

FY12

I T C FINANCIAL REPORT

JULY 1, 2011 - FEBRUARY 29, 2012

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	<u>331,050.56</u>

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
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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
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TOTAL CARRYOVER & ENCUMBRANCE \$190,100.57

TOTAL PROJECTED FY2012 STATEWIDE AVAILABLE **\$3,277,578.35**

III. TOTAL PROJECTED FY2012 REGIONAL GRANT PROGRAM **\$3,087,477.78**
(45% OF COLLECTIONS)

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2012 ADMINISTRATION PROGRAM
JULY 1, 2011 - FEBRUARY 29, 2012

	FY2012 BUDGET	FY2012 EXPENDITURES	DIFFERENCE	% SPENT
ADMINISTRATIVE PROGRAM BUDGET	\$711,347.16			
PERSONNEL COSTS				
Salary & Fringe Benefits	588,300.00	405,478.52	182,821.48	68.92%
% of Total				
82.7% TOTAL PERSONNEL COSTS	\$588,300.00	\$405,478.52	\$182,821.48	68.92%
FIXED OPERATING COSTS				
Rent	30,000.00	29,827.15	172.85	99.42%
Phone-Staff & Council	7,000.00	4,382.76	2,617.24	62.61%
Travel - In State	0.00	0.00	0.00	
Supplies, printing, postage, rentals, etc.	19,000.00	15,688.33	3,311.67	82.57%
Council Travel Expense	18,000.00	8,411.38	9,588.62	46.73%
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	0.00	
Strategic Planning; Webinars	0.00	0.00	0.00	
Grant Training Workshop; Film Conf	0.00	0.00	0.00	
Capital Outlay (one time)	1,600.00	0.00	1,600.00	0.00%
12.3% TOTAL FIXED OPERATING COSTS	\$87,200.00	\$70,223.22	\$16,976.78	80.53%
INSTATE MARKETING PROGRAM	0.00	0.00	0.00	
ASSOC MEMBERSHIP/PUBLICATIONS	20,000.00	25,309.00	(5,309.00)	126.55%
TIA, TTRA, OWAA, SATW, IRPA, AFCI, NASJA, ABA, NTA, SGMP, NATJA NCSTD, WSTPC & BSS				
ASSOC CONFERENCES	10,000.00	7,224.00	2,776.00	72.24%
ESTO, PNWER, SATW, TIAA, TTRA, NASJA, AFCI				
4.2% TOTAL ASSOC MEMBERSHIP/PUBS	\$30,000.00	\$32,533.00	(\$2,533.00)	108.44%
ASSOC CONFERENCES				
0.8% CONTINGENCY	5,847.16	5,847.16	0.00	0.00%
TOTAL ADMINISTRATION COSTS	\$711,347.16	\$508,234.74	\$203,112.42	71.45%
TOTAL RECEIPTS TO DATE + FY11 BALANCE FORWARD		585,263.79		
LESS: FY2012 Expenditures to date		(508,234.74)		
LESS: State Tax Commission Fee		(4,575.00)		
ADMINISTRATION CASH BALANCE		72,454.05		

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2011 STATEWIDE PROGRAM BUDGET
JULY 1, 2010 - FEBRUARY 29, 2012

	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	9.46	49,990.54	0.02%
b. Governmental Overhead Fees	500.00	603.60	(103.60)	120.72%
c. Travel	52,000.00	34,395.27	17,604.73	66.14%
2. Education/Research				
a. Reports/Subscriptions	10,000.00	3,150.00	6,850.00	31.50%
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	43,178.61	36,821.39	53.97%
b. Idaho Recreation Initiative	4,500.00	4,500.00	0.00	100.00%
c. Gateway Visitor Center Support	53,000.00	40,139.25	12,860.75	75.73%
7.86% TOTAL YEAR-ROUND PROGRAM	\$257,500.00	\$125,976.19	\$ 131,523.81	48.92%
B. PROGRAM OPERATIONS				
1. Fulfillment				
a. Phone (All 800 #'s)	0.00		0.00	
b. Mail (Domestic, International)	150,000.00	52,586.21	97,413.79	35.06%
c. Contract Labor - fulfillment	60,000.00	28,689.32	31,310.68	47.82%
2. Website				
a. Webmaster	170,000.00	94,784.38	75,215.62	55.76%
b. Website CRM subscriptions	92,530.00	23,449.65	69,080.35	25.34%
c. Equipment Upgrades	0.00		0.00	
14.42% TOTAL PROGRAM OPERATIONS	\$472,530.00	\$ 199,509.56	\$ 273,020.44	42.22%
C. ADVERTISING, MARKETING & PROMOTION				
1. Print Program				
a. Media Advertising	750,000.00	200,999.52	549,000.48	26.80%
b. Vacation Guides	180,000.00	180,030.21	(30.21)	100.02%
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	245.45	399,754.55	0.06%
b. Email Marketing	28,000.00	16,427.24	11,572.76	58.67%
c. Snowmobile Advertising	36,000.00	26,874.07	9,125.93	74.65%

**IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY2011 STATEWIDE PROGRAM BUDGET
JULY 1, 2010 - FEBRUARY 29, 2012**

	FY2012 BUDGET	FY2012 EXPENDITURES	DIFFERENCE	% SPENT
3. Winter Marketing & Promotion	250,000.00	171,140.59	78,859.41	68.46%
4. Public/Industry Relations				
a. Press Releases, Newsletters/Kits	48,000.00	30,666.25	17,333.75	63.89%
b. PR Promotions/Press Trips	25,000.00	8,616.39	16,383.61	34.47%
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	175,947.00	58,649.00	75.00%
b. Scandinavia/Australia Marketing Effort	37,000.00	37,131.75	(131.75)	100.36%
c. FAM Tours	30,000.00	29,169.01	830.99	97.23%
d. Trade Shows	11,000.00	10,185.92	814.08	92.60%
e. Foreign Office Support	140,850.00	70,500.00	70,350.00	50.05%
f. Canada	50,000.00		50,000.00	0.00%
6. Other Promotions				
a. Trade Shows	5,000.00	4,900.70	99.30	98.01%
b. Advertising Agency Projects	6,000.00	3,955.17	2,044.83	65.92%
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	1,897.79	3,102.21	37.96%
g. Film Grants	30,000.00	27,500.00	2,500.00	91.67%
h. National Geographic	12,300.00		12,300.00	0.00%
7. Other Publications				
a. Highway Map	500.00	112.50	387.50	22.50%
b. Film Publications	0.00		0.00	
c. 43rd State Brochure (Children's)	2,300.00	1,225.18	1,074.82	53.27%
d. Niche Brochures	24,500.00	6,911.43	17,588.57	28.21%
e. Economic Impact Brochure	0.00		0.00	
f. Lewis & Clark	0.00		0.00	
73.25% TOTAL ADVERTISING/PROMOTION	\$2,400,893.50	\$ 1,004,436.17	\$ 1,396,457.33	41.84%
4.47% D. CONTINGENCY	\$146,654.82		146,654.82	0.00%
TOTAL STATEWIDE PROGRAM COSTS	\$3,277,578.32	\$1,329,921.92	\$1,947,656.40	40.58%
TOTAL RECEIPTS TO DATE + FY11 BALANCE FORWARD		2,710,203.13		
LESS: FY2012 Expenditures to date		(1,329,921.92)		
LESS: State Tax Commission Fee		(20,587.50)		
STATEWIDE CASH BALANCE		1,359,693.71		

IDAHO DEPARTMENT OF COMMERCE
 IDAHO TRAVEL COUNCIL
 FY12 MONTHLY COLLECTION REPORT
 JULY 1, 2011 - JANUARY 31, 2012

	REGION I	REGION II	REGION III	REGION IV	REGION V	REGION VI	REGION VII	TOTAL
COLLECTIONS FOR THE MONTH:								
JANUARY 2011	\$69,369	\$26,735	\$137,123	\$27,144	\$28,907	\$39,664	\$47,679	\$376,621
JANUARY 2012	\$73,246	\$24,304	\$158,265	\$26,914	\$37,517	\$43,900	\$55,736	\$419,881
JANUARY 2012 % INCREASE OVER/ UNDER JANUARY 2011	5.59%	(9.09%)	15.42%	(0.85%)	29.79%	10.68%	16.90%	11.49%

YEAR-TO-DATE COMPARISON:								
JULY 2010 - JANUARY 2011	\$1,046,399	\$281,360	\$1,414,009	\$342,276	\$331,325	\$625,962	\$477,473	\$4,518,803
JULY 2011 - JANUARY 2012	\$1,089,036	\$291,634	\$1,536,563	\$373,281	\$364,691	\$645,189	\$491,571	\$4,791,965
FY12 % INCREASE OVER/UNDER FY11	4.07%	3.65%	8.67%	9.06%	10.07%	3.07%	2.95%	6.05%

PROJECTED VS ACTUAL:								
*PROJECTED JULY 2011 - JANUARY 2012	\$1,098,719	\$295,428	\$1,484,709	\$359,390	\$347,891	\$657,260	\$501,346	\$4,744,743
ACTUAL JULY 2011 - JANUARY 2012	\$1,089,036	\$291,634	\$1,536,563	\$373,281	\$364,691	\$645,189	\$491,571	\$4,791,965
ACTUAL OVER/UNDER PROJECTED COLLECTIONS	(\$9,682)	(\$3,794)	\$51,854	\$13,891	\$16,800	(\$12,071)	(\$9,775)	\$47,222

*YEAR TO DATE PROJECTIONS BASED ON FY11 ACTUAL RECEIPTS PLUS 5% GROWTH ESTIMATE

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
JULY 1, 2010 - JANUARY 31, 2012

