

| | 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 | | Fiscal Year 2013 | | | | | | | | | | | | | | | |
| 5 | Acct # | Budget | YTD | Total YTD | Sept 2012 | Oct | Nov | Dec | Jan 2013 | Feb | Mar | Apr | May | June | July | Aug | |
| 6 | CVB Income | | | | | | | | | | | | | | | | |
| 6 | 4300 | Sales tax receipts - BBB | 800,000 | 101.2% | 809,213 | 26,628 | 68,827 | 189,896 | 91,908 | 41,737 | 56,792 | 76,047 | 57,886 | 64,950 | 41,328 | 66,579 | 26,635 |
| 7 | 4400 | BID income | 1,300,000 | 92.8% | 1,206,930 | | 373,155 | 159,984 | 105,425 | 66,454 | 72,114 | 70,310 | | 157,033 | 79,905 | 122,550 | 0 |
| 8 | 4200 | Chamber Dues subsidy | 108,830 | 100.0% | 108,828 | 9,069 | 9,069 | 9,069 | 9,069 | 9,069 | 0 | 18,138 | 9,069 | 9,069 | 9,069 | 9,069 | 9,069 |
| 9 | 4150 | Interest income | 2,000 | 13.0% | 259 | 34 | 32 | 26 | 25 | 24 | 22 | 22 | 22 | 0 | 16 | 19 | 17 |
| 10 | 4155 | Interest income - BID | 2,000 | 13.0% | 259 | 34 | 32 | 26 | 25 | 24 | 22 | 22 | 22 | 0 | 16 | 19 | 17 |
| 11 | | TOTAL INCOME | 2,212,830 | 96.1% | 2,125,489 | 35,765 | 451,115 | 359,001 | 206,452 | 117,308 | 128,950 | 164,539 | 66,999 | 231,052 | 130,334 | 198,236 | 35,738 |
| 12 | | | | | | | | | | | | | | | | | |
| 13 | CVB Expenses | | | | | | | | | | | | | | | | |
| 14 | Admin Expenses | | | | | | | | | | | | | | | | |
| 15 | 5400 | Salaries | 488,000 | 102.2% | 498,886 | 49,493 | 40,749 | 39,564 | 47,823 | 39,505 | 39,343 | 39,573 | 39,555 | 39,618 | 40,894 | 41,538 | 41,231 |
| 16 | 5200 | Employee Benefits | 122,000 | 124.6% | 151,959 | 29,874 | 13,120 | 5,419 | 10,856 | 15,707 | 10,644 | 9,537 | 10,898 | 10,387 | 5,490 | 13,166 | 16,861 |
| 17 | 5000 | Admin Fees to Chamber | 85,830 | 100.0% | 85,824 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 | 7,152 |
| 18 | 5120 | Postage | 20,000 | 94.0% | 18,809 | 313 | 1,263 | 1,028 | 1,199 | 20 | 2,364 | 1,041 | 1,983 | 2,976 | 1,629 | 2,246 | 2,747 |
| 19 | 5150 | Office Supplies | 15,000 | 68.9% | 10,337 | 775 | 2,057 | 1,862 | 416 | 225 | 457 | 1,514 | 1,322 | 94 | 705 | 0 | 910 |
| 20 | 5300 | Phone Expense | 10,000 | 109.3% | 10,927 | 644 | 885 | 862 | 538 | 1,127 | 926 | 1,013 | 719 | 912 | 683 | 792 | 1,826 |
| 21 | 5061 | Training/Education | 13,000 | 114.5% | 14,881 | 2,890 | 1,070 | 665 | 0 | 199 | 0 | 535 | 1,195 | 0 | 2,511 | 137 | 5,679 |
| 22 | 5640 | Public Relations | 15,000 | 58.1% | 8,713 | 505 | 1,560 | 173 | 718 | 357 | 550 | 246 | 688 | 650 | 794 | 45 | 2,427 |
| 23 | 5645 | Internet Expense | 7,000 | 80.3% | 5,622 | 413 | 398 | 461 | 420 | 403 | 398 | 409 | 667 | 400 | 454 | 398 | 801 |
