



2016 ANNUAL REPORT

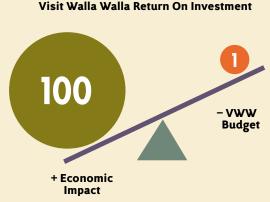




Visit Walla Walla Overview

Visit Walla Walla's primary objective is to continue growing the tourism industry as a means to benefit the local economy and quality of life. Visit Walla Walla aims to continue increasing hotel occupancy and revenue, while simultaneously increasing awareness of Walla Walla as an attractive visitor destination that encompasses the three primary pillars of wine, culinary, and culture, plus a whole lot more.





Walla Walla County currently enjoys a 100 to 1 return on investment – approximately \$100 million in economic impact from tourism for the approximate \$1 million investment in Visit Walla Walla's endeavors.

Using market research and visitor data, we follow a strategic marketing plan to guide us for the next year. While we will continue to focus on our primary demographic – affluent adults 45 and older with no children living in the house – we also market to secondary audiences. This includes younger travelers (millenials), families, corporate/group travel, and SMERF (social, military, educational, religious, and fraternal groups), including weddings. We market to these individuals and groups through multiple tactics, including, but not limited to, traditional advertising, digital and social media, and public relations. Utilizing the most sophisticated market research, we identify strategic opportunities to maximize advertising dollars. Simply put, we use the best information available to our industry to place the right messages in front of the right people at the right times.

Where Do They Come From?

We know that currently the majority of visitors come from Washington (52%) or Oregon (17%), for a total of nearly 70%. A new-in-2016 coordinated advertising plan in the California market is yielding positive results. Alaska Airlines now offers three flights per day from Seattle to Walla Walla, increasing flexibility for travelers in our primary market.

Over the course of 10 years, Visit Walla Walla has raised awareness and perception of our region exponentially. No longer is Walla Walla "the next Napa." Instead, we are a bona fide travel destination that should be on the short list of anyone seeking to combine wine, culinary, cultural, and a whole list of other great experiences into their travels.

This impact is clearly demonstrated in the results that have been achieved. While it is challenging to quantify the value of the public relations in a single year, as the results it generates have an ongoing, cumulative effect, those results annually exceed a 10 to 1 return on investment. As the most recognized wine community in Washington – which we refer to as the unofficial capital of Washington wine country – Walla Walla enjoys consistent tourism activity. Year over year, tourism has increased at a rate of approximately 6.5% annually. This increase in tourism has in turn increased our sphere of influence, as we continue to reach larger audiences. Marketing efforts that were once confined mainly to the greater Seattle area have been expanded to Portland, Spokane, Boise, and Northern California as a result of this growth and our reinvestment of the dollars that tourism generates. Collaborative agreements with the Port of Seattle and the Port of Walla Walla have provided \$66,000, year to date, to attract travelers from both California and Arizona. These collaborative partnerships are the strength of any destination marketing organization and are something Visit Walla Walla intends to continue pursuing in the future.

With each new city we add and with each new market we penetrate, we increase Walla Walla's name recognition. Walla Walla becomes a desired destination, which in turn leads to an increase in tourism dollars. This has been proven out again and again as we have entered new markets. For example, in only our second year of any marketing in California, we've seen a nearly 700% increase in Californians interacting with the Visit Walla Walla website from 2015 to 2016.

Awareness of Walla Walla by market from 2016 research





Ron Williams, Executive Director

Wine and real estsate development brought Ron and his partner Raffaele Exiana from Seattle to Walla Walla in 2007. In 2009 Ron left the firm to return to the world of hospitality as the retail manager of the new Waterbrook Winery tasting room. In 2012, Ron joined the team tasked with the relaunch of the spectacular winery/resort Cave B, located on the cliffs overlooking the Columbia River. As Director of Operations, Ron revamped the entire customer experience, overseeing hospitality and product delivery at the Inn, the fine dining restaurant, winery, and spa.

Ron returned to Walla Walla in 2013 as the Executive Director of Shakespeare Walla Walla and simultaneously the Managing Director of the Gesa Power House Theatre. In these roles Ron helped both organizations grow and achieve a place of prominence and importance in the community. The Power House now offers a wide range of entertainment and has become a go-to venue for myriad of community events. Shakespeare WW now provides a leading voice for performing arts education, community festivals, and multidiscipline collaborations. Among these are the annual Dia de Los Muertos Festival (now in its fourth year), and partnerships with area schools.

With an extensive background in hospitality management, marketing, program management, arts, and entertainment, Ron brings to his role at Visit Walla Walla a love of collaboration. He enjoys leading the creative process and working with diverse voices to invent new ways to surprise and delight consumers/audiences/the public.

His favorite expressions is "Sure, why not?"



