



BUDGET PLAN 2018

SHREVEPORT-BOSSIER



Shreveport-Bossier
Convention And Tourist Bureau

WWW.SHREVEPORT-BOSSIER.ORG

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2017 BOARD OF DIRECTORS

OFFICERS

Carlton Golden, Jr.

Chairman

Bossier Police Jury

Tanita Gilbert-Baker

Vice Chairman

African-American Chamber of Commerce

Jason McKinney

Treasurer

Louisiana Restaurant Association

Ray Tromba

Secretary

Bossier City Mayor

BOARD OF DIRECTORS

Continued on p.4

Kellie Morris

Caddo Commission

Patricia Wooldridge

Caddo Rural Municipalities

Africa Price

City of Shreveport Mayor

Sandy Cimino

Bossier Chamber of Commerce

2017 BOARD OF DIRECTORS

BOARD OF DIRECTORS

- Pam Glorioso**
Bossier Office of Community Services
- Open**
Bossier Rural Mayors
- Dick Bremer**
Greater Shreveport Chamber of Commerce
- Shelli Murphy**
Harrah’s Louisiana Downs
- Mary Dunn**
Shreveport-Bossier Attractions Association
- Rob Brown**
Shreveport-Bossier Hotel & Lodging Association
- Debbie Coleman**
Shreveport-Bossier Hotel & Lodging Association
- Emma Hebert**
Shreveport-Bossier Hotel & Lodging Association
- Gary Theus**
Shreveport-Bossier Hotel & Lodging Association

TOURIST BUREAU STAFF

ADMINISTRATIVE DEPARTMENT

- Stacy Brown** | President
- Jerri Corder** | Vice President of Finance and Administration
- Charlotte Rice** | Executive Assistant
- Ruth Hunter** | Finance Director
-

CONVENTION DEPARTMENT

- David Bradley** | Vice President of Sales and Service
- Evelyn Cassell** | Boom or Bust Byway Coordinator
- Kevin Flowers** | Conventions Sales Manager
- Suzanne Card** | Convention Sales Manager
- Dianna Douglas** | Regional Convention Sales Manager
- Gina dePingre’** | Sales and Service Coordinator
- Erica Telsee** | Tourism Sales Manager

TOURIST BUREAU STAFF

SPORTS COMMISSION DEPARTMENT

- Kelly Wells** | Executive Director
- Sheila Norman** | Director of Operations and Event Management
- John Cordaro** | Sponsorship and Strategic Partnership Director
- Que’brellyn Douglas** | Sports Sales Manager
- Teresa Micheels** | Volunteer and Project Manager

COMMUNICATIONS DEPARTMENT

- Brandy Evans** | Vice President Communications
- Pat Gill** | Internet/Systems Manager
- Christopher Jay** | Social Media/Public Relations Manager
- Danny Schlag** | Creative Director
- Aly Velasquez** | Marketing Associate
- Lila Davis** | Visitor Services Manager
- Betty Walpool** | Visitor Services Specialist
- Sandra Welch** | Visitor Services Specialist
- Kyle Staton** | Runner

2018 ANNUAL DIVISION BUDGETS

HOLIDAY TRAIL OF LIGHTS	
Beginning Fund Balance 1/1/2018	\$11,720
Revenues	33,050
Expenditures	33,000
Excess Revenues over Expenditures	50
Ending Fund Balance 12/31/2018	\$11,770

Boom or Bust ByWay	
Beginning Fund Balance 1/1/2018	\$47,832
Revenues	10,100
Expenditures	35,000
Excess Revenues over Expenditures	24,900
Ending Fund Balance 12/31/2018	\$22,932

Louisiana North Coalition	
Beginning Fund Balance 1/1/2018	\$0
Revenues	-
Expenditures	-
Excess Revenues over Expenditures	-
Ending Fund Balance 12/31/2018	\$0

Shreveport-Bossier Film Office	
Beginning Fund Balance 1/1/2018	\$145,442
Revenues	42,500
Expenditures	42,500
Excess Revenues over Expenditures	0
Ending Fund Balance 12/31/2018	\$145,442

Shreveport-Bossier Sports Commission Reserve	
Beginning Fund Balance 1/1/2018	\$0
Revenues	\$184,000
Expenditures	0
Excess Revenues over Expenditures	\$184,000
Ending Fund Balance 12/31/2018	\$184,000

Shreveport-Bossier Sports Commission Events	
Beginning Fund Balance 1/1/2018	\$230,114
Revenues	950,000
Expenditures	872,000
Excess Revenues over Expenditures	78,000
Ending Fund Balance 12/31/2018	\$308,114

2018 ANNUAL OPERATING BUDGET

REVENUES 2017 2018

Caddo Parish	\$1,737,738.00	\$1,824,046.00
Bossier Parish	1,704,307.00	1,756,491.00
Revenues from Room Tax Rebate	465,000.00	500,000.00
Participating Program (Co-op Program Reimb.)		
Interest	1,665.00	1,665.00
Rent	7,000.00	7,000.00
Miscellaneous Income (Co-op Program Reimb.)	3,000.00	3,000.00
Funds Transfers In		

