

# Shreveport- Bossier

## LOUISIANA



## 2016 ANNUAL BUDGET

SHREVEPORT-BOSSIER, LA

SHREVEPORT-BOSSIER  
*Louisiana's*  
**OTHER  
SIDE**  
CONVENTION AND TOURIST BUREAU



# 2016 Annual Budget

## TABLE OF CONTENTS

---

2015 Board of Directors .....	2-3
Tourist Bureau Staff .....	4-5
2016 Annual Budget .....	6
2016 Operating Budget .....	7
2016 Department Budgets .....	8
2016 Revenue Breakdown .....	9
2016 Expense Breakdown .....	10



# 2015 Board of Directors

## OFFICERS

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**Mary Dunn,**

Chairwoman

*Shreveport-Bossier Attractions Association*

**Sherry Stuckey,**

Vice-Chairwoman

*Shreveport-Bossier Hotel & Lodging Association*

**Carlton Golden,**

Treasurer

*Bossier Parish Police Jury*

**Tanita Baker,**

Secretary

*Shreveport-Bossier African American Chamber of Commerce*

## BOARD OF DIRECTORS (CONTINUED ON PAGE 3)

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**Tari Bradford,**

*Shreveport Mayor's Office*

**Shelli Briery,**

*Harrah's Louisiana Downs*

**Rob Brown,**

*Shreveport-Bossier Hotel & Lodging Association*

**Sandy Cimino,**

*Bossier Chamber of Commerce*

# 2015 Board of Directors

## BOARD OF DIRECTORS (CONTINUED FROM PAGE 2)

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**Debbie Coleman,**  
*Shreveport-Bossier Hotel & Lodging Association*

**Mark Garrett,**  
*Greater Shreveport Chamber of Commerce*

**Joyce Jeffrey,**  
*Bossier Office of Community Services*

**Jason McKinney,**  
*Louisiana Restaurant Association*

**Kellie Morris,**  
*Caddo Parish Commission*

**Pam Peddycoart,**  
*Shreveport-Bossier Hotel & Lodging Association*

**Ray Tromba,**  
*Bossier City Mayor's Office*

**Luke Turner,**  
*Bossier Rural Mayors*

**Patricia Wooldridge,**  
*Caddo Rural Municipalities*



# ***Tourist Bureau Staff***

## **ADMINISTRATIVE DEPARTMENT**

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**Stacy Brown,** *President*

**Jerri Corder,** *Vice President of Finance and Administration*

**Ruth Hunter,** *Finance Director*

**Charlotte Rice,** *Executive Assistant*

## **CONVENTION/TOURISM SALES DEPARTMENT**

---

**David Bradley,** *Vice President of Sales and Service*

**Dianna Douglas,** *Regional Convention Sales Manager*

**Suzanne Card,** *Convention Sales Manager*

**Kevin Flowers,** *Convention Sales Manager*

**Carolyn Dowden,** *Convention Services Coordinator*

**Erica Howard,** *Tourism Sales Manager*

**Zachary Ebarb,** *Sales Assistant*

# ***Tourist Bureau Staff***

## **SPORTS DEPARTMENT**

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**Kelly Wells,** *Vice President of Sports*

**Sheila Norman,** *Sports Administrator*

**Teresa Micheels,** *Volunteer Services Coordinator*

**Que'brelyn Hill,** *Sports Sales and Services Coordinator*

## **COMMUNICATIONS DEPARTMENT**

---

**Brandy Evans,** *Vice President of Communications*

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

**Pat Gill,** *Internet/Systems Manager*

**Melissa Small,** *Communications Coordinator*

**Danny Schlag,** *Graphic Design Manager*

**Lila Davis,** *Visitor Services Manager*

**Betty Walpool,** *Visitor Services Specialist*

**Sandra Welch,** *Visitor Services Specialist*

**Faye Taylor,** *Visitor Services Specialist*

**Melvin Gooden,** *Runner*

# 2016 Annual Budget

## HOLIDAY TRAIL OF LIGHTS

Beginning Fund Balance 1/1/2016	\$14,965
Revenues	33,070
Expenditures	(33,000)
Excess Revenues over Expenditures	70
Ending Fund Balance - 12/31/2016	\$15,035

## BOOM OR BUST BYWAY

Beginning Fund Balance 1/1/2016	\$21,028
Revenues	52,516
Expenditures	(40,000)
Excess Revenues over Expenditures	12,516
Ending Fund Balance - 12/31/2016	\$33,544

