

2011 - 12 Budget

| <u>Main Acct #</u> | <u>Sub Acct #</u> | <u>Expense Account Title</u> | <u>2011 12 Budget</u> | |
|--------------------|-------------------|----------------------------------|-----------------------|---------------|
| 100 | | <u>Admin - Tourism Board Exp</u> | | |
| | 101 | Attorney Fees | \$300.00 | |
| | 102 | Board Functions | \$500.00 | |
| | 103 | Board Insurance | \$900.00 | |
| | 104 | Business Travel Exp | \$700.00 | |
| | 105 | Checking Fees | \$0.00 | |
| | 106 | Illinois Gov. Conference | \$750.00 | |
| | 107 | Liability Insurance | \$1,600.00 | |
| | 108 | Accounting Fees | <u>\$400.00</u> | |
| | | | \$5,150.00 | |
| 200 | | <u>Annual Contributions</u> | | |
| | 201 | BWCVB | \$10,000.00 | |
| | 202 | Flagg Twp Historical Society | <u>\$8,000.00</u> | |
| | | | \$18,000.00 | |
| 300 | | <u>Misc Business Expense</u> | | |
| | 301 | Misc Business Exp | <u>\$1,019.00</u> | |
| | | | \$1,019.00 | |
| 400 | | <u>Personnel Services</u> | | |
| | 401 | Salaries - RTVA | \$60,500.00 | |
| | 402 | Medicare Employer | \$877.00 | 0.0145 |
| | 403 | Social Security Employer | \$3,751.00 | 0.062 |
| | 405 | State Unemployment | <u>\$253.00</u> | 0.0070 |
| | | | \$65,381.00 | |
| 500 | | <u>Projects</u> | | |
| | 501 | Misc Project Exp | \$3,000.00 | railroad days |
| | 502 | Railroad Park Public Supplies | \$3,000.00 | |
| | 503 | RR Park Gift Shop Gen Maint | \$500.00 | |
| | 504 | Capital Projects | \$4,500.00 | |
| | 505 | RR Park Utilities | \$5,500.00 | |
| | 506 | RR Park Sales Tax | <u>\$2,500.00</u> | |
| | | | \$19,000.00 | |
| 600 | | <u>Promotions</u> | | |
| | 601 | BWCVB Mailings | \$500.00 | |
| | 602 | Christmas Decorations | \$0.00 | |
| | 603 | Display Racks | \$300.00 | |
| | 604 | Dues & Subscriptions | \$1,000.00 | |
| | 605 | Expo Booths | \$300.00 | |
| | 606 | Flags & Banners | \$1,200.00 | |
| | 607 | General Printing | \$300.00 | |
| 608a | | Print Advertising | \$12,000.00 | |
| 608b | | Web Advertising | \$2,500.00 | |
| | 609 | Rack Cards | \$650.00 | brochure |
| | 610 | Souvenir Exp | \$4,000.00 | |
| | 612 | Web Site Maint | <u>\$1,200.00</u> | |

| | | |
|-----|-------------------------------|-------------------|
| | | \$23,950.00 |
| 700 | <u>Special Events</u> | |
| | 701 DRA Christmas Walk | \$0.00 |
| | 702 LHHF | \$8,000.00 |
| | 704 Senior PBA Tourney | \$500.00 |
| | 705 Rochelle Regatta | \$500.00 |
| | 706 Special Events - Other | <u>\$2,500.00</u> |
| | | \$11,500.00 |
| 800 | <u>Visitor Center Expense</u> | |
| | 801 Office Equipment | \$800.00 |
| | 802 Operating Supplies Exp | \$500.00 |
| | 803 Postage | \$600.00 |
| | 804 Telephone | \$0.00 |
| | 805 Utilities - Gas | \$700.00 |
| | 806 Internet | <u>\$0.00</u> |
| | | \$2,600.00 |
| | Total Expenses | \$146,600.00 |

| <u>Main Acct #</u> | <u>Sub Acct #</u> | <u>Income Account Title</u> | <u>2011 12 proposed budget</u> |
|--------------------|-------------------|-----------------------------|--------------------------------|
| 900 | | <u>Income</u> | |
| | 901 | Hotel / Motel Tax | \$130,000.00 |
| | 902 | Money Market Interest | \$100.00 |
| | 904 | Donations | \$500.00 |
| | 908 | RR Park Shop Sales | <u>\$16,000.00</u> |
| | | Total Income | \$146,600.00 |

Explanations of Accounts

- 101 Contracts, Corporation papers, Attorney time, etc.
- 102 Attended events such as annual dinners, meeting meals, etc.
- 103 Insurance coverage
- 104 Director Mileage and meals
- 105 Monthly fees and checks
- 106 Registration fees, hotel, meals for conference
- 107 Liability insurance on RR Park and Visitor's Center
- 108 501c3, annual taxes, financial audit

- 201 Blackhawk Waterways CVB contribution
- 202 Museum contribution

- 301 Used for expenses not budgeted for

401 Salaries for Director and Assistant \$46,500 / RR Park employees \$20,384
402 Employer tax paid to Medicare
403 Employer tax paid to Social Security
405 State Unemployment tax

501 Projects such as painting large Whitcomb
502 Supplies for restrooms / food, snacks, bev, t-shirts, mags
503 Maintenance costs in gift shop or restrooms not covered by City
504 Capital projects such as Railroad Park improvements and attraction development (Money Mrkt)
505 Railroad Park utilities
506 Tax from sales at gift shop

601 Blackhawk Waterways CVB bulk mailings
602 Christmas decorations for city entrances
603 Brochure racks to put in businesses
604 LHA, LHC, Rotary, Rochelle Chamber
605 Chamber expo booth, etc.
606 Flags for downtown and rail park banners
607 Printing copies, etc.

608a Print Advertising includes any ads created in print, as well as brochure / rack card distribution

608b Web advertising includes any ads placed on the web, as well as website development

609 Printing and re-printing of rack cards
610 Cost of purchasing souvenirs
612 Update and change web site

701 Christmas walk decorations, advertising & lights
702 Lincoln Highway Heritage Festival contribution
704 Senior PBA Tourney at T-Byrd Lanes
705 Power boat races at Lake Sule
706 Other special events not specified

801 Equipment such as fax machine, copy machine, printer, etc.
802 Supplies such as paper towels, toilet paper, paper, cleaning supplies, etc.
803 Stamps, postage, etc.
804 Verizon phone bills
805 Nicor gas bills
806 High speed internet & web domain

901 Income from Rochelle hotel / motel tax of 5%
902 Interenst earned from Money Market account
904 Donations from businesses and public
908 Sales at RR Park gift shop