

NLTRA 2016/17 BUDGET										
			Marketing	Conference	Visitor Inform.	Transportation	Infrastructure	Membership	Administration	Total
Ordinary Income/Expense										
Income										
	Placer County TOT		\$ 2,665,682	\$ 289,600	\$ 333,923	\$ 264,212	\$ 222,568			\$ 3,775,985
	Special Events									-
	Membership			7,690				124,000		131,690
	Commissions			135,000						135,000
	Non-Retail VIC Sales				7,644					7,644
	Visitor Guide Income				3,000					3,000
	Merchandise Sales				114,886					114,886
	New Member Fees							4,000		4,000
	Membership Activities							70,050		70,050
	Tuesday Morning Breakfast Club							9,600		9,600
	Sponsorships							7,000		7,000
	Total Income		\$ 2,665,682	\$ 432,290	\$ 459,453	\$ 264,212	\$ 222,568	\$ 214,650	\$ -	\$ 4,258,855
	Cost of Goods Sold				61,212					61,212
	Gross Margin		\$ 2,665,682	\$ 432,290	\$ 398,241	\$ 264,212	\$ 222,568	\$ 214,650	\$ -	\$ 4,197,643
	Sum of TOT Rev for Mktg, Conf & VIC	\$ 3,289,205								
	Total of Attachment A-3 to Cnty Contract	\$ 3,289,205								
Expense										
	Total 5000-00 - Salaries & Wages	\$ 848,478	\$ 389,124	\$ 235,079	\$ 224,274	\$ 106,235	\$ 106,235	\$ 98,204	\$ 386,089	\$ 1,545,241
	Attachmnt C to Cnty Contract	\$ 848,478				\$ 106,235	\$ 106,235			
	Total 5100-00 - Rent		26,444	13,252	80,096	9,059	9,609	9,389	30,805	178,654
	5310-00 - Telephone		5,300	3,072	3,500	1,275	3,200	2,700	8,600	27,647
	5420-00 - Mail - USPS		750	210	500	50	50	600	700	2,860
	5510-00 - Insurance/Bonding		2,000	1,500	2,000	300	300	800	1,700	8,600
	5520-00 - Supplies		3,000	750	4,000	300	300	1,300	7,000	16,650
	Visitor Communications Other				460					460
	5700-00 - Equipment Support & Maintenance		3,732	1,656	2,100	480	660	565	3,728	12,921
	5710-00 - Taxes, Licenses & Fees		500	200	300	120	372	500	8,000	9,992
	5740-00 - Equipment Rental/Leasing		2,000	2,000	5,928	320	2,552	3,266	2,500	18,566
	5800-00 - Training Seminars		8,215		3,000			3,000	1,500	15,715
	5900-00 - Professional Fees								21,000	21,000
	6490-00 - Classified Ads								750	750
	Media/Collateral/Production				5,000					5,000
	Conference PUD			8,000						8,000
	Marketing Projects:									
	Training Video Series		15,000		5,000					20,000
	Sales CRM/CMS		21,000							21,000
	Community Marketing Programs		80,000							80,000
	Special Events/Sponsorships		524,000							524,000
	Marketing Cooperative Media		1,155,000	110,000						1,265,000
	Other Programs		84,000							84,000
	6743 BACC Marketing Programs		80,000							80,000
	Infrastructure Projects:									
	Public Outreach						500		180	680
	Research & Planning						40,000			40,000

	Transportation Projects:									
	Public Outreach					450				450
	Research & Planning Dues					5,000				5,000
	Research & Planning					40,000				40,000
	Traffic Management					47,000				47,000
	Membership Activities							35,000		35,000
	Tuesday Morning Breakfast Club							8,500		8,500
	8200-00 · Employee Relations	600	500	500	400	400	450	2,200	5,050	
	8300-00 · Board Functions							4,600	4,600	
	8500-00 · Credit Card Fees			3,600			3,520		7,120	
	8700-00 · Automobile Expenses	2,000	400	1,200	1,200	1,380	750	1,000	7,930	
	8750-00 · Meals/Meetings	3,500	400	400	300	400	500	1,350	6,850	
	8810-00 · Dues & Subscriptions	5,000	500	1,600			1,000	1,600	9,700	
	8910-00 · Travel	8,000		4,898				3,400	16,298	
	Research & Planning	10,000							10,000	
	Depreciation	1,959	1,019	1,019	414	414	627	1,959	7,410	
	Total Expense	\$ 2,431,124	\$ 378,538	\$ 349,375	\$ 212,903	\$ 166,372	\$ 170,671	\$ 488,662	\$ 4,197,644	
	Net Ordinary Income	\$ 234,558	\$ 53,752	\$ 48,866	\$ 51,309	\$ 56,196	\$ 43,979	\$ (488,662)	\$ (1)	
	Other Income/Expense/Additions									
	Additions to Marketing Reserve	-							-	
	8990-00 · Allocated	\$ 234,558	\$ 53,753	\$ 48,866	\$ 51,309	\$ 56,196	\$ 43,980	\$ (488,662)	\$ -	
	Net Income	\$ 0	\$ (0)	\$ (0)	\$ (0)	\$ 0	\$ (0)	\$ -	\$ (1)	