## LOUISIANA NORTH COALITION

Beginning Fund Balance 1/1/2016	\$24,858
Revenues	38,875
Expenditures	(60,400)
Excess Revenues over Expenditures	21,525
Ending Fund Balance - 12/31/2016	\$ 3,333

## SHREVEPORT-BOSSIER FILM OFFICE

Beginning Fund Balance 1/1/2016	\$132,759
Revenues	67,807
Expenditures	(67,807)
Excess Revenues over Expenditures	0
Ending Fund Balance - 12/31/2016	\$132,759

## SHREVEPORT-BOSSIER SPORTS COMMISSION

Beginning Fund Balance 1/1/2016	\$23,479
Revenues	315,000
Expenditures	(315,000)
Excess Revenues over Expenditures	0
Ending Fund Balance - 12/31/2016	\$23,479

## SHREVEPORT-BOSSIER SPORTS COMMISSION MAJOR EVENTS

Beginning Fund Balance 1/1/2016	\$182,635
Revenues	349,500
Expenditures	470,000
Excess Revenues over Expenditures	(120,500)
Ending Fund Balance - 12/31/2016	\$ 62,135



# 2016 Operating Budget

## REVENUES

	2015	2016
Caddo Parish	\$1,846,408.00	\$1,957,784.00
Bossier Parish	1,801,522.00	1,765,394.00
Revenues from Room Tax Rebate	555,000.00	555,000.00
Interest	2,600.00	2,500.00
Rent	3,600.00	3,600.00
Miscellaneous income	250.00	1,500.00
Total Revenue	\$4,209,380.00	\$4,285,778.00

## EXPENDITURES

	2015	2016
Administration Department	\$611,312.00	\$625,286.00
Convention/Tourism Department	1,166,452	1,114,376.00
Sports Department	909,065.00	908,253.00
Communications Department	2,011,153.00	1,938,789.00
Bond Repayment	134,450.00	136,960.00
	4,832,432.00	4,723,664.00

## EXCESS REVENUE OVER EXPENDITURES

	2015	2016
(Expenditures over Revenue)	-623,052.00	-437,886.00

## ENDING FUND BALANCE

	2015	2016
12/31/2014-2015	\$1,145,373.00	1,088,292.00

## ENDING FUND BALANCE

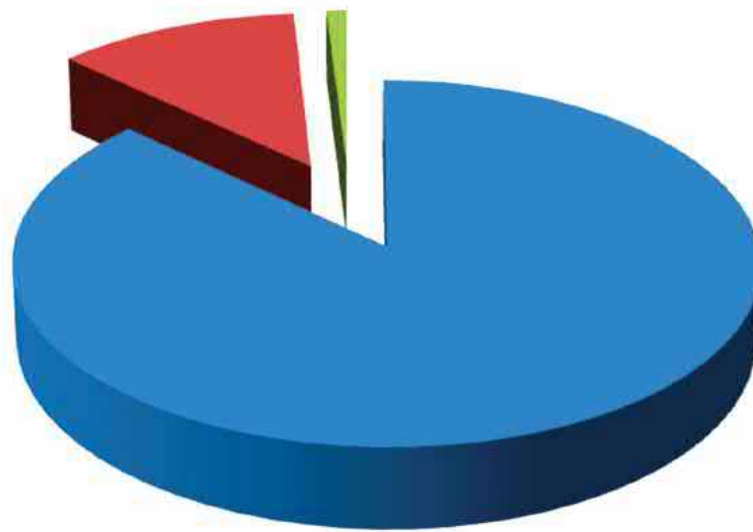
	2015	2016
12/31/15-16 Estimated	\$522,321.00	\$650,506.00



