

FISCAL 2011 TCLA BUDGET

DATED: 5-13-10

A. MAGAZINES

B. NEWSPAPERS

C. TELEVISION-RADIO (Radio@\$20K)(TV@\$20K)

C. (1) Internet Promotion Major Mkt Television Home Page/News/Weather Websites

TOTALS

Fiscal 2010

Fiscal 2011

\$275,404

\$242,997

\$89,479

\$84,974

\$40,000

\$0

\$135,000

\$114,000

\$539,883

\$539,883

\$441,971

\$441,971

D. SPECIAL EVENTS & FESTIVALS

1. Canine Cannon Ball Event

\$0

\$2,000

2. Charger Boat Owners Tournament

\$11,000

\$0

3. Lake area Chamber Car Show

\$150

\$100

4. Lake area Fire and Rescue Shootout last two weeks in August

\$2,000

\$2,000

5. FLW Stren Series Bass Tournament

\$1,000

\$5,000

6. Lake of the Ozarks Bike Fest September

\$5,000

\$10,000

7. Bonk Hard Chill February

\$1,000

\$0

8. Special Events Reserve

\$0

\$20,000

9. OSS Super Boat Race

\$5,000

\$0

10. Lake Holiday Light Park Nov/Dec

\$10,000

\$10,000

11. City of Lake Ozark, Hot Summer Nt Cruises Strip

\$1,500

\$2,000

12. Liverpool Legends Concert March

\$6,000

\$2,000

13. Wakeboard Rail Jam

\$0

14. Toyota Tundra Bass Master Fishing Tournament 9/11-12, 2010 @ 12/10/09 Board Mtg

\$1,000

Total Special Events

\$42,650

\$42,650

\$54,100

\$54,100

E. PUBLIC RELATIONS

1. Monthly Retainer Beenders Marketing Group, includes hours, clipping service & other expenses

\$140,000

\$141,650

2. Internal PR Position Expenses

\$3,000

\$3,000

Total P.R. Direct Expenses (Line items E-1 through E-2)

\$143,000

\$144,650

3. TCLA Newsletter Printing and Postage

\$0

\$0

4. Outdoor Writers Sportsman's Challenge

\$0

\$0

5. Outdoor Writer six stories plus reprints/Frazee visit

\$2,800

\$3,600

6. Administrator PR Expenses-Travel

\$3,800

\$3,800

Total Other P.R.(Line items E-3 through E-6)

\$6,600

\$7,400

Total Public Relations

\$149,600

\$149,600

\$152,050

\$152,050

F. FULFILLMENT

1. 2009-2010 SPORT & TRAVEL SHOWS (13 Shows)

\$25,000

\$22,000

Sport and travel shows, registration fees, lodging/meals/furniture rental/electric/travel

2. Postage including Vacation Guide

\$100,000

\$100,000

Total Fulfillment

\$125,000

\$125,000

\$122,000

\$122,000

G. GROUP SALES

1. Brochures & Sales Materials	\$1,500		\$0	
2. Lake Sales Office Expenses	\$26,220		\$46,300	
3. St. Louis Office Administration	\$28,675		\$0	
4. St. Louis and KC Advertising Support Contingency	\$0		\$0	
5. MSAE Annual Funfest sponsorship	\$3,000		\$3,000	
6. Convention/Group Unplanned tradeshows/conventions	\$0		\$0	
7. Logoed Promotional Give-aways Convention bags	\$4,000		\$1,600	
8. Group Reserve Line	\$0		\$0	
9. Midwest Meeting Magazine, \$550 annual guide book	\$550		\$550	
10. Missouri Music Educators	\$12,000		\$12,600	
11. Missouri School Board (Includes \$5,000 transportation expense)	\$20,000		\$20,000	
12. Group Transportation/Shuttle Reserve	\$5,000		\$5,500	
13. Missouri Meetings and Events Magazine, 4 insertions, Spring/Summer/Fall/Winter	\$13,000		\$13,000	
14. Missouri Council of Administrators of Special Education 08, 09,& 2010	\$2,500		\$2,500	
15. MO Assn of School Business Officials (Resort at Port Arrowhead)	\$5,000		\$5,000	
Total Group Sales	<u>\$121,445</u>	\$121,445	<u>\$110,050</u>	\$110,050

