

**FY-2024 MORGAN BUSINESS DISTRICT BUDGET**  
**JULY 1, 2023-JUNE 30, 2024**  
**APPROVED FEBRUARY 15, 2023**

**PROPOSED FY24**      **ACTUAL FY24**      **VARIANCE FY24**  
**July 23-June 24**      **July 23-June 24**      **July 23-June 24**

<b>REVENUES</b>			
MORGAN SMALL LODGING TAX COLLECTION	\$	126,250.00	\$ -
INTEREST INCOME	\$	37.00	\$ -
<b>TOTAL REVENUES</b>	<b>\$</b>	<b>126,287.00</b>	<b>\$ -</b>

<b>EXPENDITURES</b>			
<b>OPERATIONAL EXPENDITURES</b>			
AUDIT	\$	4,050.00	\$ -
ACCOUNTING SERVICES	\$	2,000.00	\$ -
BUSINESS DISTRICT BOARD INSURANCE	\$	1,500.00	\$ 1,277.00
LEGAL FEES	\$	2,000.00	\$ -

<b>SPECIAL EVENT FUNDING</b>			
EVENT RESERVE	\$	10,000.00	\$ -
APPLE FESTIVAL	\$	2,500.00	
LAKE WEST ST. PAT'S DAY CRAWL	\$	4,000.00	
LAKE OF THE OZARKS GOLF COUNCIL TV COMMERICALS	\$	1,000.00	
STOVER ROCK ISLAND FESTIVAL	\$	5,000.00	
LAKE BIKEFEST	\$	1,000.00	
MORGAN BUSINESS DIST FISHING EVENT	\$	6,000.00	
LOCAL 148 FISHING EVENT	\$	2,000.00	
NATIONAL CRAPPIE LEAGUE	\$	13,000.00	
FISHING TOURNAMENTS	\$	11,000.00	\$ -
PODCAST	\$	1,000.00	
<b>BUSINESS DISTRICT MARKETING EXPENSE</b>	<b>\$</b>	<b>10,237.00</b>	

<b>MORGAN BD PORTION OF JOINT MARKETING EXPENSES (JOINT BUDGET W/ CAMDEN &amp; MILLER COUNTY)</b>			
PRINT MARKETING	\$	1,225.62	\$ -
BILLBOARD MARKETING	\$	3,724.85	\$ -
DIGITAL/SOCIAL MEDIA MARKETING	\$	8,741.00	\$ -
TV/RADIO BROADCAST & STREAMING	\$	6,193.05	\$ -
GROUP SALES	\$	6,574.91	\$ -
PUBLIC RELATIONS	\$	2,876.51	\$ -
TOURISM WEBSITE (FUNLAKE.COM)	\$	636.66	\$ -

TCLA SERVICES	\$	20,027.40	\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$</b>	<b>126,287.00</b>	
<b>FY24 REVENUE VS EXPENDITURES</b>	<b>\$</b>	<b>-</b>	

**CASH POSITION AS OF 1/31/23**      **\$ 107,214.21**  
**PROJECTED CASH POSITION ON 6/30/23**      **\$ 130,030.29**