

Visit Jacksonville
Convention Sales & Services- Budget to Actual Expenses
FY 2017-18

DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL YTD	OVER/(UNDER) BUDGET	% OVER/(UNDER) BUDGET
Overhead Costs - Visit Jacksonville Administration:					
SALARIES/WAGES/BENEFITS	\$ 269,842	\$ 206,842	\$ 204,866	\$ (1,976)	-1%
FACILITY RENT	\$ 126,021	\$ 159,021	\$ 153,950	\$ (5,071)	-3%
OFFICE EQUIPMENT/IT	\$ 27,516	\$ 27,516	\$ 27,141	\$ (375)	-1%
OFFICE SUPPLIES/UTILITIES/OFFICE EXPENSES	\$ 9,164	\$ 39,164	\$ 41,335	\$ 2,171	6%
PROFESSIONAL SERVICES	\$ 6,000	\$ 6,000	\$ 6,595	\$ 595	10%
INSURANCE	\$ 6,913	\$ 6,913	\$ 6,199	\$ (714)	-10%
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	\$ 2,130	\$ 2,130	\$ 1,854	\$ (276)	-13%
TRAVEL, MEALS & ENTERTAINMENT - OOC	\$ 11,675	\$ 11,675	\$ 8,603	\$ (3,072)	-26%
INDUSTRY ASSOCIATION DUES	\$ 12,367	\$ 12,367	\$ 10,892	\$ (1,475)	-12%
INTEREST EXPENSE	\$ 10,000	\$ 10,000	\$ 117	\$ (9,883)	-99%
Subtotal	\$ 481,628	\$ 481,628	\$ 461,551	\$ (20,077)	-4%
Overhead Costs - Visit Jacksonville Convention Sales & Services:					
SALARIES/WAGES/BENEFITS	\$ 844,519	\$ 839,519	\$ 850,535	\$ 11,016	1%
RELO EXPENSE	\$ 5,000	\$ 5,000	\$ 2,026	\$ (2,974)	-59%
RECRUITMENT	\$ 1,500	\$ 1,500	\$ 927	\$ (573)	-38%
PROFESSIONAL DEVELOPMENT	\$ 9,295	\$ 9,295	\$ 9,846	\$ 551	6%
OTHER STAFF EXPENSES	\$ 1,000	\$ 1,000	\$ 431	\$ (569)	-57%
POSTAGE/SHIPPING/OFFICE SUPPLIES	\$ 2,000	\$ 7,000	\$ 7,087	\$ 87	1%
Subtotal	\$ 863,314	\$ 863,314	\$ 870,851	\$ 7,537	1%
Promotion to Tourist Groups:					
CONVENTION/GROUP ADS - PRINT	\$ 89,238	\$ 89,238	\$ 97,128	\$ 7,890	9%
CONVENTION/GROUP ADS - DIGITAL	\$ 67,363	\$ 67,363	\$ 70,191	\$ 2,828	4%
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	\$ 10,000	\$ 10,000	\$ 6,375	\$ (3,625)	-36%
CONVENTION/GROUP TOUR INDUSTRY GUIDES	\$ 5,000	\$ 5,000	\$ 4,230	\$ (770)	-15%
AD/PR AGENCY FEES - CONVENTION	\$ 36,000	\$ 36,000	\$ 36,000	\$ -	0%
CONVENTION CONTENT DEVELOPMENT/EMAIL	\$ 6,000	\$ 6,000	\$ 5,960	\$ (40)	-1%
WEBSITE - CONVENTION	\$ 10,106	\$ 10,106	\$ 10,000	\$ (106)	-1%
EMAIL SERVICE - CONVENTION	\$ 1,000	\$ 1,000	\$ -	\$ (1,000)	-100%
COLLATERAL - CONVENTION	\$ 20,000	\$ 20,000	\$ 15,180	\$ (4,820)	-24%
PROMOTIONS - CONVENTION	\$ 5,000	\$ 5,000	\$ 5,000	\$ -	0%
Subtotal	\$ 249,707	\$ 249,707	\$ 250,065	\$ 358	0%
Convention Market Targeting:					
IDSS SALES CRM MODULE	\$ 9,500	\$ 9,500	\$ 9,800	\$ 300	3%
EMPOWERMINT DATABASE	\$ 15,000	\$ 15,000	\$ 15,100	\$ 100	1%
Subtotal	\$ 24,500	\$ 24,500	\$ 24,900	\$ 400	2%
Convention Sales Activity:					
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	\$ 2,750	\$ 2,750	\$ 2,184	\$ (566)	-21%
INDUSTRY ASSOCIATION DUES	\$ 16,500	\$ 16,500	\$ 12,722	\$ (3,778)	-23%
FAM TRIPS	\$ 45,000	\$ 36,500	\$ 34,769	\$ (1,731)	-5%
CLIENT DEVELOPMENT/PROSPECTING	\$ 7,500	\$ 7,500	\$ 7,369	\$ (131)	-2%
SITE VISITS - CONVENTIONS	\$ 16,500	\$ 25,000	\$ 26,084	\$ 1,084	4%
SALES MISSIONS	\$ 16,000	\$ 16,000	\$ 10,037	\$ (5,963)	-37%
CLIENT EVENTS	\$ 25,000	\$ 25,000	\$ 16,799	\$ (8,201)	-33%
SALES TRAVEL/MEALS/ENTERTAINMENT - OOC	\$ 43,000	\$ 43,000	\$ 47,210	\$ 4,210	10%
TRADESHOW BOOTH SHIPPING	\$ 15,000	\$ 15,000	\$ 14,238	\$ (762)	-5%
OTHER REGISTRATION FEES	\$ 90,000	\$ 90,000	\$ 98,436	\$ 8,436	9%
SPONSORSHIPS/PROMOTIONS	\$ 80,000	\$ 80,000	\$ 80,399	\$ 399	0%
Subtotal	\$ 357,250	\$ 357,250	\$ 350,247	\$ (7,003)	-2%
Coordination with City Convention Center Manager:					
CO-OP CONVENTION ADS - PRINT, DIGITAL & JOINT REGISTRATION	\$ 10,000	\$ 10,000	\$ -	\$ (10,000)	-100%
JOINT CONVENTION MARKETING COLLATERAL	\$ 9,000	\$ 9,000	\$ 7,927	\$ (1,073)	-12%
Subtotal	\$ 19,000	\$ 19,000	\$ 7,927	\$ (11,073)	-58%

Convention Services Activity

TRAVEL, MEALS & ENTERTAINMENT - LOCAL	\$	900	\$	900	\$	733	\$	(167)	-19%
CONVENTION SERVICES AMENITIES/PROMO ITEMS	\$	15,271	\$	15,271	\$	15,136	\$	(135)	-1%
CONVENTION SERVICES - CONCESSIONS	\$	75,200	\$	75,200	\$	75,037	\$	(163)	0%
CONVENTION SERVICES - SITE INSPECTIONS	\$	3,000	\$	3,000	\$	1,225	\$	(1,775)	-59%
CONV SERVICES - TRAVEL/MEALS - OOC	\$	2,000	\$	2,000	\$	2,012	\$	12	1%
Subtotal	\$	96,371	\$	96,371	\$	94,144	\$	(2,227)	-2%
TOTAL CONVENTION SALES & SERVICES	\$	2,091,770	\$	2,091,770	\$	2,059,684	\$	(32,086)	-2%