

Ouray Tourism Office
Profit & Loss by Class
 January through December 2019

(Statement of Activities)

	<u>DMM&D</u>
	<u>(LOT)</u>
Ordinary Income/Expense	
Income	
5100 · TOURISM FUND REVENUE	
5150 · Tourism Fund - City of Ouray	268,771.00
Total 5100 · TOURISM FUND REVENUE	<u>268,771.00</u>
Total Income	<u>268,771.00</u>
Gross Profit	268,771.00
Expense	
6000 · PAYROLL & STAFF EXPENSES	
6015 · Gross Wages	80,982.55
6016 · Vacation Pay	1,994.51
6019 · Overtime, (Time and a half)	0.00
6023 · Health & Accident Benefits	5,800.00
6024 · Business Use of Personal Mobile	1,250.40
6100 · Payroll Taxes	
6110 · FICA	2,729.07
6120 · FUTA	42.00
6130 · Medicare	638.25
6140 · SUICO	107.42
6100 · Payroll Taxes - Other	<u>3,100.22</u>
Total 6100 · Payroll Taxes	6,616.96
6220 · Professional Development	
6230 · Industry Conferences	
6250 · Co. Governors Tourism Conferenc	<u>2,147.46</u>
Total 6230 · Industry Conferences	2,147.46
6235 · Industry Trainings	2,500.00
6220 · Professional Development - Other	<u>1,496.76</u>
Total 6220 · Professional Development	6,144.22
6280 · Workmans Comp	163.10
6295 · Custodian	0.00
6299 · Other Contract Payroll	<u>2,302.32</u>
Total 6000 · PAYROLL & STAFF EXPENSES	105,254.06
6900 · VISITOR CENTER	
6915 · Cleaning & Supplies	0.00
6920 · Insurance	0.00
6925 · Landscaping	0.00
6930 · Misc.	0.00
6940 · Repairs & Maintenance	0.00
6945 · Snow Removal	0.00
6950 · Communications	
6951 · Internet & Server fees	0.00
6960 · 970-325-4746	<u>0.00</u>
Total 6950 · Communications	0.00
6990 · Utilities	0.00

Ouray Tourism Office
Profit & Loss by Class
 January through December 2019

(Statement of Activities)

	DMM&D
	(LOT)
6995 · Trash Service	0.00
6999 · VS Management & Contingency	0.00
Total 6900 · VISITOR CENTER	0.00
7000 · DESTINATION MKTG, MGMT & DVPT	
7025 · Marketing Grants Match	14,713.35
7050 · Local Collab. Marketing Support	4,052.19
7070 · Video Asset Production	14,456.00
7074 · Tourism Industry Memberships	
7075 · CADMO	2,336.58
7077 · Grand Circle Travel	900.00
7079 · CO Hotel & Lodgers Association	100.00
7081 · Other Partnerships & Committees	1,382.89
Total 7074 · Tourism Industry Memberships	4,719.47
7088 · STAY LONGER, VISITOR GUIDE, LNT	
7089 · Visitor's Guide	1,910.50
7090 · Distribution Expense	
7526 · Pitney Bowes Lease	795.58
7528 · Postage Expense	2,838.57
Total 7090 · Distribution Expense	3,634.15
7095 · Stay Longer & Ethics Collateral	7,232.86
Total 7088 · STAY LONGER, VISITOR GUIDE, LNT	12,777.51
7130 · ONLINE MARKETING	
7131 · Email Marketing	1,643.29
7137 · Go-Colorado.com	1,825.00
7142 · Web, Undetermined	5,406.35
7150 · OurayColorado.com expenses	2,222.50
7130 · ONLINE MARKETING - Other	308.45
Total 7130 · ONLINE MARKETING	11,405.59
7200 · PRINT MARKETING	
7230 · National Print	
7231 · CO State Vacation Guide(s)	31,682.40
7290 · National Print Other	2,800.00
Total 7230 · National Print	34,482.40
7310 · InState & Regional Print	
7351 · Watch Newspapers	933.50
7380 · InState / Regional Other	6,667.96
Total 7310 · InState & Regional Print	7,601.46
Total 7200 · PRINT MARKETING	42,083.86
7700 · MEDIA, GROUP & TRADE MARKETING	
7730 · Fam Tours & Travel Writers	3,401.53
Total 7700 · MEDIA, GROUP & TRADE MARKETING	3,401.53
7800 · TRADE/CONSUMER DIRECT MARKETING	
7811 · Travel Expenses	3,019.41
7812 · Meal Expenses	571.76

Ouray Tourism Office
Profit & Loss by Class
 January through December 2019

(Statement of Activities)

	DMM&D
	(LOT)
Total 7800 · TRADE/CONSUMER DIRECT MARKETING	3,591.17
Total 7000 · DESTINATION MKTG, MGMT & DVPT	111,200.67
7900 · DMMD PLATFORMS & RESEARCH	
7911 · CRM Platform	3,665.00
7913 · PR Tracking & ROI Platform	17,816.67
7915 · User Generated Content Platform	11,990.66
7916 · Graphic Design	603.89
7950 · Market Research	319.96
Total 7900 · DMMD PLATFORMS & RESEARCH	34,396.18
7999 · DMMD Management & Contingency	13,387.84
8300 · ADMINISTRATIVE EXPENSES & LOSS	
8320 · Accounting Software	260.00
8380 · Office Equipment	
8382 · Tech Hardware Software & Maint.	0.00
8384 · Computer Maintenance	0.00
8389 · Copier Lease	1,872.25
Total 8380 · Office Equipment	1,872.25
8399 · Office Supplies	0.00
8400 · Professional Services	
8420 · Accounting & Tax Prep	2,400.00
Total 8400 · Professional Services	2,400.00
Total 8300 · ADMINISTRATIVE EXPENSES & LOSS	4,532.25
Total Expense	268,771.00
Net Ordinary Income	0.00
Net Income	0.00

Ouray Tourism Office
Statement of Functional Expenses (990)

January through December 2019

	<u>DMM&D (LOT)</u>	<u>Total LOT</u>	<u>TOTAL</u>
6000 · PAYROLL & STAFF EXPENSES	105,254.06	105,254.06	105,254.06
7000 · DESTINATION MKTG, MGMT & DVPT	111,200.67	111,200.67	111,200.67
7900 · DMMD PLATFORMS & RESEARCH	34,396.18	34,396.18	34,396.18
7999 · DMMD Management & Contingency	13,387.84	13,387.84	13,387.84
8300 · ADMINISTRATIVE EXPENSES & LOSS	4,532.25	4,532.25	4,532.25
TOTAL	<u>268,771.00</u>	<u>268,771.00</u>	<u>268,771.00</u>

Ouray Tourism Office
Statement of Cash Flows
January through December 2019

OPERATING ACTIVITIES

Adjustments to reconcile Net Income

to net cash provided by operations:

1800 · Accounts Receivable	-268,771.00
2000 · Will Move Forward to Next Year	2,500.00
2500 · Payroll Liabilities:2520 · Fed Withholding/FICA	9,662.64
2500 · Payroll Liabilities:2530 · FUTA	42.00
2500 · Payroll Liabilities:2540 · State Withholding CO	1,300.00
2500 · Payroll Liabilities:2550 · SUICO	107.42

Net cash provided by Operating Activities -255,158.94

Net cash increase for period -255,158.94

Cash at end of period -255,158.94