Visit Walla Walla Leadership

Board of Directors



Zachary Fraser, Chair Pacific Baseball Ventures

Zachary moved to Walla Walla in 2009 to establish the Walla Walla Sweets and Pacific Baseball Ventures (PBV). First as the founding general manager of the Sweets, and now as president and COO of PBV, he directly oversees all baseball operations, business development, and long-term strategic direction for the company.



Christopher Garratt,Incoming Chair
Providence St. Mary Foundation

Chris Garratt is the Executive Director of Providence St. Mary Foundation, a nonprofit corporation which raises, manages, invests, and distributes all philanthropic revenue to Providence St. Mary Medical Center. Prior to accepting the position at Providence in 2012, Chris spent nine years in hotel sales and marketing,

Ann Hooper, Treasurer Wealth Management Consultant - Retired

Jim Barrow, Mayor Pro Tem

Andrae Bopp, Owner, Andrae's Kitchen

Carrie Brennan, Owner, Without A Hitch - Weddings + Events

Terra Luthi, General Manager, Courtyard by Marriott Walla Walla

Mindy Nelson, Coffey Communications

Jennifer Northam, Assistant Director of Alumni Relations, Whitman College

James Payne, Executive Director, Fort Walla Walla Museum

Scott Peters, Marketing Manager, Columbia REA

Dan Leeper, General Manager, Marcus Whitman Hotel & Conference Center

Emily Anderson, Manager, Browne Family Vineyards

Leah Wilson-Velasco, CEO, Walla Walla Symphony

Dean Snider, Athletic Director, Whitman College



Visit Walla Walla Leadership (continued)

Staff and Contractors

Caleb Agee, Marketing and Sales Manager

Caleb is new to the VWW team and brings years of marketing, design and communications experience to help spread the word about Walla Walla. He received his bachelor's degree from Walla Walla University and returned to Walla Walla in 2014. He enjoys being involved in the community, serving on the board of Shakespeare Walla Walla and volunteering with Friends of Children of Walla Walla. Outside of work, he enjoys cooking with his wife, spending time with friends and family, and getting outside as often as he can.

Michelle O'Connor - Executive Assistant

Michelle is new to the VWW team and brings with her years of administrative experience. Formerly the Executive Assistant at the Marcus Whitman Hotel, she has a background in hospitality, which serves her well in her current position. Michelle is also a skilled photographer and graphic designer and has been featured in several publications in the past year, including Sunset Magazine and Touring & Tasting magazine. Although she is originally from Portland, Michelle has developed a passion for the beautiful Walla Walla Valley and its community. When she's not at work or running her photography business, she can be found taking care of her three goats.

Linda Boggs, PhD. - Visitor Window, VWW Concierge and Information Specialist

Dr. Linda Boggs is well-known in Walla Walla for her years of service in the Walla Walla Public Schools, most recently as the Assistant Superintendent. When she's not helping visitors plan their day, she is running her own vacation rental.

Kirstin Boggs - Visitor Window, VWW Concierge and Information Specialist

Kirstin shares her deep knowledge and love of Walla Walla with anybody who stops by the visitor window for advice. If you want to know what's happening in Walla Walla, Kirstin can tell you about what's going on today, tomorrow, or next month. Kirsten is often seen around town delivering maps, guides, and printed resources to any business that asks. She helps manage website and social media content, and interfaces with our stakeholders to keep our visitor window current.

Scott Adams, CPA

Scott is relatively new to the team, and brings his extensive financial expertise and advice to guide Visit Walla Walla to the most cost-effective use of our resources. Scott is helping Visit Walla Walla create best-practices for transparent and detailed financial reporting. As a lifelong Walla Wallan, Scott has a deep understanding and love of community. He serves on the Walla Walla Fair Board, and runs his own firm.

2016 Achievements

Awareness Results

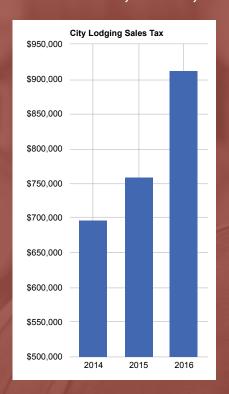
In the spring of 2016, Visit Walla Walla conducted consumer research in specific geographic markets to gain a better understanding of what motivates current and potential Walla Walla visitors. The results clearly indicate that the centralized efforts of Visit Walla Walla have been successful in reaching the audience it had identified as the primary demographic to attract to our area – wine enthusiasts who enjoy traveling. The overall results demonstrated an 80% awareness of Walla Walla across the entire sample – and a higher-than-expected level of visits – 27% of respondents had visited Walla Walla in the last five years.

