

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
1		Rapid City Convention and Visitor's Bureau																
2		Statement of Activities																
3				% of														
4				Budget	YTD	Total YTD	Sept 2013	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	June	July	Aug
5	Acct #																	
6		CVB Income																
7	4300	Sales tax receipts - BBB	850,000	100.6%	854,962	96,067	182,511	84,548	34,369	0	183,518	71,267	64,301	76,796	61,585			
8	4400	BID income	1,350,000	94.2%	1,271,728	182,527	198,248	369,446	0	0	270,016	0	160,552	90,939				
9	4200	Chamber Dues subsidy	100,224	83.3%	83,520	8,352	8,352	8,352	8,352	8,352	8,352	8,352	8,352	8,352	8,352			
10	4150	Interest income	200	87.0%	174	18	18	17	18	18	16	18	17	17	17			
11	4155	Interest income - BID	200	87.0%	174	18	18	17	18	18	16	18	17	17	17			
12		TOTAL INCOME	2,300,624	96.1%	2,210,558	286,982	389,147	462,380	42,757	8,388	461,918	79,655	233,239	85,182	160,910	0	0	
13		CVB Expenses																
14		Admin Expenses																
15	5400	Salaries	525,000	81.3%	426,873	55,273	41,970	41,280	45,904	40,466	38,525	39,637	41,466	41,816	40,536			
16	5200	Employee Benefits	150,000	74.0%	111,073	13,145	11,483	11,255	9,948	10,967	9,470	5,523	19,194	10,947	9,141			
17	5000	Admin Fees to Chamber	96,804	83.3%	80,669	8,067	8,067	8,066	8,067	8,067	8,067	8,067	8,067	8,067	8,067			
18	5120	Postage	20,000	70.1%	14,016	283	1,280	1,233	1,325	441	1,597	2,153	2,144	1,638	1,922			
19	5150	Office Supplies	12,000	99.9%	11,984	376	1,311	443	1,343	1,382	760	1,171	498	3,181	1,519			
20	5300	Phone Expense	10,000	72.4%	7,235	43	1,129	619	565	710	413	1,214	778	985	779			
21	5061	Training/Education	13,000	108.0%	14,035	1,711	3,986	941	638	5	868	199	50	3,755	1,882			
22	5640	Public Relations	8,000	98.6%	7,884	672	2,079	612	782	1,041	628	(10)	454	983	643			
23	5645	Internet Expense	7,000	65.0%	4,548	98	595	493	421	525	503	503	498	409				
24	5060	Dues & subscriptions	10,000	199.1%	19,914	1,435	1,729	4,610	2,950	1,065	600	5,460	865	600	600			
25	6006	Legal Fees	4,000	5.3%	212	0	0	0	0	0	0	212	0	0	0			
26	5155	Misc Office & Printing	1,000	23.3%	233	0	56	0	0	0	140	0	37	0	0			
27	5020	Auto Expense	2,500	116.4%	2,909	216	644	175	203	327	232	400	175	219	318			
28	5370	Copier Expense	3,000	52.3%	1,568	0	190	157	87	115	163	120	124	407	205			
29	5034	Coupon Books/Pins/Lanyards	0		(445)	(285)	0	0	0	0	0	0	0	(160)	0			
30	5035	Misc Expense	2,500	61.7%	1,542	6	500	188	0	0	0	89	0	706	53			
31	5641	Annual Board Outing	6,000	36.5%	2,192	910	0	0	0	1,380	0	(98)	0	0	0			
32	5070	Equipment Maintenance	2,500	197.9%	4,947	0	0	0	0	0	0	0	0	4,422	525			
33			873,304	81.5%	711,389	81,950	74,963	70,128	72,233	66,491	61,966	64,640	74,355	78,064	66,599	0	0	
34																		
35		Sports Marketing																
36	6052	Officials	0		(656)	0	(1,241)	(997)	(33)	(1,024)	(2,475)	(986)	(1,446)	7,546	0			
37	5852	Tradeshows/misc sponsors	10,000	109.7%	10,967	2,014	1,992	1,157	1,049	1,025	564	1,050	2,116	0	0			
38	6058	Sponsorships	50,000	107.4%	53,707	0	1,616	2,500	37,677	2,000	6,250	0	3,500	42	122			
39	6051	Sports Council General Fund	2,500	94.8%	2,370	105	128	0	0	0	0	0	88	2,049	0			
40	6064	Advertising/Marketing	40,000	72.0%	28,793	850	345	350	4,561	2,899	4,970	12,701	2,556	1,041	(1,480)			
41	6040	Central States Fair	10,000	70.0%	7,000	0	0	0	0	0	0	1,000	0	0	6,000			
42	5853	Bidding/Travel	1,500	121.7%	1,825	0	1,825	0	0	0	0	0	0	0	0			
43	5985	SDHSAA	5,000	71.0%	3,548	0	3,000	101	0	0	234	60	0	423	(270)			
44		Total Sports Marketing	119,000	90.4%	107,554	2,969	7,665	3,111	43,254	4,900	9,543	13,825	6,814	11,101	4,372	0	0	
45																		
46		Convention Marketing																
47	5840	Tradeshows	20,000	104.4%	20,878	0	8	0	0	3,634	2,920	240	1,557	12,484	35			
48	6005	Convention marketing	92,500	93.9%	86,832	0	21,180	8,416	1,912	18	99	33,140	4,436	20,634	(3,003)			
49	6000	Bidding/Site Inspect/Attend Bldg	10,000	142.4%	14,244	15	2,766	789	0	1,000	0	504	77	8,427	666			
