

		FY-2022 TCLA BUDGET	APPROVED FY22
		APPROVED 6/24/2021	July 21-June 22
INCOME			
	4000 · TAX TRANSFER-CAMDEN SMALL		\$ 421,778.00
	4001 · TAX TRANSFER-CAMDEN MEDIUM		\$ 275,014.00
	4002 · TAX TRANSFER-CAMDEN LARGE		\$ 305,856.00
	4003 · TAX TRANSFER-MILLER SMALL		\$ 49,980.80
	4004 · TAX TRANSFER-MILLER MEDIUM		\$ 80,000.00
	4006 · TAX TRANSFER-MORGAN SMALL		\$ 35,741.00
TOTAL BUSINESS DISTRICTS			\$ 1,168,369.80
	4011 · CAMDEN COUNTY COMMISSION		
	4012 · MILLER COUNTY COMMISSION		\$ 1,000.00
	4013 · CITY OF OSAGE BEACH		\$ 25,000.00
	Business Marketing Pa BUSINESS MARKETING PARTNERSHIPS		\$ 8,000.00
MUNICIPALITIES & BUSINESS MARKETING PARTNERSHIPS			\$ 34,000.00
	Show Me Strong Cares Act/COOP		\$ 225,000.00
TOTAL INCOME			\$ 1,427,369.80
EXPENSE			
	A. · PRINT MARKETING		
	A.01 · MIDWEST LIVING		\$ 8,000.00
	A.02 · HEARTLAND OUTDOORS		
	A.03 · OUTDOOR GUIDE-ST LOUIS		\$ 1,800.00
	A.04 · MO FALL/WINTER INSERT		\$ 8,000.00
	A.05 · MO SPRING/SUMMER INSERT		\$ 8,000.00
	A.06 · OFFICIAL MO VAC PLANNER		\$ 16,000.00
	TOTAL A. ·PRINT MARKETING		\$ 41,800.00
	B. · BILLBOARD MARKETING		
	B.01 - OUTFRONT MEDIA-KC-MILL STRET		\$ 20,000.00
	B.02 - OUTFRONT MEDIA-KC-BOND STREET		\$ 20,000.00
	B.03 - OUTFRONT MEDIA-ST. LOUIS		\$ 18,000.00
	B.04 · DDI ST. LOUIS I-44/MANCHESTER		\$ 18,000.00
	TOTAL B. ·BILLBOARD MARKETING		\$ 76,000.00
	C. · DIGITAL/SOCIAL MEDIA MARKETING		
	C.01 · AMPLIFIED STORY DISTRIBUTION		\$ 53,400.00
	C.02 - RETARGETING		\$ 40,000.00
	C.03- RETARGETING - VIDEO DISTRIBUTION		\$ 28,500.00
	C.04 -STANDARD VIDEO DISTRIBUTION		\$ 28,000.00
	C.05 -FACEBOOK LEAD GENERATION		\$ 23,812.00
	C.06 · GOOGLE/BING/YAHOO SEM		\$ 112,000.00
	C.07 · SPONSORED FACEBOOK POSTS		\$ 25,000.00
	C.08 · SEM-COOP w/ Madden Media/MDT		\$ 21,600.00
	C.09· TRIP ADVISOR		\$ 50,000.00
	Total C. · DIGITAL/SOCIAL MEDIA MARKETING		\$ 382,312.00
	D. · TV/ RADIO BROADCAST & STREAMING		
	D.01 · CARDINALS RADIO (Approx.radio :		\$ 33,000.00
	D.02 TV-Radio Broadcast/Streaming		\$ 60,000.00