| 24 | 5060 | Dues & subscriptions | 15,000 | 65.9% | 9,881 | 330 | 0 | 0 | 3,075 | 0 | 2,186 | 145 | 4,040 | 55 | 50 | 0 | 0 |
| 25 | 6006 | Legal Fees | 4,000 | 101.7% | 4,066 | 68 | 0 | 0 | 0 | 801 | 0 | 0 | 1,166 | 1,607 | 159 | 0 | 265 |
| 26 | 5155 | Misc Office & Printing | 4,000 | 0.7% | 29 | 0 | 0 | 24 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| 27 | 5020 | Auto Expense | 5,000 | 76.8% | 3,838 | 175 | 496 | 311 | 175 | 261 | 362 | 271 | 221 | 208 | 357 | 478 | 523 |
| 28 | 5370 | Copier Expense | 3,000 | 63.5% | 1,906 | 0 | 0 | 0 | 0 | 15 | 1,139 | 0 | 238 | 45 | 272 | 197 | |
| 29 | 5034 | Coupon Books/Pins/Lanyards | 0 | | 3,398 | 0 | 0 | 3,113 | 0 | 0 | 0 | 0 | (198) | (525) | (150) | 0 | 1,158 |
| 30 | 5035 | Misc Expense | 5,000 | 33.7% | 1,684 | 0 | 146 | 213 | 0 | 0 | 90 | 0 | 121 | 0 | 1,644 | (530) | 0 |
| 31 | 5641 | Annual Board Outing | 8,000 | 29.2% | 2,334 | 0 | 0 | 0 | 1,978 | (989) | 1,008 | (504) | 0 | 203 | 109 | 0 | 529 |
| 32 | 5070 | Equipment Maintenance | 2,500 | 273.4% | 6,835 | 287 | 0 | 1,161 | 2,694 | 16 | 48 | 998 | 0 | 0 | 462 | 1,169 | 0 |
| 33 | | | 822,330 | 102.1% | 839,929 | 92,919 | 68,896 | 62,008 | 77,044 | 64,784 | 65,543 | 63,069 | 69,529 | 63,975 | 62,988 | 66,863 | 82,311 |
| 34 | | | | | | | | | | | | | | | | | |
| 35 | Sports Marketing | | | | | | | | | | | | | | | | |
| 36 | 6052 | Officials | 0 | | 627 | (1,518) | (129) | (732) | (1,015) | (347) | (1,397) | (1,350) | 325 | 6,333 | 7 | 450 | 0 |
| 37 | 5852 | Tradeshows/misc sponsors | 10,000 | 95.2% | 9,516 | 69 | 2,481 | 1,996 | 2,420 | 0 | 632 | 0 | 50 | 1,818 | 0 | 0 | 50 |
| 38 | 6057 | Sports Council Grants | 30,000 | 99.3% | 29,793 | 2,236 | 3,011 | 4,112 | 11,038 | 500 | 2,220 | 1,076 | 2,805 | 2,081 | 0 | 398 | 316 |
| 39 | 6058 | Sponsorships | 70,000 | 63.3% | 44,309 | 741 | 15,000 | 605 | 0 | 15,000 | 11 | 3,000 | 3,862 | 1,000 | 5,000 | 0 | 90 |
| 40 | 6051 | Sports Council General Fund | 2,500 | 121.8% | 3,044 | 94 | 0 | 0 | 0 | 222 | 0 | 180 | 210 | 231 | 2,095 | 0 | 12 |
| 41 | 5986 | Incentives | 10,000 | 28.0% | 2,800 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,500 | 300 | 0 |
| 42 | 6064 | Advertising/Marketing | 100,000 | 77.5% | 77,518 | 0 | 0 | 2,273 | 3,830 | 0 | 7,594 | 17,631 | 24,273 | 0 | 9,238 | 8,544 | 4,135 |
| 43 | 6040 | Central States Fair | 5,000 | 100.0% | 5,000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 |
| 44 | 5985 | SDHSAA | 3,000 | 100.0% | 3,000 | 3,000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 45 | | Total Sports Marketing | 230,500 | 76.2% | 175,607 | 4,622 | 20,363 | 8,254 | 16,273 | 15,375 | 9,060 | 20,537 | 31,525 | 11,463 | 18,840 | 9,692 | 9,603 |
