Line		Description & Notes	Convention Sales (1)	Dest Mkt (2)	Vis Svc (3)	Partner Svc (4)	Admin (5)	Special Projects & Pass-throughs (6)	Proposed FY20	Approved FY19	Requested FY 20 Increment from HBT Fund Res
	REVENUES & INCOME										
		General funding									
4000	Hotel Bed Tax - CBJ Grant	across all classes	233,465	351,372	80,366	4,928	214,869		885,000	860,000	
	Approved increment		44,000	76,000					120,000		120,000
		Partnership Tiers									
	Partnership Sales	base - 240 @\$400	4,402	16,733	15,240	51,234	8,391		96,000	92,000	
4010											
4025											
	Ad Sales & Media Expense										
4100	Recovery			10,000	11,000	15,000			36,000	36,000	
		From Partner Svc @									
4200	Website Add'l Listings	\$				7,500			7,500	7,500	
		From Partner Svc @									
4250	Travel Planner Add'l Listings	\$	1,500			4,500			6,000	4,500	
		Vendor tables -									
	Travel Fair Vendors	Travel Fair				7,500			7,500	7,500	
	Annual Mtg					350			350	350	
4450	Marketing Momentum	Ticketed event				2,250			2,250	2,250	
									0		
		Show booth									
4500	Booth Share	partners		3,000					3,000	3,000	
		Vendor tables at MP							0		
		breakfasts or									
4550	Mtg Planner Event Vendors	receptions	0						0		
		Savings/Money Mkt									-
4600	Interest	interest					125		125	125	
		For personnel & vol									
4650	MPFs for Visitor Services	training			148,300				148,300	135,600	
4675	Label Sales				300				300	300	
4700	Other revenue & income				100		350		450	450	
	Pass-through and Special										
4750	Projects - Class 6										
	Crossing Guard Program -	10% Admin fee for									
	MPFs	pass-through	2,959	16,052		13,535		292,914	325,460	237,500	
	TBMP stipend	Omit for FY20								450	-
4770										84,460	
	TOTAL REVENUES		286,326	473,157	255,306	106,797	223,735	292,914	1,638,235	1,471,985	120,000

								Special Projects &			Requested FY 20
			Convention			Partner Svc		Projects & Pass-throughs	Proposed	Approved	Increment from
Line		Description & Notes	Sales (1)	Dest Mkt (2)	Vis Svc (3)	(4)	Admin (5)	(6)	FY20	FY19	HBT Fund Res
-	EXPENSES	Description & Notes	Sales (1)	Dest wikt (2)	VIS 3VC (3)	(4)	Aumin (5)	(6)	F120	F119	HDI Fullu Kes
Í		Conv Sales Incl 10%									
5000	Personnel Expenses	FTE of CEO	85,000	79,500	136,872	71,660	124,404		497,436	482,831	
	Staff Training &		85,000	75,500	130,072	71,000	124,404		457,450	402,031	
	Conferences		14,215	6,425	3,225	3,225	14,475		41,565	35,039	
	Staff Incentives		14,215	0,425	200	5,225	2,300		2,500	2,450	
	Mileage		200	500	1,500	200	2,300		2,500	2,430	-
	Telephone & Internet		1,800		4,600	1,500			12,100	12,100	-
0050	relephone & internet		1,800	1,500	4,600	1,500	2,700		12,100	12,100	
6040	Technology & Connectivity		4,825	4,825	11,900	4,825	9,625		36,000	39650	
	Equipment - Purchase &		.,020	.,020	11,000	.,020	5,625				
	Maintenance		300	300	300	300	300		1,500	3,000	
	Postage		250	250	4,000	250			5,000	6,000	-
	Supplies		350		550	350			2,000	2,200	-
	Copying/Printing	For office use	440		440	440	400		2,200	2,200	_
	Dues/Partnerships		1,270	19,330	-++0		4,755		25,355	25,735	-
	Subscriptions		1,270		3,000	2,160			38,590	33,890	-
	Community Relations		2,300	52,140	5,000	1,195			6,595	2,820	-
	Trade Shows		24,000	46,900		1,155	5,100		70,900	43,350	-
	FAM - Prospects		24,000						21,500	5,500	
	Incentives & Premiums		2,500	9500					34500	13,307	
0450			23000	5500					54500	15,507	15,000
6475	Travel Guide Distribution			250					250	1,250	
		Removed - not								,	
6480	TBMP Hotline Stipend	related to budget								450	
(CONVENTION										
-	SALES/MARKETING										
	Centennial Hall Rebate		24,350						24,350	17,500	5,000
	Meeting Printing		2,250						2,250	1,500	
	0 0	For planners with	_,_00						_,_00	_,::::	
		meetings in Definite									
6515	Conv Sales Site Visits - MPs	status	2,400						2,400	2,400	
	Bid in Person		2,000						2,000	2,500	-
	Convention Advertising &		2,000						2,000	2,500	
	Ad Dev		67,459						67,459	57,900	15,000
		Carryover	0.,.00						0.,.00	36.105	-
6550	Meeting Planner Events		4,000						4,000	4,500	_
	Sales Missions		4,000						4,000	4,500	-
										4,500	

