

2012

Shreveport-Bossier Convention & Tourist Bureau

Budget



Annual Budget 2012

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Board of Directors

Officers

Chairman

Frederick Henson

African-American Chamber of Commerce

Vice Chairman

Luke Turner

Bossier Parish Police Jury

Treasurer

Betty Matthews

Caddo Parish Commission

Secretary

Jerry Kolniak

Louisiana Restaurant Association

Board of Directors

Jim Johnson

Bossier Rural Municipalities

Joyce Jeffrey

Bossier City Mayor

Sherry Stuckey

Shreveport-Bossier Lodging Association

Kathleen (Kathy) Jackson

Caddo Rural Municipalities

Board of Directors

John Hubbard

Bossier Chamber of Commerce

Tom Lubbe

Shreveport-Bossier Lodging Association

Ray Ferland

Shreveport-Bossier Lodging Association

Matthew Schupbach

Harrah's Louisiana Downs/Attractions Association

Tari Bradford

City of Shreveport Mayor

Mark Garrett

Greater Shreveport Chamber of Commerce

Debra Hamilton

Bossier Office of Community Services

Inki Shaver

Shreveport-Bossier Lodging Association

Mary Dunn

Shreveport-Bossier Attractions Association

Tourist Bureau Staff

Stacy A. Brown – *President*

Administrative Department

Jerri Corder – *Vice President Finance and Administration*

Susan Robbins – *Finance Director*

Debbie Hudson – *Executive Assistant*

Convention Department

Kimberly Brice – *Vice President Convention Marketing*

Suzanne Manfredi – *Convention Sales Manager*

Dianna Douglas – *Regional Convention Sales Manager*

Kevin Flowers – *Convention Sales Coordinator*

Carolyn Dowden – *Convention Services Coordinator*

Tourism Department

Kelly Wells – *Vice President of Sports/Tourism Marketing*

Sheila Norman – *Sports/Tourism Administrator*

Teresa Micheels – *Volunteer Services Coordinator*

Tourist Bureau Staff

Tourism Department

Erica Howard – *Tourism Sales Manager*

Kathy Melancon – *Product Development/Film Manager*

Communications Department

Brandy Evans – *Vice President Communications*

Christopher Jay – *Public Relations/Social Media Manager*

Sarah Williams-McKinney – *Communications Coordinator*

Pat Gill – *Internet/Systems Manager*

Lila Davis – *Visitor Service Manager*

Betty Walpool – *Visitor Service Specialist*

Visitor Centers

Natalie Roberson – *Visitor Service Specialist*

Jerrie Peterson – *Visitor Service Specialist*

Miriam McDaniel – *Visitor Service Specialist*

2012 Annual Budget

Holiday Trail of Lights

Beginning Fund Balance – 1/1/2012	\$ 4,800
Revenues	53,000
Expenditures	(53,000)
Excess Revenues over Expenditures	(-0-)
Ending Fund Balance – 12/31/2012	\$ 4,800

December on the Red

Beginning Fund Balance – 1/1/2012	\$ 17,983
Revenues	-0-
Expenditures	(11,000)
Excess Revenues over Expenditures	(11,000)
Ending Fund Balance – 12/31/2012	\$ 6,983

Boom or Bust Byway

Beginning Fund Balance – 1/1/2012	\$ 62,955
Revenues	130,330
Expenditures	(129,359)
Excess Revenues over Expenditures	971
Ending Fund Balance – 12/31/2012	\$ 63,926

Louisiana North Coalition

Beginning Fund Balance – 1/1/2012	\$ 45,387
Revenues	168,727
Expenditures	(168,727)
Excess Revenues over Expenditures	(-0-)
Ending Fund Balance – 12/31/2012	\$ 45,387

Shreveport-Bossier Sports Commission Major Events

Beginning Fund Balance – 1/1/2012	\$ 40,000
Revenues	896,000
Expenditures	936,000
Ending Fund Balance – 12/31/2012	\$ 0

Film Office

Beginning Fund Balance – 1/1/2012	\$ 16,174
Revenues	78,000
Expenditures	(78,000)
Excess Revenues over Expenditures	(-0-)
Ending Fund Balance – 12/31/2012	\$ 16,174

Shreveport-Bossier Sports Commission

Beginning Fund Balance – 1/1/2012	\$ 20,000
Revenues	275,000
Expenditures	(280,000)
Excess Revenues over Expenditures	-5,000
Ending Fund Balance – 12/31/2012	\$ 15,000

