreveport-Bossier Hotel/Motel Association

Tari Bradford

City of Shreveport Mayor

Mark Garrett

Greater Shreveport Chamber of Commerce

Tourist Bureau Staff

Stacy A. Brown – *President*

Administrative Department

Jerri Corder – *Vice President Finance and Administration*

Susan Robbins – *Finance Director*

Christy Whitaker – *Executive Assistant*

Convention Department

Kimberly Brice – *Vice President Convention Marketing*

Suzanne Manfredi – *Convention Sales Manager*

Dianna Douglas – *Regional Convention Sales Manager*

Kevin Flowers – *Convention Sales Coordinator*

Carolyn Dowden – *Convention Services Coordinator*

Tourism Department

Kelly Wells – *Vice President of Sports/Tourism Marketing*

Sheila Norman – *Sports/Tourism Administrator*

Teresa Micheels – *Volunteer Services Coordinator*

Tourist Bureau Staff

Tourism Department

Erica Howard – *Tourism Sales Manager*

Suzanna Sanchez – *Sports Sales*

Communications Department

Brandy Evans – *Vice President Communications*

Christopher Jay – *Social Media/Public Relations Manager*

Pat Gill – *Internet/Systems Manager*

Lila Davis – *Visitor Services Manager*

Betty Walpool – *Visitor Services Specialist*

Visitor Centers

Natalie Roberson – *Visitor Services Specialist*

Jerrie Peterson – *Visitor Services Specialist*

Miriam McDaniel – *Visitor Services Specialist*

2013 Annual Budget

Holiday Trail of Lights

Beginning Fund Balance – 1/1/2013	\$ 12,958
Revenues	38,055
Expenditures	(38,055)
Excess Revenues over Expenditures	(-0-)
Ending Fund Balance – 12/31/2013	\$ 12,958

December on the Red

Beginning Fund Balance – 1/1/2013	\$ 7,010
Revenues	-0-
Expenditures	(7,010)
Excess Revenues over Expenditures	(7,010)
Ending Fund Balance – 12/31/2013	\$ -0-

Boom or Bust Byway

Beginning Fund Balance – 1/1/2013	\$ 18,975
Revenues	67,315
Expenditures	(76,290)
Excess Revenues over Expenditures	(8,975)
Ending Fund Balance – 12/31/2013	\$ 10,000

Louisiana North Coalition

Beginning Fund Balance – 1/1/2013	\$ 53,960
Revenues	110,000
Expenditures	(121,350)
Excess Revenues over Expenditures	(11,350)
Ending Fund Balance – 12/31/2013	\$ 42,610

Shreveport-Bossier Film Office

Beginning Fund Balance – 1/1/2013	\$ 22,708
Revenues	75,000
Expenditures	(75,000)
Excess Revenues over Expenditures	(-0-)
Ending Fund Balance – 12/31/2013	\$ 22,708

Shreveport-Bossier Sports Commission

Beginning Fund Balance – 1/1/2013	\$ 12,776
Revenues	300,000
Expenditures	(300,000)
Excess Revenues over Expenditures	-0-
Ending Fund Balance – 12/31/2013	\$ 12,776

Shreveport-Bossier Sports Commission Major Events

Beginning Fund Balance – 1/1/2013	\$ 160,189
Revenues	650,000
Expenditures	650,000
Ending Fund Balance – 12/31/2013	\$ 160,189

