

Shreveport-Bossier Convention and Tourist Bureau



# 2015 Annual B U D G E T

Shreveport-Bossier, Louisiana



# Annual Budget 2015

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# 2014 Board of Directors

## Officers

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Chairman

**Jerry Kolniak**

Louisiana Restaurant Association

Vice Chairman

**Mary Dunn**

Shreveport-Bossier Attractions Association

Treasurer

**Sherry Stuckey**

Shreveport-Bossier Hotel & Lodging Association

Secretary

**Tom Lubbe**

Shreveport-Bossier Hotel & Lodging Association

## Board of Directors

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**Tanita Baker**

Shreveport-Bossier African-American Chamber of Commerce

**Sandy Cimino**

Bossier Chamber of Commerce

**Gary Hubbard**

Bossier Rural Municipalities

**Ray Tromba**

Bossier City Mayor

# 2014 Board of Directors

**Joyce Jeffrey**

Bossier Office of Community Services

**Carlton Golden, Jr.**

Bossier Parish Police Jury

**Patricia Wooldridge**

Caddo Rural Municipalities

**Charles Andrews**

Shreveport-Bossier Attractions Association

**Inki Shaver**

Shreveport-Bossier Hotel & Lodging Association

**Rob Brown**

Shreveport-Bossier Hotel & Lodging Association

**Kellie Morris**

Caddo Parish Commission

**Tari Bradford**

City of Shreveport Mayor

**Mark Garrett**

Greater Shreveport Chamber of Commerce

# Tourist Bureau Staff

**Stacy A. Brown** – *President*

## Administrative Department

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**Jerri Corder** – *Vice President Finance and Administration*

**Ruth Hunter** – *Finance Director*

**Charlotte Rice** – *Executive Assistant*

## Convention Department

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**Suzanne Manfredi** – *Convention Sales Manager*

**Dianna Douglas** – *Regional Convention Sales Manager*

**Kevin Flowers** – *Convention Sales Manager*

**Carolyn Dowden** – *Convention Services Coordinator*

## Sports/Tourism Department

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

**Sheila Norman** – *Sports/Tourism Administrator*

**Teresa Micheels** – *Volunteer Services Coordinator*

**Erica Howard** – *Tourism Sales Manager*

# Tourist Bureau Staff

## Communications Department

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**Brandy Evans** – *Vice President Communications*

**Christopher Jay** – *Social Media/Public Relations Manager*

**Pat Gill** – *Internet/Systems Manager*

**Melissa Small** – *Communications Coordinator*

## Visitor Centers

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**Lila Davis** – *Visitor Services Manager*

**Miriam McDaniel** – *Visitor Services Specialist*

**Betty Walpool** – *Visitor Services Specialist*

**Natalie Roberson** – *Visitor Services Specialist*

**Sandra Welch** – *Visitor Services Specialist*

**Melvin Gooden** – *Runner*

# 2015 Annual Budget

## **Holiday Trail of Lights**

Beginning Fund Balance – 1/1/2015	\$ 16,496
Revenues	33,000
Expenditures	(33,000)
Excess Revenues over Expenditures	0
Ending Fund Balance – 12/31/2015	<u>\$ 16,496</u>

## **Boom or Bust Byway**

Beginning Fund Balance – 1/1/2015	\$ 72,073
Revenues	35,170
Expenditures	(44,000)
Excess Revenues over Expenditures	(8,830)
Ending Fund Balance – 12/31/2015	<u>\$ 63,243</u>

## **Louisiana North Coalition**

Beginning Fund Balance – 1/1/2015	\$ 51,266
Revenues	30,000
Expenditures	(64,550)
Excess Revenues over Expenditures	(34,550)
Ending Fund Balance – 12/31/2015	<u>\$ 16,716</u>

## **Shreveport-Bossier Film Office**

Beginning Fund Balance – 1/1/2015	\$ 54,185
Revenues	82,000
Expenditures	(82,000)
Excess Revenues over Expenditures	0
Ending Fund Balance – 12/31/2015	<u>\$ 54,185</u>

## **Shreveport-Bossier Sports Commission**

Beginning Fund Balance – 1/1/2015	\$ 40,419
Revenues	315,000
Expenditures	(315,000)
Excess Revenues over Expenditures	0
Ending Fund Balance – 12/31/2015	<u>\$ 40,419</u>

## **Shreveport-Bossier Sports Commission Major Events**

Beginning Fund Balance – 1/1/2015	\$ 197,826
Revenues	230,000
Expenditures	(200,000)
Excess Revenues over Expenditures	30,000
Ending Fund Balance – 12/31/2015	<u>\$ 227,826</u>