| 46 | | | | | | | | | | | | | | | | | |
| 47 | Convention Marketing | | | | | | | | | | | | | | | | |
| 48 | 5840 | Tradeshows | 20,000 | 85.3% | 17,065 | 554 | 3,175 | 1,283 | 591 | 0 | 2,548 | 120 | 5,264 | 1,643 | 392 | 0 | 1,495 |
| 49 | 6005 | Convention marketing | 230,000 | 79.2% | 182,184 | | 1,095 | 13,002 | 32,825 | 574 | 7,999 | 21,780 | 18,195 | 26,168 | 21,078 | 38,515 | 953 |
| 50 | 6000 | Bidding/Site Inspect/Attend Bldg | 10,000 | 123.6% | 12,358 | 918 | 576 | 4,044 | 955 | 81 | 468 | 148 | 0 | 124 | 3,719 | 160 | 1,165 |
| 51 | | Total Convention Marketing | 260,000 | 81.4% | 211,607 | 1,472 | 4,846 | 18,329 | 34,371 | 655 | 11,015 | 22,048 | 23,459 | 27,935 | 25,189 | 38,675 | 3,613 |
| 52 | | | | | | | | | | | | | | | | | |

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|-----|--------|---------------------------------------------------|-----------|--------|-----------|-----------|---------|---------|----------|----------|----------|----------|-----------|---------|----------|---------|-----------|
| 1 | | Rapid City Convention and Visitor's Bureau | | | | | | | | | | | | | | | |
| 2 | | Statement of Activities | | | | | | | | | | | | | | | |
| 3 | | | | % of | | | | | | | | | | | | | |
| 4 | | Fiscal Year 2013 | | | | | | | | | | | | | | | |
| 5 | Acct # | | Budget | YTD | Total YTD | Sept 2012 | Oct | Nov | Dec | Jan 2013 | Feb | Mar | Apr | May | June | July | Aug |
| 53 | | Tourism Marketing | | | | | | | | | | | | | | | |
| 54 | | International marketing | | | | | | | | | | | | | | | |
| 55 | 5700 | International marketing | 38,000 | 96.9% | 36,839 | 2,335 | 3,876 | 1,775 | 11,026 | 562 | 983 | 1,917 | 4,085 | 341 | 3,707 | 5,665 | 567 |
| 56 | | Total Int'l Marketing | 38,000 | 96.9% | 36,839 | 2,335 | 3,876 | 1,775 | 11,026 | 562 | 983 | 1,917 | 4,085 | 341 | 3,707 | 5,665 | 567 |
| 57 | | | | | | | | | | | | | | | | | |
| 58 | | Tourism marketing group | | | | | | | | | | | | | | | |
| 59 | 5842 | Tradeshows | 31,000 | 67.0% | 20,779 | 3,278 | 3,852 | 3,719 | 3,255 | 951 | (403) | 4,362 | 893 | 52 | 770 | 0 | 50 |
| 60 | 6081 | Motorcoach National Publ | 90,000 | 106.9% | 96,209 | 0 | (1,744) | 25,805 | 18,770 | (2,871) | 26,036 | (555) | 6,407 | 3,524 | 4,519 | 12,150 | 4,168 |
| 61 | 6108 | Group Co-op Marketing | 10,000 | 25.9% | 2,589 | 0 | 0 | 0 | 0 | 0 | 0 | 314 | 0 | 0 | 2,275 | 0 | 0 |
| 62 | | Total Tourism Mktg Group | 131,000 | 91.3% | 119,577 | 3,278 | 2,108 | 29,524 | 22,025 | (1,920) | 25,633 | 4,121 | 7,300 | 3,576 | 7,564 | 12,150 | 4,218 |
| 63 | | | | | | | | | | | | | | | | | |
