FY12

I T C FINANCIAL REPORT

JULY 1, 2011 – SEPTEMBER 30, 2011

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL AND CONVENTION ACCOUNT
FY2012 BUDGET
JULY 1, 2011 - JUNE 30, 2012

GROSS FY2011 COLLECTIONS:		
JULY THROUGH JUNE	$6,621,011.17	
PROJECTED 5% GROWTH FOR FY2012	331,050.56	
GROSS PROJECTED GROWTH FOR FY2012		$6,952,061.73
LESS PROJECTED TAX COMMISSION FEE FY2012		($91,000.00)
TOTAL PROJECTED FUNDS AVAILABLE FOR FY2012		**$6,861,061.73**
I. ADMINISTRATION (10% OF COLLECTIONS)		$686,106.17
FY2011 ADMINISTRATION CARRYOVER	$25,240.99	
TOTAL CARRYOVER & ENCUMBRANCE		$25,240.99
TOTAL PROJECTED FY2011 ADMINISTRATION AVAILABLE		**$711,347.16**
II. STATEWIDE PROGRAM (45% OF COLLECTIONS)		$3,087,477.78
FY2011 STATEWIDE PROGRAM CARRYOVER	$190,100.57	
TOTAL CARRYOVER & ENCUMBRANCE		$190,100.57
TOTAL PROJECTED FY2012 STATEWIDE AVAILABLE		**$3,277,578.35**
III. TOTAL PROJECTED FY2012 REGIONAL GRANT PROGRAM (45% OF COLLECTIONS)		**$3,087,477.78**

ITC FY10

Cash Available (0%):

Administration	774,899.41	
Statewide	3,270,707.64	
		4,045,607.05

Appropriation:

Personnel	652,800.00	
Operating	3,911,900.00	
Capital	2,800.00	
		4,567,500.00
		-521,892.95

Grants, snow ski license plate expenses and white water license plate sales come from T/B Payments

Trustee/Benefit Appropriation	3,764,900.00
Snowski license plate	126,400.00
White water license plate	71,100.00
Available for ITC grants	3,567,400.00
09 grants	2,892,775.39
08 grants	1,415,147.38
07 grants	21,191.26
	-761,714.03

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2012 ADMINISTRATION PROGRAM
JULY 1, 2011 - SEPTEMBER 30, 2011

	FY2012 BUDGET	FY2012 EXPENDITURES	DIFFERENCE	% SPENT
ADMINISTRATIVE PROGRAM BUDGET	$711,347.16			
PERSONNEL COSTS				
Salary & Fringe Benefits	588,300.00	167,858.79	420,441.21	28.53%
% of Total				
82.7% TOTAL PERSONNEL COSTS	$588,300.00	$167,858.79	$420,441.21	28.53%
FIXED OPERATING COSTS				
Rent	30,000.00	14,913.57	15,086.43	49.71%
Phone-Staff & Council	7,000.00	1,586.92	5,413.08	22.67%
Travel - In State	0.00		0.00	
Supplies, printing, postage, rentals, etc.	19,000.00	3,613.66	15,386.34	19.02%
Council Travel Expense	18,000.00	2,968.62	15,031.38	16.49%
Legal Fees	2,200.00	3,379.20	(1,179.20)	153.60%
Transaction Fee	4,500.00	3,704.40	795.60	82.32%
Legislative Audit	4,900.00	4,830.00	70.00	98.57%
Workshops, Training Programs	0.00		0.00	
Strategic Planning; Webinars			0.00	
Grant Training Workshop; Film Conf			0.00	
Capital Outlay (one time)	1,600.00		1,600.00	0.00%
12.3% TOTAL FIXED OPERATING COSTS	$87,200.00	$34,996.37	$52,203.63	40.13%
INSTATE MARKETING PROGRAM	0.00		0.00	
ASSOC MEMBERSHIP/PUBLICATIONS TIA, TTRA, OWAA, SATW, IRPA, AFCI, NASJA, ABA, NTA, SGMP, NATJA NCSTD, WSTPC & BSS	20,000.00	10,149.00	9,851.00	50.75%
ASSOC CONFERENCES ESTO, PNWER, SATW, TIAA, TTRA, NASJA, AFCI	10,000.00	2,050.00	7,950.00	20.50%
4.2% TOTAL ASSOC MEMBERSHIP/PUBS ASSOC CONFERENCES	$30,000.00	$12,199.00	$17,801.00	40.66%
0.8% CONTINGENCY	5,847.16		5,847.16	0.00%
TOTAL ADMINISTRATION COSTS	$711,347.16	$215,054.16	$496,293.00	30.23%