# 2015 Annual Operating Budget

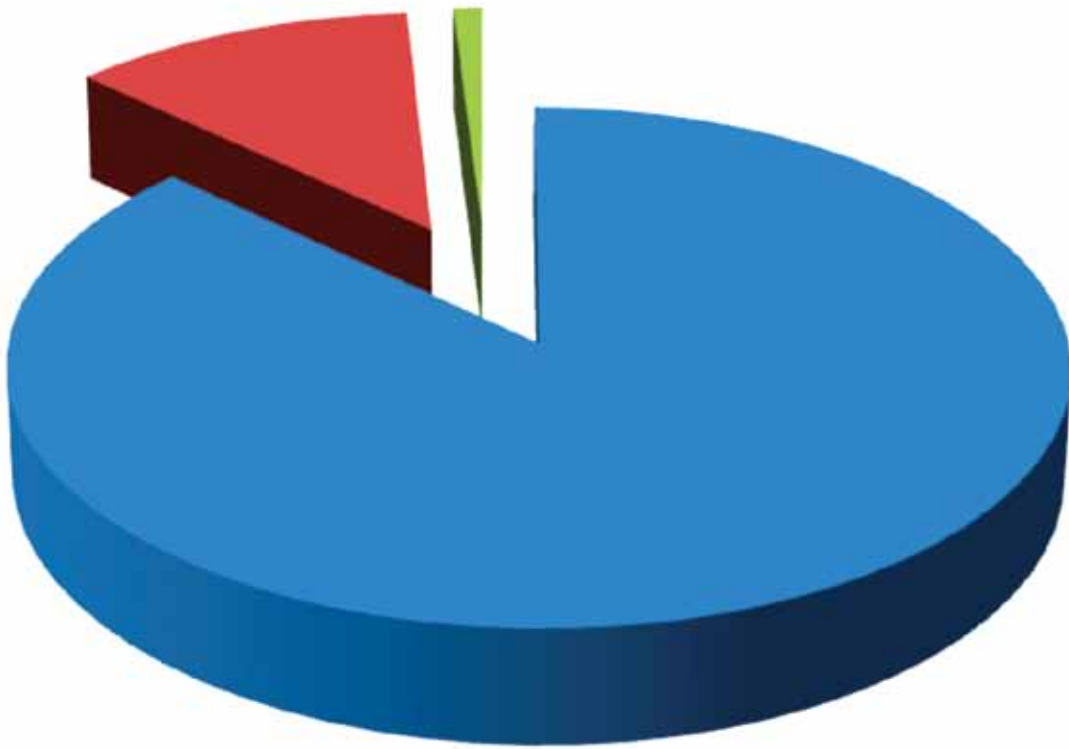
	2014	2015
Revenues:		
Caddo Parish	\$1,776,843.00	\$1,846,408.00
Bossier Parish	1,563,096.00	1,801,522.00
Revenues from Room Tax Rebate	454,730.00	555,000.00
Interest	2,457.00	2,600.00
Rent	3,600.00	3,600.00
Miscellaneous Income	250.00	250.00
Total Revenue	<u>3,800,976.00</u>	<u>4,209,380.00</u>
Expenditures:		
Administration Department	606,817.00	611,312.00
Convention/Tourism Department	759,247.00	1,166,452.00
Sports Department	1,059,385.00	909,065.00
Communications Department	1,834,214.00	2,011,153.00
Bond Repayment	138,230.00	134,450.00
Total Expenditures	<u>4,397,893.00</u>	<u>4,832,432.00</u>
Excess Revenue over Expenditures(Expenditures over Revenue)	-596,917.00	-623,052.00
Ending Fund Balance 12/31/2013-14 (Estimated)	<u>\$1,020,970.00</u>	<u>\$1,145,373.00</u>
Ending Fund Balance 12/31/2014-15 (Estimated)	<u>\$424,053.00</u>	<u>\$522,321.00</u>



