

Ouray Tourism Office
Profit & Loss by Class
 January through December 2018

Ordinary Income/Expense

	<u>2018</u>	<u>2017</u>
Income		
5100 · TOURISM FUND REVENUE		
5150 · Tourism Fund - City of Ouray	230,000.00	230,000.00
Total 5100 · TOURISM FUND REVENUE	<u>230,000.00</u>	<u>230,000.00</u>
Total Income	<u>230,000.00</u>	<u>230,000.00</u>
Gross Profit	230,000.00	230,000.00
Expense		
6000 · PAYROLL & STAFF EXPENSES		
6015 · Gross Wages	86,085.79	86,085.79
6016 · Vacation Pay	4,123.84	4,123.84
6019 · Overtime, (Time and a half)	1,726.00	1,726.00
6023 · Health & Accident Benefits	0.00	0.00
6024 · Business Use of Personal Mobile	780.00	780.00
6025 · Mileage Reimbursement	37.45	37.45
6100 · Payroll Taxes		
6110 · FICA	5,700.02	5,700.02
6120 · FUTA	202.44	202.44
6130 · Medicare	1,333.07	1,333.07
6140 · SUICO	460.35	460.35
Total 6100 · Payroll Taxes	<u>7,695.88</u>	<u>7,695.88</u>
6295 · Custodian	9,889.50	9,889.50
6299 · Other Contract Payroll	414.00	414.00
Total 6000 · PAYROLL & STAFF EXPENSES	<u>110,752.46</u>	<u>110,752.46</u>
6900 · VISITOR CENTER		
6915 · Cleaning & Supplies	458.78	458.78
6920 · Insurance	856.00	856.00
6925 · Landscaping	20.48	20.48
6940 · Repairs & Maintenance	171.22	171.22
6945 · Snow Removal	806.25	806.25
6950 · Communications		
6951 · Internet & Server fees	1,300.00	1,300.00
6960 · 970-325-4746	3,404.93	3,404.93

Ouray Tourism Office
Profit & Loss by Class
 January through December 2018

Total 6950 · Communications	4,704.93	4,704.93
6990 · Utilities	4,078.28	4,078.28
6995 · Trash Service	<u>1,803.27</u>	<u>1,803.27</u>
Total 6900 · VISITOR CENTER	12,899.21	12,899.21
7000 · DESTINATION MKTG, MGMT & DVPT		
7025 · Marketing Grants Match	5,000.00	5,000.00
7050 · Local Collab. Marketing Support		
7056 · Beautification / Facilities	<u>35.00</u>	<u>35.00</u>
Total 7050 · Local Collab. Marketing Support	35.00	35.00
7070 · Video Asset Production	311.50	311.50
7074 · Tourism Industry Memberships		
7075 · CADMO	1,200.00	1,200.00
7077 · Grand Circle Travel	1,330.34	1,330.34
7078 · Southwest Co. Travel Region	180.81	180.81
7079 · CO Hotel & Lodgers Association	<u>100.00</u>	<u>100.00</u>
Total 7074 · Tourism Industry Memberships	2,811.15	2,811.15
7088 · STAY LONGER, VISITOR GUIDE, LNT		
7089 · Visitor's Guide	250.00	250.00
7090 · Distribution Expense		
7526 · Pitney Bowes Lease	1,382.39	1,382.39
7528 · Postage Expense	<u>1,993.75</u>	<u>1,993.75</u>
Total 7090 · Distribution Expense	3,376.14	3,376.14
7095 · Stay Longer & Ethics Collateral	7,210.54	7,210.54
7500 · FULLFILLMENT EXPENSES		
7522 · Postage Meter		
7529 · Supplies	<u>13.40</u>	<u>13.40</u>
Total 7522 · Postage Meter	<u>13.40</u>	<u>13.40</u>
Total 7500 · FULLFILLMENT EXPENSES	<u>13.40</u>	<u>13.40</u>
Total 7088 · STAY LONGER, VISITOR GUIDE, LNT	10,850.08	10,850.08
7115 · RADIO MARKETING		
7117 · Brown Mountain Radio	2,175.00	2,175.00
7119 · MBC Grand Broadcasting	<u>3,375.00</u>	<u>3,375.00</u>
Total 7115 · RADIO MARKETING	5,550.00	5,550.00

Ouray Tourism Office
Profit & Loss by Class
 January through December 2018

	<u>Loss</u>	<u>Gain</u>
7130 · ONLINE MARKETING		
7131 · Email Marketing	1,083.80	1,083.80
7137 · Go-Colorado.com	1,825.00	1,825.00
7142 · Web, Undetermined	6,150.00	6,150.00
7150 · OurayColorado.com expenses	1,181.87	1,181.87
7152 · OCRA Website	1,085.00	1,085.00
Total 7130 · ONLINE MARKETING	<u>11,325.67</u>	<u>11,325.67</u>
7200 · PRINT MARKETING		
7230 · National Print		
7231 · CO State Vacation Guide(s)	18,528.80	18,528.80
Total 7230 · National Print	<u>18,528.80</u>	<u>18,528.80</u>
7310 · InState & Regional Print		
7370 · Travelhost Magazine	600.00	600.00
Total 7310 · InState & Regional Print	<u>600.00</u>	<u>600.00</u>
Total 7200 · PRINT MARKETING	<u>19,128.80</u>	<u>19,128.80</u>
7300 · PRINT - STATE & REGIONAL	1,150.00	1,150.00
7700 · MEDIA, GROUP & TRADE MARKETING		
7730 · Fam Tours & Travel Writers	3,484.24	3,484.24
7740 · Printing	125.00	125.00
7771 · Wedding Trade	570.73	570.73
7773 · Small Meetings Trade	800.25	800.25
7830 · International Media & Trade	2,395.00	2,395.00
Total 7700 · MEDIA, GROUP & TRADE MARKETING	<u>7,375.22</u>	<u>7,375.22</u>
7800 · TRADE/CONSUMER DIRECT MARKETING		
7810 · Booth Fees	4,695.00	4,695.00
7811 · Travel Expenses	7,956.84	7,956.84
7812 · Meal Expenses	709.63	709.63
7840 · Shipping Expenses	422.52	422.52
7880 · Booth Displays & Supplies	266.23	266.23
Total 7800 · TRADE/CONSUMER DIRECT MARKETING	<u>14,050.22</u>	<u>14,050.22</u>
Total 7000 · DESTINATION MKTG, MGMT & DVPT	<u>77,587.64</u>	<u>77,587.64</u>
7900 · DMMD PLATFORMS & RESEARCH		
7911 · CRM Platform	3,338.82	3,338.82

Ouray Tourism Office
Profit & Loss by Class
 January through December 2018

	<u>2018</u>	<u>2017</u>
7913 · PR Tracking & ROI Platform	14,116.00	14,116.00
7915 · User Generated Content Platform	12,600.00	12,600.00
7916 · Graphic Design	690.87	690.87
7950 · Market Research	408.00	408.00
Total 7900 · DMMD PLATFORMS & RESEARCH	31,153.69	31,153.69
8300 · ADMINISTRATIVE EXPENSES & LOSS		
8400 · Professional Services		
8420 · Accounting & Tax Prep	2,249.97	2,249.97
Total 8400 · Professional Services	2,249.97	2,249.97
Total 8300 · ADMINISTRATIVE EXPENSES & LOSS	2,249.97	2,249.97
Total Expense	234,642.97	234,642.97
Net Ordinary Income	-4,642.97	-4,642.97
Net Income	-4,642.97	-4,642.97