

City Advertising Promotion Commission
Income Statement
For the Twelve Months Ending December 31, 2011

	Current Month This Year	Current Month Last Year	Year to Date This Year	Year to Date Last Year
Revenues				
Restaurant Collections	\$ 517,477.83	\$ 467,533.90	\$ 517,477.83	\$ 467,533.90
Delinquent RS Collections	0.00	29,107.31	0.00	29,107.31
Gift Shop Collections	27.12	0.00	27.12	0.00
Hotel Collections	151,555.40	129,616.00	151,555.40	129,616.00
Delinquent HO Collections	0.00	11,168.00	0.00	11,168.00
Motel Collections	275,168.41	290,656.68	275,168.41	290,656.68
Delinquent MO Collections	0.00	8,680.00	0.00	8,680.00
Bed & Breakfast Collections	68,459.90	61,438.99	68,459.90	61,438.99
Delinquent BB Collections	0.00	6,664.00	0.00	6,664.00
Cabin/Cottage Collections	77,092.24	64,142.16	77,092.24	64,142.16
Delinquent CC Collections	0.00	3,983.00	0.00	3,983.00
Guide Income	0.00	300.00	0.00	300.00
Auditorium income	4,193.50	10,965.00	4,193.50	10,965.00
Auditorium Concession Income	5,289.78	3,299.30	5,289.78	3,299.30
City Contributions-Restrooms	0.00	35,000.00	0.00	35,000.00
Tent Income	200.00	50.00	200.00	50.00
Interest Income	1,717.14	2,029.09	1,717.14	2,029.09
Misc/Outside Income	792.16	15.90	792.16	15.90
Website Linking Revenue	3,455.55	9,180.00	3,455.55	9,180.00
Ticket Sales - Blue Grass	0.00	1,735.00	0.00	1,735.00
Ticket Sales-Folk Festival	0.00	3,935.00	0.00	3,935.00
Ticket Sales-Misc	0.00	10,155.00	0.00	10,155.00
Total Revenues	1,105,429.03	1,149,654.33	1,105,429.03	1,149,654.33
Cost of Sales				
Technical Director Contract	20,002.00	39,996.00	20,002.00	39,996.00
Postage	0.00	57.85	0.00	57.85
Auditorium Maintenance	2,030.77	45.71	2,030.77	45.71
Restroom Maintenance	0.00	5,203.07	0.00	5,203.07
Restroom/Aud Maint Wages	1,395.81	30,067.79	1,395.81	30,067.79
Wages/Benefits	13,530.46	35,716.83	13,530.46	35,716.83

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Add'l/Contract Labor-Aud	2,000.00	13,393.95	2,000.00	13,393.95
Add'l/Contract Labor-SE	0.00	465.00	0.00	465.00
Bank chgs/Credit Card fees	756.44	3,295.89	756.44	3,295.89
Office Supplies/Expenses	240.00	3,371.17	240.00	3,371.17
Utilities	0.00	2,239.24	0.00	2,239.24
Telephone	1,914.63	5,903.33	1,914.63	5,903.33
Copier	0.00	2,485.73	0.00	2,485.73
Auditorium Concessions	1,709.98	2,285.13	1,709.98	2,285.13
Total Cost of Sales	43,580.09	144,526.69	43,580.09	144,526.69
Gross Profit	1,061,848.94	1,005,127.64	1,061,848.94	1,005,127.64
Expenses				
Media Placement	(1,648.54)	382,762.78	(1,648.54)	382,762.78
Capital Expenditures	0.00	7,432.74	0.00	7,432.74
Direct Mail	24,492.87	31,583.80	24,492.87	31,583.80
Write Off Uncollectables	15,283.78	146.87	15,283.78	146.87
Web Site-Upgrade	100,573.98	4,385.33	100,573.98	4,385.33
Web Site Maintenance	5,072.00	0.00	5,072.00	0.00
Public Relations	3,322.54	8,469.86	3,322.54	8,469.86
Historical Museum	5,400.00	5,400.00	5,400.00	5,400.00
Creative Production	57,844.56	0.00	57,844.56	0.00
Media Placement-Print Coop	17,648.00	0.00	17,648.00	0.00
Media Placement-Television	162,244.20	0.00	162,244.20	0.00
Media Placement-Internet	36,278.26	0.00	36,278.26	0.00
Media Placement-Weddings	4,974.73	0.00	4,974.73	0.00
Media Placement-Radio	20,925.75	0.00	20,925.75	0.00
Media Placement-Print Other	78,806.33	0.00	78,806.33	0.00
Media Placement-GLBT	6,280.00	0.00	6,280.00	0.00
Media Placement-Cycle	2,275.00	0.00	2,275.00	0.00
Media Placement-Gov Conference	2,095.00	0.00	2,095.00	0.00
Mardi Gras	5,000.00	0.00	5,000.00	0.00
Folk Festival	30,932.90	0.00	30,932.90	0.00