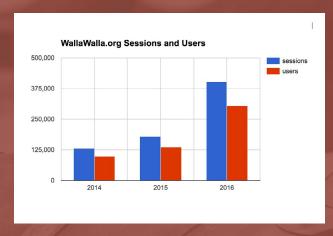
Other Findings*

- Walla Walla was the most recognized wine region in Washington
- Wine country is the attribute most associated with Walla Walla across all respondents, followed closely by onions and small-town atmosphere
- Wine tasting is the activity visitors are most interested in, followed immediately by dining out and food/wine-related events
- Among previous visitors, wine country is by far the attribute Walla Walla is most known for, and wine-related activities were most popular among previous visitors
- 47% of all respondents have tasted Walla Walla wines

Marketing Results

- Lodging increase
 - City lodging and hotel/motel taxes (a reflection of hotel occupancy) have increased year over year by 10% from 2014 to 2015 and 19% last year.





- Web visits
 - 2016 website sessions and unique users are both up more than 100% year over year

^{*}Because wine enthusiasts were specifically targeted for this research, the questions asked and responses generated are expectedly wine focused.





2016 Print Advertising

Travel 50 (Issues: March, September) Circulation: 115,000

Seattle Met (Issues: February, April, October) Circulation: 55,331

Portland Monthly (Issues: February, March, October) Circulation: 51,558

Sunset NW Travel Planner (Issues: April, October) Circulation: 245,000

DMA West Annual Guide (Issue: February) Circulation: 31,294

Alaska / Horizon Magazine (Issues: January, April, September) Circulation: 264,254

Western Journeys AAA (Issues: March, May, October, November) Circulation: 657,910

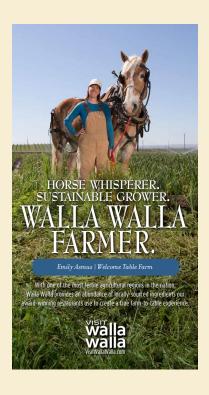
NW Travel Magazine (Issues: March, May, September) Circulation: 45,000

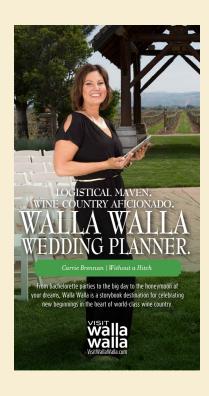
Living Local (Issues: February, April, September) Circulation: 10,000

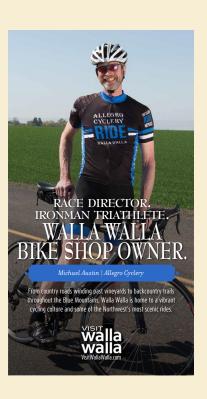
Washington State Wine Tour Guide (Issue: January) Circulation: 375,000

NW Meetings + Events Magazine (Issues: March, September) Circulation: **10,000**

Sip NW (Issues: January, October) Circulation: 40,000







2016 Radio Advertising

Week of Jan. 25 - Seattle, Spokane, and Portland

Weeks of Feb. 1, 8, and 15 - Boise, Seattle, Tacoma, Spokane, and Portland

Weeks of Mar. 7 and 14 - Boise, Portland, Tacoma, Seattle, and Spokane

Weeks of Apr. 4, 11, and 18 - Boise, Seattle, Spokane, and Portland

Weeks of Sept. 12 and 19 - Boise, Seattle, and Tacoma

Weeks of Oct. 10 and 17 - Boise, Seattle, Portland, and Spokane

Weeks of Nov. 7 and 14 - Seattle, Portland, and Spokane





2016 Digital Advertising

NW Meetings & Events e-newsletter - Jan. 21

1,801 sent

432 opens

43 clicks

NW Meetings & Events e-newsletter - Feb. 18

1,871 sent

377 opens

39 clicks

Digital Display Ads - ExperienceWA - Feb. 1-Mar. 31

361 clicks (Feb: 193; March: 168)

