

**Calaveras Visitors Bureau**  
**Profit & Loss Budget vs. Actual**  
July 2013 through June 2014

	14/15 PASSED	Jul '13 - Jun 14	Difference	Notes
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Activities Guide</b>				
Additional Listings Income	6,000.00	6,250.00	-250.00	conservative estimate with sales pers.
Advertising	30,000.00	29,143.32	856.68	ditto
Featured Listings	1,200.00	1,100.00	100.00	ditto
<b>Total Activities Guide</b>	<b>37,200.00</b>	<b>36,493.32</b>	<b>706.68</b>	
<b>Member Income</b>				
Membership Renewals	36,000.00	35,545.00	455.00	ditto
New Member	1,800.00	1,675.00	125.00	ditto
<b>Total Member Income</b>	<b>37,800.00</b>	<b>37,220.00</b>	<b>580.00</b>	
<b>Other Income - Co-ops, Workshop</b>				
Annual Dinner	3,000.00	1,788.00	1,212.00	Higher charge for dinner
Co-Op Advertising	500.00	500.00	0.00	
Donations	0.00	83.18	-83.18	
Misc. Income	0.00	480.19	-480.19	class action settlement etc.
Penny Machine	200.00	207.75	-7.75	
Postage	5.60	5.60	0.00	
State Fair Partners	300.00	300.00	0.00	
Trade Show Co-Op Income			0.00	
Bay Area Travel Show	1,450.00	0.00	1,450.00	Cave & Mine sharing booth
LA Travel & Adventure	1,550.00	-30.00	1,580.00	Cave & Mine sharing booth
Sunset Celebrations	800.00	0.00	800.00	CWA shared booth
Trade Show Co-Op Income - Othe	1,800.00	2,559.99	-759.99	
<b>Total Trade Show Co-Op Income</b>	<b>5,600.00</b>	<b>2,529.99</b>	<b>3,070.01</b>	
Website Advertising	1,200.00	1,200.00	0.00	
Workshops	0.00	0.00	0.00	
<b>Total Other Income - Co-ops, Workshop</b>	<b>10,805.60</b>	<b>7,094.71</b>	<b>3,710.89</b>	
Sale Income	22,000.00	22,762.06	-762.06	
TOT Funding -Calaveras County	100,000.00	111,416.62	-11,416.62	Adjusted just in case of cut backs
TOT Funding City of Angels Camp	127,500.00	119,196.68	8,303.32	
<b>Total Income</b>	<b>335,305.60</b>	<b>334,183.39</b>	<b>1,122.21</b>	

Cost of Goods Sold

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<b>Cost of Goods Sold</b>				
<b>Cost of Sale Items</b>				
Credit Card Fee	700.00	689.52	10.48	
Shipping	400.00	353.40	46.60	
Cost of Sale Items - Other	12,000.00	10,703.64	1,296.36	
<b>Total Cost of Sale Items</b>	13,100.00	11,746.56	1,353.44	
<b>Total COGS</b>	13,100.00	11,746.56	1,353.44	
<b>Gross Profit</b>	322,205.60	322,436.83	-231.23	
<b>Expense</b>				
<b>Conference-Education</b>				
Cal-Travel Conf. on Tourism	0.00	0.00	0.00	
Outlook Forum	1,400.00	1,377.93	22.07	
WACVB CEO Forum	1,700.00	1,692.96	7.04	
WACVB Tech Conference	1,500.00	1,441.29	58.71	
<b>Total Conference-Education</b>	4,600.00	4,512.18	87.82	
<b>Dues &amp; Subscrip</b>				
Calaveras Enterprise	0.00	0.00	0.00	
FLICS	300.00	300.00	0.00	
Gold Country Visitors Assoc.	750.00	750.00	0.00	
High Sierra Visitors Council	1,000.00	1,000.00	0.00	
Misc.	0.00	15.00	-15.00	
San Francisco Travel	750.00	936.50	-186.50	
Visit California	0.00	0.00	0.00	
Western Assoc. of CVB's	660.00	660.00	0.00	
Dues & Subscrip - Other	0.00	40.00	-40.00	
<b>Total Dues &amp; Subscrip</b>	3,460.00	3,701.50	-241.50	
<b>Employee Exp.</b>				
Auto - Mileage and Parking	0.00	1,007.40	-1,007.40	
Employee Exp. - Other	0.00	34.47	-34.47	
<b>Total Employee Exp.</b>	0.00	1,041.87	-1,041.87	
<b>Insurance</b>				
Business	500.00	500.00	0.00	
Directors & Officers	1,256.00	1,256.00	0.00	
Workers Compensation	1,600.00	1,543.00	57.00	
<b>Total Insurance</b>	3,356.00	3,299.00	57.00	
<b>Marketing</b>				
<b>Activities Guide Exp</b>				
<b>Activities Guide Distribution</b>	8,500.00	6,187.54	2,312.46	Increased Certified distribution & Mother