Total Revenue \$3,918,710.00 \$4,092,202.00

EXPENDITURES 2017 2018

Administrative Department	610,299.00	\$641,024.00
Convention & Tourism Department	923,661.00	911,568.00
Sports Department	797,391.00	820,016.00
Communications Department	1,580,238.00	1,579,154.00
Bond Repayment	142,960.00	140,440.00

Total Revenue \$4,054,549.00 \$4,092,202.00

EXCESS REVENUE OVER EXPENDITURES 2017 2018

Expenditures over Revenue (\$135,839.00) \$0.00

ENDING FUND BALANCE 2017 2018

12/31/16-17 Estimated \$553,925.00 \$899,027.00

ENDING FUND BALANCE 2017 2018

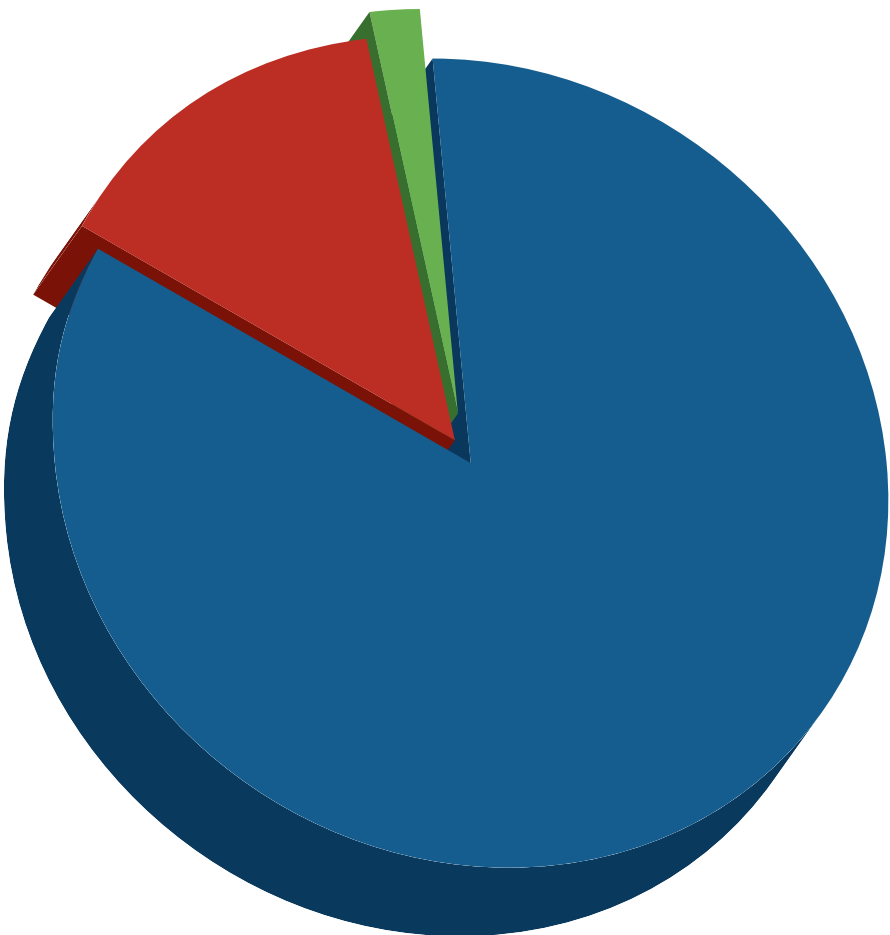
12/31/17-18 Estimated \$418,086.00 \$899,027.00

