

TRI-COUNTY LODGING ASSOCIATION FY-2020

FY-2020 TCLA BUDGET  
DATED: 7-1-19

Jul '19 - Jun 20

TOTAL COOP

TL BUY W/COOP

Income			
4000 · TAX TRANSFER-CAMDEN SMALL	\$ 509,700.00		
4001 · TAX TRANSFER-CAMDEN MEDIUM	\$ 483,000.00		
4002 · TAX TRANSFER-CAMDEN LARGE	\$ 506,004.00		
4003 · TAX TRANSFER-MILLER SMALL	\$ 42,000.00		
4004 · TAX TRANSFER-MILLER MEDIUM	\$ 94,887.00		
4006 · TAX TRANSFER-MORGAN SMALL	\$ 37,000.00		
4011 · CAMDEN COUNTY COMMISSION	\$ 2,500.00		
4012 · MILLER COUNTY COMMISSION	\$ 1,000.00		
4013 · CITY OF OSAGE BEACH	\$ 25,000.00		
<b>Total Income</b>	<b>\$ 1,701,091.00</b>		
<b>Expense</b>			
<b>A. · MAGAZINES</b>			
A.04 · AAA MW TRAVELER			
A.05 · BETTER HOMES AND GARDENS	\$ -		
A.06 · FAMILY CIRCLE	\$ -		
A.07 · GOOD HOUSEKEEPING	\$ -		
A.09 · MIDWEST LIVING	\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
A.12 · MISSOURI LIFE-Mar, Apr, May/June 1/2 p	\$ -		
A.15 · HEARTLAND OUTDOORS	\$ 2,400.00		
A.16 · OUTDOOR GUIDE-ST LOUIS	\$ 1,800.00	\$ 1,800.00	\$ 3,600.00
A.17 · CMI MAGAZINES-DIV OF TOURISM			
<b>Total A. · MAGAZINES</b>	<b>\$ 5,500.00</b>		
<b>B. · NEWSPAPERS</b>			
B.02 · MO FALL/WINTER INSERT	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00
B.03 · MO SPRING/SUMMER INSERT	\$ 7,309.00	\$ 7,309.00	\$ 14,618.00
B.04 · OFFICIAL MO VAC PLANNER	\$ 16,000.00		
<b>Total B. · NEWSPAPERS</b>	<b>\$ 25,809.00</b>		
<b>C. · INTERNET/TV/RADIO</b>			
C.01 · CONTENT	\$ 39,000.00	\$ 39,000.00	\$ 78,000.00
C.01 (A) RETARGETING	\$ 6,675.00	\$ 6,675.00	\$ 13,350.00
C.01 (B) RETARGETING - VIDEO	\$ 3,250.00	\$ 3,250.00	\$ 6,500.00
C.01 (C.) RETARGETING DISTRIBUTION	\$ 6,250.00	\$ 6,250.00	\$ 12,500.00
C.01 (D) FACEBOOK LEAD GENERATION	\$ 2,750.00	\$ 2,750.00	\$ 5,500.00
C.02 · GOOGLE/BING/YAHOO SEM	\$ 113,166.00	\$ 113,166.00	\$ 226,332.00
C.03 · KRCG ROD'S BIG OLE FISH	\$ 12,000.00		
C.04 · KPOW-AM/KDRO-AM	\$ 3,000.00		
C.05 · ESPN 1510 - Outdoor Guys Radio	\$ 2,400.00		
C.06 · SPONSORED FACEBOOK POSTS	\$ 22,000.00		
C.07 · CARDINALS RADIO (220 TL SPOTS)	\$ 99,900.00		
C.08 · KC DIGITAL BILLBOARD-OUTFRONT-MILL	\$ 9,584.00	\$ 9,584.00	\$ 19,168.00
C.09 · KC DIGITAL BILLBOARD-OUTFRONT-BB	\$ 9,721.50	\$ 9,721.50	\$ 19,443.00
C.10 · JR/TRIP ADVISOR FL-PAGE+IMPRESNS	\$ 28,900.00	\$ 16,000.00	\$ 44,900.00
C.11 · STL DIGITAL BILLBOARD-OUTFRONT	\$ 11,255.95	\$ 5,694.50	\$ 16,950.45
C.13 · STL I-44 DDI BILLBOARD BIG BEND	\$ 16,500.00	\$ -	
C.14 · MISSOURI LIFE TELEVISION SHOW	\$ 15,000.00		
<b>Total C. · INTERNET/TV/RADIO</b>	<b>\$ 401,352.45</b>	<b>\$ 225,000.00</b>	<b>\$ 468,461.45</b>
<b>D. · SPECIAL EVENTS</b>			
D.04 · LAKE SHOOTOUT	\$ 2,000.00		
D.05 · SPONSORED FB POST SPECIAL EVENT	\$ 3,000.00		
D.06 · BIKE FEST	\$ 10,000.00		
D.07 · SPECIAL EVENTS RESERVE	\$ 8,000.00		
D.07(A.) TROP ROCKIN' OZARKS FEST	\$ 2,000.00		
D.08 · LAKE HOLIDAY LIGHT PARK	\$ -		
D.09 · HOT SUMMER NIGHTS CRUISES	\$ 2,500.00		
D.10 · LIVERPOOL LEGENDS	\$ (5,500.00)		
D.11 · CROSSOVER MUSIC FESTIVAL	\$ 1,000.00		
D.14 · KOHL'S CUP SOCCER	\$ -		
D.15 · LICKING SUMMER CAMPS	\$ 2,000.00		
D.16 · CAMDENTON AIR SHOW	\$ -		
D.22 · WICKED WINE RUN	\$ 500.00		
D.24 · AQUAPALOOZA	\$ 4,000.00		
D.25 · LOTO WEDDING ASSN.-BRIDAL SHOW	\$ -		
D.26 · FESTIVAL OF SPEED ON OB PARKWAY	\$ -		
D.29 · EAGLE DAYS	\$ 500.00		
D.32 · JUST PLAY HARD SHOOTOUT	\$ 2,000.00		
D.43 · CIVIL WAR REENACTMENT	\$ -		
D.46 · BRIDGE & DAM HALF MARATHON	\$ 1,500.00		