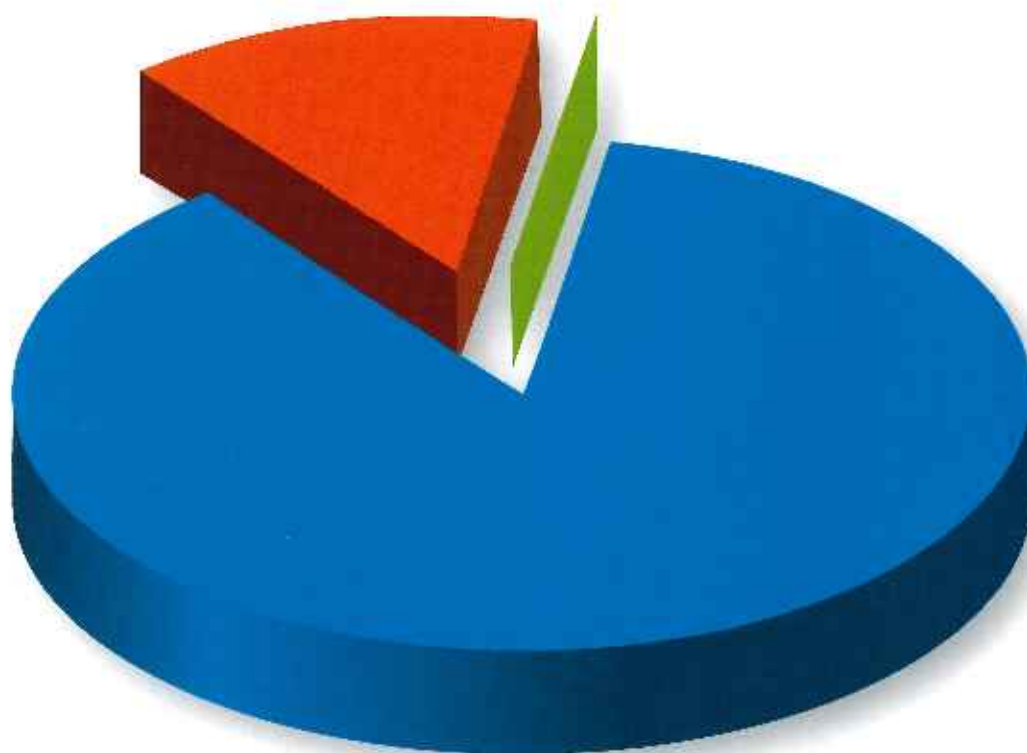
2013 Annual Operating Budget

	2012	2013
Revenues:		
Caddo Parish	\$2,425,870.00	\$2,165,476.00
Bossier Parish	1,529,906.00	1,461,346.00
Revenues from Room Tax Rebate	450,000.00	550,000.00
Interest	2,400.00	2,400.00
Rent	3,600.00	3,600.00
Miscellaneous Income	600.00	600.00
Total Revenue	4,412,376.00	4,183,422.00
Expenditures:		
Administration Department	625,272.00	612,155.00
Convention Department	958,361.00	865,540.00
Tourism Department	1,214,031.00	1,122,953.00
Communications Department	2,187,497.00	2,006,775.00
Bond Repayment	138,020.00	137,300.00
Total Expenditures	5,123,181.00	4,744,723.00
Excess Revenue over Expenditures(Expenditures over Revenue)	-710,805.00	-561,301.00
Ending Fund Balance 12/31/2011-12 (Estimated)	1,305,988.00	\$1,252,021.00
Ending Fund Balance 12/31/2012-13 (Estimated)	\$595,183.00	\$690,720.00

