

2020-21 Q1 Budget Variance Summary
November 4, 2020

2021-22 Q2 Budget Variance Summary

Revenues				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
45010 - TBID Income - Lodging	TBID Lodging Revenue	\$ 304,808.63	54%	Stronger than expected revenues
45020 - TBID Income Restaurant	TBID Restaurant Revenue	\$ 59,782.77	12%	Stronger than expected revenues
45030 - TBID Income - Retail	TBID Retail Revenue	\$ 199,939.43	37%	Stronger than expected revenues
45040 - TBID Income - Ski Area	TBID Ski Area	\$ 127,370.75	35%	Stronger than expected revenues
Overhead				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
62380 - TOML Processing Fee 2% - TBID	Processing Fee	\$ 14,354.17	37%	Due to revenue exceeding budget
Employee Benefits		\$ 15,863.00	113%	Employee moving expenses
Payroll	Staff compensation	\$ (15,951.18)	-4%	Open positions in first 6 months of FY
Accounting Services	Financial Audit Fee	\$ 9,715.26	47%	Budget in Jan 22 but invoiced/paid in Dec 21
Legal Services	Contract/agreement writing & review	\$ 8,149.50	407%	Created multiple transportation agreements
Marketing				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
63010 - Air Subsidy	Advance Air	(\$100,000.00)	10%	Not billed yet by Advaced Air
63020 - Research	TBID research project	(\$112,500.00)	90%	Timing of billing for TBID research
63040 - Contract Services	LA Kings , ESIA and Agency fees, Communtiy Host	(\$170,150.00)	46%	Kings & Ducks billings; ESIA awaiting billing from TOML, Community Host budgeted all in July,
63160 - Industry Training	Training, CalTravel, Outlook Forum	\$5,053.00	428%	3 New staff training, additional payment of CalTravel, Outlook Forum
63191 - Lodging	Lodging	\$6,071.00	2528%	Budgeted for later in year moved up to Q2
63270 - Production	Video shoot	(\$43,397.00)	67%	Summer shoot moved to spring 2022 due to CreekFire, payment of Ducks campaign moved to Q3
66030 - SEO	Search Engine Optimization	(\$5,000.00)	100%	Project moved to Q4
66020 - Web Dev	Web Dev	(\$20,156.00)	37%	Pause on dev-waiting for new branding
66060 - Media	Paid advertising	\$52,602.00	9%	Moved timing of campaigns earlier to support air service
Sales				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
64030 - Inter Research/Data/Training	Ubermedia, California Star, Visa Vue	(\$5,607)	68%	Ubermedia rolled into the Symthony Dashboard budget with Marketing Department
64070 - Advertizing	advertizing in multiple inter markets	(\$40,172)	13%	Waiting for clarity on international travel restrictions, vacc requirements
64080- Supplies	Printing of Vacation Planners, shipping of promo materials and print	(\$5,365)	17%	Currently creating an updated Vacation Planner
PR/Communciations				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
65050 - Sponsorship	Sponsorship	(\$17,376)	-32%	Writers conference did not occur. We used a portion of the money in this year's budget for the first flight event instead.
65060 - Promotion	Promotion - Crib videos and social media	(\$14,663)	-86%	Working with new videographers and have produced two videos but fewer than budgeted. Also determining how best to move forward with Crib social channels so haven't been spending on social
Special Events				
	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
67135 - Special Event Advertising	Advertising	(\$15,186)	-73%	No fall / winter event forum due to covid, smarter ad buy, and delayed invoices from graphic designer for work done in last quarter, as well as delayed invoice from certified
68030 - Event Grant Funding Expenses	Special Event Funding	(\$119,664)	-60%	\$200k was not actually in the budget, all awards were distributed