2018 ANNUAL DEPARTMENT BUDGETS

EXPENSES ADMIN. CONVENTION & TOURISM SPORTS COMM. DESIGNATED FUNDS

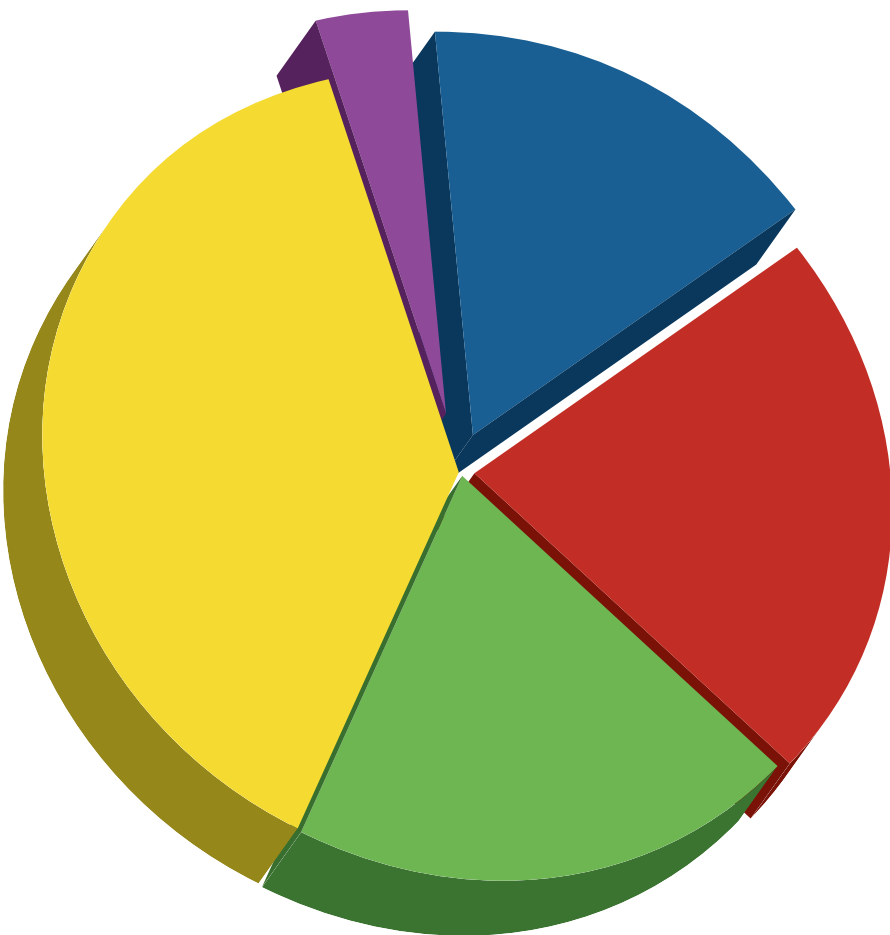
Salaries	373,931.00	371,598.00	352,073.00	456,100.00	0.00
FICA-Company	23,184.00	23,039.00	21,829.00	28,278.00	0.00
Medicare-Company	5,422.00	5,388.00	5,105.00	6,613.00	0.00
SUTA	675.00	866.00	866.00	2,119.00	0.00
Retirement	37,393.00	37,159.00	35,207.00	33,889.00	0.00
Copier/rental/lease exp	3,000.00	3,000.00	3,000.00	3,000.00	0.00
Pitney Bowes/lease-rent exp	844.00	844.00	844.00	844.00	0.00
Auto - Lease	10,200.00	0.00	0.00	0.00	0.00
Accounting and Legal Fees	8,500.00	8,500.00	8,500.00	8,500.00	0.00
Gas, Oil, Repairs	3,800.00	4,000.00	4,000.00	5,500.00	0.00
Dues & Subscriptions	1,800.00	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	7,500.00	7,500.00	7,500.00	7,500.00	0.00
Professional Affiliations	3,426.00	7,971.00	5,821.00	3,596.00	0.00
Information Services	1,125.00	54,719.00	28,485.00	43,560.00	0.00
Lodging	6,000.00	13,100.00	9,000.00	10,900.00	0.00
Entertainment/Hospitality	8,375.00	13,650.00	10,529.00	6,500.00	0.00
Travel: Air/Bus/Taxi	6,000.00	14,050.00	7,350.00	6,900.00	0.00
Contract Labor	0.00	500.00	0.00	0.00	0.00
Telephone & Telegraph	1,800.00	11,340.00	11,340.00	11,520.00	0.00
Electric	5,500.00	5,500.00	5,500.00	5,500.00	0.00
Insurance - Professional Liab.	2,375.00	2,375.00	2,200.00	1,275.00	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	61,509.00	75,157.00	54,218.00	74,000.00	0.00
Audio-Visual/Promotional Aids	0.00	1,000.00	2,913.00	16,700.00	0.00
Trade Shows	0.00	19,850.00	8,836.00	12,500.00	0.00
Repair and Maintenance-Bldg.	15,500.00	15,500.00	15,500.00	15,500.00	0.00
Repair Maintenance-Equip	9,000.00	14,476.00	13,000.00	14,475.00	0.00
Minor Equipment	1,500.00	1,500.00	1,500.00	500.00	0.00
Office Supplies	3,800.00	3,000.00	3,000.00	3,500.00	0.00
Marketing Supplies	500.00	26,796.00	8,601.00	3,000.00	0.00
Promotional Events/Tours/Blitz	300.00	55,800.00	9,535.00	20,000.00	0.00
Brochures/Printing	0.00	20,500.00	17,500.00	15,000.00	0.00
Co-Op Program	0.00	27,500.00	100,000.00	113,760.00	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	453,860.00	0.00
Radio/Billboard/TV/Internet	0.00	0.00	11,840.00	18,000.00	0.00
Postage	750.00	2,000.00	1,400.00	11,000.00	0.00
Education	4,000.00	8,525.00	9,494.00	3,600.00	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	140,440.00
Total Operating Expenses	641,024.00	911,568.00	820,016.00	1,579,154.00	140,440.00

2018 ANNUAL REVENUE BREAKDOWN



- ROOM TAX
- STATE TAX REBATE
- MISCELLANEOUS INCOME

2018 EXPENSE BREAKDOWN



- ADMINISTRATIVE
- CONVENTION/TOURISM SALES
- SPORTS
- COMMUNICATIONS
- BOND REPAYMENT

REACH NEW HEIGHTS 2018

GET SOCIAL WITH US!



LouisianasOtherSide



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