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01/30/15  
Cash Basis

**BUELLTON VISITOR'S BUREAU**  
**Profit & Loss Budget vs. Actual**  
July 2014 through June 2015

|  | <u>Jul '14 - Jun 15</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--|-------------------------|---------------|-----------------------|--------------------|
| <b>Ordinary Income/Expense</b>             |                         |               |                       |                    |
| <b>Income</b>                              |                         |               |                       |                    |
| <b>4000 · Income</b>                       |                         |               |                       |                    |
| <b>4100 · Program Service Income</b>       |                         |               |                       |                    |
| <b>4110 · Buellton City Funding</b>        |                         |               |                       |                    |
| 4111 · Prior year unspent funds            | 0.00                    | 100,495.00    | -100,495.00           | 0.0%               |
| 4110 · Buellton City Funding - Other       | 241,773.38              | 350,000.00    | -108,226.62           | 69.1%              |
| <b>Total 4110 · Buellton City Funding</b>  | 241,773.38              | 450,495.00    | -208,721.62           | 53.7%              |
| <b>4120 · SB County Funding</b>            | 0.00                    | 2,758.00      | -2,758.00             | 0.0%               |
| <b>Total 4100 · Program Service Income</b> | 241,773.38              | 453,253.00    | -211,479.62           | 53.3%              |
| <b>4300 · Advertising</b>                  |                         |               |                       |                    |
| 4330 · Billboard                           | 63.36                   |               |                       |                    |
| <b>Total 4300 · Advertising</b>            | 63.36                   |               |                       |                    |
| <b>Total 4000 · Income</b>                 | 241,836.74              | 453,253.00    | -211,416.26           | 53.4%              |
| <b>Total Income</b>                        | 241,836.74              | 453,253.00    | -211,416.26           | 53.4%              |
| <b>Expense</b>                             |                         |               |                       |                    |
| <b>5000 · Program Expenses</b>             |                         |               |                       |                    |
| 5001 · Member Dues & Subscriptions         | 1,445.93                | 4,000.00      | -2,554.07             | 36.1%              |
| 5002 · Sponsorships and Donations          | 13,862.12               | 30,000.00     | -16,137.88            | 46.2%              |
| 5003 · Conference and Meeting              |                         |               |                       |                    |
| 5103 · Vehicle Mileage                     | 186.78                  | 2,000.00      | -1,813.22             | 9.3%               |
| 5003 · Conference and Meeting - Other      | 475.00                  | 900.00        | -425.00               | 52.8%              |
| <b>Total 5003 · Conference and Meeting</b> | 661.78                  | 2,900.00      | -2,238.22             | 22.8%              |
| 5004 · Economic Development                | 17,167.81               | 80,000.00     | -62,832.19            | 21.5%              |
| 5300 · Advertising                         |                         |               |                       |                    |
| 5310 · Ongoing Advertising                 | 0.00                    | 0.00          | 0.00                  | 0.0%               |
| 5330 · Billboards                          | 17,000.00               | 18,000.00     | -1,000.00             | 94.4%              |
| 5340 · Coop Advertising                    | 6,315.00                | 40,000.00     | -33,685.00            | 15.8%              |
| 5350 · Print Advertising                   | 6,467.44                | 8,000.00      | -1,532.56             | 80.8%              |
| 5360 · Web                                 | 705.00                  | 2,000.00      | -1,295.00             | 35.3%              |
| 5370 · Graphic Design                      | 13,510.50               | 20,000.00     | -6,489.50             | 67.6%              |
| 5380 · E Marketing                         | 19,300.00               | 40,000.00     | -20,700.00            | 48.3%              |
| 5390 · Promotional Items                   | 133.58                  | 4,500.00      | -4,366.42             | 3.0%               |
| 5300 · Advertising - Other                 | 476.99                  |               |                       |                    |
| <b>Total 5300 · Advertising</b>            | 63,908.51               | 132,500.00    | -68,591.49            | 48.2%              |
| 5400 · Event Expenses                      |                         |               |                       |                    |
| 5460 · Other Events                        |                         |               |                       |                    |
| 5463 · Buellton Winter Fest                | 7,865.94                | 10,000.00     | -2,134.06             | 78.7%              |
| <b>Total 5460 · Other Events</b>           | 7,865.94                | 10,000.00     | -2,134.06             | 78.7%              |
| <b>Total 5400 · Event Expenses</b>         | 7,865.94                | 10,000.00     | -2,134.06             | 78.7%              |
| 5500 · Trade Shows                         | 8,230.86                | 18,000.00     | -9,769.14             | 45.7%              |
| <b>Total 5000 · Program Expenses</b>       | 113,142.95              | 277,400.00    | -164,257.05           | 40.8%              |
| <b>6100 · Employee Services</b>            |                         |               |                       |                    |
| 6110 · Wages & Salaries                    | 39,124.23               | 106,000.00    | -66,875.77            | 36.9%              |
| 6120 · Payroll Taxes (Employer only)       | 2,915.96                | 7,000.00      | -4,084.04             | 41.7%              |
| 6200 · Contract Labor                      | 6,264.00                | 12,000.00     | -5,736.00             | 52.2%              |
| 6300 · Insurance                           |                         |               |                       |                    |
| 6310 · Workmens Comp                       | 330.66                  | 1,000.00      | -669.34               | 33.1%              |
| 6320 · Liability Insurance                 | 1,673.75                | 1,800.00      | -126.25               | 93.0%              |
| <b>Total 6300 · Insurance</b>              | 2,004.41                | 2,800.00      | -795.59               | 71.6%              |
| <b>Total 6100 · Employee Services</b>      | 50,308.60               | 127,800.00    | -77,491.40            | 39.4%              |
| <b>6400 · Taxes</b>                        |                         |               |                       |                    |
| 6410 · Property Tax - Unsecured            | 411.30                  | 450.00        | -38.70                | 91.4%              |