FY12 MONTHLY COLLECTION REPORT

	REGION I	REGION II	REGION III	REGION IV	REGION V	REGION VI	REGION VII	TOTAL
JUL (A)	174,469.26	40,828.13	267,278.74	73,668.60	64,242.70	111,225.10	54,461.02	786,173.55
AUG (A)	267,722.46	45,142.32	275,641.76	77,110.78	68,109.65	157,550.77	134,331.97	1,025,609.71
SEP (A)	251,792.95	47,606.07	266,111.47	66,351.34	61,127.03	119,075.60	105,500.66	917,565.12
OCT (A)	175,716.52	55,953.13	233,243.23	55,377.83	67,895.73	116,658.26	85,019.46	789,864.16
NOV (A)	86,483.41	44,346.58	180,797.00	42,014.10	39,088.20	56,489.19	35,264.52	484,423.00
DEC (A)	59,605.77	33,453.16	155,286.39	31,844.38	26,710.46	40,290.75	21,257.73	368,448.64
JAN (A)	73,245.94	24,304.38	158,264.51	26,913.78	37,517.24	43,899.79	55,735.66	419,881.30
FEB (E)	52,442.01	20,915.37	149,717.44	31,186.22	26,296.22	45,184.68	51,312.95	377,054.89
MAR (E)	62,975.69	28,021.63	155,536.51	27,596.81	31,849.58	44,852.92	60,190.46	411,023.60
APR (E)	76,018.86	38,311.95	182,503.50	43,350.74	37,806.10	49,583.13	65,052.35	492,626.63
MAY (E)	65,221.60	41,840.88	159,524.59	40,483.17	34,880.56	58,238.25	21,496.09	421,685.14
JUN (E)	90,483.40	41,018.69	198,293.32	57,767.51	35,729.37	63,341.00	19,435.47	506,068.76
TOTAL	\$1,436,177.87	\$461,742.29	\$2,382,138.46	\$573,665.26	\$531,252.84	\$906,389.44	\$709,058.34	\$7,000,424.50

FY12 MONTHLY REGIONAL COLLECTION AVAILABLE

	REGION I	REGION II	REGION III	REGION IV	REGION V	REGION VI	REGION VII	ADMIN	STATEWIDE	TOTAL
JUL (A)	78,499.98	18,370.04	120,258.30	33,146.15	28,905.10	50,044.16	24,503.97	78,606.15	353,727.70	786,061.55
AUG (A)	120,627.23	20,339.69	124,195.41	34,743.67	30,688.04	70,987.37	60,525.71	102,690.47	462,107.12	1,026,904.71
SEP (A)	113,291.76	21,419.88	119,734.24	29,854.13	27,503.51	53,576.90	47,468.98	91,744.32	412,849.40	917,443.12
OCT (A)	79,060.62	25,175.15	104,943.77	24,916.30	30,548.51	52,488.38	38,253.04	78,974.62	355,385.77	789,746.16
NOV (A)	38,904.04	19,949.04	81,303.44	18,899.79	17,583.59	25,411.32	15,863.53	48,425.50	217,914.75	484,255.00
DEC (A)	27,117.62	15,219.50	70,647.48	14,487.59	12,151.91	18,330.26	9,671.20	37,250.13	167,625.56	372,501.25
JAN (A)	32,625.12	10,825.63	70,493.98	11,987.90	16,710.88	19,553.79	24,825.71	41,560.67	187,023.01	415,606.69
FEB (E)	23,407.86	9,335.73	66,827.44	13,920.19	11,737.51	20,168.51	22,903.90	37,400.24	168,301.13	374,002.51
MAR (E)	28,334.28	12,607.61	69,979.63	12,416.47	14,329.90	20,180.41	27,081.14	41,095.43	184,929.44	410,954.31
APR (E)	34,204.71	17,238.47	82,117.49	19,505.67	17,010.86	22,309.94	29,270.33	49,257.21	221,657.46	492,572.14
MAY (E)	29,339.92	18,822.11	71,762.09	18,211.35	15,691.01	26,198.47	9,670.01	42,154.44	189,694.95	421,544.35
JUN (E)	40,707.90	18,454.04	89,210.89	25,989.23	16,074.41	28,496.71	8,743.90	50,594.91	227,677.08	505,949.07
TOTAL	\$646,121.04	\$207,756.89	\$1,071,474.16	\$258,078.44	\$238,935.23	\$407,746.22	\$318,781.42	\$699,754.09	\$3,148,893.37	\$6,597,540.86

IDAHO DEPARTMENT OF COMMERCE
IDAHO TRAVEL COUNCIL
FY12 MONTHLY COLLECTION STATUS REPORT
JULY 1, 2011 - FEBRUARY 29, 2012

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	789,746.16	3.55%	5.43%
NOVEMBER	474,943.29	484,255.00	1.96%	5.00%
DECEMBER	328,753.56	372,501.25	13.31%	5.66%
JANUARY	378,448.44	415,606.69	9.82%	6.01%
FEBRUARY	356,192.86	353,028.19	-0.89%	5.50%
MARCH	391,385.06			
APRIL	469,116.31			
MAY	401,470.81			
JUNE	481,856.25			
GROSS COLLECTIONS	\$6,621,011.17	\$5,145,546.67		
LESS: STC FEE	\$108,700.00	\$45,750.00		
TOTAL COLLECTIONS	\$6,512,311.17	\$5,099,796.67		