

2017

SHREVEPORT-BOSSIER CONVENTION
AND TOURIST BUREAU



BUDGET PLAN



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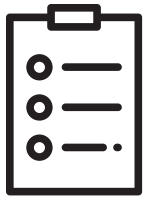


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OFFICERS



Sherry Stuckey,
Chairwoman
Shreveport-Bossier Hotel & Lodging Association

Carlton Golden,
Vice-Chairman
Bossier Parish Police Jury

Tanita Baker,
Treasurer
Shreveport-Bossier African American Chamber of Commerce

Ray Tromba,
Secretary
Bossier City Mayor's Office

BOARD OF DIRECTORS (continued on page 3)



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

BOARD OF DIRECTORS (continued from page 2)



Debbie Coleman,
Shreveport-Bossier Hotel & Lodging Association

Mary Dunn,
Shreveport-Bossier Attractions 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

Luke Turner,
Bossier Rural Mayors

Patricia Wooldridge,
Caddo Rural Municipalities

ADMINISTRATIVE DEPARTMENT



- 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 Telsee, *Tourism Sales Manager*

SPORTS COMMISSION



- Kelly Wells,** *Vice President of Sports*
- Sheila Norman,** *Director of Operations and Event Management*
- Teresa Micheels,** *Volunteer and Project Manager*
- Que'brelyn Hill,** *Sports Sales and Services Coordinator*
- John Cordaro,** *Sponsorship/Strategic Partnership Manager*

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*
- Kyle Staton,** *Runner*

2017 ANNUAL DIVISION BUDGETS

HOLIDAY TRAIL OF LIGHTS

Beginning Fund Balance 1/1/2017	\$14,016
Revenues	33,072
Expenditures	(33,000)
Excess Revenues over Expenditures	72
Ending Fund Balance - 12/31/2017	\$14,088

BOOM OR BUST BYWAY

Beginning Fund Balance 1/1/2017	\$59,342
Revenues	24,000
Expenditures	(34,500)
Excess Revenues over Expenditures	(10,500)
Ending Fund Balance - 12/31/2017	\$48,842

LOUISIANA NORTH COALITION

Beginning Fund Balance 1/1/2017	\$0
Revenues	0
Expenditures	(0)
Excess Revenues over Expenditures	0
Ending Fund Balance - 12/31/2017	\$0

SHREVEPORT-BOSSIER FILM OFFICE

Beginning Fund Balance 1/1/2017	\$145,442
Revenues	42,500
Expenditures	(42,500)
Excess Revenues over Expenditures	0
Ending Fund Balance - 12/31/2017	\$145,442

SHREVEPORT-BOSSIER SPORTS COMMISSION RESERVE

Beginning Fund Balance 1/1/2017	\$0
Revenues	184,000
Expenditures	(0)
Excess Revenues over Expenditures	184,000
Ending Fund Balance - 12/31/2017	\$184,000

SHREVEPORT-BOSSIER SPORTS COMMISSION EVENTS

Beginning Fund Balance 1/1/2017	\$230,114
Revenues	950,000
Expenditures	872,000
Excess Revenues over Expenditures	(78,000)
Ending Fund Balance - 12/31/2017	\$308,114

2017 ANNUAL OPERATING BUDGET

REVENUES

	2016 (Amended)	2017
Caddo Parish	\$1,737,738.00	\$1,737,738.00
Bossier Parish	1,704,307.00	1,704,307.00
Revenues from Room Tax Rebate	465,000.00	465,000.00
Interest	1,665.00	1,665.00
Rent	7,000.00	7,000.00
Miscellaneous income	3,000.00	3,000.00
Total Revenue	\$3,918,710.00	\$3,918,710.00

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EXPENDITURES

	2016 (Amended)	2017
Administration Department	\$614,490.00	\$610,299.00
Convention/Tourism Department	1,004,831.00	923,661.00
Sports Department	825,860.00	797,391.00
Communications Department	1,659,198.00	1,580,238.00
Bond Repayment	136,960.00	142,960.00
	\$4,241,339.00	\$4,054,549.00

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EXCESS REVENUE OVER EXPENDITURES

	2016	2017
(Expenditures over Revenue)	(\$322,629.00)	(\$135,839.00)

