

**G-CBTA  
Budget vs. Actuals  
12/31/2011**

		<b>Budget</b>	<b>Actual</b>	<b>Reimb \$ Over</b>	<b>% of</b>	
<b>Funds Available for Use +</b>						
	Carry Over CO-OP	999.37	999.37	0.00		
	Carry Over Media			0.00		
	Contingency Fund	50,000.00	50,000.00	0.00		
	Current CO-OP		562.50	562.50		
	Current Media Reimbursement			0.00		
	Current Misc			0.00		
	CO Film Grant		500.00	500.00		
	Mt. CB Grant			0.00		
	LMD	907,500.00	907,500.00	0.00	100.00%	
	<b>Total Funds Avail for Use</b>	<b>\$ 958,499.37</b>	<b>\$ 959,561.87</b>	<b>\$1,062.50</b>	<b>100.11%</b>	
<b>Expenses:</b>						
101	Accountant	4,650.00	4,451.58	-198.42	95.73%	static
102	B&B Creative	5,000.00	3,300.00	-1,700.00	66.00%	static
103	Board Member Related	1,000.00	765.41	-234.59	76.54%	control
104	Dues/ Memberships	5,500.00	5,214.58	-285.42	94.81%	static
105	FAMS	6,350.00	1,435.77	-4,914.23	22.61%	control
106	Fulfillment	51,000.00	39,683.62	-11,316.38	77.81%	static
107	G-CB Film Commission	1,500.00	1,504.45	4.45	100.30%	static
108	Hospitality	50.00	20.35	-29.65	40.70%	control
108	Insurance	1,550.00	1,550.00	0.00	100.00%	static
110	Legal	0.00		0.00		
111	Local Media	725.00	581.69	-143.31	80.23%	control
112	Local Meetings	1,700.00	1,718.52	18.52	101.09%	static
	<b>Local PR:</b>					
113	Buehler Communications	50,503.00	45,391.47	-5,111.53	89.88%	static
114	Intern-PR	0.00		0.00		
115	Supplies (Media CD's/	50.00		-50.00	0.00%	control
116	Travel Expenses	375.00	352.50	-22.50	94.00%	control
	<b>Total Local PR</b>	<b>\$ 50,928.00</b>	<b>\$ 45,743.97</b>	<b>(\$5,184.03)</b>	<b>89.82%</b>	
	<b>Media:</b>					
117	Direct Mail	20,904.00	21,198.40	294.40	101.41%	static
118	Internet	297,848.00	259,536.58	-38,311.42	87.14%	static
119	Other	7,895.00	7,965.50	70.50	100.89%	static
120	Print	205,895.00	211,430.56	5,535.56	102.69%	static
121	Radio	49,928.00	31,328.00	-18,600.00	62.75%	static
	<b>Total Media</b>	<b>\$ 582,470.00</b>	<b>\$ 531,459.04</b>	<b>(\$51,010.96)</b>	<b>91.24%</b>	
122	Misc Expenses	1,354.00	463.00	-891.00	34.19%	control
123	Office Supplies	425.00	711.78	286.78	167.48%	control
	<b>Payroll Expenses:</b>					
124	Director Incentive			0.00		
125	Marketing Coordinator	41,843.00	31,019.04	-10,823.96	74.13%	static
126	Executive Director	88,284.00	66,628.31	-21,655.69	75.47%	static
	<b>Total Payroll Expenses</b>	<b>\$ 130,127.00</b>	<b>\$ 97,647.35</b>	<b>(\$32,479.65)</b>	<b>75.04%</b>	
127	Photocopy (outside jobs)					
129	Photography	3,750.00	3,736.07	-13.93	99.63%	control
129	Postage	250.00	206.48	-43.52	82.59%	control
130	PR Clip Service	5,986.00		-5,986.00	0.00%	static
131	Printing	2,000.00		-2,000.00	0.00%	control
132	Promotional Items	1,325.00	1,104.08	-220.92	83.33%	control
133	Storage Unit(s)	2,440.00	2,400.00	-40.00	98.36%	static
134	Tele/ FAX/ Internet	4,500.00	4,645.49	145.49	103.23%	static
135	Training/Prof. Development	100.00		-100.00	0.00%	control
136	Travel Planner Reprint	60,000.00	60,050.00	50.00	100.08%	static
137	Travel/ Tradeshow	11,100.00	8,156.83	-2,943.17	73.48%	control
138	Web Related	21,720.00	14,916.07	-6,803.93	68.67%	static
	<b>Total Expenses</b>	<b>957,500.00</b>	<b>831,466.13</b>	<b>(\$126,033.87)</b>	<b>86.84%</b>	

## Description of Budget Items

101 Accountant	Ridgeway Accounting:- monthly invoices/bills; Hewitt Accounting: taxes
102 B&B Creative	creation of print ad materials
103 Board Member Related	departing plaques; board retreat facilitator/lunch
104 Dues/Memberships	dues:Tour Colorado; SW Colo Travel Region; Grand Circle; CADMO; TIAC
105 FAMS	hosting/entertaining visiting media/tour operators/travel agents
106 Fulfillment	pickup/bulk mailing/postage of all individual brochure requests; mailing boxes of brochures
107 G-CB Film Commission	WSC intern payment; video/still camera/tripod; mileage reimb for intern
108 Hospitality	media hosting, mostly breakfast/lunch (non overnight/non FAM)
109 Insurance	Director's insurance
110 Legal	legal assistance
111 Local Media	local advertising for elections
112 Local Meetings	Board meeting costs; local meetings with partners
113 Buehler Communications (PR)	Contract fee for public relations service
114 Intern-PR	WSC intern
115 Supplies (PR)	office supplies/CD's related to PR
116 Travel Expenses (PR)	mileage reimbursement mostly local meetings related to PR
117 Direct Mail	3 postcard mailings/year/postage/printing
118 Internet	web and electronic advertising
119 Other Media	broch racks at GUC/DIA; signs of Mtn Express bus; videos
120 Print	print advertising (publications)
121 Radio	radio:Ffront Range and Texas
122 Misc. Expenses	local expenses: Radcliffe Assessment; Secretary of State filings
123 Office Supplies	tape/staples/copy paper/binders for board orientation
124 Director Incentive	contracted incentive (implemented only in 2 years)
125 Marketing Manager/interactive/web	wages and benefits
126 Executive Director	wages and benefits
127 Photocopy (outside)	bulk photocopying needs; presentations, etc.
128 Photography	local photos purchased for advertising and on web site
129 Postage	stamps; sending group packages; international postage CD's
130 PR Clip Service	50% share of VOCUS service with CBMR
131 Printing	business cards/stationary/Group Planner
132 Promotional Items	items used for media/tour operator FAMS (water bottles/chap stick; carabiners)
133 Storage Units	2 units: 10th and San Juan for brochures; clip books; past records; banners, etc.
134 Tele/Fax/Internet	Paid to county for telephone/fax and internet service for staff office
135 Training/Professional Development	educational seminars for staff
136 Travel Planner Reprint	annual reprint/design/layout and photos for vacation planner
137 Travel/Tradeshows	business travel expenses (food/lodging); meeting registration fees/milage reimbursement;
138 Web Related	web site hosting; URL's, database management/contact management system; SEO fees