

Salem Convention & Visitors Association  
Profit & Loss Budget vs. Actual  
FY 2007-2008

	Oct - Dec 2007			2007 - 2008		
	Actual	Budget	% of Budget	YTD	Budget	% of Budget
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4000 - PUBLIC SOURCES - Carry Forward						
4100 - Contracts						
4110 - City of Salem	125,725	125,725	100%	251,450	502,900	50%
4120 - City of Salem - First Wednesday	0	0	0%	4,839	5,000	97%
Total 4100 - Contracts	125,725	125,725	100%	256,289	507,900	50%
4200 - Regional						
4220 - Polk County	4,000	4,000	100%	4,000	4,000	100%
Total 4200 - Regional	4,000	4,000	100%	4,000	4,000	100%
Total 4000 - PUBLIC SOURCES	129,725	129,725	100%	260,289	511,900	51%
5000 - PRIVATE SOURCES						
5010 - Memberships	14,958	30,000	50%	14,958	31,250	48%
5020 - Special Events	0	2,880	0%	0	4,320	0%
5030 - Advertising	29,726	0	100%	29,726	50,800	59%
5040 - Sponsorship	4,008	0	100%	4,008	16,000	25%
5050 - Co-Op	(768)	1,200	(64%)	2,985	2,700	111%
5060 - Promotional Merchandise	444	1,000	44%	499	4,000	12%
5070 - Leads	1,620	3,900	42%	1,620	3,900	42%
5090 - Other (interest)	1,251	0	100%	2,287	0	
Total 5000 - PRIVATE SOURCES	51,238	38,980	131%	56,082	112,970	50%
5900 - Restricted/Unrestricted Revenue						
5910 - Temporarily Restricted Revenue	1,570			9,310		
5920 - Restricted Funds Released	0			(4,839)		
Total 5900 - Restricted/Unrestricted Revenue	1,570			4,471		
<b>Total Income</b>	<b>182,533</b>	<b>168,705</b>	<b>108%</b>	<b>320,842</b>	<b>624,870</b>	<b>51%</b>
<b>Expense</b>						
6100 - SALARIES & RELATED EXPENSES						
6110 - Salaries & Wages	70,450	69,022	102%	132,266	273,599	48%
6120 - Pension Plan Contributions	1,506	1,888	80%	3,169	7,552	42%
6130 - Employee Benefits	4,260	5,956	72%	8,546	23,823	36%
6140 - Payroll Expenses	6,514	7,114	92%	12,855	28,173	46%
Total 6100 - SALARIES & RELATED EXPENSES	82,730	83,980	99%	156,835	333,147	47%
6200 - NONPERSONNEL EXPENSES						
6210 - Rent, Other Occupancy	3,463	3,500	99%	6,927	14,000	49%
6225 - Office Supplies	841	1,313	64%	1,864	5,250	36%
6230 - Technology & Software	0	0	0%	1,640	5,000	33%
6232 - Equipment	183	0	100%	484	0	
6235 - Maintenance	1,458	2,925	50%	2,997	11,700	26%
6240 - Telephone & Internet	1,545	1,800	86%	3,222	7,200	45%
6245 - Postage & Shipping	1,269	4,575	28%	7,708	18,300	42%
6250 - Mailing Services	968	2,750	35%	3,743	11,000	34%
6255 - Printing & Copying	702	5,700	12%	779	23,900	3%
6260 - Subscriptions, Fees, & Dues	4,668	3,875	120%	5,616	6,140	91%
6265 - Insurance (Hazard, Liability)	183	0	100%	15	1,870	1%
6270 - Merchant Fees	1,103	0	100%	1,103	0	
6275 - Professional Services	8,034	14,672	55%	19,978	46,290	43%
Total 6200 - NONPERSONNEL EXPENSES	24,416	41,110	59%	56,076	150,650	37%
6400 - OTHER EXPENSES						
6410 - Advertising						
6410 - Advertising - Other	5,296	6,069	87%	10,205	62,583	16%
6415 - Advertising - First Wed Contrac	0	0	0%	4,839	5,000	97%
Total 6410 - Advertising	5,296	6,069	87%	15,044	67,583	22%
6420 - Trade Shows	(225)	1,429	(16%)	2,905	5,000	58%
6430 - FAM Tours/Site Visits	0	300	0%	600	1,000	60%
6440 - Registration	585	0	100%	1,135	3,550	32%
6450 - Travel, Mileage & Meals	4,009	808	496%	4,895	12,500	39%
6460 - Special Events	0	1,333	0%	146	4,000	4%
6470 - List Rental	0	300	0%	0	1,000	0%
6480 - Promotional Merchandise	3,614	4,000	90%	3,662	4,000	92%
6490 - Bid Fees	200	0	100%	200	5,000	4%
Total 6400 - OTHER EXPENSES	13,479	14,239	95%	28,587	103,633	28%
6600 - MISC EXPENSES						
6620 - Misc	650	300	217%	814	1,000	81%
Total 6600 - MISC EXPENSES	650	300	217%	814	1,000	81%
<b>Total Expense</b>	<b>121,275</b>	<b>139,629</b>	<b>87%</b>	<b>242,312</b>	<b>588,430</b>	<b>41%</b>
<b>Net Ordinary Income</b>	<b>61,258</b>	<b>29,076</b>	<b>211%</b>	<b>78,530</b>	<b>36,440</b>	<b>216%</b>
<b>Other Income/Expense</b>						
<b>Other Income</b>						
9100 - LEVERAGE						
9120 - Volunteers	3,906			13,806		
9130 - Media	15,213			658,712		
9135 - Advertising	9,467			12,585		
9140 - In-Kind	12,660			40,237		
9150 - WVVA/Regional	52,667			96,333		
Total 9100 - LEVERAGE	93,913			821,673		
Total Other Income	93,913			821,673		
<b>Other Expense</b>						
9200 - LEVERAGE EXPENSE	93,913			821,673		
Total Other Expense	93,913			821,673		
<b>Net Other Income</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Net Income</b>	<b>61,258</b>	<b>29,076</b>	<b>211%</b>	<b>78,530</b>	<b>36,440</b>	<b>216%</b>