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<b>Activities Guide Mailings</b>	7,000.00	5,178.53	1,821.47	
<b>Layout</b>	4,500.00	4,514.50	-14.50	
<b>Printing Cost</b>	30,000.00	29,978.00	22.00	
<b>Total Activities Guide Exp</b>	<b>50,000.00</b>	<b>45,858.57</b>	<b>4,141.43</b>	
<b>Cooperative Marketing</b>				
<b>Regional</b>				
GCVA Map & PR	2,500.00	583.47	1,916.53	Gold Country PR person invaluable - inci
Regional - Other	1,250.00	1,250.00	0.00	
<b>Total Regional</b>	<b>3,750.00</b>	<b>1,833.47</b>	<b>1,916.53</b>	
<b>Total Cooperative Marketing</b>	<b>3,750.00</b>	<b>1,833.47</b>	<b>1,916.53</b>	
<b>Film Commission</b>				
Website	200.00	215.85	-15.85	
<b>Total Film Commission</b>	<b>200.00</b>	<b>215.85</b>	<b>-15.85</b>	
<b>Miscellaneous Marketing</b>				
Collateral Development	500.00	648.28	-148.28	
Media Fam Trips	500.00	670.50	-170.50	
Radio & TV Spots	300.00	390.12	-90.12	
Signage	500.00		500.00	
Bannerstand	0.00	997.42	-997.42	Already done
<b>Total Signage</b>	<b>500.00</b>	<b>997.42</b>	<b>-497.42</b>	
<b>Total Miscellaneous Marketing</b>	<b>1,800.00</b>	<b>2,706.32</b>	<b>-906.32</b>	
<b>Online Advertising</b>				
<b>Internet Marketing</b>				
Facebook Advertising	4,000.00	1,747.78	2,252.22	More exposure
Google Ad Words	3,600.00	988.11	2,611.89	More exposure
Visit California	15,000.00	0.00	15,000.00	Good ROI
<b>Total Internet Marketing</b>	<b>22,600.00</b>	<b>2,735.89</b>	<b>19,864.11</b>	
<b>Total Online Advertising</b>	<b>22,600.00</b>	<b>2,735.89</b>	<b>19,864.11</b>	
<b>Print Ads</b>				
California Visitors Guide	3,000.00	2,850.00	150.00	Always worthwhile
Misc. Print Ads	500.00	554.33	-54.33	
Sunset Magazine	15,000.00	15,000.00	0.00	Always worthwhile

