

# VISITLEX

## 2016 BUDGET

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	<b>2015 Budget</b>	<b>2016 Budget</b>	<b>\$ Change</b>	<b>% Change</b>
Occupancy Revenue	\$ 5,752,000.00	\$ 5,600,000.00	\$ (152,000.00)	-3%
Matching Funds	330,000.00	330,000.00	-	0%
Retail Sales	14,000.00	12,000.00	(2,000.00)	-14%
Interest Income	3,000.00	5,000.00	2,000.00	67%
Other Income	4,000.00	3,000.00	(1,000.00)	-25%
<b>Total Revenue</b>	<b>\$ 6,103,000.00</b>	<b>\$ 5,950,000.00</b>	<b>\$ (153,000.00)</b>	<b>-3%</b>
Personnel Expense	1,657,500.00	1,985,000.00	327,500.00	20%
Professional Services	162,500.00	60,000.00	(102,500.00)	-63%
Office Expense	287,150.00	282,500.00	(4,650.00)	-2%
Dues & Subscriptions	79,600.00	100,000.00	20,400.00	26%
Industry Programs & Relations	66,500.00	100,000.00	33,500.00	50%
Promotional Travel	15,000.00	15,000.00	-	0%
Advertising	1,708,775.00	1,655,500.00	(53,275.00)	-3%
Fulfillment	85,000.00	70,000.00	(15,000.00)	-18%
Sales Efforts	55,000.00	64,500.00	9,500.00	17%
Conventions & Meetings	127,675.00	113,000.00	(14,675.00)	-11%
Promotional Items	70,300.00	45,000.00	(25,300.00)	-36%
Printing	192,500.00	211,500.00	19,000.00	10%
Media Relations & Support	85,000.00	53,000.00	(32,000.00)	-38%
Website	45,000.00	25,000.00	(20,000.00)	-44%
Research	65,000.00	32,500.00	(32,500.00)	-50%
Staff Development	30,000.00	51,000.00	21,000.00	70%
Development Programs	600,000.00	428,500.00	(171,500.00)	-29%
Lexington Center	648,000.00	548,000.00	(100,000.00)	-15%
LFUCG Collection Fee	27,500.00	30,000.00	2,500.00	9%
Depreciation	95,000.00	80,000.00	(15,000.00)	-16%
<b>Total Expenses</b>	<b>\$ 6,103,000.00</b>	<b>\$ 5,950,000.00</b>	<b>\$ (153,000.00)</b>	<b>-3%</b>
Revenue Over Expenses	\$ -	\$ -	\$ -	0%