2013 Annual Budget

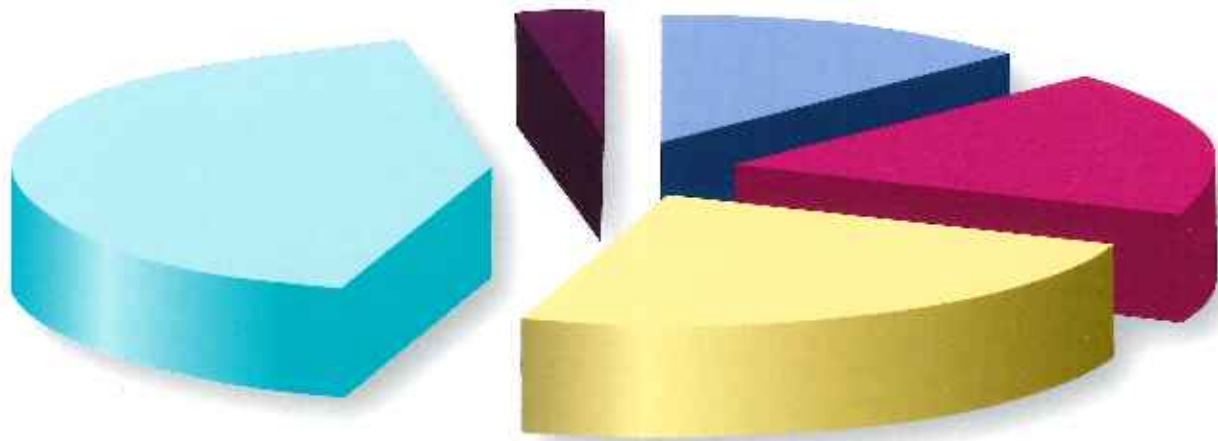
EXPENSES	Administration	Convention	Tourism	Communication	Designated
Salaries	317,525.00	310,986.00	349,750.00	405,294.00	
FICA-Company	19,687.00	19,281.00	21,685.00	25,128.00	
Medicare-Company	4,604.00	4,509.00	5,071.00	5,877.00	
SUTA	613.00	920.00	1,532.00	2,145.00	
Retirement	28,770.00	17,000.00	15,000.00	22,500.00	
Copy Expense	0.00	0.00	0.00	0.00	
Copier rental/lease exp	2,588.00	2,215.00	2,215.00	3,799.00	
Pitney Bowes/lease-rent exp	2,862.00	2,862.00	2,862.00	2,862.00	
Auto - Lease	10,000.00	0.00	0.00	0.00	
Accounting and Legal Fees	12,500.00	12,500.00	12,500.00	12,500.00	
Gas, Oil, Repairs	8,583.00	4,000.00	8,400.00	11,000.00	
Dues & Subscriptions	1,000.00	100.00	200.00	1,450.00	
Bank Charges	2,300.00	2,300.00	2,300.00	2,300.00	
Parking Allowance	0.00	0.00	0.00	0.00	
Research	5,000.00	18,334.00	18,334.00	27,834.00	
Collection Expense	8,600.00	8,600.00	8,600.00	8,600.00	
Professional Affiliations	4,000.00	5,152.00	7,085.00	4,535.00	
Information Services	2,250.00	28,087.00	13,917.00	43,667.00	
Lodging	8,500.00	18,230.00	18,900.00	9,325.00	
Entertainment/Hospitality	14,000.00	12,014.00	10,455.00	6,105.00	
Travel: Air/Bus/Taxi	9,000.00	17,400.00	15,150.00	8,700.00	
Equipment Rental	0.00	0.00	0.00	200.00	
Contract Labor	0.00	1,000.00	1,500.00	3,000.00	
Telephone & Telegraph	4,200.00	12,000.00	9,000.00	15,000.00	
Electric	4,500.00	4,375.00	6,000.00	7,800.00	
Insurance - Professional Liab.	1,963.00	1,963.00	1,963.00	1,963.00	
Insurance-General Auto/Bonding	23,866.00	23,866.00	23,866.00	23,867.00	
Grp ins/health-life-disability	50,018.00	52,735.00	55,978.00	69,473.00	
Audio-Visual/Promotional Aids	0.00	9,000.00	15,000.00	11,500.00	
Trade Shows	0.00	48,800.00	30,140.00	2,425.00	
Rendezvous South Marketplace	0.00	20,000.00	0.00	0.00	
Repair and Maintenance-Bldg.	27,000.00	27,000.00	27,000.00	27,000.00	
Repair Maintenance-Equip	14,126.00	12,000.00	12,050.00	18,630.00	
Minor Equipment	2,000.00	2,000.00	4,000.00	3,300.00	
Office Supplies	5,000.00	7,000.00	6,500.00	11,000.00	
Marketing Supplies	1,000.00	34,000.00	16,000.00	10,000.00	
Promotional Events/Tours/Blitz	600.00	52,500.00	45,000.00	55,000.00	
Brochures/Printing	0.00	17,200.00	17,200.00	21,700.00	
Newsletters	0.00	3,800.00	4,300.00	5,467.00	
Co-Op Program		0.00	254,500.00	311,711.00	
Brochure Distribution Program	0.00	0.00	0.00	8,800.00	
Print/Advertising/Magazines	3,000.00	22,500.00	22,150.00	209,593.00	
Co-op Advertising	0.00	0.00	0.00	67,000.00	
Radio/Billboard/TV/Internet	0.00	0.00	15,000.00	139,200.00	
Postage	1,000.00	3,700.00	8,000.00	35,000.00	
Education	6,500.00	9,211.00	15,450.00	9,125.00	
Capital Items	5,000.00	18,400.00	18,400.00	33,400.00	
Tourism Projects	0.00	0.00	0.00	302,000.00	
Bond Re-Payment	0.00	0.00	0.00	0.00	137,300.00
Total Operating Expenses	612,155.00	865,540.00	1,122,953.00	2,006,775.00	137,300.00