34,279 impressions

.49% click thru rate

Digital Display Ads - Sunset.com - Mar. 1

Clicks 138

NW Meetings & Events newsletter - Mar. 17

1,833 sent

365 opens

38 clicks

Digital Display Ads - Sunset.com April

147 clicks

Email Feature Ad - ExperienceWA Apr. 6

172 clicks

NW Meetings & Events e-newsletter Apr. 21

1,892 sent

362 opens

32 clicks

Digital Display Ads - Sunset.com May

178 clicks

NW Meetings & Events e-newsletter May 19

1,866 sent

363 opens

30 clicks

NW Meetings & Events e-newsletter Jun. 16

1,887 sent

322 opens

28 clicks

NW Meetings & Events e-newsletter Jul. 21

3,775 sent

624 opens

37 clicks

NW Meetings & Events e-newsletter Aug. 18

3,758 sent

618 opens

39 clicks

NW Meetings & Events e-newsletter Sept. 15

3,539 sent

535 opens

51 clicks

NW Meetings & Events e-newsletter Oct. 20

3,479 sent

522 opens

40 clicks

NW Meetings & Events e-newsletter Nov. 17

3,439 sent

517 opens

44 clicks

NW Meetings & Events e-newsletter Dec. 15

3,389 sent

280 opens

31 clicks







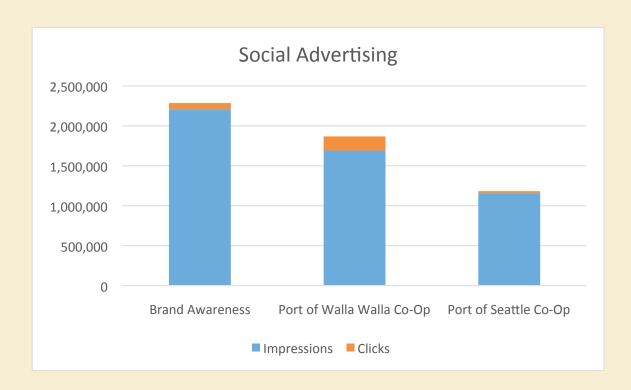




2016 Digital Advertising (continued)

Facebook and Instagram Advertising

| | Impressions | Clicks | CTR |
|---------------------------|-------------|---------|--------|
| Brand Awareness | 2,209,488 | 75,973 | 3.44% |
| Port of Walla Walla Co-Op | 1,691,076 | 176,515 | 10.44% |
| Port of Seattle Co-Op | 1,157,625 | 24,865 | 2.15% |
| | | | |
| TOTAL | 5,058,189 | 277,353 | 5.48% |

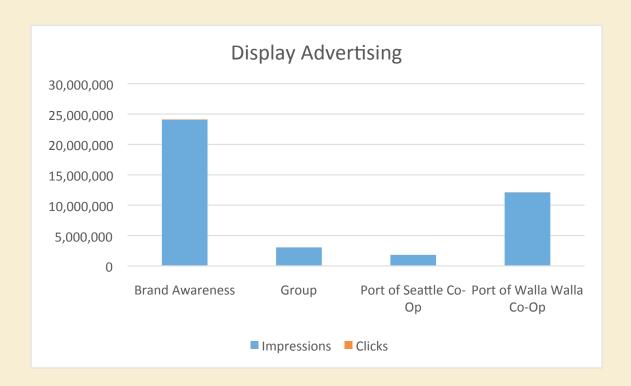




2016 Digital Advertising (continued)

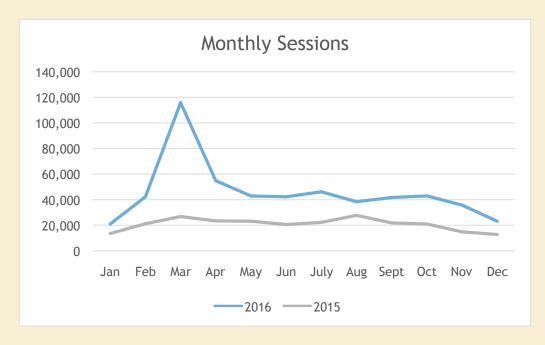
Display Advertising

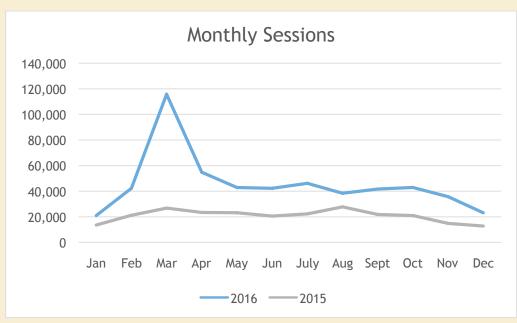
| | Impressions | Clicks | CTR |
|---------------------------|-------------|--------|-------|
| Brand Awareness | 24,070,844 | 58,848 | 0.24% |
| Group | 3,042,100 | 3,348 | 0.11% |
| Port of Seattle Co-Op | 1,808,602 | 4,005 | 0.22% |
| Port of Walla Walla Co-Op | 12,095,181 | 26,065 | 0.22% |
| | | | |
| TOTAL | 41,016,727 | 92,266 | 0.22% |



2016 Website Traffic

| Website Statistics | | | | | | | | | | | |
|--------------------|---------|-----------|------|--|--|--|--|--|--|--|--|
| 2015 2016 YOY | | | | | | | | | | | |
| sessions | 249,217 | 546,459 | 119% | | | | | | | | |
| users | 198,129 | 427,550 | 116% | | | | | | | | |
| page views | 624,899 | 1,152,962 | 85% | | | | | | | | |