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MFA Festival	27,516.06	0.00	27,516.06	0.00
Blues Festival	10,871.45	0.00	10,871.45	0.00
Africa in the Ozarks	5,000.00	0.00	5,000.00	0.00
All Sports Weekend	20,000.00	0.00	20,000.00	0.00
Bluegrass Festival	10,633.53	0.00	10,633.53	0.00
Jazz Festival	10,556.60	0.00	10,556.60	0.00
Music in the Park	35,463.99	0.00	35,463.99	0.00
Event Coordinator Wage/Benefit	16,089.64	37,546.08	16,089.64	37,546.08
Technical Director Contract	20,002.00	0.00	20,002.00	0.00
Marketing Support Funds	31,852.98	19,472.63	31,852.98	19,472.63
Festive Downtown	0.00	52,408.20	0.00	52,408.20
Christmas Decorations	0.00	62,801.55	0.00	62,801.55
Seasonal/Special Promotions	2,531.57	0.00	2,531.57	0.00
XNA Tourism Information	2,400.00	0.00	2,400.00	0.00
2012 Group Expenses	18,640.00	0.00	18,640.00	0.00
Group Travel-Memberships	2,860.00	0.00	2,860.00	0.00
Group Travel-Per Diem	3,529.34	0.00	3,529.34	0.00
Group Travel-Registration	5,973.10	0.00	5,973.10	0.00
Group Travel-Lodging	6,710.33	0.00	6,710.33	0.00
Group Travel-Transportation	6,927.05	0.00	6,927.05	0.00
Group Travel-Ad Placement	29,056.19	0.00	29,056.19	0.00
Group Travel Fams	610.30	0.00	610.30	0.00
Group Travel Panels	1,631.26	0.00	1,631.26	0.00
Group Travel Contingency	3,718.72	0.00	3,718.72	0.00
Group Travel-Sponsorships	15,645.00	0.00	15,645.00	0.00
Group Travel-Postage	1,117.31	0.00	1,117.31	0.00
Postage	1,963.50	2,284.09	1,963.50	2,284.09
Auditorium	1,286.63	0.00	1,286.63	0.00
Music License Fees	1,225.00	892.00	1,225.00	892.00
Memberships	11,847.00	2,414.30	11,847.00	2,414.30
Wages/Benefits	255,635.15	219,549.72	255,635.15	219,549.72
Professional Services	2,551.35	0.00	2,551.35	0.00
Add'l/Contract Labor-SE	0.00	6,245.00	0.00	6,245.00
Insurance	517.00	1,073.00	517.00	1,073.00
Modification to Space	12,610.40	0.00	12,610.40	0.00

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Contingency	0.00	3,936.67	0.00	3,936.67
Office Supplies/Expenses	9,382.55	8,448.55	9,382.55	8,448.55
Computer Software	6,269.03	0.00	6,269.03	0.00
Computer Hardware	6,075.47	0.00	6,075.47	0.00
Bridal Shows	575.00	0.00	575.00	0.00
Reserves	0.00	6,703.80	0.00	6,703.80
Travel	1,743.58	0.00	1,743.58	0.00
Rent	14,142.48	8,738.64	14,142.48	8,738.64
Rent-Tent Storage	672.00	0.00	672.00	0.00
Utilities	2,570.33	1,069.76	2,570.33	1,069.76
Telephone	7,052.85	6,366.67	7,052.85	6,366.67
Copier	5,957.70	4,720.48	5,957.70	4,720.48
Continuing Education	797.09	0.00	797.09	0.00
Accomodations - Blue Grass	0.00	3,800.00	0.00	3,800.00
Accomodations - Folk	0.00	1,273.72	0.00	1,273.72
Accomodations - Misc	0.00	142.19	0.00	142.19
Advertising-Blue Grass	0.00	1,528.00	0.00	1,528.00
Advertising-Folk Festival	61.25	17,628.54	61.25	17,628.54
Advertising-Misc	0.00	19,034.27	0.00	19,034.27
Advertising - Blues	0.00	7,705.83	0.00	7,705.83
Hospitality-Blue Grass	0.00	170.30	0.00	170.30
Hospitality-Folk Festival	0.00	143.54	0.00	143.54
Hospitality-Misc	0.00	26.97	0.00	26.97
Postage-Blue Grass	0.00	118.44	0.00	118.44
Production-Folk Festival	0.00	565.15	0.00	565.15
Production-MFA	0.00	17,130.68	0.00	17,130.68
Production-Misc	0.00	554.90	0.00	554.90
Fairs-Folk Festival	0.00	150.00	0.00	150.00
Parades-Folk Festival	0.00	350.00	0.00	350.00
Prizes-Folk Festival	0.00	850.02	0.00	850.02
Talent-Blue Grass	0.00	8,000.00	0.00	8,000.00
Talent-Folk Festival	0.00	11,275.00	0.00	11,275.00
Talent-Misc	0.00	9,000.00	0.00	9,000.00
Total Expenses	1,210,073.14	984,300.07	1,210,073.14	984,300.07

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Net Income	(\$ 148,224.20)	\$ 20,827.57	(\$ 148,224.20)	\$ 20,827.57
