

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 and Three Months
Ended June 30, 2004

Convention & Visitor's Bureau

	<u>Current Mo.</u> <u>One Month</u>	<u>YTD</u> <u>Three Months</u>	<u>Annual Budget</u>	<u>% of Budget</u> <u>Received/</u> <u>Used</u>	<u>Favorable</u> <u>(Unfavorable)</u>
Revenues from Operations					
Transient Guest Tax	\$ 88,498.00	\$ 88,498.00	\$ 412,500.00	21.4%	\$ (324,002.00)
Merchandise	709.35	920.85	2,500.00	36.8%	(1,579.15)
Online Hotel Bookings	3,311.10	3,953.11	1,490.00	265.3%	2,463.11
Advertising - Visitors Guide	84,201.34	110,201.34	112,000.00	98.4%	(1,798.66)
Advertising - Website	0.00	0.00	1,000.00	0.0%	(1,000.00)
Interest Income	117.67	188.99	960.00	19.7%	(771.01)
Misc. Income	69.30	458.10	800.00	57.3%	(341.90)
Total Revenue from Operations	176,906.76	204,220.39	531,250.00	38.4%	(327,029.61)
Expenses from Operations					
Direct Personnel Salaries & Benefits	20,587.10	68,102.57	166,493.02	40.9%	98,390.45
Allocated Operating Expenses - 16%	7,225.42	18,073.28	68,016.07	26.6%	49,942.79
act Program Expenses					
Public Relations/Legislative					
TIAK Membership	0.00	0.00	1,000.00	0.0%	1,000.00
National Tourism Week	19.72	279.89	500.00	56.0%	220.11
Total Public Relations/Legislative	19.72	279.89	1,500.00	18.7%	1,220.11
General Expenses					
Temporary Services	0.00	50.00	500.00	10.0%	450.00
Professional Development	1,046.86	1,721.86	3,000.00	57.4%	1,278.14
Dues, Subs, & Memberships	0.00	768.00	2,700.00	28.4%	1,932.00
Telephone	0.00	0.00	600.00	0.0%	600.00
Travel & Mileage Expenses	327.33	920.34	720.00	127.8%	(200.34)
Auto Expenses & Leases	436.19	1,308.57	4,500.00	29.1%	3,191.43
Postage	69.85	69.85	150.00	46.6%	80.15
Total General Expenses	1,880.23	4,838.62	12,170.00	39.8%	7,331.38
Convention Sales					
Associations & Memberships	0.00	158.60	1,150.00	13.8%	991.40
Travel & Trade Shows	0.00	164.58	5,500.00	3.0%	5,335.42
Direct Mail	1,975.63	1,991.85	450.00	442.6%	(1,541.85)
Printing & Brochures	0.00	0.00	1,500.00	0.0%	1,500.00
Bid Promotions/Hospitality	50.00	833.51	2,450.00	34.0%	1,616.49
Advertising	0.00	0.00	1,500.00	0.0%	1,500.00
Meet Kansas	0.00	0.00	1,100.00	0.0%	1,100.00
Misc. Expenses	739.11	739.11	450.00	164.2%	(289.11)

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	One Month	Three Months	Annual Budget	% of Budget Received/ Used	Favorable (Unfavorable)
Total Convention Sales	2,764.74	3,887.65	14,100.00	27.6%	10,212.35
Convention/Group Tour Services					
Supplies Expense	1,892.39	4,943.35	4,500.00	109.9%	(443.35)
Total Convention/Group Tour Services	1,892.39	4,943.35	4,500.00	109.9%	(443.35)
Visitor's Center					
Supplies	0.00	82.00	420.00	19.5%	338.00
Telephone	0.00	0.00	2,020.00	0.0%	2,020.00
Misc. Administration	0.00	80.08	1,195.00	6.7%	1,114.92
Volunteer Hospitality	40.37	46.45	300.00	15.5%	253.55
Merchandise	0.00	132.00	1,800.00	7.3%	1,668.00
Total Visitor's Center	40.37	340.53	5,735.00	5.9%	5,394.47
Public Relations/Leisure Travel Marketing					
Advertising	2,255.41	23,326.43	89,375.91	26.1%	66,049.48
Ad Response Fulfillment	0.00	45.67	6,600.00	0.7%	6,554.33
Business Reply Mail	0.00	0.00	1,000.00	0.0%	1,000.00
Special Projects	2,680.80	3,274.09	2,000.00	163.7%	(1,274.09)
Visitors Guide	416.50	1,916.50	108,000.00	1.8%	106,083.50
Direct Mail	280.18	2,254.31	11,700.00	19.3%	9,445.69
Promotional Materials	0.00	0.00	12,100.00	0.0%	12,100.00
Media Relations	71.07	71.07	500.00	14.2%	428.93
Website Maintenance	547.53	737.53	7,010.00	10.5%	6,272.47
Photography	0.00	0.00	3,000.00	0.0%	3,000.00
Market Research	0.00	0.00	10,000.00	0.0%	10,000.00
Film Production Services	0.00	0.00	800.00	0.0%	800.00
Total Public Relations/Leisure Travel Marketing	6,251.49	31,625.60	252,085.91	12.6%	220,460.31
Sports					
Travel & Trade Shows	0.00	529.90	3,000.00	17.7%	2,470.10
Bid Promotions/Hospitality	0.00	0.00	500.00	0.0%	500.00
Advertising	0.00	0.00	2,000.00	0.0%	2,000.00
Direct Mail	0.00	0.00	150.00	0.0%	150.00
Misc. Expenses	11.05	11.05	500.00	2.2%	488.95
Sports Management	0.00	50.88	500.00	10.2%	449.12
Total Sports	11.05	591.83	6,650.00	8.9%	6,058.17
Total Program Expenses	12,859.99	46,507.47	296,740.91	15.7%	122,934.79
Total Expenses from Operations	40,672.51	132,683.32	531,250.00	25.0%	271,268.03
Revenues Over/(Under) Expenses from Operations	\$ 136,234.25	\$ 71,537.07	\$ 0.00		\$ 71,537.07

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