	D.03 -MO Life TV	\$ 22,000.00
Total D. · TV/RADIO BROADCAST & STREAMING TOTAL		\$ 115,000.00
E. · PUBLIC RELATIONS		
	E.01 · MEDIA RELATIONS	\$ 50,000.00
	E.02 · INTERNAL PUBLIC RELATIONS	\$ 1,000.00
	E.03 · ADMINISTRATOR PR/TRAVEL EXPS	\$ 2,500.00
Total E. · PUBLIC RELATIONS		\$ 53,500.00
F. · FULFILLMENT & SERVICES		
	F.01 · SPORT/TRAVEL SHOWS	\$ -
	F.02 · POSTAGE	\$ 20,000.00
	F.03 · TRUCK/DELIVERY EXPENSES	\$ -
	F.04 · CVB FULFILLMENT & SERVICE AGREEM	\$ 270,000.00
Total F. · FULFILLMENT & SERVICES		\$ 290,000.00
G. · GROUP SALES		
	G.01 · TRADE BOOTH/BROCHURES	\$ 1,000.00
	G.02 · CONFERENCES	\$ 18,400.00
	G.03 · TRAVEL	\$ 740.00
	G.04 · MSAE Event Sponsorship	\$ 1,500.00
	G.05 · LOGOED PROMOTIONAL GIVE-AWAY:	\$ 1,000.00
	G.07 · MISSOURI MUSIC EDUCATORS	\$ 12,000.00
	G.10 · GROUP TRANSPORTATION	\$ 1,000.00
	G.11 · MO MEETINGS & EVENTS MAG	\$ 7,650.00
	G.12 · MOCASE	\$ 2,500.00
	G.13 - GROUP SALES STAFF	\$ 57,937.80
	G.15 · DUES (MPI-SGMP-MSAE)	\$ 1,500.00
	G.16 · NEW GROUP BUSINESS INCENTIVE	\$ 3,000.00
	G.17 · SPONSORSHIPS/CONVENTION STAFF	\$ 2,000.00
	G.18 · MEALS/ENTERTAINMENT	\$ 1,000.00
	G.19 · POSTAGE/SUPPLIES/TELEPHONE	\$ 2,500.00
	G.20 · CONSTANT CONTACT/SIMPLE VIEW	\$ 6,000.00
	G.21 · SEMINARS/TRAINING	\$ 500.00
	G.22 · GROUP SALES MARKETING	\$ 7,500.00
	G.23 - WEDDING/SOCIAL MARKET MARKETI	\$ 7,500.00
	G.24 "CONNECT" MTGS ADVERTISING PKG	\$ 7,500.00
Total G. · GROUP SALES		\$ 142,727.80
H. · OPERATIONAL EXPENSES		
	H.01 · LIABILITY & OFFICERS INSURANCE	\$ 3,600.00
	H.02 · TCLA TELEPHONE/FAX	\$ 2,000.00
	H.03 - OFFICE	\$ 28,800.00
	H.04 - OFFICE INSURANCE	\$ 5,000.00
	H.05 - CHARTER ONLINE SERVER	\$ 1,560.00
Total H. · OPERATIONAL EXPENSES		\$ 40,960.00
I. · PROF SERVICES/RESEARCH		
	I.01 · LEGAL EXPENSES	\$ 3,000.00
	I.02 · ACCOUNTING/AUDIT EXPENSES	\$ 27,965.00
	I.03 RESEARCH-VISITOR INTELLIENGE	\$ 34,500.00

	Total I. · PROF SERVICES/RESEARCH	\$ 65,465.00
	J. · LEGISLATIVE	
	J.01 · LEGISLATIVE INFORMATION DIRECTOR	\$ 20,000.00
	Total J. · LEGISLATIVE	\$ 20,000.00
	K. · PAYROLL/BENEFITS	
	K.01 · PR / PR TAXES / SIMPLE PLAN	\$ 135,300.00
	K.02 · GROUP HEALTH INSURANCE	\$ 13,950.00
	Total K. · PAYROLL/BENEFITS	\$ 149,250.00
	L. · FUNLAKE.COM PROMOTION	
	L.01 · ON-LINE VACATION GUIDE	\$ -
	L.02 · WEB HOSTING BANDWIDTH	\$ 5,500.00
	L.03 · DOMAIN NAMES	\$ 1,500.00
	L.04 · MISC WEBSITE EXPS	\$ 2,200.00
	L.05 · SURVEY MONKEY	\$ 300.00
	L.06 · WEBSITE FY 22 PAYMENT/ MAINTENANCE	\$ 40,855.00
	Total L. · FUNLAKE.COM PROMOTION	\$ 50,355.00
	M. · GENERAL RESERVE	\$ -
	TOTAL EXPENSE	\$ 1,427,369.80