

Ontario County Four Seasons Local Development Corporation

Profit & Loss Budget Overview

October 2015 through September 2016

Oct '15 - Sep 16

Ordinary Income/Expense

Income

41000 · Government Contracts	989,774.00
42000 · Grants	
42100 · NYS Matching Funds	65,000.00
42200 · Other Grants	60,000.00
42000 · Grants - Other	0.00
Total 42000 · Grants	125,000.00
43000 · Private Sector	
43050 · Program Revenue	28,984.00
43075 · InKind, Donated Services	33,500.00
Total 43000 · Private Sector	62,484.00
44000 · Interest Income	3,000.00
45000 · Miscellaneous Income	4,742.00
49000 · From Reserves/Restricted	0.00
Total Income	1,185,000.00

Expense

50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	44,250.00
51100 · Advertising and Promotion - Other	52,150.00
Total 51100 · Advertising and Promotion	96,400.00
51200 · Brochures, Collateral, Flyers	54,900.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - 800# MF	6,900.00
51350 · 800# - Matching Funds	3,400.00
51375 · Info Centers Expenses	3,500.00
Total 51300 · Mailing, Info Centers, Distrib.	13,800.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	25,600.00
51475 · Trade Show Expenses	16,900.00
Total 51400 · Shows/Info Centers	42,500.00
51500 · Web, Electronic	
51510 · Dev. modules and microsites	39,400.00
51525 · CRM Costs	3,600.00
51550 · CMS - Content Management System	21,600.00
51575 · SEO/SEM Costs	16,700.00
Total 51500 · Web, Electronic	81,300.00
51700 · FAM Media, Trade, VIP Hosting	33,600.00
51750 · Photo/Video/AV	30,500.00
51800 · Research, Reports	13,000.00
51900 · Communications/Public Relations	22,000.00
51950 · Other - Matching Funds	18,000.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	15,500.00
53200 · Regional Coop - Non-MF	19,000.00
53300 · NYS Cooperative Opp. Fund	16,400.00
53400 · Niche Markets - Coops	5,200.00
Total 53000 · Cooperative Marketing	56,100.00
54000 · Visitor Services and Supplies	3,500.00
54500 · Industry Communication, Develop	11,950.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	201,660.00
55020 · Interns and Casual Labor	6,500.00

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Total 55000 · Staff Payroll	208,160.00
55050 · Contractors for Projects	8,240.00
56100 · Professional Development	13,250.00
56200 · Dues, Books, Subscriptions	8,755.00
56300 · Loc. Mtgs & Site Visits	6,600.00
57000 · Brand Develop. Strategic Plan	5,000.00
58000 · Economic Dev. / Product Dev..	2,400.00
59000 · InKind Expense	33,500.00
59999 · Other Marketing Expense - Misc.	5,330.00
Total 50000 · Marketing, Sales, Promotions	768,785.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	7,800.00
62100 · Bank Service Charges	300.00
62200 · Furnishings and Equipment	4,000.00
62225 · Hosting and Meeting Expenses	7,275.00
62300 · Insurance Expense	10,000.00
62400 · Office Supplies/Stationery	5,010.00
62500 · Professional Services	14,000.00
62600 · Repairs and Maintenance	12,600.00
62700 · Taxes	6,500.00
62800 · Telephone , Postage, Email	16,460.00
62900 · Utilities	13,500.00
62999 · Misc. and Reserve Additions	2,890.00
Total 62000 · Operations/Admin. General	100,335.00
63000 · Technology/Information Systems	22,500.00
66000 · Payroll Expenses	
66001 · Gross pay operations	125,000.00
66002 · Employer Payroll Taxes	24,000.00
66003 · Benefits	44,000.00
66004 · Employee Retirement	12,000.00
66005 · Payroll Processing Fees	3,380.00
Total 66000 · Payroll Expenses	208,380.00
67000 · Capital and Reserve Offset	85,000.00
Total Expense	1,185,000.00
Net Ordinary Income	0.00
Net Income	0.00