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Travel 50 & Beyond	4,120.00	0.00	4,120.00	Placer County had huge success
VIA Magazine	15,000.00	5,800.00	9,200.00	Great lead generator
<b>Total Print Ads</b>	<b>37,620.00</b>	24,204.33	13,415.67	
<b>Public Relations</b>				
Blogging	10,200.00	10,156.00	44.00	
Board Development	469.95	469.95	0.00	
Community Support	100.00	100.00	0.00	
Meetings	1,275.00	1,275.64	-0.64	
Membership & Ad Sales	3,000.00	0.00	3,000.00	New for this fiscal year
Public Relations-J.Smith&Evoke	9,800.00	9,798.00	2.00	
Staff Development/Logo Wear	150.00	150.00	0.00	Still planning on doing this!
VIP Program	589.00	589.00	0.00	Might need to reorder cards
Public Relations - Other		209.58	-209.58	
<b>Total Public Relations</b>	<b>25,583.95</b>	22,748.17	2,835.78	
<b>State Fair</b>				
Booth Design	10,000.00	10,000.00	0.00	
Staff Travel/Hotel/Meals	0.00	784.57	-784.57	In-house this year.
State Fair Props	587.63	587.63	0.00	
Volunteer Reception	725.00	725.00	0.00	downsized slightly
<b>Total State Fair</b>	<b>11,312.63</b>	12,097.20	-784.57	
<b>Trade Shows</b>			0.00	
Bay Area Travel Show	2,900.00	2,070.92	829.08	
LA Travel and Adventure Show	3,600.00	7,709.05	-4,109.05	Paid for 2 years last year
Sunset Celebrations	2,000.00	1,954.60	45.40	
<b>Total Trade Shows</b>	<b>8,500.00</b>	11,734.57	-3,234.57	
<b>Website</b>				
Interactive Map	0.00	4,000.00	-4,000.00	Completed. No hosting fee.
Mobile Website Development	0.00	5,475.00	-5,475.00	Completed.
Website Enhancements	750.00	736.25	13.75	Any maintenance or improvements
Website Hosting	2,200.00	634.55	1,565.45	Includes mobile site hosting
Website Optimizing	0.00	0.00	0.00	Completed SEO.
Website - Other	0.00	89.99	-89.99	
<b>Total Website</b>	<b>2,950.00</b>	10,935.79	-7,985.79	
<b>Total Marketing</b>	<b>164,316.58</b>	135,070.16	29,246.42	
<b>Membership Expense</b>				
Annual Dinner/Entertainment	5,000.00	2,764.79	2,235.21	New location & improving event.
Quarterly Luncheons/Dinner	0.00	0.00	0.00	
<b>Total Membership Expense</b>	<b>5,000.00</b>	2,764.79	2,235.21	
<b>Office expense</b>				

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Bank Fee	100.00	29.75	70.25	
Checks	50.00	0.00	50.00	Won't need more checks this year.
Drinking Water	130.00	127.06	2.94	
Employee Recruitment	50.00	50.00	0.00	
Equip Lease	3,360.00	4,594.11	-1,234.11	Leasing new, less expensive equipment
Equip Maint & Repair	500.00	2,507.43	-2,007.43	Repair & Maintenance is included in new
Gifts	300.00	258.69	41.31	
New Equipment	1,420.00	1,314.53	105.47	POS system
Office Supplies	1,750.00	1,732.07	17.93	
Postage	2,300.00	2,293.78	6.22	
Printing	200.00	156.40	43.60	
Professional Fees	2,750.00	4,600.00	-1,850.00	financial review this year
Accounting Services	10,000.00	0.00	10,000.00	New accounting services
Rent Paid	14,000.00	14,992.80	-992.80	
Software Subscription	1,350.00	1,297.89	52.11	Adobe & Microsoft
Staff Meetings & Development	500.00	483.83	16.17	
Telephone	3,315.00	4,786.85	-1,471.85	Streamlined phone service
Website - Hosting, E-Mail	500.00	434.55	65.45	
Office expense - Other	0.00	46.70	-46.70	
<b>Total Office expense</b>	<b>42,575.00</b>	<b>39,706.44</b>	<b>2,868.56</b>	
<b>Payroll Expenses</b>				
Evoke PR	0.00	-834.00	834.00	Auditor adjustment for 2013-14
Health Insurance	2,500.00	2,458.30	41.70	
Payroll Processing	1,300.00	1,245.75	54.25	
Payroll Taxes	10,000.00	9,778.09	221.91	
Wages	98,000.00	97,227.08	772.92	
Payroll Expenses - Other		-1,085.06	1,085.06	
<b>Total Payroll Expenses</b>	<b>111,800.00</b>	<b>108,790.16</b>	<b>3,009.84</b>	
<b>Taxes</b>				
Property Tax	100.00	70.23	29.77	
<b>Total Taxes</b>	<b>100.00</b>	<b>70.23</b>	<b>29.77</b>	
<b>Total Expense</b>	<b>335,207.58</b>	<b>298,956.33</b>	<b>36,251.25</b>	
<b>Net Ordinary Income</b>	<b>-13,001.98</b>	<b>23,480.50</b>	<b>-36,482.48</b>	
<b>Net Income</b>	<b>-13,001.98</b>	<b>23,480.50</b>	<b>-36,482.48</b>	