

Visit THE NORTH SHORE

PROPOSED AMENDED BUDGET YEAR ENDING DECEMBER 31, 2023

	YTD Jan - May	Projected 2023	ADOPTED BUDGET	PROPOSED AMENDED BUDGET		
			Adopted Budget	Proposed Change	Total Budget	Change %
REVENUE						
Hotel/Motel Tax Rev	871,712	1,800,000	1,800,000	-	1,800,000	0%
STTC Fund - State Appropriation	389,000	700,000	700,000	-	700,000	0%
LA DCRT CAP Program	-	20,000	20,000	-	20,000	0%
LA Tourism Revival Monies	378,308	600,000	600,000	-	600,000	0%
Misc. Income	121	500	-	-	-	N/A
Interest Income - LAMP & Bank	96,845	150,000	75,000	-	75,000	0%
Gross Revenue	1,735,986	3,270,500	3,195,000	-	3,195,000	0%
EXPENDITURES						
A. Marketing / Promotion						
Advertising	125,552	565,000	565,000	-	565,000	0%
Advertising - Website	74,906	120,000	120,000	-	120,000	0%
Automobile Expense	6,836	13,000	13,000	-	13,000	0%
Brochures & Collateral Material	80,823	275,000	275,000	-	275,000	0%
Creative Services& Public Relations	45,325	117,000	117,000	-	117,000	0%
Dues & Subscriptions	54,243	85,000	85,000	-	85,000	0%
International Marketing	25,938	50,000	50,000	-	50,000	0%
Personnel (75%)	316,838	771,262	771,262	-	771,262	0%
Postage and Delivery	1,577	12,000	12,000	-	12,000	0%
Research & Development	121,920	200,000	200,000	-	200,000	0%
Special Promotions and Events	63,831	255,000	255,000	-	255,000	0%
Telephone & Internet Services	7,658	20,000	20,000	-	20,000	0%
Training & Educational	35,300	50,000	35,000	-	35,000	0%
Trade Shows & Meetings	24,892	42,000	42,000	-	42,000	0%
Travel & Site Inspections	48,345	100,000	100,000	-	100,000	0%
Uniforms	12	150	150	-	150	0%
A. Marketing / Promotion Total	1,033,996	2,675,412	2,660,412	-	2,660,412	0%
B. Administrative/Gen.Operations						
Automobile Expense	2,877	4,500	4,500	-	4,500	0%
Equipment Rental	3,338	8,000	8,000	-	8,000	0%
Insurance - General	23,720	66,000	73,000	-	73,000	0%
Office Expense & Supplies	6,330	10,000	10,000	-	10,000	0%
Office Expense - Network, Computers, Etc.	10,345	20,000	20,000	-	20,000	0%
Official Notice Publication	642	2,500	2,500	-	2,500	0%
Personnel (25%)	105,613	231,210	250,723	-	250,723	0%
Professional Fees	25,049	35,000	35,000	-	35,000	0%
Rent	1,856	7,000	7,000	-	7,000	0%
Repairs & Maintenance - All	15,365	45,000	45,000	-	45,000	0%
Utilities	6,498	12,000	13,000	-	13,000	0%
B. Admin/Gen. Operation Total	201,632	441,210	468,723	-	468,723	0%
C. Capital Outlay Total	2,017	350,000	50,000	300,000	350,000	600%
TOTAL PROJECTED EXPENDITURES	1,237,645	3,466,622	3,179,135	300,000	3,479,135	9%
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES			15,865	(300,000)	(284,135)	
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			4,684,218		4,384,218	-6%