TOTAL RECEIPTS TO DATE + FY11 BALANCE FORWARD	343,750.06
LESS: FY2012 Expenditures to date	(215,054.16)
LESS: State Tax Commission Fee	(2,287.50)
ADMINISTRATION CASH BALANCE	126,408.40

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2011 STATEWIDE PROGRAM BUDGET
JULY 1, 2010 - SEPTEMBER 30, 2011

		FY2012 BUDGET	FY2012 EXPENDITURES	DIFFERENCE	% SPENT
	STATE PROGRAM BUDGET	$3,277,578.32			
	A. YEAR ROUND PROGRAM:				
% of Total					
	1. Program Operation				
	a. Staff	50,000.00		50,000.00	0.00%
	b. Governmental Overhead Fees	500.00	603.60	(103.60)	120.72%
	c. Travel	52,000.00	9,301.91	42,698.09	17.89%
	2. Education/Research				
	a. Reports/Subscriptions	10,000.00		10,000.00	0.00%
	b. Traveler Profile Study	7,500.00		7,500.00	0.00%
	c. Focus Groups	0.00			
	3. Year-Round Promotions/Partnerships				
	a. Promotional Assistance/workshops	80,000.00	28,032.05	51,967.95	35.04%
	b. Idaho Recreation Initiative	4,500.00		4,500.00	0.00%
	c. Gateway Visitor Center Support	53,000.00	13,539.24	39,460.76	25.55%
7.86%	TOTAL YEAR-ROUND PROGRAM	$257,500.00	$51,476.80	$ 206,023.20	19.99%
	B. PROGRAM OPERATIONS				
	1. Fulfillment				
	a. Phone (All 800 #'s)	0.00		0.00	
	b. Mail (Domestic, International)	150,000.00	29,463.29	120,536.71	19.64%
	c. Contract Labor - fulfillment	60,000.00	13,003.48	46,996.52	21.67%
	2. Website				
	a. Webmaster	170,000.00	40,648.83	129,351.17	23.91%
	b. Website CRM subscriptions	92,530.00	15,149.85	77,380.15	16.37%
	c. Equipment Upgrades	0.00		0.00	
14.42%	TOTAL PROGRAM OPERATIONS	$472,530.00	$ 98,265.45	$ 374,264.55	20.80%
	C. ADVERTISING, MARKETING & PROMOTION				
	1. Print Program				
	a. Media Advertising	750,000.00	87,935.21	662,064.79	11.72%
	b. Vacation Guides	180,000.00	103,733.16	76,266.84	57.63%
	c. Travel Guide Lite	0.00		0.00	
	d. Summer FSI	86,000.00		86,000.00	0.00%
	2. Web Program				
	a. Online Advertising	400,000.00		400,000.00	0.00%
	b. Email Marketing	28,000.00	11,681.58	16,318.42	41.72%
	c. Snowmobile Advertising	36,000.00	8,643.75	27,356.25	24.01%

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2011 STATEWIDE PROGRAM BUDGET
JULY 1, 2010 - SEPTEMBER 30, 2011

