

Visit Stockton (Stockton Convention & Visitors Bureau)
Budget vs. Actuals: 2014 Budget P&L
 January - December 2014

	Total			
	Actual	Budget	over Budget	% of Budget
Income				
4000 TBID Assessment	980,964.32	970,000.00	10,964.32	101.13%
4010 Special Events & Promotions	10,543.19	6,500.00	4,043.19	162.20%
4015 CTA Registration Fees	3,177.94	4,900.00	-1,722.06	64.86%
4020 Miscellaneous Revenue	7,113.12	1,800.00	5,313.12	395.17%
4025 Stockton Guide	18,817.24	20,000.00	-1,182.76	94.09%
4035 History Book Project	8,187.90		8,187.90	
4040 Event Sponsorships	2,700.00		2,700.00	
4050 Interest Income	170.19	192.00	-21.81	88.64%
Total Income	\$ 1,031,673.90	\$ 1,003,392.00	\$ 28,281.90	102.82%
Expenses				
Administration & Operations			0.00	
6010 General Liability Insurance	3,788.29	3,000.00	788.29	126.28%
6020 Bank Service Charges	33.00		33.00	
6700 Office Furnishings/Equip	5,179.85	6,000.00	-820.15	86.33%
6750 Tenant Improvements	2,159.80	2,500.00	-340.20	86.39%
Office Lease & Utilities				
5010 Office Lease	36,000.00	36,004.00	-4.00	99.99%
5020 Utilities	7,512.68	10,200.00	-2,687.32	73.65%
5030 Telephone Expense	4,619.56	4,800.00	-180.44	96.24%
5040 Network/Internet Fees	2,359.53	2,400.00	-40.47	98.31%
5045 Admin/Finance Software/Subscriptions	927.92	900.00	27.92	103.10%
5050 Postage and Delivery	8,144.76	6,300.00	1,844.76	129.28%
5060 Copier Lease	1,945.53	1,800.00	145.53	108.09%
5070 Janitorial Expense	2,901.00	2,605.00	296.00	111.36%
5080 Alarm Subscription	891.50	1,140.00	-248.50	78.20%
5100 Office Supplies	3,840.83	4,500.00	-659.17	85.35%
5110 Employee Parking	4,935.00	4,500.00	435.00	109.67%
5130 Bank Charges	328.25	250.00	78.25	131.30%
Total Office Lease & Utilities	\$ 74,406.56	\$ 75,399.00	-\$ 992.44	98.68%
Professional Fees			0.00	
6100 Accounting	4,600.00	9,700.00	-5,100.00	47.42%
6200 Legal Fees	62.50		62.50	
6300 Payroll Expenses	1,404.17	1,680.00	-275.83	83.58%
6400 Taxes - Property	711.98		711.98	
6500 Organizational Fees	42.00	25.00	17.00	168.00%
Total Professional Fees	\$ 6,820.65	\$ 11,405.00	-\$ 4,584.35	59.80%
Salaries			0.00	
Total Salaries/Benefit Admin/Finance	\$ 45,328.20	\$ 44,219.00	\$ 1,109.20	102.51%
Total Administration & Operations	\$ 137,716.35	\$ 142,523.00	-\$ 4,806.65	96.63%
Sales & Marketing			0.00	
7005 Tourism Research/Reports	6,687.50	9,000.00	-2,312.50	74.31%
7010 Advertising/Marketing	175,362.07	152,561.00	22,801.07	114.95%

ATTACHMENT C

7015 Public Relations	5,638.00	7,200.00	-1,562.00	78.31%
7020 Sports/Event Sponsorships	184,617.97	156,000.00	28,617.97	118.34%
7030 Trade Show Expenses/Travel	26,953.90	34,000.00	-7,046.10	79.28%
7035 Familiarization Tours	1,427.22	2,500.00	-1,072.78	57.09%
7040 Merchandise/Promotional Items	13,177.86	9,000.00	4,177.86	146.42%
7045 Tourism Awards Luncheon	8,133.14	8,000.00	133.14	101.66%
7050 Website/Mobile/Apps	52,942.88	38,500.00	14,442.88	137.51%
7055 Certified Tourism Ambassador	11,064.82	12,500.00	-1,435.18	88.52%
7060 Printing	11,078.64	11,400.00	-321.36	97.18%
7065 Stockton Guide Printing	20,467.58	20,000.00	467.58	102.34%
Total 7060 Printing	\$ 31,546.22	\$ 31,400.00	\$ 146.22	100.47%
7070 Dues and Subscriptions	6,639.06	8,960.00	-2,320.94	74.10%
7080 Marketing Software/Subscription Fees	4,803.07	5,800.00	-996.93	82.81%
7090 Industry Conferences/Networking Events	19,815.50	17,550.00	2,265.50	112.91%
7100 Meals & Entertainment - CEO	3,789.57	3,600.00	189.57	105.27%
7150 Mileage & Ent. - Sales/Mktg	5,771.67	4,800.00	971.67	120.24%
Salaries/Taxes/Benefits			0.00	
Total Salaries/Benefits - Sales and Marketing	\$ 309,899.97	\$ 310,998.00	-\$ 1,098.03	99.65%
Total Sales & Marketing	\$ 868,270.42	\$ 812,369.00	\$ 55,901.42	106.88%
Total Expenses	\$ 1,005,986.77	\$ 954,892.00	\$ 51,094.77	105.35%
Net Operating Income	\$ 25,687.13	\$ 48,500.00	-\$ 22,812.87	52.96%
8000 Contingency & Renewal - 5%	25,058.58	48,500.00	-23,441.42	51.67%
Total Other Expenses	\$ 25,058.58	\$ 48,500.00	-\$ 23,441.42	51.67%
Net Other Income	-\$ 25,058.58	-\$ 48,500.00	\$ 23,441.42	51.67%
Net Income	\$ 628.55	\$ 0.00	\$ 628.55	