| 64 | | Tourism marketing - Consumer | | | | | | | | | | | | | | | |
| 65 | 6080 | Tourism adv/marketing | 400,000 | 96.3% | 385,242 | 39,025 | 0 | 13,921 | 8,519 | 200 | 69,105 | 49,248 | 93,374 | 3,540 | 66,297 | 23,694 | 18,319 |
| 66 | 5920 | Sponsorships | 30,000 | 74.8% | 22,450 | 0 | 0 | 0 | 0 | 0 | 8,549 | 0 | 500 | 4,000 | 399 | 3,059 | 5,943 |
| 67 | 6077 | Misc Promotions | 98,000 | 94.1% | 92,198 | 8,048 | 5,230 | 3,866 | 9,415 | 13,050 | 15,482 | 12,146 | 19,373 | 7,941 | 3,049 | (4,932) | (470) |
| 68 | | Total Tourism Mktg Consumer | 528,000 | 94.7% | 499,890 | 47,073 | 5,230 | 17,787 | 17,934 | 13,250 | 93,136 | 61,394 | 113,247 | 15,481 | 69,745 | 21,821 | 23,792 |
| 69 | | | | | | | | | | | | | | | | | |
| 70 | | Tourism marketing - Local | | | | | | | | | | | | | | | |
| 71 | 6001 | Interstate billboards | 7,000 | 85.8% | 6,006 | 462 | 462 | 462 | 462 | 462 | 462 | 462 | 462 | 462 | 924 | 462 | 462 |
| 72 | 6072 | Summer Campaign | 30,000 | 0.0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 73 | 5890 | Visitor Guide | 65,000 | 93.9% | 61,032 | 5,376 | 0 | 18,801 | 36,855 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 74 | 5915 | Promotions | 8,000 | 21.7% | 1,735 | 0 | 0 | 236 | 232 | 0 | 0 | 110 | 0 | 1,157 | 0 | 0 | 0 |
| 75 | | Total Tourism Mktg Local | 110,000 | 62.5% | 68,773 | 5,838 | 462 | 19,499 | 37,549 | 462 | 462 | 572 | 462 | 1,619 | 924 | 462 | 462 |
| 76 | | | | | | | | | | | | | | | | | |
| 77 | | Total Tourism Mktg | 807,000 | 89.8% | 725,079 | 58,524 | 11,676 | 68,585 | 88,534 | 12,354 | 120,214 | 68,004 | 125,094 | 21,017 | 81,940 | 40,098 | 29,039 |
| 78 | | | | | | | | | | | | | | | | | |
| 79 | | General marketing | | | | | | | | | | | | | | | |
| 80 | 5913 | Photography | 3,000 | 40.6% | 1,219 | 0 | 0 | 1,219 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 81 | 6011 | Research/consulting | 25,000 | 154.3% | 38,570 | 0 | 0 | 2,340 | 3,526 | 0 | 3,998 | 2,912 | 2,000 | 0 | 2,000 | 4,000 | 17,794 |
| 82 | 6089 | Website | 35,000 | 80.4% | 28,155 | 0 | 0 | 625 | 1,148 | 0 | 6,215 | 3,110 | 0 | 0 | 13,424 | 2,765 | 868 |
| 83 | | | 63,000 | 107.8% | 67,944 | 0 | 0 | 4,184 | 4,674 | 0 | 10,213 | 6,022 | 2,000 | 0 | 15,424 | 6,765 | 18,662 |
| 84 | | | | | | | | | | | | | | | | | |
| 85 | | Public Relations | | | | | | | | | | | | | | | |
| 86 | 5996 | Public relations | 20,000 | 85.0% | 17,003 | 807 | 771 | 25 | 25 | 125 | 180 | 0 | 13 | 13 | 507 | 14,476 | 61 |
| 87 | 5885 | Sponsorships | 5,000 | 28.0% | 1,400 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 796 | 50 | 554 | 0 | 0 |
