

Visit Mesa Projected YE 2015-16

		Projected Actual 2015-16	Budget	\$ Over Budget
Income				
	410 Bed Tax - Room surcharge	2,182,400	2,096,000	86,400
	420 Co-op ads (VG & map)	100,000	100,000	0
	423 Interest Income	2,300	1,890	410
	424 VisitMesa.com	17,400	20,400	-3,000
	425 Miscellaneous Income	2,357		
	428 Partnership Income	130,000	120,000	10,000
	430 Travel Industry Sales Income	14,800		
	432 National Sales Income	2,000		
	434 Sports Sales Income	16,300		
	436 Communications Income	2,058	0	2,058
	438 Community Relations Income	15,000		
	439 Meeting Room Rental	0	3,000	-3,000
	440 Prop 302 Program	402,360	379,971	22,389
	445 Prop 202 Program	25,000		
	447 Town of Gilbert	42,500		
	450 Town of Queen Creek	56,000	36,000	20,000
	453 Booking Engine	341		
Total Income		3,010,816	2,757,261	253,555
MARKETING EXPENSES				
	510 Community Relations	355,000	347,000	8,000
	518 Creative	35,000	40,000	-5,000
	522 Destination App	16,700	16,700	0
	532 Hennen Commissions	21,078	25,000	-3,922
	535 Communications	50,000	47,850	2,150
	536 Partnership	5,000	8,000	-3,000
	537 Postage	6,000	7,200	-1,200
	540 Printing	32,000	17,750	14,250
	545 Promotional Items	4,000	10,000	-6,000
	547 Prop 302	402,360	379,971	22,389
	550 Sports Sales	65,000	46,100	18,900
	553 Travel Industry Sales	60,000	41,300	18,700
	555 National Sales	69,000	58,100	10,900
	560 VP Sales & Mktg	43,000	10,000	33,000
	563 Videos/Imagery	20,000	3,000	17,000
	565 Website Mktg & Maintenance	14,000	21,200	-7,200
	572 Town of Queen Creek	0	36,000	-36,000
Total MARKETING EXPENSES		1,198,138	1,115,171	82,967
ADMIN EXPENSES				
	604 Advocacy Meetings	2,500	3,000	-500
	605 Accounting	11,800	11,250	550
	606 Bank Charges	4,500	3,810	690
	607 Audit	10,000	10,000	0
	609 Board of Directors	4,900	8,250	-3,350

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	610 Building Insurance	3,875	4,200	-325
	615 Building Rent	57,670	58,800	-1,130
	620 Building Maintenance	33,500	28,720	4,780
	623 Utilities	11,500	12,300	-800
	627 Capital Expense	4,900	0	4,900
	628 CEO In Town T&E	5,500	4,750	750
	629 CEO Contingency	10,000	36,000	-26,000
	630 CEO Out of Town T&E	12,000	25,000	-13,000
	632 DMAI	13,300	13,300	0
	634 Dues/Subscript/Memberships	13,000	14,000	-1,000
	635 Employee Benefits-Insurance	103,000	117,170	-14,170
	637 Employee Benefits-401k	32,700	33,050	-350
	640 Industry Sponsorships	12,000	25,000	-13,000
	645 Legal Fees	12,000	10,000	2,000
	647 Legislative Affairs	32,500	30,000	2,500
	650 Miscellaneous	3,000	14,010	-11,010
	657 Database Maintenance	15,000	13,000	2,000
	660 Office Equipment Maintenanc	16,700	21,800	-5,100
	663 Lobby Kiosks	29,500	0	29,500
	665 Office Supplies	5,000	6,000	-1,000
	667 Parking	3,000	3,000	0
	670 Payroll Taxes	75,500	70,600	4,900
	678 Recruitment/Personnel	10,000	0	10,000
	680 Research	9,850	10,000	-150
	683 Team Bldg/Empl Recognition	7,500	10,000	-2,500
	695 Salaries	1,024,700	1,011,700	13,000
	710 Telephone	15,300	14,520	780
	Total ADMIN EXPENSES	1,606,195	1,623,230	-17,035
	Total Expense	2,804,333	2,738,401	65,932
	Net income	206,484		