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D.49 · LAKE RACE	\$ -		
D.51 · OZARK AMPHITHEATER PROMOTION	\$ 5,000.00		
Total D. · SPECIAL EVENTS	\$ 38,500.00		
E. · PUBLIC RELATIONS			
E.1 · BEENDERS MARKETING	\$ 100,000.00		
E.2 · INTERNAL PUBLIC RELATIONS	\$ 4,100.00		
E.3 · OUTDOOR WRITER - J NEPORADNY	\$ 3,700.00		
E.4 · ADMINISTRATOR PR/TRAVEL EXPS	\$ 4,000.00		
Total E. · PUBLIC RELATIONS	\$ 111,800.00		
F. · FULFILLMENT			
F.01 · SPORT/TRAVEL SHOWS	\$ 21,000.00		
F.02 · POSTAGE	\$ 49,000.00		
F.03 · TRUCK/DELIVERY EXPENSES	\$ 7,500.00		
F.04 · VACATION GUIDE LABELS	\$ -		
F.05 · VG CTM DISTRIBUTION	\$ 11,000.00		
Total F. · FULFILLMENT	\$ 88,500.00		
G. · GROUP SALES			
G.01 · TRADE BOOTH/BROCHURES	\$ 1,000.00		
G.02 · CONFERENCES	\$ 38,500.00		
G.03 · TRAVEL	\$ 5,200.00		
G.04 · MSAE FUNFEST SPONSORSHIP	\$ 3,350.00		
G.05 · LOGOED PROMOTIONAL GIVE-AWAYS	\$ 5,000.00		
G.06 · MIDWEST MEETING MAGAZINE	\$ 600.00		
G.07 · MISSOURI MUSIC EDUCATORS	\$ 12,700.00		
G.08 · MISSOURI SCHOOL BOARDS	\$ 24,500.00		
G.10 · GROUP TRANSPORTATION	\$ 4,500.00		
G.11 · MO MEETINGS/EVENTS MAG	\$ 13,500.00		
G.12 · MO SPECIAL ED ADMINISTRATORS	\$ 2,500.00		
G.13 · MO ASSN SCHOOL BUSN OFFICIALS	\$ -		
G.14 · DIRECT MAIL PIECE	\$ 500.00		
G.15 · DUES & READERBOARDS	\$ 2,100.00		
G.16 · NEW GROUP BUSINESS INCENTIVE	\$ 5,000.00		
G.17 · SPONSORSHIPS/CONVENTION STAFF	\$ 3,500.00		
G.18 · MEALS/ENTERTAINMENT	\$ 2,500.00		
G.19 · POSTAGE/SUPPLIES/TELEPHONE	\$ 3,400.00		
G.20 · CONSTANT CONTACT/SIMPLE VIEW	\$ 7,900.00		
G.21 · SEMINARS/TRAINING	\$ 900.00		
G.22 · CAN-AM TRIP EXPENSES	\$ 5,000.00		
G.24 · GROUP SALES EQUIPMENT	\$ 500.00		
G.25 · GROUP SALES BID FEES	\$ 9,000.00		
G.26 · MAJOR LEAGUE FISHING TV	\$ -		
G.31 · HARLEY OWNERS GROUP (HOGS)	\$ -		
G.32 · "CONNECT" MTGS ADVERTISING PKG	\$ 15,500.00		
Total G. · GROUP SALES	\$ 167,150.00		
H. · OPERATIONAL EXPENSES			
H.1 · JOINT OPERATIONAL EXPENSES	\$ 278,500.00		
H.2 · LIABILITY & OFFICERS INSURANCE	\$ 3,100.00		
H.3 · TCLA TELEPHONE/FAX	\$ 2,450.00		
H.4 · OFFICE	\$ 28,545.00		
H.5 · OFFICE INSURANCE	\$ 3,400.00		
Total H. · OPERATIONAL EXPENSES	\$ 315,995.00		
I. · PROF SERVICES/RESEARCH			
I.1 · LEGAL EXPENSES	\$ 2,500.00		
I.2 · ACCOUNTING/AUDIT EXPENSES	\$ 31,000.00		
I.3 RESEARCH	\$ -		
Total I. · PROF SERVICES/RESEARCH	\$ 33,500.00		
J. · FISHING TOURNAMENT SPONSORSHIPS			
J.02 · FLW COSTA	\$ 7,500.00		
J.03 · FLW OZARK DIVISION TRNMNT	\$ 1,500.00		
J.04 · WILDCARD TOURNAMENT			
J.05 · FLW WALMART BASS REGIONAL	\$ 1,000.00		
J.06 · BIG BASS BASH SPRING & FALL	\$ 15,000.00		
J.07 · FISHING/GOLF CHAMPIONSHIP	\$ 1,350.00		
J.08 · HIGH SCHOOL BASS TOURNAMENT	\$ 1,500.00		
J.09 · ANGLERS IN ACTION TENT	\$ 2,000.00		
J.10 · LOCAL 148 AMEREN ENGINEERS	\$ 3,500.00		
J.11 · FISHING RESERVE	\$ 7,000.00		

