

Visit THE NORTH SHORE

PROPOSED 2nd AMENDED BUDGET YEAR ENDING DECEMBER 31, 2023

	YTD Jan - Dec 2023	ADOPTED BUDGET		PROPOSED 2nd AMENDED BUDGET		
		Orginal Budget	1st Amended Budget	Proposed Change	Total Budget	Change %
REVENUE						
Hotel/Motel Tax Rev	1,983,295	1,800,000	1,800,000	183,000	1,983,000	10%
STTC Fund - State Appropriation	699,233	700,000	700,000	-	700,000	0%
LA DCRT CAP Program	10,000	20,000	20,000	(10,000)	10,000	-50%
LA Tourism Revival Monies	681,018	600,000	600,000	81,000	681,000	14%
Misc. Income	18,514	-	-	18,500	18,500	N/A
Interest Income - LAMP & Bank	265,090	75,000	75,000	190,000	265,000	253%
Gross Revenue	3,657,150	3,195,000	3,195,000	462,500	3,657,500	14%
EXPENDITURES						
A. Marketing / Promotion						
Advertising	588,520	565,000	565,000	20,000	585,000	4%
Advertising - Website	117,643	120,000	120,000	-	120,000	0%
Automobile Expense	11,029	13,000	13,000	-	13,000	0%
Brochures & Collateral Material	240,768	275,000	275,000	(30,000)	245,000	-11%
Creative Services& Public Relations	111,663	117,000	117,000	-	117,000	0%
Dues & Subscriptions	72,193	85,000	85,000	(10,000)	75,000	-12%
International Marketing	59,172	50,000	50,000	10,000	60,000	20%
Personnel (75%)	780,124	771,262	771,262	-	771,262	0%
Postage and Delivery	7,112	12,000	12,000	-	12,000	0%
Research & Development	120,346	200,000	200,000	(80,000)	120,000	-40%
Special Promotions and Events	284,628	255,000	255,000	30,000	285,000	12%
Telephone & Internet Services	19,172	20,000	20,000	-	20,000	0%
Training & Educational	39,335	35,000	35,000	5,000	40,000	14%
Trade Shows & Meetings	17,898	42,000	42,000	(20,000)	22,000	-48%
Travel & Site Inspections	143,604	100,000	100,000	45,000	145,000	45%
Uniforms	771	150	150	-	150	0%
A. Marketing / Promotion Total	2,613,977	2,660,412	2,660,412	(30,000)	2,630,412	-1%
B. Administrative/Gen.Operations						
Automobile Expense	3,000	4,500	4,500	-	4,500	0%
Equipment Rental	8,093	8,000	8,000	-	8,000	0%
Insurance - General	55,138	73,000	73,000	(15,000)	58,000	-21%
Office Expense & Supplies	9,674	10,000	10,000	-	10,000	0%
Office Expense - Network, Computers, Etc.	27,583	20,000	20,000	8,000	28,000	40%
Official Notice Publication	3,067	2,500	2,500	-	2,500	0%
Personnel (25%)	260,041	250,723	250,723	-	250,723	0%
Professional Fees	51,994	35,000	35,000	20,000	55,000	57%
Rent	5,104	7,000	7,000	-	7,000	0%
Repairs & Maintenance - All	41,010	45,000	45,000	-	45,000	0%
Utilities	14,850	13,000	13,000	-	13,000	0%
B. Admin/Gen. Operation Total	479,555	468,723	468,723	13,000.00	481,723	3%
C. Capital Outlay Total	3,539	50,000	350,000	(345,000)	5,000	-99%
TOTAL PROJECTED EXPENDITURES	3,097,070	3,179,135	3,479,135	(362,000)	3,117,135	-10%
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES			(284,135)	824,500	540,365	
ACTUAL GEN FUND BALANCE - BEGINNING OF YEAR : Jan 1, 2023			4,668,353		4,668,353	
ESTIMATED FUND BALANCE - END OF YEAR: Dec 31, 2023			4,384,218		5,208,718	