H. OPERATIONAL EXPENSES

1. CVB/TCLA Joint Operational Expenses	\$273,500		\$273,500	
2. TCLA Liability and Officers Insurance	\$24,500		\$24,500	
3. TCLA Telephone	\$2,690		\$3,500	
Total CVB Admin/Other	<u>\$300,690</u>	\$300,690	<u>\$301,500</u>	\$301,500

I. PROFESSIONAL SERVICES - RESEARCH

1. Legal Expense	\$3,000		\$25,000	
2. Accounting Expense - Payroll/Audit/Meetings/Additional Services	\$24,500		\$24,500	
3. Jerry Henry Conversion Study (Cooperative Marketing Application Fiscal 2011)			\$8,250	
Total Professional Services	<u>\$27,500</u>	\$27,500	<u>\$57,750</u>	\$57,750

J. GOLF COUNCIL

1. TCLA member pages annual Golf Guides and golf media fam trip	\$0		\$0	
Total Golf Council	<u>\$0</u>	\$0	<u>\$0</u>	\$0

K. LEGISLATIVE

1. Lobbyist at \$2,000/mo	\$24,000		\$24,000	
2. Legislative Ice Cream Social	\$3,000		\$3,000	
3. Lake Area Chamber Meet Your Legislators	\$600		\$300	
4. Missouri Hotel & Lodging Association 5,600 rooms times 70 cents (Calendar yr 2010)	\$3,920		\$3,920	
Total Legislative	<u>\$31,520</u>	\$31,520	<u>\$31,220</u>	\$31,220

L. PAYROLL/BENEFITS

1. TCLA Employee payroll, taxes and benefits	\$295,000		\$256,757	
2. TCLA Employee Health Insurance	\$13,000		\$16,130	
Total Payroll & Benefits	<u>\$308,000</u>	\$308,000	<u>\$272,887</u>	\$272,887

M. FUNLAKE.COM INTERNET PROMOTION	\$17,000			
1. Move C2 On-Line Vacation Guide/wowget/Interactive Calendar			\$13,567	
2. Search Engine Optimization-Madden Pre Print (\$1,000 match per month with State)			\$12,000	
3. Travel Marketing Group Billable Inquiries			\$3,000	
4. Charter On-Line Server			\$1,200	
5. Verio Web Hosting band width			\$3,600	
6. Domain names GO Daddy/Network Solutions			\$1,800	
7. Miscellaneous			\$1,000	
TOTAL INTERNET	<u>\$17,000</u>	\$17,000	<u>\$36,167</u>	\$36,167
N. GENERAL RESERVE FUND	\$0	\$0	\$3,000	\$3,000
O. Building Fund	\$0	\$0	\$0	\$0
Total Before Coop			\$1,582,695	\$1,582,695

Less Coop-Dest Application Mag \$117,673.50 + News \$34,296 + Internet \$57,000	\$208,970
Less Coop Funding PR Application	\$55,000
Less Camden Small Reibursement for two ads run in coop program	\$6,892
Less Cooperative Marketing Research Application	\$4,125
Total Cooperative Marketing Funds Back to TCLA	\$274,986
Total TCLA Budget to be Allocated to all Categories	\$1,307,709

Actual Funding Commitment Category Summary Fiscal 2011 based on budget of \$1,337,188:

Small Category Commitment Camden/Miller/Morgan <51 units for Fiscal 2011

Camden County	\$286,181
Miller County	\$19,126
Morgan County	\$38,249
Total Small Category Commitment Fiscal 2011 Budget	\$343,557

Medium Category Commitment Camden/Miller/Morgan 51-299 Units for Fiscal 2011

Camden County	\$363,510
Miller County	\$153,439
Total Medium Category Commitment for Fiscal 2011	\$516,949

Camden Large Committed for F-2011 \$447,203

Total Commitment for Fiscal 2011 TCLA Budget **\$1,307,709**

Difference

Dated: 5-13-2010

Agreed Funding at Beginning of 3-23-10 Budget Meeting

Camden Small	\$296,511
Camden Medium	\$376,631
Camden Large	\$463,345
Miller Small	\$19,816
Miller Medium	\$158,977
Morgan Small	\$39,630
Total	\$1,354,910
Difference from what was committed to what's being budgeted	\$47,201