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ENDING FUND BALANCE

	2016	2017
12/31/2015-2016	\$876,554.00	\$553,925.00

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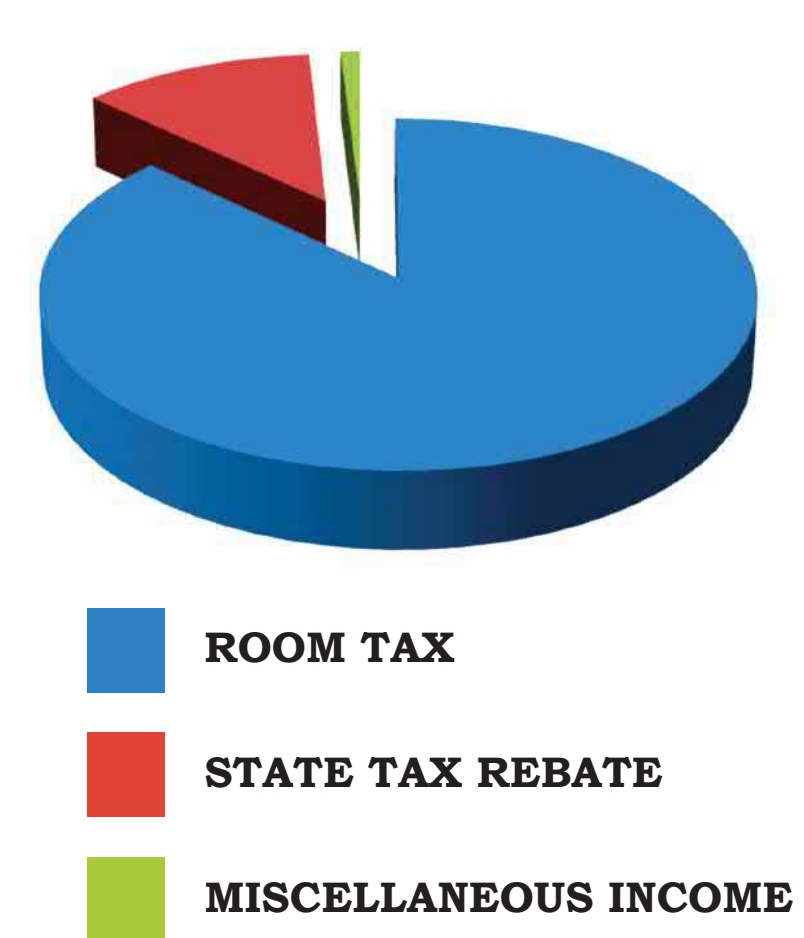
ENDING FUND BALANCE

	2016	2017
12/31/16-17 Estimated	\$553,925.00	\$418,086.00

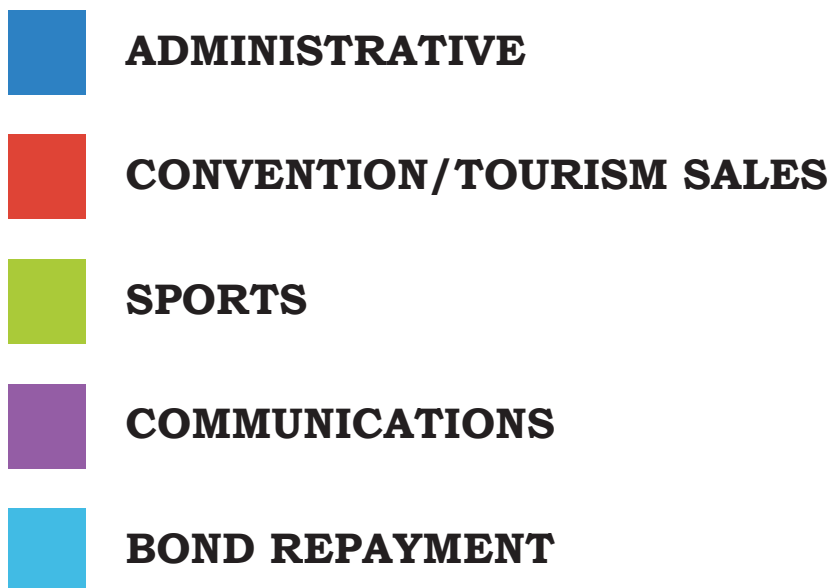
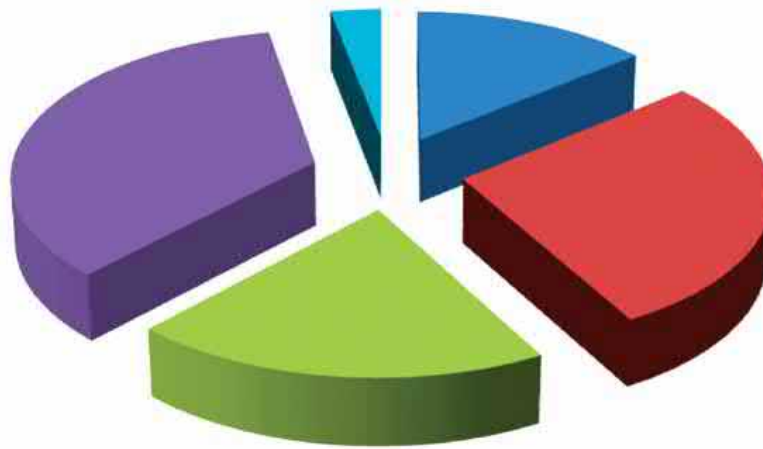
2017 ANNUAL DEPARTMENT BUDGETS

