



VISITLEX

## Budget

	<u>2016</u>	<u>2017</u>	<u>\$</u> <u>Change</u>	<u>%</u> <u>Change</u>
Occupancy Revenue	\$ 6,400,000.00	\$ 7,000,000.00	\$ 600,000.00	9%
Matching Funds	330,000.00	330,000.00	-	0%
Retail Sales	5,000.00	10,000.00	5,000.00	100%
Interest Income	12,000.00	6,300.00	(5,700.00)	-48%
Other Income	3,000.00	3,700.00	700.00	23%
Total Revenue	<u>6,750,000.00</u>	<u>7,350,000.00</u>	<u>600,000.00</u>	<u>9%</u>
Personnel Expense	2,077,000.00	2,200,000.00	123,000.00	6%
Professional Services	88,500.00	110,000.00	21,500.00	24%
Office Expense	291,200.00	325,000.00	33,800.00	12%
Industry Associations & Subscriptions	109,000.00	100,000.00	(9,000.00)	-8%
Industry Programs and Relations	100,000.00	90,000.00	(10,000.00)	-10%
Promotional Travel	15,000.00	30,000.00	15,000.00	100%
Advertising & Branding			-	
Professional Services	225,000.00	255,000.00	30,000.00	13%
Media Buys	1,771,000.00	1,547,000.00	(224,000.00)	-13%
Programs	125,000.00	148,000.00	23,000.00	18%
Fulfillment	70,000.00	60,000.00	(10,000.00)	-14%
Sales Efforts	91,500.00	75,000.00	(16,500.00)	-18%
Conventions & Meetings	172,800.00	475,000.00	302,200.00	175%
Promotional Items	45,000.00	50,000.00	5,000.00	11%
Printing	236,500.00	250,000.00	13,500.00	6%
Media Relations & Support	88,000.00	195,000.00	107,000.00	122%
Website	28,000.00	130,000.00	102,000.00	364%
Research	57,500.00	75,000.00	17,500.00	30%
Staff Development	59,500.00	65,000.00	5,500.00	9%
Development Programs	427,500.00	552,000.00	124,500.00	29%
Lexington Center Corporation	548,000.00	448,000.00	(100,000.00)	-18%
LFUCG Collection Fees	34,000.00	35,000.00	1,000.00	3%
Depreciation	90,000.00	135,000.00	45,000.00	50%
Total Expenses	<u>6,750,000.00</u>	<u>7,350,000.00</u>	<u>600,000.00</u>	<u>9%</u>
Revenue Over Expenses	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>