2016 Website Traffic (continued)



2016 Social Media

Facebook

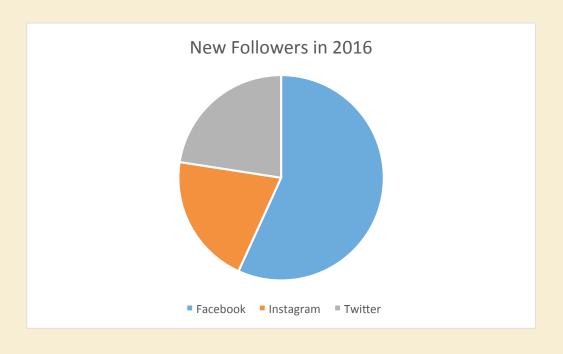
2016 New Likes: 1,184

Instagram

2016 New Followers: 430

Twitter

2016 New Followers: 470



2016 Public Relations Results

- Due in large part to an aggressive and proactive media outreach strategy, in 2016 Visit Walla Walla helped generate editorial coverage with a media value of more than \$872,000, and a combined print circulation of more than 26 million readers.
- Editorial coverage included more than 230 stories throughout the year, including feature stories in *Sunset, The New York Times, Forbes, 1859 Magazine, Food & Wine, The Seattle Times, The Oregonian,* and others.
- Public relations continues to be the most efficient and most effective means of reaching our core audiences through publications and other media outlets that advertising dollars cannot.











Stakeholder Communication

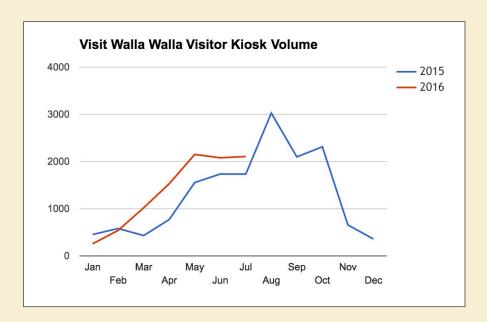
Our stakeholders include any business, public facility, or institution connected in any way to the tourism economy, including hotels, wineries, restaurants, shops, salons, spas, transportation companies, tour companies, museums, sports facilities, city properties, schools, colleges, and public festivals. We communicate regularly with stakeholders via an electronic newsletter, which shares vital statistics, media coverage, and features about what's happening in the world of tourism in our Valley. We currently have 14,378 subscribers to our newsletter.

Visitor Kiosk

The Visitor Kiosk on Main Street is a fundamental venue for us to directly interact with consumers. For up to 2,500 visitors each month, our friendly staff provides direction, encourages visitors to take printed materials supplied by our stakeholders, and gives recommendations. The kiosk also displays information on current events.

The team in our visitor kiosk also curates the Visit Walla Walla calendar. To ensure current, accurate information on this calendar, our team visits all of the public calendars, plus our stakeholder Facebook, Twitter, and Instagram pages. They also call members of the community for information that has not been recently updated. In this way, the Visit Walla Walla calendar is a one stop shop for visitors to identify activities for their stay.

Presented in this report is a comparison between 2015 and year-to-date 2016 visitor kiosk numbers. We are on track to reach 33% more visitors through our booth this year. This customer-centric facility introduces visitors to activities in Walla Walla of which they may not have otherwise been aware.





Partnerships / Co-op

Visit Walla Walla has become adept at leveraging and expanding the available marketing budget by seeking out and obtaining cooperative marketing funding from local and regional municipal and corporate entities with which we have aligned goals and audiences. This has already proven successful with several organizations. Visit Walla Walla's 2016 budget was increased by \$71,000 via partnerships and grants with the Port of Walla Walla, County of Walla Walla, and the Port of Seattle.









