

Tioga County Tourism Office
Profit & Loss Budget vs. Actual
 January through December 2019

	Budget 2020	Budget 2021
Income		
FINGER LAKES WINE COUNTRY	60,000.00	
INTEREST	60.00	
OCCUPANCY TAX FUNDING	170,000.00	207,000.00
OTHER INCOME		
Transfer From Reserve	8,000.00	
Visitor Center Display Rental	0.00	0.00
Total OTHER INCOME	8,000.00	0.00
Professional Services		
PROGRAMS		
GRANTS		
DEC Grant	5,000.00	
ILNY Matching	82,161.00	
Total GRANTS	87,161.00	0.00
ILN COOP PARTNERS		
Total PROGRAMS	113,161.00	0.00
SUPPLEMENTAL		
Total Income	351,221.00	207,000.00
Expense		
ILNY MARKETING		
Advertising	52,000.00	0.00
Digital Advertising	2,000.00	0.00
Mailing/Distribution/Info Ctrs		
Public Relations		
Regional Programs	109,332.00	15,000.00 FLWC and FLRTC
Travel/Shows	0.00	0.00
Website Dev/Maint	990.00	
Total ILNY MARKETING	164,322.00	15,000.00
OFFICE		
Equipment & Furniture	2,000.00	0.00
Service Charges	300.00	300.00
Insurance	5,000.00	5,000.00

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Internet/Software/Tech	6,200.00	3,000.00
Postage	500.00	500.00
Professional Services	9,000.00	9,000.00
Rent	11,071.50	11,348.26
Supplies	2,000.00	1,000.00
Telephone	0.00	0.00
Utilities	2,400.00	2,400.00
Total OFFICE	38,471.50	32,548.26
PERSONNEL		
Health Insurance	5,000.00	5,000.00
Paid Family Leave	125.00	125.00
Salaries		
Administrative Asst.	33,308.00	33,308.00
Director	46,020.00	48,750.00
Total Salaries	79,328.00	82,058.00
Simple IRA Match	2,500.00	2,500.00
Taxes	7,500.00	7,500.00
WC/DBL/Unem Insur.	800.00	800.00
Total PERSONNEL	95,253.00	97,983.00
PROGRAMS & DEVELOPMENT		
Advertising/Promotions	10,000.00	60,000.00 Unrestricted Programming
Audio/Visual	2,000.00	
Cell Phone Tours	1,350.00	
Collateral	6,500.00	
Continue Ed/Conferences	400.00	
DEC Grant	5,000.00	
Digital Marketing	16,000.00	
HOM Gift Certificates	50.00	
Meetings/Mileage	3,000.00	
Memberships	500.00	
Opportunity Fund	5,000.00	
Public Relations	1,000.00	

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Visitor Information	0.00	
Website Dev/Maint.	500.00	
Total PROGRAMS & DEVELOPMENT	51,300.00	60,000.00
Total Expense	349,346.50	205,531.26
Net Income	1,874.50	1,468.74