50		Total Convention Marketing	122,500	99.6%	121,954	15	23,954	9,205	1,912	4,652	3,019	33,884	6,070	41,545	(2,302)	0	0	
51																		

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1		Rapid City Convention and Visitor's Bureau																	
2		Statement of Activities			% of														
3		Fiscal Year 2014			Budget	YTD	Total YTD	Sept 2013	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	June	July	Aug
4	Acct #		Budget	YTD	Total YTD	Sept 2013	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	June	July	Aug		
52		Tourism Marketing																	
53		International marketing																	
54	5700	International marketing	30,000	120.8%	36,245	0	12,884	2,910	(500)	887	2,150	4,873	2,600	9,873	568				
55		Total Int'l Marketing	30,000	120.8%	36,245	0	12,884	2,910	(500)	887	2,150	4,873	2,600	9,873	568	0	0		
56																			
57		Tourism marketing group																	
58	5842	Tradeshows	31,000	42.5%	13,189	990	3,941	2,147	675	1,550	1,319	1,171	(1,008)	812	1,592				
59	6081	Motorcoach Advertising/Marketing	85,000	104.0%	88,359	1,626	23,581	11,608	4,777	0	14,021	23,998	3,523	0	5,225				
60	6108	General Group Marketing	7,000	121.8%	8,525	3,605	4,640	130	0	0	150	0	0	0	0				
61		Total Tourism Mktg Group	123,000	89.5%	110,073	6,221	32,162	13,885	5,452	1,550	15,490	25,169	2,515	812	6,817	0	0		
62																			
63		Tourism marketing - Consumer																	
64	6080	Tourism adv/marketing	550,500	104.2%	573,705	5,845	75,269	5,632	6,661	12,466	37,855	163,255	68,708	56,028	141,986				
65	6077	Misc Promotions	60,000	114.1%	68,431	2,721	6,246	12,425	233	6,530	(448)	2,350	5,396	25,104	7,874				
66		Total Tourism Mktg Consumer	610,500	105.2%	642,136	8,566	81,515	18,057	6,894	18,996	37,407	165,605	74,104	81,132	149,860	0	0		
67																			
68		Tourism marketing - Local																	
69	6001	Interstate billboards	7,000	79.5%	5,567	462	462	462	462	462	947	462	924	462	462				
70	6072	Summer Campaign	0		0	0	0	0	0	0	0	0	0	0	0				
71	5890	Visitor Guide	65,000	64.9%	42,155	0	0	0	0	0	0	0	0	0	42,155				
72	5915	Brochure Distribution	1,500	77.1%	1,157	0	0	0	0	0	0	0	0	1,157					
73		Total Tourism Mktg Local	73,500	66.5%	48,879	462	462	462	462	462	947	462	924	1,619	42,617	0	0		
74																			
75		Total Tourism Mktg	837,000	100.0%	837,333	15,249	127,023	35,314	12,308	21,895	55,994	196,109	80,143	93,436	199,862	0	0		
76																			
77		General marketing																	
78	6011	Travel	15,000	150.6%	22,588	0	6,986	13,850	0	0	0	1,784	0	(32)					
79	6089	Website	213,000	117.1%	249,398	144	169	169	20,603	559	74,657	56,221	67,659	13,563	15,654				
80			228,000	119.3%	271,986	144	7,155	14,019	20,603	559	74,657	58,005	67,659	13,531	15,654	0	0		
81																			
82		Public Relations																	
83	5996	Public relations	20,000	115.5%	23,105	0	3,105	0	15,000	5,000	0	0	0	0	0				
84	5885	Internal PR & Hostings	5,000	30.8%	1,539	0	0	0	0	0	185	464	26	864					
85			25,000	98.6%	24,644	0	3,105	0	15,000	5,000	185	464	26	864	0	0	0		
86																			
87		Convention services																	
88	5984	Servicing & promo supplies	5,000	435.3%	21,763	0	183	0	0	742	3,276	7,297	2,078	5,827	2,360				
89			5,000	435.3%	21,763	0	183	0	0	742	3,276	7,297	2,078	5,827	2,360	0	0		
90																			
91		BCF																	
92	6036	Brand Development	120,000	43.3%	52,009	0	0	0	0	12,542	10,807	10,787	15,977	333	1,563				
93	6038	Analytics	60,000	71.4%	42,850	0	10,000	2,150	5,000	5,000	5,000	5,000	700	5,000	5,000				
94			180,000	52.7%	94,859	0	10,000	2,150	5,000	17,542	15,807	15,787	16,677	5,333	6,563	0	0		
95																			
96																			
97		Total Income	2,300,624	96.1%	2,210,558	286,982	389,147	462,380	42,757	8,388	461,918	79,655	233,239	85,182	160,910	0	0		
98		Total Expense	2,389,804	91.7%	2,191,482	100,327	254,048	133,927	170,310	121,781	224,447	390,011	253,822	249,701	293,108	0	0		
99		Profit or loss	(89,180)		19,076	186,655	135,099	328,453	(127,553)	(113,393)	237,471	(310,356)	(20,583)	(164,519)	(132,198)	0	0		
100																			