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
Marketing:							
Overhead Allocation (51%; PY 40%)	$ 609,490.00	$ 50,943.11	$ 46,684.84	$ 41,517.85	$ 139,145.79	$ (470,344.21)	-77%
Salaries/Wages/Benefits	$ 326,964.00	$ 20,881.09	$ 24,306.84	$ 25,408.57	$ 70,596.50	$ (256,367.50)	-78%
Marketing Services (Dalton Agency)	$ 174,000.00	$ 14,500.00	$ 14,500.00	$ 14,500.00	$ 43,500.00	$ (130,500.00)	-75%
Postage/Shipping	$ 3,000.00	$ 56.70	$ 77.84	$ 95.55	$ 230.09	$ (2,769.91)	-92%
Supplies	$ 3,000.00	$ 222.87	$ 25.00	$ 63.88	$ 311.75	$ (2,688.25)	-90%
(i)(ii)(iii) Advertising- Digital	$ 815,561.00	$ 111,720.51	$ 81,386.05	$ 59,235.41	$ 252,341.97	$ (563,219.03)	-69%
(i)(ii)(iii) Advertising- Cable	$ 250,000.00	$ -	$ -	$ -	$ -	$ (250,000.00)	-100%
(i)(ii)(iii) Advertising- Outdoor	$ 40,000.00	$ -	$ -	$ 12,400.00	$ 12,400.00	$ (27,600.00)	-69%
(i)(ii)(iii) Advertising- Radio	$ 30,000.00	$ 22,500.00	$ 7,500.00	$ -	$ 30,000.00	$ -	0%
(i)(ii)(iii) Advertising- Print	$ 52,644.00	$ -	$ -	$ 22,101.00	$ 22,101.00	$ (30,543.00)	-58%
(i)(ii)(iii) Advertising Contingency (Local sports, etc)	$ 50,000.00	$ 1,420.00	$ 12,000.00	$ -	$ 13,420.00	$ (36,580.00)	-73%
(iv) Advertising- Direct Flight Markets	$ 36,795.00	$ -	$ 11,500.00	$ -	$ 11,500.00	$ (25,295.00)	-69%
(v) Website Services	$ 30,000.00	$ 1,200.00	$ 1,200.00	$ -	$ 2,400.00	$ (27,600.00)	-92%
(vi) Social Media Services	$ 45,000.00	$ 28,222.00	$ -	$ -	$ 28,222.00	$ (16,778.00)	-37%
(vii) Visitor Magazine	$ 30,000.00	$ -	$ -	$ -	$ -	$ (30,000.00)	-100%
(viii) Media/Influencer Relations	$ 75,000.00	$ 2,096.48	$ 789.95	$ 670.72	$ 3,557.15	$ (71,442.85)	-95%
(ix) Map Printing	$ 15,000.00	$ -	$ -	$ -	$ -	$ (15,000.00)	-100%
(x) Brochure/Collateral Printing	$ 55,000.00	$ 422.65	$ 3,975.10	$ 1,391.00	$ 5,788.75	$ (49,211.25)	-89%
(x) Video/Photography/Audio/Podcast	$ 80,208.00	$ -	$ -	$ -	$ -	$ (80,208.00)	-100%
Outreach events, promotional items	$ 44,000.00	$ 5,817.19	$ 3,167.64	$ -	$ 8,984.83	$ (35,015.17)	-80%
Local Meetings	$ 1,000.00	$ 128.56	$ -	$ -	$ 128.56	$ (871.44)	-87%
Mobile App Development	$ 46,960.00	$ 11,250.00	$ -	$ -	$ 11,250.00	$ (35,710.00)	-76%
Travel	$ 34,000.00	$ 955.00	$ -	$ -	$ 955.00	$ (33,045.00)	-97%
TOTAL MARKETING	***$ 2,847,622.00***	***$ 272,336.16***	***$ 207,113.26***	***$ 177,383.98***	***$ 656,833.39***	***$ (2,190,788.61)***	***-77%***