	FY2012 BUDGET	FY2012 EXPENDITURES	DIFFERENCE	% SPENT
3. Winter Marketing & Promotion	250,000.00	3,633.92	246,366.08	1.45%
4. Public/Industry Relations				
a. Press Releases, Newsletters/Kits	48,000.00	10,000.00	38,000.00	20.83%
b. PR Promotions/Press Trips	25,000.00	13,107.10	11,892.90	52.43%
c. Pod - Cast Creation	0.00		0.00	
d. Clipping Service	8,847.50		8,847.50	0.00%
5. International				
a. Rocky Mountain International	234,596.00	58,649.00	175,947.00	25.00%
b. Scandinavia/Australia Marketing Effort	37,000.00	14,145.70	22,854.30	38.23%
c. FAM Tours	30,000.00	23,185.24	6,814.76	77.28%
d. Trade Shows	11,000.00	2,295.00	8,705.00	20.86%
e. Foreign Office Support	140,850.00	2,500.00	138,350.00	1.77%
f. Canada	50,000.00		50,000.00	0.00%
6. Other Promotions				
a. Trade Shows	5,000.00		5,000.00	0.00%
b. Advertising Agency Projects	6,000.00	2,877.87	3,122.13	47.96%
c. Advertising Specialties/Poster	0.00		0.00	
d. FAM Tours	0.00		0.00	
e. Sports Marketing	0.00		0.00	
f. Film	5,000.00	110.80	4,889.20	2.22%
g. Film Grants	30,000.00	18,320.00	11,680.00	61.07%
h. National Geographic	12,300.00		12,300.00	0.00%
7. Other Publications				
a. Highway Map	500.00		500.00	0.00%
b. Film Publications	0.00		0.00	
c. 43rd State Brochure (Children's)	2,300.00		2,300.00	0.00%
d. Niche Brochures	24,500.00		24,500.00	0.00%
e. Economic Impact Brochure	0.00		0.00	
f. Lewis & Clark	0.00		0.00	
73.25% TOTAL ADVERTISING/PROMOTION	$2,400,893.50	$ 360,818.33	$ 2,040,075.17	15.03%
4.47% D. CONTINGENCY	$146,654.82		146,654.82	0.00%
TOTAL STATEWIDE PROGRAM COSTS	$3,277,578.32	$510,560.58	$2,767,017.74	15.58%

TOTAL RECEIPTS TO DATE + FY11 BALANCE FORWARD	1,623,391.35
LESS: FY2012 Expenditures to date	(510,560.58)
LESS: State Tax Commission Fee	(10,293.75)
STATEWIDE CASH BALANCE	1,102,537.02

Websites	
VisitIdaho.org	50000
Updateldaho.com	20000
GIG	7500
Mobile	15000
Filmidaho.com	2000
Idaho Golf Trail	3000
Whitewater	2500
Idaho Winter	6000
Kids N Nature	3000
Scenic	8500
Commerce	1500
Hosting	7200
	126200

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY12 MONTHLY COLLECTION STATUS REPORT
JULY 1, 2011 - SEPTEMBER 30, 2011

MONTH	FY11 ACTUAL RECEIPTS	FY12 ACTUAL RECEIPTS	FY12 % OVER/UNDER FY11	NET % OVER/UNDER FY11
JULY	$732,334.21	786,061.55	7.34%	7.34%
AUGUST	932,926.71	1,026,904.71	10.07%	8.87%
SEPTEMBER	910,897.45	917,443.12	0.72%	5.99%
OCTOBER	762,686.22			
NOVEMBER	474,943.29			
DECEMBER	328,753.56			
JANUARY	378,448.44			
FEBRUARY	356,192.86			
MARCH	391,385.06			
APRIL	469,116.31			
MAY	401,470.81			
JUNE	481,856.25			
GROSS COLLECTIONS	$6,621,011.17	$2,730,409.38		
LESS: STC FEE	$108,700.00	$22,875.00		
TOTAL COLLECTIONS	**$6,512,311.17**	**$2,707,534.38**		