Visit Walla Walla Profit & Loss Budget vs. Actual January - December 2016

| | | | | \$ Over | | | | Dec 16 | \$ Over | % of | |
|--------------------------------|----|-------------|----|-----------|----------------|-------------|-----|-----------|--------------|--------------|--------|
| | Ja | ın - Dec 16 | | Budget | Budget | % of Budget | Dec | 16 Actual | Budget | Budget | Budget |
| Ordinary Income/Expense | | | | | | | | | | | |
| Income | | | | | | | | | | | |
| 101-Lodging Tax Rev Allocation | \$ | 751,500 | \$ | 751,500 | \$ - | 100% | \$ | 62,625 | \$ 62,625 | \$ - | 100.0% |
| 103-WW County Grant | \$ | - | \$ | 20,000 | \$ (20,000) | 0% | \$ | - | \$ - | \$ - | 0.0% |
| 104-Web Advertising | \$ | 12,467 | \$ | 4,800 | \$ 7,667 | 260% | \$ | - | \$ - | \$ - | 0.0% |
| 106-Port/TWW Coop Program | \$ | 51,000 | \$ | 40,000 | \$ 11,000 | 128% | \$ | - | \$ - | \$ - | 0.0% |
| 107-Hotel Motel Commission | \$ | 341,542 | \$ | 325,000 | \$ 16,542 | 105% | \$ | 35,791 | \$ 27,083 | \$ 8,708 | 132.2% |
| 108-Miscellaneous Income | \$ | 475 | \$ | 1,000 | \$ (525) | 48% | \$ | 475 | \$ 83 | \$ 392 | 570.0% |
| 109-Webervation | \$ | - | \$ | 825 | \$ (825) | 0% | \$ | - | | \$ - | 0.0% |
| 111-Int'l Hotel Comm Sales | \$ | - | \$ | - | \$ - | 0% | \$ | - | \$ - | \$ - | 0.0% |
| | | | | | | | | | | | |
| 112-Interest Income | \$ | 488 | \$ | 250 | \$ 238 | 195% | \$ | 1 | \$ 21 | \$ (20) | 5.7% |
| 113-Unrestricted Net Assets | \$ | - | \$ | 75,200 | \$ (75,200) | 0% | \$ | - | \$ - | \$ - | 0.0% |
| 116-Ticket Sales | \$ | 4,201 | \$ | 1,600 | \$ 2,601 | 263% | \$ | - | \$ - | \$ - | 0.0% |
| Co-op Advertising | | | | | | | \$ | - | \$ - | | |
| Total Income | \$ | 1,161,672 | \$ | 1,220,175 | \$ (58,503) | 95% | \$ | 98,893 | \$ 89,813 | \$ 9,080 | 110.1% |
| Expense | | | | | | | | | | | |
| 200-Marketing | | | | | | | | | | | |
| 201-Advertising & PR | \$ | 482,500 | \$ | 486,185 | \$ (3,685) | 99% | \$ | 65,439 | \$ 40,515 | \$ 24,924 | 161.5% |
| 202-Visitors Info Center | \$ | - | \$ | 200 | \$ (200) | 0% | | | \$ 17 | \$ (17) | 0.0% |
| 203-Website Redesign | \$ | 35,375 | \$ | 26,400 | \$ 8,975 | 134% | \$ | 7,500 | \$ 2,200 | \$ 5,300 | 340.9% |
| 204-Postage | \$ | 12,528 | \$ | 10,800 | \$ 1,728 | 116% | \$ | 1,820 | \$ 900 | \$ 920 | 202.2% |
| 205-Printed Materials | \$ | 5,566 | \$ | 10,000 | \$ (4,434) | 56% | \$ | - | \$ 833 | \$ (833) | 0.0% |
| 206-Trade Shows/Sales | \$ | 21,315 | \$ | 32,154 | \$ (10,839) | 66% | \$ | 5,000 | \$ 2,680 | \$ 2,321 | 186.6% |
| 207-Website Maintenence | \$ | 16,725 | \$ | 1,715 | \$ 15,010 | 975% | \$ | 176 | \$ 143 | \$ 33 | 123.3% |
| 209-Professional Fees | \$ | 5,700 | \$ | 2,400 | \$ 3,300 | 238% | \$ | - | \$ 200 | \$ (200) | 0.0% |
| 210-Community Marketing | \$ | 6,934 | | | | | \$ | 5,654 | \$ - | \$ 5,654 | 100.0% |
| 211-Webervation | | | \$ | 2,200 | \$ (2,200) | 0% | \$ | - | \$ 183 | \$ (183) | 0.0% |
| 213-Business Dev/Ent | \$ | 3,095 | \$ | 7,000 | \$ (3,905) | 44% | \$ | - | \$ 583 | \$ (583) | 0.0% |
| 214-Marketing Research | \$ | 16,837 | \$ | 17,500 | \$ (663) | 96% | \$ | 990 | \$ 1,458 | \$ (468) | 67.9% |