| 88 | | | 25,000 | 73.6% | 18,403 | 807 | 771 | 25 | 25 | 125 | 180 | 0 | 809 | 63 | 1,061 | 14,476 | 61 |
| 89 | | | | | | | | | | | | | | | | | |
| 90 | | Convention services | | | | | | | | | | | | | | | |
| 91 | 5984 | Servicing & promo supplies | 5,000 | 108.2% | 5,409 | (45) | (59) | (95) | 3,137 | 33 | 0 | 2,135 | 118 | 205 | 61 | 0 | (81) |
| 92 | | | 5,000 | 108.2% | 5,409 | (45) | (59) | (95) | 3,137 | 33 | 0 | 2,135 | 118 | 205 | 61 | 0 | (81) |
| 93 | | | | | | | | | | | | | | | | | |
| 94 | | BCF | | | | | | | | | | | | | | | |
| 95 | | Account Management | | | | | | | | | | | | | | | 27,997 |
| 96 | | Tourism Marketing | | | | | | | | | | | | | | | 20,000 |
| 97 | | Public Relations/Social Media | | | | | | | | | | | | | | | 19,784 |
| 98 | | Brand Development | | | | | | | | | | | | | | | 69,351 |
| 99 | | Website | | | | | | | | | | | | | | | 40,392 |
| 100 | | Analytics | | | | | | | | | | | | | | | 4,632 |
| 101 | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 182,156 |
| 102 | | | | | | | | | | | | | | | | | |
| 103 | | | | | | | | | | | | | | | | | |
| 104 | | Total Income | 2,212,830 | 96.1% | 2,125,489 | 35,765 | 451,115 | 359,001 | 206,452 | 117,308 | 128,950 | 164,539 | 66,999 | 231,052 | 130,334 | 198,236 | 35,738 |
| 105 | | Total Expense | 2,212,830 | 100.6% | 2,226,134 | 158,299 | 106,493 | 161,290 | 224,058 | 93,326 | 216,225 | 181,815 | 252,534 | 124,658 | 205,503 | 176,569 | 325,364 |
| 106 | | Profit or loss | 0 | | (100,645) | (122,534) | 344,622 | 197,711 | (17,606) | 23,982 | (87,275) | (17,276) | (185,535) | 106,394 | (75,169) | 21,667 | (289,626) |
| 107 | | | | | | | | | | | | | | | | | |
| 108 | | | | | | | | | | | | | | | | | |

| | 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 | | Fiscal Year 2013 | | | | | | | | | | | | | | | |
| 4 | Acct # | | Budget | YTD | Total YTD | Sept 2012 | Oct | Nov | Dec | Jan 2013 | Feb | Mar | Apr | May | June | July | Aug |
| 109 | | Employee Benefits | | | | | | | | | | | | | | | |
| 110 | | | | | | | | | | | | | | | | | |
| 111 | 5200 | Life insurance | | 0 | | | | | | | | | | | | | |
| 112 | 5210 | Medical insurance | | 0 | | | | | | | | | | | | | |
| 113 | 5220 | Dental insurance | | 0 | | | | | | | | | | | | | |
| 114 | 5230 | Retirement | | 0 | | | | | | | | | | | | | |
| 115 | 5240 | Disability ins | | 0 | | | | | | | | | | | | | |
| 116 | 5250 | Payroll taxes | | 0 | | | | | | | | | | | | | |
| 117 | 5260 | SUTA | | 0 | | | | | | | | | | | | | |
| 118 | 5270 | FUTA | | 0 | | | | | | | | | | | | | |
| 119 | 5290 | FICA tax | | 0 | | | | | | | | | | | | | |
| 120 | | | 112,000 | 0.0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |