

MARKETING 2012 - 2011 Budget Comparison

		2012 Budget	2011 Budget	2012 Bdgt to 2011 Bdgt % Variance
4100-00	MARKETING REVENUES			
4100-01	Room Tax Revenues	\$ 2,216,784	\$ 2,203,443	0.6%
4100-05	Co-op Media Advertising	110,300	30,000	267.7%
4100-06	DCVB Online Store Taxable	17,500	-	100.0%
4100-07	Marketing Non-taxable Sales	-	-	0.0%
4100-10	Interest Income	1,350	7,000	-80.7%
4100-11	Partnerships	2,000	2,000	0.0%
4100-12	CTA	3,725	5,000	-25.5%
	TOTAL MARKETING REVENUES	\$ 2,351,659	\$ 2,247,443	4.6%
5000-10	DIRECT COST OF SALES	\$ 10,000	-	100.0%
	GROSS PROFIT	\$ 2,341,659	\$ 2,247,443	4.2%
6000-00	OPERATING EXPENSES			
6100-00	Fulfillment			
6100-01	Delivery & Storage	\$ 82,000	\$ 82,000	0.0%
	Total Fulfillment Expense	\$ 82,000	\$ 82,000	0.0%
6200-00	Marketing General Expenses			
6200-01	Administrative Staff Expense	\$ 79,638	\$ 93,368	-14.7%
6200-02	Marketing Staff Expense	233,342	243,126	-4.0%
6200-03	Administrative Mileage	1,200	600	100.0%
6200-04	Marketing Mileage	4,800	3,000	60.0%
6200-05	Marketing Postage	9,000	13,000	-30.8%
6200-26	Creative Design Marketing	54,500	50,000	9.0%
6200-27	National Tourism Week	15,000	9,051	65.7%
6200-28	Strategic Planning	6,000	6,000	0.0%
6200-30	Website Hosting Expense	8,800	18,000	-51.1%
6200-31	Industry Convs/Trade Shows	5,000	6,000	-16.7%
6200-32	Trade Org Memberships/Pubs	3,000	7,000	-57.1%
6200-33	Social Media Initiative	50,000	48,000	4.2%
6200-34	Photo/Video Library	53,000	25,000	112.0%
6200-35	Community Branding	-	500	-100.0%
6200-36	Web/Mobile Web	84,200	55,000	53.1%
6200-37	Certified Tourism Ambassador	11,500	35,500	-67.6%
6200-38	Shoulder Season Online	51,000	60,000	-15.0%
6200-39	Research	46,749	6,500	619.2%
	Total Marketing General Expenses	\$ 716,729	\$ 679,645	5.5%

		2012 Budget	2011 Budget	2012 Bdgt to 2011 Bdgt % Variance
6200-40	Communications & PR			
6200-41	Media Marketing Program	\$ 180,000	\$ 180,000	0.0%
6200-42	Image Library	1,000	2,000	-50.0%
6200-43	Media Monitoring Service	24,000	24,000	0.0%
6200-44	Travel Writer Supplemental Acct	3,600	3,600	0.0%
6200-45	Media Contact List	-	6,495	-100.0%
6200-46	PR Newswire Service	6,000	5,905	1.6%
6200-47	Door County Media Kits	1,000	2,000	-50.0%
6200-48	Soc of American Travel Writers	8,300	6,750	23.0%
6200-49	Midwest Travel Writers Assn	5,150	3,825	34.6%
6200-52	B Roll Initiatives	1,500	23,500	-93.6%
6200-53	Industry Convs/Trade Shows	1,900	1,800	5.6%
6200-54	Trade Memberships/Pubs/Subs	1,150	1,000	15.0%
6200-55	Communications & PR Mileage	3,600	3,350	7.5%
6200-56	Communications & PR Postage	240	240	0.0%
	Total Communications & PR	\$ 237,440	\$ 264,465	-10.2%
6200-60	Group & Meeting Sales			
6200-61	Packaged Travel - Motorcoach	\$ 22,200	\$ 10,000	122.0%
6200-62	Meeting/Event Planners	10,000	10,000	0.0%
	Total Group & Meeting Sales	\$ 32,200	\$ 20,000	61.0%
6200-70	Media			
6200-72	Newspaper	\$ 12,000	\$ 25,000	-52.0%
6200-73	Magazine	86,000	75,000	14.7%
6200-74	Television	65,000	50,000	30.0%
6200-75	Radio	-	30,000	-100.0%
6200-76	Online Promotions	98,000	80,000	22.5%
6200-77	E-Marketing	178,200	215,000	-17.1%
6200-78	State Lodging Directories	8,025	4,000	100.6%
6200-79	Regional Niche Guides	8,000	10,000	-20.0%
6200-80	Out-of-Home	70,000	37,400	87.2%
6200-81	Member Co-op Program	192,000	55,000	249.1%
6200-82	Innovative Marketing	-	10,000	-100.0%
6200-83	Niche Guides/Maps	25,000	25,000	0.0%
6200-85	Marketing Opportunity Fund	35,000	100,000	-65.0%
	Total Media Expense	\$ 777,225	\$ 716,400	8.5%
6200-89	Strategic Community Partnership			
6200-90	SCP Funds Released	\$ 246,260	\$ 221,500	11.2%
6200-91	SCP Coordinator	-	35,000	-100.0%
	Total SCP Expense	\$ 246,260	\$ 256,500	-4.0%

	2012 Budget	2011 Budget	2012 Bdgt to 2011 Bdgt % Variance
6300-00 Visitor Center			
6300-01 V/C Staff Expense	\$ 157,901	\$ 131,470	20.1%
6300-02 Building Repairs/Maintenance	10,750	17,000	-36.8%
6300-03 Capital Expenses	-	-	0.0%
6300-04 Mileage	850	600	41.7%
6300-05 Postage	-	528	-100.0%
6300-06 Insurance	1,650	2,295	-28.1%
6300-07 Personal Property Taxes	900	600	50.0%
6300-08 Real Estate Taxes	6,300	3,750	68.0%
6300-09 Office Supplies	25,398	29,900	-15.1%
6300-10 Telephone	14,400	10,290	39.9%
6300-11 Utilities	6,655	7,000	-4.9%
6300-14 Marketing Crisis Fund	25,000	25,000	0.0%
Total Visitor Center Expense	\$ 249,804	\$ 228,433	9.4%
TOTAL REVENUES	\$ 2,351,659	\$ 2,247,443	4.6%
TOTAL EXPENSES	2,351,659	2,247,443	4.6%
TOTAL NET INCOME/(LOSS)	\$ -	\$ -	0.0%