| | | | | | | \$ Over | | | | Dec 16 | \$ Over | % of |
|-------------------------------|-----|------------|----|---------|----|----------|-------------|-----|-----------|--------------|---------------|---------|
| | Jai | n - Dec 16 | | Budget | | Budget | % of Budget | Dec | 16 Actual | Budget | Budget | Budget |
| 215-Association Marketing | | | | | | | | \$ | 1,095 | \$ - | \$ 1,095 | 100.0% |
| Taste & Tote | \$ | 7,185 | | | | | | | | \$ = | | |
| 215-Assoc Mkting - Other | \$ | 7,134 | \$ | 16,500 | \$ | (9,366) | 43% | | | \$ - | | |
| Total 215-Assoc Marketing | \$ | 14,319 | \$ | 16,500 | \$ | (2,181) | 87% | \$ | - | \$ - | \$ - | 100.0% |
| 216-WW County Marketing | \$ | 18,559 | \$ | 20,000 | \$ | (1,441) | 93% | \$ | - | \$ - | \$ - | 0.0% |
| 217-Matching Funds Media | \$ | 64,041 | \$ | 75,150 | \$ | (11,109) | 85% | \$ | 4,900 | \$ 6,263 | \$ (1,363) | 78.2% |
| 218-Social Media/staff | \$ | 3,694 | \$ | 4,080 | \$ | (386) | 91% | | | \$ 340 | \$ (340) | 0.0% |
| 219-Airport Coop Campaign | \$ | 61,800 | \$ | 55,000 | \$ | 6,800 | 112% | \$ | = | \$ 4,583 | \$ (4,583) | 0.0% |
| 226-Group Sales Marketing | \$ | 29,009 | \$ | 21,505 | \$ | 7,504 | 135% | \$ | 110 | \$ 1,792 | \$ (1,682) | 6.1% |
| 228-Special Projects | | | | | | | | | | \$ - | \$ - | |
| Travel & Words | \$ | 17,582 | | | | | | | | \$ = | \$ - | |
| 228-Special Projects | \$ | 5,449 | \$ | 10,400 | \$ | (4,951) | 52% | | | \$ 867 | \$ (867) | |
| Total 228-Special Projects | \$ | 23,031 | \$ | 10,400 | \$ | 12,631 | 221% | \$ | = | \$ 867 | \$ (867) | 0.0% |
| 229-Signage | \$ | - | \$ | 15,000 | \$ | (15,000) | 0% | \$ | - | \$ 1,250 | \$ (1,250) | 0.0% |
| Total 200-Marketing | \$ | 821,030 | \$ | 814,189 | \$ | 6,841 | 101% | \$ | 92,684 | \$ 65,674 | \$ 25,915 | 141.1% |
| 300-Operating Expenses | | | | | | | | | | | | |
| 301-Rent | \$ | 19,256 | \$ | 17,904 | \$ | 1,352 | 108% | \$ | 2,112 | \$ 1,492 | \$ 620 | 141.6% |
| 302-Insurance | \$ | 2,182 | \$ | 2,080 | \$ | 102 | 105% | \$ | - | \$ 173 | \$ (173) | 0.0% |
| 303-Telephone Service | \$ | 4,438 | \$ | 5,700 | \$ | (1,262) | 78% | \$ | 312 | \$ 475 | \$ (163) | 65.8% |
| 305-Internet Access | \$ | 830 | \$ | 480 | \$ | 350 | 173% | \$ | 30 | \$ 40 | \$ (10) | 75.0% |
| 306-Office Supplies | \$ | 1,588 | \$ | 1,400 | \$ | 188 | 113% | | | \$ 117 | \$ (117) | 0.0% |
| 307-Office FFE | \$ | 59 | | | | | | | | \$ - | | |
| 308-Computer Upgrades | \$ | 225 | \$ | 2,200 | \$ | (1,975) | 10% | \$ | 130 | \$ 183 | \$ (53) | 70.9% |
| 309-Copier Costs | \$ | 1,025 | \$ | 625 | \$ | 400 | 164% | | | \$ 52 | \$ (52) | 0.0% |
| 310-Board Expenses | \$ | 14,513 | \$ | 4,000 | \$ | 10,513 | 363% | \$ | 11,008 | \$ 333 | \$ 10,674 | 3302.3% |
| 311-Travel | \$ | 6,901 | \$ | 12,975 | \$ | (6,074) | 53% | | | \$ 1,081 | \$ (1,081) | 0.0% |
| 312-Office Repairs | \$ | - | \$ | 1,000 | \$ | (1,000) | 0% | \$ | - | \$ 83 | \$ (83) | 0.0% |
| 313-Accounting Services | \$ | 5,088 | \$ | 6,600 | \$ | (1,513) | 77% | \$ | 450 | \$ 550 | \$ (100) | 81.8% |
| 314-Subscriptions | \$ | 172 | \$ | 900 | \$ | (728) | 19% | \$ | 172 | \$ 75 | \$ 97 | 228.8% |
| 315-Dues and Memberships | \$ | 9,965 | \$ | 27,154 | \$ | (17,189) | 37% | \$ | 2,215 | \$ 2,263 | \$ (48) | 97.9% |
| 316-Fees, Licenses | \$ | 64 | \$ | 250 | \$ | (186) | 26% | | | \$ 21 | \$ (21) | 0.0% |

