

Visit Jacksonville
Tourist Bureau- Budget to Actual Expenses
FY 2017-18

DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL YTD	OVER/(UNDER) BUDGET	% OVER/(UNDER) BUDGET
(FIRST 4 MONTHS OF FISCAL YEAR- OLD CONTRACT)					
SALARIES & WAGES AIRPORT	\$ 4,147	\$ 4,147	\$ 3,722	\$ (424)	-10%
SALARIES & WAGES ASK	\$ 3,915	\$ 3,915	\$ 3,406	\$ (509)	-13%
SALARIES & WAGES GREEN	\$ 33,621	\$ 33,621	\$ 33,219	\$ (403)	-1%
SALARIES & WAGES LAND	\$ 8,320	\$ 8,320	\$ 7,371	\$ (949)	-11%
SPONSORSHIP/PROMOTIONS	\$ 6,667	\$ 6,667	\$ 5,000	\$ (1,667)	-25%
LANDING VC OPERATING EXPENSES	\$ 1,967	\$ 1,967	\$ 1,220	\$ (747)	-38%
AIRPORT OPERATING EXPENSES	\$ 1,211	\$ 1,211	\$ 944	\$ (267)	-22%
GREENLEAF VC OPERATING EXPENSES	\$ 3,487	\$ 3,487	\$ 3,478	\$ (8)	0%
PUBLICATION DISTRIBUTION	\$ 1,667	\$ 1,667	\$ 1,640	\$ (27)	-2%
DATABASE	\$ 6,667	\$ 6,667	\$ 6,933	\$ 266	4%
DATABASE/RESEARCH STAFFING	\$ 25,000	\$ 25,000	\$ 24,985	\$ (15)	0%
ADMIN-RENT	\$ 8,333	\$ 8,333	\$ 8,333	\$ (0)	0%
TOTAL TOURIST BUREAU	\$ 105,000	\$ 105,000	\$ 100,251	\$ (4,749)	-5%
(LAST 8 MONTHS OF FISCAL YEAR- NEW CONTRACT)					
Overhead Costs - Visit Jacksonville Administration:					
FACILITY RENT	\$ 16,667	\$ 16,667	\$ 16,667	\$ (0)	0%
Subtotal	\$ 16,667	\$ 16,667	\$ 16,667	\$ (0)	0%
Staffing Costs - Visit Jacksonville Tourist Bureau:					
RESEARCH SALARIES/WAGES/BENEFITS	\$ 50,000	\$ 50,000	\$ 49,231	\$ (769)	-2%
VISITOR CENTER SALARIES/WAGES/BENEFITS	\$ 162,945	\$ 162,945	\$ 165,190	\$ 2,246	1%
Subtotal	\$ 212,945	\$ 212,945	\$ 214,421	\$ 1,477	1%
Visitor Centers:					
POSTAGE/OTHER OPERATING EXPENSES	\$ 9,333	\$ 9,333	\$ 9,391	\$ 58	1%
BROCHUER DISTRIBUTION & VISITOR MAGAZINE STORAGE	\$ 3,333	\$ 3,333	\$ 3,190	\$ (144)	-4%
VISIT FLORIDA (WELCOME CENTER BROCHURE DISPLAY/OTHER MEMBERSHIP)	\$ 2,000	\$ 2,000	\$ 1,782	\$ (218)	-11%
TRAVEL/MEALS/REGISTRATION FEES - OOC	\$ 1,333	\$ 1,333	\$ 1,379	\$ 45	3%
TRAVEL/MEALS - LOCAL - VISITOR CENTER TRAINING	\$ 3,333	\$ 3,333	\$ 3,606	\$ 273	8%
SUPPLIES	\$ 2,667	\$ 2,667	\$ 20	\$ (2,647)	-99%
Subtotal	\$ 22,000	\$ 22,000	\$ 19,367	\$ (2,633)	-12%
Comprehensive Listings/Tourist Bureau/Assembly of Information:					
DATABASE SYSTEM	\$ 13,333	\$ 13,333	\$ 13,867	\$ 534	4%
SUPPLIES	\$ 667	\$ 667	\$ 217	\$ (450)	-68%
Subtotal	\$ 14,000	\$ 14,000	\$ 14,084	\$ 83	1%
TOTAL TOURIST BUREAU	\$ 265,611	\$ 265,611	\$ 264,539	\$ (1,072)	0%
CAPITAL ITEMS (TDC BUDGET)	\$ 100,000	\$ 100,000	\$ 91,640	\$ (8,360)	-8%