

2022-23 Q1 Budget Variance Summary
November 2, 2022

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Revenues	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
45010 - TBID Income - Lodging	TBID Lodging Revenue	(41,458.74)	-9.8%	Missed Budget in July/August - beat it in Sept
45020 - TBID Income Restaurant	TBID Restaurant Revenue	8,407.43	2.8%	Missed Budget in July - beat it in Aug/Sept
45030 - TBID Income - Retail	TBID Retail Revenue	(12,029.27)	-3.3%	Missed Budget in July/August - beat it in Sept
45040 - TBID Income - Ski Area	TBID Ski Area	(16,538.83)	-19.0%	Missed Budget in July/August - beat it in Sept
45070 - TBID Penalties and Interest	P&I	8,301.51	100.0%	Unbudgeted revenue
47110 - LA Kings Promotional Partnership	Funded from Tourism Reserve	(100,000.00)	100.0%	Contract moved to March 1 start date
Overhead	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
62030 - Legal Services	Legal assistance	6,136.50	172.0%	Public records assistance & contract review
62270 - Insurance	Auto, liability and workers comp	(5,301.48)	-29.6%	reduction in insurance cost w/Insperity
62385 - TBID Renewal	TBID Renewal efforts including legal review	7,800.00	100.0%	unbudgeted 2022-23 exp (budget was 21-22)
Marketing	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
63010 - Air Subsidy	United & Advanced Air	\$308,366.66	162%	Timing of subsidies
63040 - Contract Services	Kings	(\$100,435.87)	46%	Timing of Kings contract moved to 3/1 (\$100K)
63052 - Collateral Distribution	Certified Folder	(\$9,779.77)	11%	Timing on billing. Certified just sent new contracts 10/26
63020 - Research	Zartico	\$17,561.23	114%	Timing. New Vendor incentive to pay early. Due Jan 23.
63170 - Experiential	Travel Adventure Shows	\$9,975.00	100%	Timing. Paid early to get 3 shows for the price of 2. Budgeted April & May '23
Total 63190 - Travel and Entertainment	Lodging & Air Fair	\$5,268.14	184%	Timing on Lodging reservations (prebill savings) and airfair over due to flight costs.
63270 - Production	Unreal & Winter assets	(\$173,517.51)	69%	Prepaid the \$150K Last fiscal, timing on new production assets, billing issues due to lack of backup. This has been fixed and will be caught up next quarter.
66020 - Website Development & Maint.	New website	(\$110,459.05)	20%	Production of new website moved to Jan 23 due to launch of new Unreal campaign.
66060 - Media	Winter assets	\$79,227.15	133%	Timing. Pre-billed to save
66120 - Hardware/ Software	Computers	(\$5,284.22)	24%	Coding issue.
Sales	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
64030 - Inter Research/Data/Training	Ubermedia, California Star, Visa Vue	(14,116.67)	21.5%	Timing; additional payments scheduled for early 2023
64070 - Advertizing	advertizing in multiple inter markets	(33,416.56)	10.9%	Timing; more opportunities in 2023
64090 - Agency Fee	Inter agency fees	(8,696.67)	96.5%	Timing; waiting on another invoice for 2023
Supplies, Shipping	Vacation planner, shipping of print & swag	(5,770.57)	3.8%	Timing; swag to be shipped in 2022
FAM Expenses	FAM hosting	5,059.94	201.2%	Timing; more FAM's in the Fall then planned
PR/Communciations	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
65011 - FAM Trips Airfare	Airfare	(\$6,899.90)	-19%	Had more media drive
65012 - FAM Trips Lodging	Lodging	(\$7,601.23)	-52%	Timing issue with MTJA conference
65050 - Sponsorship	Sponsorship	(\$30,797)	-41%	Timing issue with MTJA conference
65060 - Promotion	Promotion	(\$13,390)	-45%	Timing issue with MLT Open House
Special Events	Budget Item	\$ Variance to Budget	% Variance to Budget	Notes:
67135 - Special Event Advertising	Advertising	(8,118.76)	10.0%	Main summer event marketing was already in market by July 1 / Advertising was mainly digital under social budget.