| | | | | \$ Over | | | | | Dec 16 | | \$ Over | % of |
|------------------------------|----|-------------|-----------------|-----------------|-------------|----|-------------|--------|---------|--------|----------|--------|
| | Já | an - Dec 16 | Budget | Budget | % of Budget | De | c 16 Actual | Budget | | Budget | | Budget |
| 317-Miscellaneous | \$ | 482 | \$ 500 | \$ (18) | 96% | | | \$ | 42 | \$ | (42) | 0.0% |
| 318-Recruitment Expenses | \$ | 3,624 | \$ 1,500 | \$ 2,124 | 242% | \$ | - | \$ | 125 | \$ | (125) | 0.0% |
| 319-Online Ticketing | \$ | 5,727 | \$ 4,500 | \$ 1,227 | 127% | \$ | = | \$ | 375 | \$ | (375) | 0.0% |
| 320-Janitorial | \$ | 540 | \$ 540 | \$ = | 100% | \$ | 45 | \$ | 45 | \$ | = | 100.0% |
| Total 300-Operating Expenses | \$ | 76,678 | \$ 90,308 | \$ (13,630) | 85% | \$ | 16,474 | \$ | 7,526 | \$ | 8,948 | 218.9% |
| 400-Payroll Expenses | | | | | | | | | | | | |
| 401-Salary | \$ | 121,108.37 | \$ 180,405 | \$ (59,297) | 67% | \$ | 6,923 | \$ | 15,034 | \$ | (8,111) | 46.1% |
| 402-Hourly | \$ | 32,309 | \$ 33,773 | \$ (1,464) | 96% | \$ | 2,209 | \$ | 2,814 | \$ | (605) | 78.5% |
| 403-Sick Time | \$ | 1,093 | \$ - | \$ 1,093 | 100% | \$ | - | \$ | - | \$ | - | 0.0% |
| 404-Vacation | \$ | 496 | \$ - | \$ 496 | 100% | \$ | 182 | \$ | - | \$ | 182 | 100.0% |
| 405-Payroll taxes | \$ | 15,140 | \$ 19,277 | \$ (4,137) | 79% | \$ | 758 | \$ | 1,606 | \$ | (848) | 47.2% |
| 406-Medical Insurance | \$ | 12,624 | \$ 37,885 | \$ (25,261) | 33% | \$ | 549 | \$ | 3,157 | \$ | (2,608) | 17.4% |
| 407-Commission Sales | \$ | 2,005 | \$ 5,300 | \$ (3,296) | 38% | \$ | - | \$ | 442 | \$ | (442) | 0.0% |
| 408-Bonus | \$ | 2,888 | \$ 7,900 | \$ (5,013) | 37% | \$ | - | \$ | 658 | \$ | (658) | 0.0% |
| 409-Quickbooks Fees | \$ | - | \$ 62 | \$ (62) | 0% | \$ | - | \$ | 5 | \$ | (5) | 0.0% |
| 410-Employee Benefits | \$ | 508 | \$ 1,400 | \$ (892) | 36% | \$ | - | \$ | 117 | \$ | (117) | 0.0% |
| 411-Temporary Services | \$ | 9,058 | | | | \$ | 1,382 | \$ | - | | | |
| 412-Relocation Reimb | \$ | 9,633 | \$ 10,000 | \$ (367) | 96% | \$ | = | \$ | 833 | \$ | (833) | 0.0% |
| 413-Retirement Program | \$ | - | \$ 5,500 | \$ (5,500) | 0% | \$ | - | \$ | 458 | \$ | (458) | 0.0% |
| 414-Employee Meals | \$ | 5 | | | | | | \$ | = | | | 0.0% |
| 415-Employee Travel | \$ | 293 | | | | | | \$ | = | | | 0.0% |
| 400-Payroll Expenses - Other | \$ | 127 | | | | \$ | 17 | | | | | 100.0% |
| Total 400-Payroll Expenses | \$ | 207,286 | \$ 301,502 | \$ (94,216) | 69% | \$ | 12,020 | \$ | 25,125 | \$ | (13,105) | 47.8% |
| Total Expense | \$ | 1,104,994 | \$ 1,205,999 | \$ (101,005) | 92% | \$ | 121,178 | \$ | 98,325 | \$ | 22,853 | 123.2% |
| Net Ordinary Income | \$ | 56,679 | \$ 14,176 | \$ 42,503 | 400% | \$ | (22,285) | \$ | (8,512) | \$ | (13,773) | |
| Net Income | \$ | 56,679 | \$ 14,176 | \$ 42,503 | 400% | \$ | (22,285) | \$ | (8,512) | \$ | (13,773) | |