

TCLA F-2011 Budget Summary 5/13/2010	\$	Category Totals	% of Total
Advertising:			
Magazines	\$242,997		
Newspapers	\$84,974		
Internet Advertising	\$114,000		
Sport & Travel Shows	\$22,000		
Postage for 100,000 Vacation Guides	\$100,000		
Special Events & Festivals	\$54,100		
Public Relations	\$152,050		
Advertising Production & Fullfillment	\$273,500		
Funlake.com Promotion	\$36,167		
General Reserve	\$3,000		
Total Advertising	\$1,082,788	\$1,082,788	0.684141922
Group Sales	\$188,050	\$188,050	0.118816323
Operational Expenses:			
Officers Liability Insurance	\$24,500		
TCLA Telephone and Fax	\$3,500		
Total	\$28,000	\$28,000	0.017691343
Professional Services:			
Legal Expense	\$25,000		
Accounting Expense & Annual Audit	\$24,500		
Research Conversion Study Coop App	8,250		
Legislative	27,300		
Missouri Hotel & Lodging Assn.	3,920		
Total	\$88,970	\$88,970	0.056214242
Administration:			
Payroll/Benefits	\$178,757		
Health Insurance	\$16,130		
Total	\$194,887	\$194,887	0.12313617
Total TCLA Fiscal 2011 Budget		1582695	\$1