

BUDGET TO ACTUAL EXPENSES

FY 2018-19

October, November & December Monthly Totals



Description	2018-2019 Approved Budget	Oct-18	Nov-18	Dec-18	Total Actual YTD	Over/(Under) Budget	% Over/(Under) Budget
Convention Sales & Services:							
Overhead Allocation (43%; PY 57%)	\$ 513,883.00	\$ 42,952.03	\$ 39,361.73	\$ 35,005.24	\$ 117,319.00	\$ (396,564.00)	-77%
Salaries/Wages/Benefits	\$ 832,390.00	\$ 38,570.59	\$ 49,956.30	\$ 58,137.91	\$ 146,664.80	\$ (685,725.20)	-82%
Relocation Expense	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ (5,000.00)	-100%
Recruitment	\$ 1,500.00	\$ 50.00	\$ 80.00	\$ -	\$ 130.00	\$ (1,370.00)	-91%
Professional Development	\$ 9,500.00	\$ -	\$ -	\$ -	\$ -	\$ (9,500.00)	-100%
Other Staff Expenses	\$ 1,000.00	\$ -	\$ 281.93	\$ -	\$ 281.93	\$ (718.07)	-72%
Postage/Shipping/Office Supplies	\$ 7,000.00	\$ 264.20	\$ 1,085.43	\$ 430.01	\$ 1,779.64	\$ (5,220.36)	-75%
Group Advertisements- Print	\$ 51,243.00	\$ 3,000.00	\$ 13,397.00	\$ -	\$ 16,397.00	\$ (34,846.00)	-68%
Group Advertisements- Digital	\$ 96,581.00	\$ 16,410.00	\$ 14,131.06	\$ -	\$ 30,541.06	\$ (66,039.94)	-68%
Group Advertisements- Social Media	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ (5,000.00)	-100%
Group Tour Industry Guides	\$ 1,000.00	\$ 235.00	\$ -	\$ -	\$ 235.00	\$ (765.00)	-77%
Convention Agency Fees- Dalton	\$ 36,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00	\$ (27,000.00)	-75%
Convention Content Development Email	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ (1,000.00)	-100%
Website	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -	\$ (12,000.00)	-100%
Email Service	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ (500.00)	-100%
Collateral	\$ 17,200.00	\$ 1,990.50	\$ -	\$ -	\$ 1,990.50	\$ (15,209.50)	-88%
Market Targeting- Research	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ (500.00)	-100%
Market Targeting- IDSS Sales CRM Module	\$ 10,000.00	\$ -	\$ -	\$ 2,450.00	\$ 2,450.00	\$ (7,550.00)	-76%
Market Targeting- Empowermint Database	\$ 16,000.00	\$ -	\$ -	\$ 5,100.00	\$ 5,100.00	\$ (10,900.00)	-68%
Sales Travel- Local	\$ 2,750.00	\$ 128.59	\$ 88.00	\$ 64.22	\$ 280.81	\$ (2,469.19)	-90%
Sales Travel- Out of County	\$ 43,000.00	\$ 6,225.70	\$ 1,757.03	\$ 3,392.63	\$ 11,375.36	\$ (31,624.64)	-74%
Industry Association Dues	\$ 9,100.00	\$ 565.00	\$ 600.00	\$ -	\$ 1,165.00	\$ (7,935.00)	-87%
FAM Trips	\$ 38,000.00	\$ 480.00	\$ 3,000.00	\$ -	\$ 3,480.00	\$ (34,520.00)	-91%
Site Visits	\$ 25,000.00	\$ 3,000.74	\$ 477.66	\$ 992.00	\$ 4,470.40	\$ (20,529.60)	-82%
Sales Missions & Client Events	\$ 33,500.00	\$ 1,076.27	\$ 70.00	\$ 644.84	\$ 1,791.11	\$ (31,708.89)	-95%
Tradeshaw Booth Shipping	\$ 20,789.00	\$ 985.88	\$ 815.86	\$ 810.99	\$ 2,612.73	\$ (18,176.27)	-87%
Registration Fees	\$ 68,134.00	\$ 100.00	\$ 7,940.00	\$ 7,170.00	\$ 15,210.00	\$ (52,924.00)	-78%

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Sponsorships/Promotions	\$ 106,000.00	\$ -	\$ 10,250.00	\$ 3,108.12	\$ 13,358.12	\$ (92,641.88)	-87%
Co-Op Exp with City Convention Manager	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ (7,500.00)	-100%
Convention Services Travel- Local	\$ 1,000.00	\$ -	\$ 24.61	\$ -	\$ 24.61	\$ (975.39)	-98%
Convention Services Travel- Out of County	\$ 4,000.00	\$ -	\$ 2,265.80	\$ -	\$ 2,265.80	\$ (1,734.20)	-43%
Convention Services Promo Items	\$ 24,500.00	\$ 192.96	\$ -	\$ -	\$ 192.96	\$ (24,307.04)	-99%
Convention Services Concessions	\$ 65,000.00	\$ 1,233.38	\$ 685.92	\$ 320.72	\$ 2,240.02	\$ (62,759.98)	-97%
Convention Services- Site Inspections	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ (1,000.00)	-100%
TOTAL CONVENTION SALES & SERVICES	\$ 2,066,570.00	\$ 120,460.84	\$ 149,268.33	\$ 120,626.68	\$ 390,355.85	\$ (1,676,214.15)	-81%