

August 2019 Variance Report

Income					
	4000		+	\$ 92,325.53	Program income from properties the jurisdictions is high because of inflated occupancy due to the camp fire in Nov. 2018.
	4815		-	\$ 1,666.00	CTA Registration was to be documented here. Program start date was pushed back 6 months, collections have begun.
	5000		+	\$ 1,846.50	COGS is higher than budgeted because it is 2% of program income and income collected is much higher.
Expense					
	6010	Advertising	-	\$ 5,667.73	print advertising has not been paid for yet
	6050	Creative Services	+	\$ 6,850.23	CrowdRiff was paid out of creative in Aug, that was \$13,000.
	6070	Dues & Membership	-	\$ 1,954.80	Not all memberships have been billed yet.
	6110	Advertising Agencies	-	\$ 38,593.49	Quarterly ad buy for Porter Co has not been paid yet. This will be made up in next month.
	6120	Jack Rabbit	+	\$ 3,895.00	Jack Rabbit is billed annually.
	6320	Printing	-	\$ 29,171.89	Printing budget is for visitors guide - will see this in October or November
	6340	public relations	+	\$ 1,457.41	over based on hosted trip for Visit CA
	6350	Sales & Mkt Other	-	\$ 3,524.00	No expense here yet
	6400	Staffing - Mkt	+	\$ 1,880.42	Budget was not adjusted for E.D. pay increase.
	6600	State Fair Exhibit	-	\$ 1,140.49	Will finish year underbudget - did not spend entire \$25K item
	6700	Website	-	\$ 9,752.69	Will finish year underbudget - most expense is being paid out of advertising agency fees. Cost to transition CMS was not what was anticipated.
	6900	Zone Mkt	+	\$ 38,100.00	Is overbudget because of how budget is built - this item is used as we spend zone marketing but only budgeted as 10% of income
	7050	Education	-	\$ 1,142.63	only spent a few months during the year
	7070	General Administration	-	\$ 5,687.97	to be used on new equipment by end of year - new staff furniture, computer
	7340	Professional Fees - Legal	-	\$ 1,666.00	No legal fees so far this year
Net Income			+	\$ 157,524.27	Budgeted net income is -\$266,661 (negative), but is actually -\$109,136.73 (negative).

September 2019 Variance Report

Income					
	4000		+	\$ 134,374.58	Program income from properties the jurisdictions is high because of inflated occupancy due to the camp fire in Nov. 2018.
	4815		-	\$ 1,875.00	CTA Registration was to be documented here. Program start date was pushed back 6 months, collections have begun.
	5000		+	\$ 2,687.73	COGS is higher than budgeted because it is 2% of program income and income collected is much higher.
Expense					
	6010	Advertising	-	\$ 10,418.86	print advertising has not been paid for yet, expect this in Oct & Nov
	6070	Dues & Membership	-	\$ 2,288.80	Not all memberships have been billed yet.
	6110	Advertising Agencies	+	\$ 57,455.51	4th quarter advertising was pre-billed and paid in Sep.
	6120	Jack Rabbit	+	\$ 2,895.00	Jack Rabbit is billed annually.
	6320	Printing	-	\$ 33,337.89	Printing budget is for visitors guide - will see this in October or November. Expected cost for first 10K copies is \$15,000 - there will be about \$20K left in this budget at end of year
	6340	PR	+	\$ 1,042.59	over based on hosted trip for Visit CA
	6350	Sales & Mkt Other	-	\$ 4,277.00	No expense here yet
	6400	Staffing - Mkt	+	\$ 1,862.85	Budget was not adjusted for E.D. pay increase.
	6600	State Fair Exhibit	-	\$ 3,224.49	Will finish year underbudget - did not spend entire \$25K item
	6700	Website	-	\$ 10,995.91	Will finish year underbudget - most expense is being paid out of advertising agency fees. Cost to transition CMS was not what was anticipated.
	6900	Zone Mkt	+	\$ 33,469.00	Is overbudget because of how budget is built - this item is used as we spend zone marketing but only budgeted as 10% of income
	7050	Education	-	\$ 1,433.63	only spent a few months during the year
	7070	General Administration	-	\$ 6,489.99	to be used on new equipment by end of year - new staff furniture, computer
	7340	Professional Fees - Legal	-	\$ 1,875.00	No legal fees so far this year
Net Income			+	\$ 135,263.45	Budgeted net income is -\$299,999 (negative), but is actually -\$164,735.55 (negative).