

Chamber of Commerce of Lawrence, Kansas
A Not-for-Profit Corporation
Lawrence Foundation - A Not-for-Profit Organization
Lawrence, Kansas
Statement of Revenues and Expenses - Budget Comparison
For the One Month Ended
April 30, 2004

Convention & Visitor's Bureau

	<u>One Month</u>	<u>Annual Budget</u>	<u>% of Budget Received/ Used</u>	<u>Favorable (Unfavorable)</u>
Revenues from Operations				
Transient Guest Tax	\$ 0.00	\$ 412,500.00	0.0%	\$ (412,500.00)
Merchandise	190.00	2,500.00	7.6%	(2,310.00)
Online Hotel Bookings	152.00	1,490.00	10.2%	(1,338.00)
Advertising - Visitors Guide	22,600.00	112,000.00	20.2%	(89,400.00)
Advertising - Website	0.00	1,000.00	0.0%	(1,000.00)
Interest Income	18.48	960.00	1.9%	(941.52)
Misc. Income	<u>64.80</u>	<u>800.00</u>	8.1%	<u>(735.20)</u>
Total Revenue from Operations	23,025.28	531,250.00	4.3%	(508,224.72)
Expenses from Operations				
Direct Personnel Salaries & Benefits	23,201.24	166,493.02	13.9%	143,291.78
Allocated Operating Expenses - 16%	5,700.29	68,016.07	8.4%	62,315.78
Direct Program Expenses				
Public Relations/Legislative				
TIAM Membership	0.00	1,000.00	0.0%	1,000.00
National Tourism Week	<u>0.00</u>	<u>500.00</u>	0.0%	<u>500.00</u>
Total Public Relations/Legislative	0.00	1,500.00	0.0%	1,500.00
General Expenses				
Temporary Services	0.00	500.00	0.0%	500.00
Professional Development	375.00	3,000.00	12.5%	2,625.00
Dues, Subs, & Memberships	0.00	2,700.00	0.0%	2,700.00
Telephone	0.00	600.00	0.0%	600.00
Travel & Mileage Expenses	516.81	720.00	71.8%	203.19
Auto Expenses & Leases	436.19	4,500.00	9.7%	4,063.81
Postage	<u>0.00</u>	<u>150.00</u>	0.0%	<u>150.00</u>
Total General Expenses	1,328.00	12,170.00	10.9%	10,842.00
Convention Sales				
Associations & Memberships	100.00	1,150.00	8.7%	1,050.00
Travel & Trade Shows	164.58	5,500.00	3.0%	5,335.42
Direct Mail	16.22	450.00	3.6%	433.78
Printing & Brochures	0.00	1,500.00	0.0%	1,500.00
Bid Promotions/Hospitality	1,144.49	2,450.00	46.7%	1,305.51
Advertising	0.00	1,500.00	0.0%	1,500.00
Meet Kansas	0.00	1,100.00	0.0%	1,100.00
Misc. Expenses	<u>0.00</u>	<u>450.00</u>	0.0%	<u>450.00</u>

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Total Convention Sales	1,425.29	14,100.00	10.1%	12,674.71
Convention/Group Tour Services				
Supplies Expense	<u>2,966.30</u>	<u>4,500.00</u>	65.9%	<u>1,533.70</u>
Total Convention/Group Tour Services	2,966.30	4,500.00	65.9%	1,533.70
Visitor's Center				
Supplies	82.00	420.00	19.5%	338.00
Telephone	0.00	2,020.00	0.0%	2,020.00
Misc. Administration	0.00	1,195.00	0.0%	1,195.00
Volunteer Hospitality	(5.17)	300.00	(1.7%)	305.17
Merchandise	<u>132.00</u>	<u>1,800.00</u>	7.3%	<u>1,668.00</u>
Total Visitor's Center	208.83	5,735.00	3.6%	5,526.17
Public Relations/Leisure Travel Marketing				
Advertising	0.00	89,375.91	0.0%	89,375.91
Ad Response Fulfillment	45.67	6,600.00	0.7%	6,554.33
Business Reply Mail	0.00	1,000.00	0.0%	1,000.00
Special Projects	522.06	2,000.00	26.1%	1,477.94
Visitors Guide	1,500.00	108,000.00	1.4%	106,500.00
Direct Mail	1,469.86	11,700.00	12.6%	10,230.14
Promotional Materials	0.00	12,100.00	0.0%	12,100.00
Media Relations	0.00	500.00	0.0%	500.00
Website Maintenance	190.00	7,010.00	2.7%	6,820.00
Photography	0.00	3,000.00	0.0%	3,000.00
Market Research	0.00	10,000.00	0.0%	10,000.00
Film Production Services	<u>0.00</u>	<u>800.00</u>	0.0%	<u>800.00</u>
Total Public Relations/Leisure Travel Marketing	3,727.59	252,085.91	1.5%	248,358.32
Sports				
Travel & Trade Shows	487.90	3,000.00	16.3%	2,512.10
Bid Promotions/Hospitality	0.00	500.00	0.0%	500.00
Advertising	0.00	2,000.00	0.0%	2,000.00
Direct Mail	0.00	150.00	0.0%	150.00
Misc. Expenses	0.00	500.00	0.0%	500.00
Sports Management	<u>50.88</u>	<u>500.00</u>	10.2%	<u>449.12</u>
Total Sports	538.78	6,650.00	8.1%	6,111.22
Total Program Expenses	<u>10,194.79</u>	<u>296,740.91</u>	3.4%	<u>286,546.12</u>
Total Expenses from Operations	<u>39,096.32</u>	<u>531,250.00</u>	7.4%	<u>492,153.68</u>
Net Revenues Over/(Under) Expenses from Operations	<u>\$ (16,071.04)</u>	<u>\$ 0.00</u>		<u>\$ (16,071.04)</u>

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