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Line		Description & Notes	Convention Sales (1) Dest Mkt (2) Vis Svc (3)	Partner Svc (4)	Admin (5)	Special Projects & Pass-throughs (6)	Proposed FY20	Approved FY19	Requested FY 20 Increment from HBT Fund Res
	DESTINATION MARKETING									-
6600	Travel Writer Expenses/PR		38,0	00				38,000	27,000	10,000
	Consumer Shows									
	All shows to 6400									-
	Destination Print									-
6710	Advertising		20,0	00				20,000	20,000	
	Destination Digital		,					,		-
	Advertising		60,0	00				60,000	35,000	15,500
	incl AK Seaplanes - YXY	At CBJ Request -	,		1					
	promos	\$10K								
	Destination Photos, Video,									-
6725	& Graphic Design		40,9	80				40,980	9,000	27,500
	Destination Social Media									_
6730	Promotion		8,5	00				8,500	7,500	
6735	Social Media Specialist	Contract	17,750 17,7	50				35,500	8,000	
6740	Travel Guide Production	Holding place								
	Website Hosting &									
6750	Maintenance		64,1	50				64,150	60,800	
	VISITOR SERVICES									_
6810	AKA Fulfillment (bulk mail)			15,000)			15,000	15,000	
6815	Storage			2,650)			2,650	2,650	
6820	Volunteer - Training			5,000)			5,000	5,000	
6825	Volunteer Recognition			6,000)			6,000	4,500	
6830	Summer Assistants			20,000)			20,000	21,000	
6840	Parking - Seasonal			650)			650	500	
6845	Travel Guide Dist - Interior			2,500				2,500	2,500	
6850	Visitor Site Supplies			3,000)			3,000	3,500	
	Copy/Printing - Dept									
6852	Specific			2,500)			2,500	5,000	
6855	DT Walking Map			25,680)			25,680	23,000	
6860	Visitor Retention									
6865	Cruise Calendar Prod			600)			600	600	

Line		Description & Notes	Convention Sales (1)	Dest Mkt (2)	Vis Svc (3)	Partner Svc (4)	Admin (5)	Special Projects & Pass-throughs (6)	Proposed FY20	Approved FY19	Requested FY 20 Increment from HBT Fund Res
	PARTNER SERVICES										
6910	Travel Fair					5,950			5,950	5,582	
6925	Partnership Education					2,500			2,500	3,000	
		Elim in restructure -									
6940	Election	FY18									
	Annual Meeting & Annual										
6945	Rpt					4,200			4,200	4,100	
	New Partner Recruitment					500			500	500	-
	Decals					475			475	460	
6970											
6975	Dining Guides					4,500			4,500	4,800	
	ADMIN										
	Rent		1,875		3,755	1,875	39,620		49,000	47,130	
	Property Insurance		242		484	242	240		1,450	1,450	-
7020	Liability Insurance		450	450	900	450	450		2,700	2,700	
	Employee Dishonesty										
	Insurance						475		475	475	
	Fees & Taxes						5,800		5,800	5,800	
7040											
	Board of Directors						4,211		4,211	5,481	-
7070	Accounting						9,800		9,800	7,900	
7080	DestNEXT - DMO evaluation									12,000	
		For capital purchases (e.g.,new									
7090	Non-Designated Reserve	rental space or									
		From earned									
		income									
8100	SPECIAL PROJECTS - CLASS 6										
	Crossing Guard Program (MPF)										
	\$325,460 - 10% Admin Fee							292,914	292,914	230,375	
	Pt 2 - Visitor Survey									41,230	-
	Pt 2 - Convention Survey									7,125	
	TOTAL EXPENSES		286,326	473,157	255,306	106,797	223,735	292,914	1,638,235	1,471,985	120,000

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								Special			
								Projects &			Requested FY 20
			Convention			Partner Svc		Pass-throughs	Proposed	Approved	Increment from
Line		Description & Notes	Sales (1)	Dest Mkt (2)	Vis Svc (3)	(4)	Admin (5)	(6)	FY20	FY19	HBT Fund Res
	Revenue vs Expenses		0	0	0	0	0	0			
	% of Total Budget		17%	29%	16%	7%	14%	18%	100%		
	Omit Crossing Guard		21%	35%	19%	8%	17%		100%		
	(\$292,914)										