2012 Annual Operating Budget

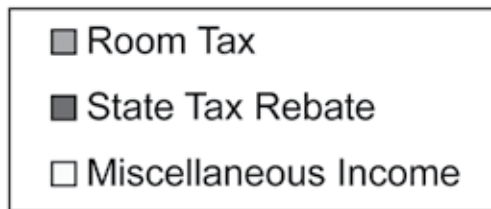
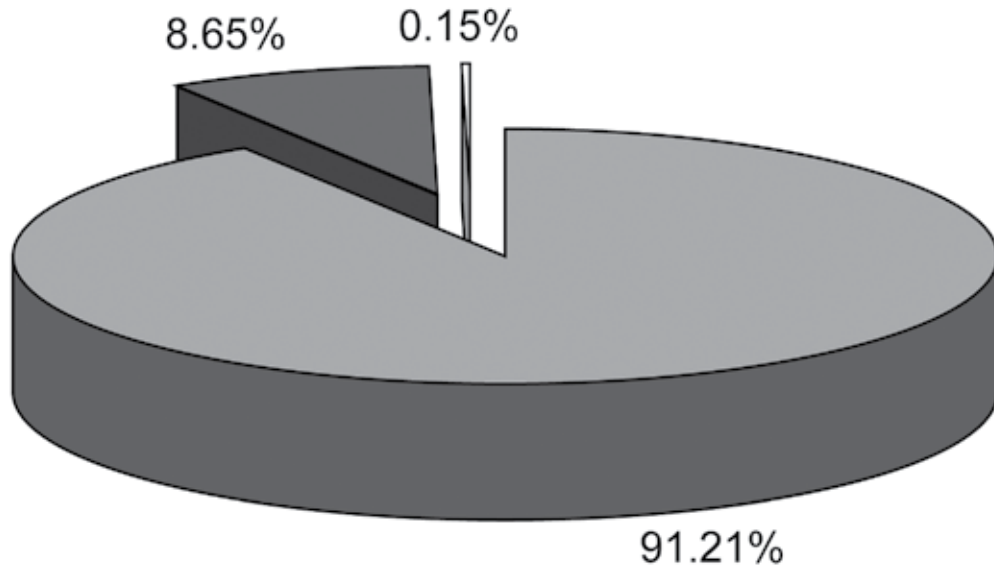
	2011	2012
Revenues:		
Caddo Parish	\$2,378,198.00	\$2,425,870.00
Bossier Parish	1,735,828.00	1,529,906.00
Revenues from Room Tax Rebate	390,000.00	450,000.00
Interest	1,500.00	2,400.00
Rent	3,600.00	3,600.00
Miscellaneous Income	1,500.00	600.00
Total Revenue	4,510,626.00	4,412,376.00
Expenditures:		
Administration Department	620,623.00	625,272.00
Convention Department	1,026,171.00	958,361.00
Tourism Department	994,694.00	1,214,031.00
Communications Department	2,109,092.00	2,187,497.00
Bond Repayment	136,540.00	138,020.00
Total Expenditures	4,887,120.00	5,123,181.00
Excess Revenue over Expenditures(Expenditures over Revenue)	-376,494.00	-710,805.00
Ending Fund Balance 12/31/2011 (Estimated)	962,700.00	1,305,988.00
Ending Fund Balance 12/31/2012 (Estimated)	\$586,206.00	\$595,183.00