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|---|-------------------------|---------------|-----------------------|--------------------|
| <b>Total 6400 · Taxes</b>               | 411.30                  | 450.00        | -38.70                | 91.4%              |
| <b>7000 · Maintenance Expense</b>       |                         |               |                       |                    |
| <b>7100 · Office Expense</b>            |                         |               |                       |                    |
| 7110 · Office Supplies                  | 1,133.32                | 1,500.00      | -366.68               | 75.6%              |
| 7115 · Website Maintenance              | 0.00                    | 500.00        | -500.00               | 0.0%               |
| 7120 · Telephone/Internet               | 901.76                  | 1,450.00      | -548.24               | 62.2%              |
| 7125 · Office Alarm                     | 153.00                  | 350.00        | -197.00               | 43.7%              |
| <b>7130 · Office Equipment</b>          |                         |               |                       |                    |
| 7132 · Rental                           | 892.11                  | 1,800.00      | -907.89               | 49.6%              |
| 7133 · Maintenance                      | 396.42                  | 1,000.00      | -603.58               | 39.6%              |
| <b>Total 7130 · Office Equipment</b>    | 1,288.53                | 2,800.00      | -1,511.47             | 46.0%              |
| 7140 · Computer Equipment               | 0.00                    | 1,000.00      | -1,000.00             | 0.0%               |
| 7150 · Cleaning & Janitorial            | 540.00                  | 1,400.00      | -860.00               | 38.6%              |
| 7170 · Postage & Shipping               | 774.79                  | 2,600.00      | -1,825.21             | 29.8%              |
| 7180 · Rent - Storage                   | 801.00                  | 1,720.00      | -919.00               | 46.6%              |
| 7190 · Building Repairs & maintenance   | 0.00                    | 100.00        | -100.00               | 0.0%               |
| 7195 · Miscellaneous                    | 10.00                   | 100.00        | -90.00                | 10.0%              |
| <b>Total 7100 · Office Expense</b>      | 5,602.40                | 13,520.00     | -7,917.60             | 41.4%              |
| <b>7200 · Professional Fees</b>         |                         |               |                       |                    |
| 7210 · Accounting                       | 3,325.25                | 3,500.00      | -174.75               | 95.0%              |
| 7220 · Bookkeeping & Accounting         | 1,050.00                | 2,000.00      | -950.00               | 52.5%              |
| 7230 · Legal                            | 0.00                    | 1,500.00      | -1,500.00             | 0.0%               |
| <b>Total 7200 · Professional Fees</b>   | 4,375.25                | 7,000.00      | -2,624.75             | 62.5%              |
| <b>Total 7000 · Maintenance Expense</b> | 9,977.65                | 20,520.00     | -10,542.35            | 48.6%              |
| <b>9000 · Opportunity Reserves</b>      | 0.00                    | 29,083.00     | -29,083.00            | 0.0%               |
| <b>Total Expense</b>                    | 173,840.50              | 455,253.00    | -281,412.50           | 38.2%              |
| <b>Net Ordinary Income</b>              | 67,996.24               | -2,000.00     | 69,996.24             | -3,399.8%          |
| <b>Other Income/Expense</b>             |                         |               |                       |                    |
| <b>Other Expense</b>                    |                         |               |                       |                    |
| 8500 · Other Expense                    |                         |               |                       |                    |
| 8510 · Bank Service Charges             | 10.00                   |               |                       |                    |
| <b>Total 8500 · Other Expense</b>       | 10.00                   |               |                       |                    |
| <b>Total Other Expense</b>              | 10.00                   |               |                       |                    |
| <b>Net Other Income</b>                 | -10.00                  |               |                       |                    |
| <b>Net Income</b>                       | 67,986.24               | -2,000.00     | 69,986.24             | -3,399.3%          |