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J.12 · TEEN ANGLERS J.P. SELL	\$ 3,000.00		
J.12 (A) - HEAVEN'S ANGLERS	\$ 1,000.00		
J.13 · BASS TOURNAMENTS			
J.14 HELP A CHILD	\$ 1,000.00		
J.18 FLW COLLEGE TOURN	\$ 1,500.00		
J.15 - TWISTED CAT TOURNAMENT	\$ 2,000.00		
J.17 · CATCH A VET	\$ 1,500.00		
J.19 CATFISH WEEKLY CHAMPIONSHIP	\$ -		
J.20 BASS WORLD/FLW BFL REGIONAL CHAM	\$ 5,000.00		
Total J. · FISHING TOURNAMENT SPONSORSHIPS	\$ 55,350.00		
K. · LEGISLATIVE			
K.1 · LOBBYIST	\$ 24,000.00		
K.2 · ICE CREAM SOCIAL	\$ -		
K.3 · CHAMBER MEET YOUR LEGISLATORS	\$ 300.00		
K.4 · MO HOTEL & LODGING ASSN	\$ -		
Total K. · LEGISLATIVE	\$ 24,300.00		
L. · PAYROLL/BENEFITS			
L.1 · PR / PR TAXES / SIMPLE PLAN	\$ 322,282.00		
L.2 · GROUP HEALTH INSURANCE	\$ 26,000.00		
Total L. · PAYROLL/BENEFITS	\$ 348,282.00		
M. · FUNLAKE.COM PROMOTION			
M.01 · ON-LINE VACATION GUIDE	\$ 1,800.00		
M.02 · SEARCH ENGINE OPTIMIZATION	\$ 21,600.00		
M.04 · CHARTER ON-LINE SERVER	\$ 1,500.00		
M.05 · VERIO WEB BANDWIDTH	\$ 5,500.00		
M.06 · DOMAIN NAMES	\$ 2,200.00		
M.07 · MISC WEBSITE EXPS	\$ 2,200.00		
M.09 · SURVEY MONKEY	\$ 300.00		
M.10 · WEBSITE MAINTENANCE	\$ 9,000.00		
Total M. · FUNLAKE.COM PROMOTION	\$ 44,100.00		
N. · GENERAL RESERVE	\$ 28,552.55		
N.1 Major League Fishing TV Show	\$ 10,000.00		
P. · TRAVEL CONFERENCES	\$ 2,400.00		
Total Expense	\$ 1,701,091.00	\$ 225,000.00	
Net Income	\$ -		
DIFFERENCE	\$ -		

TOTAL Coop Funding Available	\$ 225,000.00		
Coop Funding Used	\$ 225,000.00		
Coop Funding UNUSED	\$ -		\$ -

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