Shreveport-Bossier Convention & Tourist Bureau

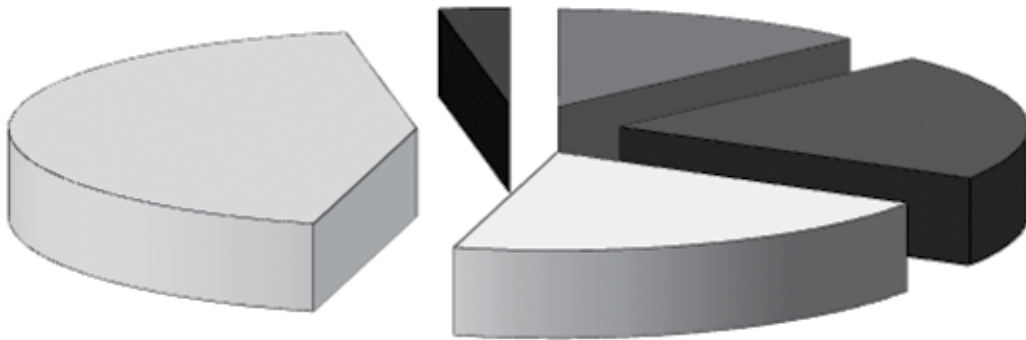
2012 Annual Operating Budget

EXPENSES	Administration	Convention	Tourism	Communication	Designated
Salaries	313,000.00	346,623.00	346,287.00	387,302.00	
FICA-Company	19,596.00	21,491.00	21,470.00	24,013.00	
Medicare-Company	4,505.00	5,026.00	5,021.00	5,616.00	
SUTA	920.00	1,234.00	1,940.00	2,500.00	
Retirement	28,770.00	17,000.00	15,000.00	22,500.00	
Copy Expense	0.00	0.00	0.00	0.00	
Copier rental/lease exp	4,018.00	1,600.00	1,600.00	1,600.00	
Pitney Bowes/lease-rent exp	3,962.00	3,975.00	4,350.00	4,448.00	
Auto - Lease	8,000.00	0.00	0.00	0.00	
Accounting and Legal Fees	12,500.00	12,500.00	12,500.00	12,500.00	
Gas, Oil, Repairs	8,000.00	4,000.00	6,500.00	12,000.00	
Dues & Subscriptions	650.00	100.00	200.00	1,660.00	
Bank Charges	2,600.00	2,200.00	2,100.00	2,100.00	
Parking Allowance	0.00	0.00	0.00	0.00	
Research	5,000.00	10,000.00	10,000.00	18,250.00	
Collection Expense	9,110.00	10,000.00	10,000.00	10,000.00	
Professional Affiliations	6,000.00	6,078.00	6,810.00	7,060.00	
Information Services	13,750.00	46,570.00	23,700.00	53,300.00	
Lodging	7,000.00	23,687.00	17,850.00	15,500.00	
Entertainment/Hospitality	17,360.00	16,143.00	10,233.00	12,500.00	
Travel: Air/Bus/Taxi	9,000.00	24,900.00	12,650.00	16,650.00	
Equipment Rental	0.00	0.00	0.00	200.00	
Contract Labor	0.00	500.00	1,000.00	3,000.00	
Telephone & Telegraph	4,200.00	12,000.00	9,000.00	15,000.00	
Electric	4,500.00	4,375.00	6,250.00	9,765.00	
Insurance - Professional Liab.	2,375.00	2,300.00	2,300.00	2,300.00	
Insurance-General Auto/Bonding	21,400.00	21,400.00	26,400.00	21,400.00	
Grp ins/health-life-disability	49,830.00	46,568.00	51,360.00	59,506.00	
Audio-Visual/Promotional Aids	0.00	20,900.00	17,900.00	11,900.00	
Trade Shows	0.00	52,205.00	30,240.00	7,200.00	
Repair and Maintenance-Bldg.	30,000.00	30,000.00	30,000.00	30,000.00	
Repair Maintenance-Equip	14,126.00	14,420.00	14,420.00	20,000.00	
Minor Equipment	2,000.00	3,000.00	4,000.00	6,300.00	
Office Supplies	6,000.00	9,000.00	6,500.00	12,000.00	
Marketing Supplies	1,000.00	34,000.00	9,400.00	7,300.00	
Promotional Events/Tours/Blitz	600.00	57,000.00	79,500.00	30,000.00	
Brochures/Printing	0.00	32,000.00	33,300.00	31,800.00	
Newsletters	0.00	4,400.00	4,400.00	4,400.00	
Co-Op Program	0.00	0.00	303,000.00	354,400.00	
Brochure Distribution Program	0.00	0.00	0.00	8,750.00	
Print/Advertising/Magazines	3,000.00	23,700.00	27,200.00	205,200.00	
Co-op Advertising	0.00	0.00	0.00	137,852.00	
Radio/Billboard/TV/Internet	0.00	0.00	12,500.00	184,500.00	
Postage	1,000.00	3,700.00	8,000.00	35,000.00	
Education	6,500.00	15,366.00	10,750.00	17,825.00	
Capital Items	5,000.00	18,400.00	18,400.00	60,400.00	
Tourism Projects	0.00	0.00	0.00	302,000.00	
Bond Re-Payment	0.00	0.00	0.00	0.00	138,020.00
Total Operating Expenses	625,272.00	958,361.00	1,214,031.00	2,187,497.00	138,020.00

2012 Annual Budget Revenue Breakdown



2012 Annual Budget Expense Breakdown



- Administration Department
- Convention Department
- Tourism Department
- Communications Department
- Bond Repayment



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