# 2015 Annual Budget

EXPENSES	Administration	Conv/Tourism	Sports	Communication	Designated
Salaries	330,595.00	367,414.00	282,285.00	420,635.00	
FICA-Company	20,497.00	22,780.00	17,502.00	26,080.00	
Medicare-Company	4,794.00	5,328.00	4,093.00	6,099.00	
SUTA	621.00	2,000.00	936.00	1,738.00	
Retirement	28,868.00	10,500.00	18,500.00	30,889.00	
Copier rental/lease exp	2,600.00	2,242.00	2,242.00	5,500.00	
Pitney Bowes/lease-rent exp	2,700.00	2,700.00	2,862.00	2,700.00	
Auto - Lease	11,100.00	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	7,000.00	6,000.00	8,400.00	8,000.00	
Dues & Subscriptions	1,000.00	350.00	200.00	650.00	
Bank Charges	2,200.00	2,200.00	2,000.00	2,300.00	
Parking Allowance	0.00	0.00	0.00	0.00	
Research	5,000.00	10,000.00	10,000.00	10,000.00	
Collection Expense	10,500.00	10,500.00	10,500.00	10,500.00	
Professional Affiliations	4,500.00	8,559.00	4,950.00	4,110.00	
Information Services	250.00	40,200.00	8,100.00	35,780.00	
Lodging	7,000.00	29,770.00	11,000.00	10,525.00	
Entertainment/Hospitality	10,875.00	19,300.00	9,725.00	9,725.00	
Travel: Air/Bus/Taxi	5,000.00	21,455.00	11,550.00	11,300.00	
Contract Labor	0.00	1,100.00	2,500.00	2,500.00	
Telephone & Telegraph	7,800.00	12,000.00	12,000.00	15,000.00	
Electric	6,000.00	6,000.00	6,000.00	8,500.00	
Insurance - Professional Liab.	2,200.00	2,200.00	2,200.00	2,200.00	
Insurance-General Auto/Bonding	27,445.00	27,445.00	27,445.00	27,445.00	
Grp ins/health-life-disability	55,591.00	51,900.00	51,900.00	79,560.00	
Audio-Visual/Promotional Aids	0.00	20,700.00	5,600.00	19,100.00	
Trade Shows	0.00	49,700.00	12,200.00	700.00	
Special Events/Conferences	0.00	55,000.00	21,300.00	65,000.00	
Repair and Maintenance-Bldg.	15,000.00	18,750.00	18,750.00	18,750.00	
Repair Maintenance-Equip	14,126.00	15,280.00	17,225.00	29,159.00	
Minor Equipment	2,000.00	1,000.00	1,000.00	2,000.00	
Office Supplies	4,000.00	5,000.00	4,500.00	7,500.00	
Marketing Supplies	1,000.00	39,900.00	16,500.00	9,800.00	
Promotional Events/Tours/Blitz	800.00	82,000.00	8,500.00	25,000.00	
Brochures/Printing	0.00	30,800.00	17,800.00	22,800.00	
Newsletters	0.00	3,000.00	5,000.00	3,000.00	
Co-Op Program	0.00	38,000.00	175,000.00	359,700.00	
Brochure Distribution Program	0.00	0.00	0.00	10,100.00	
Print/Advertising/Magazines	1,250.00	107,784.00	28,000.00	202,358.00	
Co-op Advertising	0.00	0.00	0.00	0.00	
Radio/Billboard/TV/Internet	0.00	0.00	18,500.00	163,100.00	
Postage	500.00	6,500.00	1,500.00	16,500.00	
Education	6,000.00	18,595.00	7,300.00	10,350.00	
Capital Items	0.00	0.00	31,000.00	0.00	
Tourism Projects	0.00	0.00	0.00	302,000.00	
Bond Re-Payment	0.00	0.00	0.00	0.00	134,450.00
<b>Total Operating Expenses</b>	<b>611,312.00</b>	<b>1,166,452.00</b>	<b>909,065.00</b>	<b>2,011,153.00</b>	<b>134,450.00</b>

# 2015 Annual Budget Revenue Breakdown

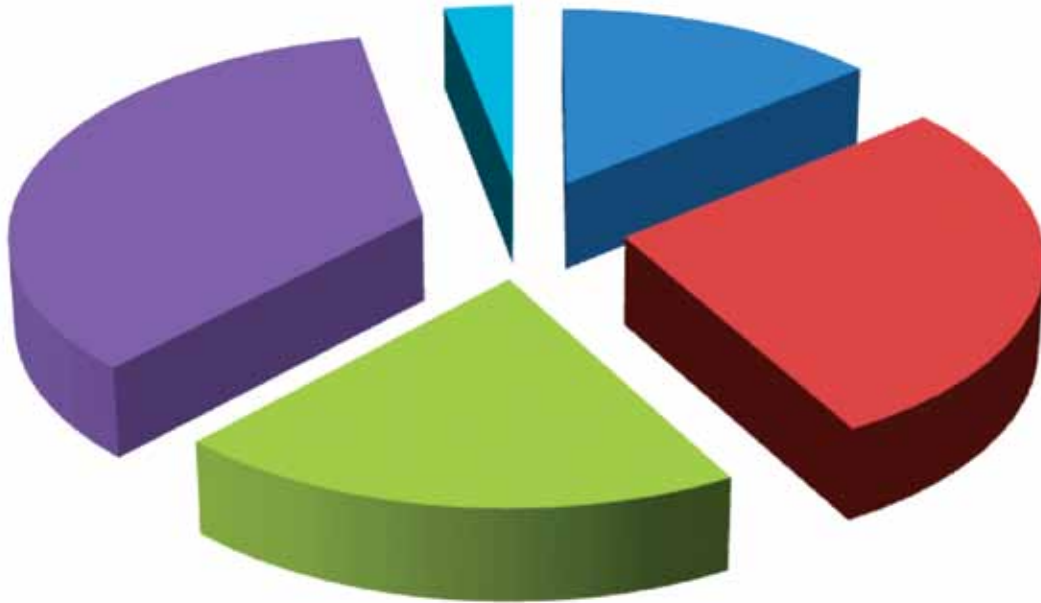


 **Room Tax**

 **State Tax Rebate**

 **Miscellaneous Income**

# 2015 Annual Budget Expense Breakdown



**■ Administration Department**

**■ Convention Department**

**■ Tourism Department**

**■ Communications Department**

**■ Bond Repayment**



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