



MCVB

Hal Harbor Board Chair



MCVB Historical Budget



MCVB Budget	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
MCVB Adopted Budget	503,245	480,845	500,510	619,920	558,803
MCVB FUND Total Expenditures	443,747	422,375	491,975	549,355	466,240
MCVB FUND Surplus (Deficit)	59,498	39,104	-6,323	70,565	84,440
% of Budget Used	88	88	96	89	85
MCVB FUND Balance	299,819	317,104	356,210	167,414	177,601
HOT TAX Collections	574,718	625,169	790,514	1,018,275	971,296



MCVB Historical Funding/Transfer



Year	HOT TAX Transfer to the MCVB	Fund Balance Transfer to MCVB	MCVB Budget	Hot Tax Collection	Percentage of funding to MCVB	% of HOT TAX MCVB Receives
FY 11-12	503,245	0	503,245	574,718	88% HOT TAX	88% HOT TAX
FY 12-13	480,845	0	480,845	625,169	77% HOT TAX	77% HOT TAX
FY13-14	500,510	0	500,510	790,514	63% HOT TAX	63% HOT TAX
FY 14-15	355,000	367,613	722,613	1,018,275	49% HOT TAX/51% Fund Balance	35% HOT TAX
FY 15-16 (est 1.2 m)	456,270	177,601	633,871	971,296	72% Hot Tax/28% Fund Balance	38% HOT TAX
FY 16-17 (Proposed)	610,000	66,933	676,933			



MCVB Historical G&A



Year	G&A
FY 11-12	41,630
FY 12-13	41,630
FY 13-14	51,630
FY 14-15	125,000
FY 15-16	175,000
FY 16-17 (Proposed)	162,000



MCVB Supplemental Items



FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17 (Proposed)
Additional Months Rent \$4138	Personnel \$40,000	P/T Office Assistant \$15,000	Minor Tools & Equipment \$1,150	Sales Manager \$69,212
	Administrative \$10,000	Communication Services \$2,000	Hardware /Software \$1,000	Promotional \$16,800
	Moving Expense \$2,500	Sales Manager \$50,000	Target Market Study \$38,000	Advertising \$9,050
	Office Rent \$4,138 (missing month)		Advertising Gateway \$55,000	Travel & Training \$3,600
	Ret & Prof Services \$8,500		Travel & Training \$8,500	Associations \$1,000
			Sales Manager \$50,856	
			Promotional \$20,000	



MCVB FY 14-15 Free Publicity



F14-15 Budget Amt.:	
Adv.	\$ 75,542
Promo.	<u>\$ 76,222</u>
Total	\$151,764

Month FY 14-15	Ad Value \$	PR Value \$	Impressions- TV
Oct-14	2600	7800	72,730
Nov-14	6400	7050	297,384
Dec-14	1600	4800	49,384
Jan-15	5140	4800	204,384
Feb-15	12,740	38,220	194,414
Mar-15	3100	9300	69,384
Apr-15	8,780	1912	32760
May-15	1912	32760	400,854
Jun-15	2800	8400	110,384
Jul-15	3800	23,574	99,384
Aug-15	7440	22320	283,768
Sep-15	15,629	46,887	1,525,698
Totals	71,941	207,823	3,340,528



MCVB FY 15-16 Free Publicity



F15-16 Budget Amt.:

Adv. \$ 64,526

Promo. \$ 78,757

Total \$143,283

Month FY 15-16	Ad Value \$	PR Value \$	Impressio ns-TV	Print Value \$
Oct-15	8,880	26,640	418,152	242
Nov-15	5,240	19,176	418,152	1,152
Dec-15	1,010	8,040	85,384	1,080
Jan-16	5,240	19,176	418,152	1,152
Feb-16	11,600	64,776	661,932	21,592
Mar-16	3,640	10,920	184,384	21,592
Apr-16	14,240	106,206	1,361,646	35,402
May-16	1600	22,800	99,394	7,600
Jun-16	1600	4800	49,384	1600
Jul-16	84,977	10,280	285,771	863,498
Aug-16				
Sep-16				
Totals	138,027	228,038	3,982,351	954,910