# 2016 Department Budgets

EXPENSES	ADMIN.	CONVENTION /TOURISM	SPORTS	COMM.	DESIGNATED TOURIST
Salaries	347,125.00	385,785.00	296,399.00	441,667.00	
FICA-Company	21,522.00	23,999.00	18,377.00	27,383.00	
Medicare-Company	5,033.00	5,594.00	4,298.00	6,404.00	
SUTA	410.00	760.00	520.00	1,455.00	
Retirement	34,051.00	34,918.00	21,358.00	30,889.00	
Copier Lease	3,090.00	3,090.00	3,090.00	3,090.00	
Postage/Meter rental	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	25,000.00	12,500.00	
Gas, Oil, Repairs	5,700.00	5,500.00	7,000.00	6,500.00	
Dues & Subscriptions	3,000.00	550.00	250.00	500.00	
Bank Charges	2,200.00	2,200.00	2,000.00	2,300.00	
Research	0.00	11,666.00	11,666.00	11,666.00	
Collection Expense	8,500.00	8,500.00	8,500.00	8,500.00	
Professional Affiliations	4,000.00	9,280.00	4,000.00	4,360.00	
Information Services	250.00	47,351.00	25,250.00	39,045.00	
Lodging	7,000.00	28,000.00	10,550.00	11,375.00	
Entertainment/Hospitality	10,875.00	19,805.00	8,875.00	8,725.00	
Travel: Air/Bus/Taxi	5,000.00	23,955.00	8,550.00	12,700.00	
Contract Labor	0.00	500.00	18,000.00	1,500.00	
Telephone & Telegraph	7,800.00	12,000.00	10,500.00	15,000.00	
Electric	6,000.00	6,000.00	6,000.00	6,500.00	
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	61,235.00	61,055.00	51,900.00	66,052.00	
Audio-Visual/Promotional Aids	0.00	18,000.00	3,000.00	16,650.00	
Trade Shows	0.00	59,530.00	16,000.00	5,200.00	
Rendezvous South	0.00	20,000.00	0.00	0.00	
Training & Education	0.00	0.00	20,000.00	0.00	
Repair and Maintenance-Bldg.	15,000.00	17,813.00	17,813.00	17,813.00	
Repair Maintenance-Equip	9,000.00	15,280.00	15,000.00	31,159.00	
Minor Equipment Purchases	2,000.00	2,000.00	2,000.00	500.00	
Office Supplies	4,000.00	7,500.00	3,000.00	5,000.00	
Marketing Supplies	500.00	29,800.00	13,250.00	4,500.00	
Promotional Events/Tours/Blitz	300.00	71,000.00	6,500.00	19,500.00	
Brochures/Printing	0.00	25,800.00	15,800.00	22,800.00	
Newsletters	0.00	1,500.00	2,500.00	2,400.00	
Co-Op Program	0.00	38,000.00	175,000.00	429,861.00	
Brochure Distribution Program	0.00	0.00	0.00	10,100.00	
Print/Advertising/Magazines	1,250.00	51,050.00	28,000.00	247,400.00	
Radio/Billboard/TV	0.00	0.00	8,500.00	66,500.00	
Postage	500.00	6,000.00	1,500.00	16,500.00	
Education	4,000.00	15,750.00	5,800.00	6,450.00	
Tourism Projects	0.00	0.00	0.00	286,000.00	
Bond Re-Payment	0.00	0.00	0.00	0.00	136,960.00
<b>Total Operating Expense</b>	<b>625,286.00</b>	<b>1,114,376.00</b>	<b>908,253.00</b>	<b>1,938,789.00</b>	<b>136,960.00</b>

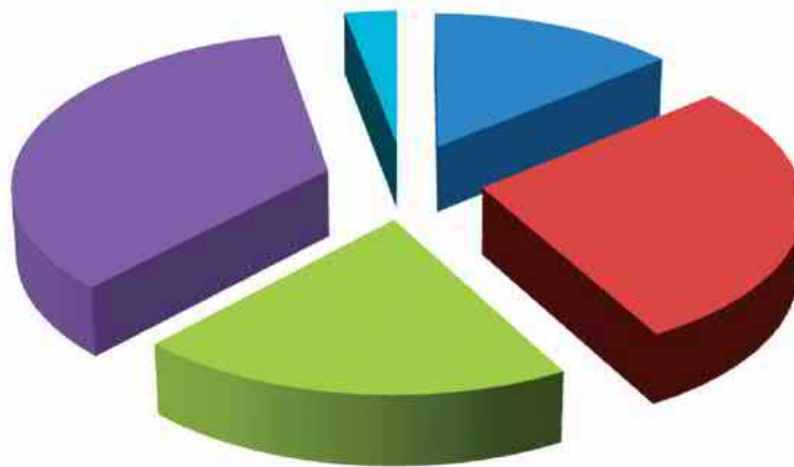
# ***2016 Revenue Breakdown***



- Room Tax
- State Tax Rebate
- Miscellaneous Income



# ***2015 Expense Breakdown***







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**Shreveport-Bossier.org**

**SEE IT. BET IT.  
TASTE IT.**