2013 Annual Budget Revenue Breakdown



- Room Tax
- State Tax Rebate
- Miscellaneous Income

2013 Annual Budget Expense Breakdown



 **Administration Department**

 **Convention Department**

 **Tourism Department**

 **Communications Department**

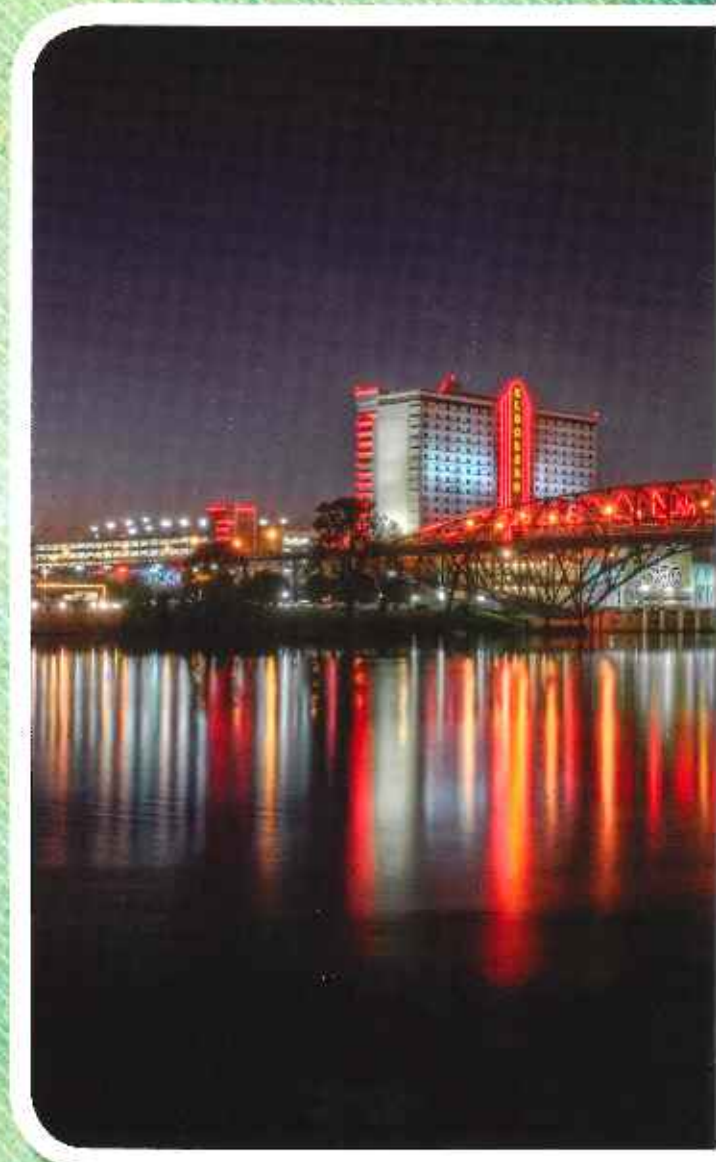
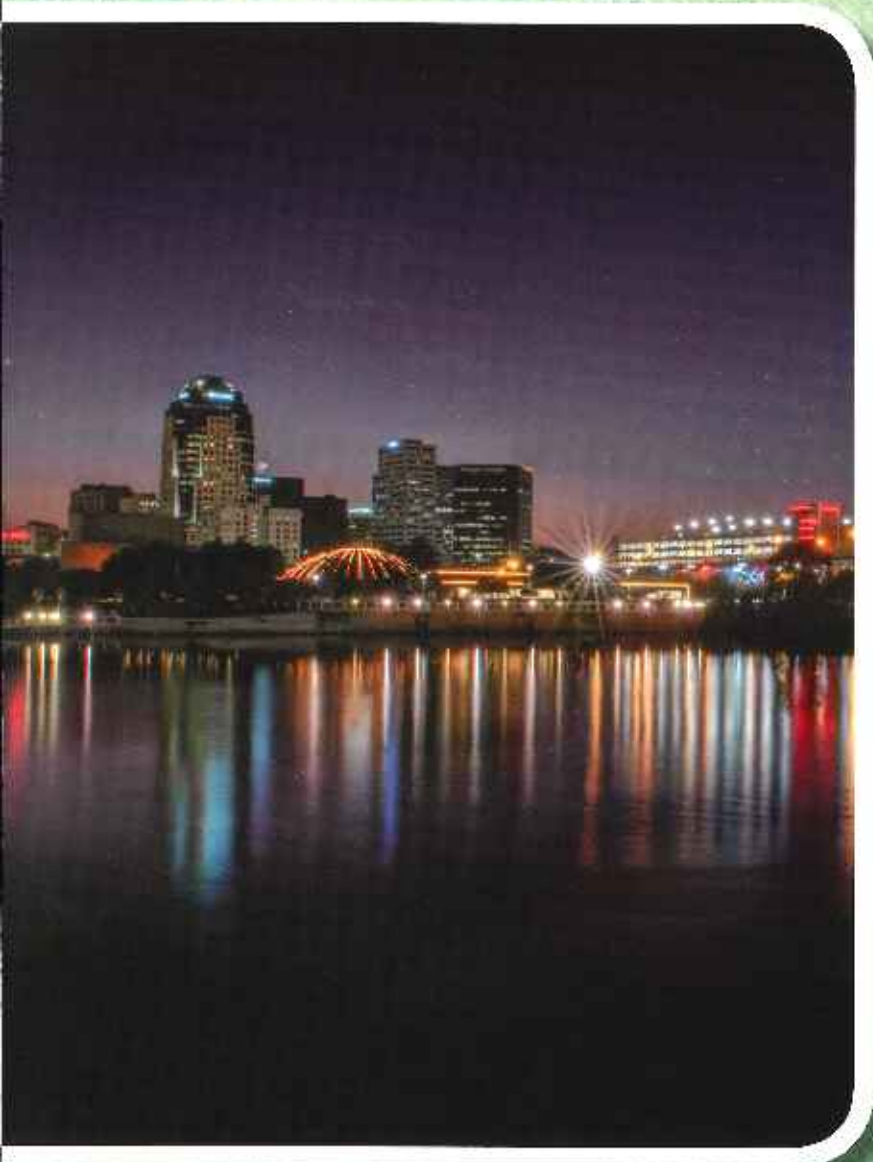
 **Bond Repayment**

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