

City Advertising & Promotion Commission

Trial Balance

As of October 31, 2012

	Oct 31, 12	
	Debit	Credit
1010 - Cash in Bank Checking	4,990.23	
1020 - Cash in Bank Money Market	30,441.64	
1030 - Petty Cash	61.79	
1031 - Petty Cash Auditorium	240.00	
1040 - Accounts Receivable	11,490.80	
1025 - Undeposited Funds	0.00	
2010 - Accounts Payable		22,392.25
3001 - Visa		836.07
3909 - Beginning Balance Equity	0.00	
3910 - Fund Balance		191,915.06
4005 - Tax Collections	0.00	
4005 - Tax Collections:4010 - Restaurant Collections		468,669.79
4005 - Tax Collections:4013 - Hotel Collections		129,951.00
4005 - Tax Collections:4014 - Motel Collections		240,398.24
4005 - Tax Collections:4015 - Bed & Breakfast Collections		56,029.70
4005 - Tax Collections:4016 - Cabin/Cottage/Suite Collections		71,890.02
4020 - Auditorium Income		23,149.02
4020 - Auditorium Income:4021 - Auditorium Concessions Income		8,614.32
4030 - Interest Income		390.93
4040 - Misc Income		574.74
4042 - Website Link Income		6,900.00
49900 - Uncategorized Income		868.75
5001 - Media Placement:5011 - Coop Advertising	16,780.60	
5001 - Media Placement:5012 - Television Ads	237,573.10	
5001 - Media Placement:5013 - Internet Marketing	39,233.87	
5001 - Media Placement:5015 - Outdoor Billboards	27,731.85	
5001 - Media Placement:5016 - Airport Information	36,675.00	
5001 - Media Placement:5018 - Radio Ads	28,299.65	
5001 - Media Placement:5019 - Print Ads	126,853.75	
5001 - Media Placement:6047 - Contingency Media	4,965.08	
5002 - Capital Expenditures	1,530.11	
5003 - Chamber Guide Postage	29,441.88	
5006 - Ad Production Expense:5005 - Website Maintenance	7,321.50	
5006 - Ad Production Expense:5009 - Graphic Video Production	62,249.42	
5006 - Ad Production Expense:5057 - Technical Director	33,340.00	
5007 - Public Relations	7,928.78	
5008 - Museum Information Center	4,500.00	
5022 - Crystal Bridges	5,200.00	
5024 - Special Events:5030 - Folk Festival	11,927.47	
5024 - Special Events:5035 - May Festival of Arts	24,909.89	
5024 - Special Events:5036 - Blues Festival	9,947.66	
5024 - Special Events:5037 - Africa in the Ozarks	2,815.43	
5024 - Special Events:5038 - All Sports Weekend	15,000.00	
5024 - Special Events:5039 - Bluegrass Festival	10,263.80	

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	Debit	Credit
5024 · Special Events:5040 · Jazzy Weekend	14,552.08	
5024 · Special Events:5051 · Music in the Park	20,855.00	
5067 · Marketing Support	14,421.85	
5088 · Group Travel Expense:5089 · Group Travel Per Diem	2,935.90	
5088 · Group Travel Expense:5090 · Group Travel Memberships	9,310.00	
5088 · Group Travel Expense:5091 · Group Travel Registration	8,846.38	
5088 · Group Travel Expense:5092 · Group Travel Lodging	8,760.47	
5088 · Group Travel Expense:5093 · Group Travel Transportation	7,988.44	
5088 · Group Travel Expense:5094 · Group Travel Ads	38,681.05	
5088 · Group Travel Expense:5095 · Group Travel Fams	1,152.10	
5088 · Group Travel Expense:5097 · Group Travel Contingency	3,363.89	
5088 · Group Travel Expense:5098 · Group Travel Sponsorships	10,926.05	
5088 · Group Travel Expense:5099 · Group Travel Postage	1,095.52	
6000 · Postage	2,053.94	
6030 · Auditorium Expenses	33,567.42	
6030 · Auditorium Expenses:5000 · Pollstar Guide	789.00	
6030 · Auditorium Expenses:6045 · Auditorium Licenses	885.00	
6030 · Auditorium Expenses:6056 · Auditorium Contract Labor	1,034.25	
6030 · Auditorium Expenses:6097 · Auditorium Concessions Expense	3,542.64	
6046 · Memberships	5,550.00	
6050 · Salaries and Wages	206,263.58	
6080 · Contingency - Office	1,863.62	
6081 · Bank Service Charges	35.00	
6083 · Office Supplies	5,310.12	
6084 · Computer Software - IT	1,620.53	
6088 · Travel Expense	1,925.36	
6091 · Office Maintenance	1,623.37	
6092 · Rent Expense	11,530.00	
6093 · Utilities	1,425.31	
6094 · Telephone Expense	4,797.73	
6095 · Copier	4,160.99	
TOTAL	1,222,579.89	1,222,579.89