EXPENSES	ADMIN.	CONVENTION /TOURISM	SPORTS	COMM.	DESIGNATED FUNDS
Salaries	357,632.00	385,785.00	339,999.00	470,286.00	0.00
FICA-Company	22,174.00	23,999.00	21,079.00	29,158.00	0.00
Medicare-Company	5,186.00	5,594.00	4,930.00	6,819.00	0.00
SUTA	650.00	1,000.00	1,100.00	1,500.00	0.00
Retirement	34,051.00	34,918.00	22,326.00	30,889.00	0.00
Copier Lease	3,200.00	3,500.00	3,500.00	2,500.00	0.00
Postage/Meter Rental	1,000.00	1,500.00	1,500.00	1,500.00	0.00
Auto-Lease	10,200.00	0.00	0.00	0.00	0.00
Accounting and Legal Fees	10,500.00	10,000.00	15,000.00	10,000.00	0.00
Gas, Oil, Repairs	3,800.00	4,000.00	4,000.00	6,500.00	0.00
Dues & Subscriptions	2,458.00	300.00	250.00	500.00	0.00
Bank Charges	1,875.00	1,875.00	1,875.00	1,875.00	0.00
Research	0.00	2,500.00	0.00	2,500.00	0.00
Collection Expense	10,000.00	10,000.00	10,000.00	10,000.00	0.00
Professional Affiliations	2,000.00	7,385.00	3,200.00	2,524.00	0.00
Information Services	250.00	50,285.00	24,785.00	40,180.00	0.00
Lodging	6,000.00	14,700.00	9,043.00	10,800.00	0.00
Entertainment/Hospitality	8,375.00	14,315.00	11,269.00	5,250.00	0.00
Travel – Air/Bus/Taxi	6,000.00	15,100.00	7,170.00	7,050.00	0.00
Contract Labor	0.00	500.00	0.00	0.00	0.00
Telephone & Telegraph	2,500.00	11,750.00	8,000.00	16,500.00	0.00
Electric	5,200.00	5,700.00	5,550.00	5,500.00	0.00
Insurance – Professional Liab.	2,200.00	2,200.00	2,200.00	2,200.00	0.00
Insurance – General Auto/Bonding	30,190.00	30,190.00	33,405.00	30,190.00	0.00
Grp. Ins./Health-Life-Disability	53,723.00	64,780.00	57,254.00	86,890.00	0.00
Audio-Visual/Promotional Aids	0.00	1,000.00	1,000.00	12,365.00	0.00
Trade Shows	0.00	24,335.00	9,736.00	0.00	0.00
Repair and Maintenance – Bldg.	10,000.00	16,700.00	16,700.00	18,750.00	0.00
Repair Maintenance – Equip.	9,000.00	10,000.00	13,000.00	10,000.00	0.00
Minor Equipment Purchases	1,785.00	1,000.00	2,000.00	500.00	0.00
Office Supplies	3,800.00	4,000.00	3,000.00	3,500.00	0.00
Marketing Supplies	500.00	29,800.00	10,000.00	3,500.00	0.00
Promotional Events/Tours/Blitz	300.00	62,500.00	9,875.00	16,650.00	0.00
Brochures/Printing	0.00	14,600.00	11,800.00	12,800.00	0.00
Newsletters	0.00	1,500.00	1,400.00	3,300.00	0.00
Co-Op Program	0.00	25,500.00	100,000.00	311,400.00	0.00
Brochure Distribution Program	0.00	0.00	0.00	10,600.00	0.00
Print/Advertising/Magazines	1,250.00	20,000.00	8,000.00	237,462.00	0.00
Radio/Billboard/TV	0.00	0.00	7,451.00	21,000.00	0.00
Postage	500.00	3,500.00	1,500.00	12,500.00	0.00
Education	4,000.00	7,350.00	14,494.00	8,800.00	0.00
Tourism Projects	0.00	0.00	0.00	116,000.00	0.00
Bond Re-Payment	0.00	0.00	0.00	0.00	142,960.00
Total Operating Expense	610,299.00	923,661.00	797,391.00	1,580,238.00	142,960.00

2017 REVENUE BREAKDOWN



2017 EXPENSE BREAKDOWN





DOWNTOWN SHREVEPORT
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